

RADIO — STAGE — NIGHT SPOTS — PICTURES — OUTDOOR

OCTOBER 30, 1937

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The Billboard

The World's Foremost Amusement Weekly



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Variety.

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The Billboard

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October 30,
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BIG BUSINESS HYPOQUES VAUDE

The Ladies, Bless Them, Tell Gillmore How To Save Legit

NEW YORK, Oct. 23.—The Koffee Catchers and the Kwilling Klubbers, two of them active within a 50-mile radius of this town, swooped down upon the Astor Hotel Monday ready to do for die for the hand that was feeding them, the American Theater Council, which bought a lunch for the dear ladies. And in response to the plea of Frank Gillmore, chairman, these representatives of 30,000 club women taxed their gray matter to submit proposals for the resuscitation of the legitimate theater. Here they are:

Producers might get into their, oh, too, too commercial minds that the dramatic theater is a cultural institution and should not be exposed to practices of making a profit.

And Peggy Wood herself would lead a militant anti-theater lemonade campaign to insure the health of patrons. Miss Wood, with obvious aversions for lemon flavors, recommended the introduction of tea-cup clatter between the second and third acts, and during the third act in case some of the ladies were slow zoopers. That's not all. Miss Wood and her yes-women would impose Vassar and Bryn Mawr finish upon the wicketeers, whose manners at present seem to frighten women into speechlessness when purchasing tickets.

From Westchester came the recom-

mendation that Mr. Gillmore become godfather to a "help youth of America to see good plays" movement. (P.S.—Mr. Gillmore said yes if the recommending one would be the godmother.)

Also discussed at the luncheon forum was the possibility of a 7 or 7:15 curtain one night a week to accommodate out-of-towners who hit the hay early. The guests could not be unanimous on (See THE LADIES on page 9)

FTP-ers Must Learn To Act

Non-assigned performers must attend school 12 hours weekly—sups kick

NEW YORK, Oct. 23.—All Federal Theater performers not engaged in a current WPA play or vaude production will be required to spend at least (See FTP-ers MUST on page 9)

Realignment of Four A's Figured as Coming Soon

Resignations of Paul Dullzell and Mrs. Dorothy Bryant throw structural weaknesses into relief—strong subsidiaries will probably demand representation among officers

NEW YORK, Oct. 23.—Resignations of Paul Dullzell and Mrs. Dorothy Bryant from their posts in Actors' and Chorus Equity have resulted in throwing into bold relief the structural weaknesses of the Associated Actors and Artistes of America, American Federation of Labor international covering all performers. That the reorganization recently accomplished is just the beginning of a thorough cleaning up is definitely indicated. Lineup of officers of the Four A's still has the representation from Screen Actors' Guild, American Federation of Radio Artists, American Federation of Musical Artists, American Federation of Actors and the Burlesque Artists' Association. On the other hand, officer posts on the Four A's board are held by representatives of Equity, the Hebrew Actors' Guild and the German White Rats.

German White Rats and the Hebrew Actors are comparatively insignificant in relation to the membership strength of other Four A's units. Until now, this has made no particular difference, insofar as Equity and the Four A's were practically synonymous, with Frank Gillmore president of both and Paul Dullzell the executive secretary and treasurer of Equity and executive secretary-treasurer of the Four A's. Positions of first vice-president, second vice-president and treasurer of the Four A's are held respectively by Jean Greenfield, of the Hebrew Actors; Mrs. Bryant, of Chorus Equity, and Otto Steinert, of the German White Rats.

With Dullzell and Bryant stepping out, time is considered opportune for the stronger Four A's units to beef for representation.

Since the recent reorg involving setting up of the two new Four A's units, AFRA and AGMA, the international has been (See REALIGNMENT on page 9)

Large Corporations Use Talent On Stage as Well as on the Air

Plenty of activity in field of sponsored live-talent shows—vaude comeback in a new form—jobs for performers, p. a.'s and others—trade expos also aid

By H. HUMPHREY

CHICAGO, Oct. 23.—A steady increase of shekels is flowing into the pockets of show biz from large corporations, which are finally waking up to the angle that the showmanship appeal is more effective than any appeal to the reasoning power. Industry is furnishing the answer today for skeptics who talk of the remoteness of vaude staging a comeback. Because the name vaudeville became synonymous with the two-a-day, wiseacres went into a "tsk-tsk" over its extinction when this form of entertainment disappeared, but instead of folding, vaude is beginning to look as if it has just gone thru an evolutionary process and has now appeared as one of the mainstays in the sales campaigns of nearly all big business.

Radio has done much to stimulate this trend and is no doubt indirectly responsible for the flesh entertainment sponsored by industry and business in other lines, such as the recent vogue of world's fairs, expos and various other special events pulled off in the last five years. Radio started the advertiser thinking along show and talent lines and in many cases proved to him the value of entertaining the public before trying to jam a lot of cold facts down its throat.

One of the biggest coin spenders is the automobile industry. General Motors recently started small traveling units around to the Chevrolet dealers in the Midwest. Idea involves the dealer mailing invitations to his neighbors and past customers, asking them to attend a show at the agency. Show is usually staged in the service garage to accommodate the crowds. Walls are whitewashed, seats set up and a portable steel stage moved in. Three or four short acts are (See BIG BUSINESS on page 9)

Royal American Pulls Big Stunt

Gives preview prior to opening of La. State Fair but no tickets sold

SHREVEPORT, La., Oct. 23.—A midway preview was held by Royal American Shows last night on the eve of opening the 32d annual Louisiana State Fair Saturday.

Carl J. Sedlmayr, general manager, and W. R. Hirsch, managing secretary of the fair, estimated attendance at more than 15,000 persons.

Talkers made regulation openings, using full bally casts, but not a ticket seller was available to meet the urgent demand of thousands who wanted to (See ROYAL AMERICAN on page 86)

Hennies Bros. Buy Hansen Shows And Will Have Train of 50 Cars

JONESBORO, Ark., Oct. 25.—Following two seasons of bad business and attendant hardships, the Al C. Hansen Shows, a railroad carnival, suddenly "gave up the ghost" here October 21. The show is

said to have had an extremely hard struggle all season and in view of none too good future prospects its owner and manager, Al C. Hansen, decided to dispose of the equipment and write fins to the show's title as a flat-car show.

However, he appeared to have met few obstacles in finding a ready sale for his excellent rolling stock and wagons, as Harry W. Hennies, representing Hennies Bros.' Shows, made a bid which was accepted, sale made and property was entrusted for Shreveport, La., Hennies' winter quarters.

In confirming the purchase R. L. Lohmar, general representative for Hennies interests, informed *The Billboard* from Mobile, Ala., October 22 that the Hansen equipment purchased by his firm consisted of steel flats and baggage car, 20 wagons, tractor, transformers and other show properties. This additional equipment will go toward enlarging the Hennies show to 50 cars for 1938, which (See HENNIES BROS. on page 55)

N. Y. Fair To Name Advisory Committee

NEW YORK, Oct. 23.—An advisory entertainment committee for the New York World's Fair of 1939, consisting of leading figures in the theatrical, night club, music and outdoor ends of show (See N. Y. FAIR on page 55)

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CIO-AFL Battle For Penpushers

AFL meeting broken up by CIO men—both factions optimistic of supremacy

NEW YORK, Oct. 23.—Mad scramble for membership in the home offices of the film companies by CIO and AFL office workers' locals became a hair-pulling match this week when hecklers from the United Office and Professional Workers of America, Local 16, barged in on the mass meeting called by the AFL's American Federation of Bookkeepers, Stenographers and Accountants' Union, Local 20,940, Thursday at the Manhattan Opera House.

In addition CIO group released a memorandum branding the AFL move a company union act.

Both locals claim foremost position in the picture offices, the neither has as yet succeeded in lining up any one company completely and exclusively. There is a potential membership of 10,000, including employees in offices of booking agents, talent scouts, etc.

At the AFBSAU rally, the first concerted effort made by the AFL to organize the pen pushers in the film offices (CIO organizers have been digging for almost a year), representatives of the employees of Grand National, Mentone Productions, Meridian Pictures, Monogram Pictures, Pastime Pictures, Pathe Film, Stage and Screen Products; J. D. Trop, Inc.; Republic Pictures, Mascot Pictures, Fitzpatrick Pictures, Metro-Goldwyn-Mayer, J. E. Brulattour, Cosmopolitan Productions, Hal Roach Studios, Columbia Pictures, Danubia Pictures, Universal Pictures, Vitaphone, Warner Brothers, United Artists were present. RKO Pictures seem to be among the missing.

Organizer Edward K. Maherty and Geneva Marsh, secretary of the newly erected National Council of Office Workers, predict an AFL closed shop in the major companies within three weeks. Ann Berenholz, CIO organizer, vehemently disagrees.

Hail the New Champ!

CHICAGO, Oct. 23.—You Can't Take It With You, the 1937 Pulitzer Prize play, goes into its 38th week at the Harris Theater tomorrow, making it the longest run play in 12 years. Previous champ was *Three Men on a Horse*, which rolled up 37 weeks here in 1935. The Sam H. Harris show is now aiming to match the 58-week record set by *Abie's Irish Rose* in 1924-'25.

Routes Set for 'Show of Shows'

Rose extravaganza to travel west—then back to Texas for Xmas—Pitt may get it

FORT WORTH, Tex., Oct. 23.—After the opening of Billy Rose's *Show of Shows* at the Municipal Auditorium here November 5 the itinerary of the road show until Christmas is as follows: Amarillo, November 6; Pueblo, Colo., November 7; Denver, November 8-9; Cheyenne, Wyo., November 10; Billings, Mont., November 11; Great Falls, Mont., November 12-13; Butte, November 14; Yakima, Wash., November 15; Seattle, November 16-17; Portland, Ore., November 18-19; Sacramento, Calif., November 20; Curran Theater, San Francisco, for a three-week run. After that the show will come back to Texas by way of Phoenix and Tucson for layoff during Christmas holidays in Texas. The show is scheduled to play San Antonio December 25 and Oklahoma City December 31.

Ruby Bloom, New York composer, is here writing new romantic tune for Everett West, who is to be featured singer, for the *Oriental Yogi* sequence, taken from *Casa Manana Revue* of 1937. Music for *Show of Shows*, like the sequences, will be taken from the shows Rose has produced, including *Casa Manana (The Night Is Young)*, *Aquacade (Strangers in the Dark and The Camera Does Not Lie)*, *Jumbo (Circus on Parade)* and *Pioneer Palace* revues of both Frontier shows in Fort Worth.

PITTSBURGH, Oct. 23.—Billy Rose's *Show of Shows*, blend of the mitey producer's Fort Worth and Cleveland spectacles, will spend a week in Pittsburgh some time in January if negotiations being guided by James McGrath, booker, are concluded.

Laying publicity groundwork just in case, McGrath is pleading, "Pittsburgh needs a big show." He is trying to convince either the Police and Firemen's Pension Fund Association or the Shrimers that the extravaganza would mint money for them.

If routed into Pittsburgh the Rose revels would bring 125 people in 12 cars and show in the 4,000-seat Syria Mosque.

Open Miami Beach Agency

MIAMI BEACH, Oct. 23.—Carl Gardner and Sid White, ex-performers, have opened the Southern Theatrical Agency here booking theaters, clubs and hotels. Both Gardner and White had been operating in this area independently for the past two years. Manny Gates has been placed in charge of the music department.

Social Security Rulings

Issued by the Treasury Department at Washington, D. C., thru the Social Security Tax Unit, will be found in the Circus Department.

Pittsburgh Acts and Managers Confer Again on Job Conditions

PITTSBURGH, Oct. 23.—A death benefit fund has been established here for entertainers, and rooms are being sought for permanent headquarters by the Entertainers' Association of Western Pennsylvania. After months of bickering with the Entertainment Managers' Association outfit appears set on improving social and working conditions for its more than 200 members. President Billie Meisinger announced that the EAWP board of directors will confer with EMA officers in an attempt to clarify provisions in the new State licensing law and to interpret cancellation clauses in the trade agreement at issue between the two associations.

Subsidized by the 50-cent monthly dues, the new EAWP benefit will give \$200 to the family of a member in case of death.

Misunderstandings between bookers and acts arising from the new licensing law are partially the result of changed conditions whereby the entertainers are now working for the niteries' management, with the agent merely representing them and collecting 10 per cent. Formerly most bookers bought the acts and then sold them to clubs.

The trade agreement originally drafted by the EAWP, then altered so much by the EMA that the acts withheld signing, hangs fire now. The agreement, if signed, compels agents to inform acts four days ahead of playing date of an engagement. Agreement also provides that acts furnish all music and photographs, a condition asked by the musicians' union local and a number of cafe owners.

Conspicuously absent are provisions on wages, which await expiration of a 60-day agreement trial period that began October 15.

Officers of the managers' association for the coming year, elected last week, are Clair McLaughlin, president, succeeding James McGrath; Eleanor Savage, second vice-president; Kenneth, secre-

tary-treasurer; Harry Thomas, business agent; Jack Daily, sergeant at arms, and Peg Lanagan, Jack Bowman and Harold Mansfield, directors.

Cleveland Art Boys' Union Headaches

CLEVELAND, Oct. 23.—Cleveland Symphony and Play House, arty little theater, are enjoying union troubles.

At opening of symphony season October 15 five union musicians were absent from the pit. The sixth was allowed to play when certain formalities following his employment had been observed. Other five have been threatened with expulsion from the American Federation of Musicians if they attempt to play despite an injunction filed to prevent union from interfering with them. Dispute arises over right of orchestra to engage out-of-town artists in preference to local talent.

Trouble with the Play House hinges over the question of union stagehands. Theater started as an amateur effort 20-odd years ago and continues so with only few members of cast on pay, remainder working for glory. They work in all departments and are associated in training dramatic students in Western Reserve University. A week before the opening theater was bombed and considerable damage ensued. Since last spring union has been demanding theater take on union stagehands and directors have refused to do so on grounds that it is educational and amateur institution. Persons responsible for bombing have not been apprehended, and union leaders declare they are in no way to blame. Threat to picket house has not materialized.

Friars' Club Elects Oct. 28

NEW YORK, Oct. 23.—Friars' Club will hold its annual meeting in its club-rooms in Edison Hall Thursday evening. Nominating committee's official ticket to serve for the coming year comprises Jay C. Flippen for abbot, Bobby Clark for dean, Maurice H. Rose for treasurer and Lester L. Hammel for secretary.

All nominated are incumbents except Rose, who will run for the post now held by Eddie Miller.

Nominations to the board of governors for a two-year term are Sam Sax, Emmet R. Callahan, George Nat Burns, Henry Jaffe and Milton Berle. Governors with still one year of their term to go are Edwin G. Bruus, Harry Delf and Elias E. Sugarman. Eddie Miller, retiring treasurer, has been selected for a one-year board term.

EDDY ROGERS (This Week's Cover Subject)

BORN 30 years ago in Richmond, Va., Eddy Rogers, christened Edmond Ruggieri, went to the Royal Conservatory of Naples at 17. Following completion of a nine-year course in five years and winning highest honors with a degree of Doctor of Music, Rogers returned to the United States for a series of recitals. For a time he wrote compositions and arrangements for Benjamin Gigli, noted tenor, and then, after another fling at recitals, started to play as soloist in dance halls and cafes.

In 1932 Rogers had his own band at the Ritz Carlton, Atlantic City. Engagement was terminated by an auto accident.

Since then Rogers has appeared in pictures and on the air with Mark Warnow, Harry Salter and B. A. Rolfe and has been soloist with the Earl Carroll productions for two years.

Following a successful engagement at the French Casino, New York, Rogers went into the Radio City Rainbow Grill September 22, where he is currently engaged.

After some experiment in instrumentation Rogers decided to use only one sax and four brass pieces in his band, his general idea being to use only instrumentations that are vital in producing true and individual tones. Rogers' family, with the exception of his father—who is a physician, Royal Consul to Italy and recipient of the Cross of Knighthood—have a musical background.

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License Test Looms in Mass.

Conviction may come from MAEB's evidence — law puzzles members

BOSTON, Oct. 23.—Evidence of a nature that will undoubtedly bring a court conviction and at the same time be a test case on the validity of the State entertainment booking license, was turned over to the License Division of the Boston Police Department by the Massachusetts Association of Entertainment Bureaus at a meeting held October 21 between the MAEB and police representatives. Case is that of A. H. Handley, Boston, charged with operating without license and bond. Police Inspector Charles J. Copeman has the evidence, which will be put on the docket for action before the first of the year. If a conviction is handed down, the law will receive its test, and all bookers will be under close police scrutiny, with each forced to obtain a license and bond. Otherwise MAEB members will nix taking out licenses and planting down security for a \$1,000 bond.

The license law, several seasons old and introduced into the Legislature by Thomas D. Senna Sr., according to Inspector Copeman, is in its infancy, with no one really understanding the provisions therein. The Inspector has been waiting for definite developments, a concrete case whereby court action would iron out technicalities.

MAEB members are puzzled as to the reading of the license and how it affects office space men working under someone else's license and the responsibility thereof. Inspector Copeman explained that each is an individual booker and must have a license.

Much debate arose at the meeting with the reading of the by-laws, particularly the section designating minimum wage scales. Some bookers want a straight out and out minimum wage scale, while others are for classification. If the former is voted upon, some members will be forced to go out of business and give their spots to unscrupulous and unlicensed bookers, they claim. Minimum

Steals Ballyhoo Panties

MOBERLY, Mo., Oct. 23.—Grand Theater here for the run of *Topper* recently rigged up a lobby display including a set of female panties. Despite the fact that the panties were cheaply made and of a size indicating they had been made as strictly utilitarian garment, somebody was interested enough to steal them.

prices stated are \$5 per person per day, \$25 per week; \$20 without room and board; chorus girl, \$3 per day, \$15 per week.

Americans Score in New English Musical

LONDON, Oct. 16.—It's in the *Bag*, musical extravaganza which makes a bold attempt to carry a plot thru its many scenes, had a successful premiere at the Palace, Manchester, this week, where it plays a short season prior to coming to the Savoy, London.

Produced and presented by Cecil Landeau and Frank Rubens, who are also responsible for the story, lyrics and music, *It's in the Bag* owes much to two resourceful American comedians, Benny Ross and Gene Sheldon, both of whom are familiar and popular with English vaude patrons. Ross, gifted with an ingratiating personality and swell pipes, is a big winner in all he does, especially in his well-known vaude act with Maxine Stone, novel and languid comedienne, who clicks heavily on her own. As a team Ross and Stone show-stop in this musical as they do in vaude. Sheldon, versatile pantomimist and banjoist, assisted by high-kicking and personable Loretta Fischer, also chalks up belly laughs galore with his vaude vehicle, which is flopproof. In addition Gene talks for the first time in England, and proves a resourceful comic, especially with Doris Hare in several funny scenes that win cordial appreciation.

Also from America comes Elisabeth Welch, colored blues singer, who is a radio name this side. She is well received. Robin Richmond holds a spot with his "pipeless" organ, a novelty. Smart dancing comes from Diana Chase, Sepha Treble, James Carney and Pola Nirenska, the latter registering with peasant dance in costume. Ernie Dillon is a success with his trampoline work, and further appreciated efforts come from Robert Wilton, Robert Ashby and Margaret Rutherford, whilst the chorus line is excellent. With a little pruning *It's in the Bag* should prove a big hit at the Savoy. Bert Ross.

S. & T-Raye Case Settled

CHICAGO, Oct. 25.—The Sligh & Tyrrell-Martha Raye suit here was settled out of court today, booking firm getting \$300, according to Henry Kalchelm. Miss Raye's attorney, Sligh & Tyrrell demanded an accounting of the star's earnings since her appearance at the Trocadero on the Coast a couple of years ago, claiming that they held an oral contract with her.

Cole Porter Is Injured

GLEN COVE, N. Y., Oct. 25.—Cole Porter, well-known songwriter, was in North Country Community Hospital here today suffering from compound fractures of both legs sustained yesterday when the horse he was riding at the fashionable Piping Rock Club, Locust Valley, reared and fell on him. Physicians reported his condition as not serious.

Wagner Bankruptcy Denied

NEW YORK, Oct. 23.—Application for bankruptcy recently filed by Buddy Wagner, otk leader, was denied him on the grounds that he had gone bankrupt three years ago. Latter find was brought to light by Max Kandler, attorney for Gaby Lesley, performer, who had won a claim for \$850 against Wagner for unpaid back salary accrued during a South American tour promoted by Wagner and George Gordon.

Fishel a Reliever

NEW YORK, Oct. 23.—Mr. Fishel, on the WPA Federal Theater's Play Bureau, comes under the category of relief, not non-relief as was stated in last week's issue of *The Billboard*. Fishel was one of 48 names listed, with salaries and FTP status.

Cleveland Stock House in Tangle

CLEVELAND, Oct. 23.—Since the folding of the Manhattan Players, stock organization which premiered at Manhattan Theater October 2 and closed after four performances, members of the cast, headed by Director Leland Standford Harris, have been vainly attempting to straighten tangle.

Show was promoted by William Bernard, who listed four \$100 royalty plays with cash on the line. Company of some dozen players was directed by Harris. *Turn to the Right* was opening bill. After fourth performance Bernard vanished. Company, stagehands and ushers refused to continue after house filled for next performance and money was refunded. Albert Gutentag, local contractor, supposed partner of Bernard, claimed he only redecorated theater with promise of cut in profits and no share of losses. Players retained James Bravo to confer with M. L. Jacobs, Gutentag's attorney, but without result. Company still hopes for the best.

Harris directed *The Drunkard* at Great Lakes Exposition this summer for Hargrave & Reicher. He contacted Madge Kinsley, who planned to come in with pop stock and specialties, but lease tangle has not been straightened to date. House is a good buy for cheap stock; tho it seats only 525 patrons, it rents for \$50 a week.

AGRA Appeals to NLRB Over Firing of Weeks

PHILADELPHIA, Oct. 23.—Joe Weeks, announcer hired by WFIL from WLW, Cincinnati, was discharged at the end of one month for alleged incompetency. Donald Withycomb, station's general manager, stated that Weeks was hired on a trial basis. If satisfactory the announcer was to get a raise in addition to a permanent position. When the month expired he was fired.

Thursday (21) the American Guild of Radio Announcers filed a complaint with the National Labor Relations Board charging Weeks was discharged for union activity. A hearing is to be held Monday (25) at local labor board offices. Withycomb maintains he knew nothing of Weeks' activity in the AGRA and didn't care. To prove it he points to his having allowed his engineers to hold several union meetings.

Don Martin, native Philadelphian, was added to WFIL's announcing staff Thursday. Martin began his career on WTEN in 1932. Since then he has handled announcing chores on WIBG here and Norfolk's WTAR.

Palmer House Signs Acts To Exclusive Contracts

CHICAGO, Oct. 23.—Palmer House is signing exclusive playing contracts with acts and bands proving business sensations in its Empire Room.

Latest on its list is Wayne King's Orchestra. Among others are Veloz and Yolanda, Guy Lombardo, Eddy Duchin and Medrano and Donna. Signed acts cannot play any other cafes or night clubs in the Chicago area.



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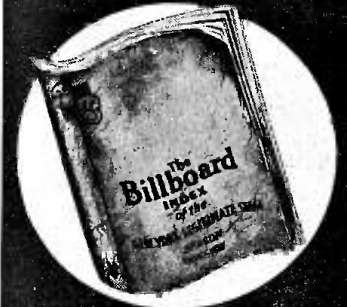
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TALENT UNION MUDDLE

N. Y. Musicians Follow Chi Step

Local 802 reported stymied in attempt to unionize announcers in N. Y.

NEW YORK, Oct. 23.—Spokesman for the International Alliance of Theatrical Stage Employees yesterday indicated the dogfight over radio jurisdiction was only beginning with the statement that sound men, claimed by American Federation of Radio Artists nationally and by Petrillo in Chicago, were really within the province of the IA. Declared that when IA President George Browne recovers from his recent illness, "he will not let Petrillo cross him."

NEW YORK, Oct. 23.—Musicians' Local 802, set to sound out the American Federation of Musicians yesterday on the advisability of following the example set in Chicago by James Petrillo in organizing announcers, sound men and producers in New York, has been staved off. It is claimed, by quick action on the part of the American Federation of Radio Artists. Mrs. Emily Holt, of AFRA, tracked down Joseph Weber, AFM president, and squawked, with 802 reported stopped as a result.

Musicians' local, before stepping in an attempt to organize the field, had decided to contact Weber in order to clarify the status of "associate memberships," in which category announcers and sound men would fall if taken into the union. Attitude of 802, as expressed by one official, was that announcers, et al., would have more to gain by joining an established group than a newly formed association.

AFRA disputes this. Points out that it has, in its nine weeks of existence, set up offices in the most important radio centers, organized between 3,000 and 4,000 people and has set up committees to draft schedules of working conditions and wages. Schedules, when completed, are to be submitted to the New York office for going over.

Announcers and sound men joining local musicians' unions are set for an economic jolt, judging by the initiation and dues scale set by Petrillo in Chicago. As compared to the regulation \$100 initiation fee and 4 per cent salary dues, the "associates" come in with a \$25 initiation fee and 2 per cent cut. Membership in AFRA entails a sliding initiation and dues scale ranging, respectively, from \$10 to \$25, and from \$12 to \$100. Only those earning \$50,000 per year pay \$100 dues to AFRA.

KHQ, KGA, NBC Spots, Now Under Same Heads

SPOKANE, Wash., Oct. 23.—Stations KHQ and KGA are now being operated as one unit. Former, on the National Broadcasting Company's Red network, is owned by Louis Wasmer, and the latter, NBC Blue, is operated by him.

Under the new arrangement announcers change shifts and stations, giving listeners a change of voice. Herbert Wixson was promoted from assistant manager of KGA to assistant manager of the combined stations. He started on same station as announcer in 1930, following graduation at Washington State College, where he announced over KWSC. Al Sparling is now chief engineer of both stations.

KNX Philanthropic

HOLLYWOOD, Oct. 23.—Unique is the gesture of the KNX publicity department here which, cleaning out two thousand old photographs of popular CBS and KNX radio stars, has turned them over to a philanthropic worker, who will paste them into assorted scrap-books and bestow them upon hundreds of children in local hospitals and orphanages. Pictures have been widely circulated in newspapers thruout the country and are being disposed of in favor of new poses.

Stupid Labor Leadership

Three American Federation of Labor unions are sounding their best war-whoops with a view toward participating in the radio jurisdictional scramble. What appears to be the main theme is the castration of the American Federation of Radio Artists, newly organized Four A's unit which secured its charter from Actors' Equity, which, in turn, held its grant from the American Federation of Labor via the Four A's.

AFRA charter gives the association control over all who appear "before the mike," with the exception of pit men. Whether this was intended to include announcers and sound effects men or whether the Four A's overstepped its jurisdiction are important points. Petrillo in Chicago, with the American Federation of Musicians adopting a "hands off" policy, has cut in on AFRA there. Musicians' Local 802 has made what appears to be an abortive bid to do the same in New York. The International Alliance of Theatrical Stage Employees, which recently threw a bombshell into theatrical labor by announcing it intended to take in Coast people who would normally fall to Screen Actors' Guild and other AFL unions, is known to be watching the radio scramble attentively. It claims sound men.

This activity, carried on by the different unions for the presumably altruistic purpose of keeping the CIO out of the field, is not helping the AFL's supposedly united front. It begins to look like a tacit admission of the wisdom of the CIO theory of industrial unionism.

Scramble, with its inherent threat of partition, is doing neither the talent involved nor the AFL any good. Just where announcers and sound effects men belong should be settled with as much dispatch as possible. AFM, at its last national convention in Louisville, made provision to affiliate with sympathetic groups in related fields thru a plan of "associate membership." An association such as the American Society of Composers, Authors and Publishers would fall within such a category. Whether or not announcers and sound men can also be included is a matter of interpretation that should be settled by higher officials rather than local hotheads.

Credit for organizing radio stems right back to the opposition faction within Actors' Equity, leaders of this minority being directly responsible for the creation and organizational activity of AFRA. It is inescapable that neither the musicians nor stagehands unions made a move toward the field until AFRA came out with a strong campaign. The inference is one of opportunism rather than labor idealism.

Next move on the part of high labor moguls should be an attempt to displace conniving by judicious interpretation.

KDKA Follows NBC Boston Gets Culture Via The "I Won a Prize" Route

PITTSBURGH, Oct. 23.—In an economy move called "reorganization" that looked more like a new broom sweeping, A. E. Nelson, recent successor to Harry Woodman as manager of KDKA, has pared his staff. Chief purpose was to eliminate overlapping of functions and consolidate duties. A week after the purge, news has been kept hushed up so that the new manager wouldn't be assumed a house-cleaner.

Shuffle found boy pages replacing the hostesses and several sustainers assuming staff artist status. Now drawing piece-time wages instead of a weekly check are Adelaide Lasner, former music librarian and dramatic director, and George Helde, announcer-singer.

Staff pruning has served to accelerate activities of others busied with preparations for the special October 30 program that will celebrate KDKA's 17th anniversary, and the dedication of the station's new transmitter.

Minister Gets Sponsor; Pepperell Sheets on NBC

NEW YORK, Oct. 23.—Dr. Karl Reiland's talks for Pepperell sheets will be one of the first sponsored series by an ordained minister to be aired over a network. Program was tested in Atlanta last summer and the agency, B. B. D. & O. and the client found it pulling enough to warrant a quarter-hour spot, Fridays, 7:15-7:30 p.m. over NBC's Blue of 37 stations.

Dr. Reiland, former pastor of St. George's Church, will discuss current topics. Starts November 5.

San Jose Daily Seeks Station Okeh

SAN JOSE, Calif., Oct. 23.—San Jose will have a new radio station if depositions dispatched to Washington, D. C., receive favorable consideration at a hearing scheduled for October 25. The station would operate in competition to KQW and with twice as much power, according to George Payne, owner and publisher of *The San Jose News*.

New station would be controlled by *The News*, an afternoon paper, but financed with outside capital, Payne said. Whether or not it would have a national hookup, he is not ready to announce.

Boston Gets Culture Via The "I Won a Prize" Route

BOSTON, Oct. 23.—Trend of local radio stations to garner more listeners with educational programs that offer scholarship winners continues to make Boston the City of Culture.

Whiting Milk Company last Wednesday started the first of 15 quarter-hour shows over WAAB at the conclusion of which a scholarship to Emerson College, Hub Dramatic school, will be the prize. It's a junior high school dramatic series. Programs will be presented in series of five from which the top participants will compete in a sixth "semifinal" airing. A "grand finale" will determine the scholarship winner at the completion of the series.

On WMEX, John E. Reilly has inaugurated the *Auditions for Scholarship* show. Some New England singer will obtain one year's free scholarship in singing and voice training. Winner of each program will be selected by judges, with the radio audience participating by registering votes either by telephone or letter. One winner will be plucked from each program, eligible for the semifinals.

"Lone Ranger" Expands

DETROIT, Oct. 23.—H. Allen King, general manager of the King-Trendle Broadcasting Corporation, states that the *Lone Ranger* program, produced at WXYZ, expands to three more Eastern States and one additional Western station, including WFIL, Philadelphia; WNEF, Binghamton; WSYR, Syracuse, and the Don Lee outlet in Portland, Ore. This brings the total number of stations broadcasting program to 26. Gordon Baker Company is sponsor of the program, also to be filmed soon.

Philco Seeks Tele Okeh

PHILADELPHIA, Oct. 23.—Last Wednesday (20) the Philco Radio and Television Corporation resubmitted its application to the Federal Communications Commission for permission to construct a television transmitter. Visual station would use power of 15 watts and would operate on 204,000-kilocycle band.

LANSING BENET is now program director for WNBX, Springfield, Vt. Benet was formerly assistant program director of KRNT and KSO, Des Moines, Ia. Phil Hoffman, also formerly of KSO and KRNT, is now manager of WNBX.

Weber Ponders Petrillo Puzzle

AFM head studies AFRA charter to decide whether Chi local's step is legal

NEW YORK, Oct. 23.—American Federation of Radio Artists this week contacted Joseph Weber, American Federation of Musicians president, in order to reach an adjustment on the AFRA-Petrillo jurisdictional conflict in Chicago. Situation there remains for the time being in status quo, with Weber studying AFRA's radio charter in order to determine extent of its jurisdiction. Charter was received from Actors' Equity, which in turn received it from the Four A's. Equity passed it on to AFRA intact as a result of the Four A's recent reorg, merely withholding television.

That portion of the charter which is in line for interpretation gives AFRA control of all people appearing before the microphone, with the exception of pit musicians.

Unverified report states that Petrillo, when signing up the Chicago men, signed them into the union as piccolo players, zither players, etc. Opinion here is that such a step, if true, indicates a knowledge that the announcers and sound men were really not within the musicians' jurisdiction.

Harms Melon on Musical Contested

NEW YORK, Oct. 23.—In charging breach of contract over royalty disbursements, Justice Charles B. McLaughlin, sitting in Supreme Court Wednesday, refused to dismiss a bill of complaint filed by April Productions against Harms, Inc., altho the legal minds for the music pubes contended that a copyright infringement suit was only within the jurisdiction of the Federal Court. Suit involves contract made in 1924 granting Harms permission to publish the music from the *Student Prince* score, April to receive seven cents for each sheet music sale and 50 per cent of the receipts from other sources.

When contract was entered into, no provision was made for radio and April alleges that Harms received more than \$100,000 from American Society of Composers, Authors and Publishers in royalties thru radio for the musical score. Suit asks \$100,000 damages, an accounting of all royalties on the songs, termination of the contract and a permanent injunction restraining Harms from claiming radio rights to the score. Plaintiff is the assignee of the Shubert Theatrical Company.

Giant New Tower Leads KTFI Expansion Program

TWIN FALLS, Ida., Oct. 23.—Radio Broadcasting Corporation, operator of Station KTFI here, has completed negotiations for the erection of what is believed will be the highest self-supporting tower in the intermountain country. Structure will be 437 feet in height.

Present signal strength and reception area of KTFI are expected to be doubled by use of the new tower. Erection of a two-story transmitter building of modern design is included in the improvement program. Work is expected to be completed in 60 days.

Slower Than Yachts

LEPANTO, Ark., Oct. 23.—The Lepanto turtle race for the world's championship was broadcast in two full-hour periods October 20 over WMC, Memphis, thru short-wave "pack" transmitter W4XBS. John Cleghorn WMC program director, was at the mike, and Clyde Baker, chief engineer, on the technical side. Event is sponsored by the American Legion Post.

AFM Feels IRNA Is Wasting Time

NEW YORK, Oct. 23.—Spokesmen for the American Federation of Musicians declared today that the AFM's contract with the Independent Radio Network Affiliates is essentially as published by *The Billboard* October 2. Contract still holds for two years, but there is no provision for arbitration.

Lawyers for the Independent Radio Network Affiliates and the Federation are currently going over the agreement, the only matter of dispute being the phrasing and language of the document. William Kerngood, sub-committee chairman, doesn't know just when the agreement will be straightened out, complaining that the IRNA men are "wasting time."

Committee of Federation men will meet the electrical transcription execs Tuesday. AFM feels that without securing an adequate e. t. contract the musicians will not be able to enforce to the full the provisions of the IRNA pact.

"Trickest angle noticeable thruout the long-drawn negotiations is the provision that the contract expires in two years. First announced as holding for two-and-one-half years and later cut down, the pact now is scheduled to come to an end precisely when the broadcasters' contracts with the American Society of Composers, Authors and Publishers expires. Despite simmering down of talk of an ASCAP-AFM tieup, the bald fact that the broadcasters will have to negotiate with both organizations in 1940 is regarded as indicating an amicable, tho sub-rosa, accord.

Texas Ponders 10% Radio Tax

AUSTIN, Tex., Oct. 23.—The Texas Senate Affairs Committee apparently ran into a brick wall Tuesday in considering a proposal of its subcommittee to tax the net income of radio stations 10 per cent. John Boyle, of San Antonio, appearing before the committee in behalf of the Texas radio stations, cited a decision of the United States Supreme Court holding unequivocally that radio stations are in interstate commerce and not susceptible to State income taxes. Decision was rendered in *Fisher's Blend Station I. C. vs. Texas Commission*.

"Radio stations exist only at the sufferance of a federal commission," Mr. Boyle pointed out. "They are licensed for only six months at a time and their licenses can be revoked for misconduct, in which case all their expensive equipment becomes junk." He said ASCAP assesses radio stations 5 per cent of their gross receipts and the musician union exacts 1/2 per cent.

"There is now pending before Congress a bill to lay a heavy burden of taxes on these instrumentalities of interstate commerce," he went on, and added this warning: "If we seek to invade the federal government's field of taxation we invite Congress to invade the tax jurisdiction which we regard as exclusively in the States."

Kelsey Leaves CBS, Chicago

CHICAGO, Oct. 23.—Carleton Kelsey handed in his resignation as musical director at Columbia Broadcasting System, here, to take effect November 12. He and Mrs. Kelsey will leave on a South American cruise for Kelsey's health, which was impaired last winter by a serious operation. They then plan to proceed to Hollywood about January 1, where Kelsey goes on a new air show, the name of which has not yet been announced. Carl Garden will succeed him.

WCAU and Engineers Agree

PHILADELPHIA, Oct. 23.—An agreement between the American Communications Association and Dr. Leon Levy, WCAU prez, leaves the union setup much as it was, with one important exception. Union has agreed that the arbitration route will be taken to smooth out difficulties and that sympathetic strikes are out. Engineers will get a 7 1/2 per cent increase. Contract runs for two years.

Joe Maland, Milker

DES MOINES, Oct. 23.—J. O. Maland, manager of WHO, Des Moines, challenged Miss Rose Amfahr, of Jesup, Ia., winner of the national dairy cattle congress milk-maid contest, to a test during the *Sunset Corners Frolic* over WHO last week. Herb Flambeck, WHO farm editor, arranged to have a champion cow on the stage of the Shrine auditorium whence programs are broadcast. Miss Amfahr, who milked 12.6 pounds in three minutes to win her title, defeated Maland, considered the cow-milking champion of the National Association of Broadcasters.

Promotion Shorts

WSM Radio News is the title of an attractive 16-page booklet done in rotogravure. Loaded with pictures and fan material, it gives a rounded and dramatic account of the station's entertainment and public service functions. Back cover carries a "house ad" for its owner, National Life and Accident Insurance Company.

A KCKN advertiser is using a "screenland reporter." Film fans will be given photos of stars. Must call at stores of the Kansas City (Kan.) program sponsor.

Radio life and radio's pulling power in Hawaii are described in a brochure issued by the Honolulu Broadcasting Company. And a program schedule gives potential advertisers a good idea of the company they'll find on KHBC and KGMB.

A piece of promotion sent to advertisers and radio advertising agencies by the Boston Better Business Bureau, Inc., with an office memo notation from the Yankee Network, tells of the 79 weeks the BBBB has been airing skits for consumer education. Dramatizations of unfair schemes to chisel the consuming public are aired each week. This form of consumer education has been praised by government agencies and consumer groups.

An actual "merchandising of publicity" campaign is used by Cecil, Warwick & Legler Agency to sell radio programs to local dealers handling sponsored products. This is an attempt to develop local dealer interest in national shows. The agency and account sales managers and salesmen, work together to sell the paint retailer in Scholzielpied, Minn., the idea that he, as a Sherwin-Williams paint dealer, is pretty close to musical doings in New York's Met. The merchandising possibilities are, of course, stressed to the dealers.

To impress retailers with the merit and interest in the Sherwin-Williams Met auditions the agency gathers together three types of material to convince dealers. It collects clippings of local newspaper comment on the show. These are shown to dealers thru local salesmen. Their visits are followed up with direct mail promotional material stressing the radio publicity.

Letters are sent to all radio editors asking their advice and criticism of the auditions. The answers of local editors are sent to district sales managers, who see that these answers are read by retailers. Sherwin-Williams salesmen stress the local interest by public and press in the production and show the dealer the possibility of using this publicity to boost sales.

Letters are also sent to musical conductors and other names in the musical field. The same use is made of their answers as the editors' letters.

Russell E. Pierce, C., W. & L. publicity director, uses a somewhat similar policy in promoting the Warden Lawes show for Sloan's Liniment. The opinions of police chiefs in 50 cities have been solicited and their opinions of the crime-prevention possibilities of the Lawes shows are used to merchandise the liniment. The chiefs, after polishing their badges, gave the Lawes stanza official approvals. This interest and okeh were brought to the attention of local druggists as an indication of the general and official interest in the shows. Local dealers are, of course, encouraged to use this publicity in addition to their own sales campaigns.

Repercussions Due on Payne FCC Clash; Doubt Step Legal

Barring of commissioner to sit in hearing held unwise precedent for other government bodies—claim FCC took power not delegated it by Communications Act

WASHINGTON, Oct. 25.—Disqualification of Commissioner George Henry Payne from sitting in the disbarment proceedings against lawyers Paul M. Segal and George S. Smith by the Federal Communications Commission is certain to have reverberations in official Washington. Observers are awaiting the special session of Congress for fireworks over the action. Payne, in a statement to the press has already questioned the legality of his disqualification. Impression gained among those familiar with the trade is that Chairman McNinch, Commissioners Craven, Brown, Sykes and Case overstepped their authority and decided something decidedly outside the province of their offices.

At the outset of the hearings, Lawrence Koentigsberger, counsel for Segal and Smith, asked if it was the intention of Commissioner Payne to sit and participate in the hearings. Payne emphatically nodded. "It is." After Payne's refusal to disqualify himself Koentigsberger then addressed a motion to the Commission to have Payne disqualified on the grounds of bias, prejudice and personal malice. References were made to Payne's "planned campaign of public adverse publicity" against Segal and Smith. During the conference the first question was whether the commissioners had the power or jurisdiction to disqualify one of their own members. Commissioner Paul A. Walker cast the single vote denying this power. Next question was whether to grant the Segal-Smith motion and again five votes decided the issue. Commissioner Walker refusing to vote. Walker's position on the second question was made clear when he stated: "The Commission not having jurisdiction to pass upon the qualification of commissioner to sit, then any other motions or questions would not be before the Commission."

Payne when notified by his fellow commissioners of their action requested permission to make a statement before the hearing, but the five commissioners refused permission on the ground that it was improper and "did not belong in the record." Payne then issued the following statement to the press: "This statement is made to the press for the reason that the majority of the Commission declined to permit me to make it at the hearing of Paul M. Segal and George S. Smith on the ground that it was improper. I have today been disqualified by a majority of the Commission from sitting at these disbarment hearings.

"In the statement that I made this morning (in refusing to disqualify myself) I emphasized the fact that neither in common law nor in constitutional or statutory provisions, and certainly not in the Communications Act of 1934, is there any ground for my disqualifying myself in a case such as this.

"Grave Consequences"

"The action taken by five members of the Federal Communications Commission this afternoon disqualifying me from sitting in this hearing is, I believe, without warrant of law and may lead to grave consequences in the future. It leaves the way open for absolute control of the Commissions in Washington by lawyers whose public interest is subordinate to the interest of their clients.

"The respondents have cited only one case (*Cooke v. U. S.*, U. S. Reports 267). In this case the Justice of the Supreme Court remanded the case back to an inferior court in view of the fact that the judge had not followed due process of law. When the case came up for trial again the judge charged with bias was invited to ask the senior judge of the court to assign another judge in the second hearing instead of presiding himself. There is a very great difference between the present case and the one cited. There has been in the first place no violation of law on the part of this commissioner. As a matter of fact, this commissioner has never met the chief respondent and has never seen him face to face until he came into this court today. In addition to that, in the case cited . . . one judge sat, whereas in this case there are seven commissioners sitting. It is not conceivable that the six distinguished gentlemen who are sitting on this bench with Commissioner Payne would be so far led to forget their oath of office and their duty as to be affected

by the alleged bias or prejudice. "In all the cases I have read it is clearly established, except where there are constitutional or statutory provisions to the contrary, that the judge sitting must be the one to disqualify himself. The appeal, therefore, to the Commission was clearly incompetent and its decision against public policy and interest.

"As stated above, this is an entering wedge which may render it impossible for any Commission to function."

Undesirable Precedent

Consensus of Washington opinion is that Payne should have disqualified himself, but that failing to do that the other commissioners have created a precedent that is undoubtedly against the intention of Congress in establishing the Communications body. Instead of quieting criticism of the FCC this action is expected to increase the fault-finding. Instead of clearing the "air" it has clouded it.

No radio matters was expected during the special session of Congress on November 15, but now it is believed that the Payne disqualification will be aired on the floor of Congress. Following upon the heels of the CIO convention resolution requesting Congress to probe the FCC because "the FCC has shown itself to abrogate its rules and regulations. . . ." and A. F. of L. unofficial support for a probe, the newest Commission action is considered by insiders to be the clinching argument for the Hill to start "going to town on the question."

Wise to the impulses and reactions of official or political Washington, two morning papers, *The Herald* and *The Post*, caustically commented upon the disqualification of Payne.

In part, *The Herald* said of the "Risky Precedent": "Just where the Commission gets the authority to pass on its members nobody seems to know. They are selected by the President with the consent of the Senate and serve for stipulated terms unless removed by Congress upon impeachment. The FCC supplants Congress in passing upon Mr. Payne.

"The gravest danger, aside from any question of merit in the case, is that the efficiency of every Commission can be dissolved by such tactics. A handful of affidavits and allegations by special pleaders can remove three or even seven commissioners as well as one, to tip results in favor of those shrewd enough to know what verdict a particular rump membership would bring in."

The Post called the action a "Strange Move at the FCC" and concluded a long editorial with: "In case of the FCC, the varied duties of a commissioner would make it extremely easy to disqualify any individual on the ground of bias, leaving him without a voice in deliberations whenever it pleased the majority to listen to the protest of interested parties."

Foreseen by many observers are similar moves in some possible actions to come before the Commission. It is believed that the legality of the Payne disqualification will have to be proven before the precedent can assume validity. At any rate the incident has become a cause celebre.

It is learned that the disqualification will be used as a political issue of whether a minority member can be unseated on any matter pending before a government commission. Some New York lawyers are pondering whether to ask Commissioner Payne to sue for a writ of mandamus to reseal himself during the disbarment proceedings. However, due to the element of time involved this is not likely. It is intimated that this group may take a vote of censure of the five (See REPERCUSSIONS on page 9)

Air Briefs

New York

By BENN HALL

DESPITE repeated rumors that General Hugh Johnson's blasts against the Administration would snuff him off the air, Stack-Goble agency reports that no complaints have reached it and Johnson will stick the full 13 weeks at least, with a renewal being considered. . . . *Aunt Jenny* cast fines each other two bits for each cue missed or blowup of lines. Goes into a kitty for a Christmas party. John Loveton, who megaphones the show, has 61 scripts on tap to do the episodes. . . . Turnout at Bob Taplinger's farewell cocktail party was the best in some years. CBS Building penthouse apartment where the party was thrown had a coin machine football game on which Mark Hellinger took Louis Sobol over, but for real. . . . Al McCosker off to Hot Springs. . . . And Leo Reisman reports that the function of a studio audience is to absorb echoes. Acoustical engineers, please jump in convenient rivers—you ain't needed no more.

WHN wants to build up shows around those NBC productions it's airing. Wants to boost sales on surrounding time spots. . . . Jack and Loretta Clemens wind up a year for Kirkman's cleanser on CBS October 29. Account goes off the air. . . . Time buyer Sheldon Miliken resigned from Erwin. Wasey. . . . Gene Ford's wife doing exploitation for a Baltimore milk farm. He's WHN's production manager. . . . Ivy Cole, who used to warble with Henry King's Coast ork, due in New York and hoping that the NBC audition takes. . . . Griffin show, with Lloyd Schaeffer ork and Barry McKinley, folds November 15.

Chicago

By HAROLD HUMPHREY

BILL SEYMOUR, brother of Anne Seymour, NBC dramatic actress, is considering an offer from WBEM. He was recently let out of the CBS WKRC station in Cincy, but when the AFRA, of which he is a member, lodged a complaint alleging that Seymour was released because of his labor affiliation CBS reopened negotiations for the announcer, hence the WBEM offer. . . . Don Koehler, of the *Young Hickory* and *Dan Harding's Wife* shows, will play the lead in WPA's *The Straw*, opening Tuesday at the Blackstone. . . . Add Mercedes McCambridge, of NBC, to that ever-growing list of possibilities for a role in *Gone With the Wind*. While in New York Saturday for the Army-Notre Dame game she will keep an appointment at Dave Selznick's office to discuss a possible test for Scarlet O'Hara's sister. . . . Bob Barrett Jr., WOR's station rep, in New York this week to meet the new sales manager, Frank Braucher.

Word comes from Al Williamson, former NBC press chief, that his return to newspaperdom in Minneapolis has him sweating to recapture the pace of a city

Doris Jenkins, Roy Campbell soloist, now on WINS daily.

Reggie Schuebel still thanking those lucky stars that she missed that airplane crash. Delay at Columbus was the lucky reason. . . . Rose Marie (minus the Baby moniker) doing Chevrolet e. t.'s and playing at Jersey dealer shows. . . . Ed East and wife looking over the European setup. . . . Lucky Strike auditioned a combo novelty and ork show brought east by Harold Hackett, of MCA. Prizes to those who guess what songs are played. Benny Rubin doing it out West. Will be used on WOR and a Birmingham outlet. . . . WOV's program director, John C. Schramm, celebrates nine radio years November 5.

Leed's Madison avenue restaurant lists "Leed's on the Air" in addition to food and drinks on its menus. Young & Rubicam shows are scheduled. Y. & R. and McCann-Erickson are housed in the same building, and restaurant ballyhoos that "radio stars eat here" in placards. Adds that hostess will tell you all about them. She says that Sheila Barrett ate "here a few days ago" and "Estelle Taylor had a cocktail at our other restaurant only the other day." Wow! Harold "Scrappy" Lambert left Jimmy Saphier's office. Saphier now handling Allen Prescott. He's under NBC contract, too, but Saphier will look after his personal management. . . . CBS will pay Mary Roberts Rinehart \$500 per program if it uses *Trish* after the WPA's initial production is over. WPA gets it cuff.

room. . . . Bunny Daniels has returned to the J. Walter Thompson Agency after an all-summer vacation. First job assigned was the novel Elgin Watch Company broadcast, with Lord Elgin calling Elgin, Ill., Thursday over the WBEM waves. . . . Harvey Hayes, NBC commentator, doing a turn at the Civic Opera House this week for *Light of Ages*, the Chi Jubilee pageant. . . . When Leslie Noel Zemer receives his new recording equipment for his newly opened Radiage Studios it will be one of the most modern talent-recording studios around. . . . Pauline Barth, of WLS, missed her song assignment on the *Fire-side Party* broadcast when she eloped Saturday with L. D. Barnes, of Tennessee. Her brother, Chauley, filled the breach. . . . C. H. Cusack, a typewriter salesman from Moline, Ill., is the first missing heir found as a result of the new *Court of Missing Heirs* show aired over CBS-WBEM for Skelly Oil. He will get \$6,000 when he proves his claim. . . . Margarette Shanna, of CBS's *Arnold Grimm's Daughter*, has set November 5 for her marriage to Elliott Parker Woodruff.

Capital Chatter

By EDGAR M. JONES

COLUMBIA's local staff in routine manner observed its fifth year at WJSV. Other than glowing accounts of progress as cited by publicity man Jimmie Hurlbut, no ceremonies were followed. . . . Stan Lee and Bessie Mack, of Major Bowes' talent-scouting staff, ran the list of Washington amateurs in a day-long audition, hearing over 100 aspirants Monday (18) at WJSV studios. Ten were given an A ratings. Biggest single entry was a boys' bugle and drum corps which registered well. . . . Warner's Earle Theater co-operated with WJSV in presenting a lie detector program over the air.

Members of theater audience were invited to go up to studios and submit themselves to a test. Steps were taken so that no really embarrassing questions were asked.

Lee Everett, WMAL announcer and skipper of the morning PDS program, is studying a system of strategy so that he can safely handle his part as announcer in a stunt broadcast of a bee demonstration. Everett admits it's a new one on him and how he is going to get into the midst of a bunch of bees to hold his mike close to the drones and queens without getting stung is pretty much of a problem. Wags suggest a tin suit. . . . *The Washington Post* pondered three different program ideas for a radio build-up for the paper. Choice was a local broadcast weekly over WMAL with Postman Tom McCarthy doing a variation of the Professor Quiz show. Program goes on each Wednesday night as the Umbrella Court with question being drawn by the prospective answerer from

N. Y. Station Publicity Chart

NEW YORK, Oct. 23.—WABC again leads in publicity breaks scored by New York stations in a four-week period. National Broadcasting Company's WJZ figured as a strong second while WOR came thru fourth. There are no wide differences over the last monthly check and the differences between this year and 1936 are partly accounted for by the folding of *The New York American* and *The Brooklyn Times-Union*.

Letter "F" indicates feature (best bet boxes, etc.) mentions. "C" indicates gossip column breaks. Press-Radio, stock market reports and dance music listings in best box schedules are not included. The grand total columns include only the four-week period covered, not the entire year.

	Aug. 8-14	Aug. 15-21	Aug. 22-28	Aug. 29-Sept. 3	1937	1936
	F. C.	F. C.	F. C.	F. C.	Gr. Total	Gr. Total
WABS	157	219	244	222	1,077	1,573
WJZ	175	52	177	136	570	1,435
WEAF	127	57	148	151	61	825
WOR	68	32	67	78	22	428
WMCA	27	16	36	31	24	199
WHN	27	8	31	16	12	142
WNEW	26	8	30	23	14	138
WNYC	19	3	18	8	6	84
WINS	10	14	9	7	9	82
WQXR	13	1	13	0	16	74
WEVD	11	1	6	1	5	45
WBNX	3	3	2	3	2	14

* No records in 1936.

Sponsors, Chains Still on Hunt For Critic-Proof Kid Programs

NEW YORK, Oct. 23.—Squawk made by Federal Communications Commissioner George Henry Payne against juvenile air shows is the first major yelp in some time against the kid productions. Networks and larger indie stations, however, have been handling the youngster entertainment problem with plenty of care. Columbia Broadcasting System keeps away from kid operas as much as possible, while National Broadcasting Company crosses its collective fingers and hopes. NBC approached *Scholastic*, children's magazine, for a kid show some time ago and with the entrance of Dr. James Angell, as NBC's educational front man, signs point to more juve shows with parent-teacher groups' approval. Two national accounts are also dickered with *Scholastic* for a string of shows geared for kid interest and paternal okeh.

Scholastic has a "radio guild" which was organized four years ago to aid high school and similar groups preparing shows for local stations. Interest in the Guild grew rapidly and *Scholastic* now has 32 specially written royalty-free plays for such productions. Scripts sell at 25 cents a copy and the Samuel French office distributes 16 of them. *Scholastic*

radio division works closely with educational groups and the U. S. Office of Education.

Guild is preparing a 64-page handbook dealing with radio production for distribution within the next few weeks. First run will be 10,000 copies, to retail at 50 cents. Handbook will tell young groups how to play and produce radio programs on local outlets.

Philly Orkmen Cold To Toscy Overtures

PHILADELPHIA, Oct. 23.—Most of the first-desk men in the Philadelphia Symphony have been offered, but turned down, 52-week contracts to join the NBC-Toscanini radio crew now being organized. As much as \$15,000 a year was dangled in front of some of them, but to no avail.

Reason for blanket rejection is fact the their present job, they feel, carries more prestige, is more secure and entails less work. Altho the Philly Orchestra's highest paid men get from \$10,000 to \$12,000 annually, their concert season is only 30 weeks.

an inverted umbrella. "Judge" McCarthy maintains a judicial manner and whole show is conducted along courtroom lines. . . . Local NBC surprised

themselves with the turnout in their women's golf tourney. Greatest number of entries ever experienced locally for women's golf events.

Los Angeles and Hollywood

By DAVID ARLEN

MERRY feud started last week when Louella Parsons tried to get Dorothy Lamour for the *Hollywood Hotel* broadcast of *The Hurricane*. Chase & Sanborn wouldn't let her go on without pay and so the queen of Hearst chatters had to get Mary Astor for the appearance opposite Jon Hall. . . . Bob Taplinger is here with his secretary, Mildred Messic, to take over Warners publicity department. . . . Bob Crosby opened at the Palomar and will air over CBS here, but not thru the local outlet KNX. . . . There is talk of putting the Warner-Lucky Strike broadcast on film instead of wax. . . . George McCall, a Parson assistant, has been signed for a twice-weekly chatter series over CBS commencing November 16 for Old Gold cigars. . . . KFWB has augmented its equipment with a mobile broadcasting unit mounted on a special truck for coverage of special events and remote broadcasts. . . . KMPC has a petition before the Federal Communications Commission asking for a full-time operation. . . . *Silver Theater's* November 7 broadcast is *Honesty's Policy*, a novel by Faith Baldwin, with Jane Wyatt and Brian Aherne featured.

son, is in town with the missus. Mack Miller, New York radio publicist, has opened an office on the Sunset Strip. . . . Local press agents scored for trying to get three-time mention of clients by announcing them for a program, reporting complications, then finally affirming date.

GUS VAN
STAGE - SCREEN - RADIO
Direction
CENTRAL BOOKING OFFICE, Inc.
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GRACE & SCOTTY
WEAF Red - WJZ Blue
RADIO CITY
Coast to Coast
NBC ARTIST SERVICE
30 Rockefeller Plaza, N. Y.

TERRI FRANCONI
Romantic Tenor
Featured Artist-NBC
(WEAF & WJZ)
Management — BEN LIPSET
607 Fifth Ave., New York.

BOOKING DIRECT
D'ARTEGA
ADMIRACION—MBS—
Sunday, 6:30 to 7:00 P.M.
1441 Broadway (Chickering 4-1515)
New York.

FCC Rulings Irk Publishers

Nixing of permits peeves press—Roosevelt's friends and foes denied stations

WASHINGTON, Oct. 23.—Present attitude of the Federal Communications Commission in refusing grants of station permits to newspapers isn't liked by publishers, anti-administration newspaper men least of all. They trace the current FCC policy back to the bitter fight during the NRA between publishers and the President regarding the newspaper code. This resulted in a compromise code with the President signing it, but declaring that certain provisions regarding freedom of the press demanded by publishers weren't necessary. Some publishers see in the present unofficial banning of construction permits to publishers a continuance of the bad feelings created in the NRA period. Such executives point to occasional administrative digs at the press, fireside chats and the recent assertion of Justice Black that he wouldn't get a fair deal in the newspapers.

To this they add, of course, the accumulative clamor for investigations of radio, as well as liberal protests against dual radio-press ownership. But, unofficially, publishers believe that the administration wouldn't want too many papers in on radio for several reasons. One important publishing executive declared that the administration fears that newspaper influence in radio would soon make articulate protests against the six months renewal of license policy as well as the entire licensing matter. Publishers, according to this spokesman, would probably assert that freedom of speech could not be possible with such licensing required and would probably point to freedom of speech in an unlicensed press.

Thus far, even anti-administration publishers have not charged any favoritism in the denial of applications. The more-or-less friendly Scripps-Howards have had several applications thrown out recently, while other both pro and con administration newspapers have been denied permits.

Sullivan Joins Gordoni

CHICAGO, Oct. 23.—Jerry (Chicaw-go) Sullivan, veteran announcer and commentator, who has been out of the game for about a year, has joined forces with Lillian Gordoni and will handle the commercial end of the Lillian Gordoni Studios.



"There's Some New Hat Company
Been Advertising on WHB"

WHB • • • Kansas City's Dominant Daytime Station affiliated with Mutual, has the audience, but no national representation.
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BARCLAY 7-5271.

Re: Large Tele

NEW YORK, Oct. 23.—National Broadcasting Company and Radio Corporation of America aren't the first to show a 3 by 4-foot television image. A demonstration of television at the Kolorama Laboratories, Irvington, N. J., in August showed two pictures, one of approximately 3 by 4 feet and another of about 4 by 5 feet. Last week's issue erred in crediting RCA with being the first to show large pictures.

First big-time demonstration of television on a large scale will probably be the showings of RCA at the coming World's Fair.

CBS Splurge on Conn Sustainer

NEW YORK, Oct. 23.—CBS is shooting the works on a sustaining series starting next Sunday starring Harry Conn. Letter will not only write the show, called *Earaches of 1938*, but will double as m. c. It's the first time the writer has taken to acting. Conn has written for Jack Benny, Joe Penner et al. and is regarded one of the top material men in the business.

Show is estimated as costing the network close to \$2,000 per broadcast, this including the cast, orchestra, director, etc. In addition to Conn, cast includes Beatrice Kay, singer; Bill Jones in a combination character - stooge part; Charlie Cantor, actor; Barry Wood, singer, and Mark Warnow with an orchestra. Program goes Coast to Coast. Ben Rocke sold the show to the chain, with Martin Gosch producing.

Budget of this kind, for a 13-week stretch, is phenomenal in radio, especially for variety shows. Only things that top a budget of this sort are for large symph orchestras.

Writers' Guild 1st Meeting Soon

NEW YORK, Oct. 23.—The Radio Writers' Guild's first general meeting will be held November 8 at the Authors' League offices to decide on the proposed constitution and to line-up plans for an organizational drive. Constitution will be sent to members 10 days before the meeting to enable them to study its amendments before deciding to accept or reject it.

Members will also elect four representatives to the Authors' League Council, but the election of officers of the Guild has been postponed till after the first of the year. This, it is understood, has been done to enable new members to participate in the election. Present temporary officers will continue in office until the 1938 poll is held.

Guild is to send out "letters of invitation" to prospects before approaching them directly for membership.

Now They Want To Know Whether Weather Affects Survey Rating

NEW YORK, Oct. 23.—Whether the weather influences radio audiences in any appreciable degree has not been disclosed by surveys made by large groups of agencies who study the listening habits of fans. Several large advertisers are, however, understood to be interested in determining what the moods of the weather gods do to radio audiences.

Box-office receipts of theaters, etc., are, of course, vitally affected by rain, hail, snow and other weather whims. But radio surveys thus far give little indication of the weather's effect on audiences. Several years ago summer months caused a drop in audiences, but several factors have now changed that situation. Auto radios, cheap portable sets, better programs have all helped keep the public's collective ear on the air during the hot weather.

But various types of surveys today do not give any picture of what weather does to a radio audience. Co-Operative Analysis of Broadcasters (Crossley) officials assert that they have no idea of

Staff Pruning at Hearst Spot After Hiring Elliott Roosevelt

SAN FRANCISCO, Oct. 23.—Effect of the recent alignment of Elliott Roosevelt with the William Randolph Hearst-owned California Radio System is being felt at KYA, with more than 15, including artists, being dropped from the pay roll.

Ax-wielding began with the return last week of manager Bob Roberts from a conference with young Roosevelt in Hollywood. From program director Leon Churchon down the line to Edna Herdold economic measures were enforced. Successor to Churchon was Reiland Quinn, a producer.

Most of the dramatic cast was fired, as was announcer Karl Barron. A few vocalists were retained, with rehearsal

hours for musicians curtailed. KYA is reported to be showing a \$1,500 weekly deficit. Economy wave is expected to be well in effect by the time Roosevelt reaches here.

LOS ANGELES, Oct. 23.—Elliott Roosevelt has been signed for a two-a-week commentating stint minus political comment. Altho no date has been set for the sponsored broadcasts by the President's son, most of the 15-minute programs will originate in Fort Worth, Tex.

BIG BUSINESS

(Continued from page 3)

presented, some demonstration films shown and sales talks injected during the entertainment.

Same outfit staged a big show October 6 in Detroit, with Ethel Merman and Al Trahan heading the bill at salaries of \$3,000 and \$1,500, respectively, for one night. Cleveland's auto-show officials are paying a new high for their talent next month, with Dick Powell topping the lot at \$11,500 for the one week. Ford is also no pikier in the show-biz angle. His first big step was at the World's Fair in Chi. when he imported the Detroit Symphony Orchestra to give concerts in a band shell opposite his exhibit building. Another stunt Ford is reported to be considering again is the touring tent shows. So far there has been no flesh connected with these—just an exhibit under canvas—but as a result of the big turn-outs for only a preview parade down the main drag before the canvas was raised, it is possible that the next time the idea is tried Ford will augment the arrangement with free acts, too.

Every year department stores in key cities go in heavier for the entertainment angle. Macy's, New York, recently had Bob Ripley's Oddities show in for a three-week run, charging 25 cents and 15 cents a peek. Goldblatt's downtown store here exploits the show field nearly every week. Last month they packed the store for two days with radio talent from WGN to ballyhoo the radio department. Used names such as Jackie Heller, Pierre Andre, Frankie Masters, Pat Kennedy and the Doring Sisters. Last summer the same store sponsored the Tom Mix Circus in the Coliseum here. At holiday time the stores go to town, with all of them importing talent of some nature to lend to the yuletide glee.

Conventions sponsored by every organization from bridge tenders to sororities are also loosening up the purse strings for flesh entertainment. David P. O'Malley, local booker, states that the business he derives from conventions, industrial and corporation demands keeps a whole department busy in his organization.

Coco-Cola, Standard Oil, Shell Oil, Studebaker, Chrysler and Western Electric are only a few of the many other large industries becoming heavy users of flesh talent. It's impossible to state correctly the amount of re-employment that has resulted in the vaude field from big business entering into the picture so prominently the past few years, but there is no doubt that plenty of slack has been taken up and that flesh is far from dead with this comparatively new and steadily increasing angle on the horizon.

THE LADIES

(Continued from page 3)

the proposal of an early matinee curtain also, because the girls' luncheon gabfests would be curtailed.

As a manifestation of their sincerity and desire to save legit the mesdames offered to buy up enough tickets to give a firm footing to any show tottering, but couldn't the producers give the clubs decent-sized discounts on bulk party purchases so that the ladies could make some money on the resells to their members?

REPERCUSSIONS

(Continued from page 7)

voting commissioners because of an alleged breakdown of administrative law. Some Washington sympathy is being expressed for the position of the FCC when it had to vote on Payne's disqualification. There is no question that criticism would be directed against the Commission whichever way it voted, the difference being the degree of criticism which would follow.

FTP-ERS MUST

(Continued from page 3)

12 hours a week in the project's new school for the rehabilitation of legit and vaude members which is being opened at 133 MacDougal street. Curriculum covers diction, stage technique, makeup, play reading, tryouts for the scripts recommended by the Play Bureau, radio technique, tap, body movement and other vaude studies.

R. R. Bruce, assistant to Paul Edwards, administrator of the WPA four-arts projects in New York City, loudly denies that the administrator even intends engaging a high-priced publicity man to co-ordinate the public relations program of the Federal Theater, music, art and writing projects. However, Nat Dorfman, p. a. whose name had been linked in the rumors of the creation of this new post, said he would be cordial to the idea.

Meanwhile grievance committees from the FTP supervisors have petitioned Mrs. Ellen S. Woodward, administrator in Washington, for the removal of Edwards on ground that he is unfriendly to the project, and in protest to salary cuts which are to become effective November 1 members of the Supervisors' Council picketed Edwards' office yesterday. Supervisors object also to Edwards' ruling which takes away relief standing from individual as soon as one becomes an administrative personnel and his threat to reduce administrative group to 10 per cent of entire personnel.

REALIGNMENT

(Continued from page 3)

going along as a little family affair, with only Equity, SAC, AFRA and AGMA in on important business. The recently concluded interchangeability pact is an example, altho it has been pointed out that the AFA was not specifically invited because it had had no part in the financing of AFRA.

Concluding the pact was, however, a tacit admission that real interchangeability had not existed in the Four's, despite a provision for it in the constitution and despite Equity's insistence that the Four's had always had interchangeability.

the weather's influence on the size of an audience. Phone call surveys do not attempt to take the weather into consideration. A check on a rainy night might reveal that a radio was on, while a check on a pleasant evening would reveal the same fact. But weather conditions might mean a large difference in the size of the family audience listening in. Entire family might be home on the rainy evening while only one member might be home when the weather was pleasant.

While stormy weather may keep fans home it does not necessarily hold that they are listening to radio programs. Electrical storms, other atmospheric interference and fear of lightning may cause large groups to turn the sets off. But so far, radio sponsors don't have much of an idea of the weather's effect on their shows.

Question just raises another circle in which to run around. Now if they could find out what the effect of finger nail lacquer has on reactions to stale gags, they'd have something.

Program Reviews

EST Unless Otherwise Indicated

Ed Lowry's Singtime

ED LOWRY, radio and stage m. c., started his Coast program out as a community sing. However, as time progressed, he has woven a definite entertainment program into his half hour, with good artists and a thread of continuous plot on which to hang his jokes and songs. This week Ed has taken over the old ghost mining town of "Dead Man's Gulch" and changed its name to "Singtime Valley." Thru this half-hour period he holds a Frontier's Day celebration as a come-on to visitors and tourists.

Program, which is held at the local Filmarte Theater in Hollywood, opened pleasingly enough with community audience rendition of *Sing, Baby, Sing*, followed by Emil Seidel's Orchestra in a band specialty of *Sweet Varsity Sue*. Thread of the story is then started, interrupted by artists on the roster.

MILTON WATSON program offered a pleasant version of *Yours and Mine*. ELAINE ARDEN, the Greek dialectician who is now in Hollywood making her motion picture debut, was on for three minutes of hilarious murdering of the King's English. BILLY ZECH, playing Ed's pesky, worthless brother, wove in and out of the action, garnering plenty of laughs with his lowbrow comedy.

RHEAH BELLE, coloratura soprano, late of the San Francisco opera, presented a dual rendition of *Sweet Alice Ben Bolt* and *In the Gloaming* to what seemed spontaneous applause. The "Three Little Brains," aged 9, 11 and 13, respectively, is a harmony combination that's a worthy embryo successor to the Boswell Sisters. SAMMY CANTOR, Hebe comic, scored in a humorous flash. Altogether a pretty good show.

David Arlen.

Peggy Grady

Reviewed Sunday, 11-11:15 a.m. Style—News commentary. Sponsor—Deltah Cosmetics. Agency—Arthur Rosenberg, Inc. Station—WOR (MBS network).

Material makes this program a better-than-average candidate in the ladies' home journal division, Miss Grady running the usual gamut on news with the femme angle. On the particular morning the program was caught, subject matter was brightly chosen and delivered.

Commercial plugs Deltah cosmetics. The most involved and vague contest instructions ever heard on a program come after the close of the show. Contest involves sending in clippings from newspapers, a hunk of box top or something from the Deltah package and topping it off with a letter. Why not give the ladies a hunk of the Einstein theory to solve?

J. F.

Hobby Lobby

Reviewed Wednesday 7:15-7:45 p.m. Style—Interviews and music. Sponsor—Hudson Motors. Agency—Broke Brooke, Smith, French & Dorrance. Station—WABC (CBS network).

This is the program started on WOR-Mutual by Dave Eiman recently and now sponsored by Hudson autos on CBS at the time noted above and on WOR at 10:30 p.m. the same evening. Program consists of interviews with people with strange hobbies. At the time it started as a WOR sustainer *The Billboard* said:

"Should grip the ears of the hobby-ees as well as hobbyless."

Program as now mounted for Hudson is improved over the original. It's not as forced for one thing due to the addition of music by way of Harry Salter's Orchestra. That means that there's less talk on the show, and originally there was too much. There's an abundance of human interest in these hobby interviews and occasional laughs such as the chap who spent his spare time training angleworms. The music does much to build the show by way of adroitly selected tunes serving to shift from hobby to hobby. Orchestra also does a pop medley midway in the show. Music is sprightly, well arranged and helps pace matters.

An additional showmanly touch has been to bring in name guest stars—Admiral Byrd was on the first show—to talk about their hobbies.

Commercials try to be unctuous and they succeed, painfully so, especially as delivered. You can almost see oil dripping out of the loudspeaker. Otherwise it's a show strong on human interest and with considerable variety.

J. F.

Lois Miller

Reviewed Thursday, 7:45-8 p.m. Style—Organ and songs. Sponsor—Pittsburgh Coal Company. Station—KDKA (Pittsburgh).

Here's a program that bears reviewing for, of all things, its plugs.

With okeh organ solos and just so-so songs, accompanied by the pipes, Lois Miller coos reasons why her sponsor's coal should be in all homes. And if millady listener doesn't have a stonecold heart she'll probably buy at least once, Miss Miller makes her black diamonds so suggestively warm.

M. F.

"The Newlyweds"

Reviewed Tuesday, 12:45-1 p.m. Style—Sketch. Sponsor—Lambert Phylarmal Co. Agency—Lambert & Feasley, Inc. Station—KNX (CBS Pacific Coast network).

The Newlyweds is cast in a familiar mold and the characters are purely stock figures taken from the annals of romantic young love fiction and transplanted to radio. If one has nothing better to do and does not grow restless under the somewhat banal Helen and Warren type of petty dialog that characterizes these programs it is probably endurable.

Coming in on an episode that has had several forerunners that are not sufficiently explained makes the program a little obscure. General idea, however, is that a young newlywed couple's happiness is menaced by a certain Butch,

turned over to the police by the husband, who vows dire vengeance.

Newlyweds make friends with a young girl in the same apartment building, but are horrified to find that she is a friend of Butch. Thereafter they shun her, but the young bride wants not to be overly harsh on the lonely young woman. End of episode.

There is unfortunately an audience for these slushy and obvious programs of young love. This one is no better, no worse than the average, but its hackneyed qualities are, to this reviewer, depressing.

D. A.

Eddy Duchin

Reviewed Wednesday, 8-8:30 p.m. Style—Orchestra. Sponsor—Elizabeth Arden. Agency—Cecil, Warwick & Legler. Station—WJZ (NBC network).

Eddy Duchin's nifty music is as it has been and probably will be for a long time, but there ain't nothing wrong with that, which is grammatically poor but concise. Duchin's music is smart and, within the limitations his style seems to proscriber, colorful. Selection of tunes is showmanly and the whole affair sums up to a pleasant half hour. Obviously this attraction has been chosen for its society following, plus any additional draw it may have among women generally.

Commercials have to do with being beautiful and to write Elizabeth Arden for a book on how to get that way.

J. F.

"The Bell-Men"

Reviewed Monday 7:45-8 p.m. Style—Choral. Sustaining on WICC (Bridgeport, Conn.).

This worthy group of 40 trained voices presenting classical gems is a sure winner. Under the direction of James Morton, their rendition of every number is almost perfect. Ray Gerosa, tenor, and Warren Camp, baritone, capably hold up solo work and Ward Davenney is accompanist at the piano. Folk songs, whimsical numbers, all chosen from the works of the greatest composers, comprise the fast-moving program, with nary a moment lost.

S. A. L.

"His Majesty, the Baby"

Reviewed Thursday, 9:30-9:45 a.m. Style—Broadcast from maternity ward. Sustaining on WBT (Charlotte).

Bill Bivens, WBT announcer, puts on the sanitary paraphernalia of a surgeon and goes into the maternity ward of a local hospital to interview babies, mothers and perhaps proud fathers when he can catch one pacing the corridors.

Weekly broadcast opens from the nursery to the sound of babies crying. No sound effect record is necessary here as the babies rent the air whenever they catch sight of the rotund Bivens in his medical regalia. After the opening chorus from the nursery a nurse leads Bivens and his roving mike on a tour of the rooms occupied by mothers of the

babies, who range from one day to a week in age.

Bivens kids the mamas along, asking them if they are proud of the new baby, if she wants it to be a movie star, if papa proud of new baby, is it her first, and if not, what do sister and junior think about it all.

Bivens believes he set a new record for airing young performers last week when he broadcast the cries of a baby two minutes old. A recording made of the cries will be presented to the mother of the two-minute broadcaster on Bivens' next trip to the hospital.

Program has created much interest here.

S. J.

"Umbrella Court"

Reviewed Wednesday, 8-8:30 p.m. Style—Question and answer. Sustaining on WIP (Philadelphia).

Umbrella Court is a lively variation of the popular question and answer type of program, with a visual audience. Five onlookers are chosen to participate in the quizzing, with prizes to winners.

Program gets its title from the fact that an open umbrella is hung from the studio ceiling and questions placed on strips of paper within it. Contestants pick their problems from the parasol. Questions are intended to blend knowledge, humor and common sense and usually succeed in their aim. At the microphone is James Allan, WIP program director. Abetting Allan in routine announcing and general score keeping is Ken Miller.

J. G.

"Kottler Conducts"

Reviewed Wednesday, 7:15-7:45 p.m. Style—Popular and classic music. Sustaining on WWJ (Detroit).

This program is a svelte potpourri of swing and minor classics, with the classical emphasis predominating thru orchestration that demands everything from the strings and generally plays down the horn section. It is, incidentally, the musical show of WWJ's new five-spot special production programs.

Forty-piece orchestra under Mischa Kottler proves its ability to do both styles with smooth execution and to fade neatly into the background when Georges Miquelle, guest cello soloist, gave his three pieces on this hour, being most effective in Daniel Van Goen's *Scherzo*, with the melody of the cello coming over the air with full-bodied richness.

One criticism that might be leveled at the extreme diversity of the program—does it really satisfy any one listener?

H. F. R.

"Fun Quiz"

Reviewed Wednesday, 1:45-2 p.m. CST. Style—Vox Pop. Sponsor—Sawyer Bisquit Company. Agency—Neisser Meyerhoff, Inc. Station—WMAQ (Chicago).

Bob Hawk's smooth delivery and nonchalant handling of popping questions to the assorted citizenry wandering around the NBC studios sets this rather overworked vox pop idea program far above the average. His wise cracks, ad lib and questions keep the show at a lively pace. Only blemish in show caught was one lengthy commercial on the Sawyer fig bar, but other plugs carried by Hawk thru the regular patter were brought in without rattling the nerves.

Hawk passes out due bills on local grocers to each of his victims after the grilling. Bob Brown announced. H. H.

"What's in a Name?"

Reviewed Tuesday, 10:30-10:45 a.m. Style—Name analysis. Sustaining on WCOP (Boston).

Session of name analysis by Hester Peabody is a natural for addicts who believe in name changing for future success and life planning, and a means to recruit others who find the going tough. Miss Peabody picks apart names sent in; a name primer is mailed for 10 cents; names are interpreted and answers given to queries.

As for the monitor of this stint her enunciation and diction are okeh and sustaining for interest, altho her sentence endings could be more biting to avoid syllabic squashing. Script is not boring. She makes it appealing, aided by the quality of her speaking apparatus.

S. J. P.

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.

Charlie Martin's stint in the Philip Morris show, along with the Russ Morgan Ark, forms an important part of a fast-moving musical-dramatic production. An unusual amount of action and

interest is crammed in a short period. In a recent sketch action and suspense were put across in a show dealing with a woman federal agent's work in uncovering a drug ring. Each step of the crime detection was revealed in a finished production. Fans like that personal touch gained when the hero or heroine makes a personal appearance. It's a good show.

Horse-opera stuff on the Tom Mix show for Ralston cereal is modernized to the extent of bringing in an airplane, etc. But it's the old Western pulp formula brightened up for radio. Alleged Western color and atmosphere are created thru the slang which possesses gusto and the appearance of action. Actually there was little action on the show heard, but good production created the impression of plenty of speed. Youngsters probably go for the Western stuff. And that hint that a telescope will be used in a give-away offer will probably keep the kids in suspense.

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Swing Laid Low By Hula Hulas

Hawaiian society looking for Susie-Q or truck to inspire the sweet leilanis

NEW YORK, Oct. 23.—Swing music is losing ground and is being superseded by the Hawaiian, claims F. C. Allen Jr., president of the Hawaiian Society. That's why hotels, night clubs and radio sponsors are spending so much money fitting up Hawaiian rooms, atmosphere and programs.

Foremost among Hawaiian stylists in entertainment here are the Hotel Lexington and Leon and Eddie's Pago Pago. Since these innovations spots north, south, east and west have gone hula hula, including the Statler Hotel, Buffalo; the Lord Baltimore, Baltimore, and the Mayfair Casino, Cleveland. The latter went dog all the way and issued a high-brow pamphlet, *Story of Hawaii*, to tell its dear, dear patrons that there are but 12 letters to the Hawaiian alphabet, and that each native dance tells a story. In Hollywood there recently opened an all-Hawaiian night club, the Walkiki.

The stimulus that Hawaiian rooms may have upon musical trends may not reach the extent forecast by the society president, who admits there is a dearth of authentic Hawaiian musicians, composers and arrangers. At present there are available in this country not more than a half dozen persons capable of transposing the genuine Hawaiian to the modern ballroom, the post requiring a background with the native folkways as well as schooling in harmony. To overcome the shortage of native melodies composers have already resorted to songs about Hawaii and will probably follow up *Sweet Leilani*, *Ta Hu Wa Hu Wat*, *When You Dream About Hawaii* and *Blue Hawaii* with others.

If Hawaiian is to attain the heights of popularity swing has been enjoying someone will have to do something about the dance, music's next of kin. The languishing tempo of Hawaiian music and the dance are too slow for the pace indulged in by the usual night spot clientele. So far the genuine Hawaiian dances have been restricted to exhibition and not social dancing. It will tax somebody's ingenuity to adapt the hula to the crowded dance floor.

Await Walgreen Answer

CHICAGO, Oct. 23.—Walgreen Company will file an answer this week to the suit brought against the drug store chain for selling song sheets from its counters. Damage suit was filed several weeks ago by the Famous Music Company and Irving Berlin, Inc., music publishers, for an alleged infringement of the federal copyright laws. E. S. Hartman, local ASCAP attorney and representative, has been retained by the Music Publishers' Protective Association on behalf of the publishers involved. G. E. Arthur, Walgreen attorney, will contact Hartman before filing formal answer to the charge, but did not make known what step would be, if any, toward a settlement.

Houston Dance Halls Closed

HOUSTON, Oct. 23.—Houston officials have closed 28 dance halls in past two weeks due to failure of operators to comply with new ordinance governing sanitary features, peaceful operation and rooming quarters. New license issued to 22 spots is renewed for 30-day period only. Strict adherence to ordinance will be demanded.

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 selection:

ROSALIE IN THE STILL OF THE NIGHT, from the new MGM film, "Rosalie."



GROVER A. WHALEN and GUY LOMBARDO are here shown congratulating each other. Whalen, president of the New York World's Fair of 1939, had just completed his broadcast report on the progress of the fair, and Lombardo had conducted the musical program for the opening of the fair's exhibit in the new Administration Building, Flushing Meadow Park, New York.

Picketing Pays Philly Musicians

PHILADELPHIA, Oct. 23.—Picketing continues to be the strongest weapon at the disposal of the musicians' union, Local 77, in unionizing nabe niteries. After a single week of sign toting Prexy A. Anthony Tomel signed the Yacht Club. Cadillac Tavern, employing a half dozen tooters, gave in after a one-day picket job.

Method is also proving its worth when directed at the ballrooms, the Chez Vous crossing itself off the union's unfair list with Roger Kortland bringing in his music.

Attention is currently being directed against the 1523 Club, but little headway is being made as yet. A 2 per cent tax, voluntarily voted by the membership on all engagements, provides for the picketing pay roll.

Free Broadcasts Banned in Detroit

DETROIT, Oct. 23.—Taking a tip from other sister locals, the musicians' union here has placed a ban on its membership doing curio broadcasts over local airwaves. Effective Monday, all bally broadcasts, save those by remotes from location spots, call for payment of full rates.

New regulation also tightens the remotes, banning all miscellaneous announcements during broadcasts. No other mention save the name of the orchestra and the place from which the broadcast is being made will be permitted on remotes, any further plugs classifying the program as a commercial and calling for payment on the regular rate. Ban also covers sustaining remotes on single-night engagements.

\$10,000 Strad and \$5 Fiddle Switch as Constable Burns Up

RICHMOND, Va., Oct. 23.—Nero's fiddling burned a city, but Carlos Molina's fiddle is burning the city's judiciary. When Molina played the Tantilla Gardens here last October his booking office sought to attach the salary. And with the attending bally of the maestro resting his chin on a \$10,000 Strad, a Molina heirloom, J. W. Coulter figured on cashing in publicly for his bailiwick.

Coulter paid the salary for the fortnight engagement in advance, and when Constable H. C. Farmer came around to collect his dues, all he could attach was the fiddle. However, Coulter had on

Mills-ARC in New Combine; Platters Cut to Two Labels

Master, Variety, Perfect, Melotone and Columbia seals are switched—Irving Mills retains own organization—his platters are to be designated

NEW YORK, Oct. 23.—Differences and grievances between Irving Mills, general manager of the Master Records, Inc., and Herbert Yates, controller of the American Records Corporation, were ironed out satisfactorily here yesterday after several weeks of threatened schism. At odds for some time regarding the advisability of retaining the Master and Variety labels and the methods of distributing them, the radical compromise reached by the two heads is believed by both to be the best solution. Practical suspension of the 75-cent Master label, the bone of contention, was

Sweet Bands Sell The ARC Labels

NEW YORK, Oct. 23.—Outstanding salesman for Brunswick records is Horace Heidt, whose discs outsell all others on the label. Best selling 75-center was the Brigadiers' waxing of *Hot Lips* (backed by a trick arrangement of *Bells of St. Mary's*), which has already topped the 35,000 mark and is still moving over the counters.

Heidt's current favorite is *It's the Natural Thing To Do* combed with *Moon Got in My Eyes*. Director of Recordings Joseph Higgins (American Record Company) ascribes popularity of Heidt's recordings to the following he gained on one-nighters and theater dates. Also a current Brunswick fave is *Rus Moigan*.

Swaying Sammy Kaye is the Vocalion (35 cents) ace magnet. Kaye has been recording for Vocalion about eight months, and his most popular revenue-bringer to date has been *It Looks Like Rain*, which sold 20,000.

Free Music Ban On Hostile States

CHICAGO, Oct. 23.—Local M. Witmark & Sons and Remick music offices received notice this week from Warner Bros., who control them, that under no circumstances should professional orchestras be given out to any musicians planning to use them in Washington, Nebraska, Montana, Tennessee or Florida.

Move is thought to be the result of the anti-ASCAP legislation which these States have lodged against the organization in an attempt to keep ASCAP's jurisdiction out of their boundaries.

Canton Ups Scale For Pit Players

CANTON, O., Oct. 23.—Pay of pit musicians here has been upped approximately 20 per cent over last year's scale, Charles Weeks, business agent of the local musicians' union, announced. Only the Grand, where stock burlesque employs six men, is affected by the new contract, the Palace and Loew's, stage-equipped downtown houses, on a straight pit policy this winter.

Contract with night clubs and other places using union musician will be up for renewal January 1, with slightly increased scale for the new year in prospect, Weeks asserted.

attributed by ARC to the extreme difficulty of selling the costlier platter. It was the feeling of Yates that it should be dropped. This Mills had refused to do, claiming that bands and artists who recorded for him on the higher priced discs warranted discrimination. It was also his opinion that the low salability of the label was due to the inadequate distribution facilities of ARC and also to the competition offered by and the preference shown to its running mate, the Brunswick label. Mills had the same argument to offer relating to the cheaper plates. Whereas both Decca and Victor had but one cheap label apiece to their catalog, ARC distributors and salesmen were confronted with the problem of pushing five different labels, Vocalion, Variety, Melotone, Perfect and Columbia.

Master and Variety Out

By the new contractual arrangement, in effect November 1, both Master and Variety labels will be scrapped and all Master titles will be assigned to the Brunswick label and those heard on Variety platters will henceforth be listed under the Vocalion banner. To differentiate between the product put out by Mills artists and others on the Vocalion and Brunswick labels, those emanating under Mills' supervision will be designated by a credit line, "Produced by Master Records, Inc." Melotone, Perfect and Columbia seals will also pass out of existence.

Merging and concentration of the several labels will not affect the organizational setups of either Master Records or of ARC. Mills retains control of Master Records, Inc., and continues as a production subsidiary of American Records. Mills will also have full say on type of recordings to be waxed by those under his personal management. All distribution to be done by American Records Corporation.

Placing of their combined selling points on just the two platters is regarded by the new ARC-Mills arrangement as a much more powerful competitive weapon against Decca and Victor rivalry. To strengthen its position, the new combine plans to increase its present number of regional outlets of 15 to 20. Victor is estimated to have about 75 such distributional branches and Decca about 30.

Mills Plans Expansion

With his mind at ease over the recording situation, Mills is ready to put thru his plans of expansion of his artists' management bureau and the acquisition, development and presentation of new name attractions. He announces the signing of two such new attractions which he plans to present during 1938. Outstanding developments by Mills during the past year have been the Raymond Scott Quintet and the Hudson-DeLange Orchestra. Long a partial believer in the greater rewards to be reaped in the picture, air and stage fields rather than dance tours and location dates, Mills will now concentrate on those fields and plans to expand for greater activity with the establishment of branch offices in Chicago and Dallas as well as enlarging his West Coast headquarters in Hollywood.

Recently returned from the Coast, where he saw his Milton Berle begin work in *Radio City Revels* for RKO, Mills goes out there again next week, taking with him this time Irv S. Ercher, script writer for Berle, for whom he obtained a contract with Mervyn LeRoy and also as script supervisor for the Al Jolson show there.

HIGHPOINT, N. C., Oct. 23.—South-eastern Orchestra Service opened a branch office here this week at Hotel Highpoint. Local office is the Jack Wardlaw and Walter Hagen bands.

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

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.

A
 Adcock, Jack: (Manoa Inn) Manoa, Pa.
 Adams, Johnnie: (Brass Rail) Parkersburg, W. Va.
 Albert, Don: (El Chico) NYC, nc.
 Allen, Mark: (Brown Palace) Denver, h.
 Alpert, Mickey: (Riviera) Ft. Lee, N. J., nc.
 Angelos: (Bertolotti's) NYC, re.
 Apollon, Al: (Bate's Merry-Go-Round) Bronx, N. Y., c.
 Atkinson, Connie: (Berkeley-Carteret) Asbury Park, N. J., h.
 Austin, Sid: (Laurels) Sackett Lake, N. Y., co.
 Auwater, Fred: (Fishing Club) Orlando, Fla., h.

B
 Baker, Fred: (Tropical Bar) Vero Beach, Fla., nc.
 Ballou, Dick: (Belmont-Plaza) NYC, h.
 Banks, Clem: (Charlie's Rustic) North White Plains, N. Y., c.
 Baum, Howe: (Schenley) Pittsburgh, h.
 Beck, Dave: (Westchester Tavern) White Plains, N. Y., c.
 Bender, Eddie: (Red Men's) Rochester, nc.
 Berens, Maximilian: (Versailles) NYC, re.
 Bertram, Bert: (Southern Club) Pampa, Tex., nc.
 Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
 Betner, Jack: (Essex House) Newark, N. J., ro.
 Biltmore Boys: (Rice) Houston, h.
 Blackburn, Johnny: (Golden Gate) Salida, Colo., nc.
 Blackwell, Freddy: (Fairmont) Hull, Quebec, cc.
 Blaine, Jerry: (Park Central) NYC, h.
 Black, Bob: (Pere Marquette) Peoria, Ill., h.
 Blue Baron: (Southern Tavern) Cleveland, nc.

C
 Bonelli, Michael: (Bond) Hartford, Conn., h.
 Bonnelly, Eddie: (Black Cat) Wilmington, Del., ro.
 Brandon, Bradley: (Century) Seattle, b.
 Brandwynne, Nat: (Flerre) NYC, h.
 Brennan, Morrey: (Ringside) Ft. Worth, Tex., nc.
 Brigode, Aet: (Aragon) Cleveland, b.
 Brownie, Chet: (Merry-Go-Round) Miami, nc.
 Brunckley, Charley: (Log Cabin) Aurora, Ill., nc.
 Brunson, Jan: (Jack Dempsey's) NYC, re.
 Bryant, Willie: (Plantation) NYC, nc.
 Buncuk, Yasha: (International Casino) NYC, nc.
 Bundy, Rudy: (Levagg's) Boston, nc.
 Burke, Clarence: (Garden) White Plains, N. Y., re.
 Burns, Harry: (Hollywood Restaurant) Tonawanda, N. Y.
 Busse, Henry: (Chez Paree) Chi, nc.

C
 Caceres, Emilio: (Merry-Go-Round) Dayton, O., nc.
 Calaway, Cab: (Cotton Club) NYC, nc.
 Calloway, Blanche: (Southland) Boston, nc.
 Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
 Candullo, Harry: (Arrowhead) Cincinnati, nc.
 Canlin, Ray: (Kansas City Club) Kansas City, nc.
 Carnivale, Manny: (Blue Hills Plantation) Newark, N. J., nc.
 Carroll, Frank: (Unionport Restaurant and Cabaret) Bronx, NYC, h.
 Casey, Ken: (Half Moon) Coney Island, N. Y., h.
 Cavicchio, Salvy: (Cocoanut Grove) Boston, nc.
 Chiquito: (El Morocco) NYC, nc.
 Chyoti: (Village Brewery) NYC, nc.
 Cione, Henry: (Arabian) Columbus, nc.
 Claire, Stanley: (Le Maze) Hollywood, re.
 Clancy, Lou: (Reno's Plantation Club) Shreveport, La.
 Clark, Hy: (Elixir) Newark, N. J., nc.
 Coloban, Cornelius: (St. Regis) NYC, h.
 Coleman, Emil: (St. Regis) NYC, h.
 Collins, Paul: (Indiana Roof) Indianapolis, b.
 Cooke, Ted: (Club) Chi, nc.
 Costello, Charles: (Petite) Schenectady, nc.
 Courtney, Del: (Chase) St. Louis, h.
 Covato, Etel: (Italian Gardens) Pittsburgh, nc.
 Crikett, Ernie: (Unique Grill) Delaware, nc.

C
 Crocker, Mel: (Trocadero Club) Cleveland, nc.
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.
 Cumberbatch, Bill: (New Capitol) NYC, nc.
 Dantzel, Ed: (St. George) Brooklyn, N. Y., h.
 Darrall, Pat: (Wonder Bar) Zanesville, O., nc.
 Davis, Eddie: (Lark) NYC, re.
 Davis, Johnny: (Miami Club) Milwaukee, nc.
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
 Day, Arthur: (Cotton Club) NYC, nc.
 De Paul, Hugo: (Yacht) Chi, nc.
 De Troit, Johnny: (Crystal) Natchez, Miss., nc.
 Deutsch, Emery: (Book Cadillac) Detroit, nc.
 Diamond, Lew: (Covenant) Chi, nc.
 Dierst, Sammy: (Walter Hall) Detroit, h.
 Dixon, Dick: (Gloria Palast) NYC, nc.
 Donahue, Al: (Radio City Rainbow Room) NYC, nc.
 Donaldson Boys: (Lawrence) Erie, Pa., h.
 Drsey, Tommy: (Commodore) NYC, h.
 Duchin, Eddie: (Plaza) NYC, h.
 Duerr, Dolph: (Green Derby) Cleveland, nc.

E
 Ebony Rascals: (Black Cat) NYC, nc.
 Edmund, George: (Loyale) NYC, c.
 Eichler, Frank: (New Kenmore) Albany, h.
 Elkins, Eddie: (Yacht Club) NYC, nc.
 Elliott, Lee: (Stork) Providence, R. I., nc.
 Emerton, Phil: (Coral Gables) Lansing, b.
 Engle, Freddy: (University Club) Albany, N. Y., nc.
 Engle, Stella: (Willbank's Recreation Cafe) Prospect Park, Pa., nc.
 Ernie, Val: (Versailles) NYC, re.
 Escarpenter, Jose: (La Conga) NYC, nc.
 Esquires, Four: (Rickey) Tacoma, Wash., nc.
 Faber, Tlny: (Nut) NYC, nc.
 Feldman, Walter: (Stork Club) NYC, nc.
 Felix, Don: (The Dines) Newton, Conn., nc.
 Felton, Happy: (Stater) Boston, h.
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.
 Fernando, Don: (Blue Glade) Walsenburg, Colo.
 Ferris, Lou: (Moris) NYC, re.
 Fejza, Joe: (Vintage) NYC, re.

F
 Fields, Harry: (Royalton) Monticello, N. Y., h.
 Fisher, Marie: (Royale Frolics) Chi, nc.
 Fisher, Jack: (Steuben) Boston, h.
 Fitchard, Maurice: (Loyal Inn) New Rochelle, N. Y., ro.
 Fogarty, Alex: (Weylin) NYC, h.
 Fomcen, Basil: (International Casino) NYC, nc.
 Fosdick, Gene: (Shelton) NYC, h.
 Fox, Roger: (Show Boat) St. Louis, s.
 Franklin, Walter: (Broadway Hobrau) NYC, c.
 Frascio, Joe: (Margery) Phila., c.
 Fray, Jacques: (St. Regis) NYC, h.
 Freeman, Jerry: (Paradise) NYC, cb.
 Fremont, Al: (Longview Farms) Pittsburgh, nc.
 Frim, Rudolf: (Ritz Carlton) NYC, h.
 Funk, Freddy: (Abraham Lincoln) Springfield, Ill., h.

G
 Gallo, Phil: (Moorehead) Pittsburgh, h.
 Gardner, Dick: (International) NYC, nc.
 Garvin, Val: (Orchards) Pittsburgh, nc.
 Gates, Jerry: (Pia Lan) Des Moines, nc.
 Gaudin, Gene: (Rhythm Four: (Claridge) Memphis, b.
 Gilbert, Jerry: (Emerson) Baltimore, h.
 Golden, Neil: (Queen's Terrace) Woodside, L. I., N. Y., nc.
 Gonsky, Bob: (St. Moritz) NYC, h.
 Goodman, Benny: (Pennsylvania) NYC, h.
 Graf Johnny: (Anchorage Inn) Phila., nc.
 Graffler, Frenchy: (Old Vienna) Cincinnati, re.
 Gray, Glen: (New Yorker) NYC, h.
 Gray, Len: (New Cedars) New Bedford, Mass., nc.
 Grayson, Bob: (Grand Ballroom) Detroit, h.
 Grier, Jimmy: (Biltmore Bowl) Los Angeles, nc.

H
 Hagen, Walter: (Robert E. Lee) Winston-Salem, N. C., h.
 Hall, George: (Taft) New York, h.
 Hampton, Jack: (Knickerbocker Gardens) Flint, Mich., nc.
 Hardie, Dick: (Tally-Ho Tavern) Albany, N. Y., nc.
 Hardy, Bob: (El Morocco) Boston, nc.
 Harbo, Claude: (Joy's Stables) Detroit, nc.
 Hart, Little Joe: (Pla-More) Kansas City, nc.
 Harte, Carl: (Clarendon) NYC, nc.
 Hart, Bert: (Frank Kelley's) Detroit, c.
 Hauck, Carlton: (Sak's) Detroit, nc.

Orchestra Routes must be received at the Cincinnati offices no later than Friday to insure publication.

H
 Hauser, Johnny: (Mayfair Casino) Cleveland, nc.
 Hawaiian Quartet: (Leon & Eddie's) NYC, nc.
 Haviland, Bob: (Colonial Tavern) Hawthorne, N. Y., c.
 Headrick, Pearl: (Manhattan Danceland) Jacksonville, Fla., nc.
 Heldt, Horace: (Biltmore) NYC, h.
 Henry, H.: (Dells) Kingston, N. Y., nc.
 Herbeck, Ray: (Blossom Heath) Oklahoma City, nc.
 Herber, Leon: (Royal Tavern) Brooklyn, c.
 Herber, Hector: (Club Hollywood) Kalamazoo, Mich., nc.
 Herman, Woody: (Normandie) Boston, b.
 Hill, Worthy: (Pavilion Royale) Savin Rock, N. J., nc.
 Hill, Harry: (Mazel's Washington Arms) Mamaroneck, N. Y., ro.
 Himber, Richard: (Essex House) NYC, h.
 Hines, Earl: (Grand Terrace) Chi, nc.
 Hirsch: (La Rue) NYC, re.
 Holder, Virginia: (Normandy Inn) Warrgen, Pa., nc.
 Hollander, Will: (New Yorker) NYC, h.
 Holmes, Herbie: (New Elms) Youngstown, O., Nov. 6-8.
 Holst, Ernie: (El Morocco) NYC, nc.
 Hoopl, Sol: (Walkill) Hollywood, Calif., nc.
 Horton, Harry: (Le Mirage) NYC, nc.
 Hudson, Dean: & Florida Clubmen: (Tantilla Gardens) Richmond, Va., re.
 Hurdens, Delange: (Capitol) Washington, D. C., t.
 Humber, Wilson: (Belvedere Club) Hot Springs, Ark., nc.
 Hummel, Ray: (Club Luna) Raton, N. M., re.
 Hunt: (Country Club) Socorro, Nov. 1-5.
 Hynes, Lloyd: (Mount Royal) Montreal, h.
 Huyge, Tlny: (Cody) Grand Rapids, Mich., h.

I
 Iona, Andy: (Marty) Los Angeles, nc.
J
 Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.
 James, Woody: (Palisade) Biloxi, Miss., nc.
 Jenkins, Al: (Savarin) Buffalo, c.
 Johnson, Johnny: (Village Barn) NYC, nc.
 Jones, Iman: (Lincoln) NYC, h.
 Jorky, Harold: (Fontaine Terrace) New Orleans, nc.
K
 Kays, Sammy: (Meadowbrook) Cedar Grove, N. J., nc.
 Keener, Lee: (Madison) Jefferson City, Mo., h.
 Kent, Peter: (Congress) Chi, h.
 Kent, Erwin: (St. Moritz) NYC, h.
 King, Henry: (Fairmont) San Francisco, h.
 King, Wayne: (Palmer House) Chi, h.
 King's, Lester: (La Salle) Chi, h.
 Kirshman, Don: (Blakeland Inn) Denver, nc.
 Kirst, Al: (Roosevelt) New Orleans, h.
 Klein, Jules: (Stater) Detroit, h.

K
 Krumin, Costya: (Russian Bear) New York, re.
 Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.
 Kyser, Kay: (Blackhawk) Chi, nc.
L
 LaAna: (Edison) NYC, h.
 Lamothé, Olivia: (Rosegarden) Middletown, Conn., c.
 Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
 Lally, Howard: (Riviera) Ft. Lee, N. J., nc.
 Lamarr, Ayers: (Southern Mansion) Kansas City, nc.
 Land, Iressel: (Marine Room) Muskegon, Mich. b.
 Lane, Eddie: (Governor Clinton) NYC, h.
 Lazaro, Leo: (Tutweiler) Birmingham, Ala., h.
 LeBaron, Eddie: (Radio City Rainbow Room) NYC, nc.
 Leifer, Alan: (New Fulton Royal) Brooklyn, re.
 Leonard, Harold: (Show Bar) Forest Hills, L. I., c.
 Lewis, Ted: (Earle) Phila., t.
 Linden, Udo: (Gloria Palast) New York, cb.
 Lishon, Henri: (Stork Club) Chi, nc.
 Little, Ramon: (La Conga) NYC, nc.
 Lopez, Vincent: (Drake) Chi, h.
 Long, Johnny: (Copley Plaza) Boston, h.
 Lucas, Clyde: (Lowry) St. Paul, h.
 Lunceford, Jimmy: (Sebastian's Cotton Club) Culver City, Calif., nc.
M
 McCune, Will: (Bossert) Brooklyn, h.
 McFall, Johnny: (Silver Cloud) Chi, nc.
 McGovern, Buck: (Chez-Marie) Phila., nc.
 McCraw, Ed: (Madura's Danceland) Hammond, Ind., b.
 McHale, Jimmy: (Mayfair) Boston, nc.
 McIntire, Lani: (Lexington) NYC, h.
 Maddi, Larry: (Place Elegante) NYC, nc.
 Malenga, Angelo: (Greenwich Village Casino) NYC, nc.
 Marenco, Frank: (Sweeney) Baltimore, c.
 Marine Rhythm Boys: (Arcade) Manitowoc, b.
 Marsala, Joe: (Hickory House) NYC, nc.
 Marshall, Duane: (Essex) Boston, h.
 Marshall, Jack: (Mayfair) Boston, nc.
 Martel, Gus: (Stork) NYC, nc.
 Martin, Bob: (Chez Florence) Paris, nc.
 Martin, Lou: (Leon & Eddie's) NYC, nc.
 Martin, Freddy: (Aragon) Chi, b.
 Martin, Gene: (Green Gables) Wilkes-Barre, Pa., nc.
 Massigale, Bert: (Hi-Hat) Houston, nc.

M
 Mature, Henry: (Three Door Inn) Bridgeport, Conn., nc.
 Mayer, Ken: (Gunter) San Antonio, h.
 Mayhew, Nye: (Stätler) Boston, h.
 Mayo, Joe: (Silver Bow) Sacramento, Calif., nc.
 Menendez, Nilo: (Havana-Madrid) NYC, nc.
 Meroff, Benny: (Paramount) NYC, t.
 Merritt, Wendell: (Schmidt's Farm) Scarsdale, N. Y., c.
 Metz, Gus: (Leighton's Tavern) Ardsley, N. Y., ro.
 Middleman, Herman: (Nixon) Pittsburgh, c.
 Milne, Del: (Ranch) Seattle, nc.
 Miller, Gypsy: (Versailles) NYC, nc.
 Mills, Fred: (Du Pont) Wilmington, Del., h.
 Mills, Dick: (The Grove) Beaumont, Tex., nc.
 Montgomery, Jack: (The Farm) North White Plains, N. Y., ro.
 Moore, Eddie: (Eagles) Ithaca, N. Y., b.
 Moran, Carl: Deacon: (Indiana Roof) Indianapolis, b.
 Morelli, Larry: (Merry Gardens) Lynchburg, Va.
 Morris, Griff: & His Clevelanders: (Paddock) Wheeling, W. Va., nc.
 Motely, Bob: (Casa Grande) Berwyn, Md., nc.
 Moyer, Ken: (Thomas Jefferson) Birmingham, Ala., nc.
 Munro, Hal: (Ivanhoe) Chi, nc.
 Murray, Charles: (Mon Paris) NYC, nc.
 Musical Aces: (Brownies Marble Bar) Rochester, N. Y., nc.
 Musse, Joe: (Wonder Bar) Twin Lakes, Wis., nc.

N
 Nagel, Harold: (Pierre) NYC, h.
 Navara, Leon: (Hollywood) NYC, re.
 Navarro, Al: (Belvedere) Baltimore, h.
 Naylor, Oliver: (Club Rex) Birmingham, Ala., nc.
 Neimas, Billie: (99 Club) San Pedro, Calif., nc.
 Norris, Stan: (Merry Garden) Chi, b.
 Norton, Bob: (New Garden Center) Detroit, b.
 Noury, Walt: (M. and J.) Haverhill, Mass., re.
O
 Olson, Walter: (New Julius) Gardenville, N. Y., re.
 Olsen, George: (International Casino) NYC, re.
 Original Dixieland Jazz Band: (Little Old New York) NYC, c.
P
 Palmer, Freddy: (Colonial Inn) Singas, N. J., re.
 Palmer, Ken: (Barbes's) Isle of Hope, Ga., b.
 Pancho: (Plaza) NYC, h.
 Paul, K. C.: (Plains) Cheyenne, h.
 Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., nc.
 Peterson, Dee: (Edgewood) Albany, N. Y., nc.
 Pickett, Fred: (Savoy) Plaza NYC, h.
 Plinkston, Tom: (Manderin) Memphis, nc.
 Pitman, Jack: (Port Arthur) Providence, R. I., re.

P
 Phibes, Dale: (Biltmore) St. Louis, cc.
 Ricardel, Joe: (Cavalier) NYC, nc.
 Rich, Carl: (Bancroft) Springfield, O., h.
 Rinaldo, Nino: (Chez Paree) Omaha, nc.
 Ringwalt, Clark: (The Place) Hempstead, L. I., nc.
 Rio, Rita: (Hollywood) NYC, re.
 Roberts, Eddie: (Red Mill) Bronx, nc.
 Rocco, Maurice: (Kit-Kat) NYC, nc.
 Rodgers, Ralph: (Ritz Carlton) NYC, h.
 Rogers, Eddy: (Washington) Boston, h.
 Rogers, Eddy: (Rainbow Grill, Radio City) NYC, nc.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
S
 Sachs, Coleman: (Municipal Auditorium) Birmingham, Ala., b.
 St. Clair, Charles: (Gunter) San Antonio, nc.
 Saxton, Sam: (Gay Village) NYC, c.
 Schaefer, Bill: (Pickwick) Birmingham, Ala., nc.
 Scoggin, Chlc: (Jefferson) St. Louis, h.
 Scott, Lee: (De Witt Clinton) Albany, N. Y., h.
 Scott, Bud: (Golden Anchor) Natchez, Miss., nc.
 Seibeto, Cant: (San Souci) Havana, nc.
 Shafer, Ray: (Log Cabin Farms) Armonk, N. Y., ro.
 Shelley, Lee: (Roosevelt) New Orleans, h.
 Siboney Quartet: (Yacht Club) NYC, nc.
 Silvers, Buddy: (Roman Gardens) Potsdam, N. Y., nc.
 Sissie, Noble: (Lookout House) Covington, Ky., nc.
 Smith, Stuff: (Pamou Door) Hollywood, Calif., nc.
 Smith, Paul: (Municipal Auditorium) Birmingham, Ala., b.
 Smith, Bill: (The Dells) Poughkeepsie, N. Y., nc.
 Smith, Carl: (Athletic Club) Detroit, h.
 Snyder, Billy: (Gibson) Cincinnati, h.
 Socarras: (Harlem Uproar House) NYC, nc.
 Southwell, Dutch: (Athletic) Flint, Mich., nc.
 South, Eddie: (d'Oiseaux) International Expo, nc.
 Southern Gentlemen Orchestra: (Deshler-Wallick) Columbus, O., h.
 Spence-Keefe: (20th Century) Appleton, Wis., c.
 Stahl, Dick: (William Penn) Pittsburgh, h.
 Stata, Al: (Hollywood) Warwick, R. I., nc.
 Steck, Gus: (Robert Taver) Newark, N. J., h.
 Steel, Leonard: (St. Shelby) Detroit, h.
 Stern, Harold: (Kenmore) Albany, N. Y., h.
 Sterner, George: (Blue Moon) NYC, re.
 Stevens, Eddie: (Blue Moon) Toledo, nc.
 Stoltz, Colle: (Tropical Roof) Memphis, nc.
 Stobel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
 Stump, Wilbur: (San Pablo) San Francisco, nc.
 Swanson, Billy: (Edison) NYC, h.
 Swingettes: (Hayes) Jackson, Mich., h.
 Sylvester, Bob: (Seven Gables) Milford, Conn., nc.

T
 Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
 Thomas, Eddie: (Nut Club) NYC, nc.
 Thurl, Otto: (Alpine Village) Cleveland, nc.
 Tilson, Jack: (Food House) Indianapolis, b.
 Tinsley, Lew: (Tribune) Boston, re.
 Tracy, Jack: (Cedar Lane) Opelousas, La., nc.
 Truckee, Charles: (Hollywood) Kalamazoo, Mich., nc.
 Tucker, Orrin: (Edgewater Beach) Chi, h.
 Tydesley, Bobbie: (Seabell) Louisville, h.

V
 Vadockvich, Pinky: (Chez Paree) New Orleans, nc.
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
 Vaas, Vic: (Ritz) Bridgeport, Conn., b.
 Vell, Tubby: (Bruno) Chi, re.
 Velazco, Emil: (Show Boat) St. Louis, nc.
W
 Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
 Waller, Fats: (Pal.) Cleveland, t.
 Vanderbilt, Archie: (Francis) Monroes, La., h.
 Wardlaw, Jack: (Sheraton) High Point, N. C.
 Waring, Fred: (Michigan) Detroit, t.
 Wayne, Bernie: (Famous Dory) Boston, nc.
 Webb, Joe: (Queen Mary) NYC, nc.
 Welk, Lawrence: (St. Paul) St. Paul, h.
 Weiner, Michael: (Old Rumanian) NYC, re.
 Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
 Whitney, Palmer: (Baker) St. Charles, Ill., h.
 Wiley, Bob: (Fontaine Terrace) New Orleans, nc.
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.
 Winston, Jack: (Bal Tabarin) San Francisco, nc.
 Woodfield, Harry: (Hofbrau) Canton, O., c.
Y
 Young, Sterling: (Pal.) San Francisco, h.
Z
 Zelman, Rubin: (Caravan) NYC, nc.

R
 Raginsky, Mischa: (Astor) NYC, h.
 Ragon, Ike: (Rainbow Garden) Little Rock, Ark., c.
 Ramoni: (Armando's) NYC, nc.
 Raup, Barney: (Beverly Hills) Newport, Ky., nc.
 Reader, Charles: (Port Montague) Nassau, B. W. I., h.
 Rabucci, Paul: (Vanderbilt) NYC, h.
 Red Revellers: (Ray's Parkway Lodge) White Plains, N. Y., c.
 Reichman, Joe: (Cocoanut Grove) Los Angeles, nc.
 Reinherz, Sid: (Mirador) NYC, nc.
 Reisman, Leo: (Waldorf-Astoria) NYC, h.
 Renard, Jacques: (Vogte) Los Angeles, h.
 Reyes, Chica: (Continental) Detroit, nc.
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
 Rhoads, Dale: (Biltmore) St. Louis, cc.
 Ricardel, Joe: (Cavalier) NYC, nc.
 Rich, Carl: (Bancroft) Springfield, O., h.
 Rinaldo, Nino: (Chez Paree) Omaha, nc.
 Ringwalt, Clark: (The Place) Hempstead, L. I., nc.
 Rio, Rita: (Hollywood) NYC, re.
 Roberts, Eddie: (Red Mill) Bronx, nc.
 Rocco, Maurice: (Kit-Kat) NYC, nc.
 Rodgers, Ralph: (Ritz Carlton) NYC, h.
 Rogers, Eddy: (Washington) Boston, h.
 Rogers, Eddy: (Rainbow Grill, Radio City) NYC, nc.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.

S
 Sachs, Coleman: (Municipal Auditorium) Birmingham, Ala., b.
 St. Clair, Charles: (Gunter) San Antonio, nc.
 Saxton, Sam: (Gay Village) NYC, c.
 Schaefer, Bill: (Pickwick) Birmingham, Ala., nc.
 Scoggin, Chlc: (Jefferson) St. Louis, h.
 Scott, Lee: (De Witt Clinton) Albany, N. Y., h.
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 Tinsley, Lew: (Tribune) Boston, re.
 Tracy, Jack: (Cedar Lane) Opelousas, La., nc.
 Truckee, Charles: (Hollywood) Kalamazoo, Mich., nc.
 Tucker, Orrin: (Edgewater Beach) Chi, h.
 Tydesley, Bobbie: (Seabell) Louisville, h.

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 Vadockvich, Pinky: (Chez Paree) New Orleans, nc.
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
 Vaas, Vic: (Ritz) Bridgeport, Conn., b.
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 Velazco, Emil: (Show Boat) St. Louis, nc.
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 Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
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 Wardlaw, Jack: (Sheraton) High Point, N. C.
 Waring, Fred: (Michigan) Detroit, t.
 Wayne, Bernie: (Famous Dory) Boston, nc.
 Webb, Joe: (Queen Mary) NYC, nc.
 Welk, Lawrence: (St. Paul) St. Paul, h.
 Weiner, Michael: (Old Rumanian) NYC, re.
 Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
 Whitney, Palmer: (Baker) St. Charles, Ill., h.
 Wiley, Bob: (Fontaine Terrace) New Orleans, nc.
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.
 Winston, Jack: (Bal Tabarin) San Francisco, nc.
 Woodfield, Harry: (Hofbrau) Canton, O., c.

Y
 Young, Sterling: (Pal.) San Francisco, h.
Z
 Zelman, Rubin: (Caravan) NYC, nc.

Philly Ballroom Opens
 PHILADELPHIA, Oct. 23.—Willow Grove Amusement Park, usually shuttered for the winter season, lights up its Danceland. Name bands being brought in to attract the dance fans, Don Bestor the initial attracter at the opening last week.

Reviews of Records

By M. H. ORODENKER

Decca

The West Coast studios carry the bulk of this label's outgivings, with special emphasis to the screen songsters. The heavy-padded instrumentation for the backing gives too much musical force to make for the restful listening, the drum rolls especially giving the platters a screen-track basis. Under such circumstances DICK POWELL pipes *Have You Got Any Castles, Baby?*, *Moonlight on the Campus*, *You've Got Something There* and *Love Is on the Air Tonight* (1430, 1431); JUDY GARLAND, burdened by over-arranged song weaving, gives vocal force to *All God's Chillun Got Rhythm* and *Everybody Sing* (1432), and CONNIE BOSWELL, displaying her customary professional eclat that cuts thru the AFM roundup, has four potent sides in *Yours and Mine*, *Am I in Love?*, *Blossoms on Broadway* and *Love or Infatuation* (1433, 1434), and FRANCES LANGFORD, in smoother company with the hula-hula harmonies of Sab Koki and his Islanders, has her chordal fiesta with *So Many Memories*, *Stardust on the Moon*, *Harbor Light* and *My Cabin of Dreams* (1440, 1441), the Islanders drift dreamily on their own for *Ebb Tide* and *Paradise Isle* (1438).

LENNIE HAYTON, his planology prominently displayed, styles his sides with a smooth brand of fox-trotology. And with Paul Barry painting the word picture, cuts *Make a Wish*, *So Many Memories*, *Once in a While* and *The Morning After* (1437, 1443). TED FIO-RITO overtures the Foster folio in spirited dance style for *Echoes of the South*, and with Muzzy Marcellino and the gal trio for the story body, the high spirits of *Vieni Vieni* (1450). BEN POLLACK is right rhythmic for *If You Ever Should Leave* and *I'm Dependable* (1435). Frances Hunt canarying. BERT AMBROSE, following the Ellington-Scott arrangements religiously, couples *Caravan* and *Twilight in Turkey* (1442). And the COUNT BASIE boys, still trying to find their collective groove, give a lowdown *Good Morning Blues* and what was never meant for them, *Our Love Was Meant To Be* (1446).

EDGAR HAYES goes the way of all quintets surrounding his stomp-box with vibes, clary, bass, and git-box. Never getting excitable they mug it lightly for *So Rare* and *Love Me or Leave Me* (1444). MILT HERTH further demonstrates his syncretized stylizing at the electric organ for *Satan Takes a Holiday* and *Somebody Loves Me* (1445). DICK ROBERTSON, this time with a brass band for his vocal fol-de-rols, has a two-

some for conventions and county fairs in coupling the community sing-songs of *The Sidewalks of New York* and *Come, Josephine, in My Flying Machine* (1436). And the JONES BOYS SING BAND, five septia lads simulating in sound the Eikhardt instruments to a guitar accomp, harmonize scat-sort for *Pickin' a Rib*, subduing their enthusiasm for *Sleepy Time in Hawaii* (1439).

Brunswick

TEDDY WILSON is another of the jam jeeps to cut thru with his own quartet, spotting around his Steinway Red Norvo's wood pile, Harry James' trumpet, and a newcomer among the bass slappers, John Simmons. If an unholy wedding of instruments was sought their *Honeysuckle Rose* and *Ain't Misbehavin'* (7964) achieved just that. But with the balancing being off center, the whole makes for poor chamber swing music, making for poor footwork on the get-offs. However, Wilson, on his own, knuckles some of his sweetest black-and-whitings.

