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The World's Foremost Amusement Weekly



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 Hotel St. Moritz
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LILA ROSE
 Exotic Songbird
 Featured Two
 Years With
MAL HALLETT
 Orchestra



The Billboard

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The World's Foremost Amusement Weekly

November 6,
1937

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SWING DESERTS 52D STREET

Added Year Given Paris Expo by Control Bureau

PARIS, Oct. 30.—Bureau of International Expositions this week gave permission to the International Exhibition here to operate for an additional year in 1938.

The bureau, representing governments of 28 nations to control and adjust large enterprises desiring international recognition and participation, originally granted Paris only one year to operate, but since no expos are scheduled for 1938 and the fact that the French event did not have a full run in 1937 extra stanza was permitted.

Next exhibition to operate under BIE recognition will be the New York World's Fair of 1939.

Rivalry for Club Dates Turns Chi Agents Into Social Lions

CHICAGO, Oct. 30.—The lucrative field of one-night engagements developed here has bookers in a battle of wits. Talent is of comparatively little importance due to the fact that jobbing-date acts live in the city and are available to any booker. On many occasions the same lineup of acts has been submitted to prospective clients and it took a smart agent to win out.

Contacts are of utmost importance. Agency representatives are spending numerous evenings with organizations in their headquarters, during their meetings, socials, etc., in the hope of

New Mark Set By H-M Circus

132,650 at Toronto Shrine show—gross doubles '36—3-year contract signed

TORONTO, Oct. 30.—Hamid-Morton Circus, under Rameses Temple Shrine for charity in Maple Leaf Gardens on October 25-30, not only attained the attendance goal fixed at 100,000, but set a new indoor circus box-office mark.

Total attendance for the entire week was announced by Director Bob Morton as 132,650. Gross will run about \$50,000, which is almost 100 per cent higher than last year. Tremendous business was done at the final show tonight, and every night there was a capacity house with many turned away.

Director Morton also announced that a three-year contract had been entered into with the Temple for production of annual circuses in Maple Gardens, declared the most imposing agreement ever signed by any group of Shriners on the continent.

Friday night there were 17,000 paid admissions, including 4,000 who took SRO, and about 5,000 were reported to have been turned away at doors after the hall had been filled.

Hamid-Morton Circus Company left tonight for Houston, Tex., to make the long run and be ready to open on November 3 for a four-day engagement under Arabia Temple Shrine in the new Coliseum.

Orchestra Leaders Keep the Jam Boys Home for Their Own Buildup

Onyx and Hickory House hang on—no go for others—chamber music boosts bands' stock—is reserved for main course—catches on with colored combos

NEW YORK, Oct. 30.—Without any funeral processions or the mourning of weepers, 52d street has taken an unheralded curtsy bow and has definitely passed out as the cradle of swing. Not that the thorofores was panicked with growing pains or that the cat's been unfaithful to the cause. The street is still clustered with a bevy of bistros and the Broadway columnists still snoop within its confines. But no longer are the rhythms rocked with a swingy abandon, no longer do the jitterbugs bring hosanna offerings to the altar of "jam." The rug cutter has changed his address. The cat has turned to the classier alleys.

Steeped in swing tradition there was reason for bally and broadsides when Riley-Farley, Wingy Mannone, Red McKenzie, Louie Prima, Stuff Smith, Riley-Farley, Wingy Mannone, Red Norvo and the Three Ts. Holding on for dear life the buttered toast now gets its jam juice only at the Onyx Club from John Kirby's rag cutters, and further down the street, in a nook of its own, the Joe Marsala mutations from the Hickory House. The 52d Street Club made a grand-stand effort last month with Leo Mosley's cutters to find its place as a citadel for the cat cult. But the gates gave it the go by. Spot is trying again, this time with the conventional diversissement for the more staid sippers and snackers.

The causes and effects are undoubtedly as varied and diverse as a tooter's improvisations on a theme by Ellington. It's hardly that "swing" per se has

(See SWING DESERTS on page 17)

Shreveport SLA Benefit Held in Grand Stand Nets Around \$2,500

SHREVEPORT, La., Oct. 30.—About 1,500 persons attended the midnight program presented in front of the grand stand at the Louisiana State Fair grounds last night for the benefit of the hospital and cemetery fund of the Showmen's League of America. The exact proceeds are not yet known, but, according to W. R. Hirsch, treasurer of the local fund and secretary-manager of the fair, approximately \$2,500 was realized.

Receipts included those realized from the sale of candy donated by Al Carsky, the candy man, netting around \$400. All other concessions were also donated.

George Monsour, operating grand-stand concessions for the State fair, and his crew donated pop corn, cushions, peanuts, soft drinks and the like. In fact, everything connected with the benefit was contributed.

The program was presented by the cast of *Star Brigade*, a Barnes-Carruthers production. They gave the same performance as given before the night grand-stand crowds, as there was no time to prepare new acts and also because the audience was almost entirely composed of fairgrounds showmen, performers, concessioners, show fans, working people and others who were unable to leave their posts to attend the grand stand at the regular hours.

The Thearle-Duffield Company gave its fireworks spectacle, and Harry Calvert, concessioner, donated his services. Cervone's Band donated its music and added zest to the occasion by operating a novel side show in the grand-stand lobby, styling it Baby Show and advertising that the "babies," who happen to be high, were born the night before on the fairgrounds. "You'll enjoy it, but don't squall" was a catchy sign on the show tent. It attracted many patrons.

Union stagehands also donated their services. The two daily newspapers,

(See SHREVEPORT SLA on page 70)

Hub Rodeo Attendance Totals 17,435 for First Three Days

BOSTON, Oct. 30.—Seventh Annual Boston Garden World Championship Rodeo, under new management of Everett E. Colburn and Harry Knight, and sponsored by Boston Garden Arena Corporation, which opened here last Wednesday, has played to an official attendance of 17,435 for the first three nights, according to Edward J. Power, garden auditor. Kids were admitted at half price Friday evening. Opening of the 36th annual

Magic Goes to College

SEATTLE, Wash., Nov. 1.—It has just been unearthed that Harvey Long pulls rabbits out of hats to pay his way thru the University of Washington.

A sophomore from Everett, Long spurns the technique of the fellows with foot in door who say, "Won't you please subscribe to the *Housewife's Delight* to help a fellow thru college?" He goes right out and pulls a college education from a silk hat. It's lotsa fun yet hard work being a magician to work your way thru college, according to Long, who promotes his own shows and hires a hall, an assistant and a musician.

AFA's First Coast Branch

First trial of semi-autonomous idea—bookers, labor leaders pledge support

SAN FRANCISCO, Oct. 30.—American Federation of Actors' first West Coast branch has been established following two mass meetings of performers the past week. For the first time the AFA is experimenting with a semi-autonomous set-up rather than the usual procedure of a branch manager appointed by Executive Secretary Ralph Whitehead, with a group of deputies assisting the branch manager.

The group representing the AFA locally are Alfred T. Smith, representative; Stephen Shepard, secretary; Connie Mitchell, treasurer; Walter Guild, recording secretary, and Arthur M. Espinosa, Inez Soarez, Ray Copeland, Ray Goman, George Eckstein and Vince Silk comprising the board of advisers. The branch will be located at 230 Jones street. Eckstein has been appointed contact representative for the Oakland area.

A committee of performers and Whitehead also conferred several times with local bookers and agents who pledged their support of the AFA.

Among the speakers at the second AFA meeting Monday, attended by about 600 performers, were Floyd Billingsley, of the Picture Operators' Union; John O'Connell, secretary of the local Union Labor Council; Eddie Love, secretary of the Musicians' Union; George Ward, secretary of

(See AFA's FIRST on page 11)

No Texas Amusement Tax

AUSTIN, Tex., Oct. 30.—By a vote of 10 to 34 the State House last week defeated proposal to include general 10 per cent tax on amusement admissions in the money-raising tax plans of Governor Allred.

Index and Additional General News

Will Be Found on Page 31

Hub Newspapermen Laud Local Theaters for Accomplishments

BOSTON, Oct. 30.—Hub papers are giving editorial space to the legit and vaudeville houses for their accomplishments. In a special double-column editorial by Leo Gaffney, drama editor of *The Boston Sunday Advertiser*, the conditions of the theater in Boston during the seven years of depression to the present day were outlined, climaxed with the reopening of the Wilbur Theater (dark for four seasons) November 1. This trim intimate house will regain its standing as a legitimate theater, leased by the Messrs. Shubert.

Thoroughly renovated thruout, house will present attractions direct from New York. The Theater Guild's production of Sidney Howard's new play, *The Ghost of Yankee Doodle*, with Ethel Barrymore and Dudley Digges in the principal roles, will officially open the Wilbur season. *Doodle* is in for two weeks.

Messrs. Shubert are replanting some familiar people to key positions at the

theater: Arthur Manly, house treasurer; Henry Coote, former leading man of *Irene*, manager; John T. McKenna, special officer and doorman.

From *The Boston Traveler* comes an editorial anent Ann Croler's debut on the vaudeville stage tagged "To Keith's and Stardom."

In part it brought out the fact that (See *NEWSPAPERMEN* on page 7)

Seek To Enforce Penn Contract Law

PHILADELPHIA, Oct. 30.—A law that the United Entertainers' Association got thru the Pennsylvania Legislature at its last session making it compulsory for booking agencies to take out licenses and to grant actors bona fide contracts so that they can sue for wages when the agencies don't keep their word is not being strictly enforced, according to Thomas E. Kelly, business agent for the UEA.

A large number of agencies haven't even taken out licenses yet. Kelly lodged a complaint with the State Department of Labor and Industry September 1, but nothing's been done about it yet. Kelly is keeping after them.

English Like Ice Shows

LONDON, Oct. 16.—Due to the remarkable success attending Sir Oswald Stoll's ice musical production, *St. Moritz*, at the London Coliseum where the show has played to capacity audiences and has broken all existing records for the theater, and also to the hit registered by the recent ice show, *Patria*, at Brighton, English producers have fallen heavily for this type of entertainment, which looks as tho it would sweep the country. Covent Garden, London's home of class opera, goes from Tetrazzini and Gilli to Henje, when it converts its huge floor area to an ice surface four inches thick to open October 26 with a monster spectacle, *Rhapsody on Ice*. Tom Arnold, well-known revue and pantomime producer, is to present a similar show, labeled *Switzerland*, the first touring one of its type, at the Palace, Manchester, October 25. Show, which plays week-stands at the biggest theaters on the Moss Empires and General Theaters Corporation circuits, has three standard American vaude acts, all familiar to English audiences, featured. Trio is Arren and Broderick, Barr and Estes and Raye Saxe. Sir Oswald Stoll reopens his Palace, Leicester, for the past 10 years a picture house, with a similar show early in December. Beauty of these shows is that there is little money necessary for cast or settings, apart from the conversion and upkeep of the ice floor. Some of the featured ice-skating singles and teams work for as little as \$100 per week and yet get heavy billing.

Zola Play for London

LONDON, Oct. 23.—At the Q Theater Monday Jack de Leon will present James Agate's version of Emile Zola's *I Accuse* under the title of *Loyal Traitors*. William Devlin will play the role of Zola and Campbell Gullan will produce.

Minstrelsy in Modern Manner Is Planned by Detroit Agents

DETROIT, Oct. 30.—New plan to revive the minstrel style of presentation in modern manner is advanced by Carl Sobie and Phyllis Fellows, who will produce under the name of Alite International Theatrical Productions. Sobie was the "Singing Policeman" of Father Coughlin's radio programs and was also



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business. SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For FILMS

BETTY FIELD—young legit comedienne now appearing in George Abbott's production of *Angel Island* at the National, New York. Displayed real ability while still a student in dramatic school, stubbed her toe briefly over a role in *Room Service* and really comes into her own in her current part. Has verve, sparkle and ability to get the most out of comedy lines. Cute, talented and pretty, she should be glove-fitted for ingenue comedy roles in films.

DORO MERANDE—veteran delineator of acidulous spinsters in legit, now appearing in *Angel Island* at the National, New York. Can get plenty of comedy out of old-maid character parts. Essentially a one-role actress, but that should be more of an advantage than a drawback with film audiences. Should click tidily in comedy character parts in flickers.

For LEGIT MUSICAL

TEDDY HALE—colored youngster (about 10) caught recently at the Kit Kat, New York, in a completely captivating song-and-dance turn. Besides the kid's natural cuteness, he has everything desirable in dancing ability and song offering. Youthful appeal, ability, personality and presence should make him a natural for a musical, either legit or film.

BETTY AND FREDDY ROBERTS—unusually handsome and striking team of ballroomers with varied and comprehensive repertoire, caught recently at the St. Moritz, New York. Altho routines are on the conservative side, couple's expressive manner and polished technique lift them far above run of the mill. Girl is blond and boy is dark, and latter's facial expressions add much to every step and figure. Have scored heavily in Europe and should be a good grab for stage or screen musical here.

Gillmore Moves To Four A Post

Offices to be established and shared with Turner—to up per capita tax

NEW YORK, Oct. 30.—Frank Gillmore, whose term as paid president of Actors' Equity expires today, expects to set up offices as executive director of the Associated Actors and Artists of America within a week or two. Paul N. Turner, Equity counsel, will also occupy the office and share a portion of the expense. Office was to have been opened by November 1, but Gillmore's illness and the resignations of Paul Dulzell and Dorothy Bryant, together with other business, necessitated the delay.

Hereafter Gillmore's salary will be paid by the Four A's, and to take care of this and the running expenses of the office the per capita tax of 75 cents is to be increased, probably to \$1.50. A constitutional amendment will be necessary to do this.

Gillmore stated that in all probability the per capita tax of members of the smaller unions will remain as is, the Four A's being cognizant of their inability to pay. Considered likely in some quarters that in due time these smaller units will be absorbed.

Gillmore, in outlining the probable trend of his activities as Four A's chief,

Chorus Equity Notes

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Charlotte Davis, Lela Gans, Gladys Harris, Edna Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Lorraine Janee, Dorothy Mellor. (See *CHORUS EQUITY* on page 17)

JOE SANDERS (This Week's Cover Subject)

JOE SANDERS' childhood was an exciting one. His father was a pioneer on the Western plains and Sanders went to school in the kindergarten in the Indian Territory—now Oklahoma—when the school was 27 miles from the nearest railroad. His father had the first phonograph to be brought into Oklahoma. When he was 12 Sanders started the study of the piano for six years; when he was 14 he took up voice, this for five years. After some peregrinations the family settled in Kansas City, Mo., where Sanders continued his musical studies under David Grosch, a baritone. In addition, Sanders worked as lead tenor and accompanist in the Kansas City Oratorio Society and one season in the male chorus of the Kansas City Grand Opera Company. To add to his activities, Sanders played semi-pro baseball, setting a world's record for strike-outs in one game when he fanned 27 in a regulation nine-inning game.

After being discharged from the army Sanders formed, with Carleton Coon, what is believed to have been the first radio band, which played 72 consecutive weeks at the Newman Theater, Kansas City. Then was organized the noted "Night Hawk Club," a pioneer in organized radio programs. After various bookings Sanders joined forces with Jules Stein, and the returns on a road tour enabled Stein to form the Music Corporation of America.

From then on the Coon-Sanders Orchestra occupied a place at the top of the dance field, playing at leading theaters and night spots thruout the country. After the death of his partner Sanders continued with the same orchestra for about a year, worked with one or two other groups, and then went to Hollywood to write music for pictures. MCA brought Sanders back, he re-organized his own band and opened at the Blackhawk, Chicago, alternating between this spot and road tours. Each time he returned to the cafe he established a new record.

Sell ART ALBUMS

Each Album Contains 58 GORGEOUS PHOTOS of The Loveliest Girls in the World. Lingerie Models, Chorus Girls, Artists' Models. 16 Pages, 5 1/2 x 8 1/2.

THE FASTEST SELLING BOOK EVER OFFERED, and the price is only 2c EACH (in lots of 50).



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 127 N. DEARBORN, Chicago
 615 CHESTNUT ST., Phila.

MGM SHOW'S BIG BURDEN

New Coffee Program Must Sell Plenty o' Beans To Get Off Nut

Maxwell House now has 8 per cent of total coffee sales—new show's costs must give 'em 14 per cent or else pay off in prestige—plenty competition

NEW YORK, Oct. 30.—Maxwell House Coffee now sells about 8 per cent of all coffee consumed in America. To cover its new \$35,000 weekly radio programs, sales will have to jump to 14 per cent. And this 14 per cent will just profitably cover the Maxwell radio budget. Advertising costs of other media, such as newspaper, magazine, car cards and billboards are not included. At its present 8 per cent level ad budget covers all media. Which means a tough selling job for radio—or competition. New MGM production will be one of the all-time expensive shows—and one of the hardest to figure a profit to the advertising dollar. Talent cost is an approximate \$20,000. Add to this a time charge of about \$13,000. Toss in \$2,000 for miscellaneous expenses, which add up to a conservative \$35,000 weekly.

A study of coffee consumption by average white families in the United States reveals that 884,000,000 pounds of coffee are sold yearly—to 17,000,000 families weekly. To reach 14 per cent of this total Maxwell must sell 133,000,000 pounds yearly. And this to cover its radio advertising budget in the black.

This costly radio bill calls for an approximate .02 of every .26 paid for a pound of coffee. This figures about 0.7 above the 1.3 which would usually be allotted to advertising, based on a 5 per cent advertising appropriation for all media.

A costly show of this type is seen by observers as the result of tough competition and the added desire to maintain "face" in the light of tough Chase & Sanborn competition on the air. Added competition is in the pushing of private brands by various distributors in cut-price wars. Nationally advertised products cannot be cut as drastically as private brands because of fair trade legislation. Added costs of expensive shows will probably keep selling prices of Maxwell and similar brands up.

Or else pay off in good will and prestige.

AFM, Radio-Phono Settlement Looms

NEW YORK, Oct. 30.—According to word from headquarters, American Federation of Musicians expects its negotiations with broadcasters and phonograph and recording people to come to a final issue in two weeks. Chief drafting of terms and contracts have all been mulled over in committee negotiations.

AFM, in summarizing recent negotiations, says the contract agreed upon has been submitted to affiliates and networks. Federation expects these to sign, because terms had been agreed upon in committee.

On the recording and electrical transcription situation, the federation, having no desire to become embroiled in a series of conferences similar to those involving the Independent Radio Network Affiliates stations, has simply stated that a license form will be issued. Those recording and e.-t. firms desirous of using union musicians will have to abide by conditions of the contract, or else.

Agreement has been negotiated between the federation and key stations in New York, Chicago and Los Angeles. Signing by AFM is expected soon.

CBS Staff Changes Made

CHICAGO, Oct. 30.—James D. Shouse, general manager of KMOX, St. Louis, resigned from that post this week to become general manager of WLW, Cincinnati, succeeding Bill Hedges. Merle S. Jones, Western manager of Radio Sales, Inc., and former assistant manager at KMOX, will take over Shouse's old berth. Paul S. Wilson, with Radio Sales, Inc., for the past three years, succeeds Jones as Western manager.

Another Air Bingo Starts in Bridgeport

BRIDGEPORT, Oct. 30.—A new radio game, "ma-jic," involving a telephone response system and placement of numbers in related columns, comparable to the currently popular "party" games, will be produced over WICG, Bridgeport, Conn. Listeners will be provided with suitable squared-off cards and will check off their cards as numerals are broadcast. Completion of numerals across the cardboard conforming to a complete dial-phone number determines the winner of each game.

Long-Term Contracts Invoked To "Beat" AFRA; More Chi Mixup

CHICAGO, Oct. 30.—NBC sound men here were signed by the American Federation of Radio Actors Wednesday, adding the latest development in Chicago's unionization of radio row. AFRA, claiming its charter gives jurisdiction over these workers, is backing up its word to go ahead here despite James C. Petrillo's organizing of announcers, sound and production men at CBS and bringing them into his union. AFRA has also started negotiations with Station WCFL, but the latter is awaiting Petrillo's return from New York next Tuesday before definitely signing.

Before leaving for the radio and transcription confabs in New York last week Petrillo laid preliminary plans with the heads of NBC and WGN for taking in their technicians and announcers, but whether or not he will continue these negotiations in view of the recent meetings with AFRA officials in New York for the purpose of ironing out this infringement dispute has not yet been disclosed.

Meanwhile radio's organization burden still weighs heavy on the heads of many

Writers' Guild Gathering Beefs Of Members Against Employers

NEW YORK, Oct. 30.—Altho Radio Writers' Guild has had no great rally-put it is quietly organizing radio writers and is making a survey of agency and network tactics which are disliked by script writers. Guild members are preparing separate reports describing various practices which they claim are unfair. The Guild, it is understood, will compile these complaints to determine the chief offenders. Complaints include, among other items, prices per script and credits. After the study has been completed, the Guild will probably approach agencies or stations charged with unfair practices to straighten out difficulties or, possibly, will attempt to have individual members ask for changes before acting as an organization.

Officers' Guild, an Authors' League affiliate, and League execs work closely with American Federation of Labor unions, including the American Federa-

Paging Ben Gimbel

PHILADELPHIA, Oct. 30.—WIP's regular program signature is "WIP, Philadelphia's Pioneer Voice," but sometimes it changes to "WIP, the Pioneer Voice of Philadelphia."

Signature variation is an indication that Benedict Gimbel Jr., president of the station, is away from the studios and that the staff is trying to get in touch with him because of some urgent matter requiring his personal attention. Cue is signal for Ben to call the station immediately.

Another Precinct Heard

GRENADA, Miss., Oct. 30.—WGRM, new 100-watter here, began operations with a special program Monday. Station is owned by P. K. Ewing, managing director of WDSU, New Orleans, and also owner of WGCM, Gulfport, Miss. This is the first radio station here and Ewing has promised daily specials with occasional hookup with WDSU and WGSM. Station operates on 1500 band.

New Coast NBC P. A.

HOLLYWOOD, Oct. 30.—Hal Bock has augmented his National Broadcasting Company publicity staff here with Matt Farr, formerly in charge of USC publications, and Martha Sherwin, formerly with Radio Guide. Barr will take charge of copy desk and Miss Sherwin has a secretarial post.

WHN Planning Boost in Rates

NEW YORK, Oct. 30.—An increase of from 40 to 60 per cent is being considered by WHN for its new rate card. The basic one-time rate will probably remain the same, but station officials are contemplating an upping of other rates.

New WHN-NBC tieup is expected to build a greater WHN audience. Time around NBC shows will probably be built up with better than average productions, as station figures it will be easily sold. According to an agreement with NBC, it is understood that the rates around NBC productions cannot be raised above the regular charge.

Present rate card of WHN calls for \$380 per evening hour on a 13-week run.

RCA Wants To Know If Hams Want Tele

NEW YORK, Oct. 30.—Altho RCA still sees television as an expensive proposition, it is feeling out the amateur reaction to home-made television equipment. As an opening wedge RCA is placing tubes on the market for sale to amateurs and others seriously interested in experimental television. If interest mounts, RCA will then decide whether placing a television kit on the market will be worth while.

There appear to be two general objectives in this latest RCA television move. One is to stimulate interest in the "magic eye" and secondly, and probably less important at the moment, is to get some revenue for RCA's considerable television investment.

Television amateurs will have to be able to invest considerable money. There'll be no parallel to the early days of radio when a handful of wire, an oatmeal box and a few dollars made one a bona fide radio bug. Television equipment will probably cost \$100 or more and replacement costs for tubes will be another added expense.

Freddie Schader's Agency

DETROIT, Oct. 30.—New advertising agency was formed here last week by Frederick Schader, showman and press agent, under the name of Frederick I. Schader and Associates, with offices on the fifth floor of the Michigan Theater Building. Schader was formerly director of public relations for the Fox Theater for several years, managed the Showboat on the Great Lakes here, handled publicity for the successful Michigan State Fair this past season and has a long record of Eastern show connections as well. He is also a former theatrical trade paper reporter.

Schneider's Texans at WLW

CINCINNATI, Oct. 30.—Doc Schneider's Texans have opened at Station WLW for an indefinite stay, with four sustaining and one commercial periods a week. Act will play theaters in this territory in the interim. The Texans have broadcast for more than two years from Radio City, New York. F. N. McCullough, formerly with Otto Gray and his Oklahoma Cowboys, handles the advance.

Another Five Minutes

NEW YORK, Oct. 30.—Another five-minute show, a disc job, starts locally on WOR Monday. Pacquin Hand Cream Company is sponsoring Grace and Eddie Albert three times a week on 18 stations.

Promotion tie-ins will be used at drug stores. Counter displays and other sales stunts will be tried out by the creamery. William Esty office handles.

Mr. Polyzoides Sez

HOLLYWOOD, Oct. 30.—Adamantios Polyzoides has been set with KFWB here for a world affairs commentary series to initial Sunday at 7:30 p.m. as a sustainer.

Anti-H'wooditis As Sales Approach

LOS ANGELES, Oct. 30.—Stressing the danger of Eastern radio men suddenly "going Hollywood" after a few sniffs of the local ozone, is a sales angle stressed by a local advertising agency seeking Eastern business. Heintz, Pickering & Company is attempting to sell New York agencies the idea of assigning it the job of building Hollywood radio productions for them.

Western agency stresses that Easterners are susceptible to "going Hollywooditis" and that it can produce shows more cheaply than an Eastern agency. It offers to suggest talent or build shows to specifications set by New York offices and to pipe auditions to any city in the country. Agency stresses that its West Coast knowledge of other media would be helpful to prospects.

Bostonians Dublin' To Swell the Weekly Intake

BOSTON, Oct. 30.—Extra-curricula activity is netting radio station personnel additional jack as a result of inter-station broadcasting.

John E. Reilly, WMEX president, takes to the WEEI airwaves several evenings as announcer on a five-minute dramatization session for Batchelder-Whittmore Coal Company.

Elizabeth Hart, *The Woman of Tomorrow*, a daily feature on WORL, won the audition to become Lady Lillian, on the town's first fem roving vox pop spieler, over WEEI.

Prior to this new Lady Lillian program setup Sandra Bruce (Mary Kirby), WCOP announcer and hostess, and W. Cort Treat, WORL resident manager, were Lady Lillian and *The Friendly Adviser*, both over WORL, and prior to that on WMEX.

In the cast of *The Long, Long Trail* is Newcomb F. Thompson, *American-Boston Sunday Advertiser* (Hearst) radio editor, who reads the comic pages as Uncle Newt daily over WMEX.

Deny Campana Switch

CHICAGO, Nov. 1.—Reports that Campana's new *Vanity Fair* show would be pulled off the boards' after Monday's airing and replaced with their last year's *Grand Hotel* program were flatly denied today by J. H. North, radio head of Aubrey, Moore & Wallace, agency handling the accounts. Show has not clicked as expected and realizing the need of a hypo is the basis for current rumor.

Promotion Shorts

KFOX believes that advertising media should advertise themselves. The Long Beach, Calif., station is using trailers in local film houses to win new listeners.

It's Barn Dance Tonight, popular KGVO feature, is being exploited to agencies by a mailing piece prepared by Adrian James Planter & Associates.

There are now nearly 10,000 members in WOP's *Breakfast Club* and new ones are coming in at the rate of 500 weekly. Listeners who promise to tune in at least 30 minutes weekly get a membership certificate and button.

To plug the dedication of its new 718-foot antenna, KDKA announcers and staff entertainers for the past three weeks broadcast from uniquely strategic spots in rural Saxenburg, tower site, to dramatize the setting of their revolutionary spire. Invaded were the country church, whence was aired a service; a farm house, where the tenant was interviewed on cow milking; the volunteer firemen's hall for a broadcast of its Saturday night dance and the post office for sidewalk interviews. Climax was a tea party and show Saturday afternoon on the grounds near the antenna, open to the public thru two weeks of air invitations.

The *Illinois State Journal* is using a 650 episode of the *Air Adventures of Jimmie Allen* over WGBS, Springfield, Ill. Series is being used by the newspaper as part of a promotion campaign and programs will receive strong send-offs in the newspaper. Membership in a club, flying lessons, comics and serials are all used to sell the show to youngsters. *Journal* is not connected with WGBS. Russell C. Comer ad company arranged.

Cherchez Les Femmes

REGINA, Sask., Oct. 30.—The Canadian Broadcasting Corporation plans to make a place for women announcers, according to E. L. Bushnell, program director.

"A good woman announcer is harder to find than a good man announcer," said Bushnell, who is on a tour of Western Canada looking for the corporation's *Night Shift* programs.

Mich. Radio Group Selects Officials

DETROIT, Oct. 30.—The Michigan Broadcasters' Association was organized in Detroit this week, the following officers elected: President, James F. Hopkins, WKBK, Detroit; vice-president, John E. Fetzer, WKZO, Kalamazoo, Mich.; secretary-treasurer, Howard M. Loeb, WFDW, Flint, Mich.

Directors are William J. Scripps, WWJ, Detroit; Arch Shaw, WXYZ, Detroit; Owen F. Uridge, WJR, Detroit, and Roy Radner, WIBM, Jackson.

Fourteen stations are now members of the association.

BROADWAY BEAT

(Continued from page 5)

shouter at the St. Moritz, is all puffed up because he is supposed to be the only press agent so far to have had his mug caricatured and printed by *The Mirror's* Kapralik. . . . This is beginning to look like a press agents' column. . . . Jan Brunesco, ork leader at Jack Dempsey's, was thrilled last week because one of the patrons sent him a personal note commending his music; the patron happened to be Fritz Kreisler.

According to the boys at the Federal Theater Project, *Professional* has turned out to be such a hit that it's selling seats 10 weeks in advance. . . . The Federated Press is conducting a campaign against Ed Sullivan, claiming that he's "anti-labor and reactionary," and citing as one of his crimes the fact that he eats in the Brown Derby, which is being picketed. . . . A hunk of beautifully misleading advertising from *The Times*, no less, is headed "Baker Workshop for Writers" and says that courses are offered by Joseph Baker, "founder of Connecticut's famed Workshop." . . . The obvious inference is that it's the famous 47 Workshop at Yale—but it isn't. . . . Mr. Joseph Baker is unknown to Mr. Spelvin. . . . That man (or those men) who laboriously cleans (clean) gum off the Times Square sidewalks is (are) still around.

Guild Shop for Actors' Union On Coast is Likely by Dec. 2.

HOLLYWOOD, Oct. 30.—An American Federation of Radio Artists' Guild shop by December 2 is spoken of here as the organization speeds up drafting of proposals for basic pay schedules and working conditions agreement with radio producers in this expectation; it was learned today.

Norman Field, executive secretary of the Southern California local, which is virtually as important as the New York branch, today announced that drafting of proposals here has been delegated to six committees, covering actors, announcers, singers, sound effects, writers and directors and producers, the latter two in one group. Actors' report has already been sent east, the announcers are completing their report this week and the other groups will rapidly follow suit, Field stated.

Principal objective of the proposed

CIO Engineers' Union Now Has Total of 25 Stations on List

NEW YORK, Oct. 30.—The American Communications Association, CIO union, has signed members in 25 Eastern stations and in several Los Angeles outlets, as well as the Oklahoma Network. The following list shows the Eastern lineup and the ACA's figures on organization of

Showmanship Nil as Politics Gives N. Y. Stations 100 Gs

Biggest part of business is paid for before politicians go to mike—WOR, with \$23,800, gets bulk of political cabbage, with WMCA a close second

NEW YORK, Nov. 1.—New York political campaign ending tomorrow dumped an estimated \$100,000 into the laps of New York's broadcasting stations. Best part of it was that the bulk of the biz was paid for before the politicians had the mikes in front of their schnozzle. It was a question of no dough, no electioneering, broadcasters harking back to the fact that the Democratic National Committee after the 1932 elections owed some \$250,000 for radio time for a longer period than station men care to think about. Station getting most of the political cabbage was

NEWSPAPERMEN

(Continued from page 4)

"The goal of artists with the qualities that go to make stars has always been Keith's. Easy enough it is to engage artists already arrived at pinnacles of fame. It takes genius to present to Keith audiences new personalities who under the Keith technique display true artistry.

"Under the direction of Charles W. Koerner, New England divisional manager, the RKO Keith Boston has many times extended the helping hand to artists whose efforts had theretofore been limited. And now Ann Corio, long recognized as supreme in her particular sphere, achieves the Keith standard and will be presented in person at the RKO Keith Boston. As in the past such artists as Fannie Brice, Clark and McCullough, Joe Penner and Bert Lahr were given 'Big Time' opportunities and became outstanding stage personalities. Now comes the same bright future for Ann Corio."

Elliott Norton, drama critic for *The Boston Post*, in a special story (23) likened Boylston street to Broadway, with the recent and current appearance of stage celebrities and members of the theater working at five legit theaters, not to mention the vaude and burly emporiums. Stars, playwrights, songsmiths, composers, actors, actresses, managers, Shakespearean players, comedians, singers, dancers, chorus girls and critics; meaning Joan Bennett, George M. Cohan, Taylor Holmes, Maurice Evans, George Kaufman, Moss Hart, Edna Ferber, Richard Rodgers, Lorenz Hart, Sylvia Sidney, Henry Fonda, Leslie Banks, Helen Hayes, Max Gordon, Sam H. Harris, Cole Porter, Noel Coward.

The theater, press and public are bubbling over with the big season in prospect.

WOR, which up to last Friday morning had had 34 hours of time bought by various parties. Averaging the station's day and night rates, this comes to \$23,800. Between Friday and voting time station was expected to get plenty more.

WMCA did all right for itself, too. By the time the shouting is over station expects to have taken in about \$20,000 all told. WHN estimated that up to Friday it had grossed \$10,000 by way of campaign blather, with WNEW, not giving figures, estimated at about \$3,000, a major portion of this coming in spot announcements used by various candidates.

Neither National Broadcasting Company nor Columbia Broadcasting System by way of their local New York stations did very much political business, a contributing reason being network commercial commitments. NBC's total ran to about \$11,000. CBS is figured for about \$2,000 up to the middle of last week, WABC having had but two hours total sold.

As usual showmanship was markedly absent. Only touches were supplied by Mayor La Guardia and Thomas Dewey, Republican candidate for New York County district attorney. Dewey's speeches on WABC, in which he attacked political gangster association, were highly dramatic. La Guardia staged a good series on WMCA, during which he put his various departmental commissioners on the spot in interviews, making them account for their actions.

is seeking to avoid conflict with other unions seeking the spiefers.

Station	Percentage	Arrangement
WEVD, N. Y. C.	80	Under agreement
WOV, N. Y. C.	100	Under agreement
WBIL, N. Y. C.	100	Under agreement
WBXN, N. Y. C.	100	Under agreement
WHOM, Jersey City	100	Negotiating
WABC, N. Y.	80	Before NLRB, Washington, D.C.
WHN, N. Y.	100	Under agreement
WWSW, Pittsburg	100	Under agreement
WOL, Washington	100	Negotiating
WJSU, Washington	100	Negotiating
WCAO, Baltimore	100	Negotiating
WIW, Akron	100	Under agreement
WPAY, Portsmouth, O.	100	Under agreement
WHCC, Rochester, N.Y.	100	Under agreement
WIBX, Utica	100	Under agreement
WBNY, Buffalo	100	Negotiating
WEBR, Buffalo	100	Negotiating
WKBW, Buffalo	100	Negotiating
WGR, Buffalo	100	Negotiating

In some cases plans are being made for negotiations which will get under way within the next few weeks.

Major demands of ACA include:

1. General wage increase and minimum weekly basic wages.
2. Five-day 40-hour week.
3. Elimination of speed-up.
4. Differential for night workers.
5. Graduated vacations based on seniority. Minimum of two weeks' vacation yearly with pay.
6. Time and one-half pay for overtime, double for Sundays and holidays.
7. Full pay for all legal holidays.
8. Two weeks' notice upon discharge, then only by consent of union.
9. Elimination of evils of extra system.
10. Recognition of seniority rights.
11. Full sick benefits.

There have been variations in contracts signed with stations in different sections of the country, but in most cases a closed shop, wage increases, five-day week, vacation and sick pay have been included in the agreements or contracts signed.

Future List

Important Anniversaries, Etc., for Program Tieups

List below consists of notable dates of various nature in connection with which stations can arrange special broadcasts.

In addition, readers' attention is called to the monthly list numbers of *The Billboard*, published the last week of each month. These lists contain dates of conventions of both business and social organizations, these meetings offering excellent opportunities for radio stations to effect either good will or sales promotional tieups.

List published herewith is in advance by a month of any other similar compilation. In addition to offering possibilities of tieups, it gives program producers and station managers numerous dates that can be used as bases of special dramatizations, flashbacks on news dramatizations, etc.

All dates herewith are for December, 1937.

- Dec. 1. Pan-American Conference opened at Buenos Aires, last year. Sergei Kiroff, a leading Russian, assassinated three years ago. Fiorello La Guardia, mayor of New York, was born 55 years ago. Gerard Swope, industrialist, born 65 years ago.
2. Louis Napoleon proclaimed Emperor of France 85 years ago.
5. Repeal of prohibition effective four years ago.
6. Irish Free State established 15 years ago.
7. Thomas Nast, caricaturist, died 35 years ago.
8. King Gustaf ascended Swedish throne 30 years ago.
9. Jerusalem captured 20 years ago.
10. Edward VIII abdicated one year ago.
11. Annual Washington Gridiron Dinner.
12. First direct secret election in Russia.
13. Battle of Fredericksburg, Civil War, fought 75 years ago.
14. Alexander Dana Noyes was born 75 years ago.
16. Toscanini due back in this country to begin a series of radio concerts on December 25. War debt payments due.
20. Fourteen Republics of Russia combined as USSR 15 years ago.
21. Winter begins.
22. Lincoln Tube opens. First building of American Museum of Natural History opened 60 years ago. New traffic code became effective in New York City one year ago.
23. President Gomez ousted in Cuba one year ago. Connie Mack born 75 years ago.
25. Christmas. Evangeline C. Booth was born 65 years ago.
27. Cornerstone of Cathedral of St. John the Divine laid in New York City 45 years ago.
28. U. S. Government took over control of railroads 20 years ago.
31. Second Soviet Five-Year Plan ends; third begins. Maj. Gen. Douglas MacArthur retires. (Other events for December: Winter sports and holidays). (November list appeared in October 2 issue).

Foreign Language Biz So Far This Year Very Disappointing

NEW YORK, Oct. 30.—A decided drop in business has dejected foreign language stations here and in other sections of the country. Absence of new business and dropping out of local accounts comes as a disappointment to

those who envisioned a grand entrance of national accounts and even prophesied a foreign language web earlier this year.

It was only last season that foreign language stations pictured a nation-wide web comprised of independent stations airing the same non-English programs. While some programs originating in John Iraci's WOV-WBIL here go to Philadelphia's WFEN-WRAX, also Iraci outlets, and other stations, plus occasional feedings by other outlets, there's still no network, in the accepted sense of the word.

National advertisers have been sniffing about the foreign language market, but even those who are sold on the foreign language newspaper media haven't gone overboard on radio. Procter & Gamble are understood to have made several surveys which have been favorable to the foreign language outlets, and several P. & G. shows have been tried out, but it's still on a very limited budget.

One firm of local foreign language reps, Roesler-Howard, passed out of the scene when John Van Cronhite took over their office. Bob Howard, of the former firm, had been making surveys as part of an attempt to sell national accounts the foreign language radio habit, but few stations have made anything resembling complete studies of their coverage. WENX, in the Bronx, has probably made the most thorough survey of the foreign language audience, but this is exceptional.

Added to the failure of national accounts to swing into the foreign language field is the falling off of local business. This is attributed to several reasons. Stock market concessions cut into several foreign language advertisers and radio budgets were one of the first retrenchments made to make up Street losses.

European and Oriental war situations have had little effect on the local non-speak-English markets. It's strictly a local proposition.

Air Briefs

New York By BENN HALL

CIO's lining up of radio engineers is gathering so much momentum that the American Communications Association is to open an uptown office to house its broadcast division and to be nearer local stations. . . . Beatrice Fairfax to continue advising the lover for another 13 weeks. . . . Now it's double features. Camel show is billed as a dual show because it consists of two half-hour unrelated shows. And WOR claims another double feature with Ray Perkins' *Hi There*, *Audience* and the Sylvia Proos stanza which follows. . . . With Mickey Mouse due for a radio debut, MGM going on the air, Warner's to follow, newsreels on the kilocycles, all that's needed are bingo and green saltcellars to turn radio into the picture business. . . . Plenty of kids squawking that Tom Mix and *Little Orphan Annie* are on at the same time. . . . Youngsters wanna hear both.

Illness forced Patsy Kelly off the Baker show. . . . Sheldon Milliken buying time for Pedlar & Ryan. . . . Bengue, which started with weather announcements on 14 stations, now on 50 outlets. . . . High cost of Coast music has one sponsor wondering whether his show should stay east instead of taking Horace Greeley's

advice. . . . *Let's Visit* off three weeks because of a time shift. . . . The most flattering plea for a vote came from Bruce Barton. Voters in his district received a picture of Barton with a big balloon above his head which read: "Mr. — I want to be your congressman." And the voter's name was cleverly printed in large letters so the appeal looked like a personal message. . . . That Bing Crosby double talk was the biggest laugh in trade circles of the week.

Popeye being considered by a national account. . . . Four men left in WMCA's ping-pong contest. George Reid, Gene Morgan, Dick Fishell and Sam Cooper battling for the honors. . . . Russ Pierce doing a book analyzing propaganda machines of various nations. First dissection of Russian propaganda to be included. . . . WOR's chief engineer, Jack Poppele, named for NAB's engineering committee. . . . There'll be two repeat broadcasts of the Mary Jane Walsh Barbasol stanza on Mutual. . . . Rudy Vallee will wear a uniform in his new picture and another lifelong ambition will be satisfied. . . . Jean Travel now at the Mt. Royal Hotel, Montreal, after entertaining the ad convention at White Sulphur Spa, Va.

Chicago By HAROLD HUMPHREY

SIGMUND SPAETH, now dean of the Wurlitzer School of Music, acted as host last week to a group of music reviewers. Believes swing music to be on the way out and that Gershwin's symphonic jazz would come back into its own as the typical American music. Spaeth's latest stolen tune detection is *My Cabin of Dreams*, which he claims is from *My Blue Heaven*. While in town Spaeth was guest star on the *Priscilla Fride* program at WLS, where some of his first programs were aired several years ago when WLS had studios in the Sherman Hotel.

Pat Barrett (Uncle Ezra) pines for the old days when he was a two-day trapper, which he says even with its tough knocks was a snap compared to now. Besides his three-day airing for the *Alka-Seltzer* show and WLS' *Barn Dance* on Saturday, Pat also sandwiched in a couple of sponsored shows last week at Cincinnati and Grand Rapids, Mich. . . . Maude Adams goes on the air November 20 from Stephens College,

where she has been teaching the past several weeks. . . . Larry Davidson is now handling all production work on *How I Met My Husband* since Eddie Simmons' schedule got too heavy. . . . Bowman Milk Company returned to the air Monday with a program of recordings announced from WGN by Bob Hawk. . . . Doug Hope will conduct a 15-minute gossip broadcast from the Dodge exhibit at the Auto Show opening Saturday.

WBBM is planning to meet all trains bearing notables to the Windy City and pick up interviews from them with its new trailer unit. Recordings will be made of each interview to be aired some time during the day over the station. . . . Kaye Bidker, of *Manhattan Mother*, will double in brass at WBBM, taking on a job in the production department to do program research. . . . Tommy Bartlett, CBS announcer, has been added to the talent section as a result of the new overtime stanzas in Jimmy Petrillo's contract with CBS announcers, sound and production men.

Los Angeles and Hollywood By DAVID ARLEN

HOLLYWOOD radio writers burned up over Nick Kenny's quote in *The New York Daily Mirror* that "the Hollywood trek is merely a phase that will pass after a year or less" and "what other movie name besides Don Ameche can you quote who stands out consistently as a radio performer?" Local scribes consider Kenny's comments sour grapes and suggest he look the actual facts squarely in the eye, what with National Broadcasting Company piping 20 commercial programs Coast-to-Coast from Hollywood each week and Columbia Broadcasting System sending 12 more east, while a host of Hollywood names have hit the top brackets as radio attractions in the past six months.

Sid Skolsky is a lazy broadcaster. He sits in an easy chair, with a rack holding his script pushed over his lap and a gooseneck microphone dropped over the side of the chair close to his head. . . . Don Wilson has a new diet—three bars of ice cream before every rehearsal or broadcast. . . . Charlie McCarthy and Edgar Bergen are suffering from colds. . . . Rudy Vallee is going to do a series of one-night stands while Warners decide what movie he's to do.

Francis White is flying to New York to talk with the Shuberts about a new musical. . . . Ozzie Nelson did such a handsome send-off for Producer Ed Gardner, who goes to MGM, it brought

that worthy down in tears. . . . F. C. O'Keefe, Rockwell O'Keefe's vice-president in for a four-day conference, accompanied by Mike Nidorf, of the band department, New York and Chicago, for the firm. . . . Vick's *Open House* starts guest-starring next month, when Jeanette MacDonald goes into *The Girl of the Golden West*. Lily Pons fills the first bill November 14, with Kirsten Flagstad, Lucrezia Bori and John Charles Thomas likely follow-ups.

Tom Fiddale, who took over the Bob Taplinger Agency, expects to remain in Hollywood indefinitely—he's here conferring with Jerry Farrar, Hollywood manager. . . . Entire Crosby clan, present at Spokane to witness Bing's getting his Doctor of Music degree from Gonzaga University, again convened at the Palomar to hall opening of Bob Crosby and his ork this week. . . . Vera Osborne, KFWE singer, being auditioned for young spot on Packard Mardi Gras by Young & Rubicam. . . . Florence George checks off show to concentrate on her picture work at Paramount. . . . Chesebro Vasholt line air series to feature Jean Hersholt will carry title *Dr. Christian*, Dorothy Barstow, of McCann-Erickson, coming west to look after production. . . . Harry Maizlish, KFWE manager, devised trick door lock that can be clicked only from his desk. Last week he locked himself out and had to send for locksmith to get into his office.

Material Protection Bureau

A Free Service for Readers

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

Those wishing to establish idea or material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face their name, permanent address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the claimant.

Send packets, accompanied by letter requesting registration and return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

The *Billboard* takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The *Billboard's* intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

RADIO---How Broadcasts Are Born

By AL JOLSON

Simonstein Shoe Company
Hartswick, W. Va.
September 15, 1937.

Irrational Broadcasting System
New York City.
Gentlemen:
Several of our competitors are selling shoes, they claim, by radio advertising and we would like to know how much this costs. We would not need more than a half hour three times a week if we can afford it.

Very truly yours,
Simonstein Shoe Co.,
By S. Simonstein, President.

September 18, 1937.
Memo From Irrational Broadcasting
Sales Department to Artist Bureau
The Simonstein Shoe Company is apparently interested in radio and queried us direct. Who have you under contract that you haven't been able to sell?

Irrational Broadcasting System
New York City
September 19, 1937.

Dear Joe:
The Simonstein Shoe Company at Hartswick, W. Va., wrote in and asked for dope about going on the air. I am sure they haven't got an agency. Don't forget where the tip came from. Violet.
P.S. Tear this up after you read it.

WESTERN UNION, N.Y.C.,
SEPT. 20, 1937.

S. SIMONSTEIN, PRESIDENT,
SIMONSTEIN SHOE COMPANY,
HARTSWICK, W.VA.

OUR MR. WELLINGTON LEAVING FIVE FIFTEEN TRAIN TONIGHT TO EXPLAIN IN DETAIL ANSWER TO YOUR LETTER IRRATIONAL BROADCASTING STOP PLEASE RESERVE FULL HOUR TOMORROW FOR IMPORTANT DISCLOSURES

SNATCH AND GRABBIT
ADVERTISING ASSOCIATES

WESTERN UNION, N.Y.C.,
Sept. 27, 1937.

S. SIMONSTEIN, PRESIDENT,
SIMONSTEIN SHOE COMPANY,
HARTSWICK, W.VA.

GIGANTIC CAST ORCHESTRA FORTY MEN UNDER DALTON WHIFFLES BATON WILL PRESENT QUOTE FOOT-LOOSE BUT STYLISH AT ONE P.M. PIPING BY LONG-DISTANCE TO YOUR OFFICE FOR YOUR EARS ALONE STOP SUGGEST YOU HAVE EVERY MEMBER OF BOARD LISTEN TO THIS SECRET AUDITION

SNATCH AND GRABBIT
ADVERTISING ASSOCIATES

WESTERN UNION, N.Y.C.,
Sept. 27, 1937.

S. SIMONSTEIN, PRESIDENT,
SIMONSTEIN SHOE COMPANY,
HARTSWICK, W.VA.

STRONGLY URGE YOU DO NOT MAKE UP YOUR MIND ON PROGRAM YOU ARE PLANNING TO HEAR THIS AFTERNOON UNTIL YOU RECEIVE OUR PRESENTATION VIA AIR MAIL STOP WE CAN POSITIVELY DELIVER BENITO MUSSOLINI IN FIRESIDE CHATS BY SHORT WAVE

BIGGER NOTICE, INC.,
ADVERTISING SPECIALISTS

Snatch and Grabbit Advertising Associates.
Inter-office communication—do not mail.
Wellington:

What in hell do you mean setting up a cluck show with "footloose" in the billing title when you know damn well

Simonstein is afraid the nudistic tendency will spread so that people will go barefoot as well as garterless? The old bird befeared an hour over the phone—collect. Knock this business over or quit wasting our dough. Those musicians get \$18 a man for auditions.

C. L. Snatch, President.

Bigger Notice, Inc.
Specialists in Advertising
Lauderdale Building
New York City
September 30, 1937.

Dear Mr. Simonstein:
We have been advised that Benito Mussolini turned down ten thousand a broadcast, but our Rome representative feels certain that if he ever goes on the air it will be for Simonstein shoes.

We are now working on three Senators and the only yodeling dwarf ever to leave the Swiss Alps. We will get you something different. Did you notice our presentation where we got Tuffox 453,000 replies to their contest in 13 weeks? We will have an acceptance from some real live talent in the next 48 hours and will advise you.

Cordially yours,
Norman Notice,
President.

Simonstein Shoe Company
Hartswick, W. Va.
October 2, 1937.

Mr. William H. Jeepers, President,
Irrational Broadcasting System,
New York City.

Dear Sir:
The last two auditions you piped out to us were not what we want at all. The boys you got working for you don't seem to understand I want a great show that will sell shoes. I don't want any dance bands or tenors.

They pushed out here to us a program called "A Friend to Man" in which some fellow read poetry while an organ tried to keep you from hearing what he had to say and another one called "Richard. Reckless and his Seven League Boots." Two competitors make what they call seven league boots.

See if you can get us Jack Benny or Ed Wynn. My youngest son suggests Buck Rogers, so please make him an offer. Only see if he can't do something with Simonstein Shoes instead of those rocket pistols. This radio business is giving us as much trouble as the time we had a shoelace shortage in 1923.

Yours,
S. Simonstein, Pres.,
The Simonstein Shoe Co.

Memo from the President's Office
To: C. J. Pumberlton, Program Dept.
Note the attached letter. Why don't you offer a good comedian to this fellow? Get busy and sell this fellow something and keep him from writing me. I'm busy.

W. H. Jeepers.

Snatch and Grabbit
Advertising Associates
34 Loop Lane
New York

October 6, 1937.

Mr. William Blurry
Hilliam Horris Office
New York City

Dear Bill:
Our shoe client is getting restless. Have you got any big names for \$1,500 a week that we can build a show around in one hell of a hurry?

Sincerely yours,
C. L. Snatch.

Fort Worth, NAB treasurer, and expressing sentiments of the industry against such publicity.

Since then, however, apart from this resolution and mainly because of the new chairman of the Federal Communications Commission, Frank McNinch, broadcasters regard dollar publicity as a "point of concern," as one network official put it. Feeling is that with the new FCC head looking into radio from every possible angle plus his plans to sweep the industry thoroly and with the federal budget still showing a mighty deficit, a move for a radio tax might

WESTERN UNION, HARTSWICK, W.VA.
Oct. 6, 1937.

S. SIMONSTEIN, PRESIDENT,
SIMONSTEIN SHOE COMPANY,
HARTSWICK, W.VA.

HAVE TAKEN EXCLUSIVE OPTION THIRTY DAYS GIGANTIC RADIO PRODUCTION CALLED QUOTE THE SHOE-MAKER OF THE JUNGLE UNQUOTE FEATURING POWER'S ELEPHANTS AND PINK'S MULES WITH TWENTY TWO IN CAST AND NARRATOR TO EXPLAIN WEIRD ANIMAL NOISES TO RADIO AUDIENCE STOP ALSO USING BLACKFACE COMICS CALLED THE TWO HEELS FOR STUPENDOUS COMEDY STOP WIRE COLLECT WHEN YOU WANT TO HEAR AUDITION
BIGGER NOTICE, INC.

Memo.: From Joe Todd
To C. L. Snatch
Blurry just tells me that if he had a big name for \$1,500 he'd stuff it and put it in the Roxy lobby.

Simonstein Shoe Company
Hartswick, W. Va.
October 8, 1937.

Mr. W. H. Jeepers, President
Irrational Broadcasting System
New York City

Dear Sir:
I have decided you people don't know what kind of a program would sell shoes, so I am coming to New York to pick out my own program. I am leaving tonight and will arrive in New York tomorrow morning
Yours,
S. Simonstein, Pres.
Simonstein Shoe Company.

WESTERN UNION, N.Y.C.,
OCT. 12, 1937.

MRS. S. SIMONSTEIN,
SWANEE TERRACE,
HARTSWICK, W.VA.

BEEEN TOO BUSY LOOKING FOR RADIO TALENT TO WRITE STOP HAVE MET DESERVING YOUNG TENOR NAMED ROBERT HASH WHO IS GOOD FRIEND OF RUBY DE RIPPLE YOU REMEMBER YOU SAW HER IN IRONS IN THE FIRE AT THE BIJOU DREAM LAST AUGUST STOP EXPECT TO REACH DECISION IN TWO DAYS STOP LOVE TO YOU AND KINDER STOP AM SENDING YOU BLUE KIMONO
SIGISMUND

WESTERN UNION, HARTSWICK, W.VA.
OCT. 15, 1937.

S. SIMONSTEIN,
HOTEL FLITMORE, NEW YORK CITY

WHAT IS GOING ON STOP COME HOME AT ONCE STOP NEVER MIND THE RADIO STOP RICHARD SAYS CHAIN STORE BUYERS ARRIVE THURSDAY STOP BUY A PROGRAM OR DON'T BUY A PROGRAM BUT GET HERE BY THURSDAY MORNING DO YOU UNDERSTAND LOVE
SADIE

Note in Dick Penny's column in the Daily Glass—

Radio Row is cheering because Joe Doakes, who has been off the air for eleven months, landed the orchestra job on that new Simonstein Shoe hour which takes the air next Friday. The rest of the talent is Bob Hash, a tenor. . . . Good luck, Joe!

(Reprinted by Special Permission of Judge.)

eventuate if this publicity is continued. Hough's resolution pointed out that giving dollar figures is no indication of net profits, but with the figures as large as they are this point might not be realized, and a government tax on station licenses might be brought about.

Industry can't pay such a tax, is the claim, what with American Society of Composers, Authors and Publishers and American Federation of Musicians each taking 5 per cent of grosses already, plus regular federal and State taxes and federal undivided profits tax.

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Davies WIP Sales Head
PHILADELPHIA, Oct. 30. — Benedict Gimbel Jr., president of WIP, announced the appointment of Major Edward A. Davies as the station's sales director, effective Monday (1). Major Davies, one of the radio pioneers in Philadelphia, was program director of WIP about 9 or 10 years ago. He spent the last five years as an account executive at the John Falkner Arndt Advertising Agency. His predecessor, A. A. Cormier, resigned a fortnight ago.

Move Against Biz Publicity Growing

WASHINGTON, Oct. 30.—There is a definite feeling in the broadcast industry that less and less publicity should be given to questions of income and dollar volume of stations and networks. First indication of this was in a resolution brought up at the recent special convention of the National Association of Broadcasters in New York, sponsored by Harold Hough, of WBAH,

"The Fun Bug"

Reviewed Sunday, 1:30 p.m. CST. Style—Comedy. Sponsor—Barnsdall Refining Corporation. Agency—Edwin I. Reeser Advertising Agency, Tulsa, Okla. Station—WBBM (Columbia network).

A lively little village-comedy show that has a number of droll characters for talk and good vocal and musical support. Fun bug's supposed sound, at frequent intervals, is made by Billy Franz, former vaude act, and gives the program a novel twist.

A group of 60 business and professional men living in Tulsa, where the program originates, sing lustily and materially increase the neighborly feeling that prevails thruout the show. And the orchestra, under the direction of Michael Cooles, is heard in several selections, both of the popular and semi-classical variety.

Improvement could probably be made in the production end, where more solidity would add network caliber to the affair. Commercials are wisely trimmed, only plug for the sponsor coming near the end of the show. S. H.

"Life of Father Malling"

Reviewed Sunday, 6:30-6:45 p.m. Style—Transcriptions, talk. Sponsor—Father Malling's Medicine. Station—WWSW (Pittsburgh).

Alternating "Songs My Mother Taught Me" with dulcet narration on the life of the medicine-man priest, this quarter-hour tries to sell indigestion tablets, but the plugs are of the type that, rather than relieving stomach sufferers, probably add to listeners' indigestion. Not the delivery, but the copy, typical medical mumbo-jumbo.

The transcribed familiar tunes are soothing, a fair antidote for the copy, and the narration of Walter Sickles should help advance him. WWSW Program Manager Sickles owns one of Pittsburgh's best radio voices plus an intelligent delivery and dramatic sense that ranks him as an announcer competent for both class and mass shows. M. F.

"I Want a Divorce"

Reviewed Sunday, 8:15-8:30 p.m. Style—Dramatic. Sponsor—Sussman & Wormser Company. Agency—Emil Brishacher and Staff. Station—KPO (NBC Pacific Coast Red network).

New series has a couple of Carlton Morse characters somewhat lugubriously pushing on to matrimonial disaster when the program comes on the air. Like all Morse characters they were very polite about the whole thing and the situation was neatly cleared up when the broadcast came to an end.

It wasn't very exciting in comparison with the average real-life mud-slinging contests that clutter the courts, but the producers hint that there are some snappier scripts in the office.

Peter B. Kyne, Elsie Robinson, Hugh Wylie, Donald Henderson Clark and several other writers are putting their shoulders to the wheel on the new show. Several of these scribes are familiar with the pathos and pathology of the American divorce court. Kyne in particular is enthusiastic about getting the tragedy and comedy of the foundering marital bark into dialog. So far it hasn't been. E. M.

"Camel Caravan"

Reviewed Tuesday, 9:30-10:30 p.m. Style—Comedy and music. Sponsor—R. J. Reynolds Tobacco Company. Agency—William Esty Company. Station—WABC (CBS network).

Camel calls this show a "double feature," as it's actually comprised of two different productions. The reason for this is partly technical, as Benny Goodman's Band is making frequent jumps, and it would be a costly matter to keep both Goodman and Jack Oakie's contingent together to blend the two parts.

Consequently there's no attempt to sell the show as a whole. Rather it's two different shows sold under the same label, just as a grocer might offer a pound of sugar and a bottle of grape juice in the same bag. Not that it's a bad show, but the program structure just isn't there. A blending of these two basic ingredients would probably have meant a more distinctive and smoother production.

The prez of Jack Oakie College is back and doesn't wear too well. The humor,

for the most part, was too forced to go with the air of informality and youthfulness desired. Cheers, the outfitting of a football team, cows on the football field all were swell ideas. But they weren't put over with sufficient impact to mean much; dialog was weak and loose. It's a tightening all over that's needed. The master of the swing school, Benny Goodman, put his half over with far greater smoothness and liveliness. E. H.

"Lone Trail Opera House"

Reviewed Wednesday, 3:45-5 p.m. CST. Style—Hillbilly-Variety. Sponsors—Co-operative. Agency—Benson & Dall, Inc. Station—WGN (Chicago).

For those who like hillbilly fare on their radio diet this 75-minute show should keep them satisfied. Altho plenty long the program carries enough variety of music, comedy and old-time melodrama to keep Western fans interested.

Tex Thompson emcees the menage which includes the Rhythm Rangers, Toby and Susie, Lew and Wes, Arizona Nell, Slim Tapper, Little Pinto, Marfa Mack and Philo and Gordy. Rhythm Rangers are a smooth outfit and their cowboy swing ditties highlight the show. Toby and Susie do a good job, too, as a couple of comic gagsters. Everything else from a tap dancer to a heart-pulling, gun-totin' play is included before this horse opera signs off.

Four different patent productions were plugged thruout and take up too much time. H. H.

Douglas Lurton

Reviewed Monday, 7:45-7:50 p.m. Style—Talk. Sponsor—Your Life Magazine. Station—WMCA (Intercity network).

This is a funny proposition. Douglas Lurton, formerly editor of the old *Literary Digest*, goes on the air with a show that gets listing as *Your Life*, the same title as his new magazine. His five-minute "programs" are actually high pitches for the magazine without much substance except as ballyhoo.

Lurton chats informally and possesses a fair radio personality. But for a fairly well-known editor to peddle his own magazine surely won't give the magazine much class appeal. If that's what he's seeking, from Lurton's sales talk, appeal of the magazine is evidently toward that group which goes in for self-help publications. This may appeal to them. B. H.

"New York Parade"

Reviewed Monday, 7:30-8 p.m. Style—Talk, sketch and music. Sponsor—Consolidated Edison Company. Agency—Lord & Thomas. Station—WVEA (NBC network).

For a pleasant, not too expensive show this local utility has a good assortment of chat, music and mild humor. As a human-interest chronicler, John B. Kennedy fits in nicely. For the musical portion of the show Mark Warnow's *Ork* puts across *You Can't Stop Me From Dreaming, It's Delightful To Be Married* and *Yankee Doodle Band* in a polished manner.

Kennedy has the personality, but he should find some new jokes and try them out before using them on the air. Samples heard laid an egg, but large. Much better on the human stuff, particularly with some sobbing on hospitals going with it.

A brief sketch, in the tongue-in-the-cheek vein, from the current *Fireman's Flame* revival furnished a few rather mild smiles. B. H.

"Tish"

Reviewed Wednesday, 9:30-10 p.m. Style—Sketch. Sustaining on WABC (CBS network).

WPA's done an extremely good job in putting Mary Roberts Rinehart's *Tish* on the kilocycles. *Tish*'s established following should be a ready-made audience and plenty of new friends should be made thru this production.

Tish, for those not in the know, is a practical and lovable spinster lady who makes up the minds of others as quickly

as her own. In the episode heard, the third, *Tish* took charge of a lazy wife who feigned illness to get attention. Her cure was somewhat drastic but extremely effective. There are enough chuckles and suspense in the show to make it a good half-hour production.

The playing, of a network caliber, was slightly handicapped by a script with too many musical breaks. A tightening up on this score would aid the entire show. B. H.

"Guess What"

Reviewed Sunday, 6-6:15 p.m. Style—Novelty transcription. Sustaining on KHJ, Los Angeles.

A tricky, brain-teasing program participated in by the audience alone, using pencil and paper, with the answers and percentage points given at the close. Strictly for the type who likes to use his head, probably crossword-puzzle fiends and the like will enjoy it immensely. Intriguing when you get into it.

Problems are divided into three departments, "Beheading," "Parts" and "Historical." In the "Beheading" department a definition of a word is given. For example: A garden slug (snail); when the word is beheaded it leaves something that is indispensable to a carpenter (nail), when that word is beheaded it leaves the definition of how a sickly person feels (all).

In "Parts" an object is taken, for example, an automobile, and nouns, adjectives, verbs and adverbs are used to describe certain parts of a car, as, for example: A cow has two and a band has many... (horns); a little girl walked thru the woods wearing one (hood); a cowboy does it to his rope... (coil). And so forth.

In the "Historical" department a list of famous battles are given and a list of generals and admirals are listed, and the audience are to match the correct leaders with the correct battles in which they participated, the time limit being 50 seconds.

This is a program the whole family can compete in with low man to do the Sunday night dishes. D. A.

"Original Chippewas"

Reviewed Thursday, 7:30-7:45 a.m. Style—Vocal and musical ensemble. Sponsor—Chippewa Shoe Mfg. Company. Station—WHO (Des Moines, Ia.).

Introduced with a big Indian war-whoop against a drum background, this program is a sure-fire eye-opener for early morning. The remainder of the program bears out the promise of the good introduction with excellent vocal and instrumental numbers by Al Klautser's Oklahoma Outlaws. Not only do the boys do Western numbers in top-notch style but they can go Spanish or Irish or put over their own compositions without a hitch. Commercial announcements by Ernie Sanders, emcee, are brief. R. W. M.

Grady Cole

Reviewed Monday, 12:30-12:45 p.m. Style—News commentary. Sponsors—Stewart-Warner Radio, Comet Rice, Castlebury Food Products. Station—WBT (Charlottesville).

Grady Cole, WBT's commentator-philosopher, is aired for three sponsors on commentary programs over WBT. Viewed by the rural populace of the Carolinas with a reverence approaching that accorded deities, Cole speaks in a halting, hesitating fashion that perhaps wouldn't get him by in a beginners' public-speaking class. Yet he has established himself as tops in the South as a commentator.

Cole is aired six days weekly for Stewart-Warner in a broadcast in which he comments on news of the Carolinas, reads stock quotations on cotton and tobacco and then comments on anything that strikes his fancy. Saturdays Cole takes his program to the sidewalk in front of the Wilder Building, home of WBT, to broadcast his *Man on the Street*. Here Cole questions spectators at random on current issues, problems and controversial subjects.

Three days weekly Cole is aired for Comet Rice as *Comet Philosopher*. In

between plugs for product Cole relates "whoppers" that are gaining a reputation for him as a tall-story teller.

Tuesday, Thursday and Saturday find Cole bringing his *Castlebury Store* to the air for Castlebury Food products. Similar to the rice broadcast, Cole relates exaggerations in his halting, hesitating drawl—often backing up and beginning again—but never losing hold on listeners. On this program Cole will comment extensively on politics during approaching political campaigns.

On all his programs Cole devotes times to plugging worth-while causes. He was instrumental in raising large sums in this section for relief during Mississippi flood disaster. He now is devoting time on all programs to local community chest drive. S. J.

"The Long, Long Trail"

Reviewed Monday, 6:30-6:35 p.m. Style—Dramatization. Sponsor—Batchelder Whittemore Coal Company. Agency—The Greenleaf Company. Station—WEEI (Boston).

Five times per week evening five-minute shot has an elaborate setup to sell coal. Some incident which has occurred between 1862 and 1937, the life span of this coal organization, is dramatized by a fairly large cast and much preparation, particularly for such a small period. This evening's frame dramatized Theodore Roosevelt's march and victory of San Juan Hill at Havana during the Spanish-American War in 1898.

Live choral intro adds to the expense. WEEI has borrowed John E. Reilly, of WMEX, to act as announcer-narrator. Lew Sargent, regular WEEI mikeman, assists. In the cast is Newcomb F. Thompson, radio editor of *The Boston Evening American* and comic-page reader (Uncle Newt) over WMEX.

Surprising that so much can be rendered to effect in so little time. Good deal of commercial copy is spoiled. S. J. P.

Engerine News Reel

Reviewed Sunday, 3-3:30 p.m. Style—News. Sponsor—Cummer Products Company. Station—WVAF (NBC network).

What many variety programs use as a guest number or a seasonal novelty this half hour has embodied in a complete show. It's a matter of interviewing persons associated with current headline news and embellishing the skeleton reports with background and interpretation. If the subjects selected for interview are drawn from national or international news events this show should command respect. It differs from the *March of Time* technique in that there are no impersonations or make believe. Show surpasses the inquiring reporter by leagues.

This first edition presented the leader of the anti-movie-double-feature brigade, sweepstake winners, the woman who turned in the first of the Ross kidnaping ransom notes, Bert Acosta and others. There was an honest attempt to avoid austerity in the dialog. A semblance of freshness and spontaneity might be preserved if the answer scripts abided by the original responses made by the subjects when first approached by the questionnaire.

Parks Johnson and Wallace Butterworth alternate, posing the inquiries and achieving color with neat tonal inflections. Advertiser says his little piece with restraint by employing, for the present, educational copy. S. W.

"Radio Swaps"

Reviewed Wednesday, 7:45-8 p.m. Style—Novelty interviews. Sponsor—Joseph DeRoy & Sons, Jewelers. Station—WWSW (Pittsburgh).

Aired five times weekly from a different strategic site nightly, Swaps sponsors trade silver dollars for oddities around the mike, the swapping chatter being broadcast. Interest centers around the type articles demanded; for example, a girl of 16 who has never been kissed, a receipted bill, or a safety pin. If found, the donor or subject gets a silver dollar; if not, the dough on tap flops into a jackpot that is given at the end of the week to the person who suggests the most unique item for exchange. Five items are called for nightly.

Ably handling the gab are Walter Framer and Terry McGough, WWSW staffers, a la Parks Johnson and Wally Butterworth. M. F.

"Back Stage in Hollywood"

Reviewed Sunday, 1:45-2 p.m. Style—Hollywood gossip. Sponsor—Better Beauty Shops of America, New Ray Machineless Permanent Wave and Dona Ray Cosmetics. Agency—Milton Weinberg, San Francisco. Station—WABC (CBS network).

When the air is already congested with carbon copies of Winchell it is difficult to see the sanity of shoving another Hollywood back-yard squealer in among the competing truck. Nevertheless, Lloyd Pantages, with a sponsor to boot, goes on his merry way, never rushing, to give importance to the trivial golings-on in the lives of picture people. His material is not sensational nor does he handle it in the cryptic three-dot fashion.

In these respects he differs from the dot-dash hurricane. His approach is that of a professional scholar—thoro and dramatic. He covers fewer stories, but he gives each one a feature length. His conception of how the colony would welcome the Windsors was clever. Following this with a commercial similarly dramatized was slick. It was one of the neatest advertising disguises going and certainly had the listening believing the beauty-show episode to be another Pantages' short.

Too bad the closing lines about the sponsor's products went overboard with an excess of superlatives for the curling irons and war paint.

"The Four Bon Bons"

Reviewed Friday, 10:30-10:45 p.m. Style—Quartet. Sustaining on WICC, Bridgeport, Conn.

Henry Diggs, Ira Luburd, Vernon Barnett and Cecil Carey, four colored lads from New Haven, harmonize in a program consisting of popular, spiritual and semi-hot tunes, with Carey also doubling at the piano. Choice of selections played when program was caught was very poor, as boys would do better with faster tunes and a little more aggressiveness in their singing. Their voices are not suited to the slow, draggy numbers and if they reconstruct their entire program might have a strong offering. S. A. L.

"Toycenter Tonight"

Reviewed Wednesday, 6-6:15 p.m. CST. Style—Dramatization. Sponsor—Marshall Field & Company. Agency—Aubrey, Moore & Wallace. Station—WGN (Chicago).

This juvenile show has toys coming to life after the department store is closed. Sweet merchandising angle is employed, with the store's "night watchman" doing an emcee job in describing the various playthings as they jump into their roles of live personages, each, of course, sold in the toy department. Another direct tie-in is inviting all kids to visit the night watchman at Marshall Field, receiving a key to toy-city and a gander at the dolls, electric trains, etc.

H. H.

"Junior Thrillers"

Reviewed Wednesday, 5:15-5:30 p.m. Style—Dramatic. Sponsor—Sears, Roebuck. Agency—Lavenson Advertising Bureau. Station—WFIL (Philadelphia).

This show, aired Monday, Wednesday and Friday at the same time, is a series built around juvenile deeds of heroism. Program has strong kid appeal with its dramatizations of feats of bravery performed by youngsters in the Philadelphia area. Last Wednesday's broadcast told about a 15-year-old boy who, with the aid of two bottles of ginger ale, saved the life of a policeman and effected the capture of a thief.

Cast consists mainly of local youngsters with flair for microphone dramatizations. Show is well directed and nicely executed. Lynn Adair is the script writer and producer. Commercials are short and to the point and blend easily into rest of copy. Fred Weber handles the announcing and dubs in on the adult parts. J. G.

"Sunday Swing Concert"

Reviewed Sunday, 11-12 a.m. Style—Swing music. Sponsor—Madison Personal Loan. Agency—Klinger Advertising Corporation. Station—WNEW.

Smart stunt to catch the sabbatical listeners who want a peppier form of entertainment than the usual Sunday morning diet. Show is well put together and with the additional magnet of guest names in hot music *Concert* should attract increasing numbers of fans. From the musical point of view, altho it has a few mediocre downs, program on the whole shows good taste in tune selections, arrangements, spacing of soloists and big names.

When caught Ella Fitzgerald, Chick Webb and Erskine Hawkins were guesting. Ella was not in top form, but Chick Webb's quintet went to town in top-notch form. Quintet's jamming of *I Ain't Got Nobody* was the outstanding sock of the show. Trumpeter Erskine Hawkins probably hadn't recovered from a heavy Saturday night's labor because his tone was thin and his playing generally ragged and spiritless. Also sorry we can't hand orchids to Mac Cepos (hot fiddler) and Sammy Spergel (electric guitarist), who are regular weekly lick splitters on the show. They both work hard, but didn't evidence the attack and imagination it takes to really swing a melody. Spergel manages to overcome the sentimental twanginess inherent in his instrument as well as anybody could.

Merle Pitt's house band carries the brunt of the program, playing both by itself and backing the soloists. Band is surprisingly good, showing lively arrangements, solid rhythm and a finished tone quality. Choice of numbers is good.

Continuity is well written and doesn't go in too heavily for affected swing terminology, the chief bane of the Columbia Broadcasting Company *Swing Session*. Announcer Martin Block handles the intros nicely and keeps listeners in the right state of pleasant expectation. Commercials are surprisingly brief,

sparingly spaced, sincerely delivered and capably tied in with song titles. M. Z.

OUT-OF-TOWN

(Continued from page 5)

the Reillys, Will Ferry, Al Baron, Sidney Salzer, Mickey Moore, Anthony Albert, John Elliott, Kay Thompson, Marcel Rousseau, Franklyn Fox, Leo Chalzel, Franklyn Fox, Detmar Poppen, Don Popikoff, William Foran, Ford Cranke, William Pillick, Paul Haakon, Ruthanna Boris, the Briants, Gordon's Dogs, Sue Hasting's Marionettes and Kay Thompson's Singing Spies.

Hooraay for What! has no answer. Ed Wynn's return to the stage in a not too forte production of considerable length (3 hours 20 minutes) is slow and needs injection of plenty more trick material to make it continue its current two weeks' run. New York will nix it pronto.

The play centers around Wynn, a goofy chemist. His deathly gas excites the Peace Conference at Geneva and brings in a retinue of spies led by two factions, Kay Thompson and Leo Chalzell. Altho Wynn is expected to appear more frequent than he did, his material is not so good. Book has some good ideas tho, particularly the production scenes featuring dancer Paul Haakon in sock *Hero Ballet* and in his work with Ruthanna Boris. Jack Dempsey's frau, Hannah Williams, takes the brunt of warbling n. s. g. and attempts to do some soft-shoe dancing. Kay Thompson, of the radio, is primarily a microphone personality and her singing does not get over the footlights as well as the ether. The Reillys, mixed dancers (five), pleased considerably.

Music does not get over, altho *God's Country* seems the best of the lot. A dog act missed because of poor handling, but its trainer, Wynn, manages several unique contraptions. Wardrobe and scenery exceptionally lavish and colorful. Choreography pleases in its distinction.

Wynn manages to unloose several good quips, but the musical comedy needs a thoro refurbishing before it can be allowed to go to Broadway. The munitions salon of implements of war is perfect in its fashion exemplification. John Elliott clicks warbling *On With the Dance*, a satire on war.

"THE FIREMAN'S FLAME"

(Continued from page 5)

uncovered as the long-lost son of Vanderpool.

Despite obvious story and a number of unfunny scenes, the play has enough of the Gay '90s hoke, broad burlesque of the period's clothes and customs and novelty settings to encourage and inspire heckling and other oral signs of feelings and desires of the patrons. They applaud the hero, sigh deeply with the fragile heroine, hiss the villain and villainess and hurl advice and warnings to the players without hesitation. The audible asides indulged in by the players also get a rise out of the customers. It is a question whether this participation by the audi-

ence is not actually the better show and the real appeal of this type of novel satire. It seems that people come here not so much to be entertained as to entertain themselves. In that respect *Fireman's Flame* does not fail.

Individual outstanding efforts were those of Alan Handley, as the scheming Markham; Grace Coppin, in the role of the bogus vampire, Vesta Violet, and Cynthia Rogers, in the dual part of Harry's mother and as the young heiress, Daphne. Performances of Ben Cutler, as hero Harry, and Phillip Bourneuf, as Vanderpool, are spotty and forced.

Judging by applause and consequent stay on the boards, best liked was the appearance of Harry Meehan in one of the oltos that plug intermissions. Remembered as last year's "Irish Thrush," this oldtimer with the clarion call in his Irish pipes stole the show completely. Best of his many numbers was *Mother Isn't Getting Any Younger*. In another oltio Meehan assisted the singing waitresses in *Moth and the Flame*. Two other oltios of variety acts were skedded, none were offered at show caught.

Production credits go to Morgan Lewis for his dance arrangements and to Eugene Dunkel for his settings. The orchestra is under the direction of Al Evans.

Directly following the production community singing is fostered under the direction of Leslie Litomy, abetted at the piano by Bill Gahagan. In the up-to-date *Chez Firehouse* downstairs there is dining, dancing and a small floor show (talent conscripted from the musical and oltos) after the show. No cover charge here.

George Colson.

AFA'S FIRST

(Continued from page 3)

the International Alliance local here; John Ferguson, of the Bartenders' Union; Mrs. Corinne Johnston, of the Hotel and Apartment Clerks' and Office Employees' Union; Hugo Ernst, vice-president of the Hotel and Restaurant Employees' International Alliance; Vic Connors, executive secretary of the American Federation of Radio Artists; Charles Dreyfus, attorney for the State Labor Commission, and John McKelvey, of the Hotel and Restaurant Workers' Union here.

Whitehead leaves today for Los Angeles, where he is expected to open the AFA's second Coast branch.

Charles Hart in Politics

AUBURN, N. Y., Oct. 30.—Charles A. Hart, head of WPA Road Commission and member of Local 119 of the stagehands' union, is running for assemblyman.



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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.

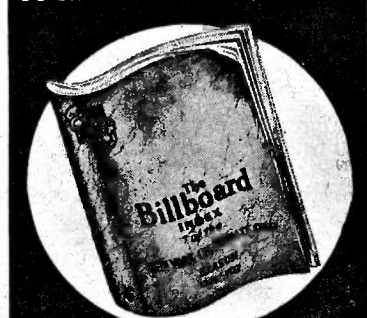
When BILL SLATER gets thru directing the Bicycle Party Time he should make out well calling square dances. He had his hands full with a conglomerate of items in his half hour, but he keeps traffic, even the intricate business of contest procedure and the black-face comedians, moving steadily. The four contest games, with the exception of the mystery tune, have snap, but having to supplement the answers with a 25-word thesis on "Bikes are economical because —" and the signature of a bike dealer rigs up a routine too cumbersome to attract responses. Persons may listen and like the party but will not participate in the complicated ordeal. BERT SWOR and LOU LUBIN and the vocal choruses are merely all right. They were considerably swamped, fortunately, by the general exuberance of Slater, his minute mystery, what is wrong with this drama and a perky interview with a Paramount News editor.

Tossing the alleged hayseed lingo with complete abandon and also putting in an occasional satirical thrust at radio (possibly unintentionally), *Uncle Ezra's*

Radio Station is sufficiently different from the run of corny shows to attract a decided following. Production goes off on the long end to be homey and corny and one never loses sight of the fact that the show is self-conscious, but it's good for them that likes their farmer-talk put on thick. Alka-Seltzer sale chats are delivered in the routine patent medicine exuberant fashion.

There's a tongue-in-the-cheek attitude evident in Al Barrie's "mellydrammers" aired from WNEW and WNYC, New York, but the tongue is swollen. There's a deft technique required to produce old-time thrillers and Barrie's production doesn't hit the bull's-eye. A mixture of the old-time chatter and today's slang doesn't jell. Such lines as "leave this house and never darken my bathtub again" or the use of the song title *May I Have the Next Romance With You?* in a serious spot probably look socko on paper. But over the air they register as self-conscious attempts at burlesque. Possibly playing the oldtimers straight would be more effective.

NOW READY 17th Annual INDEX



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Dramatists' Guild Tries To Satisfy Film Angels

Seeks plan to modify new basic agreement—60 per cent for authors may not be so good if no shows get produced—mulls plan to set film price by length of run

NEW YORK, Oct. 30.—The new Dramatists' Guild agreement, the fight over which has for a while given precedence to those comparatively minor squabbles in Spain and China, is in again, with the Guild finally deciding that maybe some film backing for members' play wouldn't be so bad after all. War started a year and a half ago when the Guild scrapped its old basic agreement with legit producers and insisted on a new one. Among the changes was a switch in division of dough from film sales. Formerly, producer and author split 50-50; under the new contract the author gets 60 per cent. Battle took many forms, including establishment of so-called Bureau of New Plays by the major film companies in an effort to develop a supply of scab dramatists who wouldn't be held by Guild rulings. Picture companies also refused to have any further truck with backing of legit shows by Guild members until the clause was changed. Influx of English shows, heavier last year and this year than ever before, is another result.

After a year and a half of it, with legit production dropping down to lows that even the depth of the depression couldn't plumb, the Dramatists' Guild seems to have had enough. The playwrights' group has been casting around for ways and means of saving its own face and at the same time easing up the restrictions sufficiently to bring the film boys back into the legit fold. Columbia is the only film company that has signified its willingness to resume backing legit under the new agreement—but Columbia hasn't done anything about it except announce its intention.

According to reports, the Guild is at present mulling over a plan, along with officials of one of the majors, to make the film price of a play dependent on the play's run. Guild spokesmen and officials declined to comment, but the feeling is that there's plenty still to iron out, even if the plan does eventually go into effect. For one thing, there's the angle that a producer (if the producer happened to be a film company anxious to buy the screen rights as cheaply as possible) might close a play prematurely in order to keep the price down. Reports have it that this would be met by the Guild with a provision that a play couldn't be closed until its weekly gross had reached a certain low. Difficulties in working this out in connection with the varying nuts on various shows haven't as yet been met.

It is conceded that, if the plan did go thru, the Guild would have to keep a close check on all legit production.

Meanwhile, the skirmish continued on another front, with Jacob Wilk, of Warners; J. Robert Rubin, of MGM, and Theresa Helburn, head of the Bureau of New Plays, meeting to discuss the possible production of Robert Wetzel's *Fool's Hill*, winner of \$500 in the Bureau's first competition. Bureau, in its effort to develop a scab writing stable, has not made any productions so far. No official word as yet on the presentation of *Fool's Hill*.

No Rehearsal Deductions

NEW YORK, Oct. 30.—New ruling by council of Actors' Equity provides that rehearsal expense money and two weeks' full salary is the minimum pay an actor can receive for appearing in any production. Old rule provided that a play closed within eight performances, deduct rehearsal expense money.

Frank Gillmore, Equity president, said the ruling might have the effect of extending to two weeks the lives of shows which would ordinarily fold after two or three performances.

Two at Studio Playbox

HOLLYWOOD, Oct. 30.—The *Geometric Pattern* and *Beware of the Greeks* opened this week at the Studio Playbox, a Hollywood little theater which has borne several cinema "names." Helen Valkis, Warner player, has the lead in *Pattern*, with James McDonald, young singing actor, cast opposite her, and Bruce Daniels completing the triangle. In *Greeks* are Ward Intum, Ann Grinstead, Jerry Sylvan, Bill Munro, Dorothy Fargo and Yolanda Kruger.

Pittsburgh Prefers Comedy

PITTSBURGH, Oct. 30.—It seems flesh fans of the Nixon, last year's most profitable hinterland legit site, prefer comedy. After two relatively lean weeks Harry Brown this week saw *Tovarich* jam his doors, first b.-o. smash of the five-week-old season. Next best grosser thus far was *Brother Rat*, with *Madame Bovary* and *Antony and Cleo* failing to fill the house. Surprise was the third showing here of *Tobacco Road*, which could have stayed a profitable second week if bookings had permitted.

Thus Brown announced this week that the Kaufman-Perber *Stage Door* will open November 15, with Joan Bennett in the star role created by Margaret Sullivan. Thereafter comes Charlotte Greenwood in *Leaning on Letty*, to be followed by Maurice Evans' *Richard II*. After the Footlights Club saga Helen Hayes brings her *Victoria Regina*.

Dullzell May Stay in AEA

Feeling grows that he will keep Equity post after council refuses resignation

NEW YORK, Oct. 30.—Belief that Paul Dullzell will not resign from Actors' Equity continues to grow, following action of Equity council in refusing to accept the resignation this week. According to Frank Gillmore, Equity president, council by a large majority passed a resolution complimentary to the executive secretary. Dullzell told council that tendering of his resignation was thoroughly sincere on his part, and said he would give a definite answer in two weeks.

Attitude of Dullzell now is that the council has put him on the spot, in that his resignation would imply running out and leaving the association in the lurch. Claims he will still endeavor to persuade council to accept the resignation. Should he be unsuccessful in this, Dullzell, while in no way committing himself, indicates that in view of the circumstances a reconsideration on his part will not be unlikely.

Dullzell points out that his resignation involves more than appears on the surface. Thus far, nobody has been named as a possible substitute, and Dullzell's positions in Actors' Equity, Chorus Equity and the Associated Actors and Artists of America are, when considered together, of such complexity that nobody is likely to be found on short notice.

Screen Actors' Guild regards the situation as strictly an Equity affair, and will have no part of it unless Dullzell resigns from the Four A's, in which event SAG will feel it incumbent upon itself to have a voice in the disposition of the office of executive secretary of the international. Rumor that Kenneth Thomson, of SAG, might take over the reins in Equity is regarded as strictly phony by officials of the Screen Guild.

"Take It Easy" Has Another Try

LONDON, Oct. 19.—*Take It Easy*, the Barbara Blair musical which flopped at its original opening at the Palace Theater here, has been revised, reproduced and restaged and is now being presented twice nightly at the same house. Miss Blair, who plays the lead and who produced the original version, wisely called in an outside producer, Robert Nesbitt, and he has made a fair job of it. Miss Blair has now cut down her own part and she benefits by the changes, with the result that she is the success of the show. Her whimsical humor in the Snooney part gets her a big ovation.

Gene Gerrard, recruit from the vaude stage, shares billing and applause honors with her and scores solidly, altho his best bet is his old vaude standby-by, *The Electrician*, which is full of meaty laughs.

Two American vaude acts run away with the second half of the show and legitimately stop proceedings. They are the Three Fonzal Boys and the Two New Yorkers. The Fonzals follow in the wake of countless three-men hoke teams, but they have enough originality, skill and speed to appear as new. Boys chalk up solid laughs are a positive riot. Two New Yorkers used to be the Mowatt Brothers. They have a funny comedy club and hat juggling turn that registers heavily from all angles.

Hal Thompson, a juvenile lead from the States, makes an individual hit, but Lorna Hubbard, principal English girl in the show, is very weak. Eda Peel is a fair dancer but a mediocre actress. Chorus line is good and well costumed. The best that can be said about *Take It Easy* is that it is pleasing entertainment, but there's not enough "guts" in it to make it a success.

Bert Ross.

Two Equity Bonds Up

NEW YORK, Oct. 30.—Actors' Equity has received bonds from Anthony Brown for *Workers for Horses* and from the American Repertory Company for *The Queen's Husband*.

From Out Front

By EUGENE BURR

In the current issue of *Scribner's* Mr. George Jean Nathan, the well-known actor-and-playwright-destroyer, lets loose with a typographical haymaker to the chins of those so-called dramatists who scurry to Hollywood because they have smelled its gold and then return to recite studiously unrehearsed lessons having to do with the comparative ineptitude of the legitimate stage. Of all the unsavory spectacles in the never-over-fragrant realm of the theater one of the least savory is the sight of these celluloid sell-outs frantically mouthing traitorous untruths that, they think, will please money-doling bosses on the Coast. Gene Fowler, succumbing to the golden lure, wrote a piece about himself (privately but extensively circulated) that he was pleased to call *Hollywood Horstwistle*, and in it, albeit with tongue in cheek, he said this and that about himself as a member of the breed, so forestalling other and perhaps less sympathetic critics. Some of the descriptive phrases therein contained are about the only fitting epithets to apply to the odd crew under consideration—but unfortunately they can't be printed in *The Billboard*, a publication that has to be sent thru the United States mails.

In any case Mr. Nathan, in castigating the breed, cites instances and names names. There is no use in going into that here and now; Mr. Nathan, using his inimitable actorial socks in the teeth, has said it all better than I could ever hope to. It is mentioned here only because I heartily agree with it (thereby, abashedly and with amazement, finding myself in agreement with Mr. Nathan twice in less than a year) and because I'd like to make a point that Mr. Nathan didn't touch upon. He directed the fine flames of his glowing indignation at the boys, presumably playwrights, who accepted Hollywood money and with it Hollywood standards—including a complete lack of honesty, decency and taste. He strafed the lads who, going to Hollywood, returned to make silly public statements to the ostensible detriment of the legitimate stage. But there is another class, too; the boys, honest in intent and purpose, who go to Hollywood for its money's sake, and sell themselves only in the second-class capacity of intellectual prostitutes, rather than intellectual poisoners. They go out and devote what talent they have to perpetrating cinematic schweitzer; but they fail to issue public statements panning the stage.

They are numerically, of course, a very large group—how large can be realized only by first realizing the frightening dearth of first-line playwrights who still write for the theater. Altho they have sold their talent for gold, they have not also sold their souls. They write for Hollywood; but they still, both privately and publicly, love the stage.

The theater, particularly during the season that is at present running its disastrous course, has loudly and energetically bewailed their loss. It has screamed in anguish that it needs them back—but it fails to offer commensurate rewards for their return. It indicates in its agony that they are deserters to be thrice reviled—but it fails to realize that they are deserters only because it has itself driven them away. The loss of the much-needed lads who are at present turning out those dismal things called screen plays is almost entirely the fault of the theater that so grievously mourns their loss.

Mr. Nathan, like so many others connected militantly with the stage, seems to sneer at them, even tho he makes no flat statements. Many of them undoubtedly deserve sneers. Like well-to-do girls turned strumpets simply because of the tempting clink of more and more gold, they have deserted the theater and their own talents in a quest for more money than the theater can afford. But there are others, many others, who have literally been forced into the back alleys of literary sin. They wanted to write for the theater—but they couldn't. The theater is notoriously unkind to many—to almost all—of its devotees, and to honest playwrights with something to say it is particularly unkind. Almost always it refuses to give them a chance to develop their talents.

Countless cases come to mind, but there is one that occurred recently that is typical. A new playwright wrote a script that was, all things considered, excellent—a powerful, exciting, fast-moving play with strong and forceful dialog, with a new theatrical background and with fine honesty-of purpose. He sold it to a recognized producer. The producer, knowing that something was wrong with it (there wasn't very much) filed the new and gullible playwright with his own ideas concerning theatrical art. He had the lad write another version; then another version; then another, and another and another. There were, I believe, nine versions all told, each a little worse than the one before. For the playwright, bewildered by the producer's meticulous excursions into the manifold ramifications of his own ideas of drama, grew closer and closer to the subject until he couldn't see the forest for the trees.

Meanwhile the lad had been living on the pittance provided by the Dramatists' Guild contract as advance royalty. The producer continued to option the play, thus keeping it tied up, and continued to find fault with version after version. There was also a thought or two (from those on the outside) that maybe the revisions were partly caused by lack of sufficient backing for a production.

In any case, even the playwright knows by now that there is little or no hope for a showing in the near future. In the midst of all his revisions he found time to write another play and he's trying to sell that. But he doesn't know whether he can sell it—and if he does he doesn't know when it will get a production. After his first experience he fears the worst.

In any case, he received an offer from Hollywood on the basis of his unproduced scripts. He doesn't want to go—he came into the office the other day and

(See FROM OUT FRONT on page 14)



EUGENE BURR

Stage Whispers

Happy days are here again after a long and particularly disastrous autumn—the worst that legit has ever spent. . . . At least happy days are here if the advent of the by-now-famous I'd Rather Be Right, which is coming to town like a conquering hero, means anything. . . . There have been nine men, no less, in the box office of the Alvin, where it is to play, taking care of advance orders. . . . The seat sale started Monday, and at one time during the day a double line extended almost to Broadway—which seems almost like the days of the Empire's early glory, when lines stretched a block down Broadway and then all the way to Sixth avenue. . . . In any case I'd Rather Be Right on the first day of the seat sale had 3,000 mail orders in addition to the terrific window sale. . . . Also on the happy side was the sale for Amphitruon 38 at the Shubert; not nearly so heavy as for the Harris show, but plenty heavy none the less. . . . And more in the same vein: Susan and God, the only real hit that the season has managed to unearth so far, is doing very prettily for itself, with the broker buy, originally set for four weeks, extended now to 10. . . . John Golden, the play's producer, is mulling over a second company already, being held up only by the necessity of finding an actress to play the Gertrude Lawrence part; Billie Burke turned down the role originally for the New York company, but Mr. Golden still has hopes of getting her for the tour.

As nice a case of off-again-on-again-gone-again-Finnigan as recent annals disclose is that of Father Malachy's Miracle, which was abandoned by Delos Chappell on the eve of presentation after the cast had given a run-thru (with the producer paying the two weeks' salaries required by Equity). . . . The cast got together and gave a reading of the play for potential backers to carry on where Mr. Chappell left off—and the result is that Mr. Chappell will present it himself after all. . . . He has re-engaged the entire cast—except for one member, who has signed for another show—and has thus got himself additional rehearsal time on the new contracts; revisions in the script are being made and the show is now set to open November 17 without benefit of an out-of-town tryout. . . . Kenneth McKenna startled the Stern a bit when he forsook acting to take the job of Eastern story editor for MGM; he says he won't act any more. . . . Films, which make so-called actors out of ribbon clerks and beauty contest winners, hire an excellent actor and set him to reading scripts. Charles Morgan, whose splendid criticisms of the London stage appear in the local Times each Sunday and who has attained first-rank stature among modern novelists with his Sparkbrook, has written his first play; it's called The Flashing Stream and it's said to be a comedy-drama with a British Navy background. . . . Mulatto, which has been played all over the place, isn't thru yet; Hurst Amyx, its original juvenile, has taken it over for a tour and will start it on the road early next month, playing his original part.

Albert Lewis, who was half of Lewis & Gordon, is coming back from the Coast on a leave of absence and says that he's definitely staying with the theater from now on—at least part time; he intends to present two or so shows a season if present plans work out. . . . The first for this year will be Savage, by Martin Berkeley, which is supposed to go into the works around the third week in November. . . . According to reports, Antoinette Perry and Max Marcin are tying up with Lee Shubert to start a sort of post-graduate dramatic school wherein selected students from drama schools all over the country would be given a chance to appear on Broadway in tryouts of new plays—thus killing two birds with one stone, trying out plays and players at the same time. . . . Nat Dorfman, who was mentioned as possible press head for the local FTP, has been appointed to take the late Ray Henderson's place on the board of governors of the New York Theatrical Press Agents; he'll serve until the annual election in April. . . . Max Gordon has bought another play—Honey, by Ward Green.

BROADWAY RUNS

Performances to October 30, inclusive.

Table with columns: Dramatic, Musical Comedy, Opened, Perf. Lists plays like Abbey Theater Players Repertory, Far-Off Hills, etc.

"Jericho" for Penn FTP

PHILADELPHIA, Oct. 30.—Herbert H. Humphreys, new State director of the Federal Theater, plans to present Jericho, all-Negro opus, at the Walnut Street Theater starting Monday (1). Run will be limited. James Light is directing.

New Play on Broadway

Reviewed by Eugene Burr

BILTMORE

Beginning Wednesday Evening, Oct. 27, 1937

MANY MANSIONS

A play by Jules Eckert Goodman and Eckert Goodman. Staged and supervised by Lee Strasberg. Settings designed by John Koenig, built by Vail Scenic Construction Company and painted by Robert W. Bergman-Studios. Incidental music by Milton Lusk. Lightings by Stanley R. McCandless. Producer uncredited, but said to be Alexander Kirkland.

- Cast list: Peter Brent, Roger Crandall, Edgar Brent, Mrs. Edgar Brent, Martha Brent, Maid, George Graham, Dick Barton, Joan Hollis, Jack Worthington, Bob Edmunds, Harvey Phillips, Spencer Winton, Morgan Grange, Dean Redmond, Hank, Ella, Mrs. Roberts, Rev. Josiah Ward, Dr. Charles Hammond.

CHICAGO, Oct. 30.—In Eugene O'Neill's The Straw, which opened at the Blackstone Tuesday, the Federal Theater displayed its best work of the season and its most commercial item for mass consumption. The story, while a minor O'Neill effort, is thoroly appealing and lends itself to effective dramatization. . . . Seen here for the first time, it should develop into a long-run tenant. The cast, as a whole, is superior to the usual WPA standard, and the leads in particular come thru with convincing, professional performances. . . . The appeal of the romantic but futile desires of two tubercular patients in a Connecticut sanatorium is direct and gains momentum with the first-act entrance of Eileen, a health-falling product of an imbibing factory worker, alone in her struggle against the barriers of the fatal disease until her departure for the san. There she meets Murray, another patient, former small-town newspaper man with a yen to write something more constructive than such gems as "Mrs. Jones was out of town over the week-end."

Grosses Boom in South, With Plenty Plays Set

Former Gobi Desert of legit blossoms brightly—"Tovarich" blazes b.-o. trail—new legit house in New Orleans —Birmingham and Memphis expect big seasons

NEW ORLEANS, Oct. 30.—Officials of La Charles Amusement Company, recently incorporated here to take over operation of the St. Charles Theater, announced opening of New Orleans' first legit season in several years with showing of week's performances of Tobacco Road November 22. Regular season of plays is promised, with occasional vaude policy when road shows are not available. Theater last season had a run of vaudeville on the half-and-half policy. New Orleans has been without legitimate plays since the Tulane Theater darkened early in the '30s. It has since been torn down. Recently the WPA Theater Project opened a full season of Broadway hits on a fortnight run basis, but Project's own house hardly seats more than 250. The La Charles officials would not announce future bookings, but said that regular attractions are planned.

Harris Throws Boston Party

BOSTON, Oct. 30.—A legit procedure not experienced before locally caused Sam H. Harris to throw a party at the Ritz Carlton Hotel Thursday, at which all company members of his three shows were present. Shows are I'd Rather Be Right, You Can't Take It With You and Stage Door.

Road shows appear to be decidedly on the comeback thruout the South. At Birmingham, the biggest season in several years opened last week with Tovarich. The Ziegfeld Follies of 1937 comes in December 22; You Can't Take It With You Christmas Eve and Christmas Day; Room Service, December 27; Lois Wilson in The Women, December 28; Beatrice Lillie in The Show Is On to open the new year on January 13, to be followed January 19 by Maurice Evans in Richard II and, on February 28, by Charlotte Greenwood in Leaning on Letty.

Memphis likewise opened its Ellis Auditorium legit season with Tovarich. In addition to most of the shows booked for Birmingham, Memphis is set to see Billy Rose's Show of Shows; Lady Precious Stream, The Women and Frederika. . . . Response at the box office to initial plays thruout the South indicated a genuine return of interest in the theater. As for New Orleans, here will be a supreme test, for the Crescent City has long suffered for want of good road shows. The long jump between this city and the next nearest metropolitan center and the disinclination to play in a none-too-up-to-date house was the city's chief drawback. The St. Charles is to undergo renovation costing over \$100,000 that should at least remedy the house condition, while Memphis and Birmingham will prove stopping points for the trip to the Deep South. If legitimate falls again in New Orleans, two former excuses for its absence must be eliminated.

MEMPHIS, Tenn., Oct. 30.—Tovarich, the first road show of the new season, did a flat \$4,000 in a two-night-and-matinee stand here at the municipal Ellis Auditorium last week. . . . While nothing like a record take, the attendance was regarded as highly satisfactory under the circumstances. The foreign title and the presence of a star (See GROSSES BOOM on page 14)

Chicago Project Scores With "The Straw," Early O'Neill Opus

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Seen here for the first time, it should develop into a long-run tenant. The cast, as a whole, is superior to the usual WPA standard, and the leads in particular come thru with convincing, professional performances. . . . The appeal of the romantic but futile desires of two tubercular patients in a Connecticut sanatorium is direct and gains momentum with the first-act entrance of Eileen, a health-falling product of an imbibing factory worker, alone in her struggle against the barriers of the fatal disease until her departure for the san. There she meets Murray, another patient, former small-town newspaper man with a yen to write something more constructive than such gems as "Mrs. Jones was out of town over the week-end."

- Whittaker, Roger Fox; Kay, Paula Miller; Rita, Hilda Reis; Petrosino, Auguste Arangin; Bishop Jordan, Robert Mulligan; Miss Lawrence, Joaquin Souther; Room in a Theological Seminary, Ellen Hall; Clerk, William Price; Jurymen, Police and others. ACT I—Scene 1: 1929. Bedroom of Peter Brent. Scene 2: A Few Days Later. Study of Rev. Roger Crandall. Scene 3: A Few Days Later. Breakfast room in Peter's Home. Scene 4: A Few Days Later. Alston Country Club. Scene 5: The Following Evening. Student's Room in a Theological Seminary. Scene 6: The Following June. Peter's Room in the Seminary. Scene 7: A Week Later. Study of the Rev. Roger Crandall. Scene 8: Two Years Later. A Pulpit. ACT II—Scene 1: 1934. The Bartons' Home. Scene 2: 1935. Study of the Rev. Josiah Ward at Irontown. Scene 3: 1937. Sacrifice of a Metropolitan Church. Scene 4: A Half Hour Later. The Chapel. Scene 5: Two Days Later. Office of Bishop Graves. Scene 6: A Few Days Later. The Bartons' Home. Scene 7: Two Weeks Later. Bishop Grave's Office.

A splendid message was trumpeted forth in the second half of Many Mansions, the play by Eckert Goodman and Jules Eckert Goodman that came to the Biltmore Wednesday night—the fine, brave, sorely needed message of the (See NEW PLAY on page 18)

Alviene School of the Theatre

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

Philly Union Stymies Prez

Vice-prez opposes Tomei on ditching trial board—hot election battle brewing

PHILADELPHIA, Oct. 30.—A. Anthony Tomei, local musicians' union prexy, suffered his first serious setback at the hands of the cardholders last Thursday. Membership turned down his attempt to change the union's by-laws to eliminate the trial board and place its powers in the hands of the president.

Proposed change would enlarge prexy's powers to extent that if the band boys strayed from the straight and narrow the president's office could take over jurisdiction of the spot and, if necessary, designate successors for the job under fire. Such absolute power was previously granted to Tomei in special cases in dealing with the Carman Theater and Hotel Adelphia.

Leader of the opposish at the stormy meeting was Israel Saffren, union's vice-president. In attacking Tomei's plan Saffren set off the opening guns for the election battle. Ballots are tallied early in December, at which time Tomei will seek the presidency for the third successive year. Rival forces are booming Saffren to step up in office for the prez post. A free and merry battle is predicted, with mud-slinging splashing where it may.

Big Apple Goes Way of All Cider

PHILADELPHIA, Oct. 30.—Too much Big Apple peeling caused the closing of a State liquor store here Wednesday. Performers of the latest dance craze were hoofing it extra strong Tuesday night in Reese Dupree's Strand Ballroom, located on the floor above a government liquor dispensary.

When the store manager opened shop the following morning he found the ceiling had collapsed and was lying in pieces all over his \$15,000 worth of stock. His sole consolation was that not a single casualty could be noted. Bottles of cheer bore the brunt of the plaster shower bravely.

Northwest Ballrooms Open

SEATTLE, Wash., Oct. 30.—Trianon Ballroom unshuttered last week for the new season, Clyde McCoy making sugar blues for the week. Al Paige gets his Century terp palace in Tacoma under way with a Movie Ball Carnival to give it the aura of a Hollywood opening. Senator ushers in the dance sport with the old and the new, Bill Winder providing the swingy syncopation and Bob Wheeler for the old-time reels and hoe-downs. With J. J. Brooks stepping out of active management of the Roy Dance Center in Tacoma, E. J. Nix takes over the ballroom's operation.

Semler's Gets Name Bands

AKRON, O., Oct. 30.—Semler's Tavern near here has inaugurated a policy of name bands every two weeks. Vincent Lopez started the parade, with Little Jack Little and orchestra due shortly. Johnny Martone, here for the past two years, stays on for the winter.

Names Click in Salt Lake

SALT LAKE CITY, Oct. 30.—Manager Covey is bolstering Monday nights at the Coconut Grove Ballroom with name bands after breaking the house records with Paul Whiteman the previous week. Ben Pollock followed the jazz king.

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 top ranks of popularity in the near future.

This week's selections:
BOB WHITE, novelty number, and YOU'RE MY DISH, the latter from Universal's new picture, "Merry-Go-Round of 1938."

Tables Turned!

CHICAGO, Oct. 30.—Orrin Tucker, ORK leader current at the Edgewater Beach Hotel, reversed the order on the publishers' men Wednesday when he tossed a cocktail jam for some 40 contacts in the Marine Room there.

Swing It, Mr. Wu; A New Sepia Slant

NEW YORK, Oct. 30.—Three colored lads who swing in Chinese are the latest madness in the effort to do something musically different. They're Jerry Daniels (tipple), Al Jennings (guitar) and Bill Jennings (tipple), all in their teens. Alho they can handle standard hot tunes, their specialty is a repertoire of six "Chinese" ditties, including *Swing It, Mr. Wu*, which largely consists of a sing-song gibberish that is supposed to be Oriental.

Call themselves the Three Spades, and during their first week in from Cincinnati they made two discs for Vocallion. Also slated for the CBS Swing Session.

Other felines who swing odd are Maxine (Onyx Club) Sullivan, who goes to town on sentimental folk songs like *Loch Lomond*, and *Darling Nelly Gray*; Tommy Dorsey, who agitates classics like *Song of India*, and Ben Pollak, who's making some hot arrangements of college songs and fraternity house anthems.

Explorer Aids Lopez Jungle Jazz Lecture

NEW YORK, Oct. 30.—Jazz lectures at New York University promise to become forthright cannibalistic when Vincent Lopez mounts the professor's podium November 9. Actual research work is being done by Mrs. Osa Johnson, widow of the famous jungle explorer, who will forward her footnotes on the music of the dark continents to lecturer Lopez.

Mrs. Johnson's offer to co-operate is predicated upon her interest in establishing African music's rightful place as a contributing factor to the world of jazz, a matter that has divided musical camps into two schools of thought. One holds that the African rhythm has little in common with our syncopated beats, while the other group maintains that the fox-trot is a derivative of the rhythmic devices taken from Africa to the Southern cotton fields.

Garber Grosses Low

LINCOLN, Neb., Oct. 30.—Jan Garber, doing a return night here in less than four months, didn't come up to his previous date by \$300. Hit near \$1,500 last June. Floyd Ray, California rhythm beater, is being brought to this territory. Goes under wing of the Frederick Bros.' office this week, with George Marshall lining up the dates. Nat Towles, local colored combo, will drop independent booking on February 1, leaving it all to CRA.

Junk Yard, Ash Can, Bottles Inspire Instrument Inventors

NEW YORK, Oct. 30.—Craze for mongroid melody-makers keeps the inventive musikers up nights figuring out new ones. There's been music from a fountain pen, a sliding saxophone and even buzzing from a bazooka. And as if Elkhart, Ind., doesn't have its hands full as it is, Ralph Rotgers comes forth with a new monstrosity at the Ritz-Carlton Hotel. Used for rumba accomps exclusively, Rotgers christened it the "rumbatone." The distortion is shaped like a saxophone but has a trombone mouthpiece.

Up Boston way, at the Statler Hotel, Nye Mayhew boasts of a sax player, Walter Long, who borrowed a name from Adrian Rollini to distort the sounds with a "goofus." It's a cross between an exhaust pipe and a machine gun, but has a more striking resemblance in tonal capacities to Bob Burns' bazooka. In fact, it's only a lead pipe with a piano keyboard in buttons.

Rollini started sumpin' the rest of the musical world can't finish when he blos-

Music Pubs and Songwriters Still Shy From Dotted Line

Wattenberg explains long-term contract should not only bind SPA but also tunesmiths as individuals—present agreement called a "bad risk"

NEW YORK, Oct. 30.—Negotiations between publishers and writers for a peaceful settlement of the struggle over the disposition of synchronization, electrical transcription and other rights took a new twist this week when publishers were advised by their counsel that the projected settlement was not a "good business risk." A. M. Wattenberg, Warners' music counsel representing the Music Publishers' Protective Association in its dealings with the Songwriters' Protective Association, proposed agreement was to hold until December 31, 1950, he felt that the writers should be bound to the contract individually rather than having only SPA signatory. Pubs will hold a confab Wednesday to mull the situation.

A Topsy-Turvy Era; Toscy for Truckin'

PHILADELPHIA, Oct. 30.—The music of tomorrow is to be different, according to Rudolph Ganz. In a talk before Philadelphia's Matinee Musical Club the noted composer, conductor and pianist spoke of unfamiliar harmonies and different tones to come.

Composers who are headed toward this new era in music are unappreciated and even disliked among critics, Ganz said. In his discussion of our topsy-turvy music world he declared, "Paul Whiteman conducts the Philadelphia Orchestra, Stokowski goes into the movies, Gershwin writes a concerto, Ravel a fox-trot and Debussy a cakewalk. Helfetz plays the accordion. I even composed a lullaby for the bazooka."

Kirk Ork on Singles; Hackett Starts Own Band Harlem Gets Hallett

PHILADELPHIA, Oct. 30.—Aiming at a \$1,090 mark made by Willie Bryant earlier in the month to establish a record high for one-nighting at the Strand Ballroom, colored terp palace here, Andy Kirk did all right by proprietor Reese Dupree last Friday in ringing up a healthy \$800. One thousand dancers contributed to the till. The previous evening Dupree took the Kirk Clouds of Joy to his Elks' Auditorium, Trenton, N. J., where the cash register showed \$600 for a 700-people house. Band also set for Dupree's Danceland in Wilmington, Del., November 5.

One of the first ballroom operators to hypo the dance urge of Harlemites with white bands, Dupree tempts the cycle again. Slated Max Hallett for the Strand here November 13.

Kilgore Opens Office

BUFFALO, Oct. 30.—Mantz Kilgore, bass fiddler in the Buffalo Broadcasting Company's studio orchestra, has opened his own band-booking agency here. Kilgore also has exclusive booking privileges for BBC talent.

Rumor that a squawk by Robbins' Music Corporation had gummed up the accord between the factions was vehemently denied by Wattenberg, who stated the firm was co-operating 100 per cent.

A couple of weeks ago both Wattenberg, for the pubs, and Irving Caesar, for the writers, indicated the dove of peace was definitely settling over the fracas and that nothing more than formal okehs of the two associations were needed. Caesar said he regarded the "agreement" as a complete victory.

At that time details of the accord were that on all songs placed with the pubs since June, 1937, on contracts made since that date, the writers were to receive 50 per cent of recording synchronization, electrical transcription, television and all similar rights. Pubs were also to furnish writers with a duplicate copy of sums received.

NEW YORK, Oct. 30.—Leaving Joe Marsala's Hickory House combo tonight, trumpeter Bobby Hackett whips together his own crew of six barrelhouseers to open Tuesday at Nick's Rendezvous in Greenwich Village here. Git-boxer Eddie Condon and clarifying Peg Wee, Russell will high-spot the rug-cutting. Ray Blondi returns to his former seat on the Marsala band stand. Hackett, whose blowing was the rage of Beantown, came here in the spring to preem his own clan at the Chez Burlesque on 52d street. But the bistro failed to unshutter.

Arcadia Spotting Names

PHILADELPHIA, Oct. 30.—Art Kassel moved into the Arcadia-International yesterday for two weeks after a run at the William Penn Hotel, Pittsburgh. He replaces Milton Keillem, local maestro.

Herbie Kaye will journey down from Catalina, Calif., to supersede Kassel, booked for four weeks. MCA feeds the band stand.

No Opposition for Pitt Union Leaders

PITTSBURGH, Oct. 30.—Incumbent administration of the musicians' union, Local 60, will remain in office for another year. Prexy Clair Meeder, Vice-President Edward Ebert and Secretary-Treasurer Charles Graffelder have been renominated without opposition.

Annual election December 7 will center the campaigning for directorships of the board, 34 candidates declaring their intentions for the 12 available seats.

Now that the union headquarters have been redecoreated and refurbished, Graffelder revealed that the Sunday night shows, discontinued during the summer, will resume again Thanksgiving Week. Sponsored by the union, Sabbath sessions offer gala vaude performances of local and visiting performers.

Stork Bag for Buglers

CHICAGO, Oct. 30.—High-powered musicians, making top money on network radio programs originating here, are carrying their instruments in anything but their original cases when going to work. A doctor's medicine bag is most popular with cornet men. Only guys out of luck are the bass and drum boys.

Airing the Bands

Swing Club Lacks Something

CBS Saturday Night Swing Club (WABC) is always disappointing, although every show has a glittering array of top-flight hot musicians guesing.

The selection of tunes is wise, the arrangements are good, but somehow the promise of healthy swing is never fulfilled. Part of the trouble lies in the usually tense conditions of radio broadcasting, conditions which make it almost impossible for a musician to let himself go. With everybody in the studio watching the clock like a flock of hawks you can't expect a man to forget himself.

Another pain on these sessions is the lousy announcements of one Paul Douglas. Douglas no doubt means well, but his effusions dealing with "you cats" and "doghouses" and "git-boxes" which are delivered in a nauseating tone of pseudo-heartiness (as the Douglas had just returned from an informal jam session with King Oliver, Bix Biederbecke, Eddie Lang and other worthies of Dixielandish jazz) are all calculated to create an extremely stuffy feeling in the intestines of any lover of hot jazz. Somebody ought to tell Douglas and the wise-guy who writes his scripts that musicians aren't all screwballs. They don't call each other "cats," and a bass to them is just plain bass.

Dorsey a Disappointment

Another current disappointment to those who like melodies swung with some degree of inspiration is TOMMY DORSEY, who is holding forth from New York's Hotel Commodore (WABC).

In a half-hour program the other night about the only moment of interest was Bud Freeman's tenor chorus in *Symphony in Riffs*. Evidently Dorsey has decided to surrender to Mammon. He is giving out lackluster renditions of pop tunes, he's letting men like Bud Freeman, Dave Tough and Johnny Mince be the spot in the ork and he's giving the spot to sugary Edythe Wright's vocals and Jack Leonard's even sicker singings. Undoubtedly the band is repressed by the frigid pall of respectability which hangs over the Commodore's Palm Room. We also grant that a band in such a spot must play a certain amount of strictly dance syncopation. Nevertheless, there is no excuse for carrying the compromise too far. Goodman is doing all right at the Pennsy, although he's giving the folks plenty of hot choruses.

The same complaint goes for Dorsey's recent records, most of which are totally uninteresting. When Dorsey can do so much better (witness his brilliant contribution to the Victor Symposium of Swing) it's really a shame that he should try to please a nitwit public with an inferior brand of music.

Rines a Good Earful

Although they won't set 52d street on fire, JOE RINES and his orchestra, from the French Casino, New York (WEAF), dish out competent dandspation, which gives the listener an earful.

Variety of selections and wacky arrangements which feature a violin, fading in and out, make this band sound a little different than the usual straight dance outfit. His work on standard tunes like *Crazy Rhythm* and *Limehouse Blues*, although full of obvious tricks and going to the extreme in the hunt for novelty, is definitely pleasing. The arrangements aim at being as peculiar as possible and succeed. Brass section is rough, but the saxes blend nicely with the violin passages. The drummer is first rate and often saves the band from going to pieces, his solid snare-beatings give Rines' music a satisfying rhythm.

Announcements are made by Rines himself; his Broadway accent may be a little too hard on hickish ears.

Zolotov.

So You Won't Talk?

NEW YORK, Oct. 30.—Ork Leader Zinn Arthur almost gave the finger to a song plucker last week, figuring the high-pressure boy was giving him a bit of double talk. Asking the pub rep how things are coming along, the lad answered: "Just swell, I got eight snakes and 12 tears last week."

It took a bit of explaining to convince Arthur the phraseology referred to eight radio plugs on *Snake Charmer* and a dozen for *Tears in My Eyes*.

An Honest Confession

CHICAGO, Oct. 30.—The six-day musicians' union ruling, forcing local night club operators to hunt for relief men one night a week, revealed that only six good show drummers are around.

The confession was made at the union local, stating that it is impossible to replace any one of the six during his night off and that a good show drummer has been a scarcity in this area for years.

ASCAP Loses License Case

GOSHEN, Ind., Oct. 30.—It was no go for ASCAP in its attempt to license the Bungalow Inn in spite of the fact that the Society turned to the courts for recourse. Federal Judge Thomas W. Slick ruled in favor of proprietor Peter Vlassis last Tuesday when ASCAP asked for \$250 damages, contending that *Alone at a Table* for *Two* was played in the nitery without permission of the copyright owners. Decision marks one of very few instances where ASCAP failed to get legal satisfaction in licensing spots under the copyright law.

Felices to P. A. Music

NEW YORK, Oct. 30.—Felix W. Salmaggi, general manager of the Hippodrome Opera Company, and Felix Deyo, company's public relations counsel, have combined in the formation of a music publicity bureau. In addition to the Hippo blurbs, Felices will seek space for radio, concert and recital artists.

Dantzig Contest Clicks

NEW YORK, Oct. 30.—Twenty vocalists picked by Ell Dantzig, Brooklyn bandleader, from more than 200 contestants in *A Star Is Born* contest will compete before 3,000 people at the Autumn Celebration in the St. George Hotel. Winners of previous talent quests have succeeded in night club work.

Midwest Brightens for UMC

MARSHALLTOWN, Ia., Oct. 30.—United Music Corporation adds two names to its exclusive management list. Hal Morgan, closing tonight at Club Belvedere, Des Moines, will be routed eastward by the office for a string of one-nighters. Ellis-States Ork, coming up from New Orleans, is barnstorming the Midwest. Homer C. Dixon Jr., UMC prez, reports increased opportunities for bands in this territory, pointing to the \$2,500 gross biz since the inception of the agency 10 weeks ago.

CHORUS EQUITY

(Continued from page 4)

Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

One new member joined the Chorus Equity Association in the past week.

Chorus Equity members should make themselves familiar with the provisions in the Chorus Equity contract. We do not feel we are expecting too much of any member to ask him to read the contract thru at least once, as by doing so he may avoid future complications. If you are uncertain as to your rights under your Chorus Equity contract do not hesitate to call at this office.

The contract definitely states the date on which it must be issued. Should the contract not be issued to the chorus on that specific date or should it carry a salary lower than the chorus member is willing to accept provisions are made to cover such a situation. Before the probationary period has expired either party may, of course, terminate the engagement. But provision is made in the contract that members are entitled to one week's salary or two weeks' salary, plus rehearsal expense money, dependent on the number of days of rehearsal, if a member does not wish to accept the salary stated in the contract when it is offered.

Are your dues paid to May 1, 1938? On November 1 all members holding cards good until that date will owe an additional \$6. 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.

CHORUS EQUITY ASSOCIATION.

Swing Deserts 52d Street; Jam Units Set Within Bands

Onyx and Hickory House last in swing tradition on 52d street—other spots quit—bands featuring jam sessions take lead in hotels, ballrooms, night clubs

(Continued from page 3)

played its own exit march. Rather, the fact that it is no longer necessary to search out the nooks and crevices in gut-bucket alleys. The terp hounds and collich clans, die-hards for swingcooperation in their rhythmpatations, formerly sought out swing street for their musical night cap. Now it is no longer necessary to wait until the wee hours for the blessing-sister urge.

Instead of keeping up with the milkman's itinerary to help the footers uncomb their hair, the jam juice is being dished out on the spot. While the large bands dispense the conventional rhythms for the dance incentive, the present season has evidenced a tendency on part of maestri to pair off their ace instrumentalists into clambake crews, letting the boys give vent to their musical inhibitions without leaving the band stand for the gin mill jam sessions.

Where the cat cult formerly sought out the Three Ts after the supper salon's lights were doused, this form of chamber music now whets the appetite between the fruit cup and the salad course. And the ork front abreast of the times is awake to the necessity of meeting this demand. As the movement gains impetus, public approval having spoken in no uncertain terms, no big band will be found wanting in highlighting its own barrelhouses. And as the cycle rides its crest there is a strong possibility that the jam band within the dance band will be the determining factor in evaluating the band's popularity.

B. G. Chamberites Click

Undoubtedly it was Benny Goodman who first realized and was the first to cash in on the commercial possibilities of a jam band before a paying audience. There was no denying that a trio or quartet could dish out as much swingology as any large band he could hope to develop. Many years before he has designs on the "king of swing" diadem, obscure numbers on the Melotone record releases gave a Benny Goodman Trio, the clary, drums and piano making for such collectors classics as *That's A Plenty* and *Clarinetitis*.

While Red Nichols failed to carry thru the Five Pennies tradition on blossoming forth with a large band, Goodman braved the stereotyped to set a precedent for others to follow. A sensation on wax, after cutting *Body and Soul* and *After You're Gone* for Victor in August, 1935, a happy accident following a jam session at the home of Mildred Bailey, Goodman made the trio an integral part of his band. The chamber music idea followed him into the Pennsylvania Hotel, where their efforts are applauded as heartily as those of his full band. The trio has grown to be a quartet and it is now rumored that a Benny Goodman Quintet is in the offing. Not only have these chamber musicians garnered glory in the hotel's dining room, but the radio audience has accepted them on equal terms with the full band. And his air sponsor has designated that either the trio or quartet be featured every week in the Camel show.

When Gus Arnheim introduced his new band at the Hotel New Yorker last year, a foursome of swingouts in the combo were prominently featured apart from the rest of the personnel. The clary, vibes, bass and git box of Irving

Fazzola, Manny Stein, Lou Singer and Floyd Reiner poured the jam juice. And while the Arnheim band has left to make other marks, the quartet carries on, currently featured on Vocalion records.

Tommy Dorsey was also among the first to cash in on the chamber music, his Clambake Seven for the jamming as popular on records, radio and at the Commodore Hotel as his orchestra for the orthodox dance music. When Benny Meroff banked his comeback earlier this year on a variation of swingology, jibe music, a Jibe Six built around clarinetist Sal Franzella bore the brunt of the burden. More recently Richard Himber, in returning to the hotel field at the Essex House, made provisions for a jam combo, Adrian Rollini at the vibes with Frank Victor git boxing and Haig Stevens bass slapping.

Even Heidt Is Hypoed

Bob Crosby has found it opportune to give way to the jam urge, spotlighting his Bobcats, a jamfest for the ace instrumentalists. Hitting the comeback trail in orchestradom, Benny Pollock has singled out the "Pick a Rib Boys" among his best swing scholars to let loose on the gut bucket. Frank Dalley, while at the Meadowbrook Club in Cedar Grove, N. J., featured a Swing Sextet from his own band. And to stretch a point the triple-tongued trumpeters three with Horace Heidt are a chamber unit of their own.

Nor is the quintetting confined to the swing genera, chamber combos cropping up in the sugar barrels. Among the studio tooters fronted by Meredith Willson on the Coast there has been a close linking of brass, clarinet, two trumpets, electric guitar and accordion for the super-sweet stuff. And with the movement gaining momentum there is no telling what Guy Lombardo or Jan Garber might spring on an unsuspecting public.

Invades Sepia Swing-Outs

It was hardly thought that the colored combos, which date on swing and reserve all their symphonies for living, would become engulfed in the chamber tide. Yet that is exactly what is happening. Chick Webb was among the first in that class to break out with a quintet rash.

Where nothing mattered but his own hi-de-ho-isms, Cab Calloway now steps aside for a swing fiesta inspired by Chu Berry and a half dozen stumpy stevedores culled from his clan.

The recording companies have been a decided factor in influencing this trend, the cat cult getting their full off the platters and bringing the sending sensation in the home where it was close to the dinner table. Ere many more moons become rhymed with June and spoon, no table d'hote will satisfy the sated gourmand without a side dish of jam juice.

BLUE SWEETHEART

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FORSTER PUBLISHER INC. 216 SO. WABASH AVE. CHICAGO.

45 Grand To Route Vallee

HOLLYWOOD, Oct. 30.—Rudy Vallee and his band will start their first personal appearance tour of Northern California November 12, one-nighting it for three weeks. Barnstorm reported as the most expensive for dancers ever made by Vallee, with guarantees of \$15,000 weekly. Starting at Fresno, band takes in spots night: Stockton, Oakland, Santa Cruz, Sacramento and Santa Maria the first week. Will return here each Thursday for broadcast.

Irving Mills Signs Gould

Strengthens hold on modern music composers — Gould educational head

NEW YORK, Oct. 30. — Irving Mills tightens his corner on the modern composers' market in signing Morton Gould for his personal management. Widely heralded in classic circles as conductor, composer, pianist and arranger, his *Choral and Fugue* was premiered by Leopold Stokowski and the Philadelphia Orchestra two years ago, his *Swing Symphonette* is set for a Town Hall hearing, and Stokowski has manifest interest in his recently completed *Symphony No. 1*. Formerly teamed with Bert Shefter for two-piano airings on NBC, Gould currently conducts his modern melodies on WOR for a Mutual ride. Still in his early 20s, Gould's initial capacities will be with Mills Music, Inc., as director of educational music.

Other makers of modern music under the Irving Mills guidance include Duke Ellington, Raymond Scott, Franklin Marks, Joe Myerow, Audrey Call and Kay Twomey.

NEW PLAY

(Continued from page 13)

failure in this modern world of the church that chooses to call itself by the name of Christ. Carefully avoiding the indication of any particular denomination—the Episcopalians seem for the most part to be in the authors' minds—the Goodmans, father and son, call upon the church to take stock of itself, to evaluate its own lack of importance in the present world, to become again a living and vital factor in the lives of men and women and—above all—to return once more (if, indeed, it has ever followed them) to the words and rules and ways of life laid down by its Founder.

The Goodmans have looked upon the beauty, the love, the simplicity, the fine common sense, the tenderness and the understanding and the shining honesty and courage of the words of the New Testament. They have also looked upon the compromises, cowardice, worldly interest, bigotry, senseless adherence to outmoded rules, intellectual harlotry and running corruption in the organization or federation of organizations that is called inexplicably the Christian Church. And out of the blatant, horrible, appallingly ironic contrast between the two they decided to write a play. It is a pity that they failed to write it.

Many Mansions isn't the play that they wanted to write; it isn't the play that they should and could have written. They trumpet forth their message, finely and bravely, at the end of the second act—but they fail to provide a drama upon which that message can sensibly be based. Chiefly, that is because they are too much taken up with the personal and specific problems of Peter Brent, their protagonist, a fine and honest lad who has a genuine call to enter the ministry. He goes to a theological institute, against the wishes of his parents and his fiancée, and is appalled to find that the students are just a bunch of boys who have this or that worldly reason for wanting to live on the bounty of a parish, to find that the faculty teaches a theology, hide-bound and rule-ridden, that has no dim, remote connection with religion. He is also appalled when his fiancée marries his best friend.

Later he goes thru many parishes of many different types, finding always the horrible discrepancy between the Church and the Founder whose words and teachings it itself is the chief factor in wrying and nullifying. He goes from the lonely mining-town church, where the pastor practices sadistic rigidity and conformity, to the rich big-city parish, where the ministry is a profession of compromise and pandering to the whims of the wealthy vestrymen. Finding nowhere the true religion that he seeks, he establishes a slum mission and has frequent run-ins with the police as he saves various unfortunates from their unenlightened ministrations. Finally his bishop takes a hand, and when he refuses to give up his mission and his work therein he is tried in ecclesiastical court and defrocked. The Goodmans

Sheet-Music Leaders

(Week Ending October 30)

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. Vieni, Vieni (10)
3. You Can't Stop Me From Dreaming (8)
4. That Old Feeling (2)
5. Remember Me (3)
6. One Rose (6)
7. My Cabin of Dreams (9)
8. Roses in December (7)
9. Moon Got in My Eyes (4)
10. Have You Got Any Castles, Baby? (5)
11. So Many Memories (13)
12. Can I Forget You? (12)
13. Blossoms on Broadway
14. Josephine (15)
15. Once in a While

PHONOGRAPH RECORD best sellers will be found on page 81.

end with the hopeful message that there are thousands of others like him, a message that has more hope in it than solid basis in fact.

In synopsis the play achieves its purpose far better than it does on the stage—for on the stage it is eternally cluttered up with Peter's personal problems, most of them having to do with the girl he loves, who continues to love him despite her marriage. They are unimportant to the theme of the play and they take up far too much of its time. As a matter of fact, practically the entire first half is thrown away on them, when a single scene would better have served the purpose.

Also militating against the effect of the Goodmans' play—which definitely possesses scene after scene steeped in smart and effective stagecraft—is the playing of the chief roles, playing that loses effect after effect and robs the central character of all clarity and honesty of purpose. Peter is played by Mr. Alexander Kirkland (who also, according to rumor, produced the show), and Mr. Kirkland gives a reading that is flatly atrocious—ineffective thruout. And making the part of the girl stand out in dismal relief is the amateurish playing of Flora Campbell, who, on the basis of this performance, fails to offer a single reason for her presence on the professional stage.

These two performances ruin the potential power of the effective scenes that the Goodmans manage to write even when they forget to develop their chief theme. But making up in some measure is a long line of excellent minor performances, led by the Bishop Greaves of Vaughan Glaser, a detailed, finished, finely effective character portrayal that rates with the best performances of the season. Among others doing really outstanding work are William Post Jr., Robert Mulligan, Paula Miller, Seth Arnold, Gage Clark, Walter Coy, Peter van Buren, Dan Duryea, Maurice Hunt, Wendell K. Phillips, Franklin Gray and Nell O'Day. John Koenig designed serviceable and effective settings for the play's 15 scenes.

Incidentally, Mr. Dick Maney, the show's press agent, sent me my tickets addressed to "Miss Eugene Burr." He must have been mixing me up with one of the other critical lads.

Axelson Play on Coast

HOLLYWOOD, Oct. 30.—*Dump Heap*, by Mary McDougal Axelson, is slated for production in November at Edward Gering's Modern Stage here. Feodor Chailapin, son of the famous singer, plays the lead role; Louise Carter has the feminine top spot and James Bush the juve lead.

Reviews of Records

By M. H. ORODENKER

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

Judy Gushes Over Cable

Giving the lyrics a laryngeal lilt of his own design, BING CROSBY is beaucoup cuddlesome for *I Still Love To Kiss You Goodnight*, cutting the more conventional cooing with its plattermate *Remember Me?* and the doubler in *Can I Forget You?*, *The Folks Who Live on the Hill* (D). And pops piped with gusto amid swiny environs is the pleasing dish served by TEMPO KING with *Cryin' Mood*, *Our Love Was Meant To Be* (VO).

JUDY GARLAND steps in her best cooish character to gush recitatively over Clark Cable's pulse pushing-upper, *You Made Me Love You*, which is only interesting if you desire memento of her flicker effort in that direction. Disc make, *You Can't Have Everything* (D), only goes to prove that the little gal is being wasted by poor selections and overarranging. In a similar manner the cutting is cruel to DEANNA DURBIN in duplicating her flicker tonsiling of *It's Raining Sunbeams*, *La Traviata* (D).

Better suited for ear appeal where the optic stimulus is lacking, FRANCES LANGFORD is downright lushness for *Everything You Said Came True*, *If It's the Last Thing I Do* and directed at culling collegiate favor *Dream Girl of Pi K. A.*, *Little Fraternity Pin* (D). And an apropos pace changer gives the swingalighting MILDRED BAILEY, with Red Norvo and his mallets and musikers, for *Bob White*, the swing diva liting only lightly for the backer-upper *Just a Stone's Throw From Heaven* (VO).

Pollack Picks a Poor Rib

Among the chamber music rug-tedders for that bless-you-sister urge, the TEDDY WILSON QUARTET do a turn about face after their initial pressing to make two classic sides for *Just a Mood* (B). Discologists will worship their phrasing of blueology, the individual efforts of trumpeter Harry James, wood-pile whizzer Red Norvo and Teddy's knuckling as near the real thing as we might hope.

BEN POLLACK will have to pick a better groove if his "Pick a Rib" boys are to contribute to the general fund. Their *Can't You Hear Me Calling*, *Caroline*, *My Wild Irish Rose*, *You Made Me Love You*, *If It's the Last Thing I Do* (D) is poor sauce for jam juice in spite of the occasional flashes by pianist Bob Laine and clarying Ben Canter. Strictly honky-tonk fare.

For the basin street syncopating, FATS WALLER has the best of his rowdy sessions for a Harlem hop party (with sound effects). Even has the black maria backing up to the door for his *The Joint Is Jumpin'*. More jiving is cut to good effect for *I'd Rather Call You Baby*. Plattermates for these numbers find Waller in the lushy mood *A Hopeless Love Affair* and *Our Love Was Meant To Be* (V).

With a slap-together outfit including the Joe Marsala lads and Babe Rusin on tenor sax, WINGY MANNONE establishes a sending delta hontology for *Jazz Me Blues*, *I Ain't Got Nobody* (BL). It's a fiesta of capital proportions. Four more sides finds the pops burnt a bit, but there's no crispness for cats in *I've Got My Heart Set on You*, *Laugh Your Way Thru Life*, *Everything You Said Came True*, *Getting Some Fun Out of Life* (BL).

Leo Lulls With Mellow Music

It's not only smart for the snobs, but for the hyper-smoothness to hypo the cheek-to-cheek arts of terpsichore, LEO REISMAN listens as the master maestro with *I Owe You*, *Sympathy* (B); *Have You Met Miss Jones?*, *I'd Rather Be Right* (V). Leo Sullivan is strong on the song selling for these sides and the silky siling of trombonist Cliff Heather enhances the melodic fabrics.

Skilfully knitting their own contrasting tonal effects that characterize their styles for the smoother sort of syncopating, EMERY DEUTSCH couples *You Started Something*, *When the Organ Played* "Oh, Promise Me" (B); HORACE HEIDT sides *Once in a While* with the backer *Sweet Varsity Sue* (B), confined to the college glee club pipings; JAN GARDNER has a sugar barrel in *More Power to You*, *Im In My Glory* (B), while GUY LOMBARDO does as much for *I See Your Face Before Me*, *If It's the Last Thing I Do* (V).

TOMMY DORSEY again demonstrates his ability to completely subdue the swing urge in favor of the sweeter style

with *Just Once in a While*, *If It's the Last Thing I Do* (V). HAL KEMP is superb with the Gershwin score in *Things Are Looking Up Now*, *Foggy Day in London* (V), while his *Moon With a Hangover* (B) is only an overgrown piano concerto in the modern manner with brasses and woodwinds swarming all over it. Backer makes you shudder at the thought, BORRAH MINEVITCH and his Harmonica Rascais panting heavily on their mouthpieces for *The Ghost Walk*, which only adds to the nightmare on the unwinding.

More to suit the taste for styles in SHEP FIELDS for *Foggy Day in London*, *Nice Work if You Can Get It* (BL); smart OZZIE NELSON rhythms for *Miles Apart*, *If It's the Last Thing I Do* (BL); Lombardo-like lush of ART KASSEL for *Things Are Looking Up, I Can't Be Bothered Now* (BL), and the polished beats of HARRY SOSNICK for *Moon at Sea*, *Here Comes the Sandman* (D).

Fio-Rito Fox-Trots "Firefly"

For the more spirited but ever smooth interpretations, WILL OSBORNE makes judicious use of his sliding sliders to embellish in *The Still of the Night*, *Rosalie*; *If I Can Count on You*, *There's a Gold Mine in the Sky* (D). Joan Whitney, new warbler for Willie, listens well.

TED FIO-RITO loses the melodic intonations, in spite of good scoring, two-stepping the three-quarter time standards of the *Firefly* flicker, *Sympathy*, *Giannina Mia*; making more acceptable foxology for the same label with *Don't Cry, Sweetheart*, *Don't Cry*, *Blossoms on Broadway* (B).

BERNIE CUMMINS acquires himself commendably for *Getting Some Fun Out of Life*, *The Lady Is a Tramp* (VO), while stock stuff is well read by JOHNNY JOHNSON for *Worried Over You*, *So Many Memories* (M) and DICK McDONOUGH fronting of the studio band for *An Old Flame Never Dies*, *You and I Know* (M).

BUNNY BERIGAN blasts with brasses, making it hard on the auditory organs to fully appreciate their commercializing of *I'd Love To Play a Love Scene*, *I Want a New Romance*; *Miles Apart*, *A Strange Loneliness* (V).

Music Items

Republic pix purchased three songs by Johnny Marvin to be used for future Gene Autry Westerns. . . . Sammy Fain and Irving Kahal are doing additional songs for the new stage musical *Eight This Way*, opening next Monday in Cleveland. . . . Connie Lee has the tunesmith assignment for the forthcoming Donald Novis flicker. . . . Jimmy McHugh is in New York confabing with the music pubs and recording houses.

Bill Wiemann, dapper head of the E. B. MARKS sales department, is back after a Coast-to-Coast jaunt, adding an optimistic note that sheet music sales for his firm are better than ever. Especially pleased because he found *Stardust on the Moon* a sellout. . . . Milton Tobias, youngest of the four Tobias freres in songwriting firmament, has joined the E. B. MARKS professional department as assistant to Sid Lorraine. . . . Tempo King and his Kings of Tempo cut six sides at the Los Angeles studios for Brunswick, *I'd Love To Be in Someone Else's Shoes*, *The Night Before Judgment Day*, *I Want Ya To Sing, Shindig*, *One Rose* and *I Can Always Sing*. . . . Al Solomon gets the call as Los Angeles rep for Lincoln Music Company. President George Simon is still out of town on business.

Local song pluggers are worried about the NBC slashes in sustaining programs and staff musicians and singers. They expect National to pipe in more out-of-town music. Outlets for plugs, especially during the afternoon, will be tremendously cut down. Fear is also felt that if the points from which band music originates are scattered over the country instead of being centered on Sixth avenue it will mean that pluggers will have to start hiking all over on a grand scale. May mean also more pub out-of-town offices.

Love Letters In the Sand

Himber finds out at Moss' expense that a cow gives so much milk and no more

NEW YORK, Oct. 30.—When Harry Moss, prez. of the Associated Radio Artists, started getting mash notes from the male of the species, spying eyes started tongues wagging. It all revolved about a coming-out party Moss booked for a Pittsburgh deb.

Music bill acceptable to the matron was set at \$1,750. But when the possibility loomed of Richard Himber playing the date, price was hiked to \$2,300, the dotting mater figuring the prestige of a name maestro to the shindig would make her daughter's footing in society securer.

In some manner or other Himber learned the name of the family and called the Pittsburgh client in an effort to jack the bill to \$2,750. But the blue blood's saturation point had now been exceeded and the booking was lost to both Himber and Moss.

It must be recorded that Moss was a bit put out by Himber's overstepping. But lest their friendship be impaired, Moss received the following letter the next morning from Himber: "Dear Harry. Don't worry. I still love you. Dick."

FTC Readies Music Trade Practices for Publishers

WASHINGTON, Oct. 30.—Fair trade practices for the popular music publishing industry will be reported out by the Federal Trade Commissioners within the next 30 days, it was learned today. Commission officials will submit their conclusions on music trade practices some time next week for final decision.

When released a 15-day period will be permitted in which to file objections or amendments and after these suggestions are disposed of the rules will be put into operation.

Paging Houdini!

NEW YORK, Oct. 30.—It is momentarily expected that pickets will besiege ASCAP headquarters with signs screaming: "Unfair to Organized Magicians." Those attempting to fathom the mysterious of the society's availability committee got the hocus-pocus finger last Thursday.

ASCAP members held their third semi-annual meeting at the Astor Hotel that afternoon.

Tunes Go To Coffin In Fast-Swing Time

NEW YORK, Oct. 30.—Substantiating the feeling thruout music circles that a great proportion of the new songs being plugged today are dogs which would not be up in the "most played" list at all if it weren't for the intensive push given them by pub contact men. The *Billboard's* "Most Radio Plugs" column discloses the startling information that 18 tunes which were in the list last week dropped out in this issue's census. In no previous week have this many songs dropped out so suddenly. Average thus far has been about 10 a week.

Paralleling this unusual song mortality went a strange increase in the number of songs appearing on the chart this week. The total number of songs listed has risen from a previous average of 60 to a new high of 77. An average of over 70 has been the rule during the last few weeks. Indicates that pubs are straining themselves to make the "most played" tabulations, by hook or crook.

Of the tunes which got the ax, 11 were film products and seven are songs which have been on the lists only once or twice.

Gordon and Revel, who have been writing picture scores during the past year, will probably write the music for the next Cotton Club Show. Since MILLS MUSIC publishes Cotton Club scores this would mean that Gordon and Revel, who are tied up with the Metro music combine (ROBBINS, FEIST, MILLER) thru their film affiliations, would be published by Mills. Mills, however, has been publishing their Gaumont-British scores.

ASCAP Throws Out the Feed Bag for Third Time This Year

Gene Buck makes the serious speeches, while Fred Fisher provides the comic relief—membership is increasing—pay tribute to Cantor and Burkan

NEW YORK, Oct. 30.—Third "semi-annual" meeting this year of the American Society of Composers, Authors and Publishers was held Thursday, with 400 members trekking down to the Hotel Astor to lap up the free vittles. Gene Buck, ASCAP chieftain, presided and led off the 15 or so speeches while the men eyed the hors d'oeuvres. Talks, touching on the Society's fight against adverse legislation, hostile broadcasters and the Society's good-will publicity campaign, passed off quietly enough, with Fred Fisher supplying the only fireworks and comedy relief.

Why He's Left-Handed

BOSTON, Oct. 30.—Johnny Long, podium master of the Duke University Rhythm Kings, MCA ork currently at the Sheraton Room, Copley Plaza Hotel, writes right-handed but plays the fiddle left-handed. When six years old Long was bitten by a hog bear on the right hand. He was studying the fiddle at the time and the entire string mechanism was rearranged so that he could continue with his instruction.

Chi Paramount Folds Again

CHICAGO, Oct. 30.—Latest attempt to make a go of the once-popular Paramount Club resulted in another failure, the spot folding after a week's operation. Some of the acts, originally set for four weeks, are reported holding the bag. Louis Pines was the last operator.

Sun Agency Adds Spots

DETROIT, Oct. 30.—Increased bookings for the Gus Sun Vaudeville Agency are reported by Jack Dickstein, office manager. Among spots added were Martin's Tavern, Lima, O.; Torch Club, Canton, O.; Tally-Ho, Lansing, Mich.; and the new Frontenac Cafe, Detroit.

Assemblage sent telegrams to Eddie Cantor, congratulating him on his 25 years in show business, and paid a tribute to the memory of the late Nathan Burkan, for years the Society's counsel. A bouquet was also passed to Buck.

According to a report at the meeting, membership of the Society now numbers 927, as compared to a membership of 90 at the first membership meeting 23 years ago.

Besides Buck, biggies at Thursday's clam bake included E. C. Mills, John G. Paine, Louis D. Frohlich, Louis Bernstein, Shelton Brooks, Joseph Young, Irving Caesar, Charles Wakefield Cadman, Harry B. Smith, Otto Harbach, Edward B. Marks, Herbert Marks, Jack Mills, Ethelbert Nevin, Saul Bernstein and George Fischer.

Dance Season in Full Swing for Texas Shots

FORT WORTH, Tex., Oct. 30.—With the Blackstone Hotel unshuttering its Venetian Ballroom last night, Herman Waldman in for the first month, dance doings start again for the first time since spring.

Texas Hotel brings in Dick Barrie, Bob Millar makes the music for Midway Inn, Cody Sandefer holds forth at the Forrester Club, Jack Meredith is at the Buccaneer Club and Lloyd Snyder is set for two months at the Ringside Club. Ringside, Texas and Buccaneer add floor shows.

Ohio Clubs Get Going Under New Management

NEW PHILADELPHIA, O., Oct. 30.—Mel Jensen, new proprietor of the former Carnahan Tavern here, has reopened the nitery under the name of Mel's Casa Loma Tavern. Jensen for eight years was director of Glen Gray's Casa Loma Orchestra. Place has been renovated and new appointments added. Associated with Jensen is Al Morgan, formerly identified with the club under the old management. "Denver Slim" and his Coloradoans are currently at the spot, with several name attractions penciled in for later, Jensen reported.

CANTON, O., Oct. 30.—Town Cafe, re-decorated and with new appointments, has opened under the management of Betty and Lefty. A new bar has been installed, together with all new furnishings. It's the only downtown night club operating here at the present time. Floor show policy will be continued, it was announced.

Riviera Casinos Hopeful

NICE, France, Oct. 30.—Municipal Casinos along the Riviera are being groomed to accommodate everything from grand opera to boule when they open officially December 15. Elaborate programs are being arranged for Christmas and New Year's festivities.

Gervis New CRA Manager

CHICAGO, Oct. 30.—Bert Gervis is the new manager of the local Consolidated Radio Artists' office, succeeding Leo Salkin, resigned. Gervis before joining CRA as road man in the Midwestern territory was publicity director of the Peabody Hotel, Memphis.

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, on Friday, October 22, thru Thursday, October 28. 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, WNEW, WMCA and WHN for the same period.

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

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.	You Can't Stop Me From Dreaming	32	17	6
1.	Remember Me (F)	32	15	5
2.	Roses in December (F)	29	18	2
3.	That Old Feeling (F)	26	20	1
4.	You and I Know (M)	25	8	8
4.	Goodbye, Jonah (M)	25	5	7
5.	Vieni, Vieni	23	20	5
5.	Moon Got in My Eyes (F)	23	15	8
6.	Blossoms on Broadway (F)	23	10	5
6.	Can I Forget You? (F)	21	19	7
7.	If It's the Last Thing I Do	20	15	4
8.	Getting Some Fun Out of Life	19	18	13
8.	Have You Got Any Castles, Baby? (F)	19	16	3
8.	So Many Memories	19	16	4
8.	Whispers in the Dark (F)	19	13	7
8.	I Still Love To Kiss You Goodnight (F)	19	10	18
9.	Once in a While	18	16	11
10.	One Rose	17	16	7
11.	An Old Flame Never Dies (M)	16	6	12
11.	When the Mighty Organ Played "Oh Promise Me"	16	1	15
11.	Mission by the Sea	16	1	19
12.	Harbor Lights	15	22	9
12.	It's the Natural Thing To Do (F)	15	17	14
12.	Farewell My Love	15	9	13
13.	Tears in My Heart	14	16	14
13.	I'd Like To See Samoa of Samoa (F)	14	0	21
14.	Nice Work If You Can Get It (F)	13	12	18
14.	Ebb Tide	13	5	10

Position	Title	Net.	Plugs Ind.	Position Last Wk.
15.	Everything You Said Came True (F)	12	11	17
15.	Josephine	12	8	18
15.	Afraid To Dream (F)	12	7	12
15.	Have You Ever Been in Heaven? (F)	12	6	16
15.	Foggy Day (F)	12	3	..
16.	Yours and Mine (F)	11	13	16
16.	Snake Charmer	11	12	20
17.	Lady Is a Tramp (M)	10	8	15
17.	She's Tall, She's Tan, She's Terrific (M)	10	6	19
17.	You Can't Have Everything (F)	10	6	21
17.	Sailing Home	10	4	14
17.	Rosalie (F)	10	4	16
17.	I Want a New Romance (F)	10	4	..
17.	Rollin' Plains (F)	10	2	19
18.	Mama, I Wanna Make Rhythm (F)	9	16	14
18.	After You (F)	9	8	17
18.	Miles Apart	9	6	18
18.	Is It Love or Infatuation? (F)	9	4	18
18.	If You Were Someone Else (M)	9	4	..
18.	Study in Brown	9	2	..
18.	I'd Love To Play a Love Scene	9	3	19
19.	Caravan	8	20	16
19.	My Cabin of Dreams	8	11	13
19.	If I Can Count on You	8	5	17
19.	Moon at Sea	8	2	18
20.	The Shag	7	12	20
20.	Am I in Love? (F)	7	11	21
20.	My Secret Love Affair (F)	7	10	21
20.	LoVELy One (F)	7	10	21
20.	Where or When?	7	9	..
20.	Stardust	7	5	..
20.	I'm Getting Sentimental	7	3	..
20.	Let 'Er Go	7	2	..
20.	Midnight in the Madhouse	7	1	..
20.	Love Me	7	0	19
21.	Stop, You're Breaking My Heart (F)	6	13	18
21.	I'd Rather Call You Baby	6	11	18
21.	Why Talk About Love? (F)	6	5	15
21.	Posin' (M)	6	5	20
21.	Who Knows? (F)	6	5	20
21.	Beautiful Lady	6	1	21

Turn to our Amusement Machines, Music Section, for listing of the five best record sellers (Bluebird, Brunswick, Decca, Victor, Masters, Variety and Vocalion) for the week ending November 1.

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CRA

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Excl. MASTER RECORDING ARTISTS

CRA

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Orchestra Notes

Satchmo Sends La West

You'll have to pull your own puns on these tidings. . . . LOUIS ARMSTRONG has been cast for the new Mae West flicker flutter, *Every Day's a Holiday*. . . . Warner lots now house RUDY VALLEE, cameras set for the *Goldiggers in Paris* production. . . . RAYMOND SCOTT has succumbed to Hollywood high-pressure. . . . the quintet engineer complained that DAVE HARRIS is too commonplace a moniker for his tenor sax star. . . . after the customary christening Harris emerged as ERIC HOEX.

Pits From Pittsburgh

Bon vivants at Bill Green's Casino may "dance with joy" for four more weeks, JIMMY JOY being held over. . . . William Penn Hotel does as much for the terp couplets at their Italian Terrace, DICK STABLE to remain the drawing card until February. . . . BARON ELIOT is one-nighting it, pending location offers. . . . Auto Show officials are still deciding on the music problem, divided on retaining the policy of last year, when the budget was split among a half dozen local bands, or throwing the entire bone to a name band. . . . SID DICKLER gets the call for the Phi Alpha national convention on New Year's week-end. . . . The Willows is week-ending it, the six-night play no go. . . . Webster Hall Hotel also cuts to Saturdays, TOM CARE making the music.

Midwest Missives

It's becoming a habit to WILL OSBORNE, sliding into the Lowry Hotel, St. Paul, for the 10th time. . . . set until

December 10, when the band fronts the foots at the Fox Theater, Detroit. . . . CARL (DEACON) MOORE will make the week-end brighter, musically, November 24 for the stubholders at the Rivoli Theater, Muncie, Ind. . . . November 12 and 13 brings PAUL WHITEMAN to the Minneapolis Armory. . . . JACK DENNY has been renewed at the Chase Hotel, St. Louis. . . . LEE ALLEN opens at the Trianon Ballroom, Cleveland, November 9. . . . When FREDDY MARTIN leaves Chicago's Aragon Ballroom December 4 he will swing eastward for three months of hotel and theater appearances.

Gotham Gossip

Rhythmpatrons for Roseland Ballroom will have a LUCKY MILLINDER slant starting November 13. . . . And Harry Moss' ARA makes it possible for the sister palace in Brooklyn to provide the terp bounds with a fortnight each of DICK MESSNER, JULIE WINTZ and LEN LESLIE. . . . After a spell of it as wand lawyer in his own way SUNNY DUNHAM drops his band to resume his trumpet toots with Glenn Gray. . . . CHARLIE DORNBURGER starts his one-night trek from this point November 12, with dates lined up by SSE for a month. PHILIPS, English composer and arranger for Bert Ambrose's Band, is coming to these shores next February to form his own band. . . . LOU SHERWOOD, formerly doing the vocal chores for Eddy Duchin, fronts the relief band at the Pennsylvania Hotel. . . . Savoy Ballroom gets an NBC wire, Coast-to-Coast-ting TEDDY HILL thrice weekly. . . . CHICK WEBB returns to the Savoy stomping grounds December 4.

Addenda Alley

Famous Door out Hollywood way gets the FATS WALLER jive starting November 11, the harmful little armful to whip it out with a new jam combo. . . . Coming in from Catalina, FRANK SORTINO locates at the Paris Inn, Los Angeles. . . . With Doc Perkins taking over the management of Buckeye Lake Hotel, Ohio, supper dancing is in session now with ROBERT (CURLY) PRICE the incentive. . . . BOB SYLVESTER winds up his Southland tour this week. . . . PAUL TREMAINE starts his tour of a month's solo stops set by SSE, Hamburg, Pa., the starting point, on Friday. . . . Albany's Kenmore Hotel brings in AL JOHNS with an NBC wire for the band November 6. . . . Fred Luther and D'Arv Barton, of MCA's Cleveland office, were on hand to celebrate the seventh anniversary at Bill Green's nitery in Pittsburgh. . . . HERMAN MIDDLEMAN makes it his third consecutive year at the Smoky City's Nixon Cafe.

Swing Stuff

BERNIE CUMMINS opened in the Florentine Room of the Gibson Hotel, Cincinnati, October 30. Featured voices are Walter Cummins, the maestro's brother, and the Sophisticates, fem trio. . . . DON PABLO'S Orchestra moved into Lantz's Merry-Go-Round Club, Dayton, O., last week. Combo of nine men has been playing Dayton for six months. Aired nightly over WSMK. . . . BENNY STRONG Band will return to the Blue Grass Room of the Brown Hotel, Louisville, November 5. . . . EMERY DEUTSCH Orchestra is turrent at the Book-Cadillac, Detroit, featuring Catherine Hoyt, vocalist. . . . BILL SMITH'S Cornelliens moved into Rhineland Gardens, Armonk, N. Y., November 1 for an indefinite stay. . . .

Culled From a Cuff

After touring with Fats Waller for the past three seasons, CHARLIE TURNER has split the affiliation. . . . each going his own way, with Turner returning to the Arcadia Ballroom, New York. . . . and CLARENCE LOVE, under the Orlando Roberson banner until the recent (See ORCHESTRA NOTES on page 33)

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DICK DIXON And His Orchestra.
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TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

N. Y. CLUBS CAN TAKE IT

Key Broadway Clubs Go AFA

Paradise and Cotton Club latest to sign—N. Y. spots being unionized rapidly

NEW YORK, Oct. 30.—The key local night clubs are now all signed to closed-shop contracts with the American Federation of Actors. The Paradise, Cotton Club and El Dorado are the latest to fall in line. This means that Broadway's biggest spots are operating under AFA agreements, the Hollywood, French Casino and International Casino having signed with the AFA a few weeks ago. As every one of these except the Cotton Club employ union waiters and all use union bands, the Broadway night club field is rapidly becoming 100 per cent union.

After short session of mass picketing the El Dorado signed Tuesday night, Lou Schwartz, B. L. Ruben and George Clark negotiating for the club, and Harry R. Calkins and Louis J. Pope for the AFA. The Cotton Club signed thru Dan Healy, producer of the show, and Herman Stark, manager, Wednesday. The Paradise negotiated terms thru its attorney, J. Arthur Adler, and Milton Adler and Nicky Blair. The AFA has set a \$40 minimum per week per person for each of the agreements, other provisions being prohibition of free shows, cancellations in violation of contracts and short pay-offs.

Chief organizer Calkins, along with organizers Dan Hurley and Pope, are now conducting negotiations with the St. Regis Hotel, the Waldorf-Astoria Hotel, the Versailles, the Harlem Uproar House, Jimmy Kelly's, the Village Barn and Wivel's. The Harlem Uproar House was picketed by colored performers Wednesday and negotiations have been resumed with Jay Faggen. Negotiations are almost completed with the Radio City Rainbow Room and the Grill.

The AFA is operating like Equity, so far as its closed-shop agreements are concerned. Employers may hire any act, whether in good standing with the AFA or not, but the act must adjust its membership status when it opens. The arrangement is a "closed shop" but an "open union."

Anti-Gambling Drive Hits Chicago Spots

CHICAGO, Oct. 30.—The new lid clamped down on gambling here has hit several night clubs whose chief revenue was produced from the operation of gaming casinos. One folded this week and at least a couple of others trimmed their floor-show budgets. The latest drive against chance halls seems to be the most effective, this time sprouting out of a feud between the mayor and the district attorney.

Genevieve Carr Recovering

CHICAGO, Oct. 30.—Genevieve Carr, well-known night club singer, who on September 17 was the victim of a vicious attack by a madman, has been removed from the hospital to her home. Miss Carr was beaten into unconsciousness by a man who gained entrance to her room while she was away and lay in wait for her. She suffered a slight skull fracture, a broken jaw and many lacerations and for days her recovery was doubtful. She is still badly crippled.

Perry Books Wilkes-Barre

NEW YORK, Oct. 30.—Lew Perry gets the new Mayfair Club; Wilkes-Barre, Pa. Started with Mack Pepper heading the show and Bob LeRoy for the music. With Mario Villani taking over Philadelphia's Latimer Club this week, Perry sends down Adrian Andre, Jean Kirk and Mona Roberta. Office also lining up a gal show for the Famous Door, Boston, scheduled to unshutter this week.

You're Our Guest; But Pay Your Own

PITTSBURGH, Oct. 30.—Here's a slick way to hold a party and yet have your guests pay the cost.

Received in the mail this week by several hundred regular nitery hounds were colorful green, purple and silver printed invitations from cafe baron Bill Green, inviting them "to be present at my seventh anniversary and the gala opening of my new casino." At the bottom of the card read the message: "There will be no deviation this night from our regular charge of \$1 minimum per person."

For that, flowers to the guests and Jimmy Joy's Band.

Kelly Smut Drive Closes Chi Spots

CHICAGO, Oct. 30.—"Closed for Alterations" signs adorn the windows of several spotty night spots which were forced to fold early this week when Mayor Edward J. Kelly revoked their licenses.

The drive against indecent entertainment, which darkened the local burlesque stages in the last fortnight, also spread into the nitery area, resulting in the revocation of a few licenses and the warning to nude dancers to wear more clothes and eliminate unnecessary suggestiveness in their routines or chance a ride to the bughouse.

Mayor Kelly promises to permit re-opening of the clubs provided they reform and present only clean entertainment.

Detroit Agent Makes Rochester, Chicago Ties

DETROIT, Oct. 23.—Empire Theatrical Booking Office, managed by Ceylon J. Ashton, has made an affiliation with the Harry Stone Office, Rochester, and the Danny Graham Agency, Chicago. First booking spotted thru Stone was for the Silver Grill, Buffalo.

The office has taken over four weeks of bookings in Toledo, a brand-new territory for the outfit. First was the Kentucky Club, opening with three acts.

Mabel Duggan, associate booker, has left the organization and is now with the Artists' Service Bureau, managed by Chuck Stanley and Eleanor O'Rourke. Billie Curley is now sole feminine booker at the Empire office.

Canton Club Gets Names

CANTON, O., Oct. 30.—Hofbrau, ace nitery here, has inaugurated a fall and winter policy of names, first of which was Baby Rose Marie. Instead of the usual four days, the bill remained a week. Carl Sinclair, manager, announced spot is charging a 25-cent admission when headline acts are presented.

Agents Set \$5 Club Minimum; And Already "It's Too Much"

BOSTON, Oct. 30.—Massachusetts Association of Entertainment Bureaus, at a special meeting Saturday, passed minimum wage scale of \$5 per person per day. Minimum on a weekly date is \$25 per person (without room and board) and \$20 with room and board. Line or chorus girls' minimum salary is \$3 per person per day, or \$15 per week.

Other important measures passed as supplementary to the organization's by-laws include a ruling that any member of the MAEB having charges preferred against him or her by any performer, act or acts, for violation of contract, salary, etc., shall be called before the grievance committee and, if found guilty of such charges as preferred, shall make proper restitution to the complainant as deemed satisfactory by the grievance committee and board of directors.

Business Worst in Years and Everybody Tries To Explain Why

French Casino creditors meet—but no policy changes planned—Frolics folds—hotdog night club is latest—Greenwich Village club owners form association

NEW YORK, Oct. 30.—The bigger local night clubs are experiencing their worst business in months. They blame the new International Casino, the Wall Street market dips, the weather and everything else. As a result, options on the larger salaried acts are not being picked up, booking of names is being avoided, and budgets are being slashed all around. Talk that some of the biggest cabarets are going to fold is plentiful; but it is evident that the big spots are holding on in desperation, hoping for a turn in business. With conventions and the World's Fair looming as the oases in the desert, the big cafes plan to hold on even if it means skimpy shows and reduced floor space. One of those to feel the effects of the depression is the French Casino, which had a creditors' meeting Thursday, resulting in decision for more leniency in demanding payments. The Casino is going ahead and spending more dough for advertising than ever before and expects to bring in the new Clifford Fischer show from Paris January 15. The French Casino syndicate is definitely not sending a show to Miami this winter, as it did last year. And another attempt at a Chicago French Casino is definitely out.

Chi Band Men Want More Dough

CHICAGO, Oct. 30.—Musicians in spots booking occasional name acts are in a huddle to shape a formal complaint, thru the union, against the operators. Boys, working for \$1.25 an hour, want their scale upped to \$1.50 and \$2, claiming that if the owners can afford to pay name-act salaries they can afford to dish out Class A scales for their musicians.

Latest grieverers are the Hi Hat Club ork men, who for the next two weeks will be playing cues for Willie and Eugene Howard. Contented that this act, as well as Armida, who has been working in that spot for several weeks, are in the name class and automatically place the spot among the leaders in town. Present Hi Hat scale is \$1.25 an hour.

Bridgeport Inn Destroyed

BRIDGEPORT, Conn., Oct. 30.—Higga-num Inn, landmark on the Saybrook-Hartford highway for nearly 70 years, was badly damaged by fire last week. Loss estimated at over \$20,000. Spot was formerly known as the Brookes House and later called the Halfway House.

Lou Walters Books Units

BOSTON, Oct. 30.—Lou Walters, producer of nitery and road shows, has moved to new quarters where he becomes the Hub's biggest office.

Walters booked 10 weeks for Chic Kennedy's *Blondes and Brunettes* show, opening yesterday at Bluefield, W. Va.

CRA Gets Exchange Spot

CHICAGO, Oct. 30.—Consolidated Radio Artists, thru Hank Linder, of the local office, has taken over the exclusive band bookings of the Highland Park Casino, Quincy, Ill. Stan Norris and band filled a week and were followed for successive weeks by Tweet Hogan and Maurie Sherman.

Meanwhile, besides the usual hotel room openings, there is only one new downtown club in sight, the Broadway Rest, operated by Stanley McGinnis. Opens Thanksgiving for the purpose "of glorifying the hotdogs on Broadway." Sounds screwy, but it might catch on. Spot will offer hotdogs and beef and fish sandwiches only, and entertainment and dancing. No full-course dinners.

Restaurateurs and club owners in Greenwich Village have organized the Greenwich Village Restaurateurs' Association, with intentions to incorporate, as a means of combating petty rackets, choking off fly-by-night enterprises and handling trade problems. The new group will consider the liquor license and purchase issue where night clubs are given only 21 days' credit, whereas hotels have 45 days in which to pay up, and expect to devise a co-operative advertising scheme for the New York World's Fair. Association will act also as employer representative in negotiations with performer and employee unions. Among the clubs participating are El Chico, El Gaucho, Village Barn, Village Brewery, Nut Club, Oliver Twist, Don Julio's, La Casta, Marie's Crisis and the Greenwich Village Casino.

El Toreador Owner Switch

NEW YORK, Oct. 30.—Sam Snyder will succeed Frank Martin as manager of the El Toreador. Martin resigned. Snyder expects to institute policy of lower prices. Ramon Rodriguez, maitre; Milo Toirac, head barman, and Gene Fornshell, p. a., will retain their posts.

Leon and Eddie's, New York

Despite the wallings of most local night clubs over poor patronage, this eight-year-old spot continues to do solid business. Its reputation and continued exploitation (the p. a. is Harry Davies) are still drawing the guys and gals determined to be naughty and tight.

The bright star is, of course, Eddie Davis, whose well-placed leers and masterly timing of not-so-subtle blue gags is positively a riot. A half hour of singing, talking and satiric impressions is nothing for the inexhaustible Davis seems to go on forever. His routine includes the familiar *The Woman Who Pays*, the Freudian *The Great Dr. Proctor*, the bawdy *She Came Rolling Down the Mountain*, a radio satire, an Irish ballad in Irish brogue and a hilarious take-off (with Iris Adrian) of *Rain*. A vigorous personality plus skillful delivery, good timing and excellent material have combined to make Davis almost a night club legend.

The rest of the show is okeh. Jimmy Keoghan emceeds unobtrusively and then sings a couple of ballads in expressive tenor voice. He has a clean-cut winning personality. Haines, Tate and Simpson, colored piano-singing trio that has been here for months, please mightily with swingy rhythm ditties, and blond Agnes Dwyer provides a so-so tap, wiggle and bump affair. June Burnett and Billy Walt, comedy song and dance team, make a nice impression, their refreshing youth and exuberance getting over successfully.

Blond Mary Burton lets loose a lusty blues voice and vigorous delivery on pop ditties, compelling attention. Alfredo and Dolores, Latin boy and blonde, offer one of those fast bumpy rumbas that gets by mainly on flash rather than dancing ability.

Iris Adrian, hoydenish redhead, is a show-stopper with her raucous Mae-Westish way of sing-shouting comedy ditties. And the Royal Duo (youths on skates) start off with skating stunts that are different, winding up with their sock item, the wiggling of the shorter boy thru a regulation tennis racquet frame while being spun from the other fellow's neck. A spectacular stunt.

Lou Martin (sax) leads his five boys in providing show accompaniment and then comes thru with good dance music, while a Hawaiian quartet (string bass, guitar, uke and steel guitar) do relief on the band stand.

Supper minimum is \$2.50, which is pretty steep. But the customers pay it gladly it seems, for the food is good, Leon Enken's handshake is cordial and the atmosphere is informal and friendly.

Paul Denis.

Parisien Grill, Budapest

With the possible exception of the Bal Tabarin, Paris, the Parisien Grill is the most famous night resort on the Continent.

Each program splendidly presented, runs for a month. In the summer the

show takes place nightly on picturesque Margaret Island. In winter it is held in the Pauly-Edé.

Current show is very strong, with the three main attractions being American. Headliners are Don Loper and Beth Hayes, voted the best dance team to play here. Girl is a stunning blonde, while the man is well tailored. Routines are different and highly graceful and include a scarf dance that is unique. Couple do five number, all of which are winners, and they wind up to a flock of recalls.

Melino, Kaye and Melino are a three-man hoke act from the States. Boys have made good in every country in Europe. Here they are a riot and chalk up a succession of belly laughs with their zany nonsense.

Byrnes and Swanson, also American, are smart interpretative and acrobatic dancers, with good numbers. Click heavily with a dandy "slave" dance.

Vera Martin, exotic brunet, and Alotta appear in two dance numbers that are singled out for applause.

Jill Martin, jazz singer, is well liked, and Lorette is a commendable pantomimist.

The Parisien Top Hat Girls are easy on the eyes and full of pep. Other contributors are Len Hughes, Maud and Joan Linder, Magda and the Parisien Band.

Altho it's the off season, business is still good. E. R.

Restaurant-de-la-Paix, St. Moritz Hotel, New York

The current divertissement in this re-decorated street-level room of S. Gregory Taylor's establishment is the finest, most pleasing little floor show we have run into so far this season. Presented amidst refined surroundings, it has plenty of class and yet it is far from austere.

Claire Vermonte, tall and charming chanteuse, has a velvety easy-flowing soprano which she uses with caressing pliability in numbers of several tongues, including French, Italian, Spanish and English. Her tones are soft and subdued and her delivery expressive. She had no trouble charming her audience with light pop stuff and semi-classical airs. Especially well done were her *Parla Mi D'Amore* and *Siboney*.

Heralded as "stars of the Parisian Folies Bergere," Betty and Freddy Roberts astound with their "poetry in motion" ballroomatics. A striking looking couple of blond girl and dark male, they grace the floor for a quartet of varied numbers from Viennese waltz to tango and novelty number. Versatility takes nothing away from the quality or thoro finesse of any of their offerings and avoiding sensationalism only enhanced

straight terping well executed.

No less an attraction at this rendezvous striving for the Continental is the playing of Erwin Kent's abbreviated outfit for sensible dance music and intelligent show accompaniment. Suiting the tenor of the room, Kent has dispensed with the drums, but with a four-piece rhythm section the combo is still good for plenty dance tempo. Outstanding for sweet and rounded work is the tenor and lone sax man. Vocals as supplied by bassist Jack Meade and guitarist Lowell Pontee are good. Meade also handles very capably what little emceeing is necessary. Kent's instrumentation includes himself at the piano; Russ Bowers, accordion; Jack Meade, bass; Eric Kress, violin; Art Dresslinger, sax, and Lowell Pontee, guitar.

Ralph Gonzalez and his Cuban Troubadours, consisting of piano, bass, guitar and violin, alternate with the Kent crew and supply the Latin rhythms.

Two shows nightly, at 8:30 and 12. Dinner, \$2 up.

Food good, service excellent. Bob Reud is still doing the publicity.

George Colson.

Tally-Ho Room, Medinah Club, Chicago

A spot for Medinah members and their friends, using music nightly except Mondays and floor shows Wednesdays (novelty night) and week-ends. Usually acts are held for one night only, booking and staging handled by Al Marney. It is a spacious, decorative room, seating over 350, and food is served at reasonable prices. Never a cover or minimum.

There is little to recommend in the show caught last Saturday night (23). Entirely without comedy, it was draggy and quite dull in a number of spots. Irwin Lewis, tenor doubling as emcee, did a good job in introducing the acts, altho they seldom came up to his flowery promises.

Florence Williams, lanky acrobatic dancer, should strive for more demureness, swiny shoulder shrugs and hotcha struts putting her shape out of balance. She accomplishes some neat tricks and with reserved mannerisms makes an attractive appearance.

Jeanette Lane, prima donna, has neither the appearance nor personality that rate public presentation, nor has she a pleasing voice to offset her other shortcomings. Someone saw fit to spot her twice on the bill, which was unfortunate.

Pilner and Earle, piano team working with the Dictators Orchestra, were singled out for a couple of numbers, well played. Boys are fast on the keyboards and their arrangements adequate.

Garland and Marla, dance team, have yet to graduate from the beginners' stage. Altho somewhat improved since reviewed a couple of months ago (in appearance particularly), they should continue to concentrate on speed and showmanship. Their waltz and rumba have no comparative rating in their crowded field.

Irwin Lewis proved the best received attraction with good salable songs. His hostile graciousness goes well in a club-member environment.

Dictators Orchestra, a six-piece combination, plays soft and sweet dance music. It is composed of the Pilner and Earle duo and the Four Dictators, established quartet here. Latter boys also pitch in with timely and pleasing vocals and contribute special songs on most bills. Outfit is also aired over WBBM, local Columbia chain outlet.

Karl Grube continues as manager of the room. Sam Honigberg.

Savoy Hotel, London

Newcomer here is Una Cooper, attractive blond whirlwind acrobatic dancer. Girl has a swell routine of amazing acrobatic tricks interspersed into fast tempo rhythm dancing and a spinning number that is distinctly different. An emphatic hit. Act that's okeh for floor show or vaude.

Gaston Palmer, Anglo-French comedy juggler, is a favorite here. Gets hearty laughs with a funny and clever act in which he purposely muffs his tricks for laughter reasons.

Retained for a second week, Hibbert, Bird and Larue are a sensation with their comedy dance tangles which have

added appeal by reason of perfect timing. Easily one of the best floor shows in town. Bert Ross.

Cocoanut Grove, Park Central Hotel, New York

The Park Central's pet room, the Cocoanut Grove, enters the local night life for another winter season. Not that it had ever closed, but the summer budget had thrown out the floor show and had depended entirely on Jerry Blaine's Band.

With colder weather making more people turn to night clubs (we hope), the Cocoanut Grove resumes full floor shows. This time Harland Dixon has been brought in to stage the show, with Bill Robbins (Columbia Entertainment Bureau) booking and Ed Weiner publicizing. The room itself has been remodeled and is flashier, altho we don't think the inky blue ceiling is especially pleasing. The band stand is a new shabby shell that throws the music out too sharp, compelling Blaine's Band to play under wraps and thereby losing most of its lift. There's a couple of straw huts either side of the band stands—for those who like jungle atmosphere without a jungle.

The show itself is fast, always interesting and diversified. Castaine and Barry steal the show with their fine appearance (the girl is charming especially) and routines that are different enough to hold interest right thru. Marley and Elsa (tall blonde and short brunet) are a couple of comedienne burlesquing the gentle art of ballet thru entanglements, missteps and prat falls. Their drunk number, also knockabout, is okeh, both numbers combining to win the team a good impression.

Harry Spear, young singer, emceeds, giving the show speed and reserving a singing spot for himself in which he handles pop ditties with ingratiating earnestness. Blond Virginia Gibson, tall and stately, aids her pleasing-enough voice with a big smile and expressive delivery. Miss Gaby, shapely young brunet, is on for a snappy tap and cane number, returning for a song and dance. Gets by easily, her youth and appearance being her main strength.

Signa Serene, blond "psyschomentalist," is on for five fast minutes of answering written questions and identifying touched objects—all while blindfolded. Works with confidence, selling her ability definitely. Between shows she answers questions at the tables.

There are 12 chorines, refreshingly young and neatly costumed, going thru interest-holding formations and routines stressing arm movements—a good idea, as back-table patrons can't always see the show properly.

Maestro Blaine, in his 12th month here, is blossoming out as a tenor and is already essaying duets with charming brunet Phillis Kenny. Blaine, incidentally, is plugging his "streamlined rhythm," achieving a suggestion of machine speed thru special clarinet and brass effects.

Paul Denis.

Glass Hat, Belmont-Plaza Hotel, New York

Latest addition to the Hitz chain (formerly the Montclair Hotel) can now boast of one of the most spacious, most tastefully equipped dining and dancing spots of the entire group.

The last word in scrumptuous modernism, done in old rose and gray, with mirrored columns, deep carpeting thruout and sound-absorbing walls and ceiling, indirect lighting that glows and fades alternately and hidden loudspeakers, spot is a practical reproduction of a film producer's conception of a Gotham night spot.

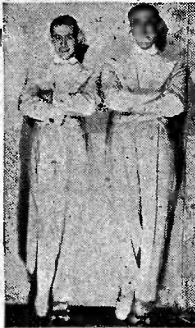
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DAVE VINE

radio and vaudeville comedian
is now writing a column for
The Billboard

As I See It

You will find it on page 30
each week.

with the p.-a. system. The large quantity of mirrored surfaces, together with the sound-absorbing texture of walls and ceiling, seems to have a tendency to distort and muffle reproduction.

Rather impromptu show offerings given on preview opening attended had Ethel Shutta singing several tunes, all personality numbers, to prolonged reception of the convivial gathering. Her selection of numbers was happily chosen, depending upon sight selling and thus nullifying the unflattering results of the mike. For the same reason, the Four Bachelors, a novel singing-playing quartet, lost none of their effectiveness in offerings a la Yacht Club Boys.

About a dozen colored lads, calling themselves the Belmont Balladeers, gathered round the mike for a couple of choral renditions led by Ray McKinney, Hawaiian tenor, guesting from the Lexington Hotel.

Music is provided by Van Olman's Orchestra, recently returned from the Meadowbrook Club, Saratoga, and featuring "Radio Frank" Bessinger and his songs.

Entertainment continuous. Dinners, \$1.50 up; George Colson.

Trocabaret, London

Not to be confused with C. B. Cochran's Trocadero Grill Room show, the Trocabaret, altho in the same building, is a different affair and offers acts booked for Joseph Lyons by Charles Tucker, former American vaudevillian now established in London.

Current lineup is good and holds Wences, a corking novelty ventriloquist and juggler, who forms his "dummy" by painting a figure on his fist. He achieves some surprisingly natural effects and has a quaint line of appealing chatter that lands him an easy winner.

Rudi Grasl, a personable young fellow from Vienna, calls himself "the human instrument." Grasl mimics almost every known musical instrument and scores heavily.

Joan Brandon is the first girl conjurer to be seen at this spot. She's highly successful with neat tricks, ranging from production of any drink asked for from a flask to lighted cigaret manipulation. Mario Lorenzi is a mellifluous harpist

who can stop a show with his expert playing of anything from swing to opera. Cyril Fletcher, frightfully English in appearance and speech, is the kind of monologist they like here, and Fairweather and Lester are an up-to-date pair of piano satirists.

Shiela, an easy-to-look-at miss, is resident comedienne and announces the acts nicely, while Pierre Fol and his orchestra, are splendid. Bert Ross.

Jack Dempsey's Restaurant, New York

In its third year, this big eatery opposite Madison Square Garden is still doing nice business for Jack Amron and Dempsey.

As always, Dempsey is the real attraction. The food and liquor are good and the music of Jan Brunesco is excellent, but the sports crowd and the out-of-towners continue to come in to catch a glimpse of the one and only Dempsey. Meticulous about his press relations, Dempsey has built himself up as an idol for the kiddies, a regular guy who'll shake hands with any customer and a fine husband. This gives him an all-round appeal.

The restaurant experimented with a supper night club, but it never really clicked and the room was closed a year ago. Now the main big dining room (capacity around 900) has dinner concert music by Brunesco's four-piece combo (Brunesco's violin, plus a piano, cymballom and cello). The small aggregation produces sweet liting melodies, with the cymballom supplying the volume and the violin leading the careful arrangements. For supper Brunesco leads an altogether new seven-piece combo that is typically dance jazz. Room is cleared for dancing until closing time. Brunesco has been in this spot almost consistently from the opening.

B. S. Bercovici is now handling the press, with Ned Brown concentrating on the personal stuff for Dempsey himself. Paul Denis.

Janet of France, New York

Janet of France was a standard vaude act for years, headlining many a Keith bill throught this country. As a dramatic actress and singer she built up quite a rep, retiring a few years ago to open a restaurant on West 52d street.

The spot has been remodeled again and now comprises a ground-floor room featuring a yacht-shaped bar and an upstairs larger room. Janet herself is the hostess and occasionally regales old friends with songs. Regular entertainment is provided by Kid Cole, colored pianist and singer, who is at the piano almost continually. He has an extensive repertoire and is especially adept at handling request numbers.

The place is a homelike affair with gas-light lamp fixtures and gingham curtains, and the walls are covered with old vaude programs and photos.

For the old vaude crowd, dinner here must bring back fond memories.

And when you enter there is a warning that Janet's singing is sometimes so bad that her famous onion soup tastes double delicious. Really, Janet's too modest. Paul Denis.

Open Door, Chicago

Still another attempt to make this Rush street nitery a paying proposition, this time by Billy Klein. Once Wall Street settles down to normal again the spot should get a good many of the financial boys who haunt this arty district at night. All-girl show policy is both suitable and practical, the nut being small and the entertainment of the caliber desired by the so-called reigning sex.

Rearrangement of the room has made way for a number of tables where a circular bar was once located, and a horse-shoe bar is now stationed in the back, altho not far enough to let talking acts go on unmolested. As a result a femme is now handling the emcee work, introducing the acts briefly and quite informally.

Mary Nevells, good-looking blonde, plays floor host and, while her emseeing is not set in the key of her opposite-sex competitors, she redeems herself later in the show with rhythm songs sold the low-down way. A lively miss with a steaming pair of pipes.

A four-girl line opens the bill with a swing strut, followed by Marian Parker in an acro-waltz routine that is accomplished with unstrained grace. Dorothy Higgins, of the line, doubles with an

interpretative number that is okeh for the intimate spots.

Nelle Nelson, husky-voiced blues singing blonde, stayed on for a trio of moody tunes that should have more variety. Shorter arrangements would help, too. Sally Keith, frisky dancer, has the most daring routine—a torso-shaking fancy that gets attention.