ART SHAW continues to cut a deep groove for himself among the solid senders with a sock *It's a Long Way to Tipperary*, his clary predominating the sock arrangements. Plattermate shows the Ellington influence for his own conception of a *Nightmare* (7965). Shaw leaning his gobble stick the Barney Bigard way.

For the unadulterated dance rhythms, RUSS MORGAN again cops the sugar barrel for the silky sendings with *To You, Sweetheart*, *Aloha*, Lewis Julian and the Mullen Sisters blending voices, and *The One Rose* (7968). Mert Curtis flowering the lyrics: JOE RINES, embellishing with flying fiddle trills, couples *The Lady Is a Tramp* and *Why Talk About Love?* (7967). Bede Best and Frank Parrish splitting the vocal assignment, and JAN GARBBER, still "the idol of the air lanes," with reservations, gushes forth with *My Secret Love Affair* and *My Swiss Hillbilly* (7966). Russ Brown giving way to Fritz Heilbron for the Alpine excursion.

Vocalion

ERSKINE HAWKINS supplies the surprise package in this lot with *I'll Get Along Somehow*, Merle Turner getting by on the wordage, and *I'll See You in My Dreams* (3688). Band plays surprising in tune, based on previous wax performances, and Hawkins is in fine fettle. Toots his trumpet high on the *Somehow* side, smacking the high C's without gasping for 'em and some demon triple tonguing, but high up, on the backer-upper.

THE MUSICAL MANIACS (Irving Fazola, rag cutters back again) let their hair down for *Am I Blue?* and *Down by the Old Mill Stream* (3691). None of that playful mood that characterized their first session, strictly jam-bug beatings of the clary, bass, guitar and vibes that finds its groove in the last chorus.

SAMMY KAYE, with Charley Wilson and Tommy Ryan warbling a side to each, smooths it in his familiar way for *What Makes You So Sweet?* and *We'll Ride the Tide Together* (3688). CLAUDE HOPKINS, at his worst, adds up to nothing with *Three Little Words* and *My Gal Sal*, and HENRY (RED) ALLEN blends the commercial with the harlemese and to poor effect for *Love or Infatuation* and *Can I Forget You?* (3690).

Melotone

It's all styled for light fantastic trippings in this packet. BERNIE CUMMINS coupling *Have You Ever Been in Heaven?* and *Mamma, I Wanna Make Rhythm* (7-11-06). Walter and Bernie Cummins splitting the wordage respect; DICK McDONOUGH, with stick instead of guitar pick in hand, for *That Old Feeling* and *The Big Apple* (7-11-02), Howard Phillips piping, and CHICK BULLOCK chanting the choruses of *You Can't Stop Me From Dreaming* and *Blossoms on Broadway* (7-11-03).

Variety

CAB CALLOWAY is at the height of his hi-de-ho for *Hi-De-Ho* Romeo to scat with everybody's Juliet. Disc doubler finds the scat romeo in a more restful mood for *Moon at Sea* (651), the band making the most of the ballad score, while Calloway steps out of his usual vocal character for a Louie Armstrong flavoring to the lyrics. Tenor sax ace CHU BERRY, recruiting the outstanders in the Cab clan, inspires a jam fest. They go deep in a groove for *Ebb Tide*, keeping only the title of the pash pop, sticking closer to the melody for

Nothing on the Cuff

DETROIT, Oct. 23.—Altho the establishment may deem their credit good, the local musicians' union will tolerate none of this "I'll pay you on pay day" for its tooters playing the town's spots.

Not only are the boys prohibited in drawing any part of their salary in advance on any engagement, but no food, drinks or merchandise may be purchased by a playing employee at the place of employment without paying for it at the time of purchase. Violations call for penalties, to be imposed at the discretion of the union's board of directors.

Music Items

Pianist-Conductor Johnny Green is collaborating with Ted Koehler to provide the tune background for Columbia's college flicker, *Start Cheering*. . . . Paramount has added a Mexicala musical, *Esenada*, to the production schedule. No writers set as yet, but plans call for an elaborate musical score for Mexican orchestras and native dancers.

Sam Pokrass and Jack Yellen's *Hot and Happy* ditty will also serve as the new flicker title for 20th Century's *Erad, Butter and Rhythm*. . . . Harry Warren and Al Dubin have started work on six new tunes for the WB *The Gold Diggers in Paris*. . . . Ever on their toes, the tunesmiths have prepared a musical greeting for the proposed American visit of Duke and Duchess of Windsor, Burton Lane and Ralph Freed whipping together a musical toast with *Salute to Romance*. . . . Johnny Burke and Jimmy Monaco have planted five of their collabed cleffings with *Major's Badge of Policeman O'Roon* pic.

Phil Charig, after a spell at scoring London stage musicals, wends his way to Hollywood, where he will provide the musical motif for the new Laurel and Hardy screen screamer, *Swiss Cheese*. . . . Arthur Gutman, contracted to compose his music for MGM, arrived in New York from abroad last week. . . . Theme song for the Eleanor Powell-Ray Bolger *Rosalie* film musical has been singled to *It Wasn't Meant for Me*, a Cole Porter opus. . . . Walter Bullock and Harold Spina are collabing on the tune scores for the Shirley Temple and Jack Haley flickers. . . . Ralph Rainger tries his hand for the first time at serious music, having written a complete operetta for the new Gladys Swarthout flicker. Ned Washington collapsed in preparing the text. . . . Buck Ram, former arranger for Bob Crosby and Gus Arnheim, now embellishing the tunes for Ina Ray Hutton, has locked heads with Eddy DeLange, of the Hudson-DeLange music makers, to give forth *Beck and Call*. . . . Harry Nemo's *Joe the Bomber* is being planted in Joe Louis' Hollywood excursion.

Secret Love Affair (657), Chu's opening chorus a berry.

The elite of the Ellingtonians, labeled BARNEY BIGARD and his Jazzopators, clip out a couplet of ultra stomping that's most sendable with *Jazz a la Carte*, Bigard and Rex Stewart locking licks with their piano maestro for the scoring, and with Le Duke collabing Harry Carney's cleffing *Demi-Tasse* (655).

Audrey Call and Kay Twomey, a new fem influence to Tin Pan parking lots, are responsible for the impressionistic *Purple Mood* and *Quicksands* (658), interpreted in dance tempo by FRANK DAILEY and FRANK MARKS respect.

SID PHILLIPS, tenor sax-composer-arranger for Britain's Bert Ambrose, has culled together his own combo for the putting on platters, engineered by Irving Mills during his European jaunt. First effort gives a stomp setting to the immortals of Lady Scott's *Annie Laurie* coupled with Robert Burns' *Comin' Thru the Rye* (654). While we can't speak for the Scot nationalists, the unwinding should incite hopping on these shores. No individuality, yet a solid beat to the scoring.

The familiar Taftian tootings of GEORGE HALL make for the danceable double with *If You Were Someone Else* and *You and I Know* (653), warbling of Michael Bruce and Dolly Dawn adding to the smooth renderings.

Glover Heads Arranger Guild

Tune shapers elect officers —want credit on records and on radio

NEW YORK, Oct. 23.—Organization of a music arrangers' guild got under way Wednesday with the election of Joe Glover president for one year. Other officeholders include Bill Challis, vice-president; Bernie Mayer, secretary, and Don Walker, treasurer. Temporary headquarters were established at the Park Chambers Hotel, and the charter membership included a dozen leading tune fashoners.

Discussions centered on plans for an intensive campaign to win name credits for the lads who embellish Tin Pan Alley's notings. Promising tireless effort on behalf of these "forgotten men," Glover said: "The opening gun of our campaign will be leveled at the recording companies, who credit almost everybody else on their records but the arranger. Following this we will seek to have the leading orchestras credit us for outstanding orchestrations. In this direction we also will endeavor to have the co-operation of radio officials. Already musical comedy producers are crediting us partially for our efforts, as are motion picture firms."

Group opinion pointed out that competition is keen in the music field and that orchestras and vocal groups who hold their popularity by using outstanding embellishments should be willing to share in the glory. For the arranger it would mean added security and better salaries.

No labor problem confronts the Arrangers' Guild, jurisdiction falling within the scope of the American Federation of Musicians. Sole purpose in banding together is to get proper recognition.

Tardy Wire Bungles Bands

LANSING, Mich., Oct. 23.—A delayed wire attending a sudden switch in bookings brought two bands to Stanley Bowers, while there was only room for one at his Coral Gables Ballroom here. Jimmy Flenniken and his Mason-Dixon Band were slated to open for a double fortnight, with Phil Emerton's Diamonds set to follow. Bookings were reversed, but Flenniken had already left New York before the telegram arrived. However, there was no hair-pulling or hysteria, Flenniken filling in with one-nighters and returning to the Coral Gables in November.

WANTED

FOR THE 29TH INFANTRY BAND, FORT BENNING, GA.
Flute Player, 1st Clarinet Player, Snare Drummer (Trap Drums for Orchestra)
Men doubling Strings preferred. Single men only.
Other Musicians Write
Bandleader NICHOLAS FRANK.

MUSICAL GLASSES
Most wonderful, sweet tones produced by a touch of the finger.
Improved Sets—No musical knowledge required. Ideal for entertainers. Catalogue Free.
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BLUE SWEETHEART

TERRY SHAND'S SMASH HIT
A GREAT FOX-TROT ARRANGEMENT FOR ORCHESTRA BY LLOYD AKRIDGE.

. . . . PRICE 50c

MY HYMN TO THE SUN

By ROSSO and TERRY
BASED ON KORSAKOFF'S
FAMOUS MELODY. NOVELTY
FOX-TROT ARRANGEMENT BY JACK MASON.

. . . . PRICE 50c

FORSTER MUSIC PUBLISHING CO. 216 SO. WABASH AVE. CHICAGO.

Sheet-Music Leaders

(Week Ending October 23)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

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.

1. Harbor Lights (1)
2. That Old Feeling (3)
3. Remember Me (2)
4. Moon Got in My Eyes (4)
5. Have You Got Any Castles, Baby? (6)
6. One Rose (10)
7. Roses in December (7)
8. You Can't Stop Me From Dreaming (8)
9. My Cabin of Dreams (5)
10. Vieni Vieni (12)
11. Whispers in the Dark (9)
12. Can I Forget You? (15)
13. So Many Memories (14)
14. Afraid to Dream
15. Josephine (11)

PHONOGRAPH RECORD best sellers will be found on page 78.

Airing the Bands

Dedicated to the proposition that smooth, competent radio presentation of musical wares is the key to a band's success, this column sets out to chronicle the doings and misdoings of the broadcasting musickers . . . and let the kilocycles fall where they may.

Are All My Favorite Bands Playing, or Adventures With a Dial: First catch (thru WHN) was a half hour's worth of the rolling, sturdy melody that ROGER PRYOR sends from Cincy's Hotel Gibson. Heavily weighted on brass and lacking a solid rhythm section, Roger still manages to do a good job. He uses the medley form of song salesmanship and lays off the chatter (which is all to the good). Piano pleases in solo licks, but the clarinet cracks up badly under the strain. Brasses, however, give a nice, solid lift, and set the general tone of Pryor's music. Outstanding are the vocals by Lane Truesdale and Roger himself. Howard Green is the third vocalist, but he needs a lighter, lilty touch before he can send the gals. Roger's manner of vocalizing is a cross between Ted Lewis and Armstrong, and he's clever and pleasing on a tune like *Shoe Shine Boy*. Roger should take more vocals. If the drums and bass were moved closer to the mike the band as a whole might sound more solid and rhythmic during their broadcasts. . . . Guaranteed not to make your feet get nervous are the placid and lifeless rhythms of HAROLD ARDEN and his band from New Jersey's Rustic Cabin (WNEU). They play all pops, with each number sounding like the one before. With more vocals and sparkling arrangements this band might carve a niche for itself, but right now it's too flat and tasteless for the ether.

A Good Man Is Hard to Find: BILLY SNYDER (WHN) and his Kentucky Colonels battle valiantly (also from Cincy's Gibson), but handicapped either by youthful inexperience, senile decrepitude, squeaky violins, a sickish tenor sax or a drummer dying on his two sticks, they just fail to get in the groove. Snyder's singing of *I Know Now* was top-heavy. And besides Snyder has no voice. The femme warbler gives out excellent throatology a la Ethel Waters in her less exotic moments. . . . Despite the bloodless canary, Martha Tilton, that BENNY GOODMAN (WABC) has recently acquired, his band (now at New York's Pennsylvania Hotel) is still tops for my money. Recent air sessions indicate that Benny is soft-pedaling solo playing during whole band numbers. The fact that he features so much ensemble work shows up even more the vapid arrangements of pop ditties he's been relying on. Goodman sorely needs an arranger of Fletcher Henderson's ability to turn in some sock material. But you forget about that when the magnificent trio or quartet go to town, or when Vido Musso (tenor sax), Harry James (trumpet), Jess Stacey (piano), and clarinet Benny himself swing out. At times during the past year Goodman has seemed tired and repetitious, but right now his incomparably clean attack, brilliant runs and round tone are there stronger than ever.

Serenade for a Sore Ear: Sounding like eight other bands, SAMMY KAYE (CBS) nevertheless continues to please the customers. Touring one-nighters, he was making his CBS debut when caught. Exceedingly push-lined music he offers, making excellent satisfaction for smart-set patrons. You have to give Kaye credit for setting feet beating, if not blood. His method of introducing the titles in song is swell and cuts out the breaks between song changes. Band sounded best in the clipped, rhythmic phrases of *Smarty*. Charley Wilson's vocals have a nice tingle of excitement. . . . An affable showman is LEO REISMAN (WOR), who makes his own announcements in a way that builds up a friendly feeling between listeners and band. He plays a combo of sweet and swing that features sentimental pianistics. Musicianship here is definitely inferior, but I don't suppose the New York Waldorf-Astoria care about that. Leo should cut out the attempt to offer hot trumpet and sax choruses and stick strictly to the sugar.

Maurice Zolotow.

Berlin Opens Hub Office

BOSTON, Oct. 23.—New offices of Irving Berlin, Inc., with Harry Paul as New England manager, were opened here yesterday with a cocktail session for ork leaders and warblers.

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEAJ (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, October 15, thru Thursday, October 21. For comparative purposes, the position of songs the previous week is also listed. Ratings are based on the number of combined network plugs for each song.

Also listed under Independent Plugs are the combined plugs for each song on WOR, WNEU, 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.

This census is collated and compiled by The Billboard staff from data supplied to The Billboard by The Accurate Reporting Service.

Position	Title	Net.	Plugs Ind.	Position Last Wk.
1.	That Old Feeling (F)	36	40	1
2.	Roses in December (F)	32	28	8
3.	Have You Got Any Castles, Baby? (F)	27	22	3
4.	If It's the Last Thing I Do	25	22	8
5.	So Many Memories	25	20	4
6.	Remember Me (F)	24	23	11
7.	Blossoms on Broadway (M)	24	14	2
8.	Vienn, Vienn	24	14	12
9.	You Can't Stop Me From Dreaming	23	23	7
10.	Can I Forget You? (F)	21	19	12
11.	Whispers in the Dark (F)	21	17	5
12.	One Rose	21	6	10
13.	Goodbye, Jonah (M)	21	16	17
14.	You and I Know (M)	20	16	10
15.	Moon Got in My Eyes (F)	20	14	8
16.	Harbor Lights	19	18	10
17.	Ebb Tide	18	15	11
18.	Once in a While	18	10	12
19.	Afraid to Dream (F)	15	16	6
20.	An Old Flame Never Dies (M)	15	10	15
21.	Getting Some Fun Out of Life (F)	14	14	15
22.	Farewell My Love	14	4	13
23.	My Cabin of Dreams	13	17	9
24.	It's the Natural Thing to Do (F)	13	14	17
25.	Mama, I Wanna Make Rhythm (F)	13	13	17
26.	Tears in My Heart	13	12	20
27.	Sailing Home	13	4	22
28.	Lady Is a Tramp (M)	12	13	22
29.	Why Talk About Love? (F)	12	7	18
30.	When the Mighty Organ Played "Oh Promise Me"	11	1	22
31.	Caravan	11	14	19
32.	Yours and Mine (F)	11	11	14

Position	Title	Net.	Plugs Ind.	Position Last Wk.
16.	Rosalie (F)	11	4	19
17.	Have You Ever Been in Heaven? (F)	11	3	22
18.	If I Can Count on You	10	16	..
19.	Loveliness of You (F)	10	15	16
20.	Everything You Said Came True	10	13	22
21.	First Time I Saw You (F)	10	12	14
22.	After You (F)	10	8	..
23.	When You Dream About Hawaii	10	1	..
24.	Smarty (F)	9	14	18
25.	I'd Rather Call You Baby	9	12	20
26.	I Still Love to Kiss You Goodnight (F)	9	10	16
27.	Stop, You're Breaking My Heart (F)	9	7	17
28.	Josephine	9	7	18
29.	Nice Work if You Can Get It (F)	9	6	..
30.	Is It Love or Infatuation? (F)	9	5	..
31.	Moon at Sea	9	3	16
32.	At a Little Country Tavern	9	2	21
33.	Miles Apart	9	0	21
34.	You've Got Something There (F)	8	11	21
35.	In the Still of the Night (F)	8	10	20
36.	Love Me	8	9	..
37.	She's Tall, She's Tan, She's Terrific (M)	8	7	16
38.	Rollin' Plains (F)	8	6	18
39.	Sweet Varsity Sue (F)	8	5	..
40.	In a Little Carolina Town	8	4	21
41.	Mission by the Sea	8	4	..
42.	I'd Love to Play a Love Scene (F)	8	1	..
43.	So Rare	7	11	14
44.	Snake Charmer	7	11	19
45.	Posin' (M)	7	11	22
46.	The Shag	7	9	..
47.	Yankee Doodle Band (F)	7	9	..
48.	Me, Myself and Air	7	8	21
49.	Love Is on the I Tonight (F)	7	7	..
50.	Who Knows? (F)	7	2	..
51.	Perfect Song	7	1	..
52.	Am I in Love? (F)	6	12	17
53.	My Secret Love Affair (F)	6	13	14
54.	Lovely One (F)	6	8	..
55.	Old King Cole (F)	6	6	..
56.	Time on My Hands	6	5	..
57.	I'd Like to See Samoa of Samoa (F)	6	5	..
58.	Bob White	6	3	20
59.	You Can't Have Everything (F)	6	3	21
60.	Danger, Love at Work (F)	6	3	22
61.	Beautiful Lady	6	2	22

Turn to our Amusement Machines, Music Section, for listing of the five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ending October 25.

Vibes Replace Harp for Himer; Band Falls Short as Topnotch

NEW YORK, Oct. 23.—For the past three years Richard Himer has held fast to a "Ritz-Carlton Hotel Orchestra" billing, his last location date. Aiming to take his place again in the orchestra world apart from his air antics, Himer paces a new combo thru the baptismal fire at the Essex House, set by MCA for an eight-week term plus the usual options.

The harp which stringed the ex-bassist to upper levels is prominently displayed in the supper salon's rostrum. But no longer is it being used for the melodic weavings. Keeping in step with the swiny march of the tempus, Himer has succumbed to the jived vibro-phonings, Adrian Rollini mastering the mallets. The instrumentation is conventional, three brass, three sax and four rhythm. And while it is an obviously capable and musically combo, their outgivings fall on the short side of the top flight.

The well-modulated tones of the sax men, broad and matched, have that section hitting on all fours. John Sedola toots the tenor, the altos manned by Milt Yanner and G. (Slats) Long, whose clarinetings are in the same dimension. Brass section ticks, but playing continually muted in keeping with the tenor of the room they are out of balance with the saxers. Ralph Mezzola and Hymie (Red) Rosenbaum, latter for the heated portions without commanding attention, lip the trumpets, with Joe Crovello being the band's standout for his sugary trombone sildings.

It would not be amiss, and still enable the diners to chat across the tables, for the brass to play in hats. In the least it would give the band a badly needed tonal coloration. Likewise, Crovello might wisely use a megamute rather than confining himself entirely to a cupped muter. Slides high and true, but the gagging thins out his tonal qualities.

The obvious weak spot is in the rhythm section in spite of the fact that Frank Victor is there for the guitar trimmings, Hag Stevens on bass, Eddie Steinberg on piano and Nat Levine on drums. Boys never get together to give the rest of the band a solid foundation, showing weakest for the spirited selections when the take-off men get nothing stronger than wood block tickings to make for the lift.

Rollini, whose ubiquitous baritone sax has left a deep mark in musical circles, not forgetting his hot fountain pen mongroid, confines himself to the vibes. And the company he's keeping doesn't show the swing star to the best advantage. As an intergal part of the combo Rollini pairs off with git-box and bass for the chamber music jam. Trio gets billing, but it's all Rollini with the strings backing him for his juice. Since emphasis is being placed on the tresesome, they could be sold stronger by having Victor and Stephens step out front along side with Rollini. More so, Victor should do his strummings in the mike and mayhaps get in some of his own flashes. As it stands it's strictly vibes with a rhythmic accomp.

With the trombone passages scintillating, the new Himer music is a judicious admixture of rumbas and pop melodies, Stuart Allen and Alice Marlon aiding vocally, and the semi-classics and standard songs in a swing temper. However, Himer wisely side-steps swing extremes, letting the melody predominate. Arrangements are simple, and while they establish a restful musical mood, they could have more color without violating the melodic structure. To an extent their present playing masks some of the capabilities that seem to lie latent in the outfit. But until then Himer can hardly be considered a serious contender.

M. H. Orodenker.

Sweet Bands Battle

ST. PAUL, Oct. 25.—The first battle between sweet bands in the history of jazz will take place at the Lowry Hotel here Saturday night, when Will Osborne "slides" in for a one-night date. Will will try to "cut" Clyde Lucas. Altho cutting contests between rival swing bands have been for years a popular pastime of jam bands and especially of colored orks, this is the first time the honey harmonizers have drawn swords. One wag suggested they call it a taffy-pull.

Wayne King Sells Himself and How

CHICAGO, Oct. 23.—And now the story of the reputedly wealthiest band leader in the business can be told. It concerns Wayne King, vet waltz maestro, who went to the Palmer House begging for a job simply because he wanted to get back on a band stand in front of a night clubbing audience. Having been identified with the *Lady Esther* show for six years and being strictly radio for the last three years, King feared that his band's days before a dancing audience were over. He dropped in on the hotel manager and acted as his own press agent, offered a figure that is ridiculously low and cinched, an engagement in that spot's Empire Room. Since his opening three weeks ago, he has been playing to capacity business, threatening to break the all-time record established by Veloz and Yolanda. His engagement has already been extended for the rest of the year.

And now everybody is happy. King with his proof that a live audience is still for him, the Palmer House with the uninvited but not unwelcome bargain, and Jules Stein, president of Music Corporation of America, who is enjoying every bit of his account's "success story."

Chicago Clubs Favor 6-Day Week for Floor Shows, Bands

CHICAGO, Oct. 23.—Musicians' union ruling that went into effect in local B and C class night clubs last week, providing for a night off each week for regularly employed men, may bring a similar break for acts in this territory. Over 95 per cent of the spots using talent, including Class A niteries operating under this ruling for several weeks, are laying off their regular musicians at one time on the duller night of the week. Smaller combinations are brought in as substitutes, putting the floor shows at a disadvantage.

As a result several spots indicated that they will do away with floor shows on their band's night off and use, if anything, a small dance band. Some ops are either closing their clubs one night

a week or staying open to do a restaurant business.

Dollie Weisberg's Colony Club has no shows on Mondays; Edgewater Beach Hotel curtails them Sundays, while the Congress Casino, the Drake Hotel's Gold Coast Room and the Stork Club remain dark Mondays. Notable is the fact that none of the spots mentioned reduce the salaries of the acts because of the weekly vacation night.

It is probable that other operators will follow this action, as business (particularly on Mondays) does not warrant looking for a good show band and staging a special rehearsal.

Bookers doing business with clubs planning to run shows only six nights a week claim their clients do not attempt to chisel on their floor-bill budgets.

Club Chatter

New York:

FANTASIA NOVOA and Juanita Sanabria's All-Cuban Band opened this week at the Trocadero. . . . MAKING THEIR night club debut, the Continental Thrillians (Patricia Rogers, Ralph Collins, Manny Nathanson's) trick skating-dancing trio, are at the Wivel. . . . AN INDEFINITE Mirador run for Earns and Gordon, the dance team. . . . OTHER MIRADOR attractions (booked thru Will Weber) are Sammy Walsh, Eileen Mercedes, Satch and Satchel and Margie Hart. . . . MARTHA RAYE has a twin brother and Euddy has a trio. Trio is playing at Martin's Cafe, which opened last Wednesday. Also at Martin's is Jim Moorehead. . . . WEBER also booked Burnet and Wait, comedy dance duo, into Leon and Eddie's for a four-week run. . . . MAQI KAJAR, who's under ARA management, is now pulling rabbits for the New York Business Show, sponsored by Royal Typewriter.

MUREL BYRD has changed her name to Joyce Howard and signed a five-year contract with the CBS Artists' Bureau. Now appearing at the Hotel Shelton. . . . PINKY LEE goes into the Club Mirador in a couple of weeks, set by Will Weber.

Chicago:

SID WALKER said good-by to his emcee days and turned comedy writer in Ray Gilbert's arrangement office here. . . . JACK KALCHEIM motored to New York with Morey Amsterdam. . . . ROCKWELL-O'KEEFE executives were in town to catch the opening of Jimmy Dorsey's Band at the Congress Casino. . . . FRED CRAIG JR., mental marvel, now gets an exclusive 10 o'clock show spot at the Palmer House, giving him a better setup for his act. . . . BARBARA PARKS will end a brief vacation at her home in Cleveland this week to open at the Colony Club here Friday. . . . WILLIE AND EUGENE HOWARD, following their engagement at the Palace, starting Friday, will move into the Hi Hat. . . . TOBY WING opens at the Yacht Club November 5, the night after her closing at the State-Lake.

CASINO PARISIEN opening postponed until January. . . . BUSTER SHAVER, with George and Olive, goes into the Drake Saturday. . . . JIMMY HADREAS succeeds Bobby Edwards at the College Inn November 5. . . . JIMMY BRINK, operator of the Lookout House, Covington, Ky., was a local business visitor last week. Bought a colored show from Eddie Elkort. . . . EDDIE SLIGH back from his honeymoon.

AMES AND ARNO go into the College Inn Wednesday. Worked that spot last year. . . . ARMIDA and Jerry Lester will close at the Hi Hat and Stork Club, respectively, to open at the Beverly Hills Country Club, across the river from Cincinnati, November 2. . . . BILL BURTON, Rockwell-O'Keefe p. a., was in from New York flag-waving for Jimmy Dorsey's Band. . . . JACK LEONARD, comedian, gallivanting with the Little Jack Little outfit.

JACKIE GREEN, following his current engagement at the Colony November 5, opens a 12-week stay at the Yacht Club.

JOE ERENS, who came in from New York to do an act with Al Green at the Sportmen's, is now on his own writing gags for local acts. . . . RUTH FETTY left town to open with the new

show at the Arrowhead Inn, Cincinnati, Friday. . . . ST. JOHN BROTHERS in from the East.

Here and There:

WILL WEBER has set Gaye Dixon, who opens with Ted Lewis in Philly next week. Has also set the Three Racketcheers for Detroit's Commodore, opening November 10. . . . BILLY LA BLANC, dancer and female impersonator, is at Toledo's Dutch Village. . . . OUT in the Windy City Emcee Happy Arnold is going into his ninth week at the Parody Club. He reports that Clark and O'Neil, boy and girl singing act, playing at the club, are some stuff. . . . NEW EMSEY at Matteoni's, Stockton, Calif., is Henry Lewis. Present bill also includes La Carmelita, torcher; Sally June, Ted Felton, and the dance team, the Marreards, direct from Hawaii. . . . DEL RIO, dance team, are being held over indefinitely at the Club Piccadilly, Baltimore. . . . YEVO AND DORO, dancers, have been held over at the Boulevard Tavern, Elmhurst, N. Y.

CORLIES AND PALMER have followed up their Leon and Eddie's engagement in New York with a date at the 21 Club, Philadelphia. . . . JACKIE BRIGHT is mimicking at the Green Gables Club, Hazleton, Pa. . . . VIRGINIA BARRETT and Billy Smith have been held over for the new show at the Club Greyhound, Louisville. . . . SENSATIONAL MARCOS will be at the Traveler's Hotel, Chico, Calif., another week. . . . FIRST ENGAGEMENT on their Western tour is keeping Johnny Kay and his *International Playboy Revue* a fifth week at the Spinning Wheel, Kansas City. . . . FRANCES MILLER and Murray Alan have been included in the fall show opening at the Continental Club, Detroit. . . . LUBA MALINA, Barbara Blaine, White and Manning and the Four Vespers have been added to the floor show at the Mt. Royal Hotel, Montreal, where Gower, Jeanne and Bruce Holden are holdovers.

TERRY CIRCLE (ROMONA) is in her second week as the feature at Rendezvous Villa, Youngstown, O. . . . EDDY AND EDDY, who style themselves the "national ballroom champs," are conducting a contest in the *Big Apple* dance craze at the Ponce de Leon, Dayton, O. Booked by Jack Middleton, Cincinnati. . . . DON ARDEN dancers are current at Arrowhead Inn, Cincinnati. . . . TONI LANE'S engagement at the Clover Club, Hollywood, postponed until November 10, spot's new opening date. . . . PAS-QUALE AND LA DORR have joined the unit produced by Al Weston, of Chicago.

Intriguing the Boys

BOSTON, Oct. 23.—Neat way to arouse interest was the paid advertisement box above a quarter-page splash in *The Boston Daily Record* heralding the new Tom Maren Penthouse (Bradford Hotel) show, featuring Dagmar.

In commanding lettering, it said: "Candid Camera Fans. The management regrets that it must withhold permission for the making of candid camera pictures in The New Penthouse during presentation of the current attraction as announced below."

Now They're Film Testing Customers

NEW YORK, Oct. 23.—Hollywood's feverish search for talent has invaded the night club field, but on the non-professional side of the fence. Beginning tomorrow night, cameras of the 20th Century-Fox studios will be set up in the Stork Club here for the purpose of finding some new screen personality among the club's patrons.

Results of the random tests will be shown on the following Sunday, when more tests will be snapped, and the weekly winners will be further tested in the studios of 20th Century-Fox here. Final winner will be sent to Hollywood sporting Stork Club colors.

MCA Releases DeMarcos

CHICAGO, Oct. 23.—J. C. Stein, president of the Music Corporation of America, has released Antonio and Renee DeMarco, the dance team, from their exclusive MCA contract following their engagement at the Palmer House here. Artistic temperament is the reported reason for the split. During the team's 10-week stay in the Palmer's Empire Room the management took a considerable loss, business not coming up to expectations.

Palmer House Sets Shows

CHICAGO, Oct. 23.—Palmer House has set entertainment headlines in its Empire Room for the entire season, it was revealed this week. Wayne King Orchestra will remain until New Year's and will be succeeded by the Guy Lombardo and Eddy Duchin bands, each signed for eight-week engagements. Following show will be headlined by Veloz and Yolanda, who come in for an indefinite engagement that will probably extend thru the summer of 1938.

Morris Agency Adds 3

CHICAGO, Oct. 23.—William Morris office here reports landing a trio of accounts, all acts to come out from their local night club department. New business includes a nine-day engagement composed of a week-end at Castle Farm, Cincinnati, followed with a week at the Red Gables, Indianapolis. Third spot is Arrowhead Inn, Cincinnati, formerly booked direct by the New York office.

Albert Jackson Playing Cafes

DETROIT, Oct. 23.—Albert Jackson, colored blackface comedian, and his partner (Ashcan and Billboard) returned this week to the Tuxedo Grill, leading colored night spot.

Jackson is the son of J. A. Jackson, who edited Jackson's Page, a colored department in *The Billboard*, for many years.

New Bingo Game, Righto, Clicks in Detroit Night Club

DETROIT, Oct. 23.—A new variety of night club entertainment, an adaptation of theater giveaway contests, has been conceived and staged by Peter Ardwin, proprietor, and Billy Capen, emcee, at the Crystal Cave here.

New idea is called Righto and consists of a large wheel, similar to that used at carnivals, with the number of each table on it. Before spinning it the emcee asks for audience bids and the crowd suggests what they'd like. Usually something cheap in drinks, as three beers

for 4 cents. The winning table can get the offer at the price bid. If they are not drinking beers they may be given mixed drinks for the same price.

A later development uses two wheels, one of them being spun to determine what will be given away. Righto looks like a popular idea and may go into other night spots around here.

Crystal Palace also has another new idea in the form of *The Green Onion*, an undisclosed dance novelty, which, it is hoped, may sweep the country as successor to *The Big Apple*.

Stock Market Hurts Niteries

Wall Street zig-zag scares big spenders—clubs hope uncertainty won't last

NEW YORK, Oct. 23.—The zig-zagging of the stock market is driving the better night club nuts and threatens to ruin the usual fall season upturn in patronage. With the spending crowd too busy watching the tickers, the better class hotel and night club spots have been playing their music talent to near-empty rooms. The uncertainty is also causing many big spots to hold off on splurging for music and talent, at least until conditions appear to be normal.

Locally the hotels continue to take the play away from the night clubs, with most clubs either relying on quantity girl shows or small floor bills headed by a name. International Casino continues to cut in on the other big spots, with the French Casino and Cotton Club doing the next best business.

MONTREAL, Oct. 23.—Former Club Lido will reopen as a popular-priced cafe around the end of this month, with The Tock Club neoned over its marquee. Completely renovated, it will have Robert Jougelet behind the gun. Sydney Tapley, for six years at Chez Maurice, will do press and advertising copy.

Tom Ball will stage shows built around a 12-girl line. Len Howard's Band, formerly at the Verdun Pavilion, will furnish music.

AKRON, O., Oct. 23.—A new night spot will open here shortly at the Mayflower, a DeWitt hotel. Room will have Hawaiian motif. November 15 has been set as the tentative opening. Name bands and Denny Thompson's Orchestra will alternate.

EAST LIVERPOOL, O., Oct. 23.—Change of policy at the Washington, ace night spot here, effects no charge for dancing, entertainment noon till midnight and reduced prices for all drinks and food. Club uses floor shows and band.

NEW ORLEANS, Oct. 23.—Set for the junk pile, Jung Roof will be opened December 11 with name bands and floor show set for fortnight change. Spot will be renamed Starlight Room and will be ballyhooed as South's highest night spot, 19 floors up.

LITTLE ROCK, Ark., Oct. 23.—Past week-end saw reopening of Rainbow Garden with Ike Ragon and ork and floor show. New cover charge of 40 cents and policy of not admitting men without women.

PITTSBURGH, Oct. 23.—At the river Show Boat, John Magahotti has inaugurated a Candid Camera Night for Mondays. Bernie Conroy has decided to keep his Willows open only on week-ends, beginning November 1.

William Penn Hotel has set up a \$1 covert week-days, \$1.50 Saturdays for its Italian Terrace, the first sit-down ticket in years at any spot here, excepting the Nixon Restaurant half-buck charge. Likewise optimistic, Webster Hall spent nearly \$25,000 remodeling its Georgian Room into a new Imperial Room, which opened last Saturday with Tom Care's Orchestra.

An innovation this year will be the new Playhouse Grill, opened in the basement of the Pittsburgh Playhouse by Frank Blandi. A flop last year as an eatery, the grill has installed a composition floor for dancing.

Trick Salt Lake Club Clicks

SALT LAKE CITY, Oct. 23.—Winter Garden, latest cabaret, selling only soft drinks and having a floor show and sports room, is going over big. Manager Bowen started with Johnny Rosell and orchestra and a floor show of Jack Leonard, Maxine Haynes, Red Henshaw, Fay Kay and Thelma Bowen as emcee. The idea has grown and what at first seemed an impossibility is proving an attraction. Middle-aged couples especially attracted.

misfit, because Mike Cullen's job of weaving a half dozen acts into a perfect unit between 8 and 10:30 a.m. Friday isn't the simplest thing in the world. Maybe each act tries so hard that it overshoots the mark.

Jovial Johnny Perkins emceed and with his inimitable chuckle warmed up the audience at curtain splitting with a few gags, mostly old, but still funny when he tells them. Then Buster Shaver, with midgets Oliver and George, whose personality dancing is there. The trio's rep included the mites' singing, with Shaver at the piano; then Buster as male partner for ballroom terp with the graceful miss, who finaled in gay twirls with George as her team mate.

Lester Cole's Legionnaires, renamed Midshipmen by Perkins, evidently because of their sailor garb, whipped off *We Saw the Sea* and *The Serenade* from *Student Prince* to a fair hand. This act, lusty voiced, could possibly do better with less Cole soloing and more dramatic unit flash. The nine lacked class compared to the glee clubs with Heldt, Spitalny and other outfits that have appeared here.

Helen Mabon, 14-year-old acro dancer, opened her week's work as winner of a *Pittsburgh Press* amateur contest with bends over chairs that brought break-in applause.

Dorothy Stone breathed her famed background the minute she walked on to her center-mike solo, displaying the confidence that distinguishes stage first families from those who merely make the footlights a livelihood. Yet for all her grace her team terp with Charles Collins to *Ten o'Clock Town* didn't quite do either of them justice. Their billing led one to expect more.

Fatty Perkins' sole solo, *The Whole World Says Hello*, built up to the bill's No. 1 attraction, Block and Sully. Favorites here, the comic team clicked about as strongly as ever excepting for their bow-out dance. Why need such a brace of funsters resort to even slightly blue stories in a family theater?

Finale brought the Midshipmen back for a college medley, capped by an emcee "thank you" speech spotted in front of a curtain drop.

Biz only fair despite *Vogues of 1938* (UA) on screen and Tri-State Shopping Days sponsored by department stores and newspapers, due to all-day down-pour.

Morton Frank.

Fox, Detroit

(Reviewed Friday Evening, October 22)
A well-balanced stage show was aided by the film, *Lost Horizon*, to start off the week with good attendance.

With no overture the show opened fast, with the 16 Gae Poster Girls on roller skates. They serve to introduce, Helen Reynolds' Troupe of eight girl skaters in white costumes—an unusual novelty number with plenty of thrills and whirls.

Eddie Peabody emsees the show and provides his own entertainment. He does some banjo numbers, including an ambitious arrangement of the *Poet and Peasant Overture*, getting a grand hand. He returns later with a violin, doing *I've a Rendezvous*. Sings and jigs a bit, plunking away on the fiddle with his novelty on *The Mocking Bird*. The crowd wouldn't let him stop.

John Hale, lyric tenor, sings *That Old Feeling* and *Sweet Lelani*, the latter encoored, with Sam Jack Kaufman, orchestra director, at the piano. He has a fine, clear voice.

The Three Nonchalants, old Detroit favorites, return with interesting novelties in their fast routine of slapstick, comedy falls and good straight acrobatics.

Dorothy Crooker, control dancer, has a slow, graceful routine in front of the ballet, this time in summery styles of 1900s, while she gives a rare exhibition of perfect muscle control. Show closes with a novel and effective dance by the ballet.

H. F. Reeves.

Hippodrome, Baltimore

(Reviewed Friday Evening, October 22)
Fifty minutes of well-balanced stage entertainment is being unfolded in conjunction with an outstanding pic, *Stage Door* (RKO).

Mann, Dupree and Lee open with some clever stepping. Miss Lee, attractive brunet, teams with Mann for several soft-shoe and tap numbers, which were intriguing as well as suggestive. Dupree solos, and his style of rubberized dancing is original. Neva Chrisman accompanied at the piano. Quartet received

sound hand for their interpretations in the finale.

Joe and William Mandell, comedy acrobatic team, registered nicely. Their take-off on the usual run of tumblers is highly amusing and exceeded only by their skill when more serious work is at hand. They make the difficult feats appear easy, while their clever work on the trampoline brings forth both laughter and admiration. Heavy applause was justified.

Marjorie Gainsworth, recently of the Chicago Civic Opera, sings several arias from popular operas in her rich, powerful soprano voice and enraptures the audience. Included in her program, which was presented with the aid of a mike but behind which she seemed perfectly at home, were *The Kiss Waltz* and *The Man I Love*. Insistent applause forced her out for several encores.

Owen McGlyeney, quick-change artist, closed. The screen was dropped to give an explanation of the act. McGlyeney takes eight character parts in a scene from Bill Sykes, from *Oliver Twist*. His quick changes, never consuming more than five seconds, are truly amazing, while his portrayal of the various characters is uncanny. The response was terrific. Pit band, under the leadership of Felice Iula, played its part well.

Philip Lehman.

RKO Keith, Boston

(Reviewed Thursday Afternoon, Oct. 21)

Triple-threat Hollywood name billing of Jack LaRue, Vince Barnett and Wini Shaw, together with a good supporting lineup of acts, puts this *Hollywood on Parade* show on the march for a good week's gross.

Dave Bines, recently signed by the RKO-Keith Theater to produce, has a creditable show current, with his mixed line (12) clicking out three offerings in snappy individual choreography to set the tempo thruout. Opening is a collegiate session, after which Harry Mack (line) solos with topology of the first order. This lad is okeh and the audience applauded so. Midway production number, *Waltz Was Born in Vienna*, warbled by Les Golden, is most effective, and the combination of lights gave it a beautiful setting. Finale challenge to *Orpheus* a fitting windup.

Wini Shaw is new, effervescent and utterly feminine. Her interpretations of *All God's Chillun Got Rhythm*, *Sweet Lelani* and *Have You Got Any Castles, Baby?* have meaning and are sold with the proper gestures. An aura of distinction surrounds Miss Shaw. Maybe her recent nitery engagements have aided in making her intimately appealing. Went off to a good hand.

Jack LaRue and Vince Barnett are billed respectively as "A Menace to Gloom" and "The Screen's Best Liked 'Bad Man'." A backstage gangster bit intrus the two before they appear for nine minutes of patter, face-slappings (Barnett), a serious effort by LaRue with Otis Skinner's *Blood and Sand*, a burlesque on this by Barnett, and the latter's warbling of *Stormy Weather*. Nothing grandstandish about the pair. They're on with their bits and the patrons gave them a well-deserved reception.

Evers and Dolores click with some novel wire dance creations, including hula hula, toe, split, bumps, etc., by Dolores, and Russian czarsky, two-step, high-kick and other fast dancing by Evers. Dolores winds up with a swift castanet dance on the boards as Evers works a Spanish routine on the wire. Clever turn. Should go far.

Sock work by Cass, Mack and Topsy is a treat for anybody's money. Gymnastics are unique, bits are meaty and the slow-motion business is great. Topsy has a virtually boneless body.

Milton Douglas with Priscilla Pierce and assisted by Perry Mayo are the audible comics and please the customers. Douglas has a good speaking voice, Priscilla is a fetching damsel, okeh on the straight, and Mayo is effective.

Overture of college songs, sung by Les Golden, local emcee. A good job. On screen, *Counsel for Crime* (Col.). Biz, first show, big. Sidney J. Patne.

Columbia, Alliance, O.

(Reviewed Saturday Night, October 16)
(Faith Bacon Revue)

Relying entirely on standard vaude turns, Faith Bacon, former Ziegfeld (See VAUDEVILLE REVIEWS page 20)

Triumphant Return to
New York Following
Their Outstanding
European Success

Norman ★ Sylvia

HARRIS AND SHORE

"Modes Comiques"

Week of October 7—RKO THEATER, BOSTON, MASS.
BOSTON GLOBE, Oct. 8, 1937—"Harris and Shore satires of the dance are as dainty as they are funny."

— ● —
BOSTON AMERICAN, Oct. 8, 1937—"Harris and Shore caricatures of ballroom dancing are the bill's most enjoyed act."—PEGGY DOYLE.

— ● —
BOSTON TRAVELER, Oct. 8, 1937—"Hilarious."—A. C.

Week of October 15, FOX DETROIT, DETROIT, MICH.
DETROIT NEWS, Oct. 16, 1937—"Harris and Shore, who poke hilarious fun at ballroom dancing, is an act that's full of laughs."—AL WEITSCHAT.

— ● —
DETROIT EVENING TIMES, Oct. 6, 1937—"Harris and Shore, funniest ballroom burlesque dancers we have seen in some time."—CHARLES GENTRY.

— ● —
DETROIT FREE PRESS, Oct. 16, 1937—"Funniest comedy ballroom team in modern vaudeville."—JAMES S. POOLER.

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JANUARY 15

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in "Lights and Shadows"

with LILLIAN DAWSON and JACK SCHAINDLIN

This week, starting October 21—LOEW'S STATE, New York.
Baltimore and Washington to follow.

Direction—CHARLES YATES, 1560 Broadway, New York.

AMERICA'S OUTSTANDING MIMIC

LARRY BEST

"The Human Mirror"

Roxy Theater, New York, week October 1.
Starring Louisiana State Fair, starting October 10.

Per. Rep.—AL WILSON, 30 Rockefeller Plaza, N. Y. C.

R K O THEATRES

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Their Little War!

LONDON, Oct. 16.—Rival Oriental acrobats—members of a Japanese Risley act and a troupe of Chinese acrobats—playing at opposition vaude houses in Liverpool, entered into heated discussion over the Sino-Japanese War. Result was a minor conflict in which members of both acts were hurt and the survivors fined for assault. Both acts were off the bills for the rest of the week.

Chicago Wary On Comeback

CHICAGO, Oct. 23.—Local bookers and agents want the world to know that this season they are not predicting a vaude comeback here. The executives of the Balaban & Katz and Warner outfits, as well as the independents operating stage-equipped theaters, indicate that they will let things run the way they are and, while not exactly satisfied with business conditions, they will not dare contemplate any changes at this moment. Some bookers confide that they wouldn't know where to get the material should some operators surprise them and switch to combo policies. They are having trouble enough feeding the Oriental, Chicago and State-Lake (week stands) and Stratford and Kedzie (week-ends) with suitable talent. The Palace, the fourth loop flesh house, is booked

N. Y. Indie Bookers Lead Way As Circuit Vaude Languishes

Dows booking name acts into Newark Shubert and Hartford State—Newark vaude revival maybe—Fisher adds houses—Comerford spots resume—N. Y. Triboro opens

NEW YORK, Oct. 23.—The circuits may be killing vaude, but the indies are at least putting up a fight. Local indie bookers, concentrating on picture and radio names, are doing valiant work keeping some big indie theaters out of the red. The Dows are booking big vaude bills into Jules Leventhal's Shubert, Newark, and the success of the venture may again crack open Newark to vaude. The Shubert had been using legit shows but switched to full-week vaude Sunday. First bill has six acts and Henry Armetta and double features—all for 15, 25 and 35-cent scale (55 cents Sundays). The French Riviera Brevettes unit follows the Armetta show tomorrow, with Vince Barnett, and Jack LaRue set for November 14 and a Stepin Fetchit unit slated within the next two weeks.

The Shubert's new policy got off to a smash start and is understood to have hastened the booking of Ina Ray Hutton and band, Big Apple Dancers and Trado Twins into the Warner Branford across the street. The Branford show opened yesterday and follows the big \$15,000 gross rung up by Will Osborne's Band and Mitzl Mayfair week of September 24. That was the Branford's first stage show in years. The Branford is still having trouble with the musicians' union, paying for a stand-by pit band of 11 men but not using it. The Paramount Theater meanwhile is still at odds with the musicians' union over use of an extra pit band for the supper show. Loew's and RKO-Proctor's, both former vaude-filmers, are sticking to straight pictures, altho Proctor's had been using "new talent nights." Vaude at the Shubert and Branford may force these other three houses back into vaude.

Sally Rand Takes Rest

LOS ANGELES, Oct. 23.—Having completed a tour of 50 one-night stands thruout the Midwest, Sally Rand takes a respite from her fans and bubbles to relax at Glendora Ranch near here. Plans to return east next month, promising something more sensational than the fan or bubble dance.

Two Years' Rehearsing!

LONDON, Oct. 16.—Sponsored by Jack Hylton, Claude Bamford's Orchestra, comprising 15 men and three girls, all of whom are blind, opened at the Trocadero Cinema, London, this week. Outfit had been in rehearsal for exactly two years!

Vaudeville Notes

PADDY SCHWARTZ takes over the booking of the Triboro, New York, beginning October 30. . . . HARRY AMES is now touring his *Dance Moods* and *Swing and Swank*, five-piece flashes. . . . MATTY ROSEN is planning a vaude unit. . . . and so is Sam Shannon. . . . HARRY PEARL has left the Harry Walker office to go on his own. . . . GALE AND CARSON leave New York November 5 for the Tote Circuit, Australia. . . . HAL SANDS is sending more talent to South America. The Britton Band, now playing Buenos Aires, is being held over.

GERTRUDE AVERY'S revue closed a successful fair season October 16 in Ballinger, Tex. Returning to Chicago to prepare a winter unit featuring Randolph Avery and including DeLiberto Four, Taft and Boone and Paul Sisters. Mike Chalkin, electrician; a conductor, a 12-girl line and two acts will complete the unit. . . . MATT KELLY and Johnny Singer, New York agents, are planning a vaude unit. . . . CAFE INTERNATIONAL unit (Ledy, Smith & Anger, producers) opens next week at Fay's, Philadelphia.

ALEX GERBER'S *Five Star Follies* unit, touring since September 10, goes into Johnstown, Pa., next week, with a string of dates to follow. . . . HATTIE ALTHOFF has spotted Al Gordon into the Ed Wynne show. . . . SIMON AGENCY is planning a couple of vaude units for the Butterfield Time it is booking. . . . CAPITOL THEATER, New York, has had only four red weeks since it switched to straight pictures. . . . FRED TAYLOR'S unit opens at Paterson, N. J., this week. . . . S. H. DICKINSON, of New York, says he is readying a vaude unit. . . . BARBARA BLAIR and Herman Timberg are back in New York from England.

HENRY ARMETTA has been set by F. & M. for a Warner short. . . . SO HAVE the Gae Foster Girls, of the New York Roxxy. . . . NICK LUCAS goes into the Detroit Fox November 26, marking his first vaude date in over a year. . . . EDITH HOLDER, singer heard over WOR for the past year, has been signed by F. & M. for more radio work. F. & M. will also plug her for the movies, having hired Eddie Owens as special coach for her. Sam Rausch handled the deal. . . . MAE WEST is penciled in for a personal appearance at the Metropolitan Theater, Boston, some time next month.

TODD WATSON will augment his *Cosmopolitan Revue* with his original Hungarian Gypsy Orchestra, for introduction in London and Paris. . . . CHARLES SNOW has traded his harmonica act for the presidency and majority stockholder post in Magnifice Mirror Works, Inc. . . . MR. AND MRS. HENRY HEINTZ, former residents of Rockville, Mass., have returned from abroad with greetings to their home-town folk from Tambo and Tambo, the two Kleindienst brothers (August and Walter), Rockville neighbors 41 years ago.

BOYLE WOOLFOLK'S *Hollywood Ingenuities*, which opened at the State, Kalamazoo, for a fling at the Butterfield Circuit, consists of Johnny Sanna, Sybil Roth, Bill Baird and Ted and Art Miller. . . . DAVID BINES has three groups of girls working New England this week. One, of 24 girls, is at the RKO Theater, Boston; another, of six boys and six girls, is at Fay's Theater, Providence, and the last, 12 girls, at the State Theater, Hartford.

Another good example of indie vaude making good is the Harris Brothers' State, Hartford, booked by the Dows. It is a 4,000-seat house playing subsequent-run films and depending on vaude to pull thru. Helen Morgan played there this week, with Buddy Rogers opening tomorrow and Lita Grey Chaplin's *Broadway Rodeo* unit opening October 31. Ina Ray Hutton and band are coming in November 10. The Dows are also spotting occasional names into the Folly, Brooklyn. Leon Janney, Gil Lamb, Senator Murphy, Salicci Marionettes and Aunt Jemima are among the standard acts getting recent Dow bookings.

Arthur Fisher is another active local indie booker. He is spotting acts into Hershey, Hershey, Pa. (Thursday to Saturday); Gayety, Boston (full week); Broadway, Brockton (split); Gates, Lowell (Thursday to Saturday); Jamaica, Jamaica (Friday-Saturday, but switching to Thursday to Saturday next week); Granada, Corona, L. I. (Sunday); Bayshore, Bayshore, L. I. (Friday to Sunday); and Patchogue, Patchogue, L. I. (Friday to Sunday). Jack Fauer is handling the Jamaica, Corona, Bayshore and Patchogue spots for Fisher.

Joe Feinberg (Amalgamated Vaude Agency) is again lining up Wilkes-Barre and Scranton. Dave Cohen's Binghamton, Binghamton, N. Y., resumes vaude next week. And Eddie Sherman, New York-Philly booker, is still indie booker handling the largest number of houses in the East.

The Gotham Theater uptown has reopened, switching from stock burlesque to split-week vaude. Jack Fink is manager and Sim Koerner booker. House has been renamed the Triboro and is offering double features and six vaude acts.

Sponsors Binghamton Vaude

BINGHAMTON, N. Y., Oct. 23.—For the duration of the Auto Show slated for this town during the week of November 6 the Chamber of Commerce has arranged for a rull bill of vaude, plus cash prizes nightly, for the entire period.

Lincoln Vaude on Trial

LINCOLN, Neb., Oct. 25.—Vaude is not on a definite basis here yet, only Mickey Daniels unit booked ahead. Orpheum, J. H. Cooper house, played Bell's Hawaiian Follies three days (21-23) and the Daniels troupe is in November 4 to 6.

L. J. Finske, Cooper's division manager, is due to go to Los Angeles soon to dicker with Wilbur Cushman for his time.

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Night Club Reviews

Casino-on-the-Park, Essex House, New York

Refurbished in the warmer colors of red and silver for the fall and winter, this room that forms the inner half of the summery Casino-on-the-Park of warmer days reopened this past week, bringing in with much ado Richard Himber and his hand. Himber, making his initial nitery appearance in some time, is backed by a radio reputation.

Popularity gained thereby was responsible to a great extent for the jam of patrons that filled the salon on night of catching, but those who came for the express purpose of indulging in some hoop heaving were somewhat disappointed in the danceability of the outfit. Blame, of course, could be traced directly to the overlong absence from the dance-band field. Melodically, the band was all that it is cracked up to be, but it somehow missed the definite rhythm indispensable to terping tempos. Himber's jockey motions fronting the band is not our idea of grace or leadership.

Features played up by the band include the Adrian Rollini Trio (combo of vibes, guitar and bass), part of the regular instrumentation of the orchestra; Alice Marion, vocalist, selling choruses with a smooth low-pitched voice of good diction, and Stuart Allen, featured singer of the air programs, in baritone renditions of the more dramatic pops. Small in stature and not over-endowed with visual personality, the quality of his well-rounded tones more than overcame what slight drawbacks greet the eye only.

Floor show proper offers the Vernons, Evelyne and James, ballroomers, doing a regulation trio of numbers, a waltz, a tango and a peppy closer. Pair have personable appearance, plenty of grace and a varied assortment of embellishing turns, whirls, lifts, etc. Two boys amuse with stunts and acrobatics atop low and high unicycles. Repertoire of tricks is not unusual, but proximity to onlookers, limited maneuvering area and effective mugging accompanying their tricks helped salability.

Elise Graves, girl harpist, entertains between dance sessions during cocktail and dinner hours with standard plinkings.

No cover. Minimum \$1.50 week days, \$2 Saturdays. Dinner from \$1.75.
George Colson.

Marine Dining Room, Edgewater Beach Hotel, Chicago

Orren Tucker's novelty swing band and an enlarged floor show opened the formal season in this spacious room patronized mostly by wealthy hotel guests and neighboring collegiates.

An early-hour spot week nights with a good dinner trade and a noisy night club week-ends for the rah-rah couples. There is an admission fee Fridays (83 cents) and Saturdays (\$1.10).

Tucker outfit is the leading feature. A versatile, if not too veteran, organization that plays softly and rhythmically. Their novelties go well and are a relief from the run-of-the-mine tunes. The leader is young, personable and makes a movie-hero appearance in front of a band stand. The vocal support is passable and his feminine contingent (Bailey Sisters and Bonita Baker) pleasing and decorative.

Show, repeated twice nightly, has one sock act in the White Guards Octet,

striking male chorus. Make a colorful showing in hussar uniforms. They are natural show-stops, doing pigskin hymns of the various schools. Operetta selections are stock but fitting material for such a group.

Harriet Smith's Girls open the bill with a ballet and swing finish routine to *Sweet and Lovely* that is tastefully executed. Valerie Vitale, harpist, follows with a couple of numbers that are well done, altho they tax the patience of the younger patrons. Shorter and more popular pieces would be preferable, particularly in the later show. Line closes the revue with a novel ostrich number in which right hands are cleverly wormed to represent the bird's neck and head.

WBWB-CBS wire picks up the Tucker Band nightly except Sundays, with Jack Shoemaker, hotel's assistant manager, handling the announcements.
Sam Honigberg.

Pavillon Caprice, Hotel Netherland Plaza, Cincinnati

This terraced and charmingly lighted room still holds the title of Cincinnati's smartest supper club. Located in Cincy's newest hostelry, a unit of the Hitz chain, this ultra swank club draws the cream of the night spenders not only from Cincinnati but from miles around. Spot is also a rendezvous for out-of-town football fans, coming in for the Xavier and Cincinnati universities games, the pigskin element doing much to swell the Friday and Saturday night business.

Pavillon Caprice does not sport a floor show, relying solely upon its top-notch band offerings and one act, usually a dance team, to keep its patrons happy. Room began its new season October 7 with Jimmy Dorsey and his crack 13-piece combo, and business to date has been such as to warm the cockles of the Plaza management. Dorsey not only scored handily here with his slick music making but pleased completely with his nightly presentations, featuring Bob Eberle, Ray McKinley, Rœ Hillman, Toots Cameroti, Don Matteson and dusky June Richmond, all members of the Dorsey entertainment squad.

Also on the Dorsey bill, and continuing here indefinitely, were Marian Wilkins and Jack Walters, handsome and versatile dancers. When caught they opened with a Parisian tango, in which they displayed a wealth of grace and class. Followed with a novelty, different from the usual, to the tune of *Alexander's Ragtime Band*, winding up with a neck swing to a sock hand. Encored with a frivolous routine, to more good returns.

The Raftone Sisters and Bob Gay, accordionists and string instrumenters, keep things gay at the Caprice's circular bar with their delightful singing and playing. There's no cover charge, but a \$1 per person minimum on week nights and \$1.50 on Saturdays, Sundays and holidays. Cuisine is excellent, with dinners marked from \$1.50 to \$2.50. Drinks are good, with prices at a figure one would expect to pay in a spot such as this.

A *Big Apple* session, with Jules Sien, local dance master, teaching the customers the intricacies of the new dance fad, gained little audience reaction when we looked in.

Jimmy Dorsey concluded his engagement here Tuesday night (19), and Ran Wilde and orchestra are the current band feature.
Bill Sachs.

El Dorado, New York

Kay Parsons' return to the night club field is characterized by a crusading motive to aid unknown but talented youngsters, especially chorus girls who are specialty-minded but who would otherwise never get the opportunity to show before talent scouts, bookers and managers. First of the series of these "opportunity nights" is skedded to start on the 28th. Aside from this dubious novelty, spot, formerly the Richman Club, is not far from the standard non-class rendezvous in matter of atmosphere or entertainment. An entertaining, if not highly polished, bill is presented in typical Parsons zesty manner and, tho presentation facilities and paucity of scenic background and embellishments tend to detract from the various specialties, its

lineup has enough novelty and punch to pass it as adequate.

Opening has a line of 14 in a *Big Apple* flash featuring conventional collegiate boy and girl team in specialty offering of same stuff. Line is unusually peppy and pretty and executes dances by Sydney Spragg with high faultless precision.

At Mardo, wop comic, and his deadpan bulldog stooge add to the list of screwy novelties that are finding their way to nitery floors. Gags dished by Mardo are not exactly new, but unusualness of the act plus excellent support by the mutt, help tide it to a graceful exit. Turn might be more effectively lighted, situated, etc.

Good looks and shapeliness aid the cause of Mildred Meredith in putting over her Gypsy tambourine number. Stepping is rudimentary, high kicks topping her talent. In a later production scene girl adds a few turnovers and some fast turns to her accomplishments in a mild acro-control stint.

Young and nice-looking Martin Barnett, as a prestidigitator, has the complete gamut of tricks in his repertoire, but definitely has to develop more polish and deftness if he intends working cabarets. Several tricks were spoiled by his being detected. Also, he tends to blend the working of more than one type of prop at a time, for which he is obviously not quite ready.

A young team of dancers, Dorn and Yosey, subbed at this catching for the crippled team of Bassett and Bailey and, without so much as a music rehearsal, went on to score biggest hand of evening. A difficult *Bolero* number was their unwise choice. Hand received was more deserved because of their pluckiness than for their terping.

Freddy Bernard makes his bow locally after long engagements in Atlantic City and Chicago areas. His Richmanish voice and delivery are extremely suitable to night club work and his volume and clarity should be able to cope with any situation. His selections favor the virile ballads.

Community sings and lantern slides are the order after the show proper, led by Kay Parsons.

Cass Hagar fronts the Peter Kara Band thru both dance and show music. Band is on the air nightly over WMCA.

Spot is operated by B. L. Ruben and Lou Schwartz. No cover or minimum at any time.
George Colson.

Club 15, Philadelphia

Judging from the packed house at its opening Wednesday night, Johnny McGee's new Club 15 broke the ice nicely, but a snappier floor show should be added if the same percentage is to be expected.

Frank Swanee, featured as master of ceremonies, showed little stuff in that field, but counterbalanced with his good voice. He's from musical comedy.

Katherine Case, Miss Philadelphia of 1937, with two previous short engagements in other local niteries to her credit, does a couple of songs. Her beauty is still her best asset. She looks just as well in an evening gown as in a bathing suit.

The Eton Sisters, known for their work around Philly as the Worth Sisters, give their usual (nonsensational) dance routine.

Judy Garland (not the radio kid) helps with a nice solo tap routine, and Dolly Nixon, who has been floating around these parts for the last couple of months, clicks with her lively voice.

Music handled by Frank Mathews—small band, featuring a lot of strings and offering "sweet" music.

McGee also owns the Lexington Casino on Roosevelt boulevard but is trying to sell it so he can give all his attention to his new enterprise. There's no cover or minimum charge at the Club 15. Dinners are 75 cents.
Joe Grafton.

Terrace Room, Hotel New Yorker, New York

Glen Gray and the Casa Loma orchestra, ace youngster hoofology draw, with a partly revised ice-skating show, are the new Hotel New Yorker attractions. Casa Loma ought to pack 'em in. Band swings out for ample satisfaction in its now familiar pattern. Pee-Wee Hunt and Kenny Sargent are still at the vocalizing end of things. Band is too well known an attraction to warrant any detailed review.

Seemingly of necessity, ice-skating shows, especially when limited to the comparatively small rink of a hotel, must stay within certain limits. At the New Yorker the element of showmanship no

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doubt enters as a major consideration. That is, the idea alone of having such a show—especially when it was running during the summer—is the main thing from the element of novelty. Even though the rink may be overstaying its welcome, it rates as too expensive a proposition to dismiss immediately, although there is no reason why it can't be used again next summer.

Save for that excellent quartet of girl skaters, there's new talent now on the skates, couple being Pope and Frick, mixed, and Duke and Noble, comedy. First-named twirl around in the customary break-neck fashion; latter have a good comedy routine that they prolong.

Jerry Franken.

Congress Casino, Congress Hotel, Chicago

A Ralph Hitz spot that reopened for the season with a slight change in entertainment policy. Bands will be the main feature, with floor shows playing a secondary role. Idea is to build up a reputation of good dance music and good food for which this hotel was known in the past. Only one to two acts to be added to the musical outfit and the length of the floor show will be stretched by the ork.

Jimmy Dorsey's boys as the initial attraction registered solidly with the packed room opening night. While filling his first cafe engagement here, the band seemed to feel at home dishing out appropriate dinner and supper tunes. Soft and sweet early in the evening, with swiny arrangements blasted out in the late night hours. A young lively bunch of musicians.

His vocalists include June Richmond, a steaming-hot copper-colored gal who displays a furious voice and scorchy body waving in the late show. Bob Eberle is the featured baritone. He has a fine voice, although his delivery is too reserved to do his vocal work full justice. More showmanship on the floor will help. Don Matteson, trombonist, has a low tenor voice and is spotted during dance sessions. Another band asset is Drummer Ray McKinley, lean-faced funster, who pounds out plenty of rhythm and swing with a pair of drumsticks.

Show itself is opened by Bob Lambert, one of the hotel's youthful assistants, who briefly introduces Dorsey. Leader in turn brings on Eberle to baritone *Night and Day*, given a rather frigid presentation.

Gine, DeQuincey and Lewis, Continental dance satirists, follow with their familiar routine that is an entertaining

combination of straight and slapstick work. Stirring music, good tricks and clever comedy bits make it a sock routine.

California Varsity Eight, announced as an opening-night attraction only, came thru with show-stopping choral endeavors that ranged from the musical comedy stage to the timely gridiron field. Dressed in colorful uniforms and make a striking appearance. Band concluded the show with its version of *The Flight of the Bumble Bee*, featuring Dorsey on his sax.

Alternating band (the Crusaders) is a versatile four-piece outfit, featuring an attractive and melodious vocalist billed as Lady Vine. The boys are Jim Bardett, bass; Ced Spring, accordion; Dick Rock, guitar and baritone, and Hugh Doyle, clarinet and tenor. Enough musical volume leaving their instruments to attract a crowded dance floor.

Room seats nearly 700 and the predominating orange color arrangement lends a mellow, soothing atmosphere. Food and service are tops. Friendly Joseph I. Spagat is manager.

Never a cover. Minimum week days \$1.50, Saturdays and holidays \$2.50. The spacious and modernistic cocktail lounge adjoining the Casino is an inviting place to spend some extra time.

Sam Honigberg.

Book Casino, Detroit

One of three rooms in the Book-Cadillac Hotel using entertainment features, this spot enjoys a steady patronage of the town's fashionables, visiting celebrities and showfolk. Room has appearance of being almost entirely inclosed in modernistic glass bricks, with varicolored lighting coming thru. A large oval dome furnishes indirect lighting.

Candide Camera Night fills the main floor level entirely Mondays, usually a dead night locally. Royal Rollers were also booked for an added attraction for this night.

Emery Deutsch and band do a quarter-hour of clowning between acts, practically every member doing a clever specialty. During the show proper, Deutsch does a violin solo of his own number, and the orchestra and a vocalist gave the first tryout of his latest composition, *You Started Something*, which sounded good to this audience.

The Bonners opened show, with Carl singing a medley from the *Vagabond King*, giving him a chance to range from clear melodic numbers to virile martial tones. The pair follow with a number of duets in perfect harmony. They also appear in the Lounge off the Casino, where Carl does generous piano numbers in a creamy style and Leone gives soprano specialties.

Peppino and Camille, ballroom duo, open with a waltz specialty of the smoothest gliding motion, then sweep quickly into the punctuated rhythm of a tango adaptation. Exhibit convincing excellence in both styles.

Emseing of Bob Ames maintains atmosphere of intimacy. Deutsch and Ames alternate in introducing acts.

H. F. Reeves.

Stork Club, Chicago

New show here, still headed by Jerry Lester, emcee, is weak on talent. Entertainment value of the bill will probably have little or no effect on business. Patrons come in for an evening of fun which an inferior soubret or a choked blues singer cannot spoil.

Lester, who by this time has developed a following for his type of ad lib. comedy, is great for this spot, where suggestive material gets top laughs. Has fast comebacks for hecklers and does several song parodies.

Asset is the Henri Lishon Orchestra, which has moved in for an indefinite engagement. The band, with extensive night club experience, dishes out both danceable tunes and agreeable show music. Pat Patterson, blond vocalist, makes a decorative fixture on the band stand. Peggy Moore, soubret, was too affected to make an impression in this environment. More naturalness would boost her stock considerably. Has a nice figure and a lively personality but is overselling her wares.

Lewis Sisters, attractive song and tap team, are not sock material but make a pair of eye-catching blondes. Did a special arrangement of a Latin song concoction and followed with mild footwork.

Joel and Anette garnered a nice hand with an apache number that, while familiar in every respect, was well done. It's a good commercial routine that has several hand-getting tricks.

Marian Joyce, rhythm singer, was ap-

parently handicapped with a cold. Should not attempt slow, sentimental numbers. Can sell fast swing arrangements.

Trudy DeRing, red-haired disrober, paraded under a dark spot long enough to unbutton her dress and reveal a shapely figure. Turn is all right for this nitery even tho quite free of any entertainment.

Lester peppers the show with gags between specialties and stays on longest in his own spot.

Al Milton and his boys stroll among the tables and entertain with vocal and instrumental numbers.

Business big here Saturdays and Sundays. No cover or minimum week days. One-dollar minimum week-ends.

Sam Honigberg.

Dutch Henry's, Pittsburgh

Largest restaurant in Pittsburgh, Dutch Henry's is also the most unusual in entertainment and customer-handling.

Food and drink prices are the lowest here, with owner Henry Boosman depending on mass trade. He gets folks bent on having a good time, and gives it to them in Carl Gerold's Comiques, quartet of musicians who have built up a huge following more for their fun-making than for tune-making.

Now in their fourth year at Henry's, Gerold's gang, all one-time ace musicians with some of the country's name bands, shows a repertoire of informal tho well-rehearsed sketches that keep the elbowbenders howling. Their formula is a half dozen or so dance melodies in passingly brassily fashion, with no one dancing because there's no space to dance. Then a sketch, which might be a *Punch and Judy* show, maybe a hill-billy burlesque, possibly a circus travesty or any one of another flock of numbers that ringsiders know well.

Oddities that help keep the Comiques drawing a reputed \$90 each weekly are unusual instruments, Rube Goldberg-like contraptions formed from boxes, sticks and whatever else bass violinist Pete Evans thinks of sticking together. Pianist Luke Riley's incessant cigar-smoking while he pounds the ivories adds distinctive color, too, as does leader-drummer Carl Gerold's derby. Fourth man, who makes plenty of noise and chimes in on screwy lyrics, is trumpeter Charles Gosnell.

The hub of Diamond street, Pittsburgh's Barbary Coast lined with more than a dozen cafes next to each other and all offering "bank night," "the hottest dancer in town," "chicken dinner for 20 cents," or similar inducements, Dutch Henry's manages real well in keeping customers happy. It's the peak of informal hilarity, kind of a clean Gomorrah.

Morton Frank.

Savarin Cafe, Buffalo

Now in its second week of the season, SRO has been the order at this popular downtown spot. A steaming hot band and excellent floor show have been the teasers. The Harrys Altman and Wallens hold the reins here and Abe Bergson is host.

Tom Hart, emcee, could easily occupy the whole hour show by himself, with his speed dancing, song impersonations and dizzy impressions, but he wisely chooses to pave the way for the show.

Al Jenkins and his 11-piece colored band are well known to Buffalo for their rhythmic selections in both dance numbers and accompaniment. They are: Jenkins, director and arranger; Marlowe Nicholas, piano; Robert Taylor, drums; Oliver Perry, Ralph Wilson and Christopher Johnson, sax; William Carter and Melton Hampton, trumpet; Paul Butler, trombone; Sylvester Turpin, bass; Billy White, vocalist.

Anne Bradley, big and buxom singer, was good enough for three encores with her heavy blues numbers.

Helena and Roatl are finished dancers and can hold their own with any in sensationalism, grace and uniqueness. Florenza, exotic acro control dancer, twists herself into fantastic knots, at the same time retaining a dance routine.

The high-kick waltz of Maie Hannigan is right up with showiness and crowd appeal. Joe Wars, colored tap-hooper, goes to town in a big way, while Marcia Wayne, rhythmic tapster, draws a good hand with her speedy work.

Attractive in costumery and diversified in their numbers are the Eight Lenora Dolls. Buddy Duryea, guest

singer and comedian, fills in the waits with his appealing voice.

Harold J. Warner.

VAUDEVILLE REVIEWS—

(Continued from page 17)

beauty, has assembled a fast-moving and highly entertaining hour's stage presentation labeled *Great Lakes Exposition Revue*. As the unit moves westward the billing will be changed to *Faith Bacon's Revue*.

It's lavishly costumed, with stage settings on par with any of the big revues and much detail given lighting and the musical score.

A line of 10 girls open. Little new in their routine, but plenty good enough for the sticks to which the new unit is confining its route until ready for the big time.

Next is Verne Wilcox, whose acrobatic drunk dance will fit into any bill. Keaton and Armfield, newcomers to vaude, almost show-stopped with their breezy chatter, song and dance. Miss Armfield is a rattle-brained redhead who gets off some new gags that keep up constant laughter. She does an excellent take-off of Hepburn. A stooge gives the act a smash climax.

Miss Bacon makes her debut in the next spot, doing her *Bird of Paradise* specialty in front of her own drop with the assistance of the girl ensemble. It's an artistic bit and a relief from the long overdone specialty dances of units. Al DeLage does about six minutes of magic, his best being his cigaret novelty.

Highly entertaining and just enough, expertly presented, Anthony and Rogers depend on Italian dialect to get them across. Some of it is new and some old, but it's good entertainment just the same.

Gloria Shayne does two songs, adding diversity to the bill. She has an excellent voice and is easy to look at.

Harold Thomas was out of the show here, the first of several changes now in progress.

Next to closing Miss Bacon reappears to do her *Swan Dance*, which is even more effective than her first routine. As a final gesture she casts aside her swan adornments for a nude finale. Principals and the girl ensemble join in for the finale, typical of most revues.

Don Dunham's Band (eight) is in the pit and does nicely with the musical score, resorting at most times to the swing rhythm that keeps the audience toe tapping.

Unit has all the fundamentals of a better-than-average presentation, and with new talent slated to supplant some of the turns it should do well in territory west of Chi, where it's to be routed.

Rea McConnell.

ABC, Paris

(Week of October 10)

House has resumed its vaude policy and opening program is exactly the type to pack it, heavy on native songbirds and big-time novelty acts.

Harmony Ladies, five attractive cuties, open with pleasant but not overly brilliant harmonizing. Rene Paul, local favorite, follows with clever line of topical patter. First show-stop scored by a newcomer, Reine Paulet, singer. Has a good voice, plenty of personality and should go places.

Two Mangini boys score with top-notch hand-to-hand routine and posing. Boys are good-looking and work with ease. Frelch, gallery favorite, puts across pop songs in her usual hearty fashion.

Rebla, comedy juggler, clicks with his nonchalant juggling and nut comedy. Charpini and Brancato, popular cabaret "pansies," put over their usual vulgar song parodies and femme mannerisms.


Holl and Rey open the second half with excellent and novel tap and acro dance routines which net them good hand. Felix Paquet clicks with his usual type of idiotic songs and patter.

Lys Gauty, star of the bill, is forced to several encores. A clever artist but sticks too closely to same type of songs.

Maurice Colleano Family hold down closing spot and do it well. Girls are easy to look at, clever acro dancers, and Maurice is an ace tumbler and a good comedian. Brothers assist nicely with good tumbling.

Petit-Casino offers several novelty numbers, including Three Horodeschis, bar act; Iya, tap dancer; Ginrock's Dogs; Babylas' Trained Geese, and Frey Duo, femme acrobats. Miss Maekers, contortionist, is at the Cigale. Reda Calre and Franconay, singers, featured at the Bobino. European temporarily housing revue.

Theodore Wolfram.



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BROADWAY BABBLE:: Radio City will soon find another lit office when bandmaster D'ARTEGA hangs out his booking shingle. . . CARITO, formerly with Rimac's rumbaband, and CARLOS MARCIAL, who helped Xavier Cugat twist the tangos, have teamed for a go at the Toreador Supper Club. . . DICK O'CONNELL promises to become the one-man band for Johnny Messner at the Hotel McAlpin. . . not only providing for the drum beats but jumps around from piano to xylophone to accordion. . . GUY LAMBARDO is offering shelter these days to swing refugees, dishing out an hour of waltzers nightly at the Hotel Roosevelt. . . Hotel Astor renews MISCHA RAGINSKY for the concert music and adds a strolling combo for the cocktail lounge next week. . . JOE MARSALA resumes his Sunday jam sessions at the Hickory House.

MIDWEST MISCELLANY:: Club Belvedere, Hot Springs, Ark., is making a long run of it for WILSON HUMBER. . . SOUTHERN GENTLEMEN ORCHESTRA is being held indefinitely at the Deshler-Wallick Hotel, Columbus, O. . . JIMMY LOSS located at the newly unshuttered Empire Room of the Murray Hill Hotel, Sault Ste. Marie, Mich. . . JACK HAMPTON is dispensing his rhythmpations for a third month at the Knickerbocker Gardens, Flint, Mich. . . RAY FABING'S all-fem combo, the Ingenues, has been set with Boyle Woolfolk's unit to comb the Butterfield Circuit. . . RAY HERBECK takes his band to the Blossom Heath, Oklahoma City.

NUTSHELL NEWSREEL:: MR. PW sums up the interviewer's perennial quizzical. . . "If I had a nickel for every time I was asked to define swing music," protests Whiteman, "I could buy myself a castle and paper it with \$5 bills". . . that there be no confusion over who's grosses are who, let the archives record that HORACE HEIDT holds the season's high for the Earle Theater, Philly, with a \$27,400. . . or more than two grand to the better registered by Fred Waring earlier in the year. . . What's this we hear about the tenor sax-riding CHARLIE BARNETT riding the horses in a screen testing for the cowboy and Injun flickers? . . . BOB BUNDY, band booker in Charlie Shribman's office, walked the benedict's last mile last week. . . Not to be outdone by the Victor record distributors flooding the great white way with poster tie-ins plugging Benny Goodman and *The Big Apple*, Macy's drug department is featuring a counter-card display showing an electric shaver gently purring over Lou Breesse's smiling face.

STRAY SHOTS:: By arrangement with the Harlem Uproar House, New York, Harry Moss' ARA will handle ERSKINE HAWKINS exclusively on a national dance tour to start late in November. . . Moss has also provided a battle of music for the Earle Theater, Philly, for the November 5 week. . . LUCKY MILLINDER will riff it rhythmically with RIO RITA. . . The FOUR NIGHTHAWKS are the new strollerizers at Ralph Jansen's Ivanhoe in Chi. . . W. J. Coulter has a warm spot for DEAN HUDSON and his Florida Clubmen, who hold the all-time high for a Lenten period at his Tantilla Gardens. . . Coulter returns Hudson for a three-week term at the Richmond, Va., ballroom. . . JACK BETZNER opened at the Essex House in Newark, N. J. . . IRVING SPECTOR is holding over at Andy's Inn, Syracuse, N. Y., clicking handsomely with his novelty fiddle routine. . . BUDDY CUMMINS winding up their stay at Hotel Crystal, Accord, N. Y. . . DICK MILLS has rounded up a new band of Boston boys, preeming this week at The Grove, Beaumont, Tex.

OFF THE RECORD:: Transformation of Madison Square Garden as a battlefield of swing is taking definite shape as a March date has been penciled in by Helen Oakley now, and if the whippersnappers assume major proportions *The New York Daily News* will be the sponsoring patron. . . RAYMOND SCOTT and JOHN HAMMOND will have their say about swing and stuff in a forthcoming issue of *The Billboard*. . . Don't take any stock in the reports that GENE KRUPA is leaving Goodman, what with his contract having more than a year to run. . . but what's this we hear about

another sepiu rag-cutter joining the B. G. quartet to make it a quintet? . . . JACK SPRATT Band, now being booked in the Middle West by Jack Reis, comprises Luke Lunkenheimer, Doc Wilderson, Norwood Carey, Roland Fansher, Charlie Fitch, Bill Dinkel, Freddy Schuett, Mike Stelbasky, Clyde Ansler and Barbara Moffett. . . If you want to boost JIMMY DORSEY'S temperature ask him to play *Vieni Vieni*. The boys around the Pavillon Caprice in Cincinnati's Netherland Plaza had him nuts last week with their faked wired requests on the ditty.

RANDOM-JOINTED:: CASA LOMA BAND due to follow Jimmy Dorsey's outfit into the Congress Casino, Chicago. Dorsey opened there last week for a two-month stay. . . MAREK WEBER, European concert orchestra leader, will fill his first engagement in Chicago for CRA, beginning November 4, when the rebuilt Boulevard Room at the Stevens Hotel reopens. . . BLUE BARRON and band are booked until January at the Southern Tavern, Cleveland. Combo is alread nightly over WTAM and thrice weekly over the Red NBC network and is slated for an early NBC-Consolidated buildup. . . TINY HUYGHE'S ORCHESTRA is filling a limited engagement at the Cody Hotel Cocktail Bar, Grand Rapids, Mich. . . PHIL EMERTONS and his music are in the midst of a four-week stay at the Coral Gables, Lansing, Mich. . . FREDDY MARTIN, besides conducting, is featured on alto-clarinet and saxophone at the Aragon Ballroom, Chicago, where his combo will hold forth until December 4. He is heard nightly over WGN and on Thursday and Sunday nights over the Mutual network. . . HERBIE HOLMES, after closing at the Club Greyhound, Louisville, October 31, goes to the New Elms Ballroom, Youngstown, O., for a week and then to the Lookout House, Covington, Ky. . . LOU CLANCY and his 12-piece combo has opened at Renno's Plantation Club, Shreveport, La., featuring the voices of Rose Christopher Joan Lane, Skeets Morris, Johnny Wilkes and Bill Ormiston. . . ROGER PRYOR, current at the Gibson Hotel, Cincinnati, one night last week played dinner host to the jury on a murder trial. The case is one of national interest. . . RAY WILDE ORCHESTRA opened in the Pavillon Caprice of the Netherland Plaza Hotel, Cincinnati, October 20. DUTCH SOLDWELL and band opened a limited engagement at the Chez Paree, Indianapolis, last week.

EAST TO WEST:: INA RAY HUTTON smacked the Oriental Theater gross in Chi to a mighty \$38,000. . . and after the total is tallied at the Michigan, Detroit, the blond bombshell has designs on the box-office at the Branford, Newark. . . BUSTER BAILEY, whose clary capers are current at 52d street's Onyx Club, has signed an exclusive contract with Irving Mills. . . After ringing down the rag this week at the Capitol Theater, Washington, HUDSON-DELANGE combo heads for New England on a dance tour. . . band made a movie (See ORCHESTRA NOTES on page 22)

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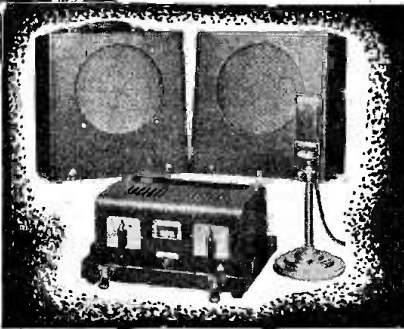
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Reviews of Acts

Garron and Bennett

Reviewed at the State-Lake Theater, Chicago. Style—Dancing. Setting—Full stage. Time—Six minutes.

Niles Garron and Edythe Bennett, ballroom dancers, have been spotted here in two numbers to augment a couple of special house production scenes.

Their work is characterized with graceful movements and nice tricks that blend with the balance of the routine. Make a clean-cut appearance and work with an abundance of ease.

Were first seen in a waltz, lacking in any sensational maneuvers but making a pleasing minuetish picture, and in a more spectacular Moorish turn that winds up with a whirlwind flash. Latter construction is particularly suitable for theaters. S. H.

Fitz and Cahill

Reviewed at the State-Lake Theater, Chicago. Style—Dancing. Setting—In one. Time—Five minutes.

Two youthful-looking chaps, working in tuxedos, doing lively eccentric tap work. Routine is amusing, getting laughs sans suggestive movements.

Act has speed and a set of steady hand-getting bits. Insert some knock-about work and familiar nonsense in which one gets the punishment for "cutting in" on the partner's act. S. H.

Avis Kent

Reviewed at the State-Lake Theater, Chicago. Style—Singing. Setting—Full stage. Time—Three minutes.

A comparative newcomer among femme singers, having been a model recently and known as the "Girl on the Magazine Cover." Her voice has no trained quality but is pleasing enough to dish a modern ballad passably. A stately, attractive brunet and makes a shapely appearance.

Was given a single spot here opening day, but due to a lengthy show she was spotted only in a production number for the remainder of the week. S. H.

Winsted Trio

Reviewed at the Oriental Theater, Chicago. Style—Harmony. Setting—In one. Time—Nine minutes.

One of the better harmony trios, consisting of a sweetly voiced and attractive songstress and two guitar-strumming male accompanists. Make a lively combination and work with an abundance of zest.

Girl is the center of attraction, her voice given more prominence and her radiant personality a definite asset. Do special arrangement of popular songs. At this stand they did, in order, Bugle

ORCHESTRA NOTES

(Continued from page 21)
short based on the Big Apple in Astoria last week, where ENRICH MADRIGUERA is now busily engaged in doing a one-reeler of his own. . . As there seems to be some confusion as to the Horace Heldt harmonist doing the impersonations, the miming melodiar is ART CARNEY and not the other Art (Thorson) in the band. . . THE SWING-ETTES, all-fem band, close at the Chez Paree, Indianapolis, after a successful six-weeker, Rene Darst moving the gals to the Hayes Hotel, Jackson, Mich., where they are set for an indefinite stay. . . CLYDE LUCAS seems entrenched in Western territory . . . following his run at the Lowry Hotel, St. Paul, Lucas leads the van November 5 for the Chase Hotel, St. Louis. . . L'ANA and her string trio now strollerize for cocktail sippers at the Hotel Edison, New York.

TIPS TECHNICAL: Next time the boys on the band stand start piping on the proper tempo, wand wavers might bear in mind, or prominently display, the standard adopted by the official Board of Ballroom Dancing in ye jolly old Londonberry . . . a lively fox-trot should take in 48 to 50 bars of music per minute . . . waltz, 32 to 34 bars a minute . . . slow fox-trot, 31 to 33 bars a minute . . . and a tango, 30 to 32 bars per 60 seconds.

Rag Call, Organ Grinder's Swing, My Blue Heaven and Yours and Mine. Came back for three bows. S. H.

June Glory

Reviewed at the State-Lake Theater, Chicago. Style—Dancing. Setting—Full stage. Time—Two minutes.

Young, attractive blonde with soft facial features doing graceful acrobatic work. Played many spots in the Chicago area and at this showing was a feature in the opening production number.

Her specialty to A Pretty Girl Is Like a Melody displayed good commercial tricks that fitted in the number and were executed with ease. S. H.

Billy White

Reviewed at the Chicago Theater, Chicago. Style—Singing. Setting—Full stage. Time—Three minutes.

A personable local tenor having played night spots as a singing band leader and doing a straight part on NBC's *Kaltenmeyer's Kindergarten*.

Has a mellow Morton Downey brand of voice and strangely the same physical appearance. He warbled *Harbor Lights* as a special bit in a production scene. Should do well as a single in intimate night clubs. S. H.

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UNIONS WAR OVER BURLY

Phillips Claims AFA Control Is "Racket"; Appeals Nov. 5

BAA fights to regain its lost jurisdiction from AFA—to cite union pacts, title and classification by IA—AFA wants permanent control

NEW YORK, Oct. 23.—Charging the American Federation of Actors' attempt to gain permanent jurisdiction of burlesque shows a "money-making scheme" and a "racket," Tom Phillips, Burlesque Artists' Association exec, announces that a determined battle will be staged at a Four A's hearing November 5. The burlesquers' union will attempt to regain control of houses playing burlesque or using burlesque talent. The decision observers as a judgment on which the BAA will probably charge that the AFA failed to make managers live up to union agreements. In addition to this argument, which will probably be one of its chief points, the BAA will possibly cite the burlesque tag allegedly used by out-of-town houses playing Hirst Circuit shows. Theaters in Washington, Union City, Toledo, Toronto and Cincinnati will, it is understood, be named as examples of houses openly billing the circuit attractions as burlesque.

An added point in the BAA's argument will probably be its contention that the International Alliance of Theatrical Employees still classifies circuit and stock shows as burlesque. While the BAA may also contend that current shows are staffed by burlesquers, contain standard burlesque routines and follow the traditional burlesque pattern, it will probably attempt to make the AFA prove that the present shows aren't burlesque productions.

The present AFA jurisdiction over variety houses is conditional, but the AFA is seeking permanent control of burlesque and burlesque-substitute houses, while the BAA claims jurisdiction in this field.

More Faces To Hypo Shows

NEW YORK, Oct. 23.—Charmaine was booked by Phil Rosenberg into the Gayety, Baltimore, as an added attraction. Opens October 24 and then jumps to Washington's Gayety week of October 31. Mary Sunde goes to the Howard, Boston, as an added attraction, October 25. Amy Fong stays for another week at Toronto and then plays the Hirst one-nighters week of November 1.

Mildred Hammond, ex-chorus girl, made the principals' ranks and will be featured as an acro-dancer in *Merry Models*, opening in Newark October 24. Guido and Eva, ballroom team, join Cupli's Carnival October 24 at Baltimore.

3 Milwaukee Charges Off

MILWAUKEE, Oct. 23.—Charges of staging an indecent performance at the Empress Theater here were dismissed against Jacqueline Roberts and Patricia Leipsig, upon motion of Leo Hanley, assistant city attorney, while Frances Parks, also a dancer appearing at the theater, was fined \$50 by District Judge George E. Page October 13 after pleading guilty to similar charges. William Decker, assistant manager of the theater, had charges of permitting an indecent performance preferred against him, which were also dismissed.

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Doing Double Comedy.
Thanks to Sammy Cahn for Warner Picture Shorts.

ANNETTE ROSS

Dancing, Singing and Talking Soubrette.
Now with Wilner Shows, Indefinitely.
Direction—DAVE COHN.

Chorus Control Asked by AFA

Charges "ghost of BAA" haunts vaude union—wants Equity transfer of chorus

NEW YORK, Oct. 23.—An added complication in jurisdictional disputes between the American Federation of Actors and other unions is the AFA's claim of jurisdiction over burlesque chorus girls. In a Thursday discussion with Frank Gillmore, of Actors' Equity, two AFA representatives, William J. Rapp and Harry Calkins, made emphatic demands that control of lines of burlesque girls be transferred from Chorus Equity to the AFA.

In the AFA's insistence on the transfer union spokesmen stressed that Chorus Equity was organized in order that Equity organization would prevail in shows in which Equity members had principal roles. The AFA, according to Calkins, is now making the same contention and sees in jurisdiction of chorus girls a more solid organization.

The AFA is "embarrassed," Calkins (See *CHORUS CONTROL* on page 30)

Bet It Ain't Burlesque

NEW YORK, Oct. 23.—That old debbil of a title, burlesque, still lures the producers in spite of the Commish's veto of its use. At the Eltinge it's called burli.

Probably just enough to give the prospective fans a tip-off.

More Apollo Kicks

NEW YORK, Oct. 23.—The 42d street Apollo Theater is still having payoff trouble, the American Federation of Actors being compelled to step in again Saturday in behalf of a performer. Dagmar had an \$80 check bounce, and AFA organizer Louis J. Pope threatened to hold the curtain. Mrs. Max Wilner finally paid off Dagmar in cash.

Another run-in with the Apollo was straightened out amicably last week when Little Ann Little (Betty Boop) appealed to the AFA to iron out difficulties arising from her holding two contracts with the house. An early contract had been canceled and another substituted which Miss Little could not fulfill.

Rialto, Chicago, to Stock

CHICAGO, Oct. 23.—Rialto Theater is switching to a stock policy November 5, with all talent to be booked by Milton Schuster here. House, operated by N. S. Barger, has been using Independent Circuit shows since August 27. Business has been exceedingly bad the last couple of weeks. Change was made late in the week when Barger conferred with Issy Hirst and Phil Rosenberg, of the Indie Circuit.

Burlesque Sound Truck

BOSTON, Oct. 23.—"I want the whole wide world to know" might be part of the lyrics to a song, but to Max Michaels, manager of the Columbia Theater, it means a four-horned sound truck hired to tell Bostonians what burlesque's all about.

This is one of the rare times that Boston burly has been plugged on the streets.

Notes

New York:

NED CRANE, ex-stage manager in New York burly houses, writes that he has exited for a brief spell to accept an engagement to produce, stage and act in shows at the Harlem Valley State Hospital, Wingdale, N. Y. Crane's first offering, *Bind Alley*, in which he will play the lead, starts November 19.

QUEENIE KING left the Oriental, New York, October 14 to open at the 606 Club, Chi, via Joe Williams' booking. Amy Spencer replaced. . . . REGINALD DVORAK, a Chaplin ballyhoo and stage imitator, has shifted from the Eltinge, New York, to the Casino, Brooklyn. . . . MORGAN SISTERS, June and Dorothy, doubling at Leon & Eddy's, New York, in the p.m. and in sundry other niteries near by evenings.

BERT GRANT and Lou Black, now a new straight man-comic team, exited from the Weinstein New York shows to open at the Shubert, Philly, October 22 and to double at the Walton roof. Slated for the Coast in RKO pic to start December 12. . . . SANDRA and her cigaret acro dancing novelty routine switched from burly stock and niteries by Phil Rosenberg for a Hirst Circuit show. Opened in Philly October 17 with *Babes With Charms*. . . . OLGA PETROFF, new humorist in ex-burly houses and recently with the Wilner shows, moved into the Oriental, New York, October 22.

LEW FEIN, comedian of Tom Sullivan and Hurlig & Seamon shows of the old burly wheels, is conducting a haberdashery in Aberdeen, S. D. . . . MARGIE HART, after the Mirador, New York, stay, opens November 1 as extra attraction in Hirst houses.

BETTY ROWLAND and Gus Schilling back to number producing at the Republic, New York, following a short try at show alternating by the Weinstein and Raymond forces. . . . PAUL KANE presides at the Star, Brooklyn, as before. VIRGINIA WOODS called by Chamberlain Brown, legit booker, for a part in a new play. JACK MONTGOMERY, number producer, is now doubling between the People's and the Irving, New York. . . . JUNE TAYLOR, now billed as "America's Newest Sweetheart," recently completed 12 weeks in Chicago for Monsieur Bouche and has returned to the 42d Street Apollo, New York. UNO.

All Over:

ROXANNE was scheduled to follow Mary Sunde into Colosimo's, Chicago, but was canceled when the heat was (See *NOTES* on page 27)

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In a Dramatic Sketch
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Reviews

Rialto, Chicago

(Reviewed Wednesday Evening, Oct. 20)

(Cairo Nights)

The leading burlesque house here is making a valiant effort to carry on with its big-time standard—despite box-office reverses. Newspaper headlines smear front pages every time police raid a theater dive or shady tavern and are indirectly victimizing this house.

Business has been gradually dropping and, judging by the house at this viewing (first evening show), the box-office barometer reached a new low. It was a miracle that a comedy skit, peppered with funny suggestive material, could arouse some giggling from the few lonely patrons.

Judging this road attraction on its own merits, it has both its good and bad moments. First, there is no reason for the title, *Cairo Nights*. After a pre-open-

(See *RIALTO, CHICAGO*)

Eltinge, New York

(Reviewed Tuesday Afternoon, Oct. 19)

A brace of good comics, Stinky Fields and Shorty McAllister, a trio of just fair ex-peelers and a lively production played to a packed ground floor this rainy afternoon. Fields and McAllister put a lot of hard work into their bits and it was well worth while. The lady cop, hotel and dance hall numbers went over with particular gusto. While several of the lines bit into the blue, this duet can handle such material without becoming too offensive. Which is plenty more

than can be said for certain other comics around town.

Roxanne easily led the female section, the Crystal Ames and Lucelle Wray scored their rounds of applause. Peeling was actually held down at this show and the routine bosom and buttock expositions were also soft pedaled. An intelligent attempt to play up comedy gave this show some solid foundation and (See *ELTINGE, NEW YORK*) page 30)

Casino, Brooklyn

Sam Briskman's house is not doing so well and this despite spending dough for above-average costumes and a good-sized stock cast.

In an attempt to hypo business, Briskman is trying a split-week policy, announcing he is going to change Sundays and Thursdays, with amateur nights continuing Tuesdays. It looks as tho the chorines are going to be rehearsing day and night. Anyway, the present policy is not doing business and the management is obviously confused. It advertises "Bring Your Family"—but the show is far too spicy for family trade. It calls its shows "follies" to catch the old burly trade and then gives them a couple of mild strips and the old burly scenes (tho scrubbed fairly clean) without any real attempt to replace the old out-and-out dirt with some new punch.

Sock vaude acts ought to provide the gap left by blue comedy and hot strips—but there are only a couple of vaude specialties in the whole show. As usual, the girls and the comedy blackout are (See *REVIEWS* on page 32)

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Stage Whispers

Helen Hayes closed her month's engagement at the Shubert, Boston, with a gross intake of \$110,594, having broken every existing house record except one, and that's explained by the Gilbert Miller office as due to the fact that the John Gielgud *Hamlet* (holder of the record) charged a higher top for Saturday matinee. . . . Miss Hayes' play, of course, was *Victoria Regina*. . . . Henry Forbes is preparing a revival of Ibsen's *The Wild Duck* for later in the season, and is particularly anxious to discover a bright new star for the role of Hedvig, in which Helen Chandler first rose to fame in the 1925 production. . . . Bushar and Tuerk have acquired the rights to a new play by Dorothy Day, news scrivener on *The Chicago Herald Examiner*; it's called *Interview*, and it will go into production as soon as a suitable leading lady is found. . . . Alan Brock has been appointed casting director for all of Arthur Hammerstein's scheduled productions, and will also do the casting when Maurice Barber presents the play that was once known as *Code for Gamblers*. There's a report that *Father Malachy's Miracle*, which Delos Chappell relinquished after looking at a run-thru (paying the cast two weeks' salaries and expense money), will be taken over by somebody else on the financial end, the present cast remaining intact and going into it co-op. . . . The Salzburg Festival Troupe, instead of going into the Alvin as planned (which will now be busy housing George M. Cohan and *It's Rather Be Right*), will go into the 44th Street. . . . Billy Gaxton was re-elected Shepherd of the Lambs at the annual election, and all the other officers were also renamed; the annual gambol is set for December 4.

The Warners next item (their first, *Wise Tomorrow*, closed after just three performances) will be *Footsteps in the Dark*, adapted by Bernard Merivale from the Hungarian of László Fodor; it opened in London last Friday. . . . According to the column's records, the American rights were previously reported as held by B. Franklin Kamsler, who did his own adaptation under the title of *Mr. Warren's Profession*. . . . It is reported that the play that Jacques Deval is going to write in English (no adapters this time), in which his wife, Elise Argall, will play the leading role, will be done in conjunction with the Shuberts. Harry Schacht, owner of the Rialto Theater Ticket Office, was convicted in Federal Court for selling four theater tickets on which he had neglected to stamp the prices at which he sold them; he can be punished by fines totaling \$400, but the jury recommended mercy; the sentence will be imposed November 15. . . . While *Richard II* was playing its last performance here to a full house and 120 standees, a wire was received by the management that in Boston, the next stand, advance orders for the first week had been received to a total of \$26,000. . . . Henry Fonda is leaving for the Coast as soon as his show, *Blow Ye Winds*, folds—which it does Saturday (23); it's reported that Walter Wanger, who has him under personal contract, was financially interested in the show, and that it's at Wanger's behest that Fonda is flying westward. . . . Frank Crumit called off his production of his forthcoming musical at the last moment; backer trouble, according to reports. . . . The stock rise is helping the theater a bit, with money beginning to loosen up again just a little.

Ziemer Back to Erlanger, Buffalo; Stevenson Plans Stock

BUFFALO, Oct. 23.—Fred E. Ziemer, treasurer of Buffalo's Erlanger Theater, has returned to handle affairs here after an absence of over a year due to illness suffered as a result of an accident last fall. The oldest living legit man in Buffalo in number of years served as manager of local show houses, Fred steps into the fullest season of bookings the Erlanger has enjoyed since pre-depression days.

Next summer may find some of the country's outstanding stage actors and actresses making their home in Buffalo while playing with an Erlanger stock company which Robert C. Stevenson, manager, has tentatively under consideration.

Chicago FTP Wants New American Plays

CHICAGO, Oct. 23.—Original plays suitable for local production will be given preference when the remainder of the Federal Theater schedule is set, Regional Director Harry Minton announces. While the FTP unit has all the George Bernard Shaw and Eugene O'Neill works available, "It feels that it owes a high duty to the authors of new plays when those plays seem to us to possess the proper qualities," Minton adds. One original that in all probability will be staged later this season, according to present plans, is *Ex-President*, by Emmett Lavery, author of *The First Legion*. In the meantime, O'Neill's *The Straw* has been set to open at the Blackstone Tuesday, and *The Hairy Ape*, last seen here in 1922, will be revived by a WPA Negro unit shortly. Shaw's *The Devil's Disciple* is another FT revival set for this season.

Louise Howard Presents One-Night Revue Tryout

NEW YORK, Oct. 23.—Last Sunday night (17) in the mirrored ugliness of the Villa Venice Miss Louise Howard presented the tryout of a revue called *Whims of 1937*, with lyrics and sketches by the producer and William Lord and with music by Claude Lapham. At one of Miss Howard's previous tryouts this reporter, conscientiously trying to cover the show, was unable to find an unoccupied chair in the midst of a

self-consciously sophisticated crowd of babbling customers. This time Miss Howard accorded him the privileges of the reserved section, and in view of that courtesy it would be pleasant to praise her revue. But the demands of Truth (a nasty jade) must be served, and the demands of Truth dictate the dismal decision that Miss Howard's revue was a boring and inept conglomeration of songs, gags and performers that never reached beyond the primary (or painfully amateur) class. The only contribution worth mentioning was Mr. Lapham's music which, tho reminiscent, was catchy and tinkly enough. One number in particular, *Slim, Pink and Pretty*, a cute tune, seemed worthy of better things.

Compassion prevents comment on the work of the performers, none of whom seemed really old enough to know better. The only one with any taint of professionalism in her work was Rena Revel, a talented young comedienne, who dredged laughs out of some painfully unfunny material and who displayed the makings of a really excellent voice—a freak combination of talents which, if properly developed, ought to land her somewhere.

This notice of necessity cannot include those youngsters who managed to strut their stuff only in the second half, for the second half pursued its course without the doubtful benefit of this reporter's presence. Despite Miss Howard's courtesy, one half was quite enough; there's such a thing as carrying politeness too far.

Not the least dismal note concerning the evening is the fact that the audience, posing and primping with passionate abandon, was far more amusing than the show. Eugene Burr.

Out-of-Town Openings

"Madame Bovary"

GRAND OPERA HOUSE
(Chicago)

Gaston Baty's dramatization of Flaubert's novel. Adopted and directed by Benn W. Levy. Sets and costumes by Lee Simonson. Presented by the Theater Guild, Inc., at the Grand Opera House for two weeks, beginning October 18. Cast: Constance Cummings, Ernest Cossart, Harold Vermilyea, Arthur Griffin, Alice Belmore-Cliffe, John O'Connor, Robert Vivian, Carl Harbord, Hazel Hanna, Ernest Thesiger, Valerie Cossart, O. Z. Whitehead, Viola Roache, Eric Portman, Maurice Manson, Eda Heineman, Irving Morrow, Ann Freschmann, Frances Harrison, Jacqueline De Wit, Lilyan Miller, Mary McCormack and Gladene Parr. A rather lengthy dramatization of Flaubert's novel about an adulteress, taking nearly three hours and 16 scenes to revive the well-read characters of the classic. The presentation is clever, expressive settings of that age and deft direction buttressing the behavior of the cast. Commercially it can hope for but a brief life, due to the familiarity of the subject, a plot already hackneyed at this day and age, and also due to a faulty third-act performance by Miss Cummings.

Miss Cummings makes a splendid start, being brilliant in the opening scenes. Her voice is richer and clearer than on the screen and her delivery in the lighter scenes admirable. She loses her stand in the heavier scenes, however, particularly in those concerning the later stages of her erring love life, her suicidal pact when all other means of settling her financial obligations fail and finally her death.

A shining light is Ernest Cossart as the small-town doctor and friend of the Bovarys. He is natural to the nth degree, flavoring his lines with delicious comedy bits. Another true characterization is offered by Harold Vermilyea as the unromantic Mr. Bovary, a good husband to the end.

At least a half hour will have to be trimmed before the show is ready for Broadway consumption, and then it should gain more speed and do away with the restlessness witnessed in the audience during the later stages. Sam Honigberg.

"Three for an Evening"

BEAUX ARTS THEATER
(Hollywood)

Three one-act plays by Kay Van Riper. Produced and directed by Russell Lewis; costumes by Coyla. Cast: Forrest Barnes, Kim Hall, Trevor Clark, David Mack,

Ruby Robinson, Gale Gordon, John Gibson, Gertrude Walker, William Coe, Walter Bohn, Fred Harrington, Kay Van Riper, Lynne Arden.

Three playlets, *Studio B, Cantina* and *Death of a Lady*, written and starred in by Kay Van Riper, who enjoys a splendid reputation on the Coast as both a radio actress and authoress, creator of the "English Coronets" series of broadcasts, proved the differences between the radio and stage mediums and the different qualifications required by each.

Miss Van Riper's splendid voice and the deep, stirring tones of most of the other microphone-trained crew of other experts stand up more promisingly than their physical appearances on the stage. They make the obvious appeal to the ear when the average theatergoer wants eye-appeal too.

Studio B is a comedy sketch of little importance, staged in a broadcasting station. Miss Van Riper plays a radio star who puts up a temperamental front to meet the pressure of the radio game which, the play contends, is "dog eat dog." John Gibson's sound-effects man is the best performance in the skit.

Cantina features Miss Van Riper as a native Panama girl whom a burned-out movie director tries to promote for a Hollywood career. But love emerges triumphant and the native girl prefers her Panama lover to the glitter and tinsel of the film colony. Three outstanding performances feature this one-act drama—those of Forrest Barnes, as the dissipated movie megaphonist; Lynne Arden, as his paramour, and, of course, Miss Van Riper in the leading role.

Death of a Lady deals with the execution of Katherine Howard, one of Henry VIII's numerous ladies. The dialog is strong, literate, with the same flashes of genuine beauty that characterized the scribbling in "English Coronets." Gale Gordon, as the regal uxori- cide, shares acting triumphs with the star. All in all, it's an interesting evening in the theater if not an outstanding one. David Arlen.

"Between the Devil"

CHESTNUT STREET OPERA HOUSE
(Philadelphia)

Musical comedy in two acts and 13 scenes, with book by Howard Dietz and music by Arthur Schwartz. Staged and directed by Hassard Short. Dialog directed by Edward C. Lilley. Dances arranged by Robert Alton. Settings by Albert Johnston. Produced by Messrs. Shubert.

Between the Devil, altho a first-rate performance as far as style and acting are concerned, still has considerable

Cincy Actors' Guild Begins Season Nov. 9

CINCINNATI, Oct. 25.—The Actors' Guild, local civic theater group which last season produced Lulu Vollmer's new play, *The Hill Between*, with Earle Larmore as guest star, opens its season November 9 with Irwin Shaw's anti-war drama, *Bury the Dead*. Play will run four days.

The group has taken over the Terminal Theater, modern and intimate playhouse, located on the grand concourse of the Union Terminal Station here. Thus the Guild is the only company producing legitimate attractions in a railroad station.

Production is under the direction of Owen Phillips, and the cast includes Ramon Pick, Robert Amidon, Joseph Everingham, Don Kinkaid, Harold Nordyke, Lorraine Johnson, Naomi Harris, Lorna Doone Newman, Katherine Walmsley, Virginia Mottern, Helen Seel, Jack Thornquest, Edward Rosendahl, Gilbert Millar, Bob Hodupp, Ely Pilchik, Robert Wise, Pegge Farmer, Kenneth Wright, Maurice Jacobs, William Taylor, Fred Varnau, Allen Crowe, Frederick Warner, Kaye Tansey, Beatrice Hillhouse, Helen Huger, Bernadine Bready, Jewel Terwilliger and Ray McGoldrick.

FTP's 'All-Negro "Androcles"

SEATTLE, Wash., Oct. 25.—*Androcles and the Lion*, Shavian comedy for the first time done by an all-Negro cast, will be presented here by Federal Theater early in November. Edwin O'Connor, joining the Federal Theater as supervisor of production, will supervise the Shaw play.

Detroit Gets "Black Pit"

DETROIT, Oct. 23. — Contemporary Theater, Detroit, will open its season the latter part of November with the production of *Black Pit*. This will be the first showing of the play in Detroit.

brushing up to do to meet the pace of past musical comedy successes. There's plenty of fashion display for the female trade, and the settings do not leave much room for complaint, but the elongated monotony of a flimsy plot too often crowds out musical and comedy elements.

Jack Buchanan, as Peter Anthony and Pierre Antoine, plays the part of a two-woman man who marries both the girls he's in love with—Natalie Rives (Evelyn Laye) and Claudette Gilbert (Adele Dixon). He spends his time commuting between London and Paris, the separate towns in which the ladies of his choice reside, until the jilted suitor of one of them betrays him to the police as a bigamist. After a musical session with the coppers, the culprit is permitted to escape, and at the conclusion he makes arrangements with his loves to visit him at a hideout in Mexico, one in summer and the other in winter, each unaware she will again share him with the other.

Scene in which the gals discover their legal relationship to each other is one of the evening's highlights. Altho she did a good job, Evelyn Laye often appeared lacking in luster by contrast with the young and vivacious newcomer from the shores of Britain, Adele Dixon. Buchanan is the centerpiece of the opus and carries the burden well.

Vilma Elsen and Charles Waters stand out among the lesser lights for their polished and unusual dance work. A vocal trio, the Savoy Club Boys, also go over pretty big. Chorus is comparatively small, but attractive; no display of flesh.

The thing as a whole is a bit on the formal side. Doesn't seem to be able to achieve the sort of intimacy that makes the audience feel and see itself on the stage. The emphasis on the bigamy idea is more verbal than actual.

Before its major opening in Philadelphia *Between the Devil* had a three-night trial run in New Haven. The musical was scheduled to remain in Philly two weeks, but advancing of the New York opening date necessitated its closing shop here tonight (23) after being shown only five days.

In order to effect contemplated changes, the show will remain closed for a short time. Alteration plans at present include insertion of several new dance numbers. Joe Graffon.

New Plays on Broadway

Reviewed by Eugene Burr

BILTMORE

Beginning Friday Evening, October 15, 1937

WISE TOMORROW

A play by Stephen Powys. Directed by Hugh MacMillan. Settings designed by Watson Barratt. Presented by Bernard Klawans.

Alice E. Campion Florence Edney
 Tony Campion Edith Barrett
 Norman Weldon Naughton Wayne
 Peter Marsh Theodore Newton
 Helen Reitz Rosemary Ames
 Bob Ebury Calvin Thomas
 Joan Campion Gloria Dickson
 Diana Ebury Josephine Victor
 Colley Olive Reeves-Smith
 Newsman Joseph Taulane

ACT I—Scene 1: Living Room of the Campions' Apartment in the East 60s. Monday Night in Late July. Scene 2: Joan's Dressing Room in a Summer Theater. Monday Night. Six Weeks Later. ACT II—The Campions' Living Room. Next Morning. ACT III—Scene 1: The Same. A Week Later. Scene 2: The Same. Four Days Later.

That faint but nasty odor you noticed briefly late last week in the vicinity of 47th street (the one that smelled like a vague but very stale skunk) was nothing but the play that Bernard Klawans, acting for the Brothers Warner of film fame, brought to the Biltmore Theater last Friday night. It was written by a Stephen Powys who, according to no less an authority than *The New York Times*, is absolutely no relative of the famous Writing Powyses, and it is said to have had some success in London, where large groups of theatergoers must possess impenetrable olfactory organs. It is called *Wise Tomorrow*, and it has this and that to say about an aging actress who conceives a yen for a bright young ingenue.

As in the case of the unobtrusive skunk, you can smell the play but you can't find it—and the suspicion remains that there is really no play to find, the persistent odor probably emanating simply from an idea in the mind of the semi-apocryphal Mr. Powys. What there is of plot tells simply of Joan Campion, an ingenue engaged to be married to a lad who wants her to leave the stage, who is taken under the not-too-motherly wing of Diana Ebury, a fading star. If Miss Ebury found in Joan only a vicarious rebirth of her own past the situation might have been almost odorless, but Miss Ebury, who has run what used to be called the gamut of the emotions, finds other things in Joan, too. She gets the sympathy of her militantly masculine lady secretary.

Joan, for two and a half dreary acts that are interspersed with sorry wisecracks, wavers between fiancée (home and love) and a career (vicious disintegration). And then, finally, Diana plays her trump card; she dies in the middle of a party.

Since she has willed all her property to Joan, Joan feels (for some reason no clearer than all other motivations in the play) that she will have to accept the legacy and become like Diana, so she goes off to live in Diana's house under the expert guidance of the militantly masculine lady secretary. Her ex-fiance falls into the outstretched arms of her very nice sister.

The only thing that saves the play from being very offensive tripe is Mr. Powys' devastating playwrighting inability, which makes it all such very thin broth that you hardly notice the entrails stewing within. And his attack of incompetence is ably seconded by Hugh MacMillan, the director, whose staging, on the basis of this attempt, seems glove-fit for the meller revivals at the American Music Hall.

Under such handicaps it is cruel to expect much of a cast—but there is at least some heartening news in the work of Miss Edith Barrett, a fine young actress who for a while unfortunately labored under what seemed like a Duse complex. Miss Barrett has finally come out of it, and as the very nice sister she gives a performance that is sincere, tender and as effective as the lines allow. Also heartening is the work of Naughton Wayne, a newcomer from London, whose engaging delivery almost makes some of Mr. Powys' wisecracks appear as tho they had humor and wit. And turning in another of her fine performances is the always dependable

Florence Edney, as an elderly maid-servant.

Miss Josephine Victor, returning to the stage after an absence of several years to play Diana, plays her to the hilt—but the hilt. Her performance is something else that the American Music Hall could acquire to its advantage. And as Joan the Preres Warner have seen fit to cast Miss Gloria Dickson, one of their rising starlets. Displaying neither loveliness, charm nor a modicum of ability, Miss Dickson makes one wonder whether the stage has to be afflicted with people like her in return for film backing. If so, it's not worth it.

The title (taken from a Pope quotation, "Tomorrow's wiser than today") has no discernible connection with the play, but it does serve as an admirable message from the producer to his first-night audience. Mr. Klawans opened *Wise Tomorrow* on Friday—and closed it Saturday.

NATIONAL

Beginning Wednesday Evening, Oct. 20, 1937

ANGEL ISLAND

A play by Bernie Angus. Directed by George Abbott. Settings, designed by John Root, built by Vail Scenic Construction Company and painted by Triangle Studios. Presented by George Abbott.

Carma Grainger Lea Penman
 Eunice Bettie Field
 Alec Grainger Carroll Ashburn
 Garth Eric Wollencott
 Sylvia Jordan Arlene Francis
 John Kavanaugh Clyde Fillmore
 Sidney Powell Morgan Conway
 Lucy Powell Edith Van Cleave
 Aimee Lattimer Maidel Turner
 Marco Elwood Nigel Blake
 Arlene Richfield Louise Larabee
 Alec Richfield David Hoffman
 Tom Thomas Graham
 Lola Alma Dickson
 Gai Marsh Joyce Arling
 Jeff Kingsley Clayton Collyer
 Bessie Doro Merande

The Entire Action of the Play Takes Place Between Sunset and Midnight on Angel Island, Off the Coast of Carolina.
 ACT I—Scene 1: Living Room of the Old Stone Dwelling. Scene 2: Gai's Bedroom.
 Scene 3: Living Room. ACT II—Scene 1: Living Room. Scene 2: Kitchen. Scene 3: Living Room. ACT III—Scene 1: Living Room. Scene 2: Kitchen. Scene 3: Living Room.

Even the tentative, dismal hope that maybe Mr. George Abbott was only kidding when he presented *Angel Island* at the National Theater Wednesday can't honestly be held out as balm to beleaguered playgoers. For *Angel Island*, a melodrama concocted by Bernie Angus (the Bernie is said to be a contraction of Bernadine), isn't wild enough for either its melodrama or its comedy to be funny. It is simply trite, uninteresting and dull.

It tells the flat tale of a group of assorted bankers and their ladies assembled at the home of one of them on Angel Island—which is not, as Broadway producers may have hoped, a colony of potential showbackers, but simply a sandy stretch of land off the Carolina coast. There is some slight talk of buried treasure, which sets all members of the house party at each other's throats, each wanting to get exclusive rights to the problematical gold. And there is much talk of an affair between one of the bankers and the wife of another, an affair so well known to everybody else that it brings, willy-nilly, insistent thoughts of the crack about Macy's window. Finally the wife of the man and the husband of his inamorata are, one after another, bumped off.

Following the first murder come two acts of practically inanimate detective-work, so far removed from any real interest that they might as well take place behind closed doors. Finally, thru a trap as unconvincing as the rest of the play, the culprit is caught. Enough to say that it is not the butler, even tho the butler is played by that habitual meller-mennace, Mr. Eric Wollencott.

The whole thing falls either to excite or to interest, probably because you can't work up any lather of sympathy or excitement about any of the characters. For the same reason, the mystery itself doesn't hold, because you simply don't care who did the killing. Personally, I rather hoped it would turn

BROADWAY RUNS

Performances to October 23, inclusive.

Dramatic	Opened	Perf.
Abbey Theater Players Repertory (Ambassador).....	Oct. 2	25
Far-Off Hills, The.....	Oct. 2	19
Katie Koch.....	Oct. 2	16
Plough and the Stars, The.....	Oct. 7	4
Angel Island (National).....	Oct. 20	2
Blow Ye Winds (48th St.).....	Oct. 23	3
Brother Rat (Hudson).....	Dec. 16	262
French Without Tears (Millier).....	Sept. 28	81
George and Margaret (Morosco).....	Sept. 22	38
Having Wonderful Time (Lyceum).....	Feb. 19	383
Lady Has a Heart, The (Longacre).....	Sept. 25	33
Room Service (Cort).....	May 19	182
Star-Wagon, The (Empire).....	Sept. 23	30
Susan and God (Plymouth).....	Oct. 7	20
Tobacco Road (Porter).....	Dec. 4	33,100
To Quite and Back (Guild).....	Oct. 6	22
You Can't Take It With You (Booth).....	Dec. 14	303
Women, The (Barrington).....	Dec. 26	848
Yes, Mr. Darling (Booth).....	Feb. 9	293
(Playhouse).....		
Musical Comedy		
Babes in Arms (Shubert).....	Apr. 19	223
Virginia (Center).....	Sept. 2	60

out to be the extremely annoying daughter of the household, who was obviously intended to be the ingenue love-interest. It would have been nice to carry away with me thoughts of that blond brat on her way to the electric chair.

There are many attempts at comedy, most of them excellently handled by Doro Merande, who offers another of her acidulous spinsters, and Betty Field, who, except for an unnecessary tendency toward shouting and an occasional inclination to imitate the brasher moments of Miss Mae West, does a cute, able and charming job as a housemaid afflicted with incipient nymphomania. It's not their fault that the comedy is not only unfunny but also often offensive.