Miss Nevells is on next, preceding the closing rhythm number by the line. Stanley Sands' Orchestra, a five-piece outfit, occupies the band stand for dance and show music. A quartet of lull singers stroll around the tables between dance sessions.

Three shows are repeated nightly. No cover or minimum. Sam Honigberg.

Sixteen Club, Chicago

A West Side neighborhood spot, operated by George Thompson, catering to small but more or less regular working-class spenders. Prices are low enough to compete with near-by restaurants and taverns.

From the professional standpoint the entertainment bill is of little or no consequence. A swell spot to break in routines; the customers, rather than judging the show, join in its festivities. Heckling is a more or less accepted privilege and most of the spending boys turn table emsees during floor-show time.

Buddy Lester, brother of Jerry Lester, is emsee. Has been here long enough to make friends of the regular customers, who feel free to interrupt his act any time they have a notion to do so. Uses stock routines and displays little talent that would earn him a job in a leading nitery. He would be better off to develop a style of his own, which, added to his present self-confidence and likable personality, would take him further.

Buddy fills up most of the show's time, the other acts staying on for brief specialties only. Ann Mack, table singer, doubles on the floor. Peggy Marr, a cute little rhythm toe dancer, pleases with a couple of brief but catchy routines. Durnell and Thais, youthful and clever tap team, proved to be the most talented with well-trained numbers smoothly presented.

Sammy Frisco's five-piece band is in the background for musical support. A stock quintet that is okeh for a beer-guzzling dance crowd.

Room is modernistically designed and seats over 200. Location of adjoining bar permits the viewing of the show.

Emsee and band continue indefinitely, while most acts are changed weekly due to the repeat business. Hal Lawrence booking. Sam Honigberg.

Old Roumanian, New York

This is one of the larger spots of the revived night club quarter of the lower East Side, with show bound together by a line of girls and production numbers. Jack Silverman, popular figure of the East Side, operates the spot and shows marked preference in catering to slummers rather than Mr. and Mrs. Small-purse. Patronage is plenty mixed, with wide divergence between racial types and parties looking in for a glimpse of atmosphere and gypsy music. Show was caught on a Monday night and business was excellent, considering time of week.

Sadie Banks, familiar figure of Yiddish stage and also identified several years ago with vaude, is the topline. Sadie has truly mellowed and is an item of genuine worth today. Some grooming needed here, and the answer will be steady work in the mass spots of this country. Miss Banks does a frank take-off on Tucker and she's swell in a way that even Tucker would concede.

Heavy billing is accorded Tiny Huff, a peppy little blonde with shapely gams. Miss Huff led an ensemble number at this show and appeared in the finale. The emsee is Al Stone, who is as lousy an emsee as he is good as an impersonator. He smells to high heaven as an emsee but his impressions of Wynn, Penner, Fields and Durante are devastating. This youngster has definite dramatic talent, a keen sense of humor, an appealing warbling delivery—in fact, everything an entertainer should have. If and when he stops being a cheap wise guy he will start getting somewhere in the nitery business.

Among the specialty people is Edith Brandell, comely little brunet with appealing pipes and strong also in the hoofing department. This little girl will bear watching. Ethel Bennett sings in English and Yiddish, and Ronnie De (See NIGHT CLUB on page 24)

MARY RAYE and NALDI INTERNATIONAL DANCE STARS Week October 28 METROPOLITAN, BOSTON

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Vaudeville Notes

AL TRAHAN shot the high score of 94 out of 100 at the Berkeley-Carteret trapshoot at Asbury Park last week. It happened in the high gun 16-yard event. . . OSCAR A. DOOB, Loew's advertising and publicity director, flew to the Coast Thursday. . . WYN AND HURWYN sail for Australia on the S. S. Niagara, November 24. They open for J. C. Williamson in *Okeh for Sound*. . . MARY DEES (Jean Harlow's stand-in) and Monte Blue open for F. & M. at the Earle, Philadelphia, November 12. It's her first stage appearance in the East since her completion of the *Saratoga* role. . . RAYNOR LEHR and Little Willie arrive from England this week for American dates until March, when they go back to the Horace Goldin road show for a six-month tour.

PAUL DRAPER is already set for a September, 1938, opening at the Plaza Hotel, New York, where he currently shows. . . ED FORD and Whitey have been added to the Dave Apollon unit. . . STAN KAVANAUGH comes into the New York Paramount for three weeks beginning November 5. Follows with dates in Washington and Pittsburgh. . . FRED WARING and band have been set for the State, Washington, for week of November 19. . . STATE, New York, brings in Ted Lewis, November 4; Dave Apollon unit, November 11, and NTG show the week after. . . IRENE VERMILLION and her company are back after seven months in Australia and New Zealand. Her reports of working conditions there are nothing short of glowing. . . HERMAN FIALKOFF, recently associated with the National Theatrical Agency, New York, has struck out on his own with offices in the Bond Building.

ETHEL WATERS' *Harlem* to *Hollywood* revue starts its Southern tour November 22 at the Richmond (Va.) Mosque thru an ARA booking. . . G. C. CHANCELOR is now a 50 per cent partner in the Mutual Theatrical Agency, Baltimore, operating a branch office in Atlanta.

PALACE, Fort Wayne, Ind., is scheduled to return to units next month and will be booked by Warren Jones, of the RKO office, Chicago. Union difficulties there have been delaying definite plans. . . DOROTHY BYTON Girls are going into the Orpheum, Minneapolis, week of November 5 with the Schnickel Fritz Band. . . *Can You Take It?* unit is looking forward to a healthy take at the Palace, Chicago, in December when it is scheduled to play three weeks with the *Stage Door* picture. . . YORK AND KING, who closed in Shubert's *Show Is On* in Chicago, are filling vaudeville dates in Milwaukee, Indianapolis, Chicago and Detroit. Booked by William Jacobs-Guy Perkins Agency, Chicago. . . HAZEL AND WHITEY HARRIS, aerialists, opened with the *Fun Fest Revue* at the Bijou, Battle Creek, Mich., Thursday (28). Unit is slated to play 26 houses thru Pennsylvania, Kentucky, Ohio, Michigan and Indiana.

AL CLARETT, of Al Clare and Peggy, skating act, is leaving the act to become manager of the Riverview Roller Rink, Chicago, starting November 9. . . ALANO DASS, mentalist, now working indie dates in the Middle West, plays Shea's Ohio theaters, beginning at New Philadelphia, O., November 28. He has been working the South. . . JACK GWYNNE and Company, Hap Hazard and Mary, Bobbie Jeanne Bernhardt and Company, Pamahasika's Pets, Al Claret and Peggy, Six English Macks, Stevens Brothers and Bear, Harry and Betty McCabe and Bobby and King will appear in the Firemen's Show at the Taft, Cincinnati, November 5-8.

NATIONAL VARIETY ARTISTS' CLUB held a clown night, dance and show November 2 in its new clubrooms and is planning to hold a second semi-public function Thanksgiving Eve. . . HARRY HOLMAN was left holding his skit when Elaine Barrie Barmore took it into her head to recapture her husband's affections and skipped the show at Portland, Ore. . . THE FOUR ROBEYS, after a season of fairs for the George Hamid office, have resumed with club and theater dates. Played the Oriental, Chicago, last week.

DAWN AND DARROW go into the Roxy, New York, week of November 19, their third engagement at that house. . . JACK FINE'S *Play Girls* works the

Politicians Pay Entertainers!

BOSTON, Oct. 30.—For the first time in the history of Boston political candidates are paying for acts where heretofore the solons contacted the bookers for benefits.

Politicians are paying good prices for talent. Stand is attributable to the action recently taken by the Massachusetts Association of Entertainment Bureaus, which several weeks ago received a letter from former mayor and governor, James M. Curley, requesting entertainment gratis. The MAEB passed a motion that restricted bookers from supplying talent. Individual bookers have written to politicians following requests, stating the action of the MAEB prohibiting the practice.

'Nother Vaudeless Season for Ciney

CINCINNATI, Oct. 30.—Cincy theatergoers are doomed to go thru another vaudeless season, with the RKO Shubert definitely decided to stick to its present straight-picture policy thru the winter. House was tentatively slated to open with stage fare late in August, then switched the date to early October. RKO officials are reported to have discarded the idea, however, when the musicians asked for an upping over last year's scaling.

Only flesh stands in town are the Imperial, nabe house, using several small-time acts one night a week; the Rialto, playing a Sun tab on Saturdays; the Gayety, housing the Indie burly shows; the Cox, legit stand, and the Taft, presenting an occasional vaudeor radio offering.

Latter stand had Blackstone and Company several weeks back, show grossing around \$7,500 on the week. Last Sunday the WLS Barn Dance troupe played the 2,500 seat house, pulling capacity biz at four performances, with all seats scaled at 40 cents. Ralph Zimmerman, local booker, brought in the troupe under auspices of the Odd Fellows. November 5-8 the Taft houses the annual Firemen's Show, using eight acts of vaudeville.

The Shubert has never done much better than break even under its vaude policy since taking over the stage shows from the RKO Albee five years ago. House scored nicely with vaude until the holidays last season, but the January flood, Lent and the loss of interest in the stage attractions due to their sameness sent b.-o. grosses skidding the last half of the season, with the house winding up in the red. This is the town's second vaudeless season in three years.

Nude Adagio Dancer Shocks Birmingham.

LONDON, Oct. 23.—Headlining the vaude at the Empire, Birmingham, England's most notorious "blue law" town, last week, Gaston and Andree, adagio team and physical culture exponents, caused more discussion than the city has had over an act for years.

Reason was that the shapely Andree worked nude from the waist upwards. Protests were made until the local watch committee visited the theater in a body.

Prudes got a big setback when Alderman Crump, chairman of the committee, openly declared that the act was clean and devoid of anything objectionable. The worthy alderman then went one better by going on stage and presenting prizes in connection with a local Venus competition held by Gaston and Andree.

Lyric, Indianapolis, week of December 10. . . NICK BOILA, Chicago producer, has delayed casting of his third unit until January.

PAUL SYDELL has broken in a new dog, Tops. . . FRANN EVERETT has left New York for Huntington, W. Va., where she will represent Lecor Parfume Company.

LES GOLDEN, emcee, signatored for one week of warbling on Dave Bines' RKO Theater, Boston, productions, has been held for the third week. Booked by Doc Breed.

Bookers Want Vaude Units

But producers are wary—circuits want name shows—indies take cheaper units

NEW YORK, Oct. 30.—Vaude bookers are on the lookout for units, but can't get enough of them. And the reason is obvious—producers won't risk sinking dough into units with vaude in such an uncertain state. Circuit bookers claim they can use only box-office units, preferably those headed by at least one name; they don't want non-name units regardless of entertainment quality. Indie bookers, on the other hand, can't afford to buy name units and must content themselves with units carrying some smart exploitation angle or those headed by former film stars or some "small name."

Indie bookers are playing their units on straight salary this season, avoiding percentage agreements. Only when a unit's price is prohibitive will the bookers okay a percentage contract.

Locally, Miles Ingalls has spotted Jack Fine's *Play Girl* unit and the Sam Roberts-Nick Boila *You Can't Take It* unit, both at \$4,500, for some RKO dates.

LANSING, Mich., Oct. 30.—Ray Fabing's *Hollywood Ingenues*, girl band unit, is now touring the Butterfield time, comprising Kalamazoo, Ann Arbor, Lansing, Jackson, Flint, Pontiac, Saginaw and Grand Rapids. Butterfield tour ends November 15, when the unit jumps to New York. Unit comprises a 16-piece girl band, Ted and Art Miller, Johnny Sanna, Sybil Roth, Bill Baird and Ardel Morton. Harry Allen Stone is musical director.

DETROIT, Oct. 30.—Prospects for units look good in this territory. First event on the list is opening of *Tim Doolittle and His Gang* at the State Theater, Pontiac, for three weeks on Butterfield time. Unit is booked by Ray Conlin office, and features Russell and Fields, Kendall Kaps and Junior, Amata and Peggy Delaney.

Sol Berns office has two units under exclusive contract, the Great George, who heads Joe La Rose's *Ghost Show*, and Racehorse Williams and his *Harlem Hot Spots*. First is currently playing theaters, while the latter opens at the Hollywood Club, Kalamazoo.

Berns is also booking three acts on a split week into the Palace and the Empire Theaters at Windsor, Ont.

Turo of politicians to vaude was emphasized during the present majority campaign, with Richard W. Reading, candidate, having a rally at Olympia, Friday, with estimated attendance of 16,000. A 15-act vaude bill was booked, also thru Sol Berns.

WORCESTER, Mass., Oct. 30.—First stage show of the season to play this city was announced this week by Ralph MacGowan, manager of the Plymouth Theater. *Five-Star Follies* will play the Plymouth November 8 to 10.

Cast has Bobby Pincus, Mike Bolero, Marcy Brothers and Beatrice, Dick and Hall Parker; Lazy Bill Huggins, Jackie Bickle, Alvina and Rodney and Gould.

SAN FRANCISCO, Oct. 30.—Worldwide Theatrical Circuit, representing Gus Sun on the Pacific Coast, is now booking the *Darktown Scandals* road show of 30 people. Unit features Ida Cox and a 10-piece band.

EAST LIVERPOOL, O., Oct. 30.—*Great Lakes Exposition Revue*, headlining Faith Bacon, is due for an early revamping. Unit is to be known hereafter as the *Faith Bacon Revue*, and is understood to be going under the management of Turner & Keough, of Chicago. Allen and Parker are slated to go into the show within a few days, and the Dorothy Byton line of girls (10) are to be replaced by a 16-girl group under direction of Paul Batchelor. Changes taking place at Ft. Wayne about November 7, according to Elizabeth Hickson, manager of the company. The unit has been out six weeks and has done nicely with one and two-night stands in Ohio, Western Pennsylvania and West Virginia.

Delayed Somewhat!

LONDON, Oct. 23.—Headliner of a current vaude program at Bradford has the following billing: "Direct from the Palladium, London, and the Palace, New York."
He must have taken the slow boat over.

Units Crowding Out Vaude Acts

Few bills open for spot acts away from Chicago or New York—Chi houses change

CHICAGO, Oct. 30.—Increasing number of units dotting the areas here and in the East make it plenty tough on agents to find an open week for their wandering acts. A crop of them are laying off here, awaiting an out-of-town vaude bill date. Such a combo house date is becoming a rarity on the road, all managers extremely unit-conscious this season.

Most acts not with units, it is found, have recently played the time available to shows and are crowded out by the demand for new faces.

So far Chicago has been offering acts the best market. Kedzie and Stratford using five-act bills week-ends, and the Palace, State-Lake, Oriental and Chicago offering full-week stands. Future is less promising, however, the unit bug having reached town last week. Palace had its first unit, *Hollywood Hotel Revue*, this week, while the Oriental is being initiated into this field Friday with Leddy & Smith's *Broadway Band Wagon*. A number of others are on their way for these two houses.

Chicago Theater is gradually giving way to a presentation policy much on the order of New York's Music Hall. Weekly standard act demand has been trimmed to two, production ideas concocted here filling up the remainder of the time. State-Lake has been continuing with five acts weekly, although several units will intermit this policy during the season.

F. & M. To Push Fair Business

NEW YORK, Oct. 30.—Fanchon & Marco expects to again be active in the Eastern fair field next year. It staged two girl troupes for George A. Hamid this fall, each troupe getting eight weeks in the East.

Hamid has an option on F. & M.'s services and is expected to pick it up. F. & M. sees strong possibilities in the fair field and intends to continue to cultivate it.

Grauman Sets for Australia

CHICAGO, Oct. 30.—George E. Dickinson, operator of the Tivoli Circuit, Australia, signed Saul Grauman and Company for a 14-week tour of theaters, starting late in February. Act is now in this area for a few theater dates before going to the Coast and a possible picture assignment thru Arthur Willi, talent scout. Sail for Australia February 2.

Infield Sets Unit

CHICAGO, Oct. 30.—Mort Infield, local booker, set the *Hollywood Ingenues* unit for a tour of the Butterfield Time in the Midwest area. Lineup includes Ray Fabing's *Hollywood Ingenues*, all-girl band featuring Margo Bernal, leader and harpist; Johnny Sanna, Sybil Roth, Bill Baird, Ted and Art Miller and Ardel Morton in her *Big Apple* number. Show played Lansing and Pontiac, Mich., this week.

Collier Adds Two Houses

BOSTON, Oct. 30.—Jacy Collier, vaude booker for the George A. Hamid Boston office, has added the Strand Theater, Haverhill, Mass., and the Colonial Theater, Nashua, N. H. Five acts will be spotted on Friday and Saturday at the Strand and on Friday to Sunday at the Colonial.

Triumphant Return to
New York Following
Their Outstanding
European Success

Norman



Sylvia

HARRIS AND SHORE

"Modes Comiques"

"Harris and Shore burlesque the suave mannerisms of ballroom dancers in one of the funniest acts of its kind."—G. P., New York Herald-Tribune, Oct. 23, 1937.

"Burly the ballroomatics has caught the fancy of danceland's metatarsal gliders. A stand-out among the bang-ups is Norman Harris and Sylvia Shore. Their intent is serious, both in dress and expression, and the accompanying music is in the classic genera. But at the discretion of this duo, the smooth medley of dance doings becomes a socko satirical terpsichorean conceit that makes for a literal mop-up of the show's proceedings."—M. H. ORODENKER, The Billboard, Oct. 30, 1937.

NOW IN THEIR SECOND WEEK

Headlining

ROXY THEATER, New York



Direction: Phil Bloom

Music Corporation of America

Vaudeville Reviews

Loew's State, New York

(Reviewed Thursday Evening, Oct. 28)

With an uncut *Good Earth* running well over two hours, stage bill this week has been forced down to four instead of the usual five acts and running time does not exceed 45 minutes. Name of Lou Holtz, however, is expected to make up for the deficiency in variety, and the combined pull of Holtz and the film will undoubtedly send grosses to near-record figures.

Absent from the local boards for over a year, Holtz proved a welcome addition to the local diet and his very familiar dialectics and gags, hardy perennials, fell on ears as eager as a sweepstake ticket holder's. His interludes were so rabidly anticipated that they made the acts sandwiched between them look like introducers. He did nearly half the time allotted to the entire bill, and all of his gags and parodies met the same happy fate. His triumph would have been complete but for one almost disastrous incident when a line or two in his lyrics touched a few morose civic-priders to the quick.

To do away with the necessity of using many drops for the several acts and thus waste minutes of the hard-pressed time, Ruby Zwering and the pit band worked on the stage thruout the bill.

Opening has the Four Steppers, quartet of colored boys, in an assortment of line and solo tap work. Ensemble work is regulation, but challenge stuff shows up a quantity of fancy steps and some acro work that sends the four off to a lusty hand.

Lillian Carmen puts over a couple of numbers, thanks to a vivacious delivery that greatly offsets her almost shrill tremolo. She did a special and slightly overarranged *Gee, But You're Swell* and a swing arrangement of Gershwin's *Swanee*. She shares in a bit of foolishness with Holtz and with his help is brought back for an encore of *I Know and You Know*.

The Three Swifts round out the show with their hoked pin twirling. Trio of club slingers have always been dependable for laughs and some fast and fancy juggling and this time is no exception. Turn is swiftly and well timed and makes the most out of its pieces of eight biz for a good sendoff.

House packed but no standees.

George Colson.

Palomar, Seattle

(Reviewed Monday Evening, October 25)

Packed house greeted opening today of Ted Mack and his Rhythmic Revue, accompanied by first showing of *Love Takes Flight*.

Mack, as emcee, has much personality, resembles Robert Taylor as per billing, altho a trifle better looking if slightly more mature. He sings, plays clarinet, leads 14-piece orchestra thru maze of novelty medleys and tells inimitably funny stories while gracefully introducing specialty acts.

Specialties are well selected, diversified and include a number of hits. Every act pleased audience. Florence Hin Low, Chinese contortionist, with more shapely limbs, youth, fine smile and acrobatic dance technique than Orientals usually possess, is in headline position.

Ted Lester, one-man band, continues to unloosen from beneath coat instrument after instrument on which he is proficient—miniature violin, played with either hand; sax, flute and mouth organ, played with his nose.

Frances Berke, mimic, striking brunet, who decorated center front of orchestra during entire revue, introduces imitations in unique conception of *It's Delightful, De-Lovely*, sung with impressions of Mae West, Fannie Brice and Edna Mae Oliver. Excellent.

About 16, Sam Hinton is good Texas cowboy and guitarist, singing East Texas folk songs. Will doubtless make higher mark. Shapely little figure has blond tap artist Louise Boyd, in tight silk tailor costume, showing all curves.

A half Mills Brothers quartet are the *Rascals of Rhythm*, two colored lads, exuding harmony and imitating with big and mobile mouths a steel guitar, trumpet and other instruments. Seattle went for them big.

Weakest spot of revue was Dick and Leota Nash, larlat twirlers. Pretty blond sister somewhat cramped by act's rou-

tine. Tall, rangy Dick, who, Mack informed, resembled when undressed "unveiling of golf stick," has own idea of humor with dry jokes and no pep. Yet Seattle applauded an act that puts more luster on other specialties of a revue with lotsa vitamin. C. M. Littlejohn.

Wood Green Empire, London

(Week of October 18)

This is the latest of Sir Oswald Stoll's chain of some dozen theaters to revert to vaude. House caters to a large district and draws fine patronage. Current bill falls below standard.

Campbell and Rogerson open with a peculiar act in which the man and woman cavort about the stage in carnival props. Three and four-legged men effects and two-faced bodies and the like form the nucleus of the act, which isn't as bad as it sounds. Genuine and appreciated entertainment is provided.

Helen, girl at the piano, follows. She was the last partner of Josephine Trix and with her formed the final act of the once famous Trix Sisters. Caught at this show, Helen seemed to be suffering from a bad throat and would have done better to have laid off.

The Hillbillies, four men, give their idea of prairie and cowboy songs. Satisfies the locals, but wouldn't fool a genuine hillbilly for a moment.

Nellie Wallace, veteran English comedy woman, shares headline honors with the Four Franks. Miss Wallace was a great star in her day. She still proves funny.

Robert Bemand and his Pigeons, a decidedly novel act, opens intermission and clicks heavily. Bemand is a comedian, and a funny one, too, in his own right. The birds are well trained.

Troy Sisters and Wilson, two girls and a man, have one of the most original comedy vocal offerings in vaude. A neat and well-routined act, with the right balance of comedy and singing. All three have excellent pipes. Act clicks solidly.

Billy Russell is a front cloth comedian with a great following in London. Essays a working-man character with plenty of funny lines. His type of comedy is easily understood and gets roars from the cheaper parts of the house, together with more restrained chuckles from the stalls.

Four Franks, America's only entry on this lineup, are a riot. A quartet of youngsters, they tie the show into knots with their fast-paced and intricate tapping and hot instrumental work. Two younger kids have a cinch for laughs in their love travesty on a settee. Easily one of the most successful American acts to visit England, the Franks have a big following in this country.

Phyllis and Giles, man and woman comedy musical act, are a mild closer, finding it difficult to sustain the speed set up by the preceding turn.

Bert Ross.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Oct. 28)

Music Hall show this week is spectacle stuff, beautifully set up. Definitely on the arty side, presentation is nevertheless paced well and clicks solidly. Titled *The Brimming Stein*, first opus brings out the Glee Club singing the *Drinking Song* and *Serenade*, from the Romberg *Student Prince* score. Robert Weede leads the boys. It's rousing, tuneful stuff.

Preceding the entrance of the ballet girls, the orchestra rises out of the pit and is moved in its entirety to the back of the stage, where it is again raised behind a scrim. It's a good-looking technique and hypooses the burghers plenty. Ballet does the *Fledermaus Waltz*. Eight chorus boys join the business and it's all a nice flash. Movement and costumes all lend a classic touch. Jane Sproule and Pauline Kaye do a 2½-minute toe-stepping turn with the ballet, executing pirouettes with graceful skill.

Rockettes appear in the final number, with the orchestra showing atop a balcony and the stage a riot of color. Girls do a military routine with accentuated arm-and-leg movements. Turn is one of their best and gets a generous, spontaneous hand.

Pic, *Victoria the Great* (REO-Radio). Excellent house. Anna Neagle, star of the pic, was introduced by W. G. Van Schmus, managing director of the Music Hall. Paul Ackerman.

CHARLES "COOKIE" BOWERS

"MIMICS OF YOU"

HEADLINING THIS WEEK
CHICAGO THEATER, CHICAGO

Direction: WILLIAM MORRIS AGENCY



MELBA

"GODDESS IN BLUE"

FEATURED IN
HOLLYWOOD BANDWAGON

Now ORIENTAL, Chicago

MGT. LEDSMITH & ANGER

VERN RATH

(Formerly Vernon Rathburn)

AMERICA'S ACE SAXOPHONIST

With "HOLLYWOOD BAND WAGON,"

This Week—ORIENTAL THEATER, CHICAGO.

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

State-Lake, Chicago

(Reviewed Friday Afternoon, October 29)

By and large, the new six-act bill in Windy City's remaining bargain combo house is the most entertaining in several weeks. It has the speed of a good two-day bill of former years and is competently carried by Verne Buck's house orchestra.

Al Clare and Peggy open with a brief but sensational roller-skating routine, injecting comedy between tricks by swinging around a trio of house plants. Chester Fredericks and Gloria Lane detuce with a breezy dance routine, good all the way thru. Girl is a cute trick in a brief obitume. Chester supplies most of the hard dance work, his specialty partner also clicking with some modernistic steps.

Jue Fong, Chinese tenor, delighted the house with his likable American behavior, trained voice and grand sense of humor. Warbles popular and operatic selections and had no trouble stopping the show.

Gifford and Pearl, mixed comedy team, fit into this house with the more obvious type of laugh-getting bits. Talk is funny, despite some familiar material, and their song and dance sardines just as amusing. Augment their act with an old bit of business, using leader Buck, to enable the band to move from the pit to the stage.

House line follows with a mass tap routine, a flashy sight.

Toby Wing, of the movies, featured act, proved herself a capable talking performer, despite the lack of strong material. She is a surprisingly good salesman and displays an abundance of self-confidence.

Six Lucky Boys closed, their athletic work still as sprightly as ever. Routine and tricks are about the same and comedy still among their standouts.

On screen *The Man Who Cried Wolf* (U). House good second show opening day. *Sam Honigberg.*

Bobino, Paris

(Week of October 17)

The Bobino is apparently striving for big-time status. Current bill, headed by the nut comedian, Georgius, who dishes out big load of songs and rough wit and offers a comedy sketch with Marcelle Irvin.

Novelty numbers include the Young Kee (ex-Young China) troupe in knockabout comedy, the Three Marcellos in clever hand-to-hand balancing feats; Sonia, Gansser and Maroo in their funny adagio burlesque; Mady and Cord, amusing acro comics, and Jimo, comedy bike act.

Robert Rocca provides witty line of patter, and Jean Cyrano and Paul Gramon, Else Bengal and Andre Dupin provide the vocalizing without which no Paris vaude spot could exist.

Theodore Wolfram.

Fay's, Providence

(Reviewed Tuesday Evening, October 26)

For 20 years or better Fay's has been the mecca of vaude fans in Rhode Island, with its steady customers giving newcomers warm receptions yet remaining loyal to old-time favorites thru the years.

The current bill's reception is proof of this.

Present policy at house is units assembled by Joe Fineberg and Amalgamated Booking Office, using line of 12 David Bines chorines, who alternate between this house and RKO-Boston. Joe Spaziano and theater's 100-piece orchestra open each show with novelty overtures, this week presenting a medley of Broadway tunes appropriate to unit's title, *Broadway Band-Wagon*.

Chorus opens with flashily costumed routine done before Central Park backdrop. Three Cyclones, trio of tanned-skinned males, follow with some triple-tap stepping, with one of trio soloing in a neatly done rope-skipping tap specialty.

To loudspeaker introduction explaining her winning of NBC-Chesterfield competition, curtain parts on Tula Buzanis at grand piano playing introduction for Helen Prokopis. Both girls wear Hungarian gypsy costumes and make pleasing appearance. Miss Prokopis plays Lizst's *Second Hungarian Rhapsody*, Monti's *Czardas* and Horlick's *Two Guitars* and demonstrates excellent tone and technique in all her selections. Accompaniment by Miss Buzanis entirely satisfying.

Ed Ford and his two remarkably trained canines, Whitey (as a drunk dog)

and another younger pup which Ford balances on hands, finger and thumb tips in unbelievable manner, is a dog act that is a credit to any variety bill.

A pseudo-ballet by the chorus in Grecian costumes follows, after which Charlie Kemper and George Haggerty, doing their insurance examination and "dope" bits long familiar to burlesque audiences, give the bill a comedy wallop. Tho it's not new stuff, the patrons loved it.

Another chorus number in Russian outfits leads up to the entrance of the Three White Whirlwinds, two males and a girl, for a session of fast roller skating, with the girl taking most of the swinging at the hands of the males.

Charles A. RossKam.

Orpheum, Lincoln, Neb.

(Reviewed Saturday Evening, October 23)

Beginner for the Orpheum this year is Robert Bell's *Hawaiian Follies*, once a quarter-hour vaude turn with seven people, now a 40-minute show with 11 people. It's too much along the same line, without novelty departures of any kind, to win consideration as anything other than a long act.

However, everything offered by the unit is clean, attractively presented and costumed before a nice one-set background of Hawaiian moonlight. It's island song and jip-shake all the way, with only Baby Joy, youngster with a few impersonations and a slight comedy touch, changing the pace.

Starts with a medley of string tunes, and goes into four of the girls doing a ceremonial dance. A quintet of the lads follow with a medley from *Kohala March*, with a windup on a war song.

Hula sector is taken care of royally by Princess Lei Lani, and according to the Gilda Grey version by Niki La Maka. Latter is a bit naked and hot. John Kahookona, accompanying himself on the bass fiddle, recites *Trees* and gets a big hand. Then Baby Joy and finale.

Was slightly off the deep end here and will be so in the large houses in bigger spots without surroundings of other entertainment. Show has one of the finest routes, in tribute to Bob Hicks Page, advance, ever laid for a unit in these hectic days. Carries into February with hardly a miss. Heading west. Film, *Hot Water* (20th Century-Fox). Business fine. *B. Ows.*

Stanley, Pittsburgh

(Reviewed Friday Evening, October 29)

An ordinary layout was almost a great show tonight, with youth having its fling. Preceded by much less fanfare than last week's bill, a combine of Bunny Berigan, Jane and Joe McKenna, Nichols and Robbins and Jackie Heller built from a slow start to a near-south hour that had the customers pounding for more.

Berigan's dozen opened with one of their typically hot melodies, highlighted by Bunny's cream of corneting, all effective. Then came the band's regular warbler, Gale Reese, in a clear-voiced but ordinary version of *Love Is a Merry-Go-Round*. Berigan's emsinging it little more than factual announcements. The crew's interpretation of *The Prisoner's Song* proved a field day for cornet, sax, clarinet, trombone, bass viol and drum, who welded, then soloed in the kind of swing music loved by musicians. Got only lukewarm response from the hand-clappers, however.

Heralded as "King and Queen of the Shag," Nichols and Roberts pranced the collegiate capers in campus garb with such seemingly effortless speed and grace that they were dragged back for an encore, and then had to beg off for lack of breath. A genuine show-stop.

Berigan took the floor for *I Can't Get Started With You*, sharing his hot horri with his semi-gravely vocal a la Waller.

A perennial favorite before his hometown audiences, Jackie Heller effervesced thru *Feeling Like a Million*, sang deep blue for *Harbor Lights* and chortled *Have You Got Any Castles?* so dynamically that he was brought back for *Vieni, Vieni*, which electrified the fans, who demanded still more. So, a moving *Ellie, Ellie*, that registered.

The band again, this time on *Caravan*, effective but no wow because almost every outfit here in the past four months has played the tune.

In the wind-up spot was the knockabout comedy pair of Jane and Joe McKenna, whose rep of songs, dances and slapstick resembled "those good ole vaudeville days." No masters of pantomime, neither brilliant with snappy dia-

log, nevertheless Joe's drunken bit and the adagio burly both clicked with the chair-sitters, who alternately laughed and roared. Pair gets stronger as the act progresses.

Curtain number was Berigan's crew on *Frankie and Johnny*, with Nichols and Roberts swinging in for a few steps at the number's end.

Co-billed with the stage acts was Pittsburgher Rose Metteln, who brought her violin for a solo with Dave Broudy's pit symphony.

On the screen, *The Perfect Specimen* (WB). Some standees at fourth show, about average biz for Friday night.

Morton Frank.

Chicago, Chicago

(Reviewed Friday Afternoon, October 29)

An abbreviated stage bill due to the screen occupancy of Warner's *Life of Emile Zola*, in for a fortnight at popular prices. Really one 30-minute production scene labeled *At the Hunt*, representing a bit of English inn atmosphere prior to an afternoon of the sport.

While used before, it is a good idea when projected lavishly. As it stands here it is just a faint carbon copy, lack of proper staging hindering its continuance of mounting entertainment.

Rosemary Dering, toe dancer, opens the show on the deserted stage. Her mirrored tray number, a deft ballet routine, would go much better if spotted in or following a production number. On too early, as is, to be satisfactorily receptive.

A choral group of 16 men in hunting costumes file in for mass singing, pleasing but not as impressive as a group of that number is expected to be. Their most effective number is *Sing to Me Only With Thine Eyes*, done while seated at an inn table and their beer mugs furnishing the only light on the stage.

Johnny Bryant comes out front for a few minutes of whistling, bird imitations still his forte. The house line finally makes its initial protracted appearance, in waitress outfits, with a lively tray number, in which the boys participate.

Charles (Cookie) Bowers follows, the stage deserted again for his act. Amusing and clean as ever. Had the first-show house in continuous laughter with his imitations of direction-giving characters, a man waking up in the morning and a woman retiring at night.

Vocal group and girls return, latter changed to similar riding costumes for some clever precision ballet. A good buildup for Miss Dering's toe-spinning return. Her finish is similar to that of Gloria Gilbert, here a couple of weeks ago, and suffers by comparison.

A couple of riders on real speeding horses in the background are flashed for a sudden but novel finale.

Sam Honigberg.

Orpheum, Los Angeles

(Reviewed Tuesday Evening, October 26)

Manager here must have said, "I'd better get some decent acts," when he saw the two pictures slated to run this week. The two-a-day presentations are really quite good, and they need to be to dissipate the aroma created by *She's No Lady* (Ann Dvorak and John Trent) and *Off Again, On Again* (Wheeler and Woolsey, who are just about thru if they can't do better than this awful opus).

Alene and Evans, balancing act, describe their feats as "poetry in motion" and actually the two clean-cut boys in impeccable soup and fish do a mighty neat turn. They walk on their hands up a chair to a table and onto another chair and down again, also balance on one hand on a movable tripod. A neat class act nicely performed.

Three Randall Sisters, from down Dixie way, pretty in black and white evening gowns, offer nice harmony, distinguished as much for the unusually good arrangements as for their delivery. The kids are young, slim, attractive and they got a good hand.

Don and Audrey LeMaire prove an interesting dance team. Act is nicely routine, outstanding being the *Serenade*

to a *Wealthy Widow*, which is original and intriguing. Good but not the top.

A Universal talent scout last month discovered Gordon Miller singing in a New Orleans night spot. He appeared for the first time on a Los Angeles stage at this show. Nice-looking youngster of about 24, with a bell-like voice reminiscent of Morton Downey. Songs were slow and dragged a little, but the boy's sweet high voice got the audience and it applauded heartily.

Al Lyons, emcee, told the audience that colored Jack Williams, hooper, was the best of a week of strenuous auditions. Nevertheless Williams did not distinguish himself. His taps and turns are heavy and his wardrobe too reminis-

(See VAUDEVILLE REVIEW page 28)

MITCHELL AYRES

and the FASHIONS IN MUSIC ORCHESTRA after 8 Months at HOLLYWOOD RESTAURANT New York opening OCTOBER 29 for an extended engagement at the HOTEL ADOLPHUS Dallas, Texas

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Reviews of Acts

Corinna Mura

Reviewed at the Oriental Theater, Chicago. Style—Singing. Setting—Full stage (special). Time—Eight minutes.

A matured, stately Latin mezzo-soprano who is an expert deliverer of Spanish songs. Sings in her native tongue, with enough meaning in the sincerity of her voice to overcome the local handicap of foreign language lines. Her quality pipes are quite capable of handling the wide range of the vocal scale.

In this theater a colorful Latin scene was staged around the act. Alone, she would be more fitting in an intimate hotel room or night club patronized by a better than average class of audience. S. H.

Mae McKinn and Her Boy Friends

Reviewed at the Palace Theater, Chicago. Style—Harmony. Setting—Full stage (special). Time—Five minutes.

Honey-voiced gal and a supporting male trio dishing out pop tunes in the accustomed harmony fashion. Boy Friends are weak, vocally and from the presentation angle. Should develop a little more salesmanship and added participation in the arrangements.

Girl, attractive brunet, has a winning

personality that attracts attention. Act now touring with Harry Howard's Hollywood Hotel Revue and spotted in a couple of production numbers. First appeared to sing *Gringola* and returned in the finale for *Feeling Like a Million*. S. H.

Mariana Ryger

Reviewed at the State Theater, Chicago. Style—Singing. Setting—In one. Time—Three minutes.

A stage beginner apparently, judging by her amateurish delivery of songs. Average as a prima donna, but must learn to sell a song to an audience rather than the microphone. When caught she was not concerned with the house and as a result the customers lost interest in her before her first song ended.

Could stay on for only two numbers, *Moon in My Eyes* and a semi-classical selection. She is promising, however, because she makes an attractive appearance, has a nice personality and her voice is better than ordinary. S. H.

Ray and Trent

Reviewed at the Palace Theater, Chicago. Style—Hand balancing. Setting—In three. Time—Seven minutes.

Two youthful-looking athletes working in full dress suits and engaging in comedy bits that take them out of the ordinary hand balancing class. Their tricks, too, are somewhat different from the run of the mill and are executed to fast music that adds speed to the turn.

Comical entrance, chained at their feet with a rubber band, good for a few laughs. Display plenty of strength, but not thru the obvious chest-heaving channel. S. H.

Ken Harvey

Reviewed at the Chicago Theater, Chicago. Style—Banjoist. Setting—In one. Time—Seven minutes.

A youthful and personable banjoist with trained fingers and a straight forward talk routine used to announce selections. Playing ability is above average, altho not yet of the top variety. He sells his work nicely and his arrangements, not involved, are suitable for mass appeal.

Opened with a medley of song hits, then an impressive version of the late George Gershwin's *Rhapsody in Blue*, and closed with spirited departing and arriving train effects hemmed in by *Bye Bye Blues* and *California Here I Come*. Well received at night show caught. S. H.

No Night Life for Navy

BREMERTON, Wash., Oct. 30.—An ordinance has just been passed banning music as well as flesh entertainment from beer parlors and local taverns in this "Navy Yard City of Puget Sound," housing a large civilian population of navy yard workers, ex-sailor men and retired members of the navy.

Board of city commissioners took the action in accordance with the expressed wish of the voters, the new ordinance repealing an earlier emergency one that legalized the entertainment.

Those Marquee Mixups

CHICAGO, Oct. 30.—And now it's a unit that helps make one of those funny-reading marquees possible. On tap at the Orpheum, Minneapolis, this week is *Life Begins at College* with Jack Fine's *Play Girls*.

Buckeye Agents Seek AFA License

DETROIT, Oct. 30.—Prominent Ohio bookers, including Jack Middleton, Cincinnati, and Frank Belt and Ernie Creech, Columbus, have expressed intention to take American Federation of Actors' licenses. Walter Ryan, local AFA representative, said this week after a visit to Columbus.

Plans call for opening a branch there, appointing a resident business agent and raising salaries in the territory, which are now as low as \$20 a single per week. Ralph Whitehead, AFA secretary, is expected to go to Columbus shortly to complete organization.

A closed shop for all night spots here is next item on the AFA program. Ryan said, and will probably follow Whitehead's anticipated visit here.

Salt Lake Vaude Down to 1 House

SALT LAKE CITY, Oct. 30.—For the first time in several years the Roxy Theater is without vaude or stage productions. Since the Utah Theater started stage shows and with the Roxy going union, business, according to Manager Andy Flor, has gradually dwindled until the overhead was too much to allow stage productions.

The Roxy has been the only local theater to run continuously stage shows for close to four years.

Flor may still bring back vaude or burlesque, but in the meantime he is returning to motion pictures. Flor is in a partnership with the White Brothers.

Utah Theater becomes Salt Lake City's only theater running vaude. By Woodbury and his stage band, together with traveling stage acts, make up the weekly bill.

More Flesh for Brussels

BRUSSELS, Oct. 23.—In addition to the new Varietes, vaude house, touted as the most modern playhouse in Europe, which opens this week, the big indoor circus arena, Cirque Royal, will soon reopen under the direction of the Bouglione Bros., tent and indoor circus operators.

Big-time vaude also on view at the Empire and Ancienne Belgique. Current Empire bill has Mirelle, Josselin, Marlaine Oswald, Keystone Trio, Lorn Sheriff, Klewings, Havay Trio, Franchi Brothers, Bolgaroffs and the Empire Babies.

Other good vaude spots in Belgium at Antwerp and Liege. Fratellini Trio are at the Forum, Liege.

London House Back to Vaude

LONDON, Oct. 23.—Balham Hippodrome reverts to straight vaude November 15. House has been dark for over a year and has now been acquired by Wallie Rice.

Midwest Vaude Movement Gains

OMAHA, Neb., Oct. 30.—In an effort to restore vaudeville to stages in this territory the Midwest Talent Association is sponsoring a 20-act show at the Municipal Auditorium today and tomorrow. Funds will be used to stimulate the drive for vaude's revival.

Movement gets a staunch supporter in the election of David B. Clifford to the presidency of the MTA, succeeding Dante Picciotti, who left to take over directorship of the Omaha Civic Symphony. Clifford has been associated with show business here for the past 30 years. And with Harry Brader leaving the vice-president's post to return to the Minneapolis symphony, office is being filled by Penny Pennington, a performer.

Dallas Casino Show Will Not Hit Road

DALLAS, Oct. 30.—The Pan-American Casino will close with the exposition tomorrow midnight. Manager J. Harold Donovan, of the casino, says all plans for organization of road shows from the company have fallen thru. It had been rumored that both Chester Hale, owner of the chorus and ballet, and George P. Marshall, impresario of the casino, were bidding for rights to the casino's name for a road show.

The casino enjoyed the largest revenue of its season this week.

Paris Moulin Rouge Back To Stage Shows in Nov.

PARIS, Oct. 23.—Moulin Rouge Theater, which for several seasons has been operated as a picture house, has been acquired by a new group and will reopen in November as a music hall, with some form of revue or vaude. New owner is Societe Monthartre - Moulin Rouge, headed by Robert Lelievre.

This with the new Parisiana will give the town two new vaude spots, but apparently this gain will be more than offset by the loss of the Trianon, which has switched to pix, and the failure of the Alhambra and the Empire to reopen this season. ABC returning to vaude policy shortly.

Neighborhood houses holding their own with the Bobino and European showing tendency to use some big-time acts.

Eric Booker Warns Against Others Using His Contracts

ERIE, Pa., Oct. 30.—Phil Edwards, of the Bierbach Production Company here, recently retrieved a brief case which he had lost with other baggage in El Paso last fall. Among other business papers that the case held were blank contracts used by Edwards for booking purposes and which he has since found evidence that the thief had used for the same purpose, forging Edwards' name to them.

To protect both himself and any act that it may concern, Edwards pleads that whoever holds a contract purporting to be made out by himself and connected with either the Bierbach Company or the vaudeville Contracting, of this city, get in touch with him immediately.

Opens B. & C. Club Dept.

CHICAGO, Oct. 30.—Gertrude Avery, unit producer, announces the establishment of a club department in the local Barnes & Carruthers office. She will produce shows and book accounts out of that office.

Vaude for La Porte, Ind.

LA PORTE, Ind., Oct. 30.—La Porte Theater here, seating 1,600, has started a policy of two-day vaude each week. Booked thru the Gus Sun Agency. Shows already booked are *Sophisticated Ladies*, November 4-5, and *Bottoms Up*, November 11-12.

VAUDEVILLE REVIEW—

(Continued from page 27)

cent of the man in the street. Medloere. Top act was Clifford and Marion. Clifford is just a stooge but Marion is terrific—a grand comedienne who easily held the audience in the palm of her hand. Past her first youth, with her voice not what it was, she is nevertheless a seasoned, fine trouper. The audience loved her. David Arlen.

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Notes

New York:

TOMMY HANLON and Nellie Clark leave *Foot Loose Parade*, Hirst Circuit, in Rochester next week for a night club engagement. Were at Ramona Park, Grand Rapids, Mich., all summer. . . . PEANUTS BOHN, with same company, considering an offer for a contract from Harry Nathano, of the Curtis & Allen office, for a part in a West End revue in London to start next September. . . . MARTY WAYNE, with a chair-tap dancing sock novelty, says he never took a single dance lesson—inherited the art from his ma.

DOLORES MANNE, of the Foot Loose chorus, to be promoted to acro dancing principal after Rochester week when show is recast for second time around. . . . FRANK AND WINNIE SMITH left New York October 27 to open October 30 for Arthur Clamage at the Avenue, Detroit. . . . MIMI LYNNNE, now doing straights besides strips, Popkin & Ringered from Los Angeles to the Capitol, San Francisco. . . . KENNETH ROGERS, pro, hopes to be five Gs to the good when he wins a bet made with Samuel Briskman. Wager to be decided December 9. . . . DeCARLOS AND GRANADA, with new dance routines by Kenneth Rogers, were Nat Mortan's first placements in legit. Opened recently in *May Wine*, Erlanger, Philly. Also Irma Mitchell, ingenue, and Alyena, dancer, with Alex Gerber's units.

RAY LeROY and ARLLIE RAPEE closed in Youngstown for Jack Kane and reopened October 18 in Milwaukee at the Empress, where Ray is producing entire show, same as he did in the previous town. . . . LUCELLE WRAY left the Eltinge, New York, October 21 and opened at the Pent House, Baltimore, October 27. Contracted for two weeks with an option of two more.

NADINE MARSH, formerly Marshall, returned to New York after many months' absence during which she posed for commercial photos. Opened at Star, Brooklyn, October 15, as did Sylvia LaVoun, dancer, and Aunt Hattie. . . . IRENE AUSTIN birthday-party, backstage of the Republic, New York, October 25. . . . FOOT LOOSE PARADE, on the Hirst Circuit, transported from Newark to Union City to play the second half of the Saturday (October 23) midniter at the Hudson to enable the Billy Hagan outfit to leave in time to make Rochester, the next stop date. . . . STEVE MILLS, comic, spotted by Nat Mortan at the Broadway, Toronto, and National, Detroit, via a 20-week contract. . . . MORTAN also instrumental in getting four additional weeks for Virginia Jones and Barbara Doane at the same spots. . . . BOZO SNYDER extra-attracting for three weeks at the Broadway, Toronto. Uno.

All Over:

CASINO, Toronto, switched its opening day from Sunday to Friday. . . . HARRY HIRSH, manager of Gayety, Minneapolis, was in Chicago buying new faces for his stock company. . . . MILT SCHUSTER, the booker, was in Detroit on business. . . . MARIAN LAMARR (Mrs. Kenny Brenna) an added attraction at the Gayety, Milwaukee. . . . LOUISE STEWART opened at the Garrick, St. Louis, Friday. . . . MILDRED HARRIS CHAPLIN, following her engagement at the Gayety, Cincinnati, will go into the Palace, Buffalo, and New Broadway, Toronto. . . . BILL DESHON closed a four-week engagement at the Avenue last Friday.

PHIL ROSENBERG booked Peaches Strange as an added attraction into Boston's Old Howard, week of November 8. Jerry McCawley goes into the same house November 29. John Quigg now at the Embassy Rochester, as an added attraction. . . . STEVE MILLS set for the National, Detroit, by Nat Mortan, while Ann Valentine opens there November 7.

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Paging Joe Ellul

DETROIT, Oct. 30.—Empress Theater management agrees with Shakespeare, "What's in a name?" The owner of the house is named Joseph Ellul, and so is the manager—but they're not related and never heard of each other until they met at the theater.

The owner is known as Little Joe, while the manager is Big Joe. Little Joe has further complicated matters by sometimes going by the name of Allen, the English equivalent of his name.

Changes in Cast

NEW YORK, Oct. 30.—Mac Dennison, Stanley Simmons and Irving Selig opened at the Republic, New York, October 29. Replaced Billy Lee, Sammy Smith and George Kinnear, Mildred Clark, Murray Lewis, Shirley O'Day set by Dave Cohn for the Star, Brooklyn. Chorus is also undergoing a change for better and younger dancers.

Sylvia LaVoun, dancer, October 29 exited from the Star, Brooklyn, while Jack Kramer, straight, and Annette Ross exited October 28.

Eddie Lloyd, Fred Walker and Al Golden Jr. succeeded Sam Weston and Johnnie Kane at the Oriental, New York, yesterday. Jeryl Dean out on the Coast in Popkin and Ringer houses. Jean Caton at the Roxy, Cleveland. Diane King at the Columbia, Boston. Had offers for the Club Nomad, Atlantic City, from Stanley Woolf, and for the Little Nut Club, Shickshinny, Pa., from Dona Davis.

Earle, Atlantic City, Folds

NEW YORK, Oct. 30.—Hirst Circuit shows now open Wednesdays instead of Thursdays in Reading since the folding of the Earle, Atlantic City. Shows then jump to Rochester for a Friday viewing. Earle, a three-day stand, was operated by Max Quitner, who ran the Globe this summer.

Oriental, New York

(Reviewed Tuesday Afternoon, Oct. 26) Harking back to the good old days of Billy Minsky's Republic, titles at the Oriental are attracting plenty of attention. This one was tagged *Chest Appeals They Satisfy*. Next week *Thigh, Wide and Handsome* is slated for the boards. Dave Rosen capably manages this house and it should serve as a lesson to plenty of other burlesque house managers. No dirty floors or filthy lobbies; it shows the skilled hand of an efficient manager. Screen is due with \$50 daily prizes this week to hypo business. House caught was less than half-full.

Show was fair. Not so bad; but just far enough away from the socko class to be noticeable. Comedy is stressed, and this the fans liked. It took a bit of time for Hank Henry, Johnny Kane and Sammy Westin to warm into it, but once they did everything was okeh. Henry's careful timing and well-placed lines easily account for his growing following. Usual routine bits were done and race-track number took the largest share of laughs. A completely whacky burlesque of an operatic scene, done in costume with Margery Roye, Henry and Bob Aida, took the house. Just daffy enough and different enough to fill the bill.

Oiga Petroff took a neat reception with her refreshing style of comedy delivery. Her lines, spoken in a cute accent, often went way in the blue and stayed there; but the house liked it. Unquestionably, Miss Petroff possesses ability and knows how to wring every last drop of humor out of a line, but a bit of scrubbing here and there would help.

Production was mildly colorful, with a line of 10 kids plus six showgirls. Roxanne improves in her lines every time we catch her, while her dancing is still plenty hot. Annette, who possesses a sophisticated personality, has plenty of what the boys like and encored at this

That Box-Office Swing Upward Must Come Quick—or Else

Hopes for N. Y. City Hall ease continue, but religious, civic groups still sour on burly—undercover men and clergymen checking productions

NEW YORK, Oct. 30.—The box-office improvement expected after election will have to make itself felt plenty soon if most local houses are to rediscove black ink. Operators have been hoping for concessions from City Hall after election, but present indications are there will be no quick change of face by political leaders. Those who have been attempting to regain the right to use the word "burlesque" see several factors in the way. Censorship groups and the license department will probably offer plenty of resistance. The censorship committee headed by J. F. X. Masterson is not only checking houses itself, but is also using undercover inspectors to assist it. In addition, several clergymen have been spotted in various houses looking over productions. Religious organizations, too, are still antagonistic toward the return of the title.

Something Different

PITTSBURGH, Oct. 30.—Burly houses traditionally depend on bare or near-nude bodies of shapely femmes to draw the customers. Now it's in reverse.

The Casino Theater this week started publicity on the coming appearance of Zimmy, legless swimmer, who stayed in the water 148 hours on that recent swim from Albany to New York.

Cowan Leases Bijou

PHILADELPHIA, Oct. 30.—The Bijou, now dark, has been leased by I. Hirst to Jerome Cowan. Cowan has begun alterations and plans on opening toward the end of November. Policy will probably be straight pictures, tho there is consideration of a combo vaude and film policy.

New Detroit Faces

DETROIT, Oct. 30.—Clamage & Rothstein have completed a series of changes at the Avenue Theater by bringing Harry Levine, who lately operated a cafe in Toledo, O., back as comic. Dorothy Dee and Jack Duchant, straight man, are also new faces.

maneuvers Parker Gee baritones *Be Still My Heart* most acceptably.

Usual burlesque courtroom skit, familiar to all, follows; then a strip by Gaye Le Bar, who first obliged with the song, *Change in the Weather*. This gal is a typical burlesque stripper, flame-haired, full, lush figure, and goes thru the traditional undulations and miming steps before making her final exit.

A swell number is *Crinoline Days*, very well presented by the chorus and principals. Joanne Lynch, gowned in a huge crinoline dress, sings *Crinoline Days*, which is harmonized by Parker Gee in the second vocalizing while the entire chorus does a quite effective ballet dance. In this number Dolores Joyce offers an interesting terp specialty.

Jeri Meyers, a blonde, sings *Southern Hospitality* and strips to show she means it. There's a foul skit and then another strip by voluptuous, red-headed Joan Lee, who sings *I'm in the Mood* and got an extra hand by smiling "Thanks" to the portion of the audience which applauded most vigorously.

A finale, with Johnny Barker singing, appropriately finishes the show, which is not at all bad. David Arlen.

Old Howard, Boston

(Reviewed Monday Afternoon, Oct. 25) (PLEASURE MAD)

Old Howard continues to present entertaining burlesque shows, current one, *Pleasure Mad*, with Mary Sunde as added attraction, running 140 minutes to an opening show S. R. O. crowd.

Production balanced well on all sides, with a satisfactory running pace. Line (15) was the only department off on cues and pep.

Assortment of three strippers in blond Mary Sunde, brunet Boo LaVon and red-haired Edna Dee gave the boys plenty to approve. New type of dancing-stripping

(See OLD HOWARD on page 33)

JEAN HAZLETT

Featuring AGROBATIC AND TOE TAP ROUTINES SUPERIOR En route PLEASURE MAD — Hirst Circuit.

VAL WILLIAMS

Portraying the Character of "Joe, the Snifter" in a Dramatic Sketch LIMEHOUSE NIGHTS En route Hirst Circuit.

Reviews

house. Helen Troy also took a nice reception.

Bob Aida did the vocals and George Arthur took care of the hoofing singles in fair style. Amy Spencer does those quivering motions the boys like so much.

Willy Creager, drummer and contractor here, and Leader Jack Vunacora and the rest of the boys kept the musical end of the show going along in good fashion.

Benn Hall.

Follies, Los Angeles

(Reviewed Monday Evening, October 25)

Viva Patee is the title of the new show at the Follies Burlesque here, but it's the same collection of chorus routines, semi-nude tableaux, strip teases and sketches that characterizes most burly shows.

Show opens with a take-off on a current movie, entitled *Vogues of 1939*. Joanne Lynch, the prim, sings a pop tune while the girls present a fashion show. The set is exceptional and the clothes worn range from evening gowns to pajamas. Last thing modeled by fetching Janice Poole, accompanied by bridesmaids, is a striking lace wedding gown. There's no emphasis on nudity here.

There are a couple of suggestive skits with blackout conclusions, just about the average burlesque, only maybe a little smuttier to satisfy the lowbrow Main street audience. These are followed by Peggy Hill, a sensuous redhead, who comes out and goes right into her strip without even a song for an excuse. Another short blackout and Rose LaRose sings *Good for Nothing Baby* and strips, also to accompaniment of cheers and howls.

Really swellegant is the fencing number next staged. The chorus girls, in white satin blouses with red hearts affixed, go thru a finely rehearsed fencing routine. It's more than a simple clashing of steel, as obviously the gals have been taught to lunge, thrust, parry, etc. During the

Thru Sugar's Domino



E. E. SUGARMAN

WHILE changes are constantly taking place on the map of show business, customs change little. One can point to a number of analogous situations in the vaudeville of an era that has just passed around the bend and in the picture factories of the Coast today. An outstanding instance revolves around the abundance of talent that blushes unseen among Hollywood's extras. Very rarely does one of the supernumeraries get the slightest opportunity to display his or her wares. But, as one of our Coast correspondents points out, there is an ever-recurring panorama of Susie and Sammy Browns of Skaneateles passing before the bleary eyes of the men who make and break careers in the picture-making industry.

It was not very much different in the bustling marketplace of departed vaudeville. On the small time there were always plenty of talented actors crying aloud for opportunities to show their real worth. These ambitious and talented artists on the lower rungs of the ladder needed only a smattering of direction and material. Many of them eventually received these lifts, but success came despite the wisecracking scouts who studiously avoided them and devoted their time instead to visiting musical shows, cafes and the abundant outpourings of the drama—in fact, any place except where they should have gone. This condition was the more pitiful because vaudeville had always boasted of the new faces being developed in its bush league.

It is interesting that the same condition should exist in films today and that the men who are guilty of neglecting golden opportunities to develop extras into star material were even remotely connected with vaudeville in its heyday. Maybe it is a matter of human nature operating according to the same laws regardless of time, place or external trappings.

Another similarity between vaudeville of yesterday and pictures of today is in the matter of salaries. Film companies fight like trapped tigers to avoid increasing the wage of a player who has been skyrocketed to fame. It's a question of compelling the player to abide by the salary terms of a contract entered into when the player was unknown and hungry. Technically, the player who demands a better break after reaching stellar heights is in the wrong. Technically, the player should follow the lines laid down by the written agreement, but, we ask, since when have picture companies earned the reputation of following a similar course in connection with their own contractual obligations? Those who have fairly good memories and who were in the swim of things when vaudeville was king will agree that the same darn-fool tactics were employed by the companies in the days of the big booking combines. Such foolish handling sent Willie and Eugene Howard to the Shuberts. And over a matter of \$50. In that way Will Mahoney left vaudeville behind and went into a musical show. The sterling comedian and dancer was getting \$1,250 and asked for \$1,500. Mahoney was turned down flat; he went into "Up in the Air." About four months later he was headlining at the Palace—not for \$1,500 but with the same act for \$2,500.

The same procedure applies in several branches of the show business today. Real showmen have always recognized the undisputable fact that when an artist draws business he should be paid commensurate with his drawing power. If the company that has him tied up will not do it another company will. There is nothing to be gained in the end—regardless of contractual advantage—from keeping an artist down who has had the magic wand of public acceptance tapped lightly on his blessed shoulder.

SIDE GLANCES . . . We haven't as yet had an opportunity to check carefully on the disposition made of the case of the unnamed usher at RKO's Hamilton Theater in New York. . . . This young man averted a serious panic by intoning reassuring words to the audience via the theater's p.-a. system when smoke filled the auditorium from a fire next door. . . . The house was emptied in five minutes. . . . Lives were saved, limbs were preserved and RKO averted a flock of lawsuits. . . . Whoever the young man is he should receive a handsome cash reward and a promotion that will bring him nearer to a place where his cool head and loyalty can prove of use to his company. . . . Others in the organization should profit from this happy lesson. . . . The greatest virtue of a theater man is a cool head. . . . Cool heads of theater personnel mean millions to their companies. . . . Companies should not hesitate to encourage men who exhibit this sterling quality. . . . Sometimes we wonder whether there is something more aesthetic and idealistic in business than the fight for money. . . . A case in point is the International Casino, which is still a brand-new spot in New York's night life. . . . The place has such a tremendous nut that in order to keep the sheriff away from the door a terrific turnover nightly is imperative. . . . The men who planned and built this institution could not have been thinking of financial success alone. . . . Knowing these men, we can dismiss the possibility of inexperience and overenthusiasm accounting for the launching of a ship that gobbles up its own weight in expense. . . . There must be something else. . . . And maybe that something else is the pleasure of being identified with something that outshines everything else by its size, grandeur—and headaches. . . . We are among those who do not approve on general principles of Major Bowes' exploitation of amateurs for the glory of an automobile manufacturer and his own ample pockets. . . . But there is something good to be found in almost anything, including the amateur exploitation machine run by Engineer Bowes. . . . The good that we see is the continual proof offered by the Major's activities that there is an abundance of talent available in every part of the country. . . . The wise guys used to say that the Amateur Hour would peter out of its own accord because of the limitations of talent availability. . . . As it works out, however, Major Bowes' scouts report that there is plenty more where the stuff has already come from. . . . And that there is enough material available to run Amateur Hour shows until the coming of the second Messiah. . . . This ought to be a cue for the boys who think there can't be a revival of the popular stage because there are no longer any new and young faces to draw upon.

As I See It

By DAVE VINE

IT'S A WOMAN'S PRIVILEGE. . . . A law was recently passed enabling women, for the first time in the history of New York State, to sit as jurors. Jimmy Savo and I were sitting in court the other day while a jury was being chosen. A female answering to the name of Miss Smith, called for examination, said she was 39 years old. A checkup proved to the clerk there was a discrepancy in her statement, whereupon he countered: "Miss Smith, when you voted four years ago you gave your age as 39." Miss Smith indignantly replied: "I certainly did, and that's why we should serve as jurors. We don't change our minds every minute. I said 39 then and I say 39 now."

MORE OF THE SAME. . . . A female voice intones: "I assure you my lips have never uttered a falsehood." Second voice: "I believe you—you talk thru your nose."

AT THE NEW INTERNATIONAL CASINO. . . . This room has everything and it appears everyone is here. . . . A friend tells Uncle Don he is getting married. Told that she will wear the pants, the gent, after meditation, replies: "So what! My first wife wore the whole suit." . . . On my left: "When you've had enough liquor why don't you order ginger ale?" And the drunkie replies: "When I get enough liquor I can't say ginger ale." . . . Sid Gary complains to Walter O'Keefe that the tables are too close. Walter ponders and says: "Do you think so?" Gary yells: "Do I think so? Why, they are so close together that the fellow at the next table has been eating off my plate all night long!" . . . In another corner two smarties argue, one of them saying: "I've forgotten more than you'll ever know." To which the other cracks: "I'd rather know what you have forgotten than what you remember."

I WAS THERE (So help me). . . . At Lindy's the other night Benny Davis and Fred Coots were discussing how hard it is to break away from habits and friends. It's a fact, and I told them: "I think you have something there, because ever since Eddie Sullivan went to Hollywood to write his column I miss him. And I know a lot of other acts will miss him. We'll all miss the many weeks' work we had with his *Dawn Patrol* revue, which was the show window for such turns as the Ritz Brothers, Ella Logan, Terry Lawlor and Eleanor Powell. If an act had something Sullivan was never too busy to help and would phone here and there until he finally placed it. Broadway can't spare fellows like him. So remember, Hollywood, we're only leaning him to you. We want him back."

MORE (SO HELP ME). . . . All kinds of people are called for jury duty. A fellow by the name of Joe Brains is called. He reports, but is told by the clerk that the jury is picked. Mr. Brains is very angry, having thought he was going to serve and always having had a yen for jury duty. Insisting that he be put on, the judge answers: "I'm sorry, we can't use him. We've got 12 men without Brains." . . . It really happened. I was there. . . . I was on the jury.

I HOPE YOU'LL REMEMBER. . . . That most actors do not wake up to find themselves famous. They usually dream they are famous and then wake up. . . . And it's a fact that 9 out of 10 who reach the top of the ladder had someone holding it. . . . And that life is full of trials with an occasional conviction.

Chicago Chat

By NAT GREEN

JUXTAPOSITION of film titles on theater marquees frequently are good for laughs. . . . Our scout reports this at the Vogue Theater: *The Wandering Jew*, *One Mile From Heaven*, and at the Ace, *Hell Divers*, *Meet the Missus*. . . . That gargantuan warbling Randolph street pedestrians hear between State and Dearborn comes from a seed store that uses a loudspeaker system to broadcast its singing canaries, giving the effect of songs from a thousand bird throats. . . . Speaking of birds reminds us that Raye Robin left a note saying her new book *Beyond the Moon* has been accepted by a movie company and she is leaving for the West Coast. . . . Still speaking of birds—Wiki Bird, Hawaiian warbler, is back in these parts after a long absence. . . . And from the Dorchester, London, comes an elaborate program picturing Russell Swann, clever conjurer, who last season delighted local cafe-goers with his tricks. . . . He's said to be going over big in London. . . . The hold magic has on the public is well illustrated by the experience of a young amateur magician who a year or so ago opened a small stand at the Hotel Sherman cigar counter. . . . Today he has an elaborate showcase in the lobby where he dispenses hundreds of gadgets daily.

H. G. Wells, British author and historian, evidently has lost none of his b. o. draw. . . . Five thousand persons crowded the gym at Northwestern U Friday night to hear him expound his theory of *The World Community of Tomorrow*. . . . Henriette Stuart, who quit her job as editor of *This Week in Chicago* to marry a wealthy Montana dude rancher, is back in town on a visit and taking a peek at her old night spot haunts. . . . Zion, Ill., where they used to believe the world was flat, has become so modern its city council has called an election to determine whether the town shall have movies and bowling alleys. . . . Sam Barton, comedy cyclist at College Inn, is making his first American appearance in more than 15 years. . . . Last time he appeared in Chi was in the two-a-day at the old Majestic, now a ghost house. . . . Theater biz must be getting better—B. & K. are taking over two former Lubliner & Trinz houses, the Senate and Belpark, paying in full the outstanding bond issue of \$450,000. . . . Bonds have been in default for five years. . . . Earl L. Hadley, who has been general advertising manager for the Wurlitzer Company, has joined Henri, Hurst & McDonald, Inc., ad agency.

Congrats to Louis (B. & K.) Lipstone and his missus, who celebrated their 20th wedding anniversary October 29. . . . For cute sauciness see Clarissa, charming and shapely miss who interprets European folk dances at the Bismarck's Walnut Room. . . . Glenn Burr, *Downbeat* ed, nursing a fractured right arm as the result of a fishing trip to Arkansas. . . . Whether it was a whopper that got away that caused it, Glenn didn't make clear. . . . A band or radio actors here has organized the Little Theater Off Bughouse Square to try out its histrionic ability behind the footlights. . . . Burr Lee is the director. . . . At the Marek Weber press party, attended by NBC and CRA big shots, some of Weber's better known records were piped in from New York to give the newspaper mugs an idea of his style. . . . Jack Lawson, former *Daily News* nite club ed, has been added to the growing list of Chicago boys who are doing well in Hollywood.

FTP's Musical Satire on War, "Ready, Aim, Fire," Good Show

HOLLYWOOD, Oct. 31.—There's no denying the Federals of the FTP were a sssd lot when they first embarked in show business several years ago. There's no denying, too, that they are today putting out some of the finest tidbits in the current theater and that their efforts are worthy of a complete and wholesome respect and admiration. *Ready, Aim, Fire*, an original musical comedy by Gene Stone and Jack Robinson, is a close approach to a first-rate musical show, with no faults that careful editing cannot erase.

Indeed, a more deft integration of its numerous scenes, a speeding up of some of the slow spots and needed cutting of certain scenes which are overlong, are all that seem requisite to make this story of the hostilities between the countries of Moronia and Berzerkia a spanking fine theatrical treat. The idea around which the story is built is very novel, and original; the songs by Clair Leonard, Harry Stoddard and Gene Stone are refreshingly appealing.

Musical opens with Munitions Maker Kruppenheimer, compelling Dictator Smalz of Moronia to declare war against Dictator Borsht of Berzerkia. There is much anti-war spirit in the country, however, so the dictator invites two Hollywood songwriters to carry out a musical campaign for war. They arrive and soon *Fight, Moronia, Fight!* replaces the popular tunes *Strike Against War* and *The People Refuse To Get Shot*.

At this juncture, the beautiful Berzerkian spy, Sonya, steals the magic song, which is renamed *Fight, Berzerkia, Fight!* War is declared, and the Moronia Pink Shirts engage the Berzerkian Purple Pants in combat, with musical encouragement from noncombatants on both sides. But Franz of Moronia falls in love with Louise of Berzerkia, and on a mutual hookup they sing *No More War in My Heart*, whereupon both armies cease fighting and join in a dance of brotherly love. Smalz abdicates and the young lovers come triumphantly to the throne amid the huzzas of the multitudes.

Production department acquitted itself beautifully as to costumes and sets. Myra Kinch, popular classic dancer who has

been working quietly for some time to build a fine dance group, shows off her proteges admirably in this musical extravaganza. Especially humorous is the enlistment scene in Moronia, where the songwriters lure the peasants into joining the army by tantalizing them with a burlesque show (*We're the Girls From Blinsky's*) and a sample of the charms of Stripsy Nora Lee.

Maurice Samuels as Kruppenheimer, Louis Lytton as Smalz, Robert Lawler as Borsht, Paul Roberts as Franz and Peter Brocco and William Rand as the two Hollywood songwriters are admirable in their roles. Fine, too, are Sandra Carina as Sonya, Carol Scott as Louise, Margaret Graves as Stripsy Nora Lee and many of the others.

Drop curtains and screen news flashes add to the general merriment and satire, heightening the performance of a uniformly good cast. And as one of the Los Angeles play reviewers aptly remarked walking down the aisle after the conclusion of the show, "It's no more insane than anything that's now happening in Europe!" *David Arlen.*

Miss Christenson in Chorus Equity Job

NEW YORK, Oct. 30.—Edith L. Christenson, succeeding Mrs. Dorothy Bryant as executive secretary of Chorus Equity, was formally introduced to the association at Chorus Equity's special meeting yesterday. Only 50 members attended the confab, held at the Center Hotel.

Miss Christenson touched on the difficulties which lay ahead of Chorus Equity regarding organizing of presentation houses and night clubs and asked for the co-operation and patience of the association. She was assured she might expect both.

A tribute to the ability and the work of Mrs. Bryant during her 18 years as executive secretary of the association was unanimously adopted by the meeting.

"Black Forest" Ice Revue Slated for Extended Tour

CHICAGO, Oct. 30.—*Black Forest International Ice Revue*, with 40 American and European rink artists and an elaborate mobile ice-producing unit, will begin a tour of the country November 10 at Indianapolis, where it will play for three days.

The revue, a two-hour spectacle, originated in the Black Forest at the 1934 Century of Progress here and during the 1937 season had been a feature at the Pan-American Exposition. It also played at the Centennial Exposition in Dallas in 1936.

Skaters from England, France and Austria are included in the list of principals, among them being Melitta Brunner, European ice star. Following the Indianapolis engagement the revue will tour the Midwest, East and South, playing indoors until April, when it moves outdoors. Production is promoted by the R. J. Sipehen Amusements Corporation.

Jack Richards Is Dead

COLUMBUS, O., Nov. 1.—John (Jack) Roland Richards, 50, for 18 consecutive years soloist with the Al G. Field Minstrels and partnered with Billy Church in minstrelsy, vaude and radio for a number of years, died Saturday night at his home in Columbus after an extended illness. Has been in show business since he was 19.

Brooklyn Casino Reopening

BROOKLYN, Nov. 1.—A grind vaudeville and picture policy will reopen the Casino here November 14. Samuel Briskman, who operated the house as a vaudeville spot until last Thursday, when the theater was darkened, will continue to run it. He is making an attempt to revive vaude in Brooklyn and will use amateur nights, radio tieups and other promotional stunts to hypo interest. Negotiations by Briskman for the Century, Brooklyn, are continuing.

Honest Advertising

DUNN, N. C., Oct. 30.—"Two Lousy Features and a Comedy."

Worth Stewart, manager of a theater here, believes in telling the truth about the pictures he runs. His marquee doesn't lie. It carries the above billing:

Attendants are instructed by Stewart: "If anybody comes out wanting his money back, just show him the sign."

Negro FTP Unit Does O'Neill 1-Acters

NEW YORK, Oct. 30.—The Negro production of four one-act O'Neill plays of the sea by the WPA Federal Theater Project at the Lafayette Theater last night is a credit to director William Challe, his assistants and the actors.

Of the four units, *In the Zone* and *The Long Voyage Home* were by far the more effective dramas, sharing greatest praise from the scattered audience. The half-empty house was not a fair indication of the quality of the attraction. Political rallies may have been the competing draw.

A fall at a dress rehearsal incapacitated Thurman Jackson, who was replaced by Bertram Miller as the captain in *Bound East for Cardiff*, and by Alvin Childress as Nick, the crimp, in *The Long Voyage Home*.

Bound East is a weak number. Monologs of the dying seaman, Yank, are poorly delivered and fail to reach intensity. Otherwise the acting is first-class.

Scenery and production materials, which cost, according to unofficial calculations, \$298, are carefully aimed. S. W.

Paul Kapp Joins Chi CRA

CHICAGO, Nov. 1.—Paul Kapp, local artists' representative, joined the Consolidated Radio Artists' office as manager of its radio department being developed here. CRA is focusing attention on the air field in an attempt to land some of its talent on network programs.

Boston Cop Censor Hounds Fan Dancers, "Lascivious" Shows

BOSTON, Oct. 30.—Continuing with his "relentless" purge of "indecent floor shows," Police Commissioner Joseph E. Timilty has flared up again with another war against "lascivious floor shows" and alleged immoral photographs in magazines.

A halt to the risqué "entertainment" will be in force and distributors of the objectionable periodicals will be asked to withdraw delivery or face prosecution.

Unknown by local night clubs, Timilty checked on several which received his official frown and disgust. In a statement to the press, he remarked: "In my personal check thru the city in recent

days I have seen floor shows and feature dancers whom I think go too far. Some time ago I found a similar condition and immediately put a stop to it. In the cases I have found recently I also told managers in no uncertain terms that the acts must be changed. I will not stand for immoral display, put on view for the public, purely to attract persons to places which do not enjoy a paying patronage thru attractions within the law.

"Steps are being taken to bar daring and indecent publications, cabarets, floor shows, fan dancers and other indecent feature entertainment numbers from the city."

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Petrillo Signs CBS, Mutual; NBC Holdout

CHICAGO, Nov. 1.—James C. Petrillo, Chicago Federation of Musicians' head, announced today on his return from the radio confabs in New York that NBC was the only fly in the ointment in the signing of new radio musker contracts with the broadcasters. NBC protested to Rule 34 in the new contracts, which states that under no circumstances should a station on the AFM unfair list be fed thru the nets. Mutual and CBS both signed contracts calling for a five-day week with seven days' pay, plus an increase from \$140 to \$150 for commercial shows, \$110 to \$120 for sustaining and \$16 to \$24 for single shows. New scales go into effect January 15.

"I will not strike out anything to please NBC," Petrillo stated when asked what would be done in this matter.

Milwaukee Ministers Ask Tavern Control

MILWAUKEE, Oct. 30.—In approving a report by the Milwaukee Ministerial Association requesting fewer taverns and stricter regulation of amusements, the common council Monday asked for proof of charges that the council's license committee was hindering enforcement of tavern regulations in the city.

The association's report followed a six-month investigation by a four-member committee on vice and drinking abuses. Besides investigating conditions locally, the committee gathered data on taverns and night life in Boston, Cleveland, Denver, Detroit, Kansas City, San Francisco and St. Louis.

Committee investigation showed that Milwaukee has one tavern for every 280 persons, more than any other city investigated with the possible exception of Detroit. The committee recommended that the number of taverns be reduced to one for every 500 persons, or preferably one for every 1,000; that all-night opening of taverns be abolished, as well as music, dancing and floor shows, and that women be prohibited from serving as bartenders.

The association also went on record as being opposed to gambling and declared that it did not desire that churches "be exempt from the law," which permits bingo games operated under the sponsorship of churches.

Quad-Cities Without Burly

DAVENPORT, Ia., Oct. 30.—The Quad-Cities (Davenport, Rock Island, Moline and East Moline) are without burlesque entertainment as result of action taken yesterday by Mayor Merle F. Wells of Davenport when he ordered the Liberty Theater closed and the license revoked. Liberty was the only burly house in this section. Several months ago police raided the theater and arrested the entertainers after a policeman purchased a quantity of alleged obscene literature. Oscar Raphael, manager, was fined in Police Court and the theater was ordered closed. A short time later, however, the house reopened when Raphael assured city officials that the sale of literature would be discontinued and that he would operate a clean show.

Newport News Likes Legit

NEWPORT NEWS, Va., Oct. 30.—They want legit here, judging from developments of the last two seasons, and theater officials are struggling manfully to give it to them. Last year they tried theatergoers out with *Tobacco Road* and the show was a sellout for the one day's performance. This year the Perry enterprises brought *Brother Rat* to Newport News and that, too, played to capacity. Now another show, *You Can't Take It With You*, has been booked, and it's possible others may follow if the demand holds up and the shows are available.

St. John Ervine Play for Nares

LONDON, Oct. 23.—Owen Nares' next vehicle will be a three-act play by St. John Ervine entitled *Robert's Wife*. Supporting Nares will be Edith Avens, Robert Holmes, David Horne, Margaret Moffat and Edith Sharpe. Murray MacDonald will produce the play, which opens at the King's, Edinburgh, followed by a tour of the sticks prior to opening at the Cambridge Theater here.

Williams Quits Tent for Houses

MOBILE, Ala., Oct. 30.—Original Williams Show, which had originally intended to close early in December, brought its 1937 season to an end here October 18. Tour was a satisfactory one, management reports. Early closing was brought about by the unusual cold weather and continuous heavy rains. Show was out 24 weeks and during that time had covered 12 States for a total of 5,600 miles.

Personnel remained practically the same all season. Staff included Elmer Lazone, manager; Vic Spouse, advance; Hayes Griffith, 24-hour man and banners, and Tom Suggs, billing agent. Cast comprised Elmer Lazone, Marie Williams, Zeke Lee Allen, Corinne and Shad Bledsoe, band leader.

Principals of the company are enjoying a two-week vacation in Florida, before commencing work on a commercial air show, to be followed by a tour of Florida theaters. Vic Spouse will serve as booker and press rep.

Van Arnam Radio Funmakers

VIDALIA, Ga., Oct. 30.—We are informed by the management that after November 1 the title of this show will be changed. The *Barn Dance* billing will be discontinued and the show will be known as John R. Van Arnam's *Radio Funmakers*.

Despite unseasonable weather, business continues good. At Sylvania, Ga., last Saturday it looked as if we would lose the night on account of the bitter cold. However, enough customers braved the unfavorable weather to justify the scheduled performance.

Dave Traugott, of the Johnny J. Jones Exposition, was a visitor at Warrentonville, S. C., Thursday of last week. At night Dave brought over Mrs. Traugott to see the performance.

A little late to chronicle perhaps, but we did enjoy the visit Roy Butler and his wife, Alice Ritchey, paid us recently. Roy and Dome Williams had a great time talking over the old days they spent together on the Ches Davis show.

Yep, Wayne Bartlett, the writer and Dome Williams, remember Jackson, Tenn., and what a great time we had with the Billroy gang. Toby Eastman, I believe I did cry a bit on your shoulder, but didn't I have a reason? MACK D. FERGUSON.

Dick Royster Winds Up 30-Week Canvas Season

KEYSVILLE, Va., Oct. 30.—Dick Royster Show closed its 30-week tent season here last Saturday, with Manager Royster reporting a pleasant and profitable run.

Dick and Jo Royster, after warehousing their outfit, will make a business and pleasure trip to New York and Boston. Royster advised that he will open his 1938 season here early in March with new sound equipment, talkie machines and canvas.

This was his first season on the road with his own talkie-vaude attraction and he has made many friends and established a route thru the Virginia country.

HARRY J. POWERS, veteran rep actor of the Bennett-Moulton days, is producing amateur productions thru New England for a Boston concern.

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Rep Ripples

JACK HOWE and wife have joined the Jack Harvey Hass Players in Tennessee, after winding up a year-and-a-half's engagement with Harvey's Comedians in Colorado.

GEORGE B. STONE, trumpet and band leader, has been vacationing in Tappahannock, Va., after closing the season with Cannon's Comedians.

EDWARD BEZZARO, well known in New England stock and rep circles, is staging the dramatic plays for the Federal Theater unit at Salem, Mass.

VIRGINIA RICHMOND is resting at her husband's (Leo Hannon) dine and dance resort at Ayer, Mass.

E. F. HANNAN has written a short-cast three-act play for Carl Bedenbender, manager of Carl's Tent Show, operating in Texas.

GENE AND GEORGIA BELL LEWIS and George Kirk, of the Milt Tolbert No. 2 Show, were visitors on the Billroy Comedians at Tupelo, Miss., recently.

ROY BUTLER and Alice Ritchey, now working the South with their General Electric unit, write from Spartanburg, S. C.: "Enjoy being in this territory. Expect to spend Thanksgiving with our cousins in Atlanta. Our son, Robert, and Albert Kagi, our G. E. magician, will

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?

drive from Atlanta to Chattanooga to spend the day with the girl friends. They hope to locate the Cowboy Gwins while there."

FRANK (UNCLE EZRA) FLETCHER, of the Tolbert No. 2 Show, is still having trouble these cold nights when he has to practically strip to remove the Uncle Ezra makeup.

MONA RAPIER has closed with the Schaffner Players to open with Collier's Comedians in Missouri.

MARJORIE C. KENNEDY, formerly of the Marjorie Kennedy Players, is playing dates in and around Boston with a series of monologs.

FRED (TOBY) ARCHER has left Boston for Nova Scotia with a three-people show to play halls and schools in that section.



ADVANCE CREW OF THE MILT TOLBERT NO. 1 SHOW, finishing a small daub, one of the last of the season, in Florence, Ala. Left to right: L. A. Gunnels in charge, W. C. Buhler and Billy Ritchie.

Kansas City Jottings

KANSAS CITY, Mo., Oct. 30.—Harry and Sue Dixon have joined the Jack Ripley Players on an Iowa circle.

Tip Tyler's Comedians, after many weeks in Oklahoma, have invaded Arkansas.

Darr-Gray Company began a stock engagement at the Auditorium, Hot Springs, Ark., last Sunday night.

Eddie and Eleanor Wilson and Bob and Gladys Feagin left here this week to establish a circle in Northern Iowa. Company is to be known as the Wilson-Feagin Players. Osage will be headquarters.

Bruce Robertson, formerly with Original McOwen Stock, has accepted a position with Station KXBY here.

Town Hall Players, who ran for four weeks at the Apollo Theater here, folded last week.

Dannie Baurac has closed with Harley Sadler's Own Show to join O'Dell's Comedians.

Roy and Eva Kinkle, after a season with the M. & M. Players, are sojourning at their home in Milwaukee.

Mal Murray, former rep manager and now manager of a movie house in Carthage, Mo., was spotted on the main drag here this week.

Bush Burrichter and Trixie Maskev left here last week to join Darr-Gray Company, now showing permanently at Hot Springs, Ark.

Hazel Felton, who was confined in a Topeka, Kan., hospital with a serious eye injury, was released recently.

Joe Allison, formerly with the Berkeil Players, has opened a circle in and around Davenport, Ia. This is his sixth season in the same territory.

In the cast of *Light of Ages* now being presented in Chicago are a number of Midwest rep actors, including Elwin Strong, Charles Rehl, Emile Conley, Dorthee Bates, Mr. and Mrs. Jack Fleming and Warren Raeburn.

Jack and Maude Brooks Company closed its house season last week. Mr. and Mrs. Brooks will spend the winter at their home in Sabula, Ia.

Freddie and Lylyan Poole have closed with the Golden Rod Showboat and were spotted on the local rialto this week.

Howard Johnson has joined the Larry Show playing Illinois.

Eddie and Dione Gardner are closing with Jack Hart's Comedians and will vacation at their home in Topeka.

Jim Dougherty, veteran character man now confined in a hospital at Eau Claire, Wis., is reported to be on the road to recovery.

Jack Ripley opens his circle in and around Rock Rapids, Ia., soon.

Allen Bros. Comedians closed their tent season last week in Arkansas.

Hila Morgan Players closed the season this week in Texas.

O'Dell's Comedians, which opened recently in New Mexico, are now playing three-night stands in West Texas. Roster includes Guy M. O'Dell, manager; Toby Blount, Doris de Loris, Shirley and Alta Pitts, Dannie Baurac, Clovis Ketrone,

Bruce Players On Kansas Loop

HUTCHINSON, Kan., Oct. 30.—Wallace Bruce Players, after a season under canvas, said to have been the best in four years, opened this week to play a circle in and around Hutchinson for the fall and winter. Midland Theater here, a Fox house, will play the attraction each week. In former seasons the Bruce company used the Convention Hall.

No merchants' tickets will be used this season, and billing and publicity will be greater than in former seasons, Manager Bruce announces.

Roster includes Wallace Bruce, Clarence W. Sewell, Jack and Ila Fern Campbell, Bert Dexter, Frank Hill, Hugh Philpot, Esther Macklin and Harry Wanner, publicity man.

Opening play was *Tilly Ann*, for which a complete scenic production was given by Clarence W. Sewell.

Homer Roark, Tommy Ray and Emma Kennedy.

Balthazor Show is reported to be doing well in South Dakota. Roster includes William Balthazor, Dick Alstead, Otto Evans, Al Hefta, Betty Kyle, Lenore Hill, Duffy Loranger, Wally Wallace and Bessie Loranger.

Shankland Stock Company closed the season last week at Mayfield, Ky. Show will take a week's layoff, then play a circle of Kentucky towns.

Choate's Comedians are playing one-nighters in Texas to good business. *The Singer and the Fool* is the offering.

Walter Mars, after a season with Jack and Maude Brooks, is sojourning in Chicago.

Karl Simpson Theatrical Agency here will move into new quarters before November 1.

Morgan-Helvey Show is playing week stands in Northeastern Texas.

Clyde Cole is making tentative arrangements to open a one-nighter in Texas.

Mr. and Mrs. J. Richmond Roy were spotted on the rialto here this week.

Dutch and Dottie Sheffield are located in Lawton, Okla., in commercial lines.

Malcolm-Archer circle, now showing a loop of towns in Georgia, has changed its headquarters town to Moultrie.

Jimmie and Honey O'Hearn are sojourning with the home folks in Kearney, Neb. They are making tentative arrangements to open a circle soon in Western Nebraska.

Clark Snodgrass has joined Frank Wilder's circle in Minnesota. He was with Allen Bros' Comedians the past summer.

Davis Sullivan has joined the Wilson-Feagin circle in Northern Iowa.

Lula Nethaway, of the Eddie Hart Players, was a recent guest artist on Station KVOO, Tulsa, Okla.

Jack Vetter, veteran agent, was spotted on the main drag here this week. He appeared to be in good health after a recent illness.

Thelma Kloix left here recently to join the Sylvan Club Girls' Band at Anson, Tex.

Crago Players are reported to have closed their Wisconsin circle temporarily. They are slated to reopen at an early date.

Join

- Alphabetical list of names and professions including Flying X Bodeo, Focantini, Augustino, Focantini, Augustino, Focantini, Augustino...

ACTS, UNITS AND ATTRACTIONS

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

A
Abbott, Buddy, & Lou Costello (Oriental) Chi, t.
Adam, Dell (International Casino) NYC, nc.

B
Bachelors, Four (Belmont Plaza) NYC, h.
Balasi & Skaren (Broadway Hofbrau) NYC, nc.

C
Calgary Bros. (International Casino) NYC, nc.
Callan, R. J. (Essex House) NYC, h.

D
D'Avolos, Rodolfo (El Chico) NYC, nc.
Daniels, Jean (Plantation) NYC, nc.

E
Earls, Fred (Palmer House) Chi, h.
Eck, James (Cherry-Marie) Phila, nc.

F
Faber, Ray, Hollywood Ingenues (Oakland) Pontiac, Mich.; (Temple) Saginaw 7-10; (Keith's) Grand Rapids 11-14, t.

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.

G
Gill, Evelyn (Coral Gables) Lansing, Mich., nc.
Glover & Lamsae (Radio City Rainbow Grill) NYC, nc.

H
Haal, Vera (Embassy) Phila, nc.
Hacker & Sidell (Palm Beach Casino) Oannes, France.

I
Ice Ballet (Boston) Boston.
Ilder Trio (Roosevelt) Pittsburgh, Pa., h.

J
Jackson, Paul (Kibby Klub) Jackson, Mich., nc.
Jackson, Albarf (Tuxedo) Detroit, c.

K
Kane, Allen, & Boys (Monte Carlo Hotel) Chi, h.

JACKIE GREEN
Now Playing
YACHT CLUB, CHICAGO

L
Lambert, Betty (Crystal Bar) Brooklyn, re.
Landon, Bert (Yacht Club) NYC, nc.

M
MacFarland, Judy (Club 15) Phila, nc.
Madsen, Lucille (Paradise) NYC, re.

N
Nancy, Healy (Royal Frolics) Chi, nc.
Nash, Hinton, Hotecha (Oasis) Seattle, nc.

O
O'Brien, John (Arcadia) Phila, re.
O'Connell, John (Essex House) NYC, nc.

P
Palmer, Arthur (Trowville) NYC, c.
Pantalone, Mignac (International Casino) NYC, nc.

Karavaeff, Simeon (Russian Kretchma) NYC, re.
Karol, Magician (Sun Dodgers) Chi, nc.
Karon's, Maria, Musicales (Onesto) Canton, O., h.

La Blanc, Billy (Dutch Village) Toledo, nc.
La Belle, Babe; Reno, Nev.
LaFours (Earle) Phila, t.

Landi, Sandra (Cavalier) NYC, nc.
Lane, Tom (Beverly Hills) Newport, Ky., cc.
Lane & Carter (Edna) Detroit, nc.

Leah, Lila (Greenwich Casino) NYC, nc.
Le Sisters (Rainbow Inn) Marysville, Calif., nc.
Lee, Joe & Betty (Nicoret) Minneapolis, h.

McCabe, Sara Ann (Pal.) Chi, t.
McConnell & Moore; Honolulu, Hawaii.
McCoy, Francis (Royal Frolics) Chi, nc.

Martinez, Juan (Havana-Madrid) NYC, nc.
Marya & Martyn (Henry Clay) Louisville, h.

Murphy, Dean (Washington Youres) Shreveport, La., h.
Murray's, Arthur, Shag Winners (Gallagher & Innesfokj) (Paramount) NYC, t.

Nadine & Charles (Maryland Gardens) Washington, D. C., nc.
Nations, Evelyn (Lexington) NYC, h.

O'Rourke, Nan (Ballyhoop) Phila, nc.
O'Toole, Edythe (Hangar) New Bedford, Mass., c.

Padula, Margaret (Gay '90s) NYC, nc.
Page, Lyle (Circus Club) Bloomington, Ill.
Parish Sisters (Palmer House) Chi, h.

Reis & Dunn (Club Greyhound) Louisville, nc.
Renard, Jeri (Chicagoan) Chi, h.

Royal Duo, The (Leon & Eddie's) NYC, nc.
Royce, Rosita (Chez Paree) Chi, nc.

Sahji (Plantation) NYC, nc.
St. Clair, June (Yacht Club) Chi, nc.

Shore Bros. (Ball-Ball) Chi, nc.
Shore, Willie (Hi-Hat) Chi, nc.

Stump & Stumpy (Plantation) NYC, nc.
Sullivan, Lee (Paradise) NYC, re.



Tomack, Sid (Royale Frolics) Chi, nc.
Torres, Carmen (French Casino) NYC, nc.

Vaccaro (El Gaucho) NYC, nc.
Valdes, Alfredo (Havana-Madrid) NYC, nc.

Wade & Wade (Levaggi's) Boston, nc.
Wahl, Dorothy (Harry's New York Cabaret) Detroit, c.

Whalen, Jackie & Streamline Steppers (Rudd's Beach) Schenectady, N. Y., nc.
Whirling Aces, Threé (Red Men's) Rochester, N. Y., nc.

Williams, Art (Club Alabama) Chi, nc.
Williams, Bob (Riverside) Milwaukee, t.

THE TITANS (J. J. Ryan - A. J. Beck - F. L. Barker) "RHYTHM IN SLOW MOTION" ADELPHI HOTEL Philadelphia, Pa., Starting November 3. Direction WIGGINS ILLIGALLS, International Theatrical Corp., New York.

DRAMATIC AND MUSICAL (Routes are for current week when no dates are given) Bankhead, Tallulah; (Cox) Cincinnati. Brother Rat; (Selwyn) Chi. (See ROUTES on page 69)

Wallace Closes Due to Weather

Cancel several contracted stands in South Georgia—has 28-week season

YORK, S. C., Oct. 30.—Wallace Bros. Circus closed a successful season of 28 weeks at Athens, Ga., October 16 and returned to quarters here. Unusually cold weather caused the decision to end the season. A few stands contracted in South Georgia were canceled.

The show was same size as at opening performance here early in April, and the equipment returned looking spick and span and showing little signs of a hard road season.

It was the first tour of the new show, which covered about 8,000 miles in 18 States. Trip extended to New York State in East and Northern Wisconsin in North.

Tom Tyler and his bride, the former Jeanne Martel, left from Athens for New York, where they will catch the new fall stage hits before flying back to Hollywood.

There were few changes in personnel during season. Most notable was in the featured star, Tom Tyler, succeeding Hoot Gibson, who was featured the first 12 weeks.

The Wallace brothers, George R. and Minter J., came to show closing day and tendered banquet honoring Manager Ray W. Rogers and other executives.

Keyes Bros.' Show Off to Good Start

FORT WAYNE, Ind., Oct. 30.—Keyes Bros.' United Indoor Circus, which opened at Huntington, Ind., last Monday, has been playing to very good houses.

The program: Joe Hodgini family of riders; Aerial Ortons, double traps and chair-balancing traps; Ulaire Malloy, rings, web and muscle grinds; Scotch Highlanders Band; Alta Mae Sisters, iron jaw and ladders; Roberta's dogs, monkeys and ponies; Merrill Brothers and Sister, balancing turn; Ravero Brothers, perch; Don Daro, Mexican slack-wire performer; Jackson's bucking mule, Harry LaPearl and his clowns. Aerial Solts, double traps and perch, played the three-day date here.

Satisfactory Season For Charles Hall's Show

POPLAR BLUFF, Mo., Oct. 30.—Charles E. Hall, owner-manager of Hall's Trained Animal Circus, one ring, recently closed satisfactory season and rented a building here for quarters.

Show opened at Byron, Ga., February 8, was in eight States and covered about 12,000 miles. Personnel remained about same. Toward end of season show was used as free attractions at events.



IRA M. WATTS, who with Charles H. Parker, has bought the title and equipment of Seal Bros. Circus from Bud E. Anderson. Watts was manager of the Dan Rice Circus this season and formerly was with Hagenbeck-Wallace.

Strange Accident At Paris Spectacle

PARIS, Oct. 25.—At opening presentation of spec. *Birth of a City*, at Palais des Sports last Monday night several spectators were injured when one of the guy lines holding safety net of the Zemganos, flying trapeze act, broke and the flying cable whipped thru the audience. Accident resulted from one of the Zemganos missing a trick and falling heavily into the net, causing supporting cable to snap. Among injured were Mari-ann Oswald, singer, and Lucien Des-caves, theatrical critic.

Accident was spectacular rather than grave, none of the injured being dangerously hurt.

R-B Encounters Cold Weather

WINSTON-SALEM, N. C., Oct. 30.—Ringling-Barnum Circus left Gadsden, Ala., for Memphis, Tenn., 340-mile run, and last section arrived at 6:30 p.m. October 17 in a driving rainstorm. Unloaded at fairgrounds. Following day cold and rainy; attendance better than expected. Show encountered cold weather at Jackson, Chattanooga, Knoxville, Nashville and Johnson City, Tenn. One performance was given at Asheville, N. C., October 24 to packed house. Weather warmed up some.

Paul Miller, of Miller Bros. concession department, made a hurried trip to New York City, returning at Knoxville. Sam Stratton, press agent, was on radio at Knoxville. Hawaiian girls in slide show are rehearsing for a winter tour. Harvey Mayer arrived from New York City. Johnny Grady, clown, will be at Lowenstein Store, Memphis, for holiday season, his second here. Paul Jung, prop builder, is giving finishing touches to new giant rooster for Nelson Bros. Paul Wenzel is obtaining supplies for hunting trip.

James Hoyer, secretary of Bluch Landolf Tent, CFA, Hartford, Conn., visited. The writer, Joe Lewis, would like to have data from the folks as to where they will go for the winter for publication in these columns.

Watts, Parker Buy Seal Bros. Show

EMPORIA, Kan., Oct. 30.—Ira M. Watts and Charles H. Parker bought the title and entire equipment of Seal Bros. Circus from Bud E. Anderson yesterday. Anderson has had show on road for a number of seasons.

Quarters will be maintained in this city and Watts will be in charge.

Downie, Tom Mix and Russell Pulling Stakes Three Days Apart

ALBANY, Ga., Oct. 30.—Downie Bros. Circus will end its season here November 4 and return to quarters at Central City Park, Macon, Ga. Mileage on season will be 11,797.

EL DORADO, Ark., Oct. 30.—Tom Mix Circus will conclude its season here November 6 and go into quarters at Texarkana, Tex. Mileage for season will be 10,521.

ARCADELPHIA, Ark., Oct. 30.—Russell Bros. Circus is scheduled to close season at Monett, Mo., November 7. A matinee performance only will be given at Monett

Barnes Has 32-Week Tour

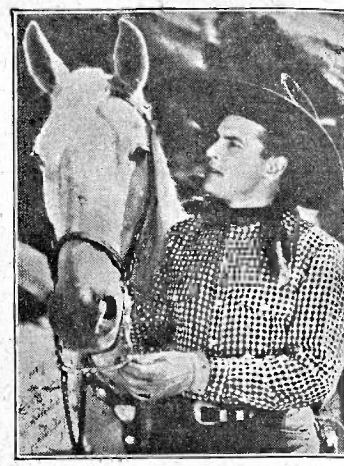
Successful season ends at Phoenix, Ariz., Oct. 28—scattering of folks

PHOENIX, Ariz., Oct. 30.—Eddie Woockener and his band played *Auld Lang Syne* here Thursday, the Al G. Barnes and Sells-Floto Combined Circus having terminated its season. The show had a successful tour of 32 weeks. The showfolks scattered as follows:

Manager S. L. Cronin, Frank Chicarello and Theodore Forstall took the usual working crew to quarters at Baldwin Park, Calif., and after everything has been attended to Mr. and Mrs. Cronin will take a trip east. William H. (Cap) Curtis hurried to Pass Christian, Miss., to start filling holiday orders for his pecans. J. C. (Dusty) Rhodes plans on three weeks' work in California and Hot Springs before resuming winter activities. Sterling (Duke) Drukenbrod went to Canton, O. Pete J. Staunton will take a trip to London, Eng., and visit old friends. George (Red) White will work around the studios in Hollywood; Harry Chipman to an indoor show in the East in charge of advertising and publicity; Chester Pelke, Miami; Mark T. Kirken-dall will celebrate his 41st season trouping by taking wife on a trip in new car; George Tipton, Venice, Calif.; Harry Bert, Chicago, then to Florida with Gardner Wilson, who will be publicity director of a large hotel firm.

Dan C. Parker, Johnny Price, Lloyd Merrell and Johnny Tavlin, Chicago; Arthur Stahlman, Los Angeles; Elmer Myers and Charles Cunningham, Los Angeles; Skinny Matlock will organize an indoor unit to play schools around Los Angeles; Eddie Trees to El Monte, Calif.; Jimmy Johnson, Chicago; Eddie Quinn will work on an Arizona ranch; D. T. Bartlett to his home near Wichita, Kan.; Turner and Babe Thomasson, Al and Hazel Moss and Jimmy Thomasson, Los Angeles; Sherman Cowen to his new home at Mesa Grande, Calif.; Homer Cantor, Charles Johnson, Jimmy Brown, Joe Bainbridge and Dodd, Edwards, Jarrell, Matchett, Wray, Williams, Abbott, Arcaro and Lane, of candy stands, Los Angeles; Red Forbes, Charles Currant, Mike Tshudy, Verne Ellis, Roy Eldrege, Nelson Benn, John Uble, John Hoffmann and Pat Kelly to Barnes quarters.

Blackie Miller, Orland, Calif.; Tom Ahern, San Francisco; Jim Cole, Phoenix; Stanley Earhart, back to Illinois; Tex (See BARNES HAS on page 49)



KEN MAYNARD will again be featured in the Wild West concert with Cole Bros. Circus next season. The cowboy star will complete his movie contract for Grand National Films on the Coast this winter.

Big Biz, Good Runs for Cole

PADUCAH, Ky., Oct. 30.—The end-of-season week for Cole Bros. Circus was one of good runs and big business. Show had four cold days last week. Weather moderated at Cape Girardeau, Mo. Little Rock, Ark., seemed like a reunion with Denny Helms, Bob Stevens, Yellow Burnett, Ray Blankenship and Vernon Reaver on hand. Many visitors at Cairo, Ill., including Floyd King and Elwell from Peoria.

Destinations of people in various departments submitted by Stanley F. Dawson:

ELEPHANT DEPARTMENT: Eddie Allen, California, to manage dude ranch for Harry Carey; Ralph Stockman, Pioneer Mills, Bob Roberts, John Murry, Silvers Madison, Clarence Mattox, Morris Etheridge, Spike English, Johie Murphy, Rochester (Ind.) quarters; Tony DeMarco, Clarksburg, W. Va.; Elmer Hart, Bogard, Mo.; Bill Hart, California; Tom Cannon, Arizona.

MENAGERIE: Eugene Scott, Marvin Cramer, Jack Evans, Harry Ellis, E. H. Jeffords, Earl Greer, winter quarters; Joseph Ferazza, L. M. Marsh, Chicago; Edward Yawger, Boston; Jasper Churchill, Mansfield, Mo.; Jack Bowlin, Benton Harbor, Mich.; Edw. Hendricks, Hammond, Ind.; William Crunk, Nelson, Ky.; Woodrow Rainey, Tipton, Ind.; Ed Pauline, Clayton, W. Va.

BUTCHERS: Cy Hawkins, Roy Dexter, John (The Baptist) Neall, quarters; Joel Grossbart, Newark, N. J.; Philip Sweet, Huron, S. D.; Dominic Bommart, Peru, Ind.; John Bruce, Spring Valley, Ill.; Johnny Schenck, Peru; Andy Anderson, "Big City" Schneider, Johnny Richey, Ben Burke, Chicago; Tom W. Bedell, Pittsburgh; Paul Gardner, Davenport, Ia.; Lou Zuckerman, Jim Wilson, New York City; W. C. Hunt, Teague, Tex.; Austin Leary, Memphis; Chuck Lanford, Nashville; Bob Keathley, St. Louis; Joe Thomas, Miami; Tony Craig, Bill Spaulding, Sarasota; Martin Nelson, Brooklyn; Ernest Newman, Cleveland; Richard Walker, Tulsa, Okla.

LIGHT DEPARTMENT: Louis Scott, Bloomington, Ind.; Oliver P. Hayslett, Indianapolis; Joe Martin, Oklahoma City; Joe Cooper, Dallas; George Harris, undecided; Ben Padgett, Wilmington, N. C.; William Knowles, Kansas City; Clem Maylock, Nanticoke, Pa.; Arthur Ehlers, Chicago; George Hopper, Princeton, Ky.; J. E. Haynes, Fresno, Calif.; Louis Corban, Terre Haute, Ind.

TICKET SELLERS: Bob Courtney, E. V. Adams, Atlanta; George Crandell, C. O'Dell, Eddie Burbank, Chicago; E. Sylvester, Rochester, Ind.; Paul Nelson, Mt. Clemens, Mich.; Fred Jewell Jr., Farmersburg, Ind.; William Cronin and the writer, Los Angeles.

FRONT DOOR: N. D. Burkhart, Peoria, Ill.; H. H. Burkhart, Indianapolis; Frank Orman, Miami; Cecil Labelle, Oklahoma City; L. C. Gillette, Pensacola, Fla.; Dr. A. F. Roberts, Memphis; George Valentino, Peru; Dan Matit, Columbus, O.

USHERS: Don Cooke, Cleveland; J. W. (See BIG BIZ, GOOD on page 72)

Maynard Again With Cole Bros.; Will Present Enlarged Concert

NEW YORK, Oct. 30.—Ken Maynard, stand-out cowboy attraction with Cole Bros. Circus during 1937, will again be with that show in 1938, he announced this week. Maynard, who is kept busy the year around between Hollywood film lots and the circus trail, will present an enlarged Wild West concert contingent next season, he revealed, and is currently lining up personnel to travel with the show when it opens its season next spring.

Immediately following the Cole closing this week in Paducah, Ky., Maynard left for California to complete his picture contract for Grand National Films. Winter work provides for six more pictures, two of the eight his contract calls for this year having been completed prior to the 1937 circus season. Subsequent to the signing for another year with the big circus Maynard announced that most of the circus property in his name will be sold.



KEN MAYNARD AND HIS WILD WEST LINE UP - COLE BROS. CIRCUS

Photo by E. J. Kelly (Century), New York.

KEN MAYNARD'S WILD WEST, COLE BROS. CIRCUS SEASON 1937

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Secretary: W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.
(Conducted by WALTER HOHNADL, Editor, The White Tops, care Hohnadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Oct. 30.—Don Howland, South Bend, Ind., president of Fred Warrell Top, CFA, purchased the first copy of Cole Bros.' Route Book from Floyd King, who compiled it. A handsome volume with three-color cover, it gives a daily record of all dates played from opening engagement to closing date. All performers, staff and working crews are listed with much information concerning the country-wide tour. Mr. Howland prizes the route book very highly and will add it to his collection of autographed photos, programs, books and circus souvenirs.

Duncan D. Burroughs, Washington, D. C., and Charles P. Fox, Milwaukee, Wis., are two new members whose cards were received too late to be added to the list in the First President's Membership Campaign. The fall number of *White Tops* was mailed October 29.

Clifford H. Land, CFA 987, of Anderson, Ind., is an enthusiastic member and is looking forward to a Central States meeting.

A daughter of Claude Elder, State chairman of Missoula, Mont., is attending St. Mary's School in South Bend, Ind.

Burt L. Wilson and Army Armstrong caught Seils-Sterling Circus at Walters,

Okla., October 20. Burt writes that they had a pleasant visit with Mr. and Mrs. Fred Leonard and others on show. J. A. Wagner, Des Moines, Ia., recently delivered a lecture on the circus and the Circus Fans' Association at Simpson College, Indianola, Ia. John P. Grace, Kokomo, Ind., recently acquired a file of the old *New York Clipper* dated from 1881 to 1891. Frank Friedmann, St. Paul, State chairman for Minnesota, reports that he has several live prospects for membership in the association.

The James E. Cooper Top, Washington, D. C., is now engaged in a membership drive and has some 25 prospects. There has been a suggestion of holding next convention in Washington, with the banquet in new elephant house at the zoo and a reception on Tom Mix Circus.

When Cole Bros.' Circus was at San Antonio (good matinee and straw night house), the fans there attended in a body. Following night show, the Tent gave its usual tamale party close to railroad tracks. Entire personnel of performers attended, as did also members of staff. Others present were Doc Stuart and wife, who flew from Oklahoma City, and Dan Odum. Following fans were present: Paul McSween, Pasco and Tommy Scaperlanda, Lewis Kayton, Howard Pardue, H. L. Bridgman, C. W. Miller, J. O. Meusebach, Harry Hertzberg, William Wolf Jr., Pompeo Coppini and Mrs. Richard Gill.

Mills Back to Pollack
STERLING, Colo., Oct. 30.—Duke Mills, who left Polack Bros.' Circus in July to take management of Russell Bros.' Circus Side Show, severed relations with Russell and returned to Polack Bros. He handled advance activities of show here, auspices of American Legion.

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The Corral

By ROWDY WADDY.

HAPPY HAL HARRIS, of Col. Clifford Gatewood's Rodeo and recently a trick rider with the Jack Hoxie Circus, has joined the WXYZ Mountaineers at the key station of the Michigan Radio network, Detroit.

MONEY WINNERS for second part of the Chicago Stadium Rodeo follow: Steer Wrestling—Third go-around, Dee Hinton, Jack Wade, Mike Fisher, Joe McMackin. Fourth go-around, Herschell Ross, Dave Campbell, Andy Curtis, Frank Van Meter, Saddle Bronk Riding—Second go-around, Cliff Helm, Lonnie Rooney; Rube Nelson and Alvin Gordon split third and fourth. Third go-around, Lonnie Rooney; Guy Cash and Slat Jacobs split second and third, Cliff Helm. Bareback Bronk Riding—Fifth go-around, Ernest Beck, Lucky Boy Williams, Pete Hopp, Bennie Bender. Sixth go-around, Lucky Boy Williams, Joe Evans, Buck Wyatt, Dan Wilder. Seventh go-around, Joe Cody, Dan Wilder, Steve Rains, Joe Evans.

Eighth go-around, Joe Cody, Harold Johnson, Buck Wyatt, Bennie Bender. Steer Riding—Third go-around, Ken Roberts, Ken Hargis, Wesley Walls, Gerald Roberts. Fourth go-around, Jimmie Leonard, Andy Gibson, Frank Marion, Earl West. Fifth go-around, Frank Marion; Ken Roberts and Ken Hargis split second and third, Vic Blackstone. Calf Roping—Third go-around, Jack Sellers, Jess Goodspeed, Amye Gamblin, Clinton Booth. Cow Milking—Third go-around, Breezy Cox, Buck Sorrels, Floyd Peters, Bill Bushbaum.

AN ESTIMATED crowd of 30,000 persons attended Frontier Days Rodeo and Junior Live-Stock Show at Bakersfield, Calif., October 1-3, according to Robert J. Hodson, assistant secretary. Officials included Mert Weatherwax, president; Jim Beggs, vice-president, and C. L. Gibson, secretary. Results: Bronk Riding—First day, Johnny Schneider, Frank Schneider, Pat Woods, Gardner Sheehan. Second day, Frank Schneider, Gardner Sheehan, Johnny Schneider; Harry Logue, Pat Woods, Ervin Collins split fourth. Finals, Johnny Schneider, Frank Schneider, Gardner Sheehan, Pat Woods. (See *CORRAL* on page 73)

Garden Rodeo in Windup; Biz Is Good Altho Under '36 Mark

NEW YORK, Oct. 30.—The 12th annual Madison Square Garden Rodeo came to a colorful close here October 24 when a nearly full house saw Colonel John Reed Kilpatrick, president of the Garden Corporation, present embossed Western saddles and other trophies to winners in the various competition classes. Paul Carney led the list of victors, finishing first in the saddle bronk-riding contest, repeating for the second straight year in the steer-riding event and finishing second by four points to Kid Fletcher in the bareback bronk ride.

Other winners included Bida Gafford, who won the cowgirl bronk-riding event; Roy Mathews, first in the calf-roping class, and Rusty McGinty for steer wrestling. Mathews in winning his title established a roping and tying record of 14 1/5 seconds.

Jimmy Nesbitt, clown cowboy, who

sustained painful injuries when gored by a Brahma steer at the beginning of the final week, received a silver trophy from appreciative fellow performers.

Altho business fell off somewhat the final week of the 19-day run, engagement as a whole compared favorably with rodeos here in the past. Total paid attendance probably did not come up to last year, however.

List of day-money and final winners follows:

Bareback Bronk Riding

First day money (October 6, 7, 8 and 9, matinee), Fritz Truan, \$150; Kid Fletcher, \$100; Paul Carney, \$60; Canada Kid, \$40. Second day (October 9; 10, matinee and evening, and 11), Eddie Curtis, \$150; Herman Linder, \$100; Kid Fletcher, \$60; Smoky Snyder and Hughie

(See *GARDEN RODEO* on page 73)

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Wild West Canopy, complete with poles, 200x3, white with red trim. New.

Miscellaneous Tents, which include Wardrobe, Candy and Hamburger Stands; all red and white. New.

One Pit Show, red and white striped, with poles and pit platforms with covers; 20x80. Used, but in good shape.

One Reindeer, broke to drive, with Santa Claus Sleigh and Red Hatness.

Elephant Covers, Show and Work Harness.

Assorted Indian Wardrobe, all new and the real thing.

Assorted Uniforms for all departments and Miscellaneous Costumes.

Large Assortment of Blacksmith Tools and Equipment, including two Tire Shrinkers, Electric Drills, etc. All new.

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Official Social Security Rulings

(Section III)

Musicians in Bands, Orchestras

The question of the status of band and orchestra leaders and musicians under the Social Security Act has probably had more discussion and caused more arguments than any other question pertaining to the show world. The American Federation of Musicians has been active in Washington for many months to get a definite decision on the interpretation of independent contractors and employers in the musical field.

This department submitted to the Social Security Tax Unit of the Treasury Department the four following questions covering all outdoor show fields:

CASE 8. "There is a considerable difference between circus bands and so-called name bands. The circus band is usually organized only for the one circus engagement, but is not a permanent band organization, while a name band is usually a band or orchestra with permanently engaged musicians. The control of a circus band rests usually with the circus, the control of a name band exclusively with the band leader. The question in regard to name bands will be asked later on in connection with amusement park rulings. We are concerned here with the question of circus bands. Here is a pertinent case:

"The M Circus hires Mr. A as band leader for the season. Mr. A agrees to furnish a band of 10 men and his own services for a stated amount to be paid weekly out of the show office. Mr. A in turn pays his musicians out of this amount, keeping the balance for his own services.

"Mr. A has the right to hire and fire or substitute some men with others if he feels that it is of benefit to the band organization. However, the band as an entirety is under the control of

the circus, subject to its regulations, even including the aforementioned hold-back. The show management orders the band when and where and at what times to play.

"The questions are: Is the M Circus under conditions as described above the final employer of this band and therefore responsible for the payment of the taxes?

"In this case: Is Mr. A's share of the amount paid weekly out of the circus office for the band, that is the balance after he has paid his musicians, considered as wages in the sense of the Social Security Act and taxable as the wages of an employee?

"Is Mr. A, the band leader, considered as an independent contractor and held responsible for the tax payments instead of the M Circus?"

Garnival Bands

CASE 18. The question of carnival bands is somewhat similar to the question of circus bands. The M Carnival has engaged Band Leader A to furnish the music for its midway. A may bring a few musicians along or may take over some musicians the carnival has hired. As a rule this is not a permanently organized band, but a band just organized for this one engagement. The band leader has an agreement with the office of the M Carnival in regard to the pay of the band. In other words, the M Carnival agrees to pay to A a fixed amount salary weekly, for which Mr. A must furnish a certain number of musicians. The M Carnival controls the activities of the band, tells the leader A when and where to play. There are two opinions: One that Band Leader A is an independent contractor and must take care of the taxes, the other that Band Leader A and his musicians are employees of the M Carnival and that the

latter is responsible for the tax returns. Which of the two opinions is correct?

Bands in Amusement Parks

CASE 22. The M Park engages under contract bands and orchestras for varying periods during its operating season. It has no control or supervision over the individual musicians of such bands and orchestras, neither has it any knowledge of the names of or the amounts paid to such individuals, its contract being with an independent contractor, usually the band leader himself, who engages and pays his men. Are the individual members of these bands and orchestras employees of the M Park within the meaning of the Social Security Act? If not, what responsibility, if any, devolves upon the M Park management with respect to such bands and orchestras?

Bands and Orchestras at Fairs

CASE 30. The M Fair Association hires the A Orchestra, a name band which is a permanent musical organization and travels intact from engagement to engagement, to give concerts at certain hours on the fairgrounds during the period of the fair. This orchestra or band works under the same conditions as described in Question 22 in regard to permanently organized name bands and orchestras playing in amusement parks. Is the manager or leader of the A Orchestra considered as an independent contractor in the sense of the Security Act and such liable to the tax payments and returns? Or is the fair association considered as the employer of the band leader and of the individual musicians and as such responsible for the tax payments and returns not only for the orchestra or band leader, but also for the individual musicians?

The Official Answer

RULING 8. There is inclosed for your information a copy of Mimeograph Coll. No. 4651 relating to the status of musicians under Titles VIII and IX of the Social Security Act. If after a careful examination of the contents of such mimeograph you are still in doubt with respect to the status of musicians in any specific case, this office will give further consideration to the matter upon receipt of information which is sufficiently detailed and complete to enable this office to make a determination upon the basis of the factors and tests outlined in the above-mentioned mimeograph, provided that a properly executed power of attorney is submitted, authorizing you to receive the information for one of the parties in interest.

The sentences contained in the foregoing paragraph are applicable also to the cases designated in your letter dated June 25, 1937, as 18, 22 and 30.

COLLECTORS OF INTERNAL REVENUE AND OTHERS CONCERNED:

1. The status under Titles VIII and IX of the Social Security Act of musicians generally, and particularly with respect to musicians engaged under contract forms and procedure prescribed by the various local unions of the American Federation of Musicians, has been considered by the Bureau.

2. The purpose of this mimeograph is to clarify the matter of the application of the Social Security taxes with respect to the relationship which exists between so-called "contractors," musicians and "purchasers" of music and to set forth certain distinctions between so-called "non-name" orchestras and "name" orchestras.

3. The method of engaging union musicians to perform services for "pur-

(See *SOCIAL SECURITY* on page 63)

NEW SPOT SET FOR MIAMI

Gerber & Glass Take Over Site To Open Liberty Paradise Park

Chicagoans launch Florida enterprise with promise of one of most elaborate playlands in the South—work being speeded up for expected opening on Armistice eve

CHICAGO, Oct. 30.—Paul Gerber and Max Glass, the well-known "musical comedy" team of the coin machine industry, have closed a deal which they say will open one of the most elaborate amusement parks in the South. Paul, who has been sojourning in Florida bent on taking a rest and forgetting business for a while, got the itch when he was approached on the amusement park proposition by one of Miami's leading merchants and, after looking over the proposed site, he went for it hook, line and sinker and immediately phoned his partner, Max Glass. The following day Max was Miami bound. Upon his arrival he inspected the site and was amazed at its beauty.

Plan Modern Equipment

The site will be known as Liberty Paradise Park. It is eight blocks long and four blocks wide. It is already equipped with a modern swimming pool and in addition Gerber & Glass state they will build two elaborate dance floors and are making arrangements to bring in some prominent dance orchestras to play during the winter season.

They state that all sorts of modern amusement equipment will adorn the park, and spotted throughout the area will be dining rooms, lunch counters and refreshment huts. They are said to have some novel ideas for special nights. Work on the park is being speeded up and it is expected to open on Armistice eve.

Canopy Over a Block

The swimming pool is a block long and there is a block-long white sand beach. There will be a dance floor, 50 by 100 feet, of five-color marble terrazo, and a three-color canopy will cover an entire block. Various rides and concessions will be installed.

Mr. Gerber is on his first trip to the South, but Max Glass is almost a native and he predicts that Liberty Paradise Park will go over with a bang.

Ocean City Visited By a \$75,000 Blaze

OCEAN CITY, N. J., Oct. 30.—A \$75,000 fire in the Boardwalk amusement center here Wednesday night threatened to duplicate the fire of several years ago which wiped out amusements, including parks and hotels. A fire detachment from Atlantic City also responded as smoke and flames could be seen from that city's Boardwalk.

Fire started in the Strand Theater and it, with two buildings which faced on the Boardwalk, were razed. Stores on the southern side were damaged. A fire-proof wall of Simm's restaurant kept flames from spreading up the Walk to a big group of wooden buildings. D. Roscoe Faunce, manager of Strand Theater Company, which operates three other houses, said the Strand had been closed more than a month.

The Strand, built 30 years ago by former Mayor Harry Headley, Ocean City, once was used as an amusement arcade and was one of the few buildings untouched by the previous fire, altho buildings surrounding it burned.

Concessioners Visit Miami

NEWARK, N. J., Oct. 30.—Simon B. Green, concessioner in Dreamland Park here, accompanied by Mrs. Green, owner of the Airplane ride in the park; Hattie Green, of the Barbizon Plaza Hotel, New York, and sister of Mrs. Green, and Harry A. Harris, son-in-law of the Greens and a concessioner for 20 years in Olympic Park, Irvington, N. J., have gone for a sojourn in Miami, Fla. During their absence Harold Green, a Newark theatrical booking agent, will look after his father's high school lunchette business. Last spring Mr. and Mrs. Green presented a home near Lakewood, N. J., to their newly married daughter, Henrietta, and her husband, Morris Apner, also Dreamland concessioners.

Achievement Plan of Rosenthals Augurs Brightly for Palisades

NEW YORK, Oct. 30.—Thoroly convinced that the next few years will be of vital importance to American amusement park business, Jack and Irving Rosenthal, operators of Palisades Park, across the river in New Jersey, have mapped an elaborate plan of achievement for next winter and early spring. Irving, speaking thru associates for the two last week, revealed that before the 1938 season debuts next May the big amusement institution overlooking the Hudson will have been so completely renovated that it will offer practically a new and untried haven of entertainment for the average summer pleasure-seeker. Type of architecture, lighting effects, caliber of attractions and advertising campaign will present latest in modernization, he said, as part of a concerted effort to "beat the World's Fair to Worlds of Tomorrow or what have you."



Irving Rosenthal

"Why wait for '39?," referring naturally to

the forthcoming World's Fair in Flushing, will be the predominant advertising theme and the general publicity campaign, acknowledged this year as probably the most elaborate and far-reaching in this part of the country, will be furthered and improved upon by an augmented budget quota.

To Capitalize on Fair

Newspapers, radio, billboards, window cards and the usual sheet stuff, not to mention special tieups, will be pushed to even greater degrees in '38 in an attempt to attract as much attention from the public as possible. Bert Nevins, New York, will again be in charge of publicity department and has already begun to line up schedule for next year. Rosenthal brothers, on the other hand, have made it clear that they are by no means expecting to affect the drawing power of the World's Fair.

Their move to develop Palisades before the fair opens in April, 1939, is purely an attempt to capitalize as much as possible on fair patronage and money. An exposition as tremendous as the '39 expo tends to be in far and away too much for any park or similar amusement project to even attempt to compete with—but they are convinced other projects within the metropolitan area will profit tremendously by the presence of the fair, provided those projects are established solidly in the eyes of the public before the fair opens.



Jack Rosenthal

Jack Rosenthal even attempt to compete with—but they are convinced other projects within the metropolitan area will profit tremendously by the presence of the fair, provided those projects are established solidly in the eyes of the public before the fair opens.

New Features Sought

To show their faith in Palisades during the next few years they are installing a new lighting system comprising elements of effects that will compare favorably with those on Flushing Meadows; providing for additional parking space, bringing total car capacity to 10,000, all within short distance of center of amusement; an additional swimming pool of fresh water will be completed by Decoration Day, and the present filtering plant will be renovated to produce faster and more frequent fillings.

A new show of "the honky-tonk" type is set for the center of the midway sector; a Crystal Maze on the old golf game location is being planned; House of the Future, featuring novel and eccentric electrical displays, is in process of design, and as many new rides and attractions as possible will replace current shows on the midway. Both Rosenthals are looking with intense interest to the forthcoming Chicago annual meeting of the National Association of Amusement Parks, Pools and Beaches. "A lot that we intend or would like to do depends upon what the supply houses can offer us in the way of new attractions and rides," Irving said.

Real Showmen Demanded

Mr. Rosenthal brings out a point that he considers of utmost importance at this time and one that is causing him and his brother no end of concern. It has been increasingly difficult in recent years to persuade recognized showmen with ideas and the ability to put them across to spend their time and money in amusement parks. It seems, to the Rosenthals, that too many leaders in that field have been devoting their (See ACHIEVEMENT PLAN on page 71)

Top Figures For Knoebel's

Pennsy spot starting improvements after record season—to enlarge pool

ELYSBURG, Pa., Oct. 30.—All-time highs in records of Knoebel's Grove here were registered during the 1937 season, reports Hartman Knoebel. While it took rainy Sundays and holidays on the chin along with many other amusement parks and Crystal pool suffered most from adverse weather, it was so well supported on usually "off" days of the week that number of pool admissions reached record figures.

Crystal Ballroom is being enlarged by 50 per cent as a result of its successful season of dancing Tuesday nights, with Bruce Bell and his band, and roller skating on all other nights. Bookings of picnics and larger outings topped all expectations, and restaurant, Merry-Go-Round, Penny Arcade, gallery and other concessions all had a top season.

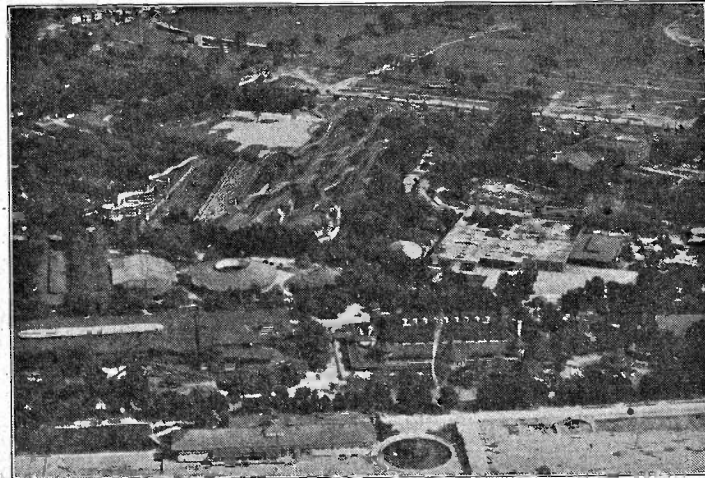
"The management is not of the type that delays all improvements until spring and then rushes to cram them into position," said Mr. Knoebel. "Its own construction crew of mechanics and laborers is carried the year round. Directly after Labor Day these workmen poured foundations for a month so that other work can continue thruout winter."

Pool filter capacity is to be increased so that a refill can be made in 12 hours instead of 24 hours as in the past. The

Gratziano in Ohio Hospital

COLUMBUS, O., Oct. 30.—Jimmy Gratziano, of the organization operating rides and concessions in Carlin's Park, Buckeye Lake, O., and in Ohio spots, is recovering from an operation in Grant Hospital here. His brother-in-law operates nine rides and about 15 concessions under the name of Gratziano and Carlin Amusement Company. Last date of the season was at Circleville (O.) Pumpkin Show, on October 20-23. Jimmy reports signing a new 12-year lease for additional rides and concessions at Buckeye Lake. He plans a trip to Florida until about March 1 and will visit the Royal Russian Midgets, of Johnny J. Jones Exposition.

65 summer cabins and tenting proved especially popular. Park Manager L. L. Knoebel spent a vacation at Great Lakes Exposition, Cleveland, and touring in the South.



AERIAL VIEW OF EUCLID BEACH PARK, Cleveland, the big playground founded by the late D. S. Humphrey as head of the Humphrey Company and now piloted by his son, Harvey J. Humphrey, as president. The management is noted for its progressive ideas and efficiency in maintenance of decorative and mechanical features of the park. Besides President Humphrey others of the personnel widely known in the amusement park field are Dudley S. Scott and J. E. Lambie.

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.

MORE NEW DEVICES COMING

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Conventional News

Soon corridors of the Hotel Sherman, Chicago, will be filled with cigar smoke intermingled with lively gossip and interesting discussions. All of which will mean that the annual convention of the National Association of Amusement Parks, Pools and Beaches is under way, and those who do not know the exact dates by this time are reminded that the confabs will take place on November 29-December 2.

For the first time since park and pool men decided to meet jointly it appears that the pool operator is going to get a break at the convention. One of the most interesting programs ever planned for the aquatic fraternity has been scheduled and, while during the past few years there has been a lack of interest in these meetings upon the part of the commercial pool owner, this year, because of the program, no pool man can afford to miss the discussions. Swimming pool program, I have been informed, will be conducted on December 2.

One of the most interesting discussions slated during pool sessions is to be found in what is labeled Topic No. 6, *The Possibilities of Sponsored Swimming Clubs*. This question, I am told, is one that has been cropping up at meetings but no one seems to know how to answer it. As Paul H. Huedepohl, one of the workers on the pool subjects, put it: "There are many reasons why swimming pools that operate only during the summer season do not care to sponsor swimming teams or swimming clubs, one of them being the fact that many of the swimmers are tied up in clubs that have year-round swimming. However, I have been told there are some outdoor swimming pools that have had quite a bit of success in sponsoring swimming clubs during summer and have received a great deal of publicity."

Besides that all-important subject, many others will be discussed. Then, too, the plan of the pool men is to meet every day at lunch time in the main ballroom of the Sherman, which is the same room in which the meetings will be held. There will be special tables allotted for the pool section, and every day a chairman will be appointed by the committee to lead in round-table discussions during luncheon. Secretary A. R. Hodge plans to set aside a table for not less than 25 people who wish to enter into pool problem discussions. Last year this plan was tried and it proved most successful. Harry A. Ackley, Pittsburgh; Chauncey Hyatt, Illinois State Board of Health; J. O. Ziegfeld, Baltimore; and Julian Bamberger, Salt Lake City, were instrumental in keeping discussions alive.

So, you see, there will be four days of this type of round-table discussion especially for pool operators, besides the one or two hours of actual paper reading. It certainly is something worth while and every swimming-pool operator, whether he owns an outdoor or indoor tank, should make it his business to attend.

Dragon Snorts

Appropos of discussions scheduled for the national convention concerning swimming clubs for pools, a release was received last week from Selma Welskopf, able press agent of Harry Barrett's staff, all of which reminded me of the success and popularity of the Dragon Swimming Club, official rep of St. George indoor tank, Brooklyn, N. Y. Dragon Club is one of the biggest swimming organizations in the country, despite the fact that it is associated with a commercial natatorium. The club opened its 1937-'38 indoor season on October 25 with a gala water carnival and exhibition meet in St. George tank. A highlight of the carnival was a water ballet by 12 junior girl members of the club. The ballet, staged by Lily De La Cassas, was in rehearsal for a month, to give an idea of the extent of work that goes into one of these Dragon Club

presentations. The girls' show featured pattern formation swimming and they wore melon-colored swim suits to show up to best advantage against the aquamarine of the water. Another feature of the carnival was some water clown acts, one of which was a burlesque on the ballet. These acts brought together water clowns from the Great Lakes Exposition, Jones Beach, Manhattan Beach and other spots, including George Manning, James Braeton, Bert Voll, Bill Smith, A. Barbieri and others. Al Johnson, coach of the Dragon Club team, directed the meet and carnival under supervision of Bill Mosley, club president and manager of St. George tank.

American Recreational Equipment Association

By R. S. UZZELL

Annual meeting in the Hotel Sherman, Chicago, opening Sunday night, November 28, with the meeting of the AREA is now the topic of the day. There is less apathy this year and more enthusiasm for getting the most out of the meeting. All talk of going as a duty is giving way to go again as a privilege.

There will be new devices, innovations in conduct of the convention and names of men on the program who have never appeared before. We can easily promise a rare treat to our members and especially to those who dropped out for a few years.

Harry C. Baker, president of the National Association of Amusement Parks, Pools and Beaches, gives the major portion of his time to preparations for the conclave. Secretary Al Hodge is batting better than his old-time average for a worth-while meeting. He is one of our oldtimers still going strong. He knows all of the curves and may be depended upon to better his batting average. Our manufacturers have been met more than halfway and should show their appreciation by getting behind the meeting and exhibit.

Better Business Ahead

Wall Street should not disturb you. No longer is it the business barometer it once was. There is quite sure to be a secondary reaction, which we hope is not too long deferred so as to have it over before our meeting. Be prepared for it and let it disturb you not at all. Business is going to be better for 1938. Prepare for it while there is ample time. All who did not awaken last year now express regrets. The executive committee of AREA will devote its time to convention matters following its latest meeting, a report of which will appear in next week's issue.

Joseph Lusse, of Lusse Bros., left his sick room last week for the first time in many weeks. While he is still very weak, he is pronounced entirely out of danger. This illness of his father has kept Richard Lusse from taking his usual trip abroad this year. He may take it at this late date and be absent from the convention.

Boost for Museum

The new pamphlet on the American Museum of Public Recreation is arousing keen interest in this worthy institution. It is hoped each one who receives a copy will read it thru and at once, on closing the book, sign up for some form of membership offered in the book itself and also on the membership subscription blanks.

By each one's helping a little this valuable work can go on. It is on the way to easily become our library, museum and historical archive. Help us to gain a fine momentum that will put it over the top at the Chicago convention. Any man who has seen the present museum will convince you of its merit and give you the reasons for its imperative need for a larger and more adequate home.

Niche for Sullivan

Five years ago this month W. E. Sullivan, founder of the Ell Bridge Company, departed this life. A fine book telling the story of his career has been published by his family. It tells the

(See RECREATIONAL on page 71)

Lively Contest Among Exhibitors Seen for NAAPPB Show Awards

Chi convention forecast is that greatest amount of modern equipment in history of industry will be on display—non-supporters barred from sessions and hall

CHICAGO, Oct. 30.—A glance at the ground plan of the exhibition hall for the annual convention on November 29-December 2 in the Hotel Sherman here of the National Association of Amusement Parks, Pools and Beaches, which is sponsoring the great trade show of outdoor amusement devices in co-operation with the American Recreational Equipment Association, shows that manufacturers of amusement devices, equipment and supplies have come to recognize that the four annual conventions of the outdoor industry, held simultaneously under one roof, afford them their best market place, declared NAAPPB Executive Secretary A. R. Hodge.

Secretary Hodge, with offices in Suite 295, Hotel Sherman, in charge of sale of space, reports that more than 80 per cent of available space already has been sold with provision made for a 30 per cent increase over last year's space, which was completely sold.

Good Market Evident

There are to be more new devices and equipment displayed than in any previous year, he said, as many manufacturers apparently feel that the time is ripe to market new devices because parks, pools, beaches and carnivals have had two successive good seasons and managements are ready to bring their plants up to date.

To stimulate a spirit of competition among exhibitors a number of attractive awards are to be given and, from present indications, the exhibition hall will have on its best "bib and tucker" from one end to the other. Exhibits arrangements committee, representing the NAAPPB, is composed of N. S. Alexander, Herbert F. O'Malley and A. R. Hodge. The AREA is represented by W. F. Mangels, Lee Eyerly, M. W. Sellner, John Wendler and Fred Fansher.

These two committees have worked in close touch with President Harry C. Baker, of the NAAPPB, New York, and Secretary Hodge. Meeting during the same week will be the International Association of Fairs and Expositions, American Carnivals Association and Showmen's League of America, all of whom will be cordially invited to visit the big annual trade show as guests of NAAPPB and AREA.

To Issue Buyer's Guide

"Manufacturers of and dealers in (See NEW DEVICES on page 71)

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Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Biggest event of the week is announced intention of Jimmy (Tobacco Road) Barton to build a quarter-of-a-million-dollar indoor and outdoor arena, to be tabbed Recreation Park, in New Hyde Park. Barton's name is equally as well known as Wrigley's around Long Island, where he has been identified with many big sporting ventures. Arena will have facilities for virtually everything in the show and sports fields. Barton, imbued with show biz, couldn't overlook the opportunity to add plans for a huge cafe to the scheme. Whole venture has been Barton's life ambition. It's Jimmy's hope to cash in on World's Fair trade in 1939.

Seven summer theaters are closed until next June, two more than normally shutter up for winter. Mike (Carnival) Prudent planning to go into a spell of relaxation after a busy season. Al (Circus) Sherwin giving the territory a peek-see. Bill Austin wouldn't mind turning his Atlantic Beach into something along the lines of Atlantic City, and is said to be toying with the thought now.

ROCKAWAY BEACH: Local nine-mile beach front is now under jurisdiction of the New York City Park department, which takes it from the hands of the president of the Boro of Queens. This change is highly significant locally, for it means that local shore strip, largest of its kind in the world, is due for a big change in makeup. This column months back predicted the happening, and said that Commish Moses, New York City park head, along with his Long Island job of a similar title, would attempt to turn the Coast into a replica of Jones Beach.

Life guards are organized for \$7 a day fee, instead of the present \$5. Doc (Rabbit Game) Faber is set to operate a hotel at Miami Beach for the winter. Tom Golden goes to the Vanderbilt Hotel, Miami Beach, Amusement area in Seaside and Steeplechase is without a single restaurant for the winter, and to think there were about 40 in the summer!

Add Miami departures: Jack Casey, Ed Casey, Hal Lutz, Torrie Carrigliano, Jack Bennett and Dave Kahn. When the waves are roaring at Rockaway Park, it's a case of what's louder at the RKO Park Open-Air Theater (now closed for winter. See LONG ISLAND on page 71).



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New Rides—Octopus—Loop-o-Plane—Small Autos—Novelty Rides—Games UNDER NEW MANAGEMENT
 Excursion Point—Free Parking—Good Patronage
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RETURNS SPOTTY IN SOUTH

Weather, Biz Conditions Help To Swell La. State's Figures

Shreveport fair marked in early period by big rises in gate attendance and midway and grand-stand patronage—varied industries make up for low cotton price

SHREVEPORT, La., Oct. 30.—With ideal weather and business conditions favorable in this section, new attendance records are being hung up at the 32d annual Louisiana State Fair, October 23-November 1. Attendance during the first four days was 60 per cent larger than during the same period last year. "Attendance has been greater than ever before in the history of the fair," said Secretary-Manager W. R. Hirsch on Tuesday. "Weather, of course, has helped to swell crowds this year, whereas we had day attendance was about 30,000, much larger than on opening day in 1936.

About 700 visitors were newspaper men and women and their families, celebrating Press Day as guests of the fair association.

Sunday's crowd, about 40,000, with auto racing one of the big attractions, set a new high mark. Monday had attendance of about 42,000, including about 32,000 children, it being Children's Day, with many schools giving a holiday. On Tuesday about 25,000 attended to celebrate Greater Shreveport Day, when public offices gave a half holiday and many business houses co-operated.

On the Gladway attendance during the first three days was greater than during the whole fair last year. Weather in 1936 cut down crowds and this year helped to swell them for the Royal American Shows on the Gladway. The same sort of attendance record applies to the grand stand, where attendance during the first three nights equaled that of the entire fair last year. Horse races have been attended largely in the afternoons. "Star Brigade," grand-stand feature, made a hit.

Despite a rather low price for cotton the unusually large patronage is due to (See WEATHER, BIZ on page 48)

Loss Is Taken Thru Rain in Macon But Reserve Is To Care for Deficit

MACON, Ga., Oct. 30.—Rain and cold, windy weather blighted what appeared to be brightest prospects in history for Georgia State Fair and Exposition here on October 18-23. Although there were only two days of normal weather, the exposition's losses were held to a minimum. Attendance was announced as 76,000, a decrease of about 27 per cent under last

year's total. There was a proportionate decrease in receipts.

It was the first time in 15 years that the fair encountered unfavorable weather, commented E. Ross Jordan, secretary-manager. A substantial reserve created in the past five years will amply take care of this year's deficit and provide adequate finances for 1938, he said. On the two clear days, Wednesday and Thursday, there were unprecedented daily grosses. School Children's Day, Wednesday, broke the all-time record for receipts. Attendance was 21,090. Opening day was rained out, and there was only a short period of clear weather Tuesday afternoon. Friday, usually the big day, was rained out, and weather was cold and windy on Saturday.

Efforts were made to operate fair attractions on Sunday following Saturday's closing. Gates opened at noon but were closed about two hours later by police. When official approval was given by city officials after a conference with Paul M. Conaway, fair's attorney, about 3:30 p.m. dismantling of attractions had already started, so Sunday events were called off.

Fair was operating on an expense budget in excess of \$20,000, heaviest in recent years. Premiums and other prizes (See LOSS IS TAKEN on page 48)

Attendance Up in Corinth

CORINTH, Miss., Oct. 30.—Best attendance in years, Jersey, Mule and Horse Show and better exhibits marked North Mississippi-West Tennessee Fair and Dairy Show here on October 4-9, reported Manager J. A. Darnaby. Oscar V. Babcock, Five American Eagles and Bee Kyle were free attractions. Good business was reported by Manager Oscar Bloom, of the Gold Medal Shows, on the midway.

Clean Bill in Macon

MACON, Ga., Oct. 30.—For the first time in about 80 years of fair history there was not a complaint regarding concessions at Georgia State Fair and Exposition on October 18-23. There were 72 concessions on independent and Johnny J. Jones Exposition midways. County and city officers told Fair Manager E. Ross Jordan it was "the cleanest concession midway" in history. Diggers on independent midway operated by Dinty Moore and several sets on the shows' midway were kept open all week. Independent bingo of Bernard Allen and shows' bingo also operated. Merchandise wheels all worked for a nickel, but mouse game worked for as high as a quarter.

More Space for Wilmington

WILMINGTON, N. C., Oct. 30.—Third annual Coastal Fair here on October 18-23 had largest attendance of any annual under the present organization, said officials. President J. R. Hollis declared some exhibits had been rejected because of lack of space and that enlarged facilities and midway will be provided next year. American Legion Post is sponsor.

Backers Open Headquarters For Seattle-Northwest Expo

SEATTLE, Oct. 30.—Launching a five-year plan for a world's fair in this city, a committee of leading business men and women have opened headquarters. Offices for the 1942 Seattle-Northwest Centennial Exposition, as the fair will be named, have been set up on the fifth floor of the Fourth and Pike building.

Witcover Renamed in S. C.

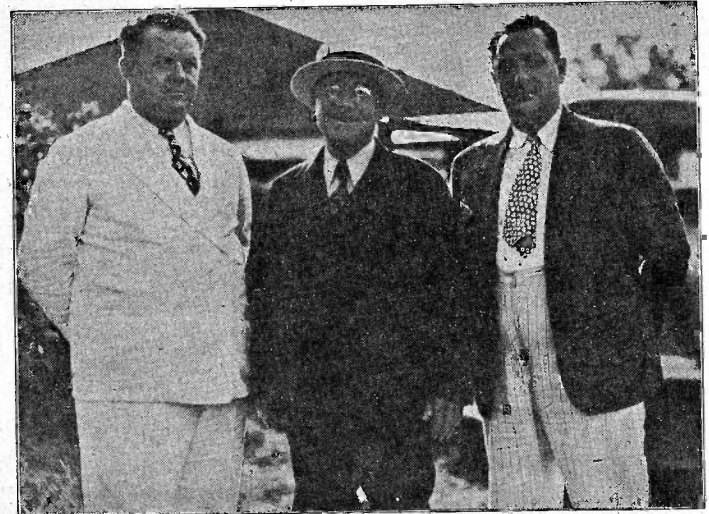
COLUMBIA, S. C., Oct. 30.—D. D. Witcover, Darlington, was re-elected president of South Carolina Agricultural and Mechanical Society, operator of the State Fair here, at the annual meeting. A. P. Lever, Columbia, was renamed vice-president, and executive committee was also returned to office. Election of a secretary and a treasurer was left to a committee comprising R. B. Cunningham, Allendale; D. G. Ellison, Columbia; D. W. Watkins, Clemson College; C. O. Hearon, Spartanburg; L. I. Gulon, Lugoff; J. L. McIntosh, Dovesville.

Breaks Bad In Columbia

S. C. State Fair attendance is held to 1936 level by late cold and rain

COLUMBIA, S. C., Oct. 30.—Except for a cold snap, accompanied by rain, at end of the week, South Carolina State Fair here on October 18-25 would have shattered receipts and attendance records, officials believe. As it was, rain and cold Friday afternoon and cold weather on Saturday did not hold total attendance under that of last year, said Secretary Paul V. Moore, who added that the board was satisfied.

He estimated paid attendance at 100,000, pending final figures from the treasurer's office. He declared exhibits were particularly attractive and was proud of the showing in the 4-H Club beef calf (See BREAKS BAD on page 48)



THESE MEN HAD MUCH TO DO WITH SUCCESS of the 1937 Schuykill County Fair, Pottsville, Pa., always held Labor Day week, which broke all attendance records and made a high mark for midway gross. It was declared the biggest fair in history of the annual. Left to right: Claude A. Lord, mayor of Pottsville; Charles H. Haussman, general manager of the fair; David B. Endy, president of Endy Bros. Shows, Inc., which had a big lineup on the new and improved midway. Photo by Dick Case, Pottsville.

Mobile Registers 80,000 Gate Mark

MOBILE, Ala., Oct. 30.—Greater Mobile Gulf Coast Fair here on October 18-24 set a new record for attendance, said President Fournier J. Gale, who estimated total gate at 80,000.

This turnout was considered remarkable because all motor vehicles had to use a detour of bad roads to reach grounds entrances. Free gate on Sunday drew about 25,000, although there was a charge for auto parking.

Hennies Bros. Shows were on the midway, first visit of the organization to Mobile, and a favorable impression was made upon officials and patrons. Although the shows were late in getting open due to heavy rains, business during the engagement was reported satisfactory.

Phil Wirth to Australia

NEW YORK, Oct. 30.—Phil Wirth, many years a fair-attraction booker in this section, departed from Vancouver, B. C., on October 27 for Australia where he will remain indefinitely with his family. He retired from booking biz at close of the '37 Eastern fair season, having closed his office in the Palace Theater Building several months ago.

Hamid Declares 1937 Season 'Most Exciting' Yet Recorded

New York grand-stand booker is intrigued with sensational results of many annuals from Canada to Dixie—finds younger rural element really amusement-minded

NEW YORK, Oct. 30.—George A. Hamid, back from an annual tour of Eastern and Southern fair circuits, terms the 1937 season the "most exciting in history." Not only from an attraction angle, in which he is directly concerned, but in all phases of fairdom were there sensational occurrences this year, the New York grand-stand booker declared. Commenting on reasons for his opinions, Mr. Hamid said he believes that generally improved economic conditions of the nation, especially financial position of rural sections, has had marked effect on the fair business. But going farther than that, he is convinced that 1937 has proved once and for all time that the American public, chiefly the younger element of the rural public, is amusement-minded to such a degree that pleasure seekers will go to great lengths to obtain that end.

Two More for N. Y. W. F.

NEW YORK, Oct. 30.—List of foreign nations that have applied for national exhibit space at the New York World's Fair of 1939 was augmented by two this week when Mexico and Lithuania joined the fold.

"Certain fairs have devoted considerable (See HAMID DECLARES on page 48)

Fair Breaks

By CLAUDE R. ELLIS

ALL FAIR managers are willing and anxious, for obvious reasons, to let the amusement world know in advance about their fairs. But a number, it appears, do not court such publicity after their annuals have been held. Outdoor showdown probably is much more interested in how fairs turn out than in being bombarded with ballyhoo as to how good they are going to be.



CLAUDE R. ELLIS

Secretaries who are a r e m u m a f t e r their fairs, who give out no reports or figures and who lay low until they think it is time to exploit their next year's events, are not doing their institutions any favors by such actions. In the eyes of many showmen, concessioners and exhibitors such an attitude may mean that things did not come out so well—that there really is something to hide.

It will be interesting to note (and it is going to be done) just how attendance figures, given out for publication by some fair boards immediately following their fairs, compare with the official figures which they later file with their State departments of agriculture.

In commonwealths where filing of such figures is imperative as a means of State or county aid there is a sneaking idea gaining much ground that the first figures, calculated to be embellished to the whole amusement field, to say nothing of not jibing with those for the State record will suffer a terrible shrinkage in the interim.

MOORE County Fair, Carthage, N. C., having been held last week, we should soon hear results of Secretary Paul H. Waddill's plan—we hope. He had discovered a secret of filling the midway in the afternoons—he hoped.

AN OBSERVING friend opines that bad reactions, financially and artistically, at good fairs investing from \$1,800 to \$5,000 for revues and grand-stand acts are caused by local bands positively killing the entire show, and so we are going to let him tell more about it in the Christmas Special Number of The Billboard.

NOW if the International Association of Fairs and Expositions could only manipulate things so that it would be arbiter of some federal aid for fairs, what an outpouring there would be, compared with present relatively small membership and attendances at Chicago annual conventions! That is, if the IAPE could stimulate interest along lines of the Iowa plan. But let Secretary Art Corey, Iowa State Fair, tell about it: "Under our State law each county and district fair, of which 79 were held this year, must have a delegate present at the annual meeting of Iowa fair managers or forfeit \$100 State aid. Therefore, they are always represented." Not a bad idea for lots of other States, too.

THERE is a reason for the many successful fairs in Ohio, declares Mrs. Don A. Detrick, executive secretary of Ohio Fair Managers' Association, who observes: "The fact that Ohio sponsors more successful fairs than any other State is no doubt due to the year-round continuous thought given to planning the fairs. Many worth-while educational features are developed and the fair managements do not forget free acts and other entertainment which provide plenty of clean attractions."

GREAT patience and fortitude is being displayed by E. W. (Deak) Williams, secretary of the Fair Managers' Association of Iowa, who is undergoing heroic treatment for restoration of his sight in University Hospital, Iowa City, Ia. Deak, who also is secretary of Delaware County Fair, Manchester, probably will be immensely cheered by letters from friends in the amusement realm.

FILLUPS: What was so rare the past season as a free act out of work? . . . A modest fair sec is A. H. Fleming, Louisville, N. C. "I am inclosing a photo of four vocational agricultural students in whom I am more interested than in a picture of myself." . . . That National Corn Husking bunch at Marshall, Mo., sure got a cityfied-looking fellow as press

Fair Meetings

Canadian Association of Exhibitions, November 22 and 23, Royal York Hotel, Toronto. W. D. Jackson, secretary, London, Ont.

International Association of Fairs and Expositions, November 30-December 1, Hotel Sherman, Chicago. Ralph T. Hemphill, secretary, Oklahoma City, Okla.

Fair Managers' Association of Iowa, December 6 and 7, Savery Hotel. E. W. Williams, secretary, Manchester. Iowa State Fair Board, December 8, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Wisconsin Association of Fairs, January 5-7, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Ohio Fair Managers' Association, January 12 and 13, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

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.

agent. But, judging from "Duke" Molesworth's record at Missouri State Fair, they knew what they were doing. . . . When Fielding W. Scholler, vet harness race starter, Indianapolis, went to Athens, Ga., on October 12, it was his 34th jaunt to tracks in the Southland.

Roy Dolen reports that the Dolen pennant units clicked, especially at larger State fairs. . . . Wadsworth (Waddy) George, of The York Dispatch, has covered York (Pa.) Fair for the past 40 years. Has seen it grow from a sprout to one of the outstanding annuals in the U. S. A. . . . Having again managed Laurens (S. C.) Fair for the Lions' Club, Harry E. Crandell, well-known general agent, will hibernate for a time at home at Lady Lake, Fla. . . . Many a promising established annual was started as a promotional fair.

Circleville Pumpkin Show Finishes in Bad Weather

CIRCLEVILLE, O., Oct. 30.—The 34th Annual Pumpkin Show here on October 20-23 by Circleville Pumpkin Show Society did well on the first two nights, but ran into bad weather and finished poorly. Mack Parrett Jr. was chairman.

Billy Richey's Water Circus, Rapa Islanders; A. E. Selden, the Stratosphere Man; E. W. Smith, novelty roller skating and hoop rolling, and Ernie (Rube) Smith, comedian, were free acts. Six rides of F. E. Gooding Amusement Company, in charge of Mr. and Mrs. A. W. Gooding and Mr. and Mrs. E. C. Drummer were on the midway, as were Gooding's Ten-in-One, Ward's pinheads, Rogers' midgets, a snake show; Meyers' Family glass show, and Sammy, chimpanzee. There were more than 40 concessions, including several of Johnny Enright's stores and novelties.

Program included a Miss Pumpkin Show, industrial, baby, comic, pet and old vehicle parades, horseshoe, horse pulling and a drum corps contest and dog and horse shows.

OHIO Display Fireworks Company furnished nightly displays at North Carolina State Fair, Raleigh, October 11-16, states R. J. Vitale, general manager of the company, and not International Fireworks Company, as previously reported.

TOPSFIELD, Mass.—Essex County Agricultural Society, sponsor of Topsfield Fair, leased part of its acreage to interests of Clarence A. McConney, Inc., races and attractions, last summer, and the midget auto race track closed last week after a successful season, considering its newness. Seating capacity is about 4,000. Under a five-year contract, the amusement promoters constructed track, installed lights, stands and fences and furnished a show weekly. The society finds in the venture a new source of revenue to help defray large overhead accrued previous to fairs. Tenth and championship races were held on October 14. Several new tracks are planned, said Frederick C. Greenhalge, business manager, Topsfield track being the nucleus of a contemplated chain of midget auto race tracks in New England.

First Ozark Annual Even

Springfield, Mo., free one has an estimated gate of 150,000 in chill weather

SPRINGFIELD, Mo., Oct. 30.—First Ozark Empire District Free Fair here on October 10-16 drew more than 150,000, despite chill temperatures. Estimate was 30,000 on opening Sunday, the only warm day. Captain Frakes' Thrill Day and Suicide Club filled the grand stand Sunday afternoon to overflowing.

Edwin W. Watts, executive secretary, said some premium classes went beyond expectations. Particularly large was the Jersey Show, rated by Judge F. W. Atkeson, Kansas State College, Manhattan, as best ever held in Missouri, with one possible exception.

Fair got a break in number and class of entries of auto racers and race horses because of lateness of the season and the fact that it broke north-south and east-west jumps for owners and drivers. Gene Hayes, Du Quoin, Ill., said the horse field was best he had seen all season. About 150 runners and harness horses were in the new stables and overflowed into tents. Jim Malone, of Hankinson Speedways, was in charge of auto race programs, with Al Lamb, Washington, representing the AAA.

Night show, featuring Barnes-Carruthers' Parade of Stars and seven acts, with M. H. Barnes in charge, was hampered considerably by temperatures which averaged 15 degrees below normal, but the fair association expects to break even on the week. Permanent improvements on the new grounds so far are an inclosed race track, combination exhibit-grandstand structure and an agricultural building. A coliseum stock show building and at least three other permanent edifices are planned for the 1938 fair.

Fairly-Martone Shows, on the midway and reporting one of the largest grosses of the season, are wintering on the grounds. Tony Martone announced that he has sold his interest in the shows to Phil Little, Kansas City, well-known concessioner.

Season Good in Altamont

ALTAMONT, N. Y., Oct. 30.—The new Albany-Schenectady County Fair organization made a commendable record here this year, reports H. A. Bouck, one of the organizers, the 1937 fair having gone over well after the old organization had folded last April. Midway was declared free of off-color games and receipts were in the black with two of the usually best days lost by rain. Two still dates of auto races on Decoration Day and Fourth of July met with success. All debts of the old board were paid and about \$7,000 spent on buildings and track.

AERIAL COWDENS played Greenville (S. C.) Fair last week and Dillon (S. C.) Fair on October 18-23.

AFTER playing consecutively since opening on March 1 with high act and balancing canines, Chappell and Drumb closed their outdoor season at Kiowa (Kan.) Fall Festival on October 23. Acts were with a carnival first part of the season and played 10 weeks of fairs and celebrations for Sidney Belmont.

COMPLETION of a good season at fairs and parks and enlargement of the act is reported by Joseph F. McLaughlin, owner-manager of Mac's Dog and Monkey Show, which will winter in Shanesville, Pa.

They May Finish Expo in Paris Yet

PARIS, Oct. 25.—Altho Paris International Exposition tomorrow enters its final month, the pavilion of an international society for prevention of cruelty to animals has just been inaugurated and construction work on the pavilion of Mexico is not yet terminated.

To protect their interests and to campaign for revival of the exposition next summer, an association of exhibitors, concessioners and others interested in the exposition has been organized.

Good weather has resulted in daily crowds averaging more than 200,000, with Mondays and Saturdays drawing close to 300,000. Sunday is the big day with crowds of more than 400,000, while Friday, double tariff day, hits low with only 121,312 visitors.

Main amusement park continues to draw good crowds and rides and shows are doing fair business. Cyclone Coaster is operating again after a brief shutdown. Several new girl shows and a Pretzel ride have been installed in the park, and a flock of bumper-type coin-operated machines, sans pay-out devices, have made their appearance.

Beam Recovers From Illness

NEW YORK, Oct. 30.—B. Ward Beam, fair attraction and special promotion booker, has returned to this city after recovering from a severe illness that confined him to a hospital nearly two months last summer. Illness necessitated cancellation of several bookings he had contracted thru the East. He has not established headquarters here as yet but advised that he will do so before forthcoming promotions.



WANTED for 1938 Fair Season STANDARD ACTS OF ALL KINDS. SIDNEY BELMONT Fullerton Bldg., ST. LOUIS, MO.

Want Acts FOR 1938 FAIRS Sensational Acts, Troupes, Animal Groups. Can use Acts of all descriptions for coming season. WILLIAMS & LEE 484 Holly Ave., St. Paul, Minn.

Free Acts Wanted For my 1938 Fair Season. State number of Acts you do and lowest salary. THE RAYMONDS ATTRACTIONS, Jacksonville, Fla. 735 Carlton St.,

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Pan-American Exposition Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

Late Crowds On Increase

Final week brings out best average attendance—State Fair to be resumed in '38

DALLAS, Oct. 30.—Barring bad weather, Greater Texas and Pan-American Exposition will close at midnight tomorrow with record crowds. So far, the current week brought best average attendances since the fair opened on June 12. The week has also been far above averages in 1936 during the season of Texas Centennial Exposition.

While Halloween celebration tonight is expected to be the largest single event of closing week, thousands have been drawn onto grounds for the annual Texas University-Southern Methodist University football being played in Dallas this afternoon. Wholesale attendance of collegiates and alumni is expected to swell grosses up and down the midway and at the Pan-American Casino, which will close tomorrow night also.

Shows To Come Down

A number of other special events designed to give impetus to closing days were started. An automobile show was opened in the Agricultural Building and Texas Kennel Club staged its annual show on Wednesday and Thursday. The period beginning on Thursday and ending on Sunday has been designated as Southwestern School Days and officials hope to be hosts to more than 75,000 school tour groups from Texas and adjacent States.

Comparatively little demolition work will be started immediately after closing. Exceptions are the Lower Rio Grande Valley Exhibit, which is being sold out because the Dallas park board refused to accept it as a permanent gift for the grounds of the State Fair of Texas; Road to Rio, physical properties of which have been sold to a wrecking firm and will be razed immediately; Black Forest, Ripley's Believe-It-or-Not, World a Million Years Ago, Little America and other concession buildings.

Fair Officials To Plan

A number of midway show buildings and the Roller Coaster are to remain for use at annual State Fairs of Texas, which are to be resumed in 1938 after a three-year lapse. Final agreements on a majority of those properties have not been reached. Two restaurants, however, Louis Bovis' International Tavern and Otto Mueller's restaurant on the midway, have franchises for year-round operation until 1942.

Disposition of the grand stand and horse race track have not been announced. That decision is up to the State Fair and R. B. George, who built and operated the track and stand. The plant was erected several years ago when horse racing and pari-mutuel betting were legalized. The Legislature last spring outlawed the sport again and to date there has been no concerted movement to legalize it.

Officials of the State Fair are expected to begin a series of planning conferences immediately so they will have concrete plans for next year by the time

the annual directors' meeting is called in December.

First-Timers To Seek New Ideas From IAFE in Chi

CHICAGO, Oct. 30.—Speaking of the coming annual convention of the International Association of Fairs and Expositions, a well-known showman said: "You're going to see a lot of new faces at the convention this year. For the last two weeks I have been receiving letters from secretaries of small fairs that have never been represented at the convention. They tell me they are coming to Chicago this year in search of new ideas. They have had a good year, read about what other fairs are doing and want to meet the fair men who are making history."

An Eastern fair secretary who visited Chicago last week said many Eastern fair men to whom he had talked this fall declared they intend to attend the convention.

"I told them," this secretary said, "that the trip would be well worth while, not only for the purpose of meeting the most successful fair men of the country but also to get a line on the latest attractions."

These indications, together with numerous advance reservations, presage a record meeting. Secretary Ralph T. Hemphill is not yet ready to announce the program but assures *The Billboard* that he has lined up a number of interesting speakers who will bring to the meeting some pertinent topics and ideas.

LOSS IS TAKEN

(Continued from page 46)

had been increased and several new departments added. An outstanding new exhibit was a large display of Georgia farm horses. County displays numbered 31 compared to nine in 1936. Counties more than 100 miles away sent comprehensive displays. Live-stock shows drew big crowds.

Young Revue Is Lauded

Station WMAZ operated a broadcasting studio in one of the main exhibit halls, putting on five regular commercial live-talent programs daily with audiences. Fair obtained two hours of broadcasting of fair programs daily. There were remote control broadcasting periods from all over grounds, including the midway.

Ernie Young's revue, *Cavalcade of Hits*, grand-stand show, suffered also from bad weather. Show made a hit whenever it could be presented. Newspaper reviews gave it high rating. Dave Malcolm was emcee, and features included Easter and Hazelton, sensational adagio-acrobatic dance team; Hashi and Osai, perch, balancing and juggling; Betty Reed, xylophone specialty; Avis Leone, prima donna; Jordan Trio, skaters; Pell, Young and Peach, novelty comedy bottle act, and line of 18 girls.

Vince Borrelli was musical director. James Neeld's Concert Band played. Ohio Display Fireworks Company, with Floyd Simione in charge, put on nightly displays, using only aerials on nights of heavy rain. Young's revue closed the fair season here and jumped to Chicago by special train.

Convention Draws Youth

Ed G. Jacobs, fair president, was seriously ill shortly before the fair but left a sick bed to be on hand at the opening and didn't miss a day. He and Manager Jordan have headed the fair for 15 consecutive years. Future Farmers of America State convention, held in conjunction with the fair, drew 2,000 youths from every county in State and addressed by Governor E. D. Rivers.

Many visitors at executive offices included R. L. Millican, president of Jacksonville (Fla.) Fair; O. C. Johnson,



MACK PARRETT JR., secretary of Circleville (O.) Pumpkin Show Society, which for 34 years has conducted the show, usually about the last outdoor event in that territory, and Thelma Pyle, chosen queen of this year's show.

HAMID DECLARES

(Continued from page 46)

able attention and money to develop reputations of offering varied sorts of up-to-date entertainment, while other fairs have continued to follow the policies of 10 or 15 years ago," he said. "Those in the former group are enjoying tremendous success, with people traveling many miles and passing up fairs more conveniently situated, so that they may obtain the entertainment they desire." Fairs that have lagged behind in development of new interest-creations, have managed to survive in most cases, but failed to experience the tremendous success this year that their wide-awake neighbors did.

Being more specific, Mr. Hamid pointed out that the most successful fairs today are employing varied sorts of advertising, utilizing radio, newsreels, etc.; they have developed their night business by offering expensive revue-type grand-stand shows; have demanded the most thrilling flash acts available; have demanded that the midway offer as up-to-date entertainment as possible and they have gone out of their way to make patrons as comfortable as possible thru installation of modern conveniences.

Some Big in Canada

A survey of the fair season shows that record after record was established on gates from one end of the East to the other, and, with the exception of Canada, the season as a whole may safely be called the best in at least a dozen years. Inclement weather, always the nemesis of every fair secretary, had its usual detrimental effect at individual expos, and infantile paralysis hit the Dominion severely. Headed by the daddy of 'em all, Canadian National Exhibition, Toronto, Canadian dates for the most part slipped sadly in attendance and gross receipts.

On the other hand, sections of Canada not affected by the epidemic for one reason or another ran almost true to form with record-breaking biz. Ottawa, held before the spread of the disease reached epidemic proportions, had a magnificent run and enjoyed largest grand-stand attendance in its history. London, Ont., rained out on three of six days, did remarkably well, considering the circumstances; Kingston and Welland, Ont., and Quebec City, all comparatively free from the paralysis scare, fared moderately well, and big successes were registered in Nova Scotia, especially in Halifax, and in Eastern Quebec, where men are men that don't mind mud and cool weather.

Near Capacity Nightly

Mr. Hamid found it difficult to describe in a few words the status of the Pennsylvania fairs in Reading, Allentown and Bloomsburg. "Those events have educated the public mind to a point where fair week is regarded as an institution where one is actually obligated to attend several times a week and where the patrons are tolerant of almost anything that the weather man offers." Allentown and Reading are the first two fairs he has seen that played to capacity or near-capacity every night of the run, and where evening grand-stand shows, doing tremendous business, even filled the stands on that invariably weak night, Saturday. Bloomsburg, a town of little more than 8,000 inhabitants, played host to 200,000 fair visitors, he said.

New York State Fair, Syracuse, with weather near to perfect prevailing, experienced remarkable success, night shows "breaking all records," and exhibit space ranging far in excess of the preceding year. Rutland, Vt., for the comparative size and scope of the fair, proved that it is one of the topnotchers in New England, and found it necessary to close parking lots with "Filled to Capacity" signs three times. Brockton, Mass., staged a real comeback after several years of ill luck and proved once again that New Englanders still consider it one of the best.

The South, hit hard by poor weather in most instances, failed to live up to expectations, but considering the circumstances, the season there was remarkably good. That the South is in a healthy state so far as fairs are concerned was evidenced, Mr. Hamid said, by business registered in Greensboro, Raleigh, etc., on days when the weather was right. The South has made mighty strides along the comeback trail, the New York booker thinks, and sees a great future in store for events in that section.

CARROLLTON, O.—Unofficial report of net proceeds of the 1937 Carroll County Fair here placed the total at \$2,500, major part of which will be applied to indebtedness, directors said.

Secretary Americus (Ga.) Fair; R. L. Summerau, secretary Augusta (Ga.) Fair; Gordon Chapman, secretary Sandersville (Ga.) Fair; Secretary Oakley, Montezuma (Ga.) Fair; Secretary Bickford, Orlando (Fla.) Fair; R. B. Pegram, Washington, vice-president of the Southern Railway; Congressman Carl Vinson and W. C. (Bill) Fleming, Buffalo.

For the Johnny J. Jones Exposition on the midway Tom Allen did skillful job in laying out the show in infield of the mile track. Co-operation of the show's billing brigade, in charge of Dave Traugott, and J. C. (Tommy) Thomas, special agent, and sound truck crew was lauded by fair officials.

WEATHER, BIZ

(Continued from page 46)

the fact that the section does not depend entirely on the cotton crop; there is big oil activity and other business and industrial channels in which conditions are fine. Exhibits increased as to number and quality. It was predicted that total attendance will exceed any previous record by from 50,000 to 100,000.

BREAKS BAD

(Continued from page 46)

sale. International Harvester Company's huge tent, housing agriculture displays, was a crowd-getter and will be back next season, he said.

So pleased was he with the World of Mirth Shows, on the midway for the second season, that he contracted with General Manager Max Linderman for 1938 without solicitation. The renewed contract carries with it the right to operate concessions adjacent to the regular midway. This season the board adopted a new policy of granting all game concession rights to the World of Mirth Shows with the understanding that no off-color games would be tolerated and that the shows' management would be responsible. Heretofore the fair management has had an independent midway with concessions and that plan was not satisfactory because the fair board could not exercise proper control and many complaints were received, officials said.

George A. Hamid's grand-stand acts went over splendidly, *Pollyanna Revue* being especially popular. Ohio Fireworks Company's displays also pleased fair officials and patrons.

Football game between Clemson College and University of South Carolina on Thursday brought the largest crowd in its athletic history into the stadium on the fairgrounds, it being estimated that more than 55,000 were on the grounds and more than 20,000 there for the game.

Friday, School Day, with free gate for kids, started off like a record breaker. More than 160 school busses brought children from every section of the State. Everything was jake until mid-afternoon when a sharp wind and rain clouds accompanied a sudden cold wave. Even this change did not stop hundreds of patrons but it did pull down expected attendance that night and on Saturday.

Attendances

Previously reported.....	2,115,793
Wednesday, Oct. 20.....	9,755
Thursday, Oct. 21.....	10,333
Friday, Oct. 22.....	13,638
Saturday, Oct. 23.....	27,348
Sunday, Oct. 24.....	41,719
Monday, Oct. 25.....	10,377
Tuesday, Oct. 26.....	12,950
Total.....	2,241,913

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

THE "world's 21-day roller-skating championship race," scheduled to open on November 14 in Hollywood, Calif., has been called off by Barry McCormick, director of Sports Enterprises, who started preparations for the proposed event. Among reasons he gave for the action was that nearly all skaters who have applied want transportation to Hollywood and a money guarantee in the event they do not finish. He declared he could not meet such demands considering the large prize money offered and cost of staging the race. He said he would be content to take the loss on what he has already invested and call off the contest. While he does not blame skaters for trying to get all they can, he feels that they should have enough confidence in themselves to meet the conditions stipulated without demanding guarantees of any certain amounts. He thanked Ralph Ware, of the Chicago Roller Skate Company, for co-operation in trying to secure entrants and the few skaters who were willing to stand their expenses to Los Angeles. But the number is so few, he said, that the race as planned could not be put on with them. "I am going to open four roller rinks in Southern California," he declared, "and forget the race until such time as pro skaters as a whole show a willingness to help their own profession."

HAVING leased the Coliseum in Bloomington, Ill., for opening of a rink on October 29, V. P. (VI) Swanson reports having resigned as assistant manager and skate technician of Broadway Armory Rink, Chicago, operated by Fred E. Liser, effective on October 24. Bill Henning succeeds him as skate technician. Sessions are held in the Bloomington rink nightly except Sundays and Mondays. On October 30 there was an exhibition by the Spinning Sweethearts, skating act, and Joe Laurey, star long-distance racer, put on exhibition races. A pro racer himself, VI plans good races during the winter. He has Bill Lasher, amateur racer, as floor manager, and another pro racer as doorman. Floor is 80 by 125 feet, with balcony on three sides. Music is by phonograph and public-address system. Building has been redecorated. He also reports good business in Armory Rink and that several hundred pairs of new Chicago skates were added to its equipment. Joe Laurey and Swanson are working out and keeping fit, planning to enter Barry McCormick's 21-day race in Hollywood, Calif., next month.

HAPPY, Tom and Jerry, roller-skating trio, making a tour of Eastern Ohio's largest roller rinks, have been playing theaters along the route. In Trianon Rink, Alliance, they are instructing in waltz and two-step skating. Manager Art Mallory said feature skating acts will be presented in the rink thruout winter, an average of one every two weeks. He reports the rink booked solid until January with "off" nights being taken by clubs.

FOUR MACKS, American roller skaters, are at the Trocadero Cabaret in Stettin, Germany. Gallaud's portable skating rink is at a street fair in Charleville, France.

AL CLARETT, of The Thrillers, skating act, will leave the spotlight on November 8 to become manager of Riverview Roller Rink, Chicago. In the business 17 years,



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he filled his last full week with his partner, Peggy, at the State-Lake Theater, Chicago, to wind up with a four-day date at the Taft, Cincinnati, starting on November 5. His partner is forming a two-girl skating act and will work with Helen Vito as Peggy Clare and Helen.

ANNUAL convention of the Amateur Skating Association of Canada will be held in the Queen's Hotel, Montreal, on November 13, announced Champlain Provencher, honorary secretary. This being celebration of the golden jubilee of the governing body of skating in Canada, President William E. Roughton will entertain officers at luncheon previous to the assembly. It is understood that important changes will be made in connection with the government of the organization. J. T. Rowan, Ottawa, may be asked to take charge of registration of skaters in Ontario while Manitoba Skating Association will be given control over Saskatchewan, and Alberta Skating Association given supervision over British Columbia speed skaters. Quebec Skating Association's territory may be divided into three sections, Montreal, Sherbrooke and Quebec, for registration purposes only. New Brunswick Skating Association, as in the past, will look after maritime provinces registration and championships, under the direction of A. W. Coombs, Saint John, N. B., vice-president of the Amateur Skating Association. Figure skating department of the Canadian body, whose officers were granted control of figure skating clubs in the eastern and western provinces, may be asked to help register speed skaters in cities in which their clubs hold membership.

LEO MAYTNIER, Akron, operator in Eastern Ohio, opened his rink in Summit Beach Park, Akron, on October 22 to near-capacity, despite an all-night rain. Skating until the indoor rink was opened was confined to an open-air rink in the park where sessions had been held since spring. New rink, one of the largest in the district, has a refinished floor and several hundred pairs of new skates. Sessions are held nightly and Saturday and Sunday afternoon. Maytnier reports having negotiated for a several-year lease for the roller-skating concession with Summit Beach, Inc., new operator of the rejuvenated amusement park.

ACE ROLLERS, playing theaters with Russ Ferris' unit show, Broadway Varieties of '36, report having had week's engagements in Atlanta, Macon and Savannah with numerous bookings ahead, including three weeks in Florida.

TEN skaters from Fort Wayne, Ind., including Helene Speaker and Richard Kruse, visited Cincinnati's Norwood Roller Rink on October 10. "We were greatly impressed by the cordial welcome we received from Manager Edward J. Von Hagen and his staff. In this respect most of the rinks can and should be improved," they said.

ROYAL DUO, skating turn featured last summer by Bob Ripley in his syndicated "Believe It or Not" cartoon, are nearing the end of their second long run at Leon & Eddie's night club in New York City. First engagement for 15 weeks is being followed by a 10-week contract terminating on November 17. Ripley hi-di-ho-ed the boys for their contortion stunt, when Earl Van Court goes thru a regulation Spaulding tennis racket while being twirled around on skates by his partner, Richard Huntley.

Bettering the Game

By EARLE REYNOLDS

(World-Famous Roller Skater and Manager)

On my third visit to Detroit within the year I was much surprised when calling at Arena Gardens Rink, conducted by Fred Martin, one of my old long-distance racers, to see how beautifully it is decorated and the perfect skating floor with more than 1,000 skating to peppy music.

When a roller rink skates 7,000 in a week, as Arena Gardens has been doing, it is time to take your hat off to the manager and ask, "How do you do it?" I tried for a bird's-eye view of the patrons and saw one of the most dignified and classiest assemblies of patrons I have ever witnessed.

A bell rang for "ladies only" and out shot Helen Reynolds and her eight skating girls. They mixed in with about 400 other women skaters. They did not give

an exhibition, but had a few hours of skating and a good time.

Another bell rang and Martin's voice was heard over the mike announcing the grand march, "to be led by Mr. and Mrs. Earle Reynolds." Well, it took me off my feet for a second. It took me back about 30 years to old Madison Square Garden Rink, New York. That was the last time I had led a grand march.

The club that Fred Martin organized last year has 4,830 members. In my 50 years of skating I have never before heard of a roller-skating club of that size. He has pushed the organization until it is probably largest in the world and he has set a goal of 5,000 members. It is this kind of promotional work that will put roller skating on a par with ice skating and eventually cause it to be recognized in all events, whether Olympics or Nationals.

BARNES HAS

(Continued from page 40)

Lott, Coffee Joe, Sailor Kelly, Portland Kennedy, George King, Walter McClain, Charles Morgan, Scotty Noble, Vernon Duffey, Eddie Miller will spend winter at Baldwin Park; Jack (Red) Powell, Howard Kunz, Los Angeles; Jack Spencer and Polly will work night clubs around California, then go to Mexico; Jack Whyte, Texas; William Kneiss and brother, Richard, are planning going to sea; Lewis Emanuel Trembley, San Francisco, and will do a lot of dancing; Paul Myers, back to farm in North Dakota; Bill Lovejoy and Joe Mayers, New York; Dutch Schuttis, Los Angeles; Ray Nelson, Steve Hamas, Dixon Hill, William Millar and Fat Snyder will stay around Los Angeles.

J. C. Farnsworth, Los Angeles; Eddie Woeckener, Peru, Ind.; Leon Darrow, Benton Harbor, Mich.; Tony Balson, Reading, Pa.; Willard Isley, Los Angeles; William Platt, Camden, N. J.; Frank Tonar, Leavenworth, Kan.; Bill Taggart, Los Angeles; Harry E. Fairbanks, Pasadena, Calif.; Andrew Grainger, Kokomo, Ind.; Albert Mitchell, Ingelwood, Calif.; C. L. Kaar, Los Angeles; Joe Flore, Rochester, N. Y.; G. C. Davis, Frank Ludwig, Russell (Punk) Ewing, Los Angeles; Pete (Calliope) Heaton, San Francisco.

Robert and Ova Thornton, Venice, Calif.; John White and family, Baldwin Park, then on trip east in their new house car; Bert Nelson will visit his mother in Glendale and then go to New York; Cristiani family, Hollywood, to make another picture, then east; Weber family, Los Angeles; Hal Silver will work for Simon Agency in New York, vaudeville dates; Fay Avalon, Florida; Myrtle Stanley, Los Angeles; Pauline Howell, Americus, Ga.; Helen Wight will visit her mother in Los Angeles and then join a unit at Miami; Audrey Gallagher and Margaret Garner will join Orwin Daven-

port for indoor dates; Milt and Alma Taylor, Portland, Ore., and then play dates around Los Angeles, spending winter at their El Monte home; John Meyers, Covina, Calif.; Abe Goldstein, New York City, then Canadian dates with the Gray Enterprises; Midget Boghondi, El Monte.

Germaine Simmons, Houston, Tex., and then joins Bob Morton; Bob Wallace, Houston, Tex.; Homer Goddard, Los Angeles; Frank Cherry will watch races in Northern California, then go home to Eugene, Ore.; Milke Garner, Detroit for winter dates; Arthur Burson, Los Angeles; James Flaherty and wife, Beaver, Okla.; Grace Asher, Los Angeles; Mr. and Mrs. Floyd Reinaldo, Los Angeles; Margaret Graham, Venice, Calif.; Mary O'Neil, Hollywood, for film work; Vernie Mitchell, Ingelwood, Calif.; Stella Isley, Billy Ward, Eldred and Mitzie Sleeter, Los Angeles; Billy Pape will make a short in Hollywood, featuring leaps, and then to Mexico; Hans Stoppel, Karl Poli, Amerika Olvera, New York; Joe Belovoycky, Leslie Borinstein, Celia Lee, Los Angeles; Gertrude and Florence Gourdeau, Hollywood; Myrtle Williams, Los Angeles; Phyllis Johnson, Tosca Lotar, Hollywood; Bertha Matlock, Los Angeles.

Paul Barton, Wichita, Kan.; Jack Bishop, John (Tiny) Young, Los Angeles; Harry Levy will watch the horses run at Santa Anita; Whitney Versteeg, to his home near Los Angeles; George Penny, Americus, Ga.; Waxie Olsen, Los Angeles; Blackie Williams, Miami; Big Timber and Bill Bush, Los Angeles; Thomas McKillop, Chicago; Daddy Wells, Venice, Calif.; Dr. George W. Boyd, Los Angeles; Harold Boyd, Chicago; J. W. Peterson, Venice, Calif.; Karl Knudson, Hollywood, Calif.; Murdock (Cookie) Cook, Los Angeles; Joe Summral, Pass Christian, Miss.; George Roberts, Johnny Glover, John Shoenstein, Walter Wilson, Rullane Walters, Hal Farmer, Joe Williams, Loren Bisbee, Leo Hammond, Arthur McKenzie, Winnie Munre, Los Angeles; "White" Schonick, Glendale, Calif.; Gabriel (Wop) Concello, Paul Riddle and Mark (Side Wall) Acton, Baldwin Park.

Joe Brown, Los Angeles; Herman Walters will take trip to Germany and visit his aged grandmother; Pat Parent, Honolulu; Frank Richards, Los Angeles; Russell Terry, Portland; Adolph Beck, South America; Virginia Butterfield will spend several weeks at Palm Springs; Lu-Lucille and Gladys Dale, Boston; Agnes Wallace and Bessie Chandler, Los Angeles for picture work; Jersey Schank, Chicago; Lillian Bush, Hollywood; H. Allen Brown and his side-show band, Memphis, Tenn., for winter engagement; Johnny and Marie Winters, Maurice Eugene, Louis (Flip) Schaer, Josephine Martinez, Frances O'Conner and mother, Los Angeles; Earl Graham, England; Bell Trio, on radio around Los Angeles; Tommy Pence, "Little Casino," in Daleville, Ind.