Since the direction is by Mr. Abbott himself, it is surprising to note that it lacks pace and suspense—tho that it primarily is the fault of the author. The play is really appallingly unconvincing even in its denouement—and it has so many loose ends that it looks like the rear view of a burlesque chorus.

Several nice players—notably Edith Van Cleave, Carroll Ashburn, Clayton Collyer, David Hoffman and Lea Penman, in addition to those already mentioned—waste their talents in furthering Miss Angus' colorless excursion into the lugubrious. Miss Joyce Arling (whose limited Dumb-Annle vaudeville act happened to be glove-fit for her role in *Boy Meets Girl*) reaches dizzy heights of theatrical incompetence as the ingenue. It would have been nice to think that Mr. Abbott was only kidding.

Pitt's Tiny Kilbuck Shows Plenty Profit

PITTSBURGH, Oct. 23.—Kilbuck Theater's production of *Stardust*, new Madeleine Skelly Foust comedy, has extended its run from December 22 to February 12 due to ticket requests too numerous to overlook, says Director-Playwright-Producer Foust.

With 44 seats to sell six nights weekly at \$1 per, that's exactly \$4,224 Kilbuck feels pretty certain of getting on a play that cost only a couple hundred bucks to produce, in addition to the 12 salaries that average about \$5 each weekly as "expenses."

Mass. FTP Plans O'Neill

SALEM, Mass., Oct. 23.—For the first time in the Commonwealth of Massachusetts the Federal Theater's Empire Theater here steps into the ranks of first time in Massachusetts houses. Opening Monday (25), Eugene O'Neill's drama *The First Man* will be boarded here. The original did not hit Boston. The Federal Theater will give *The First Man* an entirely new production and will have in the cast many of its most popular players of last season productions. Included will be Evelyn Dorn, Florence Walsh, Frank Thomas, Paul Sheehan, George Richardson, Harry E. Lowell and Robert Lee.

Chorus Equity Notes

First quarterly meeting of the members of the Chorus Equity Association, adjourned October 1 for lack of a quorum, will be held October 29 at 2 o'clock in the afternoon at the Center Hotel, 108 West 43d street, New York. It is the duty of every member who can possibly do so to attend this meeting. Paid-up membership cards must be shown at the door.

On Tuesday, October 12, the council of the Chorus Equity Association appointed Edith Christenson as executive secretary of Chorus Equity. Miss Christenson has not yet taken up her duties, but it is hoped that she will be present at the quarterly meeting held October 29. One new member joined the Chorus Equity in the past week.

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Charlotte Davis, Liela Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Lorraine Janor, Dorothy Mello, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

Members are reminded that the semi-annual dues of \$6 are payable November 1. Remaining in good standing is your responsibility. Don't wait for someone to come and collect your dues. In mailing dues to the office be sure to send either a check or money order made payable to the Chorus Equity Association—do not send cash.

Unemployed members who are unable to pay their dues must apply for an extension before the end of November, as the delinquency fine of 25 cents automatically goes into effect on December 1. An extension obtained during the month of November will save this fine and also entitle the member to the services of the employment department.

Be sure that your correct address and telephone number are on file in this office.

CHORUS EQUITY ASSOCIATION

"Freedom" for Detroit FTP

DETROIT, Oct. 23.—*Let Freedom Ring*, the American folk drama written by Albert Bein, will be the opening production of the Detroit Federal Theater's fall season at the Cinema Theater Tuesday evening, November 9. Vernon Holdene is director. Cast will include Jay Michael, Louise Huntington, Chester Adams, J. Richard Gamble, Oxley Taylor, Peggy Fenn, Douglas Wright and A. Courtney White. The play will run thru November 15.

Before that, however, Detroit Federal Theater will present *They Too Arise*, written by Arthur A. Miller, tonight at the Jewish Community Center, Woodward and Holbrook avenues. This play was produced last March at the Lydia Mendelsohn Theater in Ann Arbor. The author, who is still a student in the University of Michigan, received the Avery Hopwood Literary Prize of 1936 and also the National Bureau of New Plays Prize of the spring of 1936.

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WINTER TERM BEGINS JANUARY 17TH

FOR CATALOG Address Secretary, Room 175, CARNEGIE HALL, NEW YORK

Thru Sugar's Domino

The Broadway Beat

By GEORGE SPELVIN

AS A MEANS of ridding the column conductor's pockets of notes accumulated in recent weeks time is taken out this week from the running discussion of amusement matters of a general character and devoted to personalities encountered and discussed here and there.

First on our scratch paper collection is the gent known as Johnny Macklin, who is billed at the new Yacht Club as of the team of Johnny and George. Johnny is a vocalist who defies classification in range and whose appeal is matched by very few of his ilk today. About the best description that fits this dusky master of ballad and swing is that he rates as a male Florence Mills. The Yacht Club has a priceless jewel in this personality. Johnny is not exactly wasting his time at this favorite spot of Broadwayites along 52d street's cafe row, but it seems to us that there is something definitely wrong with the manner in which radio and film scouts operate that he should not have been snatched up long ago for a contract that would make the nation's many millions of screen fans and dial-turners drink in the glory of his song as do the patrons of the Yacht Club. We have grown mellow enough to look back upon an appreciable number of artists whose praises we have sounded long before the sheep began following the tinkling of the bellwether's whoozis. We hope that not too much time will be lost before Johnny will also get what is his due.



E. E. SUGARMAN

It is about time that somebody said something in a paper of international circulation about one of the most arresting personalities in the theater world. We have in mind that charming, talented and kindly gentleman who answers to the name of Peter Bosch and who waves the baton in the pit at the Metropolitan Theater in Boston. Bosch's position is unique because he represents practically the only real musician of the old school left in the dwindling theater map of New England. Performers are more acutely aware of a pit leader's ability than any other class of persons involved in the business of entertaining theater audiences. The public rarely perceives the details that enter into playing for a show. They judge the finished product and their verdict varies with the final result and the musical sense of the auditor. It is for this reason that Bosch is probably not appreciated as well by the Metropolitan's audience as the artists who are booked there from week to week. But the artists know Bosch as a highly gifted musician, a patient and helpful ally in the task of presenting a good show and a gentleman whose like does not exist in the world of the theater. We feel honored that we are in a position to pay tribute to a man who gives to his job many times more than his employer expects; who is doing in his way more to keep the public interested in stage shows than any musician we know. May the years treat him kindly so that performers may continue to benefit from his fine influence and great talent.

We are getting pretty tired of calling the attention of sponsors and networks to talent that should be on the air in a commercial but for some reason not having anything at all to do with ability are not. But we are not so tired that we can't put our word in for the vocalist Buddy Clark, now on a Columbia sustaining program. Clark has everything that the public demands in a singer. Maybe about the only thing lacking in this lyric baritone is a little luck and the right connections. Somewhere there must be a sponsor who is looking for an artist who can stand up under a big buildup campaign. Clark is that artist. There is money to be made for those who will handle him and phenomenal success for the show producer who will hire him. We offer him to the super-salesmen of radio with our best wishes.

There isn't a smarter cafe performer than Eddie Davis, the floor-show half of the Leon and Eddie's combo. We doubt whether in the whole length and breadth of the land there is a cafe performer who works harder with proportionately good results. We marvel at Eddie's ability to carry on so energetically and never display the slightest indication of nerves or letdown. Eddie is indeed the wonder man of the 52d street tributary of Broadway. He is the personification of the ideal of performing perfection—a type that authors have sought to create in fiction and, to our knowledge, failed. He is a master of the ballad form, a phenomenally fast singer of special material, a sterling comedian and just as much at home in ad lib, as in socking across his infinite supply of special songs. There's just one thing wrong with Eddie. But maybe it's not something wrong with him but a peculiar complex with us. Our complaint is that Eddie uses smut too freely; that he uses raw material at the stage in his career when he needs it as much as Roosevelt needs enemies. Maybe the type of persons who frequent Leon and Eddie's come in search of the kick Eddie's smutty material gives them. We are inclined to doubt that, however. We hope we are right in the assumption that Eddie has gone so far as a specialist in risqué song that he finds it difficult to retrace his steps. It is admittedly not easy, but the King of 52d Street (which he definitely is) can do it, and when he does he will add materially to his general appeal and to the business of his spot.

For several years this commentator has done his small share towards helping inmates of the Washington State Penitentiary in Walla Walla, Wash., obtain properties and other necessities for their annual holiday show. This year the inmates whose lives are being rehabilitated within the gray walls of a State prison have again called upon us to publicize their needs for the Thanksgiving Day show. Their representative writes us:

Our chief difficulty lies in that we have practically nothing in the way of script or plays for the occasion. At this time we have a decided shortage of female impersonators. It is therefore necessary to use something written without a prominent female part. . . . Anything in the light comedy line always pleases the boys.

Needless to say these little shows and entertainments from time to time are a big item in the lives of all in a place of this kind. As we are without funds to take care of the financial end we are obliged to depend entirely on the good will of those who understand our situation and our object and are always glad to lend a hand.

Show business has responded admirably on previous occasions to the appeal made by us in behalf of Walla Walla's inmates. We hope there are still many who are inclined and in a position to send scripts. Altho this year's appeal to us makes no mention of it we can safely assume that the men getting up the Thanksgiving Day show can use plenty of scenery, too.

THE recent stock market lows (let's hope that we can speak of them in the past tense) hit plenty of Broadway figures and also held up plenty of backing that had been promised for shows. . . . It's understood that Max Gordon, for example, dropped \$100,000. . . . Plans for many productions are being held up. . . . Since Leonard (Post) Lyons' den has had a generous share of plants on Weidman's *I Can Get It for You Wholesale*, one enterprising press agent has mailed out a promotional brochure to prospective clients entitled *I Can Get It for You (In All the Broadway Columns) Wholesale*. . . . Ed Aaronoff has joined the Al Wilde staff. . . . Lou Straus is joining the staff of Associated Radio Artists. . . . And another ARA staff addition is Ork Leader Lee Sandow, who will handle night club and entertainment bookings. . . . One of the most refreshing signs Mr. Spelvin has encountered in months is displayed in front of the soon-to-be-opened chow mein emporium at 49th street and the Stem. It reads: "No Music—No Show—No Beautiful Girls—Just Good Chinese Food." . . . And one of Mr. Spelvin's most interesting experiences of the week was a trip thru the Kramer piano building on 47th street, under the guidance of a charming gentleman named Harry Dell (not the agent), who not only makes recon conditions and sells pianos, but also loves them. . . . Incident in a theatrical hotel recently: a budding author went up to see a budding authoress to read her his new script; it was a melodrama, and he read it with many flourishes—so many that she got a call from the hotel desk asking her if she is being attacked and does she need any help.

John Booth, a magician, sends out direct mail advertising on his act—which he admits is an innovation in the magic field, but good business. . . . "An act that is run on a business basis, not hit and miss," he says, "has a better chance of consecutive, well paid work." . . . And a lot of performers could paste that in their hats. . . . Subway placards proudly display the "Kissproof" brand of lipstick and rouge, indorsed and recommended by no other than that he-man of the flickers, Bruce Cabot. . . . It is said that the developers of that new system of teaching how to play sheet music on the piano, so that even a rank beginner can give the interpretation and color that the composer intended, have already been promised nearly \$1,000,000 in advance orders if the buyer can have exclusive distribution rights; the eager outlet is a well-known 5-and-10, but not Woolworth's. . . . Control of manufacturing and exploiting the new method is held by Dave O'Sullivan, business letter and circular thinker-upper. . . . Ben Sackheim has switched from J. P. Muller to Kelly, Nason & Winsten, while Morris Kinzler has left the Roxy Theater to join the Kayton-Spero agency. . . . The revamped Capitol Theater has seats in the old ork pit, indicating that it doesn't expect ever to resume vaude; the stage proper, however, is intact. . . . Loew's Fall Festival in local houses was pushed by district managers who promoted parades (and no passes issued to the paraders, either). . . . One manager bicycled a parade to six theaters. . . . Herman Hyde and his wife, Sally Burrill, were guests of honor of the Art Directors' Club last Friday; Herman and Sally, when they're not convulsing theater or night-spot customers, are excellent painters. They plan an exhibition soon.

Chicago Chat

By NAT GREEN

JOHN ROSS REED, known for his *Wings of a Century* at A Century of Progress, produced *The Light of Ages*, dramatic epic of Chicago's faith presented at the Civic Opera House as part of the city's Charter Jubilee. Reed's mastery of pageantry was evident in most of the historical episodes, but Author Marcus Bach's allegorical scenes were long and tiresome, causing some unregenerate newspaper mugs to label the production *Blight of the Ages*. Large cast was made up mainly of amateurs, with a sprinkling of old-time professionals. Porter Heaps' organ accompaniments were excellent. Victor Rubin, who publicized the event, is an ex-Century of Progress publicity man.

Bess Johnson (Lady Esther), at a press luncheon shortly before her departure for New York for her art show, gave the assembled mugs an example of the devious ways of merchandising. A couple of years ago a friend presented Bess with a swell-looking compact. Recently the fancy cloth covering of the lid came loose, revealing the metal cover beneath. When Bess got a glimpse of what was underneath, she asked her friend where the compact was purchased. "Why at Blanks," she replied, naming a prominent State street department store. "How much did it cost?" Bess queried. "Three dollars, without the tax," the friend replied. Bess produced the compact, lifted the raveled cloth covering and exposed to view the lithographed tin lid of an Ex-Lax box.

Remodeling of the Clark Theater, on Clark near Madison, revealed in the steel work canopy the old name of the house—Columbia, dating from the days when the theater was a Columbia burly circuit house. . . . Later it became the Adelphi, devoted to legit, and now as the Clark it purveys screen entertainment. . . . Chalmers Lowell Pancoast, New York hotel representative and Circus Saints and Sinners enthusiast, on a business trip to Chi. . . . *Mme. Bovary*, Theater Guild production at the Grand, has such an overhead in the way of stagehands, musicians, etc., that it can make no money for the house even tho it plays to capacity, so it is said. . . . Billy Bryant, Shakespeare of the water ways, is writing a circus fiction story. . . . Billy is leaving his winter quarters at Point Pleasant, W. Va., soon for Hollywood and we may see some of his hilarious "mellers" translated to the screen. . . . Those *Big Apple* dancers at College Inn have a lot of fun—and so do the customers—invigling patrons to step the new craze with 'em. . . . "We'll pack 'em in in spite of the cast," said Max Gordon, producer of *The Women*, and they're doing it since making numerous changes in the cast.

Frank Burke, publicity director for CRA, here with Marek Weber, noted European maestro, who is to open at a new Stevens Hotel room November 4. . . . Known to the Viennese as "the Toscanini of light music," Weber has received high praise from many noted composers. . . . Robert Ripley, of "Believe It or Not" fame, was in town for the opening of an exhibition of inanimate Believe It or Nots at a local department store. . . . Robert Hoyt, president of Telco, color process firm of Los Angeles, made a brief stop here and stated the company expects soon to give a local demonstration of film color photography.

"Dangerously Yours"

(20TH-FOX)

Time, 65 minutes. Release date, November 12. From a story by Lou Breslow and John Patrick. Directed by Mai St. Clair. Cast: Caesar Romero, Phyllis Brooks, Jane Darwell, Alan Dinehart, Natalie Garson, Douglas Wood and others. Reviewed at the Central, New York.

Here's a not so bad production of the jewel thief complications which, if groomed by first-rate promotion material, can get by the classy joints. It has been well organized, is speedy and hands out a couple of neat surprises despite the familiarity of the theme.

Precise acting on the part of Romero, Brooks, Darwell, Wood and the others keeps the mystery engaging. Actually Romero is a G man, but the patrons will suspect him of being one of the jewel thieves heading for the Omar diamond which Mr. Chandler is bringing to America. Miss Brooks and her aunt, Miss Darwell, are so honest looking one would hardly expect them to be jewel thieves, but they are, one finds out with surprise. The other competitive jewel thieves in the story are pretty regular. Contest rises between Romero and the Brooks-Darwell faction, with Romero feeding the two enough evidence to keep them in the jug for life. He helps them swipe the sparkler, kills (that's a fake) Chandler in the attempt and devises the means by which the stone is smuggled off the boat, meanwhile slipping an imitation to the thieves. His trappings are successful. In fact, doubly successful. For Miss Brooks quits the racket to be his wife, while this nest of thieves is completely bagged.

Title is big obstacle in getting this show across. It's misrepresentation. Detective angle should be the draw, tho cast isn't hard to look at.

Sylvia Weiss.

"Saturday's Heroes"

(RKO-RADIO)

Running time, 59 minutes. Release date, not given. Produced by Robert Sisk. Screen play by Paul Yawitz, Charles Kaufman and David Silverstein, based on a story by George Templeton. Directed by Edward Kelly. Cast: Van Heffin, Marian Marsh, Richard Lane, Alan Bruce, Minor Watson, Frank Jenks, Willie Best, Walter Miller and others. Reviewed at the Palace, New York.

A class B cast, a dull script which has Podunk scoring the usual winning touchdown in the usual last minute of play and about 58 screwy touches of unrealism all go into a seasonal quickie gauged for the college boys hyped by the fall resurgence of alma mammy gaga. Practically all college films fail to touch the rich, pulsating and colorful material lying ready to hand. This isn't a particularly bright or original comment to make, but you can hardly point to any other theme constantly recurring in celluloid, which hasn't been at least once honestly handled. As for football, there is a wealth of stuff which will some day go into a knockout pic. There are the hard-working kids who have to practice four hours a day on a chilly field,

then maybe work two hours in a cafeteria for their meals and if they're ambitious hit the books for half the night. It's a grind that kills and many a young collegian is burned out before his time just to satisfy the insatiable alumni thirst for a triumphant 11.

Heroes offers a faint message, even if most of the film is dopey. Moral is that the hypocrisy of amateur football should be ended and college players should be paid, since the schools gross millions from the Saturday afternoon pigskin stanzas. Moral is, however, tacked on to a sloppy tale that has nothing to do with it. Van Heffin, star Calton back, is expelled for ticket scalping. Then becomes assistant coach at an obscure college and trains obscure collegians to beat the unbeatable Calton 11, due to his inside knowledge of the team. Idea being that if Calton loses it will focus nation-wide attention on the obscure school and help Heffin in his campaign to get salaries for football players. Calton is defeated and here's how. A sports editor—hold on to your seats, Newspaper Guild!—in order to help Calton lose, engages in a campaign for weeks to convince Calton that it has a pushover and should win by 70 touchdowns. Idea is to make Calton overconfident. Calton is defeated.

It's always been a mystery, when reading credit lines, how three or four collaborating scrippers can produce stuff so dull and sparkless. Paul Yawitz, one of the four collabs, is an ex-columnist. There isn't one single punch line in the film. Only ray of interest is Frank Jenks, who plays a dumb lineman and has a quaint way of talking slang. Looks like a possibility along Lionel Stander lines.

Maurice Zolotow.

"Over the Goal"

(WARNER)

Time, 63 minutes. Release date, October 16. Screen play by William Jacobs and Anthony Coldey, from a story by William Jacobs. Directed by Noel Smith. Cast: June Travis, William Hopper, Johnnie Davis, Mabel Todd, Gordon Oliver, William Haggan, members of the U. S. C. football squad and others. Reviewed at the Criterion, New York.

Over the Goal is a fizzle. With the exception of Johnny Davis' hotcha numbers and pranks, the performances are no better than those of gawky, inexperienced amateurs. Text is inane and obvious; interest lags. The show is no compliment to the director. What's worse is the listless skirmish which Warners and U. S. C. have the colossal nerve to dub football.

This short-suited contender for the award of annual football classic pins all on Ken Thomas. His presence on the team and the team's subsequent winnings have been nothing more than the selfish manifestations of a Carlton exec who had staked his whole wealth on the streak of good luck, going so far as to cut the college from his legacy in the advent of defeat in this year's combat with State. On the day of the big game young Thomas is framed and jailed, but of course released in time to make a touchdown and the final kick for the winning score of 14-13.

Weak stuff even for the nabs.

Sylvia Weiss.

"Alcatraz Island"

(WARNERS)

Time, 79 minutes. Release date, November 6. Original screen play by Crane Wilbur. Directed by William McGann. Cast: John Litel, Ann Sheridan, Mary Maguire, Gordon Oliver, Dick Purcell, Vladimir Sokoloff, Addison Richards, Ben Welden, George E. Stone, Peggy Bates and others. Reviewed at the Strand, New York.

No. 7943 in the "Crime Doesn't Pay" series has been issued as a full-length feature by Warners under the title of Alcatraz Island. Based on an original by Crane Wilbur, it is crammed to the high-water mark with the unabashed hoke for which Mr. Wilbur is famous—if famous is precisely the word. It is an appalling compendium of out-and-out hoke, and yet by some mysterious process it manages to be constantly entertaining. And that's more than can be said about most pictures that are more pretentious-ly produced.

Chiefly, one suspects, its constant rise above the level of its own material is due to the straightforward and honest direction of William McGann, which bothers with no frills and contents itself with telling the story in the story's own terms, and to the splendid performance of John Litel in the featured

role. Mr. Litel, long an ace actor on the stage, is faced with a hokey, sentimentalized and altogether unconvincing part—but by his fine, honest, powerful and tremendously effective playing he makes it a real character, human, convincing and sympathetic. That's a major acting achievement.

The story concerns Gat Brady, golden-hearted racketeer, who refuses to protect murderers and who has local juries in the palm of his attorney's gold-lined hand. But when he comes up against the federal government on a charge of income tax evasion it's a different story, even tho Gat, rediscovering a beloved daughter whom he's had away at school for years, has decided to retire from racketeering and go to Europe with her. Altho the federal attorney has promised him just six months if he pleads guilty, the federal judge has ideas of his own. He gives him five years.

In the jug Gat gets a bad reputation because he pokes a racketeering arch-enemy who has tried to abduct his daughter. Later the arch-enemy is knifed in jail, Gat is tried and things look very black until a federal operative gets a confession from the real killer.

That's all—and it's really not very much. But it does manage to hold interest for an hour or so, thanks to the efforts of Messrs. McGann and Litel.

Mary Maguire, as the daughter, turns out to be a cute little trick, and nice jobs are offered by Dick Purcell, Vladimir Sokoloff, Addison Richards and George E. Stone. Ann Sheridan, as Gat's girl friend, appears too briefly to do any real harm.

Eugene Burr.

"Club De Femmes"

(SELF)

Time, 87 minutes. Release date not given. Written and directed by Jacques Deval. Music by Marius-Francois Gaillard. Produced in France by SELF. Cast: Danielle Darrieux, Elise Argal, Valentine Tessier, Gerorgette, Josette Day, Junie Astor, Martine Mouneyres, Marion Delbo, Epe Francis, Kissa Kouprine, Raymond Gall, Betty Stockfield.

The censors clipped Club De Femmes, but it is still a good picture. It gives the impression of being made with marked economy and restraint, both economically and from the standpoint of going overboard in striving for effect. Result is a picture with subtle direction, acting and a tale well told.

Main idea, that of a residence in Paris for young girls, a spot where they can be protected from predatory males, has subsidiary plots. Most of the latter have a sex twist, involving the love affair of one girl, the perverted love affair of another, the desire of a third for love, etc. Club's proprietor is finally scandalized when one of the innocents becomes a mother.

Direction by Deval, who is also the writer, is excellent. Danielle Darrieux, Elise Argal and Valentine Tessier are tops in a good cast.

Paul Ackerman.

"The Bride Wore Red"

(MGM)

Time, 100 minutes. Release date, October 8. Produced by Joseph L. Mankiewicz. Screen play by Tess Slesinger and Bradbury Cooke, from play, "Girl From Trieste," by Ferenc Molnar. Score by Franz Waxman, lyrics by Gus Kahn. Cast: Joan Crawford, Franchot Tone, Robert Young, Billie Burke, Lynn Carver, Reginald Owen, George Zucco, Mary Phillips, Paul Porcasi, Dickie Moore, Frank Puglia and others. Reviewed at the Capitol, New York.

MGM, Miss Crawford and her fellow

players in The Bride Wore Red Look at Life with both look and life capitalized. The results stink. Probably Molnar's original play, using a hackneyed theme, overcame this handicap by smart dialog and good acting. Both these elements are sadly missing in this fancy flop.

Miss Crawford is a singer in "the worst dive in Trieste." Count Armalia, in a drunken and philosophic mood, wants to see what happens when the "wheel of life suffers interference," so he finances Miss Crawford for a two-week furlough into the upper crust. Here she meets Armalia's playmate, Robert Young, as a wealthy scion, engaged to Lynn Carver. She also meets Franchot Tone, as a postmaster in a mountain village, a postmaster in love with nature, the murmuring pines and the hemlock and outdoor plumbing. Miss Crawford falls in love with Mr. Tone, but plans to marry Mr. Young, until her cart is dumped by Miss Billie Burke, as the mother of Mr. Young's fiancée.

Miss Crawford plays as grimly in her role as a dentist removing an impacted wisdom tooth and with results equally painful. When first you behold her, giving her impression of a water-front coloratura or something, you see Life, in all its dreadful misery. The audience laughed. Tone plays his postmaster role with a rueful and surprised smile, rueful no doubt at Miss Crawford's acting; surprised no doubt that he was cast for so mishapen a part, or maybe for any part. Young carries his character as deftly as it can be carried, and Billie Burke swipes the picture. A newcomer, Miss Carver is quite charming.

None of the finery and all the entertainment were left out.

Jerry Franken.

NOTES

(Continued from page 23)

turned on burlesque dancers here last week. . . . ISSY HIRST and Phil Rosenberg were in town, following visits to Toledo, Cincinnati and St. Louis. . . . MARY WOODS was another visitor on her way to the Gayety, Milwaukee. . . . FRANCES PARKS and Lelpsic and Morgan have moved to Gary, Ind., where they opened at the Cocoonat Grove and Rendezvous.

CLEO CANFIELD, now working in stock at the Avenue, Detroit, lost her sister in St. Louis last Friday. . . . JESS MACK and Jean Lee were in town after closing with Billy Fields' show at Louisville. Will join another Hirst show shortly. . . . MILT SCHESTER reports booking Paul Locke, Pacific Coast number producer, into the National, Detroit; Phyllis Vaughn into the Grand, Canton; Louise Phelps, Gayety, Milwaukee; Ferber and Marvin, Roxy, Cleveland; Madge Carmyle, Will Hayes and Paul and Paulette, New Broadway, Toronto, and Billy Kent, Gayety, Milwaukee.

PEANUTS GREENMAN is now playing stock at the Palace, Buffalo. . . . JIMMY LAKE, of Washington's Gayety, has put into effect a new policy of a midnight show every Saturday night. . . . ISSY HIRST and Phil Rosenberg were in Cincinnati Monday of last week for a brief business session with Morris Zaidins, Gayety manager. . . . RAY AND SYLVIA KOLB, with the stock burly at the Grand, Canton, O., are mourning the loss of Brownie, their 12-year-old bulldog, which died October 21. . . . MORRIS ZADINS, big chief at the Gayety, Cincinnati, is shopping around for a furnished apartment, having recently joined the ranks of benedicts. He refuses to reveal the lucky girl's name.

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Harry Dunbar Show Ending Big Season

GRAND FORKS, N. D., Oct. 23.—Harry Dunbar Show will wind up its fifth season out of Grand Forks November 15. This has been the biggest season the Dunbars have ever enjoyed in Dakota. Show will return to this territory next season.

After the closing, Jack Martiu will spend a short time at his home in Nebraska. Allene Gibbs will visit her mother at Belmond, Ia., and Deb Forrester will hit out for Memphis, Tenn. Dick King plans to spend the winter at home in Emerado, N. D., while Norinhe Anstett will remain in Grand Forks. Mr. and Mrs. Harry Dunbar will enjoy a vacation until after the holidays.

Billroy Briefs

GRENADEA, Miss., Oct. 23.—Everyone likes to see their name in print, so with the kind permission of Mr. Bartlett I am taking it upon myself to let my hair down and write the briefs this week.

The strait-jackets have arrived, very efficiently equipped with fog lights, which Mr. Bartlett will probably appreciate.

A letter from Lillian Nelson states that she is getting along fine during her vacation in North Carolina and is feeling swell, which is more than I can say about "Rain-in-the-Face" Nelson.

Don and Della Palmer, who have booked us all over the U. S. A., were back to pay us a visit for several days and we really enjoyed it.

We are glad to hear Margaret Lillie has a nice job over WLW.

Wonder if some of the tab performers know that Terry Shand played for the tab shows at the Royal Theater, Houston, at one time, or that Wayne Bartlett "tried" to follow Red Nichols on the Syncopating Five a few years ago. Shand is now featured with Freddie Martin's Orchestra.

Believe it or not, I continue to remain Daisy Mae Murphy, who still believes that everything happens for the best. DAISY MAE MURPHY.

Tolbert Tattles

SCOTTSBORO, Ala., Oct. 23.—Last week played Montgomery, Ala., a return engagement, with expected success. Manager Buddy Hale says the season has set up two new records for the show—the highest and the lowest. Visitors in Montgomery were H. D. Hale, owner; Don and Della Palmer, advance agents for Billroy's Comedians; Irene and Bill Ferguson, Frenchy Mahler and Mr. and Mrs. L. J. Thaggard, Red Jenks' parents.

Celebrations of wedding anniversaries have come fast and furious, that of Mr. and Mrs. H. D. Hale being the oldest. After 31 years together they are still devoted and happy. In comparison the rest, Mr. and Mrs. Toby Eastman, Mr. and Mrs. Buddy Hale, Mr. and Mrs. Red Jenks and Mr. and Mrs. Bob Norris, seem newlyweds.

Slim Williams is in St. Margaret Hospital, Montgomery, with blood poisoning received from a cut on his leg. His condition is serious and it is doubtful if he will be back to finish the season. A line from friends will be appreciated.

Lasses White also has been on the sick list with a bad throat, which caused almost complete loss of voice. He worked under difficult conditions, but is better now.

At close of show Mr. and Mrs. Buddy Hale and Mr. and Mrs. Henry Ferguson are going to Florida; Mr. and Mrs. Lasses White and Mr. and Mrs. Honey Wilds to Texas, then to California; Mr. and Mrs. Red Jenks to Texas, then Florida; Mr. and Mrs. Toby Eastman to California; Fatsy Brown to Texas to visit her mother; Mr. and Mrs. Bob Norris to Georgia, then Florida, and the rest to different destinations. SALLY THE SLEUTH (Beatrice Jenks).



KERMIT TATHAM, manager of Tatham's Comedians, tent show, snapped with Tom Tyler, Western picture star feature with the Wallace Bros. Circus, during a recent visit on the latter show. The two became friends while working together in a picture on the Coast several years ago.

Oliver Has Cooking School

WICHITA, Kan., Oct. 23.—Otis L. Oliver, well known in stock and rep as a manager, is in Wichita organizing a cooking school and food show to play three-day stands in theaters and auditoriums on matinees only. Entertainers engaged to date are Amelita Chaban, singer, and Martelle and Martelle. Dick Gilbert will advance.

OLLIE HAMILTON TENT SHOW is currently touring in Mississippi territory.

Kansas City Jottings

KANSAS CITY, Mo., Oct. 23.—Arthur Kelly, after a season with Biehl Sisters' Stock Company, is appearing as guest star with the Ted North Players, now showing permanently at Topeka, Kan. Arnold and Thelma Kloxin were spotted on the local rialto this week, en route to Northern Missouri to visit relatives and friends.

Harry Hugo, vacationing in California, is slated to return in the near future to open a circle in Nebraska.

Helen Gentry and Walter Price recently joined Ed Ward's Princess Stock Company, now showing under canvas in Arkansas.

Dick Ward and Corinne McDonald are recent arrivals here. They came in from an Eastern spot.

Frank Meyers, after closing the season with Skippy Lamore's Comedians in Michigan, sojourned briefly in the village this week, en route to the Ozarks on a fishing trip.

Sonny and Ardycy Dexter, after closing the season with the M. & M. Show, are sojourning in near-by Olathe, Kan.

Herbert Walters' Comedians are scheduled to close the tent season early in December, at which time the company will go into houses.

Al Morstad is opening a circle to play in and around Quincy, Ill.

Jim Dougherty, veteran stock and rep actor, is in a hospital at Eau Claire, Wis., where he recently underwent a major operation. He would be glad to hear from friends.

Harvey's Comedians have invaded Iowa after several weeks in Nebraska.

Harry and Sue Dixon are recent arrivals here after closing with the Princess Stock Company.

Al Clark, director with the Biehl

Al H. Miller Ends Long Georgia Tour

PRESTON, Ga., Oct. 30.—Al H. Miller Show, week-stand all-talkie tent show, brought to a close a 44-week season here tonight, with all equipment being moved on to the show's quarters in Dawson, Ga., for storage. Manager Al H. Miller states that this has been the most successful season in several years.

Confining itself exclusively to Georgia country, the Miller organization went thru the season with the loss of only one night. Show experienced no blow-downs or accidents. Miller outfit is completely motorized with three trucks, three trailer housecars and a passenger auto.

"Up-to-date, clean and respectable attractions playing established territory in Georgia have been getting their share of the business," Manager Miller states. "Those who did not fill these requirements did not fare so well."

The Miller family is making preparations for a several weeks' vacation trip to New Orleans. The show is slated to resume its tour in January.

Texas Okeh for Sadler

BIG SPRING, Tex., Oct. 23.—Harley Salders' Own Company, playing one and two-night stands in West Texas, is reported to be enjoying good business. Roster includes, besides Manager Sadler, Billie Sadler, Kenndy Swain, Denver Crumpler, Billy Mack, Buddy Oxford, Jeanne Lane, Don and Myrtle Null, Dannie Baurac, Bud Nairn and Slim and Lucille Andrews.

Tolbert Show Ends Tour

DONALSONVILLE, Ga., Oct. 23.—Milt Tolbert Tent Show, featuring Lasses White and Honey Wilds, brought its season to a close here last night. Show will winter at its new quarters in Dothan, Ala.

Sisters the past summer, was spotted on the main drag here this week.

Lester Brown recently closed with Walters' Comedians and will spend the winter at his home in Northern Kansas.

Nell and Caroline Schaffner, after closing their summer show, are in Chicago to continue their radio work for the winter.

Stark Robinson is a recent arrival. He came in from a Southern spot.

Cleve Terhune, manager Biehl Sisters' Stock Company, has been released from a hospital here.

Ed Stroder and Mona Rapier, recently joined Jack Collier's Comedians, said to be contemplating opening on a Kansas circle.

Sid Kingdon's circle opened to good business in Northern Missouri last week.

Eddie and Mona Hart Players have invaded Oklahoma after showing several dates in Kansas. They will winter in Texas.

Hila Morgan Players are in Texas after showing their regular summer territory thru Iowa.

Ray Zarlinton Players are slated to close the season next week in Tennessee.

Big Ole Company, after two years in and around Grand Forks, N. D., has moved to Jamestown, N. D., to play a loop of towns in that territory.

Perce Hall and Nell Kempton are recent arrivals here after closing with a Texas show.

Dick Wolever, past summer with Biehl Sisters, was spotted on the main drag here this week.

Tilton-Guthrie's headquarters town for its winter circle is Mackinaw, Ill.

Kinsey Comedy Kompany has opened a circle in Ohio, with Delphos as the base town.

S. G. Ralph Show, organized in Marshall, Tex., in August, closed last week in the South.

Ralph and Jessie Nicol, who recently closed with Kennedy Sisters' Stock Company in Texas, are making arrangements to open their own show at an early date.

Aulger Bros.' circles No. 1 and 2 opened recently in Minnesota. Roster No. 1 show includes Harrison Aulger, manager; Louise Sherwood, Phil Whitmore and Cliff and Helen Carl. Mankato is the base town. Roster No. 2 company includes Addison Aulger, manager; Ward

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?

Rep Ripples

F. D. WHETTEN, who put in the summer as superintendent of equipment with Harry Z. Freeman's merchant exposition, resumed with his kiddie circus at Warner's Palace Theater, Lorain, O. October 23 after spending a 10-day vacation at his home in Milford, Ind. Whetten will again play theaters and schools this winter. He reports that he had a pleasant season with the Freeman organization.

HARRY WEATHERBY, juve with the Hunter-Pfeiffer Showboat Players, reports that the troupe is now in North Carolina territory, still pulling 'em past the box-office. Now in its 21st week, the show hasn't had a losing week all season, Weatherby posts. He hopes to do the leads with the Showboaters next season.

BOYD HOLLOWAY'S Milt Tolbert Show folded recently in the Carolinas, due to two weeks of rain and cold weather which struck that part of the country, stifling box-office play. The Carolina country has been overrun with tented attractions of all kinds during the past month.

COTTON IS DEAD in the Carolinas, what with the stuff selling for around 7 cents a pound. The fields everywhere are white with the bursting pods, but with the price so low plantation owners are not picking it. Thousands of bales of cotton are stacked in every vacant lot, unsold and exposed to the elements. In the Carolinas today cotton is idle and tobacco is king.

PAT GALLAGHER, who with his wife, Mickie, has been operating Pat's Grill, a beer and chips emporium in Easton, Md., for the last two years, is planning on launching a tent show to play the eastern part of Maryland for about 14 weeks next season. Pat is popular in that section thru his several seasons' association with the old James Adams' Floating Theater.

FRED LYTELL, after closing with the Golden Rod Showboat in Alton, Ill., two weeks ago, jumped to Texas to join J. D. Kilgore's Comedians, now playing that territory under a new tent. Show is slated to jump into the Rio Grande Valley in a few weeks.

GREG ROULEAU, leading man, who finished the season recently with the Norma Ginnivan Company, has invaded the magic field with a new mystery show produced and built for him by Percy Abbott, of Colon, Mich. Greg claims his new layout is different from the usual magic presentation and he's enthusiastic about its prospects, as he believes it has new booking angles. He has been breaking in the show in and around his home town, Wausau, Wis., and has had no trouble booking it under auspices so far. Joria, pianist, assists him and does a mental bit on her own.

and Margaret Hatcher, Don Muckel, Corinne Williams, Brad and Victoria Alexander.

Harvey's Players, management Jack Harvey Haas, are scheduled to close the tent season next week in Tennessee. Plans are being made for the organization of two circles for the winter.

Silvers' Comedy Company closed the season last week at Milton, Ia. Mr. and Mrs. Silvers are now vacationing on the West Coast.

John B. Rotnour Players opened on a circle in Illinois and Wisconsin last week. (See KANSAS CITY on page 30)

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

MR. AND MRS. JAMES DAMON were hosts to magicians affiliated with the recently formed chapter of the National Society of American Magicians October 11 at a duck dinner at their home in Oshkosh, Wis. Plans for staging a two-hour magic show in Oshkosh soon, as well as a report of the recent Percy Abbott magic conclave at Colon, Mich., were discussed.

MAGICIANS WHO EXPOSE tricks of their trade drew the ire of the International Brotherhood of Magicians of the Southeastern area who met in Chattanooga on a recent week-end to swap tricks and get together in their seventh annual convention. A denunciation of unskilled tyros was led by Frank Bunker, of Charlotte, N. C., chairman of the expose committee of the IBM. Condemnation and criticism was aimed at embryo magicians and older ones "unintentionally guilty" of performing feats of magic without sufficient practice to hide the trick. It was planned to reinaugurate the "hall of shame," which blacklists members of the profession offending the expose code. Julian Boehm, of Atlanta, presided over the convention. M. H. Ortwien, president of the Chattanooga club, welcomed the 35 magicians. Dr. F. E. Van Der Veer, of Atlanta, and Pinckney Lawrence, of Nashville, were on the program for speeches. Following a banquet, a show was staged by the magicians.

RAY MOND, after a week's stand at the Nine-Mile House, Cincinnati, journeyed back to Baltimore for a one-night engagement and then jumped back into Columbus, O., for another one-nighter. Last week he played Murray's Buffet, Richmond, Ind., and Monday (25) opened at the Blue Moon, Toledo, O.

THE DESKIN BROTHERS, presenting magic, juggling, Punch, vent and marionettes, opened their new season at Logan, W. Va., October 25. They will play schools, halls and theaters thru West Virginia, Ohio, Kentucky and the Carolinas. The lads are carrying a full line of advertising and exploitation material and their complete show is transported on a half-ton Ford V-8 truck.

LADY ANEZ, mentalist, formerly at the Mayfair's Cafe of All Nations, Washington, has opened at Maryland Club Gardens in a Washington suburb.

COTTRELL J. THOMAS, colored magician, writes from Winston-Salem, N. C., under date of October 16: "We are in our fourth week of colored fairs in North Carolina. Our *Shooting Thru a Woman* and the Houdini milk can escape have proved decided hits. We are traveling in two cars and a trailer. Act comprises the following: Carrie Carr, singer and pianist; Lillie Relerford, assistant; Viv-

ian Jones, assistant; Catherine Thomas, advance and front door, assisted by Mack Relerford. After one more week of fairs we go into schools and theaters for the winter."

MORGAN HOWARD, formerly assistant to Ade Duval and now night auditor at the Hotel Detroiter, Detroit, had the opportunity to fraternize with his old boss again when the latter played the Michigan Theater, Detroit, recently. Howard reports that Al Munroe and Harry Cecil recently staged a corn roast for the Detroit magi and that the affair panned out a huge success. He also infers that Al Saal was in town recently for a session at the Club 10-40.

AL FLOSSO returned to New York last week after spending the summer and early fall on the fair circuit with the Ben Williams show. Spent most of his time in Canada, Al infers, where mud is mud and warm weather keeps away from. He will play clubs and night clubs this winter and believes he has a couple of de luxe spots just about closed for deals. Al was a visitor last week to the New York offices of *The Billboard*, where he introduced his 11-year-old son, Jackie, to some of the boys. Jackie's interested in magic, too.

ALO AND COMPANY, mystery offering, are reported to be meeting with success in Michigan theaters and schools. Turn is in Battle Creek, Mich., this week, with Grand Rapids, Mich., to follow. P. D. Downer recently joined as business manager.

FRYE THE ILLUSIONIST has just returned to his home State, Ohio, for his 15th annual tour. Frye this season has two in advance—C. F. Snyder and Milton Williams.

GLEN POPE is still at the Biltmore Bowl, Los Angeles, and is carded to remain there indefinitely. He has had an offer to follow that engagement with an eight-week run at the Sir Francis Drake Hotel, San Francisco, and will most likely move there at the conclusion of his present run. Pope has made many friends in the movie colony since he opened at the Biltmore.

ELMER, comedy magician, and his two children escaped injury and his wife was badly bruised when their car skidded off the highway north of Huntsville, Ala., Sunday of last week. Car was completely wrecked, but Elmer managed to salvage some of his magic. Elmer jumped into Chattanooga to buy a new car. He has been working schools in North Georgia and Alabama.

DOC GEORGE, ventriloquist, closes his outdoor season at the Corn and Potato Fair at Oconto, Wis., October 30. He says it was the longest and most successful outdoor run he has ever enjoyed. George has been set for the month of November in theaters. Station WHO Artists' Bureau has handled him on a number of dates during the summer and fall.

MARQUIS THE MAGICIAN did an hour's stint at the Indianapolis Variety Club Saturday night October 16.

CHARLES RUBENS, the "Duluth Houdini" is in St. Louis after winding up the season with the Fairly-Martone Shows.

LAWRENCE LA LONDE posts from Salt Lake City that he's getting set to work a string of schools in that section. "Just like to state," scribbles Larry, "that I have frequently and probably will again work for less than 100 berries a week."

THE GREAT ROBA (L. E. Collins) is at his home in Patterson, Mo., after closing with the Curl Carnival. He and the missus will take to the road soon with *A Night in Wonderland* to play schools thru Missouri, Arkansas and Tennessee.

DE CLEO THE MAGICIAN, with Jack LaVelle in advance, is working thru Central Ohio at present and reports that business so far this season is above par and that he is booked up until Christmas. He is featuring a number of new



The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru *The Billboard's* coverage of every branch of the show business. SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For FILMS

BILLI LIVINGSTON—costume designer with the Brooks Costume Company, New York. Has done outstanding theatrical work for years, latest click being a grand job for the Paradise Restaurant. Paradise costumes show a high imagination, keen sense of color values and sharp eye for daring designs that point up female beauty. Certainly rates consideration from producers of film musicals.

Professional style, topping all other performers (pros included) on the same bill. Has forceful, crisp delivery, a sharp sense of humor and plenty of self-assurance. Impersonated types such as Times Square figures rather than actual individuals, but can probably do both.

RENA REVEL—comediienne caught Sunday night at Louise Howard's semi-amateur revue, *Whims of 1937*, at the Villa Venice, New York. Has an excellent comedy style and a fine sense of humor, assurance and ability. Faced with bad material, she still managed to get a steady flow of laughs. Also she uncorked a voice that has the makings of a really fine one. The unusual combination of abilities—hoke comedy plus a really fine voice—should send her places if she is properly developed.

For NIGHT SPOTS

JERRY WHITE—impersonator who won an amateur contest recently at the 42d Street Apollo Theater, New York. Puts his stuff over in pro-

Minstrelsy

By BOB EMMET
(Cincinnati Office)

LASSES WHITE got a two-column story and a four-column picture spread in the daily when the Milt Tolbert show made a one-night stand in Mobile, Ala., recently. White said that he intends to continue as a minstrel "just so long as my paying public throws bouquets instead of bricksbats."

HARRY C. SHUNK, black-face comedian and producer; born October 25,

tricks and illusions purchased from the Marshall Magic Company.

HASKELL is current at the Adelphia Hotel, Philadelphia.

THE ISOLA BROTHERS, illusionists and former theater directors, have opened the Theater Isola (ex-Potiniere) in Paris with magic and vaude programs.

AL DE LAGE, Boston magician, is on tour with the *Great Lakes Exposition Revue*, new unit headed by Faith Bacon, playing Midwest theaters. De Lage does about six minutes, presenting a cigaret routine and several standard tricks.

BILL BAIRD, deceptionist, has been set by Boyle Woolfolk with *Hollywood Ingenuus*, playing the Butterfield Circuit.

JOHN BOOTH, Canadian conjurer, is currently holding sway at the Arcadia Restaurant, Philadelphia.

KEN SPENCER, ventriloquist, is reported to have scored solidly with the patrons of the Gayety, Minneapolis burlesque house, last week.

ZOGI PLAYERS, magic show under canvas, has had a successful season in Texas, but with cool weather hitting that section in recent weeks business has taken a noticeable drop. Magi are reported to be scarce in the Lone Star State this season.

DAGMAR, after five weeks at the Showboat, Cypress Hills, Long Island, is current at Jimmy Brink's Lookout House, Covington, Ky., in the new show (See *MAGIC* on page 70)

1872, at Gardington, O.; first minstrel engagement with the Beach & Bowers Minstrels in 1890; later with Sweeney, Alviedo & Goetz Minstrels, Al G. Field Minstrels and others; present activities: producing amateur minstrels. Address care *The Billboard*, Cincinnati.

W. K. HILL, friend of the veteran Prof. Walter Brown Leonard, is still located in St. Petersburg, Fla., where last season he was master of ceremonies at Williams Park. His wife is kept busy during the season there as an accompanist and singer. Another old-time showman, Ed McDowell, who in the past had advanced many minstrels, is retired and residing in St. Pete.

RODY JORDAN'S condition is still grave and friends are urged to drop him a line at his home, 501 E. Rogers street, Valdosta, Ga. He was recently removed to his home from a Massachusetts sanitarium.

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Tab Tattles

By BILL SACHS

BOB CORBITT'S new *Hollywood Night Club Revue* made its bow at the Noble Theater, Anniston, Ala., October 20, following with the Bijou, Chattanooga, the next two days. Show has been given a routing by T. D. Kemp Jr., of Southern Attractions, Inc. Among the features are O. F. Sheets and Rinney Boy, educated canine; Everett Sanderson and Naxon Gardiner, the Gale Sisters, the Eccello Brothers and a five-piece orchestra. Jack (Hinky) Wylie is back at the Liberty Theater, Davenport, Ia., for his third season, after winding up a five-month tour of Canada with the Conklin Shows. Jack Lord, still associated with Libby Costumers, Detroit, pencils that he has bumped into a number of old-time tabloids in the Motor City recently. By Gosh is working seven nights a week in West Virginia towns for the Alpine Theater Circuit with his gift-show feature. Jay and Jackie Malson, after closing with Boyd Holloway's Milt Tolbert Tent Show recently, were slated to open with a Carolina Theater Circuit unit in Asheville, N. C., last week-end. Pat and Mickie Gallagher, out of show biz and in the saloon game in Easton, Md., the last two and a half years, write that they would like to read a line here on some of the old tabsters, such as Lew Beckridge, Buster Stevens, Jack White, Ward Calwell and others. The Gallaghers pipe that they and their daughter, Lana Lois, are in good health and doing well.

GUS SUN, head of the booking exchange bearing his name and owner of the Band Box, well-known tab house in Springfield, O., has leased the theater to Phil Chakeras, head of the Regent-State Corporation. Tom Powell, who has been managing the Band Box, has left Springfield. House is still running straight pictures, but there's a possibility that Chakeras may install tab units a little later on. A former tab agent and manager, now ahead of legit attraction, has been bombarding this desk with items regarding the ability of an

Eastern dancer, one Mildred Jordan. If she's half as good as this ex-tabloider claims she must be okeh, as he hasn't made too many mistakes in his day. Charley (Joy) Gramlich closed last week with Max Gruberg's World's Exposition Shows at Baton Rouge, La. He was featured on the girl show on there all season and managed the attraction the last several weeks of the season. He has a contract to return next year. In a visit to the tab desk last Saturday (23) Charley infoed that he was headed for Buffalo, where he will launch a rotary tab to play that territory this winter.

CHARLES VELVIN TURNER, ex-tab agent and manager and this season ahead of the Charlotte Greenwood company, typewrites from Pittsburgh under date of October 22: "Your item in the October 23 issue, I'm afraid, makes me appear in a bad light. I wrote lightly about the miniatures, as you know, all for fun, but after reading it in cold print I'm afraid it doesn't sound so funny. God knows I wish I could be back with Burns & Paden as it was in the middle '20s. And that crack I made about having a wife and kid to support was not written with the thought that it would lead folks to believe that I'm getting in the money; it was merely to show that the tabloids are a bit, to say the least, uncertain in regard to playing time and consecutive weekly salaries. Frankly, my weekly stipend over here doesn't come within a century and a half of what I received from B. & P. Just opened a bottle of Mount Vernon and shortly will be ready to put out a railroad show, two tabs and a medicine show."

KANSAS CITY

(Continued from page 28)

Cast includes, besides Rotnour, David and Hazelmae Reece, Mr. and Mrs. Arthur Verner, J. Warren Lawler, Art and Ducky Verrum and Gloria La Verne.

ELTINGE, NEW YORK

(Continued from page 23)

producers Billy Koud and Harold Minsky are to be congratulated for their efforts. Production, while not actually in the lavish stage, held its own. A line of 10 kids and six showgirls worked well in colorful costumes in various routine

scenes. A jungle number probably earned more audience favor than others. Classy-wardrobed Jack Shaw and Jack Wallace aided the comics by their clear, straight spoken styles, while George Tuttle took care of the vocals nicely. Tuttle was somewhat handicapped by a too-powerful public-address system, which thundered over the house, but this is an easily remedied matter. Murray Friedman's bandmen did the musical work in okeh style. Ruby Toombs, colored dancer, went to town with his version of *The Big Apple*. Audience liked him and showed it in its reward of palm-pelting. *Benn Hall.*

RIALTO, CHICAGO

(Continued from page 23)

ing curtain announcement that the magic of Egypt and such is about to be revealed, a typical Broadway scene setting furnishes the background for a strutting, swiny chorus. And for the remainder of the show nothing is presented that would remotely suggest *Cairo*, day, night or high noon.

Much of the original setup, such as daring dances and spicy talk, had to be eliminated due to the current anti-burlesque wave. Mike Sachs and Alice Kennedy, however, took care of most of the comedy assignment adequately. Their pantomimic cafe scene is still very funny. The house stock team of Country and Brenna supplied the rest of the fun with their familiar gestures and skits.

The production numbers, employing over 20 girls (a nice-looking bunch), lent color to the show and were staged with fairly impressive settings. Single dancers included Diana Johnson, a blond beauty with a gorgeous figure, who did some airy parading but little disrobing; Helen Carol, in a novel searchlight routine that flashed on her graceful body, and Jai Rita, shake artist. Carrie Finnell continues to tease the boys with her Sophie Tuckerish shape and misbehaving.

Straight and song work is contributed by Jack LaMont and Al Pharr. An unbilled tumbling and pyramid forming sextet was the outstanding specialty spotted. On screen, Richard Dix in *It Happened in Hollywood* (Columbia). *Sam Honigberg.*

CHORUS CONTROL

(Continued from page 23)

said, by two factors. One is, according to the AFA spokesman, "the ghost of the BAA." Calkins accused the BAA of spreading propaganda against the AFA and of "keeping AFA members unhappy." The second factor, Calkins reported, is the lack of jurisdiction over chorus girls.

While no date has been set for hearing the AFA demands, it is understood that the vaude union wants its points heard before the Four A's rather than a Chorus Equity board.

Chicago Charges on Nov. 10

CHICAGO, Oct. 23.—The case against the burlesque and tavern strippers seized here last week and charged with indecent exposure was continued to November 10 to enable police to gather more evidence. Over 100 have been taken in during the police raid. Most pinches were made in cheap night clubs on South State street.

CHICAGO, Oct. 23.—Department store agitation was responsible for the latest burly house raid here. Prominent merchants in the South State street sector, local outlet of the disrobing art, have complained to authorities blaming the neighboring theaters and taverns for their falling business grosses.

It is understood that the large store owners are little concerned with the type of entertainment offered by their neighbors, but they vigorously object to the nude and sensational displays out front. Claim that while those decorations may be biz stimulants for the theater operators, they keep away the shopping trade in the afternoons.

More Placements

NEW YORK, Oct. 23.—Mae Brown, Bubbles Yvonne, Joey Shaw, Walt Stanford, Dot Dabney, Gypsy Nina at the Columbia, Boston, by Nat Mortan. Jack Heath at the Star, Brooklyn, October 22. Sam Weston, Hank Henry (returned) and Roxanne at the Oriental, New York. Replaced Sam Raynor, Murray Briscoe, Irving Selig, Steve Mills and Zonia Duval.

Joey Faye, Rags Ragland, Maxine DuShon back to the 42d Street Apollo, New York, when Mimi Reed, Slats Taylor, Ermaine Parker and George Tuttle exited to the Shubert, Philadelphia. Irene Burke, new in this field, a night-spot dancer; Harry Kane, tenor; Nazarre Hallo and George B. Hill at the Eltinge, New York. Exits were Roxanne, George Tuttle and Lucelle Wray. Gladys Clark moved from the People's to the Irving, New York, relieving Marian Joyce, who went to the Shubert, Philadelphia.

George Kinnear, recovered from a lengthy illness; Billy Lee and Sammy Smith at the Republic, New York, October 15. Replaced Mandy Kay and Ben Chasen, who went to the Columbia, Boston. Farrell and Boyd, dancers, other newcomers at the Republic.

The Variety Club

9th Annual Banquet



HOTEL WM. PENN — PITTSBURGH

Presented under the "Big Top" in honor of retiring Chief Barker

JOHN MALONEY

17 Years with M. G. M. AND HIS RETIRING ASSOCIATE OFFICERS

Geo. D. Tyson, Dr. L. G. Beinhauer, James G. Balmer, Harry Feldman, Harry Kalmine, M. J. Gallagher, John H. Harris, Harry Seed, Frank Smith, Mike Cullen, Art Levy, Joe Kaufman, Mark Goldman, Dr. A. I. Wise.

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VARIETY & VARIETY Combined CIRCUS

FOOTBALL

Sat., Nov. 13

PITT vs.

NEBRASKA

If you desire reservations for the football game, too, write or wire JOHN H. HARRIS, 711 Clark Bldg., Pittsburgh, Pa.

Endurance Shows

Ruty Show Still Has 5 Teams, Solo

BALTIMORE, Oct. 23.—After 1,560 hours five teams and one solo are still going in George Ruty's Walkathon on Philadelphia road here. Remaining contestants are Phil Chris and Mae Eason, Margie and Lee Sullivan, Sally and Jimmy Farrell, Itsy Bachrack and Mary O'Connor, Beanie Bean and Phil Arnold, and Marshall Roberts, solo.

Good crowds continue to view the contest in spite of cold and rainy weather. Show is being held on the circus grounds under a new big top, and sprints are now in order.

Staff includes Phil Murphy, Eddie Begley and Mickey Sheehan, emsees; Larry Capps, heat judge; Steve La Mar, day judge; Bill McCoy, day trainer; Benny Norris, night trainer; Frances Norris, night nurse, and Cecilia Fenman, day nurse. Ed Dartins and band furnish the music, with Frank Mitchell as fill-in piano man.

LES McCULLAM, emsee, after closing

with the Pughe Derbyshow in Kansas City, Mo., has returned to Beck's 69th Street Rathskeller, located in his home town of Upper Darby, Pa. Les is slated to remain there indefinitely, but will return to the endurance field in the spring. He has fully recovered from the illness which kept him on the shelf for nearly nine months.

WE HAVE HAD INQUIRIES recently on the following: Billy Baldwin, Gypsy Shannon, Charlie Kay, Chuck Payne, Frank Cooke, Ginger Brown, Irma Sager, Margie Myers, Billy Cavanaugh, Dick Jones, Kenny Videto, Paul Roscoe, Bernie Marr, Jerry Garafolo, Ann Bowser, S. M. Ramagosa, John Winston, E. F. Noble, Frank Zak and Sam Slusky. Drop a line to the column and let your friends know where you are and what you're doing.

CONTESTANTS, LAST CALL

For White City Park Walkathon, Chicago, Ill. Opening Thursday, November 4. You have time to make it. Contestants may start 24 hours after opening. Steam heat and showers, yes. Don't miss this one. INTERSTATE AMUSEMENT CO., INC. ZEKI YOUNGBLOOD, Mgr., White City Park, Chicago.

CONTESTANTS ALL SET TO GO NOW!

Opening November 3, Stauch's Ballroom, Coney Island, N. Y., Communicate with KING BRADY or ARCHIE GAYER.

(Teams taken care of on arrival.) Dead Pan Jack Kelly and other good COMES, wire in.

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 872, Cincinnati, O.

New York.
On page three of your issue of October 16 there was a small item with a date line from San Juan, Puerto Rico, as of October 9 in which Bob Brookings reported that he was stranded there for 53 days before finding room on steamers for the U. S. A. This sounds like pure press-agent stuff and nonsense. There are a half dozen steamship lines running regularly to various Puerto Rican ports and to say that none of them could give him passage is absurd. Could it be that Mr. Brookings found himself in Puerto Rico without funds? Let Mr. Brookings submit proof of his statement. We are anxious to see this.

Asks Proof of Ship Shortage In Puerto Rico

LOUIS G. KATZ.

Detroit.
Have been reading the comments on the proposed joint conclave of the Society of American Magicians and International Brotherhood Magicians in Cincinnati next year and must say that you really started something that should be a huge success. But I can see that some of the boys object to the plan. Gee, but it would be swell to get all the boys together there. I sure hope it works out oke.

Has Hope for Joint Conclave Of Magicians

MORGAN HOWARD.

Auburn, Me.
I recently visited with a juggler here who called my attention to some letters that have appeared in The Forum on the art of juggling and articles on the subject from *The Billboard*. I found them to be very interesting, especially one that had to do with a wealthy Frenchman who practices juggling for the love of it. It was stated that he flashes nine clubs, showers seven from either hand and juggles seven while balancing one on his forehead. His feature, however, appears to be a mere trifle of juggling seven, throwing one down between his legs while keeping six clubs going and then kicking the other club up into the seven-juggle again. If he can do all these tricks he should be a wealthy man, as he could have made a fortune as a professional had he entered that field. I am "from Missouri" regarding the report that he can do these tricks and I have been wondering whether anyone else who has traveled in Europe can verify it, as I think someone has had a pipe dream. As an ardent admirer of the theater and all forms of amusement, I do not believe that flesh acts will ever die out. I hope some of the boys who keep things moving have something to say regarding this.

Doubts Tale Of Frenchman's Juggling Feats

JOHN ROBERTS.

Mansfield, O.
Laying down my actors' Bible, *The Billboard*, of October 23, I cannot refrain from paying my honest compliments on that splendid article, "Just reminiscences," by that clever writer, D. L. Donaldson. It certainly touches the heartstrings, and it takes oldtimers like him to relate their past life so interestingly and oldtimers like me to read and enjoy. I am mighty glad that I belong to the rank and file. It is an old saying that "Memory is the sweetest thing in life." Existence would be drear indeed for some of us without it. I would be thankful if I could answer some of the numerous "wanted" advertisements in *Billyboy*, but now the editorials, *The Forum* and *The Final Curtain* are the ace spots for me to look for. The long list of variety artists of the 1870s and '80s was authentic. I knew every one of them personally except W. C. Fields. He was not born until 1880 in Philadelphia. Mr. Donaldson's promise to give us another article in the near future will be eagerly looked for by all

He Hopes for More Articles By Donaldson

ping. Tall, brunet Vickie McNeely is exceedingly attractive, but not much of a singer. She strains too much for the high notes.
Bert Marks romps thru the comedy scenes, getting laughs from old material, while stout Harry Fields also does good work. Straight man Lew Petel shines in the Niagara Falls bit, and Harold Blodgett also is okeh as straight but did a poor job emseing the amateur bill preceding the regular show. Tip Tap Tommy, young hooper, has a vigorous, actionful style, but needs further development.
Moe Costello is house manager.
Paul Dentis.

of us. Let it be soon. In spite of my auto accident, I have retained my usual vitality, keen eyesight and steady nerve. Otherwise I know I would still be active in the harness and my billing matter would justy read, "The Oldest Juggler on the Vaudeville Stage." To real oldtimers I am known as Harry Alberti.
HARRY LAKOLA.

Saranac Lake

By T. BODWELL
Garry Sitgreaves has received his okeh papers. He is one of our successful rib cases and is in great shape. Garry expects to leave us early in December.
Harold Rodner, Will Rogers Memorial Hospital executive, spent a few days with us spreading cheer and candy among the patients.
Bede Fidler entertained her mother, Mrs. Morris Fidler, and her sister, Frances, who came up from Reading, Pa., to spend a week. Bede is looking splendid and progressing nicely.
Tommy Abbott passed another milestone in celebrating his natal day last week. Tommy was well remembered by his many friends.
Dr. George E. Wilson, medical director of the WRMH, has returned after a brief visit to New York and Pittsburgh.
Brian Tracy enjoyed the company of his sister, Mrs. Maurice Harris, and Mr. and Mrs. John J. O'Connor, his other sister and brother-in-law, of New York, for a few days. All were impressed with the progress that Brian has made in recent months.
Please check your health to avoid the cure and write to those you know in Saranac Lake.

REVIEWS
(Continued from page 23)
the backbone of the production (staged by Kenneth Rogers). The girls (15) are a comely, young lot—but appeared very tired and went thru the routines in listless fashion. Above-average costumes and production effects helped make the big numbers attractive, with the dance team of Guido and Eva clicking easily with a tricky tango and, later, an interest-holding adagio-acrobatic specialty. The team is young and good-looking.
Choice of music evinces a fine attempt to get away from hackneyed pieces. There's tenor Paul Niles singing excellently *La Donna Mobile* (while the chorines back him up in hotcha feathery costumes). Prima donna Elsa Lang duets nicely with Niles, especially in the bedroom number, which has Guido and Eva winding up their adagio posing on the bed. Production ideas are refreshing, if not consistent.
Featured is Chiquita Garcia, a well-rounded ingratiating brunet, who sings nicely enough (but she ought to use a mike), dances a bit and then does a short, coy strip. She shows possibilities of real talent. Then there's red-headed, impish Joy St. Claire, who speaks lines excellently, but who should avoid strip-

ping. Tall, brunet Vickie McNeely is exceedingly attractive, but not much of a singer. She strains too much for the high notes.
Bert Marks romps thru the comedy scenes, getting laughs from old material, while stout Harry Fields also does good work. Straight man Lew Petel shines in the Niagara Falls bit, and Harold Blodgett also is okeh as straight but did a poor job emseing the amateur bill preceding the regular show. Tip Tap Tommy, young hooper, has a vigorous, actionful style, but needs further development.
Moe Costello is house manager.
Paul Dentis.

Burbank, Los Angeles

(Reviewed Wednesday, October 20)
After renovating the interior of the theater last month, the Burbank operators did a likely job on the outside of the house, renamed the show *French Vanities*, brought the star attraction of the Follies Burlesque, blond Bubble Rogers, to the theater as their four-star attraction and are going to town. Jack Lysle produces a carefully rehearsed show, with fetching costumes by Dick Staub, scenery by Chanti Andruz and snappy musical direction by Roy Dix. It isn't bad burlesque.
A melange of acts, indiscriminately titled *Hip, Hip, Hurray!*, *Illusion Scene*, *Dream of the Orient*, *Ice Cream Peddler*, *New Life*, *Four Deaf Men* and *Armless Bartender*, present the usual array of low comedians and straight men, including Billy (Bumps) Mack, Leonard Kramer, Tiny Fuller, Eddie Ennis and Ted Blair, ogling, insulting and going on "the make" for the usual sultry-looking, sensuous females, impersonated by Mime Lynne, Helen Colby, Kay Johnson, Mae Reed and Melanie Le Beau.
It's typical burlesque—a sexy act, then a tantalizing strip-tease, then a song accompanied by a fetching tableau of girls, followed by another suggestive sketch. The routine never varies, and if burlesque is not what it might be you can thank the complete lack of originality in the material presented, the failure to tie up the old, old gifts in something resembling a clean new package.
Bubbles Rogers, the blond star of the show, is a comely lass indeed, and her strip is interesting. She is a Western product, got her start down the street on Main, at a lesser burlesque wheel house. If she goes east, she should be a hit—she has youth, fire, sensuality and a lovely white body.
Feature of the Burbank's business is an ever-growing catering to the carriage trade, which seems to consider it smart to come down to Main street and see how the other half lives. Saturday midnight performances are dotted with familiar names from the picture world and socialites in ermine have been spotted in the boxes. Which shows that the governor's lady and Judy O'Grady are really sisters under the skin. *David Arlen*.

Gayety, Cincinnati
(Reviewed Tuesday Afternoon, Oct. 19)
(Gaities of 1938)
A gander at this hodgepodge gives one a pretty good idea of what's wrong with burlesque and is just another reason why this house can't catch up with its last season's box-office marks. We can't say definitely that this is the most anaemic of the Indie opries to hit here this sea-

son (We haven't seen them all), but at least it's one of them. This layout, like its predecessors here this season, boasts suitable wardrobe and scenery and the usual measure of ducky sight numbers and specialties; but it smacks too much of sameness, lacks pep, dash, gorgeous women and above all sock comedy.
To give you an idea of the comedy dispensed, among the very first lines uttered by Harry Bentley and Benny (Wop) Moore, the show's funny men, were such gems as, "Oh, I thought you said get him right away," and "I told that to your wife last night and we laughed so hard that we both fell out of bed." Both boys show up weak thruout, even when considering the fact that the bulk of their comedy stuff was done here early last spring. Murray Gordon straightens both comies thruout in only ordinary fashion. His singing in the finale just makes the grade.
Comedy scenes are *The Crystal Gazer*, with Bentley, Moore, Gordon and Irma Dear, with the tag bringing not a ripple; *There Goes Next Week's Half a Buck*, with the Three Jolly Tars, Emily Flisk, Gordon and Boots Burns; *The Baby Photographer*, with Moore, Gordon, Burns and one of the Tars; *When You Get to the Derby, That's Mine*, with Bentley, Gordon, Rita De Vere and one of the Tars, and a punchless dope bit couched along very familiar lines.
The feminine contingent is passable, altho not particularly outstanding as to looks. Emily Flisk, brunet, gets over nicely with her tap terping but appears a bit awkward in a toe offering. She can stand lots of practice on reading lines. Arline Forrest, dancing violinist, and Rita De Vere, acro-contortion dancer, pulled the best hands of the afternoon with their respective specialties. Latter also handled lines fairly well. Irma Dear, attractive blonde, is just so-so on the mike warblings. Her work in several scenes is acceptable. Boots Burns gives the show a dash of pepper with a nicely handled modulated strip. Handles her vocals in good style and reads lines like a seasoned trouper. Marion LaMarr, featured fem, contributed a subdued peel in conventional fashion. Looks pleasing with and without her clothes, but her warbling sans the mike doesn't get past the fourth row.
The Three Jolly Tars fill a specialty session with the familiar sock-in-the-puss stuff, little changed from their previous appearance here. Wind up with the none-too-forte music business. Boys need a new routine and greater effort in their working style.
Chorus is average in all departments but personality. With one or two exceptions there isn't a smile in the stage load. W. E. West is company manager.
Bill Sachs.

The Billboard

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Appreciation of Mail - Forwarding Service of The Billboard

55 15th St., Wheeling, W. Va.
October 21, 1937.

The Billboard,
25 Opera Place,
Cincinnati, O.

Gentlemen—A letter was forwarded to me, arriving early today, postmarked only October 19, 1937.

As the letter was mailed from Chicago, allow me to congratulate your very efficient department for the way your Letter List and Mail-Forwarding systems are handled. It is truly remarkable.

Old friends in any branch of show business have learned to depend upon this service. On many occasions I have been able to locate persons whose whereabouts were unknown to me.

For this reason alone I have continued to take *The Billboard*, even tho I am no longer connected with any angle of show business. The price of your publication seems so small considering the value of your letter service.

Yours very truly,
J. KENNY WERKMAN.

The Final Curtain

BARNETT—W. A. (Bill), for many years associated in the amusement business with his brother, Captain David Barnett, in San Diego, Calif., October 16. Services and interment in San Diego October 19, with the Elks and Eagles in charge.

BARRER—Percy, associated with Warner Bros., in Parkersburg, W. Va., recently.

BOOS—Frank H., 79, for a number of years identified with symphony orchestras in Kalamazoo and Battle Creek, Mich., in a hospital in the latter city October 13. Survived by his widow; a son, Frank, and a daughter, Mrs. Lawrence G. Fell.

BOWMAN—Brooks, 24, songwriter and native of Salem, O., killed October 17 in an automobile accident near Garrison, N. Y. As a member of the Princeton Triangle Club he wrote the first songs for its productions ever to be published commercially. These included *East of the Sun and West of the Moon*, *Love and a Dime*, *Love Will Find a Way* and *Give Me a Gibson Girl*. He was under contract with Selznick International Pictures. Survived by his parents, Mr. and Mrs. George H. Bowman, and a brother and sister. Services and burial in Salem.

CAMPE—Operator of a sea lion show at French street fairs, in Toulon, France, recently.

CASSEL—Mrs. Morris, 73, mother of Irwin M. Cassel, songwriter, of pneumonia recently in New York.

COOPER—Harry, 55, who had been in show business for more than 25 years, in New York October 22. He first gained recognition as a member of the Empire City Quartet. Then for many years he was a featured Dutch comic in Columbia Circuit burlesque, Lew Fields' productions and vaude. Retiring from the profession in 1923, Cooper was identified with the insurance business for a while and in recent years operated a restaurant in New York. He was secretary of the Jewish Theatrical Guild and a member of the Grand Street Boys. Survived by his widow, Dora; a daughter, Helene, and four brothers, Joseph, Louis, Irving and Bert.

DAMROSCH—Dr. F. H., 78, son of Leopold Damrosch, prominent violinist, composer and orchestra conductor and brother of the well-known conductor Walter Damrosch, at his home in New York October 22.

DAVIES—Henry E., 84, of Rockville, Conn., at Hartford Hospital, Hartford, Conn., September 26. In his younger days he was head repair man at the Barnum & Bailey Circus quarters, Bridgeport, for three years. Survived by two sons and two daughters. Burial in Grove Hill Cemetery, Rockville, September 30.

DAVIS—Mrs. D. M., wife of the late Delbert M. Davis, who had been identified with the Curley Vernon Shows several years ago, killed in an automobile wreck near Laketown, Utah, August 10. Survived by her mother, Mrs. J. J. Blake, and a sister, Mrs. Elmo Sparks, both of Mill Creek, Okla., and a brother, G. R. Blake, of Oklahoma City. Burial in Mill Creek.

DE BOECK—Auguste, Belgian composer and professor at the Brussels Conservatory, in Brussels October 8.

DOELGER—Mrs. Edna Leedom, 40, former musical comedy principal, at her home in Jackson Heights, Queens, N. Y., October 15 after a short illness. A native of Philadelphia and professionally known as Edna Leedom, she made her start in vaudeville and then for a number of years starred as a singer in *Follies* productions. In 1928 she played the lead in *Lovely Lady*. That year she retired from the stage. She had been married to Harry Tighe, actor, and later to Dave Stamper, songwriter. Survived by her husband, Frank G. Doelger; a son and a sister, Irene Leedom. Services October 18 in Church of St. Joan of Arc and burial in Calvary Cemetery, New York.

DOUGLAS—R. W., 60, father of Richard W. Douglas Jr., arranger with Radio-Music Company, Detroit, September 26 at his home in Madison, Wis. Burial in Plymouth, Mass.

EATON—Ernest H., 54, for many years correspondent for *The Billboard* in Pithburg, Mass., at his home in that city October 19 after a long illness. Survived by his widow.

ELLIOTT—Edwin J., 81, drummer and former president of the Louisville musicians' union, at his home in that city October 15. He had been a member of the orchestra at the old Macauley Theater, Louisville, and until recently active in the union. Survived by four sisters, Katie, Anna, Lila and Emma. Services October 18 and burial in Eastern Cemetery, Louisville.

ERNESTO—Ernest, father of Ted Ernesto with the Ringling-Barnum Circus, recently at Sarasota, Fla.

FINLAY—Mrs. Loretta (Lottie Burke), of the musical comedy and vaude team of Finlay and Burke, recently in St. Luke's Hospital, New Bedford, Mass. She was the widow of Raymond Finlay. Funeral from her daughter's home in Onset, Mass., October 2. Survived by her two daughters, Mrs. Irene Finlay Sansone and Mrs. Marion Gates.

HARTMAN—Donald, 25, aerialist with the Four Aces, in a Wilmington, N. C., hospital after a fall from high rigging during a performance at the Coastal Fair October 20. He was a native of Portland, Ore., and troupe members said he was orphaned at an early age. Funeral and interment in Wilmington, pallbearers being members of the American Legion Post, sponsor of the fair.

HEXTER—Billy, 70, former theater and burlesque show manager on many of the big wheels, in Polyclinic Hospital, New York, October 16 from cancer. He was a member of the Burlesque Club and the Managers and Treasurers' Association. Survived by his widow, professionally known as Ann Clifton. Burial in his home town, Philadelphia.

In Memory of
My Beloved Husband
HARRY HOUDINI
Who went away October 31, 1926
MRS. BEATRICE HOUDINI

JONES—Capt. Albert Carlos, 84, former associate of Oliver Morosco and David Belasco, in Los Angeles recently. He went to Los Angeles in 1884 and for a time was manager of the old Child's Opera House in that city. Survived by his widow and a daughter, Mrs. Robert G. Meyler.

KLEINE—John J., associated with the Technical Department of Warner Bros. and prominent member of the Pacific Coast Showmen's Association, October 16 in Los Angeles following an operation. Services at the Little Church of the Flower, with burial in Forest Lawn Cemetery, Los Angeles, October 19. Services were conducted at the grave by the PCSA, with Harry Seber reading the ritual. Pallbearers were Ross R. Davis, Frank Downie, Jack Shaller, Walter Williams, Pat Armstrong, Chet Bryant, Ed Walsh and Ted LeFors. Survived by his widow, Frances, and a daughter, Mrs. John Gitman.

LANDGRAF—Andrew Jr., 73, charter member of the Milwaukee Musicians' Association, October 16. Survived by his widow, two sons and four daughters.

McGUIRE—Frank, legal adjuster of the Mighty Haag Circus, in a hospital at Lumberton, N. C., October 16 of uraemic poisoning, from which he suffered a number of years. He was removed to the hospital from the showgrounds at Bladenboro, N. C. McGuire joined the Haag show in 1900 and, with the exception of a few years spent with Downie Bros. and the John Robinson circuses, remained with that show until his death. Body was sent to Talladega, Ala., for burial. Survived by his widow and daughter, who also have been with circuses.

MACEVOY—Eileen, 28, former *Follies* showgirl, after a long illness in Eagleville Sanitarium, Eagleville, Pa., October 18. Survived by a brother, William.

MACSWEENEY—John P., retired actor, in Amityville, N. Y., recently.

D. G. (MAG) McDANIEL
In Memory of My Beloved Husband
Died in Spartanburg, S. C., October 29, 1933.
Bertha (Gyp) McDaniel

MARCUS—James A., 70, stage and screen actor, in Hollywood October 15 of a heart attack. He began his career on the stage with Klaw & Erlanger, Paul Armstrong and William Brady shows and entered films in 1916. In late years he had a number of father roles in pictures.

MEYER—Philip E., 46, film sales executive, October 14 in New York following

a lingering illness. For 25 years Meyer served in the sales departments of Gaumont-British, Columbia, Tiffany, Pathe, Film Center and the Principal Exchange. Services October 17. Survived by his widow, Helen, and a daughter, Bernice; his father, and three brothers, Manny, George and Ben, associated with various phases of the film industry.

NAUMANN—Mrs. May B., 47, professionally known as May Bernhardt, vaudeville and burlesque performer, October 21 in Creedmore Hospital, Hollis, Queens, N. Y. Survived by her husband, Chris; two sisters and two brothers.

OLDFIELD—Dell, of Oldfield's Jolly Players, in Los Angeles October 3 of cancer. Body was cremated October 7.

PETET—Thomas, 74, former circus acrobat, October 19 at his home in New York. He was born in Zanesville, O., and gained world recognition as an acrobat. For many years he toured the United States and Europe with his Petet Family act, appearing with major circuses and on leading vaudeville circuits. His widow, Mrs. Elizabeth Rope Petet, also a member of the troupe, and a son survive. Services and burial in New York.

RUGE—Mrs. Arnold, 81, for more than 30 years dramatic critic of *The New Yorker Volkzeitung*, German newspaper, of heart disease recently in Lake Mahopac, N. Y. She also wrote plays in German and English.

RUSSELL—Henry, 65, former director of the Boston Opera House and former advisory associate director of the Metropolitan Opera, recently in London of a heart ailment.

RYAN—Danny, 69, former circus performer, of heart failure at his home in New York, as briefly mentioned in last week's issue. He had been ill six months. He was originally a member of the trio, Ryan, Wietzell and Zorella, and was active in show business for over 40 years. He toured Australia with the Forepaugh-Sells Bros. Circus and Europe with Barnum & Bailey Circus. In late years he had been with the John Robinson and Hagenbeck-Wallace shows. His last engagement was with the Ringling-Barnum Circus in 1935. Survived by widow, Oulka Meers Ryan, and a daughter, Rose Blandford. Services October 12 from Holy Name Church, New York, with burial in St. Mary's Cemetery, Yonkers.

SUTTON—Elmer, 44, violinist and former orchestra leader at the Orpheum Theater, Omaha, in that city October 15 from a brain tumor. He had also been identified with orchestras at the Empress, World and Strand theaters, Omaha. Survived by his widow, five sons, his parents and a brother.

THIBODEAU—Oliver J., 51, veteran stock and repertoire actor, also known as Oliver J. Newcomb, in Illinois Research Hospital, Chicago, recently after a long illness. Survived by his widow, known professionally as Marie Fisher. Funeral from Bentley & Son's Mortuary, Chicago, under auspices of the Actors' Fund of America. Body was cremated.

TURNER—William, 60, drummer with Cole Bros. Circus, of a cerebral hemorrhage October 18 when the show played Monroe, La. Body was sent to Skowhegan, Me., for interment. Survived by a brother, Fred, of Skowhegan.

URBANSKY—Mrs. Berntha, mother of John Urbansky, treasurer of the Associate Theaters Circuit, Cleveland, in that city recently.

WHITE—Sam, 25, night club dancer, October 18 in Union Hospital, New Philadelphia, O., from injuries sustained the same day when struck by an automobile. Body is at Toland's Funeral Home, New Philadelphia, pending contact of relatives.

WILBUR—Mrs. Helen, 64, author and playwright, in Glendale Sanitarium, Glendale, Calif., recently. Survived by a sister, Mrs. Robert Stuart, and two brothers, Arthur and Hubert Clifford, all of Gloversville, N. Y.

WOOD—Mrs. George N., mother of Dorothy Ray Gottlieb, publicity director for Tri-States Theater Corporation, Des Moines, at her home in that city October 18 after a short illness.

BREITENFELDT-YOHANEK—George A. Breitenfeldt, musician with the Arcade Orchestra, and Eva Yohanek, nonpro, in Manitowoc, Wis., October 11.

BROWN-RUBIN—Lester Brown, pianist with Milt Kallam's Orchestra, and Jean Rubin, nonprofessional, in Philadelphia recently.

FRANKLIN-TAYLOR—Cass Franklin, radio singer, and June Taylor, dancer, in Chicago this summer, it was revealed last week.

HANNA-HALLSON—Don Hanna, contracting press agent of Al G. Barnes and Sells-Floto Circus, and Helen Mae Hallson, nonprofessional, recently.

LEDERER-BOLADO—Francis Lederer, Czechoslovakian screen star, and Margarita Bolado, Spanish actress and dancer known as Margo, in Las Vegas, Nev., October 16.

MURPHY-HOWERTER—Edward A. Murphy, player in the St. Louis Symphony Orchestra, and Louise Howerter, of Bloomington, Ill., recently.

SINGLETON-McNULTY—Dr. Lawrence Scroggs Singleton, orthodontist and aviator, and Dorothy McNulty, actress and niece of Postmaster-General James A. Farley, in Westwood, Calif., recently.

STEVENSON-THOMBURG—Robert Woodruff Stevenson, film editor of Beverly Hills, Calif., and Lucille Edith Thomburg, of Los Angeles, in Methodist Episcopal Church, Yuma, Ariz., October 16.

VAUGHT-DEMME—Robert Lynn Vaught, nonprofessional, and Dorothy Demmer, dancer in Flo Ziegfeld's *Smiles* and numerous motion picture, in Shelby, Mo., October 3.

WEISS-ROSENFELD—Leo Weiss, of the Stanley-Warner Theaters, and Bernice Rosenfeld, nonpro, in Philadelphia October 23.

Coming Marriages

Betty Shaffer, of Station WIP program department, and Richard Bechtel, in Philadelphia November 16.

Franklin Johnston, nonpro, and Orient Reid, Station WIP vocalist, in Philadelphia soon.

William Ware, news commentator for Station WCAU, and Louise Davies, nonpro, in Philadelphia December 4.

Dick Stable, orchestra leader, and Gracie Barrie, singer, in January.

Joan Marsh, actress, and Charles Beiden, film writer, in the near future.

Harriet Allyn, radio actress and impersonator, and Edward Crowley, director of the Civic Players, of Grand Rapids, Mich., in June of next year.

Divorces

Roy C. Faustino, tab producer of Danville, Ill., from Violet Faustino, formerly with the Scott Players, in that city October 12.

Births

A 6-pound 12-ounce son, Sam, to Mr. and Mrs. Nat Goldman October 19. Father is a drummer with Ned Harvey's Orchestra.

A son, Samuel Rudolf, to Mr. and Mrs. S. C. Duntun in the Brunswick Hospital, Amityville, L. I., N. Y., recently. Father is a photographer at the New York Aquarium and produces nature shorts. Mother is the former Mitzi Bellong, formerly of the Cordon Sisters, Marietta Trio, and Herbert, Lyne and Mitzi, aerialists.

A 5-pound 12-ounce son to Mr. and Mrs. Carleton Conway in Los Angeles October 13. Conway is manager of the Los Angeles office of John Blair & Company, radio representatives.

A daughter to Mr. and Mrs. Jack Stillman in Lightmere Hospital, Harrisburg, Ill., October 19. Father is with the Esquires, entertainers at the Kentucky Hotel, Louisville.

Twin daughters to Mr. and Mrs. Jimmie Bentley in Miami October 15. Father is a contractor, and mother was one of the Five Blonde Strand Sisters, of vaudeville and screen.

An eight-pound son to Mr. and Mrs. Ray Wallace in Alliance City Hospital, Alliance, O., October 14. Father is general manager of Tri-Theaters, Inc., operating the Columbia, Morrison and Strand theaters in that city.

A seven-pound daughter, Mary Elisabeth, to Mr. and Mrs. George Lewis recently. Father is assistant technical supervisor at Station WCAU, Philadelphia.

A daughter, Florence Mae, to Mr. and Mrs. (See BIRTHS on page 85)

Marriages

ALLEN-PITTS—Allen Allen, connected with Roger's Greater Show, and Dorene Pitts, of Parson, Tenn., in that city October 9.

ACTS, UNITS AND ATTRACTIONS

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

A
Abbott, Charles (Bohemian Gardens) Newport, R. I., nc.
Ackerman, Bernice (Tower) Kansas City, Mo., t.
Adam, Dell (International Casino) NYC, nc.
Adrian, Iris (Leon & Eddie's) NYC, nc.
Adler, William (Ambassador) NYC, h.
Ails, Roscoe (Colosimo's) Chi, nc.
Aida, Bobbie (52d St.) NYC, nc.
Alexander, Durrell (Radio City Rainbow Room) NYC, nc.
Allen, Stuart (Essex House) NYC, h.
Alpert, Pauline (Radio City Rainbow Room) NYC, nc.
Althoff, Chas. (Lyric) Indianapolis, t.
Alvarez, Sofia (Hollywood) NYC, re.
Ames, Bob (Book Cadillac) Detroit, nc.
Amsterdam, Morey (Villa Modern) Chi, nc.
Anderson, Ann (Hollywood) NYC, re.
Anderson & Allen (Savoy) London, h.
Andrews, A. W. (Cotton Club) NYC, nc.
Andrews Sisters (Riviera) Ft. Lee, N. J., nc.
Andrews, Jo (Thomas Jefferson) Birmingham, Ala., h.
Antonita (Havana-Madrid) NYC, nc.
Apollon, Dave, & Co. (Paramount) New Haven, Conn.
Arabian Trio (Belden) Canton, O.
Ardelle, Billy (Hound Club) Lincoln, Ill.
Arden, Dolly (Chez Paree) Chi, nc.
Arenza, Joe (Alpine Village) Cleveland, nc.
Arjays, The (Hofbrau) Camden, N. J., Oct. 27-Nov. 8, nc.
Armida (Hi-Hat) Chi, nc.
Arnold, Jack (Gay '90s) NYC, nc.
Artini, Sonya & Elizabeth (International Casino) NYC, nc.
Azzarros, Le (Hollywood) NYC, re.
Balbanows, Six (Lyric) Indianapolis, t.
Balasi & Skaren (Broadway Hofbrau) NYC, nc.
Baldwin & Bristol (Michigan) Saginaw, Mich., t.
Ballantine & Pierce (Mounts) St. Louis, cc.
Ballard, Jack, & Billie Rae (Tally Ho Club) Lansing, Mich., nc.
Bankoff & Cannon (San Pablo) San Francisco, nc.
Banks, Sadie (Old Roumanian) NYC, re.
Barlow, Florence (Harry's New York Cabaret) Chi, nc.
Barnes & Steger (Yacht Club) Chi, nc.
Barnes, Ruthie (Lyric) Indianapolis, t.
Barrett & Smith (Greyhound) Louisville, Ky., nc.
Barrett & Wirth (Ringside) Ft. Worth, Tex., nc.
Barrett, Janette, & Myra Lott (Chez-Marie) Phila, nc.
Barrett, Sheila (Radio City Rainbow Room) NYC, nc.
Barrett, Roy (Wirth Circus) Norwich, Conn.; Brockton, Mass., Nov. 1-6.
Barrie, Gracie (Chez Paree) Chi, nc.
Barton, Sam (College Inn) Chi, nc.
Bass Bros. (Riviera) Ft. Lee, N. J., nc.
Bazan, Mercedes Zayas (Havana-Madrid) NYC, nc.
Beaulieu & Tova (Riviera) Ft. Lee, N. J., nc.
Bee, Connie (Cavalier) NYC, nc.
Bell & Grey (Bohemian Club) Rochester, N. Y., nc.
Bell, Nora & Jimmy (Washington Yource) Shreveport, La., nc.
Belmont Bros. (Nine-Mile House) Cincinnati, nc.
Bennett, Ethel (Old Roumanian) NYC, re.
Bernard & Henri (Rose Bowl) Chi, nc.
Bernie, Harry (Oliver Twist) NYC, nc.
Berry, Bob (Edison) NYC, h.
Best, Larry (State Fair) Shreveport, La.
Bines Boys & Girls (Boston) Boston, t.
Bishop, Fred (Gay '90s) NYC, nc.
Bisbee's Comedians: Somerville, Tenn.; Moscow, Nov. 1-6.
Blaine, Rose (Yacht) NYC, nc.
Blair, Francis, Dog House: Reno, Nev.
Blairs, The (Club Greyhound) Louisville, Ky., nc.
Block & Sully (Stanley) Pittsburgh, t.
Blondell Twins (Harris Clay) Louisville, h.
Blue Ridge Mountaineers & Broadway Novelles (Roanoke) Roanoke, Va., t; (State) Harrisonburg Nov. 1-2, t.
Bolognini, Ennio (Chicago) Chi, t.
Bonner, Carl & Leone (Book Cadillac) Detroit, nc.
Booth, John (Arcadia) Phila, re.
Bongard & Cooley (Cavalier) NYC, nc.
Boran, Arthur (Rainbow Room) Asbury Park, N. J., nc.
Bordine & Carole (Cocoanut Grove) Minneapolis, nc.
Borg, Inga (Colosimo's) Chi, nc.
Borne, Lynn (Barrel of Fun) NYC, nc.
Bourg, Mary (Hi-Hat) Houston, nc.
Bovard Sisters (El Dorado) NYC, nc.
Bowes Major, Second Anniversary Show (Riverside) Milwaukee, t.
Bowes, Major, Transcontinental Revue (Loew's State) Norfolk, Va., t.
Boyettes, The (Continental Club) Chesapeake, O., nc.
Bradley, Anne (Savarin) Buffalo, N. Y., cc.
Bridgman, Juliette (Moulin Rouge) Paris, nc.
Broadway Band Wagon (Pal.) Cleveland, t.
Brown, Evans: Cambridge, Wis., Nov. 1; Sussex 2; Beloit 3; Racine 4.
Brown, Danny (Merry-Go-Round) Akron, O., 24-30, nc. (Silver Grill) Buffalo Nov. 1-6, nc.
Bryant, Buddy (Oliver Twist) NYC, nc.
Bryden, Louise (Greenwich Village Casino) NYC, nc.
Burnett & Walt (Leon & Eddie's) NYC, nc.
Burns, Jackie (Broadway Hofbrau) NYC, nc.
Burns, Sammy (Levaggi's) Boston, nc.
Burton, Effie (Club Alabam) Chi, nc.
Bush, Joe (Red Men's) Rochester, N. Y., nc.
Bush, Barbara (Show Bar) Forest Hills, L. I., cc.
Byrd, Muriel (Governor Clinton) NYC, h.
C
Calgary Bros. (International Casino) NYC, nc.
Callman, R. J. (Essex House) NYC, h.
Calvert, Paul (Show-Bar) Forest Hills, L. I., nc.
Carleton & Juliette (St. Moritz) NYC, h.
Campbell's, Roy, Ambassadors (Hollenden) Cleveland, 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; nc—night club; p—amusement park; r—road house; re—restaurant; s—showboat; t—theater.
NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Carlos, Vivian (Havana-Madrid) NYC, nc.
Carmen, Nannette (Ranch) Seattle, nc.
Garman, Frank & Ethel (Green Lantern Cafe) South Bend, Ind.; (Dwan Garden) Benton Harbor, Mich., Nov. 1-6.
Carney Al (Statler) Boston, h.
Carpenter, Imogen (Weylin) NYC, h.
Carr, Billy (806 Club) Chi, nc.
Carrol & Kane (Trowille) NYC, cc.
Carr, Willie (Sawdust Trail) NYC, nc.
Carr, June (Bertolotti's) NYC, re.
Carroll Sisters & Nelson (Levaggi's) Boston, nc.
Carter, Johnny (Tokay) NYC, nc.
Casey, Emmet (Gay '90s) NYC, nc.
Casey, Pat (Show Bar) Forest Hills, L. I., cc.
Cass, Mack & Topsy (Boston) Boston, t.
Castaine & Barrie (Park Central) NYC, h.
Castaldo, Lee (Commandore) NYC, h.
Challis, Beth (Silver Lake) NYC, h.
Charles & Barbara (Two O'Clock Club) Baltimore 27-Nov. 2; (Motor Show) Toronto, Ont., Nov. 6-13.
Chase, Rhoda (Sawdust Trail) NYC, nc.
Chocoleaters (Cotton Club) NYC, nc.
Clara & Alberto (Havana-Madrid) NYC, nc.
Claire, Jean (New Yorker) NYC, h.
Clarke & Sanna Sisters (Earle) Washington, Clark, Coleman, & Co. (College Inn, Sherman Hotel) Chi, h.
Clayton, Pat (Barrel of Fun) NYC, nc.
Coe & Duda (George Washington) Jacksonville, Fla., h.
Collette & Barry (Park Plaza) St. Louis, h.
Cole's, Lester, Legionnaires (Stanley) Pittsburgh, t.
Continental Thrillers (Wivel) NYC, re.
Continental Four (Fort Hayes) Columbus, O., h.
Cook & Brown (Kit-Kat) NYC, nc.
Cooley, Marion (Pierre) NYC, h.
Cordova Sisters (El Dorado) NYC, nc.
Cortney, Anne (Circus Nineties) NYC, nc.
Cowan, Tom & Verne (Mayfair Club) Detroit, nc.
Craig, Fred (Palmer House) Chi, h.
Craig, James (Chez-Marie) Phila, nc.
Crane, Thurston (Weylin) NYC, h.
Cranon, Ruth (Colony Club) Chi, nc.
Cunningham, Fairy (Leon & Eddie's) NYC, nc.
D
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.
Dare, Virginia (Half Moon) Coney Island, N. Y., h.
Datsko, Yasha (Russian Art) NYC, re.
Davis, Lois (Elbow) NYC, h.
Davies, Matt (Pago-Pago Gardens) Chi, nc.
Davin, Paul (Gay '90s) NYC, cc.
Dawn & Darrow (Chicago) Chi, t.
Day, Tiny (Fritzel's Fiesta) Crystal Lake, Ill., re.
De Campe, Ronnie (Old Roumanian) NYC, re.
De Flores, Felipe (Yumuri) NYC, nc.
De Goff, Harriet (Hollywood) NYC, re.
De La Grange, Chrissy (International Casino) NYC, nc.
De Marco, Leonne (Broadway Hofbrau) NYC, nc.
De May, Moore & Martin (Mayfair Casino) Cleveland, nc.
DuPont, Bob (Drake) Chi, h.
De Quincey & Lewis (Palapa) Phila, h.
De Rico, Antonio (Procedero) NYC, cc.
De Rio, Jose (Club Piccadilly) Baltimore, nc.
Deane, Laura (Village Barn) NYC, nc.
Dell, Helen (Paradise) NYC, re.
Denet, Jill (Pavillon Royale) Valley Stream, N. Y., re.
Denise, Midge (Hollywood) NYC, re.
Denison, Helene, & Twelve American Rockettes (Earle) Washington, D. C., t.
Dennis & Sayers (Madrid) Buffalo, nc.
Devereaux, Jeanne (International Casino) NYC, re.
Diamond Bros. (Paradise) NYC, re.
Diaz, Rafaelo (Le Mirage) NYC, nc.
Dick, Don & Dinah (State-Lake) Chi, t.
Dion & Sparkettes (Merry-Go-Round) Akron, O., nc.
Dolores (El Gaucho) NYC, nc.
Don & Norita (Avalon) Cleveland, nc.
Dorman & Maurice (Benny the Bum's) Phila, nc.
Dormonde Brothers (French Casino) NYC, nc.
Drake, Connie (Chez Maurice) Montreal, nc.
Draper, Paul (Plaza) NYC, h.
Drayton Sisters & Jack (Oasis Club) Detroit 25-Nov. 1, nc.
Drew, Charlie (Lombardy Bar) NYC, re.

DuPont, Bob (Chicago) Chi, t.
Duke & Noble (New Yorker) NYC, h.
Dunm & Joyce (Palm Beach Cafe) Detroit.
Dunn, Francis (Barrel of Fun) NYC, nc.
Duskin, Joyce (Paradise) NYC, re.
Dwyer, Gertrude (Barrel of Fun) NYC, nc.
Dwyer, Agnes (Leon & Eddie's) NYC, nc.
E
Earlson, Vic (Colosimos) Chi, nc.
Eddy & Eddy (Ponce de Leon) Dayton, O., h.
Edwards, Bobby (College Inn) Chi, nc.
Ellis, Jeannie (Lobby Cafe, Juarez, Mex., cc.
Ellimen, Lois (St. Regis) NYC, h.
Engels & Pearl (Vienna Grill) Montreal, nc.
Esquires, Three (Commandore) NYC, h.
Evans, Bob (Uproar House) NYC, nc.
Fields, Benny (Chez Paree) Chi, nc.
Fishers & White (Park Central) NYC, h.
Evers, Frank, & Dolores (RKO Boston) Boston 21-28, t.
F
Fahy Bros. (Red Men's) Rochester, N. Y., nc.
Farfar, Jane (Locust) Phila, nc.
Farrell, Bill (Place Elegante) NYC, nc.
Faye, Frances (Yacht) NYC, nc.
Felix, Claire & Tomita (Ivan Frank's) NYC, cc.
Fenwick & Cook (Met.) Boston, t.
Fiske, Dwight (Savoy-Plaza) NYC, h.
Fitzpatrick, Jimmy (Statler) Boston, h.
Flash Sextette (Uproar House) NYC, nc.
Fletcher, Bruz (Bali) Hollywood, nc.
Florence, Savarin (Buffalo) N. Y., cc.
Florence, Glee (Wivel) NYC, re.
Flores, Marissa (Waldorf-Astoria) NYC, h.
Flowerton, Consuela (Chateau Moderne) NYC, nc.
Flood, Herbert (Edgewater Beach Hotel) Chicago, h.
Foran Sisters (Levaggi's) Boston, nc.
Foran, Tommy (Levaggi's) Boston, nc.
Forbes, Maria (Weylin) NYC, h.
Ford, Nora (806 Club) Chi, nc.
For Senator (Radio City Rainbow Room) NYC, nc.
Forrest, Helen (Roosevelt) New Orleans, h.
Founs, Lai (Met.) Boston, t.

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

Cossacks, Three (Palmer House) Chi, h.
Costella, Diosa (Yumuri) NYC, nc.
Coutelas, The (College Inn) Chi, nc.
Courtney, Anne (Circus Nineties) NYC, nc.
Cowan, Tom & Verne (Mayfair Club) Detroit, nc.
Craig, Fred (Palmer House) Chi, h.
Craig, James (Chez-Marie) Phila, nc.
Crane, Thurston (Weylin) NYC, h.
Cranon, Ruth (Colony Club) Chi, nc.
Cunningham, Fairy (Leon & Eddie's) NYC, nc.
D
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.
Dare, Virginia (Half Moon) Coney Island, N. Y., h.
Datsko, Yasha (Russian Art) NYC, re.
Davis, Lois (Elbow) NYC, h.
Davies, Matt (Pago-Pago Gardens) Chi, nc.
Davin, Paul (Gay '90s) NYC, cc.
Dawn & Darrow (Chicago) Chi, t.
Day, Tiny (Fritzel's Fiesta) Crystal Lake, Ill., re.
De Campe, Ronnie (Old Roumanian) NYC, re.
De Flores, Felipe (Yumuri) NYC, nc.
De Goff, Harriet (Hollywood) NYC, re.
De La Grange, Chrissy (International Casino) NYC, nc.
De Marco, Leonne (Broadway Hofbrau) NYC, nc.
De May, Moore & Martin (Mayfair Casino) Cleveland, nc.
DuPont, Bob (Drake) Chi, h.
De Quincey & Lewis (Palapa) Phila, h.
De Rico, Antonio (Procedero) NYC, cc.
De Rio, Jose (Club Piccadilly) Baltimore, nc.
Deane, Laura (Village Barn) NYC, nc.
Dell, Helen (Paradise) NYC, re.
Denet, Jill (Pavillon Royale) Valley Stream, N. Y., re.
Denise, Midge (Hollywood) NYC, re.
Denison, Helene, & Twelve American Rockettes (Earle) Washington, D. C., t.
Dennis & Sayers (Madrid) Buffalo, nc.
Devereaux, Jeanne (International Casino) NYC, re.
Diamond Bros. (Paradise) NYC, re.
Diaz, Rafaelo (Le Mirage) NYC, nc.
Dick, Don & Dinah (State-Lake) Chi, t.
Dion & Sparkettes (Merry-Go-Round) Akron, O., nc.
Dolores (El Gaucho) NYC, nc.
Don & Norita (Avalon) Cleveland, nc.
Dorman & Maurice (Benny the Bum's) Phila, nc.
Dormonde Brothers (French Casino) NYC, nc.
Drake, Connie (Chez Maurice) Montreal, nc.
Draper, Paul (Plaza) NYC, h.
Drayton Sisters & Jack (Oasis Club) Detroit 25-Nov. 1, nc.
Drew, Charlie (Lombardy Bar) NYC, re.

Fox, Dave (El Dorado) NYC, nc.
Franklin, Gas (Chase) St. Louis, h.
Frankly, Betty (Ranch) Seattle, nc.
Frederickson, Poppy & Les (Red Lion Club) Marysville, Calif.
Friar, Bud, Revue (Crystal Bar) Brooklyn, re.
Frick, Willie (New Yorker) NYC, h.
Frohman, Bert (Yacht Club) NYC, nc.
Froman, Jane (Paramount) NYC, t.
G
Gaby (Park Central) NYC, h.
Gale, Dick (Saks) Detroit, nc.
Gale, Diana (Bertolotti's) NYC, re.
(Gall-Gall) Versailles) NYC, re.
Gautier's Steeplechase (Capitol) Washington, D. C., t.
Garcia, Lucio (Bismarck) Chi, h.
Gardner, Muriel, & Marvin Kane (Carlton) London, t.
Garr, Edie (Met.) Boston, t.
Gaudsmith Bros. (International Casino) NYC, nc.
Gay, Granville (Hollywood) NYC, re.
Gaynor, Ruth (Hollywood) NYC, re.
Gaylene Sisters (Drake) Chi, h.
Gene, DeQuincey & Lewis (Congress Casino) Chi, h.
Georges & Jaine (Chez Paree) Chi, nc.
Gerard, Alan (Edison) NYC, h.
Gibson, Virginia (Park Central) NYC, h.
Gilbert, Esther (Gay '90s) NYC, nc.
Gill, Jeffrey (Benny the Bum's) Phila, nc.
Gill, Evelyn (Coral Gables) Lansing, Mich., nc.
Gillette, Frankie (Red Men's) Rochester, N. Y., nc.
Glamour Girls (Grosvenor) London, h.
Glover & Lamae (Radio City Rainbow Grill) NYC, nc.
Golden, Les (Brown Derby) Boston, nc.
Gol, Wm. (Crisis) NYC, re.
Gomez & Winona (Versailles) NYC, re.
Gonzales, August (McAlpin) NYC, h.
Gonzalez, Ralph (St. Moritz) NYC, h.
Goodale, Nella (Earle) Washington, D. C., t.
Goodwin, Robert (Levaggi's) Boston, nc.
Gorry, Gene & Roberta (Post Street) Spokane, Wash., t; (Beacon) Vancouver, B. C., Nov. 5-11, t.
Gorjano, Sonia (International Casino) NYC, nc.
Grae & Nikko (Oriental) Chi, t.
Grant, Arlene (Greenwich Village Casino) NYC, nc.

Graves, Alice (Essex House) NYC, h.
Gray, Alexander (Palmer House) Chi, h.
Green, Al (Broadway Hofbrau) NYC, nc.
Green, Jackie (Colony Club) Chi, nc.
Gregorys, The (Lobby Cafe) Juarez, Mex., cc.
Guarecias, Las (Met.) NYC, re.
Guy, Barrington (Plantation) NYC, nc.
Gyldenkrone, Ebbe (Wivel) NYC, re.
H
Haal, Vera (Embassy) Phila, nc.
Hacker & Sidell (Palm Beach Casino) Cannes, France.
Hadreas, Jimmy (Mayfair Casino) Cleveland, nc.
Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.
Hale, Teddy (Cotton Club) NYC, nc.
Hale, George (Grosvenor) London, h.
Hale, Chester, Dancers (International Casino) NYC, nc.
Hall, Kiki (La Paloma) Miami, nc.
Hamill, Thos. J. (N. S. Democratic Club) Pittsburgh, nc.
Hammock, Earl F. Eskimo Troupe (Ice Follies of 1937) Atlantic City.
Hannigan, Male (Savarin) Buffalo, N. Y., cc.
Harger & Mays (Ranch) Seattle, nc.
Harris, Audrey (Broadway Hofbrau) NYC, nc.
Harris & Shores (Gay '90s) NYC, re.
Harrison Spike (Gay '90s) NYC, nc.
Hartman, Paul & Grace (Waldorf-Astoria) NYC, h.
Hart, Tom (Savarin) Buffalo, N. Y., cc.
Hart, Margie (Mirador) NYC, nc.
Harvey, Ken (Chicago) Chi, h.
Havana Trio (La Conga) NYC, nc.
Haviland, Henry (Chez-Marie) Phila, nc.
Haxton & Harvey (Paramount Club) Chi, nc.
Healy, Nancy (Royal Follies) Chi, nc.
Hector, Ed. Chi, h.
Heinie & Ole (Modernistic Bar) Racine, Wis., cc.
Helena & Roaul (Savarin) Buffalo, N. Y., cc.
Helda, Irene (French Casino) NYC, nc.
Heller, Bill (Oasis) NYC, re.
Hilbert, Bird & Larue (Savoy) London, h.
Hildegarde (Ritz Carlton) NYC, h.
Hill, Joan (Normandie) NYC, nc.
Hilliard, Jack (Royale Follies) Chi, nc.
Hinton, Hotcha (Cassidy) Seattle, nc.
Hirsch, Jack (Gay Village) NYC, cc.
Hixon, Hal (1214) Phila, nc.
Hoffman, Gertrude, Girls (International Casino) NYC, nc.
Holden, Virginia (Rendezvous Villa) Youngstown, O., cc.
Hollywood Hotel Revue (Pal.) Chi, t.
Hollywood Restaurant Revue (Harmannus Bleeker Hall) Albany, N. Y., t.
Hoit, Maymo (Lexington) NYC, h.
Hoit, Billy (Half Moon) Coney Island, N. Y., h.
Holtz, Lou (Follies) NYC, nc.
Hooker, Dynamite (Cotton Club) NYC, nc.
Hooton, Don (Village Barn) NYC, nc.
Horton, Carl (Madeira) NYC, nc.
Howard's, Walter (Rhythmasters of the Range (Sawdust Trail) NYC, nc.
Howe, Ann (52d St.) NYC, nc.
Hudson, Ann (Marcel's) Flushing, L. I., re.
Hudson-DeLange Orch. (Capitol) Washington, D. C., t.
Huff, Tiny (Old Roumanian) NYC, re.
Humby, Arthur (Trouville) NYC, cc.
Hunt, Pee Wee (New Yorker) NYC, h.
Huntington, Magician & Co.: Corbin, Ky., 29; Middleboro 30-31; Loyola, Nov. 1; Pennington City, Va., 2; Knoxville, Tenn., 3; Harri-man 4.
I
Joe Ballet (Boston) Boston.
Idler's Trio (Roosevelt) Pittsburgh, Pa., h.
Internationals, The (Roosevelt) NYC, h.
Iris, Esperanza (Havana-Madrid) NYC, nc.
Irving, Jack (Harry's New York Cabaret) Chi, nc.
J
Jackson, Paul (Kibby Klub) Jackson, Mich., nc.
Jacoby, Anita (Hollywood) NYC, re.
Jacqueline, Mignac (International Casino) NYC, nc.
Jans, Leonard (Nite Spot) San Antonio, Tex., nc.
Jeanne & Gloria (Mirador) NYC, nc.
Jeffers, Dorothy (Hollywood) NYC, re.
Jerry & Turk (Follies) NYC, nc.
Johnny & George (Yacht Club) NYC, nc.
Johnson, Elmer (806 Club) Chi, nc.
Johnson, Lucille (Parade) NYC, re.
Jordan, Jane (Farody) Chi, nc.
K
Kahoe, Ruby (Lobby) Juarez, Mexico, cc.
Kane, Allen, & Boys (Monte Carlo Bar) Hotel) Chi, h.
Karavaeff, Simeon (Russian Kretschma) NYC, re.
Karl, Magician (Sun Dodgers) Chi, nc.
Karsion's, Maria, Musicales (Onesto) Canton, O., h.
Kais, Phil (Corktown) Detroit, cc.
Kaye, Grace (Bertolotti's) NYC, re.
Kearney, Johnny & Playboy Revue (Spinning Wheel) Kansas City, Mo., nc.
Kaye, Lois (Riviera) Ft. Lee, N. J., nc.
Keene, Linda (Statler) Boston, h.
Keller Sisters (Capitol) Washington, D. C., t.
Kelly, Margie (Harry's New York Cabaret) NYC, nc.
Kelly, Verba (Tanner's) St. Joseph, Mo., nc.
Kenney, Billy (Cortez) El Paso, h.
Kennedy, Phyllis (Park Central) NYC, h.
Kennedy's, Nick, Radio Gang (Show-Bar) Forest Hills, L. I., re.
Khadaric, Nicolas (Russian Art) NYC, re.
Kidd, Ruth (Greenwich Village Casino) NYC, nc.
King, Charles (Gay '90s) NYC, nc.
King, Verne (Apshe) New Orleans, nc.
King, Eddie (Greenwich Village Casino) NYC, nc.
Kinney, Ray (Lexington) NYC, h.
Kirk, Beverly (Club Greyhound) Louisville, nc.
Knechtate Kids, 14 (Village Barn) NYC, cc.
Kozak (Garrick) St. Louis, t.
La Blanc, Billy (Dutch Village) Toledo, nc.
La Delle, Babe: Reno, Nev.
La Mont (Benny the Bum's) Phila, nc.
Larue, Jack, & Vince Barnett (Boston) Boston, t.
LaZella's, Aerial (Midway Gardens) San Pedro, Calif., 17-30, nc.
Laida, Aicha (French Casino) NYC, nc.
Laid's, Ruth, Texas Rockettes (San Pablo) San Francisco, nc.

JACKIE GREEN
8th Week
COLONY CLUB, CHICAGO.

Lama, Henry (Gay '90s) NYC, re.
 Lammer, Bob (Red Men's) Rochester, N. Y.,
 nc.
 Landi, Sandra (Cavalier) NYC, nc.
 Lane, Lovey (Uproar House) NYC, nc.
 Lane, Jackie (Donald (Moonlight Gardens)
 Springfield, Ill., nc.
 Langworthy, Reggie "Sax" (Palm Beach)
 Detroit, c.
 Lani, Prince Let (Walkiki) Hollywood, nc.
 Laurice, Harry (Par-Mar) Chi, nc.
 Lavers, Earl, & Co. (Michigan) Detroit, t.
 Lawlor, Terry (Frollos) NYC, nc.
 Lawton, Reed (Le Mirage) NYC, nc.
 Layton, Jerry (State-Lake) Chi, t.
 Laydell, Vincent (Bossert) Brooklyn, h.
 Layton, Larry (Seymour) Syracuse, N. Y., h.
 LeBaron, Karre (Royal Frollos) Chi, nc.
 LeRoy & Sharp (Royal Frollos) Chi, nc.
 Le Roy, Del (Oasis) Seattle, nc.
 Lee, Joe & Betty (Nicollet) Minneapolis, h.
 Lee, Bob (Wivel) NYC, nc.
 Lee, Gypsy (Wine Cellar) NYC, re.
 Leeds, Lyda Sue (Paradise) NYC, re.
 Leeds, Marian (Hollywood) NYC, re.
 Lelly, Evelyn (Longwood) Chi, nc.
 Lenora, Eight, Dolls (Savarin) Buffalo,
 N. Y., c.
 Lenti, Steve (Place Elegante) NYC, nc.
 Leonard, Jack (Commodore) NYC, h.
 Leonard, Duke (Broadway Hofbrau) NYC, nc.
 Leonce (International Casino) NYC, nc.
 Leslie, Lee (Jimmy Kelly's) NYC, nc.
 Lester, Jerry (Stork Club) Chi, nc.
 Lester & Truitt (Yacht Club) Chi, nc.
 Lewis, Ted, & Orch. (Earle) Phila, t.
 Lewis, Betty (Colosimo's) Chi, nc.
 Lewis, Henry (Matteoni's) Stockton, Calif., nc.
 Lewis, Tex, & Hillbilles (Village Barn) NYC,
 nc.
 Lhuse, Frank (Cafe de Paris) London, nc.
 Lebling, Tod (Capitol) Washington, D. C.,
 22-28, t.
 Lindy Hoppers (Cotton Club) NYC, nc.
 Lita, Carmen (El Gaucho) NYC, nc.
 Lockett, Lou (Lobby) Juarez, Mexico, c.
 Long, Nick (Met.) Boston, t.
 Long, Avon (Plantation) NYC, nc.
 Lorraine, Lillian (Bertolotti's) NYC, re.
 Lowe-Hite & Stanley (Food Show) Milwaukee,
 Wis., c.
 Lewis & Van (Paramount) NYC, t.
 Luyanne & Renard (Alpine Village) Clevel-
 and, nc.
 Lubna, Ada (Old Rumanian) NYC, re.
 Luciano, Aldo (Wivel) NYC, re.
 Lucientes, Pepita (El Chico) NYC, nc.
 Ludova, Nadia (Russian Kretzhma) NYC, re.
 Lyman, Tommy (Oaks) NYC, nc.

M

McCoy, Francis (Royal Frollos) Chi, nc.
 McCoy, Celia (Northwind Inn) Detroit, nc.
 McConnell & Moore: Honolulu, Hawaii, Sept.
 20-Nov. 21
 McCormack, Frank (Greenwich Village Cas-
 ino) NYC, nc.
 McCully, Jean & Gine (Adelphia) Phila, h.
 McHugh, Mary (Show-Bar) Forest Hills, L. I.,
 20-Nov. 21
 McKay & Lavelle (Lyric) Indianapolis, h.
 McKensie, Johnny (Park Central) NYC, h.
 McKenzie, Red (Nick's Rendezvous) NYC, c.
 Mack, Lyle (Merry-Go-Round) Akron, O., nc.
 Madison, Rudy (Gay '90s) NYC, nc.
 Manchito (Yumuri) NYC, nc.
 Manginis (Moulin Rouge) Paris, nc.
 Manhattanites (885 Club) Chi, nc.
 Manning, Otis (Biltmore) Dayton, O., h.
 Manning, Len, & Mizzi (Beverly Hills) South-
 gate, Ky., cc.
 Manolita (Russian Art) NYC, re.
 Manzanares, Jose (Havana-Madrid) NYC, nc.
 Manzel, Marge (San Diego) Detroit, nc.
 Mata (Russian Art) NYC, re.
 Maria, Rita (Red Men's) Rochester, N. Y., nc.
 Marlon, Alice (Essex House) NYC, h.
 Marley & Elsa (Park Central) NYC, h.
 Marlika (El Dorado) NYC, nc.
 Marlow, Great (85 Club) Kansas City, Mo.
 Marr, Patsy (Colony Club) Chi, nc.
 Marsh, Florida (Chez-Ami) NYC, nc.
 Marshall, Jack (New Yorker) NYC, h.
 Martin, Eddie (Oasis) Seattle, nc.
 Martin, Esther (Greenwich Village Casino)
 NYC, nc.
 Martinez, Juan (Havana-Madrid) NYC, nc.
 Marya & Martyn (Henry Clay) Louisville, h.
 Master & Davis (Mayfair Casino) Cleveland
 21, nc.
 May, Olive (Harlem) Paris, France, nc.
 May, Bobby (International Casino) NYC, nc.
 Mayer's, Lottie, Disappearing Ballet (State-
 Lake) Chi, t.
 McArthur, Gus (Statter) Boston, h.
 Mayo, Flo (Mayfair Casino) Cleveland, nc.
 Meham, Stanley (Hollywood) NYC, re.
 Mells, Kirk & Howard (Hollywood) NYC, re.
 Menchias, Les (French Casino) NYC, nc.
 Menon, George (Met.) NYC, h.
 Mercedes, Ellen (Mirador) NYC, nc.
 Meroff, Benny (Paramount) NYC, t.
 Michon, Michel (Russian Kretzhma) NYC, re.
 Miles, Gary (Paradise) NYC, re.
 Miliken, Bob (Little Old New York) NYC, c.
 Mile, Allen (Show-Bar) Forest Hills, L. I., nc.
 Mischa (Russian Kretzhma) NYC, re.
 Mobamed, Maide Ben (French Casino) NYC,
 nc.
 Moore Peggy (Stork Club) Chi, nc.
 Morehead, Jim (Met.) NYC, c.
 Morales Bros. & Little Daisy (Mattawas Cab-
 ins) Trenton, Mich., nc.
 Moreno, Consuelo (Havana-Madrid) NYC, nc.
 Morgan, Helen (El Dorado) NYC, nc.
 Morgan, Loreta (Longwood) Chi, nc.
 Morgan Sisters (Ranch) Seattle, nc.
 Moriche & Teresita (Trocaero) NYC, nc.
 Morris, Will & Bobby (Shrine Circus) Toron-
 to, Ont., Can.
 Morris & Mays (Grand Terrace) Chi, nc.
 Morton, Edgy (Oasis Suburban Restaurant)
 Seattle, Wash., nc.
 Muchado, Lena (Walkiki) Hollywood, Calif.,
 nc.
 Mura, Corinna (Oriental) Chi, t.
 Muriel, Mimi (Crisis) NYC, nc.
 Murphy, Senator (Capitol) Washington,
 D. C., t.
 Murphy, Dean (Washington Youree) Shreve-
 port, La., h.
 Murray, Shag Dancers (Paramount) NYC, t.
 Music Hall Boys (Stevens) Chi, h.
 Myers, Helen (Radio City Rainbow Room)
 NYC, nc.
 Myrus (College Inn) Chi, nc.
 Myrio & Descha (Moulin Rouge) Paris, nc.
 Myrtle & Pacaud (International Casino) NYC,
 nc.