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BIG ONES ON WAY TO BARN

Season Has Been Good as a Whole

Owners have kept faith with the public—attested to by increased attendance

CINCINNATI, Oct. 30.—The season of 1937 for all the major carnivals is rapidly nearing its end and nearly all of them are back in winter quarters, and those that are still out will within the coming week head for their homes. It has been a "spotty" year due to cold, rain and storm, but there are no very serious (See **BIG ONES ON** on page 59)

Weer Shows Go In; After Good Season

CASSOPOLIS, Mich., Oct. 30.—Frank McKay, representing the Weer Shows, of which Mrs. R. H. Weer is owner and manager, stated here this week that the shows closed the season at Lagrange, Ind., at the corn festival and that the season as a whole was successful. At the last (See **WEER SHOWS** on page 57)

Mike Centenni Goes to Hospital for Operation

NEW YORK, Oct. 30.—Louis G. King, general agent for the Mike Centenni Shows, reported this week that after the show closes its season and returns to Newark, N. J., for the winter this week-end Centenni will undergo a major operation in a Newark hospital. King will devote his time to indoor promotions and store shows and will represent James F. Victor's booking office.

"Old Man Betz" There With The Billboard for Showfolk

CANTON, O. — Johnny Enright, well-known outdoor showman, assisted the management at the annual Circleville (O.) Pumpkin Show for the 15th consecutive year. He stated here that "Old Man Betz," owner of the corner restaurant there where most of the show boys made their headquarters, had 40 copies of *The Billboard* on hand Wednesday, October 20, opening day of the annual show. They were for the showmen and concessioners. He is a real sport and a true friend of the showman besides being a very good agent of *The Billboard*, Enright further stated.

Jones SLA Benefit Wows 'Em Under Phillips' Master Hand

VALDOSTA, Ga., Oct. 30.—At Spartanburg, S. C., midnight, Friday, October 15, while the calliope played *Hail! Hail! the Gang's All Here!*, concessioners, showmen, ride operators, out of town and local show fans, department heads, staff and personnel members of the Johnny J. Jones Exposition gathered in front of Karl J. Walker's *Gay New Yorker* attraction to listen to the flowery opening made by Director E. Lawrence Phillips, in a real midway manner that turned the entire audience without a single walk away.

The Annual Showmen's League Cemetery Fund benefit performance lived up to the many promises made by the front

talker as the "Greatest One-Night Stand Combined Circus, Hippodrome, Vaudeville, Midway and Night Club Show on Earth." While many were filling thru the doors, Major Homer F. Lee and his grand-stand band of seasoned trouping musicians pepped them up with snappy circus music that was "red wagoned" in real circus style, fast and snappy.

With the tent packed and jammed at 1 a. m., E. Lawrence Phillips stepped up to the " mike " and made the welcoming address, thanking all for their whole-hearted support in making the event a success. Floyd Heise and his agents handled the eating and drinking concessions that showed good financial results. Agent Charles Lipsy made the prize package candy pitch in a way that was both new and novel.

The combined New Yorker and Rumba orchestras furnished the music thruout the program up until the last number of acts that were presented by the Harlem and Dixie Revue and band. The well-known Side Show orator, Paul (See **JONES SLA** on page 59)

Wade Shows Beat '36 Then Goes in Barn

DETROIT, Oct. 30.—The W. G. Wade Shows, after closing the fair season at Howell, Mich., a few weeks ago, brought several riding devices and concessions here and played two locations week of October 16. Show then closed the season and stored all equipment in its winter quarters here.

Altho the early part of the season was marred with much rain and cold weather, business as a whole showed a decided gain over that of 1936, as was indicated by the number of automobiles and trailers that were purchased by various (See **WADE SHOWS** on page 57)

Thomas Shows in Winter Quarters

LENNOX, S. D., Oct. 30.—The two units of the Art B. Thomas carnival enterprises are in winter quarters here following the close of the season. Both units were under the management of (See **THOMAS SHOWS** on page 57)

"Noah's Ark" Now in Tenn.

Encountered bad weather in Va. — Hoffman adds some small animals

KNOXVILLE, Tenn., Oct. 30.—Moving along the "Broadway of America," Highway No. 11, "Noah's Ark," a traveling zoological and deep-sea exhibition, is now en route to the Southland, traveling on a fleet of 16 motor trucks. The show encountered much chilly and rainy weather in some of the Virginia territory; however, business as a whole, according to H. L. Anfenger, manager of the company, has been very satisfactory. (See **"NOAH'S ARK"** on page 57)

Byers & Beach End Successful Season

EAST ST. LOUIS, Ill., Oct. 30.—The Byers & Beach Shows closed a very successful season at Hornersville, Mo., Saturday, October 23, and pulled into this city early this week and went into winter quarters.

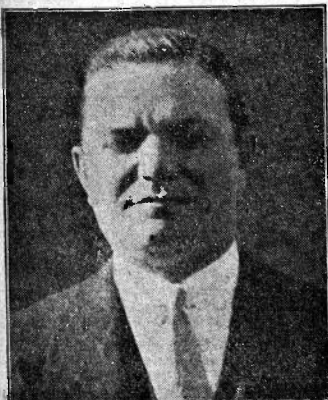
Plans for the 1938 style and size of show are being worked out. It is possible that the additions and improvements to be made will keep a small force at work in quarters until after the winter holidays, when the crew will doubtless be augmented. This city will also be the site of the future offices of the (See **BYERS & BEACH** on page 57)

Dodson's Gets Good Opening in Monroe

MONROE, La., Oct. 30.—Continuing an almost steady stream of carnival attractions here this season, the Dodson World's Fair Shows moved on the Missouri Pacific lot here Monday for a six-day stay. Fair and cool weather made it almost ideal for good attendance on Monday and Tuesday. Show is sponsored by American Legion, which has sponsored several other shows this season. Dodson's Band rendered nightly concerts at main entrance to midway and received favorable comment from patrons.

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.



FOR THE SHOWMEN'S LEAGUE OF AMERICA THIS IS SILVER JUBILEE YEAR. It has shown remarkable progress since the days of Col. W. F. Cody (Buffalo Bill), its first president, whose likeness appears in this layout as displayed at the left in the top row. To his right is J. C. McCaffery, president. Bottom row, left to right, are Joe Rogers, first vice-president; Frank P. Duffield, second vice-president; Frank R. Conklin, third vice-president, and Joseph L. Streibich, secretary. This is the slate as put up by the nominating committee for re-election and uncontested, in addition to which is the office of treasurer, nominee being A. L. Rossman, whose picture was wanted here but was not available for publication at this time. In fancy let us look above and read the thoughts of President McCaffery, who faces Colonel Cody, he may be saying and doubtless is thinking these thoughts: "Col. W. F. Cody, we of the show world knew you best as Buffalo Bill, your followers and our predecessors have carried on. Your work on behalf of the Showmen's League of America has been fruitful and we too shall endeavor to play our part that the League may never die."

SLA Completes Banquet Plans

Committees determined that 25th anniversary banquet shall be the best ever

CHICAGO, Oct. 30.—The Showmen's League of America is celebrating its 25th anniversary this year. A quarter of a century ago a little band of showmen headed by Col. William F. Cody (Buffalo Bill) met in Chicago and launched the league, possibly with some misgivings as to its success. Today it has grown into the strongest and best-known fraternal organization of showmen, with members scattered thruout the United States and Canada.

The growth of the league during the last two years has been especially big, and as a fitting celebration of its silver anniversary the officers and members are working out plans for the most elaborate annual banquet and ball in the league's history.

At a meeting held Wednesday, attended by President J. C. McCaffery, Vice-President Frank P. Duffield; Sam J. Levy, chairman of the banquet and ball committee; past presidents J. W. Conklin and Edward A. Hock, Secretary Joseph Streibich and a number of committee members, plans were gone over thoroughly. Ticket, program and other committees are already hard at work. The printed program will carry no advertising, but will be gotten up in unusually attractive style as a 25th anniversary souvenir. At the banquet and ball the silver anniversary will be carried out in the decorations, favors and special features, and a dinner befitting in every respect for the occasion will be served.

There will be but two speakers at the affair. One of these has already been chosen. He is Charles Brandon Booth. Booth will be recalled as the principal speaker at a banquet and ball of several years ago, at which he held the audience spellbound from beginning to end of his talk. The second speaker will be announced soon. An excellent orchestra has been engaged to provide music for the dinner, entertainment and dancing. Schedule is being arranged to provide a high-class show and allow ample time for dancing.

Many reservations have already been received and attendance bids fair to top all previous banquets.

Mr. and Mrs. Raymond Lee Visit Louisiana State Fair

SHREVEPORT, La., Oct. 30.—Mr. and Mrs. Raymond Lee, of the Minnesota State Fair, arrived here Tuesday and visited the Louisiana State Fair and the Royal American Shows. While here they were guests of W. R. Hirsch and Carl J. Sedlmayr. Among other visitors was Tony Martone, of the Fairly-Martone Shows, which closed the season and are wintering at Springfield, Mo.

Sampson, Girl Marvel, Crippled

PHOENIX, Ariz., Oct. 30.—Sampson, Girl Marvel, who years ago did a slide on a 50-foot cable hanging by the hair, is in a crippled condition here caused thru a fall from a State-owned truck which she borrowed. She is known locally as Mrs. J. E. Peak, lives at 905 Pierce street and wears a spinal brace constantly.

After abandoning her slide for life Sampson teamed with Dare-Devil Mansfield in a fire dive known as the Human Volcano. She began her professional career at the early age of 17 months when she appeared on the legitimate stage with her father. She also traveled with circuses and carnivals and appeared at outdoor expositions. Until last spring she was able to do light work on WPA projects. She would appreciate hearing from J. F. Mansfield and other friends.

Pat Lovell En Route West

NEW YORK, Oct. 30.—Pat Lovell, veteran carnival and circus man, passed thru this city recently on his way to Chicago and Milwaukee with stopovers in between. Lovell, with the World of Fun Shows the latter part of '37 season, reported better than average business thru the South despite cool, rainy weather.

Big Number of Rides and Shows At French Street Fairs.

PARIS, Oct. 25.—An unusual number of big rides and important shows are among the 100 attractions along the midway of the three weeks' street fair at St. Quentin. Leading rides and shows include Auto and Water Scooters, Caterpillars, Whips, Auto Speedway, Radio Cars, Loop-the-Loop Swings, Robba Circus, Cohen's Excelsior vaudeville show, Lemenny's vaud-cirk show, African Villages, freaks, girl shows and musee of anatomy.

Important street fairs are also under way at Charleville, with 80 attractions; Lorient, with 60 rides and shows, and at Morlaix, with 50 attractions.

Rosenthal Returns From Old Home in Better Health

DETROIT, Oct. 30.—Louis Rosenthal, carnival supply dealer, returned here last week after a prolonged absence partially caused by illness. He suffered severely from rheumatism and spent some time in the home of his sister in Asbury Park, N. J., which is, incidentally, his old home town. He returned to relieve his partner, Charley Westerman, in the business and was enthused with the early fall activities of the Michigan Showmen's Association.

Linderman Has a Formula for Satisfying the Public

COLUMBIA, S. C., Oct. 30.—Max Linderman, general manager of the World of Mirth Shows, which played the State Fair, has a formula for satisfying the public.

The impresario said that no matter how many new attractions he offers the bulk of the patronage will go to a few tried and proven favorites that everyone has seen for years.

Girls continue to have a perennial lure on the American midway-going public. Variations in the manner of presenting them come with the years, but such features as *Miss America* and *Swingtime* together with *Boiero*, the girl shows of his midway, are the most successful outfits in the group.

The Believe It or Not odditorium continues to top all other attractions from a box-office standpoint. This show is merely a variation, Linderman declared, of the old-fashioned Ten-in-One side-show freaks.

Linderman had a new thrill act, the Seminole Indian Village, in which a young buck from the Florida Everglades places his head into the jaws of an alligator. But this show could not draw in comparison with the Lion Motordrome and other thrill acts.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Free Press, Ala. Week ended October 23, 1937.

Dear Red Onion:

The old adage "Make hay while the sun shines" held good with the show in this spot. The terrible rain after the show, "made hay" by clearing the hay field, killed the results from the hay-making. On the train's arrival the lot was covered with buffalo grass and weeds six feet high. Our contract with the lot owner forbade the show to cut the grass in the field, he keeping it for winter grazing.

Not only did the bosses have the high grass question to contend with but thousands of poisonous snakes that infested the lot. To kill the snakes one would have to cut the grass, and to leave the snakes we would have had to move the show. This was soon settled in a real showmanlike manner. The office wired every show in the country to send on their geeks for a World's Championship Snake Glomming Contest. Twenty-three hundred geeks reported as contestants and were turned loose in the grass on their hands and knees and by dawn Tuesday every reptile had either been killed or glommed.

The show's press department knew the publicity value of this unusual event and invited thousands of newspaper story-writers to attend the snake hunt. Resulting in giving the famous brothers their picture on the front page of every American and foreign paper. Wild Rose, the Abyssinian Wild Girl (also from Georgia), winning the championship. His banner now reads "World's Champion."

Next the grass question had to be settled. Nothing was mentioned in our contract in regard to grazing our stock. The office soon decided to turn our live stock loose and let them feed up. Headed by Mary, our Rocky Road to Dublin mule, they went to work. We then turned the show's baggage stock loose to graze. Our frozen custard operator

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Oct. 30.—There were 63 members present at roll call of officers Monday night. Dr. Ralph E. Smith, first vice-president, who has been pinch-hitting for President Will Wright, was unable to make the meeting, so Past President J. Ed Brown was pressed into service and presided. He did a very fine job, there being matters of much importance that had to be deftly handled. Usual business procedure. Noted especially was the financial statement that shows a high for this season of the year.

Communications: Mel H. Vaught, expressing his interest in the association and gave a most acceptable reason for not having been able to stage a "Show Within a Show" for the organization. Members gave him a big hand. Theo Forstall in with his last from the road checks for memberships and an interesting note. Mrs. Frances Kleine, a note expressing grateful appreciation to the organization for services rendered at time of death and burial of her husband, our late brother John J. Kleine. William Hobday, still going top speed, in again with check for new memberships. Val Vino, of Crafts Shows, a note

expressing his interest in the organization.

New members: Harry B. Chipman, credited to Theo Forstall. Joseph Alfred Mettler, credited to Charley Walpert, Sol Grant and Mike Krekos. Jack Le Marr, credited to Sol Grant and Charley Walpert. Bob Schoonover, credited to C. S. Wrightsman, Sol Grant and Charley Walpert. Leslie Dobbs, credited to Mike Krekos and Charles Walpert. Horan Tutunjan, credited to Doc Cunningham and Joe Glacey. Leon McLendon, credited to Mike Krekos and Charley Walpert. Marshall C. Griffin, credited to Steve Henry. Gene Lucero, credited to William Hobday. Richard Dick Peterson, credited to C. S. Wrightsman, Sol Grant and Charles Walpert. Ernest Tyler Cronin, credited to William Hobday.

At this time there came the report of the called meeting of the board of governors. Jo Krug was chairman of the special session. Their report dealt with the handling of the emergency sick and relief fund, now grown to proportions that require much attention in the disbursing. The report clarified as to the method of proper handling that those worthy may be benefited and safeguarding the fund.

Another matter that was clarified was the functioning of the house committee. The committee is empowered by the board of governors to handle certain details and these details were not matters for vote from the membership.

J. Ed Brown then introduced Brother Pat Shanley, who recently recovered from severe illness. He was given a big hand and entertained with stories that were brand new.

President Will Wright, gaining in health since recent operation, writes of the plans in mind for the 16th Annual Charity Banquet and Ball. Ted LeFors, chairman of the committee, was in town for several days going over plans and leaves for a meeting with President Wright. Ted stated that from now on there would be much effort put behind the endeavor, that the coming ball (See PACIFIC COAST on page 59)

General Agent Doc Allen En Route to St. Louis

CINCINNATI, Oct. 30.—H. Doc Allen, general agent for the Broadway Shows of America, accompanied by Mrs. Allen, arrived here last week en route from Salisbury, N. C., to St. Louis.

During his short stay here he visited his shows' winter quarters in Covington, Ky., and held the season's final conference with J. F. Denhart, one of the shows' executives.

Doc reported the last few weeks of the season as being anything but good due principally to the bad weather. On arrival in St. Louis Mrs. Allen will enter a hospital. She is suffering with internal cancer which was manifest earlier in the season. Allen will announce his connection for year 1938 some time in the near future, he stated on a visit to *The Billboard* office.

CONCESSION TENTS

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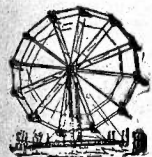
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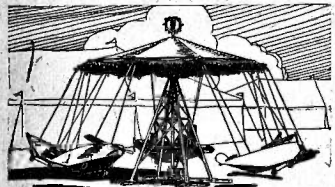


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Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity 15 children. Weighs about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
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75-Player complete, \$5.25.

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Heavy Convention Walking Canes.
Dark Mahogany Finish.
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Open All Year Round.
Want Freaks and Novelty Acts of merit at all times.
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TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Midway Confab

By THE MIXER

ON TO CHICAGO for the big meetings!

HE IS A FINE COMMITTEE!

THERE ARE many calls as to where Roy Gray and the Texas Longhorn Shows are.

THERE IS great satisfaction in a season's work well done.—Wadley Tif.

JAMES T. CLYDE—There have been many inquiries of late as to your whereabouts and as to your activities.

W. FRANK DELMAINE letters from Chapman, Kan., that his season is over and that he will be in Kansas City, Mo., for quite a while.

I AM heartily in favor of press agents working continuously.—Wadley Tif.

MR. AND MRS. DAVE TRAUOGOT, of the Johnny J. Jones Exposition, will go to their home in Augusta, Ga., at close of the season.

R. H. MINER, of Miner Model Shows, letters from Phillipsburg, N. J.: "Closed



HAZEL HASSON, daughter of Mr. and Mrs. Tom Hasson, professionally known as Princess Camille, the Egyptian mentalist. The Hassons are well and favorably known in the carnival, museum and general outdoor amusements. As for Hazel, she is also talented in a business way and acts in the capacity of "father's right-hand man." Photo taken in Appleton, Wis., this season while she was with the Rubin & Cherry Exposition.

the season October 23 at Liberty, Pa. It was one of the best in years."

SOME WILL cut ice north for the winter while others will try to pluck oranges and suckers.—Tillie Few Clothes.

JOE J. FONTANA is also an advocate of the right thing to do and that is to open with a show and stick to the close. He is still with L. J. Heth.

J. FRANK HATCH seems to be contented with life. He makes his home for the present as "In and out of America's largest city."

MAGIC AND MAGICIANS: Who is going to produce a carnival show under the title of Magic and Magicians? Could be made a great show for a tent theater.

S. E. SMITTY, now The Billboard agent and mailman on the Keystone Shows, purchased a new house trailer and dog recently.

HENNIERS BROS. are due for another important announcement soon. Harry W. wired to the effect that he has his eye on something.

HOW CAN so many carnival owners and managers claim to have the world's largest midway. There can be only one largest of anything, so what! Come! Come! Children!

MAX GOODMAN took it out and brought it back. Now will those who said

he would not get to first base please shut up.

ROSEN BROS. SHOWS' letterhead lists Morris Rosen, general manager, and Mrs. Fannie Rosen, secretary-treasurer, and claims Pittsburgh, Pa., as the home town.

SOAPY GLUE says he will join the mental department of a show next season as he fully qualified in the physical end this season.—Tillie Few Clothes.

MIKE ZIEGLER played his three rides on the midway of the Cetlin & Wilson Shows at the New Jersey State Fair, Trenton, called it a season and stored them there.

MELVIN McCOMBER letters from Leesburg, O.: "Barber & Murray Shows closed the season last week. General Agent Cameron Murray has several indoor events booked until after the holidays."

NOTE THAT was a good season for all who made money and also that the eternal optimism of the showman is not one whit abated.—Wadley Tif.

FRANK S. REED: Many in the business would like to know how he celebrated his 75th birthday and 55th year in show business recently. Think of it! Twenty-five years with Rubia Gruber.

UNLESS Mrs. Ben Fox, 621 East High street, Bryan, O., learns the address and present name of Harry Six's first wife



BETTY-JOAN, one year old October 17, sitting on the lap of her father, O. H. Hilderbrand, who is the chief executive of the shows bearing his name. Following days of energetic planning for her first birthday party, one of the most talked of children in the carnival business was attacked with the measles and had to be rushed to a hospital, but she is all right now. Her hospital room was filled with flowers and gifts tendered by the entire personnel of the shows. Photo taken at Modesto, Calif., was furnished by Walton de Pellaton, secretary of the show.

(Bessie) soon, the latter will lose some money due her.

THINK I will have my mind audited by Christmas but have no hope of balancing the brain budget at any specified time.—Red Onion.

DOC AND MRS. FRANK SHEAN apparently canceled their trip to New Orleans, as they spent a few days with J. W. Conklin at Hamilton, Ont., Can., the latter part of the week they were headed for the South.

WILLIAM (POP) CAHILL cards from Tewsbury, Mass.: "Formerly with Mucker & Davis Concessions on Stanley Bros. Shows. Now in State Hospital here. Would appreciate letters from friends and a copy of The Billboard each week."

ONE CARNIVAL had seven general agents this season. It closed. So see how too many general agents spoiled a season, or was it their fault?

F. W. MILLER cards from New Orleans: "Closed with L. J. Heth Shows at Greenville, Ala. Will open my World's Fair Museum in Monroe, La. Had most surprising results from my recent advertisement in The Billboard."

JACK E. DADSWELL, of the Royal American Shows, is what might be called an all-the-year-round press agent. He will not close his season. However, he will visit his home town while en route to the big Chicago convention.

Salesmanship

A BULLETIN of the Better Business Bureau reads: "You are a good salesman because you are a success. You have learned the invaluable lesson that falsehood never sold any merchandise permanently. You have learned that it pays to play square with your customers. You have learned that temporary profits gained by concealing truths or twisting facts are never permanent. You have learned that you can best serve your employer by serving his customers. You have learned not to knock your competitor nor disparage his merchandise."

THOSE CARNIVAL owners and managers who assembled at Jackson, Miss., recently can now attest to the size of the Royal American Shows.

GEORGE HIRSHBERG, secretary Cetlin & Wilson Shows, will attend the Chicago meetings, bigos! He says some drinks will be on him. George is a real business man and does very little imbibing of the amber and other fluids.

W. F. (ONLY) SMITH letters from Monroe, La.: "Louis Rosenberg, old-time carnival cookhouse chef, closed a very successful season with Kid Ellis on the Dodson Shows, where he was employed all season. Best wishes to The Billboard."

THERE are 365 days in a year, but I do not think there is a showman in the business who plays every day and has the nerve to call the entire 365 days a season.—Soapy Glue.

DR. R. GARFIELD cards from Clinton, N. C.: "My Hall of Science had a wonderful season with Cetlin & Wilson Shows. Will show in Florida during the winter. This is my last spot for the regular season."

L. C. McHENRY, general manager Crescent Amusement Company, letters from Moultrie, Ga.: "Business at Milton and Chipley, Fla., fairs was okeh. Weather was a little chilly for this section but not enough to hurt business.

IT is a jolly old world. Make the most of it and never try to avoid the truth as it will surely come out, sometimes when least expected.—Tillie Few Clothes.

CARL F. SHADES cards from Detroit: "Mrs. Shades and myself stored our shows and concessions here. Was best season since 1929. Will visit home at Indian Lake, O., for a few weeks and then head south."

GEORGE CAIN cards from Muncie, Ind.: "Come here after Groves Shows closed season and now working for my old pals Vern and Bill Walther at Sports Center. Expect to remain here for the winter."

SING BANDS: Guess a lot of girl shows will have sing bands season 1938. It is a great novelty and the one who originated the idea should get more coffee and cakes out of it.

SHORTEST SHOW LETTER: This is the shortest show letter The Billboard has received this season. "Arnolds Bros. Shows, Earlmar, Calif. Highway 99. Weather, ideal. Business, none. Visitors, 106 carnival showfolk.—ARCHIE THOM.

RALPH H. BLISS letters from Marks, Miss.: "Following the close of the Al C. Hansen Shows at Jonesboro, Ark., E. B. Mottie, Mrs. E. B. Mottie, Ralph H. Bliss and Alfred Whittaker joined the Dixie Exposition Shows here with Mottie's Cafe."

OFFICIAL SOCIAL SECURITY RULINGS: Be sure to read them each week in The Billboard. This week in the Circus Department. They are of interest to all in show business, employer and employee alike.

ABNER K. KLINE is air-minded. He cards from aboard a United Air Lines liner at Los Angeles: "En route to Royal American Shows, Shreveport, La.: to demonstrate the Baby Octopus. Stopped

at San Francisco, here, then to Phoenix, Ariz., Dallas and Shreveport."

JOE S. SCHOLIBO, the well-known press agent, when last heard from and that was recently, looms as active in amusement affairs local to Houston, Tex. This reminder raises to question as to what carnival he will press agent this winter and season of 1938.

"MY FLORIDA SHOW will consist of—"
"My agent has _____ fairs booked and they are right in his head." Hope he does not lose his memory as to where these fairs are.—Soapy Glue.

MR. AND MRS. HERBERT M. SIMPKINS letter from Detroit: "Leaving for Gibsonton, Fla., where we will spend the winter fishing and having some fun. We are accompanied by H. O. Walter, of the United Novelty Company, and Mrs. Grace Harkins."

GEORGE SPEARS JR. cards from Rome, Ga.: "Elsie Von Ritter is now with Professor Shapiro's Ten-in-One on the Eric B. Hyde Shows and turning at less than 75 per cent of the front. Has Roba Collins on front of the annex and Gladys Collins as nurse. Elsie opens with a museum soon."

"**BLUE RIBBON:** Anything the attainment of which is an object of great ambition; first class; highest honor." That is the definition given by Webster, Funk & Wagnalls dictionaries.

JAMES F. MURPHY was a visitor in Cincinnati last week accompanied by Mrs. Murphy. After a shopping tour they returned to their home in Piqua, O. James F. is still with the F. E. Gooding Amusement Enterprises and stated he would be at the big convention in Chicago.

CLIFFORD J. FRANCO, press and advance agent of the De Luxe Shows of America, letters from Jacksonville, Fla.: "Wish to thank *The Billboard* for all the writeups of the show it handled during the past season. Am here getting my night club ready for the winter. Had a wonderful season with De Luxe."

"**BOTTLED IN BOND**" managers, general agents and many others like them have had a pretty tough season generally. Moral: Never let drinking interfere with your minds, to say nothing of your business.—Soapy Glue.

SAM YOYOS letters from Webster, Mass.: "Mr. and Mrs. Sam Yoyos, cocktail-house operators, celebrated their 10th wedding anniversary October 23. A formal banquet was held in Parker's Grille in this city at which a great number of friends attended. The couple received many happy returns of the day."

CARL WHITING and **Danny Daniels** letters from Ellis Hospital, Schenectady, N. Y.: "Well on our way to recovery after being in the hospital here for two months. Many friends and even people we do not know have been kind enough to send cards." They are comedy acrobats and were with Lucky Teter.

WADLEY TIF tells me Red Onion is a Veteran of Foreign Bars but has become very particular of late and only patronizes those local to his present place of habitation.—Unkle Jerk.

One of the Best In the Business

Jack V. Lyles, traveling representative of the O. C. Buck Expositions, who is no stranger in these parts, is back in town this week assisting in the operation of the amusements at the Carteret Fair. Jack Lyles is a native of 'Tarboro', but insofar as the show world is concerned he is widely known in many States. Ask any showman anywhere if they know Jack V. Lyles and the chances are they do. Ask Jack if he knows so and so, whether it is a United States Senator, a newspaper man in some distant city, a governor or the operator of a chain of hot-dog stands, and Jack knows them all—most of them by their first names. He is one of the best in the show business and entertainment world. Jack Lyles has many friends who were glad to see him back on the Carteret coast this week.—Editorial, *Beaufort* (N. C.) *News*, October 14, 1937.

JUST A ONE-GIRL SHOW: Ambrose Search lettered from Red Wing, Minn.: "The most successful show on the midway of Barnhardt's Golden West Shows the past season was the 'Sunkissed

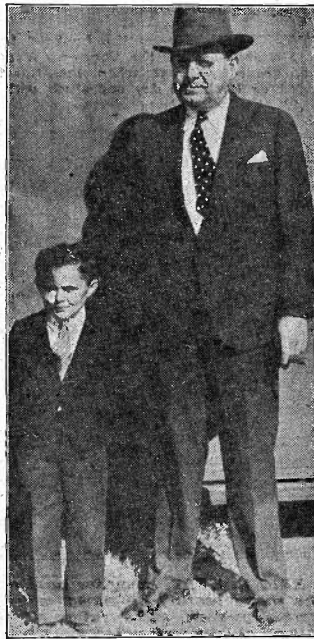
Girl.' Eddie Coy was owner, Herbert Brovan managed it and Isabelle Romelo was the girl."

JACK L. BULLARD letters from Wichita, Kan.: "My wife and myself and Mike Zarborowski closed another season with the Anderson-Strader Shows here October 23. Left October 26 to join Barfield's Cosmopolitan Shows at Donaldsonville, Ga., with our concessions. Will see Bob Stewart, general agent for Barfield, a boyhood friend whom I have not seen for about 20 years."

EVER HEAR of the carnival manager who had his Merry-Go-Round torn down during the week just because every time the horses went around they brushed the money out of the hands of the "sticks" who were "breasting" the outside of a skill-of—LEON HEWITT.

AS TO L. J. HETH: Many are of the opinion that he will again put the L. J. Heth Shows back on flat cars in 1938. He once had one of the big ones, ranging from 20 to 25 cars, flats, baggage, dining and sleepers. Wonder if he will? L. J. has been pretty successful during the past few years and one of the reasons is he is not afraid to spend money for advertising in newspapers.

DOC HAS "Johnson" on the brain: Doc Waddell cards from Ada, Okla.: "Here of



"SMILING" LITTLE JOE POLLOCK, midget, with Dodson's World's Fair Shows, and Hon. Fred L. Weir, mayor of Owensboro, Ky., are seen here outside of a side wall during the show's recent engagement in that city. Mr. and Mrs. Weir escorted the diminutive entertainer on a personally conducted tour of the city and countryside following a luncheon given at the mayor's residence. "Little Joe" presided as chief executive of Owensboro for one hour on Wednesday, October 6. Hailed as the "biggest little man in town," he received many visitors and congratulatory messages during his short "term" in office. Photo furnished by Dave Carroll, show's press agent.

I persist in writing the name 'Johnson'. . . Must be going to meet someone by that cognomen who will do something worth while for me." Note: Waddell is scheduled to appear on a broadcast program out of New York in December.

WONDER WHEN donation shows are going out of style, if at all. Some of them do not let prospective patrons under 21 years donate. Now that is rank discrimination and should be looked into. Shows on midways that are not for children must have something morally wrong with them.

MR. AND MRS. DICK TRAYLOR card from Greenville, N. C.: "Our season is over and it has been one of the best in four years during which time we have been with Kaus Greater Shows, No. 1 unit. Had 'Geek' and Ten-in-One shows. There is not a better little show than

this Kaus organization of which Adolph Kaus is manager. We have our winter bank roll."

HARRY A. ILLIONS letters from Shreveport, La., that he went down to the exposition at Dallas and found that the Lindy-Loop and the two No. 16 Big Eli Wheels were out of the red on the season and left a few hundred simoleons to sweeten the pot with. Harry talked to Roy Rupert, who is secretary of the fair, and plans to store these rides on the grounds.

EVER SINCE the beginning of time the weather has been against many outdoor activities, so why should outdoor showmen give up because of bad weather. The weather has been very bad the past few weeks, but real showmen are not going to give up, they are going to fight it out.—Wadley Tif.

BERT SWITHENBANK letters from Binghamton, N. Y.: "After three years' separation my wife, professionally known as Mickey Russell, and myself are back together again. We aim to stick to show business and will be with Arthur Smith and his musical revue season 1938. We had a good season and will spend a few weeks in Florida, following that will join Smith at 'Old Orchard Beach, Me.'"

WALTER B. FOX, of Wallace Bros.' Shows, lettered A. C. Hartmann from Hattiesburg, Miss.: "Had a fair season, nothing sensational. All these Mississippi dates have been from 25 to 40 per cent off from last year, low price of cotton being the reason. Would hate to spend my life in a one-crop territory. Following the close of the Al C. Hansen Shows some of the people joined Wallace Bros." Send them in, Walter B.—Red Onion.

BILL GOLL, cards from Waco, Tex.: "Just concluding an agreeable and profitable season with Beckmann & Gerety Shows. Fred Beckmann, the grand old man of show business, has several times complimented the novelty and beauty of our Aquadrome show front. Among the innovations used thruout the season is a waterfall on the ballyhoo platform. We have been ballyhooing with a 'young Niagara background.'"

WALTER PAUL letters from New York: "Was glad to see Red Onion at the fair, Trenton, N. J. Signed one of my midgets, Prince Leon, with Ed Wynn for his new show, *Hooray for What*. Open in Boston for three-week run and then Winter Garden, New York." Paul had the management of an animal show this season, which played dates independently and was one time associated with W. F. Palmer, of carnival and circus fame.

MAXIE HERMAN, concessioner with Conklin Shows, accompanied by Mrs. Herman, passed thru Cincinnati last week en route from Chicago to Miami, where they will make their winter home in a bungalow purchased last winter. Maxie, in a visit to *The Billboard*, expressed himself as pleased with the sea-

EVANS

MONEY MAKERS
Rely on Evans 44 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, handsomely plated and polished. Write for Prices.

PADDLE WHEELS \$7.50 UP
of All Kinds

FREE CATALOG
H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

LOADS ON ONE SEMI-TRAILER.
EYERLY AIRCRAFT CORP.,
ABNER K. KLINE, Factory Representative.

OCTOPUS

"World's Newest Ride Sensation"

Unequaled For Performance and Profits
SALEM, OREGON

DUAL LOOP-O-PLANE FOR SALE

Most Beautiful Loop-O-Plane on Road. Perfect condition. New Motor. Special Fence and Lighting Equipment. Also included is a 1938 contract on the Johnny J. Jones Expo. (the show that leads them all). Ride can be seen on show in Augusta, Ga., or write J. LEE CUDDY, care Show, per route.

KAUS UNITED SHOWS---No. 2

WANT FOR COLORED AGRICULTURAL AND INDUSTRIAL FAIR, CHARLESTON, S. C.
All legitimate Concessions. Bingo and Cook House booked. Palmistry write. CAN USE Shows with own outfits. Rides that don't conflict with what we have now.
Also Booking for 1938 Season Shows, Rides and Concessions. Write
W. C. KAUS, Gen. Mgr., at St. George, S. C.; Charleston, S. C.; after that New Bern, N. C.

son but deeply regretted he would not be in Chicago during the forthcoming big dolings.

ON the letterhead of a certain carnival beneath the title are the words within quotes, "As You Like It." Guess it means that if the fair secretary or committee wants the questionable features they can have them and if not the show will not put them on. Would we call this "pleasing our public"?

HARRY FAILOR, electrician and *The Billboard* agent on the Byers & Beach Shows, cards from Parsons, Kan.: "My father, James Failor, died here. He was employed by the M., K. & T. Railroad for 25 years, with headquarters at Oklahoma City. Following the funeral I returned to the show to remain until the season closes, then will go to Chillicothe, Ill., to visit my mother, who resides with Mr. and Mrs. G. F. Dickerson."

SOAPY GLUE told me last week that his letterhead for 1938 would not be all printed over with statements that do not mean anything, but that instead he would leave enough white space on the letter side of the sheet so that all matter put on it could be double spaced.—Wadley Tif.

BEN DAVIDSON, agent and promoter, writes from New York: "Spent my four weeks' vacation with N. P. Roland on the World of Fun Shows in North Carolina. Never worked for a better manager than Roland. He is a hard worker and treats his people with all due courtesy. Look for him to come to the front in the carnival business in the near future. Would like to have finished the season with him but was called back to work here."

STARR DeBELLE letters from Valdosta, Ga.: "One more week after this and then comes the winter tour. Do not know where I will go nor what I will do yet. Just think of it for *The Billboard*, booked solid for 40-odd years during all kinds of seasons without closing for the winter. Soapy Glue just wired in for the position of general agent for Ballyhoo Bros. If he is really at liberty let the brothers know, as he claims he has a housecar and can write sheet."

Show Woman—Mrs. Victor Lee

ROCKY MOUNT, N. C.—Mrs. Victor Lee, of the Art Lewis Shows, reporting for the benefit of her friends in show business, writes: "I have lived in my house trailer the length of North America—from Miami, Fla., to Quebec, Ont., Can., this past season. I joined the Kaus United Shows No. 1 unit in New Bern, N. C., in April and spent the early season in the East and New England States. I left Kaus last of July to play the fairs in Quebec with Art Lewis. All those who stayed out the seven weeks were pleased with the treatment, both from the show and people of the province. Going with the trailer was a little rough in places, but it was offset by beautiful scenery along the way and the liveliness of the small towns. At the exhibitions I found it necessary to work with an interpreter. The trek back to the States was uneventful, save for a downpour just as we crossed the line into Northern Maine. The season closed in Danbury, Conn. Show reorganized and is now on the way south. There will be a few weeks' layoff at Christmas, then several weeks of Florida fairs under the management of the side-show man, L. B. (Barney) Lamb, who has brought together a well-selected line of rides, shows and concessions for the winter. I have my single pit show, which I carry in my sedan, with my house trailer hooked on. I shall spend the weeks off in Miami during the layoff period."

DON TRUEBLOOD, secretary of the Byers & Beach Shows, letters from East St. Louis, Ill.: "Carl W. Byers and Harry Beach, owners of the show, and myself wish to express the opinion that *The Billboard* is responsible for a portion of the success enjoyed by this show, this thru the various channels of show business this medium covers. Please be advised that this show will co-operate

LORD'S PRAYER PENNY MACHINES

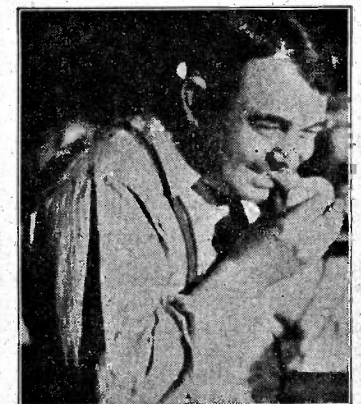
Newest Sensation
With four dies, Lord's Prayer, Ten Commandments, Crucifixion of Christ, American Legion, Newest invention, biggest money maker. It's a knock-out. Big assortment engraving, \$1.50 per 100. Brackets, 7 1/2¢ each. Band 25¢ for Bracket, 5 engravings made on GENUINE U. S. pennies showing Lincoln head on back. Literature free.
PERFECTION MFG. CO., Chicago, Ill.
203 South Dearborn Street.

with any plan promulgated by this publication in the future it deems good for show business."

W. R. HARRIS, general manager Model Shows, letters from Hawkinsville, Ga.: "It may interest the many friends of Ted Thomas, who was injured in a fall from his high pole act in Milledgeville, Ga., is back with the show. He is able to get around the lot by using canes. The show has encountered an unusual amount of rain the last four weeks in Georgia and the cold weather has been unseasonable. However, the show did good business when weather conditions were favorable."

MAKE YOUR carnival of such merit and magnitude that it will be beyond the pale of competition and you will not have anything to worry about, Mr. Carnival Manager. Another thing to remember is that when seeking or booking dates that you should not get out of your class. Now, is it good business judgment for a 20-car carnival to bid for dates that should rightfully belong to one of 35 cars? No! Then, why do you do it?—Red Onion.

MAX GRUBERG, general manager Gruberg's World's Exposition Shows, letters from Baton Rouge, La.: "Here we are, a big town, wonderful location, first carnival in years, but no people. Doing absolutely nothing but lying here waiting to move to Gulfport, Miss. The



WHEN A MAN BITES A DOG THAT IS NEWS! But! When a carnival manager bites a "dog" that is the sign he is being rushed and hungry too. Here is Roy E. Ludington, the popular general manager of Crafts' 20 Big Shows, in front of the cook-house griddle ripping a "hot dog" during a rush hour at the Los Angeles County Fair, Pomona, Calif. F. J. Myers, secretary of the shows, who furnished the photo, stated that the day the snapshot was made there were 88,000 people on the grounds, which fact made it difficult to find a place to eat on the midway, but that Ludington overcame the difficulty when he spied the "Sizzling Elmers." Photography by "Frashers," Inc., Pomona, Calif.

paralysis scare surely did raise h— with me. It is unmerciful the torture I am going thru with all the people on my show. It is unbelievable. Go to Montgomery, Ala., for 14 days and then close the season."

HAD A DREAM the other night about being on a large farm in one of the Western States. There was a carnival set up and spread over a greater portion of it. It was brilliantly illuminated but there was not a living human on the grounds. However, later a man appeared at the entrance to the midway and it turned out to be Carl J. Sedlmayr. So I said to him, "What is the idea of all this?" and his reply was: "I sent Rubin Gruberg over here to lay out the lot and this is how he did it."—Soapy Glue.

SAM SOLOMON, executive head of Sol's Liberty Shows, letters from Caruthersville, Mo.: "Closed the season in Paragould, Ark., Sunday, October 24. Business during the season was 'spotty.' Had many bad breaks in weather during the spring and after coming south for five weeks. Three out of four weeks south weather was extremely bad and cut our gross down at least \$9,000 to \$10,000. Will take a rest at Hot Springs, Ark., for a few weeks prior to the fair meeting in Chicago, which I will attend. Billie

Owens will be in charge of the office and quarters during my absence."

C. W. (BILLY) MARCUS, former well-known carnival general agent, letters from New York: "Am still doing theater exploitation work and making a few movie shorts. Doing fine in the big city. Wonder if they will ever rewrite the words and music in the carnival world. Klases for Opera place, Cincinnati, and regards to Al Hartmann. My greatest ambition is to take time off and pay Cincy a visit. Wonder if the Hub, eating place, and the Manhattan Restaurant are there. We of the "theater" would stand by until they brought out the hot doughnuts after 1 a.m. My last visit there was in 1917, 20 years. My, how time does fly."

MR. AND MRS. Tressie G. McDaniel, letter from Ackerman, Miss.: "F. H. Bee Shows officially closed the season here Saturday, October 30. We closed with it October 24, a week in advance, as we started earlier in the spring. We have enjoyed the finest connection and most pleasant experiences with this show. The fine co-operation, congenial surroundings we have had for the last three seasons can be recorded as the best in Tressie's 25 years in the carnival business. Our heartiest good wishes go to all who were on the show as they journey thru the winter. So until the bluebirds sing again in the spring of 1938, may God bless all in show business."

BEVERLY WHITE wins the fur-lined bath tub. He booked with the Goodman/Woilder Show, opened with it when the trumpet sounded on its initial day and stuck with it until "Home, Sweet Home" was played. Being



ERIC B. HYDE, executive head of the shows bearing his name, which were operated successfully along somewhat innovative lines this season. The shows featured a large number of free acts, clean concessions and adhered to a strict business policy.

a real show press agent, he did not let wind, rain, storm or whatnot deter his objective. He had signed with Max Goodman for the season and he stayed the season and did his part. His contribution to the show scrapbook is nothing short of marvelous. The whole answer is that Beverly White knows what it's all about.

HARRY EDWARDS letters from Montreal: "Hope all is well with all in show business. It is snowballs for me as I played Toronto! Was with Conklin Shows all season, talking on DeKreko Bros.' Flaming Youth and Arabian Nights show. Was also official announcer and producer of radio publicity programs for the office. It pays to advertise. It also pays to pay for advertising, and I do not mean in passes. May I say to those showmen who played the Canadian National Exhibition: Just pick yourself up, brush yourself off and start all over again. Greater showmen than you have taken it on the chin. What do you mean by 'they do not come any greater?'"

FRED WEBSTER, of Crowley's United Shows, cards from Austin, Tex.: "Just another season ending here, my 38th year in the business. Handled the billing all season and used plenty of paper. Success of a show is due to advertising. Show writers here. Saw that picture of the J. Sam Leonard Shows of 1913 which was published in *The Billboard* recently. It made me think of the 'good old days' of Brundage & Fisher, Russell-Hendricks,

European Amusement Company, National Amusement Company, American Amusement Company and Patterson & Brainerd. Expect to see James Patterson at Corpus Christi, Tex. Wonder whatever became of Mike T. Clark. He must have deserted the raifks."

CHRIS M. SMITH letters from Hartsville, S. C.: "Sumter, S. C., brought to mind the Carolina Flower Show of 1902. Candy, the famous performing elephant, is buried about two miles from the town, died from blood poisoning caused by eating frosted velvet beans. It was the home of the late Wilbur S. Cherry when he started his career as a general agent. He used to say that Chris M. Smith was looking for a pot of gold but found him sitting on a stump in Sumter County. Theodore Jouneska entered the carnival ranks with the later well-known chimps, Consul and Betty. It was in the Osteen Publishing Company offices here that D. D. Daly originated his ill-fated *Trouper*, a show paper."

IN SPEAKING of show trains read this from *The Cincinnati Post*, October 26: "TRAINS HAVE BRIGHT COLORS: Railway commissioners of Victoria, Australia, decided their trains were too sober in color. Citizens now see a sky-blue foot train from Melbourne to Port Melbourne; rose and moonstone colored trains on many suburban routes; light red with gray stripes on others. The Overland Express to Adelaide, South Australia, is gold, green and black."

HARRY DUVAL letters from Washington, N. C.: "Have had the prize package candy on the Strates Shows for the past two years. Never found a better man to be with than James E. Strates. He is a real showman and had bad weather most of the season but always carried his smile and gave words of good cheer to those on the show. Also want to say a few good words for Mr. and Mrs. Jack Paige, who had the girl and Hawaiian shows. Found them great people to work with. Want also to thank the editor of *The Billboard* for the many interesting and instructive items that have appeared in its columns the past year. Closed with the show and going direct to Fresno, Calif., and will operate concessions in the burlesque theater there. As usual, will buy and read *The Billboard* every week."

MRS. E. O. WOODWARD letters from Dothan, Ala.: "On way south, stopped in Decatur, Ala., and visited Oscar Bloom's Gold Medal Shows. He had a bad opening due to rain but Monday most all the attractions were open. Hagenbeck-Wallace Circus played them Friday and date Tuesday, but night performance only was given in Huntsville, Ala., due to rain. Gold Medal closed, pulled into winter quarters at Nashville. In Dothan Rubin & Cherry Exposition had a big crowd Tuesday, Children's Day, but rain came in early evening; however, midway was packed and the crowds stayed late. Met old friends Mr. and Mrs. Jake Brizendine and it was a happy surprise, as had not seen for some years. They have a very beautiful show and good talent. If one is looking for Bing Crosby's double they can find him on this show. Rubin & Cherry Exposition is a very impressive show and the midway is well lighted. Will continue south and enjoy a little Florida sunshine."

L. E. (ROBA) COLLINS lettered from Brookville, O.: "Curl Greater Shows closed here October 9 and all equipment was sent to quarters at London, O., where it opened the season May 15. Manager Curl reported a good season. Show encountered bad weather last two weeks of season, hence early closing. Brookville date, which was under the fire department and business, was only fair due to cold and rain. Several members will winter in London. Ustual show party was held there October 11. Mr. and Mrs. W. S. Curl will stay in quarters for about a month and then go to Florida for the winter. General Agent Doc Edwards and family will winter in Columbus, O. Georgia Sparr and Bill More left to join the Eric B. Hyde Shows. Mr. and Mrs. Amos Miller went to their home near Columbus, O. Don Wagoner will be in London. The Goodfellows Club held its last meeting and banquet in a cafe in Franklin, O. Club did some nice work since the organization was put under the leadership of its president, Chuck Clark, and its secretary, Lulu Bowers. Writer and wife will go to their home in Southern Missouri. A majority on the show had a successful season. Will now close with some runs, no hits and a few errors."

Eric B. Hyde Shows

Winder, Ga., Fair. Week ended October 16. Location, city park. Auspices, American Legion, County Agent and 4-H Clubs. Weather, some rain, week-end cool. Business, good.

Show up and ready to go Monday afternoon and people ready to spend and registered good. Tuesday rained out. Good business and big Saturday rounded out other days. Legion, headed by H. A. Carrithers, commander, with the aid of county agent and 4-H clubs, filled two big tops with exhibits, and all stock shows were held in paddocks outside the tops. The fair end was well presented. This date the first fair at Winder in 11 years and the first show to exhibit in the city in four. Committee plans to remodel the fairgrounds, put up some buildings and make this fair a real one. Personnel of the show remains the same except that Charles Phillian replaced Joe Decker with cookhouse, and Professor Shapiro, Bill Chalkis with Ten-in-One. Charles Seigrist's flying return act still pleasing. Other acts carried thru still dates joined other shows. Tom and Janette Terrill returned, with show booked to the barn, last date being at Greenville, S. C., where show will winter. Season carried thru without questionable concessions and everyone satisfied.

JAN HYTER.

Kaus United Shows

Winston-Salem, N. C. Week ended October 16. Western Carolina Colored Fair. Weather, cold and rain. Business, good.

Attendance records for this fair were broken, nearly 50,000 paid admissions despite a 50-cent gate. Excellent co-operation of fair officials. Police kept crowds orderly and no complaint of any sort was received. Tuesday, Children's Day, was record breaking. Forty school busses came from outlying districts. Wednesday marred by rain, but what few braved the weather proved good spenders. Latter half of week extremely cold. Jerry Thorne's Side Show topped shows, with Joseph McAlvery's Plantation Melodies second. Octopus, Caterpillar and Loop-o-Plane, new here, did near-capacity business. Concessions got excellent play. Earl Dall, Bingo boy, left for Wilson, N. C., on business and pleasure. Ted Foster called home, illness in family, likewise Harold Thompson, who departed for Baltimore. Bobby Gordon, of New York, model on Sex show, and Frank Harris, Norfolk, Va., concessioner, were married in Shelby, Ark., October 9 by Reverend E. R. Dixon, with personnel of that show attending. Couple were later entertained at Hollywood Cafe, where a special floor show was given in their honor. Leroy Prince reported good business with hoop-la and high striker. Billy and Joe Kinlow arrived with three concessions. Mr. and Mrs. H. McHugh (Mona Estelle), mentalists, newest additions in Side Show. Chuck Beckett continues packing them in in the Streets of Paris, with Pearl Harman featured fan dancer. Dirty Moore's diggers doing business. Visits exchanged with Sam Lawrence Shows and Mighty Haag Circus, where writer was entertained by Berta-Bert.

BOBBY KORK.

Western States Shows

Lamesa, Tex. Week ended October 16. Dawson County Fair. Weather, bad. Business, poor.

Business ruined by cold and rain, which was general in this section, and all outdoor shows suffered. Show played the first Dawson County Fair last year. Since then association has been incorporated, new grounds bought and new buildings erected. President Taylor, Secretary Matthews, Joe Williams, county agricultural agent, and A. G. Bearden, secretary Chamber of Commerce, have done a lot of hard work, ably assisted by other members of fair board and city officials. Mrs. Rose Marie Ruback and writer visited former's sister, Mrs. George Jones, in Odessa, Tex., bringing back for a visit Mrs. Ruback's niece, Tille Jones, aged 13, who has spent the last seven summers of her life on this show, and her younger sister, Betty Ruth. Mrs. Sophie Mullins; her brother, Bill Bass, and his wife visited relatives in Lubbock, Tex. Joe and Ruby Murphy visited, friends at Big Springs, Tex. Mayor Marr and Buck Bennet, city commissioner of Lamesa, nightly visitors to show. E. N. Kayal and family and A. C. Bradford and family visited Jim Schneck, general agent. Special Agent Childs and Press Agent Stein, of T. J. Tidwell Shows, vis-

Full Date Carnival Show Letters

(As Reported by News Representatives for the Shows)

ited. Business Manager Albert Wright's public wedding Friday night was one of the prettiest of the season, brought out a large crowd considering the weather. It and Frank Downes' school tickets helped to make attendance on week as large as it was. Bad weather gave Jack Ruback and Albert Wright extra time to devote to the Coon Can series. Albert had the best of this round and will buy another new suit. MURRELL WOOD.

Elite Exposition Shows

Heber Springs, Ark. Week ended October 16. Location, courthouse lawn. Auspices, Cleburne County Fair Association. Weather, cold all week except Saturday, which was fair. Business, satisfactory.

Show made a run from Ozark, Mo., over hills and down dales, making one stop at Harrison, Ark., for the night as show was not to open until Tuesday. Committee and business people of the town were for the show wholeheartedly. New arrivals: Charles Thornton and wife from Anderson & Srader, Sam Grammer and wife from J. L. Landes Shows and Roscoe and Alvie Spildo with cookhouse. Gean Roper, cook; Nancy McVey, waitress. Lee McVey, tickets on Loop-o-Plane. Marlon Keener doing well

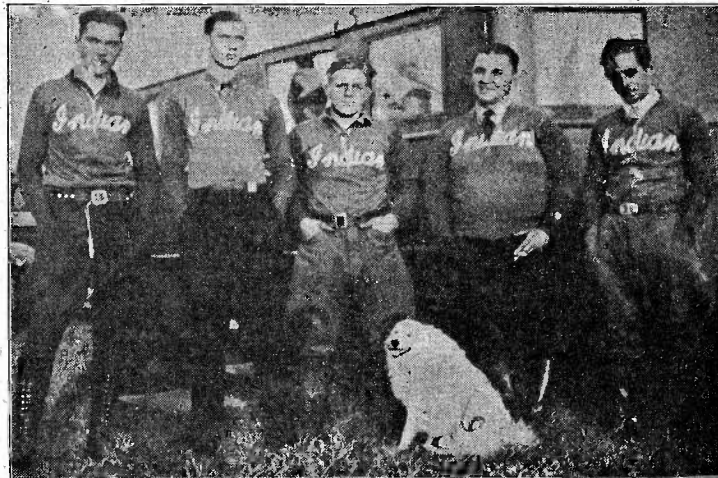
ding drew much attention. Captain Lowas joined with Twenty-in-One and Animal Show.

GEORGE (MECHANO) STEVENS.

Wallace Bros.' Shows

Jackson, Miss. Week ended October 23. State Negro Fair. Weather, cool and clear except Monday, rain. Business, profitable. Paid gate.

Third time here for this organization. Business off somewhat from last year due to low cotton prices. Friday was big day with heavy attendance. Shows and rides had satisfactory grosses but concessions did not fare so well. The noted Negro aviator Cpl. Robinson gave exhibitions over the fairgrounds every day during the engagement. Mr. and Mrs. James (Kokomo) Aarons joined from Zimdars Shows, while Mr. and Mrs. Robert Flannigan came on from Moon Bros.' Circus. Frank J. Kingman arrived from Owensboro, Ky., for short visit with the writer and other friends, while Mildred Davis, the former Mickey Rice, spent Sunday and Monday here as the guest of Edna Frank. Shep Miller created chuckles along concession row by giving away turnip greens in place of merchandise. Wallace Bros.' band will soon play Home, Sweet Home. One more



SPEEDY PALMER AND HIS HELL DRIVERS who rode the Wall of Death this season with the Art Lewis Shows. Left to right, Clarence Bañone, Slim Randall, Harris White, Speedy Palmer, Roy Tedwell and "Boots," the riding canine. This dog is said to be the only one who rides in a Motordrome. Photo taken by Mrs. Speedy Palmer during the recent fair at Danbury, Conn. Note the large house trailer in the background.

with penny pitch cane rack and has Scotty Creach as assistant. Midway mutterings: Wanda Day wanting a fur coat and Sam Day saying, "No! We are going south and you won't need one!"

DON H. FOLTZ.

World of Fun Shows

Plymouth, N. C. Week ended October 16. Peanut and Firemen's Festival. Weather, rain Monday and Tuesday cold. Attendance, poor.

Business picked up last of week and show had a big Friday and Saturday. George (Mechano) Stevens' act, the Sky Lady, high-pole act; Bobby Harris' slide for life and Capt. Cushing's fire dive went over big. Cushing received severe burns here when a pan of hot water toppled from stove in his housecar. Red Brady, high diver, placed his Loop-o-Plane with show, leaving Sol Solomon's high-diving clown champion, Bernie Keesacker, in charge of ride.

Ahoskie, N. C. Week ended October 23. Auspices, American Legion. White County Fair. Business, fair.

Show did not open Monday because all electric wires had to be overhead instead of cable on ground, and each show and concession and ride had to have a switch box in accordance with a new law which was passed following the electrocution of two men at Weldon, N. C. Tuesday night rain, but Wednesday show opened to large crowd. A public wed-

week to go when this appears in print. Visitors: Carl J. Sedlmayr, of Royal American Shows; Mabel Stires, secretary of State fair; Nelson Siegrist, secretary of Kosciusko (Miss.) Fair; Mr. and Mrs. C. D. Scott, of Scott Greater Shows; Walter McMaster and Ollie Polk.

WALTER B. FOX.

Kaus United Shows

Chase City, Va. Week ended October 15. Auspices, Mecklenburg County Fair Association. Weather, two days rain. Business, fair.

This four-day fair opened Tuesday with large attendance. White school children were admitted free and by 10 a.m. midway was crowded. Wednesday, nice attendance, but rain started in late afternoon and night was practically lost. Rain continued Thursday until late afternoon, which caused a big loss in business, as this was Negro Day and rated as one of the big days of the fair. Unseasonable coldness the balance of the week had had effect on attendance. However, with all the adverse weather shows and concessions reported people ready to spend and a fair amount of business was done. Joe Mötter had hard luck with his grab stand. A cigaret ignited the top, burning the upper frame and top. Only prompt work on Joe's part kept the whole stand from being lost. He was able to get organized again in a couple of hours and finished

the week with a makeshift arrangement. Jimmie Burns visited in Brooklyn, N. Y., over the week-end with his wife and infant daughter, Marjorie Margaret. He reported that Mrs. Burns will soon be back taking care of her duties as secretary of the show. Mr. and Mrs. MacDonald are back on the show with their midget racer cars. Jack L. Murray came on with a set of his diggers. Visiting showmen were Art Lewis, of the Art Lewis Shows, and George F. Dorman, of Corey Greater Shows. LESTER KERN.

Johnny J. Jones Exposition

Macon, Ga. Week ended October 23. Georgia State Exposition. Weather, bad. Business, good when weather permitted.

Again Old Jupe played havoc with the opening of the fair and this exposition. A steady all-day rain killed Monday's business entirely. Tuesday morning the sun came out in time to give the shows and rides a fair Children's Day, but again it started raining and caused the show to lose the night. Wednesday, Thursday and Friday weather a bit too cold for heavy patronage, altho the midway went over the top for the three days. Not enough, however, to make up for the lost showing time. Saturday real winter weather set in, forcing showgoers to remain home at their firesides. The day was not lost entirely as a small crowd of spenders came out, made a few trips around the grounds and left early. Hearty co-operation from the press and radio. Great co-operation by the fair officials. Great interest taken by the citizens in general. Great exhibits and a well laid out midway. All of this, but still the weather man was against the event. Pearl Harvey, Caterpillar ride operator, returned to the show from the hospital, Lexington, Ky. Looks fit and is improving rapidly. Secretary Ralph Lockett was called to his home by the sudden death of his father. Show friends of the late L. B. Johns visited his grave at the Riverside Cemetery.

"Where are you going when the show closes?" is on everyone's lips. Carl J. Lauther will again open his traveling museum. Carl J. Walker and his company are rehearsing for theaters. Eddie Jamelson is planning on a winter tour with the Harlem and Dixie Revue. "It won't be long now" can be heard on all sides of the midway. A 15-car unit will go to Newberry, S. C., for the fair.

STARR DEBELLE.

Strates Shows

Emporia, Va. Week ended October 23. Emporia Fair. Weather, cold and rain. Business, light.

Another week rolled by on the calendar of rainy weeks that have beset the shows ever since its opening last April in Portsmouth, Va. All of the current season to this scribe's knowledge only three weeks have passed without rain, several weeks in unbroken succession. Secretary Garner and his associates of the fair worked untiringly to make this event a success, but rain and bitter cold spoiled all good intentions. Rain spoiled kids' day, Tuesday. Wednesday Governor Perry of Virginia and his staff attended the fair and visited for over an hour on the midway. Thursday proved a very good day, but Friday was entirely lost due to rain and cold, Saturday being in the same classification.

One of the happiest kids on the midway was James E. Strates (Brother), who was presented with a beautiful Shetland pony by his dad. He named his pony Duke and can be seen dally doing the bride paths with his new pet. Art Lewis and S. A. (Bill) Kerr, of the Art Lewis Shows, were visitors and conferred with Manager Strates. Another visitor whom the writer missed was Dick Gilsdorf. It is being rumored around the show that a close rival to "Lone Wolf" Jimmie Kellerer is none other than "Uncle" Louis Strates, and thereby hangs a tale. The writer bestows one of the two remaining orchids in his bouquet to Wally Smithly and "Wild Bill" Moore, co-partners in the Lion Auto Drome, as being tops in showmanship in their 1937 presentation.

BEN H. VOORHEIS.

Golden State Shows

Emeryville, Calif. Six days ending October 24. Location, San Pablo and Peralta streets. Auspices, Veterans Foreign Wars. Weather, warm. Business, very good.

Show set up on an excellent spot, catching the eyes of thousands of motorists passing on San Pablo boulevard day and night. Most of whom, it seemed,

returned later to patronize the show. Shows, rides and concessions therefore enjoyed one of the best weeks of the season. Side show topped midway and Scooter topped rides. Mrs. Mabel Wright and her candy floss and pop corn literally swamped at times. Another large factor in good patronage enjoyed was result of excellent advertising of Joe De Mouchelle, advance man, who also lined up good blasts thru Radio Station KRE. Excellent co-operation from committee, headed by H. Gustafson; also from Hap Hazard, commander of Post No. 1010. During the week Golden State played host to visitors from a number of other shows in near-by communities. From Hilderbrand's United Shows Walton de Pellaton, Claude Barry and wife; from West Coast Amusement Company Mike Krokos, owner; W. T. Jessup, general agent; Charles Walpert and Sol Grant; from Foley & Burk Shows Lucky Keeler, Charlie Albright and Clyde Gooding; from Wrightsman Amusement Company Shorty Wrightsman, owner; also James Chloupek, old-time showman well known for his benevolence to showfolk in the bay district. O. N. Crafts, owner Golden State and other shows, paid visit while returning from a hunting trip in Oregon. With so many notable visitors on hand Manager Will Wright was kept busy entertaining thru week.

JOHN H. HOBDAY.

Miller Bros.' Shows

Ada, Okla. Week ended October 23. Location, Dagg acreage circus lot. Auspices, American Legion. Pay gate, 10 cents. Weather, rain and cold. Business, bad.

All kinds bad luck coming from Tahlequah. Axle on cookhouse truck broke. Dining tent not up until Monday. Moved, parked and unloaded in rain. Midway thronged with early patrons Monday night. Rain came, dispersing crowd. No business except on gate. Tuesday, winter cold. Wednesday, Thursday, Friday ditto. Receipts below all Ada records. Warmed some Saturday, giving profitable matinee. Saturday night largest attendance, with receipts likewise. Bovey, spiral pole, joined. Concession row welcomed Pat Murphy and wife, Mary; Willard Bolton and wife, Dorothy; Edwards sisters, Helen and Johnnie, and J. T. Hanners. Whitey Archer and Evelyn came also with concessions. Their

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 30 cards, \$5.25; 50 cards, \$6.75; 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 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—not up and down. Lightweight cards. Per set of 100 cards with markers, \$3.00. 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, 50¢.
Automatic Bingo Sucker, real class. . . . \$12.50
Lottoards, white cards, 8 1/2 x 14, Per C O . . . \$1.50
Stapling Bingo Cards on same, extra Per O . . \$0.50
Bingo Card Markers, in strips, 25,000 for . . . 1.00
Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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Complete Carnival for Sale

Stored at Tampa, Fla. Herschell-Spillman 3-Abreast Carousel. Minnells, 12-Car Whip, Smith Chair-Plane, Spillman Kiddie Auto Ride, together with wiring and equipment. Everything in first-class shape. \$6,000 cash. BOX 324, care Billboard, 1504 Broadway, New York City.

SECOND-HAND SHOW PROPERTY FOR SALE. \$14.00 Indian Feathered Head Gear, beautiful colors 1 1/2 Men's White Buckskin Skate Shoes, all sizes.
\$15.00 Each, 25 Wax Specimens Men's Diseases. \$27.00 Powers Moving Picture Machine, 35 mm.
\$25.00 Portable Organ, 3 1/2 Oct., Great for orch.
WE BUY RINK SKATES, ALL SIZES, AND CONCESSION TENENTS. WEIL'S CURIOSITY SHOP, 20 S. 2d St., Philadelphia, Pa.

daughter, Lucile Delaport, and 2-year-old son and husband in concession row. Benny Wells painting, lettering and retouching banners. Col. Richard Hicks, commander VFW, Lawton, Okla., with group of business men guests. Steve Connor, general agent, back with contracts. Nelson Lorraine and wife, knife throwers, new addition to side show. Mijares (Jack Hamilton) and wife, Mercedes Oslie, big hit at clubs with her new idea piano playing and his astrological talk. Princess Zaida to Dayton, O., to arrange her studio there. Her husband, Professor Zandu, remains with side show. Bill and Beazy, pygmies, ill. Cecil Goree, Eli Wheel owner, had automobile stolen. Daily News, Morning Daily Times and Weekly Bulletin liberal. Used Radio Station KADA. Newsies honored guests. George Brown, 'old saddle and harness maker for old 101 Ranch Wild West, has harness shop in Ada, and Frank Thompson, former Dodson's Shows' concessioner, now managing shoe repair shop, banqueted in Harry Miller's dining tent. L. A. (Rosie) Phelps, candy floss, elsewhere. Pearl Norton, manager cookhouse for Ripley's Believe It or Not freaks, accompanied by showfolk, toured to Sulphur, Okla., giving her mother, Mrs. Nancy Coonrod, a surprise. Visitors: Eddie Lowe; Tom Jennings and sister, Marle; Curly Reed, Dophie Leonard, Judge W. B. Busby, Clara Ammens, Dr. Howard Sugg, Mrs. Ella Goltz, Calico Charley Dawlings, N. W. McFetridge, Edward Ratcliff, W. T. McElwee, Harrison Hastings, T. F. Wallace, Escal Meyers, Dan Proctor, Jesse LaSalle, Ed Haley, Jack Whitney, J. N. Wisner, Georgia Potter, W. O. Ellis, Mabel Jordan, Alex Ford Wilson, Wilbur Davis, Dorothy Anne Dekema, Dorothy Underhill and mother, Elloree Highmiller, William Greenbaum, Dr. and Teresa Bayne, Maud Jewell, Mickey Goldstein, Tom Daley, Jack Semlear, Mary Rickett, Leo Blondin, Bertha E. Hilton, Victor E. Trueblood, Annie Flowers, the Watsons (Billy and Gladys), Ann L. Minton, Harriet Lambrigger, Harry and Ida Liebman, Harry Bennett, Rev. Father Francis Berry, Lewis Smith, Joe Glenn James, Marle and Henry Notbusch, Ruth and Leroy Huntley, Mae P. Moyle (Princess Sunshine), Hon. Charles P. Gableman, G. M. and I. M. McConkey and Rev. J. C. Curry, Methodist minister, and family. John Houchin, St. Louis, conferring about new idea sound wagon. Indian adopted Congressman Lyle H. Boren, of Oklahoma; Hon. Charles P. Reiniger, Los Angeles, Calif., and Uncle Jesse Walters, landlord Hotel Rogers, Wheeling, W. Va., naming them, respectively, "For Sound Laws," "Builds Home Nests" and "Big Inn Boss." Billy Gear and wife arrived. He on staff as general representative. Robert Kobacker preliminary at Duncan, Okla. Night club girilies' roundabout banqueted Dolores Kish and her dancing maidens and Jeanne and her group. Babe Emswiller and four agents and Sadie Rao given "after midnight" luncheon by Mr. and Mrs. Jack Hamilton. Were en route to Clyde Leggett Shows. Bill Cantrell and W. M. Clancey joined with string of percentage concessions. For first time since 1922 Mr. and Mrs. Clancey met their relatives, Gertrude Allen and Lucile Parker, Merry-Go-Round owners.

DOC WADDELL.

Cetlin & Wilson Shows

Greensboro, N. C. Week ended October 23. Greensboro Fair. Weather, rain and cold. Business, good.

What would have probably been the biggest and best fair ever held in Greensboro was somewhat spoiled by rain and cold weather, but nevertheless gate, grand stand and midway all showed an increase over 1936. Had rain on Monday, Tuesday, Friday and Saturday with freezing weather the entire week. On Wednesday, the only good weather day of the week, the midway doubled the receipts of a year ago and on Friday, with rain and cold weather, the receipts were way over 1936. On this night there was the largest crowd ever in the grand stand during the history of the fair. George A. Hamid and Norman Y. Chambliss spared no expense in staging the most elaborate production ever held here. Toney Vitale presented a grand display of fireworks each night. On Thursday afternoon Lucky Teter was in front of the grand stand and on Saturday afternoon auto races. New Boomerang was top-money ride, with Octopus second and Ridee-O third. Leo Carroll's Monkey Circus top-money show; Dolly, two-headed cow, second, and Paris Nights third. Fair secretaries from all over North Carolina and Virginia were visitors to the office during the week. Radio Station WBIG made broadcasts three times daily from the midway.

Newspapers were 100 per cent in their co-operation with the show as well as the fair, and on the last day carried a picture of Cetlin & Wilson, highly praising them for the midway this year and also as to their wintering here again for the fifth year. Special invitations were extended to the show by Retail Merchants' Association and the Chamber of Commerce to make Greensboro their winter quarters on behalf of the local merchants. Speedy Merrill closed the season here and left for Florida, where he will work this winter with his Wall of Death. Sammy Lewis closed here to fulfill his engagement at the Ritz Club in Baltimore. Streets of Cairo also closed the season here, with the performers returning to New York. The animals were sent to Florida for the winter. C. D. Crump, special agent, left for Roanoke, Va., where he will stage an Armistice Day celebration. Harry Witt sold another Boomerang here for spring delivery.

GEORGE HIRSHBERG.

Dee Lang Shows

Stuttgart, Ark. October 18-23. Auspices 18th Annual Rice Carnival Committee. Location, city streets. Business, good. Weather, varied; nights cool, some rain.

The only exclusive rice carnival in the world. Fair business Monday and Tuesday. Wednesday was devoted to the selection of a queen of the rice carnival with keen rivalry between 17 or more girls from neighboring towns vying for this honor. At night queen's ball and grand parade of carnival beauties held in town skating rink. Thursday morning the president of the Cotton Belt Railroad officiated at the crowning of the newly elected queen. In the afternoon everyone turned out to view the big carnival parade. Many nice floats entered. WMC, Memphis radio station, broadcast a description or commented on each float as it passed reviewing stand. Airplanes soaring overhead showered rice on people below. Bands from Little Rock and Pine Bluff came on special trains and marched in parade. Light rain started falling before parade disbanded. Show enjoyed good business on this day. Parade of school children and decorated floats Friday. Fireworks displays staged at Athletic Field on Saturday night. Business on Friday and Saturday marred due to inclement weather. New 1938 Chevrolet sedan given away as attendance prize. A rice kitchen open daily dispensed dishes of rice free. Virginia Senior, free act, entertained daily. Red Kelly operates jingle board concession and is also show's assistant electrician. Mr. and Mrs. Erwin Blick and Howard Yaeger, of Jackson, Mo.; John R. Ward, of Trenton, Tenn., and Charlie Oliver, of Oliver Amusement Company, visitors. Show closed here after enjoying a profitable season.

C. R. NEWCOMB.

Dodson World's Fair Shows

Helena, Ark. Week ended October 23. Phillips County Free Fair Association. Location, fairgrounds. Ten-cent pay gate. Weather, cold and rain. Business, light.

Highly touted fair fell far short of expectations due principally to rain and near-freezing temperature. Fair scheduled for last three days of week, Thursday, Friday and Saturday. Show arrived over Missouri Pacific Railroad early Monday morning and opened Tuesday night on soggy front of fairgrounds. Official opening of fair billed for Wednesday a total loss. Rained all afternoon and part of early evening. Gates did not open. George Weir, president of fair association, and his committee worked hard, co-operating in every possible way, but could not surmount adverse weather conditions. Saturday matinee clear and warmest of week. Saturday night thermometer dropped to freezing point. So cold it was impossible for mechanism of Zacchini's cannon to function properly. Act was forced to cancel for first time this season. Members of Hagenbeck-Wallace Circus advance advertising card billing Helena for October 27 visited midway Tuesday night. Jake Tyree, car manager, and Verne Williams, contracting press agent, entertained by C. G. and M. G. Dodson. Howard Piercy, concession operator, purchased new Dodge car. Returned here after three-day visit to his home in St. Louis. Sneak thieves ransacked the rooms of Joe Reed and Harry Culbert at hotel during daylight hours. Made a clean sweep of all personal effects and entire wardrobe. Hotel management reimbursed both for losses. Weather conditions being most unfavorable, Ray Balzer, chairman of Showmen's League of America Cemetery Fund

benefit performance, was forced to postpone event scheduled to be staged here. Preparations now under way to hold affair during week of October 25. Calling it a season, Mr. and Mrs. Samuel Dodson, who operated a concession on show since opening date, left for their home at Flint, Mich. Samuel, son of late Arthur E. Dodson, planned to visit his grandfather at Columbus, Ind., before going to Flint. Three birthday celebrations along midway October 23. Bertha Curtis, fat girl, International Congress of Oddities; Jimmy Doss, straight man, Gay Patee Revue, and Charles Clark, bandmaster, all saw the light of day on same date. Big party was staged after close of day and all received well wishes of entire personnel. Jean LaMarr has replaced Ray Marrior, member of Four Sensational Jacks, free act, who left for a visit to his home at Los Angeles, Calif. Women's bridge club, composed of members of show, have discontinued their weekly Thursday afternoon sessions for balance of season. George (Fat) McCaulley, trainmaster, handling movements of train like true veteran that he is.

DAVE CARROLL.

Groves Shows

Clinton, Ind. Week ended October 18. Auspices, Half Century Club. Location, streets. Weather, bad. Business, poor.

Show closed the season here and put everything into winter quarters. Members of the personnel went to their homes. Betty and Fred Proper, of the bingo game, went to Chicago and St. Louis for visits with friends and relatives; later they will go to Greencastle, Ind., where Groves has opened a skating rink and where Proper will conduct bingo two evenings a week. William Lambert is supervising the rink, with Timothy Biggers the general handy man. Frankie Kolborn, who had the Athletic Show, is working out of Indianapolis fighting house matches. George Cain Jr. had a birthday October 16. Thru efforts of Eleanor Groves and Evelyn Lambert he was well remembered. George Cain will winter in Muncie, Ind. Jack Hobbs, also of the Athletic Show, has gone to his home in Wellwood, Ind. Mrs. Lambert will winter in Greencastle and Billy, Joe and Evelyn Lambert will attend school in Cleveland. Mr. and Mrs. Bell, of the Chairplane, have gone to Oklahoma to visit Bell's mother, Bernard (Specks) and Lee Bell are in Clinton, Ind., doing work around the quarters. The writer's father and a younger brother visited at Marshall, Ill. Charles Whitaker has gone to Kansas for the winter. Joe Ito and Sherman Sprinkle are undecided as to where to go. C. L. Brown has a shooting gallery operating in Vincennes, Ind. The season's business was good. Twelve days, however, were lost because of rain and three owing to a misunderstanding about lights. Show positively had no rackets and was cordially invited by committees and officials to make return engagements. Jim Winters, of Mrs. Barker's Show, visited Groves and the writer while en route to Northern Illinois. Ed Riley and his side kick, Dutch, also visited.

GEORGE CAIN.

De Luxe Shows of America

Lancaster, S. C. Week ended October 23. Lancaster County Fair. Weather, cold nights, rain Thursday. Business, good.

Business not good first three days, but it turned out to be at end of week. Friday, Kids' Day, and they started coming in at 9 in the morning and show had a big day and night. Saturday was Negro Day and midway was packed with patrons and people stayed until after midnight. Club Blue Heaven did near capacity from early morning until late at night and was top-show money for the day. Visitors: Sam Lawrence from show bearing his name, and Moet Williams, fair secretary of the Monroe County Fair. Show closed season here where it has winter quarters. Dan Ward and John Haddad are in charge. Paul Prell ordered canvas top for a larger bingo game and is also building a blower. Jack Russell is building a new hoop-la to combine with fishpond and cork shooting gallery. Cliff Franco will build a new Minstrel Show titled the Checker Club. All costumes and scenery will be made out of checker cloth. He had his minstrel show parade up and down the midway playing and singing Home, Sweet Home, in front of every show and concession, paying his respects and wishing them all a good winter season. Edward Tew, secretary of the show, was called to Waverly, N. Y., on account of the death of his sister. Mrs. Tew took over

the office and did a nice job. A floral offering was sent by many of Tew's friends from the show. Jack Russell, Leo Hirsh, George Harvey and C. J. Franco played a four-handed pinoche game, their final for the season.
CLIFFORD FRANCO.

Hilderbrand's United Shows

Modesto, Calif. Six days, ended October 17. Location, 14th at D streets. Auspices, LLL. Business, poor. Weather, unsettled.

In spite of breaking in a new lot in the heart of the city the attendance here was nil. The days were warm but the nights were cool and two days were lost by rain. The week was spent with much gaiety and entertainment. Cliff Daniel, a circus and carnival fan residing on a ranch in Turlock, Calif., gave a chicken dinner to a party of showfolk including Mr. and Mrs. Claude Barie, Mr. and Mrs. Charles Foster, Jean LaVell, Mel Rennick, Nellie Norton, Mr. and Mrs. Cliff Daniel Sr., Mary Daniel, Arthur Anderson and the writer. General Agent E. Pickard departed for the Imperial Valley on business. Heinie Hertl arrived from Silverton, Ore., to work for his brother-in-law, Bud Cross, on the Octopus. Mr. and Mrs. Roland Richards made several improvements on their Monkeyland Show. Mr. and Mrs. Buck Richey celebrated their third anniversary. The fishing tour of Art Anderson, Ralph Balcom and Howard Clifford was most successful. O. H. Hilderbrand returned from a trip to Los Angeles. Charles Marshall celebrated his birthday. General Manager and Mrs. E. W. Coe spent a day in the mountains on a pleasure trip.
WALTON DE PELLATON.

Hennies Bros.' Shows

Mobile, Ala. Week ended October 24. Greater Mobile-Gulf Coast Fair. Weather, heavy rains first part of week, clear last half. Business, good.

Monday and Tuesday lost due to rain that started Saturday previous to opening day of fair and caused a fall of eight inches in downtown Mobile and left fairgrounds entirely submerged. Opening took place Wednesday and was attended by some 20,000. Excellent attendance during remainder of week, largest day's business being done on Sunday. Shows will close a season of 29 weeks at Tuscaloosa, Ala., at Tuscaloosa County Fair October 31 and will move direct to Shreveport, La., where they will go into winter quarters at State fairgrounds.

Visitors: Ray Marsh Brydon, owner of Dan Rice Circus; Carl J. Sedlmayr, of Royal American Shows; Barney S. Gerety, of Beckmann & Gerety Shows, and Charles T. Goss, of Chevrolet fame.

Denny Howard, business manager, left for Shreveport to handle midway for Secretary W. R. Hirsch at State fair. Mrs. William B. Davis arrived from New York to join her husband.

Art Martin is mourning loss of his mother, who died last week, and Roland Davis, advertising agent, returned from Oklahoma City, where he attended funeral of his mother, who died recently.
WALTER D. NEALAND.

Hoffner Amusement Co.

Dixon, Ill. September 29-October 2. Weather, fair. Business, good.

Galesburg, Ill. Week ended October 9. Weather, cool. Business, excellent.

Freeport, Ill. October 13-16. Weather, bad. Business, fair.

The four days here closed the shows season of 24 weeks. The season was very successful. All committees gave splendid co-operation. Show is now in winter quarters at Polo, Ill. Kenneth Good-brahe and brother Bob will be busy most of the winter. Mr. and Mrs. Hoffner are at quarters for a brief rest. Others have gone to their homes.
CLARENCE L. STORER.

L. J. Heth Shows

Greenville, Ala. Week ended October 23. Auspices, Butler County Fair Association. Location, fairgrounds. Weather, cold and rain.

Cold, wind and rain ruined this week's stand. Several of the personnel of the show played this date last year and had a very profitable week's business. Old Sol came out long enough Thursday to give the children five hours of sunshine and then went back into hiding for balance of the week. For a few hours Thursday rides and Doc Daley's Cavalcade of Wonders, as did F. W. Miller's Midget Show, enjoyed capacity business.

Jim Heron and Billie Heath, of Robbins Bros.' Circus, were visitors and reported they had made arrangements with the city officials to winter on fairgrounds in Greenville and would move in at the close of the fair. Barney Rodnick joined to take charge of Manager L. J. Heth's rolldown for the balance of the season and brought Jack Barth and Matty Brown as agents. Fair Manager W. J. Ray and his able assistants are due much credit for assembling such worthy exhibits and did everything possible for the betterment of the fair. Many members of the show plan on attending the Chicago meeting. **JOE J. FONTANA.**

Bantly's All-American Shows

Hartsville, S. C. Week ended October 23. Legion Jubilee. Location, new circus grounds. Weather, variable. Business, good.

With a break in the weather this would doubtless have been one of the good dates for everyone with the show. Ten-cent gate put the company as well as the auspices on the right side of the ledger. Lot on a main highway and with many showfolk going by there were many visitors. Mr. and Mrs. George F. Dorman stopped for a short time en route to Cincinnati. Max Isaacshon, secretary-manager Darlington County Fair, visited Mr. and Mrs. Herman Bantly on business. Wally Peffer spent a day. Jimmy Jamison, fire diver, who has been alternating between previously booked fair dates and this show, was with it this week. William Fleck, manager of the Kiddie rides, was rushed to hospital on arrival, underwent appendicitis operation, and when last heard from he was doing nicely. Fine work by Goodfellows' Club in this instance. Mr. and Mrs. Bill (Bama) Story placed two of their stands on their return for the balance of the season. Mr. and Mrs. Van Nor joined with ball game and short-range gallery. Duke Wilson framed another ball game. Bill Kimmel placed his grind store. Other new concessioners are Mr. and Mrs. George Shively and Mr. and Mrs. Al Durbin. Dope D'Argo was hospitalized with an infected foot Saturday. Mrs. D'Argo remaining in Hartsville with him. Thomas B. Watt, who has been local secretary for practically all the carnivals in recent years, gave the company whole-hearted co-operation thruout the engagement. **CHRIS M. SMITH**

BYERS & BEACH

(Continued from page 50)
show and will be in charge of Carl Byers, who with his family have taken over an apartment in the same building on North 10th street.

Mr. and Mrs. Harry Beach left this week for a trip thru some parts of the South. Later he and Byers will make an extensive trip west in the interest of the show.

Johnny Howard, of the side show, left to direct his European Museum which he puts on tour each winter season. Jack Moore will promote wrestling matches in Illinois. Harold Bennett, girl-show manager, plans to winter in Little Rock, Ark. Zenita Zan and troupe will play theater dates. A number of the other showfolk departed for various points without any definite plans in mind. Reported by Don Trueblood, secretary of the shows.

WEER SHOWS

(Continued from page 50)
stand the weather was cold but the crowds were good-natured and patronized the shows and rides liberally.

Mrs. Weer encountered good breaks in the weather and only lost three nights during the season and, as the result, will go forward with plans for a better show in the future—which is to own all shows and rides. During the winter she will build a cookhouse and do other work to enlarge the organization.

Prior to coming "home to roost" she had a cement block building erected on her farm to house the equipment.

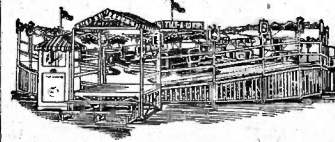
McKay has been retained as general agent, as has Edward McComb, master mechanic, who is in charge of trucks. S. Anderson has been engaged as ride foreman.

"NOAH'S ARK"

(Continued from page 50)
Peak attendance was recorded on fair days at Roanoke, where the exhibition concluded a four-day stay Saturday, October 23.

The "Ark" will play Bristol, Va., as a special attraction for the Police Radio Patrol Fund Fall Fete. Chief of Police James F. Ingoldsby has secured a central uptown lot for the event and the streets leading to the location will be

It Pays To Own A TILT-A-WHIRL



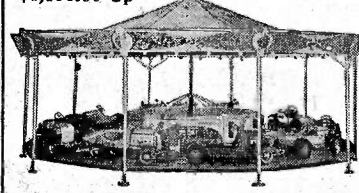
No Wonder Successful Ride Men Buy TILT-A-WHIRLS and More TILT-A-WHIRLS—YEAR AFTER YEAR.

FOR PARTICULARS WRITE

SELLNER MFG. CO., Faribault, Minn.

PRICED FROM \$1,150.00 Up

ALLAN HERSCHELL CO.



1937 DE LUXE KIDDIE AUTO RIDES

MORE THAN 150 SATISFIED OWNERS.

"Made in three different sizes, for 1937. Model 'A' De Luxe 10-Car, seating 14 children, sells for \$1,850.00 F. O. B. North Tonawanda. Model 'B' De Luxe 8-Car, seating 12 children, sells for \$1,450.00 F. O. B. North Tonawanda.

Special 20-Car Model for \$2,250.00 furnished on special order. Also Manufacturers of Blue Goose Kiddie Ride.

ALLAN HERSCHELL CO., Inc.
NORTH TONAWANDA, N. Y.

CANADIAN NATIONAL EXHIBITION

1879 — DIAMOND JUBILEE — 1938

TORONTO

AUG. 26TH 1938 SEPT. 10TH

Sixty Years of Progress

FOLLOWING UPON THE UNPRECEDENTED SUCCESS OF 1937, THE CANADIAN NATIONAL EXHIBITION HAS RE-ENGAGED THE SERVICES OF

J. W. ("Patty") CONKLIN

As Manager of the Gigantic New "Frolexland"

NOW BOOKING

MÉRITORIOUS ATTRACTIONS FOR FURTHER EXPANDED AMUSEMENT AREA

Address—**J. W. ("PATTY") CONKLIN**

ARLINGTON HOTEL, HOT SPRINGS, ARK., OCT. 29-NOV. 17

SHERMAN HOTEL, CHICAGO, NOV. 18-NOV. 19

ROYAL YORK HOTEL, TORONTO, NOV. 22-NOV. 24

SHERMAN HOTEL, CHICAGO, NOV. 28-DEC. 4

OLYMPIC HOTEL, SEATTLE, DEC. 8-DEC. 18

ORANGE STATE SHOWS WANTS

FOR SEVEN WEEKS IN JACKSONVILLE, FLA., COMMENCING NOVEMBER 15. Shows with their own outfit. Will consider good side show, Minstrel Show, Monkey Show, WILL BOOK Octopus, Loop-a-Plane, Tilt-a-Whirl. Will guarantee all winter's work and book same for 1938 season. Rad Brady wire me. Concessioners—Any legitimate concession that can put out stock, I can place you. This is the only show that will book Jacksonville this fall. We hold contract for three white lots and four colored lots. WILL BOOK Bingo exclusive for the season. Wire or write **LEO M. BISTANY, Perry, Fla.,** Fair, week of November 1; Lake City, Fla., week of November 8.

decorated with flags and pennants by Frank Scalf and staff of decorators. Scalf is a former outdoor showman and is now connected with the local Paramount Theater.

The show will split a week between Elizabethton and Greeneville, Tenn. Both dates will be sponsored by local high school bands. Frank Stafford, former circus band leader, is now director of the 72-piece boys and girls band of Elizabethton.

Edw. L. Conroy, who is piloting the "Ark," reports a fine visit with Jay King, newspaper man, formerly of Peru, Ind. King is well known among circus folk and is at present advertising manager of *The Elizabethton Star*.

Arthur Hoffman, general manager of the "Ark," returned to the show at Roanoke, Va., from a trip to the Benson Animal Farm at Nashua, N. H., where he placed orders for several small animals and some rare birds.

WADE SHOWS

(Continued from page 50)

members of the show this summer, five new trailers and two cars, being purchased in a single week.

The only serious accident of the season was that of the fire in Monroe, Mich., in which five concessions and one truck, belonging to Bennie Herman, were destroyed.

One of the new and feature attractions this year was the side show owned and operated by Jim Hodges and family. This attraction topped all others. The Hodges have returned to their home in

Salisbury, N. C. Mr. and Mrs. Fred Miller are vacationing in Pennsylvania and West Virginia. Earl Ingalls, who operated three rides, left for New York on business. L. E. Madison, who has the Motordrome, will winter in Detroit. Most of the other showmen are now playing fairs in the South and Southeast. There will be very little activity at winter quarters until January 1. Reported by W. G. Wade.

THOMAS SHOWS

(Continued from page 50)

Art B. Thomas and both recorded a successful season.

The Bombshell Shows unit during its 23 weeks out made 76 spots, including 14 fairs, winding up its season at Norfolk, Neb., October 9. This unit carried 7 rides, 5 shows and an average of 25 concessions and free attractions.

The Art B. Thomas Shows unit, also consisting of 7 rides, 5 shows and several concessions, with the Jay Gould Stage Shows, was routed into 61 spots, including 12 fairs. This unit's closing week was in Knoxville, Ia., October 23.

All equipment is being stored in a new 40 by 100 foot building and a 40 by 40 work shop, which is well heated for the winter. Equipment will be generally overhauled. A 20 by 40 dining room is being constructed.

SPRINGFIELD, Mo., Oct. 30.—Tony Martone, of Fairly-Martone Shows, wintering on the fairgrounds here, announced that he has sold his interest in the shows to Phil Little, Kansas City, well-known fair concessioner.

NOTICE TO RIFLE RANGES

A NEW HOLIDAY TARGET

IDEAL SKILL TARGET

Shoot at 8-ft. range that will make you plenty. No Red to shoot out. No walking behind the guns to get target. No arguments or dissatisfaction. The customer can plainly see from the counter whether he wins or loses. \$5.00 Cash or a Turkey to winner. Order your supply now, while it is hot. Only a limited amount will be sold this year. 25% deposit.

500 Targets. \$12.50
1000 Targets. 20.00
5000 Targets. 95.00

Each Target brings in 50c at 3 shots for 10c.

SAMPLES 25c COIN

FRED ALLEN 734 E. HIAWATHA BLVD. SYRACUSE, N. Y.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 30.—Continuing the discussion of the decisions relative to concession games, we find additional decisions of various courts of last resort in the several States as follows:

Michigan

The Supreme Court of Michigan ruled that the games in question were illegal by reason of the fact that altho patrons did not pay for the privilege of participating that there was an indirect consideration by reason of the fact that those who attended and participated would not otherwise attend.

Massachusetts

A similar view was taken of the situation by the Supreme Judicial Court of Massachusetts which noted that an important feature of the plan was the necessity that the person whose number was drawn should appear at once and claim the deposit, and that as the result of this requirement the necessity for being present was construed to be sufficient consideration for holding the plan invalid.

New Hampshire

On the other hand the Supreme Court of New Hampshire ruled that it would not concern itself with the theories of the situation, but limited itself to the practical aspects of it and found that inasmuch as free participation was a reality no violation was shown.

New Mexico

The Supreme Court of New Mexico in rendering a decision on the subject noted that the courts of the various States were divided in their views, but after analyzing the situation found that there was not sufficient consideration to constitute the third and necessary element and therefore held that it was valid, altho a member of that court rendered a dissenting opinion and the court was not unanimous on the subject.

Iowa

In a recent case in that State the court held that there must be actual pay to constitute consideration, and since participation was without consideration, that the plan was valid.

Illinois

The Supreme Court of Illinois likewise noted that the courts of the various States were divided in their views of the subject and rejected the reasoning of the Iowa court, but accepted the Massachusetts view of the situation and held that attendance was sufficient to constitute consideration and therefore the

15 Years Ago

(From The Billboard Dated November 4, 1922)

Snapp Bros. Shows invaded California territory and furnished the midway attractions for the Los Angeles County Fair at Pomona. . . . Levitt-Brown-Huggins Shows closed a profitable season at Portland, Ore., and immediately went into winter quarters there. . . . Despite a previous decision to reduce their organization to a two-car show, with the tentative plan to play the detachment south during the winter, owners of the Dykman & Joyce Shows closed the organization in its entirety at Carterville, Ill., and shipped to winter quarters at East St. Louis, Ill. . . . J. C. Bartlett, promoter with Seigrist & Silbon Shows, visited the Chicago offices of *The Billboard* and reported a satisfactory season.

Abe (Red) Cohen, concessioner, stopped over between train offices while en route south to New Orleans. . . . T. A. Wolfe's Superior Shows concluded their season's State fair dates with a successful engagement at the North Carolina State Fair at Raleigh. . . . C. G. Johnson, E. G. Grant and Ben C. Shue were among the concessioners who lost all their stock and show paraphernalia at a bazaar held in Lexington, Ky., when a fire destroyed the building in which the event was being held shortly after midnight October 27. . . . Thomas E. Addy, veteran showman, died in Philadelphia October 5 after an illness which last five years. He was associated with the Burr-Robbins Shows for years and also lectured at the Harlem Museum.

Cold, rainy weather put somewhat of (See 15 YEARS AGO on page 72)

plan was invalid under the laws of that State.

Alabama

The decision reached by the Alabama Court of Appeals was that the element of consideration was present by reason of the fact that participation required the purchase of a ticket of admission and actual presence at the time of distribution. However, the court pointed out that it would not violate the laws of that State if participation was free and that one could win whether present or not.

Louisiana

The Court of Appeals of Louisiana in determining an action brought by a patron to recover damages for being refused admittance on the night that his name was called, held that the plan was contrary to law and dismissed the suit.

RUBIN & CHERRY EXPOSITION, INC.

NOW BOOKING ATTRACTIONS FOR 1938 SEASON

We offer an attractive route, still dates and fairs to showmen who are earnest, ambitious and capable. Will book or finance and build a real Side Show for the right man who has the ability to operate same. Have opening for a real designer and builder of show fronts, not necessary to have carnival experience, but must be able to do finished practical work. Will book Independent Attractions of merit. Have Drome with beautiful new front just completed; good opportunity for man to handle same. One who can furnish lions, car, motorcycles and necessary equipment to present high-class performance. Want to hear from experienced Fun House Men. Write, wire or phone RUBIN & CHERRY EXPOSITION, INC., Winter Quarters, Robert Fulton Hotel, Atlanta, Ga.

BECKMANN & GERETY SHOWS

Now Booking for Their 1938 Season, Invite Correspondence From Showmen

PUNCH — PEP — NEW IDEAS Absolutely Necessary

The Beckmann & Gerety "Magic Midway" will close the 1937 Season Saturday, November 6, at Corpus Christi, Texas.

Again in 1938, Opening at the Famous "BATTLE OF FLOWERS" Celebration, Located on the Main Plazas, in SAN ANTONIO, TEXAS, April 18 to 23, Inc.

WANTED—Ride Foremen, single men preferred. Must be sober and reliable. State all first letter, including past experience.

Address: BECKMANN & GERETY SHOWS, Winter Quarters, Exposition Park, San Antonio, Texas

WANTED FOR ALL WINTER'S WORK

IN STORES AND VAUDEVILLE. — OUTSTANDING FREAKS AND NOVELTY ACTS.

Medusa Van Allen, Seal, Happy Sam Hall and Lady Dorothea contact me. Will book Tattooer and Photo Gallery. All address:

JERRY THORNE, in care of KAUS UNITED SHOWS

THIS WEEK ST. GEORGE, S. C.; NEXT WEEK CHARLESTON, S. C.

EVANGELINE SHOWS WANTS

Minstrel Performers and Musicians; also Talker for Colored Minstrel. Work through office, 50-50 with a guarantee of \$5.00 a week per person. Have tent for small attractions. Want man to take charge of Snake Show. Must be reliable. Can use any Show with own equipment. Concessions open. Photos, Penny Pitch, Jingle Board, Hoop La, Clothes Pins, Nail Joint, Bowling Alley, Darts, Palmist. Agents for Tip Ups, Swingers, Blowers. Men for Hit and Miss Cat Race, Flat Rack, Short Range Lead Gallery. Can use any kind of Stock Concession. No exclusive except Corn Game. Ashdown, Ark., week Nov. 1st.

Address, EVANGELINE SHOWS.

SELECT A

Fulco TRAILER CANOPY

Fulco trailer flies 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

Manufacturers Since 1870

Atlanta Brooklyn Dallas New Orleans Minneapolis St. Louis Kansas City, Kans.

Truck and Trailer Legislation

WHITE PLAINS, N. Y., Oct. 30.—The Trailer Tourists of America, a national organization devoted to the advancement of trailer living and travel and trailer camps, has headquarters here with Robert Foster as its national director. Mr. Foster announces that the T. T. A. is a non-profit organization and that its conventions will be held North in July or August and South or West in January or February.

The T. T. A. platform as published in a recent bulletin follows: 1. Stimulate nation wide interest in trailer living and travel. 2. Cultivate a friendly spirit of co-operation among members. 3. Defend trailer owners unjustly charged with unfair legislation. 4. Work for highway safety and uniform trailer laws in all States. 5. Combat in any State, city or town adverse trailer legislation. 6. Encourage establishment of T. T. A. clubs in all parts of the United States. 7. Strive for reduction in bridge tolls and excessive parking rates. 8. Insist upon the right to live in trailers in cities and towns without being unfairly taxed. 9. Secure adoption of registration system in all camps and reciprocity between States. 10. Demand that clean and sanitary trailer camps be permitted in every city and town. 11. Protect members from being charged excessive rates for trailer parking, auto repairs, etc. 12. Advocate State, city and town trailer parks on principal highways and at seaside and pleasure resorts. 13. Maintain a service bureau for all kinds

of questions relating to tourist trailer traffic regulations and news of camps. 14. Publish a bulletin devoted to trailer regulations of States, cities and towns and compile an official directory of all T. T. A. approved camps.

BILLY BOZZELL

Wants Real Human Freaks

For the Pacific Coast Season 1938, then be in line for the Frisco World's Fair. WANT something new for end of tent, also Bally, Darlie Mander, Jack Haber, Scalette, Bluey Bluey, Nellie Pushnick write.

BILLY BOZZELL
Care Olympic Hotel, E. 12th & 2nd Ave., Oakland, Calif.

HARRIS-TRAILERS, DISTRIBUTORS

TROY, OHIO
NEW AND USED TRAILERS—COVERED WAGON TRAILERS.

FACTORY—623 S. Clay Street.
SALESROOMS ALSO AT
22 S. Perry Street, Dayton, O.
2103 West Main Street, Springfield, O.

Yamboree in Texas Brings Out 50,000

GILMER, Tex., Oct. 30.—Gilmer entertained an estimated 50,000 at the third annual East Texas Yamboree on October 21-23, with Texas Long Horn Shows as part of the attractions program. Yamboree parade on the final day was more than a mile long, included 15 decorated floats, Queen Yam III and her entourage of 28 princesses from East Texas cities, 12 visiting school bands and other delegations and was witnessed by the greatest crowd ever in the city.

Celebration opened with the Yam Show, about which the festival centered, and nearly 200 entries competed for 50 cash awards.

Yam Pie Show opened the second day's program, climaxed by crowning of Ruth Hogg, Gilmer, as Queen Yam III. Other features included old fiddlers' contest, rodeo, Queen's Ball and performances by the Hillbilly Boys and Light Crust Doughboys.

Yamboree was conceived by civic and business leaders of Upshur County to focus attention on the East Texas yam crop.

City To Make Up \$69,355 Golden Gate Fiesta Deficit

SAN FRANCISCO, Oct. 30.—Golden Gate Bridge Fiesta deficit was fixed at \$69,355.55 as city administrative offices continued inspection of accounts. When the loss was revealed originally by fiesta executives the amount was set at about \$60,000 and city funds were sought to wipe it out.

Considering the city under "moral obligation" to pay the bill, city officials tentatively promised the money, but were barred from making an immediate appropriation because the current budget had been approved and no other funds were available.

A compromise plan was unofficially adopted whereby the city would include the claim in the next budget as part of the annual advertising appropriation.

Acts at Kiwanis Festival

LUMBERTON, N. C., Oct. 30.—George (Mechano) Stevens' four free acts, Margie Bailey, staying pole; Bobby Harris, contortionist and slide for life; Capt. Frank H. Cushing, high fire dive, and Bernie Keesaker, water clown, appeared before more than 3,000 on opening night of a Fall Festival here on October 25-30, sponsored by the Kiwanis Club for benefit of underprivileged children and Boy Scouts. World of Fun Shows were on the midway. Fireworks were presented by the sponsors.

Shorts

ANNUAL Fall Festival scheduled for October 18-23 on streets of Barberton, O., under the American Legion Post was abandoned because of rain and cold weather. Promotion was in hands of Jack Vering and Paul Drake, Akron, who the week previous directed a similar event for the American Legion Post in near-by Kenmore. Barberton celebration probably will be held earlier next fall.

FREE ACTS at Kio-Larka Celebration, Kiowa, Kan., on October 21-23 were Whiteside Troupe and Chappell and Drumb. Whiteside Troupe is booked for Houston Shrine Circus.

C. W. NAILL SHOWS opened on October 25 on a downtown lot in Opelousas, La., for a week under sponsorship of Hope Hook and Ladder Company benefit for sick and retirement fund.

SIX-DAY Food-Radio-Furniture Show which closed on October 23 in Milwaukee Auditorium drew 99,536. Feature was Dave Rubinfon in his first Milwaukee appearance, and other entertainment included Joe Emerson and his Hymns of All Churches Choir; Vic and Sade, radio team; Geraldine Ross, from Bismarck Hotel, Chicago; Lowe, Stanley and Hite; Malone Sisters and Wurliitzer's 13-piece ensemble. Al Buettner emceed the twice-daily acts.

WARREN, O., Oct. 30.—Sponsored by the Trumbull County Fadette All-Girl Band, a four-day exposition will be held in National Guard Armory here soon, in charge of C. A. Klein. Among free acts will be the Arensons, tight wire. The band will play nightly and there will be exhibits.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

Hamid-Morton Shrine Circus Sets Toronto Opening Record

Ticket windows are swamped at biggest initial night in city's indoor show history—program of stellar acts is presented at charity event in Maple Leaf Gardens

TORONTO, Oct. 30.—Hamid-Morton Circus Company shattered records on October 25 when it opened Rameses Temple Shrine Charity Circus in Maple Leaf Gardens, October 25-30, to the greatest Monday night attendance in the history of indoor circuses here. At 7 p.m. nine ticket windows were open and it was almost impossible to handle the crowds. The show was 15 minutes late in getting started because of the overflow in the Gardens, one of the large buildings in North America. It has been predicted during the week that the gate record of 100,000 will be broken. Program, in the order given, follows:

Rameses Shrine Band, under direction of R. J. Dixon; guest conductor, Joe Basile, director of Madison Square Garden Band; grand entry, Bob Morton Circus Company; Rameses Temple Illustrious Potentate William A. Porter, divan and uniformed bodies of temple; 1937 edition of the *Circus Ballet*, under direction of Ernie Bruce; adagio team, Jack Toyler and Eleanor Bell.

Torrelli's European Dog, Pony and Trained Animal Circus; Canadian Kings, comedy acrobatic troupe; Christy's Pony Circus; Bob Eugene and Company, comedy aerial horizontal bars; Millie Marcelle, youngest female animal trainer, in den of African lions; clown walk-around, Kenneth Waite and Company; De Arcy Girls, management of Leo Hamilton, high balancing and perch; Randow Troupe, acrobats; Kings of the Air, horizontal bars; Silvers Johnson and his Trainer Ford; Captain Belew, Dr. Ostermaier and Hal Christie and their high-school horses.

Will Morris and Bobby, trick bicyclists; Blondin-Rellim Troupe, high wire; clown capers under direction of Kenneth Waite and Company, Randow and Company and Silvers Johnson; Honey Family, teeterboard; Olga Petroff, aerialist; Christy's Stallions; Dr. Herman Ostermaier and Arabian Stallion; Andy Caruso and Company, presenting Silver, wonder horse; Les Kimaris, aerial airplane sensation; Denhart's Military Elephants; Flying Otaris; clowns; comedy mules and kicking ponies; Captain Richardson and his Diving Queens.

Delano Fete Presents Acts

DELANO, Calif., Oct. 30.—First Annual Delano Days Harvest Festival here on October 14-16, sponsored by the Chamber of Commerce, presented Ben Wallace's goats and dogs; Miss Retta; Eight Trocadero Hollywood Movie Ponies; Ninette, wire act; Clarks, jugglers and baton swingers. Reddo Bros., hand balancers; Bob Wallace and Bozo, clowns, and a pony track and kiddie ride, reports Archie Thom.

PACIFIC COAST

(Continued from page 51)

would, like all preceding affairs, set a new mark for class and entertainment. The floor show, it was stated, would be presented in a novel manner with none but stellar acts. There will be revived the speakers' table and for this there are several noted personalities set for brief talks. December 12 has been set as annual Memorial Day for PCSA. The services will be conducted at Showmen's Rest in Evergreen Cemetery. There will be a special program to which the public will be invited. Harry G. Seber is the chairman of the memorial committee.

Final plans made for the home-coming party honoring Manager S. L. Cronin, his executive staff and the personnel of the Al G. Barnes-Sells-Floto Circus, Joe Glacey is chairman.

HELP This Department by Telling Committees About It.

Appraised Highly

KIOWA, Kan., Oct. 30.—President R. L. Goforth of the Chamber of Commerce and Kio-Larka Celebration, which was held here on October 21-23, expresses himself as being very thankful for the wonderful results from the advertising placed in *The Billboard*. He appraises the publication very highly.

THOMAS F. WHITESIDE, Whiteside Troupe.

Indoor Midway Set At Ky. Tobacco Fete

MAYSVILLE, Ky., Oct. 30.—Eighth Annual Tobacco Festival and Exposition here, sponsored by the Lions' Club for benefit of indigent children, is expected to surpass last year's event when \$5,000 profit was shown, said Director Ellwood Dillin. The event will be held in a warehouse.

Thru co-operation of merchants, who are distributing tickets with purchases, door prizes and merchandise awards will be made nightly and an automobile giveaway is scheduled for the final night. Premiums will be awarded for tobacco exhibits and commercial displays and an automobile show will be featured. A free floor show will be presented afternoons and evenings and dances will be held nightly.

On an indoor midway, 80 by 280 feet, will be Henry Dinsmore with bingo, race track, jingle board, penny pitch, milk hotle, huckley-buck, fishpond and cigar wheel; Ralph Kleime with taffy, pop corn, candy floss and kiddie rides; Pop and Ed Triebler, photo gallery; Ed Moran, hoop-la; George Herndon, novelties; Frank Constans, restaurant; F. D. Johns, penny arcade; Louis Fee, caramel corn; Ed Cremins, game concession; Dwight Fipple, mouse game; Matt Englert, cork shoot; Oscar Judt, chicken wheel, and E. E. Daughtery, ice cream.

On the committee are Robert I. Buckley, general chairman; O. J. Huntsman, secretary; Olin Davis, treasurer; Helen Dillin, assistant director; Frank Gibson, exhibit chairman, and Myron Merz, advertising chairman.

Tolliver's Wife Ill

CINCINNATI, Oct. 30.—Sheriff George Lutz of Hamilton County yesterday received a wire from Sheriff H. R. Claussen of Brookings, S. D., stating that Carl Tolliver's wife is in a Brookings hospital and that the husband is wanted home at once. Tolliver, according to Sheriff Lutz, has been with Frank Pepper on the Great Olympic Shows.

JONES SLA

(Continued from page 50)

Sprague, acted as emcee and announced the show in a thrilling Clem McCarthy manner. There was never a dull moment from the time that Sprague stepped to the "mike" until the final announcement of "the big show is all out

and all over, hold your grand-stand seats for the big aftershow and kangaroo court."

The highlights of the performance were so many that it would be impossible to go into details regarding each. But did include a Hawaiian wedding, Joe Pearl and his Rumba dance, a real beauty chorus of 16 charming ladies drafted from the different departments of the midway; Bob Edwards and brother Jack, Louise Steel, the Royal Russian Midgets, Jack Rogers and Billy Burke, parade numbers and acts from the *Temple des Rumba*. Each act was a "wow" and every act a feature and well applauded by the audience thruout the entire show.

Telegrams received and read by E. Lawrence Phillips, chief justice of the kangaroo court, from those that could not attend were the following: Special Representative J. C. (Tommy) Thomas wired: "Regret that I cannot answer summons to appear in court tonight. All that I can say is fine me. My lawyer will be there to pay same. I hope that the benefit show will be as big as our 1936 season is going to be." Mrs. Pearl Harvey wired from her bed in the St. Joseph Hospital, Lexington, Ky.: "My thoughts are with you. Please fine me five dollars for not being present. I wish to thank you and my many friends for their kind remembrances. Hoping to return home next week." Johnny J. Jones Jr. wired from Haines City, Fla.: "Summons received and recognized. Sorry that I can't attend. Am too busy with my work at school. Fine me any amount that you think necessary, but please don't make it for more than a dollar. Tell mother to pay the fine. Love to all."

BIG ONES ON

(Continued from page 50)

casualties to be recorded. In the final checkup it will be revealed that all of them have made money and in some instances this year's tour has resulted in profits in excess of 1936.

Prior to and at the start of the annual carnival trek all of the owners of the railroad and a majority of the motorized shows made representations to the public, press and the outdoor show world that they would present bigger and more meritorious attractions. In this relation there is not one instance where this self-imposed obligation has been violated, as every one of the railroad carnivals and a great number of the motorized ones have kept to the letter of their representations; in fact, several even went beyond the original announcements and gave more than was promised. Due to this fact crowds have attended carnivals in greater numbers than at any time in the history of the business, thus attesting to the popularity of carnivals in general.

Among the outstanding features of the year has been the inauguration of the independent midway at one of the outstanding exhibitions of the world. While there were unforeseen obstacles to its limit of success, it is not attributed to the lack of merit nor magnitude of the attractions presented. So favorably was this innovation received by officials of the exhibition, it will be repeated at the 1938 event. Revival of a large number of fairs during the year also helped the carnival business. It is also noted that the free acts and bands with carnivals came back to their own during the season, more free acts having been employed this year than at any time in the history of the business.

Some carnivals have been received so well by committees, fair secretaries and exhibition officials that a greater number of return dates have been booked for the coming year than in many years past.

Taken all in all, the carnival in general has raised its standard of entertainment value, which in turn has enhanced its standing in the world of entertainment and enriched those who foresaw a demand and met it.

All hail to the carnival. Its past for the current year is the foundation upon which it can build for the future. The trend is for better entertainment amid more alluring brilliancy and wholesome atmosphere.

Indoor Circus

SPRINGFIELD, O.
WANT CONCESSIONS AND CIRCUS ACTS.
NOVEMBER 17-20.
Can Use Phone, Banner and Contact Men.
Address: CIRCUS COMMITTEE,
28 S. Fountain Ave.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA JR. — Communications to 1564 Broadway, New York

GOOSE-KILLERS STALK BINGO

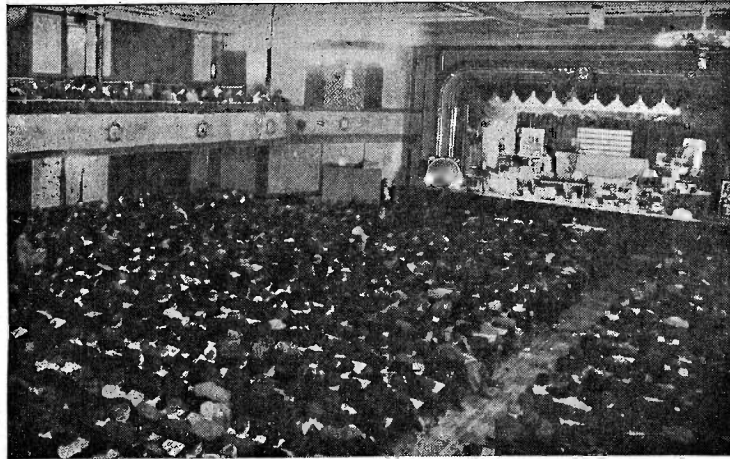
Golden-egg producer number one threatened by short-sighted operators

NEW YORK, Oct. 30.—Bingo, which has been growing steadily for the past two years and has this season reached heights hardly anticipated by the most optimistic, is being threatened by the old bugaboo: Money prizes. Short-sighted, cash-greedy operators are lifting the ax for the first blow in what must eventually result in the demise of the goose that's been laying golden eggs for the many thousands now engaged in the Bingo business.

While merchandise prizes are given away, the Bingo player lays down a flat sum for the privilege of playing a set number of games and whether he wins one of the prizes or not generally goes away happy. When the old dollar-bait is dangled before him, however, he pays and pays with the hope of winning anything from \$5 to \$200 and when the evening is over and his pocket empty he's generally in the mood for a squawk.

Belief in many quarters that public wants cash prizes and will flock to the games in greater number if cash is given is proved screwy by the fact that New York metropolitan territory, where merchandise prizes are awarded at almost all Bingo parties, is enjoying its biggest Bingo season to date—while in Chicago, where a number of goose-killing ops are playing straight money games, Bingo has been on the decline.

Buck-hungry operators may be boosting the current take in some cases by paying out cash (and of course taking in more cash), but they certainly are (See GOOSE KILLERS on page 66)



BINGO PIONEER. J. C. Harlacker Company supplied the above photo of the first bingo party ever held in New York. Sponsored by the Columbus Council of the Knights of Columbus, Brooklyn, the game drew 2,000 patrons. Thirty-five assorted merchandise prizes were awarded.

BINGO BUSINESS

By JOHN CARY

If you're in the Bingo business this is your column. If you're an active member or an official of a lodge, organization or association and your group is running Bingo parties this is the pillar you'll peruse. If you're a Bingo operator, running games for groups of any kind, you'll find giving this section the once over a worth-while pastime. If you're a manufacturer who's producing merchandise that any of the aforementioned would like to know about you'll find reading "Bingo Business" a good way to keep in touch with their doings. If, as we said in the first place, you're in the Bingo business this is your column. And now that we're properly introduced, suppose we get started.

Like all good speakers (both in print and on platforms), we open with a gag. Father Kerwin, supervising the altogether enjoyable and successful Bingo doings for the Catholic Youth Organization Fund of the Holy Name Parish, New York, passed it on to us. Wortman, the famous cartoonist, ran his Mopey Dick and the Duke thru the episode. Says Mopey: "Duke, I'm disgusted with you. I'll never take you anywhere with me again. You just don't know how to be a gentleman. You just don't know how to behave. Didn't I conduct myself like a gentleman in church last Sunday?" Replies Mopey: "Yes, you did! During the priest's sermon you fell asleep and when he concluded by saying, 'The congregation will now sing hymn number five,' you jumped up and shouted 'Bingo!'"

Maybe this little story is an indication of the tremendous popularity of Bingo games in churches this season. Among those holding parties in past weeks around New York are: Our Lady of Refuge, St. Valentine's, St. Anthony's, Immaculate Conception, Lady of Mercy, St. Rose of Lima, St. John's, St. Theresa's, St. Adalbert's, St. Ann's, St. Augustine's, St. Simon Stock, Holy Spirit, St. Margaret Mary's, Our Lady of Victory, St. Catherine of Genoa, Our Lady of Pity and the Temple of Covenant.

Nor have the clubs and organizations around the New York territory been passing up Bingo. Reports of parties at K. of C. Wethereed J. Boyd Council 328; Phoebe Hearst Auxiliary, 361. V. F. W.; North Side Republican, Glencoe Athletic Club, Pinkus Hospital Association, United Council of the Catholic Women's Benevolent Legion, Unity League, Williamsbridge Lodge 1596, Loyal Order of Moose; Third avenue unit Democratic Auxiliary, Shamrock Democratic Club, Dora Gardner Welfare Society; Samuel H. Young Post 620, American Legion; Wednesday Afternoon Club and many others come to us.

WHILE WE'RE AT THIS — HOW'S FOR SENDING US A NOTE OF YOUR BINGO PARTIES. WE'LL BE GLAD TO RUN THEM FOR YOU. AND THE OTHER FELLOW WILL BE JUST AS HAPPY TO READ ABOUT YOUR PARTIES AS YOU ARE TO LEARN ABOUT THE PARTIES LISTED ABOVE.

And while we're still at this—if any reader of "Bingo Business" is interested in receiving the names of the people on the committees of the above churches and clubs and their addresses, these will (See BINGO BUSINESS on page 66)

What Do You Think

Of the new, revised WHOLESALE MERCHANDISE Department? What do you like about it? What don't you like about it? We'll appreciate your views on any feature or features of the department. And we promise we'll give all your suggestions careful consideration. You can help us make the Wholesale Merchandise Department more useful to you. How about writing us a little letter . . . or a post card?

ing a good margin of profit for the operator and location.

We have a report that K. & S. are bringing out a new Bird Cage Clock Deal.

Albert Giles, of the Embassy Candy Company, Philadelphia, is being rushed at his new location on Walnut street.

The Phantom Clock recently introduced by Diecasters Company is proving to be a popular item. Operators find it has the flash and appeal to make a deal move and they are placing orders with the manufacturer. Item is 10 1/2 inches by 11 and is made of diecast, non-tarnish chrome with black, burgundy, blue or gold dial plate. Movement is electric or 30-hour. Another item popular with operators as a consolation award is the Snap Pen Set (metal base desk set), also made by Diecasters.

Sam Feldman, formerly with N. Shure & Company, is now assisting W. H. Youngeman, advertising manager for G. & F. Sales.

Abe Koolish, of K. & S., and Dick Slaton, of Windsor, Ont., have returned from a visit abroad. It looks as tho the salesboard business is going international.

It doesn't pay to sell any item short until it is given a good try. Many a new item has been kicked around and ridiculed until some operator with a little more vision than his fellows took it on and played with it until it clicked. To illustrate, when the Rotary Clock was first introduced on the market it was a colossal flop and for 90 days no one would touch it. We all know what a sensational success this item has been.

This is your column. Here's hoping you use it and flood us with mail.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALESBOARDS, SALES CARDS and TRADE STIMULATORS.

By BEN SMITH

Merchandising thru salesboards, salescards and other trade stimulants is becoming increasingly important in the premium and gift field, and we feel that a column devoted to this business can be of real service to operators, distributors and manufacturers as a medium for the exchange of ideas and information. There are always new deals being offered, new items created which can be used effectively on a deal, new problems confronting an operator in a local territory which may be solved by an operator in some other part of the country and new experiences (they may be humorous) which may be of interest to others. It is our aim to feature a few of these in the column each week. If you, the distributor, the operator and the manufacturer will co-operate by dropping us a line as often as you have something to say (and we hope it will be quite often) we should be able to develop a column which will be both entertaining and profitable.

It seems that the hit and take boards are becoming popular again. These boards usually have from 600 to 800 holes at 5 cents a punch, with the winning number shown. Items ranging in price from \$2.50 to \$3.50 are offered and immediately delivered when the winning number is punched. Average take is about \$13 before the number is hit, leav-

DIRECT SALES STUFF

A Column for HOUSE-TO-HOUSE and STORE-TO-STORE SPECIALTY SALESMEN

By WALTER ALWYN-SCHMIDT

INCREASING buying power and higher prices are giving shoe salesmen their chance in rural districts and small towns. When prices were low much of this trade was lost to the direct salesman. Now a big change has taken place and the field again is wide open for enterprising men. Work shoes are mostly in demand, according to reports, and sales have become brisk with the beginning of the cold weather. You can expect your customers to pick the better grades, so show the higher priced items first. There is always time to offer something cheaper if the customer hesitates.

A more than usual attendance is expected at the monthly dinner of the Direct Selling Executives' Club November 10 at the New York Advertising Club, when Richard C. Borden and Alvin C. Busse's talking motion picture, *How To Make a Sales Presentation Stay Presented*, will be shown. Meeting starts at 6:30 p.m. Officers will be elected during the business session. If you are a New York direct salesman you may attend this dinner. Make your reservation with Arthur Berger, of Hoover Manufacturing Company. Price of the ticket is \$1.75.

This is the time when motorists are looking for winter comfort. There are 30,000,000 of them and you are probably one of them. So why not ask yourself what you would want to have this winter . . . a heater, a windshield de- (See DIRECT SALES on page 66)

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.

Socialite Box Candy

William C. Johnson Candy Company, manufacturer of premium and prize candies, announces a new deal for sales-board operators. Socialite is the name given the new line, which comes in boxes 19 by 10 inches with beautiful girl-head

pictures. Each box is wrapped in assorted colored cellophane. Salesboard operators should take to the fancy, flashy appearance and line should produce good repeat play.

Talking Santa

An interesting article is the new Talking Santa offered by Talkie Toy Company. Item consist of a colorful miniature of good Old Saint Nick with his familiar red stocking cap and breeches. In his hand he holds a big megaphone. And he actually says "Merry Christmas" in clear, understandable tones.

Talking Santa is not a squeeze doll. It works on the same principle as a phonograph, is nine inches high and finished in seven colors. Low priced.

Two New Dolls

Two new novelty dolls have been added to the line of Effanbee toys made by Fleischaker & Baum. Termed "Ha Ha" and "Boo Ho"; dolls are made of rubber, the former being decorated in bright red and having a jovial expression, while the latter is decorated in blue and has a lugubrious expression. Dolls are packed in individual cellophane window boxes and are available at prices that make them suitable for many gift and prize purposes.

Photoplastic

Display window cards and street car cards made by a new process known as Photoplastic are being offered by W. L. Moore. Standard items are a window card 14 by 22 inches and a car card 11 by 28 inches, with other card sizes available. This is a two-color process giving a more solid color than is usually possible with either ordinary printing or lithographing. Cards are available at a price somewhat lower than lithographing work. Line should also prove a good one for salesmen in the printing and advertising fields.

Portable Oil-Burning Unit

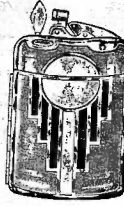
Agents and demonstrators should find the latest product of the Oil Burner Company attractive for at least the duration of winter. It's an oil-burning unit that is simply inserted into the firebox of any stove, range, heater or furnace. It is claimed to burn 96 per cent air and 4 per cent of a cheap variety of oil obtainable everywhere, and to give clean silent quick heat three times as hot as coal, and cheaper, too. Towns and country territory, of course, offer greatest market.

New Xmas Gift Packages

Cuprant announcement from J. H. Tigerman, Inc., concerns a special holiday package furnished without extra cost as an extra selling feature for the 3-in-1 Slick All-Electric Shaver during the holiday season. Introduced a few months ago, the Slick All-Electric Shaver has been consistently reported among the top rank of money makers. Recently a further improvement to the original proposition was announced as Tigerman's 3-in-1 Deal, including a vacuum cup facial massager and a scalp stimulator attachment with the electric shaver, tripling the utility of the outfit. Additional utilities have made this product appealing and desirable as a holiday gift. Gift packages will be done up in an effective style, using a holiday box, and the instrument itself will be wrapped in tissue paper to further its appearance. In keeping with an improvement in the product itself, manufacturers also offer a better deal for salesmen and distributors. Instead of confining distribution to the salescard give-away plan, the electric

Jobbers, distributors and manufacturers are invited to send reports of any new items they are handling or producing direct to Wholesale Merchandise, The Billboard, 1564 Broadway, New York.

LIGHTER CIGARETTE CASE COMBINATION A \$10.00 FLASH ITEM



The most popular of all smokers' items today. Snappy, streamlined model with gorgeous designs in rich enamels, beautifully finished inside and out. Unfailing automatic type lighter. Case holds 14 cigarettes. Sells on sight. Ideal for Fishing, Salesboards, Rotary, Concessionaires and others. Order a dozen No. B32J31 today. Doz. \$9.00. Sample, Postpaid, \$1.00. Magn is Headquarters for Lighters as well as thousands of other Novelties. Be sure to ask for Latest Catalog and ask to be placed on our Mailing List. 25% deposit required on all C. O. D. orders.

JOSEPH HAGN COMPANY

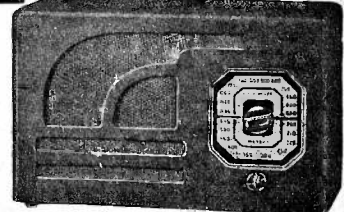
"The World's Bargain House," Dept. B.
217-225 W. MADISON ST. CHICAGO

DYNAMIC RADIO SENSATION One of 200 Playland Specials Radio's Greatest Value

Don't Overlook This Opportunity!

- FIVE TUBES (1 METAL)
- DUAL ILLUMINATED DIAL
- HEAVY 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 PLAYVO stream-line 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.



MODEL 204 DD.
EXACT SIZE: 5 3/4 x 10 3/4 x 7 1/4
Weight 9 lbs.
\$6.85 EA.
Lots of 6
Sample \$7.55
F.O.B. N. Y. 25% Deposit

PLAYLAND SUPPLY CO., Inc. 14 W. 17th St. New York

HOW THE RADIO SENSATION PEE WEE POCKET RADIO

USES NO ELECTRICITY NO BATTERIES NO TUBES NO UPKEEP COSTS

ONLY \$2.99

Beautiful clear tone DIRECT FROM POCKET RADIO. All one unit—just like the big sets. Fits pocket easily. Take it with you. No electric socket connections required. COSTS NOTHING TO OPERATE. Brings in stations with fine tone quality. Times broadcast band. Should last for years. Musio come direct from built-in speaker phone. Easy instructions for using anywhere. Rigidly made, accurately tested. The Peewee is guaranteed. (Worth many times its low price.) For use in HOME, OFFICE, CAMP, HOTEL, AUTO, BOAT, BED, etc. Can be used by anyone. An ideal gift. Order now. Concessionaires, Pitch and Salesboard Men—Your price \$21.60 per Dozen, plus postage, or send \$21.60 cash or money order and we pay postage. 25% deposit on C. O. D. Orders. Above includes beautiful 3-Color Show Card. Samples, \$2.99 Each.

PEE WEE RADIO MFG. CO.
206 W. 3rd Street, Dept. 10-C,
LOS ANGELES, CALIF.

SUGGESTED RETAIL PRICE \$10

1938 NEW Model

JEWELLED for AC-CURACY by 100-year old Million Dollar Factory. 1938 thin model—suggested price, \$10, looks like more.

\$54 A DOZ. YOUR COST ONLY \$450

Simply send \$1 for sample. Pay balance of \$3.50 and postage on arrival. Money back if not delighted.

National Watch Co., Dept. E-4911, Waltham, Mass.

HOOPS FOR DARNING OUTFITS

BRIGHT SILVERY METAL. THREE INCHES IN DIAMETER WITH SMOOTH ROLLED EDGES

MADE ESPECIALLY FOR MACHINE DARNING KITS

1 EACH

WHEN PURCHASED IN QUANTITIES WRITE FOR FREE SAMPLE

THE GIBBS MANUFACTURING CO.
CANTON, OHIO

LATEST STYLE FUR COATS

Pleced Seal semi-fitted, puff sleeves, Johnnie collar, etc.

Sizes 16 to 42.

Write for latest price list of complete Fur Coat line.

\$10

1/3 De-posit.

M. SEIDEL & SON, 243 W. 30th St., N. Y. C. Balance C.O.D.

SVENGALI MAGIC DECKS

Here is the finest Svengali Deck ever manufactured. Made of new cards, bridge size, all die cut. Dozen, \$3.25; Gross, \$88.50. Sample, Postpaid, 35 Cents. Catalog of 300 Magic, Joke Novelties, Party Goods Free.

S. S. ADAMS CO., Asbury Park, N. J.

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 Gollman Bros.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

TWO HOT SPECIALS!

NORWALK SINGLE

Edge Blades, Each Blade Guaranteed. Made by the Standard Safety Razor Co. Packed 5 Blades to a Box, 100 to a Display Carton. 100 BLADES 68c

RIO BLADES

Well Advertised from Coast to Coast. Packed 5 Blades to a Package, 100 to a Display Carton. Your Choice, Single or Double Edge. 100 BLADES 99c

Send for Catalog.

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

PEN WORKERS

PEARL PLUNGERS \$21.00 A GROSS

Send for FREE Price List and receive Pearl Plunger without cost—postpaid.

STARR PEN CO.
Dept. 1-H, 300 W. Adams St., Chicago, Ill.

ELGIN-WALTHAM & HAMPDEN WATCHES \$1.75 up

In new Chromium Cases, all sizes. Satisfaction guaranteed or money refunded.

B. LOWE
Wolverine Hotel, Detroit, Mich.

You Can Make Real Profits With These Specials

Ingersoll Mite Wrist Watch

Just Look—only 1.50 each

B1W78

INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.38. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.

COMBINATION GLASS CUTTER KNIFE

Two Blades, Clip and Pen, Glass Cutter and Corkscrew, Nickel Finish, Metal Handle. Center with Fancy Colored Celluloid Inlay. Equipped with Shackle for Chain. Size of Knife Closed, 3 1/2". One Dozen in Package. B10C178.

PER GROSS 12.00 PER DOZEN 1.05

N. SHURE CO. Adams and Wells Sts., CHICAGO, ILL.

shaver is now available on a straight resale proposition. A C. O. D. take order plan is offered to those who prefer to start with a minimum investment, and for the large sales distributor selling thru such agents a special quantity price scale has been inaugurated. Slick Electric Shaver and Massager is a well-constructed shaving utility, using conventional double-edge blades. Manufacturer's literature and details will be sent to interested parties.

The Radio Miracle for 1938!

AUTOMATIC TUNING



**PUSH THE BUTTON
Z.P... There's
Your Station!**

Automatic tuning is on the lips of the entire radio industry. Silver Radio enables you to meet the demand of the public for this amazing development—at prices that will result in quick sales.

GIVE-AWAY RADIOS FREE!
Make \$15.52 on every deal. Send 10c for push card, photo and plan.

SILVER MFG. CO.
2868 ELSTON AVE., Dept. 99,
CHICAGO, ILL.

FREE—NEW 1938 CATALOG
Just off press. 50 Beautiful Models, 5 to 15 tubes, table models and consoles, for farms, houses and autos, as low as \$6.70. Automatic Tuning Models Priced as low as \$11.95

ONE YEAR GUARANTEE
Free Home Trial
Money Back If Not 100% Satisfied.

NOTES from SUPPLY HOUSES

Epstein Novelty Company, long established as a dealer in novelties, particularly of the type used by circus, carnival, fair and street workers, has arranged its business setup for the Christmas trade and reports that it has a complete line of mechanical toys, tree ornaments and electrical decorated specialties of the type used during the holiday period. Firm, founded by Albert Epstein, who is still active in an advisory capacity, is conducted by his sons and a staff of experienced novelty merchandise men. It is regarded as one of the largest importers of Lucky Charms, sometimes known as vending machine toys.

Norman Watch Company is featuring a wrist watch which, it states, is the smallest ladies' watch of its kind on the market. Face of the watch is about the size of a dime. Case is yellow gold filled with a handsome wrist cord, and company reports that the item is finding particular favor in the premium field due to its unique and practical qualities. Firm has a fine catalog which it will furnish on request.

Benor Products has just issued its annual Christmas catalog. It contains 700 items of strictly Christmas merchandise, such as tree outfits, trimmings, decorations, etc., and staple merchandise salable as Christmas gifts. Louis Gordon, accepted in the trade as an expert on catalog makeup, is responsible for its mechanical construction.

With the brisk breezes of fall already upon us and chill winter blows just around the corner, fur coats, scarfs, etc., are again getting a big play.

Early reports from H. M. J. Fur Company, Charles Brand and M. Seidel & Son, all of whom have been supplying the trade with fur items, indicate that this will be one of the best fur seasons in many years.

C. I. Levin, of Midwest Merchandise Company, who is now in New York, states that he has located a number of new and clever items to be used on salesboards and other sales shenes.

Midwest recently released a new 180-page catalog showing hundreds of new and fast-selling items for streetmen, sales deals, etc.

BINGO BUSINESS

(Continued from page 64)
be sent on request. Just drop a note to "Bingo Business."

Max Wechsler, successful Bingo op from Seaside Heights, N. J., dropped in on us last week. Max reported a swell Bingo season at the popular Jersey resort where he has operated for the past five years. He also mentioned that he was going to visit License Commissioner Moss to see how he felt about a straight merchandise commercial Bingo Palace in the big town. Good luck, Max!

Our girl friend, Round-Robin Rosie, passes on a complaint that may interest a number of Bingo game conductors: "How," moans Rosie, "do these Bingo operators expect me to play four cards in a single game if they call the numbers too fast. If they don't slow up I'll just have to use only one card for each game. After all, I'm no Einstein." P.S.: We think Rosie is right, boys. How about calling 'em a little slower.

And now that Rosie is here, it's time for us to go home. See you next week.

DO YOU LIKE "BINGO BUSINESS"?
WHY? DON'T YOU LIKE "BINGO BUSINESS"?
WHY? DROP US A LINE AND TELL US WHAT YOU THINK OF THE COLUMN, WHICHEVER WAY YOU FEEL ABOUT IT. AND IF YOU'VE GOT ANYTHING YOU'D LIKE TO SAY, SHOOT IT IN. WE'LL SAY IT FOR YOU. AND GIVE YOU PROPER CREDIT, OF COURSE.

GOOSE KILLERS

(Continued from page 64)
hooking no further than their backs if they feel the party is going to last forever. Dishing out prizes in dollars is the shortest and most direct way of bringing the authorities down on a pas-

time which until now has been a much-needed source of revenue to many and has furnished a good time for all.

Industry's school teacher has gone over this lesson again and again with classes in other merchandise fields. The carnival concessioner's life was a happy one while he displayed a layout full of merchandise prizes and handed these out to winners. But as soon as the goose-killers got to work and began dangling dough before the eyes of the customers their golden-egg days came to a quick end.

The pin-ball game class, too, had a lesson in goose-killing to which they paid little heed. Handsome merchandise prizes pepped up and stepped up the play on games until the pin-ball industry reached gigantic proportions. Then the ax-swinging dumbheads started to wallop pin-ball's goose with money prizes and in many territories did a neat, quick job of getting themselves run out of business.

Opinion of leading Bingo operators is that the cash-prize bugaboo has not yet gained enough momentum to be uncontrollable. But if "something isn't" done about the goose-killers pretty quick the golden-egg days for Bingo will soon be over. Best solution, of course, would be for the can't-see-further-than-their-nose boys to get themselves powerful glasses which would enable them to see that they're cutting not only their own throats but the throat of everybody connected with Bingo.

DIRECT SALES

(Continued from page 64)
froster, a yellow fog lens for your headlights, an extra dashboard light, a strong windshield wiper? These are the things motorists are likely to buy and the time to sell them is now.

Congratulations to Jack White for being the first to win the president's gift of an Elgin wrist watch for filling the month's premium quota of the Rose-cliff Corporation's sales competition.

A subtle change has come over house-to-house selling in the last year. During the years of the depression many men and women entered direct selling either because they had nothing else to do or because they had to earn a little to help with the sadly reduced family income. With the returning improvement many of these "amateurs" of direct selling are now reverting to their former jobs or taking it easy again. Professional salesmen once more dominate the field. I think that direct selling will be the better for this change and that regular salesmen will benefit by it. Direct selling, like any other profession, calls for a person's full time.

Fifty per cent of the art of good selling consists of being on the job. The more calls you make the more contacts you gain and the more sales will result. When I went out on my first sales job I used to get one sale only out of every 10 calls. The rate never varied: 10 calls, 1 sale. Later when I began to learn something about my merchandise the results improved until it became one out of every four, where it remained. But I do not think myself a good salesman, because many of my friends did much better with the same line.

Don't think selling is all shoe leather. I know of an old lady who has built up a large business in Ladies' underwear by sitting in her easy chair. Plugging away on the telephone, postcards and letters and sampling did the job. She has topped the monthly sales a number of times and has plenty of time to attend to her gardening and friends, many of whom were first customers.

Lawrence DeBrest has joined Advertising Cigaret Distributors, opening Eastern headquarters in New York after making a big success on the West Coast.

Notice to Direct Selling Executives:
Send your news to this column. We want new sales and premium offers, names of winners of sales competition, personnel news concerning yourself and your sales staff.

WATCHES ELGIN and WALTHAM

PRICED FROM \$3.00

Send for our Free Catalogue, showing you the
Finest Values in Rebuilt Watches.

ROSEN & MALTZ

801 Sansom St., Dept. L, Philadelphia, Pa.

Do You Believe in Santa Claus? IF SO—BE PREPARED

Stock This Fast Selling Item!
An Amazing VALUE!

\$3.30

Per Set

FIVE SETS \$15.50 FOR



No. BB 922—A BEAUTIFUL, modern 5-Pc. Dresser Set that immediately creates a desire for possession when your customers see it. Enamel finish, in assorted colors, B. L. K., Green, etc. Chromium handles and trim, silvered decorative motifs. Includes Tray, Comb, Brush, Mirror, Puff Jar, File, Hair Receiver and Utility Jar. Every Live-Wire Dealer will order at least 5 at our amazingly low price. In Gift Case... \$3.30 Per Set

DEALERS—Write for New Counter Catalog—It's FREE!
ROHDE-SPENCER CO., 223-225 W. Madison St., Chicago, Ill.

CHRISTMAS FOLDERS

With Envelopes, packed in Attractive Boxes—Outstanding Designs

65c

COMPLETE LINE XMAS ITEMS—SEALS—WREATHS—XMAS CARDS & FOLDERS—ELECTRIC WREATHS—HUMOROUS XMAS CARDS.

Exceptional Values in NOTIONS, BLADES, TOILETRIES, KITCHEN TOOLS, ASPIRIN, GIFTS, CARDED GOODS, SALESBORDS, PREMIUMS, BALLOONS. No Substitution. Write for Free Catalog and Free Sample Card Offer. 25¢ Deposit on C. O. D.'s.

CHAMPION SPECIALTY CO., 814-P Central St., KANSAS CITY, MO

PANDA BEAR

Sensation of the season. Salesboard Operators and Distributors make big money using this new one.

\$2.50 Each

25¢ With Order, Balance C. O. D.

Height 27 in. Long Plie. Plush; extra quality. Most realistic.

PERSIA MFG. COMPANY,
418 N. Sangamon, Chicago.

CORRECTION

NEW LOW PRICE

\$89.00 and up

F. O. B. Factory.

Moto-Scoot Mfg. Co.,

219 So. Western Ave., Chicago.

OH BOY!

Toys That Get The Money

	Per Doz.	Per Gro.
Spooky Spider (Crawling)...	800	\$9.00
Running Turtle	400	4.50
Swim Dolls	800	9.00
Hawaiian Dancers	850	9.50
Popping Birds	750	8.50
Running Mice	400	3.50
Fur Dogs	650	7.50
Fur Jumping Monkey	750	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.

REX HONES 3

Now Less Than 3¢ Each

\$4.25 a Gross

Send \$1.00 Bal. C. O. D. Plus Postage.

Each Hone in flashy silver box, priced 60c. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchman. Hone men are cleaning up.

ACT QUICK! REX-HONE MFRS., 1500 West Madison, BR-11, Chicago, Ill.

WILL YOU WEAR THIS SUIT

and Make up to \$12 in a Day!

Let me send you this fine all-wool union tailored suit FREE OF COST. Just follow my easy plan and show the suit to your friends. Make up to \$12 in a day easily. No experience—no canvassing necessary.

SEND FOR SAMPLES—FREE OF COST.
Write today for FREE details, ACTUAL SAMPLES and "sure-fire" money-getting plans. Send no money.

H. J. COLLIN, PROGRESS Tailoring Co., Dept. V-117, 500 S. Throop St., Chicago, Ill.

Send your correspondence to advertisers by mentioning The Billboard.

\$100.00 PER WEEK Guaranteed!

or we cheerfully refund your money. Our men earn up to 400 per cent profit with The New Lite-O-Phone cigar lighter. Business repeats from year to year with no additional investment, unlimited field. Great Demand. Good open territories. Pleasant work among high class business men. A money maker without equal for you. Get fast facts today.

M. W. M. Co. Dept. 28 Aurora, Missouri

REMINGTON
PENS • PENCILS • COMBOS



ZIP! ONE PULL—IT'S FULL!
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

RINGS
Cameo and Whitestones, Highest Grade Rhodium and Gold Finish. Send \$2 for 20 Samples of popular styles. **OLYMPIC BEAD CO.**, 607 5th Ave., New York. Also Showing Latest Styles in Crystal-Rainbow and Novelty Jewelry. Send \$2.00 for Line No. 24 of Pendants, Crosses, Bracelets and Items for Engraving.



UNDERWOOD
PLUNGERS
SPECIAL \$21.00 PER GROSS
FREE One Gross Boxes With Every Gross Order. 25% With Order, Bal. C.O.D. Send 25c for Sample. **GRODIN PEN CO.**, 398 Broadway, New York City.



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.

PLUNGER \$21.00 PENS Per Gross
Entirely new line of plunger pens and pencils. Quality merchandise. Quick sellers. Life-time guarantee.
Immediate delivery of New Fall Models. Real low prices. 3 different samples. 50c Postpaid. Write for lowest jobber prices.
NATIONAL PEN CO., 210 W. 8th St., Kansas City, Mo.



SHOE LACES and SHOE FINDINGS
We manufacture shoe laces and shoe findings, guaranteeing lowest prices, perfect merchandise and prompt delivery.
Send 25c for sample assortment and prices.
CAPITOL SHOE LACE & FINDINGS CORP., 317 BOWERY, NEW YORK, N. Y.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE
Write us your needs.
ARGO PEN-PENCIL CO., Inc., 220 Broadway, NEW YORK CITY.



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.
Original. Patented, 13 N. 13th St., Phila., Pa.



ACE BLADES
FACTORY PRICES. FREE DELIVERY.
Details FREE. (Samples 10c).
NATIONAL BLADE CO., 37 South Avenue, Dept. 1-P, Rochester, N. Y.



RAZOR-RITE STROPPER
Sensational New LOW PRICE
Pitchmen, this Stropper has patented Revolverlike Holder. Barber like Strop, and is priced right. Stewart's Stroppers are TOPS. Lowest prices on Stroppers and Stropping Sets. Stropper sample, 35c.
STEWART MFG. CO., Ft. Wayne, Ind.



ELGIN & WALTHAM
WRIST WATCHES \$3.95
In-New Cases, Send for Circular, showing the Biggest Bargains in Rebuilt Watches and Unredeemed Diamonds in the country.
H. SPARBER & CO., 108 North 7th Street, St. Louis, Mo.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

WONDER HOW MANY . . . of the boys will be cutting up the old money in warm hotel lobbies this winter.

WHAT A VAST . . . difference there is in good remunerative business methods and out-and-out "rawness." A local merchant attributes a great deal of his success to creating and encouraging confidence—so should pitchmen. Bulldozing and smart-aleck clerks in local stores are shunned. The street salesman is treated in a like manner if he chooses to adhere to the same practice. You fellows answer this one: Who are the most successful, the would-be wise guys or the really wise ones?

PITCHMEN'S SAYINGS: "Humbug number one. Humbug number two, all humbug!"—Max Grodsky.

THERE IS ONE . . . solution for the oft-propounded question as to whether those entering the business lately or those who have spent many years in it are the best salesmen, and that is to get the correct data from the manufacturers and jobbers. The season's orders will tell the tale.

IT SEEMS USELESS . . . to attempt to inform a fellow that he is working destructively for the whole of profession. He knows it just as well as you or I. The fact is that he doesn't give a hang about you, your family or the citizenry. The only things that interest him are himself and his home circle—that is, if he has one.

THE FACT THAT . . . a fellow may be down and out financially is no excuse for his appearance in public with a dirty neck and soiled clothes. Soap and water are free and the rest depends upon your pride.

TRIPOD OPINIONS: When a fellow makes a pitch he can measure the effectiveness by the size of his take.

ONE OF THE . . . greatest laugh getters is to read of some localities talking about pitchmen taking "big money out of town" and leaving nothing in return. When one realizes the inane of our wonder is how the homebodies have the gall to spring it. Are we to assume that these dis-players of ignorance believe pitchmen should, ply their trade sans thought of any profit whatever? Why don't these homebodies make similar attacks against local merchants? It would be just as reasonable.

THERE ARE TOO . . . many persons who figure on antagonism instead of pleasantry in an effort to court attention and thus increases their business. The antagonist meets only antagonism, while the friendly and diplomatic one promotes friendship and profits. The person who believes he lives and works in a world apart and is not to be criticized by the public is sadly misinformed. People of today are skeptical but they will favor the deserv- ing ones. Have you ever stopped to consider that an engaging smile is one of the best assets this world affords?

THINGS WE NEVER HEAR: "Say, friend that rad worked fine."

SHOEBOX DONOHOE . . . Has this to say from Dayton, O.: "Have been laid up for the last three weeks with a badly lacerated back which I sustained while changing my underwear. Which proves that while cleanliness is next to godliness, it can be dangerous as well."

"AM STILL AMONG . . . the living," scribbles Eddie (Shifty) Lewis from Jacksonville, Fla., under date of October 21. "Found things very much alive in Ohio this summer. Starting at Portsmouth, I worked to steel workers along the Ohio River towns to Wheeling, W. Va., and had a successful summer.

I left my sharpeners and started on foot medicine, with the result that I'm a med man from now on. Thanks to the tip I read in the Pipes column about the Ohio River towns, my wife and myself are now able to hibernate on the Florida beaches. Sounds a bit lazy, I'll admit, but we've earned it. Would like to read pipes from Gene (Doc) Anderson and Mickey and Rita Grisca."

FAMOUS LAST WORDS: "I took in so much dough that I became tired of counting it."

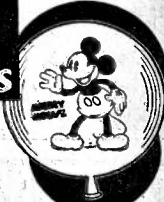
EARLE B. WILSON . . . that he is slowly recovering from a recent operation for varicose veins. "Main street here," says Earle, "is good, but High street looks like a graveyard. Milt Westlake, former pitchman, is a candidate for election to city council here.

REASE . . . is down South again and this time is heading for Shreveport, La., and the fair there. Scribbling from El Dorado, Ark., Rease says: "There are plenty of pitchmen in this part of the hills. I worked a sale recently and included among the pipesters there were five pitchmen, three med men, a jewelry worker and English Tommy Evans, high-pitch artist. It was the first time I had seen Evans work and I can honestly say that he is one of the smoothest and cleanest jam pitchmen in the business."

SOME OF YOU fellows are long overdue with a pipe. Limber up and shoot one in.

MOVES FROM THE . . . sidewalks of New York by Carl Herron: "Jack King is still clicking on his corner on 8th street here. He has sold enough window washers to wash all the windows in the Empire State Building for the next 10 years. . . . Happy-Go-Lucky Archie Smith is said to be the only pitchman in the United States who can handle the tennis racket trick with a smile and a bang. . . . The boys have returned from the fairs and are preparing for the big Christmas rush here." . . . Larry Friedman is going thru his glass-cutting act on Chambers street to some good takes. . . . There's a brand-new spot for moon-hour pitches at 45th street and Second avenue. . . . Static eliminator workers are sneaking pitches

OAK HYTEX BALLOONS
MICKEY MOUSE
Prints and Novelties sell faster than any other balloons. Offered only by Oak under exclusive license from Walt Disney Enterprises. Ask your jobber about this wonderful line, or write to us for full details.
The OAK RUBBER CO. RAVENNA, OHIO.



SILK NECKWEAR
EXTRA SPECIAL
The best 25c seller in America today. Made of SILK **MOGADOR** Large assortment of 1938 colorings. **GROSS \$13.75**
SILK LINED TIES—Plaids, Stripes and Figures. Gross \$15.00
\$1.50 Doz. (Plus Parcel Post Charges). 25% Deposit With Order, Bal. C. O. D.
J. LEINKRAM, New York City.
915 Broadway, Making Ties Since 1907.



"BANKER"
The Pen with the Interchangeable "Silverlike" Pen Point. Lifting Mechanism. Dependable Service. New Xmas Price List ready.
PLUNGERS-COMBINATIONS-SETS
Mr. DEMONSTRATOR—Here's a Close Out Pen and Pencil Sets in Holly Boxes and 1 Extra Point. \$24.00 Gross Sets. Sample by Mail, 50c. Prepaid. New York City.
PAULS. KELLEY, The Fountain Pen King, 487 B'way, N. Y.; CHICAGO, 180 W. Adams St. 784 Mission St., San Francisco, Calif.



EZ WAY STROPPER, Sample 35c
RADIO STROPPER CO., Sandwich, Ill.



CHRISTMAS CARDS
The greatest values ever offered. An assortment of 25 different Christmas Etchings, Prints and Embossings in beautiful colors. Made to sell for 6 cents each. 200 for \$1.00; 1,000 for \$4.00. 25 assorted samples, 25c. **RELIABLE SALES CO.**, 1144 Broadway, Dept. B, New York City.

MEDICINE HEADQUARTERS
A complete Medicine Show, private label, and Office Special Line. **SUPERIOR SERVICE**. Wholesale Catalog and Office Special Price List upon request.
GENERAL PRODUCTS LABORATORIES
Mfg. Pharmacists, 137 E. Spring Street, Columbus, O.

EVERYBODY WANTS MICKEY MOUSE'S PAL PLUTO



HE COMES TO LIFE! HE JUARPS! HE BANCES... HE PLAYS DEAD. HE FLOPS HIS BIG EARS... HE SHIMMLES HIS TAIL... HE'LL MAKE YOU LAUGH AND LAUGH!

A Sensational Money-Maker
LAUGH while you earn! You never had so much fun in all your life—and never made so much money! EVERYBODY wants clever, prankish, lovable Pluto, Mickey Mouse's own very best pal. PLUTO will be one of the most popular toys on the market this season—put out by one of the largest toy manufacturers in America. Pluto is DIFFERENT—amazing—he is taking the country by storm. Sits up, lies down, bows, shakes his funny head up and down—does hundreds and hundreds of uncanny tricks. Every kiddie BEGS his Mother or Father to buy one. An ideal gift. Just show PLUTO—put him through a few amusing antics, and he simply sells himself. No winding, no springs. Nothing to get out of order. Pluto looks expensive, every bit of one dollar in value, yet sells for only 25c. You make from 50% to 92% gross profit on every sale. And does he sell fast! H. J. H., of Los Angeles, sold 1,800 pop-up critters in one day. Think of the tremendous profit possibilities. Christmas is just around the corner, too. You can clean up there. Send name and address on penny postcard for complete details, or send 25c for sample of Pluto.

25c FREE OFFER
 Rush 25c for sample and you'll receive one FREE PLUTO on the first order of \$1.00 or more. (Limit one per customer.)

TAILSPIN TABBY
Pluto has 8 friends who sell fast, too—Tailspin Tabby (600,000 sold last year) and Goofie Crittie. What a demonstration they make.

TOY FOLKS, Dept. B-117, East Aurora, Erie County, New York

NEW BEST SELLERS—Write for Catalog No. 21



Featuring big values in... HARRY WAKULA & CO. 5 No. Wabash Ave. CHICAGO, ILL.

FAST MONEY MAKING DEALS

- DEAL No. 1—Dental Cream, Giant Tube, Tooth Brush, Colophane, Complete Deal 10c
DEAL No. 2—Shaving Cream, Giant Tube, Shaving Razor, Safety Razor, 10 Blue Steel Blades, Complete Deal 12c
DEAL No. 3—Shaving Cream, Lathar, Giant Tube, Shaving Razor, Safety Razor, 10 Blue Steel Blades, Complete Deal 17c
DEAL No. 4—5 Blue Steel Blades, Shaving Cream, Double Edge Razor, Safety Razor, Complete Deal 11 1/2c
DEAL No. 5—Shaving Soap, in Box, 5 Blue Steel Blades, Safety Razor, Pair 27-Inch Shoe Laces, Complete Deal 4 1/2c
SALEBOARD SPECIAL—1,000-HOLE Cigarette, Catalog and 199-Page Gasoline, Novelty or Plain Heading Boards, Big Variety, Your Choice, Each 70c

ALKALINE Seltzer TABLETS, each tablet in colophane envelope, 20 envelopes on display card. 20 count (25 card lots), Card \$1.2 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... 72-Page Saleboard, Catalog and 199-Page Novelty Catalog FREE With All Orders.

UNIVERSAL WHOLESALERS 901 BROADWAY, New York, N. Y. We SHIP from COAST to COAST for LESS

Merry Christmas XMAS SIGNS XMAS CARDS—TREE LIGHTS TRIMMINGS—GIFTS—

NEW AGENTS JOBBERS! Get Your Xmas Sign Supply from a reliable manufacturer. Sample Set of 12 signs for \$2.00. HIGH PROFIT. Catalog Holiday Items.

HERE'S YOUR WINTER BANK ROLL! PITCHMEN CREW MGRS. MED. SHOWS SALESMEN LA-GIT GO NOLARRY'S GOING SOUTH GET GAUZOID McCormick Bldg., Chicago, Ill.

SAVE THE JOBBERS PROFIT Buy your "Freewheeling" Ties direct from the Original Inventors and Manufacturers and get the best quality for your money. Send for FREE Sample Swatches and best prices on six different qualities of the Perfect Tied Tie. Silk Hankies and instruction slip FREE with each tie.

ELGIN & WALTHAM WATCHES \$1 75 7 Jewel, 16 Size in Engraved Cases at... Send for Price List. Money Back If Not Satisfied. CRESSENT CITY SMELTING CO. 115 N. Broadway, St. Louis, Mo.

EXPERIENCED PAPER MEN Texas is open to square shooters on the old reliable. Crops are beat in years. You all know the protection I give. Write E. HUFF P. O. Box 221, Temple, Tex., for Creds.

SPICY COMIC XMAS CARDS Hot, peppy, laughable designs in flashy colors. Each card with envelope, fast 10c sellers. Eye-opening profits. Start filling your pocket-book for Xmas No excuse for being broke. 100, \$2.50; 500, \$10.00; 1,000, \$18.00. Real sellers. No-junk. Envelopes with each card. 12 samples 50c. None Free. COMIC SHOP, Philadelphia, Pa.

Pitchdom Five Years Ago

Paul Moore opened a tie shop on the main stem at West Hartford, Conn., for the holiday season... Doc E. Johnson, veteran medicine showman, after a successful summer in the West, stopped off in Chicago for a few days while en route to Ohio, where he was contracted to play halls and opera houses during the winter... Jack W. Thomas was finding general business conditions in Kentucky substantially improved, especially in the southern section of the State... Jake the Barber was reported to be going strong with a substitute for psyllium seed on Madison street, Chicago... James Lockwood was confined in Soldiers' Hospital, Danville, Ill... Victor Hamal, the "Tie Store Man," just out of Canada, turned up in Cincinnati and opened a store for the Thanksgiving and Christmas seasons... Victor Edison Perry opened a Fountain of Youth store at Myrtle avenue and Adams street, Brooklyn... Rotan, Tex., was proving a good pitch spot for Al Burdick, the "Roving Sign Painter"... Hale Comedy Company, under direction of Dr. Charles E. Hale, closed its season at Spring Garden, Pa., October 1... Tom Sigourney was cliking in Houston after working some poor fair dates in Louisiana... Lewis E. Collins was working to an okeh business in Arkadelphia, Ark... Light Hawk Remedy Company closed its season at Muncie, Ind., and immediately went into winter quarters there... "Texas is okeh in spots," was the word from William C. Kelley, who was collecting some dough in Ennis, Tex... New York City Notes: Promoters of pitch stores were fast fading out of the picture... Paul Russell, escape artist, drew such a large and tumultuous tip at the Palace of Health store on Broadway that the riot squad had to be called out... John Law paid an unexpected visit to the Mentalists' Carnival in Harlem and made seven arrests... Wild Bill Vreeland, all-round pitchman, was making week-end trips out of town... Rube Delenz, a nifty with magic and soap, returned after a successful fair season... Sergeant Poulos had a complete roster of 100 per cent clean workers at his Palace of Health store on Broadway... That's all.

THE USE OF friend-making methods is what makes the pitchman both well and favorably known. DOC VICTOR B. LUND... fogs thru from Oklahoma City under date of October 18: "There isn't much money in the Southwest section of this State. Last two weeks have been the worst I've had this season. Met Bubbles and Ramona and Doc Cooper and wife in Chickasha, Okla. Doc closed his show for the winter and is now working drug-store windows with a p.-a. system. Bubbles opened in halls in Southeastern Oklahoma after a good season with Doc Cooper. Plan to leave here next week for Southeastern Oklahoma and will pipe in the conditions as I find them. Glad to learn that Gypsy Dan is going over in Los Angeles. Few of the boys have made this city as yet. Better be on the lookout on auto tags when coming into this State. They require commercial tags, three mills a mile and a \$25 bond as guarantee that you will pay the mileage, etc. Would like to read some pipes from the boys on the West Coast."

"BE JUST" is the summation of the ethics of a successful pitchman. HOT-SHOT AUSTIN... comes thru with the following effusion from Minden, La., under date of October 28: "Am back in the land of grits and gumbo. This is my second spot in this State and conditions are okeh. Cotton is cheap but a little money can be corralled if you work hard. Worked Prescott and Ashdown, Ark., on my way down here. Ashdown is good but Prescott is n. g. Met Doc Tom Smith and wife, Nettie, here en route to Hot Springs, Ark., for the winter. The doc looks fine since his operation last year. Visited the Cole Bros.' Circus at El Dorado, Ark., yesterday and the bunch reported a swell season. Also visited the Haag Bros.' Circus at Homer, La., and one of my old pals of 25 years ago, Harry W. Lamson, who is legal adjuster for the organization. Plan to go to Shreveport, La., tomorrow for a day's visit at the fair there and then on to Palestine, Tex., for a week. Expect to stay out until December 1. Then we'll go on to New Orleans for the winter. Business has only been fair, but we expect to get three or four good weeks before closing in Liberty, Miss."

HUSTLERS' TIPS: "Those bleak, cold, snowy days will soon be with us again. That is the time of the year that the housewife, vexed by tracked floors, is most susceptible to the purchases of a door mat. Any good worker should be able to add several layers to the summer bank roll. Another item which should click in home and business house-cavassing is the rubber door stop.

"IF FURNITURE dealers here are wondering why sales have fallen off they would do well to visit a local chain store and see what Charlie Newman does to furniture with the varnish he is selling," blasts Charley Seymour from Indianapolis. "He has been here since September, and does he pass out the polish. Seems as tho the natives can't get enough of it. It's a pleasure to watch him work."

"NOTICED IN THE pipes column that some of the boys have been sending in pipes about me," scribes Harry Woodruff, the pen man, from Greensburg, Pa. "Well, here's some data on the places 'I've worked. I started out from California in September. Texas was flooded with pens, with all of the workers getting a little money. I suppose I got a little more than some of the boys because I worked more towns. Many of the fellows were work-

C. J. CARTWRIGHT... jam pitchman and leaf worker, inks from Muskogee, Okla., that he has been confined in the Veterans' Hospital there since October 5. He says that he is undergoing treatment on one of his eyes and that he may lose his sight. He would like to hear from his friends.

DOC PIERCE... and Bob Laidlaw have returned to Oklahoma City after a successful trip to Arkansas.

ing fairs, but they reported that the natives were not spending any money so I laid off them. Arkansas and Louisiana were not so good, while Georgia and Alabama were fair. North and South Carolina were good and the boys working the tobacco markets got some dough. West Virginia, Maryland, Virginia and Pennsylvania were good. I've been working thru drug stores because I believe it's much better working that way than out in the cold. My returns have been highly satisfactory thus far. I'm going back to California soon and will then go to Florida for the holidays. Would like to read pipes from some real pen men such as Monroe Eule, Sam Marcus, Paul Beckle, Hitner Brooks, Harry Meyers and Fred Williams."

SHOW ME a town that bars pitchmen and I'll show you a town that is loaded with one-track mind merchants. The fallacy of their short-sightedness, however, is proved by the fact that the more they try to keep people at home the more those same people will leave town. Why? They know that competition is the life of trade and prefer to go where competition is keen. We know of no one who enjoys working or living in a dead town.

DOC HARRY KINCHELOE... and wife, Edith, have left their laboratory in Oklahoma City for a short vacation. Doc has been working overtime this season in an effort to keep the boys stocked.

FRANK SPEARS... from El Dorado, Ark., after a silence of several months that he and his wife are trying to put over the coils but aren't doing so well. The Spears are headed for New Orleans and report that they have met several of the boys, chief among whom was English Tommy Evans, who has been working to good tips and getting the gelt.

THE SUREST and safest way to make a town is to call on the powers-that-be neatly attired. Park the cigaret butts outside and talk up and tell them what you came for in a businesslike manner. Then if they say "no," sell them.

A. B. HIBLER... blasts from San Jose, Calif., on his latest experience, the gist of which seeks to prove to the skeptical that the life of an average salesman is not a happy one. Let A. B. tell it. "I was not off the bus for one hour in Salinas, Calif., recently when I called upon a printer and attempted to sell him. He asked me to show a license and when I informed him that I was taking orders for future delivery and therefore didn't need one he became enraged and told me that he was a deputized officer and that I was going to jail. After spending 24 miserable hours in a

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TINSELED THANKSGIVING & XMAS SIGNS 11"x14"—Cost 5c—Retail 25c. Every store-keeper buys. Your opportunity to make Xmas money. Buy direct from the original manufacturer. Finest and largest selection. Clean up this season. Sample catalog free. L. LOWY, Dept. B, 8 W. Broadway, N. Y. City.

RED HOT COMIC XMAS CARDS COMIC XMAS GIFTS, JOKES, NOVELTIES. Cards from 2.00, per 1000 and up. Send 25c. Xmas Catalogue, 45 pages. Check full of Fast Sellers. NONE FREE. We refund 50c with every order. With your first order. Or 2.00 will bring you 50 sets. Samples of Cards, Gifts, etc. All items below are listed at Dozen Price. FOR A BULL-SOOTER .70 NO NO A 1000 .75 TIMES .80 FOR A GENT'S JACK .80 FOR NITE WALKERS .85 FOR MILAO .90 Xmas Beddy Story .70 Platellters .40 MAGNETRIX NOV. COORP., 136 Park Row, N. Y.

cell I was brought before a judge who stated that there was nothing for him to do but sentence me to five days in the county jail and suspend sentence on the condition that I would leave town immediately. It was lucky for me that I had \$4 in my pocket, or I could not have paid bus fare out of town. There is no doubt in my mind that his action was taken for the express purpose of suppressing me, thus doing away with competition. Had I come to town to spend I would have been welcome. But when I tried to sell in order to patronize the bus line, their hotels and restaurants I became an undesirable citizen, with the result that they got rid of me as soon as possible. Anyone with an ounce of sense can discern why I feel that I'm justified in proclaiming that the lousy dollar rules the day and that there is not as much liberty in these United States as some people suppose. Suppose it was compulsory for every salesman upon entering a town to report to police headquarters for a permit or license to sell, which many officials told me I was supposed to do. Imagine the delay, inconvenience and humiliation of it. Imagine, too, the effect it would have on business and salesmen in general. You can't punish a person until he commits a crime and it's the duty of police officials to run crooks down and not persecute honest citizens. They say such things can be contested, but I'd like to see a friendless man contest anything. Such is our rotten system. What are you going to do about it?"

DOC TOM MCNEELEY has moved his Santanic unit to West Texas after working Colorado territory for the last five years. He reports a fair season and adds that he and his wife, and entire cast, including Skeeter Snow, wife and daughter, and Shorty Morton, will spend the Christmas holidays in Dallas.

MYRTLE HUTT has returned to her home in Chicago after being confined in the Swedish Covenant Hospital there for several months, due to a serious illness. She expects to be confined at home for several weeks before she is fully recovered and is anxious to hear from her friends. Since retiring from Pitchdom three years ago Miss Hutt has conducted a sandwich shop near Riverside Park, Chicago.

"AFTER A FAIRLY successful season," pens S. M. (Chalk) Wagen from Dallas, "my partner Dave (Litwick) Bagley and I, both picture-men, decided to take in the Pan-American Exposition in search of new ideas for the muggin' business. While wending our way thru the modernistic buildings I noticed a tintype camera man working before a huge crowd. Investigating further, I found that the worker was none other than our old friend, the well-known Sam (Schweeger) Minkin. He reported that this was the second year he had the exclusive on tintype at the expo and that it was a successful one. Also met Minkin's able aides, I. Stein and Sam Moran, and both reported that they were satisfied with the season's business. Plan to make one more fair and then head for New York and home."

V. P. HORNER wiggwags from Detroit that he worked his Lord's Prayer-on-a-penny to some good takes at the recent National Dairy Show in Columbus, O.

WILLARD GRIFFIN tells from Moorhead, Miss., that his one-man circus is still in circulation and working to an okeh business. He infos that he hasn't seen a pitchman since he's been in the land of cotton. Griffin adds that he would like to read pipes from Al Rice and Mary Ragan.

ROUTES
(Continued from page 39)
Brother Rat: (Hanna) Cleveland; (Cox) Cincinnati 7-13.
Doll's House: (English) Indianapolis, Ind., 2-3; (Hartman) Columbus, O., 4-6.
Evans, Maurice: (Erlanger) Buffalo 1-4; (Mason) Rochester 5-6.
Follies: (Ryman) Nashville, Tenn., 3; (Bijou) Chattanooga 4; (Bijou) Knoxville 5; (Plaza) Asheville, N. C., 6.
Ghost of Yankee Doodle: (Wilbur) Boston 1-13.
Greenwood, Charlotte: (Nixon) Pittsburgh; (Cass) Detroit 8-13.
Haves, Helen: (Forrest) Phila.
Madam Bovary: (Chestnut St.) Phila 1-13.
Monte Carlo Ballet: (Boston O. H.) Boston.
Room Service: (Copley) Boston.

Room Service: (Lobero) Santa Barbara, Calif., 3-4; (Civic Aud.) Fresno 5; (Aud.) San Jose 6.
Show of Shows: (Texas) San Angelo, Tex., 3; (City Aud.) Big Springs 4; (Majestic) Ft. Worth 5; (Aud.) Amarillo 6; Pueblo, Colo., 7; Denver 8-9; Cheyenne, Wyo., 10; Billings, Mont., 11.
Stage Door: (Shubert) Boston; (National) Washington, D. C., 8-13.
Three Waltzes: (Forrest) Phila.; opens Nov. 11.
Toloco Road: (Fifth Ave.) Arkansas City, Kan., 3; (Poncan) Ponca City, Okla., 4; (Convention Hall) Tulsa 5; (Municipal Aud.) Oklahoma City 6.
Tonight at 8:30: (Curran) San Francisco.
Tovarich: (Paramount) Omaha, Neb., 3; (Shrine Aud.) Des Moines, Ia., 4; (Aud.) St. Paul, Minn., 5-6.
Tovarich: (National) Washington, D. C. Women, The: (Erlanger) Phila.
Wynn, Ed: (Colonial) Boston.
My Darling Daughter: (Grand O. H.) Chi.
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: (Broadway) Springfield, Mass., 1-3; (Playhouse) Wilmington, Del., 4-6.
Young Mr. Disraeli: (Maryland) Baltimore.

HIRST CIRCUIT SHOWS
(Week of October 31)
Babes With Charms: (Jacques) Waterbury, Conn.
Beef Trust: (Gayety) Baltimore.
Cupid's Carnival: (Gayety) Washington, D. C.
Foot Loose Parade: (Orph.) Reading, Pa., 4.
Fisky Frolles: (Capitol) Toledo, O.
Gaities of 1938: (Casino) Pittsburgh.
Jolies Begere: (Hudson) Union City, N. J.
Meet the Girls: (Rialto) Chi.
Merry Models: (Embassy) Rochester, N. Y.
Pageant of Folly: (Howard) Boston.
Parisian Flirts: (Garrick) St. Louis.
Pleasure Mad: (Empire) Newark, N. J.
Scap Dolls: (Casino) Toronto.
Stage Scandals: (Proceder) Phila.
Swing High: (Gayety) Cincinnati.

FAIR GRAND-STAND ATTRACTIONS
(Routes are for current week when no dates are given)
Avalons, Six: Anderson, S. C.
Beno, Ben: Camden, Ala.
Calvert, Great: Montgomery, Ala., 2-11.
Fox, John S.: Greenville, Tex.
Gankford's: (Rialto) Okla. City, Okla.
Roberts & Co.: Gold Star Ranch, Sayannah, Ga.
Stevens & Cushing's Attrs.: Conway, S. C.
Watkins Dog, Pony & Monkey Circus: Anderson, S. C.
Whiteside Troupe: (Shrine Circus) Houston, Tex.

REPERTOIRE
Baxter-Leonard Players: Lincolnton, Ga., 1-6.
Billroy's Comedians, Billy Wehler's: Tuscaloosa, Ala., 3; Columbus, Miss., 4; West Point 5; Kosciusko 6; Meridian 8.
Carter Dramatic Co.: Atlanta, Mich., 1-6.
Delray's Comedians: Savannah, Ga., 1-6.
Kirby Players: Shirley, Ind., 1-6.
Princess Stock Co.: Hazen, Ark., 1-6.
Richey, Alice, Co.: Sumter, S. C., 1-6; Charleston 8-13.

CIRCUS AND WILD WEST
Bible Bros.: Indoor: Muscatine, Ia., 2; Princeton, Ill., 3; Evanston 4; Elgin 5; (Marshall Field Store) Chi 6.
Downie Bros.: Troy, Ala., 2; Enfield 3; Albany, Ga., 4; season ends.
Howe Bros.: Cuthbert, Ga., 3; Sylvester 4.
Mitt, Tom: Forrest City, Ark., Stuttgart 3.
McGenee 4; Warren 5; El Dorado 6; season ends.
Polack Bros.: Indoor: Ft. Morgan, Colo., 1-3; Rocky Ford 5-7; Dodge City, Kan., 8-11; Larned 12-14.
Ringling Bros. and Barnum & Bailey: Atlanta, Ga., 2; Columbus 3; Thomasville 4; Jacksonville, Fla., 5; Ocala 6; Miami 8-9; season ends.
Seils-Sterling: Sapulpa, Okla., 2; Pawhuska 3; Nowata 4; Vialta 5; Picher 6; Mt. Vernon, Mo., 7; season ends.
United Indoor: Warsaw, Ind., 2; Elwood 3; Tipton 4; Anderson 5-6; Vincennes 8; Washington 9; Sullivan 10; Clinton 11; Brazil 12; Noblesville 13.
Vanderburg Bros.: Casa, Ark., 2; Ola 3.

CARNIVAL
(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)
Alamo: Macon, Ga., 1-13.
All-American: Chillihothe, Tex.
Barfield's Cosmopolitan: (Fair) Eatonton, Ga.; (Fair) Buena Vista 8-13.
Beckmann & Gerety: Corpus Christi, Tex.; season ends.
Blue Ribbon: (Fair) Dawson, Ga.
Brown Novelty: (Fair) Quitman, Ga.; (Fair) Fort Gaines 8-13.
Buck, O. C., Expo: Enfield, N. C.
Buckeye State: (Fair) Bay Springs, Miss.
Blackfly Am. Co.: Blackville, S. C.; Bamberg 8-13.
Burdick's All-Texas: Alvin, Tex.
Cetlin & Wilson: (Fair) Plymouth, N. C.
Colley, J. J.: Tishomingo, Okla.
Crystal Expo.: (Fair) Walterboro, S. C.; Georgetown 8-13.
Elite Expo.: Poteau, Okla.; Wilburton 8-13.
Evangeline: Ashdown, Ark.
Florida Am. Co.: Live Oak, Fla.
Florida Expo.: Williston, S. C.; Ellenton 8-13.
Golden State: Ingleswood, Calif., 2-7; Monrovia 8-13.
Greater U. S.: Stamps, Ark.

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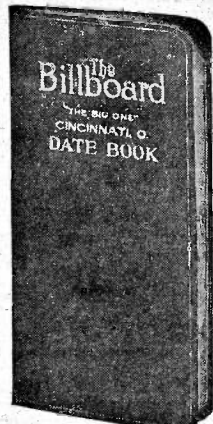
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All Address, MIDWESTERN PRODUCING SERVICE, 205 W. Main St., Okmulgee, Okla.

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MEN OR WOMEN.
All winter's work—25% gross and bonus. No time to write. First deal opens November 1, Richmond, Ind. Solicitors knowing me know my deals—so wire me Vendome Hotel, Evansville, Ind., until November 10.
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For Elbert County Fair, Elberton, Ga., all next week: One more Flat Ride, Octopus preferred. Want Grind Shows and Concessions of all kind, except Corn Game. Come on, this is a real spot. Want one more Aerial Fly. Address
J. J. PAGE SHOWS, Dublin, Ga., Fair, this week.

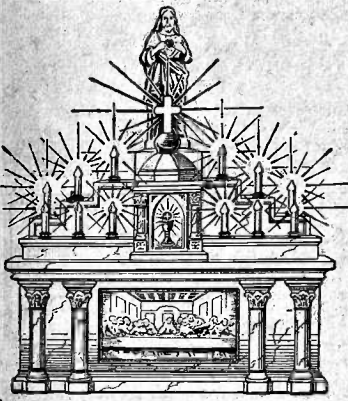
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For Fair at Bowman, S. C., week November 8 to 13: Merry-Go-Round, Kiddie Rides, Shows with own outfit. All Concessions open. Colored Musicians and performers. Place Diggers. All winter's work. Marion, S. C. this week; Bowman follows.

WANTED LADY WRESTLER

Season's work. Good pay. Send like photo, etc. R. PILETT 723 W. Fayette St., Baltimore, Md.

DRUMMER WANTED

With own Traps. CAN ALSO USE one more Trombone. Walter Cook, if at liberty, lit me hear. Address G. E. WILSON, Manager Wilson Bros. Circus, Palestine, Ark.

WORLD'S FAIR MUSEUM

WANT experienced Museum Agent with car, two more high-class Freaks and Attractions, also Cook. CAN PLACE Flashy Glass Blower, Photo Gallery and Popcorn. WANT strong Window Attraction. Joe Brown, Speedy McGowan, Doc Ward, Hario Marie wife. Above Attractions to join on or before November 15. F. W. MILLER, Louisiana Hotel, Monroe, La.

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Real high-class Side Show, Mechanical City and Animal Circus. Colored Performers and Musicians for new Plant Show. Salary from office. RIDES—Book or buy Octopus, or any Flat Ride not conflicting. Will furnish Wagons. CONCESSIONS—Sell exclusive Cook House, Have Cook House for sale, also Grind, Street and Wheel Concession. Ride Help and real Showman. This season ends November 6, 1937. Wintering and opening in Macon, Ga., last week in March. Thanking all of our friends and showmen for our successful season. Same Staff again for 1938 season. All wires and letters Wrightsville, Ga., Fair, this week, then Winter Quarters, Macon, Ga. W. R. HARRIS, General Manager; E. B. BRADEN, Assistant Manager. P. S.—Jimmie Finn writes E. B. BRADEN, Lynnville, Tenn.

Greater United: Beeville, Tex. Gruberg's World's Expo.: (Fair) Montgomery, Ala., 2-11; season ends. Hames, Bill; Bryan, Tex. Heller's Acme: (Fair) Swatsboro, Ga. Heth Bros.: Southern: (Fair) Pell City, Ala.; (Fair) Camden 8-13. Heth, L. J.: (Fair) Cuthbert, Ga.; (Fair) Eufaula, Ala., 8-13. Hilderbrand's United: Placerville, Calif., 3-7; Easley 9-13; season ends. Hughey Bros.: Marston, Mo. Hyde, Eric B.: (Fair) Toccoa, Ga.; Greenville, S. C., 8-13. Inman: Glendora, Miss. Jones, Johnny J.: Expo.: Augusta, Ga. Kaul: United: (Fair) Suffolk, Va.; Warsaw, N. C., 8-18. Kaus: United No. 2: St. George, S. C.; Charleston 8-13. Keysone Am. Co.: Gould, Ark. Keysone Shows: (Fair) Okla., Ga. Large & Lane; Lula, Miss. Lawrence, Sam: Wimbros, S. C.; (Colored Fair) Anderson 8-13. Lewis, Art: (W. Fla. Expo.) Tallahassee, Fla. Littlejohn: (Fair) Luverne, Ala.; (Fair) Clayton 8-13. Majestic: Magnolia, Ark. Marks: (Fair) Athens, Ga.; (Fair) Greenwood, S. C., 8-13. Mosfield: Attrs.: Decaturville, Tenn. Miller Bros.: Lawton, Okla. Miller Amusements: (Fair) Lafayette, La.; Morgan-City 8-13. Model, No. 1: (Fair) Wrightsville, Ga. Model, No. 2: (Fair) Warrenton, Ga. Nail, C. W.: Villa Platte, La. Orange State: (Fair) Perry, Fla.; Lake City 8-13. Page, J. J.: Expo.: (Fair) Dublin, Ga.; (Fair) Elberton 8-13. Pan-American: Camden, Ark. Regal United Am. Co.: Baytown, Tex. Reynolds & Wells United: Smackover, Ark. Rogers & Powell: Tchula, Miss.; Yazoo City 8-13. Royal American: (Fair) Beaumont, Tex., 4-14. Royal Palm: Geneva, Ala. Slesley Midway: (Fair) Charleston, S. C. Silver State: Sudan, Tex. Smith's Greater Atlantic: (Fair) Dillon, S. C. Southern Attrs.: McIntosh, Ga. Southern States: (Fair) Live Oak, Fla. Stanley Bros.: Blackshear, Ga. State Fair: Pecos, Tex.; (Myrtle & Cotton), El Paso 9-14; season ends. Stoneman's Playland: Yemassee, S. C.; (Fair) Owings 8-13. Texas Kiddie: Brady, Tex. Tidwell, T. J.: Odessa, Tex.; Midland 8-13. Tip Top: Marion, S. C.; Bowman 8-13. Valley: Smithville, Tex. Wallace Bros.: (Fair) Meadville, Miss.; Summit 8-13; season ends. Wallace Expo.: Pooler, Ga. Ward, John R.: (Fair) Bloxi, Miss. West Coast Am. Co.: (Fair) Porterville, Calif., 4-11. Western State: Colman, Tex. World of Fun: (Fair) Manning, S. C. World of Mirth: (Fair) Anderson, S. C. Zeiger, C. P., United: Ajo, Ariz. Zimdars Greater: (Fair) Columbus, Miss.; season ends.

MISCELLANEOUS

Bragg Bros.: Show: Northwood, N. H., 1-6; Belchertown, Mass., 2-13. Clifton Comedy Co.: Laclede, Mo., 1-6. Crow Fly, Chief, Show: Sale City, Ga., 1-6. DeCleo, Magician: Fostoria, O., 3-14. Harris, Hazel & Whitey: (Blow) Battle Creek, Mich., 4-8; (Garden) Lock Haven, Pa., 8-9; (Michigan) Akron, 10-11. Lewis, H. Kay & Hollywood Varieties: Winnemucca, Nev., 3; Lovelock 4; Reno 5-8. Lucy, Thomas Elmore: Paris, Ark., 1-3; De Witt 5. McNally Variety Show: Yardville, N. J., 1-5. Noah's Ark: Bristol, Va., 1-6; Elizabethton, Tenn., 8-10; Greenville 11-13. Newton Magic Show: Sidney, N. Y., 1-6. Original Floating Theater: Easton, Md., 1-6. Otto, Bert, Med. Show: W. Elizabeth, Pa., 1-5. Pierce, Magician: Tranton, O., 3; Parkersburg, Va., 4; Cambridge, O., 5; Lancaster 8; Newark 9; Bellefontaine 10; Sidney 11; Lima 12. Ricton's Show: Hepzibah, Ga., 1-3; Alexandria 4-6; Sardis 5-10; Hiltonia 11-13.

HUB RODEO

(Continued from page 3)

with the Garden looking forward to a real big week starting Sunday. This year's stampee will contend with Hub election fracas next Tuesday. Last year the rodeo opened on pre-election eve and a cowboys' strike and rain did much to hinder event. Accidents thus far are minor, mostly sprains and abrasions, with plenty of unbilled arena close shaves when the bronks and steers play close to

the chute. Major Hiram E. Tuttle's dressage act is gaining the plaudits at every performance.