Nadine & Charles (Maryland Gardens) Wash-
 ington, D. C., nc.
 Napoli, Ralph (Ambassador) NYC, h.
 Nations, Evelyn (Lexington) NYC, h.
 Natusch, Ives (Yacht Club) NYC, nc.
 Negret, George (Yumuri) NYC, nc.
 Neiler, Robert (College Inn) Chi, nc.
 Nelson & Marsh (Yacht Club) Chi, nc.
 New Yorkers, Four (Riviera) Ft. Lee, N. J.,
 nc.
 Newman, Doug (Statter) Boston, h.
 Newse, Steppe (Little Eden) Detroit, nc.
 Nicholas Bros. (Cotton) NYC, nc.
 Nielson, Eleanor (Crisis) NYC, nc.
 Niles, Don (Oasis) Seattle, nc.
 Nina, Senorita (Gay Village) NYC, c.
 Nolan, Bud (Longwood) Chi, nc.
 Noland, Nancy (White) NYC, h.
 Norman, Jack (San Pablo) San Francisco, nc.
 Norre, Kay (Frankie's Casino) Chi, nc.
 Nuri Sisters (El Chico) NYC, nc.

O

O'Connor Family (Orph.) Memphis, t.
 O'Rourke, Nan (Ballyhoo) Phila, nc.
 O'Toole, Edythe & Fatsio (Ten Acres) Way-
 land, Mass., ro.
 Omar (St. George) Brooklyn, h.
 Ortega, Eva (Riviera) Ft. Lee, N. J., nc.
 Ortega, Rosita (Yumuri) NYC, nc.
 Ortnes, Joe (Trocaero) London, nc.

P

Padula, Margaret (Gay '90s) NYC, nc.
 Page, Lyle (Club Hollywood) Louisville, nc.
 Paradise, Pat (Farody) Chi, nc.
 Parish Sisters (Palmer House) Chi, h.
 Parker, Bob (Chez Paree) Louisville, nc.
 Parker, Lew, & Co. (Lyric) Indianapolis, t.
 Parkerson, Lew (Savoy-Plaza) NYC, h.
 Parsons, Kay (El Dorado) NYC, nc.
 Parsons, Joe (Chicago) Chi, t.
 Pedro (Gaucho) NYC, nc.
 Peppers, Three (Hickory House) NYC, nc.
 Peppino & Camille (Book Cadillac) Detroit,
 nc.
 Perkins, Johnny (Stanley) Pittsburgh, t.
 Perry, Mitha (French Casino) NYC, nc.
 Peterson, Chuck (Modernistic Bar) Racine,
 Wis., c.
 Phillips, Wendell (Chicagoan) Chi, h.
 Pierce & Harris (Olive Tree) Chi, h.
 Pierce, Burton (Biltmore) NYC, h.
 Pierre & Temple (Stevens) Chi, h.
 Pils & Tabet (Mayfair) London, nc.
 Plant, Mark (Versailles) NYC, nc.
 Plaza, Trini (Chateau Moderne) NYC, nc.
 Pope, Cathleen (New Yorker) NYC, h.

Q

Queens of Heart (International Casino) NYC,
 nc.
 Quinn, Gregory (Broadway Hofbrau) NYC, nc.

R

Raboid, Rajah (Le Mirage) NYC, nc.
 Raeburn, Burt (Queen Mary) NYC, nc.
 Ramon & Lucinda (Trocaero) NYC, nc.
 Ramon & Le Moyne (Moraco's Cafe) Clevel-
 and, 20-Nov. 21
 Rancheros, Three (Weylin) NYC, h.
 Randall, Peter (Green Gables) Drums, Pa.,
 nc.
 Rando (Absinthe) New Orleans, nc.
 Raphael (Waldorf-Astoria) NYC, h.
 Rasha & Rona (Absinthe) New Orleans, nc.
 Ray & Trent (Pal.) Chi, t.
 Ray, Allen (Madison) Jefferson City, Mo., h.
 Raye, Prince & Clark (Walton) Phila, h.
 Raye, Vivian (Mirador) NYC, nc.
 Raye, June (Half Moon) Coney Island,
 N. Y., h.
 Raye, Buddy (Martin's) NYC, c.
 Raymonds, Three (Jimmy Kelly's) NYC, nc.
 Readings, Twins (Paradise) NYC, re.
 Reard, Paul (Orph.) Los Angeles Oct. 27-
 Nov. 3, t.
 Reis Bros. (Royale Frollos) Chi, nc.
 Reis & Dunn (Club Greyhound) Louisville,
 nc.
 Reard, Jeri (Chicagoan) Chi, h.
 Renejo & Carlota (El Chico) NYC, nc.
 Renee (Jimmy Kelly's) NYC, nc.
 Rhoddy Twins (Ranch) Seattle, nc.
 Rhodes, Dale, & Jean Mona (35 Club) Mil-
 waukee, nc.
 Rhomer, Billy (Oasis) Seattle, nc.
 Rice, Sunny (Chez Paree) Chi, nc.
 Richards, Harold (St. Moritz) NYC, h.
 Ringer, Carl (52d St.) NYC, nc.
 Risika & Dene (Frontenac Casino) Detroit
 20-Nov. 21
 Roark, Edith (Embassy) Phila, nc.
 Robert, Manya (Frollos) NYC, nc.
 Roberts, Jack & Renee (Blue Star Inn) West-
 ern Star, O., nc.
 Roberts, Eileen (Greenwich Village Casin-
 o) NYC, nc.
 Robenis, Les (French Casino) NYC, nc.
 Robertson (French Casino) NYC, nc.
 Robeys, Four (Oriental) Chi, t.
 Rock, Mildred (Harry's New York Cabaret)
 NYC, nc.
 Rodgers, Chet (Tutweller) Birmingham, Ala.,
 nc.
 Roger, Germaine (French Casino) NYC, nc.
 Rogers, Roy (Orph.) Memphis, t.
 Rogers, Adrian, Trio (Essex House) NYC, h.
 Rollins, Mimi (Frollos) NYC, nc.
 Roltner, Bob (Adelphia) Phila, h.
 Roosevelt, Billy (Show-Bar) Forest Hills, L. I.,
 nc.
 Ross, Tommy (St. Moritz) NYC, h.
 Roschin, Nico (French Casino) NYC, nc.
 Rose, Jack (Place Elegante) NYC, nc.
 Ross, Geraldine (Northwind Inn) Detroit, nc.
 Ross, Dr. Sydney (Rainbow Grill) Radio City,
 NYC, nc.
 Roy, Jill (Rumanian Village) NYC, re.
 Royal Duo, The (Leon & Eddie's) NYC, nc.
 Royce, Rosita (Chez Paree) Chi, nc.
 Russell, Paul (Torch Club) Cleveland, nc.
 Russell, Mabel (Nick's Rendezvous) NYC, c.
 Russian Gypsy Trio (Gay Village) NYC, c.
 Ryan, Jerry (Gay '90s) NYC, nc.
 Ryan, Patricia (Radio City Rainbow Grill)
 NYC, nc.
 Ryan, Sue & Co. (State) NYC, t.
 Rych & Kaye (Ringside) Ft. Worth, Tex., nc.
 Ryger, Mariana (State-Lake) Chi, t.

S

Sahji (Plantation) NYC, nc.
 St. Clair, June (Yacht Club) Chi, nc.
 St. Moritz Ice Carnival (Orph.) Memphis, t.
 Salazar, Hilda (La Conga) NYC, nc.
 Salfi Puppets State NYC, t.
 Sargent, Kenny (New Yorker) NYC, h.
 Satz, Ludwig (Rumanian Village) NYC, re.

Sauters, Dorothy (Kit-Kat) NYC, nc.
 Sava, Marisia (Russian Kretzhma) NYC, re.
 Saxon, Jack (Pickwick) Birmingham, Ala., nc.
 Savo, Jimmy (State) NYC, t.
 Scheps, Sid (Edoeki) Chi, nc.
 Scott, Jean (Frollos) NYC, nc.
 Seelby, Roy (Mirador) NYC, nc.
 Seel, Peggy (Yacht Club) NYC, nc.
 Seiler, Jay & Lou (Rox) NYC, t.
 Seitz, Nick (Show-Bar) Forest Hills, L. I., c.
 Shandor (Buckingham) NYC, nc.
 Shatlen, Anna (Rumanian Village) NYC, re.
 Shaver, Buster (Stanley) Pittsburgh, t.
 Shaw, Wini (Boston) Boston, t.
 Shea, Norma (Wivel) NYC, re.
 Sherman Bros. (Greenwich Village Nut Club)
 NYC, nc.
 Sherr, Lew & Les (Henry Clay) Louisville, h.
 Whitney, Maurine (Longwood) Chi, nc.
 Shore, Willie (Hi-Hat) Chi, nc.
 Short, Bobby (Frollos) NYC, nc.
 Silva, Joe (Villa Moderne) Chi, nc.
 Silverman, Jack (Old Rumanian) NYC, re.
 Simpson, Carl (Adelphia) Phila, h.
 Simpson's, Famous Marionettes (Adelphia)
 Phila, h.
 Sinclair Sisters (Royal Frollos) Chi, nc.
 Sloane, Estelle (Kenmore) Albany, N. Y., h.
 Smith, Eddie (Uproar House) NYC, nc.
 Smith, Duke (Trouville) NYC, nc.
 Sophisticates, The (Biltmore) NYC, h.
 Southland Rhythm Girls (Rox Bowl) Chi, nc.
 Spear, Harry (Park Central) NYC, h.
 Spec & Spot (Amer. Music Hall) NYC, mh.
 Spivey, Billy (Hollywood) NYC, re.
 Spree, Jack (Bohemian Gardens) Newport,
 R. I., nc.
 Stadler & Rose (International Casino) NYC,
 nc.
 Stafford & Louise (State) NYC, t.
 Stafford, Chico (Oasis) Seattle, nc.
 Stanley, Eddie (Oriental) Chi, t.
 Sterner, Kean & Lois (Bal Tabarin) Paris, nc.
 Stewart, Jackie (Gay Village) NYC, c.
 Still, Lois (Drake) Chi, h.
 Stone, Dick (Essex House) NYC, re.
 Stone, Al (Old Rumanian) NYC, re.
 Stone, Dorothy, & Chas. Collins (Stanley)
 Pittsburgh, t.
 Storr, Allan (Commodore) NYC, h.
 Stuart, Gene (Dutchman's Grill) Lynn, Mass.,
 re.
 Stump & Stumpy (Plantation) NYC, nc.
 Sullivan, Lee (Paradise) NYC, re.
 Sullivan, Maxine (52d St.) NYC, nc.
 Sunde, Mary (Colosimo's) Chi, nc.
 Suzanne & Christine (Jimmy Kelly's) NYC,
 nc.
 Swain Sisters (Jimmy Kelly's) NYC, nc.
 Swann, Russell (Dorchester) London, h.
 Sweeney, Bud (Chez Ami) Buffalo, nc.
 Symington, Eve (Waldorf-Astoria) NYC, h.
 Sylvester, Fred, & Co. (Earle) Washington,
 D. C., t.

T

Tapia, Cesar (Havana-Madrid) NYC, nc.
 Taubman, Paul (Ambassador) NYC, h.
 Taurich, Peter (Show-Bar) Long Island,
 N. Y., nc.
 Tatum, Art (Three Deuces) Chi, nc.
 Taylor, Key (Hollywood) NYC, re.
 Termini, Joe (State-Lake) Chi, t.
 Thas, Tommy (Dorchester) London, Eng. h.
 Thomas, Eddie (Palumbo) Phila, nc.
 Thomson, Helen (Seven Gables) Smithtown,
 L. I., N. Y., re.

THE TITANS
 (J. J. Ryan—A. J. Beck—F. L. Barker)
 "RHYTHM IN SLOW MOTION"
 Direction MILES INGALLS,
 International Theatrical Corp., New York.

Tinney, Dot (Black Cat) NYC, nc.
 Tip, Tap & Toe (Cotton) NYC, nc.

Tomaack, Sid (Royale Frollos) Chi, nc.
 Torres, Carmen (French Casino) NYC, nc.
 Torres, Ralph (Edison) NYC, nc.
 Toy, Ming (Kenmore) Albany, N. Y., h.
 Tramp Band (Cotton Club) NYC, nc.
 Travis, Jimmy (Club Piccadilly) Baltimore,
 nc.
 Trozky, Vera (International Casino) NYC,
 nc.
 Tucker, Peggy (Riviera) Ft. Lee, N. J., nc.
 Turloch, Peter (Show-Bar) Forest Hills, L. I.,
 nc.
 Turner, Elma (Plantation) NYC, nc.

Walker, Janice (College Inn) Chi, nc.
 Wallace, Frank, & Trixie La Mae (Martin's
 Rathskeller) Yorkville, N. Y., c.
 Wallace, Louise (Meadowbrook) Cedar Grove,
 N. J., nc.
 Walsh & Barker (Berkely) London, h.
 Walters, Charles (St. Regis) NYC, h.
 Walters, Walter (Hollywood) NYC, re.
 Walters, Gene (Jimmy Kelly's) NYC, nc.
 Ward, Joe (Savarin) Buffalo, N. Y., c.
 Ware, Dick (Silver Club) Chi, nc.
 Waring, Fred, Pennsylvanians (Michigan) Det-
 roit, t.
 Watkins, Dick & Dorothy (Lobby) Juarez,
 c.
 Wayne, Marcia (Savarin) Buffalo, N. Y., c.
 Wayne, Lillian (Holland) NYC, nc.
 Weaces (Dorchester) London, h.
 Welsh, Sammy (Mirador) NYC, nc.
 Welch, Bill (New Kenmore) Albany, N. Y., h.
 Weston, Ethel & Louis (Lobby) Juarez, Mex-
 ico, c.
 Whalen, Jackie, & Streamline Steppers
 (Rudd's Beach) Schenectady, N. Y., nc.
 Whirling Aces, Three (Red Men's) Rochester,
 N. Y., nc.
 White, Billy (Chicago) Chi, t.
 White, Jack (18) NYC, nc.
 White, Ann (Bertolotti's) NYC, re.
 White, Danny (Nixon) Pittsburgh, re.
 White, Jack (Ga.) NYC, nc.
 Whiteman, Loyce (Rickey) Tacoma, Wash.,
 nc.
 Whittman, Flo (Club Minuet) Chi, nc.
 Whitney, Marjorie (La Salle) Chi, h.
 Wickel, Bill (Gay '90s) NYC, re.
 Wickse Bros. & Armida (Melbourne) Sydney,
 Australia, Oct. 16-Dec. 30, t.
 Wilbert, Raymond (Mayfair Casino) Clevel-
 and, nc.
 Wilkens, Dorothy (New Yorker) NYC, h.
 Wilkey & Rae (Tower) Kansas City, Mo., t.
 Will, Ward (Gay '90s) NYC, nc.
 Williams, Art (Club Alabama) Chi, nc.
 Williams, Robert, & Red Dust (Tower) Kan-
 sas City, Mo., t.
 Williams, Maxine (Onyx) NYC, nc.
 Willard & Hurley (Drake) Chi, h.
 Wilson, Jackie & Honey (Cavalier) NYC, nc.
 Wilson, Edna Marie (Country Club) Spring-
 field, Mo., nc.
 Wills, Frances (Greyhound) Louisville, Ky.,
 nc.
 Winters & Marano (Plantation) NYC, nc.
 Winthrop, Dale (Oriental) Chi, t.
 Winton & Diane (2 o'clock) Baltimore, nc.
 Zang & Rude (Hi-Hat) Chi, nc.
 Tiny (Yacht Club) NYC, nc.
 Wood, Britt (Earle) Washington, D. C., t.
 Woods, Lorraine (International Casino) NYC,
 nc.
 Woods & Bray (Northwood Inn) Detroit, nc.
 Worth, Grace (Dorchester) London, h.
 Worth, Bobby (Faye's) Providence, nc.
 Wright, Ruby (Beverly Hills) Newport, Ky.,
 cc.
 Wright, Edythe (Commodore) NYC, h.
 Wyatt, Bob (Golden Top) Chi, nc.
 Wyse Jr., Ross, & June Mann (Mayfair Cas-
 ino) Cleveland, nc.

Yacht Club Boys (Met.) Boston, t.
 Yanyago Voodoo Dancers (Le Mirage) NYC,
 nc.
 Yevo & Dora (Boulevard Tavern) Elmhurst,
 N. Y., c.
 Yost's, Ben, Varsity Eight (Riviera) Ft. Lee,
 N. J., nc.
 Young, Jack (Kenmore) Albany, N. Y., h.

Zig Zee, Mlle. (Colosimo's) Chi, nc.
 Zee & Zag (Powers) Rochester, N. Y., h.

**FAIR GRAND-STAND
 ATTRACTIONS**
 (Routes are for current week when no dates are
 given)

Alle, Edna, & Co.: Rodeo, Chicago Stadium,
 Chi.
 Avalons, Six: Conyers, Ga.
 Beasley, Thelma: Conyers, Ga.
 Behens, Flying: Orange, Tex.
 Ben, Ben: Leeds, Ala.
 Blair, Francis: Reno, Nev.
 Calvert, The Great: Montgomery, Ala., Nov.
 2-11.
 DeArmo, Billy & Margie: Anderson, S. C.
 Jayce, Great: Woodland, N. C.
 Kressels, Four: Florence, S. C.
 La Delle, Babe: Reno, Nev.
 Lankford Family Band: Thomasville, Ga.:
 Live Oak, Fla., Nov. 1-6.
 Rose, Sterling, Troupe: Florence, S. C.
 Smiths, Superior Band: Orangeburg, S. C.
 Stevens & Cushing's Attrs.: Edenton, N. C.
 Tom, Jerry & Butts: Florence, S. C.
 Wagner's Concert Band: Clinton, N. C.
 Watkins Dog, Pony & Monkey Circus: Tar-
 boro, N. C.; Anderson, S. C., Nov. 1-6.

DRAMATIC AND MUSICAL
 (Routes are for current week when no
 dates are given)

Along Came Juliet: Youngstown, O., 27;
 Broadway Pa., 28; Buffalo, N. Y., 29-30.
 Amphitruos 38 (Lunt & Fontanne): (Hanna)
 Cleveland.
 Bankhead, Tallulah: (Hartman) Columbus,
 O., 25-27; (English) Indianapolis, Ind., 28-
 31; (Cox) Cincinnati, Nov. 1-6.
 Between the Devil: (Cheestnut St.) Phila.
 Brother Rat: (Selwyn) Chi.
 Brother Rat: (Royal Alexandra) Toronto,
 Can.
 Deans House: (Cox) Cincinnati.
 Evans Maurice: (Busnell) Hartford, Conn.,
 27; (Shubert) New Haven 28-30 /
 Father Malachy's Miracle: (Erlanger) Buf-
 falo 25-27.
 Follies: (Midland) Newark, O., 27; (Fair-
 banks) Springfield 28; (Memorial Aud.)
 Louisville, Ky., 29-30.
 Ghost of Yankee Doodle, with Ethel Barry-
 more, Dudley Digges: (Masonic) Rochester,
 N. Y., 27; (Erlanger) Buffalo 28-30.
 Greenwood, Charlotte: (National) Washing-
 ton.
 Hayes, Helen: (Forrest) Phila.
 Ed Rader Be Right: (Ford) Baltimore.
 Madam Bovary: (Grand) H. Chi.
 May Wine: (Erlanger) Phila.
 (See ROUTES on page 84)

Cole Texas Stands Good

May play Houston two days next season — parade in Goose Creek first in years

HOUSTON, Oct. 23.—Cole Bros.' Circus had wonderful business here, altho following Ringling-Barnum Circus. Matinee was near capacity and show strayed them at night. It is possible that show will be here two days next year.

Between shows several of personnel visited at the Frank J. Walter quarters. Included in party were Clyde and Harriett Beatty, Mr. and Mrs. Ken Maynard, John and Gladys Smith, Mr. and Mrs. Jack Joyce and Capt. Bernardi, of Cole Bros., and Circus Fans A. W. Kennard and Perry Luth.

GOOSE CREEK, Tex., Oct. 23.—Cole Bros. played here October 16. It was the first large railroad show to play Goose Creek in several years. Parade was the first given here in 20 years. Business was extremely good. Lot was muddy, with downpour during matinee and night performance. Show played on railroad lot, with very short haul.

GALVESTON, Tex., Oct. 23.—Known as one of the poorest show towns in this State, Galveston gave Cole Bros. good crowds. Performance and parade clicked.

CROWLEY, La., Oct. 23.—Cole Bros.' Circus continues having fine weather and business. At Marfa, Tex., with fair going on, show had packed house in afternoon. A long run to Del Rio and a very good day. At San Antonio a big day and all the Odums on hand. Corpus Christi, two packed houses. Bert Rutherford, Gibby, Al Irwin and Harry Steger were visitors at Houston.

J. D. Newman spent day with show at San Diego. Crossing over to Mexico became a habit on the border and many of personnel, including Bob Courtney, Ernest Sylvester, Billy Cronin, Captain Crandell, Paul Nelson, Ken Maynard and the writer, Stanley F. Dawson, purchased lounging boots. McCloskey gave a dinner party at the Mexican town across from Del Rio.

Circus Beats Movie Life, Says Tom Mix

COLUMBIA, Mo., Oct. 23.—Making a motion picture is "sissy stuff" compared to traveling with a circus, according to Tom Mix.

"Many persons who write those harum-scarum tales for Western movies and almost all of those who act in them can't shoot a gun and probably would have to be helped on a horse," Mix declared. Here with his circus recently, Mix netted a lengthy feature story in *The Missourian*, daily published by University journalism students.

Mix said he would begin work on a picture next month at 20th Century-Fox studios. "Just as soon as it is made I'll go back to my circus. You can't beat a circus for activity. Circus life has movie life beat all hollow any way you look at it."

Advance of Howe Show Has Had Opposition

CHATTANOOGA, Tenn., Oct. 23.—The advance of Howe Bros.' Circus is in its 35th week, has traveled 14,000 miles and covered 16 States. Has had heavy opposition in Middle West and South. Opposition has included Hagenbeck-Wallace, Ringling-Barnum, Moon Bros., Alabama Minstrels and Lasses White's Radio Revue.

Roster of car at present includes Charles R. Coleman, brigade agent; Douglas Spicer, boss lithographer; Bandy Brothe and Willie Wilson, assistant lithographers; Pee Wee Jackson, boss billposter; Harry Fitzgerald, John Simpson and B. Sohns, assistant billposters. W. E. Jack resigned as special agent and was replaced by M. B. Moore. Roy Roberts is in charge of opposition brigade with two men.

C. A. Adams Charged With Wallace Robbery

CHATTANOOGA, Tenn., Oct. 23.—Charlie A. Adams, of Springfield, Mo., usher on Wallace Bros.' Circus, who admitted ushering out of the ticket wagon \$3,700 in Greenwood, S. C., last Thursday night, according to local detectives, was returned to the South Carolina town Monday for trial on a charge of robbery.

He was picked up in a rooming house here after local detectives had received a tip that he was headed towards Chattanooga. Six hundred and fifty-one dollars in bills and silver was recovered in bags used by circus "pick-up" men.

Adams denied at first that he stole the money, declaring he saw a man leaving with the bags and gave chase. He said the man dropped the bags in his haste to escape. The whereabouts of the remainder in loot was unknown.

Dexter Fellows Plans To Leave for Florida

HATTIESBURG, Miss., Oct. 23.—Changing their diagnosis from a severe flu to a mild case of typhoid fever, hospital officials report that Dexter Fellows should be up and around in another week to 10 days. He plans to leave with his wife, who has been at his bedside, for Florida for a long rest and then return to their winter home in New Britain, Conn.

H. S. Young Closes

JACKSON, Mich., Oct. 23.—H. S. (Slim) Young has closed his shows and pony ride and has them in quarters on a farm at Cambria, Mich. Has an office in this city. Young was in 17 States, traveled 9,000 miles and had fairly nice business. F. E. Pilbeam and Tex Crockett were recent visitors at quarters.

WPA Opens Indoors Oct. 30; Canvas Season Draws 225,000

NEW YORK, Oct. 23.—This city's WPA circus unit, now in temporary quarters at 49th street and 10th avenue, Manhattan, is scheduled to open its winter season October 30 at Jamaica Arena, Jamaica, L. I.

The show, which played for 21 weeks under canvas the past season to approximately 225,000 paid admissions, according to officials, will again be assembled and routined by Burns O'Sullivan, gen-



S. T. JESSOP, newly elected president of the National Tent and Awning Manufacturers' Association and president also of the United States Tent and Awning Company, Chicago. In last week's issue cut of Jimmy Morrissey was inadvertently used instead of Jessop.

Mix, Cole in L. R. Within Three Days

LITTLE ROCK, Ark., Oct. 23.—This city had two circuses within three days' time, Tom Mix, October 18, and Cole Bros., the 21st.

Mix show arrived late Sunday in a steady downpour and tents had to be staked in a sea of mud. Two performances Monday were given in threatening weather and attendance, while held down, was fair enough under the circumstances. Cole had fine weather and show was well patronized. Both shows dealt the usual courtesies to orphans.

FRANK B. HUBIN says that he will close his boosting campaign for A. Harry Moore in New Jersey November 1.

John Korniloff Seriously Hurt

MONROE, La., Oct. 23.—John Korniloff, Cossack performer of Cole Bros.' Circus, whose neck was broken here Tuesday afternoon during a performance when his horse tripped and fell upon him, was holding his own Wednesday night. Korniloff's spine was broken near the base of the neck. He underwent an operation Tuesday night and, altho his condition was at first described as critical, doctors later said he was "doing as well as can be expected." The rider is paralyzed from the armpits down and his arms partially paralyzed.

Show at Boston Ahead of Last Year

BOSTON, Oct. 23.—The London Hippodrome Circus, second annual Charles Gordon-promoted circus at Boston Garden, October 4-10, concluded its week substantially ahead of the Frank Buck's Bring 'Em Back Alive Jungle Circus of 1936, also seven days. Rain held up the gate on Sunday, last day, altho fair-sized crowds, mostly children, were present. Two performances daily.

Two and one-half hour show had following acts: Christy's Circus unit, (See SHOW AT BOSTON on page 40)

Five New Wagons For Clayton Show

CASTLE CREEK, N. Y., Oct. 23.—Five new wagons were recently brought down from Lockport, N. Y., to quarters of Clayton's Combined Circus. They were formerly used on the Ferris Shows. One ticket wagon and four cages are in the group.

Carol Miller, formerly interested in Martin Bros.' Circus with Clayton Hawkes, who owns the Clayton show, will spend the winter in Binghamton, N. Y. Miller will play a few winter dates in this part of the country and then go into the carnival business again next spring.

Three Shows in And Around Joplin

JOPLIN, Mo., Oct. 23.—Three circuses have been in and around here recently. Sells-Sterling was here October 3, using old airport lot. Three-fourths house in afternoon and half house at night. Paul F. Van Pool, circus fan, caught show and also saw Barney Bros. at Siloam Springs, Ark. From talk around the show it has had a very successful season.

On October 14 Van Pool, Marty Williams and Ralph Nutz visited Tom Mix Circus in Carthage, Mo. Charles Parker, formerly with Jerry Mugivan, was on lot. Good crowds at both performances.

Lincoln Plant to Robinson

LINCOLN, Neb., Oct. 23.—Waller Displays, Inc., local billposting plant, was sold this week to Robinson, Inc. Plant consists of 125 panels and was set up in opposition to Robinson about nine months ago. Represented the investment of about \$60,000 and sale was at considerable loss. This does not include the 1,600 boards scattered over 11 States also owned by Waller Displays.

Ludwig Co., New Castle, Signs Year's Agreement

PITTSBURGH, Oct. 23.—A three-year strike of outdoor ad men was ended in New Castle, Pa., this week by the signing of a one-year agreement between the Max Ludwig Advertising Company and Local No. 118 of the International Alliance of Bill Posters, Billers and Distributors. Negotiations for the IABPD were conducted by Mark Must, business agent of No. 118, with the co-operation of the New Castle Trades and Labor Assembly informed IABPD President Leo Abernathy, who also stated that all union demands were met.

FAREWELL PARTY of the Halter Club with Russell Bros.' Circus was at Mt. Pleasant, Tex. Members are Bobbie Warner, Genevieve Hughes, Betty and Ginger Willis, Jeanne Wallick and Hazel King. Miss Warriner is president, treasurer and general director and Miss King secretary.



IN THE BIG TOP at Long Beach, Calif., September 30, after Cole Bros.' Circus, thru Hugh Barnhart and Jess Adkins, had completed details with the American Federation of Actors, thru Ralph Whitehead, in making the show 100 per cent union. Left to right: Barnhart, president Indiana Circus Corporation; Whitehead; Adkins, manager Cole Show. In back of Whitehead is seen Cliff Thompson, giant of the Side Show.

AL. G. BARNES AND SELLS-FLOTO

SEASON
1937

COMBINED CIRCUS

SEASON
1937

S. L. CRONIN, MANAGER

"WE OPENED AND CLOSED WITH IT"

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<p>J. C. "DUSTY" RHODES SUPT. OF FRONT DOOR</p>	<p>JOHN WHITE — AND — FAMILY</p>	<p>WALTER McCLAIN SUPT. OF ELEPHANTS</p>	<p>TAX BOXES HARRY LEVY THOS. McKILLOP</p>
<p>SIDE SHOW DEPARTMENT DUKE DRUKENBROD, Manager. GEO. "RED" WHITE, Assistant Manager. THREE BALL BROTHERS, Musical Entertainers. EARL GRAHAM, Novelty Juggler. MAURICE EUGENE, Sword Swallower. AGNES WALLACE, Scotch Highlanders. VIRGINIA BUTTERFIELD, Mentalist. "JOSEPHINE," Snake Enchantress.</p> <p>LU-LUCILLE ANNEX ATTRACTION</p>	<p>MARK T. KIRKENDALL 41ST YEAR</p> <p>ARTHUR STAHLMAN "WITH IT AND FOR IT"</p>	<p>FRANK CHICARELLO</p> <p>DAN PARKER "PAINTER EXTRAORDINARY"</p>	<p>CHESTER PELKE — Manager — CANDY STANDS</p> <p>JAMES THOMASSON Cashier</p>
<p>BALLOON DEPARTMENT SHERMAN COWEN CHAS. JOHNSON</p> <p>No. 1 STAND HOMER CANTOR</p> <p>HAMBURGER STAND JIMMY BROWN</p> <p>POPCORN STAND JOE BROWN</p>	<p>BOB and OVA THORNTON</p>	<p>WM. H. "CAP" CURTIS "CIRCUS EQUIPMENT and PEDIGREED PECANS" PASS CHRISTIAN, MISS.</p>	<p>HARRY BERT "AND THE LADS"</p> <p>NO RUNS NO HITS NO ERRORS</p>

"A MOST ENJOYABLE SEASON FOR ALL"



With the
Circus Fans

By THE RINGMASTER

CFA
President: MELVIN D. HILDRETH, 718 Evans Bldg., Washington, D. C.
Secretary: W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.
(Conducted by WALTER HOERNADDEL, Editor "The White Tops," care Holmadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Oct. 23.—Central States Vice-President Karl K. Knecht advises that plans for a regional meeting to be held at Rochester, Ind., November 12-13, have been abandoned. This change has been made necessary by the early closing of Cole Bros.' Circus, which will be October 27 at Paducah, Ky., and not November 11 in Mississippi, as was first announced. Letters received by Knecht in reply to a questionnaire sent to members some time ago favored a sectional meeting in Rochester when the Cole show came home. A Central States CFA Tops meeting will be called for either

February or March, perhaps at Rochester and Peru, Ind., when visits can be made to both Cole Bros. and Hagenbeck-Wallace quarters. Another suggestion is that the meeting be held in Chicago at the time the shows have their openings.

Stan Rogers, Frank Whitbeck and Harry Sharrock caught the Cole show several times while it played Los Angeles, Hollywood and vicinity. Rogers writes that they saw them set up, caught parade twice, one performance and visited the backyard and train. Enjoyed the show immensely.

F. E. Loxley had a visit with William M. Purfill, of Westery, R. I., at his home in Edgewood October 17. National Secretary W. M. Buckingham has been busy the past week working on the Grotto Circus, Norwich, Conn., for week of October 25.

The editor of *White Tops* had a surprise last week when he received a beautiful model circus wagon from John Shepard, of Chicago, former editor and now secretary-treasurer of the Model Builders' Association. The model is a wardrobe wagon built on a scale of one inch to the foot and is decorated with raised designs painted ivory, red and gold. It is constructed with corner posts and with a figure of a woman inset at each corner and lettered with the figures 42, which is our Circus Fan number. To a Circus Fan this is a mighty nice gift. When Ringling-Barnum Circus played New Orleans J. A. Leighton, of that city, spent two days on the lot entertaining and visiting. On Saturday afternoon he entertained as his guests Charles F. Childress, Thomas Korolla, Joseph Fernandez and Laurin A. Broussard. Saturday night Joseph J. LaCombe was his guest in the big top. Sunday night he had as guests Mr. and Mrs. Avery J. Rhodes. States he had a wonderful time visiting in the backyard and met many old friends. Planning an increase in membership at New Orleans and hopes to put on a real party next season.

Fans A. W. Kennard, Joe Helser and Perry Luth visited Cole Bros. in Galveston and Goose Creek, Tex. Bert Rutherford visited in Galveston. Fan Burt Wilson visited show in Goose Creek, driving to Houston next day, where he spent Sunday as guest of Frank Walter and wife.

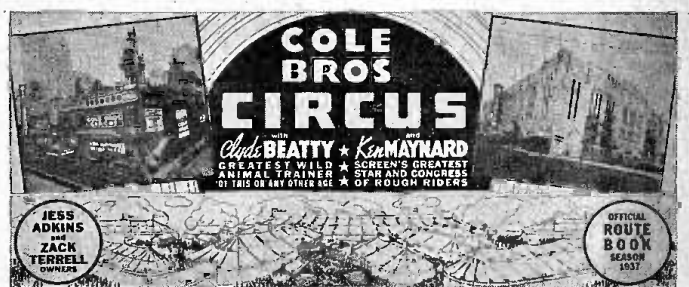
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Property can be seen as per route, October 28, Mobile, Ala.; October 29, Atmore, Ala.; October 30, Greenville, Ala.; November 1, Selma, Ala.; November 2, Troy, Ala.; November 3, Eufaula, Ala.; November 4; Albany, Ga. Season ends. Winter Quarters, Macon, Ga. WANTED—Steel Flat Cars, Stock Cars, Coaches, Baggage Wagons, Cages, Tableaux Wagons, Steam Calliope. State where property can be seen. CHAS. SPARKS.

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Official Social Security Rulings

THE Treasury Department at Washington, D. C., has broken a precedent of long standing in the interest of the outdoor show world by giving permission to its Social Security Tax Unit to issue a number of official rulings on questions which have found different interpretations by revenue collectors in various districts the past summer. *The Billboard* wishes to express to the Hon. Guy T. Helvering, commissioner of internal revenue, and Mr. Victor H. Self, acting chief of the Social Security Tax Unit, its sincere appreciation in the name of the outdoor world for the cooperation in this matter.

Last June the writer had a series of conferences in Social Security Tax Unit office at Washington and received a number of official opinions which were of great help to the outdoor show business when published exclusively in *The Billboard*. At that time it was suggested to the writer that he submit a series of questions covering all outdoor show business to the Tax Unit and it was promised that they would find careful consideration.

Therefore *The Billboard* about three months ago submitted 30 questions in writing to the Treasury Department and the first official rulings have now been received. In submitting these rulings the Treasury Department has the following to say:

"You are advised that it is not the policy of the Bureau to make rulings on questions which are hypothetical in nature. Ordinarily the Bureau refrains from issuing a definite ruling unless a complete and detailed description of the circumstances surrounding a specific case is submitted and unless all of the requirements outlined in the official regulations are satisfied. However, careful and sympathetic consideration has been given to the purposes for which the rulings requested in your letters are sought. Accordingly ruling will be made with respect to those situations which are described in your communications in sufficient detail to permit determination of the questions presented."

Some Questions Still Unanswered

On several questions submitted the Tax Unit has not rendered a ruling so far because more details are needed to make an official decision. The editor of this department has taken steps for another conference at Washington early in November and at that time all details demanded and necessary will be submitted.

Most of the questions still up in the air concern differences between show owners and independent contractors. However, we have received a number of rulings given by district revenue collectors to different shows and all agree that owners of independent attractions, such as riding devices, side shows and concessions, are considered as independent contractors as long as they have full control over their help and just book their attractions on a carnival or in a park, and such independent contractors are held liable and responsible for the collection and payment of Social Security taxes for their own employees.

However, *The Billboard* has assurance of the authorities at Washington that before a new summer show season starts all still doubtful questions will be threshed out and decided finally so there will not be any confusion thereafter.

Following are the first official rulings in the order in which they were given out and received. While the rulings naturally are somewhat technical in their wording, they should be easily understood by the showmen who are familiar with the situations. In studying these rulings it should be remembered that Title VIII covers the Old Age Pension Taxes, while Title IX covers the Unemployment Fund Taxes.

Freaks in Circus Side Shows

CASE 3. "The M Circus hires Miss A, a so-called fat lady (627 pounds); Mr. B, a midget less than three feet high; Mr. C, a giant; eight feet two; or Mr. D, known as the 'skeleton man.' They are hired at a fixed salary to exhibit themselves in the circus side show.

"While the Social Security Act does not make any exemption in their case, there have been interpretations by revenue collectors which plainly exempt

Treasury Department breaks precedent in interest of outdoor show world—a number of doubtful questions answered officially by Social Security Unit

these people. What is the official ruling under Titles VIII and IX?"

RULING 3. You are advised that there is no provision in the Social Security Act under which the wages of so-called "freaks," as such, may be exempt from the taxes imposed under Titles VIII and IX of the Act. Accordingly, wages of individuals performing services under the circumstances stated in your letter are subject to the taxes imposed under those titles.

Circus Holdbacks

CASE 5. "The M Circus has a rule to keep the first two weeks' salaries of all their performers and employees in their office as a so-called 'holdback' to guarantee the fulfillment of their contracts by their employees, especially in respect to the clause which requests the employee to give a notice in writing of his intention to leave the show on a certain date. The contract between circus and employee has a clause stating that this holdback is forfeited to the show in case the employee leaves the show without giving notice. All outdoor shows have the same rule, therefore the importance of an official ruling.

"This holdback is only actually paid to the employee when he has either fulfilled his contract satisfactorily or at the end of the show season, but it is credited to the employee on the books of the show when earned. When is the tax on this holdback to be paid by employee and show—when the amount is credited to the employee on the books of the show, or when it is actually paid out to the employee?"

RULING 5. Articles 203 and 303 of Regulations 91, issued pursuant to the provisions of Title VIII of the Act, provide that the taxes imposed under that title attach at the time that the wages are either actually or constructively paid and received. Wages are constructively paid or received when they are credited to the account of or set apart for an employee so that they may be drawn upon by him at any time, although not then actually reduced to possession. To constitute payment or receipt in such a case, the wages must be credited or set apart to the employee without any substantial limitation or restriction as to the time or manner of payment or condition upon which payment is to be made, and must be made available to him so that they may be drawn at any time and their payment or receipt brought within his own control and disposition.

In view of the foregoing and upon the basis of the facts stated in your letter, the so-called holdbacks must be reported as taxable wages under Title VIII on the return filed on Form SS-1 for the month during which they are either actually or constructively paid as outlined above, and not at the time they are credited to the employee on the books of the show.

However, Article 201 of Regulations 90, issued pursuant to the provisions of Title IX of the Act, provides that the measure of the tax imposed under that title is the total amount of wages payable by an employer with respect to employment during the calendar year, regardless of the time of actual payment. Wages are payable within the meaning of the provisions of such regulations if there is an obligation at any time to pay wages with respect to employment during the calendar year. Accordingly, the holdbacks must be reported as taxable wages under Title IX on the return filed on Form 940 for the year during which the services are performed with respect to which the holdbacks are payable, irrespective of the time of payment.

Are Fines Taxable Wages?

CASE 6. "It is necessary in the routine of a circus sometimes to fine an employee a small amount in preference to discharging him for violations of rules. No circus will stand for drunkenness or fighting and these are the principal causes for which the fines are imposed. There are two distinct cases in which fines are imposed, namely:

"(a) The M Circus fines his work-

man A \$1 for coming drunk to work and therefore being unable to perform the work he is supposed to do to the satisfaction of his boss (foreman), and

"(b) The M Circus fines his workman B \$1 for fighting on the lot and creating a disturbance. This fine is purely imposed for a violation of the rules, but has nothing to do with the work of the employee.

"Both fines are deducted from the salaries of A and B. The question now is: Is this fine still figured as a part of the earned salaries of A and B and therefore taxable as part of the earned wage, or can the fine be deducted from the salaries and the tax figured only on the balance of the wages?"

RULING 6. If a fine is imposed entirely as a penalty for violation of the rules of the circus, and without regard to the manner in which his required services are performed by the employee, the amount of such fine should be included in determining the taxable wages of the employee; the fact that the fine is deducted from the individual's salary instead of being collected direct from the individual after the salary has been paid is immaterial.

However, if an employee violates a rule of the circus and as a result is unable to perform his required duties to the satisfaction of the circus management, and the fine is imposed because of such inability rather than because of the violation of the rules, then the amount of the so-called fine is considered as a reduction in the salary of the employee based on the quality of his work and should not be included in determining the amount of his wages subject to the taxes imposed under Titles VIII and IX of the Act.

Wages Due But Not Collected

CASE 7. "It happens frequently during a circus season that minor employees, especially workmen, leave the show in the middle of the week without giving notice. Here is a case in question:

"A is a workman of the M Circus. He is leaving the show without notice and has still \$8 wages coming to him when he leaves but does not collect the money because he does not wish to tell the management of his intention to leave. Just before leaving he goes to the show office and draws \$3 with the excuse 'he wants to buy a pair of shoes.' This still leaves him a balance of \$5 due which he does not collect, not now or at any time, but the amount is credited to him on the books of the show as actually earned.

"The questions are: Must the M Circus pay the 1 per cent also for the employee on the \$3 drawn by A before leaving? and

"Is the \$5 due A and left in the show office, never to be collected, taxable in the sense of the Social Security Act?"

RULING 7. Under the circumstances stated, the \$3 drawn by employee "A" constitutes "wages" subject to the employers' and employees' taxes imposed under Title VIII of the Act. In this connection you are advised that Article 204 of Regulations 91 provides that the employer is liable for the employees' tax on all wages paid by him to each of his employees, whether or not it is collected from the employee. If, for example, the employer deducts less than the correct amount of tax, or if he fails to deduct any part of the tax, he is nevertheless liable for the correct amount of the tax. The information submitted is insufficient to enable this office to make a definite ruling with respect to the \$5 earned but never received by the employee. If such amount is never paid, either actually or constructively, to the employee, it is not subject to the taxes imposed under Title VIII. If, however, such \$5 represents wages which are constructively paid to the employee, as outlined in Ruling 5, such amount is subject to the employers' and employees' taxes imposed under Title VIII of the Act. In any event the entire \$8 constitutes taxable wages under Title IX of the Act.

Musicians' Rulings Next Week

There has been considerable confusion in regard to the liability of for bands and orchestras in collections and payments of Social Security Taxes. The Bureau of Internal Revenue has given this question thorough consideration and has combined its findings, reactions and conclusions in a ruling, No. 4651, which has been made available to *The Billboard* by the commissioner of internal revenue. This ruling, which has never been published before in any trade paper or elsewhere and which is of utmost importance to every musician, will be published in full in the next issue of *The Billboard*, to be followed in succeeding issues by other official rulings of great interest to the outdoor show world.

Paris Notes

PARIS, Oct. 18.—Elaborate mixed animal number presented by Antons is the outstanding feature of new bill at Cirque d'Hiver. Lions, tigers, polar and black bears, hyenas, jaguars and dogs from the Alfred Court menagerie are worked in big cage and are handled in showmanly fashion by Antons.

Aside from the acts held over from previous bill—Althoff's elephants and horses and the Williams, jockeys—remainder of program is tame. Best of the acts is the Breier Troupe in good teeterboard tumbling.

The Three Athos present an iron-jaw number, with boys showing endurance, but act lacks punch. Plastic poses and balancing stunts of the Four Artistes are slow tempoed. Three Fellers on in modest tight-wire routines, with only one good trick, a somersault from teeterboard to wire.

Four Kadex offer aerial novelty which owes its flash to elaborate equipment. Ballet numbers, led by Rene Plat, up to usual standard, as are clown gags of Despard and Zavata and Bilboquet.

Maurice Colleano Family, tumblers and acro dancers; the Mangins, hand-to-hand, and Rebla, juggler, are at the ABC. Three Horodeschis, bar act; Ginrock's dogs; Miss Frey and Partner, acrobats, and Babylas' geese are at the Petit-Casino. Miss Maeckers, contortionist, is at the Cigale.

Pickups From Europe

PARIS, Oct. 18.—Cirque Fanni and Thyssen's Menagerie are at the street fair in Saint-Denis. In battle royal between lions and tigers at Cirque Pinder at Halluon a lioness was killed. The Fratellini trio of clowns at the Eldorado in Lyons.

Cirque De Jonghe (Belgian tent circus) playing long stand at Liege. Last-minute hitch in negotiations finds the Sarrasini Circus and not the Bougliones in control of Cirque Royal Building in Brussels for this season.

Berg's bears; Miss Cooly, aerial; Maurice and May, bike; Joe Crockett, juggler; Tibor-Gomery Trio, acrobats, and the Ravensas, equilibrists, are at the Empire in Brussels.

Circus Salamonsky at Riga has Adolf Althoff's horses, Frank Talmann's tigers; Ausste and Czech, knife throwers; Four Mounters, acrobats; Kate Mursduo, perch and Ripsi and Pipi, clowns.

Circus Busch at the Renz in Vienna is presenting Emil Kling's chimps; Don Del Monte, wild walker; Alcardis, jugglers; Five Colorados, Western; Seven Tokays, teeterboard; Seven Chinese Lucky Girls, acrobats, and the Cavalinis, clowns.

Charlie Rivel's Troupe, flying trapeze, tumblers and clowns, and Raglus, juggler, are at the Arena in Rotterdam.

Acts in Copenhagen

COPENHAGEN, Oct. 12.—Togan and Geneva, American wire walkers; Frank Eders, heavyweight juggler; Taby and Tabu, fem tumblers, and Two Ruschmoors, jugglers, are at the Valencia-Rodella Ruis and Artex, bike; Cristo and Hermamos, acrobats, and Three Glasnests, bar act, are at the National Scala. Ceuta Trio, tumblers; Paddy, juggler, and the Taverniers, acro comics, are at Lodberg's.

Under the Marquee

By CIRCUS SOLLY

BOB PRINTY, who has been with circuses, is doing considerable wrestling.

R. M. HARVEY, in passing thru Cincinnati last Friday, called at *The Billboard* offices.

JOE BAKER, formerly with circuses and in vaude, advises that he is opening a vaudeville coach studio at Seattle.

F. J. FRINK, who was on advance of Tom Mix Circus, is at home in Oxford, Pa.

SLIVERS JOHNSON, clown, who had a fine fair season in the West, will be with Bob Morton at Toronto and Houston.

SESTER-WEBB Revue is playing theaters in New York State. Billy and Nellie Wisner visited show at Endicott.

ALLAN BARRY has spent the last few years in Boston, not having been on road since 1932. Says he is planning to be with a circus again next year.

A. E. COBB, 92, former joy, lives at Orange City, Fla. He clowned with Dan Rice Circus in 1860 and later with Alex Robinson Circus.

MARSHALL C. GRIFFIN, horse trainer, states that after 15 years' absence from road he will be back in the field next season.

RADKE SISTERS, with WLS Radio road show this summer, sailed from Los Angeles October 1 for Honolulu. Are with E. K. Fernandez show.

THE ARENSENS, Barney and Jimmy, past season on Lewis Bros.' Circus, are making Canton, O., their home temporarily, pending the start of indoor, dates.

ADVERTISING CARS Nos. 2 and 3 of Downie Bros.' Circus were in Mobile, Ala., October 17 and 18. Show is due there this week.

J. R. FRANKLIN, 87, former noted flyer of the Flying Franklins, resident of

Richmond, Va., is now in Atlanta, Ga., where he will undergo an operation.

RALPH H. BLISS, of Al C. Hansen Shows, recently met Jack McCrory, of Barney Bros.' brigade, and Howard Burdge, now high pitching. All were formerly with Seils-Sterling Circus brigade.

J. C. WOODARDS, with Ringling-Barnum, was given a welcome by friends when show played his home town, Meridian, Miss. Among them was Fred Jareaw, publisher of *The Meridian Star*.

JACK DUNN, general agent for Seal & Lee Circus, cards that he is arranging route for indoor dates, nine weeks in Canada, and that LaSalle Sisters left for Florida.

LOLA AND WALTER LEVINA, after completing engagement at Great Lakes Exposition, Cleveland, with R. J. Zouray, joined Dave Rosen in side show Rubin & Cherry Exposition. They have a new trailer.

IT WON'T be long now until they are all in the barn. It has been a good season for a number of the big tops.

WILLIAM (BILL) MACY, with Eddy Bros.' Circus this season, is now in Arizona convalescing from a recent illness. Bill has received many fine tributes from old friends in the show world, all of which are appreciated by him.

CLIFF McDOUGALL wires from Santa Barbara, Calif.: "Working publicity for Leo Carrillo, who will run for governor of California, also Jimmy Gleason. Both will appear in San Francisco for Community Chest Drive."

ANNIE BRUCE, mother of the late Vera Bruce Codona, is slowly recovering from the shock of her daughter's passing. She is on a ranch at Livermore, Calif., and would appreciate letters from friends. Address is Box 225.

JOSEPH P. SCHAD, wife and son, LeRoy, of Schad Circus Attractions, were guests of Ora Hopkins, former carnival and free act man, now chef at YMCA, Council Bluffs, Ia., when unit played at the Fall Festival. Hopkins served chicken dinner.

TWO PAINTINGS of clowns won the rich Chalonier art award for Robert E. Weaver, John Herron Art Schol graduate, Indianapolis, Ind. The award consists of \$2,000 a year for three years' study in Europe, a furnished studio and traveling expenses abroad.

JACK H. NATION, part of season on Side Show of Lewis Bros.' Circus and then with Wagner Public-Address System, has been home at Dayton, O., due to illness of his father. He will soon take to road again, having contracted Four Duncan Midgets and other acts for the winter.

NORMAN AND MYRON ORTON, of Four Ortons, are back home at Rosedale, L. I., N. Y., after spending 14 weeks at their camp in Bobcaygeon, Ont. Fishing was the best ever. Their 84-year-old mother is in good condition, having recovered from gangrene she had in two toes.

WILLIS HAYLES, who had been with Seils-Floto, Hagenbeck-Wallace and Ringling Bros. shows, also in vaudeville, has been a patient in the Pennsylvania State Hospital, Waymart, Pa., for past five years. He is anxious to obtain the books of *This Way to the Big Show*, by Dexter Fellows, and *Big Top Rhythms*, by Irving K. Pond, but is without funds. He would appreciate receiving these books from anyone who has finished with them. The address of hospital is Box 128.

AN INTERESTING story, illustrated, of the career of Mel Smith, assistant manager and announcer with Hagenbeck-Wallace Circus, recently appeared in the magazine section of *Arkansas Gazette*, Little Rock, written by Edgar B. Chesnut, editor of the magazine section.

THE PARAMOUNT film *A Day at the Circus*, taken on the Cole Bros.' show, attracted much attention at the Trans-Lux Theater in Washington, D. C., last

week. Members of the James E. Cooper Top, CFA, attended. Film starts the day with arrival and unloading of the train, laying out of the lot and putting up tents, the parade, the matinee, giving a resume of all the acts, and then the taking down of the tents at night and the departure of the train for the next town. It is one of the best circus films ever made and proved to be exceedingly popular in Washington.

J. A. SCHMIDT, Terre Haute, Ind., says that in local paper of October 18 in 40 years Ago column was the following: "Col. A. A. Powell, a traveling salesman, is registered at National Hotel. He arrived Tuesday night and immediately attracted a crowd. His actual height in his stocking feet is 7 feet 2 3/4 inches, and his weight is 270 pounds. He traveled five years with Barnum, three years with Seils Bros. and two years with Ringling Bros. He says that his great height was attained before he was 18 years old. He sells soap."

VISITING NOTES: Chuck Lankford, with Cole Bros., was visited at Phoenix, Ariz., by his wife's nephew, Jerome T. Delvin, Mrs. Delvin and children. E. J. McKnight, fan of Gardner, Mass., Jimmy and Esprit Braswell and Jack Lowry, of U. S. Zoological Society; Eddie (Lucky) Davis and Slim Moher, of Heller's Acme Shows, visited Rex M. Ingham at Reldsville, N. C. B. A. (Ben) Trotter, former showman, now a shoe salesman in Alabama, saw Howe Bros. at Jasper and Bessemer, Ala. Business capacity both performances at Jasper; matinee fair at Bessemer, sellout at night. Saw Ringling-Barnum at Birmingham; fine houses both performances. Harry Leonard and wife, of Vanderburg Bros.' Circus, while playing Tillar, Ark., went to Greenville, Miss., to visit Tommy Johnson and wife. Mrs. Johnson is a sister of Mrs. Leonard. They also visited Gladys Morris en route. Recently saw Billroy's Comedians and Davenport Society Circus. Vanderburg show has been making some big jumps recently.

Cold Nights For R-B Show

JACKSON, Tenn., Oct. 23.—Ringling-Barnum Circus hatters, but two stands in Mississippi, Hattiesburg and Meridian, then to Tuscaloosa, Ala. Weather at night has been cold and charcoal buckets are in many departments. Montgomery and Birmingham attendance was big despite cold nights. Visitors from Hagenbeck-Wallace Circus were Howard Y. Bary, John Helliott, Dan Dix and Mamie Ward. The latter's son, Eddie Jr., is with R-B.

A Christmas box is being donated by members of various departments to Billy Lorette. Ted Ernesto went to Sarasota to attend funeral of his father, Ernest, and Gracey Genders to Peru to attend funeral of her father, Ben S. (Dinty) Moore. Of all the miracles—Tim McCoy had one and one-half hours to make a train to Memphis from Gadsden, Ala., 70 miles, and made it in a taxi.

Mrs. Maude Millette (and Mildred) went to Anniston, Ala., to catch Hagenbeck-Wallace and had an enjoyable evening with her son, Ira, and his son, Jimmy. Mrs. Phyllis Wen Hai also visited H-W, with which is Young Kam Troupe, formerly with R-B.

Willie Kraus made a quick trip to visit Art Concello and friends. He is a flyer on H-W. Surprise birthday anniversary parties were tendered Geneva Amadon and LaVon Bornhouser. Show had cold and rainy weather at Memphis.

JOE LEWIS.

Keyes Indoor Show Opens at Huntington

PERU, Ind., Oct. 23.—Keyes Bros.' United Indoor Circus will open October 25 at Huntington, Ind., in the Community Gym, auspices of Huntington band and schools. Show will play under schools, fraternal organizations and industries. Has a seven-week schedule prior to Christmas and will start again middle of January. Among some of larger dates are Athletic Association of Studebaker Corporation, South Bend; General Electric Company, Ft. Wayne, and Murat Shrine, Indianapolis.

Personnel: C. L. Keyes, general manager; J. L. Keyes, advance manager; Ernest Richter, tickets; Pat Kramer, tax box; Joe Hodgini, equestrian director; Walter Marlor, band director; William Watson, reserved seats; Mike Malos, concessions; Floyd Bockover, head biller; Jud O'Hara, Richard Dingman, Walter Fisel, advance tickets.

Dressing Room Gossip

COLE BROS.—Highlights of season: Largest fish caught was by Harriet Beatty, a tarpon in Gulf of Mexico, weighing 40 pounds. Topping everyone for publicity was Clyde Beatty. Most popular cowboy, Ken Maynard. It was a tossup as to who gave out most autographs, Ken or Clyde. Mrs. Maynard threw best party—in Hollywood; nearly entire dressing room gang was there. Bill Harddig lost the most on baseball bets. Fritzie Partello led the race, drinking Coca Cola. Biggest job of needle work was turned out by Betty Stephens, a huge rug of all colors. Juanita Hobson easily outstepped all with a sun tan. Horace Laird gained most weight. Joe Short lugged in the most water; Roy Delsler mooched the most cigars; Otto Griehling the most butts.

Art Lind practiced the most, winding up with a new unsupported ladder act. Otto Gretona took the cake for stunt broadcasting, doing it with announcer on his shoulders atop the wire. Happy Kellem did the most broadcasting downtown. Roland Hebler did the most sleeping; Mal Bates most tinkering. Harold Barnes led the race in whittling, while Harold Voise juggled the bottle most—I mean an empty one. Gonzella did the most sewing—patching bull suits for the dogs; Bill Rice the most writing. Homer Hobson's pants finally made it thru the season. Fred Delmont's trunk fell out back of the line somewhere.

Reno McCoy led race, eating at his trunk. Don't know who gets cookhouse flag. Delmont deserves recognition for the time he's been here. Harold Nicholson handed out most bologna. Fritzie Partello did most painting—mercurochrome. Most conspicuous star on show was the one on Jack Pfeiffenberger's coat. Loudest yell was the one White Wilber let out when calling for ice water money. Busiest chairs were the ones the runway players held down in Voise's top. Most notes came from band top around 7 o'clock; most sour ones from Zavelne Zoppe out in woods, practicing bugle call. Guess Jean Evans hung out most washing over on women's side. George Sweet handled most horses—

(See DRESSING ROOM on page 41)

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The Corral

By ROWDY WADDY

PLENTY OF top hands are ridin' high, wide and handsome' in New York and Chicago this month.

WHERE WILL you boys' and girls winter this year? Let's have the dope on your off-season activities.

IF IT'S NEWS of the folks or the profession, let's have it. Personal affairs and transactions, however, should be handled thru direct correspondence.

JOE GOLDIE letters from Omaha that he and his daughter, Mary Jo Losen, will remain in that city for the duration of the Ak-Sar-Ben show and then go into Arkansas for the winter.

NICK KENNY'S new song, *There's a Gold Mine in the Sky Far Away*, accepted as the theme song for the current Madison Square Garden, New York, Rodeo, will be promoted at the Boston Garden Rodeo.

EDNA ALEE TRIO, sharpshooters, who closed 15 weeks of fair and rodeo dates for Barnes & Carruthers at the recent rodeo in the Olympic, Detroit, are now in Philadelphia, where they plan to work theaters and night clubs.

PEE WEE LUNSFORD blew into Cincinnati from Dayton, O., where he has been living since closing a successful season with Jack Raum's organization. During a visit to the Corral desk Pee Wee infoed that he has been contracted for winter dates over Gus Sun Time.

TEX RITTER, Western film and radio star, who is making a personal appearance tour of Ohio theaters, is being supported by Snub Pollard, veteran screen comedian; Augie Gomez, trick roper and knife thrower, and Princess White Cloud. Ritter plans to return to Hollywood following close of the tour.

IT WON'T BE LONG before this year's rodeo season will be history. During the summer and fall rodeo results take up a good deal of this column's space. With winter starting us in the face let's make the column a real newsy one with brief squibs from everybody. How about it, folks? We all like to hear how others are doing.

TEXAS KID'S RODEO Company's engagement at Bruceton, Tenn., October 14-16 was a successful one despite inclement weather, reports Kid Forkum, manager. Two accidents marred the proceedings, however. Slim Hanley dislocated his shoulder in the bulldogging event, while Mrs. E. Forkum sustained a broken arm when a steer threw her.

EDNA M. GARDNER HOPKINS letters from San Antonio that she recently spent a pleasant visit on the Cole-Beatty Circus, where she renewed acquaintances with Mr. and Mrs. McFarlan, Mrs. Luckie, Jack Joyce and wife. Joyce's father and Mrs. Hopkins were the leaders in the Wild West show on the Cole Younger and Frank James Shows in 1903. Mrs. Hopkins added that she also met Ken Maynard and Col. W. T. Johnson.

MONEY WINNERS for the first part of the Chicago Stadium Rodeo. Winnings at this event are computed differently than the usual method. Instead of "day moneys" it is listed as "go-arounds." In some events three go-arounds are necessary to compute the winners; in others, four go-arounds. Results, as obtained from Fred Kressmann, arena secretary, follow: Steer Wrestling—First go-around, Siats Jacobs, Buck Spills, Frank VanMeter, Clinton Booth. Second go-around, Andy Curtis, Bill Bushbaum, Herschell Ross, Buck Spills. Saddle Bronk Riding—First go-around, Douglas Bruce, Joe McMackin, Roy Correll; Jack Sherman and Lonnie Rooney split fourth. Bareback Bronk Riding—First go-around, Joe Evans, Odell Betsill, Bennie Bender, Harold Johnson. Second go-around, Bennie Bender, Lucky Boy Williams, Odell Betsill, Steve Rains. Third go-around, Harold Johnson, Joe Evans, Joe Cody, Wayne Louks. Fourth go-around, Bennie Bender, Dan Wilder, Joe Cody, Odell Betsill. Steer Riding—First go-around, Ken Hargis, Len Jacobs and Buck Wyatt split second and third, Gerald Roberts. Second go-around, Al Hayes, Buck Wyatt, Andy Henderson, Vic Blackstone. Cali Roping—First go-around, Jim Snively, Lonnie Rooney,

Clay Carr, Buck Sorrels. Second go-around, Tom Taylor, Lonnie Rooney, Buddy Mayes, Jim Snively. Cow Milking—First go-around, Cecil Owsley, Oran Fore, Floyd Peters, Henry Snively. Second go-around, Buck Sorrels, Jim Snively, Jess Goodspeed, Bill Bushbaum.

RESULTS OF THE recent Utah County Fair and Rodeo in Provo, Utah: Bronk Riding—First day, Doff Aber, Burel Mulkey and Jackie Cooper split second and third, Eddie Woods and Buck Davis split fourth. Second day, Eddie Woods and Burel Mulkey split first and second; Doff Aber, Nick Knight. Third day, Buck Davis and Jackie Cooper split first and second; Ray Mavity, Doff Aber. Finals, Doff Aber, Burel Mulkey and Jackie Cooper split second and third, Buck Davis. Bull Riding—First day, Jonas DeArman, Smoky Snyder and Weldon Bascom split second and third. Second day, Terry Lockyer, Duward Ryan, Smoky Snyder and Jonas DeArman split third. Third day, Smoky Snyder, Duward Ryan, Terry Lockyer. Finals, Smoky Snyder, Terry Lockyer, Duward Ryan and Jonas DeArman split third. Bareback Riding—First day, Cecil Jones, Smoky Snyder, Terry Lockyer. Second day, Smoky Snyder, Duward Ryan, Terry Lockyer. Third day, Jonas DeArman, Earl Bascom, Weldon Bascom. Finals, Smoky Snyder, Earl Bascom, Weldon Bascom and Duward Ryan split second, third and fourth. Cali Roping—First day, Oran Fore, Jonas DeArman, Andy Kelley, Ralph Bennett. Second day, Andy Jauregui, Jonas DeArman, Buck Sorrels, Jimmy Laycock. Finals, Jonas DeArman, Andy Kelley, Cecil Owsley and Ted Fowler split third and fourth. Steer Wrestling—First day, Walt Heacock, Jonas DeArman, Everett Bowman, Tom Bredren. Second day, Everett Bowman, Ray Mavity, Jack Kerscher, Tom Hogan. Third day, Ray Mavity, Jonas DeArman, Everett Bowman, Tom Hogan. Fourth day, Jonas DeArman, Everett Bowman, Tom Hogan and Jack Kerscher split third and fourth. Finals, Everett Bowman, Jonas DeArman, Tom Hogan, Ray Mavity.

NON-PROFESSIONAL rodeo held in Victorville, Calif., October 16-17, under the direction of Cal Goodshall proved a success. Event, which is unlike other rodeos in that all contestants must be working cowboys, drew an estimated attendance of 18,500. Specialties included Homer Holcomb, clown, and Montie Montana and wife, trick riders and ropers. Mojave Indian Band furnished the music. Andy Jauregui supplied the stock. *The Billboard* and *Life* had contesting bronks named in their honor. Roy Schlenz was adjudged the best all-round cowboy. Officials included Cal Goodshall, president and general manager; Art Manning, arena director; Rex Bell, Biondy Bronzell and Hugh Strickland, judges, and W. E. Hitchcock, Keith Gunn and Bob Mullin, timers. Bud Brent announced the show, replacing Abe Lefton, who was engaged at the Chicago Stadium Rodeo. Results: Kid Yearling Ride—Bob Hart, Robert Lacy, Chauncy Hayes. Team Roping—Juan Fuentes and Bill Lamb, Bud Cornwall and Joe Cornwall, Johnny Vance and Ed Gilmore. Steer Riding—Victor Britt, Roy Schlenz, Monty Venegas. Cali Roping—Dogie Markham, Sam Fancher, George Rouff. Saddle Bronk Riding—Lawrence Cline and Buzz Barton split first and second; Ray Seely and Clay Lewis split third. Team Cow Milking—Sam Fancher and John Odle, Homer Urton and Bob Hitchcock, George Rouff and Frank Rouff. Bulldogging—Ed Juaregui, Buzz Barton. Bareback Riding—Mark Hoyle, Roy Schlenz, Walt Mehner. Musical Chair—Mary Beth Dolch, Jeanne Goodshall. Notes: Mr. and Mrs. Cal Goodshall and daughter, Jeanne, played host to a number of celebrities at their Immen Ranch. An interested spectator was Mrs. Will Rogers, widow of the late Will Rogers. Her son, Jimmie, participated in several events. . . . H. O. Davidson, of the Mojave Indian Band and formerly with 101 Ranch, is now a big rancher. . . . Ellery S. Reynolds visited while en route to an Idaho resort.

Chicago Rodeo Gate Beating Last Year

CHICAGO, Oct. 23.—The Chicago Stadium Rodeo, which opened here October 14, is drawing excellent crowds, the attendance being considerably ahead of last year's event. Event has been well publicized. Twenty-four-sheet boards are being used, also several radio shots daily. Bob Hickey, who is handling the

press, has landed many stories and pictures in addition to doing several broadcasts.

Stock being used is plenty tough, but so far there have been no serious injuries to contestants. Music is being furnished by Organist Al Meigard, with Patsy Montana, well-known WLS singer, vocalizing.

Boston Preps for 7th Annual Rodeo

BOSTON, Oct. 23.—Saddened by the death of George V. Brown, general manager of the Boston Garden, on the eve of its opening, the Seventh Annual Boston Garden World Championship Rodeo and first under direct management of Boston Garden Arena Corporation will begin an 11-day engagement here next Wednesday. Prize money is said to be the largest in the event's history with individual entry fees being added to every event. Prize trophies will also be awarded in several events.

Hands and stock are expected in town next Monday following the conclusion of the Madison Square Garden Show. A parade, first since 1935, is scheduled for the following day. Rodeo is being billed as "The Wildest Show on Earth," and 14 performances, 11 night shows and three matinees, will be presented.

Les Stout, again assisted by Tom Kanaly, is handling advertising and publicity. Walter V. Brown Jr. is rodeo manager. New features this year include Major Hiram E. Tuttle's dressage act; Lou Tindall and horse, Lad, replacing Hardy Murphy and horse, Buck; Ted Allen, champion horseshoe pitcher, and a stampede of 75 head of wild horses.

Several benefits have been planned. These include performances at the Children's Hospital in Allston and the Naval and Marine hospitals. Paid radio time was doubled this year, with the stations okehing plenty of free time for interviews, Ray Whitley's instrumental warblers and other best bets. Harry Collier is posting and paper appeared here October 6, with the town and outlying sections seeing plenty of colorful posters and cards.

Sam Simons, garden concessioner, is preparing for a big 11 days.

Where Cole Folks Will Spend Winter

CINCINNATI, Oct. 23.—Emmett Kelly, with Cole Bros.' Circus, submits following as to where folks will go when season ends:

Clyde and Harriett Beatty to Rochester, Ind., then to Bahama Islands for some real fishing; Ken Maynard and wife, Hollywood; Pat Lindsey to husband in Rochester, then Houston, Tex., for visit; Doc Partello and wife, St. Petersburg, Fla.; Harold Nicholson, Rochester; Captain Bernard, Rochester; Scotty Brown, Hollywood; Albert Fleet, Rochester; Vic Robbins, Bangor, Me.; Jack and Martha Joyce, California; Owen Leck and wife, Chattanooga; Roy Deisler, Ft. Wayne, Ind.; Harold and Eilene Voise, Florida on vacation; Jimmie Foster and wife, Wilmington, O., then Florida; Horace Laird, Chester, Pa.; Art Lind, Memphis.

Otto Griebing, Peru, then to a store in St. Louis; Albert Powell, Cincinnati; Albert Bernard, Wichita, Kan.; George Moran, Lawrence, Mass.; Bill Harddig, Norwich, Conn.; Percy Smith, Detroit; Bill Rice, New York, then with a circus; Bobby Bumps, St. Louis, to clown in store; Reno McCree and wife, Toledo, O.; Happy Kellem and Van Wells, Evansville, Ind.; Mal Bates, Oshkosh, Wis.; Ruby Cutshall and husband, Peru, then California for vacation; Joe Short, New York City, clowning in Wanamaker store; Fred Delmont, Chicago; Barbara and Terry Barale, Chicago; Leo Gasca, Los Angeles; Chet Washington and wife, Sarasota; Chet Howell and wife, Hollywood; Jerry Lee, Chicago.

Buck Nelson, Coleman, Tex.; Pauline Sylvester and husband, Rochester; Whitley Wilbur and wife, Chicago; Rita DeLaplata and husband, Rochester; Ben Hamld Troupe, New York City; Bell Troupe, Chicago; Roland Hebel, Saginaw, Mich.; Zoppe Troupe, Rochester; Otto Gretana, wife and son, Chicago; Harold Barnes and parents, Miami; Willie Gretana and wife, Nashville; Homer, Herb and Juanita Hobson, Chicago; John Smith and wife, Rochester; Harry McFarlan and wife, Rochester; Hilda Burkhardt and husband, Peru; Prince Sultan, Chicago; Polly Courtney and

15 Years Ago

(From The Billboard Dated October 28, 1922)

Howe Great London Circus was undergoing an overhauling at its quarters in Fort Dodge, Ia. . . . A new State license in Virginia was considered unduly high by the larger circuses and entirely prohibitive to the smaller ones, with fees ranging from \$150 to \$500, according to the population of towns played. . . . Jack Warren was named press agent for Hagenbeck-Wallace Winter Circus. . . . Whitley Warren, trainmaster with Walter L. Main Circus, went to Chicago for the winter.

Sells-Floto Circus canceled its date at Yazoo City, Miss., October 25 because of a change in route: . . . St. Louis Local No. 5 of the Billers' Alliance installed J. Beckman, Perry Steinkopf and D. Shaffer as new members. . . . The Honest Bill and Lucky Bill shows went into quarters at Lancaster, Mo. . . . Andrew Downie's Circus was wintering in Havre de Grace, Md. . . . K. Riley Mathuz closed with Gentry Bros. and went to Winston-Salem, N. C., to play indoor dates. . . . Frank B. Hubin, former circus man, was elected to the executive committee of the Pleasantville (N. J.) Chamber of Commerce.

Frank T. Kelly closed with Al G. Barnes Circus and went to work at the Sacramento (Calif.) Hospital. . . . The Bealls closed at Cape Charles, Va., and sold part of their organization to the Brown & Dyer Shows (carnival). . . . Roland Butler closed with the Sparks Circus at Wilmington, N. C., and went to Boston to do newspaper work. . . . Dave Costello, of original Costello Bros., died at Henderson, N. C., October 16. . . . R. F. Myers' Circus was wintering in Zelger, Ill.

SHOW AT BOSTON

(Continued from page 38)

with Mary Norton, Merrett Belew, Gladys Forrest, Harold Christy in pony acts, high-school horses, Liberty act, elephant and horse ball kickers, and Cliff Williams and Cliff Folt, with bucking mules; White Brothers (Al and Joe), contortion, comedy-acro; D'Lonro, high perch; Diving Gordons; LeDoux and Louise, slack wire; Gladstone and Moore, comedy rock and tip table; Great Sidney (Frank J. Sidney), Australian jumper; Annette Lefair, aerial dancer; Chief White Horse and his squaw, bow and arrow shooting; Andrew's four black bears; Four Pantinos, aerial tricksters; Captain Walker's wild animal act; Palmina, mid-air flange act; Madame Marie's dog and pony circus; Dan Moriarity's ponies; Titterton English Ballet of 10, featuring Marjorie Gray; clown alley, Herb Taylor producer, and including Ed Chaplin, Doc Campbell, Frank Prevost.

Walkaround before and after the show. Midway of 10 booths and a pony ride. The 372d Infantry Band (Negro) of Boston furnished the music.

George W. Christy was emcee. General admission 40 cents, with reserved seats 75 cents; \$1.00 and \$1.50; children, half price on reserves. C. F. Leland handled all publicity and promotion. A minimum of poster advertising was sent out. The daily press, besides paid advertisements, gave good copy and pictorial space to the event. All Boston papers were used excepting *The Boston Transcript*. William S. Hunt reported good business with his cotton candy and prize package candy concession.

husband, Atlanta, for winter; Betty Stephens, Ft. Wayne, Ind.; Norma Humes, Chicago; Jack Pfeiffenberger, Cincinnati; Katy Luckey, Bertha Denham, Stella and Billy Cronin, driving to Denver.

Julian Rodgers and Wanda Wentz, Prairie Grove, Ark.; Esma Maly and husband, Rochester, Covington, Ky., and Atlanta, Ga., for visits; Helen Sharon, Gene Evans, Chicago; Anna Butler, Peru; Dorothy Carter and husband, Peru; Dorothy Jewell and husband, Farmersburg, Ind.; Mary Matson, Lincoln, Neb.; Jean Allen and husband, California; Emma Orman and husband, Florida; Doris Lechler and husband, Bloomington, Ill.; Cyse O'Dell and husband, Chicago; Gertrude Scott and Louie, Rochester; Carl Laster, Darlene Harddig, Coldwater, Kan.; Jorgen M. Christiansen and wife, Rochester; Kelly, Vandalla, Ill., for a visit, then to Olympia Circus, London.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

A NEW rink in Salt Lake City's business district on South State street will be opened by Gordon Woolley on November 1. A maple floor over asphalt, 58 by 156 feet, has been installed. Music in the carpeted lobby will be by a callopie and radio-phonograph combination, and an amplifier throwing it toward the street. A feature will be a novel electric sign. For years Mr. Woolley conducted a rink at McCullough's Temple alleys, which has been remodeled and for some time operated to good business by Norman Gronoyke and Cleve Larsen. They installed a new floor and the building owner provided a new roof and removed pillars.

AFTER remodeling the building at a cost of about \$10,000, George B. Zindel announced resumption of roller skating in Coliseum Rink, Grand Rapids, Mich., on October 16. New electric organ has 10 sound outlets. There is a new floor and added skates and good business is reported.

"I left Clinchco, Va., October 19 to visit rinks," said Armand J. Schaub Sr., Cincinnati, during a call at the skating desk, "after speaking on October 18 before 120 high-school pupils at Clinchco on sports conducted under Amateur Athletic Union jurisdiction and Olympic events. Roller skating as an indoor sport was also commented on. The portable rink in Clinchco has been closed and I expect to open and manage Myers' indoor rink in Norton, Va., about November 6. Stopped off in Bluefield, W. Va., to visit Clarence (Hank) Watkins, who had a neat portable there. He has closed and will head south for the winter in his trailer. On October 20 I visited Crow's Tacoma Park Rink, Dayton, Ky. He expects to close soon and move to an indoor location. I expect to visit Jack Dalton's Pennsylvania rinks soon and will try to make rinks in Pittsburgh; Erie, Pa.; Detroit and Cleveland.

"I WAS much impressed with the new rinks in Cincinnati during a recent visit," writes E. M. Moorar, of Great Leopard Rink, Chester, Pa., "Norwood Rink, with floor space of about 25,000 square feet, and Sefferino's Rollerdrome, with about 39,000 square feet of skating surface. While at the Rollerdrome I had the pleasure of meeting Ann Fivick, secretary of Detroit Arena Garden Club, who had chaperoned a party of about 50 skaters from Detroit for a week-end in Cincinnati. On the way to Cincinnati I visited Art Mallory's Rink in Alliance, O., small but neatly kept. Also had the pleasure of spending the evening with Fred (Bright Star) Murree, who was exhibiting there. At 77 years it is nearly unbelievable that one could demonstrate the many difficult stunts on skates that he accomplishes with seeming ease. In Columbus, O., I found my old friend

George Smith and his partner, Mr. Murphy, busy as bees. This, I believe, is one of the oldest continuously operated rinks under the same ownership. From time to time invasion of competition has sought to take its business, built up in its 34 years of existence. Here I finally tracked down the old speed demon, Rolfe Berkheim, who quit some years ago after losing championship honors to Roland Cloni in Detroit. Berkie is now in the electrical business in San Diego, Calif. Hy Ruhlman in Pittsburgh has all he can handle with his Lexington Rink and his rink in Erie, Pa. Visited Diamond Rink, Pittsburgh, where business is so good they run four sessions a day and have many parties booked. Manager Joseph Fuchs seems well adapted for his job. Before making any remarks about Western rinks, it might be a good idea for those who comment to visit some of the Western plants. A good start could be made in Pittsburgh, where Diamond and Lexington rinks have well-trained revues with over 30 people in each, beautifully costumed and producing about everything worth while on roller skates and which would make some professionals blink. If still unconvinced they could run over to Cincinnati and get an eyeful. If still skeptical they could go to Portland, Ore., or Salem, Ore., and find that there are skaters in the West who could show the East a few stunts. And maybe Rodney Peters in St. Louis might have something to show them in this line. Chicago has turned out its quota of professionals and there are many youngsters seen nightly in the rinks there who could, if opportunity presented itself, acquit themselves nicely in any rink."

TWELFTH STREET Market Rink, Erie, Pa., will feature the Hi-Hat Roller Revue that recently played a week in Lexington Rink, Pittsburgh. Both rinks are owned by Hyatt D. Ruhlman, the Erie spot being managed by Hal Johnson, formerly with Ruhlman in Pittsburgh. Show includes 27 skaters, patrons of the Lexington, who have been welded into an hour's flash of fancy rolling.

HIGH praise for Mineola (L. I.) Fairgrounds Rink, managed by Earl Van Horn, comes from the Continental Thrillers, who report opening in the Wivel Restaurant, New York City, after an eight weeks' engagement in the Cavalier Club in the big city.

JUANITA LA BENTEN'S girl roller-skating act will open in New York City on November 1, reports her manager, G. C. Chancellor, who writes that the act, in its fifth week at the Roosevelt Hotel, Jacksonville, Fla., had a successful tour of Mexico, South America and Cuba. Miss La Benten and her troupe of four girls also completed a successful engagement at the Royal Palm Club, Miami, Fla., and will return there, he advises, for the winter after the New York engagement. Act is booked for the South American Olympics and while in Cuba, Canal Zone and Miami made two newsreels and a travelog for a movie concern, says Manager Chancellor. Miss La Benten is to visit her home in Detroit while her four girls continue at the Roosevelt.

A SENSATIONAL roller-skating act, Daring Walkers, is being featured in the current floor show at Leon's Clover Club, Masury, O., near Youngstown.

REDECORATED and modernly appointed, with all new skates, Land o' Dance Rink, Canton, O., operated by Leo Maytnier, Akron, and under management of Russ Golden, is open for fall and winter season. Sessions are held nightly except Sundays, with Saturday matinees. Tuesdays and Thursdays are beginners' nights and Friday nights are high school nights. Manager Golden reports patronage by far the best of any like period in the four years that the rink has been operated by Maytnier. A new amplifying system provides music for skaters. Management has contracted for several announcements daily over Station WHBO in which it stresses "Skate for health's sake," that there are no intoxicants sold in the rink and that capable attendants are in charge. For the first time in several years it is the only rink operating in Greater Canton district.

JACK (SKATES) HYLAND, long-distance skater, a visitor to the skating desk on October 21, said he would spend a few days in Cincy, then go to Chicago en route to California. Based on recent visits to the rinks, he reported good busi-

ness in Healy Rink and Jack Whythe's Alhambra Rink, Syracuse, N. Y.; Hanover Park Rink, Meriden, Conn., managed by Joe Barton; Kelly Square Rink, managed by Cloyd Cawthon and brother, Jerry, and White City Rink, Worcester, Mass.; Golden Street Rink, managed by Lafayette Rudd, New London, Conn.; Al Corey's three rinks, Stanley Arena, New Britain, Conn.; Hamilton Park Rink, Waterbury, Conn.; and Mansfield Grove Rink, East Haven, Conn.; Casino Rink, Sylvan Beach, Oneida Lake, N. Y., and Mid-City Park Rink, Albany, N. Y. He reported Utica, N. Y., without a rink, there having been three there at one time last year.

ROYAL ROLLERS, exhibition skating trio, booked into the Book Casino, Detroit, on October 13 as special attraction by the Abe Schiller agency, was featured for Candid Camera night and some of the fans tried to "stop action" during fast turns.

IN NORWOOD Rink, Greater Cincinnati, plans are on for a Halloween mask and costume party on October 30, reports Secretary A. A. Flaig. Clayton Von Hagen, brother of Manager Edward J. Von Hagen, returned from a visit to Arena Gardens Rink, Detroit, reported big crowds and much activity by roller club members. Norwood Roller Club's party on October 18 was attended by 1,200 members and a floor show and special numbers were participated in by Earl Werman, Luida Henke, Margery Sedam, Ellen Wagner, Ruth Williams, Vi Cordes, Florence Rosendahl, Howard Herman, Mary Lou Clarke, Retta Heldrich, Herman Knott, Frank Rosendahl and Nancy Flick. Mildred McKinley Hunter has opened figure-skating classes.

CRYSTAL POOL, Seattle, indoor swim spot, launched winter activities with a gala opening for a season of roller skating, with a new maple floor laid over the pool. Gay with flags and pennants, the rink is attracting large numbers with the slogan, "Keep fit."

DRESSING ROOM

(Continued from page 39)
16-horse hitch. Champion mule herding was tie between Bobbie Bumps and Albert Powell with their carts in parade. So long, folks, this is end of my writings for summer season.

EMMETT KELLY.

HAGENBECK-WALLACE—After going thru a siege of cold weather for several days, today (October 20) at Florence, Ala., makes one feel that spring is here for a visit. Only yesterday Curley Phillips and Pinkey Hollis put up an argument to see which one was going to build the charcoal fire. Visitors from Ringling-Barnum in Anniston, Ala., were Phillis Wen Hal, Mrs. Ed Millette and daughter, Mildred. Ira Millette, Mrs. Millette and Mildred visited Mrs. Crawley in Anniston. Last named is a sister of the late Ed Millette, a long-time resident of Anniston. Eddie Reese now knows the difference in pronouncing

"d" and "g." Says he is still ahead on his football forecasts. Willie Krause and Harold Ward visited R-B in Memphis. Marco Sogini took additional treatments in Huntsville, Ala.

Art and Antoinette Concello and Jimmy Mooney visited Sunday in Huntsville. Tom Waters has about canceled his bet with Ray Harris. Chris Cornell's crystal batting about one thousand. Billy Hammond suddenly takes a turn as Hoot Gibson feeds him milk. Altho we had several bad lots and plenty of mud, George Davis laughs it off at the cookhouse. Doc Ray Adams is doing a bit of scouting. Ted Merchant is looking for the party that used his room number to charge a long-distance call. Must have called Russia by the amount that was tacked on his hotel bill.

BETTY CASE.

DOWNIE BROS.—Miami Beach had many of the showfolks enjoying the surf when the show played Miami. Bertie Hodgini arranged a party and all were enthused until Bertie said they were leaving at 5 a.m. They finally managed to get off at 9. The club of women's dressing room had its annual banquet at the Seven Seas Cafe in Miami. A trip to the movies followed. Etta Carreon attended to all arrangements. In the party were Mrs. Dimple Eno and daughters, Lena and Sue; Frances and Dora Weidner, Myrna and Martha Karsey and Etta Carreon. Jewel Poplin and Claudine Hodgini were included in the club's membership, but were unable to attend the banquet. They were presented with gifts.

Georgianna Larkins returned to program last week. Has recovered from her mishap that resulted in having her back in a cast for six weeks. Carlos Carreon recently sustained a badly sprained shoulder, but he is getting along okeh. Reb Russell also received a bad sprain while doing an exhibition pony express ride which he has introduced in big show program, in his second concert announcement. Harold Hall is hoping his beach chairs will hold out for rest of season so Danny Shaffer won't lose any sleep between shows. Noticed Johnny Bossler has again taken to cigar smoking after having sworn off. His promise only lasted several days. Said he couldn't refuse them when they were offered to him free. Albert White's prop box looked like a neatly wrapped Christmas gift when it was loaded on prop truck in Miami. Had enough rope around it to ship it to China.

Almost all performers had a delightful evening when they got together at a local night club. Hall and White were the life of the party. Mickey O'Brien kept busy eating hot dogs and Roy Leonard and Shaffer telling stories to the hostesses. Clint Shufford, Russell and Jim Salters enjoyed themselves even though they didn't dance. Etta Carreon had a visitor, her brother, who was around show for several days. Speaking of visitors, just noticed Jerry Baker, of Miami Beach Palm Theater, arriving to spend the day with yours truly, so I better sign off.

EDDIE KECK



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NAAPPB TOPICS ARE TIMELY

Chi Program To Have Fewer But More Important Subjects

Chairman Lambie reveals some of outstanding problems to be considered in convention—big device exhibit forecast—social side of conclave will be stressed

CHICAGO, Oct. 23.—J. E. Lambie, Euclid Beach Park, Cleveland, chairman of the program committee for the annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman here on November 29-December 2, has revealed that the committee is putting finishing touches to the program, announced Executive NAAPPB Secretary A. R. Hodge from his office, Suite 295, Hotel Sherman. Other program committee members are Herbert F. O'Malley, director of Playland, Rye, N. Y.; Paul H. Huedepohl, Jantzen Swimming Association, Portland, Ore.; J. O. Ziegfeld, Meadowbrook Title Holding Company, Baltimore, and Secretary Hodge. President Harry C. Baker, New York, has been in constant touch with the committee, and Norman S. Alexander, lessee of Woodside Park, Philadelphia, has been consulted with reference to topics dealing with pools and beaches.

All Under One Roof

The conclave will start with exhibitors' day Monday morning, November 29, but there will be a meeting of the American Recreational Equipment Association at 8 o'clock on the preceding night. The hotel will again be the scene of meetings of various units of the outdoor amusement industry. Simultaneously with the meetings of the two organizations mentioned there will also be held meetings of the International Association of Fairs and Expositions, American Carnivals Association and 25th annual banquet and ball of the Showmen's League of America. Mr. Lambie has stressed the point that while a number of members of the National Association of Amusement Parks, Pools and Beaches and American Recreational Equipment Association will participate in the Showmen's League banquet and ball, the NAAPPB will stage its own banquet and entertainment Thursday night, December 2, as the curtain drops on the big conclave.

While it is too early to publish a complete program, Mr. Lambie advised that the program will contain fewer subjects in order to allow more time for certain subjects which should be given more consideration and discussion than is customary because of the unusual importance of them to the industry at this time.

Experts Are To Speak

Conspicuous among these topics are: *The Present as It Really Is and What the Future Holds*, to be treated by a man of national prominence thoroly familiar with economic trends.

The Operator's Liability in Operation of Parks and Pools, to be covered by a lawyer thoroly familiar with this most important subject.

Public Liability Insurance, to be covered to show the marvelous progress made by the association during the past two years under operation of its own plan and to demonstrate its future possibilities for all members of the industry.

Safety in Design, Construction, Inspection and Operation, to be treated by experts in the branches indicated in the title.

State Admission and Sales Taxes, to be treated by men who have been thru the fire and qualify to prepare the entire industry for what might lie ahead of all operators throughout the country.

Rejuvenation, with special emphasis on modern lighting, roofing, paving, architecture and decorating, each phase of the subject to be treated by an expert.

Merchandising, which means how to sell park, pool or beach to the public, to be treated by a number of speakers whose success as operators qualifies them to talk on the subject.

Air-Conditioning, showing its numerous applications to the amusement park industry, to be treated by men who know.

Your Problem With the Shorter Work Week, to be handled by men who have experienced this problem.

New York and Paris World's Fairs, bringing delegates in attendance up to date on both; a special program to which

much attention has been devoted by Paul H. Huedepohl and N. S. Alexander will also be a conspicuous feature. Many other subjects on the general program (See NAAPPB on opposite page)

Martin Plans Bigger Ride

DETROIT, Oct. 23.—Philip J. Martin, who operated the Lake Shore Ride at Jefferson Beach last summer, is planning construction of a larger ride, with a streamlined locomotive, for next season. He opened with his present train in 1936, playing a week at Saginaw (Mich.) Fair, and then moved to Jefferson Beach for the season. He is assisted by his son, Raymond. Another son, Philip B., is a carnival concessioner.

Negligence Forms Basis of Decision Against Long Point, Geneseo, N. Y.

BATAVIA, N. Y., Oct. 23.—A Supreme Court jury here decided that amusement park proprietors are responsible for providing safe equipment on baseball diamonds in awarding \$7,500 to a Batavia youth who broke an ankle in a game at Conesus Lake on July 11, 1936.

The award, one of the largest in recent years, was against Harry W. Barry, proprietor of Long Point Park, Geneseo, and in favor of Gordon Renegar, employee of the E. N. Rowell Company, who testified that his earnings were \$18 a week. He returned to his job several months after the accident.

According to testimony of plaintiff's witnesses, Renegar was the first batter in a softball game between teams of factory workers. He walked and went around



CHARLES ZIMMY, legless swimmer, who recently made an Albany-New York City swim down the Hudson, was a visitor to Cincinnati offices of The Billboard on October 18. He has his underwater show with Rubin & Cherry Exposition, having been at Southeastern Fair, Atlanta, October 7-16, joining E.-C. in Columbus, Ga., on October 19 and will go with the midway organization from there to Dalton, Ga. He said his future plans are for a period of stage and picture work in New York and a Key West, Fla., to Havana, Cuba, swim, probably in December.

to third base on hits by teammates. On a force play he attempted to reach home, sliding as the pitcher, covering the plate, tagged him out. His right foot hit the board used for a home plate, breaking his ankle. Witnesses said the board projected two or three inches above ground.

The defense claimed that the makeshift plate was put in the ground either by the Rowell players or by Rochester teams that used the diamond ahead of them. The defense offered no medical proof to combat testimony of Dr. Homer Bull, Geneseo, and Dr. Ward B. Manchester, Batavia, that Renegar's injury would forever prevent him from taking part in baseball or any other vigorous sports.

Floating Baths of Old New York

From History of American Museum of Public Recreation, Edited by W. F. MANGELS

IN THIS era of elaborate swimming pools, with costly accessories such as filtering plants, ultra violet rays and means for making artificial waves, it is interesting to look back at the bathing facilities provided by the larger communities 50 or more years ago. In the last century the "Floating Baths" of the city of New York were immensely popular, as described in *Old New York*. These baths consisted of a floating structure resembling a dry dock. A dozen or more were owned by the city and during the winter months were anchored in some quiet cove. During the summer months they were tied up to the city docks in various locations, and opened free to the public.

During the warm weather there was a steady stream of applicants waiting for a chance for a bath. So many more wanted to go in that a system of trips had to be inaugurated. While the baths had only about 60 rooms, each trip admitted about 200 bathers; then the gates were closed. After 15 minutes the keepers hustled all of them out and another lot was admitted. A rush like a pent-up river resulted when the gates were opened. Once in, the boys stripped off

their few clothes in less time than it takes to tell it. There was always keen rivalry to see who would get into the water first; the successful one would make the fact known by a war-whoop that would turn the wildest Indian green with envy. Like so many little bullfrogs on the bank of a marsh, the boys sprang into the water in quick succession, as fast as they could undress. Many of them were excellent swimmers and would dive, float and tread water as well as the most orthodox dock rat.

The water in the main tank was 4½ feet deep; a narrow strip to one side even had less draft of water, here the very small patrons of the bath paddled about. The whole inclosure resounded with the cries from the youngsters; they played leap-frog and other games in the water, they also held impromptu swimming races and diving contests as well as sea fights and splashing matches of the most extravagant order.

The policeman who had charge carried around with him a formidable switch with which he emphasized his orders to unruly boys. Altho one of their best friends at heart, this officer was re- (See FLOATING BATHS opposite page)

Nat'l Zoo Park Long Beneficiary Of Circus Bosses

By REX M. INCHAM

WASHINGTON, Oct. 23.—In looking over some old reports of the National Zoological Park from 1888 on, I find some very interesting data regarding the connection of the circus with the zoo.

In 1889 William F. Cody (Buffalo Bill) presented the collection with three fine American elk. Collection was then at the Smithsonian Institution. In the fall of the same year Colonel Cody offered to deposit in the collection, subject to recall, his entire herd of 18 bison. These had to be refused on account of no suitable inclosure. At the same time W. A. Conklin, of New York City (no show mentioned, but must have been a circus) offered to deposit a camel, lioness, ibex, black leopard and ostrich. These were refused for the same reasons.

On April 30, 1891, James E. Cooper, of the Adam Forepaugh Shows, donated an Asiatic elephant, Dink. He was about 25 years old when received and lived in park 95 years. So that he might not be lonesome and get bad, Mr. Cooper loaned another elephant, Gold Dust.

First Hippo in '94

In 1893 J. T. McCaddon, manager of the Adam Forepaugh Shows, loaned the zoo a tiger. In 1894 Mr. McCaddon deposited in the zoo for the winter some 73 animals and birds. These included monkeys, lion, tiger, puma, hyena, coatimundi, gemsbok, black buck, water buck, gnu, tora antelope, axis deer, camel, dromedary, guanaco, alpaca, wart hog, hippopotamus, cassowary and pelican. He also donated a coyote, tapir, oryx, prairie dogs, kangaroo and some owls. This was the first hippopotamus exhibited in the park. During the same year the park received, by an exchange, a lion and a tiger from the Barnum & Bailey Circus.

In 1895 the Adam Forepaugh Shows loaned the zoo a lion, hyena, tora antelope, wart hog and two kangaroos. In 1899 an Indian elephant was placed in the zoo on deposit by A. E. Randle, of Congress Heights, D. C. He must have been a showman, but no show is mentioned in connection with this deposit.

Bailey and Cody Loan

In 1889 Barnum & Bailey deposited two lionesses, two zebras and an axis deer. The zoo had an agreement that when any babies were born while animals were on deposit that the babies would belong to the zoo. From these lionesses eight cubs were born and became property of the zoo.

In 1901 a camel and a king vulture were received in exchange with the Frank Bostock show, wintering in Baltimore. In 1902 a hyena was received in the same manner from Bostock. In 1904 12 bison were loaned to the zoo by a Bailey and Cody, evidently Buffalo Bill and James A. Bailey. In 1907 the Barnum & Bailey show donated a camel to the zoo.

American Divers in Paris

PARIS, Oct. 18.—Peejay and Mrs. Ringens, little divers, arrived in Paris from Salonika, Greece. T. Jay and Veenie Quincy, also American high divers, arrived here from Denmark.

COSHOCTON, O., Oct. 23.—Dance pavilion in Lake Park here, only concession in operation there since Labor Day, has been shuttered until next May. It had been operating week-ends under direction of Jimmie Rice, assistant to Manager Dick Johns. Rice will look after park property in the absence of Manager and Mrs. Johns, in Florida on vacation.

Social Security Rulings

Issued by the Treasury Department at Washington, D. C., thru the Social Security Tax Unit, will be found in the Circus Department.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Anent Games

Apropos of the leading article in last week's column concerning new side-line activities for swim pools, question arises as to whether tanks should consider merchandise wheels and similar concession games. In localities where operation of such wheels is permitted I should think they would be most successful.

In majority of cases, tho, coin-operated machines which are considered games of skill would be a much better bet as a side line for a natatorium. Many pools now have a string of coin-operated machines, but the thought I have in mind is to install a regular arcade adjacent to a tank.

At any rate, whether a pool has a number of wheels offering merchandise premiums or whether it has a series of coin-operated games for skill competition, one important thing must be remembered. Success of such types of side-line activities at a pool depends upon where you place them. In other words, just the fact that you decide to have one or the other or both doesn't necessarily close the situation, because you have to be very careful in selection of a site around the tank for them.

There is great difference between a free side-line activity and one on which you are going to make a charge and hope to make additional revenue. The free attraction can fit in any place where there is room, but with the other you have to be certain that it is in a locality where swim patrons will have money on their persons.

Especially is this so with coin-operated machines or merchandise wheels or even an arcade. Swimmers just don't carry loose change around with them in their swim suits, altho they do occasionally run in locker rooms for some money when it comes to buying something to eat. It's hard to expect a side line to make money, however, under such conditions. And so pool owners considering operating of one solely for the purpose of making additional money are urged to select the site for such side lines in sections where patrons will be likely to have cash. For example, coin-operated machines should go in lobbies as well as locker rooms and near the restaurant. Having a coin-operated device in a spot in a pool far removed from easily accessible cash is bad management.

Shelton Reports

Ethelda Bleibtry, former Olympic swimmer, who now manages Shelton indoor tank, New York City, reports that the Shelton will bid for junior and senior indoor swim champs this year. If the tank is successful in its offer it is sure to give Park Central and St. George, inclosed natatoriums, stiff competition this winter in commanding attention in the Gotham area.

Miss Bleibtry says that no dual meets will be staged at the Shelton this season as was the practice last winter. Last season, it will be recalled, dual competitions between the different club members of the recently formed Associated Swimming Clubs were held in the Shelton tank. Water ballets were also staged during last season at Shelton from time to time, put on under direction of Vic Zobel, who formerly directed entertainment at Jones Beach, L. I. Whether these ballets will be staged this winter without the dual meets, as separate attractions, is still undecided.

The dual meets last season did much in developing a lot of novice swimming material which probably would never have been uncovered if it weren't for efforts of the ASC. But apparently as feature attractions the intra-club meets weren't so successful for the Shelton. Hence the switch to AAU-title championships.

Dots and Dashes

Red Brady, former high diver, doing all right this season with the Cetin & Wilson Shows, operating his Loop-o-Plane and other rides. . . . Bernie Keesacker, clown water performer, formerly with Capt. Sol Solomon, now working with Brady as ride man—Associated Swimming Clubs' election of officers will take place in New York on November 1. . . . Municipal kiddie wading pools along the new highway on upper Riverside drive, New York City, will be open next summer.—And campaign managers for Mayor La Guardia are certainly using the municipools that were



CAPT. CURLEY WILSON, superintendent of Brookside Zoological Park, Cleveland, who is mourning the loss of Alice, four-year-old trained chimpanzee and pride of the zoo. Someone fed her a candy bar about two months ago, she became ill and died on October 15. Captain Wilson taught her many tricks since she arrived in the zoo in March, 1936, gift of Al Strat Grotto, which will try to find a successor for her. Captain Wilson has long denounced the practice of visitors who insist on feeding animals in zoos.

recently built as "sales talk" on why his honor should be re-elected this fall in the New York mayoralty battle.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Local amusement crew is beginning to muster around the cracker barrel and talk of this and that. It seems that the subject most discussed is that regarding absence of names; that is, show biz names, on the Island each summer. When one considers that over 60,000,000 summer visits are made to Long Island beaches by folks bent on joy-buying it does appear rather strange that there should be a virtual absence of name attractions. But just the same there is.

Save for a meager handful of second-flight name-band leaders and perhaps two or three in other fields, Long Island last summer was just about entirely without glamour personages. And say what you will about lesser famed entertainers, it takes the topnotchers to really box-office an attraction.

Matt (Freeport) Nichols has an answer to the problem, he opines. Matt says that amusement enterprises approach name artists for Long Island engagements but are repulsed by the alleged, exorbitant demands. He thinks artists are inclined to use the wrong perspective in prices for their work at beach resorts. Too often, he asserts, the entertainer's demands of a beach night club operator are made without consideration of such elements as the fact that the latter has a season biz, that he specs on the weather and other assorted factors that the year-round man doesn't have to duel with.

BRIEFS: Surfside, Island's biggest nitery, hopes next year to recoup part of its \$50,000 loss sustained the past summer. Tom Patricola, ex-vaude and musical comedy player, operates a gas station in Atlantic Beach. Great Neck, many years a capital for the theatrical clan, seems to be lessening in popularity with most of this gentry, which is clearing to the Coast. Long Island State Park Commission announces that it is putting the roads "in shape for winter visitors."

Jamaica Walkathon has created some real interest in the community. Six roller rinks are operating on the Island, with Mineola Rink leading the field in popularity. More than one person has expressed surprise that has bordered on more than a mild state of alarm over the slow building progress on the World's Fair grounds in Flushing.

ROCKAWAY BEACH: Regular ferry schedule to and from Manhattan slated for next year. Widening of Cross Bay boulevard before 1939, World's Fair year, is already sanctioned and will permit vehicular traffic to come in more easily. Regular cavalcade of Boardwalkers, with Lou Marranacco leading the procession, is en route to Miami.

American Recreational Equipment Association

By R. S. UZZELL

Steady progress is seen in plans for the annual meeting of the National Association of Amusement Parks, Pools and Beaches in Chicago and annual meeting of the American Recreational Equipment Association which precedes the opening of the convention.

The slump in the stock market did not prestage a financial panic or a political upheaval. Shake off your jitters and come to the convention, where courage will add to courage and send you home an optimist for the immediate future.

Put your park on the upgrade now with new fronts, new color scheme and new attractions while you may have accelerated earnings from which to pay all costs and leave a good margin to carry you thru a slump four or five years hence. All who had courage in 1936 and 1937 have been amply rewarded for their bravery.

Leave your gloom at home with your discarded straw hat and mingle with the nation's foremost amusement men who do things. There is a good program under way and an increase in attendance is assured. Several new devices will be on exhibit and new games are to be there.

Lively Meet Promised

The AREA is refunding to all members in good standing the promised amounts on exhibit space, new members are registering and dues are coming in satisfactorily. We shall have a lively meeting in the Crystal Room of the Hotel Sherman, Chicago, on Sunday night, November 28. You shall have printed programs soon.

Paul H. Huedepohl, of the Jantzen Swimming Association, has produced a fine lot of literature covering Jantzen products and services. His booklet on "Teach Yourself To Swim" is well worth careful study. These are the days of experts on the conduct of a swimming pool in all of its ramifications.

The human family has been away from water so long that most of it is afraid of water and only about 80 per cent can swim. The instinctive love of the water abides, hence the enormous field for safe water rides and swimming pools. There is a fundamental reason for shallow water rides and about 80 per cent of shallow water in the pool.

With people on the go, as this generation is, boys and girls should not consider their education complete until they can disport themselves in the water with cool confidence. Our old germinifed "swimmin' hole," with all of our sentiment for it, must now be relegated to the limbo of hoop skirts, high bicycles and the one-horse shay.

Want To Buy Now

Two men were in here to buy amusement parks last week. Four and five years ago they came here to give them away. Times do change.

Boat builders have not been so busy in years. One nationally known concern is now laying six keels per day and this is still October. These boats are pleasure craft and will not be used until next May. Somebody has confidence and optimism for 1938 business.

The Sportsman's Show is taking more space than it occupied last year and present indications point to a sellout on all available booths. These events, so closely allied with us, show a trend that we may reasonably expect. Best of all, the buying power of the country is constantly broadening.

NAAPP

(Continued from opposite page)

will be of equal value and interest to pool and park men. It is declared.

To Show New Devices

Exhibition hall, formal opening of which at 9 a.m. on November 29 will mark opening of the convention, promises to be the most extensive in number of exhibits for many years, and bookings for space received to date include a large number of new devices, one of which is

being brought to the convention from England.

Particular emphasis is being laid on the social side of the convention. It has been planned to have noon-day lunches daily, starting on Monday, to afford closer contact between delegates, exhibitors and their friends and to stimulate bigger attendance at start of each program session.

A regular program of entertainment at stipulated times has been arranged for the Penthouse, which proved so popular last year. Concluding feature of the convention will be the banquet and dinner-dance in the Bal Tabarin, under supervision of Harry A. Ackley, chairman of the entertainment committee, and Mrs. Mabel Killaly, Euclid Beach Park, Cleveland.

"Those who know Mr. Ackley and Mrs. Killaly can well appreciate what lies in store for everyone who attends the curtain dropper on the 1937 convention," said Secretary Hodge. "No reduced rates are being allowed for conventions this year as was the case last year because of the reduced rates which went into effect during 1936 and which have brought transportation costs down to about the same level as they used to be with the special reductions allowed conventions from the then higher rates. Manufacturers and dealers who have not as yet reserved space for exhibits are urged to do so before it is too late. In a subsequent issue of *The Billboard* will appear a detailed program for the meeting."

FLOATING BATHS

(Continued from opposite page)

garded by them as their archememy and they feared his careful scrutiny of them as they passed down the long gangplank. All of these baths were opened thruout the season, from 5 o'clock in the morning until 9 at night, every day, but Sundays, when they closed at midday.

"Ladies' Day occurred on Mondays, Wednesdays and Fridays; on these days only women and girls were admitted. All of the women and girls were required to wear bathing suits of some kind and on men's days the boys under 15 may or may not wear tights, as they choose; most of the youngsters didn't choose.

There were many older men who used the privilege of a free bath; they enjoyed their short swim and went away about their business. Tramps, who are popularly supposed to be opposed to water in any form, occasionally appeared but were not admitted. The companionship of the uncouth, unkempt, unshaven and dirty vagrants of mature age were not considered attractive, even to the streets arabs. At the close of the last century these "baths" had to be abandoned, due to the ever-increasing pollution of the waters in the harbor, and the bathers are now enjoying ocean-front beaches and swimming pools.

MILWAUKEE.—Louts Schneller was elected president of Washington Park Zoological Society, which is seeking 1,000 members; T. J. Bartel, Rudolf Hokanson, Harvey L. Ott, vice-presidents; Albert C. Biersach, secretary-treasurer. Total valuation of the 877 species of zoo mammals, birds and reptiles was placed at \$65,852 by Director Ernst Untermann, who said twice-daily guide-conducted tours, a new feature in charge of two biology teachers, is proving successful.

LEAP FROG, THE NEW RIDE

Fun House Devices, Roller Coasters, Mill and Mill Chutes, Gasoline Miniature Railroads, Electrically Propelled Mill Boats, and a new type of Peep-Show and Fortable Fun Houses. Gallery Plans furnished for these Rides. THE NATIONAL AMUSEMENT DEVICE CO., DAYTON, O.

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Such as Stadium, Rink, Hat Check or Summer Boat Concession. Percentage or rent. Full particulars. J. SLOBIN, 323 38th St., Union City, N. J.



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\$10,500,000 IN W. F.

New York Site Work Reviewed

Whalen says construction program is far advanced—to start on landmarks

NEW YORK, Oct. 23.—Approximately \$10,500,000 has already been invested in actual construction and commitments by the New York World's Fair of 1939, Grover A. Whalen, president of the Fair Corporation, has announced.

President Whalen's review of current activity on the fair site in Flushing Meadows Park disclosed that 82 contracts involving an aggregate expenditure of \$1,144,217.71 have been completed. Work is now under way on 63 contracts amounting to nearly \$3,717,000 and by the end of the year it is hoped work will be in progress on contracts, commitments and purchase orders totaling between \$8,000,000 and \$10,000,000. These figures do not include permanent improvements being built by the city and State of New York.

Full Month Ahead

"The Fair Corporation is advancing its construction program at double-quick speed," he said. "At the moment we are not only on time—we are a full month ahead of schedule. Much of the work originally planned for 1938 has been started this year, which means we will have more time for finishing touches in 1939."

Major contracts under way include fabrication and erection of steel for the Perisphere and Trylon, construction of eight exhibit buildings, planting of trees and laying of water mains, gas and sewers. Completed work to date includes the administration building, two bridges over Grand Central Parkway and spring and fall tree-planting program.

Progress on Buildings

Largest single contract to date, amounting to \$612,500, is for fabrication and erection of steel for the 18-story (See \$10,500,000 IN W. F. on page 46)

Riot by Dunn Fair Workmen Gives Glick Shows Trouble

DUNN, N. C., Oct. 23.—Rioting by fairgrounds workmen brought the Harnett County Fair here to a tumultuous close. The riot, which lasted almost until dawn last Sunday, ensued when between 75 and 100 workmen were unable to collect wages from Fair Manager J. A. Winters.

"We'll make the fair keep running until we get our money," they shouted, and proceeded to block the Glick Shows' trucks, preparing to depart for South Boston, Va. William Glick, carnival owner, explained to the workmen that the fair manager and not he was the one to settle with. His reasoning went unheeded and the carnival got away only after a wild dash thru a fire built at the fairgrounds entrance to prevent departure. No one was seriously injured.

CINCINNATI, Oct. 23.—Jaydee the Great (Jerry D. Martin), an act at the fair, advises that he received judgment for money due him from the fair.

Elkhorn Pays Off Debts

ELKHORN, Wis., Oct. 23.—Altho complete audit of the 1937 Walworth County Fair here is not yet complete, surplus this year has enabled the association to pay all debts and leave an estimated \$8,000 to \$10,000 on hand, officers have notified stockholders. A mortgage on grounds and a note against the society have been paid in full.

PARIS, Ark.—Logan County Fair Association was incorporated at Little Rock last week, incorporators being given as Lewis C. Sadler, resident agent; Wylie Elliot, L. E. Oates and J. W. McKeen, all of Paris.



J. A. MITCHELL, secretary-manager of Anderson (S. C.) Fair, prides himself on being a showman at heart and likes to be known as "the showmen's friend." This year's fair will be the 17th annual and has grown so that now it embraces 10 counties. Since being honorably discharged from the U. S. Marine Corps in 1919 Mr. Mitchell has devoted much of his time to Anderson Fair, which is known as a money maker. A native of Mississippi, he went to Anderson in 1919 as promotion man for the Chamber of Commerce, being made secretary of it in 1927, a post he still holds.

Golden Gate Donors Sign for \$7,500,000

SAN FRANCISCO, Oct. 23.—Ten thousand bay region business concerns have subscribed \$7,500,000 to Golden Gate International Exposition, well over the two-thirds mark of the campaign, it is announced.

Eighteen concessions have been granted so far. Over 30 per cent of interior exhibit space has been allocated by accepted applications or reserved pending completion of exhibit plans. Negotiations are proceeding with haste. (See GOLDEN GATE on page 46)

Jackson Annual Called Best; Gate 200,000 and Some Rain

Mississippi Free State Fair acclaimed most successful by management—extra shows by Ernie Young's revue are required—new industrial building is dedicated

JACKSON, Miss., Oct. 23.—With attendance estimated by the management at more than 200,000, the 34th annual Mississippi Free State Fair on October 11-16 was pronounced the most successful annual ever staged here. An all-day drizzle on Wednesday that made the day almost a blank and light showers that hastened the close Saturday night were the only elements to mar an otherwise perfect week insofar as weather and crowds were concerned. Featuring the slogan, "Mississippi Marches On," the city-owned exposition opened on Monday with an Industrial Day parade in honor of Mississippi's industrially minded chief executive, Hugh White, in whose tribute a new exhibit structure was dedicated as the White Industrial Building.

Of Colonial architecture and facing a beautiful Court of Flags, the new building housed finished products of more than a score of State industries. Immediately adjoining the White Building was erected an auditorium and banquet hall in which numerous groups held luncheons and dinners during the week. Among those honored at these were "Ding" Darling, noted cartoonist and wild-life enthusiast; President L. A. Downs, Illinois Central Railroad; President I. B. Tigret, Gulf, Mobile & Northern Railroad, and Governor White. For (See JACKSON ANNUAL on page 46)

A committee, L. B. Palmer, Pataskala; E. H. Campbell, Salem, and J. W. Weaver, Spencerville, was appointed from the board to work with Director Hanefeld in furtherance of the program.

The board also adopted a resolution inviting the National Dairy Show here next year.

Profit for Ionia Will Top \$9,000

IONIA, Mich., Oct. 23.—Despite bad weather the 1937 Ionia Free Fair earned larger net profit than in 1936, according to a report from Secretary Fred A. Chapman, which showed earnings to exceed the \$9,300 netted last year.

Full settlement on a \$2,500 rain insurance policy brought grand-stand receipts ahead of last year's, altho paid admissions dropped. All other departments showed larger revenue than in 1936.

Biggest increase was shown by the Rubin & Cherry Exposition on the midway, which grossed more than \$31,000, a 20 per cent increase over 1936. The shows have been signed again for next year, sixth consecutive season. Secretary Chapman said he had arranged with (See PROFIT FOR IONIA on page 46)

From Swim Spot To Light Operas, Fate of Aquacade

CLEVELAND, Oct. 23.—Plans are on to convert Billy Rose's Aquacade of Great Lakes Exposition into a spot for summer concerts and light opera. Move is backed by the Come-to-Cleveland committee and negotiations have reached a stage where a loan is being negotiated to obtain the property from the Exposition Corporation. Underwriting campaign will start in the spring.

Plan is to present popular-priced concerts with musical talent recruited from Cleveland Symphony Orchestra. Eight-week season is proposed. The Aquacade is situated on the lake front adjoining the Horticultural Building and gardens, which will remain as a permanent improvement of Cleveland Mall and would be used for promenade during intermissions.

Work of demolition continues. Florida exhibit, considered the best piece of property on the grounds, is being dismantled since Cleveland officials refused to acquire it.

Atlanta Registers a New High Mark of 762,961 in 10 Days

Centennial tied up with Southeastern Fair tops record made in 1936, says President Benton—newspapers and radio credited with creation of much added interest

ATLANTA, Oct. 23.—Despite cold, murky weather during 4 of the 10 days, Southeastern Fair and Atlanta Centennial on October 7-16 established an all-time attendance record of 762,961, said President Mike Benton. Previous attendance record was established in 1936 when 653,988 attended, and, compared with 563,000 in 1935, shows the rapid rise of attendance from the depression period when 400,000 was highest mark for three years. Double city and State school days, combining the city's 100th birthday celebration with the fair and midway features and most in history were credited by President Benton for the new mark.

Hughes Back From Vacation

NEW YORK, Oct. 23.—Joe Hughes, of the George A. Hamid office, returned this week from a well-earned rest in Saratoga Springs, N. Y. Joe, who returned recently from an Eastern Canadian fair circuit, was accompanied to the Springs by his daughter, who is recuperating from an illness.

Atlanta Journal Radio Stations WAGA and WSB conducted daily broadcasts from a special booth in the Educational Building, employing midway and other talent on the grounds. The commercial plug agreement whereby exhibitors secured time on the air over these stations resulted in the greatest number of commercial exhibits in the fair's history. Good will built up among Georgia weekly editors also had its effect in attracting record crowds, President Benton believes. For the third consecutive year the fair association was host to Georgia Press Association on October 9.

Editors and their families, over 700 persons, were guests at an old-fashioned barbecue on the grounds, leading press figures were heard over a special WSB broadcast, and special Press Day badges admitted them to all midway attractions. For two months prior to the fair these editors were generous in use of a special page of plate matter depicting fair at (See ATLANTA REGISTERS page 61)

Doubled Fee Hurting Paris Expo More Than Rainy Days

PARIS, Oct. 18.—Rainy days are less of a drawback at Paris International Exposition than the new doubled admission fee on Fridays. First Friday on which double fee was charged resulted in attendance dropping to a low of 112,180, while a rainy day low during same week showed attendance of 126,782. Daily average is still above 200,000, with Sunday crowds running above 400,000.

John P. Hogan, chief engineer and director of construction of the New York World's Fair of 1939, accompanied by R. H. Shreeve, vice-chairman of the board of design; Irvin Scott, architect of construction department, and Basset Jones and Richard Engelken, consulting electrical engineers, have been looking over construction at the Paris Exposition.

Attendance and business in the main amusement park of the expo are fair. Little is doing at the "scientific" amusement annex, and the Centre Parisien, amusement park outside the expo grounds, has practically passed out.

Profit Seen For Raleigh

N. C. State reported winner, despite improvement cost—Hamid has preview

RALEIGH, N. C., Oct. 23.—With official receipts and attendance not yet announced by the budget bureau, North Carolina State Fair here on October 12-16 recorded no new high attendance mark. Again under direct operation of the State department of agriculture after having been leased to George A. Hamid and Norman Y. Chambliss several years, the fair presented some new features, had a modernistic dress in form of electrical standards, boardwalk and different layout of midway attractions and displays.

Manager J. S. Dorton has not announced any figures, but said the State will have a nice profit despite cost of improvements. Exhibits were declared better and more numerous than ever before, opening of a new industrial building with modern decorative front and housing of machinery displays in tents being made necessary by increased entries.

Teter Has Capacity

Program was curtailed one day, the fair not opening until Tuesday, and a cold rain cut attendance on Thursday. With school children of the State as guests, Friday was the biggest day and crowd estimate was placed at nearly 100,000. World of Mirth Shows' business on the midway was reported big that day.

Hamid's *Revue of Tomorrow*, in four parts, with an unusual array of specialties, constituted the grand-stand show. Acts included Demnati Arabs, Christy's Trained Elephants, Five Harlequins, Helen Reynolds' roller skaters, Francis Trio, Eric the Great and Donatella Brothers. Prima donna was Orsola Arrella, all booked thru George A. Hamid, Inc.

Lucky Teter and his Devil Drivers Wednesday afternoon presented their program to capacity grand stand and bleachers. Auto races, with Bob Sall carrying off top honors, were a Saturday feature. Harness races were carded on Tuesday, Thursday and Friday. Exhibit premiums of \$14,000 were distributed, with emphasis for displays being placed on live-stock production.

Notables at Preview

A new feature was a preview of all grand-stand night attractions Monday night when State officials and their families and press representatives of the State were guests.

George A. Hamid appeared personally before the mike to welcome Governor Clyde Hoey and others to the preview. Refreshments were served by the fair management. Nightly displays were by International Fireworks Company.

Draft Molesworth For Husking Contest

SEDALIA, Mo., Oct. 23.—By special arrangement with State officials and Secretary Charles W. Green, services of R. D. (Duke) Molesworth, director of publicity of Missouri State Fair for the past four seasons, have been loaned to the committee of the 1937 National Corn Husking Contest to be held near Marshall, Mo. Mr. Molesworth, dividing his time between the State fair office here and headquarters of the husking contest in Marshall, began his extra duties on October 11.

Following the record-breaking Missouri State Fair on August 21-23, members of the Corn Husking committee and particularly George F. Jordan, field editor of *Missouri Ruralist*, farm magazine which is principal sponsor of the 1937 husking event, entered negotiations to draft Mr. Molesworth for a month. The contest is rated as the largest rural sports event in America, having been attended last year by 120,000.

It will be augmented by Farm Power Day this year, with machinery companies exhibiting and \$500 in prizes offered in the mule show. More than 50 concessioners have engaged space on the exhibit field and event will be broadcast over NBC.

Fair Meetings

Canadian Association of Exhibitions, November 22 and 23, Royal York Hotel, Toronto. W. D. Jackson, secretary, London, Ont.

Wisconsin Association of Fairs, January 5-7, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Massachusetts Agricultural Fairs' Association, January 20 and 21, Boston. A. W. Lombard, secretary, 136 State House, Boston.