Ted Allen's world champion horseshoe pitching is also clicking with the mob, while Jesse Vance's tenor soloing delights the crowd. Ray Whitley's Six-Bar Cowboys are better than ever. Wild Horse Race event, new this year, is giving the customers plenty of chills and thrills, and Lou Tindall's daughters, Garlene, five, and Glorine, seven, are scoring heavily with their-trick roping.

A fitting tribute to the late George V. Brown, Garden general manager, was held prior to opening Wednesday. A delegation of five cowboys and two cowgirls, led by Hugh Bennett, led an unsaddled pinto to the center of the arena, where touching ceremonies were held. Bennett placed a spray over the mount while Ray Whitley sang Empty Saddles. Bean Town saw its first rodeo parade in two years Wednesday.

SHREVEPORT SLA

(Continued from page 3)

Journal and Times, and the three radio stations, KWKH, KTBS and KRMD, gave tremendous publicity to the benefit.

Among those present at the benefit were some nationally known showmen, who, besides W. R. Hirsch and Carl J. Sedlmayr, national chairman of the benefit drive, here with the Royal American Shows, on the gladway, were J. C. McCaffery, Chicago, president of the Showmen's League of America; Frank P. Duffield, of Thearle-Duffield Fireworks Company, and Joe Rodgers, of Chicago and Dallas, vice-presidents of the league; Lou Dufour, Chicago and Dallas, league director. McCaffery, Duffield and Dufour came here especially for the benefit show.

W. R. Hirsch, former president of the International Association of Fairs and Expositions, who served as treasurer of the local drive, having the co-operation of Carl J. Sedlmayr and Simon Ehrlich, Shreveport-theater magnate, and others, was elated with the results. Hirsch said: "We are gratified at the fine showing from the benefit and are appreciative of the various contributions of time, talent and means. In addition to those attending many unable to attend bought tickets and donated. Owing to limitation of time and the tremendous crowds at the State fair the downtown sales had to be overlooked. Had we had downtown sales I believe we would have added \$2,000 more, but extraordinary conditions, with demands on time, prevented."

With the exception of Cleveland, it is believed by leaders in the program that Shreveport's Showmen's League benefit was the greatest in America this year.

COMING MARRIAGES

(Continued from page 34)

Radio City Music Hall dancing troupe, and Lief Jorgensborg, of New York, next summer.

Roger Burke, dance director, Sir Francis Drake Hotel, San Francisco, and Melba Sharp, United Air Lines stewardess, soon. Florence Murray, radio and screen star, and Florence Heller, New York socialite, late in December.

Births

A daughter, Beverly Ann, to Mr. and Mrs. Dave Conlon in Christ Hospital, Cincinnati, October 11. Father is chief remote control engineer at Stations WLW and WSAI, Cincinnati. Mother is the former Ruth Arnold, of WLW's mail department.

An 11-pound daughter to Mr. and Mrs. Jack Haley in Detroit recently. Father is in charge of distribution for Jam Handy Pictures Service, Inc.

An eight-pound girl to Mr. and Mrs. Vern Wood in Lincoln Hospital, Detroit, October 23. Father is a musician and former clown.

A son to Mr. and Mrs. Joseph Schensul in Kalamazoo, Mich., recently. Father is owner of the Club Hollywood there.

A boy to Mr. and Mrs. Burton Dole in Detroit October 30. Father is a singer, formerly heard over WWJ and WXY.

A 4 1/2-pound boy to Mr. and Mrs. Bernie Pollack in Beth Israel Hospital, New York, October 29. Father is a contact man for Mills Music, Inc., New York.

Divorces

Abner J. Stilwell, vice-president of the Central Illinois Bank and Trust Company, Chicago, from Rosemary Ames,

Heart of America Showmen's Club Coates House Hotel Ladies' Auxiliary

KANSAS CITY, Oct. 30.—The auxiliary is looking forward to getting together again after the summer season. Elizabeth Yearout, the secretary, has received from Dot Weiss, Mabel Landaker and Leona Halligan's applications for membership, and Rosemary Ruback sent in Lillian Henderson's application, so every week the auxiliary is growing. Mrs. Russell Jewett, who has been in Menorah Hospital with severe burns, has been taken home and is getting along slowly. HELEN BRAINERD SMITH.

Tuscaloosa Closing Stand for Hennies

TUSCALOOSA, Ala., Nov. 1.—Hennies Bros. Shows closed its initial season as a railroad show here last night and entrained this morning for Shreveport, La., where it will go into winter quarters at the State Fair grounds. The 29-week tour altho "spotty" as to business ends as a whole highly successful.

Weather here was very cold and the show was rained out on opening day, Tuesday.

In keeping with the recent announcement that the show would go to 50 cars, the Hansen equipment will be augmented with additional rolling stock and wagons to make up the necessary quota.

F. J. McLane, trainmaster and builder, recently bought a carload of lumber and masonite to be used in the general building program which will start soon after the shows arrive in quarters. Robert Wicks, show artist, joined here and will design new fronts and repaint and decorate others. Chromium steel will predominate in the construction of the new show fronts which are planned as innovations in style and general construction.

Walter D. Nealand, press agent, will open a press office on the fairgrounds within the week and will be kept busy during a greater portion of the winter months getting out special publicity and art work for the 1938 season.

Purcell Publicizing Lynch

CINCINNATI, Oct. 30.—Pat Purcell was a visitor to Cincinnati and The Billboard offices this week while exploiting the October 31 show of Jimmie Lynch's Death Dodgers at Carthage Fair grounds. Troupe went to Dayton, O., from here and Purcell will do its publicity on a tour to follow in Missouri, Oklahoma and Texas.

Showfolk in Ga. Cities

ALBANY, Ga., Oct. 30.—The following were in this city and Cuthbert, Ga., October 23: Walter L. Gibbey, manager of Downie Bros.' advertising car, and crew; J. C. Admire, general agent of Howe Bros., and wife; Charles Coleman and crew, Howe show; Oscar Wiley, general agent Wallace Bros.; Emmett Littleton and advance crew, Charles Collier's Silas Green Minstrel Show; William Hamilton, general agent Walter L. Main Circus, James Heron and Donahue, of Robbins show, called at the Admire living trailer at Montgomery, Ala.

Biz Good in Carolinas For Beers-Barnes Show

CINCINNATI, Oct. 30.—Frank P. Meister, band leader with Beers-Barnes Circus, reports business good in South Carolina, having made a number of stands. Show also did nicely in North Carolina, considering opposition—circuses, carnivals, fairs. Hagenbeck-Wallace, Kay Bros., Walter L. Main and Mighty Haag were in southern part of that State at one time. Meister adds that he is introducing some new numbers.

former film actress, in that city October 22.

Helen Mack, screen actress, from Charles C. Irwin, theater magnate, recently.

Dorothy Anderson from Attilia (Andy) Anderson in Phoenix, Ariz., recently.

Dolly Dorothy Dean from Russell Dean in Houston County, Alabama, October 18.

Hartmann's Broadcast

THE progress of the York Interstate Fair, York, Pa., since the showman censor idea was adopted four years ago has been very gratifying to President Sam Lewis and other executives of the fair. Each year during that period the duties of censor have been performed by J. F. Murphy, than whom



A. C. HARTMANN

there is no one better versed in the operation of game concessions. No doubt it was a hard thing to refund \$5,000 advance privilege money collected from operators of gaffed devices the first year, but President Lewis was determined to have only legitimate games with merchandise awards. Vacant space there was in abundance, but the second year the situation was different, nearly all of it being occupied. Last year the concession space was sold out completely, and this year it was necessary to create additional space, which went like hot cakes. Not only on the fair midway was this true, but on the midway of the Strates Shows as well, with many offers having to be turned down.

And the midway business for both fair and carnival was better this year than last, despite cold and rainy weather encountered on three days of the fair.

The Bloomsburg Fair, Bloomsburg, Pa., is another fair that has fallen in line with York by adopting the showman censor plan two years ago. The same as Lewis, Carl B. Flickenstein, midway manager at Bloomsburg, is a stickler for clean midways and would rather have all vacancies than off-color games. Murphy also has performed the censor duties there these two years. The first year there was considerable concession space vacant, but this year the situation was much better. Good weather prevailed during the 1937 fair, and while the midway business was only fair, due no doubt to the public still being skeptical of the games, altho legitimate, thru the practices permitted prior to the cleanup, Flickenstein and Murphy feel confident that this condition will be considerably changed next year, the same as it was the third year of the York Fair after the cleanup was inaugurated.

MIDWAY attractions at fairs in the cotton country this year, with rare exceptions, have not been finding the going so good. There has been a tightening up of money, a situation much different from that of 1935 and even last year.

In some instances, too, inclement weather has interfered with attendance and business, but the low price of cotton seemed to be the real thorn in the side.

Many of the larger midway attractions have been cutting their prices to 15 cents, and "string shows" have been operating at a dime.

THE HAND of Floyd King, who is noted for doing things on a big scale, is fully apparent in the official route book of Cole Bros. Circus for season of 1937. We had the honor of receiving the first copy out of the print shop, but it arrived a trifle too late for a description in this pillar last week.

The book is really something to write home about. We have never seen art on such a lavish scale in a book of this

kind, and the data it contains is voluminous. The late Charles Andrews compiled an exceptionally large route book for the Barnum & Bailey Show in 1907 and Cole's is looked upon as the largest since.

The Cole Book numbers 112 pages, size 5 by 11½ inches, and is handsomely bound in covers lithographed in three colors, red, yellow and blue. The front cover is illustrated with pictures of the New York Hippodrome and Chicago Stadium and a drawing of big top and other tents on a lot on a busy day. The back cover contains a graph showing the show's route for 1937.

By actual count we found 135 cuts of individuals and groups in the book ranging from 1 to 9½ inches in width. There must be at least 1,000 people of the show pictured, from owners on down, all left-hand pages being devoted to cuts. The data consists of the complete roster for 1937, the 1937 circus program, several stories by members of the show and others, day by day events in each of the towns visited in 1937, and the routes of the Cole show for the seasons of 1935 and 1936. There are 18 pages of advertising in the rear part of the book.

FIVE years ago October 15 last there passed from this world a man who made history in the outdoor amusement field. His name was Col. W. E. Sullivan.

It was Colonel Sullivan who conceived the idea of a portable Ferris Wheel while gazing at the giant Ferris Wheel at the World's Columbian Exposition, Chicago, in 1893. It was he who introduced the first Big Eli Wheel to the public in Central Park at Jacksonville, Ill., May 23, 1900. It was he who incorporated the Eli Bridge Company and built the original Big Eli factory at Roodhouse, Ill., in 1906, and it was he who opened the present Big Eli factory in Jacksonville, Ill., December, 1919.

As a tribute to Colonel Sullivan's memory a handsome booklet has been published by the Eli Bridge Company giving a complete story of his life and that of his wife, many tributes from friends on his passing, pictures of him in 1916 and 1931, and a picture of Mrs. Sullivan and other data.

LONG ISLAND

(Continued from page 45)

ter). The sound equipment or Father Neptune. Moulin Rouge, once an important night spot, seems fated for complete doom, after closure for three seasons.

LONG BEACH: Things are pretty dead, what with everyone finished counting the season's receipts. Takes about 35 to 40 minutes via fast auto from here to the World's Fair grounds. Announcement forthcoming shortly on receipts for beach tolls, instituted for the first time this season. Dill Lester learning to parlay French for use on a trip to Paris in December.

ACHIEVEMENT PLAN

(Continued from page 44)

seasons to so-called world's fairs and civic expositions and very few, if any, come out in the end with profits. Irving recently returned from a tour that took him to Dallas, Cleveland, Fort Worth and other cities where, he said, it actually hurt him to perceive, as a park operator, the tremendous investments going into those "fairs." That same money and talent spent within an established amusement park would be of inestimable value to both the showman involved and the park management.

"I am thinking of one showman in particular who in recent years has spent hundreds of thousands of dollars of other people's money to produce the most elaborate outdoor productions ever conceived," he remarked. "He seems to be about the only man capable of creating such projects. That same money, together with this particular man's genius for producing magnificent spectacles, would be a far more sound investment for his backers were the shows presented in established amusement parks rather than at a fair or exposition that lasts for one, two or three years at the very most."

AS TRIM AND SMART AS
THE NEW 1938 DODGEM

Cars and Boats Shown at
HOTEL SHERMAN, CHICAGO Nov. 29-Dec. 2, Incl.

GREATER GREENWOOD FAIR

GREENWOOD, S. C., Commencing November 8-13

Can place legitimate Concessions of all kinds. Address
MARKS SHOWS, Athens, Ga., this week.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Oct. 30.—Halloween marked by special pier parties and events in hotels, with a large crowd in town. Steel Pier leads Boardwalk celebrations with a real old-fashioned party in its winter ballroom. Alex Bartha furnishing music and Manager Richard Endicott furnishing cider and novelties.

With politics at a fever heat, amusements are somewhat in the background but making plans. Cliff Spinn handling big football game in the Auditorium next week. Now it looks as tho turf will be laid for the single game, as no other has been booked. Early opening of hockey on November 19 will make the task of removing dirt and setting the rink a speedy one.

Bees Reeves opened basketball at Garden Pier and, with wrestling and boxing there on other nights, it looks as tho this spot, which made a comeback during summer, is set for an active winter and will be a big help to concessioners in the vicinity. Jack Rich, after making the Nomad his headquarters for more than two years, pulled stakes and is replaced by Oscar Davis. Lita Grey Chaplin headed Steel Pier week-end bill.

Acting on physician's orders, Capt. John L. Young closed his home on Million-Dollar Pier this week and headed south a week ahead of schedule. He will remain at Palm Beach, Fla., all winter. Pier net hauls end tomorrow, after which the pier will be closed. This, together with games closed in the vicinity, will make this part of Boardwalk a no-man's land until ice hockey season. Frank B. Hubin, however, said he would keep going thru the cold months.

With the Zoes

KANSAS CITY, Kan.—Plans for a zoo, to be owned and operated by the city, were announced by Henry F. Schable, commissioner of parks and streets. He plans to obtain a pair of bison, pair of elk, three deer and a buck to get the project under way. Kensington Park, only one fenced in the city, will be used as a site until a permanent zoo is built in City Park. First animals will be purchased from federal game refuges in this section.

MILWAUKEE.—The 39th annual convention of the American Institute of Park Executives, American Association of Zoological Parks and Aquariums and allied organizations will be held here in 1938, Milwaukee having won a close victory over New York City at the recent Fort Worth, Tex., convention. Edward H. Bean, director of Chicago Zoological

WILL BUY

10 Baggage Cars, 72 feet. Must have steel underframes and be in first-class condition to pass M. O. inspection.

ART LEWIS SHOWS, Inc.
ART LEWIS,
Week November 1, Tallahassee, Fla., week November 8, Moultrie, Fla.

Park, Brookfield, Ill., was appointed from the executive committee to aid in program work.

ST. LOUIS.—A South American pampas setting as part of the northern end of new granite-like rock structures in St. Louis Zoo has been completed. Llamas, alpacas, vicunas, guanacos, cavies, a tapir, rheas and trumpeters are among stock now living in it.

NEW DEVICES

(Continued from page 45)

amusement devices and equipment who have not as yet made space reservations are urged to communicate without delay," said Secretary Hodge. "As special co-operation with exhibitors, manufacturers of or dealers in amusement devices who are nonexhibitors will not be admitted either to the convention or exhibit hall, as experience has shown that such people directly compete with those manufacturers and dealers who support the convention. All exhibitors will be mailed a complete registration list shortly after the convention, and those who register will be sent a complete buyer's guide consisting of a list of exhibitors at the 1937 convention, classified as to what they make or sell, for the convenience of the buyer." A complete list of exhibitors will be published in a subsequent issue of The Billboard.

RECREATIONAL

(Continued from page 45)

story with special emphasis on the development of the Ferris Wheel into a portable model after a study of the giant one at the Chicago World's Fair in 1893 and his exploitation of it around the world. It is a narrative of one of our stalwarts who ranks with the best of the fine old heroes who made history in this industry. He deserves and will receive a large place in our history and a niche in the hall of fame of our museum.

Farmers are in the market as buyers again. They get good prices for anything they have to sell and are now buying to satisfy long-felt wants. This is sure to increase activities among manufacturers and merchants and put more men to work, which is just what our industry needs. After the secondary reaction in the stock market and elections are over we should begin to find a more solid base from which to work. The extra session of Congress is an element of uncertainty.

Out in the Open



Roger Littleford Jr.

A Lesson Learned?

NEW YORK, Oct. 30.—It looks like those unfortunates who had the ill luck of operating attractions at the International Exposition in Paris this year will be given another opportunity to struggle along in 1938. Although there has been no official commitment on the part of the expo, it is apparent the big show on the banks of the Seine will be in action again next season, this time, it is hoped, much earlier in the summer. International politics and domestic labor troubles postponed the inaugural last spring to early July, far too late in the season for an outdoor exhibition of that category to get under way.



R. S. Littleford Jr.

The Bureau of International Expositions granted France permission this week, supposedly at the urgent request of expo officials, to operate another year, and it's considered a mere matter of days until the grant is officially accepted.

Most big-time fairs have been pretty much of a nightmare to show people in recent years, but the Paris expo probably hit an all-time high for useless red tape and regimentation, for disastrous mismanagement and unkindly subordination of the midway division. Fortunately, few Americans participated at that particular expo and it stands to reason that, considering the circumstances, U. S. representation will be practically nil in 1938.

Shortly preceding arrival of news that Paris would repeat this corner received word from an operator blasting the Paris Exposition and similar projects. J. W. Shillan, veteran ride and attraction operator of Great Britain, the Continent and these United States, thinks "that international exhibitions are nothing more than a headache."

He reminds us of the trials and tribulations showmen experienced at Brussels, of some trying times at Cleveland and Chicago, and of flops at Dallas, Ft. Worth and San Diego. "Just why we continue to support these ventures I don't know," he writes, and then in the next paragraph asks about prices of New York concession space and the requirements covering participation. "Frankly I am of the opinion," he writes, "that most of the trouble arising at these big shows is caused first of all by unreasonably high rentals, concession fees and other unfair terms and, secondly, the fact that most every midway lately has had too many attractions for the public to support, which, of course, necessitates the cutting of prices despite the fact that original budgets were based on higher admission prices."

And then, too, there's the old, old story—mismanagement and lack of showmanship angles in the front office. "Can you imagine," Shillan says, "anyone knowing anything at all about layout placing the high buildings at the main entrance so that they obscure all rides and shows from the passing public? That's what they've done in Paris! In addition to that they have jammed a Ferris Wheel directly in front of the Rocket (Shillan operates the Rocket Speedway), and not being satisfied with that, have made a complete bottleneck by placing a food stall and chair concession around the wheel. All in all, it's practically impossible for prospective customers to approach the Rocket cash box or to comfortably watch the ballyhoo. But this is only one instance of the fun we're having over here."

Friend Shillan concludes with the grumbling, "I only hope that the New York Fair of 1938, a natural if ever there was one, profits by the mistakes of others."

Of course, we cannot be certain this early, but this corner is reasonably certain that New York has learned a few things. They should have—World of Tomorrow officials have been visiting all the big events in recent years, including the Paris Exposition. We can only wait and hope.

Big Carnival Coming East?

RUMOR ROW buzzing with info that the Virginia State Fair at Richmond contemplates a change in carnivals next year. Could it be Johnny J. Jones?

Advance sale of grand-stand tickets proved a tremendous success at the Allentown (Pa.) Fair this year. Introduced for the first time, ducats were sold for all shows at a downtown office besides the box office. Thursday evening show sold out by Tuesday and Saturday matinee by Thursday. Ride boys along the Stem still wondering just what Harry Witt has in his Boomerang ride.

Fred Phillips, Fredericton, New Brunswick, circus writer and publicity agent, visiting Broadway this week. Says public in that section of Canada is hungry for another big circus, last railroad show to play thereabouts being Al G. Barnes in 1935. . . . Frank Wirth reports by mail that his indoor circus season has been a whopper so far. And first reports have the Hamid-Morton indoor date in Toronto off to a terrific start. Looks like we can expect big things of the arena shows this winter.

Joe Basile, Newark bandmaster, shoots

that he's still going strong. Currently at the Toronto circus with his Madison Square Gardenites, thence to Houston, and back in New York City for the hockey season inaugural November 11. . . . John Boothby, popular son of the popular William Boothby, secretary of the Rochester (N. Y.) Exposition, in town for a couple of days. John is with General Electric in Schenectady and announces over WGY. . . . Maurice (Pete) Plesen, Coney Island game manufacturer, who used to have Skee Ball on the market and more recently Loop-It, will come out with a new coin-controlled game at the December meeting of the National Association of Amusement Parks, Pools and Beaches.

BIG BIZ, GOOD

(Continued from page 40)

Mitchell, Atlanta; Charlie LaJoy, Ogdenstown, N. Y.; George Urale, Youngstown, O.; M. Forbes, Milwaukee; Ray Green, Benton Harbor, Mich.; Clarence R. Marins, Denver; Branning, Cleveland; Johnny Kuharski, New York City; Eddie Peel, Wichita, Kan.; Tiger Bunt, Panama; Frank Wagner, Los Angeles; Archie Brooks, Bastrop, La.; Vic Bowen, Rochester, Ind.; R. C. Williams, Florida.

COOKHOUSE: Al Dean, Robert Hutchinson, Milton Barber, James Windsor, Ernest Berard, Clarence Starr, Gus Smith, Robert Sigler, Rochester, Ind.; Al St. Clair, Roanoke, Va.; Oliver Kelley, Cincinnati; William Wartens, Phoenix, Ariz.; Steve Cherry, New York City; Clarence Burr, Tampa; George Arthur, South Bend, Ind.; Charles Jones, Eugene Edwards, Jimmie Wells, Bennie Wells, William Van Meter, Clarence Polk, Chicago; Stanley Barrett, James Leggins, Eddie Stanley, Philadelphia; Patrick Joyce, John Smith, Joe Goff, New York City; Bill Young, Little Rock, Ark.; Frank Walton, Pageton, W. Va.; James McBain, Toledo, O.; Frank Shelton, Roanoke, Va.; Thomas Allen, Bluefield, W. Va.; Mason L. Danner, Palm Beach, Fla.; Henry Staley, White Sulphur Springs, W. Va.; Fred Hall, Tampa; Louis Holliday, Houston, Tex.; Albert Martin, Portland, Me.; John Pope, Frank Jones, Cincinnati; Pat Micoanko, New York City; Eulle Shaeleford, Denver; Carl Hybut, Cleveland; Tom Anderson, Erie, Pa.; Charles Matthews, Dayton, O.; Joseph Fortina, Ft. Smith, Ark.; Raleigh Chapman, Los Angeles; Whitfield Hines, Douglas, Ariz.; Henry Brashy, Omaha; Clyde Crawford, Detroit; Wesley Rose, Palm Beach; Robert Jackson, Bluefield, W. Va.; Jerry Franzer, Houston; Thomas Reeder, Dayton, O.; Phillip Marshall, Okmulgee, Okla.

SIDE SHOW: Jack-A. Ryan, Detroit; Gibb Twins, Holyoke, Mass.; Betty Green, Springfield, Mass.; Judge A. B. Palmer, Chicago and Los Angeles; Lou Delmore, Nova Talbert, Ajax Carroll, Nagut Asaf, New York City; Anna and Frank Loving, Cromanton, Fla.; Melba and Russell Tully, Tallahassee, Fla.; Forrest Laymon, Branton, N. Y.; Pauline and Duke Kamaka, Los Angeles; Margaret Hill, Glöversville, N. Y.; Cliff Thompson, Scandinavia, Wis.; Anderson Sisters, Columbus, O.; Alice Morse, Arthur Dupuis, Helen Miller, Chicago; C. Boston Towne, Savannah, Ga.; Leola Teodora, San Diego, Calif.; Jean Darrow, Bermuda; Rene Remy, Los Angeles; Teddy Schaeerch, Cincinnati; P. G. Lowery and band, Cleveland.

Martone Sells Out to Little

Erstwhile Fairly - Martone Shows now titled Fairly & Little Shows

ST. LOUIS, Oct. 30.—A deal was begun last week at Springfield, Mo., and definitely closed in Shreveport, La., on Thursday, October 28, whereby Phil Little purchased the half interest of Tony Martone in the erstwhile Fairly-Martone Shows. Under the new deal Noble C. Fairly and Phil Little will be equal owners of the show and it will go out in the spring of 1938 under the title of the Fairly & Little Shows, which will be fully motorized. The show equipment is housed for the winter on the fairgrounds at Springfield, Mo., where the Fairly-Martone Shows closed the season on October 18.

Phil Little needs no introduction to the outdoor show world, as he is one of the largest concessioners in the business and for many years has operated his concessions at many of the leading State fairs. Due to these interests, Little will not travel with the show next season continuously. During his absence from the show his end will be looked after by George Shaw, who has been associated with Little for many years. Shaw will also manage the concessions on the show the season of 1938, which will be operated by the show owners themselves. The new owners plan many improvements, enlarging the show in all departments. Their first move in this direction was on Friday, October 29, when they placed an order with Charles T. Goss, of the Standard Chevrolet Company, for six new trucks to be delivered before the opening of 1938 season.

Funeral of Mrs. Clara Frank Graham Held in Shreveport

SHREVEPORT, La., Nov. 1.—Funeral services for Mrs. Clara Frank Graham, who died while at work here October 28, were held in the McCook Mortuary Friday and the body was shipped to Abilene, Kan., for burial. Frank Graham, husband, and Mr. and Mrs. Elmer C. Velare accompanied the body. Additional services were held in Abilene for relatives.

Services in Shreveport were attended by representatives of every department of the Royal American Shows—virtually every attraction manager, superintendent, ground officials, department heads and executives of the shows with which she was connected at time of death.

This is the first death that has occurred on the show in several years. Mrs. Graham numbered among her friends many of the leading people in outdoor show business.

Texas Longhorn Shows End Season at Gilmer, Tex.

CENTER, TEX., Oct. 30.—Following the engagement at the East Texas Potato Yamboree at Gilmer, the Texas Longhorn Shows closed the season and shipped to winter quarters here.

On arrival here Manager Louis Bright said the show had intended to remain on the road a while longer but owing to three consecutive weeks of bad weather and the low price of cotton the plan was abandoned.

15 YEARS AGO

(Continued from page 58)

a damper on the financial portion of the first few days of the 10-day South-eastern Fair at Atlanta, where the Johnny J. Jones Exposition was furnishing the midway features. . . . Eddie Owens and wife returned to their home in Cincinnati after closing with the T. A. Wolfe Superior Shows. . . . Miller Midway Shows closed a successful season at Conway Springs, Kan., and shipped to winter quarters in Oklahoma City.

. . . Omar Sami and wife returned to their home in Streator, Ill., where Omar was installing a new furnace. . . . Bob Wallace, concessioner, was visiting in Cincinnati for a few days after having played independent dates all season. . . . Mr. and Mrs. John Sheesley registered at the Hotel Planters in Chicago for a few days and then left for Los Angeles.

WANTED CIRCUS ACTS

Must do two or more. Out all winter. One and Two-Night Stands. Indoors. State all you can and will do, lowest winter salary. Must have own transportation and board yourself. Especially interested in Platform Acts. Be ready to join here on wire. WANT AGENT WITH CAR. CAPABLE OF CONTRACTING AT SPOCES. WANTED BY BANNERMAN.

RAY BROS. CIRCUS

390 Arcade Bldg., St. Louis, Mo.

FOR SALE GOOD 8-CAR WHIP

Complete. Now in operation. Bargain, \$350

FLOYD R. HETH

Union Springs, Ala.

WANTED

Agent and Promoters for my Indoor Carnival. Must be able to sell the show.

F. M. LORAIN, Conrad, Mont.

Wallace Exposition Shows

Out all winter. South Carolina, Georgia, Florida. Want Ferris Wheel account disappointment. Can place Kiddie Rides. Shows with or without outfits. Concessions. Winter rates. Grand Shows. SUE, Wire Phil Hocco or myself. J. M. WALLACE, Mgr., Pooler, Ga.

WANT CIRCUS ACTS

FOR DEPARTMENT STORE CIRCUS. Performing and Cage Animals. Good Dog and Pony Man also Assistant. Write all or call. GEO. E. ROBERTS, Manager Pamahaska's Studio, 515 W. Erie Ave., Philadelphia, Pa. Tel.: SAG. 5536. Only 14 ft. Height. Floor to Ceiling.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Darnaby Not Seeking New Lease In Chattanooga; Buildings Needed

CHATTANOOGA, Oct. 30.—Chattanooga Tri-State Fair Association will not seek renewal of a lease on Warner Park Fair grounds, said J. A. Darnaby, fair manager. Joe E. Engel, president of Chattanooga Baseball Company, has entered the only application. The 1937 Tri-State Fair was the most successful since the event was revived three years ago. Attendance was almost double that of 1936 and exhibits and prize list much larger than at previous fairs.

It is to give Chattanooga opportunity to build up a home-owned fair, as suggested by some citizens, that he is not entering an application for renewal of his lease, Mr. Darnaby explained. A great need exists for permanent buildings and his association cannot enter into a building campaign on a large scale, but would prefer to build up the fair gradually, he said.

City Commissioner R. M. Cooke said he would submit a proposed contract to Mr. Engel at an early date. City officials

declare this will differ considerably from terms of the three-year lease that was held by the Tri-State Association. City's share of receipts from midway and some other sources will be changed from a percentage basis to a flat stipulated sum, it is said.

"About all the city has gotten out of the fair in the last three years was enough to have grounds cleaned and placed in condition," said Commissioner Cooke.

He stressed that all relations with Mr. Darnaby had been cordial and satisfactory.

"We feel there is opportunity to build up a home-owned fair, as has been suggested by some citizens, and we do not wish to interfere," Darnaby stated. He expressed gratification with success of the renewal of the fairs and support shown. Mr. Engel, a former scout for the Washington Senators, is known as the "showman of the Southern League."

Notes From the Crossroads

By NAT GREEN

F. M. SANDUSKY, director of exhibits for the Golden Gate Exposition, San Francisco, has been in Chicago for several days with other officials, who are on a promotional tour for the 1939 fair. Mr. Sandusky stated that an attendance of 20,000,000 is expected during the 10½ months of the exposition. Four million of these, he said, will be out-of-State visitors. Construction of the fair, which is to be located on "Treasure Island," is now 40 per cent complete, according to Mr. Sandusky, and is six months ahead of schedule.



NAT GREEN

Here with Mr. Sandusky are C. M. Vanderburg, promotion director, and Ted Higgins, an exposition executive.

Talk of a new amusement park for Chicago has been revived, but apparently the project has not got beyond the promotional stage. Several attempts, all unsuccessful, have been made during the last three years to launch new parks. Most elaborate was the plan to convert the old White City into a sort of indoor park, with the entire grounds under roof. Looked very good on paper, but evidently the costs were more than the promoters had figured and the financing plan failed. A north shore park project likewise failed because of the opposition of property owners and city building restrictions. Chances are Riverview will continue to be the city's only amusement park.

The Beckmann & Gerety Shows got a nice break in the current Look magazine with a double-page spread showing escape and capture of a huge python. Strange how these reptiles have formed the habit of escaping (?). Last year one of Cliff Wilson's big snakes accommodately left its quarters and wriggled around the fairgrounds, stopping occasionally to give the photographer a chance for a shot. Very co-operative, these pythons!

Friends of Harry Russell, well-known Showmen's League member, will be sorry to learn that his wife passed on early last week. . . . Many league members attended the funeral Thursday at the Lady of Sorrows Church in Chicago. . . . Pete Adams did a swell job of calling the quadrille at the Chicago Stadium rodeo. . . . Jimmy Morrissey, of Baker-Lockwood, writes that he just returned from an extended trip on which he visited many shows and found the business outlook in the amusement field excellent. . . . J. C. McCaffery has become almost a commuter between Chicago and the South. . . . Left late last week for another trip to Shreveport, La. . . . J. W. (Patty) Conklin spent several days in Chi before departing for Hot Springs, Ark. . . . He'll be back for the December meetings. . . . Bill Hayes, who was in charge of press courtesies at the Cleveland expo, is back in the home town renewing old acquaintances. . . . Frank D. Shean and the missus in from a sojourn in Cincinnati and will be around the Windy City until after the December doings. . . . Gardner Wilson, who recently closed his season as press representative of the Al G. Barnes Circus, will leave Chicago Tuesday for Miami, where he's hooked up with an advertising and publicity firm. . . . Harry Bert, superintendent of tickets on the same show, left Phoenix, Ariz., last Thursday for Chi. . . . Dan DeBaugh leaves November 3 to join Joe Donahue on the big show in Florida and will be at Miami for the close. . . . Nellie Vaughn, of the Thearle-Duffield Fireworks Company, back from a vacation spent in Mexico and the Southwest with her husband. . . . Some of the Thearle-Duffield boys tipped old friends along

the line and at Dallas and several other points Nellie and her husband were greeted with showers of rice and old shoes just as if they were a newly married couple. . . . That was Cliff Thompson, giant on the Cole Bros.' Circus, causing all the craning of necks when he sat in at the Atwell Luncheon Club the other day. . . . Lou Demore, circus side-show manager, spending some time in Chi before starting his winter activities. . . . Verne Williams and Babe Boudinot in off the road, having closed their season. . . . Nick Carter reported putting out a winter circus.

CORRAL

(Continued from page 43)

Bull Riding—First day, Johnny Schneider, Emil Ferrario, Herb Belden, Walter Padia. Second day, Johnny Schneider, Frank Schneider split first and second, John Bartram, Joe Goodman. Steer Wrestling—First day, Clay Carr, Joe Mendes, Gene Ayres, Everett Bowman. Second day, Everett Bowman and John Mendes tied for first and second, Glen Shaw, Johnny Schneider. Finals, Everett Bowman, Earvin Collins, Willie Clay, Johnny Schneider. Single Roping—First day, Dick Robbins, Clay Carr, Andy Jauregui, Everett Bowman. Second day this event was discontinued and team steer roping substituted. By agreement with the Cowboys' Turtle Association, event was paid off as one-day money and the remainder applied on the team steer roping event. Team Roping—First day, Oscar Warren and John Beach, Kenneth Windsor and Walt Stuart, Bud McCarty and Hans Starr, Ki Salacci and M. W. Del Rey. Second day, Bud McCarty and Hans Starr, Oscar Warren and John Beach, Kenneth Windsor and Walt Stuart, Ki Salacci and M. W. Del Rey. Bareback Riding—First day, Tex Johnson, Johnny Schneider, Herb Belden; Frank Schneider, John Bartram split fourth, second day, Frank Schneider, Harry Logue, Johnny Schneider, Herb Belden. Calf Roping—First day, Asbury Schell, Charlie Lyne, Andy Jauregui, Oran Fore. Second day, Clay Carr, Dick Robbins, Johnny Schneider; Everett Bowman and Oran Fore split fourth. Finals, Oran Fore, Everett Bowman, Asbury Schell, Clay Carr.

GARDEN RODEO

(Continued from page 43)

Long split fourth, \$20 each. Third day (October 12, matinee and evening; 13 and 14), Terry Lockyer, \$150; Frank Finley and Paul Carney split second and third, \$80 each; Tom Perkins, \$40. Fourth day (October 15; 16, matinee and evening), Fritz Truan and Smoky Snyder split first and second, \$93.75 each; Dick Griffith, \$45; Jonas De Arman, \$30. Fifth day (October 17, matinee and evening, and 18, 19), Kid Fletcher and Canada Kid split first and second, \$125 each; Hoytt Hefner, \$60; Eddie Curtis, \$40. Sixth day (October 20, 21, 22), Frank Finley and Hoytt Hefner split first and second, \$93.75 each; Tom Perkins and Eddie Curtis split third and fourth, \$37.50 each. Seventh day (October 23, matinee and evening; 24, matinee and evening), Hank Mills and George Mills split first and second, \$125 each; Don Thompson and Eddie Curtis split third and fourth, \$50 each. Finals: Kid Fletcher, \$288; Paul Carney, \$216; Hughie Long, \$144; Canada Kid, \$72.

Cowgirls' Bronk Riding

First day money (October 6, 7, 8, 9 matinee), Rose Breeden, \$150; Mary

Parks, \$100; Margie Greenough, \$60; Alice Greenough, \$40. Second day (October 9; 10, matinee and evening; 11), Tad Lucas, \$150; Vivian White, \$100; Mildred Mix Horner, \$60; Alice Greenough, \$40. Third day (October 12, matinee and evening; 13, 14), Vivian White, \$150; Brida Gafford, \$100; Alice Greenough, \$60; Grace White, \$40. Fourth day (October 15; 16, morning, matinee and evening), Alice Greenough and Ruth Wood split first and second, \$93.75 each; Brida Gafford, \$45; Margie Greenough, \$30. Fifth day (October 17, matinee and evening; 18, 19), Violet Clements, \$150; Tad Lucas, \$100; Mary Parks, \$60; Margie Greenough and Ruth Woods split fourth, \$20 each. Sixth day (October 20, 21, 22, 23 matinee), Margie Greenough, \$125; Mildred Mix Horner, \$60; Brida Gafford and Opal Woods split fourth, \$20 each. Seventh day (October 23; 24, matinee and evening), Mary Parks, \$112.50; Grace White and Rose Breeden split second and third, \$60 each; Vivian White, \$30. Finals: Brida Gafford, \$284; Rose Breeden, \$213; Vivian White, \$142; Alice Greenough, \$71.

Calf Roping

First day money (October 6, 7, 8), Sonny Hancock, \$197.86; Bob Crosby, \$179.86; E. Pardee and Roy Matthews split third and fourth, \$152.44 each; Everett Shaw, \$126.91; Toots Mansfield, \$89.94. Second day (October 9, matinee and evening; 10 matinee), Clyde Burk, \$197.86; Dick Truitt, \$179.88; Everett Bowman and Charles Jones split third and fourth, \$152.94 each; Homer Pettigrew, \$125.91; Gene Ross, \$89.94. Third day (October 10, 11, 12 matinee), Irby Mundy, \$197.88; Ike Rude, \$179.58; Herb Meyers, \$161.98; Jake McClure, \$143.69; Roy Matthews, \$125.91; Sonny Hancock and Toots Mansfield split sixth, \$44.97 each. Fourth day (October 12, 13, 14), Roy Matthews, \$197.86; E. Pardee and Herb Meyers split second and third, \$170.93 each; Toots Mansfield, \$143.89; Everett Shaw, \$125.91; Irby Mundy, \$89.94. Fifth day (October 15; 16, morning and matinee), Dick Shelton and Everett Bowman split first and second, \$125.92 each; Everett Shaw, \$107.92; Ike Rude, Gene Ross and John Bowman split fourth, fifth and sixth, \$79.94 each. Sixth day (October 16; 17, matinee and evening), Cleve Kelley, \$197.86; E. Pardee and Richard Merchant split second and third, \$170.93 each; Harry Hart, \$143.89; Gene Ross, \$125.91; Homer Pettigrew, \$89.94. Seventh day (October 18, 19, 20), Clyde Burk, \$197.86; Toots Mansfield, \$179.88; R. R. Ingersoll, \$161.98; Hugh Bennett, \$143.89; Roy Matthews, \$125.91; Dick Truitt, \$89.94. Eighth day (October 21, 22; 23, matinee), Carl Shepard, \$197.86; Ted Powers, \$179.88; Homer Pettigrew, \$161.98; Roy Lewis, \$143.88; Cleve Kelley, \$125.91; Juan Selinas, \$89.94. Ninth day (October 23; 24, matinee and evening), Everett Shaw, \$197.86; Clyde Burk, \$179.88; Carl Shepard, \$161.98; Ralph Bennett, \$143.69; Hugh Bennett, \$125.91; Harry Hart, \$89.94. Finals: Roy Matthews, \$1,050; Everett Bowman, \$775; Irby Mundy, \$550; Jake McClure, \$293.

Cowboys' Bronk Riding

First day money (October 6, 7, 8), Doff Aber, \$150; Burel Mulkey, \$127.50; Eddie Curtis and Vic Schwarz split third and fourth, \$105 each; Jerry Ambler and Eddie Cameron split fifth and sixth, \$75 each; Roy Gafford, \$52.50. Second day (October 9, matinee and evening; 10, matinee), Nick Knight, \$150; Herman Linder, \$127.50; Jack Cooper, \$112.50; Eddie Curtis and Paul Carney split

fourth and fifth, \$50 each; Fritz Truan, \$67.60; Vic Schwarz, \$52.50. Third day (October 10, 11, 12 matinee), Roy Gafford, \$150; Buck Davis, \$127.50; Jack Cooper, \$112.50; Jerry Ambler, Bill Sievers and Floyd Stillings split fourth, fifth and sixth, \$82.50 each; Eddie Curtis and Vic Schwarz split seventh, \$26.25 each. Fourth day (October 12, 13, 14), Nick Knight, \$150; Bob Walden, \$127.50; Bill Sievers, \$112.50; Fritz Truan and Ray Mavery split fourth and fifth, \$90 each; Jack Cooper and Bart Glenmore split sixth and seventh, \$60 each. Fifth day (October 15, 16, morning and matinee), Stub Bartlemay, \$100; Eddie Woods, \$85; Ray Mavery, \$75; Herman Linder, \$65; Bill Sievers and John Jordan split fifth and sixth, \$50 split; Burel Mulkey, \$35. Sixth day (October 16, 17, matinee and evening), Eddie Curtis, \$150; Roy Gafford, \$127.50; Hub Whiteman, Burel Mulkey and Eddie Jones split third, fourth and fifth, \$97.50 each; Bob Walden, \$67.50; Stub Bartlemay, \$52.50. Seventh day (October 18, 19, 20), Burel Mulkey, \$150; Jack Cooper, \$127.50; Floyd Stillings, \$112.50; John Jordan, \$97.50; Eddie Curtis, \$82.50; Stub Bartlemay, \$67.50; Eddie Cameron, Buck Davis and Vic Schwarz split seventh, \$17.50 each. Eighth day (October 21, 22, 23 matinee), Paul Carney, \$150; Herman Linder, \$127.50; Stub Bartlemay, \$112.50; Bill Sievers, \$97.50; Burel Mulkey, \$82.50; Bob Walden, \$67.50; Jerry Ambler, \$52.50. Ninth day (October 23; 24, matinee and evening), Paul Carney, \$180; Fritz Truan, \$127.50; Vic Schwarz, \$112.50; Ray Mavery, \$97.50; Jerry Ambler, Burel Mulkey, Nick Knight, Stub Bartlemay and Bart Glenmore split fifth, sixth and seventh, \$40.50 each.

Finals: Paul Carney, \$846; Jack Cooper, \$647; Jerry Ambler, \$448; Floyd Stillings, \$249.

Steer Wrestling

First day money (October 6, 7, 8, 9 matinee), Gene Ross, \$250; Homer Pettigrew, \$200; Rusty McGinty, \$180; Jack Quait, \$160; Tommy Horner, \$140. Second day (October 9; 10, matinee and evening; 11), Tom Breeden, \$250; Hub Whiteman and Mickey McCrorey split second and third, \$490 each; Goldie Butner, \$160; Gene Ross, \$140. Third day (October 12, matinee and evening; 13, 14), Rusty McGinty, \$280; Mickey McCrorey, \$200; Gene Ross, \$180; Dick Johnson, \$160; Joe Thompson, \$140. Fourth day (October 15; 16, morning, matinee and evening), Rubie Roberts, \$187.50; Harry Hart, \$150; Rusty McGinty, \$135; Tom Hogan, \$120; Mike Hastings, \$105. Fifth day (October 17, matinee and evening; 18, 19), Dick Truitt, \$250; Hugh Bennett, \$200; Joe Thompson and Howard McCrorey split third and fourth, \$170 each; Jimmie Nesbitt, \$140. Sixth day (October 20, 21, 22), Lyle Cottrell, Tommy Horner, \$150; Rubie Roberts, \$135; Tom Breeden, \$120; Everett Bowman, \$105. Seventh day (October 23, matinee and evening; 24, matinee and evening), Dick Truitt, \$250; Joe Thompson, \$200; Jack Quait, \$180; Mickey McCrorey, \$160; Heavy Henson, \$140. Finals: Rusty McGinty, \$1,150; Hub Whiteman, \$850; Rubie Roberts, \$600; Jimmie Nesbitt, \$320.

Steer Riding

First day money (October 6, 7, 8, 9 matinee), Paul Carney, \$160; Eddie Curtis and Melvin Harper split second and third, \$100 each; Allen Cameron, \$60; Ken Hargis, \$40. Second day (October 9; 10, matinee and evening; 11), Jim Whiteman, \$160; Hank Mills, \$120; Jimmie McGee, \$80; Eddie Curtis and Hughie Long split fourth and fifth, \$60 each. Third day (October 12, matinee and evening; 13, 14), Kid Fletcher, \$160; Hughie Long, \$120; Bob Estes and Bob Murray split third and fourth, \$70 each; Eddie Curtis, \$40. Fourth day (October 15; 16, morning, matinee and evening), Don Thompson, \$120; Dick Griffith, \$90; Canada Kid and Eddie Woods split third and fourth, \$52.50 each; Terry Lockyer, Bob Estes and Bob Murray split fifth, \$10 each. Fifth day (October 17, matinee and evening; 18, 19), Shorty Hill, \$160; Paul Carney, \$120; Dick Griffith, \$80; Bob Estes, \$60; Smoky Snyder, \$40. Sixth day (October 20, 21, 22, 23, matinee), Canada Kid, \$160; Terry Lockyer and Hughie Long split second and third, \$100 each; George Mills, \$60; Dick Griffith, \$40. Seventh day (October 23, 24, matinee and evening), Jim Whiteman and Smoky Snyder split first and second, \$105 each; Eddie Curtis, \$60; Hughie Long, \$45; George Mills, \$30. Finals: Paul Carney, \$216; Jim Whiteman, \$162; Hughie Long, \$106; Smoky Snyder, \$54.

Wild Cow Milking

Finals: Bob Crosby, \$427.25; John Bowman, \$276.50; Everett Bowman, \$201.25.

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circuses, carnivals and tent shows in winter quarters:

Title of Show

Owner or Manager

Winter Quarters Address

Office Address

Finale of Dallas Expo Brings Gates Above Anticipated Mark

Pan-American ends with season's attendance 384,830 over the 2,000,000 goal set—many structures will remain for resumption of State Fair of Texas in 1938

DALLAS, Nov. 1.—At the close last night of the first general exposition ever staged in the Southern or Southwestern United States 44,625 persons helped Greater Texas and Pan-American Exposition attendance for the season to reach a total of 2,384,830. Perfect weather the final week brought the best consecutive business days of the season to every type of attraction or concession on the grounds. Sunday's business was beaten only by that on July 4. Other final attendances were: 15,371, Wednesday; 15,401, Thursday; 20,809, Friday; 40,596, Saturday. While this season's attendance cannot be compared with 6,247,224 registered by Texas Centennial Exposition of 1936, Pan-American Exposition was set up on an average anticipation of about 2,000,000 visitors instead of the 8,000,000 expected last year.

Director-General Frank L. McNeny officially declared the fair closed in a talk at 12 p.m. from Gulf radio studios on a 31-minute program supervised by Radio Director Jimmy Crocker and Announcer Gene Heard. McNeny was followed by taps, played by 12 buglers from Camp Stephen F. Austin. Also on the program were Lou Harris' Pan-American Swingsters and Leonard Gordon's Chorus.

No Halloween Damage

From Washington George P. Marshall, director of entertainment, made a talk by telephone for formal closing of Pan-American Casino. Others addressing the final Casino audience were Fred Florence, president, and R. L. Thornton, executive chairman of the fair. Karl Hohltzelle was emcee. Guests of Mr. and Mrs. McNeny there were Mr. and Mrs. Florence, Mr. and Mrs. Thornton, Mr. and Mrs. J. B. O'Hara, Arthur Kamer, Mr. and Mrs. Harry A. Olmsted, Mr. and Mrs. Frank N. Watson, Mr. and Mrs. Ray Foley, Mr. and Mrs. George Anderson, Mr. and Mrs. James H. Rankin, Mr. and Mrs. L. B. Denning, R. G. Soper and Mr. Hohltzelle.

Final retreat ceremonies in honor of United States Commissioner General Cullen F. Thomas were held in the Court of Honor. Other last ceremonies included presentations of scrolls addressed to governments of Latin American nations participating, received by their exhibit representatives, consuls and ambassadors. Stimulus of Halloween celebrations Saturday and Sunday nights drew more visitors. Crowds were gay but orderly and there was virtually no attempt at damage to properties.

Back to State Fair

Shipping or storage of most of the exhibits and concession properties will be made this week. Many midway structures will be allowed to remain for the annual State Fair of Texas, which will be resumed in the fall of 1938 after a lapse of three years. The 1935 season of the State Fair was canceled because of construction work for the exposition. Closing on November 31, 1936, after a run of six months, Texas Centennial Exposition was followed by Pan-American Exposition opening on June 12 of this year.

Official exhibit of the government of Uruguay did not arrive at the Pan-American Exposition until Saturday, next to the last day. Despite that fact the display was exhibited Saturday evening and on Sunday. Supposedly shipped five months previously, the exhibit was held up by customs and red tape of transfers.

Wilson Pays Bills in Dunn

CINCINNATI, Oct. 30.—Regarding the so-called riot of unpaid workmen at Harnett County Fair, Dunn, N. C., on October 17, Harry E. Wilson writes *The Billboard* from Hattiesburg, Miss., that he had contracted with Fair Manager J. A. Winters to put on some contests to boost interest in the event. Wilson declares that he foresaw trouble before the fair was over and advertised in the local paper that he would award contest prizes Thursday afternoon instead of Saturday night and that he did so and also paid all bills for which he was responsible before leaving town.

AUSTIN, Tex., Oct. 30.—Crowley's United Shows, closing the longest and best season in the history of the show, will go into winter quarters here Sunday.

Los Angeles

LOS ANGELES, Oct. 30.—The return of midsummer temperatures has boosted the outdoor amusement business. Beach resorts are doing nicely and the local parks are getting good-sized week-end crowds.

At the California Zoo Park the week-end business has been very good. Ross E. Davis, at Griffith and Lincoln city parks, stated that the business was very good considering the fact that it is late in October.

Joe Diehl Jr. has had an excellent season's business and will operate the Kiddies' Park week-ends during the winter months.

Many of the carnival folk are getting in for the winter and their downtown haunts show increased attendance.

Harry Susman is back from the North. J. H. Brown returned from the North to become another Coast defender.

Many of the West Coast carnivals that have not closed the season plan Armistice week as folding time, except Hilderbrand's Shows, which will stay out several weeks longer.

The 20th Century Shows, having a fair week at Baldwin Park, move to Blythe, Calif., next week.

Jimmie Dunn closed with Foley & Burk and is in town for an indefinite stay. Hal Compton is back for the winter. Charley Clardy is new Coast defender.

Jimmie Thompson and Ralph Christensen are up from San Diego looking for talent and have contracted the annual Ramona Fiesta.

Bob Maddox is back from the White City Shows to hibernate. Ernest McCarthy will work spasmodically, he states, during the winter. George Silver and the squadron, working back from the North, will make a Phoenix, Ariz., date.

John T. Backman and Will Z. Smith are busy with glass novelties for the gift shops and presenting the Glass House under Parent-Teachers auspices. Charles E. Cooke is back to winter, and Clyde Gooding is in town and arranging for beach and club dates for the midgets. I. J. Miller, who has been with the Silver squadron, is in for the winter. Harry G. Seber will open a store show in San Francisco. Howard Parker was in town for few days en route to Seattle for the winter.

Thomas J. Hughes is looking over the bay cities with Oakland as headquarters. Cal Lipes has opened a No. 2 Copenhagen flea circus with Mrs. Lipes in charge. At Long Beach he is playing Ocean Park.

Louis Manley, up from Long Beach, says the fair is still doing fine week-ends. Ed N. Workman, in from Balboa, doing nicely, and the new park had a

very good season. Cal Godshell writes of the great success of the Victorville Desert week.

Mel LeFors writes saying he had a lot of illness this season but was now doing nicely and reports a very good season for the State Fair Shows. Earl Santanni, of the West Coast Shows, was in town en route to Seattle. Archie Thom states that the Polo Bros' Shows did fine business at Delano, Calif., Harvest Festival, sponsored by Chamber of Commerce.

Lot of showfolk are working in Principal Productions flicker, *Tarzan's Revenge*, with Wayne Morris and Eleanor Holm starring, and the Columbia Pictures, *Night Before Christmas*, starring Lionel Stander and Richard Arlen. Both of these are doing the outdoor shots at California Zoo Park and using many of the animals.

Ted LeFors left for Taft, Calif., for a talk with Will Wright. Ruby Kirkendall had both good and bad breaks. While driving her car it was struck by a care-less driver and the car turned turtle, but she escaped with hardly a scratch. The car, however, was badly damaged.

Joe Glacey is associated with Harry Fink on promotions in the San Fernando Valley. Fred Sievert is thru for the season and joined the winter troupers colony.

Patrick Francis Shanley after severe illness is out of the hospital and back at the Yorkshire. J. Ed Brown is commuting between Gilman Hot Springs and Los Angeles for the daily sessions at the Biltmore. John R. Ward, with new bamboo front, opened the Monsters Alive at Ocean Park after several weeks en tour. Whitey Olsen and Flo Appel have concessions on the 20th Century Shows.

Marshall Griffin closed for the season and has the stock and equipment at Bell, Calif., for the winter. H. D. Lewis closed with Hilderbrand's Shows and will leave for the North. Ben Dobbert is prospecting on the North Coast. Fred H. Solomon reopened the Ballroom, which was remodeled, and will play big name orchestras. Jacques Renaud is the opener. Harry Callan is still in hospital; report is that his condition is gradually improving. Abner K. Kline was a short-time visitor in town recently.

Braden Plays Host to Atlanta Newspaper Men

ATLANTA, Nov. 1.—"Old folks" held a reunion here the past week-end as Frank Braden, press representative of Ringling-Barnum Circus, played host to former associates and old friends who are now members of editorial staffs of Atlanta newspapers.

Sunday was the big day for the reunion, as Braden entertained Lamar Ball, city editor of *The Atlanta Constitution*; A. D. Manning, night city editor of the same paper and a former circus agent and press representative; Charles Shaugnessy, city editor of *The Atlanta Georgian*, and Wright Bryan, city editor of *The Atlanta Journal*. Several members of the staffs and photographers were in Sunday's party, including photographers who shot "the back yard" to their hearts' content. The day was ideal, August temperatures and skies prevailing.

The cook tent got a big play from the boys of the fourth estate.

All local newspapers gave liberal space, including pictures and stories of the circus, and Braden's offer of passes to children bringing a pint of ants to the grounds Monday for the anteaters of the show was a three-day feature story, two days on page one, with pictures of Atlanta youngsters at work really digging ants.

Philadelphia

PHILADELPHIA, Oct. 30.—South Street Museum is having good business. Current bill has Naif Corey, comedy magician; Harley Rogers, physical culture exponent; Ki Ko, pinhead; Mlle. Annette, snakes; *Black Bottom Colored Revue*, six people, and Mme. Orva, mentalist. Jacob Gluck, mechanical man, is the ballyhoo. Dancing girls are in the annex.

Eighth Street Museum has Jack Johnson, ex-heavyweight fighter, as principal attraction for second week. Others are Eddie Rowan, bag puncher; Jack Garrison, glass blowing; Excella, contortionist, and Poses Plastique. Dead End annex has dancing girls.

John Keeler and wife left for Florida in their new trailer.

Namy Sallih was a visitor during the week arranging some future bookings for his museums in Newark and Paterson, N. J.

Sam Tassell is arranging winter bookings for bingo and other local promotions.

Al Paulert returned to the city after a season with Marks Shows operating the girl show. Reports just a fair season.

St. Louis

ST. LOUIS, Oct. 30.—Three carnivals are already in winter quarters in East St. Louis. Another is scheduled to arrive there soon, and two outfits of the Oliver Amusement Company housed in their permanent quarters in that city. Already in quarters are the Dee Lang Shows, Greater Exposition Shows and the Byers & Beach Shows, with the Dodson Shows scheduled to arrive during the next few weeks.

C. Guy Dodson was a visitor this week, arranging for winter quarters for his show in East St. Louis. He reported a good season.

Mr. and Mrs. John Francis journeyed to Decatur, Ill., Monday to attend the funeral of a relative in that city.

Robert Mansfield, who operated the Hawaiian show on the Endy Bros' Shows all season, is at present in the city visiting with his family. He reported a good season and will leave during the next few weeks for Florida.

R. E. Haney, prominent ride owner, was among other *The Billboard* visitors Tuesday, en route from the Johnny J. Jones Exposition, where he is operating several rides, to his home in Kansas City.

Mr. and Mrs. Dee Lang are located in East St. Louis for the winter months.

O. H. Tyree, who has been residing here for the past four months, has practically completed the organization of his Ray Bros' Circus and has contracted to play Edwardsville, Ill., as opening stand.

C. C. Mast, for many years secretary-manager of the Adams County Fair, Quincy, Ill., was a visitor to *The Billboard* Friday while in the city on business.

Macon Notes

MACON, Ga., Oct. 30.—Johnny J. Jones Exposition, when weather permitted, played to heavy grosses at the Georgia State Fair and Exposition. This year there were only two good days compared to six clear days in '36. This date is noted for ride business and tho there was near-freezing weather on last two nights rides got a nice play. Wednesday was biggest day.

Stratoship, operated by R. E. Haney, proved to be the ride sensation. Carl J. Walker's *Gay New Yorkers*, *Cuban Rhumba* show and Carl J. Lauther's Side Show were popular with fairgoers.

Walter A. White was ill with a cold early part of week, but soon out.

Mrs. Pearl Harvey, who recently underwent major operation in Lexington, Ky., hospital, returned to show here. Macon is sort of second home to her and she had many visitors in her trailer.

State Maintenance Tag collectors spent Wednesday on lot collecting under recently passed Georgia act affecting trucks and trailers. Many showmen had no knowledge of new law and several found exemption under certain provisions.

Starr DeBelle, press agent, landed stories and art every day in the two Macon dailies. Also arranged radio broadcasts from midway.

James C. Simpson, general agent, spent several days back on show. Many showmen visitors, including a group from the Model Shows, playing Milledgeville (Ga.) Fair, headed by E. B. Braden.

Bonds, Special Election Proposed For S. F. Participation in Expo

SAN FRANCISCO, Oct. 30.—New and ambitious proposals for this city's participation in the 1939 Golden Gate International Exposition here, under consideration by city officials and exposition leaders, call for an expenditure by the city of \$2,500,000, to be raised thru a bond-issue to be voted upon at a special election next year.

Not only would \$2,500,000 permit the city to have an adequate exhibit and provide necessary entertainment, advocates of the plan point out, but it would also take care of police and fire protection at the expo.

First proposals for San Francisco's participation were limited to amounts far below \$2,500,000 in view of the supposed necessity for obtaining the money from the city's advertising and publicity fund. If no other source could be found city officials believed not even \$200,000 could be raised. They pointed out that the publicity and advertising fund cannot exceed about \$320,000, of which \$200,000 is the minimum annual requirement.

Some city officials are in favor of limiting the city's participation in the fair to the renting of space in the California State Building.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Oct. 30.—As President McCaffery and Vice-President Frank P. Duffield were in Shreveport, La., attending the Royal American Shows' Benefit, Past President Patty Conklin handed the gavel at Thursday night's meeting. Seated with him were A. L. Rossman, treasurer; Secretary Streiblich and Past President Edward A. Hock.

Membership drive is clicking and Chairman Jimmy Simpson and his committee have been complimented on the manner in which they are putting it over. Treasurer Rossman is giving the boys full details of the Cemetery Fund Drive in the absence of Chairman Carl J. Sedlmayr. President's Party committee reports that it is going ahead with plans for a real affair and the Cemetery Committee will proceed with its proposed plans for beautifying Showmen's Rest.

Relief Committee reports that Bob Miller and Colonel F. J. Owens are still confined in their homes. Brother Frank Conklin left for the Coast, where he will spend the winter recuperating. Brother George North is seriously ill at his home.

League members were grieved to learn of the death of Mrs. Harry Russell. Chairman Sam J. Levy announces that sub-committees have been appointed to the Banquet and Ball Committee and arrangements for the event will get under way soon. Chairmen appointed are Executive, Lew Dufour; Program, A. L. Rossman; Publicity, Nat S. Green; Tickets and Reservations, Edward A. Hock; Entertainment, Frank P. Duffield, and Reception, Samuel Bloom.

Chairman Patty Conklin paid tribute to the fine co-operation given by Brothers Lew Keller and William Carsky and Lou and Ned Torti in support of the various benefit show held thruout the summer.

New members are Bert Hamilton Britt, Harry H. Biggs, Dr. Samuel Friedman, Raymond J. Rehrig, Max M. Tarbes, Zeke Shumway, Solie Wasserman, Daniel H. Jessop, Morris Helman, Theodore Fish, C. F. Zelger, Barret C. Hart, Max Cramman, Grant Chandler, David B. Stock, James Leonard Smith, Joseph I. Goodman, Edward B. Latham, Harry F. Logan, George H. Harms, Sam Sandler, Louis Shaikin, James McRaffery, John H. Marks, Clarence Church, Joseph Payne, Joseph Straus, Philip Ruberman and Charles C. Lawson. They were credited to Frank R. Conklin, Pitzle Brown, Rube Liebman, Morris Lipsky, C. Jack Shafer and Johnny J. Kline.

Open house will prevail at the League rooms from November 21 to December 5. Convention visitors are cordially invited to visit the club during their stay in the city. Memorial Service Committee includes Frank D. Shean, chairman, Nell Webb, E. Courtemanche, Walter F. Driver, Sunny Bernet, William Carsky, Larry O'Keefe and Ewerly White. Hymie Stone attended his first meeting, as did John Saladin, who returned from Canada. Other new members in attendance were Arthur D. Porter, Joseph Applebaum, Manuel Weinberg, Whitey Woods and Henry Thode. Frank D. Shean, al-

most a stranger after a two-year absence, was royally welcomed.

Members were grieved to learn of the illness of Peg Willin Humphrey, who was associate to Lincoln G. Dickey at the Cleveland Great Lakes Exposition. Message of regret and flowers have been sent her. Brother Courtemanche gave the boys food for thought when he suggested that more of them attend funerals held by the League. Brother Dave Mulvie writes that Mrs. Mulvie is showing rapid improvement after a six-week illness. Brother Mel H. Vaught wires that he is giving much attention to the Cemetery Fund books sent him and results will be forthcoming shortly. Late news of the condition of Brother Pinky Blitz has not been received and several of the boys are planning a visit with him.

Money for the Cemetery Fund Drive was received during the week from Ned Torti, Mabel L. Stire, Conklin Shows, Ben Levine and R. N. Adams. Dues were received from Nate Neiburger, J. A. Jamison, S. L. Cronin, R. C. Pryal, Art Lewis, Claud V. Blum, Charles G. Driver, B. A. Mendelson, George C. Olsen, Theo Forstall, Francis L. Deane, A. R. Corey, D. F. McGowan, George Hirschberg, A. Di Michele, E. W. Weaver, Harry F. Brown, Ned E. Torti, Tom Berry, Joe Foote, Leo Berrington, George Renhardt, Irving Borke, Phil Little, C. J. Bremer, W. E. Donahue, Nathan R. Speer, Ben Beno, H. P. Schmeck, Isador Bisow, Ben Pardo, Louis J. Thebault, Sam Bloom, Ben Levine, Louis Henry, Edward M. Foley, R. F. Trevellick and George A. Hamid. Don't forget the schedule of events for convention week.

Ladies' Auxiliary

A regular social was held Thursday, October 28, in the rooms at the Hotel Sherman. Lucile Pope was hostess of the evening. Many prizes were distributed and a pleasant evening was spent by the members present.

Reports have reached the auxiliary of the serious illness of Peg Willin Humphrey and Rose Page. Sympathy for their speedy recovery is extended and a message of regrets was sent.

Late reports advise that Edith Mulvie has been transferred to her home and that her condition is improving.

Plans for the big affair during the December convention have not been completed. The members have made a number of gifts but the method of disposal has not been decided.

President Frances Keller has authorized her co-officers to inspect probable quarters for the auxiliary. Report of their action will be received at next meeting.

Executive committee for 1938: Mrs. Charles G. Driver, Mrs. Robert Miller, Clara Harker, Mattie Crosby, Mrs. John Frances, Mrs. Noble Fairry, Mrs. Margaret Haney, Mrs. Virginia Kline, Mrs. Edith Mulvie, Mrs. Ruth Martone, Mrs. Frank D. Shean, Mrs. Ruby Velare, Mrs. A. J. Weiss, Lucile Pope and Mrs. Harriet Wagner.

Pickups From Europe

PARIS, Oct. 25.—Circus Van Bever is playing one-week stand at Breda, Holland, with Four Adrians, bounding trampoliner; Miss Valesca, high-school horses; Two Gideons, perch; Rosa, elephant; Two Wilkes, jockeys, and Four Lopezitos, acro comics.

Jean Tanya, trapezist; Tai Tali, juggler; Dumica's pigeons; Lily Bodisery, sharpshooter, and Ica and Erica, equilibrist, are at the Empire in Brussels. The Medinis, acro-musical clowns, are at Antonne Belgique in Brussels.

Konyot Troupe, teeterboard tumblers, are with Circus Semaý at Ostend. The Four Macks, American roller skaters, are at Trocadero Cabaret in Stettin, Germany.

Eunice, La., Has 105,500

EUNICE, La., Oct. 30.—American Legion Day on Sunday at Tri-Parish Fair here on October 21-24 went down in the 11 years' history as another record breaker with attendance of 35,000, officials announced. This brought total attendance to 105,500, largest since 1926, year of organization. Weather was almost perfect thruout.

BUTLER, Pa.—Butler Fair and Exposition for the first time in many years showed a good profit in 1937, directors reported at a stockholders' meeting. A fair will be held next year. Entrance to grounds will be changed to the northwest corner because the new Route 422 will cut across present entrances.

Circus Solly Says Changes in Staff Of the WPA Show

VISITING NOTES: Circus Fans of the District of Columbia, headed by Dr. William M. Mann, director of the United States National Zoological Park and chairman of the James E. Cooper Top; Melvin D. Hildreth, president of the CFA, and others visited Ringling-Barnum Circus at Danville, Va., October 28.

E. W. WEAVER JR., general manager of Service Station and Trailer Camp on U. S. Route 15-A, Summerton, S. C., states that Mr. and Mrs. Bryan Woods and Mr. and Mrs. St. Kitchie, who closed season with Kay Bros.' Circus, stopped at camp for a week and then left for Miami. Col. J. Bates Gerald, known in circus world, is owner of camp. Other recent guests and visitors were William Newton, of Main show; Bob Work, Harry Haag, Jethro Almond and wife; Sam Dock, of Silver Bros.' Circus, and members of Beers-Barnes Circus. Weaver adds that camp is free, open to showfolk at all times.

W. B. DYCHE, Chattanooga, Tenn.; saw Ringling-Barnum in that city, reporting two-thirds house in afternoon and full house at night.

DR. H. F. TROUTMAN, Page, W. Va., caught the Big One at Johnson City, Tenn. Day was cloudy and cold, with football as opposition, but did nice business.

ELDON D'ORIO, in band of Russell Bros., visited Eddie Woekeder on Barnes show at Childress, Tex. He was formerly drummer with Woekener.

DOC DECKER, Sikeston, Mo., visited with John Corey, 24-hour man with Cole Bros., while en route to Cairo, Ill. Decker saw show at Cape Girardeau, Mo.

M. H. GRIFFIN, Sugar Valley, Ga., saw Howe Bros. at Calhoun, Ga.; it raining all day. Light matinee and about 600 people at night. Concert big light.

WALTER D. NEALAND press agent; J. P. McLane, trainmaster, and Jaek Morgan, of Hennies Bros.' Shows, attended Hagenbeck-Wallace at Columbus, Miss., and visited with Howard Y. Bary, Mel Smith, Leonard B. Karsh, Terrell Jacobs and Hoot Gibson. Weather was exceedingly cold and big only fair.

Paris Bills

PARIS, Oct. 25.—The Bougliones, at Cirque d'Hiver, evidently found last week's bill too weak, as practically all-new program has been showed in a week earlier than usual. Court's big animal act presented by Antons, the house clowns and ballet only acts held over.

Six Algeivos score with spectacular Tying trapeze number of excellent quality. Two Reverrhos click with clever juggling on slack wire and in the rig.

Yuck Chin troupe of contortionists, equilibrist and plate spinners are okeh. Two Omanis score with novel presentation of hand-to-hand routine. Frediani and Pauwels offer medley of tumbling, Roman ring and rope stunts.

Rambau presents tabloid animal circus with well-trained dogs, monkeys, ponies and pigeons. Two Dudamas on in amateurish novelty balancing act. A. Rancy presents his cavalry in Liberty, Jockey and Roman evolutions. Clown games by Despard, Zavata, Ocardos and Bilboquet. Ballet ensembles led by Réne Plat.

Entire bill at Cirque Medrano held over for two more weeks. Three Marcellos, hand to hand; Young Keé troupe of Chinese acrobats; Jimo, comedy bike, and Mady and Cord, acro comics, are at the Bobino. Uruttys, springboard leapers, are at the Cigale, and Paul Berny, juggler, is at the Lyon Pathe.

NEW YORK, Oct. 30.—As the WPA Federal Theater Project's three-ring circus was being prepped this week for opening of its '37-'38 winter tour at the Jamaica (Long Island) Arena today, FTP officials announced changes in executive staff. Walter Diggs, general supervisor of show since its inception more than two years ago, was relieved of his duties as of October 26. Burns O'Sullivan, who had been general agent, becomes managing director, general contracting agent and legal adjuster.

Harold Sullivan will have charge of a crew of six billposters, four lithographers and a special brigade of promotion men; Ed Sullivan will have charge of front door and will be company manager, and Jimmy Toms will continue as "special director." Joseph McDevitt will be special agent and Wendell Goodwin will continue as press agent.

For the first time show will leave the five boros of New York when it moves to the Main Street Armory in New Rochelle Thanksgiving week. Understood that the date is in nature of an experiment, with admish prices being doubled.

Tent Shows in France

PARIS, Oct. 25.—Cirque Poutrier, demountable frame arena, playing one-month stand at Bordeaux. Opening bill has Miss Mireilly, trapeze; Auroras, acrobats; Mago, elephant; Edwards' horses; Carpi and Ramon, musical clowns; Whys, acro comics; Francisco, iron jaw; Rolet and Semsey, acro dancers; Steens, illusionist, and the Hermanos Diaz, clowns.

Grock, clown, and Jerome Medrano head closing bill at Jave of Cirque Medrano "construction." Others on bill are Carre horses and Alex and Porto, clowns.

Cirque Robba, Lemenny's Vaude-Cirque and Cohen's Vaude Theater are at strpet fair in St. Quentin. Vignolle's Menagerie is at fair in Lorient. Minet's Crocodiles and Rocein's Monkeys at Morlaix and Lamarche Berthier's demountable theater at Rambervillers. Cirque Armar has terminated its tour of France and opens winter season in Tunis.

London

LONDON, Oct. 16. — Tower Circus, Blackpool, concludes its record-breaking 24 weeks' resident season next week. Show was booked intact by Stanley W. Watson, who has been sole booker at this spot for 15 years.

"Circus Beauty," first circus floor show to be introduced into a London class nitery, still attracts capacity attendance at Grosvenor House.

Sobsky's Dogs and Danworth, juggler on rolling globe, are highlights at Hackney Empire this week.

Al Wright's Comedy Circus; Valmar Trio, acrobats, and V. & F. Browning, trick cyclists, are on same program at the Empire, Newcastle.

Louise and her dogs and monkeys headline at the Regal, Beckenham.

Sanger's "Playtime in Toyland," comedy animal act, is headlining over the Fred Collins' Tour in Scotland.

Chapman's "Royal Bengal Circus" is making a tour of the Broadhead Theaters in the North of England.

AUSTIN, Tex.—Central Texas Fair, Clifton, has received a charter from the secretary of state. Principals include W. D. Nuckols, Ed Handley and O. G. Bromstead.

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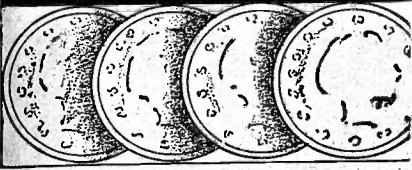
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FOR HATTIESBURG, MISS., ARMISTICE CELEBRATION, WEEK NOVEMBER 8; TEN MOBILE, ALA., LOTS UNTIL AFTER THE GREAT MARDI GRAS, FEBRUARY 11;
THEN CLOSE FORTY DAYS. OPEN APRIL 1, MOBILE.
WANT Stock Concessions, Grind Shows, Have outfits, Musicians and Performers. All winter's work. If you can't cut it, don't answer. Address Clarksdale, Miss., Fair, this week.

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CHARITY

At the time of the annual Community Chest campaigns President Roosevelt has issued a challenge to private charities. That challenge is in the fact that all citizens, even the recipients of government aid, would like to see a decrease in government relief as private industry and private charity take up the load.



WALTER W. HURD

The need for charity seems ever to increase with the pace of modern civilization. Perhaps it is an overhead tax we must pay for the privileges of civilization. The need for charity is in reality traceable to the keen competition of the age in which we live. As the tenseness of competition increases the number of victims is certain to increase also. Insanity, suicides, nervous diseases and other ailments increase. And we are facing the serious fact that more and more men over 40 become victims of the competitive pace and too many of them are left by the wayside.

Whatever a person's political or religious affiliations or moral scruples, these facts must be faced as they are in real life.

All thinking people are busy in one way or another in trying to alleviate these ills and to bring full aid to those who fall victims of circumstances. Religious, civic and charitable organizations maintain their private charities and the blessedness of their work is that generally they can put more of the human touch into it than government. But everybody recognizes that private charity has long since broken down under the increasing load. Private industry tried for many years to lessen the evils of the competitive system and indirectly decrease the number of casualties by means of trade associations. For the past 20 years and more these organized groups have been promoting codes of ethics to prevent unfair competition. But in that time we fell into the worst depression in our national history. Then the federal government stepped in as a last resort and has spent billions of dollars in aid to the unfortunate.

Everyone agrees that the full power of the federal government was all that could be done under the circumstances and everyone agrees with the President that private industry and private charity should assume much of the work as soon as possible. Government aid is subject to many abuses and tends to demoralize those who receive it. But the prospect is that government aid to the unfortunate will have to be increased unless private industry, religious and civic organizations face the facts and adapt their policies and methods to modern times.

First of all, there must be a decided lessening of the destructive criticism continually heaped upon government aid, whether it be local, State or national. For in any case the government is the last resort and must pick up the load where and when industry and private charities let down. So many people are getting in the habit of abusing government aid that they have lost all sense of human sympathy for unfortunate human beings. Such a state of mind is dangerous for the future of the nation.

Second, there must be a wide increase in the consideration that industry and private charities give to the victims of modern competition. In war civilized nations try to make ample provision for the unfortunate. Private industry will have to take the same sensible view of business, that it is competition, and that full provision must be made to take care of the millions who fall in the fight. It must be accepted as part of the overhead in doing business. It will be the duty of industry and charitable organizations to try to add a little more of the milk of human kindness to their work than government agencies can ever be expected to do.

The problem of financing private charity is a job for industry and for a multitude of charitable organizations. Leaders in business, religious and civic organizations need to forget a lot of the destructive criticism of the present time and then we might begin to get somewhere in meeting human needs. In other words, many of our leaders today need a change of heart and something like an old-fashioned conversion to really help relieve human suffering all around us.

Religious and charitable groups find their greatest difficulty in raising the money to help all those whom they find in need. Appeals for gifts to charity always come up against the fact that only a few have a charitable heart and they must carry the load or else grow discouraged in their giving. Many charitable, fraternal and civic organizations today are turning more and more to financing their work by means of lotteries, contests, games of chance, etc. It is the privilege of religious groups to finance their work by direct gifts if they choose, but the least they could do for private charities is to refrain from moral crusades against those humane organizations that try to finance their work by contests, lotteries and games of chance.

The country today has accepted the contest in all its forms as a method to make the customer "buy with a smile." It is just as logical and sensible for private charities to encourage people to "give with a smile" thru lotteries, contests, games of chance, etc. Many private agencies are already using these methods of financing. One important result is that a far greater number of people contribute than would in a direct appeal to their emotions.

The coin-operated machine industry, itself a product of the modern mechanical age, offers many devices that in mechanical structure, convenience and in the use of small coins suggest new ideas in providing funds for charity. Many organizations are already profiting by such aid and the possibilities seem far reaching. Many members of the coin-operated machine industry are themselves regular contributors to charity as individuals and thru their trade organizations. The industry itself has an effectual educational program to encourage charity among its members and to co-operate with organizations that may desire to finance charitable work by the standard use of coin-operated machines.

The stream of time moves on and the competition seems to grow keener with each heartbeat. You and I may be the next victims. Politics, prejudices and moral scruples may well be forgotten in the growing effort to relieve human suffering. (Published by the COIN CHUTE LEAGUE, 600 Woods Bldg., Chicago, Ill.)



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● that your distributor has many times kept one or more of his mechanics on the job repairing some game for you, and on Sundays and evenings when the offices of the factory making the game are closed?

Patronize your Coin Game Distributor—he'll enable you to make and to save money on the games you buy.

Paddles Setting Record for Western

CHICAGO, Oct. 30.—"There's no keeping track of the volume of our sales"

these days," said Jimmy Johnson, of Western Equipment, when asked about Paddles the other day. "I've never seen anything like it before," he went on. "Each day continues to set new records as operators and distributors from all over the country report the large profits that Paddles is bringing in. A great deal of this profit can no doubt be attributed to the fact that Paddles has a multiple play which takes one to six nickels each game. This game 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.

"Extremely fascinating and unusually different," Johnson continued, "Paddles is setting a pace in orders that is tremendous; a pace so rapid that it has by far exceeded my expectations. Enthusiasm here at the plant is mounting daily as Paddles continues to set new records in sales.

"Our two new games, Saratoga and Sweepstakes, are also rapidly growing more popular," he concluded, "and are catching up with the pace set by Paddles."

and one that packed an honest-to-goodness punch. A table that would attract players and that had enough kick to keep them at the game for hours. And, mister, we sure have it in Power Play.

"We took a number of large distributors out to see Power Play on a few test locations," Perkins said. "When they got a peek at the play the machine was getting and saw how smoothly it operated a sales talk wasn't necessary. They just wrote out their orders for good substantial quantities.

"Power Play has all the action, thrills, excitement of the old gridiron, and we believe it's the closest approach to the real game of any machine ever developed. The playing field is a highly colorful football scene. The machine has a large flashy light-up panel. It's a simplified Jennings construction with double odds feature. Judging from the advance orders already received, Power Play is destined to be one of the most phenomenal successes in novelty tables."

Jennings Offers Power Play Game

CHICAGO, Oct. 30.—O. D. Jennings & Company have just announced the release of their latest machine, Power Play, a five-ball novelty football table. "Perk" Perkins, sales manager of the company, said: "We've spent a lot of time and money in the development and designing of Power Play, because we wanted to be able to offer the operator a novelty table that was really different

GUARANTEED BARGAINS

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Score	9.00

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12 Mills 50 War Eagles	159.50
3 Mills 250 War Eagles	37.50
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1 Mills 100 Golden Bell	229.50

PHONOGRAPHS.

7 Seeburg Selectophones	\$ 69.50
12 Wurlitzer 412s and 312s	159.50
1 Caphart Orchestrope 36s	90.00
3 Wurlitzer 316s	229.50

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Paces Races—New Motor	\$149.50
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Shoot-A-Lite Target Rifle	47.50
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HUNDREDS OF BARGAINS In Used but thoroughly reconditioned One-Ball Automatics, Amusement Games, and Counter Games,

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 Latest production with Latest Improved Mechanism—Used Only 6 to 8 Weeks and Like Brand New. Also a limited quantity of slightly used Model 616 Wurlitzers, and Mills De-Re-Mis, De Luxe Dance Masters, regular Dance Masters, Model 801's and others.

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"THE HOUSE OF PROVEN WINNERS"
BARGAINS! Automatic Payouts Counter Games BARGAINS!

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OPERATORS!
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Lee S. Jones

P. S.—Don't let that Indian Summer haze obscure the advantages of our Credit Plan.

Football of 1937 Scores With Fans

CHICAGO, Oct. 30.—"The football spirit is certainly having its effect on sales of Genco's latest sensation, Football of 1937," said Dave Gensburg, executive of Genco, Inc. "Along with the large amount of orders that are being received daily come enthusiastic comments from operators, who state that this timely novelty game is certainly making a hit with the football fans of the town."

"Operators in college towns where football is played before large crowds are

loud in their acclaim of Football of 1937," he continued. "They report that previews and aftermaths of football games played in that territory are re-played just for fun on Football of 1937 by fans who jokingly insist upon showing the other party how the coming game will end or how the past game should have been played."

"A good time is usually had by all," stated Gensburg, "and especially by the operators, who see profits continually rising as interest in Football of 1937 continues to mount. Other operators who do not happen to live in college towns or in towns where major football games are played are finding that fans are making up for this lack of football by playing our game. This game," he continued, "has so much of the genuine football atmosphere that fans are finding it a good substitute for the real game, because it incorporates the glamour, flash, thrills and fascination that are generally found in a football game."

Exhibit Meets Console Demand

CHICAGO, Oct. 30.—When Exhibit announced its low-priced console, Tarforan, many men in the coin machine industry thought that this would spell the end of Longchamps, the higher priced console of the firm, stated Leo Kelly, sales manager of Exhibit Supply Company. "We released Tarforan for a distinct purpose," revealed Kelly. "We wanted to study the market reaction to both machines so that we would have a basis upon which to build future Exhibit hits."

"Our discoveries to date, however, have been far from what we expected," he continued. "We have found out that each machine appeals to a distinct type of location and that each is equally popular within its own sphere. Of course, we were pleased to find out that such a condition existed, but it is not as unreasonable as one would expect. The same condition exists in other phases of this business. Some locations patronized by people who spend money freely demand the best in de luxe equipment in order to hold their patronage. Patrons in other types of locations demand good machines, but they do not necessarily have to be the most expensive on the market. These people are interested in playing a game, and as long as it is a good game with plenty of flash and action they are satisfied."

"As a result," Kelly concluded, "orders for both of these machines are coming in daily. Side by side they move along the production lines of our plant in seemingly never-ending lines. Both have proved to be equally popular with the fans, and operators have been loud in their praise of each machine."

Each pocket carries a value which is controlled by the large spinning roto-drum odds commutator, on which three lines of numbers appear for win, place and show.

The game does not have any barrel bumpers and by virtue of their absence goes back to the conventional type of wing and spring ball deflection. This brings back to games the elements that generated so much interest in the bagatelle idea of games as evidenced many months back. It is his contention that the elements of suspense and skill take a more important place in the play of games when balls sweep down the playfield in the roving fashion that wing springs and pockets produce.

Pacific is reported to be in production on some unique console games to be released shortly after November 1. A new novelty game is also said to be practically ready for production. And it is being whispered that the experimental rooms at Pacific conceal some new and original ideas in games which company executives claim will do considerable toward injecting increased interest in the operating business.

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Deal No. 1—2 Clocks on Deal With Special 44 Hole Pushard.
 Takes In \$8.95
 Per Deal 4.25

Deal No. 2—Beautiful Display Deal—3 Clocks on 600 Hole Board.
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 Pays Out 20 Pkgs. Orig.
 Per Deal 7.75

Other Quotations Upon Request.

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OVER 400 BARGAINS MONEY BACK GUARANTEE

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Write us for prices. We have largest stock in the South. Wire third deposit.

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SPORS CO., 11-37 Erie St., Le Center, Minn.

Pacific Has New Games in Offing

CHICAGO, Oct. 30.—Critical buyers in the trade are saying that the Lady Luck payout game is outstanding in its class, according to Fred McClellan, president of Pacific Manufacturing Company. McClellan said part of this popularity was because the game completely reverses the former order by having the "win" pockets at the top of the board instead of the bottom. This puts the high-value payout pockets in the skill-hole class so players can exercise the utmost in plunger control when they attempt to propel the ball into one of the eight "win" pockets at the head of the board.

A MESSAGE TO THE INDUSTRY

By DAVID C. ROCKOLA

PERIODICALLY throught the years we of the coin machine industry, including operators, distributors and manufacturers, pause to reflect on the future of our industry, which in a period of a few years has grown from infancy to a giant in the world of commerce.

Can manufacturers continue to build new products to tempt the public's pocketbook? Has the industry reached the saturation point? How long can we continue to expand? These are not new questions. Oldtimers have asked themselves these questions many times. And always with no resulting effect. It has always proved in vain, for as the years go by and the years end our industry attains a new milestone of progress.



DAVID C. ROCKOLA

Now as we approach convention time new products are taking shape in practically every plant in the industry. If it were practical or a good business policy for manufacturers to "lay their cards on the table" regarding new ideas, new machines and new means to conquer them it would naturally create a greater feeling of optimism throught the industry. But until these ideas have passed thru a stage of perfecting development and exhaustive tests it would be unwise for manufacturers to reveal their development work in proportions that would have been undreamed of in the early days of our industry. Yet in those days with limited talent along this line the industry survived many

periods of gloom that were discouraging. Many a year has passed in which some prominent man in the trade would declare that the whole business would be wiped out in less than six months. They were sincere in their predictions, altho the years have proved them definitely wrong. Now as we approach 1938 the coin machine industry has reached such a high point of efficiency that progress is permanently assured.

We can always remember that the principle of the coin chute is a fundamental invention, an idea that will always find applications and new uses in the industry and in the entertainment world. It is always refreshing to look back over the history of the industry and note how the coin chute has been applied to new types of machines and that there has always been "something new" to open new fields of profit for the operator.

While I cannot reveal the secrets of our organization, every operator will know it is true when I say that all our resources are kept busy in the development of better machines and machines that will make a profit for the operator. We have an immense investment in men, materials and manufacturing facilities and none of it is being allowed to drift along without purpose for the future. In a vast organization like ours there are many ideas kept in the experimental stage at all times and we can promise useful developments at times when they will mean most to the operator.

It is understood that operators in many sections are discouraged because certain types of machines have not fared so well. The men who now compose the operating ranks are well enough experienced in the ups and downs of the business to be able to take it on the chin and still look to the future. Many months ago we announced to the industry in our advertising and in other ways that we had an unusual variety of high-grade machines to offer that would meet all legal requirements, and this was not idle gossip—reaching perfection in our engineering department is one machine in particular that will offer operators something new and revolutionary in legal coin-operated equipment.

Present production activities have delayed the formal introduction of new machines. This expresses a reluctance to introduce new equipment that is not in production and ready for shipment. It is decidedly a healthy sign in regard to general conditions throught the industry, referring to the fact that our present equipment on the market is drawing so heavily on our production facilities that we find it hard to put new equipment on the production line.

The industry is going forward and all our facilities are being worked to the limit to help make the industry more progressive than ever. Organizations like ours are now well equipped to investigate the whole world of invention and scientific ideas and adapt the good ones for use in coin-operated machines. The experienced operator understands, of course, that the operating business depends on finding machines that will arrest the interest and loosen the purse strings of the public. His business is a business of keeping machines on location that appeal to the whims of the public. It is the manufacturers' business to supply those machines and we assure the operators of the country that our organization is constantly striving to produce high-grade machines that offer unusual appeal to the playing public. The operator can take courage today that there is a big variety of legal machines with which he can meet competition and also feel that his business has a permanence to it. Operators who work on that basis will be the ones who profit most during the next year.

LaBeau Entertains Northwest Operators

ST. PAUL, Oct. 30.—Fun and frolic with a bit of business shuffled in was the order of the day and night at a glorious party staged by Archie for his Northwest operator friends this past week. Joining with Archie in the entertaining of his many guests were representatives of several coin machine manufacturers. Jack Nelson and I. F. Webb, vice-presidents of Rock-Ola Manufacturing Corporation, were in attendance and upon being interviewed

by *The Billboard* gave a very enthusiastic report of the party's success and were fruent in their praise of the way in which genial Archie had provided entertainment, food and drink for every minute of the day. There just wasn't a dull moment; everybody seemed to be having a big time. The famous Freddie Fisher (Schnickelritz) and the members of his orchestra were on hand during the day and listened to their own popular records played on the Rock-Ola phonograph, which is exclusively distributed in Minnesota by the LaBeau organization.

On display in the showroom was Jig Joy, Rock-Ola's new novelty pin game.

NEW CREATION—GETS THE LOCATIONS

All American
A SENSATION!
NO 10 WINNER BLANKS
POSITIVELY NOT A SAMBLE
EVERY ARTICLE A REAL VALUE!
FREE PRIZES FREE

No. D360 "All-American" deal. Popular—Fascinating—Cabinet—shows football players in action. Has the name of 70 "All-American" football players on the front. A prize for each name pulled—worth 40c or more. 70 names—70 prizes. Brings in \$7 at 40c a sale. Costs you lots of 15 sets—\$3.95 each.
SPORS CO., 11-37 Superior St., Le Centor, Minn.

SOFT PICKIN OR CIGAR BOX JAR DEAL

The newest and fastest selling little seb on the market. Consists of 900 tickets and jackpot card. A winner to each 13 tickets. All winners pull at seal card, a novel feature which attracts players. 90 green seals paying \$2c 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 \$1.85. Dozen Sets \$16.50.

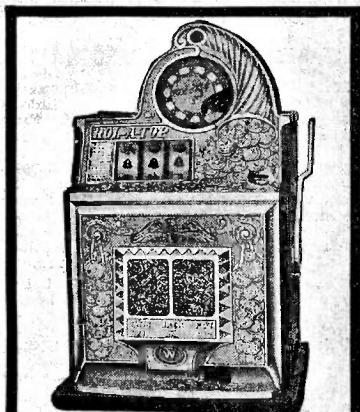
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Brand New EVANS "BANGTAILS," Mahogany Cabinets, \$295.00. Brand New EVANS "GALLOPING DOMINOS," \$235.00 Model, \$230.00. PHONOGRAPHS "WURLITZER" No. 618, \$195.00 (only 6 months). ROCK-OLA'S 1936, \$195.00 (good for hundreds in profits). CAPE-HARTS, 1936, \$75.00 (only 10 record selective—fine).