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.

Big Gate Mark At Spartanburg

Attendance declared best in many years—weather bars an all-time record

SPARTANBURG, S. C., Oct. 23.—The 30th annual Spartanburg County Fair on October 12-16, officials said, broke all attendance records since pre-depression years. No official gate record is as yet available. Several thousand attended a preview of the midway, with the Johnny J. Jones Exposition, Monday night. Fair Secretary John F. Fielder declared attendance was far in excess of that in 1936 and one of the best since he became connected with the association years ago.

Any chance of an all-time gate record was shattered by cold weather on Wednesday and Thursday. Crowds filled grounds on Tuesday and the largest crowd was registered on Friday, when temperatures rose. Next to the largest single day's attendance was recorded on Saturday, thousands being drawn by auto races. Full pens and barns marked swine and cattle exhibits and educational and commercial buildings were crowded with displays. Exhibits attracting most attention were those of the United States Department of Agriculture.

Grand stand was filled to capacity on several occasions, but its patronage was cut a number of times by unfavorable weather. Acts included Five Albanis, aerial motorcyclists; Six De Cardos, barrel jumping and teterboard; Rexola Troupe, roller skaters; comedy by the veteran Harry Fisher and music by Homer F. Lee's Missourians, all acts being booked thru George A. Hamid. Tony Vitale, Ohio Fireworks Display Company, directed its displays. Under supervision of Judge N. F. O'Hair, harness racing was held each afternoon except Saturday. One of racing crowd's biggest ovations was given Thursday afternoon when Sam J. Nichols, president of the fair association, was introduced as the last surviving member of the group who formed the fair in 1908.

A new high opening-day attendance was set on Tuesday, when about 3,000 watched harness races. On Friday about 4,000 watched trotters and pacers and on Saturday at the auto races about 7,000 were in the stands and on the quarter stretch. Reported withdrawal of AAA sanction from the auto races Friday night apparently failed to hurt attendance on the next day, as officials said the crowd was one of the largest ever seen here. Returning after an absence of several years, the Johnny J. Jones Exposition did fair business, its officials reported. On Tuesday, City School Day; Wednesday, Colored School Day, and Friday, County School Day, admission was gratis to kids, who swarmed the grounds.

Seeking Madeline Shelton

CINCINNATI, Oct. 23.—Knowledge of the whereabouts of Madeline Shelton, 24, said to be playing fairs in the South, is sought by Superintendent Roy F. Parsons, department of public safety, division of police, Louisville, Ky., who has notified *The Billboard* that her brother is dead and that she should communicate with her family in Parlin, Ark.

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Nebraska Has Profit; Bonds Given \$15,989

LINCOLN, Oct. 23.—Profit of the 1937 Nebraska State Fair here is \$2,848.99, altho the 1937 show was hampered by drought and an infantile paralysis scare, reported the board this week. It was previously announced the fair would little more than break even.

This does not include \$15,989 in grand-stand receipts, which must all go for payment of interest and application on principal of \$237,000 of grand-stand bonds issued during 1929 for construction of the big amphitheater. Total fair receipts (not including grand stand) were \$107,918 and expenditures \$88,571.90, leaving \$27,827, counting \$7,481 on hand at beginning of the year.

Legislative appropriation for maintenance of grounds is \$10,000 annually, and the board was compelled this year to spend \$23,979 of its own money to complete needed improvements. A bill was pushed in the last session for refinancing the grand-stand bonds from the present 5½ per cent to 3½ per cent, but it did not pass. If it had been successful the board could have paid the interest and \$10,000 of the principal this year on grand-stand receipts alone. Biggest contributing department in 1937 was pari-mutuels, there being 14 days of horse racing.

Grand-Stand Shows

REPORTING closing of a 21-week outdoor season at fairs and with Clint's Exposition Shows, Jerry D. Martin, Jay-dee the Great, will begin indoor dates in November.

THE CHRISTYS, going from Paducah, Ky., after 12 fairs and four celebrations with their tight wire and rolling globe act, are visiting their home in Keokuk, Iowa.

DIRIGIBLE Reliance, with Capt. Frank Trotter, who has been taking up passengers at fairs, including Pan-American Exposition, Dallas, was at the first Azle (Tex.) Fair, near Fort Worth, on October 15 and 16. In an open-air circus and

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WILLIAMS & LEE
464 Holly Ave., St. Paul, Minn.

rodeo were Mame Francis, rifle expert, and California Frank Harley and his dancing horse; Jimmie Vincent, cowboy songster; Glenn Wilcox, presented with his tumblers from Fort Worth Community. (See GRAND-STAND SHOWS page 56)

Pan-American Exposition

Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

Gala Windup Is in Prospect

Closing on Oct. 31 to be combined with Halloween celebration events

DALLAS, Oct. 23.—Plans are on for giving Pan-American Exposition a hilarious windup on October 31, when gates will be permanently closed at midnight. Since that day will also be Halloween, officials are confident of the largest crowd on the grounds since prosperity times of the State Fair of Texas.

Barring bad weather, they are sure of beating the 90,000 record for one day, set during Texas Centennial last year. Bulk of crowd will be gained by transferring annual downtown Halloween celebrations to the grounds, where no general admission is charged now.

Assurance of a good business on the final week-end is given concessioners by the fall football schedule, under which Texas and Southern Methodist universities will play their annual football game in the Cotton Bowl on the Saturday before closing. Complete plans for the closing celebration have not been released, but it is thought the expo management will merely decorate grounds, plan a short formal ceremony and leave the rest, except promotion of the events, to the crowds and the shows.

Ideal fall weather is favoring the closing days. Last week, however, suffered greatly from a 10-day series of rains and glooming clouds. Attendance for the week was 142,531, of which 42,287 were registered on Monday, second Negro Day of the season, which was most successful. A majority of shows gave special performances and receipts of all were good. Features were afternoon and night football games, both of which were followed by dances in the Agricultural Building.

Last Saturday was second best day of the week, when Southern Methodist and Vanderbilt universities' football teams played in the Cotton Bowl. Game attendance was nearly 20,000, also much of the time was played in hard rain. Special trains last week-end came from New Mexico, Greenville, Longview and Sulphur Springs, Tex. New Mexicans staged a ceremony on Saturday, with Coe Howard, director of the New Mexican exhibit, as emcee.

Construction Program On For Anderson, S. C., Annual

ANDERSON, S. C., Oct. 23.—Construction for the 17th annual Anderson Fair in Cater Park is nearing completion, said Secretary-Manager J. A. Mitchell. There will be modernistic fronts before several exhibit tents, and four divisions are being enlarged. Electricians have installed white-way posts on the upper midway to replace the regular street lights.

World of Mirth Shows will be on the midway and free acts will include Wells Brothers, Rajah Arabs, Watkins' Animals and Lucy, trained giraffe. Economic conditions in the area are reported exceptionally good.

Counties represented in the fair association are Anderson, Abbeville, Greenville, Oconee and Pickens, S. C., and Elbert, Franklin, Hart, Madison and Stephens, Ga.

BATON ROUGE, La.—State highway commission announced that a \$55,000 contract had been awarded for concreting the highway between Louisiana State Fair grounds and city limits of Shreveport, the road to be 50 feet wide and more than a mile long.

Attendances

Previously reported	1,973,164
Wednesday, October 13.....	5,805
Thursday, October 14.....	11,057
Friday, October 15.....	21,408
Saturday, October 16.....	26,508
Sunday, October 17.....	25,632
Monday, October 18.....	42,287
Tuesday, October 19.....	9,932
Total.....	2,115,793

Rain Dampers Norfolk Revival

Four of five days are bad for Tidewater State Fair—bigger plans for 1938

NORFOLK, Va., Oct. 23.—Bucking rain and cold weather four days of the five, the revived Norfolk Tidewater State Fair on October 12-16 had total attendance of less than 14,000. The \$3,000 gate was considered noteworthy, as weather was so bad that shows never even opened on one day, Thursday, while Wednesday was overcast and Friday cold.

Saturday, cold but clear, drew best attendance, about 7,000. Closing day's crowd was accounted for by appearance of Lucky Teter and his Hell Drivers, who presented a great show before a grandstand crowd of 2,000. Other acts were of high caliber, with George A. Hamid's Four Laddies, aerialists, a real draw. Captain Hoagland's Horses, Peerless Duo, Three Cheers, Donohue and LaSalle and Fred Vass Troupe made up rest of show. Wednesday was Governor's Day, with Governor-Elect Price and other notables in attendance.

Exhibits, as might be expected in a fair revival after several years' layoff, were sparse, dominated by commercial displays, and housed in two large tents.

Cetlin & Wilson Shows were on the midway, which was not big enough to hold all the attractions. There were 10 rides and good business was reported by the managers considering all handicaps.

Grand stand had a 35-cent admission and gate was 25 cents. Despite unimpressive figures and no great help from newspapers, the fair is regarded as a sincere effort by Manager M. B. Howard to restore Tidewater Fair to its former position, and with better weather big things are expected next year.

Mineola Gate and Take Up

MINEOLA, L. I., N. Y., Oct. 23.—While official figures are not yet forthcoming, it is estimated that attendance and receipts of the 95th annual Mineola Fair on September 27-October 2 went about 10 per cent above those of last year, when total take was given as \$80,000. Grandstand show, booked thru Phil Wirth, featured Jim Eskew's Rodeo. O. C. Buck Shows were on the midway.

PROFIT FOR IONIA

(Continued from page 44)

Barnes-Carruthers for a new revue that the organization is developing. Acts also signed for next year include a novel dog and pony act, trick comedy horse act and new aerial thriller.

GOLDEN GATE

(Continued from page 44)

extensive radio and newspaper exploitations of concerns for outdoor and indoor space on Treasure Island.

Several thousand are expected to attend the first public ceremony on the island on November 21, when the expo will be officially turned over to the city by Major General George S. Simonds,

commandant, Ninth Army Corps Area, on behalf of the Army.

Federal Commissioner George Creel plans a brilliant dramatization of activities of federal government. Other central themes outlined by Creel include national defense, housing, public welfare and a great Indian exhibit. Frank W. Fuller Jr., recent winner of the Bendix trophy, has been appointed chairman of the exposition aviation committee.

JACKSON ANNUAL

(Continued from page 44)

the first time in exposition history a parade was staged daily.

Sloan Has Auto Races

On Tuesday, Agricultural Day, Oscar Johnston, AAA official and manager of the world's largest cotton plantation in Scott, Miss., was the honor guest and witnessed a brilliant procession of marchers, decorated cars and floats and 10 high-school and college bands. Wednesday was given over to the famous Delta for a parade salute to "King Cotton," with Miss Margaret England, Greenville, queen of Clarksdale Cotton Festival, as featured individual. Thursday, Historical, Recreational and Health Day, had the three themes forming the motifs for the week's most elaborate parade.

Friday, Education Day, saw a crowd estimated at from 75,000 to 100,000. Schools within a 100-mile radius were closed and faculties and student bodies invaded the city, a feature being a "Sunrise Parade" at 8 a.m. Saturday, Veterans and Fraternal Day, had re-enactment of the Mississippi section of the famous New York American Legion parade.

Auto races, with John A. Sloan as director, assisted by G. Huff Dorward and Art Swensen, latter as starter, were featured on afternoons of Monday, Tuesday and Friday, with Flash Williams offering a thrill show on Wednesday, Friday morning and Saturday afternoon. Len Musick won five of six events in Monday and Tuesday race meets.

Young Revue Is Hit

Ernie Young's *Cavalcade of Hits* was night show attraction before the grand stand, scoring a hit from the start. For the first time in the fair's history two shows were staged Tuesday night with two again on Thursday and three on Friday.

Featured with the Young revue were Happy Harrison's Circus; Hazel Mangan Girls, acrobatic skit; Jordan Trio, roller skaters; Joe and Pete Mahon, acrobatic comedians; Easter and Hazleton, dance team; Betty Reed, xylophonist; Seven Danwills and Joe Jackson, clown tramp, whose pantomime stopped the show. Jack Palmer Henderson's Band played for afternoon attractions as well as night show.

Royal American Shows, on the midway for the third straight season, arrived ahead of schedule and the big organization was up and ready for business hours in advance of opening time. A Beef Cattle Show, featuring pick of State show herds, was an added feature. Agricultural exhibits, in which all 82 counties were represented, were best seen in many years.

The entire plant was renovated during summer, a large addition being constructed to the Agricultural Building. All buildings are painted white, flag poles added to all structures and floodlights illuminate grounds in place of out-moded stringers of bulbs.

Elated over the acclaim accorded the 1937 event, Mayor Walter A. Scott, Secretary-Manager Mabel Stire and others of the management have already begun work on a 1938 fair. Miss Stire and staff will attend the State Fair of Louisiana in Shreveport and may visit the Dallas fair plant to purchase some equipment used during Texas Centennial events.

\$10,500,000 IN W. F.

(Continued from page 44)

Perisphere and 700-foot Trylon. Work has already begun on erection of the two fair landmarks, with steel work scheduled to get under way around December 1.

Exhibit buildings on which work is in progress include Hall of Communications, \$195,000; Hall of Shelter, \$126,000; Hall of Mining and Metallurgy, \$101,000; Hall of Food, \$180,000; Hall of Textiles, \$130,000; Hall of Electrical Production, \$147,000; Hall of Business Administration, \$109,000, and Hall of Medicine and Public Health, \$134,000. Fencing program is now under way and tree planting continues to add to the change in appearance of the site. Total expenditure for tree and shrubbery transplanting to date is \$226,790.

South La. Hit By Much Rain

Donaldsonville annual expected to be in black despite three days' downpour

DONALDSONVILLE, La., Oct. 23.—Opening with record first-day attendance of over 30,000 paid admissions, South Louisiana State Fair on October 10-17 failed to reach an expected new high goal when rain on Thursday, Saturday and Sunday cut heavily into attendance. It was the silver anniversary program and officials set up the most ambitious entertainment card in association history. Harry Burke Shows and Ralph E. Miller Shows gave the midway 12 rides, 6 shows and nearly 60 concessions, and 11 grandstand acts made the most costly array ever seen here. Premiums were up 25 per cent at about \$4,800.

Clear cool weather added stimulus to attendance on Monday, Tuesday and Wednesday, estimates being 10,000, 6,000 and 5,000, respectively. A sharp drop occurred in patronage in Thursday's deluge, but School Day on Friday drew 12,000. If 5,000 came on Saturday and Sunday combined they must have sneaked thru without notice, and with these bad breaks chances for a decidedly good event was "gone with the rains." It not only poured on these two days; it deluged with not less than four inches.

Grounds Partly Flooded

R. S. Vickers, secretary-manager of the fair since its inception 25 years ago, said on closing night that rain had affected attendance adversely but that under the circumstances the fair was one of the best ever held and that the heaviest premium awards and big entertainment budget might be offset. L. J. Derbes, auditor, said he would announce figures at a special board meeting in two weeks, predicting that the balance would be in the black by a small margin.

On the first regular Negro Day on Saturday about 2,000 school children and 2,000 adults attended in the rain to inspire officials with plans for expansion of a Negro program in future. For the first time an entire building was given over to Negro work. On closing day, Governor's Day, expected attendance of 50,000 turned out to be a mere handful, as rain fell most of the previous night and in the forenoon to flood grounds in low spots. On this day the midway was hard hit, said show officials.

"It looked like only day that crowds were ready to spend money," Manager Burke said. "Earlier in the week crowds came to our combined midway but they refused to spend money. Rain on Friday thru Sunday about sealed our fate."

Early Capacity Stands

Before the grand stand, with 25-cent adult and 15-cent children's tickets, were five acts booked thru Barnes-Carruthers, five independent acts and a John J. Jackel booking of a "Human Cannonball." They were Tarzan, human apex; Frank and Bernice Dean, trick riding and roping; Great Fuzzner, spiral tower aerialists; Hashi and Osal, jugglers; Marie's Animals; Big Burma, performing elephant; Fortunello and Cirilino, acrobats; Le Volo Troupe, slack wire; Cy Stone and educated horse; Shorty Plenum, clown; Larry Best, impersonator, and an auto crash into building. Acts were given twice daily to capacity on the first Sunday thru Wednesday, but to poor patronage thereafter. Three performances were called off because of downpours.

Gate admission remained 50 cents until 6 p.m., then 25 cents, with 25 cents extra for auto parking on grounds. On Monday, Judging Day, admission was free, including autos. Fireworks were featured night shows on Sundays, Thursday and Friday by Thearle-Duffield Company. There were Horse Show on Wednesday, beauty contest on Tuesday, auto give-aways on both Sundays and Friday night and award of \$1,000 in cash on closing Sunday. Concessions were in charge of Joseph P. Thiac for the 24th year. Agricultural, poultry and animal exhibits were largest in history of the fair.

WOMEN'S clubs are agitating against fortune tellers and girl shows at Kossuth County Fair, Algona, Ia.

RAS Top '36 At Jackson

Wednesday off due to rain but Sedlmayr reports other days above last year

JACKSON, Miss., Oct. 23.—Royal American Exposition at the 34th annual Mississippi State Fair for the third successive year here reported business above last season except for Wednesday, which was off due to an all-afternoon rain.

Closing in Pensacola, Fla., Friday night in order to be ready for the Monday noon opening here, the show trains arrived at daybreak Sunday. Favored by a haul of less than a mile, the carnival attractions were in place by nightfall that day and were ready for the early visitors Monday, opening day.

The attractions occupied the comparatively new horseshoe-shaped midway, constructed last year, with shows down the center and shows along each side. The new neon-lighted entrance arch added much to the appearance of the grounds.

According to Carl J. Sedlmayr, general manager, each day's business was above the 1936 record year except on Wednesday.

Co-operating with the fair management, the exposition placed one of its light towers in a large parking area to aid motorist-visitors, a gracious gesture which won favorable comment.

Rain Hits Miller and Burke at S. La. Fair

DONALDSONVILLE, La., Oct. 23.—Too much rain and disinclination of people to spend money were blamed for poor returns by the combined shows of Ralph Miller and Harry Burke during the eight-day South Louisiana State Fair, October 10 to 17. A record-breaking crowd jammed the fairgrounds on opening day and ideal weather brought a greater portion of the patrons to the extreme back of the grounds where shows were placed. Spot was lowest on grounds and when rain fell last half of week mud and water ruled the situation. It was hard to reach any ride or concession without stepping in mire.

"It was a fine year in Louisiana with a large cotton crop and the oil boom helping to draw the best patronage in several years," Burke said. "This fair is the first time in several weeks that our show failed to make nice money."

The two units of Miller's and Burke's shows presented the largest midway setup in the 25-year history of the fair.

Gloth Adds to His Chain Of Gun Clubs in Boston

BOSTON, Oct. 23.—Red Circle Gun Club, headed by Louis Gloth, in its expansion program to open branches of gun clubs for amusement of patrons and skilled shooters this week added its sixth Boston location on Washington street. This adds to a total of 10 in the Greater Metropolitan Boston area. Business opening day and thru to yesterday was very big.

Gloth finds that permission to operate these clubs is obtainable, but is finding difficulty in securing locations.

Shooting Galleries Slump

DETROIT, Oct. 23.—Business is taking a slump at Detroit's multitude of miniature shooting galleries. Predictions of a revival of the long-range gallery in a modernistic form were made this week by Jack Winston, head of the Detroit Rifle Range Company.

Fire at Petersburg Fair But No Loss to Strates

PETERSBURG, Va., Oct. 23.—Fire which caused an estimated damage of over \$3,500 to fair buildings and independent concessioners started at 10:30 Saturday night, October 16, and for a while it looked as if the entire Strates midway would be destroyed. Heroic efforts on the part of various members (See FIRE AT PETERSBURG on page 49)



E. LAWRENCE PHILLIPS, LEFT, AND JAMES A. FARLEY: They hardly need an introduction, however; former is general director of the Johnny J. Jones Exposition and latter is postmaster-general and chairman of the National Democratic Committee, and both have interests in the capital city of the United States, Washington, D. C. This picture was taken on the platform at Salem, Ill., following the dedication of the new post office. The Jones organization at the time was playing the Soldiers and Sailors' Reunion and following the christening exercises the postmaster-general "did the midway" in company with showman Phillips.

Goodman Stages an Impromptu SLA Show in Little Rock to Success

CHICAGO, Oct. 23.—Friday, October 15, the night before the Goodman Wonder Show closed its season at Little Rock, Ark., Max Goodman staged a delayed benefit performance for the Cemetery Fund of the Showmen's League of America. For four weeks he had sought the psychological moment to stage the show, but myriads of things that cause unavoidable waits arose in his way.

The Goodman Show family was hailed to the tent of "The Show of Shows" to hear Goodman expound the tenets of the Showmen's League of America. He addressed an expectant crowd, which was for and with it, Eddie Comstock, of the Fantazma Show, was emcee. He introduced Walter K. Sibley, of the side show, to follow Goodman's talk. Walter told it to them quickly and forcibly.

Not a word of his talk was lost, but during his dissertation the throng was in a titter. Walter did not know the cause until he was thru. When he began to talk a stray hound that had been loitering around the lot strode on the stage and sat just behind Sibley. Every time the dog looked at the speaker there was a snicker in the audience. When Walter concluded and discovered the cause of the merriment he also joined in the laugh.

One of the girls with the show followed with a hula hula dance and got

a big hand. Then there was a stage wait. This because Jack Richman, chef in the cookhouse, was donning her straw dress. He bounced on the stage and presented a wonderful burlesque on his predecessor. Louis Powers, comedian extraordinary, enlivened things by giving a governor's speech on *Agriculture*, something about which the politician knew less than nothing. Johnny Sandberg, ticket seller on the Fantazma Show, disclosed he was (See GOODMAN STAGES on page 49)

World of Mirth Gets '38 S. C. State Fair

COLUMBIA, S. C., Oct. 23.—Assurance that World of Mirth Shows will visit South Carolina State Fair for third consecutive year came today with announcement by General Manager Max Linderman that his organization had been contracted to appear at 1938 annual event here.

The contract was signed with D. G. Witcover, Darlington, S. C., president of State Fair, as midway operated to an overflow Children's Day crowd. Grosses for the week, swelled by record-making "Big Thursday" attendance, were running nearly 20 per cent over 1936 figures, Linderman reported. Ideal weather prevailed since Monday opening.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Jitney Tip Junction, Miss. Week ended October 16, 1937. Dear Red Onion:

This date was a sad case of last-minute booking. With Saturday almost upon us and no spot in the offing, General Manager Pete Ballyhoo ordered all seven of our peté agents to report at the local airport at 7 a. m. to take to the air and find a spot or take the air if they failed. At 7:15 a. m., Central Standard Time, the Century of Profit's advance plane No. 5 soared skyward loaded with agents, billing, contracts, newspaper mats and passes. The plane on its long flight covered a distance of 1,900 miles before returning. A general agent baled out every 200 or 300 miles.

Again General Agent Lem Trucklow carried off the honors by being the only one to secure a date and an auspices.

One agent wired in stating that Peoria was open and that he was busy contacting an auspices in the hotel telephone booth. Agent No. 3 wired: "I am in Boomerville. Can get a centennial celebration here, altho the town is 60 years short of existing a century and I am a century short on expense money. Kindly verify one or the other." The other four wired in to get show's route if any.

The auspices here was the most unusual in the show's career, the Fair-ground Restroom Tip Collectors of America Convention, which was financed by the Plumbers and Pipefitters of the World. The object of the big meeting was to elect their 1938 executives and to decide on a trade stimulator, also to decide on a method that would put the restrooms more in demand. On the (See BALLYHOO on page 49)

R. & C. Go Big in Atlanta

Gruberg elated over mid-way receipts—press and radio co-operated

ATLANTA, Oct. 23.—Business was very big on the Rubin & Cherry midway during the 10 days of Southeastern Fair and Atlanta Centennial, which closed here Saturday, October 16, with a record attendance of 762,961, according to Rubin Gruberg, owner of the carnival.

Altho auditors had not completed a check of various carnival receipts, the midway attractions enjoyed a "banner year" here, he indicated.

"Newspapers and *The Atlanta Journal's* radio stations WAGA and WSB have been wonderful in their co-operation," Tom O'Connell, press representative, said. He pointed out that daily radio broadcasts featured talent from the midway (See R. & C. GO on page 49)

World Exposition Claims Big Year

LAKE CHARLES, La., Oct. 23.—Following the midway appearance of the World Exposition Shows at the Calcaesteu-Cameron parishes fair the show will close its season and go into winter quarters here November 1, Cliff Liles and S. B. Dole said on a visit here this week. "The shows has a big season this year," said Liles, "and as a result we plan to recondition and rebuild all of our equipment this winter."

"Our expenditures last winter while in this city were approximately \$30,000 but this winter it should approach close to \$20,000 more than last year. We will not only buy all of our people's necessities in this city but dozens of other items needed to rebuild our show. About 50 of the crew will remain with us over the winter."

Liles has been making his winter home in Lake Charles for 25 years, as well as many other members of the show.

J. L. Landes Shows Close 29th Season

HOWARD, Kan., Oct. 23.—The performances of the J. L. Landes Shows given here tonight marked the closing of the season and ended the 29th year of this show's annual tours. While this season has not been the best in all these years, Manager Landes announced himself as well pleased with the results and (See J. L. LANDES on page 49)

Missouri Show Women To Start Meetings November 4

ST. LOUIS, Oct. 23.—The Missouri Show Women's Club will hold its first annual meeting of the winter season on Thursday, November 4, at its club-rooms in the American Hotel here.

President Mrs. Dee Lang will be on hand to wield the gavel. According to Mrs. Nelle Allen, secretary of the club, considerable money was added to the club treasury during the past summer due to the raffling of the mammoth quilt on which members sold tickets to show people on the different shows. Maxine Wood, of the Greater Exposition Shows, was the winner of the quilt.

Wallace Closing Nov. 13

JACKSON, Miss., Oct. 23.—Wallace Bros.' Shows, here at the State Colored Fair this week, have three more weeks to go, closing at the Summit (Miss.) Cotton Carnival November 13. Assistant Manager Walter B. Fox reports the season for his show as fair. He plans to be in Chicago for the winter meetings.

Social Security Rulings

Issued by the Treasury Department at Washington, D. C., thru the Social Security Tax Unit, will be found in the Circus Department.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Oct. 23.—President J. C. McCaffery is still on a business trip thru the South, so First Vice-President Joe Rogers (just in from Dallas) handed the gavel. Seated with him were Vice-President Frank P. Duffield, Treasurer A. L. Rossman, Secretary Joe Streibich and Past President Edward A. Hock.

Membership committee presented applications of George L. Powell, David Tolin, Jack Paige, John F. Enright, Ben H. Voorhes, Samuel Dollinger, Wallis Waldron, George Wasko, Dan E. Ellis, D. M. Bailey, C. C. Smithson, Garnet Nichol Walker, Louis J. Garfinkel, Joseph Applebaum and Manuel Greenberg. They received favorable action and membership cards were mailed at once. Credit goes to Morris Lipsky, Frank R. Conklin and Flizle Brown.

Ways and means committee is laying plans for appointing stewards or assistants to the secretary on each show. It will be their duty to attend to collection of dues from members on their show, thus eliminating much of the chance of neglecting this important matter. Idea is meeting with favorable comment. Relief committee reported Brothers Col. Owens, Bob Miller and Frank Conklin still on the sick list. Brother George North is also reported to be seriously ill at his home.

Members who were guests of Brothers Donald McLeob and Sam J. Levy at the Chicago Stadium Rodeo report a pleasant evening and high-class performance. Chairman Sam J. Levy has appointed subcommittees for the Banquet and Ball. Program is in the hands of Brother Al Rossman. Tickets and reservations are in charge of Brother Ed Hock.

Charles G. Driver and Berney Mendelson have been added to the committee on the president's party, November 27.

Brother Mendelson will act as chairman, as Brother Doolan is leaving town for an extended visit.

Action in the Cemetery Fund drive was light during week, but receipts arrived from Brothers M. H. Smith, Elmer W. Weaver, Floyd E. Gooding and an additional \$12.50 from the Pan-American Exposition at Dallas.

Brother Walter F. Driver, club stand-by since 1931, gave an interesting talk on the progress of the club. Brother Shack as usual entertained in his inimitable manner.

Congratulations to Brother S. T. Jessop, who was recently elected president of the National Association of Tent and Awning Manufacturers.

Al Kamm attended his first meeting in a long time. Past President Patty Conklin writes that he hopes to be with us for a day or two next week.

Lieutenant Lester Potter, of Detroit, has been elected to an honorary life membership in recognition of his co-operation and general kind feeling toward showfolk in general.

Brother Dan Mulvie writes that Mrs. Mulvie has been returned to her home from the hospital and will now undergo a long period of convalescence.

Nominating committee turned in the following ticket of officers to be presented for ballot at the election November 29: President, J. C. McCaffery; first vice-president, Joe Rogers; second vice-president, Frank P. Duffield; third vice-president, Frank R. Conklin; treasurer, A. L. Rossman; secretary, Joseph L. Streibich. Board of governors: Jesse H. Adkins, M. H. Barnes, Fred Beckmann, Jack Benjamin, Samuel Bloom, Ray Marsh Brydon, Harry Coddington, E. Courtemanche, S. L. Cronin, Mel G. Dodson, M. J. Doolan, Lew Dufour, Max Goodman, Nat S. Green, Rubin Gruberg, O. W. Hennies, Albert J. Horan, Elwood A. Hughes, Harry A. Illions, Lew Keller, Rube Liebman, Max Linderman, Tom Mix, E. Lawrence Phillips, John F. Ried, Harry Ross, Harry Russell, Carl J. Sedlmayr, Frank D. Shean, Fred W. Sims, Rudolph Singer, Sam Solomon, Elmer C. Velare, Harry Mamsch, H. A. Lehrter, A. R. Cohn, Art Lewis, L. E. Roth, William Carsky, Oscar Bloom, William Glick, Max Gruberg, Walter F. Driver, S. T. Jessop, Louis Torti, Morris Lipsky, Lincoln G. Dickey, Louis Leonard, Johnny J. Kline and Harry F. Brown.

Brother Harry Mazey was a frequent caller last week.

Membership committee is high in its praise of the co-operation given it by Art Lewis, of the Art Lewis Shows, and J. F. Murphy, of the Gooding Amusement Company. Both have been instrumental in securing many new members. Brother Eddie Lippman writes that he will be a real contender in the 1938 membership drive and that the committee may look for real co-operation.

Brother Lou Leonard returned to town in time to be present when his mother and father celebrated their golden wedding anniversary October 23.

Sam Feinberg, tho not among those who have attained prominence as winner of a gold life membership card, every season sends in from 15 to 20 applications. This is consistent co-operation. Jack Woody has finished his season's work and is back for the winter. Brother Joe and Mrs. Palmer left for a vacation in Florida. Rube Liebman visited for a few days and infoed that he expects to be back and stay for a month. Al Hock reported that he is well satisfied with the season.

Looks as tho the house committee is still at it. Be sure to drop in when in town and see what it has done for your convenience and pleasure.

Brother Harry Mazey reports that John O'Keefe, of Jacksonville, Fla., is a real friend of the showmen and never misses a chance to do them a good turn.

Ladies' Auxiliary
October 21 meeting, presided over by President Frances Keller, proved an interesting and well-attended one. Previous to the meeting Mrs. Albert Latto and her nominating committee selected new officers for the coming year. Those chosen were Mrs. L. M. Brumleve, chairlady; Mrs. I. Chase, first vice-president; Mrs. E. Ernst, second vice-president; Mrs. J. Streibich, third vice-president; Mrs. L. Keller, secretary; Mrs. William Carsky, treasurer.

Mrs. A. J. Weiss presented another application. Her sincere effort is deeply appreciated. Membership is steadily increasing, and don't forget a prize will be awarded to the one bringing the most applications.

Jack Benjamin was awarded the best (See *SHOWMEN'S LEAGUE* on page 58)

15 Years Ago

(From The Billboard Dated
October 28, 1922)

Corey Greater Shows concluded their season at Lewisburg, Pa., and immediately went into winter quarters there. Many showfolk attended funeral services for H. W. (Hank) Wakefield in Kansas City, Mo., October 6. State Fair, Richmond, Va., proved a red spot for World of Mirth Shows. C. A. Wortham's World's Greatest Shows exhibited to record attendance at the Mississippi-Alabama Fair, Meridan, Miss. Lew Dufour Shows made their initial appearance at the Gastonia (N. C.) Fair to excellent business. Under a flawless sky and a crisp October air, which stimulated everyone to his best efforts, T. A. Wolfe Superior Shows literally romped thru their Winston-Salem (N. C.) Fair engagement and wound up with a highly successful week's business. Engagement was the organization's first in Dixie.

Mrs. H. G. Buchanan was rapidly recovering from an appendectomy at Abilene, Tex. Phil Hamburg was conducting an auction house in Hartford, Conn. Joe Straus, concessioner, late of the Johnny J. Jones Exposition, visited *The Billboard*. He was en route to New Orleans. Young Scotty, the "Little Strong Man," closed with the Zeidman & Pollie Shows and immediately began a string of fair dates as an open-air attraction. Three days of continuous rain considerably knifed World at Home Shows' business at the Central Carolina Fair in Greensboro, N. C. Tupelo, Miss., turned out big for the Rubin & Cherry Shows. M. B. Golden, general agent World at Home Shows, has just completed negotiations to have that organization and the Polack Bros.' Shows winter in Alexandria, Va.

Greater Alamo Show opened auspiciously at Little Rock, Ark., after a prosperous week's stand at Batesville, Ark. Wilbur S. Chery had so many offers to general agent for 1923 that he expected to be kept busy at his typewriter all winter. Carleton Collins concluded his duties as press representative for the World at Home Shows at Greensboro, N. C., and departed for Atlanta, where he began working on *The Atlanta Georgian*. Mr. and Mrs. F. W. McMuire left Chicago for a combined pleasure and business trip in the East.

Mrs. Mabel Kidder's Recovery Assured

COLUMBIA, S. C., Oct. 23.—Friends of Mrs. Mabelle Kidder, well-known showwoman with World of Mirth Shows, critically ill in Richmond hospital for past three weeks, were told today her condition is slowly improving. Her husband, Charles Kidder, reported upon his return to midway here that her recovery is practically assured.

Stricken at Allentown, Pa., Mrs. Kidder grew worse aboard the show train as it moved toward Richmond and she was met there by ambulance and rushed to Memorial Hospital. For several days her life was despaired of, as complication of peritonitis, ruptured appendix and gangrene developed. Following series of blood transfusions, however, her condition took turn for better.

A daughter, Blanche, who came by plane from Kansas City, Mo., has remained with her mother since her arrival. Meantime another daughter, Jean Walker, and a son, Gilman Brown, are carrying on the Temple of Mystery, which Mrs. Kidder has operated with the show past two seasons.

Buckeye State Gets a Good Break in Natchez

NATCHEZ, Miss., Oct. 23.—Opening Monday for a week's stand on Canal street lot, downtown, Buckeye State Shows played to nice patronage thru first half with ideal weather. Feature of show is the free act of Capt. Ted Townsend, who dives into net. Show had been getting bad breaks on recent trip thru State, as infantile spell and plenty of rains combined to thin attendance.

Pacific Coast Showmen's Assn



730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Oct. 23.—There were 103 members present at the regular meeting Monday night when Acting President Dr. Ralph E. Smith called the members to order.

Preceding the meeting lights were lowered and silent tribute paid late Brother Johnny Kleime.

The usual business procedure followed. Minutes of previous meeting were read and approved, also the paying of bills.

Communications: From West Coast Amusement Company, letter and check for \$178.23, this being the proceeds of the benefit that was given October 15 for the PCSA Emergency Sick and Relief Fund. W. T. Jessup, general agent, mentioned the fine work done by Mike Krekos and Louis Leos.

Charley Walpert delivered a talk that was of great interest. Carl Holt and M. E. Arthur; in fact, the entire personnel came in for a great share of well-deserved praise. From the Hilderbrand's Shows letters and inclosures for new members. From C. F. Zeiger letter and check for new members. Bill Hobbay, of the Golden State Shows, in again with weekly letter and inclosures for new members. Theo Forstall letter of interest and inclosure for members' dues with the Al G. Barnes-Sells-Photo Circus. Letter of interest from Doc Robert W. Curtis, of Dallas, Tex.

New members: John W. Sterling, credited to Ted LeFors and L. A. Godfrey. Harold William Ashwell, credited to William Hobbay. Robert Pavinger and Lerol Belyea, credited to William Hobbay. Grover Melton, credited to Fred Stewart and Walton de Pellaton. Gilbert Atteil, credited to C. F. Zeiger and Johnny Gibson. Clarence Phoenix, credited to C. F. Zeiger and Paul Sturm. Sam Epple, credited to Fred Stewart and Walton de Pellaton. Max Kaplan, credited to Herbert Usher and Steve Henry. Robert Maddox, credited to Ted LeFors and L. A. Godfrey. James Joseph Murphy, credited to William Hobbay.

Reading of financial statement shows the greatest amount in general fund and special savings accounts at this time of year as yet recorded. This announcement got a big hand and reflects great credit on President Will Wright. There were no reports from standing committees of any great moment. Joe Glacy, of the house committee, suggested the tendering the Al Barnes-Sells-Photo Circus a home-coming party the night of November 1 and it was ordered that this be done in appreciation of the fact that this show has greatest number of members of any circus. J. Ed Brown, in town for short stay, was called upon and made a brief talk, as did Capt. David Barnett.

Will Wright has appointed Ted LeFors as chairman of the coming Charity Banquet and Ball December 15. Harry Taylor the original appointee, being unable on account of business and his physical condition to continue the work that he had started in a big way. The tickets for the ball are now on sale and assurance is given that, as all the previous affairs of the kind been outstanding events, this too will be innovative in presentation.

Returns from the sale of books, the proceeds of which go to the Cemetery Fund, are going along very nicely.

The drawing netted nice sums for the club and the winner was Al Lindenberg. Now that the attendance is getting much larger at the meetings it is seen that the purchase of a loud-speaker was a necessity.

Meyers' Concessions in Quarters After Successful Season

LIMA, O., Oct. 23.—Myers' Concessions, after a very successful season at fairs in Ohio, Indiana and Michigan, are now in winter quarters.

They already started repair work and are making preparations for additional new equipment for 1938. The winter months will be put in at indoor events, according to a recent announcement.

Concession Co. Incorporated

DETROIT, Oct. 23.—The Mannix Concession Company was incorporated this week at Flint, Mich. It has a capitalization of \$25,000 and Amanda M. Mannix is listed as incorporator. Company is to operate concessions at fairs and carnivals and also a park in Ohio. Mrs. Mannix is in charge of the enterprises.

THERE ARE "SCORES" of REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

The Showmen's League of America is an organization incorporated "not for profit," and its keystone is Charity. Therefore, if you are an outdoor showman, you should be a member. Join now!

TILLEY SHOWS

Now booking Shows and Concessions for 1938. I have one large Snake for sale, 16-foot Rock Python, in good shape; will sell cheap. Address BOX 297, Ladd, Ill.

CONCESSIONAIRES!

The best portable Short Range Gallery built. Price \$300.00 complete, ready to do business. Consists of 4 Winchester #2 Model Rifles, 14 plates of steel, 3 spotlights, set of 30 signs, front counter, one bullet catcher box 8 ft. long, 3 bucket bullet catchers, 500 of No. 1 and No. 2 targets, 1,000 bullets and 2 jacks. Size of Gallery 10 ft. x 10 ft. We also sell cash awarded Targets. You don't have to buy our Gallery to buy Targets. We guarantee everything we sell. 30% with order, balance O. O. D. Gallery weighs less than 1,500 lbs. Can be loaded on a six ft. trailer. All address.

RED CIRCLE GUN CLUB, or LOUIS GLOTH, 43 Hanover St., Boston, Mass.

TRUCKS

Writto

CHARLIE T. GOSS
with STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

C. & W. Get Bad Break at Norfolk

Rain and cold kept crowds down—midway space inadequate

NORFOLK, Va., Oct. 23.—Cetlin & Wilson Shows, playing Norfolk's Tidewater State Fair revival October 12-16, had very little business. Rain and cold weather kept the midway crowds down to a bare 12,000 or 14,000.

Thursday's rain was so bad that the shows remained closed all day and on Friday the temperature was down, keeping spectator's hands in their pockets, but Manager I. Cetlin was philosophical about it. "When the crowds came out business was good," he said. "These Tidewater people are good spenders and if we had had the weather with us it would doubtless have been a different story."

The midway space was inadequate to handle all of the show's attractions and several of the smaller shows and three rides were left in the cars. Among the rides Boomerang, Octopus and Ridee-O led in receipts. Streets of Cairo did good business in the show end. Its attractive neon-lighted front was a midway standout.

Jones SLA Fund Show Nets Around \$1,400

SPARTANBURG, S. C., Oct. 23.—The Showmen's League of America cemetery fund benefited to the extent of approximately \$1,400 by a special after-midnight performance Friday, October 15.

As per previously announced schedule members of the Johnny J. Jones Exposition assembled here during the fair put the show over to both an artistic and financial success.

BALLYHOO

(Continued from page 47)

show's arrival a mammoth convention tent had already been erected, also one of the largest wooden white-washed restrooms ever built. This structure was located at the head end of the lot and would double as main gate to the midway. The object of this setup was to do away with the sale of tickets and work for tips entirely.

Over 25,000 tip collectors arrived for the convention, the banquet and ball, which was also worked on the tip plan. Just picture 25,000 passing thru the most modern and beautiful fairground restroom ever erected, with beautiful different-colored neon signs reading, "Tip the Porter, He Gets No Pay," adorning the walls. Two miniature light towers kept the room as light as day. Tip collectors wearing dress suits sat at the exits while loudspeakers boomed: "We Get No Salary. Tip as You Go Out!"

The first night the show lost the gate gross. The office then decided to put their pay gate behind the tip gate. This killed the midway entirely due to the patrons' staying outside and behind the tents. The bosses then ordered all tents turned around with the fronts facing the outside. This gave the shows a small play but killed the rides. Again Thursday the shows were turned to face the midway. The office then posted a notice in the cookhouse reading: "No Salaries Will Be Paid for This Week's Work; Everyone Is on Their Own!" From then on all attractions used the restroom's mode of operating. All show and ride loudspeakers roared: "Tip as You Enter! We Get No Pay!" This gave the office a fair cut on percentages after the hold-out.

Saturday night the Fair Tip Collectors got the tip that the show couldn't move. So each of the 25,000 visiting collectors marched thru the office single file tipping the treasurer a nickel apiece. Making a grand total of \$1,250, enough to move the train. This act of kindness touched the hearts of the Bally brothers so deeply that they issued orders to all of their people to never again crack "With It!" when leaving a restroom.

MAJOR PRIVILEGE.

GOODMAN STAGES

(Continued from page 47)

a real singer. His vocal number got an encore.

Max Goodman then passed the hat for

the League fund. Without waiting to count the donation he declared that every quarter dropped in the hat at the second passing would mean he would contribute a dollar. The second collection went over big. Goodman remarked the donation was for a real charity. Among the contributors were Mrs. Dave Stock and Mrs. Grace Arterburn.

At the proper moment it was suggested many present would be welcome members of the Showmen's League. Dr. Sam Friedman passed around the applications, many of which were filled out. Among the signers who laid the "double saw" on the line are Harry Logan, Warren Wright, Joe Goodman, Grant Chandler and Leonard Smith.

Then came the blowoff. Goodman announced tickets were \$1 each. Many responded. Clara Hogan, Peggie Hill and Zella Boyd staged dances that would make other terpsichoreans turn green with envy.

Some wondered how Harry Logan and Warren Wright could spare the initiation and dues for the League. Their curiosity was satisfied when Goodman called attention to the fact they were ticket takers on the front door and had first count. The event was a huge success from every viewpoint and the net total will materially swell the Cemetery Fund of the Showmen's League of America. Reported by Beverly White.

R. & C. GO

(Continued from page 47)

shows, and newspapers used columns of exclusive carnival publicity and pictures during the 10 days.

In reciprocity for this co-operation Rubin Gruberg entertained 400 Atlanta Journal carriers by throwing open rides and shows to the youths on Monday, October 11.

Zimmy, world's champion legless swimmer, joined the show here for his first carnival appearance following his Albany-to-New York swim down the Hudson, and another addition to the midway was Dave Rosen and his "Believe It or Not" show. La Rumba Bomba, with its Cuban belles, did a land-office business thruout the engagement.

The show will return here and winter, according to Joe Redding, general manager.

FIRE AT PETERSBURG

(Continued from page 47)

of the show and the hurried response of the local fire department saved the show and fair from greater losses.

The fire started in one of the independent grab stands and soon spread to the exhibit buildings, one of which was almost totally ruined.

Attaches of the show dropped the canvas to the ground and thereby saved James E. Strates from the ravages of the flames. It was a harrowing experience that none of the showfolk want to go thru again, Press Agent Ben H. Voorhees stated.

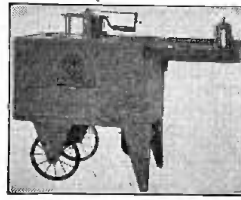
J. L. LANDES

(Continued from page 47)

still contends that square dealing with showfolk, fair secretaries and committees pays at all times. Many additions were made this year, including a new Octopus, Show Boat Revue, Kiddie Ride, Side Show, new fronts and new canvas for the Merry-Go-Round and several new concession tops. J. K. Vetter was ahead of the show all season as publicity agent and got good results. C. G. Buton was general agent; Earl Knauff, electrician, with E. D. Buster as helper. Peace and harmony prevailed during the season and everyone is looking forward to meeting again in 1938.

Roster at the closing here included Floyd Clark, Merry-Go-Round foreman; Ray Martin, twin No. 10 Ferris Wheels, with Darrell Michaels, Raymond Griggs and Robert Allen; Merlen Finley, Merry Mixup; Frank Duncan, Tilt-a-Whirl; C. S. Earl, Loop-o-Plane; R. E. Prall, Octopus, with Bob Miller and Bill Parsons, helpers; T. C. Fisher, Kiddie Auto Ride; F. Clark, Cocktail Shaker; J. B. Campbell, Pony Ride; Jack Lucky Ball, Side Show, with Claud Frick and Charles Johnson, tickets; Allen Smith and Leonard Arendell, Monkey Drome; Ann Johnston, manager and producer of Show Boat Revue, with Wagner Sisters, Beulah Coots, Ginger Swor, Cliff Swor, Flossie Walker, Dell Parks, Joe Maggard, Walter Douglas, R. E. Wright, G. E. Patterson and Jimmie Huggleson, performers; W. H. (Dutch) Lasch, Hula Hula Show; Orville Cox, Athletic Show, with Mrs. Cox, tickets; Bob Wyatt's Harlem Revue

for the CONCESSIONAIRE



Model A PEERLESS in operation and in transit.



Model O PEERLESS with Traveling Case.



Headquarters for

POPCORN MAKERS

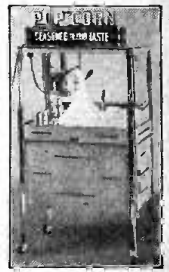
To the MABEY line of electric popcorn makers . . . standard for over 25 years . . . we have recently added the old, reliable PEERLESS Portable Corn Poppers.

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.

For STORES

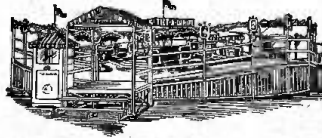


Model S Electric with Neon Sign. Model T Electric Portable.



MABEY ELECTRIC & MFG. CO., Peoria, Illinois

It Pays To Own A TILT-A-WHIRL



No Wonder Successful Ride Men Buy TILT-A-WHIRLS and More TILT-A-WHIRLS—

YEAR AFTER YEAR.

FOR PARTICULARS WRITE

SELLNER MFG. CO., Faribault, Minn.

PENNANT SEWING MACHINE OPERATORS



Something new for the Holidays, for 10c Stores, Department Stores, Indoor Dinings, Dance Halls, etc. Pennant Silk Screen Stencil, with photo of Santa Claus and Greetings. Send for free samples now.

SPECIAL—\$9.50 Fair or State Fair Pennants now only \$5.50 per M. Any Color. Wire your order collect. UNIVERSAL PENNANT CO., 1232 S. Wood St., CHICAGO

ATHENS DISTRICT FAIR

Athens, Ga., Week of November 1; Greenwood Fair, Greenwood, S. C., Week of November 8.

WANTED—Sensational High Acts. Can place Legitimate Concessions of all kinds. Address

MARKS SHOWS, INC., Florence, South Carolina, This Week.

WEST'S WORLD'S WONDER SHOWS

WANTS FOR SEASON 1938

First-class Cook House, A-No. 1 Ten-in-One Show, Eric Digger. Concessions—All Concessions open for 1938 Season.

WANTED—General Agent, must be first-class. Legal Adjuster, capable in every way. All address

FRANK WEST, Gen. Mgr., Norfolk, Va.

HELLER'S ACME SHOWS, Inc. WANT

Shows with own outfit and transportation, also Kiddie Rides. WILL BOOK Loop-o-Plane or Octopus. WANT Concessions for Swainsboro, Ga., Fair, new Fairgrounds and new Buildings; Savannah, two different lots; then Jacksonville, Fla., four weeks. Out all winter. All address Elberton, Ga., Fair, this week. HARRY HELLER, General Manager.

P. S.—WANT Side Show Acts for my own 150-foot Side Show.

Minstrels, with Cliff Martin, Giggle Alley, Effie Swan, tickets; H. R. Whittle, Kiddie Air-o-Plane and Drive-It-Yourself Autos; Edith Buton, corn game, with Frank Harris and Carol Arendell, helpers; Joe Mullen, blowers; Edward Lenhart and Charles Betty, Penny Arcade; Frank Chavala, novelties; Tiny Lasch and Mrs. Ingersoll, Bumper Store; Jim Hart, Bowling Alley; George Noland and Bill Bren-ton, clothes pins; Lola Hart and Sam Grammer, scales; Mrs. Earl Knauff, guinea pig track; Verna Adams, ball game; Orin Jones, pop corn; Mr. and Mrs. Patterson, mug stand; Gerald Martin, lead gallery; Florence Martin, bottle game; Jewell Grammer, diggers; Lee Vernon and son, percentage; C. E. Foster, ball game; Russel Hull, Penny Pitch; Betty Frall and Roney Ferris, candy floss and snow cones; Mrs. W. H. Lasch, pitch-till-you-win; Mrs. J. E. Irby, Howell Mechanical Farm; Lloyd Anderson and wife, cigaret gallery; G. E. Lyman, frozen malted milk. Reported by W. Frank Delmaine.



HILDA RENNER, "beauty queen" of the French Casino with the Royal American Shows, is a newcomer to the world of tented amusements. She is rated as having made many friends on this year's tour and is the holder of many beauty contest trophies as can be seen here, as she holds an armful of them. She has had top billing with the French Casino, which is said to be one of the most beautifully decorated tent theater attractions in the carnival business. Photo by Jack E. Dadsell, staff photographer of RAS.

this winter, as show will make a seven-month tour in that country."

AL FLOSSO, magician, is back on the Stem after a series of Canadian fair dates with the Ben Williams Shows. Altho he says he enjoyed the work immensely, Al admitted it felt pretty good to be back in New York, where there are heated buildings and very little mud.

LOUIS-LOUISE LOGSDON lettered from Louisville, Miss.: "Had good co-operation and a very successful season with the John E. Ward and F. H. Bee shows. Both organizations were worthy of being with and provided some good territory. Again three cheers for *The Billboard*."

F. Z. Vasche's Tribute to The Late Charles V. Beasley

WAYCROSS, Ga.—It is with the greatest sorrow and yet with no little pride that we step aside from our usual routine to write a few lines about the passing of our friend and associate, Charles V. Beasley.

Our sorrow is great because of the broken bond of friendship that cannot be replaced, for Charles was a true friend as only such a noble character as he could be. He was fair, honest, courageous, and always put his best efforts into his work to make it better. He was blessed with vision to see the best when the current outlook was not so rosy and he had the optimism so essential to showfolk that created confidence in his associates. His criticism was just and tempered with his years of experience and his kindly tolerance was an example to all. He spoke well of a man or not at all, for he believed that unkind things were best unsaid. His loyalty was a religion with him and he gave everything without reserve. You could always count on Charles to keep up his part regardless of the circumstances.

It is with no little pride that we pen these few lines, for it has indeed been a great privilege to have been associated with Charles and to be able to call him our friend. We want his friends, and we know they must be many, to know that we too have known him intimately and appreciate the sterling qualities that have made him a wise counselor and a loyal friend. His passing has left a gap that can never be entirely filled.—**F. Z. VASCHE**, Brown Novelty Shows.

W. M. FAUGHT cards from Canton, Miss.: "Visited F. H. Bee Shows at Courtland, Ala. Saw Dude Brewer, the under and over man of McLenore Concessions, taking delivery on a new house trailer and Studebaker car. Dude seems to be the p. c. man supreme."

AM AFRAID a lot of people in show business have been inoculated with "afraid of work serum."—**Soapy Glue**.

EON ED CHERRY letters from Scotland Neck, N. C.: "As a committeeman

for the American Legion of Windsor, N. C., I wish to thank members of World of Fun Shows, N. F. Roland and W. H. (Duke) Brownell for making good. Duke put over a big public wedding and packed the midway."

WALTER D. NEALAND was in Mobile, Ala., a few days ago for the first time since 1927, mingling with newspaper lads of old, including his friend R. H. (Dick) Bailey, columnist on *The Mobile Press*. Bailey's whole column one day was devoted to Walt's visit. Of course, Hennies Bros.' Shows did not escape mention.

IF IT IS legal in some States to bet on race horses, why is it illegal to bet on the "little pea" in the same States?

A **PICTURE** recently sent in of a midway scene shows the grounds packed with people on Children's Day, but nearly all of the concession awnings were down. It may be possible that the concessioners had run out of stock. No reason, however, is given as to why they were down. But one can guess, can't he?

RUDY MOYLE lettered from Green Bay, Wis.: "T. E. Lazaro, known in show business for a number of years, recently with Greater Exposition Shows, was in a railroad crossing accident in which his car was demolished. He probably sustained serious injuries. Am a talker friend of his."

AS TO MONEY: When someone is in trouble and you wish to help them in a financial way why not bring the money to them direct, not thru some person or agency. This method would seem to be the best, as many times when a man or woman needs money they require quick and direct action.

PAUL CURTIS, secretary Barfield's Cosmopolitan Shows, lettered from Adel, Ga., recently: "Several new concessioners joined here, among them Mr. and Mrs. H. G. Hill with photo studio. Hill is doing special agent's work. I now have candy floss and grab concessions. Show has several more fairs in Georgia."

S. D. McMASTER lettered from Martins Ferry, O.: "On the streets here was a red one for the Spencer & Clark Shows and almost all the concessions. Office reported the best week of the season. Sam E. Spencer purchased C. D. Clark's



VERNE NEWCOMBE, Southwest showman, smiles despite a series of misfortunes. Within the space of a few weeks he lost his right leg in a fireworks explosion, his two-year-old son died from a scorpion bite, his infant daughter died shortly after birth and his father died. Undaunted, Newcombe handled the amusements and concessions for the second annual Fall Harvest Festival recently held in El Paso, Tex., and will continue to direct similar events in his chosen field, in which he is generally recognized as an efficient showman. Photo by J. G. Gerlach, El Paso Photo Company.

CONTRIBUTORS to this department show letter and news writers, kindly give the full names of persons mentioned. Just "Mr. and Mrs. So-and-So are" does not complete the news value of some articles sent in. Many thanks for your attention. Try again.

interest in the show. Clark plans to go back in the eating business for the winter."

REMEMBER that guy "that was sent" for but looked like he never would get there.—**Tillie Few Clothes**.

W. M. (BILLY) GEAR cards A. C. Hartmann from Levelland, Tex.: "Closed after season's work with Silver State Shows. Show booked up to closing date in El Paso, Tex., where it will winter. Going with my old friend, Morris Miller. It has been a long time since I was with his Miller Bros.' Shows when they were on 25 cars. Join at Ada, Okla."

HARRY E. BENTUM, press agent Endy Bros. Shows, lettered from Warrenton, N. C.: "Real live committee here and it's a fact that one would have to go a long way to find another like it. Last two weeks have been a nightmare of rain and mud combined with cold winds. Soon be writing the final chapter of the season."

NOW JUST look at Soapy Glue sitting on that ballyhoo stand dangling his feet in expectancy!—**Tillie Few Clothes**.

FITZIE BROWN letters from Henderson, N. C.: "Brown's concessions hit a double. Dave Tolin, for many years associated with me as secretary and more recently as manager of my eating emporium, and George Powell, stockman for my concessions for past eight years, have gone the way of all flesh by taking on 'better halves'."

RALPH W. SMITH, secretary, treasurer and associate owner of the World of Mirth Shows, loved his mother dearly. During her lifetime he never failed to make the pilgrimage to be by her side at their home in Lincoln, Neb. This meeting of mother and son at Christmas time lasted for many long years, possibly a quarter of a century. Recently Ralph W. had a beautiful monument designed to go over her grave, work on which is now in progress and will doubtless be completed ere the dawn of this coming Christmas morn. Ralph W. Smith has been most successful in his chosen field of endeavor. No doubt the loving guidance of his late beloved mother had been responsible for his courage to go on despite the ever-present obstacles that beset outdoor show business. Long live Ralph W. Smith!

HAROLD MICHELL, secretary Broadway Shows of America, visited *The Billboard* last week while en route from Salisbury, N. C., where the season closed, to St. Louis. He was also a special agent for the shows under H. (Doc) Allen when he took the position as general agent early part of the season. The Broadway organization is now in winter quarters in Covington, Ky., its home city.

HOW WAS the season as a general average? Was the gross more or less than 1936? To know the facts makes interesting news. Was your season longer, shorter, or the same number of weeks as last year?

MARY WEBB letters from Union, S. C.: "Johnnie Webb closes his season with



LOADS ON ONE SEMI-TRAILER. EYERLY AIRCRAFT CORP., ABNER K. KLINE, Factory Representative.

SHOOTING GALLERY OPERATORS ATTENTION

Square Deal Targets are a brand new invention and there is no red to cause disputes. Shooter makes the decision. This is first time advertised. Get in now. Send 25c for samples and information. Will deduct same on first 1,000 order. Address

SQUARE DEAL TARGETS
EAST WILLIAMSON, N. Y.

EVANS
MONEY MAKERS
Rely on Evans 46 Years' Experience for the 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, handily plated and polished. Write for Prices.

PADDLE WHEELS of All Kinds **\$7.50 up**
FREE CATALOG
H. C. EVANS & CO.
1522-23 W. Adams St., Chicago, Ill.

FOR SALE

ELI No. 5 FERRIS WHEEL.

This Wheel is in A-1 condition, new seats, beautiful panel front, new ticket booth, red and white picket fence, 135 globe light stringer, 130 two-colored globe star panel front, 154 lights. All new bearings, all cables in good condition, all necessary tools, rope, blocks and tackles for setting up. Wheel can be seen in operation at FAIR GROUND, at BENNETTSVILLE, S. C., this week.

PRICE, \$2,500 CASH.

MURRAY JACKSON

OCTOPUS

"World's Newest Ride Sensation"

Unequaled For Performance and Profits

SALEM, OREGON

SHOOTING GALLERY OPERATORS ATTENTION
Square Deal Targets are a brand new invention and there is no red to cause disputes. Shooter makes the decision. This is first time advertised. Get in now. Send 25c for samples and information. Will deduct same on first 1,000 order. Address
SQUARE DEAL TARGETS
EAST WILLIAMSON, N. Y.

Sol's Liberty Shows at Caruthersville, Mo., and joins Crystal Exposition Shows for the rest of their season and will then take out his museum. Mae-Joe is back in the annex following a two-week visit home on account of sickness. Don Nesuby is still selling the annex attraction."

ANNOUNCEMENT of the re-engagement of J. W. (Patty) Conklin to direct Froxland midway at the Canadian National Exhibition, Toronto, for 1938 lifts a big load off the minds of a lot of carnival men. It might be added especially to those who said it would be independent for one year only. Patty satisfied the heads of the exhibition and that is all that was necessary.

CIRCULATION is the lifeblood of any publication. The Billboard circulation went way up the past year.

DOC DECKER letters from Sikeston, Mo.: "Visited the side show on the Great Sutton Shows. Saw Luella Tappen, wild animal trainer, working a two-year-old lion. She has shown much improvement in her work during seven months on the road. She does a dance in the cage which the public enjoyed very much. Appreciated very much the courtesies extended by Manager Frank M. Sutton."

ALLEN BRYANT cards from Kennett, Mo.: "All the boys now look in the mail box to see if they can score for a ticket home. Guess they have the necessary b. r., as all one can hear around a cook-house is talk about who made the most this season. Am going to form an 'air' route so all that did not get the necessary b. r. can say, 'Air you going my way, Mister?' This is the way a lot of them will have to go 'By Georgia!'"

THINK I WILL hire a press agent right now and have him keep my news going straight all winter.—Wadley Tif.

WILLIAM L. WYATT retired from active work in show business several years ago and makes his home in Pottstown, Pa. He visited the World of Mirrh Shows during its engagement at the Allentown (Pa.) Fair. All who were in the carnival business when J. Frank Hatch and the late Francis Ferari had shows remember Wyatt as a most efficient treasurer and business manager.

SHOW LETTER WRITERS: When your season closes for the show you are with a review of the high spots of the season will make good reading for showfolk in the carnival business. Try your hand at it. Was it better in 1937 than 1936 or otherwise?

JACK ROCKWAY letters from Johnstown, Pa.: "Many thanks to friends of Mr. and Mrs. Jack Rockway for sympathy expressed following the death of John W. Ward, father of Rockway, which occurred at Meadville, Pa., August 12. Ward was a victim of a hit-and-run driver. I have been in the carnival business for 20 years and for past few years operated bingo with Corey Greater Shows."

THERE IS NO MONEY in working for others than yourself, just a lot of fun.—Unkle Jerk. Judging by this, Unkle Jerk must have a leaky brain.—Soapy Glue.

FLOYD NEWELL sent a ticket and an invitation to the carnival editor for the Gaston County Fair, Gastonia, N. C. This event was sponsored by the American Legion and all the amusements were furnished by the Mighty Sheesley Midway. Floyd also said that by reporting in person that tickets to all the attractions of the "Mighty Thing" would be issued.

dren will enter school. Roy Dolen left York for Raleigh (N. C.) State Fair. With my associate came to Spartanburg. Both units combine again at the Columbia (S. C.) State Fair."

CHARLES ZEBELMAN, legless swimmer, professionally known as "Jimmy," visited *The Billboard* office last week. It was the first time he had been in Cincinnati since his world tour. He reminded the carnival editor that it was in 1923 that he had his side show at Coney Island, N. Y. Jimmy left for Columbus, Ga., to join Rubin & Cherry. His press clippings would fill an enormous book.

IT IS EASIER for some carnival managers to talk the number of shows and rides he has than it is for him to have them in reality.—Soapy Glue.

CHARLES L. CRAIG, of R. H. Work Shows, lettered from Troy, N. C.: "Wish to heartily thank Mr. and Mrs. W. J. Bunts, of Crystal Exposition Shows, for their liberal donation to the Duke Hospital, Durham, N. C., to be applied to bill incurred by my dear wife, Frances S. Craig, who is a patient in that institution with internal cancer. They were friends when in need and their charitable act shall not be overlooked. They have hearts of gold."

BETTY FARABEE letters from Clarks-

and drums. Show is clean and enjoying good business. All are well pleased with the management."

SOME CARNIVALS are making preparations now to play big-city time almost exclusively in 1938, we think. Now that Toronto is set for its 1938 style of midway, there is some speculation that there may be some changes in other sections as to midways. However, it is mere speculation, as it is hardly probable that any fair and exhibition circuits that know certain qualities and quantities are going to switch for that which is not revealed on some midways as of 1937. Who said so? Guess!

ARTHUR C. PERRYMAN letters from Carbondale, Ill.: "Am under the care of Dr. Ben Fox here, but need to go thru a hospital for special treatment. Trouped for past 15 years with carnivals, bands and various kinds of road shows as concessioner, performer and musician. In 1934 I had my own carnival under the title of the Perry Amusement Company. Band leaders will remember me as Art Perry. Past season was with Rodgers Greater and L. J. Heth Shows."

E. V. McGarry Does Not Favor Six Fat Girls Idea

CHATTANOOGA, Tenn.—This is for the person who wrote the article on fat girl shows in *The Billboard* issue September 25. He says why not have six fat girls in one show. I wonder if he ever tried to run just one fat girl show, let alone six of them together.

There are many things to be learned about running fat girl shows. First, where would he house those six fat girls, as one wagon carries the paraphernalia and the star of the show would have to have this wagon. Of course, if a fat girl show could have as many wagons as a Motordrome it might be done, might and might not. In not having the necessary number of wagons it would necessitate taking them to the cars at night and also bringing them back to the lot in the mornings by hiring cabs, as very often the cars are placed in such a position that it would be utterly impossible for the fat girls to get to them. This would make the fat girls squawk plenty, as they could not endure this ordeal. Would-be fat girls could do this, but then one would not be exhibiting fat girls.

Those he speaks about as singing, dancing and playing musical instruments are not fat girls. I have always run a single fat girl show and they must have always been creditable, as they were always in top-money class, could not be duplicated and were the talk of each city and town long after the show had left.

My present fat girl show ran second money at the Canadian National Exposition in '36 and second money on the season with Rubin & Cherry. It must have been a creditable fat girl show. I sold fat, not boxers and wrestlers or musicians. One good trombone player beats seven bad ones and it is the same with fat girls. I had three fat people on the late Johnny J. Jones Exposition in 1927 and when I got rid of all but one I started to take in the money.

Few people know the traits of fat people and therefore it would be a task to run a six fat girl show. Put six fat girls together and the 'green-eyed monster' would be on hand all the time. Quarrels and a generally bad atmosphere would predominate. As the Barnum of fat people, I do not wish this letter to be taken as a knock, but just as a little enlightenment on the suggestion of a six fat girls show.—E. V. McGARRY."

JOSEPH HOVEY letters from Oneida, N. Y.: "Lynn Webb and myself, former members of A. F. Crouse United and O. J. Bach shows, after several years' absence from show business are planning to return. During the interim I have been engaged in music teaching and radio work. Webb has achieved considerable success in radio activities. We organized a cowboy act with a woman pianist and did considerable local entertaining past summer and will do vaudeville and night club work this winter."

JEWEL COWBOYS, radio unit from WREC, Memphis, introduced carnival features from the Hennies Bros. Shows on their regular radio programs during week of October 11. Both the carnival and radio unit were appearing at the Lowndes County Fair in Columbus, Miss. James Sanders, known to Midsouth radio (See *MIDWAY CONFAB* on page 58)



CHARLES A. CLARK AND HIS ALL-BRASS BAND dressed in regulation Legionnaire uniforms which appeared during the season with Dodson's World's Fair Shows, on which it came in for much newspaper and radio comment during the tour. In the band are Raymond Bouillon, A. Sica, J. M. Cole, George W. Gardner, Jack Irwin, Earl Palmore, John Stroud, Floyd Glass, H. McKanata; Charles A. Clark, leader and drummer; A. Belise, Arthur Myers and Charlie White. Leader Clark was also *The Billboard* agent and mailman for the shows and rated high in the sales of this publication.

J. A. SCHENCK, general agent Western State Shows, letters from Lamesa, Tex.: "Jack and Ben Reed, twins, four years old, were born on the show. They have worked with their mother, Tiny, 'midget and twins,' since three weeks old. Had rain here most all week, but big crowds. Jack Ruback has taken the bad weather just like the good showman he is. Did less hollering than if the week had been good and paid everybody off in full."

HOW I DO HOPE that Soapy Glue will not complain this winter about having to eat on an empty stomach.—Thillie Few Clothes.

IVAN J. CHAMPION letters from Spartanburg, S. C.: "York (Pa.) Fair brought the season to an end for Mrs. Roy Dolen, daughters June and Evelyn and sons Billy and Bobby. They returned to their home in Indianapolis, where the chil-

burg, W. Va.: "Donovan H. Watters, who had mummy and hillbilly shows with carnivals, closed his outdoor season in Elkins, W. Va., October 9. He has been exhibiting his mummy in schools in this State to rather good business. He will, however, open a museum or store show later on. Wilbur Kelly, musician and singer, who was with Watters, will play in an orchestra in Millsboro, Pa., and study music in Uniontown until spring."

SOME SEEM to think that because they have been reading *The Billboard* for a great number of years that *The Billboard* should get them out of all the trouble they get into. Let me say right here that I have been reading all the big newspapers and magazines for a great number of years, but I have yet to ask any one of those publications to get me out of any trouble I got into.—Wadley Tif.

C. C. JERNIGAN, special representative J. J. Page Shows, sent in from Madison, Ga., an interesting photo showing the twin Big El! Wheels adorned with an attractive arch and ticket box. Between the wheels is a large number of advertising banners of local firms which were displayed during the Dodge County Fair. In the background can be seen the Tilt-a-Whirl, Chairplane and the rigging of the Flying Moores, the free attraction carried by the shows.

WALTER LANKFORD, director and cornetist of Lankford's Family Band, letters from Blakely, Ga.: "Members of the band contracted with Southern States Shows, of which John B. Davis is owner and manager, are: Harold Lankford, cornet; William Russell Butler, clarinet; John Bensted and Herbert Lankford, trombones; Loyce Kellogg, baritone; Al Kahn, tuba, and Lester Lankford, traps

REAL BARGAIN! COMPLETE SNAKE SHOW

- 31 Pythons, as follows:
- 1 18-foot Reticulated Python
 - 1 14-foot Python
 - 1 13-foot
 - 1 12 1/2-foot
 - 1 12-foot
 - 2 11 1/2-foot
 - 1 11-foot
 - 1 10 1/2-foot
 - 3 10-foot
 - 4 9-foot
 - 1 8 1/2-foot
 - 7 8-foot
 - 1 7 1/2-foot
 - 2 7-foot
 - 2 6 1/2-foot
 - 3 6-foot

Guaranteed to be in perfect condition and good feeders. Live arrival also guaranteed.

\$1000 Takes Entire Lot Listed

SPECIAL ON CHIMPANZEES
\$250.00 Each
Write for Description

Henry Trefflich
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Southeastern Fair and Peanut Festival

DAWSON, GA., NOVEMBER 1 TO 6.
Will place Shows and Concessions, except Bingo, for balance of fair season. Place good Side Show for 1938. Also opening for General Agent that can produce for 1938.

BLUE RIBBON SHOWS
ROANOKE, ALA., THIS WEEK.

KAUS UNITED SHOWS -- 2 --

Want for St. George, S. C. Fair: Diggers, Lead Gallery, Arcade, Palmistry. Legitimate Concessions of all kinds. Bingo and Cookhouse sold. Pony Ride, U-Drive-It Cars. Shows with own outfits only. Can use any worth-while attraction or anything new or novel. Charleston Colored Fair to follow this. Address communications to

W. C. KAUS, General Manager, Columbia, S. C.

Johnny J. Jones Exposition

Spartanburg, S. C. Week ended October 16. Spartanburg County Fair. Weather, cold nights, showers Wednesday. Business, very good.

After number of years' absence this exposition returned here to fair and had best week's midway business in history of event. Both fair and midway shattered all previous high records, even with exceedingly cold weather prevailing nightly thruout entire engagement. Midway was well laid out and really gave fairgoers an eyeful with its lighting effects and impressive well-kept-up show fronts. Show as a whole looks as good as day it left quarters last spring for its annual tour. Three times fronts, other equipment and riding devices have been painted while on road, and much new canvas was purchased to take place of old during tour. Friday night the exposition presented the S.L.A. benefit show, which resulted in a gratifying gross, show going over top, registering highest financial returns in show's career. Due to many ticket sellers still checking in, exact amount was not available at this writing. Next week full details regarding performance and financial results will be given. Wednesday, Colored Day, midway was packed with patrons. Harlem and Dixie Minstrels did near capacity from early morning until late at night and was top-show money for day. All shows and riding devices reported a big week on all sides of midway. Mrs. Cliff Brammel was suddenly called to her home at Canton, Ill., to be at her father's deathbed. A floral offering was sent by many of her friends on show. Lipsky and Paddock still operating their string of stock concessions to a good business and Joseph S'ly one of best and cleanest cookhouses on road. Slim Winslow joined with guess-your-weight scale concession. George Davis, with Frozen Delight concession, still clicking. Karl J. Walker's Gay New Yorkers rehearsing for winter theater tour. Sailor Joe Simmons getting great results on front of Hell Driver show. Bob Edwards getting money with Miss America attraction. Irish Jack Lynch crashed dailies with a "Veteran Barker" story. Show will again close and winter in Augusta, Ga. A 15-car unit will play Newberry (S. C.) Fair after big show closes. Visitors: Allen Elliott, police commissioner of Augusta, Ga., and Arthur Phillips, of Washington, D. C. STARR DEBELLE.

Strates Shows

Petersburg, Va. Week ended October 16. Annual fair. Weather, cold and rain. Business, only light.

Business here can be put down in "fair" class on Secretary Harold English's books. No co-operation of school board with fair officials, it not allowing children a holiday to attend fair and no children appearing on lot until after school hours gave show a very short Kids' Day. Thursday was to have been big day, when all merchants in Petersburg closed at noon to allow employees to attend, but arch enemy Jupiter Pluvius turned on spout and as a result day was totally lost. Balance of week was fair but cold, but much too cold for rides to do any business. Visitors: David Endy, of Endy Shows, and his general agent, Matthew J. Riley; S. A. (Bill) H. Kerr and Art Lewis, of Art Lewis Shows. Tommy Carson visited General Agent Billy Breeze for entire week. This week's orchid is presented by writer to genial and efficient Lot Superintendent Michael (Elmer) Olson, who on more than one occasion has demonstrated his ability to get it on and off tough muddy lots, his undying loyalty to Jimmy Strates and show and general esteem in which his mates on show hold him. BEN H. VOORHEIS.

Golden State Shows

South San Francisco, Calif. October 11-17. Columbus Day celebration. Auspices, Italian-American Citizens' Club. Location, Baden and Bayshore drive. Weather, cold, with rain Thursday. Business, good.

Opened Monday after setup impeded by high wind and threat of rain. Anticipations of business under such conditions consequently on a par with low temperature. However, by 8 p.m. midway was thronged with people rendered doubly enthusiastic by reason of this town having been closed to carnivals for past six years. Inclement weather thruout remainder of week proved no

Full Date Carnival Show Letters

(As Reported by News Representatives for the Shows)

deterent with exception of Thursday, when heavy downfall kept majority at home. On all other days business on shows, rides and concessions boomed. Committee's promised celebration on Columbus Day was conspicuous by its absence and but little co-operation was had from it. Diggers were closed, also Penny Pitch, but Ethel McDonald reopened following day with balloons. Returning from Tankan Race Track, Spot Raglund was in an auto accident and received severe cuts on forehead and required to close wound, but Spot is thankful glass missed his eyes. Visitors: Felix Burke, wire worker, Anne and Jockey Mackey, of Hilderbrand's Shows; Rosanna De Noise, niece of Spot Raglund, and Mike Krekos, owner of West Coast Amusement Company. Scooter topped rides by a wide margin, and side show topped shows, with Athletic Arena running close second. Excellent co-operation from police department in handling crowds. Saturday kiddie matinee proved one of season's best, and Sunday's gross exceeded all other days. JOHN H. HOBDAV.

Miller Bros.' Shows

Tahlequah, Okla. Week ended October 16. Location, American Legion Park. Auspices, Fire Department (Sidney Beam, chairman). Weather, rain and cold. Business, near blank.

College town. First show in months. People show hungry. City-wide revival



J. J. PAGE SHOWS ON THE FLOYD COUNTY FAIRGROUNDS, Rome, Ga., taken during Children's Day at that annual event. Note the crowd on the rides, especially the Twin Big Eli Wheels, and around the Bingo stand front center. Page, owner and manager, is spoken of by his many friends as one of the coming carnival showmen and is listed to make his 1938 edition a show on flat cars. Photo furnished by R. E. Savage, press agent for the shows.

on. All churches united. Revivalist, John Brown, founder Siloam Springs (Ark.) College, ever go against him? Just try it. Miller Bros. know now. Opened Monday night to meager receipts. Rained out Tuesday night. Too cold to open Wednesday. Old Sol hid and Fahrenheit mercury low rest week. Snowflakes in air Friday. Saturday matinee gratifying. Carl-Carlotta, half and half, celebrated birthday Monday night in Twenty-in-One tent. Annual custom. More than 150 present. Chicken dinner with all trimmings, including 15 gallons of punch. Morris Miller and Robert Kobacher, toastmasters. Minutes of dolms has Kobacher bathing in punch. Gifts many. Envelope from show containing \$50. Floor vaudeville after banquet, with Captain Lewis, Professor Zandu, Princess Zaida, Pearl White, Eddie and Oscar, Bill and Beezie; Mercedes Hamilton, with her piano-accordion, and girls from Artist Models taking part. Party concluded in wee hours. Ceil Goree joined with Big Eli Wheel. Two Roberts, Kobacher and Winschall, Tulsa visitors. Mrs. Morris Miller and son, Maurice, in Tulsa most of week. Leach Brothers, pop-corn and photograph concessioners, sport new Hudson car. New house-living trailer for Filipino midgets, Juan and Maratina. Jack Hamilton has new front for horoscope tent. His wife stricken with ptomaine poisoning. Electric heaters and hot-

water bottles on Jeeps. May save them. Tilt-a-Whirl taken down Friday and moved to next spot, Ada, Okla. DOC WADDELL.

Crowley's United Shows

Brownwood, Tex. Oct. 12-17. Weather, rain. Business, poor.

Tuesday night started out fine, but rain began to fall about 10 p.m., and didn't let up for the remainder of the week. By Saturday night the lot was a sea of mud and as far as this date was concerned it was a total blank, first of the season. Earl Handley, of Tidwell Shows, visited his daughter, Mrs. Myron Clevenger, whom he hadn't seen for 20 years, here. Mother Webster is in Austin, Tex., arranging for winter quarters. About one half of the rides and shows will be stored there. Several rides, shows, concessions and Captain Webb's high dive, free act, will begin a winter tour soon. Jack S. Starling visited while en route south. Mrs. Stanley J. Gross and son hold the long-distance trip record for the season. They went from Brownwood, Tex., to Chicago and returned in 22 hours. M. D. Durham and wife joined and now have their shooting gallery on concession row. Mr. and Mrs. Stanley Gross, Louie Kaplan, Mr. and Mrs. Danny Ferguson, Mr. and Mrs. Lee Carter, Captain Webb and Lois Collins spent a day at the Pan-American Exposition's showing at Dallas. Mr. and Mrs. Blackie McLemore made a business trip to Ft. Worth, Tex. Hamp Oaks and

Hilderbrand's United Shows

Roseville, Calif. Four days ended October 10. Auspices, Placer County Fair. Location, fairgrounds. Business, good. Weather, hot.

Most profitable and successful fair experienced during season was enjoyed here at first Placer County Fair and Rodeo. This fair was accepted by Hilderbrand's Shows as just another location en route to winter quarters. Saturday and Sunday turn-away crowds thronged fairgrounds, arriving from Sacramento and near-by cities, attracted by rodeo and horse shows exhibited daily. Fairgrounds, grand stand and buildings were completed for this event and everything was brand-new. Being a free fair, show substituted its pay gate with marked success. Rides, shows and concessions had exceptionally good business, while marquee broke all records for attendance in California. Fair committee was alive and active and everything was done towards making event a success. Four Thrillers and Charlie Soderberg held crowds. During three-day layover entire show went gaga at cafes and road-houses, with nightly parties staged at every cafe. Birthdays celebrated with much hilarity included June Pickard, Reggie Marrion, Hazel Fisher, Toots Epple and Lyman Grisham. Mr. and Mrs. Frank Kennedy, of Kennedy Greater Shows, playing Mantecca, exhibited their new heir, Frank Kennedy Jr., and were given a royal welcome by showfolk. Mike DeKrekos, of West Coast Amusement Company, was guest of office. Roy Jacobson arrived from Silver State Shows in Mantecca for a visit to Bud Cross. Charles Marshall gave a cocktail party to following guests at a local cafe: Penny Mettser, Virgie Miller, Fern Chaney, Louise Maynard, June Pickard, Reggie Marrion, Al Keenan, George Morgan, Jean LaVell, Mel Rennick, Toots and Sammy Epple and writer. Hazel Fisher entertained in celebrating her birthday with following guests: Mr. and Mrs. Claude Barle, Verna Seeborg, Lucille King, Virgie Miller, George Morgan, Mr. and Mrs. Myles Nelson, Jean LaVell, Mel Rennick and writer. New concessioners joining were Mr. and Mrs. M. Buckley, Mr. and Mrs. Hunter Farmer, Joe Disanti, Leona Cook and Dorothy Lee. Emmy Clifford's cookhouse sold out nightly. General Agent E. Pickard completed his routing and returned to show. Mr. and Mrs. Roland Richard had a good week with their monkeyland show. Ten-in-One, under management of Mr. and Mrs. C. Buchanan, had good business. Bud Cross' bingo game topped midway. Mrs. Bud Cross Sr. celebrated her birthday. Mr. and Mrs. Ken Taylor, accompanied by Binky Taylor, departed for Venice, Calif., for a week's visit. WALTON DE PELLATON.

Zimdars Greater Shows

Yazoo City, Miss. Week ended October 16. Auspices, Yazoo Negro Fair. Location, Negro fairgrounds. Weather, bad. Business, fair.

Tuesday was good day for all, but remainder of week was good only for concessions. It rained on big days. Truck turned over at Sunflower, Miss., injuring two. Buddy Mann was injured when putting up the Octopus. Vic Miller joined. Joe Early was on hand. Visitors: C. W. Scott and Jack Duncan, of C. W. Scott Show, and F. M. Wood, general agent of McClellan Shows. Fair board worked hard to make affair a success. There were many good exhibits and also a football game between two Negro colleges. Had two bands. CHARLES SEIP.

Endy Bros.' Shows

Warrenton, N. C. October 11-16. Warrenton County Fair held over. Auspices, Lions' Club. Weather cold and rain. Business, fair when clear.

Another chapter of held-over fairs produced poor results as far as business was concerned, not because it was committee's fault, but simply could not combat weather conditions as it had been for past two weeks. General Agent Matthew J. Reilly wants to go on record to let showfolk know that there are still good committees. Much credit is given leadership of President John Tarwater, Secretary-Treasurer Bob Bright, Claude Bowers, E. E. Gillian, C. K. Plancan, Harold Skillman, John Bell and W. R. Strickland and entire Lions' Club committee. During two-week stay at Warren Hotel, a very hospitable hotel, Endy Bros.' showfolk had regular get-together parties every night which

Blue Ribbon Shows

Opelika, Ala. Week ended October 16. Auspices, Lee County Fair. Location, seven blocks from heart of town. Weather, fair and cold. Business, excellent.

Show arrived here Sunday morning after a 128-mile move from Marietta, Ga. Everything was ready for opening Monday morning. Crowds were light during the day with the exception of Children's Day, when midway was packed from noon until midnight. Show made a good appearance, as everything had been repainted since the fire in Huntsville, Ala. Harry Rubin bought a new house trailer. His mother and sister visited him the week of Marietta engagement. Marian and Art Alexander purchased a new top and built a new ball game. Mike Rosen rebuilt four concessions that had been damaged in the fire at Huntsville and purchased a house trailer. Pope Hugins rebuilt a set of diggers, making him two sets. John Galligan rejoined with his bingo and penny pitch. JACK GALLUPPO.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 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 3 rows across the card—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, real class, \$12.50. Labboards, white cards, 8 1/4 x 14, Per 100, \$1.50. Standing Bingo Cards on same, extra Per 100, \$0.50. Bingo Card Markers, in strips, 25,000 for \$1.60. Send for free sample cards and price list. We pay postage and tax, but you pay O. O. D. expense. Instant delivery. No credits accepted.

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With four dies. Lord's Prayer, Ten Commandments, Crucifixion of Christ, American Legion. Newest invention, biggest money maker. It's a knock-out. Big assortment engravings, \$1.50 per 100. Bracelets, 7 1/2 c each. Send 25c for Bracelet, 10 Samples and Literature.
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TEN DAYS
Bigger, Better Than Ever
WILL PLACE LEGITIMATE CONCESSIONS

of all kinds. Choice Space \$5.00 Foot. Will Sell Exclusive Novelties. Have Good Corn Game Locations; also some Choice Locations for Eating and Drink Stands. Tremendously advertised. Prospects excellent for big attendance.

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WANTED USED OCTOPUS RIDE

MUST BE IN EXCELLENT CONDITION.
G. C. HALL
Ft. of Commercial St., Buffalo, N. Y.

SECOND-HAND SHOW PROPERTY FOR SALE. \$1.75 Men's White Buckskin Skate Shoes. All sizes. Fauchon's Guess Weight Scale. Self cheap. \$75.00 Unborn Show. 13 Wax Specimens. \$50.00 Cook House Tent and Frame, 14x14 Feet. 4-Way Awning.
\$35.00 Real Eight-Legged Pig. One Head.
WE BUY RINK SKATES ALL SIZES, AND CONCESSION TENTS. AVELL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

WILL BUY FOR CASH

Good used 32-ft. Merry-Go-Round, Little Beauty or Spillman Junior. Must be in good condition. No junk. Also want Penny Arcade.
RAY WILSON
Astoria, Ill.

made them forget unpleasant weather conditions and business. David and Ralph Endy, with co-partner, W. J. Tucker, are getting ready for Funland Park, Miami, as week at Goldboro will be last date for show. Visitors: O. C. Buck, Jack V. Lyles and R. F. McLendon, of O. C. Buck Exposition; Dave Costello of riding fame and secretary of Golden Belt Fair, Henderson, N. C. Free acts: Bench Bentum's Diving Sensations and Six Flying Melzoras. Top-money getters during past two weeks on show were *Harlem Broadcasters*, Bob Mansfield's *Hawaiian Serenaders*, Lee Erdman's side show and the *Follies*. Ride top money as usual Octopus. Tilt-a-Whirl, Ell Wheels and Merry-Go-Round close behind.
HARRY BENTUM.

Elite Exposition Shows

Allen, Kan. September 27-29. Location, Main street. Weather, fair. Business, satisfactory. Auspices, North Lyon County Fair Association.

Hartford, Kan. September 30-October 2. Location, city park. Weather, good. Auspices, Hartford Fair Association. Business, good.

This spot was ideal from a showman's standpoint. Housecars had plenty of shade adjacent to midway. Hearty operation was shown by fair association, which enabled show to round out three days of profitable business. Don's Hula Show topped midway, with Blackie Pike's Geck Show close second. Writer's wife, Bessie, left for an extended visit with her parents at Burlington, Kan.

Osark, Mo. October 4-9. Location, courthouse square. Weather, cold and rain. Auspices, Franklin County Fair Association. Business, fair considering weather.

Owing to bad location of transformer and lack of space for Loop-o-Plane Don Foltz, lot superintendent, was severely criticized from all departments with exception of Benny Pitch and Working World, and after moving several concessions and show things were arranged to most everyone's satisfaction. Clarence Earl, of Landes Shows, arrived with Loop-o-Plane. Joe and Mavis Mullen permanent on the midway. Joe is agent for Bud Lime. Mavis assisting Maxine on bottles. Otto Lenheart delivered housecar to Arkie and Frankie Cooper. Bob O'Leary, May and son left Saturday night for Alamo, Tex. Letters of recommendation received from both pastors and officials and are on file in office in appreciation for shows' co-operation during church hours of big revival being held here. General Agent Reed, wife and daughter here for visit.
DON FOLTZ.

World-of-Fun Shows

Windsor, N. C. October 4-9. Auspices, Firemen's Fall Festival. Location, fairgrounds. Business, fair. Weather, fair until Saturday, then rain.

Show moves by trucks. Everything up and ready Sunday night. This being first time for firemen to hold a fair, there was plenty of co-operation and they did everything possible to make it a success, also first time for this show to exhibit here. Duke Brownell, fair director, worked hard to make event a success. Thursday was white Children's Day and Friday Colored Day. School children were admitted free. All children were given a holiday and attendance was record breaking, all shows and rides doing capacity. J. J. Steblar's Merry-Go-Round top money. Public wedding Thursday night brought a crowd which topped all previous days. Wedding was under direction of Duke Brownell. Light rain started late Friday night when show was closing and kept up all day and night Saturday. Many truckloads of sawdust was hauled. Mud and rain did not keep people from coming out in fair numbers. Cool nights have affected show colony and many overcoats in evidence. Many jackpots being cut up in Ray Highsmith's Midway Cafe. General Manager N. P. Roland away on trip for show. J. J. Steblar busy superintending rides. Red Brady joined with Loop-o-Plane and J. Parenti with girl revue. Free attractions: Sky Lady, Captain Cushing's fire dive and H. Harris' slide for life. Nightly display of fireworks. Concessioners: B. Farley, Mrs. N. P. Roland, Joe Steblar, Shorty Shell, F. Pope, Ray Highsmith, Joe Sparks, Red Watson, G. Hildebrand, A. Thomas, N. Green, M. Mitchell, F. Herlick, Mike Lane, E. Martin, J. Russell, J. Murphy, Mac Hoag, Mike Gravis, G. Black, M. Ramish, Alabama Rice, D. Lindley, E. C. Dearing and B. Dulap. Staff: N. P. Roland, general manager; Vera Steblar, secretary; Mrs. J. J. Steblar, treasurer; N. P. Roland

and J. J. Steblar, owners; Shorty Shell, lot superintendent; Joe Steblar, electrician; John Steblar, assistant manager; Doug Roland, front gate; Duke Brownell, special agent; B. Daveson, general agent, and Whitey Davis, ride superintendent. *The Billboard* agent and mail man, W. Davis.

Regal United Amusement Co.

Meria, Tex. Location, fairgrounds. Auspices, fair committee. Weather and business, fair.

Good-size crowd first day and increased each night. Ell Wheel and Minstrel Show had good business. Jack and Thelma Daniels had to enlist aid of officers to handle crowd at Buried Alive Show. Jimmy Farnell is wearing a satisfied smile about his Athletic Show's fall season. C. M. Crusean joined with photo. Leonard Nelson and George Beck arrived with Kiddie Auto ride. Al Nation and Glen Martz made trip to Dallas. Elizabeth Baker, of Corsicana, Tex., accompanied by relatives, visited her parents Saturday night. George Pritchio's sister and family surprised him with a visit. Dorothy Williams returned to show after a two weeks' visit with homefolk and attending wedding of her sister at Springfield, Mo. Mildred Robinson, of Hastings, Neb., and Glen Cummings, of Salt Lake City, Utah, were married in Centerville, Tex., on October 2. F. C. (Cowboy) Stevens took over Funhouse. MRS. L. A. NEWLAND.

Kaus United Shows

Shelby, N. C. No. 2 unit. Week ended October 9. Colored Cleveland County Fair. Weather, rain Monday and Saturday. Business, excellent.

Monday and Tuesday layoff and local picture shows heavily patronized by showfolk. Others exchanged visits with Sheesley Midway in Charlotte and Modernistic Shows in Hendersonville. Official opening Wednesday. Children's Day, midway packed from morning till midnight. Excellent co-operation of police that kept crowds orderly. Colored natives were show hungry and good spenders, and plenty of money in circulation, therefore all shows, rides and concessions did near-capacity business. Penny pitch concessions proved popular and kept operators busy way after midnight. Fireworks and grand-stand shows were rushed thru early each evening to release crowds for midway. Joseph McAlvery scored heavily with his new Cotton Club Revue. Mrs. McAlvery operated "peep" and girl revue with all sepia models. New Loop-o-Plane, Rides-O and Octopus finally completed and did tremendous business. Wynne Howell added Hoopla among her concessions. Al McDonald still a popular boy among ride help. Caterpillar and Ocean Wave newest rides. Mother Lee returned home and presents a Chime Show with an up-to-date modernistic front. Writer was entertained by Jean-Jeanette, of Broadway Shows. Bob Ballard credited for gentlemanly manner in which he conducts side-show front and his mastery control of English language in making his openings. Bob Garner continues packing them in with his Geck Show. Ted Foster now on front of Serpentina; Jack Coleman and Jerald Thorne Jr. celebrated a double birthday party at Hollywood night club. BOBBY KORK.

Cetlin & Wilson Shows

Norfolk, Va. Week ended October 16. Tidewater State Fair. Weather, rain and cold. Business, poor.

Lost Monday account of rain; Tuesday, Kids' Day, threatening weather all day with a freeze at night prevented any people attending. Wednesday freezing cold, Thursday complete rainout. Friday and Saturday extreme cold, consequently no business. Fair association left nothing undone to make it a success. Town was beautifully decorated, 24-sheet stands were used for a distance of 100 miles; newspapers and radio stations and a big street parade Tuesday. Three times daily for one hour there was a tieup between the local radio station, with broadcasts direct from the midway and in front of the grand stand, all to no avail, as bad weather man had controlling hand. Lucky Teeter was scheduled for two days, losing Thursday account rain. In front of grand stand were Jinx Hoagland and a marvelous array of circus acts. This was the first fair put on by the new association and it deserves a lot of credit for its efforts. Charles Somma, of Richmond, and T. Gilbert Woods, of Roanoke, Va., were visitors, as were Art Lewis and A. S. Kerr, of the Art Lewis Shows, and Charles Goss, of Standard Chevrolet Company, also on

grounds. After seeing Boomerang in operation show placed an order for spring delivery.
GEORGE HIRSHBERG.

Wallace Bros.' Shows

Tylertown, Miss. Five days ended October 18. Walthall County Fair. Location, Legion Park. Weather, variable. Business, fair. Paid gate.

The 100-mile move from Kosciusko was made thru heavy Sunday traffic over main highways without mishap. Fair not scheduled to open until Tuesday, so everyone had opportunity to attend their first movie in Mississippi. Mr. and Mrs. Harry Cohen, Mr. and Mrs. Abe Frank and Mrs. Norma O'Brien drove to Jackson Monday night to attend opening of Royal American Shows at State Fair. Walthall County Post of American Legion made highly creditable showing in their efforts to promote first county fair here in over four years. Every officer of post gave unsparingly of his time to assist the management in every way. New grounds made load after load of cinders and shavings necessary, but location was within short walking distance of business section. Leona-Lee's Dog and Pony Circus was sold to the fair association as a free attraction. Visits were exchanged with the Galler Shows at Columbia and Ralph R. Miller Shows at Franklinton, La. L. H. Davis Jr. and M. J. Smith, of McComb, Miss., gave midway the once over, as did W. A. Gill Jr., of Cotton Carnival at Summit.
WALTER B. FOX.

Buckeye State Shows

Ruston, La. Week ended October 16. Lincoln Parish Fair. Location, fairgrounds. Weather, cold and rain. Business, excellent.

Show's first stand in Louisiana this season was good. Due to a long move and rain organization did not open Monday night. Opened to large crowd Tuesday, but were rained out Wednesday. Thursday, first of three big fair days, was excellent for shows, rides and concessions. Capt. Ted Townsend, free attraction, gave afternoon matinee. Friday was excellent in spite of freezing weather. Show opened early Saturday morning to largest crowd, but rain started in slow drizzle early in the afternoon, continuing hard at night. Ball games operated by Rosalie Harrison and Jack Petty topped concessions. Show had wonderful co-operation from fair association and local papers. Concessions joining here included canoe, ball game, cigaret shooting gallery, bowling alley and guess-your-weight. Mrs. Galler had her de luxe trailer repainted. Lamar Odum purchased a new Ford. Mr. and Mrs. Francis Small left for Little Rock, Ark., for winter due to Mrs. Small's illness. Mrs. Galler suffered with flu all week. Mrs. Land was also ill. Harry (Key-Check) Hisco has returned from Jackson Hospital. Relatives visited Mr. and Mrs. Lamar Odum all week. Saturday morning Jauwece Gintsch, jingle board concessioner, married Raymond Hillard, kiddie ride foreman.
ELOISE LOWRY.

Dodson World's Fair Shows

Paducah, Ky. Week ended October 16. Auspices, American Legion. Location, North Eighth street. Ten-cent gate. Weather, cold. Business, light.

This engagement ended 25th week of season. Abnormally low temperature prevailed most of week, causing attendance and business to suffer. Topcoats, sweaters and heavy wraps were in order. Saturday was warm, giving show a fair kiddies' matinee. Good gate closing night. Gross business best on week, when crowds came early, remaining for presentation of free acts staged at 11 p.m. Mrs. Bertha Curtis, fat lady at International Congress of Oddities, who underwent electrical treatments at Paducah Hospital for a stomach complaint, is resting comfortably. A new member to concession row is Iris Stewart, formerly of Olive Eager's Motordrome. Meeting many sport fans, friends and acquaintances along route is Kirby (Kid) Ellis, former professional wrestler and athletic show manager, who in his prime appeared in almost every State in Union. Ellis is now proprietor of Midway Cafe. Manager C. Guy Dodson entertained *The Sun-Democrat* carrier boys at Saturday matinee. Melvin G. Dodson and Ray Balzer off on business trip. Mrs. Bert Brundage nursing three broken ribs sustained in peculiar accident when her husband attempted to carry her over rough portion of lot from midway to house trailer. Lecturer Charles L. Roberts engaged by Chief Mongo to handle front of

Darkest Africa and assist on inside. Melvin Dodson Jr. now attending high school at South Bend, Ind.

Women's weekly Thursday afternoon bridge party was held at Ritz Hotel. Mrs. Lou McGuey, hostess, presented Mrs. Margaret Sherman with first prize for the third time this season.

Well-known resident here is Fletcher Terrell, who managed and operated Terrell Bros.' Circus seasons 1899-1904. It was a railroad show with 23 cars back and two ahead, so stated Mr. Terrell during daily visits with C. Guy Dodson. He is an active real estate operator in Paducah and owns considerable property, including lots used by all tent shows visiting the city. DAVE CARROLL.

Majestic Exposition Shows

Hughes, Ark. Week ended October 16. Location, heart of town. Auspices, none. Weather, cold and rain. Business, fair. Opened Wednesday.

Jump from Tennessee was a bad one. Cars delayed in getting out of Crockett Mills, Tenn., until Monday. There were no Sunday trains and the baggage cars had to be moved on freight. Cars arrived late Tuesday.

Hughy Lowe, who has been ahead of the show, is confined in a Memphis hospital, where he underwent an operation. He is reported to be resting fine. His wife has been at his bedside. Manager and Owner R. G. McHendrix is busy booking late fairs. Jack and Marie Smith joined with three concessions; Cecil Hendrix, with two; Mrs. Mathias, with two, and Bink Loar, one. Mrs. R. G. McHendrix and Mrs. D. A. Klein have opened a new hoopla and it is being operated by Helen Spellman.

L. R. Harville joined with his cookhouse and J. L. Smith with shooting gallery. Jack Mansfield has recovered from a severe injury. Curly Lee cut his hand on a piece of glass when he fell in a hole on the lot here. Seven stitches were taken to close the wound. He operates H. L. Herbert's rides. Virginia York left for home. Rose Stanton is still topping the grind shows. Betty Herbert is now in charge of Blue Eyes Show. Kenneth Klapp was a visitor. Frank Blankenship and family have joined the Minstrel Show. Paul Maples is making openings and doing inside lecturing on the Zoma Show. Dutch Moyer getting the wheel up and down. Phil Martin, owner of two baby rides, left for his home in Detroit and the rides are being operated by Howard McDaniel. Bobbie Zeek left for home and school. Show now consists of six rides, eight shows, three free acts and colored band. EUGENE C. COOK.

Rubin & Cherry Exposition

Atlanta, October 7-16. Southeastern Fair. Weather, cold and clear, with two days rain. Business, excellent.

Heavy business prevailed at the shows' 10-day engagement here and the entire personnel entrained for Columbus, Ga., in high spirits and pleasant memories of an enjoyable fortnight in the Gate City of the South. President Mike Benton, of the Southeastern Fair, and his capable and courteous assistants, John Armour, vice-president, and Red Edgerton, publicity director, are not only

showmen, but grand gentlemen, and they had all in readiness for the engagement here. Visitors included E. Lawrence Phillips, of Johnny J. Jones Exposition, and Carl J. Sedlmayr, of Royal American Shows, and J. A. Simpson. Charles Zimmy, famed legless swimmer, joined here and his coming was accorded wide notice by local press. Dave Rosen joined from New York with a side show and worked to good business. Governor E. D. Rivers, of Georgia, was the fair's guest on Governor's Day and Mayor Hartsfield and the city fathers were in evidence on several occasions. Manager Joe Redding and the writer were among the guests when Fair President Benton played host to 500 members of the Georgia Press Association at the press barbecue. Local press favored the shows with several columns daily. Some 500 newsboys of *The Atlanta Journal* were entertained on the midway Monday night. Much radio publicity was utilized, with Stations WAGA and WSB handling the broadcasts. Members participating were the band from "La Bomba Rumba"; Dolly Kramer, Midget City mistress of ceremonies; Charles Zimmy and the writer. Frank S. Reed will celebrate his 75th birthday anniversary October 23. He has been in show business for 55 years, 25 of which were spent as secretary with this organization. Dr. W. B. Davis, staff physician, suffered with an attack of la grippe for most of the stay here. He is much improved at this writing, however. Peazey Hoffman's son, Joey, has returned to school in Haines City, Fla. TOM F. O'CONNELL.

Keystone Shows

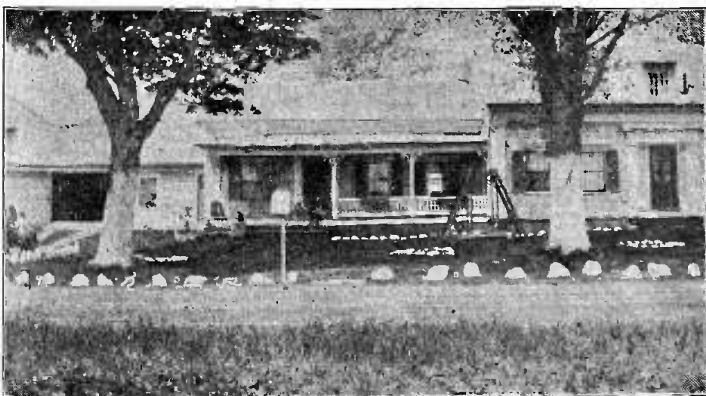
Monroe, Ga. Week ended October 16. Walton County Fair. Auspices, American Legion. Weather, cold. Business, good.

General Agent William C. Murry assisted the committee in promoting this fair and left to look after the balance of the season's booking. The showfolk have been mourning the death of D. D. Roland, high-pole and trapeze performer, which occurred at Greenville, Tenn. Selgrist's flying act joined. In spite of cold and rain carnival has been doing nice business. FLOYD SMITH.

Bantly's All-American Shows

Sumter, S. C. Week ended October 16. Sumter County Fair. Weather, variable. Business, very good. Free gate.

Latter part of last week show made a last-minute change in route after securing another show to fill date originally contracted. Cold and rain Monday. Tuesday, merchants' day and night. Merchants' auto was given away in the ring in front of the grand stand. Crowd estimated at 20,000. Balance of the week a fast, snappy program including fireworks, personally conducted by Secretary-Manager Cliff Brown, who turned the crowds over to the midway in record time. Many concessions joined for this date, including Pop Stevens, Clara Bow, Charley Craig, Alex Vincent, George Bruce, Johnny Cisburri and Company, Mr. and Mrs. Jack Cowart, Mr. and Mrs. W. N. Haverly, Al Anderson, S. Stevenson and family and George Evans. Harry Copping and Martin Lunn were



SHOWMEN DO HAVE HOMES! This photo shows the abiding place of C. Jack Shafer, well-known independent showman and museum operator, which is located on a 165-acre farm near Augusta, Me. During regular outdoor season Mrs. Shafer, professionally known as Mme. Remonta, stays at home to look after the house, chickens, cows, pigs and farm whatnots. Note the Maine style of garage and outer houses adjacent to the left wing of the house. Past season Shafer amused himself and made a few of the necessary stimoons with a Penny Arcade with Marks Shows.



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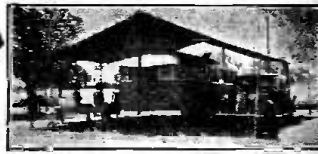
There's plenty of room to stretch out and "let yourself go" after a day of strenuous activity.

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SELECT A
Fulco TRAILER CANOPY

Fulco trailer flys are reinforced at all points of strain. Pole holes on all four corners and 10 feet apart on long sides. Double guys on corners. 9" scalloped curtain on both long sides. Seams are sewed with two rows of stitches of rot-proof linen thread. We make other styles also. Write for prices on your requirements.



FULTON BAG & COTTON MILLS

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visitors all week, coming down from Reynoldsville, Pa., Sunday. Mr. and Mrs. E. H. Philbert spent most of the week among friends on the show. Bob Work, owner-manager of the R. H. Work Shows, spent a day with Mr. and Mrs. Herman Bantly. On his return trip to his show he had the misfortune to be hit by another car. He was brought to Sumter Hospital, where he has been declared very badly stoved up and will be out of the running for two or three weeks. Roy B. Jones stopped over to say hello to friends. CHRIS M. SMITH.

BOB SICKELS WANTS

Concessions. Privilege \$10.00. Will sell 2 on small Corn Game, \$15.00. Want Colored Comedians and Girls for Minstrel Show. Winter salary. Shows with outfits. Want White Musicians or Family Band. Out all winter. Address Ackerman, Miss., this week.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

ness. Tony Marrocco is getting his. E. Ernst joined with merchandise concessions. Cecil C. Rice doing okeh with his two stock stores. FLOYD R. HETH.

Stanley Bros.' Shows

Summerville, S. C. Week ended October 23. Auspices, American Legion. Business, good.

Show had a 10-cent gate here. Monday's opening was good. Crowds came (See SHOW LETTERS on page 69)

Heth Bros.' Shows

Oneonta, Ala. Week ended October 9. Blount County Fair. Auspices, American Legion. Location, high school grounds. Weather, some rain. Business, excellent when clear.

Due to the fine co-operation of this post's fair committee, particularly Commander Davis and Mr. Bynham, the week's engagement will be remembered. General Agent A. H. Murphy has been on the sick list but much better now and being assisted by Frank Lee on exhibits and special events. Mrs. Albert Heth's corn game clicking. L. E. Heth's cigar gallery and penny pitch doing okeh. Writer's rides enjoying summertime busi-

Big Toronto Advance Sale

Record interest is shown in Hamid-Morton Circus under Shrine Temple

TORONTO, Oct. 23.—Advance sale is largest in history of Rameses Shrine Temple for the Hamid-Morton Circus, which will open on Monday for a week in Maple Leaf Gardens, known as the largest building in Canada, with seating capacity of 22,000.

The entire house is sold out for Tuesday night, all Toronto service clubs having combined to take it over. Wrigley Gum Company has purchased 20,000 tickets to take all poor children in the city to see the show.

It is the hope of the Temple auspices committee to break the record of last year, which was 87,000 paid admissions on the week. Bob Morton has been in Toronto 12 weeks directing all sales and exploitation, assisted by Omer J. Kenyon and Dan Pierce.

Good Biz in Scotland Neck

SCOTLAND NECK, N. C., Oct. 23.—World of Fun Shows were on the midway at an American Legion Post and Fire Department Fair on October 4-9. Altho weather was adverse, good business was reported. Exhibits were in tents, there were nightly fireworks and George (Mechano) Stevens presented the free act program, Margie Bailey, swaying pole; Captain Cushing's fire dive, and Bobby Harris, contortionist, in a slide for life. On Thursday night a public wedding drew 3,000 25-cent gate admissions. Colored Day had about 5,000. Rain killed Saturday night business with about 10,000 people on grounds at 8:30. N. P. Roland, manager of the shows, received a contract for a 1938 event.

Kenmore Fete Has Midway

KENMORE, O., Oct. 23.—Sponsored by the American Legion Post and promoted by Jack Vering and Paul Drake, the recent Fall Festival on the streets here ran into bad weather on several nights but did good business when conditions were favorable. Roy Gooding's Merry Mixup, Merry-Go-Round, Ell Wheel and Kiddie Merry-Go-Round, in charge of Bob Keener, were on the midway, as were 20 concessions, including Dave Roberts' pop corn and karmelcorn stands.

Farmers' Fair Is Success

EPHRATA, Pa., Oct. 23.—Favored with ideal weather, Farmers' Day Association Fair here on October 13-16 broke attendance records and everyone did good business, reports W. H. Jeffrey, who lauded Secretary Ora E. Fasnacht for the part he played in success of the fair. Merchants were satisfied that the carnival "did not take all the money out of town," he said. Agricultural art and literature displays, a flower show and police exhibit were featured. A mumsers' parade on Saturday drew heavily.

MOUNTAIN STATE FOREST FESTIVAL in Elkins, W. Va., on October 11-16 was a financial success, officials said.

Big Armistice Day Celebration

NOVEMBER 10 AND 11, 1937
ON MAIN STREET, MINOLA, TEXAS
Twenty thousand expected. Wanted Concessions, Corn Game, Grab, Ball Games, Seales, Novelties, Photos, High Striker, No gift. Free Acts write.
ROY O'BRIEN.

TO SPONSORS OF INDOOR EVENTS

Having closed our Fair Season, we will book our new Electric Frozen Custard, Pop-Corn, Waffles, Drink Dispensers, Lunch, First-class Equipment.
MYERS' CONCESSIONS, Dupont, O.

CALIFORNIA'S GREATEST ARMISTICE CELEBRATION

PORTERVILLE, CALIF., NOVEMBER 4 TO 11

Wanted—Hoopla, Pitch-Till-Win, Fish Pond, Photo Gallery, High Striker, String Game and legitimate Concessions. Can use Shows with own outfits that don't conflict. Novelty Concession open. Wire or write
MIKE KREKOS, Porterville Hotel.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

Festival in Colusa Offers Big Midway

COLUSA, Calif., Oct. 23.—West Coast Amusement Company with 9 rides, 10 shows and 30 concessions was on the midway at Colusa County Harvest Festival here on October 8-10, sponsored by 44th District Agricultural Association, said General Chairman R. G. Power.

Over 57,000 square feet of floor space was devoted to agricultural and farm product displays with more than \$7,000 offered in premiums, and \$4,400 in prize money was awarded winning entries in a horse show. Dancing to Henry Halstead's and Phillip's orchestras, parade, band concerts, wrestling matches, football game, queen contest and contests for adults and children completed the program.

Festival was publicized thru news releases to newspapers and magazines, radio and newspaper advertisements.

Celebration in Hattiesburg

HATTIESBURG, Miss., Oct. 23.—Lions' Club will sponsor a celebration and exposition here under direction of S. Maurice Wood and there will be exhibits, shows, rides, free acts, Your-county baby show and a Miss Hattiesburg popularity contest. Streets will be decorated. Money derived from the celebration will be used for the annual toy and doll fund. C. R. Bradley has been elected general chairman, with R. W. Mottlock handling program and exhibit space.

Acts for K. C. Motor Show

KANSAS CITY, Mo., Oct. 23.—Talent will be used to attract crowds to annual Kansas City Motor Show in Municipal Auditorium. A band will be featured, with six acts booked thru Jack Collins, Artists' Amusement Bureau. Ruth Hill, "Hollywood Stunt Girl," may be an added attraction, said C. M. Woodard, show secretary. Acts will be on small portable stages, matinees and nights.

Shorts

ROY GOODING'S Ferris Wheel, Merry-Go-Round and Kiddie Ride, Howard Peters' freak animal show and 20 concessions were on the midway of the Denison (O.) Street Fair on October 18-23, sponsored by fire department and business men.

PLAIN CITY (O.) American Legion post will sponsor a Mardi Gras soon.

A TWO-DAY celebration will be held on streets of Minerva, O., soon and prizes will be awarded. J. F. Klippert is general chairman.

LEO DEMERS, balancing and acrobatic novelty, was at Wabash (Ind.) Live Stock Show on October 5-8 and closed his outdoor season at St. Marys (O.) Festival of the Lakes on October 12-16.

FOR THE Hamid-Morton Circus, under Arabia Temple Shrine, Houston, new convention hall will be arranged for seating capacity of 11,000. Acts from Fort Worth Frontier Fiesta will include the Kimris, airplane acrobats, and Dr. Ostermeier with his white stallion, Doehoes. Other acts booked are the Ortaris, George W. Christy's unit of

"Made Profitable"

WINDBER, Pa., Oct. 23.—"I wish to thank *The Billboard* for the many courtesies extended to me the past season thru its columns. I had a very successful season and the events which I handled were made profitable because of the advertisements that appeared in the Sponsored Events department of *The Billboard*."
—MERLE A. BEAM, Outdoor Amusements.

Cavalcade, Le Gardes; Slat Beeson, tight wire; Silvers Johnson and company of clowns and Flying Valentinos.

EDWARD HAIMES is general chairman of a Mardi Gras and celebration to be held at New Castle, Pa., under auspices of the Retail Merchants' Association.

FREE ACTS and concessions will feature Chester (W. Va.) celebration and Mardi Gras. DeMar Miller is general chairman and John McKown secretary. A parade will be held and merchants' awards made for costumes.

SPONSORED by Retail Grocers and Meat Dealers' Association, the Akron (O.) Food Show will feature daily entertainment, contests, a cooking school and exhibits. General Chairman Herbert Brittain said.

TUPELO (Miss.) Lions' Club will sponsor a street carnival for benefit of the club's blind fund. Allen Brown is head of the committee.

GRAND-STAND SHOWS—

(Continued from page 45)

nity Circus; Glyndon Burns, wire walking, and Charlie Schultz, rodeo clown, and his trained mule.

ROSTER of 148th F. A. Band, Tacoma, which has played at Western Washington Fair, Puyallup, since 1932 and is half made up of former circus troupers, includes Nick Sirignano, Fred James, Harry Extrand, Harry Crowe, Joe Cox, Jack Kern, Ester Scholl, clarinet; De Witt Clingenpeel, Harold Brown, Johnnie Burke, Andy Nelson, Miles Nelson, trumpet; Roy Stone, Tom Gilmore, Joe Elson, trombone; Leo Mosher, Bob McQuarry, bass; Tubby Anderson, George Johnson, baritone; Charles Kreamer, Bud Thornburg, drums; Joseph E. Rausch, director.

AERIAL COWDENS close a season of 29 consecutive weeks at Greenville (S. C.) County Fair this week, Manager Cowden reporting that he is going to Atlantic City, as he and a cousin, Joseph E. Cowden, of the life-guard service there, are sole beneficiaries of the will of Thaddeus Cowden, known as King Neptune of Atlantic City Beauty Pageant, who died at the age of 95, leaving an estate of considerable proportions.

AT LOUDONVILLE (O.) Free Street Fair on October 5-7 Helen Sayres, trapeze; Jaydee the Great, high act, and Arnold's Barnyard Frolics were booked by C. A. Klein.

Fair Grounds

TOPSHAM, Me.—Near-record attendance marked the 83d annual Sagadahoc County Fair here on October 12-14, President Samuel Woodward declaring it a success, with gate records broken for Children's Day. Harness racing brought the largest number of entries in years. Grand-stand acts included Lucille Anderson, high diver; Fred Parker, high

pole; Daly Trio; Renee and Jim, revolving ladder; Jack Ambrose, juggler; Van Brothers and Lola, trick house, and Queenie Dunedin, comic.

LANCASTER, O.—While figures are incomplete, Fairfield County Fair Association officials indicated receipts and attendance for the annual on October 13-16 fell below those of 1936. Amos S. Thomas, treasurer, said estimated attendance was 42,000, rain and cold curtailing patronage.

COLUMBUS, O.—Columbus appears assured of the return of the National Dairy Show next year, as directors of the show have recommended this move to the national association. It is said the National Percheron Show probably will continue its policy of holding its annual in conjunction with the dairy show. Ohio board of agriculture will recommend a legislative appropriation to bring the show back here.

LAURENS, S. C.—A premium list with roster of the fair staff and embracing numerous major departments and special displays was issued for Laurens County Fair here again under management of Harry E. Grandell. Other officers are Dr. E. H. Ariall, president; Luke Chaney, vice-president; J. V. Timmerman, treasurer; W. T. McCracken, secretary.

WASHINGTON, C. H., O.—Fayette County Agricultural Society plans to improve the fairgrounds for a more extensive farm festival next year than the one recently ended here, attended by about 25,000.

COSHOCOTON, O.—With rain on final day of Coshocton County Fair on October 6-9 gate was about 7,000, bringing total attendance to more than 36,000. Secretary C. V. Croy said this is 13,500 short of the high of 50,000 in 1936.

BATHURST, N. B.—Bathurst Fair, October 6-8, is believed to be the only fair in the world organized and headed by a member of a religious order. After a lapse of years it was revived in 1936, largely thru efforts of Brother J. E. Comeau, of the Eudist Order, which operates a college and seminary here. The group he formed insisted on electing him president-manager of the fair, sponsored by Gloucester Exhibition Association. Brother Comeau is an expert in agriculture, being manager of a large farm owned and operated by the Eudist Order. Assisting in direction of the 1937 fair were Gordon Moody, secretary-treasurer, and P. S. Andrews, vice-president.

MOBILE, Ala.—On October 17, day before Greater Mobile-Gulf Coast Fair opened, this city had its worst rain-storm in years.

DETROIT—A busy season is planned by Michigan State Fair management, beginning when General Motors Corporation will hold a big Christmas broadcast in the Coliseum. Annual Shrine Circus will be held there for two weeks, with Tunis (Eddie) Stinson in charge. National Sportsmen's Show will be held in the Coliseum in charge of Campbell-Fairbanks Exposition Company. YMCA national championships will hold sports events in the Coliseum. A Piano Festival will be held, including 125 pianos and 1,000 players, in charge of N. M. Miller, Indianapolis, member of Indiana Board of Agriculture, and sponsored by Detroit Musicians' League. A Mid-winter Fair is under consideration.

NATCHITOCHEES, La.—An airplane carrying sightseers crashed at Natchitoches Parish Fair last week, injuring six persons. Pilot Charles Ferguson said the plane faltered after leaving the ground and crashed into a small fair building, shearing off the top and settling heavily.

SHOWMEN'S LEAGUE—

(Continued from page 43)

piece offered by the club. President Frances Keller and co-officers deeply respect the fine co-operation given by the membership committee. Mrs. Ida Chase, chairlady of the relief committee, reports that Alice Hill, Mrs. Charles G. Driver and Ora Miller are still on the sick list.

Bazaar which was to be held during convention week in December has been voted out, but the ladies are planning something else in the way of entertainment.

A number of members have been prompt about paying their 1938 dues. How about yours? Perhaps you have overlooked it.

HELP This Department by Telling Committees About It.

CONVENTIONS

ARIZONA
Prescott—State Cattle Growers' Assn. Feb. 8-9. Mrs. J. M. Keith, 140 S. Central, Phoenix.

ARKANSAS
Little Rock—F. & A. Masons. Nov. 18. W. Thomas.
Little Rock—Soc. Sons of Amer. Revolution. Feb. 22. M. E. Mitchell, 536 Center st., Conway, Ark.

CALIFORNIA
Long Beach—Order of Scions. Nov. 10-13. A. B. English, 835 Locust ave.
San Francisco—State Fraternal Congress. Oct. 29-30. E. Lisle, Los Angeles.

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—F. & 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. Soc. Middle of Dec. T. F. Manns, Univ. of Del., Newark, Del.
Wilmington—Order of Red Men. Oct. 27. E. McIntire.
Wilmington—Order of Odd Fellows. Nov. 17. H. E. Downing, 11 W. 23d st.

DISTRICT OF COLUMBIA
Washington—Junior Order. Second week in Nov. John Prender.
Washington—Order of Odd Fellows. Jan. 25-27. H. L. Andersen, 419 7th st., N. W.
Washington—Order of Red Men. Feb. 14. W. Alexander, 4106 5th st., N. W.

FLORIDA
Sarasota—Tin Can Tourists of World. Feb. 7-20. E. E. Gill, 5905 Roberta Circle, Tampa.
Atlanta—Assn. of Southern Agrl. Workers. Feb. 8-10. David Long, Mortgage Guarantee Bldg.

IDAHO
Lewiston—P. of H., State Grange. Oct. 26-27. F. G. Harland, Caldwell, Ida.

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 Streiblich, 165 W. Madison st.
Chicago—Amer. Farm Bureau Fed. Dec. 13-15. W. R. Egg, 59 E. Washington st.
Chicago—Natl. Assn. Cntrl. Operated Machine Mfrs. Jan. 17-20. Clinton S. Darling, 120 S. LaSalle st.
Chicago—State Nurserymen's Assn. Jan. 11-12. M. Bryant, Princeton.
Springfield—State Agrl. Assn. Jan. 27-28. P. E. Mathias, 608 S. Dearborn st., Chicago.
Paris—State Farmers' Inst. Feb. 16-17. H. Allison, Springfield.
Peoria—State Farmers' Grain Dealers' Assn. Feb. 1. L. Farlow, 230 Unity Bldg., Bloomington.
Sycamore—P. of H., State Grange. Dec. 14-16. C. W. Kleckner, 521 Summer st., Rockford.

INDIANA
Indianapolis—State Assn. Co. & District Fairs. Jan. 4. F. J. Claypool, Room 6, Anthony Block, Muncie.
Indianapolis—R. I. Red Club of Amer. Dec. 8-12. J. B. Harness, RFD 3, Yakima, Wash.
Indianapolis—State Farm Bureau Fed. Nov. 16-18. Larry Brandon, 309 W. Washington st.
La Fayette—State Live-Stock Breeders' Assn. Jan. 12. C. Harper.
La Fayette—State Hort. Soc. Jan. 11-13. Harriet Rost.

IOWA
Ames—State Hort. Soc. Nov. 16-18. R. S. Herrick, State House, Des Moines.
Des Moines—State Farm Bureau Fed. Jan. 1-5. Hamilton.

KANSAS
Hutchinson—Farmers' Educ. & Co-Op. Union. Oct. 26-29. Pauline Cowger, Box 208, Salina, Kan.
Olatava—P. of H., State Grange. Dec. 14-16. F. 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. E. Cowdrey, 3225 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. F. & A. Masons. Feb. 16-17. E. F. Strain, 3rd st.

LOUISIANA
New Orleans—Junior Order. Oct. 28. H. Alcantara.
New Orleans—F. & A. Masons. Feb. 7-9. D. F. Laguens Jr., Masonic Temple.
New Orleans—F. & A. Masons. Feb. 8-9. C. Brown, Masonic Temple.

MAINE
Lewiston—P. of H., State Grange. Dec. 7-9. Mrs. N. L. Hascall, 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—Veteran Odd Fellows Assn. Oct. 31. F. C. Mackintosh, 92 Worcester st.
Boston—N. E. Awning & Tent Mfrs. Assn. Nov. 15-16. H. J. Scandebury, 11 N. Washington st.
Boston—State Agrl. Fairs' Assn. Jan. 20-21. A. W. Lombard, 136 State House, Boston.
Boston—Amer. Carnation Soc. Jan. 26-27. F. A. Baur, R. F. 1, Box 350, New Augusta, Ind.
Worcester—State Farm Bureau. Dec. 1-5. H. Russell, Waltham.

Worcester—P. of H., State Grange. Dec. 14-16. E. H. Gilber, North Easton, Mass.
Worcester—State Dept. Agrl. Organizations. Jan. 5-7. A. W. Lombard, State House, Boston.

MICHIGAN
Alpena—P. of H., State Grange. Oct. 26-28. Mrs. M. E. Lovejoy, Perry, Mich.
E. Lansing—State Gladiolus Soc. Dec. 4. W. J. Dittman, 16721 Kentfield ave., Detroit.
East Lansing—State Farm Bureau. Nov. 11. C. Brody.
Grand Rapids—State Hort. Soc. Nov. 30-Dec. 2. H. D. Kootman, E. Lansing.
Lansing—State Farm Equipment Assn. Nov. 30-Dec. 1. S. E. Larsen, Grand Rapids.

MINNESOTA
St. Paul—State Agrl. 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—Masonic Temple.
St. Paul—Outdoor Adv. Assn. of Amer. Oct. 25-28. D. V. Dalgneau, 165 W. Wacker Drive, Chicago.

MISSOURI
Columbia—State Farm Bureau Fed. Nov. 15-17. Mrs. Chas. Schuttler, Box 659, Jefferson City.
Kansas City—Western Assn. of Nurserymen. Jan. 4-6. G. W. Holsinger, Rosedale Sta., Kansas City, Kan.
St. Louis—Outdoor Adv. Assn. of Amer. Oct. 25-28. D. V. Dalgneau, 165 W. Wacker Drive, Chicago.

NEBRASKA
Fremont—State Florists' Soc. Nov. 10-12. L. A. Danielson, 1306 N. st., Lincoln.
Lincoln—State Farm Bureau Fed. Oct. 29. E. T. Winter.
Lincoln—State Assn. Fair Mgrs. Jan. 24-26. C. G. Marshall, Box 86, Arlington, Neb.
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, 39th & Leavenworth sts.

NEVADA
Reno—State Farm Bureau Fed. Jan. 1-5. F. R. Bovett.
Rochester—P. of H., State Grange. Dec. 14-15. J. A. Hammond, Laconia, N. H.

NEW HAMPSHIRE
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, Agrl. Expo. Station, New Brunswick.
Atlantic City—P. of H., State Grange. Dec. 7-9. J. E. Kirby, Mullica Hill, N. J.
Trenton—Agrl. Week & Fair Show. Jan. 1-5. W. C. Lynn, Dept. of Agriculture.

NEW YORK
Albany—State Assn. Co. Agrl. Soc. Feb. 15. G. W. Harrison, 131 N. Pine ave.
Ithaca—Farmers' Week. Feb. 14-19. R. Wheeler.
New York—Nat'l Horse Show Assn. Nov. 2-10. Whitney Stone, 90 Broad st.
New York—Amer. Poultry Assn. Oct. 29-Nov. 2. E. B. Campbell, Ft. Wayne, Ind.
New York—American Auto Assn. Nov. 18-20. R. E. Singer, Mills Bldg., Washington, D. C.
New York—Order of Foresters. Feb. 12. S. C. Gilbert, 451 5th ave.
Rochester—State Hort. Soc. Jan. 11-14. R. P. 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. 16-18. H. E. Clepper, 825 Mills Bldg., Washington, D. C.

NORTH CAROLINA
Fargo—R. A. & A. Masons. Jan. 25-27. W. L. Stockwell, Box 1269.
Fargo—State Farmers' Grain Dealers. Feb. 1-3. O. H. Conaway, Box 1059, Jamestown, N. D.

NORTH DAKOTA
Cincinnati—Chrysanthemum Soc. of America. Nov. 12-14. A. H. Nehrling, 300 Massachusetts ave., Boston.
Cincinnati—P. of H., State Grange. Dec. 14-16. John Cunningham, R. 1, Mt. Vernon, O.
Columbus—State Farm Bureau Fed. Nov. 18-19. M. D. Lincoln, 246 N. High st.
Columbus—State Bro. of Magicians. Jan. 28-29. S. W. Reilly, 1853 Bryden road.
Columbus—Ohio Fair Mgrs.' Assn. Jan. 12-13. Mrs. Don Deatrick, Holland Theater Bldg., Bellefontaine, O.
Columbus—State Hort. Soc. Jan. 1-5. Beach, State Univ., Columbus.
Dayton—American Auto Racing Fraternity. Feb. 25-26. Norman White.
Toledo—Farmers' Grain Dealers' Assn. Feb. 22-23. C. S. Latchaw, Box 128, Fostoria, O.

OHIO
Blackwell—P. of H., State Grange. Dec. 7-9. Myrtle Newland, 320 N. 8th st., Ponca City, Okla.
McAlester—A. F. & A. Masons. Feb. 4-10. C. A. Sturgeon, Masonic Temple, Guthrie, Okla.
Oklahoma City—Farmers' Educ. & Co-Op. Union. Nov. 16-18. J. M. Graves, 48 N. Klein st.
Oklahoma City—Soc. Sons of Amer. Revolution. Feb. 22. W. J. Crowe, 907 Tradesmen's Bldg.

OREGON
Medford—State Hort Soc. Dec. 2-3. O. T. McWhorter, Room 136, Agrl. Hall, Corvallis, Ore.
Portland—Scottish Rite Masons. Dec. 1-4.
Portland—Sons of Amer. Revolution. Feb. 22. G. Dryer.

PENNSYLVANIA
Eric—R. & S. Masons. Jan. 15. S. C. Wolfe, 316 First Natl. Bldg., Williamsport.
Harrisburg—P. of H., Natl. Grange. Nov. 10-18. Harry A. Caton, 145 15th st., Coshocton, O.
Harrisburg—P. of H., State Grange. Nov. 8-10. J. H. Light, 428 Telegraph Bldg.
Pittsburgh—State Fraternal Congress. Nov. 3-4. H. B. Meixel, 1626 Arch st., Philadelphia.

SOUTH DAKOTA
Aberdeen—Tri-State Florist Assn. Oct. 31. B. F. Siebrecht.
Clark—State Hort. Soc. Nov. 17-18. W. A. Simmons, Court House, Sioux Falls.

TENNESSEE
Memphis—State Farm Bureau Fed. Oct. 27-30. Beale Tucker, Columbia, Tenn.
Memphis—Southeastern Florist Assn. Nov. 16-18. R. E. Mapes, Box 116, Knoxville, Tenn.
Nashville—P. of H., State Grange. Dec. 10-12. R. D. Malone, Niota, Tenn.
Nashville—F. & A. Masons. Jan. 26. T. E. Doss.

TEXAS
Dallas—Assn. Teachers of Dancing. Dec. 27-28. F. Bleeker, Ft. Worth.
Dallas—State Assn. of Fairs. Jan. 28-29. J. C. Watson, Graham, Tex.
Waco—A. F. & A. Masons. Dec. 1-3. W. B. Pearson, Box 446.

UTAH
Logan—Rodeo Assn. of Amer. Jan. 7-8. Fred S. McCargar, Salinas, Calif.
Salt Lake City—Veteran Odd Fellows' Assn. Feb. 22. W. Gundry.

VIRGINIA
Richmond—R. A. Masons. Oct. 26-27. J. M. Clift, Masonic Temple.
Richmond—Un. Daughters of Confederacy. Nov. 9-12. Mrs. T. F. Gorman, 318 Cherokee st., Bartlesville, Okla.
Richmond—State Assn. of Fairs. Jan. 24-25. G. E. Balston, Box 482, Staunton, Va.
Richmond—A. F. & A. Masons. Feb. 8-10. J. M. Clift, Masonic Temple.

WISCONSIN
Janesville—P. of H., State Grange. Dec. 7-9. Mrs. H. Marston, R. D. 6, Beloit, Wis.
Cheyenne—Amer. Natl. Live-Stock Assn. Jan. 13-15. F. E. Molin, 515 Cooper Bldg., Denver, Colo.

CANADA
Montreal, Que.—F. & A. Masons. Feb. 9. W. Williamson.
Montreal, Que.—Knights of Pythias. Feb. 16. W. G. Edward, 286 Ave. de l'Espee.
Winnipeg, Man.—Western Can. Assn. of Exhns. Jan. 17-18. S. W. Johns, Saskatoon, Sask.

Lawrenceville—Halloween Celebration. Oct. 29-30. N. M. Day.
Mendota—State Husking. Bee. Nov. 1.
Pinckneyville—Halloween Celebration. Oct. 30. Dean Bartle.
Springfield—Auto Show. Nov. 21-24. W. F. Dagon.
Sterling—Fair & Poultry Show. Nov. 13.
INDIANA
Evansville—Shrine Indoor Circus. Nov. 22-27. D. V. Blackburn.
Indianapolis—Auto Show. Nov. 6-13. C. H. Wallerich, 598 Meridian st.
Kendallville—Auto Show. Nov. 9-12.
Rochester—Muck Crop Show. Nov. 4-12. R. Fraser, La Fayette.
South Bend—Armistice Celebration. Nov. 11. Capt. A. E. Schauder.
IOWA
Des Moines—Auto Show. Nov. 8-13. C. G. Van Vleet, 212 Masonic Temple Bldg.
Webster City—Corn Show. Nov. 4-6. J. C. Van Hul.
KANSAS
Lyons—Armistice Celebration. Nov. 11. E. L. Noland, adj.
Troy—Halloween Celebration. Oct. 31. C. E. Griffin.
KENTUCKY
Louisville—Fat Cattle Show. Nov. 10-12. E. L. German.
Maysville—Tobacco Festival & Expo. Nov. 15-20. Edwood Dillin.
MASSACHUSETTS
Athol—Poultry Show. Nov. 3-4. C. H. Brackett Jr.
Brocton—Frank Wirth Circus at State Armory. Nov. 1-6.
Springfield—Auto Show. Nov. 15-20. H. N. Stacy, 121 Lyman st.
MICHIGAN
Bangor—Fruit Belt Apple Show. Nov. 11-14. Hugh A. Seebeck.
Detroit—National Appie Week. Oct. 30-Nov. 6.
Detroit—Auto Show. Nov. 6-13. H. H. Shuart, 4484 Cass ave.
Jackson—Masonic Bazaar. Nov. 1. Don Elliott.
Petoskey—N. Michigan Potato & Apple Show. Nov. 2-4.
MINNESOTA
Minneapolis—Auto Show. Nov. 6-13. C. S. Connor, 1936 Lyndale st.
St. Paul—Sports Show. Nov. 11-17. Winter Carnival Assn.
St. Paul—Jr. Live Stock Show. Nov. 8-11. J. S. Jones.
MISSISSIPPI
Hattiesburg—Armistice Celebration & Expo. Nov. 8-13. S. Mauri, Wood.
MISSOURI
Macon—Centennial Celebration. Nov. 26-29. G. M. Barnhart.
St. Louis—Auto Show. Nov. 14-21. Joseph A. Schlicht, 416 Missouri Bldg.
NEBRASKA
Omaha—Auto Show & Travel Expo. Nov. 6-11. J. J. McCutcheon, 433 Electrical Bldg.
NEW JERSEY
Dunellen—Golden Jubilee & Halloween Celebration. Oct. 25-26.
Elizabeth—Frank Wirth Circus at State Armory. Nov. 15-20.
Newark—Auto Show. Nov. 6-13. William L. Mallon, 24 Branford pl.
New Brunswick—Indoor Circus. Oct. 26-28. Edward Reed.
Paterson—Frank Wirth Circus at State Armory. Nov. 8-14.
NEW YORK
Brooklyn—Auto Show. Nov. 6-13. Ralph Ebert, 998 Bergen st.
Buffalo—Auto Show. Nov. 6-13. Ralph A. Young, Hotel Statler.
New York—National Horse Show. Nov. 3-10. Whitney Stone, 90 Broad st.
New York—Poultry Industries Expo. Nov. 2-6. Sidney A. Edwards, 479 State Office Bldg., Hartford, Conn.
New York—National Hotel Expo. Nov. 15-18. Mark A. Cadwell, 221 W. 57th st.
New York—National Auto Show. Oct. 27-Nov. 3. A. Reeves, 366 Madison ave.
Rochester—Auto Show. Nov. 13-20. Edward C. Schoen, 133 East ave.
Syracuse—Auto Show. Nov. 8-13. C. H. Hayes.
NORTH CAROLINA
Charlotte—Food Show & Expo. Nov. 10-20. J. B. Vogler, 1130 Elizabeth ave.
Enfield—Cotton & Peanut Festival. Nov. 1-8. Harvey Walker, Enfield.
NORTH DAKOTA
Fargo—Carnival. Nov. 3. American Legion.
OHIO
Akron—Auto Show. Nov. 6-12.
Cincinnati—National Chrysanthemum Show. Nov. 12-14. H. Ray Murphy.
Cincinnati—Auto Show. Oct. 30-Nov. 6.
Cleveland—Auto Show. Nov. 13-20. Herbert Buckman, 228 Public Auditorium.
Columbus—Auto Show. Oct. 27-Nov. 2. B. L. Broadwell, 1120 Madison ave.
Oxford—Knights of Pythias Fair. Nov. 18-20. A. J. Sloneker.
Toledo—Auto Show. Oct. 27-Nov. 3.
Youngstown—Auto Show. Nov. 1-7.
PENNSYLVANIA
Philadelphia—Auto Show. Nov. 8-13. W. P. Berrien, 400 N. Broad st.
SOUTH CAROLINA
Jefferson—Fall Festival. Nov. 17-20. R. M. Shannon.
TEXAS
College Station—A. & W. Rodeo & Pageant. Nov. 5. A. H. Spitzer.
Kilgore—Celebration. Nov. 11-18. C. O. Ainsworth.
Houston—Last Roundup. Nov. 10. Joe S. Scholibo.
Houston—Shrine Circus (Hamid & Morton). Nov. 3-6. Henry M. Robinson.
Rowena—Armistice Celebration. Nov. 11. F. J. Foklud.
WEST VIRGINIA
Martinsburg—Appie Harvest Festival. Nov. 10-11. J. M. Sellers, 110 W. Burke st.

Coming Events

These dates are for a five-week period.

ALABAMA
Mobile—Veterans of Foreign Wars Celebration. Nov. 6.
ARIZONA
Phoenix—Industrial Expo. Nov. 1-7. C. A. McLeod, 42 N. First st.
ARKANSAS
Morrilton—Harvest Festival. Oct. 28-30. Earl Haynes.
Springdale—American Legion 'Charity Carnival. Oct. 30. A. O. Dierich.
CALIFORNIA
Blythe—Armistice Celebration. Nov. 10-13. Doc Hall.
Anaheim—Halloween Celebration. Oct. 29-30. L. C. Herron.
Fullerton—Armistice Celebration. Nov. 11. Arch Cooke.
Hunting Beach—Fall Festival. Nov. 22-25.
Los Angeles—W. Food Products Expo. Nov. 7-18. S. White, 110 W. 11th st.
Los Angeles—Auto Show. Oct. 30-Nov. 7.
Burt Roberts, 1151 S. Broadway.
Oakland—Pacific National Exhibition. Nov. 24-28. A. Sychr, 326 Easton, Hayward.
Oxnard—Harvest Festival. Oct. 29-30. L. J. Doerner.
Porterville—Armistice Celebration. Nov. 11. R. M. Dunbar, 255 Oak st.
Reedley—Harvest Festival & Armistice Celebration. Nov. 11-13. Mrs. E. W. Broeker.
Tulare—Armistice Celebration. Nov. 11. F. C. Schureman.
COLORADO
Center—Potato Show & Fair. Oct. 29-30. W. D. Sauer.
Denver—Auto Show. Nov. 15-21. Thomas D. Braden, Sweeney Bldg.
CONNECTICUT
Hartford—Auto Show. Nov. 13-20. Arthur Fifoot, Henklein Hotel.
Norwich—Grotto Circus. Oct. 25-31. Frank Wirth.
DISTRICT OF COLUMBIA
Washington—Auto Show. Oct. 30-Nov. 6. R. J. Murphy, Suite 600, Chandler Bldg.
Washington—Food Show. Nov. 8-13. W. B. McBain, 4th & D st.
GEORGIA
Waycross—Slash Pine Forest Festival. Nov. 28-27. J. S. Eldkins.
ILLINOIS
Chicago—Auto Show. Nov. 6-13. H. T. Hollingshead.
Celena—Halloween Celebration. Oct. 29-30. Ray Hirst.
La Salle—Fall Festival. Nov. 12-13. American Legion.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups: American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

WISCONSIN
 Milwaukee—Auto Show. Nov. 17-24. Palmer E. Hanson, Box 814.
 Milwaukee—Marquette Tercentennial Celebration. Nov. 9-11.
 Oconto—Indoor County Fair. Oct. 28-30. Clyde M. Davis.

CANADA
 Toronto, Ont.—Auto Show. Nov. 6-13. J. L. Stewart, 1006 Lumsden Bldg.
 Montreal, Que.—Auto Show. Nov. 20-27. Adelson Levesque, Mount Royal Hotel.
 Toronto, Ont.—Strine Circus. Oct. 25-30. Hamid & Morton.

Dog Shows

These Dates Are for a Five-Week Period

CALIFORNIA
 San Diego—Nov. 6-7. C. S. Beale, 4299 Van Dyke place.

ILLINOIS
 Chicago—Nov. 20-21. A. W. Bow, Box 516, Brook, Mich.
 Peoria—Nov. 16-17. Ward Lewis, 3901 Prospect st.

INDIANA
 Gary—Nov. 27-28. Mrs. M. Comeford.
 Indianapolis—Nov. 18. Miss Frances Ross, 1451 Central ave.

IOWA
 Des Moines—Nov. 13-14. C. E. Gaff, 1318 31st st.

MARYLAND
 Cumberland—Nov. 6. J. W. Kelley.

MASSACHUSETTS
 Boston—Nov. 7. M. J. Donlon, 191 Melvin ave., Swampscot, Mass.
 Boston—Nov. 19-20. Dr. Frank F. Carter, 332 Newbury st.

MICHIGAN
 Detroit—Nov. 7.—F. W. Reynolds, 4052 Vicksburg ave.

MISSISSIPPI
 Clarksdale—Nov. 3-4. F. F. Fleming Jr.

MISSOURI
 Bourbon—Nov. 6. A. J. Lamprecht, 5428 Sutherland ave. St. Louis.
 St. Louis—Nov. 11. Mrs. G. J. Rixner, Webster Groves, Mo.

NEW JERSEY
 Gladstone—Nov. 13. C. B. Leitner, Piermont, N. J.
 Newark—Nov. 14. Lloyd Williams, R. F. D. 3, Plainfield, N. J.

NEW YORK
 Albany—Oct. 30. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
 Brooklyn—Nov. 28. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
 New York—Nov. 11. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
 New York—Nov. 14. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

OHIO
 Cincinnati—Nov. 14. W. R. Van Dyck, 131 Rockland road, Oakmont, Upper Darby, Pa.

PENNSYLVANIA
 Philadelphia—Nov. 27. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

TEXAS
 Dallas—Oct. 27-28. Mrs. R. L. Satterthwaite, Rt. 7, Box 406.
 El Paso—Nov. 6-7. Mrs. C. C. Stevens, 719 N. Florence st.
 Ft. Worth—Oct. 30-31. Herman C. Cox, 5412 Hamilton st.

CANADA
 Toronto, Ont.—Nov. 22-24. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

Frontier Contests

These Dates Are for a Five-Week Period

CALIFORNIA
 Dinuba—Dipuba Rodeo. Nov. 10-11. Oscar Hayes.

ILLINOIS
 Chicago—Rodeo at Stadium. Oct. 14-31.

MASSACHUSETTS
 Boston—Rodeo at Boston Garden. Oct. 27-28. George V. Brown.

1937 FAIR DATES

ALABAMA
 Andalusia—Covington Co. Fair. Oct. 26-30. Thos. F. Littlejohn, mgr.
 Dothan—Houston Co. Fair. Oct. 25-30. L. J. Lunsford.
 Luverne—Greenshaw Co. Fair. Nov. 2-6. Thos. P. Littlejohn, mgr.
 Montgomery—Central Ala. State Fair, Nov. 2-11. Mort L. Bixler.

ARKANSAS
 Davenport—Yell Co. Free Fair Assn. Oct. 27-30. J. E. Chambers, pres.

CALIFORNIA
 Imperial—Imperial Co. Fair. March 5-13. D. V. Stewart.
 Madera—Madera Co. Fair. Oct. 29-31.

FLORIDA
 Bowling Green—Hardee Co. Strawberry Festival. Jan. 10-15. J. A. Albritton, mgr.; E. S. Holman, secy.
 De Funiak Springs—Walton Co. Fair. Nov. 9-11. W. J. Stinson.
 Largo—Pinellas Co. Fair. Jan. 11-15. Like Oak—Sivener Co. Fair. First week in Nov. Louie C. Wadsworth.
 Orlando—Central Florida Expo. Feb. 14-19. Crawford T. Bickford.
 Perry—Taylor Co. Fair Assn. Nov. 1-6. J. E. Powell.
 Tallahassee—West Florida Fair. Nov. 1-6. Joe Frank, pres.
 Tampa—Florida State Fair. Jan. 25-Feb. 5. P. T. Strieder.

GEORGIA
 Athens—Exchange Legion Fair. Nov. 1-6. W. A. (Bill) Hodgson.
 Augusta—American Club Fair. Nov. 1-6. R. L. Sumner, Jr.
 Barnesville—Fair. Week of Oct. 25.
 Cairo—Grady Co. Fair. Nov. 8-13. Angus Edwards.
 Camilla—Mitchell Co. Fair. Oct. 25-30. American Legion.
 Dublin—Laurens Co. Fair. Week of Nov. 1. Charles A. Hodges.
 Elberton—Elberton Fair. Nov. 8-13. I. V. Hulme.
 Elberton—Elbert Co. Colored Fair Assn. Oct. 25-30. Joe Roy Dooley.
 Hawkinsville—Pulaski Co. Fair. Oct. 25-30. Frank E. Dertch.
 Madison—Morgan Co. Fair. Week of Oct. 24. L. W. Baker.
 Ocella—Irwin Co. School Fair. Nov. 1-6. W. A. Sutton Jr.
 Quitman—Brooks Co. Fair, Amer. Legion. Nov. 1-6. B. A. Terrell.
 Savannah—Georgia-Carolina Fair, Amer. Legion. Nov. 8-13. Chas. Schweitzer.
 Summerville—Chattooga Co. Fair. Oct. 28-30. O. J. Espy.
 Swainsboro—Emanuel Co. Fair. Nov. 1-6. R. E. Rountree.
 Valdosta—Lowndes Co. Fair. Oct. 25-30. H. K. Wilkinson.
 Wrightsville—Johnson Co. Fair. Nov. 2-6. American Legion.

ILLINOIS
 Chicago—Intern'l Live-Stock Expo. Nov. 27-Dec. 4. E. H. Heide, Union Stock Yards, Chicago.

IOWA
 Ackley—Four-County Fair. Nov. 22-25. Martin J. Ryken.

KANSAS
 Buhler—Buhler Community Fair. Oct. 28-30. J. A. Johnson.
 Wichita—Kansas Nat'l Live-Stock Show Assn. Nov. 8-12. Dan C. Smith.

LOUISIANA
 Baton Rouge—La. Live-Stock Show & East Baton Rouge Parish Fair. Nov. 11-14.
 Haynesville—Colored Community Free Fair. Nov. 1-6. Lee Hafter.
 Jennings—Jeff Davis Parish Fair Assn. Oct. 28-31. A. T. Maund.
 Lafayette—S. W. La. Mid-Winter Fair. Jan. 21-23. Sidney J. Bowles.

Lutcher—St. James Parish Fair. Nov. 13-14. E. J. Rouseel.
 New Orleans—La. Live-Stock Show. Nov. 16-20. E. B. Jones.
 St. Francisville—W. Feliciana Parish Negro Fair. Oct. 29-30. J. E. Ringgold.
 Svirapour—State Fair of La. Oct. 23-Nov. 1. W. R. Hirsch.
 Sulphur—Calcasieu-Cameron Fair. Oct. 25-30. Dr. A. H. Lafarge.

MISSISSIPPI
 Hattiesburg—Forrest Co. Fair Assn. Oct. 25-30. Fred Wilson, Petal, Miss.
 Meridian—Franklin Co. Fair Assn. Nov. 1-6. Mrs. Bly Souleret.
 Petal—Forrest Co. Fair Assn., Week of Oct. 25. Fred P. Wilson.
 Waynesboro—Wayne Co. Fair. Oct. 25-29. T. L. Johnson.

NORTH CAROLINA
 Carthage—Moore Co. Agrl. Fair. Oct. 25-30. Paul H. Waddill.
 Clinton—Sampson Co. Fair. Oct. 26-30. Norman Y. Chambliss, mgr., Greensboro.
 Henderson—Vance Co. Colored Fair Assn. Oct. 25-30. Robbe E. W. Odum.
 Laurinburg—Sand Fair of Scotland Co. Oct. 26-30. Mrs. R. M. McLeod.
 Statesville—Iredell Co. Fair. Oct. 25-30. O. W. Cracraft, mgr.
 Warsaw—Duplin Co. Agrl. Fair Assn. Nov. 8-13. R. D. Johnson.
 Washington—Beaufort Co. Fair Assn. Oct. 25-30. F. T. McDevett.
 Woodland—Roanoke-Chowan Fair. Oct. 25-30. T. R. Walker, Littleton, N. C.

OHIO
 Columbus Grove—Fulton-Allen Fair. Dec. 28-31. T. M. Teegardin.

OKLAHOMA
 Enid—Garfield Co. Free Fair Assn. Oct. 25-29. J. B. Hurst.

SOUTH CAROLINA
 Anderson—Anderson Fair. Nov. 1-6. J. A. Mitchell.
 Anderson—Anderson Colored Fair. Nov. 10-13. J. A. Gresham.
 Bennettsville—Marlboro Co. Fair Assn. Week of Oct. 25. E. W. Odum.
 Bowman—Bowman Fair Assn. Nov. 22-27. B. C. Friday.
 Brunson—Hampton Co. Fair Assn. Week of Nov. 22. W. F. Rogarth.
 Charleston—Charleston Agrl. & Indust. Fair. Nov. 7. Emmons S. Welch.
 Chester—Chester Co. Colored Fair. Week of Oct. 25. S. L. Finley.
 Florence—Pee Dee Fair. Oct. 26-30. E. D. Sallenger.
 Greenville—Greenville Co. Fair. Oct. 25-30. C. A. Herlong, Greer, S. C.
 Greenwood—Greenwood Fair. Nov. 8-13. A. T. Pinson.
 Laurens—Laurens Co. Fair. Lions Club. Oct. 25-30. Harry E. Grandel.
 Loris—Loris Fair Assn. Oct. 26-30. J. H. Yon.
 Newberry—Newberry Co. Fair. Nov. 8-13. J. F. Moon.
 Orangeburg—Orangeburg Co. Fair. Oct. 26-30. J. M. Hughes.
 Owings—Mt. Carmel Stock Show. Nov. 10-13. A. N. Saxon.
 St. George—Dorchester Colored Fair Assn. Nov. 1-6. L. E. Brown.
 Waterbury—Cotton Co. Fair Assn. Nov. 1-6. E. E. Jones.

TENNESSEE
 Athens—Twins Co. Fair. Oct. 25-30.

TEXAS
 Beaumont—South Texas State Fair. Nov. 4-14. L. E. Herring Jr.
 Dallas—Greater Texas and Pan-American Expo. June 12-Oct. 31. Frank McNeny, dir.-gen.
 Ft. Worth—Southwestern Expo. & Fat Stock Show. March 11-20. John B. Davis.

Gonzales—Gonzales Co. Fair. Oct. 26-30. C. C. Williams.
 Harlingen—Lower Rio Grande Valley Mid-Winter Fair. Nov. 23-28. Sidney Kring.
 Orange—Orange Co. Fair Assn. Oct. 26-30. Silsbee—Hardin Co. Fair. Oct. 26-30. J. F. Weatherly.

CANADA
 Amherst, N. S.—Winter Fair. Nov. 6-11. A. W. MacKenzie, Truro, N. S.
 Cape Breton—Winter Fair. Nov. 30-Dec. 2.
 Ottawa, Ont.—Winter Fair. Nov. 9-12.
 Toronto, Ont.—Royal Winter Fair. Nov. 16-24. J. L. Stewart.

MIDWAY CONFAB

(Continued from page 50)
 listeners as "Boss Jim" was emcee and presented virtually every member of the Hennies Ten-in-One, plus ride men, concessioners and others associated with the show. Programs were handled by remote control from WREC, Memphis.

WAS ON a show lot recently and the general agent was telling how hard it was to open a certain town and how many years he had tried to and finally succeeded. He had hardly finished giving the information when one of the concession bosses opened up with something to the effect that he would heat it up plenty when he arrived there. Now ain't that a nice way to talk about a town that had been closed to carnivals for a number of years simply because some of the concessions that operated there last time were not just what they should be.—Red Onion.

RODNEY N. KRAIL letters from Washington, Ia.: "During past season J. W. (Patty) Conklin treated me fine and I like him very much. He is a pusher and will give credit and appreciation for work well done. However, lack of this is a failing in some quarters. Hope to attend the convention in Chicago. Think we are entitled to some of those cracked crabs that used to be had in the restaurant under the sidewalk on State street at the Loop. Lots of people boost the big shots, but I think the little fellow needs some boosting, too."

JERRY GARDNER, concessioner in "way back Maine," thru Howard Stanley, writing from Old Orchard Beach, broadcast a message thru *The Billboard* to Pete Benway. Not knowing Jerry's present address, Pete Benway asks *The Billboard* to communicate to Gardner that Benway will be with him this winter. Benway has had a fine season with the Goodman Wonder Show. When the overcoat is in vogue in the North Benway will be "shirt-sleeving it" with Gardner on the same inviting ground in the far south, Florida.—BEVERLY WHITE.

TOM F. O'CONNELL, press agent Rubin & Cherry Exposition, lettered from Atlanta: "Story of show's engagement at Knoxville, Tenn., was partially taken from data furnished by me to a local newspaper man, but there is an error in the statement that Chef Eddie Singer is a son-in-law of the Rubin Grubergs. Singer is the son-in-law of Jake Gruberg, who operates the cook-house on the R. & C. midway, while the son-in-law of Mr. and Mrs. Rubin Gruberg is the eminent heart specialist of Philadelphia, Dr. Alexander Margolies, who is connected with the staff of the University of Pennsylvania."

THE WINTER QUARTERS which the Conklin Shows purchased at Brantford, Ont., consist of five acres of land, a three-story main building 75 by 170 feet, with 16-foot ceilings, and another building, 60 by 60 feet, adjacent to the main building. On October 15 work was started on two steel buildings, 32 by 250 feet, under which will run double tracks to house the show's all-steel train. The new buildings will be 22 feet in height for railway car clearance and will comply with all railway regulations. The train now stands on 1,700 feet of track, the laying of which was completed October 16.

P. W. SPARKS letters from Amityville, L. I., N. Y.: "After a two months' tour of all the honky-tonky towns in Michigan and repeat billing of five weeks' time in Milwaukee, where we went on a lot next to the one Sheesley was moving off, but Rubin & Cherry finally played a good spot, Ionia, Mich. Then closed my carnival season in Buffalo and went back to New York and the animal importers. Pending my departure for the Tropics for the seasonal collection of animals, am working for Frank Buck. Have charge of some 15 assorted primates and am specializing in training three chimps."

IRVING UDOWITZ, concessioner, letters from Baton Rouge, La.: "Mrs. Dolly Udowitz returned home from the hos-

pital and is doing very nicely but still under the doctor's care. She has not been on the road since August 9 and is home in Brooklyn, N. Y. As for myself, am feeling fine after those two years of illness. Been with Gruberg's World's Exposition and had eight good stands all season. When the show moved from Syracuse, N. Y., to Lebanon, Tenn., my driver and truck got lost and after 11 days I located him in Bristol, Tenn. This caused us to lose the Lebanon date after traveling 2,100 miles. Ain't that something, all those miles to be with Max Gruberg and then play to some bad business?"

WHEN ONE travels these days and sees the beautifully decorated and flashy exteriors of many of the modern railroad trains he is bound to ask himself why are not show trains decorated to outflash some of the modern railroad trains. Just as an example, the crack trains of the Baltimore & Ohio that ply between New York and Washington, D. C. Then again compare the highly decorated commercial trucks seen on the highways with some of the show trucks and wagons. Many of the latter need to be flashed up. All show cars should be flashed up and lettered on both sides, not as some of them are. Royal American and Beckmann & Cerety Shows have trains decorated so that they attract the public, railroad officials and railroad workers as well.

JOHN HORNBACK lettered from Farrell, Pa.: "Was with Cetlin & Wilson Shows two years but been off the road this season working in a steel mill in Youngstown, O., but visited plenty of shows. Saw Cetlin & Wilson at Bedford and Ebensberg, Pa., fairs; Bantley's All-American, Rubin & Cherry and Hagenbeck-Wallace Circus at New Castle, Pa.; Dodson's World's Fair at Warren, O.; Tom Mix Circus at Youngstown; Wallace Bros.' Circus at Sharon, Pa., and Arena Shows at Wheatland, Pa. A. W. Gooding's rides played Farrell, Pa., Fourth of July week and had good business. They were located two blocks from the fire house, which is right in town. Planning to return to the road in 1938."

JACK AND RENEE ROBERTS letter from Kittanning, Pa.: "Greetings and congratulations to Red Onion from two who think he compiles a highly interesting and philosophical selection of tidbits. We never miss reading Midway Confab. Since leaving Rubin & Cherry in New Castle, Pa., have been playing night clubs and now in fifth week of that work. Recently visited our old friend "Smiling" Jimmie Strates and his friendly organization. The show is well staffed with clean-looking affable crew of working people. He displays good business acumen in the selection of his officials and help. There is a surprising number of carnival people in Pittsburgh area who have jobs for the winter instead of loafing in quarters. We have four weeks' work in Ohio and will then go south."

JAMES EDWARD McALLISTER lettered from Vancouver, B. C.: "Been reading *The Billboard* for past six years and have enjoyed very much the articles therein pertaining to show business in general. Was formerly connected with the arts departments of Pantages and BEO theater circuits until they stopped playing vaudeville, at which time they cut their staffs. Have worked some for small theaters since and then for two years until 1936 I worked for a veterinarian here. Last year toured in the various provinces and visited Royal American Shows. Rubin & Cherry Exposition at Canadian National Exhibition, Toronto; Conklin Shows and the Cooper Bros.' Circus, which played one-day stands. Vancouver lost a real showman in Speedy Garrett, formerly of the Conklin & Garrett Enterprises, who, I understand, founded the Garrett Shows until Patty Conklin came along. Since 1932 the Conklin Shows have not played their home province of British Columbia. One of the reasons for this letter is to find out what is meant by plant, grind, geek and pit shows, as next year I will make my debut as a side-show operator. Plan to take it out with Royal Canadian Shows, of which W. Baddely is owner and manager. Speaking of shows, a new record was hung up in Vancouver during the Canadian Pacific Exhibition, as the officials of the exhibition and police reported as having no complaints whatsoever regarding the concessions. Midway was furnished by W. C. (Spike) Huggins, of the West Coast Shows. Patronage was double that of last year's attendance. Huggins has a midway he might be proud to call his own."

NOTE: Will those who operate plant, grind, geek and pit shows be so kind as to enlighten this man as to their origin and titles?

ALMOST NEW - THREE LATEST MODEL World Series, \$185.00. Also fine Turf Champs, \$49.50. 25% deposit. Write for complete, used list. Operators bargain headquarters since 1927. MARKEPP, Cleveland, O.

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AT LIBERTY NOVEMBER 1 - THREE-PIECE Combo. Trumpet, Drums, Piano. A-1 Musicians who can produce. Young, sober, reliable. Augment if desired. Non-union but will join. Prefer location East or South. Job must pay. Season must last. State all, including salary, first letter. Address LOWELL GUERIN, Hotel Bardwell, Rutland, Vt. no6

AT LIBERTY OCTOBER 30 - FIVE-PIECE CLUB Band. Trumpet, Trombone, Sax doubling Tenor, Alto and Clarinet, Piano and Drums. Plenty experience playing floor shows. Two Singers. Must be union and pay off. Write or wire, stating all in first letter. DALLAS Five, care Riverview Nite Club, La Crosse, Wis. no6

OPEN FOR ENGAGEMENTS - A FINE 11-PIECE Union Band out of one of the finest night clubs in state. Young men, all versatile, can swing anything. State in library and equipping anything. Write BOX C-364, Billboard, Cincinnati, O. no6

SIX-PIECE BAND - FREE FOR LOCATION immediately. Well organized, union, young and reliable. Every man doubles and we will really play your floor shows, club or hotel. Smooth, sweet, swing, up-to-date library and special arrangements. Recently completed club engagement. Go anywhere. Wire or write stating all to BILLY PETRIE, Box 604, Woodville, N. H. no6

BUDDY GUMMINS and His Orchestra - Now open for engagements. Very successful engagement at the Green Room of Hotel Crystal, Brooklyn, N. Y. Leader also acts as M. C., and plays drums. Also features clarinet playing by Alno Fields. Plenty of doubles by all members. Reliable offers invited. Write MANAGER, P. O. Box 28, Times Plaza Sta., Brooklyn, N. Y. no6

AT LIBERTY - For Florida Engagements, location or travel. Five-Piece String Duo, versatile. Sax, Trumpet, Bass, Drums. Address LARRY'S STROLDERS, Box 11, Houghton Lake, Mich. no13

KHAKI SIDEWALL - 8 FT. HIGH, 9.93 OZ., hand roped, used five days Kiwanis Festival. Sell for \$30.00 for 100 ft. Long. KERR CO., 1954 Grand, Chicago. no30

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. no30x

2,000 FEET WHITE SIDEWALL, FULL EIGHT Ounce, 7 ft. high, \$22.00; 8 ft. high, \$25.00 per 100 ft. long. Good as new. KERR CO., 1954 Grand, Chicago. no30

THEATRICAL PRINTING

NEARGRAVURE - 125 LETTERHEADS, \$1.00 (Emboss \$1.49). Thousand 4x9 Dodgers, \$1.50. 50 5 1/2x28" Bumpers, \$2.65. Postpaid. SOLLIDAYS, Since 1897, Knox, Ind. no13

STILL YOUR BEST ADVERTISING BUY - OUR 14x22 Non-bending, Multi-Colored Window Cards for all occasions, \$3.00 per 100. TRIBUNE PRESS, Fowler, Ind. no13

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Pa. no13

200 HALF SHEETS, \$6.50; 200 6-PLY 14x22 Cards, \$6.00, covers prices on all show printing. CURTISS, Continental, O. Since 1905. no13

200 (14x22) 6-PLY ONE-COLOR WINDOW Cards, \$6.00; Two Color, \$8.00. Date changes, 25c each. "DOC" ANGEL, Ex-Trouper, Leavittsburg, O. no13

300 NOTE SHEETS, 150 ENVELOPES - All neatly printed with your name and address, \$1.00 postpaid. LAMBERT BROTHERS, St. Petersburg, Fla. x

FAST SEVEN-PIECE DANCE BAND - Clean Out State, Full sweet Ensemble and "no" place. All essentials. A thorough, definitely commercial unit. Really work your floor shows, club, cafe or small hotel. BOX C-356, Billboard, Cincinnati, O. no30

GEORGE NODZO and his New Yorkers, A Nine-Piece Orchestra at liberty and open for steady engagements. Band is young, union and uniformed. Play modern and swing. Prefer Florida or the East. State all in first letter. Will cut band to 5 or 6 piece if desired. Write GEORGE NODZO, 88 St. James St., Kingston, N. Y. no30

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY - TWO LADY DROME RIDERS. Both do Tricks and Fancy Riding. Blinfield Act, Race for Life, etc. Write or wire. MISS CLARA MILLICAN, 236 8th St., Raymond, Wash. no30

AT LIBERTY NOV. 10 - Punch and Magic. Side show museum, department store, etc. PEN BERNARD, care Ringling-Barnum & Bailey Shows, Side Show Dept., as per route. no30

AT LIBERTY - Horse, Pony and Domestic Animal Trainer. Must have full and complete charge of stock and a Good Dog Boy and Pony Punk. Railroad fare to show and good hotel board and lodging. Ask salary every week. Have had 30 years' experience as ring man and trainer. My salary your limit. I stick as long as pay comes. State salary and full particulars in first letter. Address FRANK B. BRUSO, Trainer, care Miller Bros' Show, 1826 N. Kansas Ave., Springfield, Mo. no30

AT LIBERTY NOV - Chief Sugar Brown and his Tribe of Otoo Indians from Oklahoma. Nine in family, seven of which perform with beautiful, flashy costumes. Can do different kinds of Indian dances. Band and arrow act. Fancy rope spinning. Open for good, reliable shows for winter, such as fairs, indoor circuses. Wonderful educational act for schools and churches. Write shows. Write for drawing card for shows and museum. CHIEF SUGAR BROWN, care Billboard, Cincinnati, O. no30

AT LIBERTY - Guess Your Weight Agent. I also guess your age. Good appearance, age 38. Can join on wife. HERMAN, 5307 N. Wayne Ave., Chicago. no30

AT LIBERTY COLORED PEOPLE

SWINGING FIVE-PIECE COLORED BAND - Three girls and two boys in floor show, ten people in all. Book separate or as unit. JIMMIE DINWIDDIE, Mgr., 3808 Finney, St. Louis, Mo. no30

THE OLD STAR BAND - Organized over fifty years. A colored aggregation of 14 piece band. fairs, picnics, hotels and suitable for any occasion. Have been playing fairs in Southeastern and other parts of Kentucky for over 12 years. Write for program. No place for writing card for shows and museum. CHIEF SUGAR BROWN, care Billboard, Cincinnati, O. no30

AT LIBERTY DRAMATIC ARTISTS

DRAMATIC ACTRESS - Ten years' Stock and Repertoire experience. Will accept Stock location or Traveling Rep Show for leads. Young, good looking, brunette, 6 ft. 5 in.; weighs 123 lbs. Also double Orchestra. For LVIA. Join on wire at transportation. Prefer West or South. Chicago agents write. ELLER WALKER, Old Star Band, Bardstovon, Ky. no20

**AT LIBERTY
MAGICIANS**

FEATURE MENTAL ACT—Mindreading, Crystal Magic. Theaters, night club, hotel attraction. Original presentation. Private readings. Salary for act, percentage on readings. **PRINCE YOSE**, The Billboard, Cincinnati, O.

PRINCE ELMER—Crystal Gazing. Six acts, small Magic. Work in acts. Private readings. Night clubs, hotel or vaudeville. State salary. 2811 State Trail, Portsmouth, O.

**AT LIBERTY
MISCELLANEOUS**

AT LIBERTY—Novelty Act. Can grunt like a pig and hum a song together at one time. Over 21 years of age; height, 5 ft. 5 1/2 in.; weight 119 lbs. An honest, refined, ambitious, neat appearance, agreeable. Have brown hair and eyes, am not a flirt, do not smoke or drink. Desires steady position humming-grunting parts of songs with a farm type of song, then sing it later. Only reliable offers considered, as am working steady at the present time. Also wish to learn dramatic parts. **MISS LAURA ENGEL**, 4004 W. Main St., R. 9, Kalamazoo, Mich.

MAN—Versatile, forty years old. Experienced Bingo Operator. Can manage same if desired. Banjoist, reading at night. Blackface or anything for medicine. Characters or heavies for dramatic. No wardrobe save cowboy and business. Some wigs and make-up. Sober, reliable. Join real trouper. Ticket needed. **HOVREY**, 126 William St., Onondaga, N. Y.

PALMIST—Tea Leaf and Sand Reader. Lady of neat appearance would like work in New York or vicinity. Excellent references. Experienced high type clientele. **BOX 815**, care Billboard, 1564 Broadway, New York.

**AT LIBERTY
M. P. OPERATORS**

PROJECTIONIST—Licensed. Ten years' experience. Handle any equipment. Read, fake, sober, reliable, married. Now employed. Need three-day notice. Excellent references, anywhere. **BOX 203**, Gladwin, Mich.

SLOW MOTION MOVING PICTURE CAMERA—man with high-speed camera and regular movie outfit, now available for every line for high-grade cinema work. First-class Graflex man. Travel anywhere. **HOFBAUER**, summer residence, Otis, Mass.

**AT LIBERTY
MUSICIANS**

ALTO SAX DOUBLING
Clarinet. Can also arrange. **D. R. BELASCO**, Hotel Goshen, Goshen, Ind.

AT LIBERTY—**STRING, BASS, SOUSAPHONE**. Young, neat, reliable. Read, fake, sober, will satisfy. Panics lay off. Non-union. Write or wire. **RAY HANNEMANN**, Harvey, N. D. no6

DRUMMER—**EXPERIENCED, SWING, SWEET**, union, 23, sober, reliable. Location. Must be steady with pearl flash equipment. **JIMMY DEZSO**, 120 E. Tutt St., South Bend, Ind. no30

DRUMMER—**AGE 23, SINGLE, UNION, READ**, swing, take-off. Crooved tempos. **BUDDY STEVENS**, Durango, Colo. no6

DRUMMER-VIBRAPHONIST—**FORMERLY** Florida Hotels, RKO Shows, Broadcast. Union, thirty-five, neat, dependable. Steady engagement anywhere. **MUSICIAN**, 307 Glenlake, Toronto, Ont., Can. no6

ENTERTAINER AND MUSICIAN AT LIBERTY—Banjo, Sax, Electric Hawaiian Guitar. Do Vocal Solos or Harmony Parts. At liberty November 10. **GUS GAGEL**, General Delivery, Redding, Calif. no6

FORMER LUM AND ABNER'S BAND—UNION, 5500 Pearl Outfit. Stage, radio, pit, dance, club, band experience. Do specialty. Single, anywhere. **WALTER TRITCHLER**, Virginia, Minn. no6

GUITARIST—DOUBLING TRUMPET, VIOLIN. Write, wire **JIM DOUGHERTY**, 31 N. Division St., Auburn, N. Y. no6

RECORDING BASS—COMPETENT AND EXPERIENCED in all lines. Consider anything. Troupe or location. **HARRY C. FELTON**, 4248 Madison St., Gary, Ind.

SPECIALTY PIANO ACCORDIONIST—RADIO. Stage, Modern, Hillbilly, Orchestra or Solo. Union, white, clean. **JOSEPH MOWFREY**, care Mr. Frank Storey, 408 Woodward St., Reading, Pa.

STRING BASS MAN—24 YEARS OLD, READ, fake. Eight years' experience. Like to change. Must give notice. **JOHN KNOCNER**, 135 Franklin Ave., Oshkosh, Wis.

STRING BASS DOUBLING SOUSAPHONE—Tenor Sax doubling Clarinet and Trumpet; Trumpet doubling some Voice. Read, fake, modern take-off. Tenor man can read 1st Alto parts. Union, young, sober, reliable. Location only, with sure salary. South preferred. Last minute organizers lay off. Half transportation if far. **EMMETT LASHER**, 1219 12th St., Tell City, Ind.

TENOR SAX-CLARINET—READ, FAKE, SWING out. Prefer swing band. Cafe or club. Write or wire **ORVILLE REINOEHL** Worland, Wyo. no30

TRUMPET—UNION, NEAT, RELIABLE, CAN also arrange. Age 23. Available November 1. Prefer West or Southwest. **A. M. KLEVE**, 2723 Montana Ave., Cincinnati, O. no6

Show Family Album



JONES & CRANE'S Virginia Company as it appeared at Glasgow, Ky., December 15, 1914, when one-nighters were at their height. Left to right: Henry Pearson, Mrs. Lou Gordon, James McBride, Roy Foster, Mrs. Josephine Randall, Sam Mitchell, Decima Ingram, Ethan Allen and Francis Ingram. To the right is the house manager, whose name is unknown. Two local boys are seen to the left and right of Ingram.

Mr. and Mrs. Ingram later operated their own show in Iowa in 1925. McBride was ahead of Dubinsky Bros.' Tent Show. Since 1914 Allen has appeared with a number of stock companies and tent shows, including Gordonier Bros.' Show, Walter Savage Players, Bobby Warren's Comedians, the Copeland Bros., Jimmie Hull and Harley Sadler Shows. He is at present appearing with "The Drunkard" company at the Pan-American Exposition, Dallas.

Jones & Crane had out several shows from 1910 to 1915. Both are now dead. Jones died in Chicago and Vick Crane was one of the first American soldiers killed in France.

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.

TRUMPET PLAYER—WANTS LOCATION in South. Play fifece shows. Union. Write or wire. **R. W. TURKINGTON**, 8028 Jeffrey Ave., Chicago, Ill.

VIOLINIST DOUBLING STRING BASS—WRITE or wire. **BOX C-334**, Billboard, Cincinnati, O.

AT LIBERTY NOVEMBER 5—String Bass. Union, fast, single. Age 26. Read, radio. **RKO for 6 years**. Prefer Southwest. Have ticket. **DURCH GILL**, General Delivery, Leadville, Colo. no30

AT LIBERTY—Sousaphone, 20 years' experience. Consider any reliable offer after Oct. 25. South Boston, Va., week of 18th; Orangeburg, S. C., week of the 25th. **OHP EYESTONE**, care Smith's Band.

BARITONE SAX—Union. Swing or sweet as corn, or what have you. Other musicians also. **SKELDER**, 411 Wash. Ave., Albany, N. Y. no30

DIRECTOR—Band and Orchestra. Consider location, lodge, Scout, municipal or professional organization. Qualified teacher Brass and Strings. 18 years director theatres and road units. Violinist, union. Prefer South. **MUSICIAN**, 726 E. Elm, Springfield, Mo.

DRUMMER—Available at once. Have a good set and know how to use it. Young, 12 years' experience and plenty of good references. State all in form. Write or wire. **DRUMMER**, 614 S. Brandon St., Marion, Ind.

DRUMMER—Young, modern, union. Plenty experience dance, theater, night club. Read, fake anything. Cut floor shows. Sing some. Complete outfit. Like connection with small established band. Prefer location. Must be reliable. **DRUMMER**, General Delivery, Belleville, Ill.

GUITARIST—Age 22, young, neat, sober and reliable. Experienced in night clubs and halls. Read or fake. Would like position in good Scandinavian or Hillbilly Band or Show. Can do some vocal. Will travel anywhere. Please do not misrepresent, just got stung. All letters answered, do not write. **RUSS KROGER**, 713 7th Ave., S. E., Minneapolis, Minn.

LADY TRUMPET PLAYER—A-1 experience, to open November 1. Location only. Write **LOTTA MAY KEAFAUER**, Waynesville, O.

ORCHESTRA LEADER and Pianist for Dance Band or Rep and Vaudeville Show. Have up-to-date swing and sweet library. Good looking, neat and prefer men bands. Best references from various night clubs and bands here. Prefer Western territory. Have union card. Join on wire and transportation. **"HELEN ON THE KEYS"**, care Billboard, 1564 Broadway, New York.

STRING BASS—Union, sober, reliable, single. Read, fake, showmanship. Swing, ride and commercial bass. Orchestra and combination experience. Prefer location. Nice appearance. References on request. New thousand dollar bass. Hams and panics seem. Job must pay. Write on wire. **DEAN BLOWN**, 1120 24th St., Des Moines, Ia.

TROMBONE—Read, fake, tone. Experienced, neat appearance and good personality. No panics, please. Arrange some. State all. Salary. **"DUSTY" RHODES**, 808 Jones St., Hollidaysburg, Pa.

TRAP DRUMMER—Experienced all lines. Age 44. Address **C. L. WARD**, 6038 Lake Park Ave., Chicago, Ill.

**AT LIBERTY
PARKS AND FAIRS**

BALLOON ASCENSIONS—For Southern Parks, Fairs and Celebrations. Write to **JACKSONVILLE BALLOON CO.**, Jacksonville, Ill. no30

BALLOONISTS AND AIR—plane Parachute Jumpers. One unit in South-east. Contact **THOMPSON BROS. BALLOON & PARACHUTE CO.**, Aurora, Ill. Established 1903. no20

"DIVE OF DEATH"—THE World's Greatest Thrill Act. Booking 1937-1938 dates now. Write **CLARENCE A. MCCONNEY, INC.**, 60 Washington St., Salem, Mass. de25

"TUMBLING ATWOODS"—Bozo, Raggedy Ann featuring Falling House. Billboard, Cincinnati. no30

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. **ROSCOE ARMSTRONG**, Montezuma, Ind. no30

CARMENE'S CIRCUS REVUE—5 COMPLETE and distinct free attractions. Price and literature on request. P. O. Box 21, Williams-ton, Mich. no6

HIGH AERIAL ACT FOR OUTDOOR EVENTS. Appearance guaranteed. **BOX C-223**, Billboard, Cincinnati. no30

THE SENSATIONAL WOLTERS TRIO—AMERICA'S undisputed champion Novelty Balancers and Comedy Acrobats. Three distinct acts—Two men, one lady. A real feature troupe for your program. Open for fairs, hotels, celebrations. Write, wire. Address Billboard, Chicago, Ill. no27

CHARLES LA CROIX (In Person)—Original, Outstanding Novelty Trapeze Act. A high class feature act. Available for indoor circus engagements, bazaars, etc. Very attractive equipment, etc. Special large advertising posters free. Price for act reasonable. Address **CHARLES LA CROIX**, 602 Calhoun St., care DRIER DRUG Co., Ft. Wayne, Ind.

VAUTELLE'S CIRCUS—Dogs, Cats, Monkeys. Two distinct acts. Open for any kind of show. Remember nothing pleases better than good animal acts. Address, Gastonia, N. C.

**AT LIBERTY
PIANO PLAYERS**

CARL WHYTE, PIANIST—REP. UNIT, CAFE Etc. Address 136 Cedar Lake Road, Minneapolis, Minn.

PIANIST—READ, FAKE, ETC. ALL ESSEN- tials. Reliable, union. **BOX C-357**, care Billboard, Cincinnati, O.

AT LIBERTY—A-1 Pianist. Night club, dance, tab, radio. Transposi. fake. **AL STONE**, General Delivery, North Little Rock, Ark.

PIANO PLAYER—Good reader, introductions. Can arrange, excellent rhythm. Dependable, sober, two years' experience. Must be in Northwest. Write or wire **CHET HICKLE**, Sauger, N. D.

PIANIST—Modern style. Plenty ride and rhythm. Young, reliable. Join immediately. **PIANO MAN**, 212 Finley Ave., Montgomery, Ala.

YOUNG MAN PIANIST—Union, fully experienced classic, swing, orchestra, soloist, accompanist. Toured U. S. pianist for the best. Give details, salary. **RAYMOND DEAPSDY**, Frankfort, N. Y. no6

**AT LIBERTY
SINGERS**

ESTRELLITA LUCAS—Latin-American Singer. Long, successful summer engagements at Grand Beach, Mich. Desires hard club work. Go anywhere. Reply 432 Surf, Chicago. Phone Buck 4648. no6

SINGER—Good voice, personality. Open for orchestras, hotels, vaude. **BOX 820**, care Billboard, 1564 Broadway, New York.

**AT LIBERTY
VAUDEVILLE ARTISTS**

AT LIBERTY—**TEAM, MAN, BLACK AND** Straight. Woman, Straights, Double Specialties. **KAY & EDWARDS**, R. D. 1, St. Paul, N. C.

CRACK BARREL MANIPULATOR—CLUBS. Foot juggling Act for theatre, night clubs and hotel. **JACK SMITH**, 277 Barder E. Akron, Ohio.

FLO IRWIN'S DOG, PONY, BIRD AND CAT ACT at liberty for indoor and Christmas celebrations. **FLO IRWIN**, Box 1106, Harrisburg, Pa.

AT LIBERTY—Straight Man. Age 29. Guitar Specialties. Hillbilly Singer, Rep or Med. Sober and reliable. Salary your top. **IRLAND CLOUSE**, Nardin, Okla. no30

AT LIBERTY—Single or joint engagement for Med. or Vaude. Female Impertator, Female Straights or Characters in Acts Specialties, double Piano. E. F. Comedian, singles and doubles. Have car. **JACK JEWELL**, Vine St., Columbia, O.

CAVERT'S SOCIETY PUPPETS—(Punch & Judy). The Biggest Little Show in the business. Presenting up-to-date novel ideas. Everything new and elaborate. A complete entertainment in itself, for theatres, schools, parties, schools, etc. Also adaptable to any special advertising campaign. **CAIVERT**, 226 W. 60th St., New York. no6

PAMAHASIKA'S Dog, Pony, Monkey and Famous Bird Circus. Forty beautiful performing Birds and Animals. For particulars see or write **GEO. B. ROBERTS**, Mr., Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa.

JACQUES AND LAVERNE Young, versatile colored Team, Brother and Sister, doing fast flash. Rhythm and Acrobatic Tap Dances, Spanish Comedy and other dances. This team has had experience, has personality and looks also. Strollers, Singing, Harmonica, Accordion and Guitar together between shows in night clubs. Play Piano also. Has beautiful wardrobe. Permanent address, **JESSE M. BARRON**, 5926 South Parkway, Chicago, Ill. Phone: Englewood 7451.

ATLANTA REGISTERS

(Continued from page 44)

tractions, resulting in a "blanket coverage" of the State with this publicity.

An eight-day pre-fair radio series over WAGA and WSB, during which officials of departments told listeners of plans for the fair, interspersed with music and other entertainment, also was credited with great drawing power by President Benton.

Centennial celebration was combined with regular live-stock, home arts, poultry and commercial exhibits thru a special nightly fireworks display in which historical events were depicted in animated pyrotechnics, official visits by the governor, mayor and leading State educators, and the "birthday party" motif in many civic and educational exhibits.

Football Is Opposition

Attendance by days: Thursday, October 7, 49,850; Friday, City School Day, 91,225; Saturday, Georgia Press Day, 73,280; Sunday, Auto Race Day, 11,560; Monday, Atlanta Day, 58,750; Tuesday, Governor's Day, 84,640; Wednesday, 4-H Club and Farmers' Day (auto races rained out), 84,640; Thursday, Pioneers' Day, 60,460; Friday, County School Day, 97,325.

On closing day, featured by auto races and A Century of Progress motif, 74,621 attended, despite unseasonably cold weather. Gus Schrader retained his American dirt track championship by defeating Emory Collins in the 10-mile feature race. About 4,000 saw the races from the grand stand, at admission of 50 cents, while another 7,000 viewed them from hills adjoining the mile track. Closing-day attendance was slightly under expectations, Georgia Tech-Duke football game on the other side of town drawing 26,000 fans.

Reap, Mary
Bevan, Jean
Robertson, Mrs. C. W.

Smith, Dalma
Smith, M. A.
Wolf, Mrs. T.

Keene (Menrod),
Princess & Willie
Bell, C. H.

Princess & Willie
Bell, C. H.
Brown, Jimmie

Braver, Bill
Cantip, Walter
Stuart, E. G.

terests in the theatrical and outdoor
show world. He may, thru the news
columns, help to locate someone who
knows about this man.

Hartmann's
Broadcast

FULLY aware of the generosity of
showfolk in aiding worthy causes
both in and out of the amusement pro-
fession, we were taken by surprise last
week when our attention was directed
to a case in the South where the help-



A. C. HARTMANN

man, claiming to represent a group
of show people, with a promise to pay
the hospital \$20 for one week's ward
service but leaving without fulfilling
it.

This information was contained in a
letter from Dr. G. F. Hagood, secretary-
treasurer of Marietta Hospital, to
Vaughn Richardson, a showman of In-
dianapolis. It is apparent that Dr. Ha-

good wrote Richardson because of the
claim that Hayes was at one time
owner of the Showboat night club in
Indianapolis. The doctor wanted to see
if Richardson could furnish any infor-
mation in regard to Hayes' finances or
give the name of someone who would
send two weeks' hospitalization.

Richardson advised Dr. Hagood that
Hayes, to his knowledge, was never
connected in any way with the Showboat
Club; that Frank Cantwell, owner of
the club, now defunct, died in In-
dianapolis early last year, and that his
widow, Lulu Cantwell, conducts a
tavern in Indianapolis called the Old
Vienna on East Wabash street.

"It is deplorable to think that any-
one in the show business would desert
a man in the condition you describe,"
Richardson further stated. "I am
sending your letter to Mr. Hartmann,
editor of The Billboard, a trade paper
used universally by people and in-

9:20 the same night he married Helen
Mae Hallson, nonprofessional, and at
9:30 was giving a champagne supper
for the advertising car crew. Before
the car left for winter quarters the boys
left a case of beautiful silverware for
the happy bride and groom. Mr. and
Mrs. Hanna will winter in Phoenix, Ariz.,
where the husband is employed.

Most showmen who play Iowa and the
Middle West know E. W. (Deak) Wil-
liams, secretary of the fair at Man-
chester, Ia., and also secretary of the
Iowa Fair Managers' Association. Deak
has been having serious trouble with his
eyes and for three weeks has been lying
flat on his back in the University Hos-
pital, Iowa City, Ia. He recently under-
went an operation to restore his sight
and Mrs. Williams advises that they are
hopeful it will be successful. Meanwhile
Deak has to lie perfectly still with a
sandbag on each side of his head and
bandages over his eyes. No doubt he
would be glad to hear from his many
friends in show business.

Joe Rogers flew in to Chicago a few
days ago from Dallas. . . Looks like
the picture of health. . . Mr. and Mrs.
Billy Williams, of Minneapolis, were
Chicago visitors last week, coming in
from Detroit, where they had been
(See CROSSROADS on page 66)

Men

Allen, Flexible
Allen, Asher
Allen, Winfield
Allen, Winfield
Allen, Winfield

Men

Allen, Bud
Amen, Alfred B.
Ardell, E. T.

Men

Hoffman, James K.
Jason, Emil
Jones, Charles

Richardson, in a letter to us, said,
among other things: "Any workman,
regardless of how low a position he
has, who is loyal enough to try to
protect the property of others at the
risk of his own life does not deserve
to be left in a strange town without
anything. The Showmen's League
should be informed of this case. I
think it is one that, whether he is a
member or not, should have their at-

tion. . . To find out if there were any devel-
opments in the case, we wired Dr. Ha-
good October 20 as follows: "Regard-
ing Richardson's letter wire collect if
since writing Richardson you had word
from party leaving one Sherman Hayes
on your hands without paying. Also
include name and address of showman
Hayes worked for when burned."

Answering this, Dr. Hagood wired:
"The patient's name is S. Hayes.
Have not heard from the Blue Ribbon
Show. Unable to send further infor-
mation. The Cobb County Fair Assoc-
iation has promised to pay part of his
hospital bill. Cobb County has promised
to pay one more week's treatment. He
will be physically able to leave hospital
at that time. There is no physician's
bill. We would like to know where to
send him on leaving the hospital as he
cannot talk."

Upon receipt of Dr. Hagood's tele-
gram we sent the following wire to
L. E. Roth, manager Blue Ribbon
Shows, Alexander City, Ala., October
21: "Was S. Hayes with your show
when, after being severely burned
and partially paralyzed, he was placed
in Marietta Hospital, Marietta, Ga., by
man representing show people with
promise to pay \$20 for one week's
ward service but failed to fulfill?
Hospital sore about this and says Hayes
will be physically able to leave soon
but doesn't know where to send him
as he cannot talk. Wire me details
collect."

Reply came by wire to "Bill"
Hewitt, our carnival editor, October 21
from Mrs. L. E. Roth, who said: "In
regard to Sherman Hayes contact chief
police or sheriff's department, Indi-
anapolis, Ind., for particulars and ad-
dress. Am sure they know him. He was
proprietor Showboat Club there re-
cently. His condition serious mentally,
physically. Unable to care for himself.
Ready for release from hospital
Marietta, Ga."

We then sent Mrs. Roth the follow-
ing message (the same day): "Your
telegram to Hewitt doesn't answer
questions asked in wire. Please wire
immediately. Vaughn Richardson, show-
man of Indianapolis, says Frank Cant-
well, who died early last year, was
owner Showboat Club, now defunct.
Further says Hayes, to his knowledge,
never connected with it." And to this
wire no reply was received up to the
time this column went to press, even
after the telegraph company on October
22 was requested to check on the mes-
sage for an answer.

We prefer to let the letters and
wires speak for themselves. So far as
Hayes himself is concerned, we don't
know the man nor do we know in what
capacities he worked with shows, but
regardless of what he has been doing
for a living, surely he was deserving
of better treatment from the showfolk
concerned, and the same goes for the
Marietta Hospital.

These things are deplorable and it
is only reasonable to assume that there
will be some bad reaction against car-
nivals in Marietta in consequence.

Beason, Mary
Block, Laura
Buley, Mrs. Sarah

Women

Newman, Mrs. Billie
Paul, Mrs. Bob
Billie, Jimmie

Women

Beason, Mary
Block, Laura
Buley, Mrs. Sarah

Notes From the
Crossroads
By NAT GREEN

Notes From the
Crossroads

ALMOST before we realize it the
December conventions will be upon
us. This is emphasized in the activities
of the various committees which are
arranging for the biggest meetings in
years. Sam J. Levy, who has successfully
handled many of the Showmen's League
banquets, is at the helm again this
year and while not ready to make any
definite announce-

ments as to enter-
tainment, etc., as-
sures us that there
will be something
really worth while.
Reservations al-
ready in at the
Sherman presage a
large attendance,
and Al Hodge,
secretary of the
NAAPPB, reports
an exceptionally
heavy demand for
exhibit space.

Something new
in the way of entertainment in connection
with the park men's convention will

be offered. The Penthouse of the hotel
has been set aside exclusively for the use
of the association and in addition to
a relaxation period from 5 to 7 each
day there will be entertainment starting
at 10:30 p.m.

As a prelude to the convention the
testimonial party to be held at Show-
men's League on Saturday, November
27, will be, as in former years, a gala
event. Most of the outdoor showmen
will be in town by that date and a huge
attendance is anticipated.

On the business side there will be
plenty of activity. Comprehensive pro-
grams are being arranged by the IAFE
and NAAPPB, also the carnival associa-
tion, and shows and booking offices will
make a strong bid for business.

Just another reminder—get your res-
ervations in early so as to avoid disap-
pointment.

If any of you boys have material per-
taining to the old wagon show days of
the Gay '90s, Billy Bryant, of showboat
fame, would like to hear from you. Billy,
whose first book, "Children of Ol' Man
River," has had quite a vogue, is writing
a circus story—fiction—and would wel-
come stories about the key rubes,
grifters, blowdowns and other interesting
material of the old days.

Talk about speed! Don Hanna, con-
tracting press agent of the Al G. Barnes
Circus, after contracting newspapers and
helping to close the car, the other day
rushed over to the license bureau five
minutes before it closed and walked out
proudly waving a marriage permit. At

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Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to 600 Woods Bldg., Chicago

10% Increase in Christmas Gift Business Is Predicted

Experts point to increase in consumer income as cause—popular styles in toys, lamps, housewares and radios discussed—salesboards, bingos, bazaars feature mdse.

CHICAGO, Oct. 23.—In spite of the recent stock market drop, many experts here are of the opinion that Christmas sales will show an increase over last year of from 7½ to 10 per cent. They point to the fact that consumer income is 11.5 per cent higher than last year for the first eight months and that the biggest gain has been registered in the pay checks of industrial workers. This, added to increased farm revenue, pay rolls from trade, etc., means that Santa's bag is going to be well stocked when he makes his visit on Christmas Eve. Firms here are planning to unveil their Christmas gift departments soon. Judging by the activity in toys, they are going to be more popular than ever this year, with animals being about the most popular. Stuffed teddies, dogs and other members of the animal kingdom done in cuddly types of material are riding on the crest of a popularity wave that seems destined to make them the most popular individual number of the season. The Betsy Wetsy doll, the Dy-Dee doll and others of the type that sleep, drink, wet and can be bathed and dressed like a flesh-and-blood infant are reported leading the parade of dolls. Other toys of a semi-scientific type and the usual number of board games seemed destined to receive a good play.

In lamps the best bets still seem to be crystal and china. Both domestic and imported glass is used, often in combination with deep colors and wood and metal treatments. Trend toward giving something for the house is more evident than ever before, so lamps undoubtedly will come in for more than the usual share of attention from shoppers.

A few years ago the idea of giving housewares as Christmas presents was looked upon with disapproval. Today, however, a few clever gadgets wrapped in cellophane and done up in an attractive gift box are something that has definite appeal to both giver and receiver. Why not give it a try? It looks like a natural for street promotions. Bride sets of cooking utensils, roasters, cocktail bar accessories all look good this year.

Many retail outlets are planning to get behind midget radios in two-rated manner this season. The second set for the home theme will be most generally used. Many new and attractive salesboard deals featuring midget sets will do a lot toward boosting the unit sales of these sets.

Salesboards, of course, will figure prominently in the distribution of gift merchandise. Many prominent manufacturers of boards who make up special deals report that they are all set to release some money-making numbers which feature excellent Christmas gift merchandise for prizes. Bingo layouts and bazaars, too, are commencing to show prizes suitable for giftware. They have found that many people are willing to pay for the chance of winning their Christmas presents and are giving them what they want.

Variety Store Sales Rebound in September

September sales of the 5 and 10 to \$1 variety stores showed a decided improvement over August. Whereas most of the leading chains fell below 1936 in the preceding month, all 12 of the regularly reporting organizations registered gains in September and together averaged 4.2 per cent above the same month last year.

As measured by the Syndicate Store Merchandisers' seasonally adjusted Sales Index, combined volume rose to 97.2 per cent of the 1923-25 average from 93.6 per cent in August, recovering most of the previous month's sharp decline from

98.3 per cent in July. This brought September sales within less than 3 per cent of the best levels of the recovery period, reached in June. In September of last year the index stood at 94.7. Excellent September showing promises a most active fall season, altho it is pointed out that these results were contrary to general trend of business activity and in part reflected the return of normal weather conditions following the extremes of August.

Bazaars and Bingo Boost Mdse. Sales

CHICAGO, Oct. 23.—Wholesalers here, as well as in all the larger cities of the Middle West, are busy filling orders for bingo merchandise and bazaar goods. The bingo craze, started last year in the East and later spreading to the Midwest, is becoming more popular daily, and organizations in even the smallest communities are reported to be utilizing vacant halls, lodge rooms, church basements,

Retail Trade Moves Forward During Week

WASHINGTON, Oct. 23.—Retail trade throughout the country, with a few scattered exceptions, made favorable progress during the second week of October, both in comparison with the previous week and with the same time last year, according to reports to the Department of Commerce from 37 key cities. Reports indicated that the cooler weather was the major factor in influencing trade toward higher levels. This proved to be the case in the cities and districts of New York, Chicago, Philadelphia, Boston, St. Louis, Minneapolis and Richmond, while slight recession was noted in Dallas, San Francisco, Atlanta and Kansas City.

Wholesale trade, generally, appeared to have reached a leveling-off state, with little change revealed from last week or a year ago. General buying reflected satisfactory conditions in rural areas.

etc., for the game. To meet increased demands for merchandise, nearly all the leading firms are carrying special assortments of merchandise in a wide range of prices.

Altho bingo is frequently the major channel for distributing merchandise at festivals and social events sponsored by church societies, fraternal and business groups, the functions are calling for much goods to be awarded as skill prizes. A decrease in number of booths offering money prizes is noted.

Top favorites, of course, with bingo crowds are household accessory items such as ornamental lamps, cake servers, book-ends, toasters, coffee makers, trays, electric clocks, ash trays aluminumware and luncheon sets. For multiple-winner awards such items as midget radios, smoking stands, coffee tables, complete sets of chinaware and silverware are ranking favorites.

See Big Season For Sport Mdse.

NEW YORK, Oct. 23.—Altho merchandise distributors here have been busy meeting demands for fall sports equipment, they are already feeling the effects of what looks like another banner season for winter sports merchandise. Just as the industry was about prepared for a recession from the activity generated by the almost unprecedented interest and participation in football plus the general revival of the hunting habit, early commitments for the more strictly winter sporting goods is stepping up activity. Placements for sizable quantities of sleds, ice skates, alpenstocks, snowshoes, skis, rifles, sports knives and a full range of cold-weather sportswear seem to indicate that the former handicap in lack of recognition for this type of goods as a major merchandise classification has been entirely overcome.

Most of the early shipments, it is noted, are consigned to the Northern States, with a few orders going into Canadian provinces. A day-to-day sustained demand, however, is not looked for until more severe weather becomes general throughout the United States.

Growth in popularity of this type of goods in the past few seasons has been remarkable. Much of it is due to intensive promotion efforts being placed behind it each fall and winter. An unusual feature of the general group is that its purchasers, as a class, are less concerned about price than are buyers in almost any other merchandise classification. This not only assures the industry a profit that has not been pared to the bone, but aided by increased national income, it means increased volume of sales over the season.

Big Trend Toward Initialed Goods

NEW YORK, Oct. 23.—Personalized merchandise is the keynote of much of the goods being shown here for Christmas gift-giving. Personalized merchandise, of course, means monograms, and many experts who predicted that initialed merchandise would be dead and buried by now are hanging their heads. Monograms are proving more popular every day, according to reports. They are being placed on compacts, cigaret cases, beverage glasses, ash trays, shower curtains, bath rugs, lampshades, etc.; in fact, on just about everything in the home furnishings field that can be personalized.

Monogrammed gifts have always been popular with Christmas shoppers because they indicate to the receiver that the giver has gone to more than ordinary pains in choosing their gift. Such gifts appeal to everyone's vanity, whether he admits it or not.

Many houses indicated they were preparing for a large business in monogrammed goods for more and more buyers seem to be making holiday plans in which personalized gifts are to be featured.

New Mdse. Shown at Kansas City Show

KANSAS CITY, Mo., Oct. 23.—Merchandise never before seen here was shown this week at the Kansas City Business Show, which ended Thursday after a three-day run at Hotel Baltimore.

Exhibits, for the most part, centered around office appliances. Admission was free. Show received excellent publicity in *The Journal-Post* and *The Star*.

Sponsored by local chapter of National Association of Cost Accountants, show reflected a steady increase of optimism which has characterized sales of wholesale merchandise of all types in this section the past six months. About 25 exhibitors were represented.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

THE last few balmy days, following the brisk snap early in October, have brought a rich harvest to the New York curb operators, with utility goods, men's neckwear, etc., apparently carrying off the cream of the market. Maybe the end of the summer has brought many of the circuit workers to town. Anyhow I saw a number of new faces and the sales talk of some were unusually effective. After observing a number of street pitches, there is no doubt in my mind that utility merchandise is preferred and that prices have taken an upward jump. Even if customers are willing to pay a little more than they have during the summer, it is apparent that only the best kind of selling will take home the bacon. Our more recent visitors to the metropolis know how to sell: Their talks are forceful and backed with plenty of demonstration.

The man pitching on a city street, of course, always has competition from surrounding shops. He has little in his favor, especially when it comes to selling 10-cent articles. This shows the wisdom of picking better grade articles and selling at a higher price. Here the demonstration gives the street man the edge on the store. In nine out of 10 cases he can sell circles around any store in the neighborhood. This was proved to me by an oldtimer selling men's ties. He did not make the mistake of declaring that the ties were worth \$1. His prospects could have seen for themselves in a near-by men's wear store that he was talking thru his hat. The ties were worth probably 25 cents in the average store and that was the figure to which he stuck. But the demonstration did the trick.

He twisted the ties, he showed that they could be used both ways and he passed them out freely. When he was finished the quarters came in readily. There is plenty of room today for selling any reasonably priced article, provided you can tie it to a convincing demonstration.

Outlook for winter sport carnivals is getting better and better. So far nobody seems to have contacted these centers with a really good proposition. What is needed is a man full of carnival lore, who knows how to promote these events abroad. One trouble is the insecurity of dates. Winter sport carnivals need a fast worker, because the weather must be right. A sudden thaw is more deadly for a winter sport affair than a storm in summer. It lasts longer and is not quite so easily repaired.

Xmas Catalog
NOW READY—FREE
 OVER 700 BARGAINS

XMAS TREE BULBS—100 Ass't. to Carton, 100..... **65c**

XMAS ELECTRIC TREE SET 8 Series, Each..... **18c**

MEN'S HOSE—Made in U.S.A. First Quality, Doz... **\$1.00**

BENGOR PRODUCTS CO.
 878 BROADWAY, NEW YORK, N. Y.

NEW LOW PRICE
\$89.00 AND UP
 F. O. B. Factory.



120 MILES PER GALLON

MOTO-SCOOT MFG. CO.
 219 SO. WESTERN AVE., CHICAGO

OH BOY!
Toys That Get The Money

Spooky Spider (Crawling)	80c	\$9.00
Running Turb	40c	4.50
Swim Dolls	80c	9.00
Hawaiian Dancers	85c	9.50
Pecking Birds	75c	8.50
Running Mice	30c	3.50
Fur Dogs	65c	7.50
Fur Jumping Monkey	75c	8.50

PRICES F. O. B. TERRE HAUTE
 25% Deposit Must Be Mailed With Order.
 XMAS CATALOG READY NOV. 1—New Toys—Jewelry, Watches Listed. Write for Copy.

LEVIN BROS., TERRE HAUTE, IND.

\$100.00 PER WEEK Guaranteed!

or we cheerfully refund your money. Our men earn up to 400 per cent profit with the New 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

LATEST STYLE FUR COATS

Flooded Seal semi-fitted, pure sleeves, Johnnie collar, etc.

Sizes 16 to 42.

Write for latest price list of complete Fur Coat line.

M. SEIDEL & SON, 1/3 Dept. 248 W. 30th St., N. Y. C. C.O.D.

LADIES' OR GENTS' DANTELE RINGS 75c per Doz.

RHINESTONE CROSS PENDANTS 75c per Doz.

Send for Latest Circular.

U. S. JEWELRY CO. 19 E. Jefferson, Detroit, Mich.

FOOTBALL SUPPLIES

GILT FOOTBALLS, 100..... \$1.00

50 LINE BUTTONS—Made up 2..... **\$3.75**

Pc. Ribbon & Gilt Football, 100..... **1.00**

BUTTONS, 100..... **1.00**

PENNANTS, 100..... **10.00**

1/3 Deposit, Balance C. O. D.

Special Orders Delivered Within 7 Days.

HAMMER BROS. 114 Park Row, New York City.

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.

Roll-Away Skates

Champion and Challenger are the two new roller skate models recently announced by the Roll-Away Skate Company. Skates are described as being safe, light, fast, durable and economical. Both models feature double pivot action, safety action guard, ball bearing and oil retainers, adjustable flexibility, shock-absorbing live rubber and removable kingpin reversible truck. On the Champion skate the Roll-O-Way wheels, with patented de luxe racing bushings, are used. According to the manufacturers, this is the only maple wheel made with a guarantee against loose bushings. Skates are streamlined thruout and constructed to give long-lasting, trouble-free service.

New Pull-Out Match

A new idea in the pull-out match is being made by the United States Match Company in the form of a two-color match, blended to give a three-color effect. A double book of matches is used. The matches have the now popular feature of igniting upon being pulled out of the book. Product is especially adapted to premium use, for various types of give-away tieups and as an advertising novelty.

Chromecraft Door-Stops

A new line of gift and novelty merchandise is being planned by Chromecraft, Inc. The first items being released for the holiday trade are a line of animal cut-out door-stops. Comical dogs and donkeys are favorite subjects. Some come with mirrorlike chrome front with wood back to make them more substantial. Others are made entirely of wood and decorated in two or more colors. Test sales are reported to have proved the powerful appeal of these items.

New Adult Game

The introduced only a short while ago on the Pacific Coast, the exciting new adult fortune-telling game of Gong Hee Pot Choy is being avidly received and its interest is now spreading into Eastern territory and Canada, the Games-Craft Corporation reports. Said to be uncanny in its forecast of future events, game should make a fast-moving item now

that the party and holiday season is approaching. Gong Hee Pot Choy (literally interpreted as Greeting of Riches) is the origination of Margarete Ward, world traveler and for years a resident of China. There is a regular type game at \$1 retail and a de luxe model higher priced.

Christmas Tree Holder

A Christmas tree holder that will keep the tree green longer and prevent the needles from falling is now being marketed by the National Enameling and Stamping Company. The NESCO tree holder is made of rust-resisting heavy-gauge sheet steel. Water is poured into the holder, which is absorbed by the tree, keeping it fresh and preventing needles from falling. Simple and easy to set up and holds tree perfectly upright. Holder is 1 1/4 inches in diameter and is finished in green with red stripes.

Christmas Tree Light Clip

The introduction of a unique Christmas tree light clip by Balko Electric Company offers direct-sales people a real profit opportunity between now and the holidays. With this item tree lights can be snapped firmly in any position desired on the tree branch. Fits all type lights. Sells direct to homes, or bulk sales can be had selling to retail outlets such as hardware stores, gift shops and drug stores.

Corkscrew Drain Cleaner

A handy tool that should be in every home is the Corkscrew Drain Cleaner recently announced by Famous Wire Works, Inc. Manufacturer maintains it is the only tool of its kind, since it scrapes pipes clean inside by working its way thru the drain without removing plugs or taking apart pipes. Actually brings to the surface pencils, paper, (See NEW ITEMS on page 66)

WALTHAM
 MEN'S WRIST WATCH—O Size, 7 Jewels, rebuilt new fancy chromium case, leather strap in gift box. In lots of 3. Ea. **\$3.95**

25% Deposit, Balance C. O. D. Samples, 50c Extra. Send for Extra Money Making Catalog.

PLYMOUTH JEWELRY EXCHANGE, 163 Canal St., New York City.

BUY A PACKAGE OF 5 BLADES 10c TIE FREE

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.

DYNAMIC RADIO SENSATION
 One of 200 Playland Specials
Radio's Greatest Value

Don't Overlook This Opportunity!

- FIVE TUBES
- METAL ILLUMINATED DIAL
- HIGHLY ENGINEERED
- MOVING REAR DIAL
- MOVING COIL DYNAMIC SPEAKER
- HAND RUBBED CABINET
- MODERNISTIC GRILLE
- IDEAL FOR PUNCH BOARDS & PRIZES
- SETS AND TUBES GUARANTEED

If you are looking for a Radio that has EVERYTHING and costs you LEAST, you have it in this latest PLAYCO streamline 5 tube AC-DC Dual Dial Radio, with full size Dynamic Speaker. The reception will amaze you. "How can they do it?" you will ask. Mass production and volume sales is the answer. Send your trial order in today, before prices advance. Other sets from \$5.35 up.

Send for our new catalog listing hundreds of other bargains.

PLAYLAND SUPPLY CO., Inc. 14 W. 17th St. New York

MODEL 204 DD.
 EXACT SIZE: 5 1/2" x 10 3/4" x 7 1/4"
 Weight 8 lbs.

\$6.85 EA.
 Lots of 6
Sample \$7.55

F.O.B. N. Y. 25% Deposit

LOW RADIO SENSATION
PEE WEE
POCKET RADIO

USES NO ELECTRICITY
 NO BATTERIES
 NO TUBES
 NO UPKEEP COSTS

ONLY **\$2.99** Retail.

Beautiful clear tone DIRECT FROM POCKET RADIO. All one unit—just like the big set. Fits pocket easily, take it with you. No electric socket connections required. COSTS NOTHING TO OPERATE. Brings in stations with fine tone quality. Tunes broadcast band. Should 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.) Use in HOME OFFICE, CAMP, HOTEL, AUTO, BOAT, BED, 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. Also includes beautiful 3-Color Show Card. Samples, \$2.99 Each.

PEE WEE RADIO MFG. CO.
 206 W. 3rd Street, Dept. 10-B, LOS ANGELES, CALIF.

BIG SELLING TOYS
DOG AND SHOE TOY



B15X12—He tugs, he pulls, he jumps, this Mechanical Scotty and Shoe Novelty. Dog is made of colored celluloid. Length, 8". Each **\$2.10** in Box. Dozen \$21.00.

B15X28—Small Size Scotty and Shoe Novelty, as above, Dozen..... **\$ 85**

B15X13—Mechanical Drummer. Doz. 2.10

B15X20—Mech. Dog and Bone. Doz. 2.00

B15X27—Mech. Boxers. Doz. **.85**

B15X17—Crawling Baby, Large. Doz. 2.45

B15X18—Crawling Baby, Small. Doz. 1.10

B12X6—Mech. Dancing Bel. Doz. 1.85

B16X6—Mechanical Racers. Dozen. **2.00**

B16X5—Mech. Clown on Horse. Doz. 2.00

B13N18—Mech. Boy Aviator. Doz. 2.00

B15X11—Mech. Steamline Car, on Track. Dozen. **2.00**

B15X9—Mech. Pecking Bird. Doz. **.75**

B15X4—Mech. A Race. Doz. **1.48**

B13N112—Mech. Street Car. Doz. **.75**

25% Deposit, Balance C. O. D.

Are you ready to cash in on the big season ahead? Ask today for copy of our new Catalog No. 375, just off the press. It contains a complete line of Holiday Specials. Mention your business. We sell Wholesale Only.

JOSEPH HAGN CO.
 "The World's Bargain House,"
 217-225 W. Madison St., CHICAGO, ILL.

PANDA BEAR

Sensation of the season. Salesboard Operators and Big Buttons make big money using this new one.

\$2.50 Each

25% With Order, Balance C. O. D.

Height 27 In. Long Pile. Flush with quality. Most realistic.

PERSIA MFG. COMPANY, 416 N. Sangamon, Chicago.

BOUDOIR DOLLS

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.



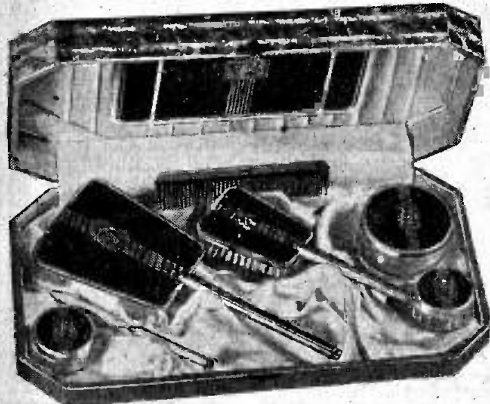
Beautiful Dolls attract business. This Doll is exceptionally large and elaborately dressed in the satin and lace. It outclasses anything ever offered at this price. All Dolls are individually packed in window boxes. 25% with orders. No Catalog.

77B—Miss Movit Star

\$24.00 DOZEN

STANDARD DOLL Co.
 36 East 22nd St., New York, N.Y.

Do You Believe in SANTA CLAUS?
IF SO—BE PREPARED—Stock This Fast Selling Item!



An Amazing VALUE!
\$3.30 Per Set
FIVE SETS for
\$15.50

No. 88 922 — A BEAUTIFUL, modern 3-Piece Dresser Set that immediately creates a desire for possession when you customers see it. Enamel finish, in assorted colors, Black, Green, etc. Chromium handles and trim, silvered decorated motive. Includes Tray, Comb, Brush, Mirror, Puff Jar, File, Hair Receiver and Utility Jar. Every Live-Wire Dealer will order at least five at our amazingly low price. In Gift Case. Per Set. **\$3.30**

DEALERS—Write for New Counter Catalog—It's FREE.

ROHDE-SPENCER CO., 223-225 W. Madison St., Chicago, Ill.

NOTES from SUPPLY HOUSES

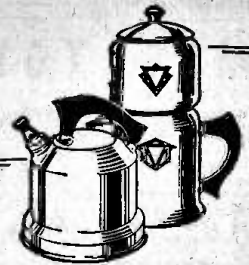
Business in the premium department has been so heavy that a special airplane trip to New York was made last week by Mrs. Ben J. Marshall to buy more stock for the jobbing business of B. J. Marshall, Inc. Marshall himself remained in Detroit to operate the business. He returned only a short time ago from an Eastern buying trip after placing orders for \$35,000 worth of merchandise but found this utterly inadequate. Christmas trade is especially important in stimulating this trade, Marshall said.

A new line of walnut-trimmed Satin-Glo aluminum giftware is now being featured by the West Bend Aluminum Company. Items currently featured in the new rich-looking effect are a cigaret box, ash receiver, martini mixer, water pitcher, sugar and creamer set, candlesticks, book-ends, syrup pitcher and tray, ice tub and tongs. All items have walnut handles or trim.

A beautiful new electric sign of neon-like brilliance on which the letters are interchangeable has just been introduced to agents and demonstrators by Sherfin Corporation.

Sign's construction makes it possible to change from one message to another in very little time. It is available in either the flasher or steady style, AC or DC, and is said to consume little current. Simply plugs in like any appliance.

Atlantic Playing Card Company has announced some unusual offerings to the prize and premium field in playing cards and combinations. Packed in attractive gift boxes holding from 2 to 12 decks, cards may be had in a variety of beautiful colors. There is also a de luxe Woodcraft bridge ensemble, consisting of playing cards and score pads, match packs and suede table cover to match. Cards will be monogrammed with any desired initials and the boxes may be used for many utility purposes after the cards are removed.



PRIZES

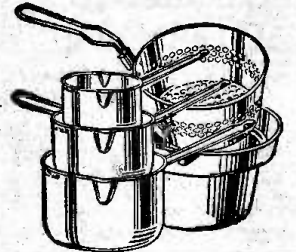
Flashy — Appealing

Players are always eager to win useful, worthwhile Lustre aluminum cooking utensils. Lustre Ware creates an attractive, flashy display—the kind that brings the crowd your way.

Ask your Jobber for the **Lustre Brand by West Bend!**

WEST BEND ALUMINUM COMPANY.

Dept. 630, West Bend, Wis.



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!

Copyright 1937 Gellman Bros.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

NEW ITEMS

(Continued from page 65)

cloth, sticks, etc., caught in the drain. Eliminates the mess and unwanted odors usually associated with clearing a clogged drain. Homes, stores, buildings, institutions and countless other places offer a potential market for the item. Low price enables salesman to make a real worth-while profit.

Pig Grain Sport Jackets

Officials of the Grund Art and Novelty Company announce that the pig grain sport jackets which they are merchandising are going over in a big way with fishermen, hikers, hunters, students and football fans. Jackets are sturdily built to withstand cold, wind and sleet. Come in both ladies' and men's styles with zipper front. The fabric, a development of DuPont Company, is the closest simulation of real leather yet devised, according to reports. Company states that the jackets are also proving popular on a new sales-card deal which it is offering to the trade. It includes two free jackets.

CROSSROADS

(Continued from page 63)

looking for acts for next season. . . . Demand for acts has created a distinct bull market, they report. The father of John A. Sbarboro, member of the Showmen's League and well known to showmen, died in Chicago a few days ago. The father was the first Italian-American undertaker in Chicago. The Shrine circus to be staged late this year by Orrin Davenport doubtless will become an annual event. Davenport's Detroit and Cleveland events have made him prominent in this field, and from advance reports he is going to give the local Shrine a whale of a show. . . . Jack Beach reports that his wife, who has had serious eye trouble, is much improved. . . . Charles G. Driver recently returned from a five-week trip that covered 3,000 miles. . . . He reports he found conditions far better than last year and did plenty of business with the various shows he visited.

FAST MONEY MAKING DEALS

- DEAL No. 1—Dental Cream, Giant Tube, Tooth Brush, Cellophaned. Complete Deal **10c**
- DEAL No. 2—Shaving Cream, Giant Tube, Shaping Hone, Styptic Pencil, 10 Blue Steel Blades. Complete Deal **12c**
- DEAL No. 3—Shaving Cream, Lather, 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, Candy, Cigar, Gasoline, Novelty or Plain Heading Boards. Big Variety. Your Choice **70c**

ALKALINE SELTZER TABLETS, each tablet in cellophane envelope, 20 envelopes on card. **20 count (25 card lots), Card \$1.12 1/2**
30 count (25 card lots), Card .18
36 count (25 card lots), Card .22

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.

As always we guarantee NEVER to be UNDER SOLD.

UNIVERSAL WHOLESALERS

901 BROADWAY, New York, N. Y.
We SHIP from COAST TO COAST for LESS

FOR THE SMART DRESSER

Complete Set of Fine Quality Regular Jewelry consisting of CRAVAT CHAIN, KEY CHAIN and COLLAR CLIP **Only 50c**

A Gift Every Man Will Appreciate. Send 50c in Coin or Money Order to **MASTER DISTRIBUTORS, INC.** 203 Lexington Ave., New York City.

WATCHES ELGIN and WALTHAM

PRICED FROM \$3.00
Send for our Free Catalogue, showing you the Biggest Values in Rebuilt Watches.

ROSEN & MALTZ
801 Sansom St., Dept. L, Philadelphia, Pa.

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 Appliance - Dishes - and Hundreds of Other Items on Display
Ask for Our Catalogue

SELL "VARIETY STORE"

The large, flashy, multi-colored, attractive Merchandise Counter Display. NO BLANKS. 120 individually boxed items in shelves on reverse side. 10c per sale. Takes in \$12.00. Make your own price to your customers. Closing out Floor Stock of 800 Cases at less than production cost. Price, \$4.50 per Display, in individual shipping case, F. O. B. Kansas City, Mo., in Lots of 5 or more. Send substantial deposit. Give shipping instructions. Immediate shipments. These won't last long. CASH IN NOW. ORDER TODAY.

GORDON-HOWARD CO., 8th and Baltimore, KANSAS CITY, MO.

CHRISTMAS FOLDERS

With Envelopes, packed in Attractive Boxes—Outstanding Designs
COMPLETE XMAS ITEMS—SEALS—WREATHS—XMAS CARDS & FOLDERS—ELECTRIC WREATHS—HUMOROUS XMAS CARDS.

65c

BRIAR PIPES (SPECIAL)—12 on Attractive Card, Only \$1.50.
Exceptional Values in NOTIONS, BLADES, TOILETRIES, KITCHEN TOOLS, ASPIRIN, GIFTS, CARDED GOODS, SALESBOARDS, PREMIUMS, BALLOONS. No substitution. Write for Free Catalog and Free Sample Case Offer. 25% Deposit on C. O. D.'s.
CHAMPION SPECIALTY CO., 814-N Central St., KANSAS CITY, MO.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

REMINGTON
PENS • PENCILS • COMBOS



ZIPI ONE PULL—IT'S FULL!
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

RINGS
Cameo and Whitestone, Highest Grade Rhodium and Gold Finish. Send \$2 for 20 NEW OLYMPIC BEAD CO. Catalog, 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 DOZ. GROSS.
FREE: One Gross Boxes With Every Gross Order. 25¢ With Order, Bal. C.O.D. Send 25¢ for Sample. GRODIN PEN CO., 396 Broadway, New York City.



SLIP-OVER SWEATERS
Our "WINDSOR" Sweaters are Marvelously Soft and Pluffy. Made of Camel-Like material and exact duplicates of the coolest Sweaters on the market. Latest Seasonal Colors—Oxford, Blue, Camel, Beige, Maroon and Green. Sizes 38-48. \$6.75 DOZ. PREPAID SAMPLE, \$1.00. 25% Deposit With Orders, Balance C. O. D.
NEW VICTORIA TRADING CO., 1241 Broadway, New York City.

"BANKER" . . . The Pen with the Interchangeable "Silverlike" Pen Point. Lifetime Guarantee. Dependable Service. Christmas Price List ready.
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.

BUY DIRECT
Order your Specialties, Blades, Notions, etc., thru our Mail Order Department and save 75%. We have anything and all favorite items. All goods mailed postpaid by us. For FREE Illustrated Price List write to
M-O DRUG CO. 1229 Park Row Bldg., New York City.

COMPARE!
GREATEST VALUE EVER
-EXCLUSIVE-
INK GAUGE



Automatically Registers Ink Supply. Tells When to Refill.
Modernistic New Gift. Jeweller's Choice. Enamelled Band.
3 Different Samples. Specials in Self-Filling Pen & Pencil Sets. 50c
JACKWIN PEN Prepaid
50 West 28th St., New York, N. Y.

5000 REBUILT OPEN FACE AND HUNTING WALTHAM, ELGIN RAILROADWATCHES
New Chromium Loco Open-Face Cases.
7-Jewel, 12 Size. . . \$4.75
17-Jewel, 16 Size. . . \$2.25
Send 8c stamp for our free Catalogue—New Plan.
THE NEW YORK JOBBERS, 74 Bowery, Dept. B, New York, N. Y.



RAZOR-RITE STROPPER
Sensational New LOW PRICE



Pitchmen, this Stropper has patented Reversible Holder. Each size priced right. Stewart's Stroppers are TOPS. Lowest prices on Stroppers and Stropping Sets. Stropper sample, 35c. STEWART MFG. CO., Ft. Wayne, Ind.

MEDICINE HEADQUARTERS
A complete Medicine Show, private label, and Office Special Line. SUPERB SERVICE. Wholesale Catalog and Office Special Price List upon request.
GENERAL PRODUCTS LABORATORIES
Mfg. Pharmacists,
187 E. Spring Street, Columbus, O.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

DOC BOB JOHNSON tells from Raleigh, N. C., under date of October 20: "I've seen and met all types of jam men but have never seen two fellows as pleasant and more capable than Harry Malers or Morris Kahntroff. It's seldom that they have a complaint or beef, as they always square the tip. Saw them work here to a hard tip and believe me they are the tops."

CHARLEY COURTEAUX who blew into Cincinnati recently from Detroit, where he worked glass cutters to some good takes in a chain store, visited the Pipes desk last week. He inford that he is leaving Pitchdom to become associated with Bob Linenfelser, of Monroe, Mich., in the sale and promotion of a new-type lounge chair.

THINGS WE NEVER HEAR: "You may work this or any corner which best suits your purpose. No, there's no reader charge here."

TOBY JOHNSON while en route to Oklahoma, scribbles from Harrison, Ark.: "Things are rough in spots in this State. Many towns have been closed this fall for some reason. Had a big chicken spread with Sid Sidenberg and family recently. Sid has an A-1 flash and is getting his share of the business. About all I can say for the season is that New York, Vermont and Canada is beautiful country. Pipe in, Jolly Bert Stevens."

GEORGE HANEY continues to corral his share of the long green with his rad demonstration in the Queen City.

SAY! YOU NOVELTY demonstrators, haven't heard from you fellows for a while. Get out the old writin' sticks and shoot in some pipes.

"CONVERSATION teaches more than meditation," is an old adage but a mighty good one. Along with it goes another fine one, "Continual cheerfulness is a sign of wisdom." The dreamer and the so-called deep thinkers aren't always the smartest fellows. Far from it.

HUSTLER'S TIPS: An item which seldom misses when worked thru a window demonstration is the zipper billfold. It should be properly flashed, however. A stamping machine inscribing names, emblems, etc., will greatly enhance its salability. Take depends entirely upon the ability of the purveyor.

MED-SHOW MANAGERS: This department frequently receives emergency calls for your address from persons desiring to notify you of deaths or other matters of an urgent nature. In most instances the only reply that can be made is a suggestion to write you in care of *The Billboard*. Why not avoid delays in communications which might be of great importance to you by availing yourself of the privilege of keeping your route posted in the route columns? There is no charge for this service. Just address your route to the "Routes Editor," *The Billboard*, Cincinnati.

LET'S HAVE SOME sparks from the Hot Stove League, boys.
BILL WOULD ANSWER . . . the question "What's in a name?" with: It all depends upon what the individual thinks of himself.

SOME NEWSPAPER editorial writers' comment on the activities of pitchmen may be compared to some of the singing-crying crooners we hear over the radio—sickening!

THE PIPES COLUMN is the only medium known to gather news for Pitchdom.

DR. ROSS DYAR . . . med impresario, who recently closed a successful season in Pennsylvania, visited the pipes desk last week. He reported that since closing his show he has been living in Indianapolis preparatory to making his annual trek to Florida. You

fellows who haven't heard the affable Doc's philosophy on the med-show business in particular and show business in general have certainly missed something. Take Bill's word for it, fellows, it's a real treat and indicative of why he has been one of the more successful med-show operators for many years.

PITCHMEN'S SAYINGS: "My mother-in-law steals 'em and I sell 'em."—Charley Meadows.

DR. HARRY KINCHLOE . . . and wife, Edith, are reported to be working night and day making up orders in their Oklahoma City, Okla., lab.

AMONG THE BOYS . . . working mineral out of Tulsa, Okla., are Prince Omwah, Johnnie Hutchinson, Bob Laidlaw and Doc Pierce.

JACK (BOTTLES) STOVER . . . scribbles from Shipman, Va., that he and J. H. McCaskey worked to fair business at the Nelson County Fair.

"FOUND MONTANA . . . Wyoming and Idaho plenty good," inks Chic Denton from Ogden, Utah, under date of October 17. "Two old-time coupon workers closed Butte, Mont., to passing coupons by littering up the streets, and the store that featured the sales is also closed to any demonstrations using coupons. I'm still making a practice of picking up my coupons after they have been dropped. I hope the other fellows do the same so no more good spots are closed. Utah, especially Ogden, is very quiet. Grand Junction, Colo., is my next stop and then I'll head for Kansas, Oklahoma, Texas and possibly Kentucky for the tobacco sales. Would like to read pipes from Edward St. Mathews, Elmer Kane and James E. Miller."

TRIPOD OPININGS: When a reader is issued, a pitchman's first thought should be to promote a good working condition for himself and others who follow.

F. E. BENNETT . . . tells from Raleigh, N. C., under date of October 17. "State fair here was a honey. Among the fraternity making the event were Harry Meyers, Morris Kahntroff, Jack Wilson, G. V. Flippo and Mr. and Mrs. Harries. Pipe in, Duke Murphy."

JAMES E. MILLER . . . comes thru from Springfield, Mo., with a list of the high-powered, capable knights who performed at the Ozark County Free Fair. Lineup included Edward St. Mathews, Jerry Russell, Jack Scharding, Frenchy Thibault, King Lamar, Fido Kerr, Al Wallen, Nat Goldberg, Jake Branholtz, Al Goldstein, Joe Morris, Jack Flowers, L. Chapman, Bill Sherrick, Matt Herman, Slim Rhodes, Sam Bills, Nat Golden, Joe James, Doc Smith, Johnny Vogt, Bill Goforth, Herb Johnston, Doc Duncan, Ray Eder, Duke Doebber, Ned Blake, Morris Haskel, Cliff Hokey, Chester Dean, Al Ramer and Jack Clement, crippled sheetie."

THOSE "BIG DAYS" of the past are only memories. Forget 'em and give out with everything you have. The law of average usually takes care of the boy who is consistently giving his best.

DR. VICTOR B. LUND . . . pipes from Altus, Okla., under date of October 13: "After leaving Omaha in August I made the Western part of Missouri, and it didn't prove any better than it has for the last four years. Eastern section is where one can really corral the dough. Almost all the towns are open to your o. m. Stay out of the Southwest section of Oklahoma, fellows, unless you have a s. r. or wish to pay from \$3 to \$6 for a reader and work out of the money. Eastern Oklahoma is good and I'm heading that way. Readers in this section follow: Hugo, \$1.50; Isabel, \$7; Antlers, on lot; Eufaula, \$2.50; Weber Falls, \$1; Sallisaw, o. m., s. r., or \$25; Stillwell, s. r.; Tahlequah, \$10 per year, s. r.; Vinita, o. m., s. r., or \$10. The above list is for med. Muskego can be worked on lots to a \$3 reader. The \$2 reader in Omaha is okeh and you can make

OAK-HYTEX NOVELTY BALLOON

in **Flashy Packages**
YOU create interest with the usual inflated demonstrator, and you hand 'em out in convenient packages. People like this package idea and are "going for" these unique and exclusive items. Get details from your jobber or write to us.
The Oak Rubber Co.
Ravenna, Ohio



GOGGLES
New all-round Safety and Sport Goggles. Constructed of special compound, reinforced with cellulite trimming, elastic headbands. Supplied in clear white, smoke and amber. Popular 59c seller. Price \$2.00 doz. \$22.50 gross.

MICROSCOPE
To read the Lord's Prayer on the head of a pin. To see the germs found in water. This sensational Pitch Item is a world-wide seller at \$1.00. Individually boxed, with complete instructions.
Dozen, \$3.00. Gross, \$33.00. One-third deposit, Balance C. O. D. Sent for Free Catalog.
New Era Optical Co., Optical Specialties
17 N. Wabash Ave. (Dept. BB), CHICAGO.



Handi-Nic Peeler Workers
"A New All-Purpose Vegetable Knife." Peels, Slices, Cores, Scrapes, Shreds and Makes French Fries. Particulars Free. Sample 10c.
NOVELTY MFG. CO., 34 W. 7th St., St. Paul, Minn.



CHEWING GUM 22¢ BOX
—Plus Charge—
RETAILS FOR \$1.00.
Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 60c for sample box (prepaid). GREAT FIELD FOUL AGENTS. Write AMERICAN CHEWING PRODUCTS CORP., 4th and Mt. Pleasant Ave., Newark, N. J.



IT STARTS YOU IN TIES
BUSINESS
French Shape Ties, \$7.00 Doz., \$11 Gross
Silk Lined Ties. . . \$1.25 Doz., \$14 Gross
Hand Made Ties. . . \$3.00 Doz., \$33 Gross

Complete line of Boxed Novelties, Muffin, Tie, Handkerchief, Hose Sets and other popular items! Send 25¢ deposit with order. Balance C. O. D. Deal direct with manufacturer! Over 100% profit! "No Risk" Guarantee.

Write TODAY for Illustrated Wholesale Catalog of 42 FREE Sample Materials.
BOULEVARD CRAVATS, 22 West 21st Street, Dept. B-21, New York.



FREE Every \$1.00 Gets you \$5.00
Yes, sir, real profit. Goodrich Hand Workers always have dough, and when you tell prospective buyers they are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distrib. write for low 50c prices. Best season ahead. Sample 10c.
GOODRICH, 1500 West Madison, Dept. BG-10, Chicago.



No. 1 OUTFIT-2 in. STROP, \$12.00 per Gr.



RADIO STROPPER CO. SANDWICH, ILLINOIS
ELGIN & WALTHAM WATCHES \$1.75
7 Jewel, 16 Size in Engraving Cases at . . .
Send for Price List. Money Back If Not Satisfied. CRESCENT CITY SMELTING CO., 113 N. Broadway, St. Louis, Mo.

NEW BEST SELLERS—Write for Catalog No. 21



Featuring big values in
Whitestone Rings
Cameo Rings
Engraving Microhandles
Photo Jewelry

HARRY PAKULA & CO.
5 No. Wabash Ave.,
CHICAGO, ILL.

DEMONSTRATORS
PEELER WORKERS



We also manufacture Garnishing Sets—Rotary Mincers—Safety Graters—Spiral Slicers—Rosette Cutters—Kitchen Tong—Can Opener—Sharpening Stones—Gas Stove Lighters, Etc. Prices right, reliable service. Write today.

ACME METAL GOODS MFG. CO.,
2-24 ORANGE ST., NEWARK, N. J.

JEWELRY FOR ENGRAVERS!

Gold Plated Bracelets, \$7.50 Gross up; Signet Rings, \$6.00 Gross up; Brooches low as \$9.25 Gross. Football, Baseball \$24.25, Gold Plated. Other Hot Numbers. No CATALOG. Send \$2.00 for Samples of Best Sellers and Prices. Send for Descriptive Circular on the New Model "MOORE'S DIAMONDPONT ENGRAVING MACHINES," "MOORE'S ELECTROGRAVER CO.," Manufacturers of Jewelry Novelties and Engraving Equipment, CHICAGO, ILL. 651 SOUTH STATE STREET.



WAXED FLOWERS
Best Quality Imported.
All Colors.
No. 77—CORGIANE, \$27.50 per 1,000; \$3.00 per 100.
No. 80—D A H L I A, \$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 Georgians, Dahlias and Roses sent postpaid for \$3.50.
FRESH MOUNTAIN LAUREL
150 per Lb. Any Quantity.
Prepared Foliage 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, ST. LOUIS, MO.
1428 Locust Street.

SENSATIONAL TALKING SANTA

Mysterious Talking Santa Claus shouts "MERRY CHRISTMAS" to everybody! He talks in clear, understandable, life-like tones. Same principle as phonograph. No Squeezing, No High Pitched Notes in 7 colors. The outstanding hit of the season. Every man, woman and child wants the TALKING SANTA. Sell 35c to 50c; 1/2 dozen, \$1.00 (minimum order); Gross, \$21.60. Rush your order now!
TALKIE TOY CO.,
43 E. Ohio St., Chicago, Ill.

XMAS GOLD MINE for Pitchmen

WRITE ME TODAY IF YOU WANT TO MAKE SOME REAL MONEY

Proposition Very Interesting for Live Wires. For Full Particulars Address BOX 821, Billboard, 1564 Broadway, N. Y. City.

Merry Christmas Best Wishes Happy New Year
Tinselled & New 3 Color XMAS SIGNS
Fast selling tinselled and tinselled new 3-color or Signs, size 11x14, for all holiday business. Plenty of repeats. Also other Holiday Novelties. \$1.00 Box of Xmas Folders, 25c. Send cash with order or write for Free Samples & Catalog. VARIETY, 41 West 17th St., New York City.

HERE'S YOUR WINTER BANK ROLL
PITCHMEN CREW MGRS. MED. SHOWS. SALES MEN. LA-GIT. NO LARRY'S. GOING SOUTH? GET GAUZAID
SALES LADIES Making \$75 to \$80 Per Week. GOOD ITEM for the WIFE. COSTS YOU \$15.00 Per Gross. RETURNS \$50.40. 13 DOZEN TO THE GROSS. McCormick Bldg., Chicago, Ill.

Pitchdom Five Years Ago

Earle B. Wilson was working his auto polish in Valdosta, Ga., to fair business. F. H. Franklyn had the med show bearing his name going strong in Philadelphia. Robert Harris, who had been off the road for 15 years, returned to the fold and headed southward from his home in Chicago. Window demonstrators were getting big sales on a mechanical jumping toy in Cincinnati. Three pitch stores were still operating in Coney Island, but business was far behind the preceding year. Doc Brand continued to go big with his pitch store in Chicago. Tom Sigourney was finding things to be improving in every line of business in Louisiana territory. Sheet workers courting the dough at the Charleston (W. Va.) Fair included J. L. Jamerson, W. L. Clark, Silm Smith, M. Setzer, Pat Crowe, Tex. Dabney, Jake Croft, M. Boling, Paul Cramer, Red Baker, Pat Malone, M. O'Neill, N. Stewart and C. T. Stout. Joe Hanks, of fine arts fame, was corraling the long green in Chicago spots. Gene Golin piped from Winona, Minn., that he had returned to the Northwest and was earning a living. Cadiz, O., proved a red one for Madeline Ragan, of the ace pitchwoman twins. Ed Ross, with seeds, was going strong in a drug-store window in the heart of the Queen City. And now some New York City notes: Ten pitch stores were operating in the Isle of Manhattan and almost all of the store owners were singing blue notes. West 125th street. Rajah King was the added attraction, making it his third season with the Doc. Professor Platt's store (mentalists) was clicking. Al Seigel was working under handicaps. Still by using good showmanship his store on 14th street was the top money getter. That's all.

PITCHMEN have two eyes with which to see more, and one mouth to talk less when silence is golden.

CONSUMMATE INDIFFERENCE . . . and accumulated inertia have never yet been known to bring a man to the front in any fight or in any line of business.

ALTHO PUBLICITY . . . failure and criticism have made cowards out of some men, the trio has spurred many a real man to better effort.

A JOHNNY-COME-LATELY will sell all around a veteran who feels that he is bigger than the business. Perseverance and tact along with energy is what snares the long green.

SAM BERMAN inks from Toledo, O., that he recently worked a few spots in Detroit with corn punk to fair business. "Lots around the Motor City," says Sam, look as tho a carnival is in town. Everyone seems to be getting their share of the dough, too! All the shops in the town are working full blast. I made eight fairs in Michigan and all of them were red ones for me since I installed my new Buddha frameup. I'm headed for New Orleans. Pipe in, Art Engle."

TOM KENNEDY is reported to be corraling the long green in Eastern chain-store spots.

YOUR EFFORTS of today is what your future depends upon.

DOC SILVERS of the Fun Show bearing his name, pipes from Milton, Ia., that he is headed for the West Coast and then Florida. He says he plans to again make the fairs in Dallas and Phoenix, Ariz., and then work the flower show in Los Angeles. Following that event he will return to his home in Miami Beach, where he will remain until May 1. He reports that despite much inclement weather his season was a good one.

"HERE'S A TIP fellows," inks Buddy Lou Davis, manager of Lou-Louette, from Weatherford, Tex. "Stay out of Texas. Brownwood and Wichita Falls were terrible. Lou-Louette attraction is still with Crowley Shows. Have been working sex books on streets during the day."

THE PITCHMAN who flatters a tip hopes either to find it a fool or to make it one.

J. H. McCASKEY . . . the migratory sub getter, says from Suffolk, Va.: "Laxity of effort is a serious

PHOTO MOUNTS DIRECT FROM THE FACTORY
Mountings from 1/2x2 up to the largest sizes. Sparkling new designs, surprisingly moderate prices and rush service. Write us for illustrated circular. . . . Miniature samples 25 cents, postpaid.
THE GROSS PHOTO SUPPLY CO.
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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.

BRILLIANT Tinsel XMAS SIGNS
XMAS CARDS—TREE LIGHTS—TRIMMINGS—GIFTS—
Merry Christmas HAPPY NEW YEAR

NEW AGENTS! JOBBERS!
Get Your Xmas Sign Supply from a reliable manufacturer. Sample Set of 12 sent for \$1.00. HIGH PROFIT. Catalog Holiday Items.
LIBERTY CO., Desk B, 24 E. 21st St., N. Y. C.

NEW PEN SENSATION OXFORD PLUNGERS
Also 2-COLOR PENCIL TO MATCH. HOT!
Write for Quantity Prices.
ADLER PEN and PENCIL CO.
395 Broadway, New York

ELGIN & WALTHAM WRIST WATCHES \$3.95
In New Cases,
Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unrecd. Diamonds in the country.
H. SPARBER & CO.
108 North 7th Street, St. Louis, Mo.

COST 5c (In 100 LOTS) SELL 25c
Up to 400% Profit—Silverite, Signs—Sparkling, Brilliant, Size 8 1/2"x9 1/2". Order today at the Amazingly low prices. 100 signs cost \$5.00, 50 signs \$3.00, 15 signs \$1.00, none free. Postpaid in U. S. A. Send M. O. only (no cash) or 1/2 Dep. No. 63—We thank you. | No. 634—Pleasing You call again. | Keeps Us in Business.
Send for Free Slogans List Today
Silverite Signs, 417-M, So. Dearborn St., Chicago, Ill.

VETERANS' BIG SELLERS!
Our sales are increasing. Get your share in the Great Flash Cover, Primer of Constitution. Every body must have one. Will Rogers Latest Jokes, 3c. Flashy Anniversary Day Closing Cards, 5c. Veterans Magazine, Holiday Flashies, 5c. Veterans' Joke Books, 2c. 3c. Patriotic Calendar, Hot Season, 5c. Samples, 10c. VETERANS' SERVICE MAGAZINE, 157 Leonard Street, New York.

WANTED-WANTED-WANTED-WANTED
Pitchmen - Hustlers - Demonstrators — A bank roll before Xmas. The latest and quickest selling Novelty in the country, Magic Sex Indicators. Hot from now till Xmas. Three samples postpaid 25c. Gross \$2.50. Sell 10c and 15c. (HURRY.)
NU-WAY SALES CO., Box 243, Hornell, N. Y.

Coupon & Medicine Men
We have a new large flash, cellophane wrapped Herb Packets, priced low. Also new Coupon Set. It must be seen to be appreciated. Prepaid sample, dime. No post cards.
THE DAMON CO., Geneseo, Ill.

EXPERIENCED PAPER MEN
Texas is open to square shooters on the old reliable. Croops are best in years. You all know the protection I give. Write
E. HUFF
P. O. Box 221, Temple, Tex., for Credits.

CHRISTMAS CARDS
The greatest values ever offered. An assortment of 25 different Christmas Etchings, Prints and Embossings in beautiful colors. Made to sell for 5 cents each. 200 for \$1.00; 4,000 for \$4.00. 25 assorted samples, 25c. RELIABLE SALES CO., 1141 Broadway, Dept. B, New York City

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offense against the laws of nature and places most people in an embarrassing position at times. Of course, we don't all think or act alike, but there is a code and it can be applied just as easily as avoided. The one who renders assistance is generally the one who holds the bag. There are high shooters who have gone down and are willing to do anything until the tide comes in. When the sun shines, however, they forget that they were down and ignore the individual who saved the day for them. They fail to remember that it may rain again some day, harder even than the first time. This may be concrete to some, but there are exceptions to all rules. This isn't a knock, just food for thought to those with a thinking capacity. Others need no food because they are behind the eight ball."

SHOW LETTERS

(Continued from page 55)

early, stayed late and spent freely. Mabel Mack joined with her Mule Show, also several people of Broadway Shows of America, including George Gofus with concessions, the Radio Band in the flesh, a sound truck and the Alabama Minstrels, with 12 people and an orchestra. Al Porter joined with concessions at Clarksville, Va., five weeks ago as partner and general agent. Business has been off this year. Curtis L. Bockus, general manager, has been kept busy answering telegrams from last ad in *The Billboard* regarding Florida.

AL PORTER.

Dee Lang Shows

Batesville, Ark. October 11-16. *Auspices, Independence County Fair Association. Location, fairgrounds. Business and weather, good.*

A contestant's rodeo held here Thursday, Friday and Saturday attracted contenders from Texas, Oklahoma and this vicinity. Governor Bailey of Arkansas attended and spoke Wednesday. Thursday was Children's Day, with fair attendance. On Friday 81 children of an orphan's home were brought to the grounds and were guests of the management. Virginia Senior, free act, featuring her foot slide for slife, entertained daily.

C. R. NEWCOMB.

United Attractions Do

Well at Desert Event

VICTORVILLE, Calif., Oct. 23.—United Attractions had the midway at the Desert Week celebration here October 12 to 17, with Milt Runkle in charge. In addition to rides and concessions they had the Will Rogers big steer and Montana, petrified man, as added features. Very good week's business was done. Flo Appel and Whitey Olsen had the lunch stands, George Sackson had four concessions and George Silver the novelties.

Joe Louis, with Fred Guinyard and N. B. Murray, spent over an hour on the lot Saturday night and attracted a lot of attention. Ellery S. Reynolds stopped over en route north. Charley Rising had the eats at the rodeo grounds, Maxine Ellison pin on's and J. W. Linn pop corn and Hoss.

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Here is a hot number that sells on sight to every merchant in every town. Beautiful \$2.28 display card processed in 7 oil colors, made expressly to promote Christmas shopping. Merchants gladly pay you \$1.50 apiece. Cards cost you only \$9.00 per doz. Terms, one-third certified deposit with order; balance C. O. D. and F. O. B. Detroit. Order three samples now for \$2.50 postpaid in U. S. in Canada \$3.00. Act quick for this fast-selling seasonal item!

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Slip-Not-Ties
New fall line silk-lined fast 50c sellers. Send for Sample Dozen, \$2.50 postpaid. Money refunded if not satisfied.
Free Catalogue
GILT-EDGE MFG. CO.
Patented. 13 N. 13th St., Phila., Pa.

BRAND NEW SENSATIONAL ITEM!!
EUCALYPTUS COMBINATION LABELED with the world-famous SLOANE BRAND

Never before on the market. Sell Combination for 25c. Bottle of Liquid and an Inhaler. Both knockout packages. New, Hot and right in season. Easy Demonstration. Great for Treating Colds, Coughs, Catarrh, etc. Everyone of your customers gets a chance to cut in on \$150 Prize Money. Easy Contest. This guarantees big sales. Spiel Free. Sample, 25c. 50% Deposit on all Orders.

\$9.00 Double Gross (One Gross Bottles) (One Gross Inhalers)
SLOANE PRODUCTS, Inc., 143 West 41st St., New York City
Hurry, Hurry—The first 50 Men who order will ALWAYS get 1 Dozen free.

"La Rambla" Midway Dallas Exposition

DALLAS, Oct. 23.—Approaching the close of the Pan-American Exposition, throngs are milling up and down the midway even more anxious to see the shows and various attractions than they were on the opening day, June 12, and there is going to be blaze of glory the last 10 days. In anticipation of the largest crowds of the season each show has been augmented by stellar acts.

Leading the procession is the Casino, where Borrah Minevitch, Barto and Mann, Stan Kavanaugh, Isabel Kimpel and Art Jarrett are featured, along with the Gauchos and Chester Hale's Precision Line. Red Nichols and his orchestra hold forth to the end for dancing.

The Showboat, under the management of Bill Collins, is playing to packed houses with *The Drunkard*. Of the entire cast presented this summer the outstanding performer has been John Wagner. Johnny Bambury, the midget, is closing a most successful season at the Showboat.

Uksila and Vida, Genevieve Trojan, Don Condon and Luke Trombatore, of the Black Forest, will close in a most unusually successful ice presentation. All of these skaters, some of the world's finest, are scheduled to go on tour for the next 18 months, having been booked up until the opening of the New York Fair in 1939, according to Manager William Rowley.

Following his successful review of the first two weeks at the Road to Rio, Manager Jack Maggard has arranged a most imposing array of talent for the last 10 days of the exposition. By far the greatest entertainer ever seen on any midway is the star of the present production, Frank Barden, who now, besides his solo spot, assumes the role of emcee. Also featured in the review is J. B.

Carlisle and his little pal, Red McGuffey, who is one of Edgar Bergen's rivals in the field of ventriloquism. Kirtley and Rankin are the finest dance team that has appeared in the Road to Rio all the season, and the line of girls known as the Pan-American Sweethearts have been signed to immediately go on tour with a road show. Lou Harris and his Pan-American Orchestra furnish all the music.

Rambling on La Rambla: Chief Charley Rader with celebrities in tow. . . . Deacon Lauer, the mayor of the midway

. . . . George Anderson, the exposition chief of operations. . . . Director-General McNeny. . . . special events boss. . . . Rats Hill. . . . Sheriff Smoot Schmid. . . . Dufour & Rogers, the playground impresarios. . . . the Fox family from the Bowery. . . . midgets, Edna L. Moffett, Jessie Kelley, Ellie Miller talking over plans for their winter tour in vaudeville. . . . Senor Dominguez, the Mexican consul. . . . the Guatemalan Marimba Band. . . . Ethan Allen and Neely Edwards, of the Showboat. . . . the Ripley Odditorium crew devouring hamburgers. . . . Eddie Barr's farewell party at the Club Internationale.

Our pick of potential future stars . . . from the Casino, Art Jarrett . . . from the Road to Rio, Frank Barden . . . from the Black Forest, Don Condon . . . from the Showboat, John Wagner, and so au revoir. Reported by Bill Barnett.

Endicott Plans a Midway

ATLANTIC CITY, Oct. 23.—An international midway and street of all nations is the latest idea conceived by Tom Endicott, operator of the unique Dude Ranch in this city and originator of the Beauty Pageant in its early stages. This he plans to carry out next season in connection with his Dude Ranch, taking in an extra block, with entrance from the ranch and entirely inclosed from the Boardwalk side.

Agricultural Situation

Condensed Data From October Summary by U. S. Department of Agriculture, Washington, D. C.

Farm commodity prices swirled in cross currents that carried wheat and cotton to seasonal lows and grain-fed cattle to new high figures during the past month. Early rush of wheat to market subsided, and interest centered on marketing of this year's big crop of cotton. World supply of cotton was reported largest on record. Interest centered also on farmers' plans for feeding more live stock this fall and winter. But despite decline in crop prices, farm income continues to exceed last year's figures, and during remainder of this year is expected to top 1936 levels. Crop production is largest in nine years, but consumer buying power is high and food costs 18 per cent less than in 1924-'29. The purchasing power of non-agricultural income per capita for food is 106 per cent of this base period. Increased marketings of farm products, times the price, are expected to yield farmers the biggest cash farm income since 1929.

Demand Continues Good

Most indicators point to a continued good demand for farm products during the remainder of this year. General business activity has slackened in recent weeks, but even if it should go lower, buying power of consumers is unlikely to be greatly affected in the near future. The combined income of the non-farm population continues to increase and is now around top figures for seven years.

Activity in the woolen and cotton mills has slumped, and the production of coal, shoes, automobiles, tires and furniture has been reduced; but back orders have been enough to keep some of the im-

portant industries going with little more than the usual summer lull. Whether the fall pickup will be of usual proportions depends largely on the volume of new orders.

New orders to date have been disappointing; unless there is a material increase in new buying, the present volume of industrial production will not be continued much longer. But this would have little effect on the immediate demand for most farm products, since there is usually a lag between changes in business activity and consumer demand.

Exports of farm products were in small volume this summer, but exports are expected to increase as a result of the larger crops of cotton, wheat and some other products. The increase may materially reduce our import trade balance in the next six months.

Unsettled situation in the Far East and Europe has disturbed world trade, but business activity in most of the foreign industrial countries is being well maintained. Some improvement is expected in European business conditions this fall.

Farm Income: Small Gain

Farm income from marketings gained little from July to August, influenced chiefly by a falling off in wheat marketings from their July peak. But the August figure was \$131,000,000 more than on the corresponding date last year, due wholly to increased income from crops rather than live stock.

During the first eight months of this year the income from marketings and government payments was \$681,000,000 more than in the same period last year, the increase coming chiefly from crops and from government payments. Except for wheat, the gain reflected little of the increase in this year's crop production.

Marketings of many other farm products are expected to increase more than seasonally during the remainder of this year. And even the farm prices have declined from August figures, the larger marketings are expected to maintain farm income above last year.

Big Flash-Big Value
TIE-TIE HOLDER and COLLAR PIN SETS
No. 101—Men's French Shape Ties complete with Tie Holder and Collar Pin. Large assortment of beautiful patterns. Each set packed in individual sliding box with cellophane window. You'll do a big business with these.
\$2.00 Sample Dozen \$22.80 for 12 Dozen
SPECIAL Ask for No. 886. NEW and DIFFERENT. Never sold before in this market. Will be a REAL SENSATION. \$1.00 Seller. \$4.50 Dozen. \$48.00 Gro.
25% With Order, Balance C. O. D.
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18 INCH Betty Lee SILK-SATIN PETAL BOUDOIR PILLOW
Three (3) Distinctive Styles—Round, Oval and Heart Shape. Packed individually into a Gold Colored Gift Box with a Ribbon Ty-Bow.
\$12.00 Per Doz. Minimum Shipment 1/3 Doz. Many Other Selected Items. Good Values at Lower Prices.
11" Pillow . . . \$3.25 per Doz.
14" Pillow . . . 6.00 per Doz.
25% Deposit, Cellophane Wrapped, 4 Row. Bal. C. O. D. Petal Pillow Case, \$2.00 Doz.

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CASE CONTAINS Toy Stethoscope, Thermometer, Wrist Watch, Pencil, Prescription Blanks, Candy Pills, Six Unbreakable Mirrors, Tongue Depressor and Band-aid. All contained in a Leatherette Case, 12"x7 1/2"x3 1/2", as illustrated.
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Out in the Open



Ringling-Barnum

NEW YORK, Oct. 23.—Regardless of the outcome of negotiations supposedly going on between members of the Ringling family and the Prudence Company, operator of the Ringling-Barnum concessions since 1933, it remains practically a fact that the next few years should see the Big Show, together with Barnes-Sells-Floto and others the corporation might decide to operate, reaching new heights in outdoor show business. The season coming to a close has been a successful one, probably the most successful in 10 years or more, and once again the tremendous vehicle has proved itself to be one of the marvels of modern show business.



R. S. Littleford Jr.

It seems as if there is just about nothing that can stop the Big One from packing 'em in when general economic conditions are right. Every fall talk arises to the effect that "the show isn't what it used to be," that the old faces missing since the opening whistle in the spring will be most difficult to replace, that the management should have done this or that, and that the future holds little in store for a traveling project so cumbersome, so unwieldy as the "Greatest Show on Earth."

But the show continues to roll on year after year. Expenses increase, valuable personalities are replaced by men not so well known to the circus world, supposedly premier acts give way to new and untried attractions—and the show continues to net hundreds of thousands of dollars more than any other circus that ever trod the sawdust trail.

Right now there are those who feel that the future is none too bright for the Big One. They are saying that a change in management at this time, with its subsequent shakeup in staff and personnel, might do unlimited damage to the working order of the show. But this corner can hardly believe that. The brothers Ringling, acknowledged as exceptional showmen by all, were wise in more ways than one. They were shrewd business men who realized not too late in life that the Ringling-Barnum corporation was larger than any single man or group of men. They realized that after years of hard and trying times they had emerged with the greatest attraction in show business—the most famous and valuable title in history—and that it would remain as such many years after their active days were over.

The Ringling show is divided into many departments, each with an integral job

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Mounted on ton truck, special built body, motor recently overhauled, new tires \$1,800. For quick sale \$250.00 cash. Other business requires no time. H. CHATELAIN, General Delivery, San Antonio, Tex.

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Our numbers sell like "hot cakes." Biggest Variety in America. PRICED from 2.00 per 1,000 and up. Send 2.00 for 50 Samples of Cards, Folders, Comic Gifts and Jokes. Or 1.00 for 50 Samples of Cards & Folders. NOW READY. OUR XMAS CATALOGUE OF SPECIAL HOLIDAY SELLERS. 48 Pages Just "CHOCK-FULL" of Money Getters. Send 25c for it (we refund with your first order). (The house that JACK built.)

MAGNOTRIX NOV. CORP., 186 Park Row, N. Y.

to do, but always dependent, in one way or another, on the other departments. The men at the head of these divisions are chosen not always for their personality and "name," but rather for their integrity, loyalty and recognized ability. Each knows his individual job as well as anyone else in the circus business and knows that as long as he does that job his advice will be respected by the management. And so, as the Ringling brothers planned it many years ago, the successful operation of the Big Show does not depend so much on the individual or individuals comprising the "management," but more so on that group of men who head the several important departments of the organization. Regardless of what transpires behind the closed doors of the directors' room these next few days, we are confident that Messrs. Hathaway, Donahue, Hopper, Braden et al. will be back in the Garden when April rolls around. And even if some of them are not, there will be others just as qualified to fill their positions.

Circus Stories

(Never in Print Before)

By WILLIAM JUDKINS HEWITT

James A. Bailey: "One time the Barnum & Bailey Circus was in a town in California. The newspaper demanded an exorbitant number of passes and sent a cub reporter to get them. Bailey, thru his press agent, declined to give the number demanded but offered a lesser number. They were refused by the cub with the curt remark that if the number of passes requested was not forthcoming his paper would roast the show. Bailey, standing in the marquee, heard this, and walking over to his press agent said this to the reporter, 'Look here, young man! Go back and tell your manager to roast. No passes will be given at all, as by 1:30 tomorrow morning our circus will be outside your paper's circulation.'"

Bailey never spoke in a loud voice and would not hire a man that carried a cane, commonly known as a walking stick. The late George L. Macfarlane, press agent, told the writer this story with its subsequent observations.

When George Washington Smith was on the door of the Ringling-Barnum Circus he always kept a tab on how the house was filling with customers. He did this so he could tell John Ringling how business was, for upon coming in for the evening performance John would invariably greet George Washington with "George, how is the house?"

When John Ringling bought out the five circuses of the American Circus Corporation he was in New York. He learned that R. M. Harvey was at a local hotel and phoned and asked him to come over to his apartment. Harvey did and upon entering was greeted by Ringling with: "Harvey, what do you think of the 'wild cats' I bought?" To which Harvey replied: "Tame them, John!"

Tody Hamilton, a famous press agent, was in Manchester, England, one time and called upon the editor of *The Manchester Guardian* and tried to get Barnum and Bailey's picture on the front page. The editor was both grieved and astonished at such nerve but was courteous. He twiddled his glasses, debated with himself and finally said: "Mr. Hamilton, we cannot put Mr. Barnum or Mr. Bailey on our front page for the reason that even the King cannot make that distinction until after his demise." To this Hamilton replied: "Many thanks, but I have no desire to break up the partnership—Barnum is dead."

The late Ben E. Wallace liked to be known as Colonel Johnson. One season he hired a troupe of German acrobats especially for an unusual trick they did. He was standing in the marquee at a matinee which recorded a very light house. He observed that during this act the music changed and the big "trick" had been cut out. He sent for the manager of the act and said to him: "Why did you cut the big trick?" To which the boss acrobat replied: "We need dill pickles." Then Wallace said: "All right, dill pickles you shall have." The next day a barrel of dill pickles was rolled into the cookhouse labeled, "Exclusively for the Dill Pickle Acrobatic Troupe, compliments of Colonel Johnson."

'Twas After Visiting Hours, But Not for Show People

NORFOLK, Va., Oct. 23.—L. C. Miller, George Hirschberg, Mrs. Izzy Cetlin, Mrs. John W. Wilson, Mrs. Hawkins, Blackie O'Dell, Doc Hamilton, Leo Carrell and many others of Cetlin & Wilson Shows recently visited W. E. (Skinny) Sykes at Municipal Hospital here.

"The time was after hours, so no one believed that we would be allowed in," said Miller. "A feeling of warmth fell over us as we entered and were greeted by the superintendent, Nora Garry. 'Yes, it's after hours,' she said politely. But we are show people and our time is limited, we explained. 'Then by all means you shall see him; bring Mr. Sykes out,' she commanded an attendant.

"Now I had never seen or met 'Skinny' Sykes and expected most anything and so would you if you had been told the man had no use of his limbs and was bedridden for over two years. So they rolled 'Skinny' out in a wheel chair to meet for the first time in two years his friends, his kind, show people—people that 'Skinny' loves so dearly.

"It was a strange sight. Here was a man that came out smiling. He met us as tho he had just left the lot the day before. He didn't comment about his hands that hung useless by his side like dead fish. Nor did he mention anything about his stiffened legs, except when someone asked him about them. Instead he laughed and joked about the good old days. One could have closed his eyes and imagined that he was in some hotel lobby cutting up jackpots.

"Only once did 'Skinny' look sad and perhaps he had a right to. It seems an old boyhood pal and school chum, a man that had grown up and worked in the same business with him, had forgotten to come to see him or even write. 'Yes,' said 'Skinny' sadly, 'I don't know why he should do that after we ate together, slept together and fought things out together. I don't mind the fact that I did not receive the money he has been collecting for me on different shows these past two years. All I wish is that he would just drop me a post-card.'"

"We were all astonished to hear that, because most of us in that room had donated money to be sent to 'Skinny' Sykes.

"After a while when we noticed his head starting to droop on the big stiff collar made for him to keep his head up we said adieu.

"All hail to 'Skinny' Sykes, a real showman to the end! All hail to the Norfolk Municipal Hospital and the way Nora Garry operates it!"

West's Shows Close; Winter in Norfolk

HENDERSON, N. C., Oct. 23.—West's World's Wonder Shows concluded their 1937 tour at the Golden Belt Fair here tonight and the show paraphernalia was sent to Norfolk, Va., where the organization has wintered for the last 12 years. Many changes in personnel, shows and concessions for 1938 have been announced.

Fitzle Brown, after two and a half years of close association with General Manager West, will not return next year. Neil Berk, general agent and banner man this season, is no longer connected with the shows.

Several employees went on to Norfolk, Va., ahead of closing night to ready the big building where the shows are stored. It is reported that much work will be done during the winter on equipment and show fronts and a new electrical illumination idea will be installed on the rides.

About 20 members of the organization will go into quarters with the show,

with the remainder Florida bound for the winter. Immediately after the shows are housed General Manager Frank West will leave for the North, where he will close negotiations for two major rides which are slated to grace the fun plaza next season.

Aerialist Dies From Fall At Wilmington, N. C., Fair

WILMINGTON, N. C., Oct. 23.—Before a packed grand stand Wednesday afternoon at Coastal Fair here, Donald Hartman, 25, aerialist with the Four Aces, crashed to his death when a piece of high rigging gave way. Agnes Dawkins, 24, Philadelphia, on an upright to the left of Hartman began swaying dangerously as her companion fell, and it was only by the aid of Paul Nickel, another member of the act, that she was saved from a fall. Nickel reaching her and laying her athwart parallel bars. A moment later Nickel was on the other end of the rigging, where he freed Thelma Grandee, 16, who had become faint and was dangling by a hand strap.

Hartman, who died 10 minutes after being rushed to a hospital, sustained fractured neck, arm, leg, foot and all ribs were broken. A native of Portland, Ore., he was orphaned at an early age, troupe members said.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

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SOUTHERN STATES SHOWS WANTS

For several more weeks of the best fairs in Georgia and Florida Merry-Go-Round, Wild West, Amusement, Mechanical Shows or any show not conflicting with what we have. Room for a few more Legitimate Grind Concessions. Positively no racket. Thomasville, Ga., Fair this week; Live Oak, Fla. Fair next week. Write or wire JOHN B. DAVIS.

PHONE MEN, A-N-O. 1 CONTEST MAN, CONCESSIONS, ACTS WANTED for Springfield's Civic Athletic Assn. Indoor Circus, Nov. 17-20, to raise money for new City Owned Stadium. WILL BOOK Acts that can work indoors. Concessions that will work for stock only, such as Ham-Bacon, Candy, Blanket Wheels, etc. Bingo, Scales, Photos, American Palmist, and Concessions of a like nature. Strictly no controlled Wheels or Spindles tolerated. Address CHRM, CIRCUS, 28 South Fountain St., Springfield, O.

LARGE & LANE SHOWS

Have for sale: Show complete; 4 Rides, Smith & Smith, Chair-of-Flame, 3-Across, Allan Henschell Swing, 10-car Whip, Kiddie Auto Ride; 6 Trucks, 2 big Tops, 10 Concessions. Will sell any part. Can be seen in operation at Greenhaw, Miss. this week; Lula, Miss., next week. All same as new.

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Printed on seven different colors of stock, size 3 1/2 x 5 1/2. Can be played without markers. May be marked with pencil or punched and then discarded. Every card numbered and extra serial number for check-up. Stocked in seven colors.

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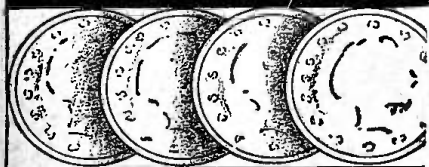
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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

The Coin Chute League

THE COIN CHUTE LEAGUE is an enrollment association of persons, groups and affiliates who associate themselves for the purpose of promoting publicity for the best interests of the coin-operated machine industry and in other ways to promote the general welfare of the industry.



WALTER W. HURD

It extends membership privileges to all persons engaged in the industry in any way, who may enroll under its broad purposes either as individuals or as members of associations and groups that may affiliate with the League. It will promote a program of publicity and other constructive plans to create good will for the industry and will seek to enlist members in carrying forward voluntary effort in various localities as a part of the general program. It will seek to encourage the widest possible freedom of effort and opinion among members and affiliate groups and its method of work shall be by voluntary enlistment in the general cause.

Its sole aim and purpose will be to build up and publicize the good name and common interests of the coin-operated machine industry and wherever feasible to act as spokesman of the accepted opinion of the industry. Members who enroll in the society declare their intention to work for the good name of the coin-operated machine industry, but in no way bind or obligate themselves by the methods, policies and opinions as announced by the headquarters of the League or any of its representatives.

The four provinces of good endeavor toward which the coin-operated machine industry contributes as individuals and collectively as an industry are Amusement, Convenience, Employment and Charity. These objectives shall be a guide to the activities of the Coin Chute League.

AMUSEMENT: The coin-operated machine industry contributes to the amusement of the public by adapting many ideas of the present mechanical age, making these ideas more convenient to the public by use of the coin chute. Notable contributions to public entertainment and amusement are the coin-operated phonographs, photo-electric ray machines and bowling games. These are high-grade products and have a real commercial importance in the business world. The development of a wide variety of mechanical games has also come as a product of the mechanical age. Coin-operated games having an element of skill are recommended for suitable locations where adults may patronize them for diversion and amusement. With any game having an element of skill some kind of award or prize for skill or scores agreed upon is an inherent human desire of all who play games. Such prizes or awards are best made in merchandise to encourage trade and industry and also spread employment. Retail establishments where the machines are located, especially the smaller establishments, also profit, and the business structure of the country is thus aided. The adaptation of statutes, constitutions and court opinion to conform to the principle and practice of using merchandise awards with mechanical games of skill is urged as a policy in keeping with the progress of a mechanical age. The increasing value of mechanical games as

a means of diversion and amusement for the masses of the people in the daily concourse of business is recommended as the intensity of modern life increases.

A careful distinction between coin-operated games having an element of skill and those lacking an element of skill is to be made. Games of chance are left to the fate of changing public opinion which is coming more and more to recognize the use of games of chance for charitable purposes.

CONVENIENCE: Among the most permanent types of coin-operated devices are those dispensing merchandise or a service upon the deposit of a coin. These machines offer a convenience to the public and the steady increase of the machines during many years indicates that the public desires such convenience. All merchandise vending and service machines have definite limitations and such machines will never become a hazard to employment by displacing human labor. The mechanized progress of the age is certain to indicate more and more needs for the convenience which vending and service machines can provide. The desire of the public for such conveniences should be the chief guide for the further development of coin-operated machines that supply convenience shopping or other small services. The coin-operated machine industry is engaged in steadily improving the quality of the machines and in improving the quality of the service and product offered to the public. Vending and service machines are recognized by economists as likely to become of increasing commercial importance as the service industries and the professions increase in importance with the changing times. The types and variety of vending and service machines indicate the progress of the coin-operated machine industry.

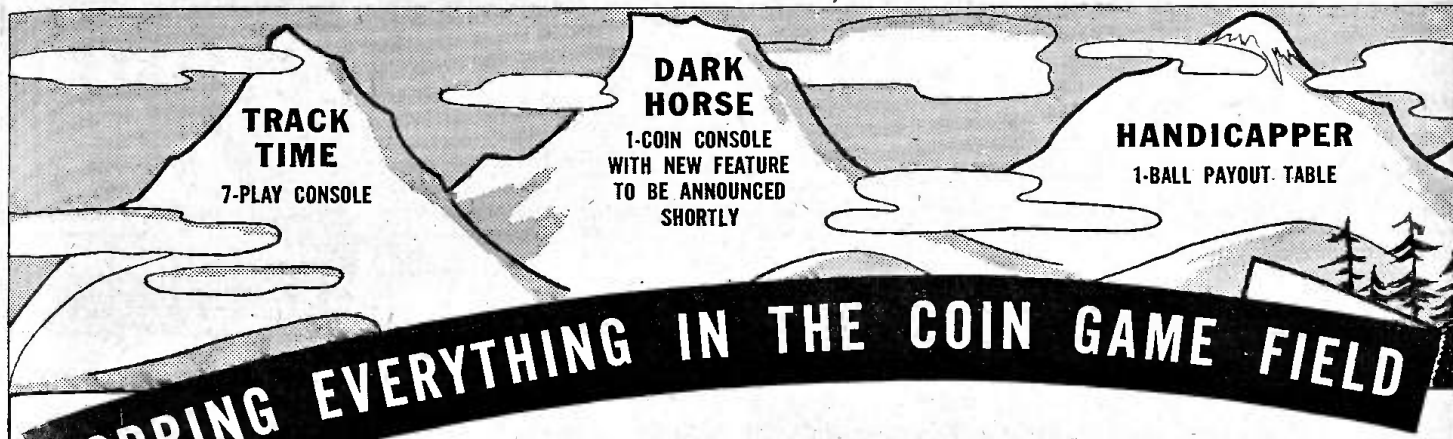
EMPLOYMENT: When unemployment is a national and world-wide problem all divisions of the coin-operated machine industry combine to contribute real service in supplying jobs. The industry itself employs thousands in its factories and offices, and still greater numbers are employed in the hundreds of factories that supply parts and materials used in the manufacture of coin-operated machines of all kinds. The commercial importance of coin-operated machines has increased to such a state that the largest industries in the country are engaged in supplying materials. The coin-operated machine industry also provides jobs for thousands of small business men known in the industry as professional operators who own and service the machines. The entire industry is also united in support of worthy public sentiment to relieve and prevent unemployment.

CHARITY: Until a perfect society is attained the need for charity will always exist. The Coin Chute League operates to promote habitual and generous contributions to worthy charities. The contributions of members of the coin-operated machine industry to local charities have reached surprising proportions, and the future possibilities for charitable work have appealed to the imagination of the industry as a whole. Definite programs for charitable work are a part of the industry in appealing for a better public understanding and good will.

Amusement. Convenience. Employment. Charity.

The four golden words that express the high objectives of all persons who enroll themselves as members of the Coin Chute League.

The COIN CHUTE LEAGUE, 600 Woods Bldg., Chicago, Ill.
Sponsored by The Billboard Publishing Co., Cincinnati, O.



<p>Get in touch with your nearest Keeney Distributor, who has these three Keeney "tops" games in stock!</p>	<p>TRACK TIME 7-PLAY CONSOLE</p> <p>3 spinning dials. Odds changing. Awards of 10c to \$7 for single nickel played. Inter-changeable tops. Operators—</p> <p>\$279.50</p>	<p>DARK HORSE 1-COIN CONSOLE</p> <p>3 spinning dials. Odds changing. Payouts from 10c to \$5. Mystery coin chute. And with new feature soon to be announced. Operators—</p> <p>\$179.50</p>	<p>HANDICAPPER 1-BALL PAYOUT TABLE</p> <p>Hole type board with new "Parlay" and "Handicapper" features encouraging added and continued play. Odds changing—awards up to \$5. Operators—</p> <p>\$189.50</p>
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J • H • KEENEY & CO. "THE HOUSE THAT JACK BUILT" 2001 CALUMET AVE., CHICAGO

Isn't it true, Mr. Operator? • that the distributors in your territory have always "come to the front" with far more personal and financial support in the interest of local operators than any factory could afford to contribute to the various situations?

Patronize your Coin Game Distributor—he'll enable you to make and to save money on the games you buy.

Ops Discuss Cash Leaks

New Jersey association invites opinions of others on preventing leaks

"To the Editor: At a meeting of the Coin Machine Operators' Association the problem was discussed as to how operators could best prevent the chiseling of locations on the matter of awards or payouts. In other words, every operator today knows that location owners have been taking advantage of them by handing the operator a payout slip ranging anywhere from 60 to 90 per cent of the gross receipts.

"Now the discussion in our meeting brought out the fact that operators feel they have at last decided on a plan that will protect them. There was unanimous agreement in suggesting to the manufacturers that in the future they equip machines with two coin boxes and the dividing coin chutes that automatically place every fourth coin in the operator's box.

"With such an arrangement on all machines it would greatly curtail the service calls the operator has to supply change for locations. The location owner would have a key to his own box and could get nickels himself instead of calling the operator as many do. The location would also make all awards from his part of the intake and the operator would never feel that he was being cheated.

"We of the Operators' Association of New Jersey would appreciate hearing from you as to what you think of the idea. We sincerely believe that every operator would welcome such an arrangement, as it would protect his earnings and would enable him to continue in business. An operator can't buy many new machines when 90 per cent of the intake goes to the

location.—Peter Hagedorn, President Coin Machine Operators' Association of New Jersey."

Editor's Note: The subject of a dividing coin chute as suggested in Mr. Hagedorn's letter is an interesting one. Coin chutes that divide the receipts into more than one cash box have been on the market for some time and were given wide publicity about three years ago. I have no data as to the success of the devices, but it is to be expected that installing them on games would naturally increase the price of the games. Operators who would like to discuss the subject or share their opinions with the New Jersey operators may write Mr. Hagedorn, Jersey Specialty Company, Inc., Singac, N. J., or address your letters to *The Billboard* for publication in the readers' forum.

A word of appreciation is due here to the New Jersey operators' association and all other associations that summarize their chief topics of discussion and share them with other operators by sending to us for publication. The New York associations discussed the all-important question of prices on games last week and we had a summary of the discussion for publication so that operators all over the country may know what other operators are thinking about.

Missouri Tokens Being Misused

"To the Editor: I am sending you a newspaper clipping which appeared in a Springfield, Mo., daily. We would like to see this published in *The Billboard* as it may be a warning on the misuse of the sales tokens in Missouri. I might add that the Robert Osterberg mentioned in the news item is manager of the branch office of the Ideal Novelty Company in Springfield, Mo."—Carl F. Trippe, Ideal Novelty Company, St. Louis.

"MALTREATED TOKENS INSERTED IN SLOTS HERE ANGER STATE. Jefferson City, October 6. A small box of shaved and flattened zinc mill tokens today led State Auditor Forrest Smith to offer a \$100 reward for the arrest and conviction of any person for defacing the sales tax chips.

"Robert Osterberg, Springfield, owner of coin-operated phonographs, sent Smith a box of tokens that had been shaved to fit dime and nickel slots and others flattened to slide into the quarter hole.

"In making the announcement Smith pointed out persons convicted of tampering with mills may be sentenced to as much as five years in the penitentiary."



HERMAN PASTER, Mayflower Novelty Company, St. Paul (right), and Jim Buckley talk over arrangements for large shipments of Bally games.

NOW LOCATED AT OUR NEW ADDRESS
4503 Manchester Ave., ST. LOUIS, MO.
(Same Telephone: Franklin 3480.)
Write for Our New Removal Price List No. 250, Containing Many Sensational Bargains.
THIS WEEK'S "A-B" SPECIALS
MILLS SKYSCRAPER (5c) \$22.50
WATLING TWIN JACKPOT (10c) \$22.50 Each

BESSER NOVELTY CO.
4503 Manchester Ave., St. Louis, Mo.

300 SCALES FOR SALE

Lowboy type DeLuxe and Buckeye, originally selling at \$100. All excellent condition and appearance. Any quantity, \$25 Each. Third deposit, balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE
8125 Superior Ave., Cleveland, O.

A Frey Super Special

MILLS BLUE FRONTS
Cleanest Machines Ever Offered!

\$45 F.O.B. CHICAGO

5c - 10c - 25c PLAY
With or Without Gold Awards
SERIALS ABOVE \$25,000
1/3 Deposit with Order, Balance C.O.D.

BILL FREY, Inc.
MIAMI, FLORIDA
Temporary Chicago Address, Hotel Sherman

AMERICAN SALES CORPORATION
CHICAGO, ILL.
950 WRIGHTWOOD AVE.,
OPERATORS!
YOUR STOCK in trade will hold up to high levels if it consists of high grade, profit-making games such as we have supplied to hundreds of successful operators on our original convenient Extended Credit Plan.
WRITE FOR CREDIT YOU CAN'T GO WRONG!
P. S.—No margin worries when you purchase on our plan.
Lee D. Jones

Becker Says 'Ops Are in Good Spot

CHICAGO, Oct. 23.—"Pity the poor devils in the automobile or building supply business," points out Keeney sales manager Ray Becker, "if conditions do get worse (tho I don't think they will). Those fellows must have prosperous times or they are practically out of business.

"But the man operating coin games," continues Becker, "sits in the golden throne whichever way the business situation jumps. If people have money they'll play coin games for the fun such games afford. If they haven't any too much money then they will actually seek out coin games because it's an inexpensive form of amusement. Just as the theater and moving picture people are constantly presenting new variations of more entertaining offerings, likewise the operator must be continually presenting new games to his playing public. He cannot expect the public to patronize his games if he operates a string of junk or long-dead equipment."

Becker then referred to the phenomenal increase in demand for new console games. "Operators," he said, "who were alert and saw this trend coming and who were first to get console games on locations have made and are making more money now than ever before. Why? Because console games are something new. They provide a greater thrill for the player, and they get the play.

"Sales on Keeney's Track Time and Dark Horse console games," according to Becker, "represent a greater volume of operator-purchases than ever before in the history of this concern, showing that the enterprising type of operators always put out the best equipment possible."

Genco Suggestions Make Hit With Ops

CHICAGO, Oct. 23.—Football of 1937 is continuing to make coin machine history, according to Dave Gensburg, Genco official. "An unusual amount of optimistic reports are pouring in from operators in all parts of the country," he stated, "who say that they have tried a few of Genco's merchandising suggestions in connection with this game and have found them highly successful. These reports are apparently based upon something more than plain optimism, for the orders that accompany them show that a definite trend toward scientific merchandising in connection with novelty games is resulting in a distinct sales boom.

"This is very encouraging," he went on, "for Genco has always been of the opinion that novelty games when merchandised properly could boost sales to unexpected proportions.

"The large amount of orders pouring in for Football of 1937 indicate that operators and distributors are taking advantage of the many money-making possibilities that are incorporated in this unusual game by being among the first to place them in their territory. The fact that so many operators and distributors want these machines right now," he concluded, "has made it necessary for us to place our staff on an overtime basis."

THE GREATEST, NEW AUTOMATIC PAYOUT MACHINES IN THE BUSINESS

WRITE FOR DESCRIPTIVE LITERATURE
WESTERN EQUIPMENT & SUPPLY CO.
925 W. NORTH AVE. ★ CHICAGO, ILL.

FOR SALE
THE FOLLOWING LIST OF MILLS, WATLING-PAGE-JENNINGS SLOTS AT LOW PRICES — ALL MACHINES IN PERFECT RUNNING ORDER, READY FOR OPERATION

- 3 Mills Blue Front Side Vender, Gold Awards, light oak cab., serials from 365,000 and up. Penny Play \$33.50
- 3 Mills Blue Front Side Venders, Gold Award, dark cabinets, serials from 325,000 up, penny play 30.00
- 25 Mills Blue Front Side Venders, some G.A. and single and double J.P., some without gold awards, nickel play, serials 500 to over 400,000 47.50
- 20 Mills Dime Play, same as above, with light oak cabinets, serials \$67,000 and over 400,000 49.50
- 10 Mills Blue Fronts, some G.A. and some without G.A., side venders, double jack pots, nickel play. Dark oak cabinets 40.00
- 5 Dime Play, same as above 42.50
- 5 Quarter Play, same as above 44.50
- 15 Mills Blue Fronts, Gold Award without G.A., single and double Jack pots, light oak cabinets, quarter play, serials 100,000 to 200,000 55.00
- 3 Same as above, latest Models, 500 play 95.00
- 25 Pace Comets, Mystery Play, like new, 5c, 10c, 25c play 35.00
- 1 Pace Comet, Mystery Play, like new, 50c play 45.00
- 4 Watling Nickel Treasury, used less than 30c 35.00
- 2 Watling Roll Tops, nickel play, very clean 35.00
- 2 Jennings Nickel Centuries, triple jack pots, very clean 28.50
- 10 Mills Escalator, Grey Fronts side venders, G. A., 5c play 30.00
- One-third Dime, on order. Write for balance G. O. D. Send for list of Automatic Pay Tables, Close-out Prices.
CONFECTION VENDING CO.
321-323 S. Church St., Charlotte, N. C.

POSITIVELY THE LOWEST PRICES EVER QUOTED ON RECONDITIONED BUMPER AND POCKET PAYOUT TABLES

LATEST MODEL **PHOTOMATIC** USED ONLY ONE WEEK

WRITE FOR PRICES

ACME NOVELTY CO.
23-25 No. 12th Street, Minneapolis, Minn.

"THE HOUSE OF PROVEN WINNERS"
BARGAINS! AUTOMATIC PAYOUTS BARGAINS!

Arlington \$ 95.00	Round Up \$19.50	Flicker \$15.00
Golden Wheel 90.00	Hialeah 24.50	Daily Races 17.50
Pragkness 65.00	Bonus 19.50	Hit Parade 49.50
Fairgrounds 100.00	Skipper 24.50	Broker's Tip 17.50
Rover 65.00	Phantom 85.00	Bally Derby 17.50
Carom 65.00	Challenger 24.50	All Stars 17.50
Blue Bird 29.50	Multiple 24.50	Royal Races 44.50
	Palooka 17.50	Bee Jay 39.50

Bumper \$10.00	Bolo \$5.00	Ginger \$20.00
Crossline 18.00	Frisky 4.00	Nugget 10.00
Badster 15.00	Hi Hand 7.00	Penny Pack 7.00
Home Run 15.00	Mad Cap 5.00	Punchette 5.00
Equalite 18.00	Tackle 4.00	Races 6.00
Skooky 15.00	Zenith 4.00	Double Deck 11.50
Autodart—Ticket 7.00	Gusher 5.00	Dominoes 17.50
Playball—Ticket 5.00	Fifty Grand 6.00	High Stakes 9.00
	Ditto 5.00	Reel Twenty-One 9.00

All Used Games Reconditioned, Ready for Location. Ask Your Fellow Operator.

J and J NOVELTY COMPANY, 4840 Mt. Elliott, Detroit, Mich. Phone—Plaza 1433.

Slug Visible Slotted Coin Counter

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 wrapper tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c sizes. Write for Big Lot Prices. Accurate Coin Counter Co., Patton, Pennsylvania



MRS. ART NAGLE is intrigued by the Derby Console game at the Gottlieb plant in Chicago. Her husband heads Avon Novelty Sales Company, Cleveland.

NOVELTY GAME SPECIALS

- 15 SKIPPERS, Like New. Each \$17.50
- 1 MYSTIC 22.50
- 2 SKOOKY. Each 22.50
- 1 STONER BALL FAN, 1937 17.50
- 2 DAVAL BASE BALL. Each 19.50
- 2 BOO HO. Each 32.50
- 3 BALLY BOOSTER. Each 24.50
- 2 CROSS LINE. Each 32.50
- 1 HI DE HO 9.50
- 3 MERCURY. Each 32.50
- 1 REPLAY, Like New 21.50
- 3 SPRINTS, Like New. Each 32.50
- 2 FINAL SCORE. Each 19.50
- 2 FIRE CRACKERS. Each 24.50
- 1 GREAT GUNS 21.50
- 1 HOME RUN 19.50
- 2 DAYTONA. Each 29.50

PAYOUTS.

- 5 FOTO FINISH. Each \$89.50
- 5 CLASSIC. Each 79.50

COUNTER GAMES.

- 10 WESTERN MATCHUPS, Like New, and Western Reel 21. Each \$ 9.50

You will save money by doing business with us. We have all the late model automatic and novelty tables at sacrificed prices. Write for particulars. The above games advertised are subject to prior sale. One-third deposit, certified checks or money order, necessary. For reference, 4th National Bank of Tulsa.

TULSA AMUSEMENT SALES CO.,
1126 So. Frankfort, Tulsa, Okla.

PAYOUT TABLES
Less Than 60 Days Old.

- 10 GOLDEN WHEELS \$59.50
- 5 CLASSICS 59.50
- 5 RACING FORMS (Bally) 79.50
- 5 FOTO FINISH 69.50
- 5 ARLINGTON 69.50

Automatic Consoles

- 3 FAST TRACKS \$ 59.50
- 3 RAY'S TRACK, Separators. Serials Over 3500 145.00
- 1 PACES RACES. Serials Over 2600 119.00

MOUNT ROYAL NOVELTY, Inc.
23 W. Mt. Royal Ave., Baltimore, Md.

GET ACQUAINTED WITH AVON SERVICE
New or guaranteed reconditioned used machines—try them.
BUY FROM — SELL TO
AVON NOVELTY SALES CO.
5907 Euclid Ave., CLEVELAND, O.

BARGAINS

- 4—5c Mills Skyscrapers. Each \$27.50
- 1—5c Jennings Century Mystery Pay Vender 27.50
- 1—5c Mills Lion Head Mystery Pay Vender 17.50
- 2—5c Watling Blue Seal Single J. P. Each. 12.00
- 1—5c Mills Blue Front Single J. P. Over 400,000. Like New 50.00

1 Deposit
W. G. ROWLAND, Box 61, Meigs, Ga.

'TANFORAN'

THE WORLD'S BEST CONSOLE
THE WORLD'S BIGGEST CONSOLE
THE WORLD'S LOWEST-PRICED CONSOLE

PRICE INCREASED - EFFECTIVE IMMEDIATELY

SEE YOUR JOBBER NOW

EXHIBIT SUPPLY CO., 4222 W. Lake St., CHICAGO

Brand New Factory Closeouts!

Keeney's
NAVY
\$37.50

Bally's
CLASSIC
\$69.50

Quantity Limited! Order Now!

Guaranteed absolutely new! Never taken from original crates! 1/3 Deposit With Order, Bal. C. O. D.
Write for list of hundreds of guaranteed rebuilt and new payout and novelty games now ready for immediate delivery.

Attention Florida Operators!
Our Miami office is fully equipped to handle all your novelty game requirements. A complete stock of essential parts is on hand for your convenience.

ATLAS NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO.
1326 W. FLAGLER ST., MIAMI, FLA.
1901 FIFTH AVE., PITTSBURGH, PA.

FOR CLOSED TERRITORY OPERATION

- 1 Bally Rolls. Brand New.....\$125.00
- 3 Bally Rolls. Floor Samples.... 85.00
- 4 Bally Rolls. Reconditioned.... 60.00
- 32 Senior Bowlettes, Latest Model. 85.00
- 8 Senior Bowlettes, Old Model... 50.00
- 14 Junior Bowlettes, Latest Model. 85.00
- 4 Keeney Targettes Radio Rifle, Floor Samples..... 139.50
- 5 Pamco Flying Duck Radio Rifles. 69.50
- 1 Seeburg Ray-O-Lite Radio Rifle 150.00
- 3 All American Baseball Games... 85.00
- 1 World Series Baseball Game... 195.00

Trades of late model Paytables and Slot Machines accepted at market prices on the purchase of the above machines or novelty Marble Tables.

AUTOMATIC AMUSEMENT CO.
628-32 Madison Ave., Memphis, Tenn.

GOLD MINE for MERCHANT

JACK POT PADS,
10c Play. Nine Throws for 10c. Throw the Dice, then Call Your Number. Three Pads Take in \$225.00, Pays Out \$75.00. Clears \$150.00, \$50.00 in Jack Pot.
The next High Prize is No. 19. Pays \$20.00. No. 20 Wins Jack Pot.
Three Pads Cost \$3.00; one Pad \$1.25. Eight Prizes.
We have another Jack Pot Pad, \$25.00 highest. Six Prizes.

Great Northern Novelty Co.
608 Vermont, Quincy, Ill.

Weekly Paper To Publish Articles

"To the Editor: As for as I know, *The Independent*, our local weekly newspaper, is the only newspaper in California liberal minded enough to put up a scrap for the return of slot machines and pin-ball games.

"Sometimes it is hard for us to obtain enough suitable material for an editorial each week on these machines.

"We were wondering if it is possible to use parts of your writings that appear in *The Billboard* to reprint in editorials appearing in this paper.

"*The Independent* is a small weekly paper of about 8,000 circulation, but we have four other papers in the near vicinity willing to publish such articles as you are fighting for.

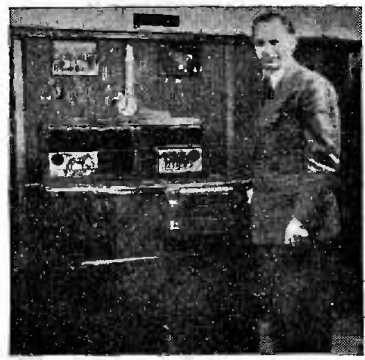
"I am only an advertising man on this paper, so if this letter doesn't sound right to you it is still honest and sincere.

"Hoping that you will grant us this favor, I am, S. E. H., California."

Seiden Announces Brussels Agent

ALBANY, N. Y., Oct. 23.—Henry W. Seiden, head of the Seiden Distributing Company, today announced that a special export service has been established which will prove of great value to foreign buyers. He said: "Inasmuch as I felt that a greater contact with our foreign customers was advisable, I have appointed a direct representative with headquarters on the Continent who will relay all orders directly to us. This service in connection with the fine stock of equipment now on hand and our unusually good facilities for handling export shipments will prove of inestimable value to foreign buyers."

The representative, whose headquarters are at 361 BRD Emil Bockstael, Brussels, is Marcel Demortier.



GEORGE PONSER, Eastern distributor, inspects the multiple coin-head Derby Console game at the Gottlieb plant.

FOR SALE

MR. OPERATOR: These machines offered for sale in this advertisement were operated by an experienced operator. The mechanical parts were always kept in A-1 working condition at all times by experienced mechanics. When you buy this equipment you are buying machines that are in A-1 shape mechanically and that are in working order ready for location. All machines will be tested and in working order before being shipped in their original crates.

- 100 PACES RACES, Black Cabinets, 20 pay, 5c play, under 3000 serial... \$150.00 Each
- 50 PACES RACES, Black Cabinets, 20 pay, 5c play, under 4000 serial... 175.00 Each
- 10 PACES RACES, Black Cabinets, 30 pay, 5c play, under 4000 serial... 175.00 Each
- 10 PACES RACES, Brown Cabinets, 30 pay, 5c play, over 4000 serial... 225.00 Each
- 1 PACES RACES, Black Cabinet, 20 pay, 10c play, Serial No. 2624... 175.00
- 1 PACES RACES, Black Cabinet, 20 pay, 25c play, serial No. 2596... 175.00
- 100 EVANS CONSOLE GALLOPING DOMINOS, 5c play... \$150.00 Each
- 25 EVANS CONSOLE BANG TAILS, 5c play... 150.00 Each
- 25 EVANS CONSOLE ROLLETTO JRS., 5c play... 175.00 Each
- 1 CHUCKELETTE, 5c play... \$ 80.00
- 1 SILVER BELLS, 5c play... 80.00
- 50 5c MILLS BLUE FRONT MYSTERY GOLD AWARD SIDE VENDERS, Like New, Serial 391,000 and over... \$ 60.00 Each
- 50 5c MILLS BLUE FRONT MYSTERY SIDE VENDERS. Like new, Serial 391,000 and over... 60.00 Each
- 50 5c MILLS BLUE FRONT MYSTERY AND MYSTERY GOLD AWARD SIDE VENDERS. Like new, Serial 388,000 and over... 55.00 Each
- 5 10c MILLS BLUE FRONT MYSTERY GOLD AWARD SIDE VENDERS. Like new, Serial 390,000 and over... 60.00 Each
- 10 25c MILLS BLUE FRONT MYSTERY GOLD AWARD SIDE VENDERS. Like new, Serial 380,000 and over... 60.00 Each
- 5 5c MILLS EXTRAORDINARY MYSTERY VENDERS. Like new, Serial 364,000 and over... 60.00 Each
- 1 10c MILLS EXTRAORDINARY MYSTERY VENDER. Like new, Serial 379,000... 60.00
- 3 25c PLAY MILLS DICE MACHINES... 100.00 Each
- 25 1c PACE BANTAM JACK POT BALL GUM VENDERS... 25.00 Each
- 5 10c CAILLE CADET SLOT MACHINES... 35.00 Each
- 6 25c PLAY CAILLE CADET SLOT MACHINES... 37.50 Each
- Used Slot Stands... \$ 1.00 Each
- New Slot Stands... 2.00 Each
- Mills Double Steel Cabinets... \$20.00 Each
- Mills Single Steel Cabinets... 15.00 Each

COUNTER GAMES

- 27 CENT-A-PAKS, like new... \$ 8.50 Each
- 60 GINGERS, 1c & 5c play, token payout... 17.50 Each
- 5 GROETCHEN COLUMBIAS... \$50.00 Each
- 61 ABT TARGET SKILL, 1c play, with counter meter... 20.00 Each

AUTOMATIC PAYOUT 5c PLAY

- 14 BALLY DERBYS... \$17.50 Each
- 3 CAROMS... 42.50 Each
- 1 PRAKNESS... 69.50
- 11 GRUB STAKES... 39.50 Each
- 1 TYCOON... 20.00
- 6 DERBY DAYS... 45.00 Each
- 1 DERBY DAY (with clock)... \$60.00
- 3 ALL STARS... 12.50 Each
- 1 MULTIPLE... 20.00
- 1 ROUND UP... 15.00
- 1 BANK ROLL... 49.50
- 3 CARIOCAS... 5.00 Each

SUPPLIES FOR ALL ABOVE MENTIONED MACHINES FOR SALE
WILL FURNISH STATE LICENSE TO TEXAS OPERATORS FREE ON ALL ABOVE MENTIONED MACHINES EXCEPT SLOT MACHINES.

ALL USED MACHINES OFFERED SUBJECT TO PRIOR SALE.
We have available new machines at factory prices that have been released by the following manufacturers:—Pace, Mills, Evans & Co., Groetchen and A. B. T. Mfg. Co.
1/3 Cash or Certified Deposit With Order — Balance C. O. D.

AMERICAN MACHINE SALES CO.
605 E. COMMERCE ST., P. O. Box 903, SAN ANTONIO, TEXAS

7
DAYS
FREE
TRIAL

MONEY BACK GUARANTEE REEL-SPOT

Operate Reel Spot for 7 Full Days, and if you are not fully sold on this machine for any reason we will refund your entire amount of \$29.75. You take no chances with Reel Spot! Wire your order now! (Enclose 1/3 Deposit.)



Only \$29.75 TAX PAID

GERBER & GLASS 914 Diversey Blvd. CHICAGO

ATTENTION FLORIDA OPERATORS

For a limited time we will accept Mills and Pace Blue Front and Watling Rol-A-Top Slots in GOOD Condition

IN TRADE...

On thoroughly reconditioned Seeburg Selectophones and Symphonola Coin-Operated Phonographs!

Let us hear from you—please send list with makes, serials and condition.

ELECTRO-BALL CO., INC. Distributors, DALLAS

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

N. J. Op Crusades Against Smut Disks

NEWARK, N. J., Oct. 23.—Howard Kass, general manager of the phonograph division of the Major Amusement Company here, recently took matters into his own hands and sent the following letter to each of his agents asking them to inform all location owners of its contents. The letter read as follows:

"We are taking this opportunity to inform you of conditions thruout Northern New Jersey and New York regarding a certain brand of risque novelty records. There has been considerable trouble in and around New York City during the past month. In several instances machines have been confiscated and storekeepers arrested.

"Within the past two weeks we have been notified by police authorities in Northern New Jersey warning us about the use of these records and we are asking you at this time for the benefit of our accounts, as well as for ourselves, to refrain from using these records."

To make the letter still more forceful, Kass included in the letter a clipping from *The Newark Star-Eagle* reporting that in Union Township, just outside of Newark, a plan has been set up to license all phonographs in public places. Policemen are making the rounds of these locations and if any of the machines play dirty ditties—out the window they go!

Wurlitzer Plays For Movie Stars

SEATTLE, Wash., Oct. 23.—It just goes to show that movie stars enjoy hearing world-famous orchestras reproduced with the famed living tone of the Wurlitzer phonograph just the same as millions of other people the land over, according to officials of the Hart Novelty Company, of Everett, Wash.

Paramount's current release, *The Barrier*, was filmed on location at Mount Baker, just north of here. The picture of Rex Beach's great Northwest adventure story stars Leo Carrillo, Jean Parker, Otto Krueger and others. When the company was on location recently the Hart Novelty Company installed a new Wurlitzer in the lodge for the enjoyment of the entire Paramount company. The phono solved the entertainment problem perfectly, it was reported. Hart Novelty officials said the machine enjoyed enthusiastic patronage every night after the day's work was done.

Sheet-Music Leaders

(Week Ending October 23)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

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.

1. Harbor Lights (1)
2. That Old Feeling (3)
3. Remember Me (2)
4. Moon Got in My Eyes (4)
5. Have You Got Any Castles, Baby? (6)
6. One Rose (10)
7. Roses in December (7)
8. You Can't Stop Me From Dreaming (8)
9. My Cabin of Dreams (5)
10. Vieni Vieni (12)
11. Whispers in the Dark (9)
12. Can I Forget You? (15)
13. So Many Memories (14)
14. Afraid to Dream
15. Josephine (11)



Wurlitzer Man Narrowly Escapes

BANGOR, Me., Oct. 23.—An hour earlier and the Rudolph Wurlitzer Company would be minus William T. Brase, service instructor. In other words, had Brase shown up in Bangor one hour before the fatal G-man shootings of the Brady gang last week he would undoubtedly have been accidentally mistaken for a part of the gang and probably peppered with hot lead.

Brase (even his name sounds like Brady) comes from Fort Wayne, Ind., the same territory as the Brady outfit, and his big LaSalle automobile with Indiana registration plates attracted plenty of attention and was even trailed by G men. To make it even more suspicious, Brase stopped directly across the street from the shooting to visit M. A. Melvin, the oldest music operator in America, both in age and in activity. Melvin's establishment is directly opposite the store which trapped the killers.

Brase, traveling with Mrs. Brase, had heard of the shooting over the radio but

that Angott Coin Machine Exchange is now handling Seeburg phonos and is operating as a jobber under See-Con.

Wurlitzer headed the list of music sales this week. Eddie Oram, Eddie Clemons and Horace V. Barber, of Lincoln Park, were on the list of purchasers.

Irving E. Johnson and Donald J. Dowsett, of Flint, were in the market this past week. Johnson chose Rock-Ola Rhythm Masters while Dowsett preferred Wurlitzers. Clarence O. Leitch was another Rock-Ola customer.

M. F. Stewart, district manager for Automatic Musical Instruments Company, has left on a second business trip around his territory.

Eddie Oram, who has been in business here for the past four years, is adding to his route of music machines and reports business is improving.

M. D. Oliver and Charles Cole, of Pontiac, have formed a new operating partnership in the music field. Local headquarters have been established at 1746 Parker avenue, where Don Burnish,



W. E. SIMMONS, California district manager for Wurlitzer, and Mrs. Simmons enjoy their "Miss Simplex" cruiser, christened for the Wurlitzer phono.

had no idea where the spot was when they drove up to Melvin's place. When they alighted from their car someone remarked, "Well, they got your buddies, all right." To which Brase quickly dismissed any affiliation with the dead men by replying, "They're none of my buddies."

Detroit

DETROIT, Oct. 23.—The M. & V. Company has been formed by Neil McAllister and Bertha R. Vogel. Company plans to operate a line of music and peanut vendors. McAllister has been in the business for several years operating machines thruout the State in Tuscola, Huron, Bay and Saginaw counties. Four music machines and 10 peanut vendors are said to have been added to their route.

James Ashley, local pin game op, is entering the music machine field. Recently he purchased a number of Wurlitzer machines.

Donald I. Coney, president and general manager of See-Con, Inc., reports that deliveries of machines are picking up now and that they are beginning to catch up with back orders. Coney reports delivery of about 160 machines in the Detroit area since the introduction of the new models and about 100 in other parts of the territory. He stated that they were about 275 behind on orders, however. Coney also revealed

another newcomer in the field, is manager of the firm. Burnish is handling machines in the Detroit territory, while Cole handles his own machines in the suburban territory around Pontiac.

A single order of 100 phonos was reported sold to one large operating company by E. J. Marshall Company. A supplementary order will build this total up to 250 machines, according to Marshall. All orders were for Rock-Ola machines, said Marshall.

General Amusement Devices Company is taking over distributorship for Rock-Ola for the State of Michigan with the exception of Wayne County, which includes Detroit, Harry Chereton announced this week.

William (Bill) White, assistant service manager of See-Con, Inc., Seeburg distrib, has returned to the show after recovering from severe bruises received in his recent automobile accident while delivering a phono near Mount Clemens, Mich. White, incidentally, is the father of Harry White, Detroit operator.

Music machine sales are reported to be as active as ever this week, with large orders the rule rather than the exception. William Rheaume, a newcomer in the business, placed a large order for Rock-Ola machines. Joseph A. Lovers was a Mills customer, while Seeburg reported a string of customers, both old and new, among whom were George J. Hanna, Loren L. Stover and the Ray Music Company.

Merchandising Plan Helps Seeburg Ops

CHICAGO, Oct. 23.—"In the same manner that drug stores are capitalizing on the varied tastes of their customers by keeping books of all kinds in their lending libraries," recently observed J. P. Seeburg, head of the company which bears his name, "so the demand for diversified music is being satisfied by Seeburg operators thruout the country. Formerly it was impossible to satisfy the ever-increasing demand for music of varied types because only a small number of selections could be played. Our new Royale and Rex Symphonolas, however, make it possible for the op to offer his customers 20 different records.

"Many alert Seeburg ops are finding it profitable to merchandise music in the following novel manner," he went on. "Circulars announcing the arrival of current music hits are distributed thruout the neighborhood. Each of these circulars carries a coupon which entitles the holder to a free vote for his favorite selection among the current hits. Each week these coupons are called in by the location owner, placed in a large basket and raffled off. The winner, who must personally witness the raffle, receives a couple of theater tickets admitting him to a show in the neighborhood. The number voted as the most popular is featured as the hit of the week. One does not necessarily have to play the Symphonola in order to stand a chance in the raffle. This stunt is apparently proving profitable to Seeburg operators, judging from the reports that are reaching us," he continued. "This is just one of the many merchandising feats that can be used to bring additional profits into the hands of Seeburg location owners.

"Because there are so many different and novel methods that can be used to merchandise music supplied by Seeburg Symphonolas, the sales of Royale and Rex are booming to unheard-of proportions. A great deal of this prosperity, however, can be traced to the growing interest on the part of the public for current hits that can be realistically reproduced at the drop of a coin," he concluded.

Palastrant Denies Operating Phonos

BOSTON, Oct. 23.—Similarity of company names is given as the cause for the rumors that Ben Palastrant, of the Supreme Amusement Company of New England, Inc., New England headquarters of Wurlitzer products, is enacting the role of an operator in direct competition with operators to whom he sells music machines.

Defending himself, Palastrant says: "It has been called to my attention that we are operating Wurlitzer phonographs. I want it clearly understood that this is not the case. We have never in the past, present and do not intend to in the future operate any coin-operated phonographs. It has always been my contention and firm belief that a distributor should not go into direct competition with his operators; that is, the men to whom he is selling and to whom he owes a certain debt of gratitude for the privilege of earning his livelihood and doing business."

It is likely that operators have confused the Supreme Amusement Company of New England, Inc., with another name, which is erroneous, for the Supreme Amusement Company of New England, Inc., does not operate under those ethics.

Crystal Opening A Huge Success

SAN FRANCISCO, Oct. 23.—The three-day opening of the Crystal Music Company at its new headquarters located at 156 Ninth street was a huge success, according to the reports of Joseph Ziff and Stanley Harris, who head the firm.

"Some 400 to 500 people visited us daily," stated Ziff. "Leonard Hayes, of Sacramento, walked off with the door prize. Our assistant manager, Alan LaPage, was a most successful and popular bartender until he tried to pour the seltzer out of the wrong side of the

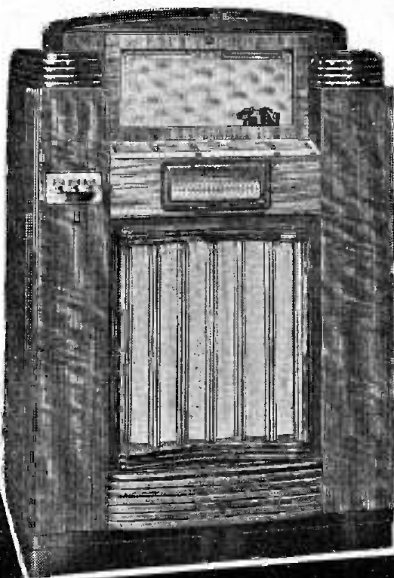
THEY'VE GOT WHAT IT TAKES!

To be accepted unanimously, enthusiastically and universally . . . that is definite proof that an artist—or a product—has what it takes to dominate a specified field!

The Seeburg Illuminated 20 Record Multi-Selector Symphonolas, Royale and Rex, with the original Lumalite Grille, are so accepted by operators who seek and get the choice locations. Seeburg instruments have what it takes to dominate the automatic phonograph field, to earn more profits daily on all locations!



J. P. SEEBURG CORPORATION
1500 Dayton Street Chicago, Ill.



BENNY GOODMAN
and his Orchestra
Management Music Corporation of America

The Royale
**MULTI-SELECTOR
20 RECORDS**

bottle and nearly drowned himself. Frank Marty, of San Jose, bought the first truckload of machines from us," Ziff concluded, "and quite a few of the other ops who paid us a visit placed nice-sized orders for machines with us."

proverbial millionaire's son. Cohen is a Seeburg operator and is the person who has the coveted franchise on the Howard Johnson and Dutchland Farms roadside ice cream and restaurant chain emporiums.

New England

The height of patience or pressure of business might be the reasons for the belated honeymoon of Clarence Melvin (Bangor, Me.), business manager-son of M. A. Melvin, one of America's oldest music operators. Married on October 18, 1936, Mr. and Mrs. Clarence Melvin left Bangor October 16 to visit Niagara Falls. From Niagara Falls the year-old newlyweds went on to North Tonawanda, N. Y., to visit the Wurlitzer factory, of which his popular father has been an exclusive operator of that product since the F-10 era. Melvin, who has Aroostook County as his territory, plans to purchase 20 more units to take care of the vast coin machine take expected as a result of Aroostook County's bumper potato crop, now in the process of digging.

Louis Blatt, of Atlas Coin Machine Company, is a regular participant in the business men's classes at Sidney Hill's gymnasium. Louie is putting on the muscle in a big way. Maybe to handle all the hefty Seeburg machines his company is handling since the Rex and Royale jobs hit town.

Phil Swartz, commandant of the Winrox Vending Company, Winthrop, Mass., has veered off to a tangent by completing negotiations and becoming the sole owner of two modern dining cars, located in Cambridge and Brighton, Mass. In addition to this new venture, Phil is a successful music-box operator.

David Myers, who quickly acquired the

WURLITZER
P12—PERFECT CONDITION.....\$112.50
412—LIKE NEW 147.50
RICE MUSIC COMPANY
1410 N. ROBINSON, OKLAHOMA CITY, OKLA.

moniker of senator with the advent of his entering politics for that berth, is acquiring a typical William Jennings Bryan coiffure. Altho not as elaborate as the former Mills Novelty Company's Chicago McCoy Bar, "Senator" Myers has in readiness for his colleagues a horseshoe-shaped bar in the rear of his establishment, where open house is prevalent.

Barney Blatt, of Atlas Coin Machine Company, is back at his desk after a four-day airplane jaunt to the Windy City on an inspection and business tour

of Mills and Seeburg plants. He left the Hub on the District of Columbia and returned on the Boston ship of American Airlines. On disembarking at the Newark Air Terminal Barney was one of several to be interviewed during the thrice-weekly vox pop radio program from the air dome. The announcer spotted Barney as an operator and put some appropriate queries to him. It was Barney's debut over the ether and we understand he did nobly.

William T. Brase, service instructor for the Wurlitzer Company, following an 1,183-mile trip that took him thru New Hampshire, Vermont and Maine as part of a two-week trip with Mrs. Brase, reports that grosses are ahead in the Northern portions of these New England States. Primarily due to rich potato diggings, lumber, maple syrup and other New England raw materials, which will bring in the shekels.

Ben Palastrant, of Supreme Amusement Company of N. E., returned to Boston from a trip to Bennington, Vt., where the temperature dropped to a degree low enough to send Ben scurrying to the garage with his automobile to avoid motor-freezing conditions.

Herbie Cohen, of Modern Scale Company, is sporting around in a 1938 convertible coupe and looks like the



SCENE DURING FILMING OF PARAMOUNT'S "The Barrier," starring Leo Carrillo and Jean Parker, on location near Mt. Baker, Wash. Music for nightly entertainment was furnished by a Wurlitzer phonograph.

PERMO POINT
The Only Long-Life Phono Needle with the Patented Elliptical Point. Provides High 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.
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READ THESE MONEY SAVING PRICES!

Every Machine listed has had a thorough overhauling job which includes complete checking of Record Changer, Amplifier, Speaker, Lights, Greasing, Oiling, Cabinet Washed, Polished, Waxed, etc.

Mills Dance Master	\$ 60.00
Mills Dance Master Do Luxe	125.00
Mills (Multi-Selector)	35.00
Mills Troubadour	125.00
Rock-Ola Mike Club	50.00
Seeburg Model E	60.00
Selectophone	80.00
Selectophone Deluxe	125.00
Symphonola Model A	155.00
Symphonola Model D	65.00
Wurlitzer	

MISCELLANEOUS.

Rotary Merchandiser	\$ 75.00
Seeburg Rayvite Rifle Range	175.00

Terms, one-third deposit with order. Kindly specify method of shipment preferred.

W. B. NOVELTY CO., INC.
3800 N. GRAND BLVD., ST. LOUIS, MO.

Life of the Party!!!

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Of the Blues Songs sung in the New York Night Clubs.

THE SENSATION OF THE NATION

Plays in all homes. Sure-fire on all automatic phonograph locations.

Write for FREE CATALOG.

MULLER STUDIOS

805 2nd Ave., New York City.

Music Operators Attention!

We will reprint 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.

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Thousands Like Their Music



Art Kassel and his Kassels-In-The-Air serve it just right

Blue Bird Record No. B-7184
"Doodle-Do" . . . fox-trot
"The One Rose" . . . fox-trot

You've got to have both the swing and the sweet of it if you want to keep your machines in play all the time. Blue Bird's Art Kassel and his Kassels-In-The-Air are the only sweetsters playing on inexpensive records. Get his newest Blue Birds today!

IT PAYS TO USE

BLUE BIRD RECORDS

RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Kresburg to Chi Twice in 4 Weeks

CHICAGO, Oct. 23.—Sam Kresburg, president of Capitol Automatic Music Company, New York, just left the Rock-Ola Manufacturing Corporation plant in Chicago, having made two trips to the factory in four days for the purpose of helping the operators in the East get quicker delivery for the Rock-Ola Imperial 20. His organization in New York has been so swamped with orders for the Imperial 20 that Kresburg took the chance of making the quick plane flights to Chicago during a time when weather conditions permitted only a plane or two a day to leave New York. Kresburg says that he hopes to take care of all his customers within the next two or three weeks, because Rock-Ola has stepped up its production to such a degree that thousands of phonographs are being turned out weekly.

Never in the history of Sam Kresburg's 25 years of coin-operated music experience has he seen such a hectic buying wave of coin-operated music, he said.

Kresburg further states that the old-time operators who have nursed their equipment along for many years have now gotten up enough courage to destroy or break up their old crates as a result of their determination to install new Imperial 20s in these locations. The receipts in many cases have jumped from \$2 a week on the old machines to \$25 and \$30 a week on the new equipment.

Kresburg predicts that in view of the conditions now existing 1938 will be one of the biggest years in phonograph history.

southwestern part of the State say that they are in need of more machines to fill locations and that it looks like the best fall and winter season in years. This condition is particularly true in the oil-booming areas of West and North Louisiana. Those making such reports on visits to New Orleans are backing up their judgment by buying machines in ones to a full dozen at a time.

F. W. King, of the C. & N. Sales Company, left Monday for an extensive trip thru Louisiana, East Texas and Arkansas. Before leaving he predicted that he would break his record of his last trip in this area, especially with Galle's new Play Boy, "The no-lemon machine."

"This game is by far the most popular slot machine ever put on the market," King says. "The last time I went out into the oil-field area orders poured in and they have followed me back to town since. I expect to outdo the last trip this time."

C. L. Deare, popular operator of New Iberia, came in for a few days last week to look over supplies here and gave orders for several new pin games and slots, including several Play Boys.

Ed Rodriguez, co-owner of the American Southern Coin Machine Company, reports wonderful results of recent ads placed with *The Billboard*. "Today our firm is the city's largest seller of seconds," Rodriguez says, "and we credit more than 50 per cent of our present good business to the pulling power of advertisements in *The Billboard*. We intend to stick by this stimulator of business in our future placements."

Rodriguez is optimistic over business for the fall, especially out in the rural areas, where cotton, rice and sugar cane are being harvested and bringing in millions of dollars for circulation.

New Orleans

NEW ORLEANS, La., Oct. 23.—Coin machines are "out" in the New Orleans area, but take this tip from this correspondent: They will be back real soon and not because operators or distributors of machines are alone in the cause. As unbelievable as "enemies" of pin games would deem such developments, two daily papers have been carrying letters of protests over removals of the games ever since the day the "holer than thous" had their picture snapped for the first page of a local daily.

Checking up, this correspondent has also found the amazing development that all of these letters have been written by people who are prominent in this community and want the machines back because they are being missed by them as means of entertainment.

In the meantime operators from other parts of the State report excellent fall increase in play. Visitors from Monroe, the Mississippi River area and the

The "Kingfish" of New Orleans operators, Julius Pace, was chairman of the committee in charge of the 445th anniversary of the discovery of this annuity by Columbus on October 12. With thousands of Italians taking part, Pace did himself proud as master of ceremonies.

Mr. and Mrs. Robert Bosworth, he a member of the New Orleans Novelty Company and she formerly secretary, returned this week after a six-week honeymoon in Carolinas and New York.

Sam Gentilich left last week for a week's trip thru North and Central Louisiana. He is specially working in the interest of Bally, Exhibit Supply and Mills Novelty lines of goods. Gentilich says that he is going to continue his work to bring New Orleans' biggest delegation up to the Chi show in January.

When the Tulane football team met

National Income

NEW YORK, Oct. 23.—The Alexander Hamilton Institute, business research organization, injected a heavy dose of optimism into the news this week to offset the gloomy gambling psychology of the stock market. The Institute reported that the national income produced in the United States rose in August to a new peak for the entire recovery period. It amounted to \$6,375,000,000, as compared with the previous peak of \$6,150,000,000 in July and with \$5,269,000,000 in August last year.

The increase over the income of a year ago was 21 per cent, as compared with a gain of only 11.7 per cent in July. The national income in August this year was the largest for any month since October, 1929, and was only 5.3 per cent below the monthly average for the full year of 1929.

The national income in the first eight months amounted to \$47,734,000,000 this year, as compared with \$40,075,000,000 in the corresponding period last year, an increase of 19.1 per cent. It was larger than in any similar period since 1929. As compared with the income in that year it was only \$5,817,000,000 smaller.

The probability is that the national income in September was larger than in August and the prospect is that another new peak for the recovery movement will be reached in October, the business research organization stated. The Institute added, however, that it would not be surprising if the seasonal decline during November and December is sharper than usual.

Auburn University here last Saturday several Alabama operators were known to have made the trip to see a fine tie game. Among those who spent a few days in the city and saw the town proper were Jake Loman, of the Franco Novelty Company, and Mr. Green, of Green's News Agency and machine operator, both of Montgomery.

The inevitable has happened. After five straight wins an opposing team finally solved those curves meted out by Ralph Bosworth and the New Orleans Novelty Company softball ten lost their first game last Sunday in the Winter League here. The team, however, remains in first place in competition with the best tens in the city.

George Rossi, operator at Hammond, La., was a visitor here last Monday, calling on the Dixie Coin Machine Company to buy some new equipment.

Five Best Record Sellers for Week Ended Oct. 25

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	87195—"Foggy Day in London" and "Nice Work If You Can Get It." Shep Fields Rippling Rhythm Orchestra.	7970—"Worried Over You" and "I Can't Stop Me From Dreamin'." Red Norvo Orchestra.	1451—"Remember Me" and "I Still Love To Kiss You Goodnight." Bing Crosby.	136—"Dinner Music for a Pack of Hungry Cannibals" and "Reckless Night on Board an Ocean Liner." Raymond Scott Quintet.	651—"Moon at Sea" and "Hi-De-Ho Romeo." Cab Calloway Orchestra.	25663—"In the Still of the Night" and "Who Knows?" Tommy Dorsey and Orchestra.	3701—"Getting Some Fun Out of Life" and "Who Wants Love?" Billie Holiday Orchestra.
2	87215—"If It's the Last Thing I Do" and "Miles Apart." Ozzie Nelson Orchestra.	7972—"Vieni, Vieni" and "You From Dreamin'." Emery Deutsch Orchestra.	1450—"Vieni, Vieni" and "Cielito Lindo." Ted Fio-Rito Orchestra.	131—"Caravan" and "Azura." Duke Ellington Orchestra.	654—"Swing, Baby, Swing" and "Sugar Hill Shim Sham." Rex Stewart and his 52d Street Homesteaders.	25683—"Bob White" and "Minnie the Moochers Weddin' Day." Benny Goodman Orchestra.	3704—"Have You Ever Been in Heaven?" and "Owe You." Henry (Red) Allen and Orchestra.
3	87184—"The One Rose" and "Doodle-Do." Art Kassel's Kassels-In-The-Air.	7969—"Rosalie" and "If I Can Count on You." Jan Garber Orchestra.	1441—"Harbor Lights" and "My Cabin of Dreams." Frances Langford.	103—"The Maid's Night Off" and "Sophisticated Swing." Hudson-DeLange Orchestra.	652—"Blossoms on Broadway" and "You Can't Stop Me From Dreaming." Dolly Dawn and Dawn Patrol.	25682—"Everybody Loves My Baby" and "I Just Couldn't Take It, Baby."	3700—"Rosalie" and "Why Should I Care?" Swing and Sway with Sammy Kaye.
4	87186—"I'd Love To Play a Love Scene" and "I Want a New Romance." Art Kassel's Kassels-In-The-Air.	7964—"Ain't Misbehavin'" and "Honeysuckle Rose." Teddy Wilson's Quartet.	1440—"So Many Memories" and "Stardust on the Moon." Frances Langford.	111—"Tower House" and "Toy Trumpet." Raymond Scott Quintet.	659—"Handle My Heart With Care" and "Girl of My Dreams." Billy Kyle Swing Club Band.	25687—"Have You Met Miss Jones?" and "I'd Rather Be Right." LeB Reisman Orchestra.	3650—"I'll See You in My Dreams" and "I'll Get Along Somehow." Erskine Hawkins and Bama State Collegians.
5	87208—"Ain't Nobody Truck Like You" and "Long Ago." Ocie Stockard and Wanderers.	7962—"Have You Ever Been in Heaven?" and "Mama, I Wanna Make Rhythm." Joe Rines Orchestra.	1375—"The Moon Got in My Eyes" and "Smarty." Bing Crosby.	101—"I've Got To Be a Rug Cutter" and "New East St. Louis Toodle-O." Duke Ellington Orchestra.	643—"She's Tall, She's Tan, She's Terrific" and "I'm Always in the Mood for You." Cab Calloway Orchestra.	25688—"I'd Love To Play a Love Scene" and "I Want a New Romance." Bunny Berigan Orchestra.	3705—"On the Hoko-Moko Isle" and "Ridin' on the Old Ferris Wheel." The Kiddoodlers.

Bill Frey Opens Office in Chicago

CHICAGO, Oct. 23.—Bill Frey, of Miami, arrived in Chicago this week and established headquarters at Hotel Sherman, where he says he will maintain a distributing business for some time. Frey obtained warehouse facilities in the city also to house and ship machines to all parts of the country. Some of his assistants from Miami also arrived later in the week to help handle the business.

Frey stated that he would have about 500 slot machines from the Florida territory here for sale. Many other types of games would also be offered from his Chicago headquarters. Frey chose to locate

at the Hotel Sherman, he said, so that operators and distributors coming to Chicago could easily contact him for anything they might want in the way of machines.

Everybody was asking about operating conditions in Florida and his general statement was that novelty games were doing well in the land of sunshine.

Ginsburg Reports Good Biz in Miami

MIAMI, Fla., Oct. 23.—Eddie Ginsburg, in charge of the Atlas Novelty office in Miami, writes that Miami is a swell place to live and a real spot in which to do business. "Our sales," he said, "are most encouraging. Each day continues to set new records, and the amount of orders being received daily is tremendous compared to a few weeks ago."

"One of the main reasons for our astonishing success," he explained, "is the fact that the Atlas motto of personal service is meeting with widespread approval of operators. Personal service is exclusive with us and we can trace a large portion of our sales to it. By personal service we mean that operators are assured that their orders receive the personal attention of an Atlas official, and in this way they are given the ultimate in service and satisfaction."

"The weather here is fine, and I still take my swim every morning," he concluded, "in spite of the fact that an ever-increasing number of Florida operators are making our display rooms their headquarters and are deluging us with orders that make heavy demands upon the time of the entire staff."

Johnson Proclaims Paddles a Winner

CHICAGO, Oct. 23.—"It's a winner," said Jimmy Johnson, of Western Equipment, when asked about Paddles the other day. "The game is positively the greatest money-making automatic payout table that we have ever produced. Operators are finding that it increases their earnings six times with the multiple play which takes one to six nickels each game. Besides being so unusual, profitable and extremely fascinating, Paddles incorporates many mechanical features that add to its enjoyment. It is a one-ball de luxe hole-type game and pays on one, two, three or four numbers. Odds change with each coin and the payout is multiplied by the number of coins played."

"Operators are showing their approval for this game by the large amount of orders that we are receiving daily. Shipment after shipment is leaving our factory in carload lots bound for distributors and operators all over the country, who report that the zip, action, flash and beauty of Paddles are creating a sensation in their territory. The game fairly sparkles with appeal and this is one of the reasons for its universal popularity and acceptance by the coin machine fraternity," he stated enthusiastically.

"In addition to Paddles we now have two new single and multiple-play console games available for immediate shipment. They are Saratoga and Sweepstakes and already are growing more popular with each succeeding day," Johnson concluded.



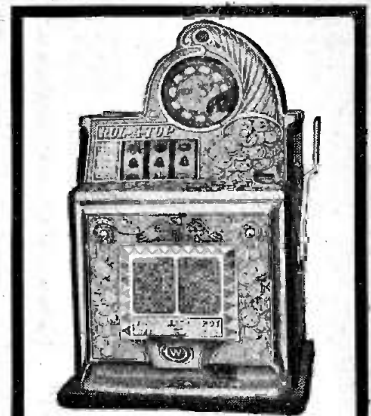
BERT LANE, sales manager of George Ponsler Company, New York, at his desk.

New 1937 Beamlite Popular With Ops

CHICAGO, Oct. 23.—"The success of our Beam-Lite is bearing out the truth of the statement 'History Repeats Itself,'" according to Sam Wolberg, official of Chicago Coin. "While we expected the sales of Beam-Lite of 1937 to equal and even surpass those of its predecessor, Beam-Lite of 1935, we did not anticipate the avalanche of orders that we have received to date. The manner in which the sale of Beam-Lite of 1937 is spreading like wildfire in the coin machine industry indicates to us very clearly that operators are always ready to bet on a sure thing."

"The game has a 5-ball play that is very simple and fascinating," he continued. "As the ball hits a bumper spring a colored light under the bumper spring illuminates, a similarly colored 'jewel' on the back rack lights up and a hit is recorded. Sixteen hits, three lighted 'jewels' of one color and the lighted Beam-Lite on the field win. Field has three sets of colored lights, three blue, three red and three green lights to a set. Three rows of colored jewels on backboard correspond to lights on field. Accumulated awards for more than one row of jewels lighted. As score goes up awards are doubled and tripled."

"Of course, it is not so difficult to see why Beam-Lite of 1937 should be such a tremendous success," Wolberg concluded. "After all, Beam-Lite of 1935 was rated as a tremendous hit. If an academy award had been offered for the most outstanding coin machine creation of 1935 I am sure Beam-Lite would have received it. The amazing success of this new version of an old favorite has really swept us up off our feet. The game seems destined to become the wildfire profit sensation of the year," he concluded.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 3 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Cold Award. Built for 1c-5c-10c-25c Play Made Only By

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Est. 1889—Tel.: COLumbus 2770.
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A NEW STAR

HOLLYWOOD

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95% 95%

5c

STEP-UP CARD
Offers Big Profits for Small Investments
m.e.n.t. 133
Winners in all (\$25.00 Top Payout)

Sample Deal, Complete, \$5.00. Dozen Lot Prices, Complete Deals, \$3.50 Each. Refills (Card & Label), \$2.75 Each.

DEAL TAKES IN (2280 @ 5c) ... \$14.00
AVERAGE PAYOUT ... 70.00

AVERAGE PROFIT ... \$4.00
Write for Quantity Prices,
1/3 Deposit — Balance C. O. D.

MONARCH COIN MACHINE CO.
Distributors
1731 BELMONT AVE. CHICAGO

- 50 SEEBURG SYMPHONOLAS (Model A) . \$125.00 Ea.; Lot \$5,000.00
 - 10 CAPEHART ORCHESTROPS (Model M1W & M2W) . \$90.00 Ea.; Lot, \$750.00
 - 4 GABEL JUNIORS . \$50.00 Ea.; Lot, \$175.00
 - 5 PACES RACES, Serials 1800-2000-2200-2500-4400.
 - 1 KEENEY BOWLETTE . \$175.00 Ea.; Lot, \$750.00
 - 1 ROCKOLA ROCK-O-BALL . 50.00
 - 1 PACE COMETS, 5c-10c Play, Ea. 32.50
 - 1 PACE ALL-STAR COMETS, 5c-10c Play, Ea. 37.50
 - 1 MILLS WAR EAGLES, 5c, 10c & 25c Play, Each . 40.00
- All above merchandise in first-class condition. Terms: 1/3 Certified Deposit with order, balance C. O. D.

Massillon Novelty Co.
P. O. Box 56, Massillon, O.

PERPETUAL SALESBOARD

A GOLD MINE FOR OPERATORS.

Flashy 5-Color Front with Gold Coin Seals, 5c Play, Removable Punching Units, \$10 average profit from each unit. Order 5 or 10 Boards — place them in a single day — collect from \$2.00 to \$5.00 daily from each.

SAMPLE \$4.95

Lots of 5 or More, \$4.50 Each. Two Punching Units (\$20.00 profit) FREE WITH EACH BOARD. Additional Units, 80c Each.

WESTERN DISTRIBUTING COMPANY
Roswell, N. M.

30 ARCADE MACHINES

TO PLACE IN SHOOTING GALLERY or RECREATION CENTER—Either Rental or Percentage. IN DETROIT OR VICINITY.

ED. MOREY
7408 Michigan Ave., Detroit, Mich.

15 Exhibits - Silver Bells and Races

used two weeks, \$140.00 Each. Mills Cherry Bells, used three weeks, \$69.50 Each. 5c Plays, Mills Locks and Keys, \$1.00 Each, or \$10.00 Dozen.

D. & S. SALES CO., 1005 Broadway, Rockford, Ill.

WURLITZERS

312s, 412s, P-400s \$139.50 EA.
716s - 616s - - - 195.00 EA.

(EVERYONE FULLY GUARANTEED)

- 1 1935 GABLE JUNIOR \$45.00
- 2 MILLS DANCE MASTERS (Newly Repainted) 50.00 Ea.
- 4 1935 ROCK-OLAS No. 2 69.50 Ea.

TERMS: 1/3 Deposit with Order, Balance C. O. D.

HANKIN MUSIC COMPANY, 258 Pryor St., S. W. ATLANTA, GA.

ATTENTION GEORGIA OPERATORS
YOU CAN NOW GET IMMEDIATE DELIVERY ON WURLITZER MODEL 616-A AT FACTORY PRICES.

BARRELS OF JACK

Tap This Newest Harlich Barrel Board for Big, FAST PROFITS

No. 704 600 Holes
Takes in \$30.00
Definite Payout 15.35
GROSS PROFIT . . . \$14.65

Get the Details. Write, Stating Your Line or Business to

HARLICH MFG. CO. 1401-1417 W. JACKSON BLVD. CHICAGO, ILL.

PAYOUT TABLES GUARANTEED A-1 CONDITION

5 Golden Wheels @ . . . \$ 60.00	2 Previews @ \$ 25.00	NOVELTY GAMES.
2 Skippers @ 15.50	2 Western Thorobred @ 65.00	1 Short Sox @ \$4.00
4 Foto Finish @ 75.00	2 Ray's Tracks, Serial Nos. 3395-4505 C. P. 125.00	1 Wizard @ 6.00
2 Racing Forms @ 82.50	1 Jockey Club, Console, 60.00	1 Tricks @ 4.00
3 Fairgrounds @ 100.00	1 Diamond Mine @ 10.00	1 Panama @ 5.00
2 Royal Races @ 27.50	4 Air Races @ 42.50	1 Banknote @ 4.50
2 Heavyweight @ 27.50	2 Carom @ 32.50	2 Tackle @ 4.00
4 Preakness @ 55.00		2 Bally Rolls @ 33.50
1 Natural @ 15.00		15 Rock-Ola 1936 Phones. @ 97.50
1 Hit 'n' Run @ 20.00		

1/3 Deposit, Balance C. O. D. Ref.: Annapolis Banking & Trust Co.

ARUNDEL AMUSEMENT CO., 36 West St., Annapolis, Md.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

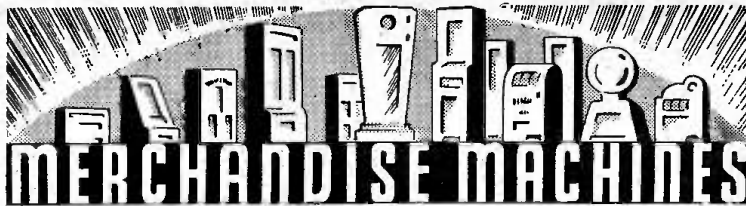
VENDING MACHINE OPERATORS

The fall season is now on! Have you ordered your supply of—

CHOCOLATE RAISINS AND CHOCOLATE SPANISH PEANUTS

WE HAVE THEM!! WRITE FOR FALL PRICE LIST

PAN CONFECTION FACTORY
NATIONAL CANDY CO., INC.
345 W. ERIE ST.
CHICAGO



Ranel Announces Pop-Corn Vender

CHICAGO, Oct. 23.—Ranel, Inc., an affiliate of the Daval Manufacturing Company, according to A. S. Douglas, president, is now in early production on U-Pop-It, which is said to be one of the most sensational types of merchandise venders to be introduced in a field that is attracting widespread attention throughout the industry.

"At no time in the history of the coin machine business has there been greater need for legitimate vending equipment," said Douglas. "Operators the country over have seen their incomes shrink thru the questioning of legality of this or that type of amusement game. Not everyone has suffered to the same extent, but just the same the need was never greater for a really fine piece of equipment in the legitimate merchandise vending field. After a long period of research, engineering and tooling up for precision - built quantity production manufacturing we are now starting first sample shipments of our new automatic corn-popping machine, the U-Pop-It.

"We at Ranel and Daval," Douglas went on, "know we are producing the kind of equipment that will give a lot of operators the opportunity to build their business for permanent income for years to come. The history of pop corn goes back to the days when our mothers and their mothers before them got out the old iron skillet, heated it on the wood stove or on the spit over an open fireplace and popped pan after pan of corn for the children and the grownups, too.

"Today," he continued, "we show operators how to capitalize on the public's appetite and demand for pop corn by freshly making it before their very eyes—a bag of delicious hot pop corn, all made and sacked and salted to suit their individual taste in one minute—for five cents—just one lonely nickel."

"For the operator these nickels mean permanent income. For the public," Douglas concluded, "they have what they want, when and how they want it, and they're glad to pay the price. They get their money's worth every time and they come back for more. Yes, it's a great business."

Seattle Council Close To Parking Meter Trial

SEATTLE, Oct. 23.—The city of Seattle moved a step nearer—in fact, two steps nearer—the adoption of a widespread parking meter system for downtown streets to relieve traffic hazard conditions and raise revenue for the tax spenders.

First step was taken when the city council's public safety committee gave earnest ear to the convincing sales talk of Robert Marcey, of New York, an expert parking meter representative of the East. But of more influence to Seattle was a second step nearer when city councilmen viewed with some degree of favor and envy adoption of such a plan by a neighboring and rival city, for the Portland (Ore.) city council moved October 15 for the metered parking plan.

Portland authorized installation of parking meters on downtown streets for a 120-day test. Nickel parking will be for four-hour periods except in bank zones, where a 20-minute limit will be observed. Delivery vehicles will enjoy free parking up to the hour of 10 a. m. both in newly metered and regular loading zones.

Meanwhile Seattle contemplates a vast plan for coin machines every 20 feet in the congested section. Its city council listened eagerly to the arguments of Mr. Marcey, pointing out that the meters would eliminate the all-day parking and increase valuable parking space seven-fold; would eliminate all arguments over parking violations, since the machine cannot talk back or be argued with, and would increase merchants'

business, since the New Yorker cited instances to show that merchants in cities where the plan was adopted had found the meters helped rather than hurt their businesses.

U-Pop-It Sales Policy Announced

CHICAGO, Oct. 23.—When Ranel, Inc., affiliate of Daval Manufacturing Company, announced the U-Pop-It pop-corn vending machine this week, Ben L. Kulick, sales manager, was quickly in the field to explain the sales policy on this new vending machine.

"U-Pop-It will be sold only to operators thru distributors," Kulick said. "The machine has such a universal appeal that only in this way can we most effectively serve operators the country over who see the unlimited possibilities for permanent income that this legitimate merchandising equipment offers them.

"Our price policy is to be standardized on the basis of quantities purchased and no operator, large or small, need have any fear that there will be any discrimination or any deviation from the scheduled prices. Ours is a policy of laying the cards on the table and our prices for various quantities are open and above board.

"All along we refused to be stampeded into bringing out this new product until we knew we had everything worked out the way it should be. Right now, even though we have started shipping samples, we will not rush machines thru merely for the sake of immediate increase in sales.

"The potential market is too big and the income features for operators are too good to jeopardize the business by pushing the early production at too fast a pace. We'll build our equipment right and we'll distribute it right and everybody will be happy with the ultimate results."

Pan Confection Has 2 New Items

CHICAGO, Oct. 23.—Having put all its vast resources into the job of developing candies that operators may use in bulk venders during the hot summer months, Pan Confection Factory this week announced two new small confection items for the fall trade.

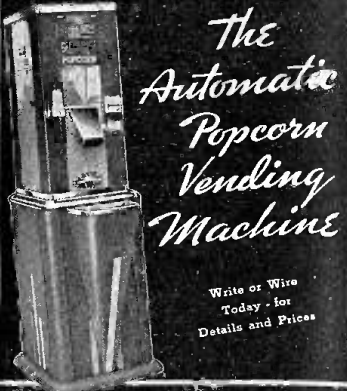
The new items are a chocolate peanut and a chocolate raisin. These items are specialties that make it possible for the operator to give his customers variety and are manufactured in keeping with Pan's high standards of quality. They were developed especially with bulk vending machines in mind, the makers state, and every operator is invited to give the new items a trial. Pan officials state that they recognize an increase in the operation of bulk venders this year in the increased demand for a greater variety of small confections.

Northwestern Buys More Factory Space

MORRIS, Ill., Oct. 23.—Unable to cope with the demand for its products, the Northwestern Corporation has been forced to purchase the entire factory site which it has jointly occupied for the past 22 years. This new addition just doubles the present manufacturing area, giving Northwestern over 45,000 square feet of floor space, and will permit greatly increased production in its entire line of machines.

"Northwestern has always maintained and adhered to the highest standards in the manufacture of bulk vending machines," said an official. "Its leadership in the field is recognized by the entire industry. As a result, when a general decline in other types of machines became apparent operators by the hundred swarmed to Northwestern for their

FIRST and BEST POPMATIC



The Automatic Popcorn Vending Machine

Write or Wire Today for Details and Prices

POPOMATIC MANUFACTURING CO.
5147 NATURAL BRIDGE AVENUE
ST. LOUIS MISSOURI

SELL MORE with SEL-MOR

Designed especially for TOYS, CHARMS! Make yourself Big, Steady, Year 'round PROFITS! Install a route of SEL-MOR the VENDOR! SEL-MORS outpull all others. Preferred by the more swanky spots. Crinkled Chinese Red Bunked Enamel Base, tamper-proof lock, chromium trimmings. 5 lb. capacity.



VENDS EVERYTHING Nuts, Hard Candy, Toys! Save—buy from our Factory! Guaranteed 5 years. Start YOUR SEL-MOR route NOW.

ONLY \$6.25

F. O. B. Kansas City Less in quantities, 1/2 Dlx. Bal. C. O. D.

STAR MFG. & SALES CO.
3911 Wayne Ave. Kansas City, Mo.

LUCKY BOY



Only \$4.95

World's Lowest Priced 5-Lb. 1c Vender. Vends Toys, Salted Nuts, Candies, Etc. Money Back Guarantee. 1/3 Deposit, Balance C. O. D.

KY. GUM CO.
3406 Garland Ave. Louisville, Ky.

Write for Low Prices

ON PEANUT AND BALL GUM VENDERS. Also Table Size Vendors. Self-Serv Mfg. Co.
S. Broad and Wicliam Sts., PALMYRA, N. J.

steady money-making equipment. This new avalanche of business was just too much for the production capacity of Northwestern when coupled with the business it was already enjoying from its new machines, the De Luxe and TriSector.

"This new space is being modernized completely, with every feature conducive to efficient manufacturing. Each department is being enlarged and improved to speed up production to a point where all orders can be filled immediately.

"When completed Northwestern will have one of the largest and most modern plants in the industry and by far the largest in the bulk vending field."

PROVEN Money Makers!



Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything hot! Sandstone, compact, fits into taverns, waiting rooms, 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 others 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-lb. sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details and money-back guarantee today. FIELDING MFG. CO., Dept. 43, Jackson, Mich.

Big Opportunity for Experienced Route Salesmen.

WORLD'S FINEST VENDOR



Crystal and Chromium.

4-in-1

DEPENDABLE PROFIT MAKER.

Legal Everywhere.

Manufactured by the Fastest-Growing Manufacturer of Merchandise Vendors.

FOUR-IN-ONE MFG. CO.

3338 Joy Road, Detroit, Mich.

963% PROFIT

Install Vending Machines in Taverns, Nite Spots, Dance Halls, etc. New machines cost you \$9.00. MONEY-BACK GUARANTEE.

KAPLAN

B-1819 S. Kostner, Chicago, Ill.

Better Than a PUNCH-BOARD!



O.K.B. GUM VENDOR

VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1200. Capacity: 1200 BALLS

TAKE IN \$60.00 PAY \$15.00 NET TRADE AWARDS

PRICE ONLY \$15

For O.K.B. GUM VENDOR WITH 1200 BALLS of Numbered Gum FREE... MAIL FOR QUANTITY PRICES

D. ROBBINS & CO. 1141 DE KALB AVE. BROOKLYN, N.Y.

NO FOOLIN'!
PEANUT & GUM
VENDING MACHINES
NEW DIRECT FROM FACTORY

Only \$240
and Up
Over 60,000 Sold.

Write for Full Information Today.

ROY TORR

2047A-So. 68 St., Philadelphia, Pa.

Star Firm Springs
New Sel-Mor Line

KANSAS CITY, Mo., Oct. 23.—Star Manufacturing and Sales Company, Kansas City, has recently placed on the market the new streamlined Sel-Mor line of bulk merchandisers. Compact, sturdy and striking in appearance, Sel-Mor machines are especially designed to vend charms and toys as well as the usual merchandise such as nuts and hard candies.

The five-pound Sel-Mor is only 14 inches high, has a low center of gravity and is equipped with special soft-rubber suction discs for semi-permanence without marring high-finish fixtures. Standard finish is heavy crinkled baked enamel in Chinese red. Other colors are optional on quantity orders.

The machine is equipped with thick easy-filling large-mouthed globe, a non-clogging coin mechanism which is practically slug proof, six-tumbler lock and fool-proof coin lever. Delivery spout, lock, coin lever and spout are finished in chromium.

Officials of the Star Company report a heavy demand for Sel-Mors, stating that along with other unique features the machines are guaranteed against defection of parts for five years.

Gummersheimer Heads
Popmatic Sales Force

ST. LOUIS, Oct. 23.—Popmatic Manufacturing Company, St. Louis, maker of the new Popmatic automatic pop-corn vending machines, announces the appointment of Walter Gummersheimer as general sales manager. Gummersheimer was formerly connected with the Rudolph Wurlitzer Company as district manager for Missouri and Illinois and has a long and creditable record in the coin machine industry.

"Popmatic is a natural," said Gummersheimer this week. "The country is wide open to operators of sanitary food vending machines such as Popmatic. We intend to make the unit the outstanding vender of the age."

He further states that operators everywhere are grasping the opportunity to establish themselves in a legitimate, steady and profitable coin machine business.



WALTER GÜMMERSHEIMER

Huber Converts
Slot Operators

CHICAGO, Oct. 23.—Joe Huber, president of the Huber Coin Machine Sales Company, reports that his firm has sold large quantity orders of the Northwestern Triselector and De Luxe model vending machines. His specialty is converting slot operators to the vending machines, he says.

"In the past few months," Huber stated, "I have converted quite a number of dyed-in-the-wool slot machine operators to using merchandisers. At first the operators were dubious as to the earnings of this type of machines. After placing enough of these machines on locations so that they could get a check on their earnings and arrive at an average profit these same operators were more than surprised and placed their orders for large quantities of them."

"One operator asked me, 'How long has this been going on?' I explained to him that all smart operators were buying them, and he said, 'Hell, I have been sleeping at the switch—my motto will be more and more merchandisers from now on, as they sure make me plenty of money.'"

"The new improved Northwestern Triselector machine is sure going to town and we advise the operator in so-called closed territory to get and operate a string, as they are machines that can be operated anywhere," Huber concluded.

Auto Vender Scores
Hit With Ciggy Ops

NEW YORK, Oct. 23.—The new Auto Vender cigaret merchandiser which was introduced here a few weeks ago is reported to be proving very popular, with many operators interested and actively engaged in the cigaret merchandising business. The reasonable price of the machine is said to be responsible for many ops buying them to get started in the cigaret vending business.

Dave Barfield is in charge of the new Auto Vender Company and stated: "More and more operators have been calling at our offices to get this new Auto Vender. We believe that this machine offers the average operator a chance to get into a profitable and steady business. It was built by operators for operators. It is the most simple of all the cigaret machines and its modern appearance and trouble-proof mechanism are scoring direct hits with both operators and location owners."

Barfield went on to state that he expects Auto Venders to be seen in all parts of the country before many more months roll by and that many more operators are turning to operations of this type to insure their incomes.

Detroit

DETROIT, Oct. 23.—A new type of pop-corn popper and dispenser is being prepared for production here by the Pop-Corn Robot Company, formerly known as the Automatic Corn Popper Corporation. Firm is located on the west side of town at present and expects to be in production on its new product within a few weeks. W. A. Dodge, a new name in the coin machine industry, heads the organization.

Truman A. Conrad, veteran local operator, is planning to concentrate his activities entirely in the scale field. In the past he has been an operator of both pin games and phonographs. "I think the scale business has everything," he stated. "I'm putting all my money in that field now. For one thing you don't have to put money into scales to keep them going. The overhead costs of operating are very low. Up to now I've yet to have a service call on scales. Of course, I don't buy the cheapest scales. Right now the majority of my machines are Mills models."

Plans for a fall merchandising campaign for the Snax Automatic Stores are being completed by W. H. Cornell, president of the company. The versatility of the Snax vender has made the machine a favorite with large industrial and commercial organizations. A typically enthusiastic letter of commendation is reported to have been recently received from the Jam Handy Picture Service, one

(See DETROIT on next page)

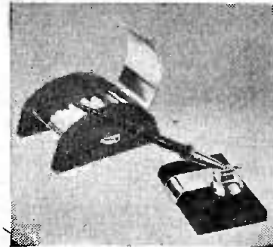
SALESBOARD
BINGO & COIN
MACHINE
Operators

THANKS

for Your tremendous response.
Here are 2 more GREAT ITEMS
from our BIG MONEY-MAKING LINE

The ARIS-
TOCRAT is
the finest inexpensive Domestic
Table Liter. Beautiful Flash Finishes.
"NATURAL" for board or machine.

HIGH LIST-LONG DISCOUNT



ARISTA DE LUXE

A FEW OF THE JOBBERS CARRYING OUR LINE

New York

Philadelphia

Chicago

World Trading Co.
E. S. Lowe

Exhibit Sales Co.
United Novelty &
Premium Co.

Joseph Hagn
Banthrico, Inc.



THE ARISTOCRAT

Combination desk set consisting of cigarette box, desk fountain pen set and automatic liter. Base is walnut finish, trimmed in chromium. Liter is black and chromium to match pen. Packed in Gift Box.

HIGH LIST-LONG DISCOUNT

IF YOU ARE NOT ON OUR
CATALOG LIST
ASK YOUR JOBBER or WRITE DIRECT

DIECASTERS, INC.
111 EIGHTH AVE.
NEW YORK CITY

THE GREATEST GIFT ITEM

\$15.00 Nationally Advertised



Priced
Low
BIG PROFIT
SPREAD
QUICK ACTION

PACKARD

Lifetime Lektro-Shaver
SALESCARD OPERATORS
AGENTS-DISTRIBUTORS
MAKE BIG MONEY
FROM NOW TILL XMAS
GIVING THIS SHAVER
AWAY FREE

Backed By Gigantic Advertising Campaign. Send for FREE Sample of our NEW Salecard and Details TODAY.

LLOYD'S DISTRIBUTING CO., NEW YORK, N.Y.

NOW!
YOU CAN GET INTO THE
PROFITABLE CIGARETTE MACHINE
BUSINESS WITH THE SENSATIONAL
AUTO-VENDER

For Only

\$39.50

5 COLUMN MODEL

The Best Cigarette Machine for Operators Ever Built! Simple! Easy! Entire mechanism contained in Selective Coin Slot! No parts to get out of order! No time wasted on repairs! Only two screws to remove to change slot! AUTO-VENDER IS BUILT BY OPERATORS FOR OPERATORS!
Get Started Quick! Enclose 1/3 deposit

RUSH YOUR ORDER TODAY!

Free Match Throw Included.
Cabinet Stand Shown, \$5 Extra.
8 Column Model, Only \$5 Extra.

AUTO-VENDER COMPANY
33 WEST 60TH ST. • NEW YORK CITY



5 Column Model.

★ ★ ★ ★ ★ ★ ★ ★

35 WORDS TO THE WISE!

We Invite National Comparison!

ON THE DOLLAR-FOR-DOLLAR VALUE OF THE FOLLOWING UNCONDITIONALLY GUARANTEED REBUILTS!

NO Fly-by-Night Prices, But Real Quality Bargains That Will Bring Big, Steady Profits for Months and Months!

CONSOLES		EACH
11 Evans GALLOPING DOMINOS Latest Models, in use only	6 weeks.	\$164.50
5 Evans BANTAILS		
12 RAY'S TRACKS CASH MODELS, IN USE ONLY 60 DAYS ON ONE OPERATION. SERIALS ALL OVER 4000.		169.50
1 RAY'S TRACK TICKET MODEL, SERIAL NO. 3536.		169.50
1 Evans ROLETTA, JR.		124.50
1 Evans ROLLETTE		99.50
2 Pacific ROSEMONT'S		72.50
3 Pacific CORONATION BELLS		67.50
1 Western BIC ROLL		99.50

1-BALL AUTOMATICS		EACH
1 STONER AIR RACES		\$39.50
2 WESTERN WINNERS		44.50
2 WESTERN AIR DERBYS		39.50
1 BROADWAY ANGELS		39.50
1 PALOOKA		15.00
2 WESTERN PREVIEW		34.50
1 GOTTLIEB DAILY RACES		19.50
1 GOTTLIEB FENCE BUSTER (Multiple Coin Chute)		17.50
1 LATONIA		59.50
1 PADDOCK		59.50
1 PHANTOM		29.50
1 GRAND PRIZE		29.50
1 TOP 'EM		24.50
1 BEAT 'EM		29.50
1 CENTER SMASH		24.50
1 FLYING HIGH		15.00
1 MULTIPLAY		15.00

197 MILLS BLUE FRONTS!	
74 WATLING TREASURIES!	
57 WATLING ROL-A-TOPPS!	
101 JENNINGS CHIEFS!	
WRITE FOR EYE-OPENING PRICES!	

NOW SHOWING	
Chicago Coin's BEAM LITE	
Daval's SPEED	
Genco's FOOTBALL	
Genco's SILVER FLASH	

ACT QUICK! 1/3 DEPOSIT, BALANCE C. O. D., F. O. B. PHILADELPHIA. SUBJECT TO PRIOR SALE.

"You Can Buy QUALITY Only From a House That is KNOWN TO SELL NOTHING ELSE!"

GEORGE PONSER CO. of PENNA.

900 NORTH FRANKLIN, PHILADELPHIA, PA.
Phone: MARKET 2656

★ ★ ★ ★ ★ ★ ★ ★

Ask Your Jobber TO SHOW YOU WHY

EPCO BELL LOCKS

ARE THE ONLY COIN MACHINE LOCKS THAT CAN Absolutely Guarantee DEPENDABLE PROTECTION



PIN GAMES, VENDING MACHINES, SLOTS.

SPECIAL OPERATOR'S PACKAGE OF 10 DUPLICATE LOCKS \$7.00 Price Each Lock 75c

ONE KEY OPENS ALL

BE SURE TO ASK YOUR JOBBER ABOUT SPECIAL PRIVATE EPCO BELL LOCK SERIALS FOR YOUR ROUTES! MADE BY THE MAKERS OF ELECTROPAK.

ELECTRICAL PRODUCTS CO.

325 W. HURON ST. CHICAGO 6535 RUSSELL ST. DETROIT, MICHIGAN 3 W. 29TH ST. NEW YORK



The Greatest Board in History

"GREEN BACKS" IS ACCLAIMED THE MOST SENSATIONAL BOARD IN THE HISTORY OF THE INDUSTRY! Money-Like Certificates in the payoff card make this board a brilliant contribution by Superior! 80% payout, tip-style tickets, an opportunity to receive \$85.00 for 5c by hitting Jackpot. Made in both 5c and 10c play.

Board takes in:
2470 Holes @ 5c \$123.50
Pay Out (Average) \$2.01

Profit (Average) \$ 41.48

Thick board, assets, celluloid protectors over certificates, individually protected.

SUPERIOR PRODUCTS, INC.
"World's Fastest Growing Salesboard Factory."
14 North Peoria Street, Dept. C, CHICAGO, ILL.



CLOSE-OUT SALE

OPERATORS—WE ARE FORCED TO SELL OUR ENTIRE STOCK OF NEW AND USED MACHINES, SUCH AS

SLOT MACHINES — PIN BALL GAMES — COUNTER GAMES — PHONOGRAPHS — STEEL STANDS, ETC.

Write for Price List — Big Bargains Await You

HUBER COIN MACHINE SALES CO.

600-610 W. Van Buren St., Chicago.



200 Mills Blue Fronts - Venders or Bells -

5c-10c-25c LIGHT CABINETS, Serials Over 360000, Like New	\$ 59.50
100 WAR EAGLES, Light Cabinets, Serials Over 360000	42.50
MILLS YELLOW FRONT, 10 Stop, Excellent Condition	32.50
MILLS SAFE STANDS	5.00
JENNINGS CHIEFS, Used Two Weeks	60.00
Stand to Match	7.00
WATLING PENNIES, Good Condition	15.00
PACES RACES, Serials Over 4000	165.00

1/3 With Order, Balance C. O. D.
ALL MACHINES GUARANTEED

LEO J. MONCKTON, Quincy, Illinois.

Bally Console Opens New Spots

CHICAGO, Oct. 23.—"The game that sits up on its hind legs to get attention," is the way Bally Manufacturing Company describes its new Bally Club House console machine. A seven-coin changing-odds horse-race game, Bally's Club House is designed with a new-type upright cabinet by which the layout instead of being on a flat top is on an inclined vertical front.

"Discussing the new design, George Jenkins, Bally sales manager, reports that the compactness of the machine has enabled operators to get into many spots which are unable to accommodate large machines.

"Altho possessing all the flash and eye appeal of the most elaborate pin table board," George stated, "the Club House game occupies less than half the space required by the average console. As a result, it is ideal for those busy, crowded spots where floor space is at a premium, which are usually the best paying locations an operator can get.

"Another advantage of the upright console is that it is visible from every part of the average location. In other words, Bally's Club House doesn't wait for patrons to stroll over and see what it's all about, but sends out sparkling waves of "come on" which very few people can resist. Operators report unusually high earnings from Club House and these reports are borne out by the heavy volume of repeat business we are receiving. Unquestionably Bally's Club House will continue to be a best seller all winter."

DETROIT

(Continued from preceding page)

of the largest commercial motion picture studios in the country.

"Doc" Forrest, of the Forrest Coin Machine Company, was a visitor here during the past week. He spent some time at the American Dispensing Company plant, where he closed a deal to take over distribution for the western part of New York State for the soap dispenser manufactured by this company. Distribution is being handled thru the Amisco Sales Corporation, of which W. G. Thompson is general manager.

O. D. Griffin, who has been away from his business for the past six months due to illness, has recovered to such a point that he has again taken over the personal management of his business.

Reynold St. Onge is adding to his cigaret machine route with a new battery of machines ordered from the National Vendors, Inc., represented in this territory by Albert Weidman.

B. N. Osher, of the Four-in-One Manufacturing Company, returned to the city during the past week from an extended trip thru Indiana, Illinois and Iowa. He plans to leave again for a long trip in about a week. Saul Gordon, Osher's partner, who is in charge of the factory, has been spending several days out in the territory getting acquainted with operators while Osher has been in the city. The latest improvement which the company reports in its model is a complete inclosure of the operating mechanism.

Modern Vending's Fla. Office Popular

NEW YORK, Oct. 23.—One of the first things which Irving Sommer had to say on his recent return from Miami Beach was that the new office his firm has established there is gaining in popularity daily. The new headquarters are fast becoming a meeting place for Wurlitzer operators in the territory, Sommer stated, and Gary Karp, the new manager of the branch, is reported to have a complete supply of phonos and necessary parts on hand.

Both Nat Cohn and Sommer stated they are keeping in close touch with the new offices and are working hard to give the finest possible service to operators in Southern Florida. "We will offer the same type of excellent service thru Gary Karp in our Florida offices," stated Sommer, "as we do here. Both Nat and I intend leaving for Miami Beach in the near future in order to help Karp get things rolling in a big way."

Walter Chlastawa is another local op who has been increasing his routes. He operates both peanut and music machines and states that he intends to add 50 more machines to his routes in the near future.

Ed Morey, operator of the Estral Beach Park and of Morey's Garden, a leading west side night spot, is planning to place his arcade machines in a suitable winter location in this territory. Plans under consideration will include opening a store in some section of this area. Morey has a large stock of strictly arcade-type models, as well as a route of pin games.

Over 7,000 pennies were taken from Bernard Bellman, who operates peanut venders in Toledo, O., last week. While collecting from his machines on Friday night two men forced him into his car and compelled him to drive to a point near Adrian, Mich. Here they robbed Bellman and fled in another car, taking the keys to his machine with them.

RECONDITIONED MACHINE SALE

NOVELTY GAMES

Bally Booster \$15.00	Kentucky \$20.00
Bally Bumper 12.00	Mad Cap 5.50
Ball Fan, 1937 12.50	Make or Break 15.00
Carnival 45.00	Ricochet 17.50
Fire Ball 10.00	Tournament 40.00
Home Run 13.50	AUTOMATIC.
Happy Days 10.00	Bally Bonus \$10.00
Home Stretch 45.00	Jumbo 10.00
Hold 'Em 10.00	Turf Champ \$2.50
Head Lito 3.00	Daily Limit 7.50
Mercury 40.00	COUNTER GAMES.
Rapid Transit 3.00	Alwin \$ 4.00
Short Sox 7.50	Deval Races 3.00
Sensation of 1937 20.00	Dixie Dominions 15.00
Torpedo 5.00	Real 21 5.00
Track West 50.00	Match 'Em 3.00
Turf Kings 55.00	Twins 3.00
Great Guns 35.00	Punchette 3.00
Hand Ball 35.00	Black Jack 3.00
Hot Springs 45.00	Zephyr 12.50
GUARANTEED SLOTS.	
Mills Yellow Front, 20 Slots (5c) \$35.00	
Mills Blue Front, Mystery Belts (5c)	
Late Serials 65.00	
Mills Futurity (5c) 45.00	
Mills Front Vender (5c) 25.00	
Mills O. T. (5c), New Model 35.00	
NEW MILLS MACHINES.	
Flasher \$164.45	Mills Cigarette Machine \$ 97.50
Clocker 169.50	
Forward March 74.50	

WE ARE DISTRIBUTORS OF MILLS PRODUCTS, and complete Line of Mills Merchandise.

OLIVE NOVELTY CO.

(Phone: Franklin 3620.)
3020 Olive St., St. Louis, Mo.

Reliable Org Makes Debut

Harry Chereton announces that 161 members have joined "leniency" drive

DETROIT, Oct. 23.—The Michigan Reliable Operators' Association made public announcement this week of its organization and activities here and thruout the State to enlist operators and location owners in an appeal thru petitions to officials for leniency toward amusement games. Harry Chereton, of General Amusement Devices Company, is spokesman for the group and headquarters will be maintained at the offices of the firm, 3136 Cass avenue, Detroit. Chereton and other leaders in the organization have been conferring with colmen in various cities and report a membership of 161 early this week.

Officers of the association are: Cecil Stuart, Flint, Mich., president; Arthur Dolan, Jackson, vice-president; Harry Chereton, Detroit, treasurer, and Irving Small, Detroit attorney, secretary.

The association is concentrating its activities on a State-wide drive for 100,000 signatures to a petition declaring strongly in favor of amusement games. Signatures of location owners and taxpayers are being sought. The petition declares strongly "that the said amusement games are not inherently wrong and there is nothing in or about such games that would detract from or injure public morals."

"That such games are licensed and permitted to operate in other businesses and establishments by many communities in this State and have proved to be beneficial in the stimulation of legitimate business and are a great source of revenue, both to the merchant and the State.

"That altho prizes consisting of trade are given to patrons, such prizes are small and cannot legitimately be considered as gambling.

"That these amusement games do and have stimulated the business of your petitioners and thereby increased tax revenues of this State.

"That such amusement games are an attraction for our patrons and are expected to be found by the patrons in our places of business and played for amusement solely and not for pecuniary gain."

swept into our offices is a direct result of the many improvements being introduced in the new coin machines. Alert operators realize the enormous profit potentialities of these interesting games and are climbing on the band wagon. Because operators realize that they can get almost any type of coin machine game from us at any time our business continues to hit new peaks daily," he concluded.

Clay Nemeroff, Bazelon's capable assistant, reports that the jar deal Hollywood, sponsored by Monarch, has captured nation-wide interest and that the continual flow of repeat orders indicates that the jar game is destined to be a winter-long success.

Pacific Reports Bonus Popularity

CHICAGO, Oct. 23.—Ted Bush and Archie LaBeau of Minneapolis and St. Paul, were reported by Pacific Manufacturing Company officials to be the first distributors to receive Pacific's Christmas bonus coupons with the Lady Luck games. Other distributors have taken quickly to the plan, too, according to Cliff Bowman, sales manager of the Pacific firm.

According to Bowman, he submitted the bonus coupon idea to Fred McClellan a few weeks back. It was agreed that Pacific would do something very constructive for operators by extending a profit-sharing idea just before Christmas when the family pursestrings are being taxed to the limit.

So the bonus coupon idea was put into effect. It provides for a Christmas bonus coupon of \$5 on the payout model and a \$2.50 coupon on the novelty model. When the operator accumulates five of the Lady Luck payout coupons he may return them for \$25 in cash. Twice the number of novelty coupons also may be redeemed for the same amount.

"It is proving of great appeal to operators," Fred McClellan said, "because it gives them a nice cash dividend at a time when money is most appreciated."

Business Booming, Says Monarch Head

CHICAGO, Oct. 23. — "Business is booming," reports Ray Bazelon, well-known Monarch coin machine chief. "The encouraging orders that are pouring in from operators all over the country are making it necessary for us to operate an overtime shift. Our sales are increasing to the point where our office and shop staffs are proving incapable of handling the volume and we are contemplating increasing our staffs to keep up with the huge demand," he stated enthusiastically.

"The wave of prosperity that has



VIEW OF IMPERIAL 20 ASSEMBLY LINE. Rock-Ola's conveyor assembly is in no small measure responsible for maintaining a high production schedule. Fifty-six men work this belt conveyor line, working on both sides of the machine and doing all of the final assembly work.

BREAKING ALL SALES RECORDS

The Greatest Deal Ever Offered for

SALESCARD OPERATORS AGENTS-DISTRIBUTORS

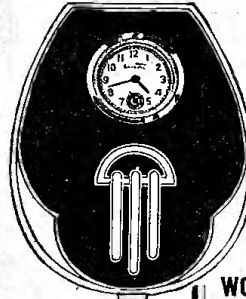
16 Awards Given Away on 110 HOLE SALESCARD including

TIMEPACT and RAY ELECTRIC SHAVER

We have spent months in developing and accumulating items for this Deal and have a combination which will make more money for you than anything you have ever handled. No matter where you work this deal it will move like greased lightning.

FOR GREATER PROFITS WORK THE GREATEST DEAL IN THE NATION.

Send for FREE Sample Salecard and full Details TODAY.



TIMEPACT

Beautiful Formal Ladies' Compact with fully guaranteed 7-Jewel Watch set in powder-proof compartment. Gold-finished inside, beautifully enameled outside. A masterpiece in craftsmanship. Retail \$15.00.

Illustrated are 2 of the items used in this deal. Also included are a beautiful leather TRAVELING CLOCK (Retail \$5.00); GLOBE PENDULUM CLOCK (Retail \$7.50); Toroise Shell MEN'S CIGARETTE CASE (Retail \$5.00); MARATHON COMPACT (Retail \$5.00); MARATHON SLIDE-A-LITE (Combination Cigarette Case), Retail \$16.50, and other unusual gifts. Special features in combination with these great items make the deal the most attractive ever offered.



RAY ELECTRIC SHAVER

Improved round cutting head and more powerful motor make the Ray Electric Shaver the greatest shaver on the market. Massages as it shaves. Leaves the skin smooth, soft and glowing without a chance of cutting, irritation or ingrown hairs. Retail \$12.50.

MASTER DISTRIBUTING CORP. 203 LEXINGTON AVE. NEW YORK, N.Y.

The Smash Hit Jar Deals of 1937

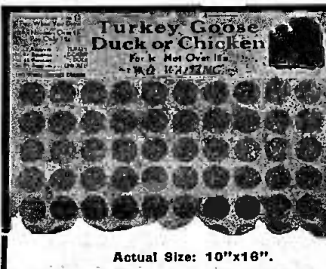
- The WINNER
- STOP and GO
- MINT of GOLD
- DERBY—BIG PAY OFF
- AMERICAN EAGLE
- PLAY FOOTBALL

GENEROUS PAY-OUTS — KNOCKOUT PROFITS

Enjoy the quick "sell-outs" and big profits that these leading Jack Pot Jar Deals are making possible for operators everywhere. Offered in "Slices" and "Takes" to meet any operator's needs. Get "In the Money"! Now is the time!

WRITE FOR LITERATURE AND ROCK BOTTOM OPERATORS' PRICES TODAY

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.



Actual Size: 10"x16".

JUMBO TURKEY BOARDS

A BIG FLASH THAT GETS BIG PLAY. Easy To Sell at \$1.00 Each. 150 Holes, 10 to 15c (No Numbers Over 15c). TAKES IN \$21.45.

PAYS OUT: 1 Turkey, 1 Goose, 1 Duck, 2 Chickens.

Price: \$3.00 per Dozen, Plus 10% Tax; \$20.00 per Hundred, Plus 10% Tax. Sample, \$1.00. 25% Certified Deposit Required on C. O. D. Orders.

Gandy Jobbers and Operators write for literature on our famous Finger Punch Jumbo Candy Salesboards.

J. ROSE, Inc. 2316 Locust St. ST. LOUIS, MO. "Direct Factory Representatives for Jumbo Salesboards."

Ponser Reports Big Demand for Speed

NEW YORK, Oct. 23.—According to reports coming from the George Ponsler Company, many of the operators who have come into his headquarters here have gone overboard for the new game called Speed. "These men who have seen the game believe that it is one of the speediest action-getters in the industry today," claims Bert Lane, sales manager of the firm. "This game has all the action that the operators need plus the thrills and suspense for which

such games have always been famous. We are convinced that this is the game that will put new life into many locations."

Lane went on to report that games are being shipped into the New York offices of the Ponsler firm as fast as possible. Both of the branch offices of the firm are shouting for more games, he reports. George Ponsler is said to have spent some time at the factory last week arranging for faster delivery of the games. Ponsler told many of the customers on his return that games will arrive daily from now on and that immediate delivery on the game will be made to all operators and jobbers in this territory.

BILL FREY'S SPECIAL BUYS!

CLEAN MERCHANDISE - READY TO OPERATE - AT PRICES YOU'VE BEEN WAITING FOR!

Rush Your Order Now for These Super Values!

MILLS BLUE FRONTS—
Mystery 5c-10c-25c Play.
With or without Gold Awards. Serials from 327508 to 417980.....\$45.00

MILLS BLUE FRONTS—
Mystery 50c Play. With or without Gold Awards. Serials from 388224, to 403179 60.00

MILLS BLUE FRONTS—
Mystery 5c Play Venders. Without Gold Awards. Original Crates. NEVER USED! Serials from 395-533 to 404969..... 70.00

MILLS FLASHERS—
(Pay Table.) Used Only One Week. Serials from 188 to 361..... 80.00

MILLS MELON BELL—
5c Play Only! Serials from 421053 to 422957... 70.00

JENNINGS CONSOLES—
10c-25c Play. Serials from 125161 to 126692\$65.00

JENNINGS CHIEFS—
5c-10c-25c Play. Serials from 120113 to 127161.. 40.00

JENNINGS CHIEFS—
50c Play. Serials from 126776 to 126789 50.00

A. C. (CAILLE) MULTI (7) SLOT—
Late Models. 5c Play... 100.00

A. C. (CAILLE) MULTI (7) SLOT—
Late Models. 25c Play... 125.00

GALLOPING DOMINOS. 100.00

PACES RACES 100.00

200 STEWART-McGUIRE 7-Column Cigarette Machines—
With Stands (1936)..\$65.00 Ea.

1/3 DEPOSIT WITH ORDER, BALANCE C. O. D., F. O. B. CHICAGO.

RUSH YOUR ORDER NOW!

MANY OTHER VALUE SENSATIONS IN COIN-OPERATED EQUIPMENT! WRITE TODAY FOR COMPLETE LIST!

BILL FREY, INC.

MIAMI, FLORIDA

Temporary Chicago Address, Hotel Sherman

NEXT WEEK STEPHENS COUNTY ANNUAL FAIR TOCCOA, GA.

THEN VETERANS' ARMISTICE CELEBRATION, PERRY AVE. LOT, GREENVILLE, S. C. WANT all kinds of Concessions, Shows with outfits, Loop, Kiddy Rides, Tom Terrill wants Ferris Wheel and Auto Kiddy Rides, and all kinds of Concessions for Winter Unit, Opening November 18, Aiken, S. C. Then Florida. Address

ERIC B. HYDE SHOWS

Rome, Ga., this week.

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 Lines of Business.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

WORLD'S FAIR MUSEUM WANTS

Freaks and Curiosities for Traveling Museum. Ripley Acts preferred. Also strong Annex Attraction. Salary or percentage. Want Attractive Girl for Sword Box, strong Mental Act, Billposter, Lecturer, etc. Johnny Eck, Grace McDaniel, Singlee, wire. We open November 8. Send photo. State lowest salary, meals included.

F. W. MILLER, 2302 Canal St., New Orleans, La.

KAUS UNITED SHOWS, INC. WANTS WANTS

GREAT SUFFOLK, VA., FOUR-COUNTY FAIR AND EXPOSITION, NOVEMBER 1 TO 6, INC.; WARSAW, N. C., AMERICAN LEGION ARMISTICE CELEBRATION, NOVEMBER 8 TO 13.

Arcade, Shows that don't conflict, legitimate Concessions of all kinds except Bingo. Will sell exclusive on Novelities. WANT Ride Help in all departments. This week, Woodland, N. C.

Calcutt Says Games Must Be Bug-Free

FAYETTEVILLE, N. C., Oct. 23.—Mechanical perfection is one of the foremost requisites of a successful game, according to Joe Calcutt, who heads the Vending Machine Company of this city. "No matter how fine the idea of the game may be," Calcutt stated, "no matter how attractive the cabinet or interesting the play, if the game does not work to perfection every time it is played it will never be a winner in the true sense of the word. No news spreads faster in the industry than that of a game which is not up to par in a mechanical way. Operators soon find out about it and refuse to purchase it because they know from bitter experience that frequent service calls to fix an ailing machine are expensive and out deeply into their profits."

Calcutt cited the fact that counter games have been becoming more popular than ever in the past few weeks due to the efforts of manufacturers to market games that are free of all bugs. "One game in particular that is on the market right now," he concluded, "is a marvel of mechanical excellence. Not only is it neat in appearance and interesting to play, but the manufacturer has built quality into every spring and wheel. That's why it is enjoying such phenomenal success. It's living proof that quality pays in this business as in all others."

ROUTES

(Continued from page 35)

Room Service: (Copley) Boston.
Room Service: (Biltmore) Los Angeles.
Show of Shows: Ft. Worth, Tex., 5; Amarillo 6.
Stage Door: (Shubert) Boston.
Tobacco Road: (Price) Hannibal, Mo., 27; (Municipal Aud.) Kansas City 28-30.
Tonight at 8:30: (Curran) San Francisco.
Tovarich: (Texas) San Antonio, Tex., 27; (Farmount) Austin 28; (Orpheum) Waco 29; (Majestic) Ft. Worth 30.
Tovarich: (Nixon) Pittsburgh.
Women, The: (Erlanger) Chi.
Wynn, Ed: (Colonial) Boston.
Yes, My Darling Daughter: (American) St. Louis.
You Can't Take It With You: (Harris) Chi.
You Can't Take It With You: (Plymouth) Boston.
You Can't Take It With You: (Capitol) Albany, N. Y., 28-30.

HIRST CIRCUIT SHOWS

(Week of October 24)

Babes With Charms: (Orpheum) Reading, Pa., 28.
Beef Trust: (Casino) Pittsburgh.
Cupid's Carnival: (Gayety) Baltimore.
Frisky Frollic: (Gayety) Cincinnati.
Gatties of 1938: (Capitol) Toledo, O.
Jolies Begere: (Trocadero) Phila.
Foot Loose Parade: (Hudson) Union City, N. J.
Merry Models: (Empire) Newark, N. J.
Pleasant Follies: (Jacques) Waterbury, Conn.
Parisian Flirts: (Rialto) Chicago.
Pirate Belles: (Casino) Toronto.
Pleasure Mad: (Howard) Boston.
Sean Dolls: (Embassy) Rochester.
Stage Scandals: (Gayety) Washington.
Swing High, Shake Low: (Garrick) St. Louis.

REPERTOIRE

Baxter-Leonard Players: Danielsville, Ga., 25-30.
Billroy's Comedians, Billy Wehle's: Huntsville, Ala., 27; Gadsden 28; Anniston 29; Talladega 30; Montgomery Nov. 1; Selma 2.
Carter Dramatic Co.: Edgerton, Mich., 25-30.
Delray's Comedians: St. George, S. C., 25-30.
Kirby Players: Shirley, Ind., 25-30.
Richey, Alice, Co.: Spartanburg, S. C., 25-30; Sumter Nov. 1-6.

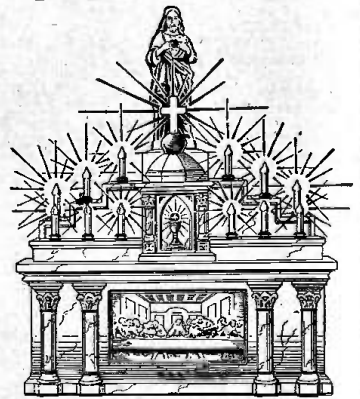
CARNIVAL

Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: McDonough, Ga.
Bantley's All-American: (Fair) Laurens, S. C.
Barfield's Cosmopolitan: (Fair) Donaldsonville, Ga.; (Fair) Eatonton Nov. 1-6.
Baysinger, Al: Campbell, Mo.
Beckmann & Gerety: Port Arthur, Tex.
Bee, F. H.: (Fair) Ackerman, Miss.
Blue Ribbon: Roanoke, Ala.; Dawson, Ga., Nov. 1-8.
Brown Novelty: (Fair) Camilla Ga.; (Fair) Quitman Nov. 1-6.
Buck, O. C., Expo.: Elizabeth City, N. C.; Enfield, N. C., 1-6.
Buckeye State: (Fair) Fayette, Miss.; (Fair) Bay Springs Nov. 1-6.
Bullock Am. Co.: Springfield, S. C.; Blackville Nov. 1-6.
Cethin & Wilson: (Fair) Clinton, N. C.; (Fair) Plymouth Nov. 1-6.
Colley, J. J.: Coalgate, Okla.
Corey Greater: (Fair) Henderson, N. C.
Crafts 20 Big: Lynnwood, Calif.
Crescent Am. Co.: (Fair) Baxley, Ga.
Crowley's United: (Fair) Bishopville, S. C.; (Fair) Waltherboro Nov. 1-6.
Cumberland Valley: Summerville, Ga.
DeLuxe Shows of Amer.: (Fair) Rockingham, N. C.

Dixie Model: (Fair) Bennettsville, S. C.
Dudley, D. S.: (Fair) Quannah, Tex.
Dyer's Greater: Smithville, Miss.
Elite Expo.: Sallisaw, Okla.
Envy Bros.: Kinston, N. C.
Golden State: Taft, Calif., 26-31; Maywood Nov. 2-7.
Great Sutton: Trumann, Ark.
Greater U. S.: Foreman, Ark.
Greater United: Corpus Christi, Tex.; (Fair) Beeville Nov. 1-6.
Gruberg's World's Expo.: (Fair) Gulfport, Miss.; (Fair) Montgomery, Ala., Nov. 2-11; season ends.
Heller's Acme: (Fair) Elberton, Ga.; (Fair) Swainsboro Nov. 1-6.
Hennies Bros.: (Fair) Tuscaloosa, Ala.
Henry, Lew: (Fair) Henderson, N. C.
Heth Bros.: Southern: (Fair) Center, Ala.; (Fair) Fell City Nov. 1-6.
Heth, L. J.: (Fair) Americus, Ga.; (Fair) Guthbert Nov. 1-6.
Hilderbrand's United: Hollister, Calif., 26-31; (Fair) Placerville Nov. 3-7.
Hughes Bros.: New Madrid, Mo.
Hurst, Bob: Greenville, Tex.
Hyde, Eric B.: Rome, Ga.; (Fair) Toccoa Nov. 1-6.
Innon: Vance, Miss.
Jones, Johnny J., Expo.: (Fair) Valdosta, Ga.
K. G. Amusement: Rome, Ark.
Kaus United: Woodland, N. C.; (Fair) Suffolk, Va., Nov. 1-6.
Kaus United No. 2: Columbia, S. C.
Keystone Shows: (Fair) Douglas, Ga.; (Fair) Oella Nov. 1-6.
Keystone Am. Co.: (Fair) Hampton, Ark.
(See ROUTES on page 86)

THE SMASH HIT DEAL



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.

CASH IN ON REAL PROFITS
STATE YOUR LINE OR BUSINESS.

FOLLOW THE LEADERS
TIME MEANS MONEY

Write for Complete Listing on Mechanical Toys, Charms, Etc.

WRITE FOR GENERAL CATALOG.

Wis. DE LUXE Corp.

1902 N. 3rd St.,

MILWAUKEE.

INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS.
Showman's Insurance Man,
CHARLES A. LENZ
440 Insurance Exchange, Chicago.

Concessionaires
NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES
WHEELS, PARKS, CORN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

FREE! 1938 WHOLESALE CATALOG



Has 260 pages of World-Wide Bargains, 4,000 salesmen's specialties, 15 selling plans, new creations, outstanding values — at rock-bottom wholesale prices. This catalog is FREE. Send for a copy Today.

SPORTS CO.,
10-37 Erie St.,
Lo Center, Minn.

NACOMM Releases Exhibitors' List

CHICAGO, Oct. 23.—Headquarters of the National Association of Coin-Operated Machine Manufacturers announced this week that more than 75 per cent of the exhibit space for the 1938 Coin Machine Show had already been contracted for. Other plans for the convention are going forward rapidly, it was stated.

Among the convention exhibitors, which have already reserved space, NACOMM listed the following this week:

A. B. T. Manufacturing Company, Acme Novelty and Manufacturing Company, Advance Machine Company, American Pistachio Corporation, Atlas Novelty Company, Automatic Age, Automatic World, Bally Manufacturing Company, Billboard Publishing Company, Block Marble Company, J. M. Bregstone & Company, Brunswick Record Corporation, Buckley Manufacturing Company, Capehart, Inc., Chicago Coin Machine Manufacturing Company, Chicago Lock Company, Churchill Cabinet Company, Coin Machine Journal, Coin Machine Review, Columbus Vending Company, A. Dalkin Company, Daval Manufacturing Company, Decca Distributing Corporation, Dudley Lock Corporation, H. C. Evans & Company, Exhibit Supply Company, Philip Florin, Inc., General Electric Company, Gay Games, Inc., Genco, Inc., John N. Germack, D. Gottlieb & Company, Groetchen Tool Company, Guardian Electric Manufacturing Company, Illinois Lock Company, International Mutoscope Reel Company, Inc., Jasper Brokerage Company, O. D. Jennings & Company, Malkin-Illion Corporation, McCormick Machine Company, Mills Novelty Company, National Vendors, Inc., Northwestern Corporation, Pan Confection Factory, Paris Bead and Novelty House, Perno Products Corporation, RCA-Victor Distributing Corporation, Ranel, Inc., Ringold Manufacturing Corporation, Rock-Ola Manufacturing Corporation, Rowe Manufacturing Company, Inc., J. P. Seeburg Corporation, H. Shure Company, Simmons Coin Machine Company, Inc., Standard Transformer Corporation, Stewart & McGuire, Inc., Stoner Corporation, Superior Products, Inc., Trimount Coin Machine Company, U-Need-a-Pak Products Corporation, Thomas A. Walsh Manufacturing Company, Werts Novelty Company, Inc., Wheeling Novelty Company, W. W. Wilcox Manufacturing, Rudolph Wurlitzer Company.

Pacific's Vender Scoring With Ops

CHICAGO, Oct. 23.—The fine progress being made by operators of their Gum Merchant machine is reported to have been the source of much comment at a recent round-table meeting of executives of the Pacific Manufacturing Company. Irv McCarthy, sales manager, brought to the attention of the group many reports from operators expressing in glowing terms their approval of the machine.

"On every side indications point to the fact that operating our Gum Merchant is a mighty profitable business," said McCarthy. "Operators are calling us up at all times of the day requesting rush deliveries on this remarkable vending machine. The demand for this machine far exceeds that for Contact and Pamco Parlay in their heyday.

"The several different plans for operating the machine have been tested over a period of many months and are described as working to the decided advantage of operators," he went on. "In all cases the gum is sold in conjunction with giving away premiums. Each box is keyed so that operators can give away such items of merchandise which people like to get. With Christmas growing closer the premiums are reported to be selling gum thru the machines just about as fast as refills can be made."

WANTED Ferris Wheel

For all winter's work in Florida. This show never closes. Good proposition. P.S.—Can use few concessions that don't conflict. No Grill. Also Rio Help. Write this week AMERICAN LEGION JAMBOREE, Alton, Ill. S. C. BARNEY TASSER CARNIVAL UNIT.

Crusader Buckley

"BELIEVE IT OR NOT: A few weeks ago when Jim Buckley (Bally Manufacturing Company) was in Nashville and walking down Church street with the writer we came to a large building which housed a chapter of the WCTU. The ladies were soliciting financial aid and votes to defeat the local option referendum in Tennessee.

"I have today here in Little Rock just sufficiently recovered from the shock of it all to report that poor Jim left me standing on the sidewalk in front of the WCTU and walked right in to make a sizable contribution. I also definitely heard him ask if it would be possible to get an absentee ballot so he could vote against liquor in this referendum.

"I have always had my doubts about the reliability of the news you publish and was more skeptical than ever when I saw that story about Jim Buckley on the water wagon. But seeing poor Jim with my own eyes make a contribution of no small amount to deprive us of liquor in Tennessee, I may become one of your faithful and devoted readers once again.

"The local option liquor referendum lost in Tennessee and our State still remains in the hands of the bootleggers, thanks to poor Jim and all the other anti-liquor crusaders like him. That's okeh tho, as bootleg liquor is cheaper in Tennessee than in surrounding States that tax it. Will wonders ever cease?"

—S. L. STANLEY, Memphis.

Lew Wolf Brings His Skis to Town

NEW YORK, Oct. 23.—Lew Wolf, general sales manager of Fitzgibbons Distributors, Inc., arrived in town from Utica the other day with his skis under his arm. He explained that there was so much snow on the up-State hillsides that all the operators had their skis out and were having the time of their life coasting around on the profits they were getting from Bally games.

While in town Wolf went round to one of the bigger sporting goods stores and is said to have purchased just about the loudest skiing outfit it had in stock. According to reports, he now can be seen all dolled up in a pair of baby blue ski pants, a brilliant orange muffler and a vivid yellow sweater that has big bearskin mittens attached to it.

"Now that I have the outfit," Wolf declared, "plus the snow, the skis and even an extra bottle, all that remains to be done is to get to the highest point up-State with some of my friends and go coasting along. What I'm really waiting for," he concluded, "is for Jack Fitzgibbons, Ray McInerney and Jim Buckley to pay us a visit up-State. When they come the operators and I have a big skiing expedition all planned for them."

No Dull Seasons, Says Royal Head

CHICAGO, Oct. 23.—"Business swings in cycles, according to experts," says Reynold Pollard, youthful head of the Royal Coin Machine Company in Chicago. "The coin machine industry, however, must be the exception that proves the rule."

"Of course," Pollard explained, "I'm speaking purely from a personal point of view and from the experience of our organization during its short history. When we opened our offices we expected to experience dull seasons, but we were agreeably surprised to learn that, properly conducted, a dull season in the business of distributing and jobbing coin machines is impossible.

"The past summer," he revealed, "found our organization increasingly busy and that activity has gone on into the present season. We're so busy that it has been necessary for us to enlarge our staff in order to take care of the orders constantly coming in. The hundreds of operators who have been dealing with us tell us how well they are pleased with the service and equipment we are giving them."

BIRTHS

(Continued from page 33)
Mrs. Marx Hartman in Montefiore Hospital, Pittsburgh, October 19. Father is announcer for Station WCAE.

Guaranteed SLOT BARGAINS

THIS IS "VEMCO'S SPECIAL SALE!"

Not just reconditioned machines but machines that have been thoroughly re-built with factory precision, cabinets buffed to resemble new, and carry Vemco's guarantee to give the same service expected from brand-new equipment.

49 Watling Rol-a-Top Mystery Bells and Venders, With and Without Gold Award; 5c, 10c or 25c Play...	\$35.00
4 Watling 5c Big Jackpot Mystery Gold Award Venders...	29.50
1 Watling 25c Treasury Mystery Gold Award Vender...	32.50
3 Watling 5c Regular Twin Jackpot Front Venders...	24.50
18 Mills 5c Extraordinary Mystery Venders...	45.00
5 Mills 10c Extraordinary Mystery Venders...	48.00
3 Mills 5c Futurity Mystery Golden Bells or Venders...	42.50
11 Pace 5c Blue Front All-Star Comet Mystery Bells...	35.00
5 Pace 10c Blue Front All-Star Comet Mystery Bells...	37.50
1 Jennings 10c Chief Mystery Bell or Side Vender...	45.00
1 Jennings 25c Chief Mystery Bell or Side Vender...	47.50
1 Jennings 5c Century Mystery Golden Vender...	29.50
1 Jennings 1c Duchess Vender...	20.00
1 Jennings 1c Little Duke Vender...	12.00
3 Caille 5c Cadet Bells...	35.00
1 Caille 10c Cadet Bell...	35.00
1 Pace 1c Bantam Jackpot Bell or Vender...	18.50

IMPORTANT!

In addition to the above we also have on hand a large assortment of Mills Machines of other types, such as Blue fronts, Cherries, War Eagles, etc. If interested in equipment of this type Phone, Wire or Write for Prices.

PHONOGRAPHS? PIN GAMES?

Yes, we also have these in stock in both new and rebuilt. Write for Complete List, Prices and Other Information.

Terms: 1/3 Cash or Certified Deposit With Order. We Ship Balance C. O. D., F. O. B. Fayetteville, N. C.

THE VENDING MACHINE CO.

205-15 Franklin St., Fayetteville, N. C.
Cable Address "COINSLOTS"

HENNIES BROS.

(Continued from page 3)
fact was stressed by Lohmar as being bona fide in every particular. It will be recalled that Orville W. and Harry W. Hennies entered the carnival field as ride operators, then organized Hennies Bros' Motorized Shows, which they operated for several seasons successfully. Last winter they bought out the United Shows of America and launched Hennies Bros' Shows on rails for season of 1937, rated in the 40-car class. Now to this present-size train they will add the Hansen and other purchases to enable them to launch a 60-car organization for the coming season, work on which will go forward during the winter, starting with the close of their present tour, which has scored successfully over a wide range of territory.

N. Y. FAIR

(Continued from page 3)
business, is in the process of appointment. Names of members, it is understood, will not be disclosed for several weeks, at which time it is expected the roster will have been completed. Also there has been no definite announcement coming from the fair offices concerning the work and responsibilities of the committee, it is expected that the group will figure chiefly as an honorary board of show business personalities brought to the fair scene for prestige purposes. Office of John Krimsky, director of entertainment for the fair, is handling the appointments.

Ted Thomas, Aerialist, Badly Hurt at Milledgeville

MILLEDGEVILLE, Ga., Oct. 23.—Ted Thomas, high-pole aerialist, of Chicago, appearing here at the Middle Georgia Fair with the Model Shows, met with an unusual accident Wednesday. While riding the pole downward until it came within 40 feet of the ground he suddenly fell lengthwise and fell head foremost against an automobile. He was taken to the Baldwin Memorial Hospital, where at the time of this news filing was listed by attending physicians as in a serious condition.

OVER 400 BARGAINS MONEY BACK GUARANTEE

NEW JENNINGS LIB-ERTY BELL	\$99.00
PAGES RACES and RAYS TRACKS	\$89.00
ARLINGTONS JOCKEY CLUBS CHUCK-A-LETTES	\$69.00
PAMCO DELUXE BELLS PHOTO FINISH FREAKNESS DEBY DAYS	\$59.00
WINNERS CLASSICS MILLS DEWEYS MILLS CRICKETS	\$49.00
GOLDEN WHEELS TURF CHAMP (Ticket) SANTA ANITAS	\$39.00
DAILY RACES GRAND PRIZE CAROMS FALOOKAS ROYAL RACES PREVIEWS	\$29.00
HIALEAHS SWEET 21 TYCOON RAILROADS 10 STRIKES	\$19.00
BALLY DERBYS (Clean)	\$12.50
JUMBOS DELUXE 48s PAMCO PARLAYS SPEEDWAYS CHALLENGERS MULTIPLES NATURALS BONUS ALL STARS BIG SHOTS SUNSHINE BASEBALLS SUNSHINE DERBYS	\$9.00

Wire us for prices on Track Times, Dominoes, Bangalls, New Buckley Seven Balls, New Buckley Track Odds, and all other late Consoles. We have the largest stock in the South and can save you money. Wire 1/3 Deposit.

UNITED AMUSEMENT CO.
310 South Alamo,
SAN ANTONIO, TEXAS

FOR SALE

12 TRAINED MONKEYS, 1 BUCKING PONY, \$200.00. CATERPILLAR, portable, first-class condition; \$1,800.00. BOX D-104, The Billboard, Cincinnati, O.

Races Catches Eye Of Stoner Guests

AURORA, Ill., Oct. 23.—It's not a ride in the new Stinson cabin plane which is causing so many distributors and jobbers of the coin machine fraternity to journey here to visit the Stoner boys. "Many of the men do come here only with the intention of taking a ride in our new plane," reports Ted Stoner, "but once they get here and are shown our new game, Stoner's Races, they frequently forget all about the sky ride. Of course, we take pride in our reputation as being first-class hosts, so we always take these visitors for a hop around the countryside, but it's interesting to observe that sometimes we have to drag these dyed-in-the-wool coinmen away from this new game of ours in order to give them the ride they came for.

"We have had to step up production on this new game of ours to an almost record peak in order to meet the demand for this game," he continued. "Pin game fans are reported to be going for this new game in a big way, for they have discovered that we have built into it all the genuine thrills and color of a real horse race. It really is the aristocrat of our amusement line," he concluded, "and judging by its popularity to date it's going to be a real record breaker, too."

British Show To Be February 14-17

LONDON, Oct. 23.—Attempts to bring about holding of London Coin Machine and Amusement Caterers' expositions together have held up issue of advance notices for what would be fourth annual Coin - Operated Machine Exposition. British Automatic Machine Operators' Society, Manufacturers and Distributors' Section, which promotes coin machine shows, and Amusement Caterers' Exhibitions, Ltd., which is responsible for the other venture, have reached agreement and provided ratification is forthcoming the two shows will be run side by side as Amusement Trades Exposition.

Dates are February 14-17, 1938, and venue chosen is New Horticultural Hall. This is well-known exposition one-floor hall of 20,000 square feet in Westminster, almost under shadow of Houses of Parliament. Running two shows together will mean exhibiting under one roof of coin-operated machines, ordinary games, riding devices, merchandise; in fact, everything almost of a general amusement nature. General manager will be Edward Graves, who directed first three coin machine shows satisfactorily. He will work with a joint board, consisting of two representatives from each body concerned. Administration office will be in London office of World's Fair, High Holborn. Catalog is to be compiled by Edward Graves and Harry Seff as joint editors.

Paris Exhibition November 16 and 17

"To the Editor: You know the situation in France. The coin machine business was going too strong. Mistakes have been made and the territory is about closed for all machines on which players can win something.

"And now we have to start all over again.

"In view of the present situation all the cafes are asking for something and the operators are looking for ideas that will be permitted to operate. I have planned to show all types of machines which can be operated now without trouble—amusement games, vending machines and others.

"Then a short exhibition will be held November 16 and 17 in the Salle Hoche, Avenue Hoche, Paris. On the first day admission will be reserved to members of the trade only and cards can be obtained from La Revue de L'Automatique. On the second day the rooms will be opened to the cafes and location owners who will see what the trade has to offer them. But on the second day prices will not be posted on the machines and no sales will be made. It will be only a showing day. Those who are interested in a machine or game will get addresses of operators who handle the machines at the convention office.

"In view of the many inquiries for information it now appears that the

coming show, tho perhaps small, will be a success. Many booths have already been reserved.—Rene Godin, La Revue de L'Automatique, Paris."

ROUTES

(Continued from page 34)

- Large & Lane: Crenshaw, Miss.; Lula Nov. 1-6. Lawrence, Sam: (Fair) Carthage, N. C. Lewis, Art: (Fair) Fitzgerald, Ga.; Tallahassee, Fla., Nov. 1-6. Littlejohn: (Fair) Andalusia, Ala.; (Fair) Luverne Nov. 1-6. Marks: (Fair) Florence, S. C.; (Fair) Athens, Ga. Nov. 1-6. Marshall's Attrs.: (Fair) Scotts Hill, Tenn., 28-30. Mighty Fair: Sanford, N. C. Maljestic: Prescott, Ark. 1-4. Mkt. Amusements: (Fair) Jennings, La.; (Fair) Lafayette Nov. 1-6. Miller Bros.: Duncan, Okla. Mimic World: (Fair) Sulphur, La. Model No. 1: (Fair) Hawkinsville, Ga.; (Fair) Wrightsville Nov. 1-6. Model No. 2: (Fair) Conyers, Ga.; (Fair) Greensboro Nov. 1-6. New American: (Fair) Wallace, N. C. Page, J. J., Expo.: (Fair) Madison, Ga., 24-29; (Fair) Duluth Nov. 1-6. Regal United Am. Co.: (Fair) Orange, Tex. Reynolds & Wells United: Warren, Ark. Rodgers & Powell: (Fair) Kosciusko, Miss.; (Fair) Lexington, N. C. Royal American: (Fair) Shreveport, La.; (Fair) Beaumont, Tex., Nov. 4-14. Royal Palm: (Fair) Center, Ala. Rubin & Cherry Expo.: Dothan, Ala. Sheelsy Midway: (Fair) Greenville, S. C. Smith's Greater Atlantic: (Fair) Loris, S. C. Southern States Shows: Thomasville, Ga.; Live Oak, Fla., Nov. 1-6. Southern Attrs.: (Fair) Hinesville, Ga. Stanley Bros.: Savannah, Ga. State Fair: Ranger, Tex. 28 Nov. 2-6. Strates: (Fair) Washington, N. C. Stoneman's Playland: (Fair) Kingstree, S. C. Strates: (Fair) Washington, N. C. Tidwell, T. J.: Monahans, Tex. Valley: Bastrop, La.; Smithville Nov. 1-6. Wallace Bros.: (Fair) Hattiesburg, Miss.; (Fair) Meadville Nov. 1-6. Ward, John R.: (Fair) Waynesboro, Miss. West Bros. Am. Co.: (Fair) Danville, Ark. West Coast Am. Co.: Selma, Calif., 27-Nov. 3; (Fair) Porterville. Western State Shows: San Angelo, Tex. World of Fun: (Fair) Lumberton, N. O. World of Mirth: (Fair) Orangeburg, S. C.; (Fair) Anderson Nov. 1-6. Zeiger, C. F., United: Chandler, Ariz.; Ajo Nov. 1-6. Zimdars Greater: (Fair) Starkville, Miss.; (Fair) Columbus Nov. 1-6.

CIRCUS AND WILD WEST

- Barnes-Sells-Floto: Lordsburg, N. M., 26; Tucson, Ariz., 27; Phoenix 28; season ends. Bible Bros.: Indianola, Ia., 27; Fairfield 28; Alton, Ill. 30; Muscatine, Ia., Nov. 25. Brinkman, Ill. 28; Greenville, S. C., 4; Egin 6; (Marshall Field Store) Chicago 6. Cole Bros.: Cairo, Ill., 26; Paducah, Ky., 27; season ends. Downie Bros.: Chipley, Fla., 26; Pensacola 27; Mobile, Ala., 28; Atmore 29; Greenville 30; Selma Nov. 1; Tule 2; Eufaula 3; Albany, Ga., 4; season ends. Hagenbeck-Wallace: Clarkdale, Miss., 26; Helena, Ark., 27; Pine Bluff 28; Russellville 29; Fort Smith 30. Howe Bros.: Cedar Town, Ga., 27; Tallapoosa 28; Carrollton 29. Mix, Tom: Conway, Ark., 26; Searcy 27; Batesville 28; Paragould 29; Walnut Ridge 30; Newport Nov. 1. Polack Bros.: (Auditorium) Sterling, Colo., 28; (Armory) Loveland 29-30. Ringling Bros. and Barnum & Bailey: Raleigh, N. C., 26; Greensboro 27; Danville, Va., 28; Charlotte, N. C., 29; Greenville, S. C., 30; Atlanta, Ga., Nov. 1; Columbus 3; Thomasville 4; Jacksonville, Fla., 5; Ocala 6. Sells-Sterling: Antlers, Okla., 26; Atoka 6; Ada 28; McAlester 29; Hartshorne 30; Eufaula 31. United Indoor: Decatur, Ind., 26; Marion 27; Muncie 28; Ft. Wayne 29-31; Wabash Nov. 1; Warsaw 2; Elwood 3; Tipton 4; Anderson 5-6. Vandenberg Bros.: Traskwood, Ark., 27; Haskell 28; Roland 29; Perryville 30; Bigelow Nov. 1; Casa 2; Ola 3.

MISCELLANEOUS

- Almond, Jethro, Show: Hemingway, S. C., 25-30. Craig Bros.: Show: Topside, Me., 25-30. Brown, Evans, Magician: Laona, Wis., 27; Pittsville 28; Cambria 29. Craig Bros.: Show, No. 1: Glenron, Pa., 25-30; No. 2, Latreiton, Pa., 25-30. DeLoe, Magician: Davenport, Ia., 27-30. Toulon 30; Wyoming Nov. 1; Moline 2-6. DeCleo, Magician: Lelaps, O., 26-29. Dressen Circus Capers: Jackson, Miss., 27-30. George, Doc, Ventriquist: (Indoor) Corr Fair, Concho, Wis., 28-30. Gilbert Comedians: Chester, Ga., 25-30. Lewis, H. Kay, & Hollywood Varieties: Oakley, Ida., 27; Castleford 28; Twin Falls 29-30; Wells, Nev., Nov. 1-2; Elko 3-4; Reno 5-6; Lucy, Thomas Elmore: Hot Springs, Ark., 28; Paris Nov. 1-3; DeWitt 5. McNally Variety Show: Inlaytown, N. J., 25-30. Miller, Al H., Show: Preston, Ga., 25-30. Nikolaus, Francis A., Magician, & Marjah, Mentalist: Hawkinsville, Ga., 25-30. Original Floating Theater: Greensboro, Md., 25-30. Pierce, Magician: Chilliote, O., Nov. 1; Portsmouth 2; Ironton 3; Parkersburg, W. Va., 4; Cambridge, O., 5. Va. & Show Attrs., Co.: 25-27; Pearing 28-30; Hephzibah Nov. 1-3; Alexander 4-6. Wright's, C. A., Dog Circus: Whitehouse Sta., N. J., 27; Horsham, Pa., 28.

CARL TRIPPE Price Plus Guaranteed Satisfaction ALL GUARANTEED A-1 CONDITION—READY TO OPERATE

AUTOMATICS table listing various machines and their prices, including Ace, Air Races, Bally Bonus, etc.

NOVELTY GAMES table listing various games and their prices, including Beacon, Ball Fan, Bally Bumper, etc.

COUNTER GAMES table listing various counter games and their prices, including Army Game "21", Beat It, Blunder Puritan, etc.

MISCELLANEOUS SPECIALS table listing various special items and their prices, including Rotaries (Escalator), Sheriff Bros. Low Boy Porcelain Scales, etc.

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS MO.

STANLEY BROS. SHOWS WANT U-Drive-It, Octopus, Dodgem (Nate Miller, wire), Caterpillar, Ridee-o and Concessions of all kinds except Cookhouse. Can place Shows with own canvas and transportation. We play Florida's best spots. Also two weeks in Nassau. Eddie Hackett, wire BLACKIE ST. CLAIR. All others write or wire CURTIS L. BOCKUS, Manager, Savannah, Ga., this week.

BARFIELD'S COSMOPOLITAN SHOWS SEMINOLE COUNTY FAIR, DONALDSONVILLE, GA., WEEK OCTOBER 25; PUTNAM COUNTY FAIR, EATONTON, GA., WEEK NOVEMBER 1; MARION COUNTY FAIR, BUENA VISTA, GA., WEEK NOVEMBER 8, AND OTHERS. WANT legitimate Grind Show Concessions. Also Grind Shows. Good opening for Loop-o-Plane. WANT Colored Musicians and Performers, or Organized Show and Band. Salary allowance for Band. Write or wire as per above route.

ROYAL AMERICAN (Continued from page 3) launch the State Fair tonight. Sedlmayr said it was the first time in his 30 years of show activity that midway attractions refused to sell tickets or admit customers. Hirsch said it was the greatest advertising "stunt" he'd ever witnessed. All illumination plants were in operation and the entire midway had been carpeted in deep woodchips for the opening. Riding devices were run without passengers. Even concessions were presented in their regulation manner, but not a customer could spend a dime. Grab stands alone broke the no sale rule. This is Royal American's first visit to Shreveport since becoming the largest midway in the business. Sedlmayr and Velare brothers, executive directors, are expecting a record-breaking opening day in spite of a cold wave which made itself felt yesterday afternoon.

Commerce Dept. Boosts Exports

"To the Editor: The Bureau of Foreign and Domestic Commerce was, as you know, created by the Congress to stimulate and promote the foreign and domestic commerce of the United States. Yet an appallingly large percentage of our business folk receive little or no direct benefits from our activity. Our functions are entirely co-operative, non-regulatory and, in the main, of a scope that few, if any, private organizations or industries could afford to undertake. A cure for this condition—which apparently is not self-healing—is the sole purpose of my letter to you.

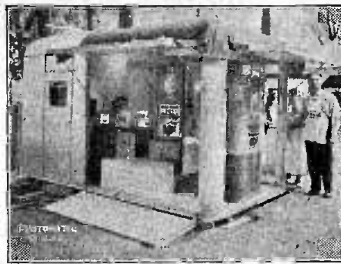
"As a component part of the Bureau, the Specialties Division is accountable to your industry for the attainment of the objectives designated by the Congress. Therefore I am convinced that thru your co-operation I can forge a closer link between my organization and your manufacturers.

"Needless to say, the manifold problems that currently confound the business world in both domestic and foreign markets require an unusual degree of vigilance—and meticulous interpretation. The fast-shifting tides of commerce are being complicated by changing viewpoints, and if they are to be met successfully require new and sometimes totally unfamiliar techniques.

"For instance, in the export field the Reciprocal Trade Agreements Program has become the basis of America's commercial relationship with the world. The 'two-way' flow of trade—which seems to be the natural concomitant of our post-war creditor nation status, is a factor that commands the attention of the non-exporter as well as that of the exporter. Surely the non-exporting American manufacturer of an internationally competitive commodity should be fully aware of the terms and conditions under which foreign makers of similar merchandise are to compete with him in the home markets. Unquestionably he has almost as vital a stake in the foreign trade policy of his government as has his confere whose profits are derived from commerce on the Seven Seas. As you know, I could offer you a hundred and one reasons to justify my appeal for co-operation, and chief among them the fact that American business pays the bills for our service and therefore should get it.

"Therefore I cordially invite you, either personally or by correspondence, to collaborate with me. That it will be mutually beneficial is in my opinion a foregone conclusion. You cannot fail to enhance the value of your publication to the industry by aiding me to serve it more efficiently. Frankly, I cannot do this job without your aid.

"In the vernacular of business, your industry is one of my potential



CLARKE O. DEIDER, Mifflensburg, Pa., shows his Photomatic installation in a trailer.

markets.' Obviously I am not satisfied with my 'net' sales. May I depend upon your assistance? — THOMAS BURKE, Chief, Specialties Division, Washington, D. C."

Scanlan Announces New Type Board Deal

CHICAGO, Oct. 23.—According to Jerry Scanlan, an oldtimer in the salesboard business who now heads the Mills Manufacturing Company, the new deal being offered to salesboard ops is the hottest one that has ever been on the market. "Just think," he observed, "with this deal the location owner and the operator can collect their profits before buying the premiums to give away to the lucky winners.

"Of course, such a statement seems absurd on the face of it, but here is how it works," he explained. "All the dealer buys is a salesboard or a jar of tickets and a merchandiser card. We give him 16 pictures which describe various radios, clocks, bears, lamps and other premiums. Any 4 of these 16 pictures can be pasted in the places provided for on the salesboard. When a premium is hit he sends us the wholesale cost and we ship the prize either to him or to the winner as he directs. By this method the dealer can select the prizes which he thinks will move best in his territory and is spared the expense and bother of having a number of premiums waiting on his shelves until someone pokes the right number and carries them home.

"We stand behind each one of these deals with a full guarantee," Scanlan concluded. "Our premiums are priced 10 per cent under market price. Here's one deal which enables the operator to

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

<h3>SLOTS</h3> <ul style="list-style-type: none"> Blue Fronts, 5-10-25 \$45.00 Watling Rol-a-Top Very Late 32.50 Paces Comets, Almost New 39.50 Reliances (5c and 25c Play) . 24.50 	<h3>ONE BALL</h3> <ul style="list-style-type: none"> Carom \$ 42.50 Classic 54.50 Golden Wheel ... 67.50 Fair Ground 110.00 Preview 29.50 Derby Day (Clock) 54.50
<h3>CONSOLES</h3> <ul style="list-style-type: none"> Bally Favorite \$129.50 Ray's Track 129.50 Evans Rolletto 129.50 Galloping Domino . 129.50 Chuckalette 89.50 Roulette 89.50 Pamco Bells 89.50 	<h3>Phonographs</h3> <ul style="list-style-type: none"> Mills Dance Master \$ 69.50 Mills Do-Re-Mi... 109.50 Rock-Ola 1936... 119.50 Wurlitzer P-12 ... 124.50
<ul style="list-style-type: none"> Rotary Merch. ... 89.50 	<ul style="list-style-type: none"> Stewart McGuire 7-Column Cig. Mach. 62.50
<h3>ELECTRIC RIFLES</h3> <ul style="list-style-type: none"> Eagle Eye \$175.00 Tom Mix 175.00 <p>1/3 Deposit With Order</p>	
<p>GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.</p>	

make a really fine profit. We're shipping out quite a lot of sample deals to ops who have been alert to see the profit potentialities that lurk in this new type deal and a large number of reorders have already come in from ops who have proved to their own satisfaction how much in dollars and cents this deal can mean to them."

Association Reprints Editorial

"To the Editor: I am inclosing a reprint copy of your recent editorial on the subject of MINORS that I took the liberty of reprinting and sending to the different operators of this association and also to merchants. You will note that *The Billboard* and yourself were given full credit for the same. However, I did not write you for permission for the reprinting of this editorial. I hope you will not think me presumptuous or forward in reprinting this data without receiving your permission.

"The article struck me as so sensible and written in such a comprehensive manner that I just could not resist reprinting it to use here. Articles like this are what the business needs. Let me congratulate you on being able to write articles of this sort wherein the trade is benefited.

"I would appreciate if you would give me the information as to what the cost would be for reprints of some of your editorials, the reprinting to be done by your firm.—Curley Robinson, secretary Associated Operators of Los Angeles County, 1044 Venice boulevard, Los Angeles."

Editor's Note: We have inserted notices at intervals that members of the coin machine industry may reprint or use material from the coin machine section of *The Billboard* whenever it may prove useful. We would also like to receive suggestions, like the above, as to how the editorials and articles may be used to the advantage of the trade. Many of our feature editorials are written with the public in mind and intended to answer some criticism of the trade. Naturally these editorials need a much wider circulation than we can give them to really do any good. It has seemed to me for a long time that local operators' associations might do a lot of good by placing copies of the editorials and articles in the hands of influential people who might gain a new viewpoint of the trade by reading them. The big problem today is to get printed material read, and our problem has been to decide on reprinting the material so that it will be readable and attractive. The editorials are printed in large type, but that does not always mean it will attract attention.

THE BEST IN FOOTBALL

STEP-UP CARD

Offers Big Profits for Small Investment. 133 Winners in all. (\$25.00 Top Payout).

SAMPLE DEAL \$5.00
WRITE FOR QUANTITY PRICES
DEAL TAKES IN (2380 @ 5c) \$119.00
AVERAGE PAYOUT 70.00

AVERAGE PROFIT \$ 49.00
1/3 Deposit — Balance C. O. D.

WHAT ARE YOUR NEEDS—
WE ARE MANUFACTURERS

STERLING GAMES CO.
1959 WILSON AVE. CHICAGO.

Duke of Windsor Plays Pinball

NEW YORK, Oct. 23.—The following news dispatch (*New York World-Telegram*, October 12, 1937) concerning the interest of the Duke and Duchess of Windsor in pinball games will be of great interest to the amusement games industry:

"BERLIN—The Duke inspected, with the Duchess, the Nazi welfare headquarters, the great Osram electric bulb plant and the Reichsbahn sports field for railroad employees. At the Osram plant the Duke showed interest in a pinball game and played it twice, grinning broadly and laughing with the Duchess."

SPECIALS

CHIEF, late, 5-10-25c.....	\$ 50.00
PAGE, 5 & 10c, late.....	32.50
MILLS WAR EAGLE, 5-10c.....	32.50
PAGES RACES, rebuilt.....	105.00
EXHIBIT CONSOLE, 7 coin.....	115.00
TEN STRIKES.....	18.50
ALL STARS.....	8.00
SUNSHINE BASEBALL.....	6.50
ROUND-UP.....	8.00
BALLY MULTIPLE.....	15.00
RED MAN.....	7.50
SKILL ROLL.....	8.00
BUMPER (Bally).....	11.00
STOP AND GO.....	6.00
REEL SPOT.....	19.95
JENNINGS STAR VENDER.....	32.00

1/3 Deposit—Balance C. O. D.
Write for a List of Used Games.

GENERAL NOVELTY COMPANY
521 N. 16th St., Milwaukee, Wis.

WANTED SALES PROMOTION MAN

To handle low priced, quality cigarette machine making a hit with operators everywhere. Must be experienced in coin machine sales and promotional work.

BOX 523, The Billboard, 1564 Broadway N. Y. C.

A FREY SUPER SPECIAL

The Week's Best Buy!

100% GUARANTEED

A. C. (CAILLE) MULTI 7 SLOT

Nickel Play Quarter Play
\$100 \$125

F. O. B. CHICAGO
ORDER NOW!
1/3 Deposit with order, balance C.O.D.

BILL FREY, Inc.
MIAMI, FLORIDA
Temporary Chicago Address, Hotel Sherman

ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH RESULTS

FOOTBALL

How To Treat The Newspapers

In view of the rough treatment that the coin machine industry gets at the hand of the newspapers there may be two sides to the question. The following statement by Ray A. Ill, vice-president of the National Shawmut Bank of Boston, before the American Bankers' Association meeting in Boston recently may contain a world of suggestion for the coin machine trade. It would seem that the bankers are almost as bad at bungling relations with the press as the coin machine trade.

"Be fair and open and friendly," Mr. Ill told the bankers, "not only to your customers but to your whole community. You will find they extend a hand to meet you halfway."

"Perhaps one of the greatest handicaps that met banks in the handling of their public relations during the troublesome years not long past was the fact that they did not know how to meet the press halfway. After all the press has one real job and that is to present to the people a fair picture of what is going on. Now they have to present some story, and when the bank greets them with a stony face, a closed door and a blank wall, then the chances are that the picture they present to the public will not be accurate."

The publicity committee of the 1938 Coin Machine Convention at its recent meeting seemed almost unanimous for a policy of "secrecy" in keeping the press out of the 1938 convention in Chicago. I do not think a convention which anticipates housing its delegates in four hotels can be kept secret from the daily press.

To me it was a very shortsighted policy and if it is typical of the sentiment of the trade in general then all we can look forward to is a continued antagonistic attitude between the trade and the press. And those who like myself have worked hard and long for a better relationship with the newspapers will wonder what's the use after all.

If the press has been unfair in its reporting of the conventions heretofore I would address an invitation to the papers something as follows:

"Heretofore the newspapers have given our annual exhibits of coin machines some dirty digs and we think generally unfair. But we are staging the 1938 Exhibit, beginning on January 17 and you are cordially invited to send your reporters and photographers as you like. They will be treated cordially and may use their own judgment as to news about our industry. You may poke any riddle at us that you like, but you will recognize that the public must be supporting us by the way our industry is growing, etc."

Operating Good, Says the Sphinx

MINNEAPOLIS, Oct. 23.—On that troublesome question as to whether the operating business is getting better or worse, Bill (the Sphinx) Cohen, of Silent Sales Company, spoke at length from the record.

"Complaints from operators about business being in the doldrums the past three months have been numerous," he said. "Two operators told the Sphinx while conversing on operating matters the other day that the last two weeks of September were the worst they had ever encountered since entering the coin machine business some time ago."

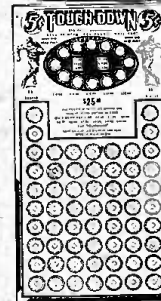
"It so happens that these operators are using different games than used by the Silent Sales Company on its own routes and those of the Silent Sales customers' routes."

"The Sphinx called in Mary Ziskin, whose job at the House of Winners is to keep accurate figures on stock control and data on route detail, such as equipment and income. Miss Ziskin's quick summary of our business showed that business in July, August and September, 1937, was 10 per cent greater, with 15 per cent less equipment, than the corresponding months in 1936."

"This route is operated by Fred Sitar, veteran Silent Sales route manager, who is ably assisted by Gene Karau. These wide-awake operator-business men are the shock troops who prove by actual location tests whether or not a machine can be given the 100 per cent winner guarantee by the House of Winners."

"In the country we find that the operators are solidified and are presenting the

ATTENTION OPERATORS



CASH IN ON THE FOOTBALL SEASON!

2280 Tickets—
Take In\$114.00
Aver. Pay Out. 74.00
Aver. PROFIT. \$ 40.00

SAMPLE DEAL
\$5.45

Write For Quantity Prices



Many Other Deals

Muncie Novelty Co.
306 N. Mulberry St.
Muncie, Ind.

games that Sitar and Karau, Bender of Coincraft, Phil of Phillip Sales, Doc of Minnesota Automatic, Harrison of Royal Novelty and many others have already given their okeh on. When these wide-awake sharpshooters give the sign a machine really has to be a winner. That's why the boys in the styx are showing the biggest year in operating history, without exception.

"The Silent Sales is also making records along with its many satisfied customers as attested by the gross business done so far in 1937, which equals our entire total gross of 1936. This phenomenal increase will make 1937 the banner year of the Sphinx's 35 years in the coin machine and allied trades."

Exhibit's Console Has New Features

CHICAGO, Oct. 23.—To meet the requirements of many operators who are restricted on machines to operate in their territory, Exhibit announces that it has equipped its low-priced console, Tanforan, with a mint vender that automatically vends value in candy for each nickel played. The mint vender is optional, of course, and models to which it is attached are slightly higher in price, it was reported.

Another important feature which is reported to have been added to this model is a skill control button which makes each play of the game a skill play. "Both of these important features," said Leo J. Kelly, sales manager of the firm, "meet with legal requirements in many territories. They are opening up operating possibilities never before deemed possible with console machines. Tanforan has taken the nation by storm and we are so rushed with orders that our production facilities have been greatly increased to keep up with the demand for new machines. We are doing everything possible to help the operator get these machines started in his territory. In fact, if any of them desire legal information that may be of value when consulting their local authorities regarding permission and licenses to operate Tanforan in their territory all they have to do is write me in care of the Exhibit Supply Company and I will be very pleased to advise them."

Kelly also added that the popularity of Exhibit's Tops and Broncho is growing every day. Tops is a five-ball pay table, while Broncho is a one-ball pay table that is reported to be packed with the same fast and furious action for which its name stands.

OF 1-9-3-7 by GENCO

THE KICK - OFF, RUN BACK AND TACKLE—10, 30-YARD RUNS AND TOUCHDOWNS.

ALL IN FAST ANIMATED BACKBOARD LIGHTS!

The Greatest Novelty Football Game Ever Produced!

GENCO INC.
2621 N. Ashland Ave. CHICAGO

\$77.50
F. O. B. Chicago

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.

IT'S A SENSATIONAL MONEY MAKER!

STONER'S RACES

EVERY "LIVE WIRE" OPERATOR SHOULD HAVE 5 OR 10 ON HIS ROUTE. ORDER YOURS NOW!

D. ROBBINS & COMPANY - 1141B De Kalb Ave. Brooklyn, N.Y.

CERTIFIED USED GAMES

1/3 DEPOSIT, BALANCE C. O. D.

ALL STARS \$ 7.00	CAROM \$34.50	SEEBURG SELECT-O-PHONE \$45.00
ROUNDUP 7.00	WINNER 35.00	CAPEHART 20.00
BLUE BIRD 15.00	PREVIEW 27.50	ORCHESTROPE 20.00
SNAPPY 17.00	FAIRGROUNDS 105.00		

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SALES BOARD OPERATORS

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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THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Gambling News Nation's Biggest News This Week

Amusement games are offered as cure for stock market jitters—experts don't agree on odds—President Roosevelt accused of putting gimmick on machine

CHICAGO, Oct. 23.—Gambling news became the biggest news of the nation this week when the stock market staged its phenomenal nose dive and then rallied late in the week. So serious were the effects of this stock market gambling at its worst that even some manufacturers of coin-operated machines were hanging their heads in gloom. Old wags insisted they needed some heavy doses of slot machine serum, a cheerful philosophy which slot operators have that machines may be down today but the sun is sure to shine some other day. To add to the nation's feast on gambling news, "Big Ten" officials in the field of college sports attained headlines in their drive on gambling. Their troubles centered in the popularity of the pool form of wagering, which is said to have grown from a corner cigar store pastime to a \$1,000,000 a week business. In a bulletin recently issued it was pointed out by a Big Ten official that he had been informed "the odds against picking seven winners on a pool blank are 2,186 to 1," while the payoff is 12 to 1. With the odds on the stock market, slot machines and pin games varying so, it appears that the school men will soon have to maintain expensive research staffs to keep tab on the odds in the various forms of popular gambling.

The stock market gambling break became of first importance because jobs and business were hanging in the balance. Yet in the midst of the crisis reports drifted into Chicago that here and there local campaigns on petty gambling were being waged and at least one sermon on petty gambling was reported. The national crisis due to the stock market was made still more serious when none of the expert financiers and economists seemed to know the reasons for the break in big gambler's luck. Every expert in the country seemed to rush in for some of the publicity by giving his reasons for the ill luck of the big gamblers. Politicians also were kept busy charging or denying the responsibility, depending on which side of the fence they happened to be. President Roosevelt was widely accused of "manipulating the machine" against the big players, but when he had a chance to offer his explanation in a public address, he merely said that the money and credit reform systems must go on.

Someone suggested that a cleanup could be made by collecting all the opinions of the experts into a book to sell to stock market gamblers and then it was revealed that a committee of the League of Nations had already collected so much material on the subject of booms and depressions that it required more than 150 pages of a book to barely list the different opinions advanced by the experts. Confronted with such a laborious job of reading thru so much material the safest guess is that stock market gamblers will continue following their same old whims.

A real national crisis has apparently been threatened due to the whims of the big gamblers on the stock market. The "little fellows" are said to have rushed in after the big crash to buy bargains and the stakes began to climb again. But a prominent Chicago banker said the big gamblers were so crushed in the fall that "big business had not bought a dime's worth of materials in a week." When an expert could be found who was not completely steeped in partisan politics he seemed to agree with

the only sane idea current that there was no real reason for the panic—and still less reason why business executives (most of them gamblers on the market) should begin to curtail business.

All that could be said by onlookers about the sorry mess is that it appears to be a serious epidemic of gambler's psychology. And the amusement games industry invites everybody who wants to get over the jitters to try a little diversion and amusement on its machines. With bets at a nickel the losses can't be very heavy and certainly the whole business of the nation and the jobs of millions of people will not be jeopardized.

Liberal newspapers, however, like *The Chicago Daily Times* are going ahead with the idea that the country can be saved from the evils of stock market gambling. Said *The Times* on October 20: "We have yet to reach the full measure of recovery. Most of our people are working toward recovery. They won't have much patience with any group that insists that stock exchanges have an inalienable right to upset recovery by gambling enterprises and that claims the protection of law for the skinning of suckers. Government cannot protect speculators from the consequences of their bad guesses, but it can protect itself and its industrial society from the evil effects of crazy gambling."

Royalty Honors Old Seeburg Game

CHICAGO, Oct. 23.—Just a few weeks ago a news item appeared in the local papers here stating that the Duke and Duchess of Windsor while on a tour of inspection in Germany were attracted by a coin-operated hocky game and spent some time playing it.

Not long afterwards J. P. Seeburg Corporation received a letter from a reliable source stating that the game which the Duke played was one of a group manufactured by the J. P. Seeburg Corporation a few years ago. This game was very popular in this country before being sent abroad.

J. P. Seeburg, head of the company, stated: "We appreciate the honor paid to one of our products and we will continue to maintain the same high standards of quality and dependability which have made our present successes the kings and queens of the music and amusement world."

World Series Keeps Fans' Interest Alive

CHICAGO, Oct. 23.—Altho the National and American leagues' World Series for 1937 is history and the football season is on full blast, dyed-in-the-wool baseball fans are keeping their interest alive by playing Rock-Ola's World Series game.

Rock-Ola officials report that letters from distributors and location owners state that the game continues to get a heavy play. "Hotel lobbies seem to be especially good locations," they say. "With hundreds of persons continually passing thru there are always some fans who are attracted by the intriguing appearance of the game with its life-like players, and once play is started others become interested and stand by eager for a chance to try their skill. Taverns and restaurants, too, give the machines a heavy play. In fact, they are an attraction wherever crowds gather. We have never had another game that had such universal appeal."



Lady Luck

A skill shot on every play. SKILL . . . SKILL . . . SKILL!

The strongest appeal a game can have. And LADY LUCK has it. The only pay table that does have it. In fact, LADY LUCK has everything—play appeal...earning power...deluxe style...and a rock-bottom price. Only \$142. Ask to see it at your distributors. And ask him for your Christmas Bonus Coupons when you buy!

PACIFIC MFG. CORPORATION
4223 LAKE ST. CHICAGO • 1320 So. Hope St. Los Angeles

Beat these Prices if You Can!

DE LUXE BELL CONSOLES \$59.50	PACES RACES \$95.00
EVANS BANGTAILS 95.00	RAY'S TRACKS 95.00
EVANS GALLOPING DOMINOS 95.00	DAVAL BUMPER BOWLING 80.00

1/3 Deposit With Order, Balance C. O. D.

SQUARE AMUSEMENT COMPANY
88 MAIN STREET, POUGHKEEPSIE, N. Y.

JOBBER, DISTRIBUTORS, OPERATORS

THREE OUTSTANDING JAR DEALS GUARANTEED TO OUTSELL PUNCHBOARDS



TURKEY SPECIAL—145 Combination Cash and Fowl Awards gives this 100 Play Turkey Deal a different type play that keeps players interested and playing. 25 Turkeys, 12 Geese, 12 Ducks, 12 Chickens and 24 Cash Prizes, totaling \$42.00, are guaranteed. It sells out to the fast ticket. Takes in 2520 @ 10c. \$252.00 Pays Out (Actual) . . . 189.50 Profit (Actual) . . . \$ 62.50



PLAY FOOTBALL—All of the Thrills of the "Gridiron" are combined in this Great New 84 Seal Card. 119 Winners from 50c to \$25.00. Football Season is here so "CASH IN NOW!" Takes in 2520 @ 5c. \$126.00 Pays Out (Average) . . . 82.00 Profit (Average) . . . \$ 44.00



TAKE HOME A GOBBLER—A Completely Different Turkey Deal. The 60-Seal Card is attractively decorated in Holiday Colors. 37 Seal Winners are Guaranteed, which makes this one of the fastest moving Deals on the market. Takes in 2520 @ 5c. \$126.00 Pays Out (Average) . . . 84.19 Profit (Average) . . . \$ 41.81

UNIVERSAL MANUFACTURING COMPANY, 104 East 8th (Manufacturers Only); Kansas City, Mo. Dept. BB-3.

NEW CREATION—GETS THE LOCATIONS



All American
A SENSATION!
NO 10 NAMES FROM THE BLANKS... POSITIVELY NOT A GAMBLE... EVERY ARTICLE A REAL VALUE... FREE SHIPPING FREE

name pulled—worth 10c or more. 70 names each. 33.50. Lots of 15—\$3.95 each. SPORS CO., 10-37 Superior St., La Center, Minn.

Mills' Sales Drive Enters Final Lap

CHICAGO, Oct. 23.—Ever since October 1 became just another number on the calendar the five major departments at the Mills Novelty Company are reported to have been competing with each other in a bitter handicap race to see just which one can bring in the most business during the month. Up until today Vince Shay, sales manager of the machines division, has had his department up in front by a narrow margin. His skimpy lead, however, is reported to be giving him gray hairs, for he has definite dope that the freezer department, which enjoys a five-to-one handicap over the coin machine gang, has enough business to put it in the lead by the middle of next week.

Unknown to Shay, however, Fred L. Mills, president of the firm, decided to lend him a helping hand. Mills discovered that Shay has a birthday on October 29, so he sent out a plea to all the customers of the firm to send in an order for a bell, vander, table, phonograph, scale, cigar machine; in fact, any kind of an order to reach him on that day. He intends to heap them high on Shay's desk and give him the best birthday present that he ever received in his life.

Which department will wind up the winner in this hectic contest is said to be the subject of practically all the conversations at the Mills plant these days. Many of the employees have picked Shay as the winner, but they all agree that he is going to be forced to the limit of his ability to wind up in front. Shay, however, says the race is in the bag, for he feels sure that his many friends out on the firing line will not let him down but will continue to fire in orders for more machines to prove to all of the Mills gang that the coin machine department is the tops.

New Jobbing Firm Opens in Detroit

DETROIT, Oct. 23.—New jobbing and operating company was organized here last week as the Michigan Mutual Distributing Company. Located for a short time at 1010 West Woodbridge street, the firm is moving into new quarters at 4424 Woodward avenue, making the second jobbing house to be established on Woodward avenue—the Main Street of Detroit—at the present time.

The company marks the return of two old-time operators who have been out of the business about 10 years to the field—Peter Licavoli and Joe Bommarito. They plan to specialize in phonographs and are now negotiating for a distributorship.

Scales Get Steady Play

CHICAGO, Oct. 23.—There is one kind of coin machine that, considering its

LEGAL PROFITS The Imperial STREAMLINE Custom Built Coin Operated BILLIARD TABLE

BIG, STEADY, LEGAL PROFITS now made possible for ALL operators EVERYWHERE by the Streamlined "Imperial" Coin Operated Billiard Table. The "Imperial" is winning more and more operators EVERY DAY! Be among the FIRST to insure yourself BIG, STEADY INCOME in this dignified, profitable LEGAL business!

Ultra Modern in design and construction. One piece solid slate bed covered with finest felt. Simple, fool-proof, in-a-drawer mechanism. Comes completely equipped for instant operation on any location.

Order a Sample TODAY—and you will order a Carload Tomorrow.

Prices in this dignified business:
 JR. MODEL (3 Ft. by 6 Ft.) \$19750
 SR. MODEL (4 Ft. by 8 Ft.) \$23750



BIRMINGHAM VENDING CO.
 2117 THIRD AVE., NORTH BIRMINGHAM, ALABAMA
 (PHONE: 3-5183)



BALLY'S CLUB HOUSE

Ideal for those "hot spots" where floor space is at a premium! Occupies less than half the space required by average console . . . yet, thanks to new style Vertical Inclined Display Front, BALLY'S CLUB HOUSE is equal to most elaborate pin-game backboard in eye-appeal and flash. 7 CAN PLAY—7 TIMES GREATER EARNING POWER! Write today for complete details and price!

FLEETWOOD NEW MULTIPLE ONE-SHOT

BALLY STABLES

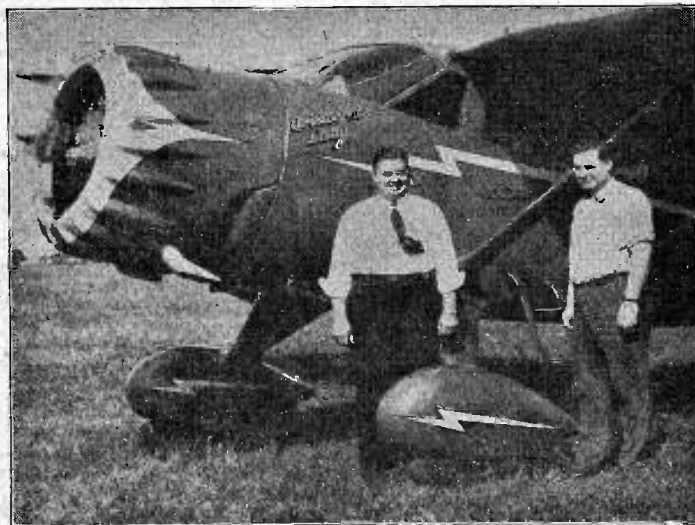
With "STEPPED-UP" Selections

1937 AIRWAY NOVELTY HIT OF THE YEAR

Write for illustrated circulars and prices. Also get FULL-COLOR CIRCULAR showing BALLY COUNTER GAMES.

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE, CHICAGO, ILLINOIS



TED AND HARRY STONER, of the Stoner Corporation, Aurora, Ill., photographed as they accepted delivery of their new four-seater Stinson cabin plane which they christened "The Aristocrat Lady."

UNITED MACHINE COMPANY

1124 HARMON PLACE MINNEAPOLIS, MINN.

RECONDITIONED PAYOUT GAMES

Guaranteed Like New

- Gottlieb's Foto-Finish.. \$64.50
- Bally's Classic 54.50
- Bally's Golden Wheel.. 64.50
- Bally's Carom 32.50
- Western's Air Derby... 32.50
- Western's Winner... 32.50
- Chicago Coin Paddock. 29.50
- Keeney's Ten Strike... 13.50
- Pacific's Heavy Weight 27.50
- Pacific's Royal Races.. 27.50
- Pacific's Hi De Ho.... 19.50

Write for a Complete List of New and Used Games

1/3 Deposit With Order, Balance C. O. D.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Stoner's RACES

The "Aristocrat" of the Aristocrat Line Stoner's Races has all the others stopped cold! Revive your locations with this profit success. Order Stoner's Races now and share in its popularity.

\$74⁵⁰
Tax Included

The Aristocrat Line

STONER CORPORATION

Aurora, Illinois

New York Ops Talk High Prices at Mass Meeting

Largest meeting on record to hear reasons for high prices of coin-operated games—jobbers explain their services—committee will make final report

NEW YORK, Oct. 23.—Probably the largest attendance of operators at any meeting here in years was seen at a recent mass meeting of coinmen called to discuss the present high cost of amusement games. An attendance of between 400 and 500 had been anticipated by association officials, but the total is said to have been twice that many. Seating accommodations were not sufficient to hold the crowd of operators that flocked to hear discussion of a subject close to the heart of every operator. The mass meeting here is considered one of the most important in trade history. It was called in response to a general demand for discussion of a subject that has been brewing in the minds of operators for many months. The purpose of the meeting, as stated in the announcement was to discuss "ways and means to reduce the present price of amusement games."

Lee Rubiniow was elected temporary chairman and presided with considerable skill. In addition to the mass of members of the operators' associations many non-members were also present and also practically every distributor and jobber in the metropolitan area. That it would be a warm discussion of important questions was evident from the start. Remarks had drifted into "the great Eastern market" from all parts of the country that operators were all talking about the "high cost of games." Trained for many years in organization and discussion of current problems, the New York operators decided to bring the question out in the open and see what could be done about it.

The discussion opened with a statement from the operators that some ar-

angement should be made whereby operators could purchase games direct from the factories at jobbers prices. Operators felt that this plan would result in a considerable reduction of prices on games. Saul Kelson, head of the Greater New York Vending Machine Operators' Association, spoke in his militant manner for the members of his organization.

Distributors and jobbers present were given ample opportunity to present their opinions on the subject. One of these immediately raised the point that more than 75 per cent of the operators in the metropolitan area are working on credit arrangements with their jobbers. It was stressed that the distributor and jobber are rendering their biggest service to the operator today in extending credit. This credit arrangement, it was pointed out, had in many respects brought about a very mutual relationship between jobbers and operators and that operators should not hasten to break such relationships until they had considered all points carefully.

George Ponsler, Eastern distributor, calmly pointed out the many services which jobbers are making available to the operator and services which could not be obtained in any other way. He said that all lines of business found it practical to use distributor and jobber

LOOK

4 PACES RACES, 30 to 1 Check Separator. 5282, 5287, 5329, 5376	\$290.00	3 PREVIEWS, Guaranteed Like New. \$	25.00
2 PACES RACES, Black Cabinet, 20 to 1 Cash Pay, 1678, 1934. \$	135.00	3 HI DE HOS, Cash Pay, Like New..	17.50
2 PACES RACES, Black Cabinet, 20 to 1 Check Sep., 3577-3927	155.00	5 SKIPPERS	20.50
4 RAYS TRACKS, Used 3 Days (New) Check Sep.,	290.00	5 ROCKOLA REGULAR No. 2.	115.00
5 CLASSICS, Perfect Condition	72.50	21 ROCKOLA REGULAR	139.50
5 GOLDEN WHEEL	67.50	15 WURLITZER P-12	139.50
		2 MILLS DELUXE DANCE MASTERS	97.50
		1 MILLS DO RE ME, Serials over 20,000	147.50

We have hundreds of other bargains on New and Used Machines. 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. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX. Inc., 80 BROAD ST.,
Richmond, Va.
DAY PHONE 3-4511. NIGHT PHONE 5-5328.

Tom Thumb Jar Games

Sample Jar, 5c Sale, 200 Winners, \$13.50 Profit. Price, express, prepaid, \$2.15. Low Prices on Jar Games. Write for details. 89 other Games.

TOM THUMB, Dept. 77, Nauvoo, Ill.

A FREY SUPER SPECIAL

JENNINGS CHIEFS

\$40 F. O. B. CHICAGO

5c - 10c - 25c Play
SERIALS ABOVE 120,000

All Machines Clean and Ready to Operate!
1/2 Deposit With Order, Balance C. O. D.

BILL FREY, Inc.
MIAMI, FLORIDA
Temporary Chicago Address, Hotel Sherman

setups and that the coin machine business had made its greatest progress by using standard business methods. Charley Aronson, of Brooklyn, presented the jobbers' side of the question by stressing the fact that jobbers had helped to tide many an operator over trying periods in the business and that many operators would need such help again and again. John A. Fitzgibbons spoke in his enthusiastic manner of the co-operation that had been extended to operators both by distributors and manufacturers and said that credit and co-operation would be extended in the future.

Joe Fishman, head of the Amalgamated association, used his well-known engineering ability to summarize the various opinions involved. The final result was the appointment of a ways and means committee to work out some kind of a credit plan which would provide for distributorship services and at the same time result in a general price reduction on games to the operator.

Fishman also brought great cheer to

operators when he announced that the license outlook for amusement games looked very encouraging for the future.

BEAM



**CHICAGO COIN'S
1937 VERSION
OF THEIR SENSATION
OF '35!**

**New Features that
"CLICK" on sight!**

Flashy Super-Size Lite-Up Score Board! 10 Colored Lites Under Bumper Springs! High Score Play Plus 3 Lites of a Color! Lite-Up and Scoring!

**ORDER
BEAM - LITE
NOW!**

\$77⁵⁰

Tax Paid.
F. O. B.
Chicago

DELIVER
Immediate Delivery!

CHICAGO COIN

MACHINE MANUFACTURING CO.

1725 DIVERSEY BLVD.

CHICAGO ILL.

Territory Going Fast for Ciga-Rola

CHICAGO, Oct. 23.—Exclusive territory for the new Jennings Ciga-Rola machine will be exhausted in a few more weeks if requests for territory continue to pour in at their present rate, according to Bert Perkins, sales manager for the firm. "When we introduced this remarkable machine," Perkins continued, "we made it clear in our advertising that Ciga-Rola would be sold only on an exclusive territorial arrangement. Since that announcement first appeared we have been swamped with requests for territory and machines.

"Coinmen who have their ears tuned to what the public likes and wants saw in this machine the answer to many operating problems," he continued. "This machine represents a brand-new idea—that of issuing packages of cigarets instead of cash or check awards. It's radically different, and because it pays off in cigarets instead of cash or tokens many ops report that they are running Ciga-Rolas in districts where other machines are prohibited.

"Wherever this machine has been placed it has proved to be a real money maker," Perkins concluded. "This combination of exciting bell action together with cigaret awards captures the attention of players everywhere. Ops who lost no time in getting territory and machines are cashing in to the hilt on the money-making power of Ciga-Rola. To tell you the truth, not much territory remains. Ops who plan to grab off some of the profits Ciga-Rola will make for them had better get their reservation in now before some other wide-awake op beats them to it."

South American Distrib Writes

"To the Editor: I am very much obliged to you for all the information I am receiving and in all my cards and letters to manufacturers I give them the assurance of having had their names thru your offices. In fact, I am sending a special card with the name of *The Billboard* in capital letters.

"I would be obliged to you if you would let me have the inside-page cliches where the different amusements for the American people are shown. I will pay for these if you will let me have them, as I presume they won't be of any more use to you. I intend to have that published exactly as in that issue, and giving your name, too.

"As there is official opposition to coin machines, I want to show that in the States they are freely advertised. A

NATIONAL'S BARGAIN COLUMN

FOREIGN BUYERS

Receive prompt and efficient attention through our Export Department.

Cable Address: NATCOINCO.

FACTORY RECONDITIONED

PAYOUTS

Galloping Dominos	\$149.00	College Foot-ball without clock (Gottlieb)	\$45.00
Ray's Track	129.00	Preview	39.00
Fairgrounds	105.00	Center Smash	25.00
Panico De Luxe		Post Time	25.00
Bells	90.00	Daily Races	
Faces Races, black cat, check sep., serial 600	79.00	Mystery	25.00
Photo-Finish	79.00	Skinner	24.00
Arlington	79.00	Daily Multi-pie	28.00
Rotary Merchandiser	75.00	Flicker	22.00
Golden Wheel	67.00	Bluebird	22.00
Preakness	67.00	Challenger	21.00
Classic	59.00	McCoy	21.00
Dorby with clock (Gottlieb)	55.00	Ten Grand	18.00
Latonia	49.00	Daily Races Multiple	18.00
Carom	45.00	Fence Buster	15.00
Winner	45.00	Multiple	15.00
Turf Champs	45.00	Star and G	15.00
		Flying High	15.00

Tycoon Bonus (Bally) Peerless Jumbo **\$10.00** Round Up All Stars Sunshine Derby Credit

Booster	\$22.50	Scoreboard	\$18.00
Daval Baseball	22.00	Picchet	18.00
Ball Fan	20.00	Bumper	15.00
Cross Line	20.00	Roll Over	12.00
Batter Up	20.00		

Tri-o-Pak	\$8.50	Gent-a-Pak	\$5.00
Roll Dice	7.50	Spin Pak	5.00
Penny Pak	7.00	Punchette	4.00
Arithmetic	7.00	Til-Tat-Toe	4.00
Daval Races	6.50	Tickette	3.00
Gent-a-Smoke	5.00		

SLOTS

Mills Blue Front with and without Gold Award, serials 350,000 and over	\$45.00
Jennings Chief	39.00
Lion Head	22.50
F. O. K. Escalator	22.50
Safe Stand, slightly used	6.50

PHONOGRAPHS
Dance Master Selector \$55.00

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.
FIRST WITH THE LATEST NEW GAMES. Get Your Name On Our Mailing List.
NATIONAL COIN MACHINE EXCHANGE
1407 DIVERSEY BLVD., CHICAGO.

YES, SIR, MR. OPERATOR!

"PULL 'EM TONY" JAR

is the newest creation among money-makers. Thousands of locations will prove this fact. A brand new idea in a pay-out card with plenty of pep and profits. Jar takes in \$57.00, average pay-out \$26.50, average profit \$30.00. Players go for it because they can hit a seal for 25c and if lucky get the \$15.00. Sample deal complete \$4.00. Express prepaid. Dozen lots \$36.00. Refills and cards \$24.00 per dozen.

GO GETTER JAR CO.

P. O. BOX 691, TYLER, TEX.



McGALL'S WEEKLY GUARANTEED BARGAINS

Fireball	\$14.50	Neighbors	\$3.50	Swing Time	\$9.50
Exhibit	6.50	Ball Fan	3.50	Lights Out	8.00
Bole	7.50	Five & Ten	3.50	Twister, Sr.	15.00
Ball Fan	3.50	Frisky	3.50	Replay	6.00
Scoreboard	12.50	Marble Jax	3.50	Nugget	5.00
Electric	3.50	Cheer Leader	3.50	Country Club	5.00
Scream	11.50	Totalite	4.50	Sure Shot	4.00
Happy Days	3.50	Jennings Sportsman	15.00	Tackle	4.00
Champa	4.00	Home Run	32.50	Ginger	3.50
Fifty Grand	5.00	East & West	9.50	Beam-Lite	3.50
Madcap Line-O	3.50	Rugby	9.50	Score-in-Line	3.50

1/3 Deposit, Balance C. O. D. Cable Address: "McGalloco." Phone: Jefferson 1644. Send for Our Latest Price List No. A-201.

3147 LOCUST ST. ST. LOUIS, MO.



THE P. & H. COIN MACHINE COMPANY display—a very popular spot—at the recent Canadian National Exhibition. At right is Rock-Ola's 20-record chassis. The unit figured in a weight-guessing contest participated in by thousands of persons. First prize was a complete home cocktail bar and second prize a beautiful burl walnut desk, both products of the Rock-Ola furniture division.

DERBY MULTIPLE 9 COIN HEAD Console

CLASS WILL TELL!

**SUPREME IN BEAUTY,
SUPREME IN EARNINGS!**

The crowning masterpiece of modern engineering! Combines the greatest array of play-compelling features ever included in a game! DERBY CONSOLE MULTIPLE has EVERYTHING—furious action!—modernistic beauty!—irresistible appeal!—MASS EARNING POWER!

MULTIPLE 9-COIN SLOT—up to 9 plays possible at one time! Coin in Chute selects corresponding horse. Odds from 4-1 to 40-1 automatically posted on back panel. If all 9 horses are played, Field or Daily Double may be won by any one of 9 Players with odds of 20-1! Magnificent de luxe cabinet of matched walnut veneer! Silver-etched multi-colored plate glass field! Spinner-light playing action! Mystic 3rd Dimensional back panel!

New precision-built mechanism, highly simplified! Entire mechanism, including coin head, easily accessible by raising playing field.

D. GOTTLIEB & CO.
2736-42 N. Paulina St. CHICAGO, ILL.

DERBY CONSOLE MULTIPLE will GET you the best locations and enable you to HOLD them with a steady stream of BIG-TIME PROFITS!

- ★ **MULTIPLE 9-COIN HEAD**, absolutely jam-proof! Takes up to 9 coins at one time! Automatic Wiper forces coins through slides after each play. Prevents trouble of overlapping coins, gummed, glued or thick coins, slugs, string, celluloid, metal strips, etc. Positively the best Multiple Coin Head on the market today!
- ★ **MAMMOTH CONSOLE de Luxe Cabinet**, 20" deep, 38" long, 55" high. Matched walnut veneer, chrome trim. Disappearing handles for transporting.
- ★ **SPINNER LIGHT PLAYING ACTION**.
- ★ **CYCLE ARRESTER**, absolutely prevents cycling; foils sharp-shooter systems.
- ★ **ADJUSTABLE AWARDS**, Automatic electrical control.
- ★ **HAMMOND ELECTRIC CLOCK**, 6-WAY FUSE, and scores of other features.

**SCORING A BIG HIT!
DERBY CONSOLE
WITH MYSTERY SINGLE SLOT!**



5c PLAY
POWER PAK
(AC) Equipped.
TICKET MODEL EXTRA
CHECK SEPARATOR EXTRA
IMMEDIATE DELIVERY
SEE YOUR DISTRIBUTOR OR WRITE

FALL SPECIALS

AUTOMATIC		PAYOUTS	
Carom	\$42.50	S. S. Derby	\$12.50
Jumbo	9.00	Credit	9.00
Bowle	12.50	Giants	9.00
Preview	37.50	Double Score	9.00
All Stars	12.50	Repeater	9.00
Palooka	12.50	Wheel of Fortune	17.50
Turf Champs	47.50	Hitchhike	22.50
Flying High	22.50	Classics	68.50

NOVELTY		GAMES	
Cross Lines	\$22.50	Hot Springs	\$27.50
Boosters	19.50	Home Stretch	37.50
Three Stars	10.00	Daytona	24.50
Happy Days	12.50	Wizard	14.50
Boo Hoo	29.50	Replay	21.50
Auto Derby	39.50	Skooky	19.50
Lites Out	10.00	Scoreboard	19.50
Round Worlds	39.50	Track Meets	39.50
Gusher	6.00	Stoner's 7 Base ball	17.50

PHONOGRAPHS	
3 Mills Dance Masters	\$ 49.50
7 Seeburg Selectophones, 30s.	49.50
3 Seeburg Symphonies, 38s.	119.00
17 Wurlitzer, 412 or 312	159.50
1 Wurlitzer P-12	105.00

SPECIAL

5—Wurlitzer Model 616 \$219.50 Ea.

RECONDITIONED SLOTS

Mills 50 War Eagles	\$37.50
Mills 250 War Eagles	37.50
Mills 25c Extraordinaries	55.00
Mills 5c Golden Bells	42.50
Mills 5c Wolf Heads	32.50
Mills 5c Silent F. O. K.'s	37.50
Mills 25c Silent F. O. K.'s	37.50
Pace 50 Comet Bells	35.00
Jennings 10 Dukes	17.50
Mills 5c O. T. Bells	49.50
Mills 1c O. T. Bells	32.50
Jennings 5c Duchess	27.50
Mills Gossacks	22.50

All Slots Factory Rebuilt Like New

INDIANA — MICHIGAN — KENTUCKY — ILLINOIS OPERATORS
IMMEDIATE DELIVERY FROM STOCK
WURLITZER PHONOGRAPHS
New 616-A Models
AT REGULAR FACTORY PRICES

MISCELLANEOUS CLOSE OUTS	
Paces Races, New Motors	\$139.50
Ray's Tracks, Late Serials	149.50
Jennings Liberty Bell Console F. S.	120.00
Bally Favorite, Floor Sample	195.00
Roll-a-Score, 5 Ft. Model	27.50
Rotary Merchandisers	27.50
Shoot-a-Lite Target Rifle	47.50
Electric Eye	27.50
Terms 1/3 With Order, Balance C. O. D.	

AUTOMATIC AMUSEMENT CO.
1000 Pennsylvania St., Evansville, Ind.

Universal Shows Rapid Progress

KANSAS CITY, Mo., Oct. 23.—Altho operating only two months, the Universal Manufacturing Company, 104 East Eighth street, is proving highly successful as a manufacturing and a distributing firm for jar games. According to Joseph Berkowitz, who heads the company with Richard Chandler, the factory cannot supply the demand for the seven clever jar games now being produced by the Universal company.

"After we opened in August it took us six weeks to produce the merchandise," Berkowitz said today. "Thus we have had only two weeks, actually, to work." Jobbers, distributors and operators are enthusiastic in their approval of the Universal products, and as a result Berkowitz and Chandler find themselves working as many as 18 hours a day to keep the factory moving smoothly.

By November 1 the Universal organization will have a new-type jar game out on the market which will bring in \$25 to operators, pay out \$15 to players and occupy a six-inch space on the counter. Of half-gallon capacity, the game may be used to dispose of cigars, cigarettes, candy, gum, hamburgers and beer.

Two other new jars also will be produced by Universal within the next month.

Already employed are 50 workers in the factory and 500 in homes. Universal games employ originality in their design and for that reason are becoming widely popular in this section. A new Miehle press and an automatic folder have been purchased and installed. Other equipment has been ordered and the plant is equipped with modern, complete facilities for the designing and manufacture of games of this kind.

Berkowitz today said he planned to market three new jars each month. A veteran in the manufacturing and jobbing field, he has been active 20 years and is known as one of the most capable and experienced factory executives in this section.

\$5.00
Value
Retail

Men's or Women's ZIPPER Style!

OPERATORS
Start with \$5.65

GIVE TWO GENUINE PIG GRAIN JACKETS

FREE on THIS

\$6.95 "Automatic Sales Card"

Yet \$19.75 Profit for You

Amazing BIG profits "automatically" are just plain mathematically sure! You give away TWO genuine Pig Grain Jackets, \$5.00 each, one for your agent and one for his customer. You pocket Big Cash Profits. Big season just starting.

WRITE FOR THIS AMAZING FREE OFFER NOW!
Wind up 1937 with Big Extra Cash Profits. Get details of this original plan now, this amazing quick profit-making business.

GRUND ART & NOVELTY COMPANY, INC.
417 E. Walnut Street Des Moines, Iowa

MIDWEST DISTRIBUTOR FOR BALLY MFG. COMPANY

Featuring Fleetwood, Stables, Club House, Bally Bells, Racing Form and Airway.

USED GAMES—GOOD AS NEW.

TURF CHAMP	\$42.50	POLICY	\$27.50	FOX HEADS	\$ 22.50
PREAKNESS	57.50	PAMCO BELL	17.50	BLUE FRONTS	52.50
CAROM	46.50	MULTIPLE	17.50	WAR EAGLE	40.00
CLASSIC	77.50	DAVAL HIT 'N RUN	74.50	RAVS TRACK, Ticket	
WINNER	50.00	POST TIME	57.50	Like New	165.00
OVER 1,200 USED MACHINES AT GREATLY REDUCED PRICES. WRITE FOR OUR LIST BEFORE YOU BUY.				BALLY BELLS	159.50

1/3 DEPOSIT.

UNITED AMUSEMENT COMPANY, 3410 MAIN ST., KANSAS CITY, MO.

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.

End your correspondence to advertisers by mentioning The Billboard.



SPEED

by DAVAL

5 BALL RACE HORSE NOVELTY GAME WITH BOTH BUMPERS AND HOLES!

MORE ACTION! MORE THRILLS! MORE SUSPENSE! BIGGER PROFITS THAN YOU'VE EVER SEEN!

To really get locations and keep them—to find brimful cash boxes at every collection—**SPEED IS WHAT YOU NEED!**

WRITE, WIRE OR PHONE YOUR ORDER!

ORDER NOW!

DAVAL MANUFACTURING COMPANY

200 S. PEORIA ST., CHICAGO

PRICE

\$74⁵⁰
TAX PAID

F. O. B. CHICAGO

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.



Gaffney Attends Safety Congress

KANSAS CITY, Mo., Oct. 23.—The time has come when enterprising towns and cities the nation over are turning to mechanical parking meters to solve the parking problem, according to J. C. Gaffney, representative of the Miller Meter Company, of Chicago.

In Kansas City last week as a representative of the Miller company at the National Safety Congress, held at Municipal Auditorium, Gaffney said that sales of meters in huge lots to municipalities is at an all-time high.

"Testimony of city officials who have experimented with meters and had them in service over a period of time is proof that the parking problem can be solved—at slight expense," Gaffney declared. "We have been manufacturing and selling the Miller meter six years and have yet to find any city dissatisfied with its purchase."

Atlantic City recently bought 2,000 meters, Gaffney said. Little Rock, Ark., and two Texas cities also installed a total of several thousand meters. The Miller device was designed by Lee Miller, Chicago. It is distributed by Donald F. Duncan, also of Chicago. Gaffney is head of the Ohio sales division of the Duncan company.

Miller's meter issues a small cardboard receipt every time a coin is placed in the slot. "It also can be adjusted to take pennies, nickels, dimes and quarters, depending on the length of parking time. The Kansas City Journal-Post gave space in its news columns to the Miller meter during the safety congress.

officials of the International Mutoscope Reel Company, however, this isn't the correct method at all. The surest way for a girl to get her second name changed, according to them, is to change her first name to Ruth.

For absolute proof of this statement they cite the fact that Ruth Stemple,

ATTENTION!

IMMEDIATE DELIVERIES WILL BE MADE ON NOVELTY TABLES

Bally Bumper	\$13.00	Boo Hoo	\$37.50
Bosch	18.50	Hold 'Em	6.50
Crossline	23.50	Round 'W'	9.50
Scoreboard	21.50	Madcap	5.00
Skipper	34.50	Double Nugget	4.50
Replay	23.50	Twister	5.50
Mercury	36.50	Trapper	5.00
Equalite	21.50	Bank Nite	4.50
Ball Fan	13.00	50/50	4.00
Fire-Ball	12.50	Spitfire	4.00
Bolo	8.00	Shur-Shot	4.50
Daval Base-ball	17.50	Sooty	5.00
		Fury	8.50

COUNTER MACHINES

High Stakes	\$4.95	Reel Dice	\$4.95
Reel	\$11.00	Wagon Wheels	6.00
Tit-Tat-Toe	4.95		

PAYOUTS

Turf Champs	\$49.50	Acc	\$ 9.00
Cleasle	59.50	Daily Limit	14.50
Multite	18.50	Pennies	13.50
Challenger	17.50	Mammoth	13.50
Derby	14.50	Pameco Parlay	34.50
Prospector	11.00		

MISCELLANEOUS

Wurlitzer 4-12 Phonograph	\$130.00
Bally Roll	30.00
X-Ray Poker	45.00
Western Thorobred	75.00
Ray's Track	95.00
Mills Blue Front G. A.	60.50
Wills O. T. 5c.	37.50
Watling Roll-a-Top	44.50
Jennings Chiefs, 5c.	54.50
Rolling War Eagles	37.50
A C Multi-Ball	198.00
Safe Stands	5.50

SEIDEN DISTRIBUTING CO.
1240 BROADWAY ALBANY, N. Y.

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.
1 500-Hole Salesboard.

COSTS YOU \$5.50 TAKES IN \$15.00

QUICK TURNOVER DEAL

Every Punch Receives a One-Pound Box of Chocolates. Numbers Run From 1 to 99.

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.

DELIGHT SWEETS, INC. 50 EAST 11th STREET NEW YORK, N. Y.

CANDY 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.

LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT. A 1,200-hole board with six genuine leather lizard-faced 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.

Cupid Invades Mutoscope Plant

NEW YORK, Oct. 23.—Judging from the advertisements in the daily press, a girl must use the right kind of nail polish, soap, skin creams, curve increasers and decreaseers, besides a hundred other things, if she expects to inveigle some unsuspecting male into popping the question. According to

A WORD TO THE WISE



INSIST ON

Evans'

BEWARE OF "BARGAINS!"

Horse Race Consoles, built to sell cheap, CAN'T deliver the performance it takes to make money! Unless they make money for you, they are costly at any price! Be Wise! EVANS' Games have the reputation of perfect performance—the PROVEN record of top earnings! Choose them and be SURE you'll make money!

1938 BANG TAILS!

The King of Horse Race Consoles! Refined! Re-styled! New Master-Features! New Champion Horses! Drastically Simplified, fool-proof Mechanism! YET NOT ONE CENT HIGHER IN PRICE!
Unmatched by any other game before—Today with New 1938 features this modern miracle game stands absolutely above every comparison!

New Cabinet in black walnut and quilted maple! Gyp-Proof 7-Coin Head! Foiler prevents all cycling and synchronization! New Power Pak overcomes voltage drop! Cabinet ventilation eliminates heating! Coin Head and Mechanism entirely removable from cabinet! Entirely precision-engineered! SOLD ON FACTORY 10-DAY MONEY-BACK GUARANTEE!

EVANS' 7-COIN HEAD
GREATEST IMPROVEMENT IN THE INDUSTRY! Guaranteed to positively stop the gyp-artist! Prevents grief of overlapping coins, thick coins, slugs, gum, string, metal strips, celluloid, etc. Last 3 coins in each chute visible at distance! Designed, patented and manufactured by EVANS, obtainable only on EVANS' Games!



TICKET PAYOUT MODEL • CHECK PAYOUT MODEL • UNBREAKABLE GLASS PLAYING FIELD • EXTRA
5c OR 25c PLAY • OPEN PAYOUT OR LOCKED DRAWER • OPTIONAL

Order from your Jobber or Write, Wire or Phone HAYmarket 7630
H. C. EVANS & CO.
1522-28 W. ADAMS ST. CHICAGO

Ruth Shapiro and Ruth Blecker, all employed by Mutoscope, have announced their engagements. One of the features of their weddings will be the presence of a Photomatic at each so that all the guests can take their pictures and have a remembrance of the happy occasion. Officials promised that the coin slots will be removed temporarily and the pictures will be "on the house." Mutoscope also plans to get a picture of each

bride and groom and then duplicate as many as may be required with the Photomatic automatic duplicating method to give a picture of them to each one of the guests.

Our Industry's Debt To Pinball Machines

(Reprinted from The Tobacco Record, April 7, 1937)

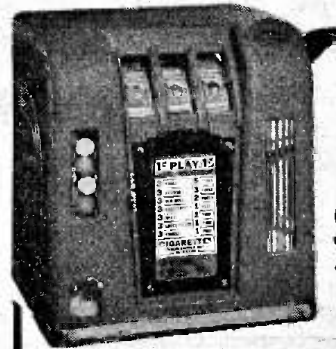
The tobacco industry is indebted to pin machines. Were it not for these ingenious contraptions many a dealer would have failed during the recent depression, and not only he and his dependents would have suffered but his creditors, distributors and manufacturers of tobacco and allied products would have been dragged down with him. Therefore our industry should be truly grateful for their existence. We can mention some of the most prominent dealers who were saved from embarrassment by these gadgets.

In some sections these machines are frowned upon by well-meaning, perhaps, but thoughtless legislators, police officials and reformers. They say pin games encourage gambling—perhaps they do. Essentially they are games of skill, and it would indeed be difficult to name any sport which requires some element of skill the outcome of which is not gambled on.

We cannot eliminate billiards, bowling, boxing or any other game in which persons vie with each other simply because men are prone to bet on the results. In some States where horse racing is legal pin games are outlawed—hence the expression "horse laugh," because the horse is about the only one who doesn't bet on the outcome of a race.

We have known men to bet on the license plates on autos. One would take odds and collect on every odd number, while the other would bet on even. Now which would it be logical to outlaw—the auto or the license plate?

Pin games are a harmless sport and also the most economical way of passing a pleasant evening—and as far as our retailers are concerned the games produce more profits for the space they occupy than any item they sell.



Tax \$18.75 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.
BALL GUM 15c a Box (100 Pieces) 100 Rolls, 75c
MINTS Case (1,000 Rolls), \$9.50

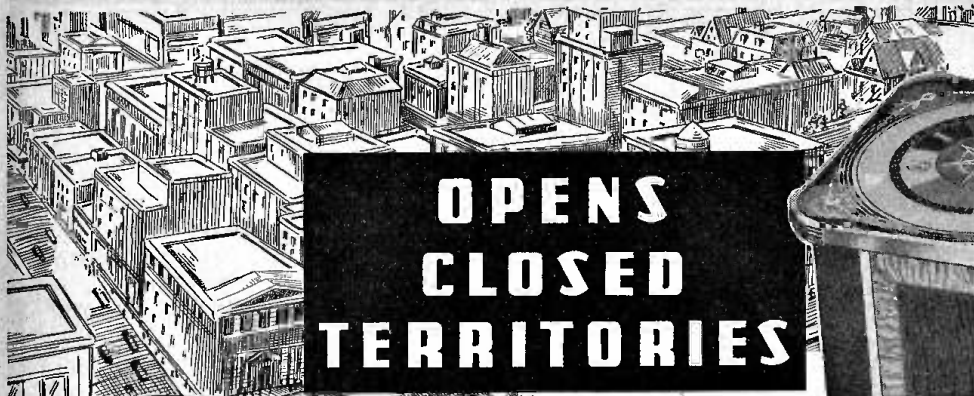
SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

SOFT PICKIN OR CIGAR BOX JAR DEAL
The newest and fastest selling little set on the market. Consists of 960 tickets and jackpot card. A winner to each 15 tickets. All winners pull at seal card, a novel feature which attracts players. 90 green seals paying 25c to \$1. or red seal, 14 red seals paying \$3-\$5-\$10. Operators and dealers are doing a land office business with this one. Set takes in \$48. Average payout \$31.20. Average profit \$16.80. Sample set \$1.05. Dozen Sets \$16.50.
BARNES PRINTING CO.
NEW PARIS, OHIO.

— 450 —
ONE BALL PAYOUT TABLES
WRITE OR WIRE FOR PRICES
SAVOY VENDING CO.
406-408 W. FRANKLIN ST. BALTIMORE, MD.

USED GAMES
OF EVERY KIND — FULLY GUARANTEED AT LOWEST PRICES — WRITE FOR LIST
FITZGIBBONS DISTRIBUTORS, Inc.
453 West 47th St., NEW YORK, N. Y. ★ 362 Mulberry St., NEWARK, N. J.

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.



**OPENS
CLOSED
TERRITORIES**

Skillo

A 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, Trapshooting, etc. Yet, it has all the earning power—all the fascination of the best payouts or slots!

Anybody can play SKILLO right off. Simply make selections by inserting coins in 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! Odds 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 playing field, 9 dazzling colors, richly silver-etched, Illuminated Arrowhead Rotor-Lite! Mechanism refined to a-b-c simplicity! Absolutely fool-proof! Evans' famous precision-engineering throughout! Perfect performance guaranteed! See your jobber, or order direct!



MONEY BACK GUARANTEE.

If for any reason you are dissatisfied with any EVANS Game return it within 10 days from date of delivery, and your money will be refunded.

H. C. EVANS & CO. 1522-28 W. ADAMS ST. CHICAGO



ARCHIE LA BEAU

1946 University Ave., "HOUSE OF QUALITY" ST. PAUL, MINN.

BARGAIN PRICES

CLASSIC	\$72.50	FLICKER	\$22.00
CAROMS	49.50	HI DE HO	30.00
PADDOCKS	45.00	PREVIEW	45.00
SPRINGTIME	37.50	SANTA ANITA	40.00
BUMP-A-LITE	37.50	PAMCO CHASE	25.00
ROYAL RACES	30.00	BELMONT	25.00
HEAVY WEIGHTS	40.00	QUEEN MARY	25.00
DUCKY DAY	45.00	PACES RACES	125.00
TEN STRIKE	17.50	JOCKEY CLUB (Exhib-its)	75.00

PACIFIC DOMINOES—WRITE FOR PRICES.
MANY USED GAMES READY FOR DELIVERY.
1/3 Deposit With Order, Balance C. O. D.

La Beau Novelty Sales Co

**Exec Cites Merits
Of Epco Bell Locks**

DETROIT, Oct. 23.—In pointing out the many advantages of Epco Locks, A. B. Chereton, president of the Electrical Products Company, cited the instance of the operator who went to collect from one of his machines a short time ago only to find his machine lying on the floor in a battered condition. "The lock showed signs of having been tampered with," the op told Chereton, "and a tool generally used for picking locks was found close by. Apparently the thief had been unsuccessful in his efforts to pick the lock and had given up in disgust."

"We were delighted to learn," said Chereton, "that the lock was an Epco Bell Lock; and the operator was glad, too, for it saved the money in the cash box. This was just another instance in which the Epco Lock has been proved to be pickproof."

"Because operators, distributors and manufacturers are discovering daily that our locks supply greater protection, our sales continue to rise. The reason for this," he concluded, "is that this lock of ours fulfills perfectly every need for which an operator looks in the locks he buys."

**Foreign Language
Study Aids Marley**

CLEVELAND, Oct. 23.—"When I was in high school," E. M. Marley, sales manager of the Markepp Company, Ohio distributor, said recently, "I used to take foreign languages because they were required."

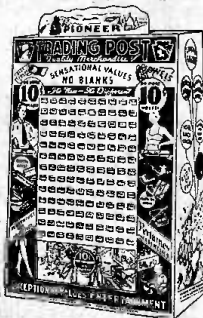
"I never realized that they had any practical value until this past year when our export business has increased so that we now receive correspondence from all parts of the globe."

"Most of the letters are in Spanish, French and German and it has been really helpful to me to be able to read these letters, altho sometimes I have to have help in translating them back into the foreign language."

"Operators all over the world seem to

**HERE'S A SALES DEAL
WITH REAL PULL!**

Everybody
Goes for
TRADING
POST
Because
Everybody
Draws a
Prize.



THERE'S NO BLANKS

130 Pull Tabs on front of carton, numbered on back of each Tab to correspond to numbers on 130 sealed Packages of Merchandise in back of carton gives everyone a Prize for their money.

Deal Takes in . . \$13.00

No. BP 30 Per Deal \$6.60

N. SHURE CO.
200 W. Adams St.
CHICAGO

have very much the same problems. Very frequently they tell of some situation that faces them in their territory and it is surprising how nearly like our own operators' problems these are. So if any operators in the United States think that fields across the ocean look greener, let them play in their own home yard," said Marley.

**NEW LOW PRICES
GARDNER SALESBOARDS**

Write for New Catalog and Price List

JUST OFF THE PRESS

WHEN WRITING PLEASE STATE YOUR BUSINESS

GARDNER & CO., 2309 Archer Ave., Chicago, Ill.

LOW PRICED-BARGAINS

★ **WURLITZER** P-12 Perfect Condition **\$119.50** Lots of 10

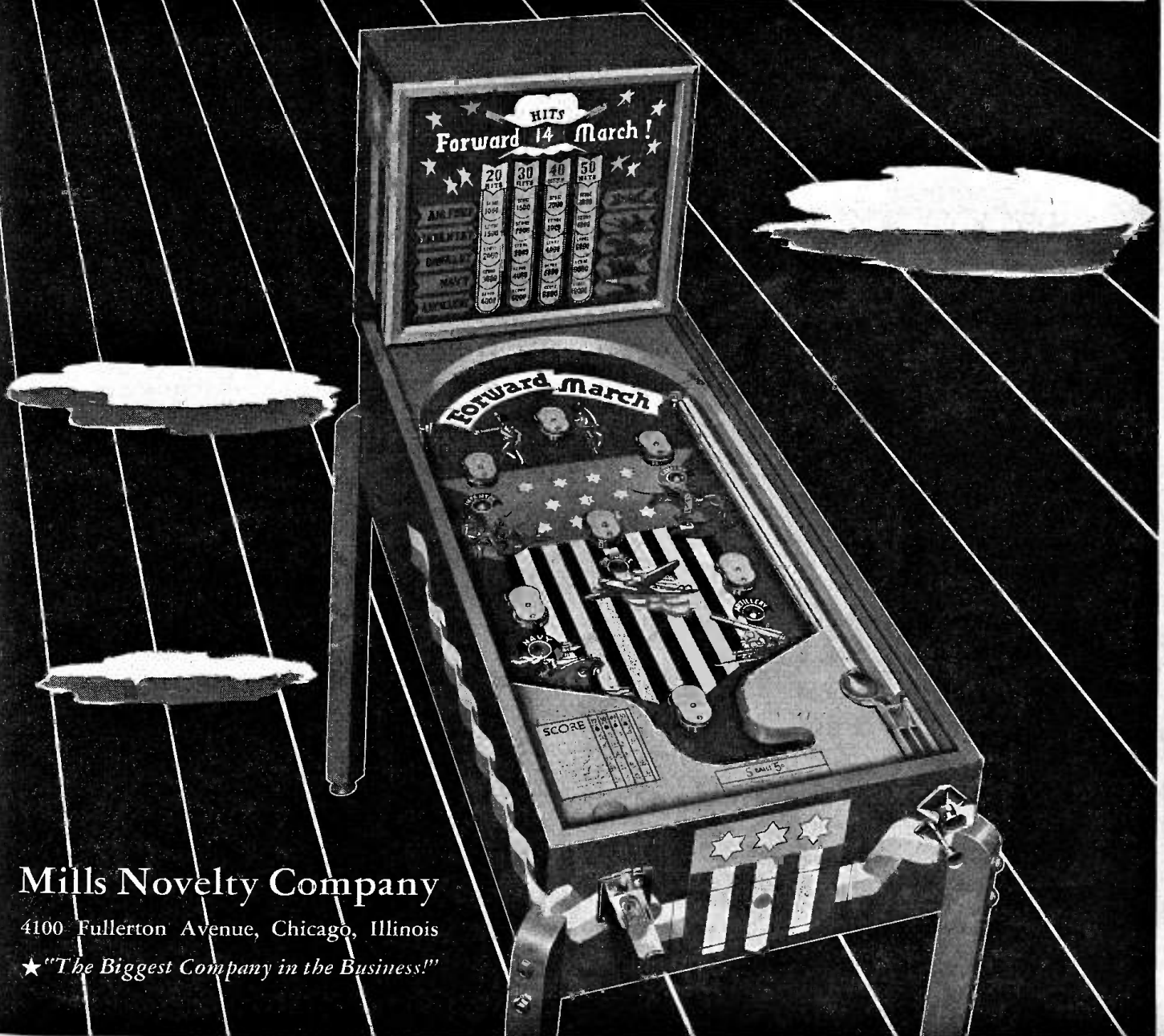
★ **ROCK-OLA** Late 1936 Model **\$129.50**

★ **KEENEY BOWLETTES** \$59.50

★ **BABE KAUFMAN MUSIC, INC.** (CIRCLE 250 W. 54th St., N. Y. C. 6-1642)

★ ★
★ **Forward March**
MARCHES FORWARD!

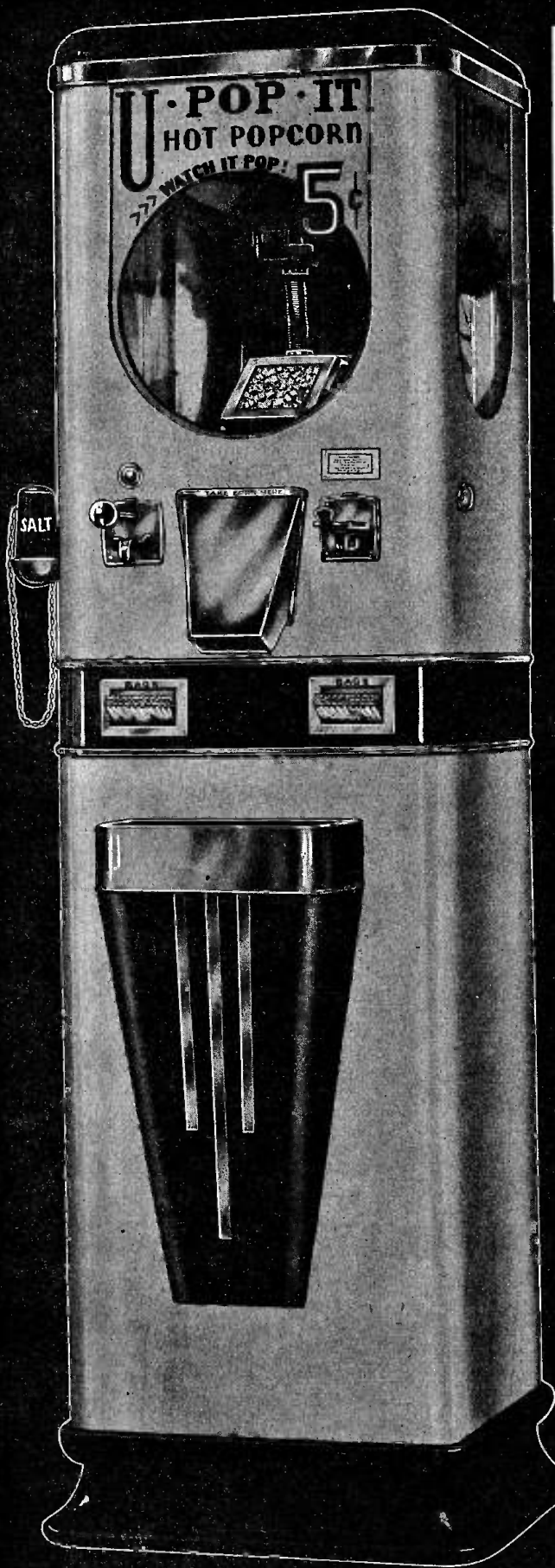
Here's the table that has brought the BOOM back into the novelty table business. No table before it ever offered as much fun and amusement. No table ever gave the player as much opportunity for personal accomplishment. Forward March allows everybody to pile up huge scores, and its reward system is very cutely keyed to the double scoring rule. In other words, kicks count, holes count, and the order in which holes are made also counts. The light box is really an automatic odds-changer, which goes through constant changes while player shoots. Forward March has that exclusive "retrieve action" for shots which otherwise would be lost—it's always ready to put the player back in business. A brilliantly decorated playing field and cabinet design complements this comprehensive machine which is the sensation of the hour. March forward with FORWARD MARCH. Price \$7450. Every up-to-date jobber has it!



Mills Novelty Company

4100 Fullerton Avenue, Chicago, Illinois

★ "The Biggest Company in the Business!"



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before **YOU BUY**
AUTOMATIC *Corn Popping* EQUIPMENT

NOW IT'S POPCORN MACHINES! It's your chance to build a steadily increasing income in a LEGITIMATE automatic merchandising field! BUT before you invest in any equipment, investigate--KNOW WHAT YOU BUY!

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. . . is the Dependable Automatic Corn Popping and Vending Machine. Precision engineered. Built to last. Simple in operation.

THE FAMOUS DAVAL GUARANTEE

A product of Daval, backed by 29 years of successful manufacturing and business experience--plus fair dealing.

BUILD FOR PERMANENT INCOME

Operators need dependable income year after year. Steady sales, repeat business and a big profit margin!

A HIGHLY PROFITABLE BUSINESS

Half of every nickel U-POP-IT takes in is net profit for the operator! Thousands of available locations!

MODERN DESIGN

Beautiful in its simplicity. Spotlessly clean. Sanitary. Air cooled and humidified. Pops and vends hot, tasty popcorn in . . .



CONVENIENT TERMS . . .

. . . to responsible operators. The opportunity to expand your business out of earnings.

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Look ahead to the future. Protect your income. Start with the right equipment. BUY U-POP-IT! Don't delay. Do it now!

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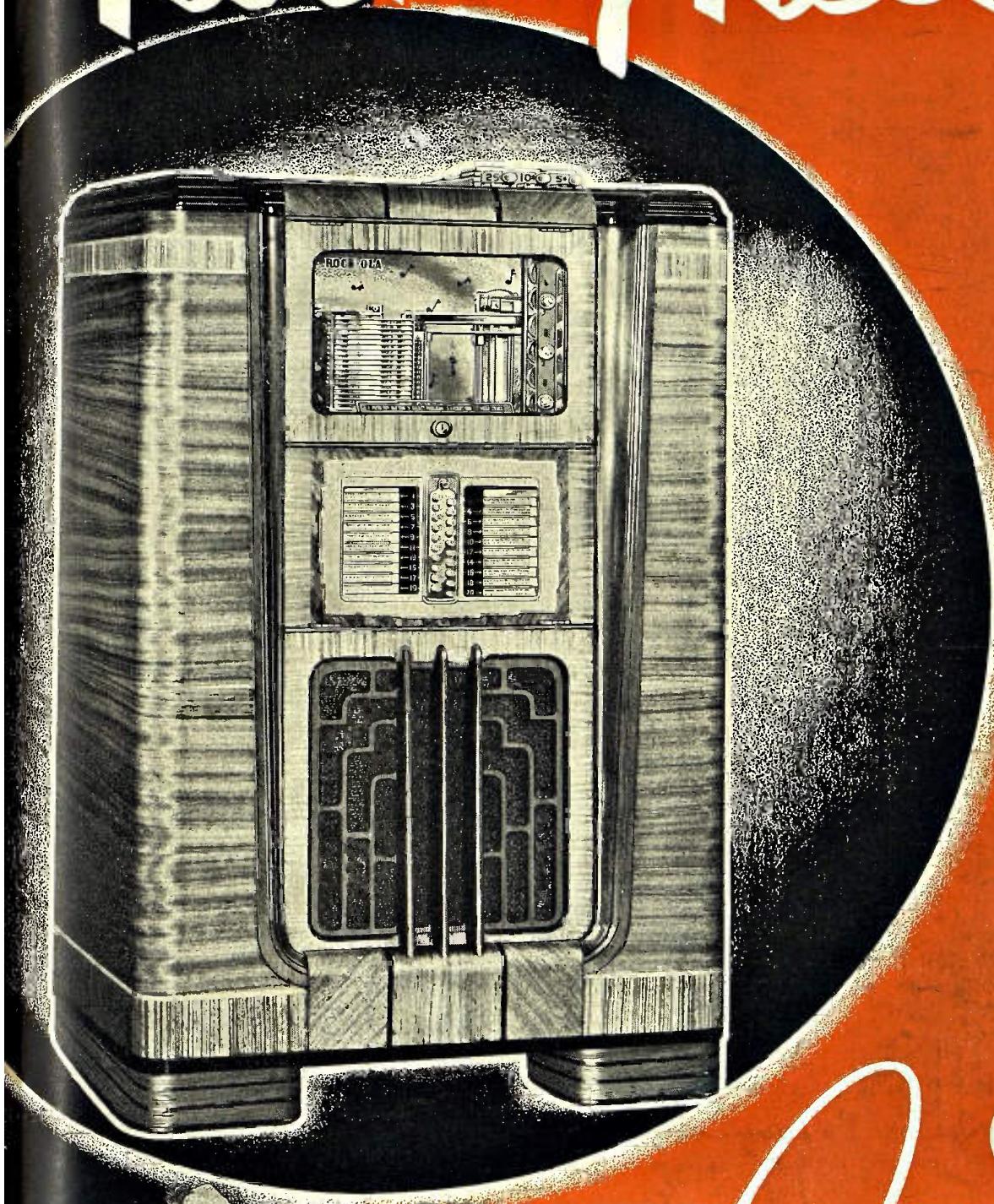
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These latest **BLUEBIRD RECORDS** by **OZZIE NELSON** and his **ORCHESTRA** are best-sellers, coast to coast:

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- B-7169**—"You and I Know"
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Their popularity is proven by check-ups on the famous "Play Meter"—an exclusive feature on every Wurlitzer Automatic Phonograph.

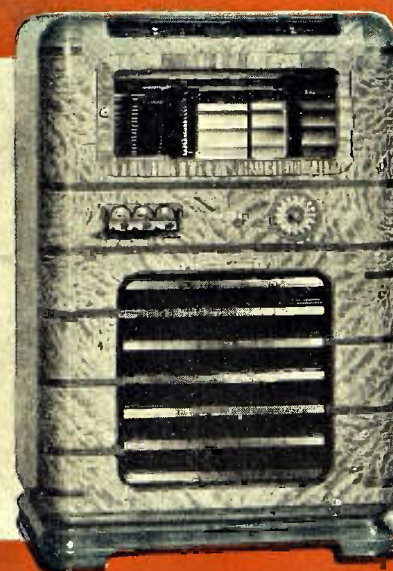
Only a privileged few were able to dance to the sweet swing style of Ozzie Nelson at the Astor Roof in Manhattan this past summer. His present theatre tour brings his brilliant rhythms to other thousands.

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