ALAMOS, \$9; MULTIPLES, \$10.00. CREDIT, \$6.00. Paytable, We buy, sell, trade. Get our prices first of anything. We aim to please without strip tease. Phone, write, call.

THE P. K. SALES COMPANY
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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.

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Built for 1c-5c-10c-25c Play
Made Only By
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Est. 1889—Tel. COLumbus 2770.
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WATLING TWIN, J. P. Ball Gum Venders, 1c Play, \$15.00, and same in PACE, 5c Play, \$18.00; MILLS CHERRY BELLS, 5c Play, \$69.50; TURF CHAMPS, \$45.00.

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First class Florida Equipment - ready to operate.
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MILLS BLUE FRONT GOLD AWARD MYSTERY VENDERS, Milco Heads. Serials 360,000 thru 390,000. Nickel, Dime and Quarter Play. Each	\$39.50
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WATLING ROLATOP GOLD AWARD MYSTERY PAYOUTS, Front Venders. Serials around 70,000. Nickel and Quarter Play. Each	30.00
BALLY'S RAY'S TRACKS. Cash Payout. Serials Around 2500. Each	125.00
MILLS, WATLING AND CHICAGO WEIGHTED METAL SAFE STANDS. Each	7.00

One-Third Deposit Required With All Orders. All Equipment Shipped F. O. B. Baltimore, Md., Promptly.

FLORIDA AUTOMATIC MINT COMPANY
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Enters Music Field As Independent Op

DETROIT, Oct. 30.—William Rheume has entered the music field as an independent operator in a big way with the purchase of 28 phonographs this past week from B. J. Marshall, Inc. Rheume comes from a true music machine family, perhaps the most completely musical one on record. He has four brothers who are with Marquette Music Company or the Automatic Musical Instruments Distributing Company here and a brother-in-law thrown in for good measure.

William himself is an old hand in the music business, but has always been with the staff of a larger operating organization, and has not acted independently hitherto. He has been in the business in this city for about 12 years—10 years with Automatic Musical Instruments Distributing Company, one year with Marquette Music Company and the past two years with B. J. Marshall, Inc., before deciding to go in "on his own."

Expressing the modest self-confidence of an experienced hand at the game, about to make a serious investment of his own, he said: "I think I am going to make a go of it. I've had enough experience to know what I'm doing and I am getting into the field just at the right time."

"I don't believe in 12 or 16-record machines—all mine have 20 records, enough to allow a good selection and keep on playing without getting monotonous. These new machines are nicely illuminated, but they are not overlighted like some models I have seen. You can't really operate and do business with less than about 25 machines."

Footo Company To Hold Conference

BOSTON, Oct. 30.—The first in a contemplated series of get-togethers, combining business with pleasure, was held by the Charles R. Footo Company, of near-by Jamaica Plain, at the Copley Square Hotel October 18.

Highlight of the party was the guest presence of William Brase, a service instructor, who demonstrated the workings and repair of the new model phonographs, via a spontaneous service school, for the Footo Company service and route men.

Included among those present from the Footo organization were a lot of Footos: Charles R. Footo, Donald Footo, Charles P. Footo, Marlon Footo, James Giffen, Edwin Beales, Gordon Rocket, Charles McDonald, Jack West, Tom Le-Bosquet, Frank Fortin, Lorenzo Corr and Harry Thibault.

Harry Thibault has affiliated with the Footo Company, coming from the Al and George Navickas Company, of Bristol, Conn.

Brase, a candid camera hobbyist, snapped some interesting photographs during the evening and will have them in his album to show when he makes his rounds in this territory again. Success of this party prompts "Ranny" Footo to comment that more will be forthcoming.



"MY HOBBY IS OPERATING Wurlitzer phonos," maintains A. D. Osborn, of Los Angeles, who is a veteran with 42 years of service to his credit.



Call this maze of type what you wish—"pancake prattle," "disk doings," "disc-cussions" or just plain tripe—it's up to you. This column has no policy save to be interesting. Its only purpose is to bring to your attention each week in short snappy fashion what is going on in the world of automatic music. Some of it may have little or no bearing on the number of nickels which will pop into your coin boxes next week. Some of it may be mere historical blah. All in all, however, we are going to try to do with words what Oscar does to make his delicious meat sauce—namely, to mix together a large number of ingredients, some of which you wouldn't like at all if you tasted them singly, but which when stirred and mixed in proper fashion emerge a delicious savory something-or-other that excites your molars to frenzied activity.

There is no doubt that the automatic music industry can claim a big chunk of credit for reviving interest in the record business. The record biz has staged a strong comeback in the past few years after almost being kayoed by the radio. Radio has done a lot to cultivate a taste and appreciation of music; it has made name bands, but it can't do what the phono can; namely, to give you your favorite song played by your favorite band "when you want it." That's why record sales this year are nearly five times those of 1933. Compared to last year, 1937 sales show a 70 per cent increase! Stick out your chests, boys! You have every right to let the buttons pop merrily, for the record companies know and appreciate the fact (even tho some of them may not show it) that the better part of that increase is due to your activities.

Some ops seem to fear that the prophets who are forecasting an early death for swing music are also spelling out a famine of buffaloes for them. Such tweedle-twaddle! Sweet tunes were just as popular in their heyday as swing. All comes down to the fact that everyone has some rhythm in his bones and likes some type of music whether it be a toe-tingling Goodman fantasy or the doleful notes of a dirge.

One swing addict in a drinking spot on the near North Side of the Windy City just wouldn't give an ivory tickler a chance to earn his pay the other night. Every time the pianist pounded out the first few chords of some classical opus the swinger shot another nickel into a new phonograph, sometimes without bothering to play a different disc. Turned into a contest later on, with the first-quentchers laying bets as to how many notes the piano player could get in before the phono went into action.

News from the recording studios shows that Victor will release four Tommy Dorsey swing discs this week. *Dipsy Doodle*, hailed as a swing classic, will be one of the tunes. . . . Ops catering to spots where Cab Calloway tunes pull in the nickels will be glad to hear that the latest Calloway release contains the song *Queen Isabella*, which was written for his orchestra by the writers of *Christopher Columbus*. . . . Benny Goodman's *Afraid To Dream* and Hal Kemp's *Whispers in the Dark* are among the topnotchers in sales right now.

Just a parting shot—maybe you think the batter that went into the making of "pancake prattle" was lacking in vitamins this week. If so, send in a note or two to help it along. Whether this baby of the Music Machine Section grows up healthy and strong or dies of starvation before it has even a hold on life depends pretty much on you and You, and YOU. Send in a squib on what's happening in your part of the Land of the Free. We'll be mighty glad to hear from you, and you can bet your boots that we'll show our appreciation by telling all your brother ops just what you have to say. How about it? Sit down right now and scribble off a few lines to "Pancake Prattle," care *The Billboard*, 54 W. Randolph, Chicago, Ill. MAYNARD REUTER.

Smut Records Hurt Phonos and Games

(Reprinted From *The Star-Eagle*, Newark, N. J., September 27, 1937.)

"Frankie and Johnnie were lovers. . . ." And maybe "Frankie and Johnnie" are still lovers, but no longer will the plaintive wail of their torrid romance be heard from phonographs in Union Township taverns that gave voice to their patter.

Councilman William Nothnagel, chairman of the township police committee, is up in arms against dirty ditties that have been ground incessantly from the "drop-a-nickel" phonographs in the township's hot spots.

Beginning today, Councilman Nothnagel said, his gendarmes are making the rounds of 40-odd taverns with one object in view—the elimination of suggestive recordings.

Reports about the adventures of "Little Audrey" and a licentious Hawaiian melody have literally, as well as figuratively, burned up Councilman Nothnagel.

So, he, in co-operation with Councilman F. Edward Biertuempfel, chairman of the license committee, is setting up a license plan to license all phonographs in public places. And if any of them plays dirty ditties—out the window. All of which sent Councilman Biertuempfel on a little crusade all his own. He's out to get the bagatelle machines.

Just as in Newark and the rest of

Essex, where bagatelles are played, no gambling is permitted in Union. Mind you, it is absolutely against the rules to play for cash prizes in Union—just as in Newark and most everywhere else.

But despite the fact they don't play for cash prizes in Union, Councilman Biertuempfel wants the players to have a chance. Reports coming to his office say that it is impossible for a player to make the number of points required to win him the distinction of being a bagatelle "marksman."

So just for the sheer artistry of the thing Biertuempfel is going to revoke the license on all bagatelle machines that don't give the player a 50-50 chance of hitting the set mark—not to win cash prizes, you understand, but after all ethics is ethics and a guy has got to have a chance.



Cartoon suggests what smutty records do.

Biz Is Hobby of Old-Time Music Op

LOS ANGELES, Oct. 30.—"I believe that every man should have a hobby," says A. D. Osborn, who has been in the operating business here for the past 42 years. "For myself, I have made my business my hobby. The automatic music business is so interesting that I just naturally don't think a whole lot about fishing, hunting or the other usual hobbies in which men become absorbed."

Osborn, who will be 71 years old next month, is a true music pioneer in every sense of the word. "I've been in the newspaper business and I spent four years as postmaster at Sumas, Wash.," he continued, "but for downright interesting work I'll vote for automatic music every time. I've operated coin machines of every description and I've never had one that failed to pay for itself." Osborn added that he has over 150 Wurlitzers on location at the present time and that he believes he'll have quite a lot more in the near future now that the 618 A is on the market to help him along.

Besides devoting 42 years to the music business Osborn also has introduced his two sons to the business. Delos H. Osborn operates in Oakland and Dwight R. Osborn is located here. Both men are Wurlitzer representatives.

A. D. Osborn was one of the nine "youngsters" who shared honors at the Wurlitzer convention last August as being the nine oldest operators of automatic music in the country.

New York Music Ops Organized

NEW YORK, Oct. 30.—After attending three meetings sponsored by three separate individuals in moves to organize the music operators in New York City the wheels were firmly set in motion Tuesday, October 26.

The operators who met at the Broadway Central Hotel elected a temporary chairman, Al Bloom, of Harlem, and a group of about 10 operators volunteered as an organizing committee. The committee will present the preliminary rules and regulations at the next meeting. Sidney Levine, well-known metropolitan attorney, presided at his first meeting and those present seemed to feel that he would be the proper man to handle their legal affairs.

Sheet-Music Leaders

(Week Ending October 30)

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. Vieni, Vieni (10)
3. You Can't Stop Me From Dreaming (8)
4. That Old Feeling (2)
5. Remember Me (3)
6. One Rose (6)
7. My Cabin of Dreams (9)
8. Roses in December (7)
9. Moon Got in My Eyes (4)
10. Have You Got Any Castles, Baby? (5)
11. So Many Memories (13)
12. Can I Forget You? (12)
13. Blossoms on Broadway
14. Josephine (15)
15. Once in a While

The ROYALE • MULTI-SELECTOR • 20 RECORDS

They've Got What
it Takes!

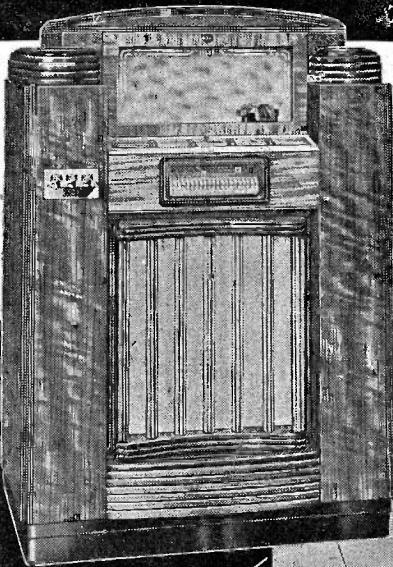


To the top-notchers in any field of endeavor come acclaim, enthusiastic reception everywhere and a constant appreciation of perfect performance. He who sponsors a leader takes on the qualities of leadership . . . enjoys the resulting material rewards!

In the Seeburg 20 Record Symphonolas, the Multi-Selector Royale and Rex with the original Lumalite Grille, operators sponsor "leaders" in the automatic phonograph field! And, because Seeburg instruments provide the beauty, the performance and attraction necessary to get and hold play, Seeburg operators earn greater daily profits!

Makers of Fine Musical Instruments
Since 1902

J. P. SEEBURG CORPORATION
1500 DAYTON STREET, CHICAGO, ILL.



XAVIER CUGAT
AND HIS ORCHESTRA
soon to open Winter Season
at the Waldorf-Astoria Hotel
in New York.

Management
Music Corporation of America

Detroit

DETROIT, Oct. 30.—The United Novelty Company has been formed by Mr. and Mrs. Robert Jones for the operation of music machines in the Detroit area. Headquarters for the new firm are at 300 Algonquin avenue on the east side of the city. Jones was formerly

in the salesboard business, but changing conditions caused him to decide to concentrate his efforts in the music biz. To date the firm is operating Mills machines and is following an operating policy of locating its instruments only in beer gardens. The consensus of opinion among music ops in this territory is that beer gardens are the best source of revenue for the music boxes.

Another new music firm that entered the local operating ranks during the past week is the Detroit Automatic Music Company. Owners are Samuel Rosenthal, who is the owner of the National Novelty and Amusement Company, and Max Schubb, of Schubb & Company. Both men are veteran operators and jobbers in the local field and are planning on going into the music machine business in a

big way. Headquarters for the business are on Linwood avenue, where Rosenthal's company has its jobbing headquarters. "We can't say much about the business as yet," Rosenthal commented. "We are still too new in the field to say very much about it. At the present time we are just experimenting, but I expect business to be very good for us in the near future."

Lee Chadwick was a customer for Seeburg phonos this week. He is reported to be expanding his route constantly.

Walter Lezczewicz, who operates on the West Side, reports business as humming along in the Polish district in which he has his machines spotted. He also operates the Poloski Inn, a popular spot with the West Side inhabitants.

Five Best Record Sellers for Week Ended Nov. 1

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	87226—"In the Mission by the Sea" and "When the Organ Played 'Oh, Promise Me.'" Rudy Vallee Connecticut Yankees.	7977—"Once in a While" and "Sweet Varsity Sue." Horace Heidt Alemite Brigadiers.	1451—"Remember Me" and "I Still Love to Kiss You Goodnight." Bing Crosby.	131—"Caravan" and "Azurée." 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.	25674—"Baby, Won't You Please Come Home?" and "After You've Gone." Lionel Hampton Orchestra.	3712—"Bob White" and "Just a Stone's Throw From Heaven." Mildred Bailey Orchestra.
2	B7228—"Shake Charmer" and "Dipsy Doodle." Jerry Blaine Stream-Line Rhythm.	7979—"When the Organ Played 'Oh, Promise Me.'" and "You Started Something." Emery Deutsch Orchestra.	1450—"Vieni Vieni" and "Cielito Lindo." Ted Fiorito Orchestra.	108—"Twilight in Turkey" and "Minuet in Jazz." Raymond Scott Quintet.	652—"Blossoms on Broadway" and "You Can't Stop Me From Dreaming." Dolly Dawn Dawn Patrol.	25686—"Just Once in a While" and "If It's the Last Thing I Do." Tommy Dorsey Orchestra.	3714—"The Lady Is a Tramp" and "Getting Some Fun Out of Life." Bernie Cummins Orchestra.
3	B7197—"Everything You Said Came True" and "Getting Some Fun Out of Life." Wings Mannone Orchestra.	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.	663—"More Power to You" and "You're My Dish." George Hall Orchestra.	25681—"I'd Rather Call You Baby" and "Our Love Was Meant To Be." "Fats" Waller and Rhythm.	3700—"Rosalie" and "Why Should I Care?" Swing and Sway with Sammy Kaye.
4	B7188—"Casa Loma Stomp" and "After You've Gone." Vernon Geyer (on the Hammond organ).	7960—"If I Had You" and "You Brought a New Kind of Love to Me." Teddy Wilson Orchestra.	1375—"The Moon Got in My Eyes" and "Smarty." Bing Crosby.	136—"Dinner Music for a Pack of Hungry Cannibals" and "Reckless Night on Board an Ocean Liner." Raymond Scott Quintet.	665—"Everything You Said Came True" and "Something to Sing About." Frank Dailey Orchestra.	25682—"Everybody Loves My Baby" and "I Just Couldn't Take It, Baby." Lionel Hampton Orchestra.	3701—"Getting Some Fun Out of Life" and "Who Wants Love?" Billie Holiday Orchestra.
5	B7184—"The One Rose" and "Doodle-Dee-Dee." Art Kassel in-the-Air.	7961—"Harbor Lights" and "Stardust on the Moon." Emery Deutsch Orchestra.	1358—"Can't You Hear Me Calling, Caroline?" and "My Wild Irish Rose." Ben Pollock's "Pick-a-Rib" Boys.	101—"I've Got to Be a Rug Cutter" and "New East St. Louis Toodle-O." Duke Ellington Orchestra.	664—"Swing, Baby, Swing," and "Sugarcane Hill Shim Sham." Rex Stewart 52d Street Stompers.	25688—"I'd Love To Play a Love Scene" and "I Want a New Romance." Bunny Berigan Orchestra.	3704—"Have You Ever Been in Heaven?" and "I Owe You." Henry (Red) Allen Orchestra.

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.

PERMO PRODUCTS CORP.
Chicago, Ill.
6415 Ravenswood Ave.

NEW WURLITZER Phonographs

Now in

BALTIMORE

at the New

Baltimore Headquarters
of

PENN-COIN-O-MATIC CO.

5 West Center St., Baltimore, Md.

824 NO. BROAD ST., PHILADELPHIA, PA.

The years of successful experience of our Company with Wurlitzer Phonographs assure the operators who tie up with us in Baltimore the same high level of earning power as now enjoyed by Pennsylvania operators. Complete stocks of the latest model Wurlitzers, parts and accessories on hand!

Call and See Us Today!!

"We Win with Service"

Coinography

By THE COINOGRAPHER

The good old days can't hold a candle to the present times, according to C. L. Dennard, veteran Texas operator. He ought to know, for he started in the automatic music-machine business with automatic pianos way back in 1912.

Dennard was born 73 years ago and still takes an active interest in his business. He is the father of five sons and one daughter and has two of his sons associated in the management of his business. He operates more than 100 phonographs in East, Central and North Texas and in some parts of Oklahoma.

"Most of my life I spent in the general mercantile business in Henderson



C. L. DENNARD, of Texas, one of the oldest music ops in the business, has a route of over 100 Wurlitzer phonographs.

and Garrison, Tex., revealed Dennard. "Twenty-five years ago I got into the business, which now makes a good living for thousands of people in Texas alone. Back in 1912 music operators were few and far between and we had nothing more than mechanical pianos to offer our location owners. Today automatic phonographs leave nothing to be desired."

Dennard further revealed that he likes to fish and takes in a wrestling match whenever he can. "One of these days," he concluded, "I'm going to turn the business over to the boys and spend a lot of time farming. My sons do most of the operating now, and it's about time that I step out and make room for them as well as have some fun for myself."

Dennard was one of the nine oldest music operators in America honored at the Wurlitzer Century Club convention held at Buffalo last August. Dennard showed how spry he was at this gathering by not missing a bit of the many activities. Not only is he a staunch booster of the automatic music business, but he stated that he believes one of the smartest moves he ever made was when he signed up as an exclusive Wurlitzer operator.

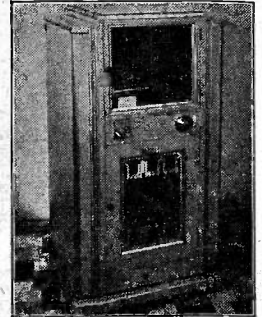
Seeburg Ops Tell Of Selling Plans

CHICAGO, Oct. 30.—Following close on the heels of some merchandising suggestions which H. T. Roberts, sales manager for the J. P. Seeburg Corporation, developed in order to help Seeburg operators realize greater profits come reports from his office that many of the ops in turn forwarded to him plans which were working for them in their parts of the country.

"Some of these plans have really done a lot to increase business," Roberts reported. "One of the best suggestions to my way of thinking came from an operator in Indiana who reported that for a very small sum he not only increased his take on over 50 per cent of his machines, but he also purchased an immeasurable amount of good will with

GIGANTIC PHONOGRAPH SALE

(Reconditioned)



- SELECTOPHONE DE LUXE (As Illustrated) \$90.00
 - Colors: Green or Red. \$ 65.00
 - WURLITZER P-10. 125.00
 - WURLITZER P-12. 155.00
 - WURLITZER 412. 80.00
 - MILLS DANCE MASTER. 125.00
 - MILLS DANCE MASTER, DeLuxe. (Multi-Selector) 35.00
 - MILLS TROUBADOUR. 125.00
 - ROCKOLA NITE CLUB. 50.00
 - SEEBURG MODEL "E". 90.00
 - SELECTOPHONE. 125.00
 - SYMPHONOLA MODEL "A". 155.00
 - SYMPHONOLA MODEL "D". 125.00
- TERMS: 1/3 Deposit, Balance C. O. D.
Specify Method of Shipment Preferred.
All the above have had a thorough overhauling job, which includes complete checking of record changer, amplifier, speaker, lights, greasing, oiling, cabinet washed, polished, waxed, etc. All sold under Money-Back Guarantee. No questions asked.
- W. B. NOVELTY CO., INC.**
3800 N. GRAND BLVD., ST. LOUIS, MO.

WURLITZER PHONOGRAPHS

The Best Buys Ever Offered

- P 30s \$100.00
- P 12s 115.00
- P 412s and P 312s. 147.50

Every Phonograph guaranteed 100% Perfect and looks like new.

Plenty of Phonographs on hand to take care of all orders. Shipments made same day order is received.

Terms: 1/3 deposit with order, balance C. O. D.

OHIO SPECIALTY COMPANY
129 W. Central Parkway, Cincinnati, Ohio

location owners. His plan was very simple: He provided each location with enough cash trays for its bar and tables. The ash trays were made of attractive glass pattern and on the bottom of each one the operator pasted a multigraphed list of the selections that could be played on the phono together with the suggestion that the patron give a nickel to one of the waiters and hear his favorite selection.

"Judging from the report of this operator," Roberts continued, "this plan must really work. Another plan which an operator in Pennsylvania said was working for him is to place a framed program of the selections on the wall in each booth. Where locations had no booths this op hung his selections in advantageous spots thruout the tavern.

"It just is another case which shows that human nature is fundamentally lazy," stated Roberts, "and that the easier you make it possible for human beings to spend their money, the more you remind them of things they can do or hear that they will enjoy, the more money you can make. Merchandising is just as important to the phono op as it is to any retail merchant, and the op who is on his toes to take advantage of every opportunity will grab off the lion's share of the profits," he concluded.

WHILE THEY LAST WURLITZER — P12s ONLY \$124.50 each

Factory reconditioned ready for locations. 7-day trial—money refunded if not satisfied.
F. O. B. Chicago, 1/3 Deposit. Write or Wire.

MIDWESTERN MERCHANDISING COMPANY
554 W. ADAMS STREET, CHICAGO.

WURLITZER Smashes all Records!

BY DIRECT WIRE FROM

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NM =	Night Message
NL =	Night Letter
LC =	Deferred Cable
NLT =	Cable Night Letter
	Ship Radiogram

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RETEL THANKS AND CONGRATULATIONS TO YOU AND EVERY OTHER INDIVIDUAL IN THE FACTORY ORGANIZATION FOR SHIPPING MORE PHONOGRAPHS SO FAR IN OCTOBER THAN YOU SHIPPED IN ANY PREVIOUS MONTH STOP THIS IS INDEED QUITE A RECORD IN VIEW OF FACT THAT WE HAVE HAD MANY OTHER VERY LARGE MONTHS STOP PETERING TELLS ME THAT WE WILL CLOSE THE MONTH WITH A BIG BACKLOG OF UNFILLED ORDERS STOP PLEASE THANK EVERYONE FOR ME STOP EVERYTHING LOOKS GOOD ON THE FARM AND WILL RETURN TUESDAY OR WEDNESDAY=

H E CAPEHART.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

IMPORTANT DAVAL MFG. CO.

Manufacturers of amusement games, including the latest and sensational winners: REEL SPOT, DAVAL DERBY and SPEED.

AND AFFILIATED COMPANIES:

RANEL INCORPORATED

Manufacturers of U-POP-IT, the one and only thoroughly perfected Automatic Corn-Popping Vender;

ACME NOV. & MFG. CO.

Manufacturers of a complete line of sales-boards and push cards,

take pleasure in announcing their removal to a new and larger factory at

315-325 N. HOYNE AVE., CHICAGO

Here they will be able to better serve operators who are ordering DAVAL, RANEL and ACME products in ever-increasing quantities.

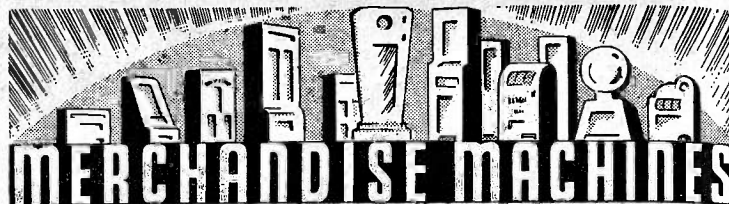
There will be no interference with production during the moving period, thereby assuring an uninterrupted flow of shipments to operators and distributors everywhere.

DAVAL MFG. COMPANY

315-325 N. HOYNE AVE., CHICAGO

All Phones: *HAYmarket* 5266

AFFILIATES: { RANEL INCORPORATED
ACME NOV. & MFG. CO.



POP CORN VENDING MACHINES seem to be taking front place in the advancing army of vending machines. The machines being introduced today come after years of development in a specialized field that everybody in the coin machine trade should be glad to see succeed. Aggressive manufacturers are interested in the new venders and will naturally seek to protect the reputation of the machines for mechanical excellence. It is safe to assume that if successful pop corn vending machines can be developed some successful ones will be introduced now.

A prominent coinman, one of the pioneers in the business and still going strong, recently said that he is investing strongly in the new pop-corn venders and the reason is a very interesting one. "I don't like to be trying to locate machines that every operator in the country is also trying to place," he said. "My policy is to get in and get the newer machines and get them out into the field before other operators get started. In that way I get the best locations and manage to always keep something different for them. So I am grabbing the pop corn vending machines as fast as I can. I am very enthusiastic about them."

Detroit had its first candy show recently, covering three days, and it was pronounced a big success. Attendance is reported to have reached the high mark of 8,400. We have no reports as to how the vending machine trade attended the convention. Detroit is making its bid for the chief vending machine manufacturing and operating city in the country.

Production of cigarets chalked up another gain for the month of September. Like the annual coin machine conventions that get "bigger and better every year," people are beginning to wonder how long cigaret production can keep piling up new records.

Al Price, president of U-Need-a-Pak Sales, Inc., of St. Louis, flew to New York a few days ago to place what is said to be the record order for U-Need-a-Pak cigaret venders. Price is said to be one of the largest cigaret machine operators in St. Louis and has put new 12-column machines on his entire route.

The new president of the National Association of Chain Drug Stores recently condemned loss leader selling at the annual group convention in New York. He also urged the group to support fair trade laws. . . . Kentucky's 1936 chain store tax law has recently been upheld in a Circuit Court decision. . . . The U. S. Supreme Court has declined to rehear a Louisiana chain store tax case. A District Court in Louisiana had decided that "the competitive advantages of a chain increase with the number of its component links."

From Richmond come reports that the new tobacco crop is better than expected and that manufacturers are buying at prices that will be above the 1936 prices.

Northwestern Corporation tells operators of its bulk machines that there are still lots of people who buy pistachio nuts from vending machines and try to eat them with the hull on! These patrons leave the locations cursing the vending machines, they state. So operators who sell pistachios are urged to have locations try to explain to these customers how to eat pistachios.

Low Cost of Vender Liked by Cig Ops

NEW YORK, Oct. 30.—Due to the low price of the cigaret merchandiser which they introduced a few weeks ago, officials of the Auto Vender Company report that operators have found their product to be just the thing to place in locations where the profit possibilities do not warrant more expensive equipment.

According to Dave Barfield, president of the firm, "There is no doubt that the cigaret operator is justified in not wanting to tie up an expensive machine on some location which could not assure him a just return. The price of the machine makes it impossible for him to do this. With Auto Vender, however, operators feel that they can go into these spots and develop them into better locations because the machine is low in price and does the same job as the more elaborate models.

"The simplicity of Auto Vender's mechanism, its smart appearance plus its low price have made a hit with ops, according to our observations," concluded Barfield, "and we believe that this machine will be among the leaders within a very short time."

National Vending Assn. Re-Elects

CHICAGO, Oct. 30.—Headquarters of the National Automatic Merchandising Association, at 120 South LaSalle street

here, released the announcement this week that officers and directors of the association were re-elected, with the addition of two more directors, at the first annual meeting held at the Commodore Hotel in New York City on October 14.

The officers and directors are: President, Nathaniel Leverone, Automatic Canteen Company of America; Vice-president, R. Z. Greene, Rowe Cigaret Service Company, Inc.; treasurer, W. G. Fitzgerald, International Ticket Scale Corporation, and directors, W. R. Fowler, the F. & W. Products Corporation; A. Schlafer, Peerless Weighing and Vending Machine Corporation, and Kirk Sullivan, Mills Automatic Merchandising Corporation.

Members expressed heraty approval of the accomplishments during the first year of the association and discussed at length plans for increasing the scope of the association's work for the coming year.

Headquarters of the association are at 120 South LaSalle street, Chicago, where O. S. Darling serves as secretary.

STEADY MONEY MAKER

2 IN 1 VENDOR

Most PRACTICAL Bulk Merchandiser of To-day

WRITE FOR NEW LOW PRICES!

D. ROBBINS & CO., MFRS.
11418 DEKALB AVE., BROOKLYN, N.Y.

GANDY COATED PEANUTS **1 1c**

FACTORY FRESH AND BOSTON BAKED BEANS **1 1c**

NEW AND USED MERCHANDISE MACHINES, All Makes, at Low Prices! Send For Free List.

EASTERN, 350 Mulberry St., Newark, N. J., Phone Market 2-6878.

HOT POPCORN !!!

The Automatic Vender

The Only Coin-Operated



HOT POPCORN VENDOR

Priced Under

\$100.00

In Quantity Orders. Has No Competition

No waiting! 5 Sales per Minute. \$4.00 gross capacity nets Operators \$2.40. Finished black and white baked enamel inside and out. All Covered with Udeyte to prevent rust. Size 16" x 16" x 62". Heavy duty hermetically sealed speed reduction Universal Motor. Adjustable Coil Selector rejects 99% slugs.

Create Permanent Income

Your chance to capitalize on Public's never-ending appetite for HOT POPCORN. Sold on 5-day money-back guarantee. Investigate now.

Write for Folder and Details

LEMKE COIN MACHINE CO.

Henry C. Lemke, Mgr.

31 West Vernor Highway
Detroit, Michigan

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.

SELL MORE with SEL-MOR

Designed especially for TOYS, CHARMS! Make yourself Big, Steady, Year 'round PROF-IT. Install a route of SEL-MOR 1c VEND-ORS! SEL-MORS outpull all others. Preferred by the more swanky spots. Crinkled Chinese Red Baked Nuts, Hard Candy, Toys! Save—buy from pure Factory! Guaranteed 5 years. Start YOUR SEL-MOR route NOW.



Enamel Base, temperature lock, chromium trimmings, 5 lb. capacity.

VENDS EVERYTHING
Nuts, Hard Candy, Toys! Save—buy from pure Factory! Guaranteed 5 years. Start YOUR SEL-MOR route NOW.

ONLY **\$6.25**

F. O. B. Kansas City
Less in quantities. 1/2 Dep. Bal. C. O. D.

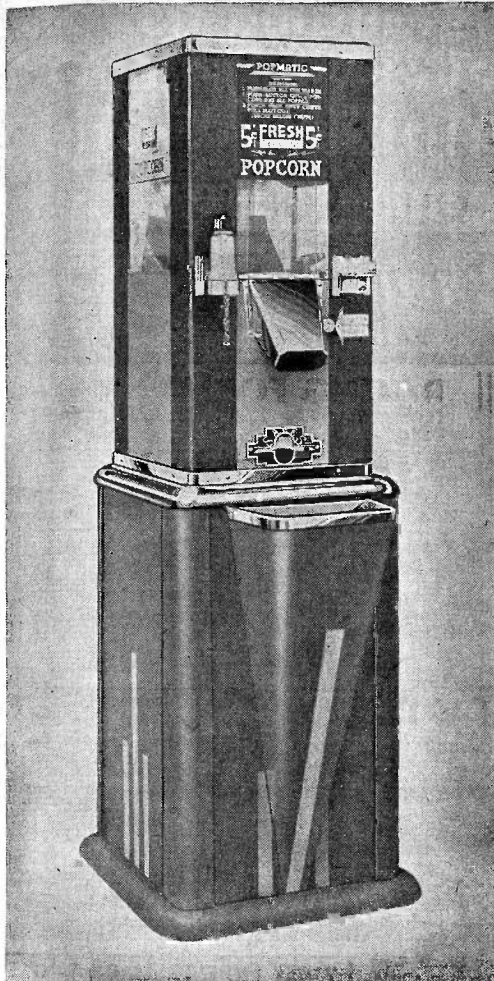
STAR MFG. & SALES CO.
3911 Wayne Ave. Kansas City, Mo.

963% PROFIT

Install Vending Machines in Taverns, Night Spots, Dance Halls, etc. New machines cost you \$3.00. MONEY-BACK GUARANTEE.

KAPLAN

8-1619 S. Kostner, Chicago, Ill.



POPMATIC

not only pops good corn -
but **MAKES MONEY** for you!

CUSTOMERS everywhere are talking about POPMATIC popcorn - piping hot, golden yellow, deliciously crisp. The flavor wins them! They like to put a nickel in the slot and watch the pop - pop - pop!

OPERATORS from coast to coast are finding POPMATIC steady, dependable and **profitable**. POPMATIC's operation is simple, positive, and requires minimum servicing. All working parts within easy reach. No

complicated mechanism to cause out-of-service delays!

LOCATIONS of every kind welcome this **legitimate** machine. Slim, beautifully-finished modernistic cabinet fits into $\frac{1}{3}$ the space of an ordinary popcorn machine!

BE FIRST IN YOUR TERRITORY to get a corner on POPMATIC profits. Write, wire or phone **TODAY** for complete information and prices.

TRADE MARK REG. U. S. PAT. OFF. U. S. & CANADIAN PATENTS. OTHER PATENTS PENDING.

POPMATIC MANUFACTURING CO.

5147 NATURAL BRIDGE AVENUE

ST. LOUIS, MISSOURI

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 INCLUDING OVER 20 ITEMS. (Fill in Coupon for Price List.)

PAN CONFECTION FACTORY
(National Candy Co.)
345 W. Erie St.,
Chicago, Ill.

Gentlemen:
Please send me full particulars of your Hard Shell Candies, including Chocolate Items.

Name

Address

City State
(Use Pencil, Ink Will Blot.)

126

Hinners Pop-Corn Vender to Lemke

DETROIT, Oct. 30.—R. J. Hinners, president, and Mr. Cox, traveling sales manager, of the R. J. Hinners Company, Los Angeles, made a flying trip here this week to spend a couple of days as the guests of Mr. and Mrs. Henry C. Lemke.

Hinners was in an automobile accident near Boughkeepsie, N. Y., last week, in which his car was demolished and he suffered head injuries, requiring a couple of stitches to be taken. He spent a couple of days with his parents at Boughkeepsie en route before coming to Detroit.

Lemke's distributing organization has taken over the Michigan agency for Hinners' new pop-corn machine and is now making extensive plans for distributing this product in Michigan.

Hinners and Cox left here by airplane to see various parts manufacturers in Chicago and planned to return to Los Angeles from there by plane.

Lemke is jubilant over the prospects for pop-corn venders here and has been displaying a machine in action in his showroom. Operators and friends have been making a practice of visiting Lemke's shop for the past week because of the quick spread of reports of the generous samples of tasty pop corn being passed out from the new machine.

Long Experience In Victor Vender

CHICAGO, Oct. 30.—Harold M. Schaefer, perhaps the youngest manufacturer among Chicago manufacturers in his own age but a veteran in his manufacturing experience, reports that his toy and bulk vending machine is showing a success that is a big reward for long years of work and development to produce a machine that fills a need.

Schaefer entered the trade many years ago as an operator, but having some of the German mechanical ancestry in his veins he turned to manufacturing in the very beginning of the pinball era. He did some pioneering work in the pinball field that is still recalled as a part of

POPMATIC WHAT THE WIDE-AWAKE OPERATOR HAS BEEN WAITING FOR!!

THE ONLY AUTOMATIC POPCORN VENDING MACHINE

WE HAVE THOROUGHLY TESTED "POPMATIC" AT MANY DIFFERENT LOCATIONS AND CAN CONSCIENTIOUSLY RECOMMEND THIS NEWEST VENDING SENSATION AS THE SUREST-FIRE STEADIEST MONEY-MAKER IN THE COIN MACHINE INDUSTRY. Within the Next Few Weeks the Popmatic Popcorn Machines Will Make Their Appearances in Your Territory, So Be Prepared by Having Your Supplies on Hand.

REALIZING THE IMPORTANCE OF INGREDIENTS ESPECIALLY ADAPTED FOR "POPMATIC" POPCORN MACHINES

We highly recommend the following at rock-bottom prices. These Miller Products will assure your customers the most delicious Golden Corn possible to be popped. All of our Products have been thoroughly tested and proven the best available for "Popmatic" Machines, by the Popmatic Manufacturing Company.

PRICE LIST

POPMATIC BUTTROYAL (Copyright Pending) Our Special Oil With the Delicious Flavor.
In Drum Lots, 95c per Gallon; In 5-Gallon Lots, \$1.00 per Gallon,
(Between 50 and 55 Gallons to the Drum)
50c Extra for Each 5-Gallon Container. Cans are packed in wooden boxes to prevent breakage.

SUPERFINE SOUTH AMERICAN YELLOW POPCORN
In 100-lb Bags \$7.00 per 100 lbs. In Lots of 10 Bags \$6.50 per 100 lbs.
In Lots of 5 Bags 6.75 per 100 lbs. | Less Than 100 lbs. 10c per lb.

GLASSINE BAGS \$1.40 per 1000.
(Packed 2,000 to a Box and 12000 to a Case)
These Bags are the only Bags that actually fit Popmatic Machines.

POPCORN SALT

24 Two-lb. Boxes to a Case \$1.90 per Case
In Lots of Five Cases 1.80 per Case
Less Than a Case (24 Boxes)10 per Box

DON'T HESITATE! WRITE, WIRE OR PHONE TODAY!

MILLER SALES CO., Phone: Franklin 2910
4404 MANCHESTER AVE., ST. LOUIS, MO.

SALESMAN!

A good smart salesman can earn \$10,000 a year with our sensational fast selling low priced Vending Machine deal for the famous 1c Hershey Bar.
Address: SALES-MANAGER, Box 285, Minneapolis, Minn.

the movement that started amusement games toward their skyrocket success.

Schaefer also kept in close touch with the operating field all the time and his earlier interest in vending machines. The Universal venders, which his firm, the Victor Vending Corporation, builds today, represent a long experience in de-

veloping a machine for practical operating needs.

"I feel that we have produced a practical vender for the average operator," Schaefer said, "and the orders indicate that the trade has already discovered that fact."

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

ANNOUNCING The most outstanding list of Bargains ever offered to The Coin Machine World

THESE PRICES WILL PREVAIL ONLY WHILE OUR SUPPLY LASTS

CLASSICS New in Original \$59.50 crates

ARLINGTON FLOOR SAMPLES \$79.50 USED 67.50 CLASSICS FLOOR SAMPLES \$49.50 USED 39.50 LATONIA FLOOR SAMPLES \$47.50 USED 37.50 CAROM PADDOCK ROYAL RACES HEAVY WEIGHT \$27.50	WE OFFER BRAND NEW BALLY SUM-FUN \$9.95 BALLY NUGGET BALLY BABY EACH BALL GUM 6 ASSORTED COLORS 100 Pieces to Box case of 50 Boxes \$5.45 FAIRGROUNDS (LIKE NEW) \$99.50 GOLDEN WHEEL . . . \$59.50 HI-DE-DO ONE-BALL PAYOUT \$13.50 NO ORDERS ACCEPTED WITHOUT 1/3 DEPOSIT BALANCE C. O. D.	RACING FORM FLOOR SAMPLES \$69.50 USED 59.50 FOTO-FINISH FLOOR SAMPLES \$59.50 USED 49.50 TURF CHAMPS (used) . . \$39.50 SPOT LITES (used) . . . \$27.50 SARATOGA SKIPPER \$12.50 PAMCO BELLS TEN STRIKE
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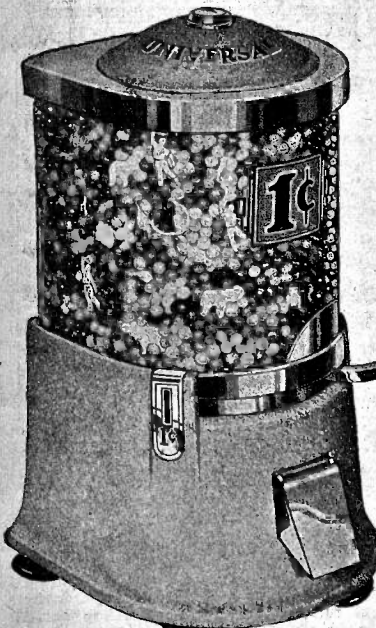
WE ARE FACTORY DISTRIBUTORS FOR WURLITZER — DAVAL BALLY — PACIFIC

WRITE NOW FOR OUR NEW COMPLETE PRICE LIST

ACME NOVELTY CO.

23-25 No. 12th. St. MINNEAPOLIS, MINN.

UNIVERSAL AN INSTANTANEOUS SUCCESS!!!



Acclaimed the Most Beautiful and Finest Toy-Bulk Merchandiser of Its Kind at the PRICE: Vends Everything. Capacity 5 lbs. Size 7"x7"x15". Rejects Tax Tokens.

SEE YOUR NEAREST JOBBER OR WRITE US
VICTOR VENDING CORP.
 4203 FULLERTON AVE. CHICAGO

Two Venders At N. O. Show

Mills Novelty and Frost-o-Matic display at big dairy exposition

NEW ORLEANS, Oct. 30.—An important discovery by *The Billboard* correspondent here this week while attending the 10th annual exhibit of the Dairy Industries' Exposition was the growing interest in vending machines in connection with the sale of wide lines of dairy and ice-cream products. No less than a half dozen exhibits were seen where milk, milk products, ice cream and beverages were dispensed by means of the coin chute. And thousands visiting the 240 or more booths that set a record for size of any exhibition yet held in New Orleans in its history paid more attention to these vending machines than any other display or group of displays on the floor of the Municipal Auditorium.

One of the larger and more attractive booths was that operated by the Mills Novelty Company where the Bottle Milk Vender, a coin-operated machine, was featured. The booth was in charge of A. L. Rightor, engineering department; Justa Kuebler, research department, and Doc Roseboro, sales manager of the vending machines division, all of the Chicago office.

"Mills is proud of this new vending machine," Rightor said. "The four processes of cooling the bottled milk, operation only by coin, the huge capacity of 105 bottles with 24 more bottles pre-cooled in reserve and the no-leakage feature can't be beat for selling of milk and milk drinks. This machine has consistently rejected 99 slugs out of 100," he added.

Another attractive and even newer machine was that on display by the Ice Cream Venders, Inc., of New York City. This firm's booth, in charge of Frederic A. Schimpf, manager of sales from the

head office at 9 Rockefeller Plaza, New York City, featured the Frost-o-Matic, which was built to sell the Frozen-Treet ice-cream box that retails for 5 cents. This machine, like Mills' milk vender, is noted for rejecting slugs, a test in a New York subway station recently showing two slugs collected in \$750 taken in by a machine. W. W. Hamel alternated at the booth here.

Another company displaying ice-cream vending machines was the Ice Cream Dispensing Corporation of New York, represented by S. W. Williamson.

Popmatic Issues Distributor List

ST. LOUIS, Oct. 30.—Rudolph Greenbaum, president of the Popmatic Manufacturing Company, reports that in spite of the big rush in orders for the Popmatic pop corn vending machine, the firm has been able thus far to make prompt shipment of all orders and full preparations have been made to continue prompt shipments.

"We're so busy down here," says Greenbaum, "that we're not sure whether we're selling pop corn machines or pink pills . . . but we're not surprised at the big demand for Popmatic—no, at all!"

"You see," he continued, "we knew in advance, before we ever patented Popmatic, that the machine was the simplest and most dependable type of automatic pop corn vender that could be produced. In fact, we worked on the idea three years before we tested and proved the first machine on location! These units are far past the experimental stage and we know from experience that they are reliable and profitable."

Mr. Greenbaum also announced the appointment of a list of distributors who will be able to give service to operators in various parts of the country. The list included the Wal-Bill Novelty Company and Miller Sales Company in St. Louis; Rollin H. Stewart, of Stewart's Radio, Inc., in Indianapolis; Kalamazoo Coin Machine Sales Company, Kalamazoo, Mich.; Triangle Music Company in Cleveland, and the American Sales & Service Company, Rock Island, Ill., to cover the State of Iowa.

7 DAY FREE TRIAL ON SAMPLE NOT A WATER GAME NOT A TICKET DEAL

PENNY SKALLO

Fastest Penny Counter Cigarette Game ever produced — something entirely new and different, 40% for location, 60% for you. OPERATORS NOTICE — Machine keeps accurate count of what merchant pays out. In awards — chest profit. Can play 1c, 5c, 10c. Nothing like it in coin history. Percentage regulator. Gets the money — big profits. Awards up to 15 to 1. Coin rolls thru brass pins into payout pockets. Tested, proven on location, reaps tremendous quick profit for you. Ball Gum can be used with each penny play if you wish. Lock keys.

SAMPLE CASH \$6.50
 Write for Quantity Prices.
 1/2 DEPOSIT — No Personal Checks Please.
UNITED AMUSEMENT COMPANY
 3410-16 Main St., Kansas City, Mo.

Missouri and Southern Illinois Distributors for

Northwestern Vendors Penny Merchandiser

Porcelain \$9.95
 Lacquer 8.95
Model "33"
 Porcelain \$6.90
 Lacquer 6.15
 1/3 Deposit, Balance C. O. D.
IDEAL NOVELTY CO.
 1518 Market St., St. Louis, Mo.

THE FAMOUS LITTLE NUT 1938 MODEL

Improved Table Venders. Wonderful money makers. Beautiful crackled satin finish — in two colors. All first delivery chute. The Little Nut is really something; the biggest buy offered in the vending business. Samples \$2.50 — 50c for postage. Write for quantity prices.

LITTLE NUT VENDOR CO.
 Lansing, Mich.

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!

1/3 Deposit With Order, Balance C. O. D.

BILL FREY, Inc.

MIAMI, FLORIDA

Temporary Chicago Address, Hotel Sherman

NOTICE 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 A-1 reconditioned Seeburg Selectophones and Symphonola Coin-Operated Phonographs.

Let's get together . . . send list giving makes, serial numbers, condition.

ELECTRO-BALL CO., Inc. 1200 CAMP DALLAS

Boost Collections By Bally Stables

CHICAGO, Oct. 30. — "Stepped-up selections insure stepped-up collections," declares Jim Buckley, general sales manager of Bally Manufacturing Company, discussing the popularity of the new Bally Stables, one-shot hole-type pin game.

"Our Bally Stables game," Jim stated, "offers players the juiciest array of selections ever flashed in the public's eyes—never less than two selections per game and up to nine selections possible. And when I say flashed I mean exactly that, as Bally Stables has a superabundance of good, old circus flash. The backboard, for example, is 30 inches high, the tallest ever used on a game of this type. It looms up like a lighthouse and gets immediate attention on any location."

"Operators report unusually heavy collections from Bally Stables and it's safe to say it's the fastest money maker we've seen for a long time in the single-coin class. There's no question but Bally Stables will be another Preaekness in long life, earning power and sales volume."

Free-Offer Case To Supreme Court

WASHINGTON, Oct. 30.—A case has been filed with the Supreme Court concerning "free offers" in advertising which may be of interest to the coin machine trade. It is an appeal from the U. S. Circuit Court of Appeals, New York, concerning a Chicago publishing firm.

The lower court decided in favor of the publishing firm, basing its decision on the theory that people who buy products because something else is offered free are of their own free will and choice deciding what they want. The court stated that officials were getting down to "too trivial niceties and overlooking more serious evils."

The publisher contends that people who buy one thing in order to get something else free are not being cheated, since people understand that they are not "getting something for nothing." Hundreds of thousands of dollars is spent annually, they contend, in such advertising of something free, contests, etc.

Cleveland Paper Makes Survey of Coin Machine

CLEVELAND, Oct. 16.—The Cleveland Plain Dealer published the results of a survey by its county news correspondents on the operation of slots and pinball games in its issue of October 10. The survey covered 26 counties in Northeast Ohio and slot machines are referred to as "one-armed bandits," while pinball games called the "more modern cousin" of the slots. The news report of the survey is apparently intended to arouse opposition to the machines by the vein in which it is written. The report shows that in a few places pinball games operate under license. A significant part of the report is that slots and games appear in many clubs.

(The Cleveland Plain Dealer publishes an excellent sporting news section and gives full information concerning racing, etc., at the various tracks.)

FLASH!

Moseley's special announcement of prices effective November 6th. Wire your order before these bargains are sold. Every machine is guaranteed to be in perfect condition and appearance like new.

SLOT MACHINES—Mechanically Perfect, Appearance Like New.

Table listing slot machines with serial numbers and prices. Items include Mills Blue Front G.A., Mills Regular G.A., Watling Rola-Top, etc.

PACES RACES—Mechanically Right and Appearance Like New.

Table listing Paces Races machines with prices ranging from \$267.50 to \$435.00.

PIN GAMES—Mechanically Perfect Appearance Like New.

Table listing Pin Games machines with prices ranging from \$13.50 to \$70.00.

PHONOGRAPHS—Mechanically Perfect and Appearance Like New.

Table listing Phonographs machines with prices ranging from \$80.00 to \$130.00.

We have available for immediate delivery all the new games that have been released by the respective manufacturers. Write or phone your orders at once. All used machines are offered subject to prior sale and all orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order.

MOSELEY VENDING MACHINE EX. Inc., 80 BROAD ST., Richmond, Va. DAY PHONE 9-4511. NIGHT PHONE 5-5828.

AUTOMATICS

Table listing automatic games like Ray's Track, Light-A-Pair, Preview, etc. with prices.

IDEAL NOVELTY CO.

BARGAINS RECONDITIONED GAMES!

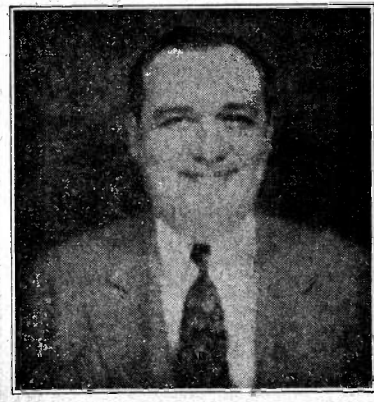
Table listing bargain prices for games like Bee Jay, Fence Buster, Springtime, etc.

AMERICAN AMUSEMENT GAMES CO.

237-239 N. Gay St., BALTIMORE, MD.

TURKEY PUSH CARDS

OUR PRICES THE LOWEST. 85-Hole PUSH CARD, Each . . . 2c. 75-Hole PUSH CARD, Each . . . 3c. 100-Hole PUSH CARD, Each . . . 4c.



BILL FREY, gen'l distrib from Miami, Fla., is all smiles over the prospects of his new Chicago office.

A KING PIN FOR PROFITS

A SENSATIONAL NEW HARLICH JACKPOT BOARD THAT'S BOWLING 'EM OVER

King Pin details: No. 16006, 600 Holes, Takes in \$30.00, Average Payout 12.84, Average Profit \$17.16, Price \$1.98 each plus 10% tax. Includes Harlich Mfg. Co. logo and address: 1401-1417 W. Jackson Blvd. Chicago, Ill.

Send your correspondence to advertisers by mentioning The Billboard.

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. 422 E. Walnut Street Des Moines, Iowa

READY NOW!

SKILLI

- 5 Ball High Score Novelty Game
- Cushion, Multi-Bump Bumpers
- Bonus and Double Score Skill Lanes and Captive Balls
- Operator Can Adjust Liberality of Payout

\$74.50

F. O. B. CHICAGO

GENCO, Inc.

2621 N. ASHLAND AV., CHICAGO, ILL.

MEN'S MACHINES

A casual check of console types of machines on the market and new ones in the offing indicates that about 20 definite console models will be available to operators this season. A constructive movement for the legal use of games of chance in private clubs, for members only, seems to be making some headway in a few centers over the country. Consoles may find a substantial market in such clubs if the idea is not abused too much.

Joe Ruttenberg, Dudley Sales Company, Rockford, Ill., familiarly known there as the "bridge shark," paid his weekly visit to Chicago last week and made his headquarters at the Atlas Novelty office, according to reports.

Jennings officials say that territory on the new Ciga-Rolla is going fast. Ops are coming in to see it and close deals, while others use the fastest means of communication, they state, to get some of the machines.

Nation-wide distribution of the Frost-o-Matic ice-cream vending machine is being planned, according to news announcements by the Ice Cream Venders, Inc., of New York City. D. V. Stratton is head of the firm.

Associated Press news item: Hartford City, Ind.—A woman who said she cheated a penny scale mailed a nickel to the manager of the department store where scale was located to relieve her conscience. The woman explained that she and four others had all weighed for a penny.

Harry (Doc) Abrams, of Kane, Pa., made a flying trip to Chicago to see the new Jennings Ciga-Rolla machine. It is reported that Doc was so enthusiastic he started to stutter in Jewish, but afterward tried to explain he wanted to say that all Pennsylvania operators should get their territory quick.

BABY PRODUCTION. A girl was born to Mr. and Mrs. Carl F. Trippe, Ideal Novelty Company, St. Louis, on October 8. Mother and baby are doing nicely, but the father is still on a restricted diet. This makes two girls in the Trippe family, the other being 1½ years of age.

M. M. Marcus, president of the Markepp Company, Cleveland, had a very narrow escape in an automobile accident recently. While returning from Columbus, O., where he had entered his oldest son in Ohio State University, his car crashed into a herd of cows being driven across the highway in the dark. Marcus and his younger son escaped injury, altho badly shaken up.

Harry Moseley, Richmond, Va., asserts he doesn't give a slot for high-class music, but likes the string music in Southern darkey style. Moseley is watching the development of coin-operated movie machines. He says that State license laws which require oper-



A REAL \$750 Value
Precision Built, 30-Hour Movement.
A Guaranteed Accurate Fascinating Timepiece.

Choice of 3 Colors. { Monterey Blue, Mandarin Red, Moderne Black

LOOK

SALESBOARD OPERATORS

Newest Unique Cleverest Timepiece

KANARY - KLOCK

The Clock With The Animated Canary.

The Canary Pecks Away Every Second of the Day.

— COMPLETE DEAL —

- 1 Animated Canary Klock
 - 1 Fine Arabella Compact
 - 1 Men's Leather Hand Stitched (Social Security) Billfold
 - 1 Monox Guaranteed Desk Pen Set
 - 1 44-Hole Salesboard
- DEAL TAKES IN \$ 9.95
YOUR COMPLETE COST 3.50
YOUR PROFIT \$ 6.45

3 COMPLETE DEALS \$10.00
SAMPLE DEAL 3.75

CASEY DISTRIBUTING CO.
1132 South Wabash Ave., CHICAGO, ILL.

ators to be residents and taxpayers of the State for a period of years and also limit license to "sole owners" of the machines is the only way to save the table games' business from passing out at an early date.

Der Automat, German coin-machine trade paper, makes the unusual announcement that amusement machines took the lead over vending machines at the Leipzig Fair this year, when Germany is noted for vending machines.

Jack Grabisch, operator and penny-arcade owner for 30 years, has opened a repair shop under the name of the Buddy Novelty Company, Inc., Brooklyn. Grabisch will specialize in repairing scales and name-plate machines.

Joe Ash, manager of the George Ponsler branch in Philadelphia, says that his firm is enjoying a big turnover in used machines. An immense stock of used machines is carried in a three-story building, he says, and almost any demand can be met.

Hy-G Games Company, Minneapolis, has been looking around for ways to get faster delivery on phonographs. They prevailed upon the Hennepin Transfer Company, doing Hy-G hauling for so many years, to give them a special run on a truckload recently from the Seeburg plant in Chicago. The load was delivered in 15 hours.

Corky, the lad in the Sunday comics (*Chicago Tribune-New York News Syndicate*), biffed a gum vending machine in October 10 issue of the comics all over the country. Of a gum machine

that falls to deliver, he says: "But if you put in your money an' nothin' comes out—that's a gamblin' machine."

Due to the demand for their Free Weight Vending Scale, it has been necessary to add more space for the scale division, reports Automat Games, of Chicago. Several large operating companies are said to be contemplating a national service in the near future.

Sally Rand got front-page publicity in San Francisco recently by calmly holding her fans in (over) the right place while officers picked up the slots in the night club where she was entertaining.

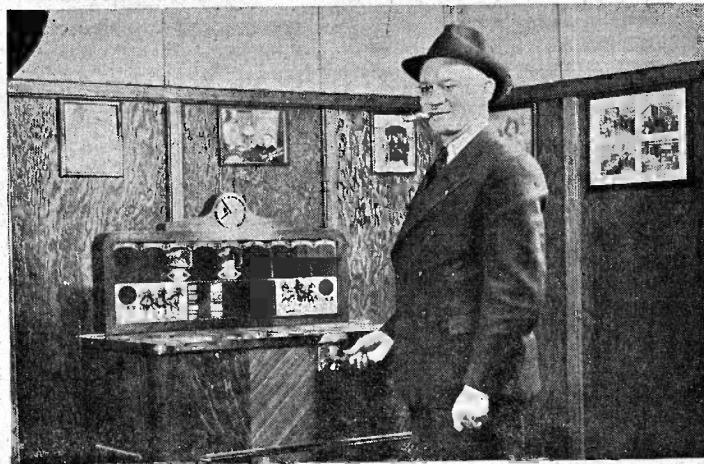
Mortimer Schwartz, Mortimer Sales Company, Montreal, visited George Ponsler in New York recently and purchased a lot of merchandise. Schwartz represents a number of manufacturers in Montreal and is planning to carry a complete line of games for the fall season.

The World's Fair, British coin machine weekly, gave a total of nine lines, single column, of space to the news that the Duke and Duchess of Windsor were reported to have played a pinball game when visiting a factory in Berlin. At this distance it is hard to judge whether it is the conservative attitude of English papers generally or the state of British politics that causes such modesty in reporting the news of the ex-King who played a pinball game. American newspapers have devoted plenty of space to the fact that President Roosevelt was formerly connected with the coin-operated machine industry. And *The Billboard* featured the news that the Duke of Windsor had played a pinball game in a boxed item of two columns and threw in bold-faced type to emphasize the news.

Bill Frey, Jim Mulvey and Art Olsen had an extended conference lasting for three days—and terminated in a series of investigations and investments which promise to be not only national in scope, but will also have an international aspect as well. The three are planning an extended cruise to make a world-wide survey. (Your guess is as good as ours as to what they will survey—the news was spilled by Art Olsen himself.)

Leo J. Kelly, Exhibit Supply Company, of Chicago, spent several days in St. Louis recently and while there was the guest of Carl F. Trippe, of the Ideal Novelty Company.

Eleanore Frey, 10-year-old daughter of Bill Frey, Miami, met with an accident by stumbling over a sprinkler, which resulted in a broken arm. It seems that the little Eleanore became so excited when one of the carloads of furniture recently purchased in Chicago by her daddy had arrived at the new home that she did not watch her step in her rush to see the men unload.



HARRY MOSELEY, of the Virginia Moseleys, suh!—puffs complacently on his big cigar as he puts his okeh on Gottlieb's Derby Console.

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 Award. Late Serials... \$45.00

MILLS BLUE FRONTS—Mystery
50c Play. With or Without Gold Award. Late Serials... 60.00

MILLS BLUE FRONTS—Mystery
5c Play Venders. Without Gold Award. Original Crates. NEVER USED. Serials from 395533 to 404983... 70.00

JENNINGS CHIEFS—5c-10c-25c
Play. Serials from 120113 to 127749... 40.00

GROETCHEN'S COLUMBIAS,... 30.00
convertible, 5-10-25c Play
1/3 Deposit With Order, Balance C. O. D., F. O. B. Chicago.

JENNINGS CONSOLES—10c-25c
Play. Late Serials... \$65.00

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 Serials, 25c Play... 125.00

CAILLE CADETS, 5-10-25c Play, 20.00

50 "JUNKERS," Mills, Jennings,
Waiting, etc., in running order,
as is... 10.00

200 STEWART-McGUIRE 7-Column
Cigarette Machines—With
Stands (1936). Each... 65.00

RUSH YOUR ORDER NOW!

MANY OTHER VALUE SENSATIONS IN COIN-OPERATED EQUIPMENT. WRITE TODAY FOR COMPLETE LIST.

NOTE: ALL ABOVE MACHINES ARE IN CHICAGO WAREHOUSE. OPERATORS ARE INVITED TO INSPECT THEM.

BILL FREY, INC.

MIAMI, FLORIDA

Temporary Chicago Address, Hotel Sherman

Daval Expands To Consolidate Its Manufacturing Activities

CHICAGO, Oct. 30.—Strong confidence in the future of the coin-machine business is indicated in the recent expansion

of the Daval Manufacturing Company, continued Douglas, "for the latest and newest profit-making ideas in counter and amusement game equipment. We have further expanded our activities to include a complete line of salesboard and push-card items, together with a wide variety of business stimulants. Then again in producing U-Pop-It, a thoroughly perfected automatic coin-popping machine, we are offering the most sensational equipment for permanent income in the legitimate vending field."

In speaking further of U-Pop-It, Douglas indicated that operators were never in a more receptive frame of mind toward equipment with which to establish their business on a permanent income basis. Operators have come to realize more than ever that they must have steady, consistent income to maintain permanency in their business. Merchandise vending provides the stability and the increasing opportunities for profit so essential to expanding a legitimate operating activity.

Concurring with Mr. Douglas in his vision of the future for operators in the merchandise vending field, David Helfenbein, secretary-treasurer of Daval Manufacturing Company and also of Ranel, Inc., stated: "Locations are waiting for just such a machine as U-Pop-It. Because of the stability of this operating field and the opportunities for steady income we are making it possible for

responsible operators to expand and prosper thru offering them a time-payment purchase plan on U-Pop-It machines."

In the consolidated activities of the Daval organization and its affiliates Ben L. Kulick is vice-president of Ranel, Inc., in charge of sales for both Ranel and the Daval Manufacturing Company. He is devoting his entire time to the U-Pop-It machines and to all other Daval amusement and counter-game equipment.

Jack Freed, as president of Acme Novelty and Manufacturing Company, has been identified with the salesboard manufacturing business since its very inception. He has had a hand in the development of all the automatic machinery used by the leading companies in the manufacture of salesboards and salescards. In charge of this phase of Daval's business, he has already placed Acme in the front rank of the salesboard industry by producing superior quality boards of unquestionable earn-

ing capacity. A recent addition to the personnel of the Daval Manufacturing Company is R. G. Norman, known to music operators over the country, who is in charge of sales promotion and advertising for the parent company and its affiliates. Working with Norman in the wide variety of activity is T. D. Rotkin, who is already well known in trade and publication channels.

In concluding his statements relative to the expansion move of the Daval Manufacturing Company Douglas stated: "In bringing together these various companies into the one central manufacturing plant we know the benefits to everyone will be readily apparent. The same high-quality standards of production will be even better maintained. There will be no interference with production during the moving process, assuring an uninterrupted flow of merchandise to operators and distributors everywhere. With enlarged and improved laboratory and research engineering facilities in our new factory the trade may well look to Daval and its affiliates for the very latest in profitable operating equipment of all kinds."



A. S. DOUGLIS

and consolidation of all production activities of the Daval Manufacturing Company and its affiliates. The affiliates include Ranel, Inc., and Acme Novelty and Manufacturing Company. The new factory at 315-325 North Hoyne avenue will house all three concerns in the one mammoth building, allowing for the complete departmentalization of the diversified production, yet at the same time permitting centralized management and affording greater manufacturing facilities. With acquisition of the new factory location the Daval Manufacturing Company and its affiliates may be ranked among the industry's large producers of coin-machine equipment of all types.

In commenting upon the move A. S. Douglas, president of Daval Manufacturing Company and also president of Ranel, Inc., stated: "With the steadily increasing flow of business coming to Daval and its affiliates, Ranel and Acme, from operators and distributors all over the world we have been forced to concentrate our production at one central point. This is in the interest of providing even better service to our customers and it enables us to maintain better control over our production."

"The Daval Manufacturing Company has long been recognized for the quality of its products and we intend to maintain that same quality in everything we do. The trade has always looked to



A TYPICAL LOCATION PHOTOGRAPH of Rock-Ola's World Series. Reports say this popular legal game is receiving big play.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

SLOTS

Blue Fronts,
5-10-25 \$45.00

Watling Rol-a-Top
Very Late 32.50

Jennings Chief
(5c, 10c, 25c) .. 44.50

Reliances
(5c and 25c Play) . 24.50

ONE BALL

Carom \$ 39.50

Classic 44.50

Golden Wheel.... 59.50

Fair Grounds 99.50

Preview 29.50

Derby Day
(Clock) 49.50

CONSOLES

Bally Favorite \$ 99.50

Ray's Track 109.50

Evans Rolletto ... 129.50

Galloping Domino . 129.50

Chuckalette 89.50

Roulette 59.50

Pamco Bells 69.50

Phonographs

Mills Dance
Master \$ 69.50

Mills Do-Re-Mi... 109.50

Rock-Ola 1936... 119.50

Wurlitzer P-12 ... 124.50

Rotary Merch. ... 89.50

Stewart McGuire
7-Column Cig.
Mach. 62.50

ELECTRIC RIFLES

Eagle Eye \$175.00

Tom Mix 175.00

Rayolite 225.00

1/3 Deposit With Order

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

Eastern Has a New Candy

NEWARK, N. J., Oct. 30.—Frank Hart, of Eastern Machine Exchange, has introduced a new confection for merchandisers. The confection was produced at Hart's order that the factory get something different and tasty for merchandising machines. The new candy is called Orange Tid Bits. It has a creamed center and a hard shell, and Frank says the flavor lasts. They come about 1,000 to a pound, therefore the operator can allow the customer a lot for his money.

Beg Your Pardon

An error in price occurred in the advertisement of the Baltimore Vending Company, October 23 issue of *The Billboard*, page 82. A price of \$29.50 was printed on Mills Post Time machines. This should have read \$59.50, and we regret the error.

NOW! *with* MINT VENDER and SKILL CONTROL BUTTON

TANFORAN

OPEN!
CLOSED TERRITORY
with the World's Best and
Lowest Price **CONSOLE**

Territory heretofore closed to console operation can now be opened to TANFORAN. The Skill Button Control—the Mint Vender that vends mints on nickles only, presents operating possibilities that live operators have already turned to their advantage. TANFORAN is the fastest money-maker on the market today. New cabinet design makes it a standout in every location. Act quickly. Get TANFORAN operating in your territory now.

"E-Z" PUSHER COIN CHUTE . . . TWO SPINNING LIGHT DIALS . . . 1 TO 5 SELECTIONS EACH PLAY . . . ODDS 2-4-6-10-UP TO 40 . . . DAILY DOUBLE ADJUSTABLE JACKPOT . . . LIGHTED ESCALATOR SHOWS LAST FIVE COINS . . . METALLIC LACQUERED CABINET . . . CHECK SEPARATOR AT NO EXTRA CHARGE.

It's the greatest offer in Coin Machine History. Built to serve indefinitely and assure perfect performance at all times.

MAKE MORE WITH THE BEST for LESS
ORDER AT ONCE from your JOBBER!

EXHIBIT SUPPLY CO. • 4222 WEST LAKE STREET • CHICAGO

BY
EXHIBIT

139⁵⁰

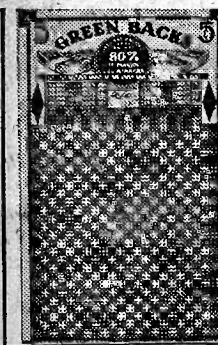
PLUS
TAX

F. O. B. CHGO.

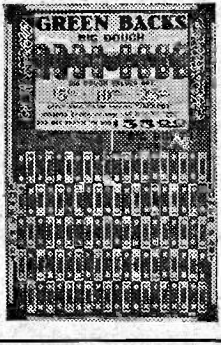
furnished with
MINT VENDER
\$22.50 EXTRA
SKILL CONTROL BUTTON
\$17.00 EXTRA
TICKET VENDER
\$10.00 EXTRA



WORLD'S LARGEST CONSOLE
53" HIGH—28" WIDE—17½" DEEP
SHIPPING WEIGHT 200 LBS.



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 \$35.00 for 50 by hitting jackpot. Made in both 5c and 10c play.
Board takes in:
2470 Holes @ 5c \$123.50
Pays Out (Average) \$2.01
Profit (Average) \$ 41.49
Thick board, easels, celluloid protectors over certificates, individually protected.
SUPERIOR PRODUCTS, INC.
"World's Fastest Growing Salesboard Factory."
14 North Peoria Street, Dept. C, CHICAGO.



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 up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$2.25 each, or \$2.50 a set consisting of penny and nickel counter. This penny counter can also be used for tubing dimes.

50 PENNIES
THE ACCURATE COIN COUNTER COMPANY
Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes.
Write for Big Lot Prices.
Accurate Coin Counter Co.,
Patton, Pennsylvania

Rifle Practice Is Useful to Coin Man

POUGHKEEPSIE, N. Y., Oct. 30.—Upon his return from a hunting trip in the Adirondacks Al Schlesinger, who heads the Square Amusement Company, reported that all the practice he had stored up shooting ray rifles had proved its worth. As he put it: "The rifles improved my marksmanship to such an extent that I was really surprised at some of the hits I made on this hunting trip. It seemed that I couldn't miss. Every time I put my rifle to my shoulder I just imagined that it was one of the ray guns and that the animal at which I was aiming was one of the gum targets. Almost every time I pulled the trigger something dropped, much to the amazement of my companions."
Schlesinger didn't reveal just how many bears and deer his rifle brought down, but those who know his prowess with the radio rifle state that he must have bagged the limit, for he is said to be one of the best ray gunshots among coinmen.

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 Pameco Flying Duck Radio Rifles 69.50
 - 1 Sæburg 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.

Loyal Employees Aid Markepp Sales

CLEVELAND, Oct. 30.—How the loyalty of employees can bring additional business to a distributor was illustrated in a music-box sale made for the Markepp Company, of Cleveland, recently. One of the Markepp mechanics who repairs machines for a Cleveland operator was asked by the operator one day if music boxes could be bought on a time-payment plan. The mechanic finished his job and bundled the operator into his

WANTED RELIABLE MAN

To Operate Slots in Georgia, Alabama or Mississippi. Must have car and find territory. All machines late types. **W. R. SELLERS, 820 South Lisbon Ave., Tampa, Fla.**
car, driving right to the office, where the whole music business was explained to him.
After a short demonstration the sale was made. According to M. M. Marcus, president of the Markepp Company, loyal employees have brought a great many new customers to the company, and by keeping him posted on whatever operators are planning to buy have made it possible to close many additional sales even to regular customers.

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.

The Last "Word" in Your Letter to Advertisers, "Billboard".

7 DAYS FREE TRIAL
MONEY BACK GUARANTEE
 OR
REEL SPOT

★ YOU CAN'T LOSE with Gerber & Glass!

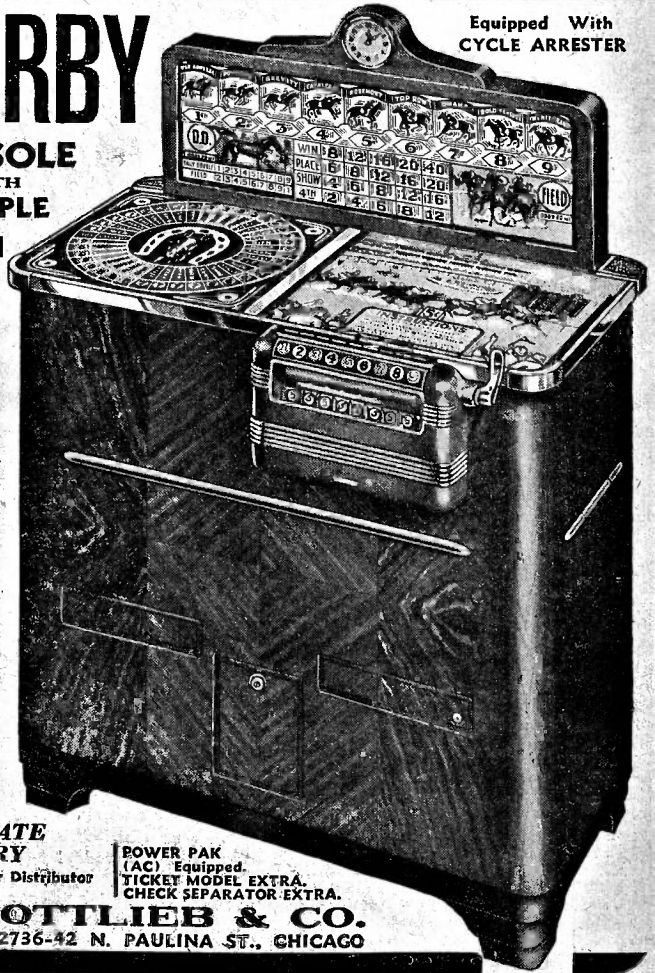


Operate Reel Spot for 7 Full Days, and if you are not fully sold on this machine for any reason we will refund your entire amount of \$29.75. You take no chances with Reel Spot! Wire your order now! Enclose 1/3 Deposit.

GERBER & GLASS 914 Diversey Blvd. CHICAGO

DERBY
 CONSOLE WITH MULTIPLE 9 COIN HEAD

Equipped With CYCLE ARRESTER



The Miracle Game FOR EARNINGS AND GLASS ASK ANY OPERATOR!

IMMEDIATE DELIVERY

See Your Distributor or Write

POWER PAK (AC) Equipped. TICKET MODEL EXTRA. CHECK SEPARATOR EXTRA.

D. GOTTLIEB & CO.
 2736-42 N. PAULINA ST., CHICAGO

Among Newspapers

INDIANAPOLIS, Oct. 30.—Thomas L. Stokes is writing a series of seven articles on "Central City," a typical Middle Western small town, for *The Indianapolis Times*. The typical town, he says, "has a dominant fiber of hard-bitten conservatism." The political, economic and social power in the typical small town is seen to be still lodged in a few pioneer families.

A streak of modern liberalism is seen in this description of drinking: "The bar in the poolroom does a rushing business on Saturday night. In front stand young men and middle-aged and old men, some sipped up, some in overalls, who shift from one foot to another. The youngsters wisecrack at giggling girls who wander arm in arm up and down the sidewalks."

Nothing is said about pinball games in the first installment.

CHICAGO, Oct. 30.—Wills Thornton, NEA syndicate staff writer, is the author of a series of articles now appearing in *The Daily Times* here. The present series bears the general title "The Search for Happiness" and deals with present-day psychoanalysis, new religions and other things people patronize in the search for "happiness."

Mr. Thornton was sent by the NEA to the 1935 Coin Machine Show to get material for a series of syndicate articles for newspapers. Thornton was apparently well impressed by the industry in the main, but by the time his articles went thru the mill and were made sensational enough to sell to big newspapers over the country they didn't do the coin-machine industry any good. The series of articles will be remembered under the general theme that the "slot machine industry had turned respectable."

MIAMI, Oct. 30.—Ownership of *The Miami Herald* passed from Frank B.

Shutts to John S. Knight, of Akron, O., recently. Knight announced there would be no changes in personnel or policy. The price paid for *The Herald* is said to have been in excess of \$2,000,000.

During the confused situation about the Florida slot machine license law in the past several months *The Herald* worked alongside *The Miami Tribune* in a continued editorial drive against the slot license law. Later Mr. Shutts seemed to have discovered that Moe Annenburg, publisher of *The Tribune* and of a large racing news syndicate, might have selfish interests in his crusade. But the damage had already been done to the slot license law by that time.

While the editorial pages of *The Herald* were crusading against the slot license law, the political staff writers of the paper were doing some of the most careful and unbiased reporting of the political and lobbying interests on the slot bill that has appeared in any newspaper in the country.

The new publisher, Mr. Knight, is 43 years old and a member of the American Legion. He attracted attention in 1936 by standing for his own convictions in an Akron strike situation when an agitated public seemed to be against him. Time soon proved that he was right. So it may be expected that Knight will have the courage of his convictions even tho they may be contrary to conventional ideas.

De Luxers Prove Earnings by Test

MORRIS, Ill., Oct. 30.—Officials of the Northwestern Corporation say that the size of earnings being reported by operators of their De Luxe model vending machines show clearly that the better machines will increase earnings on locations.

Officials stated that "while quite a few

operators have been under the impression that a high-class modern machine like De Luxe would have very little effect on earnings, the opposite has been proved by actual location experience. Every day we receive letters telling of tests that have been made to decide whether De Luxe is actually as good as it seems.

"The truth is that the majority of operators, when they first see the way this machine accumulates the pennies and nickels, cannot believe their own eyes, so they have to prove to themselves that it is not all a dream. But after they once realize that De Luxe does earn more money in the same locations using the same merchandise, you should see the way they rush to replace all of their old machines with this new winner.

"Naturally a machine like De Luxe costs a little more than the customary type of vander, but when you stop to consider how much more you receive, what a better machine you get and the additional amount of profit you earn very few operators will let the price interfere."

McCall Novelty Co.
McCALL'S WEEKLY GUARANTEED BARGAINS

Saratoga (Like New) \$149.50	Bally Bonus 9.50	Hollywood Fair Grounds (Like New) 99.50
Pease Races 85.50	Jumbo Score 9.50	Preakness (Like New) 69.50
Turf Champs 49.50	Double Slam 11.50	Pop 'Em (Like New) 49.50
Big Casino 9.50	All Stars Baseball 17.50	Multiline Golden Wheel (Like New) 75.00
Bally Limit 9.50	Sunshine Derby 9.50	Auto Punch Winner (Like New) 9.50
Sunshine Header 9.50	Multitray Deluxe "48" 52.50	Reliance Dice (Like New) 39.50
Double Preview (Like New) 22.50	Speed Kings (Like New) 39.50	Air Derby (Like New) 39.50
Western 9.50	Bumpalite (Like New) 65.00	
Stop & Go (Like New) 17.50	Rifle Range (Like New) 9.50	
McCoys 12.50	Leatherneck 9.50	
Pranced Ballot 25.00		
Classico (Like New) 75.00		
Big Shot 7.50		

1/8 Deposit, Balance C. O. D. Cable Address: "McCallco." Phone: Jefferson 1844. Send for Our Latest Price List No. A-201. 3147 LOCUST ST. ST. LOUIS, MO.



HOOSIERS GO FOR BALLY'S AIRWAY: Left to right, W. E. Slingerland, Advance Sales Company; L. A. Stump, Ace Novelty Company; F. W. Banister, A. A. Novelty and Sales Company; Earl C. Armstrong, Business Stimulators; Bob Parker, Twin Star Novelty Company, all of Indianapolis; snapped during a recent visit to Bally Manufacturing Company plant.

LUCKY CHARMS

TOYS FOR VENDING MACHINES GOING BIGGER THAN EVER Over 150 Different Numbers to Choose From. OVER 25 NEW NUMBERS JUST ARRIVED.

65c per gross and up SEND FOR NEW FREE PRICE LIST No. B106

SEND \$1.00 For a Complete Set of Samples.

SEND 75c FOR OUR SPECIAL PACK ASSORTMENT.

1 Gross (144 Pieces), 37 Different Styles. Elephants, horses, camels, dogs, roosters, adios, buttons, etc. Both kids and grown-ups go for them. Superior to any Assortment ever offered. Before placing your business, get our Special Lot on a money-back guarantee.

EPSTEIN NOV. CO., Inc. 116 Park Row, New York City.



Proved.. THE MOST POWERFUL I-BALL PAYTABLE EVER PRODUCED

Pacific's
LADY LUCK
MAKES MORE MONEY FASTER!

In earnings it is dynamite! A high-powered money getter that blasts the door open to rich collections. Not once this year have you seen anything to compare with LADY LUCK. With its "win" pockets at the top LADY LUCK gives the players a skill shot . . . gives them, thrills . . . fun . . . suspense . . . and plenty of excitement! Get your sample LADY LUCK on an absolute money-back guarantee basis. Your distributor has LADY LUCK right now. Ask him today!

\$142.50

PACIFIC MFG. CORPORATION 4223 LAKE STREET, CHICAGO

Detroit

DETROIT, Oct. 30.—The Berk Vending Company, operated by Morris and Louis Berk, is sticking strictly to the pin game and amusement-machine business these days. They point out that since many of the pin-game ops pulled out of the business the decreased competition has made the business much more profitable. The firm recently moved to a new location on Sturtevant avenue in the northwest section of the city.

Paul Scott, who has headed the Scott Sales Company for the past 30 years, is still one of the most active operators of pin games. In his time he has seen games of many types come and go. At one time Scott was the active head of a downtown jobbing house. He still does a bit of jobbing, but for the most part he confines his activities to operating.

Partners in the R. & J. Amusement Company announce that the partnership has been dissolved. A. J. Smith has taken over the name of the company and will continue to operate from the original headquarters of the firm. The other partner, William Reid, has established headquarters on the west side of the city at 1790 Infantry avenue. Reid is operating under the name of the Southwestern Amusement Company and intends to specialize in that part of town. Both men intend to keep operating pin games.

Russell Raupp, who left the city a few years ago to enter business in Chicago, is reported back in the operating field here with headquarters on Van Dyke avenue.

Herman Schreiber's placing an order for Tom Mix radio rifles indicates that interest in amusement machines is picking up in Flint. This was one of the first orders for ray rifles in this district for some time, according to reports.

Imperial Billiard Table Helps Ops

BERMINGHAM, Ala., Oct. 30.—Judging by the reports they have been receiving from operators who already have purchased their Imperial Billiard Table, Max and Harry Hurvich, who head the Birmingham Vending Company, state that they feel that their product has done a lot toward providing operators with a source of permanent profits.

"Some operators have said," stated Harry Hurvich, "that our equipment was introduced in certain territories just in time to help counteract the opinions of authorities who were beginning to frown on certain types of equipment. The chief of police in another town complimented one of the location owners on the Imperial and stated that this was the type of equipment he liked to see in operation.

"We have received reports of many cases similar to the above. Operators who have been asking for a game which would enable them to gain the respect of law-enforcing bodies have found that the Imperial fills the bill completely.

Stoner's Races Is Tops, Says Robbins

BROOKLYN, N. Y., Oct. 30.—"The reports we have been receiving from

NATIONAL'S BARGAIN COLUMN

FOREIGN BUYERS
Receive prompt and efficient attention through our Export Department.

Factory Address: NATCOINCO.

FACTORY RECONDITIONED

PAYOUTS

Galloping Dominos . \$199.00	Turf Champs . \$45.00
Ray's Track . 129.00	Winner . 45.00
Faces Races	College Football without Clock (Gottlieb) 45.00
Black Cabinet, Check Sep., 20-1 Odds, Serial No. 858 95.00	Preview 35.00
Arlington 75.00	Center Smash . 25.00
Photo-Finish . 75.00	Post Time 25.00
Golden Wheel . 67.00	Daily Races (Mystery) . 25.00
Friskness 67.00	Skipper 22.00
Classico 59.00	Blushing 22.00
College Football with Clock (Gottlieb) 55.00	Bally Multiple . 21.00
Derby Day with Clock (Gottlieb) 55.00	McCoy 21.00
Latonla 49.00	Challenger . . . 21.00
Garom 45.00	Flicker 20.00
High Card 45.00	Daily Races (Multiple) . 18.00
Bally Bonus 17.00	Ten Grand . . . 17.00
Peerless 17.00	Fence Buster (Multiple) . 14.00
Jumbo 17.00	Stop & Go . . . 14.00
	Flying High . . 14.00

\$10.00 Round Up All Stars Sunshine Derby Credit

NOVELTY GAMES

Track Meet . \$29.00	Ball Fan . . . \$17.00
Skooky 20.00	Some Fun . . . 15.00
Cross Lines . 18.00	Bumper 14.00
Ricochet . . . 17.00	Roll Over . . . 12.00
Booster 17.00	

COUNTER GAMES

Auto Punch (Automatic) . \$19.00	Arithmetic . . . \$ 5.00
Tri-O-Pak 8.50	Cent-A-Smoke . 5.00
Penny Pak 7.00	Cent-A-Pak . . . 5.00
Half Mile 6.50	Spin-A-Pak . . . 5.00
Daval Races . . . 6.50	Reel Races . . . 5.00
Reel Dice 6.50	Punchetta . . . 4.00
Reel 21 5.00	Tit Tat Toe . . . 4.00
	Ticketto 3.00

SLOTS

Mills Blue Fr. 5c, 10c, 25c With & Without Gold Award \$45.00	Jennings Chief \$37.50
Watling Roll-A-Top 37.50	F. O. K. Escalator 22.00
Peaces Comet . 37.50	Lion Head . . . 20.00
	Safe Stand . . . 14.00
	Slightly Used . 6.50

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.

operators who already have Stoner's Races on hand show that the game is right up on top when it comes to taking in the nickels," reports Dave Robbins, who distributes Stoner games throught this territory. "This new five-ball novelty game has more player appeal than any game we have ever distributed," he continued. "It takes in nickels extra fast because it can be played with three or four coins.

"One of the most important features of the game to my way of thinking," he went on, "is that the game gives the player a 'break.' This is mighty important, because it is the players who are the final judge of a good game. We have been begging the Stoner plant to get this game to us faster and in larger quantities. They stated that they would do their best and that the advance orders for the game were the greatest in their experience. This evidently proves," Robbins concluded, "that when a game is a success in the East it also clicks in other sections as well."

Holiday GIFT FRUIT CAKE

Highest quality 5-pound Cake—attractively packed in handsome chromium Cake Holder and Cover. An ideal gift.

100-HOLE SALEBOARD
Takes in \$10.00 Costs You \$5.00

Season is just beginning! Remit now with order.

HARRISON SALES
Room 616, Wrigley Bldg., Chicago.

CERTIFIED USED GAMES

1/3 DEPOSIT, BALANCE C. O. D.

PROSPECTOR . . . \$ 5.00	BLUEBIRD \$15.00	WINNER \$35.00
GOLDEN HARVEST . 5.00	PREVIEW 27.50	MARKSMAN 35.00
ROUND UP 8.00	MAZUMA 32.50	HEAVYWEIGHT . . . 38.00
PEERLESS 12.50	CAROM 34.50	CLASSIC 62.50

MILWAUKEE COIN MACHINE CO.
3725 West Center Street, MILWAUKEE, WIS.

500 Used Slots Wanted

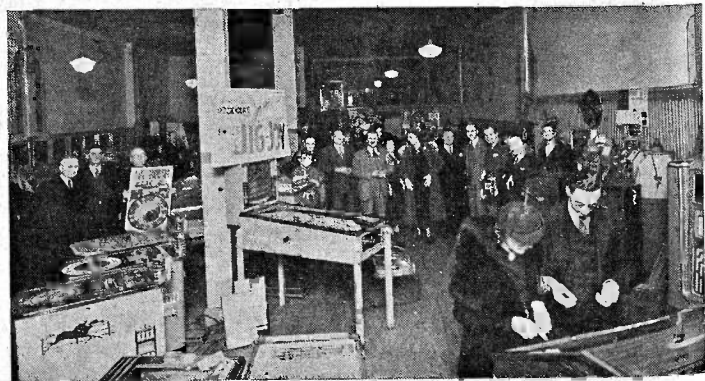
Will Buy for Cash or Trade Late Model Used Novelty Games, Counter Games and Phonographs for Pece Comets, Blue Fronts, Cherry Bells, Galloping Dominos and Mills Flashers, any quantity. What have you to offer? Get on our mailing list for Bargains.

AUTOMATIC SALES CO.
227 2nd Avenue, N., NASHVILLE, TENN.

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

LEE MOORE & CO.
180-182 West Adams Street Chicago, Illinois



ON DISPLAY IN THE LaBEAU SHOWROOM on the occasion of Archie LaBeau's recent party was Jig Joy, Rock-Ola's new novelty pin game, which attracted much attention.

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

IF STONER makes it
STONER'S RACES
BIGGEST MONEY MAKER IN YEARS!
Immediate Delivery.
FLORIDA OFFICE: 1326 W. Flagler St., Miami.
2200 N. WESTERN AVE. CHICAGO — 1901 FIFTH AVE. PITTSBURGH

ATLAS sells it

Happy Days Are Here Again
for the Operators of
STONER'S RACES

EVERY "LIVE WIRE" OPERATOR SHOULD HAVE 5 OR 10 ON HIS ROUTE. ORDER YOURS NOW!

D. ROBBINS & COMPANY - 1141 B De Kalb Ave. Brooklyn, N.Y.

Protection Assured With Epco's Locks

CHICAGO, Oct. 30.—"Just as a chain is as strong as its weakest link, so Epco Bell Locks are as strong as their weakest parts," said A. B. Chereton, president of the Electrical Products Company. "That is the reason why our production department gives each particular part that goes into an Epco Bell Lock the closest scrutiny and examination possible," he continued.

"Because we do this we are able to assure operators, distributors and manufacturers of amusement machines the finest protection money can buy. Epco Bell Locks are designed with protection foremost in the mind. They are absolutely pick-proof and are so constructed that keys cannot be duplicated on ordinary key machines."

Dark Horse Now in Multiple Play Form

CHICAGO, Oct. 30.—Ray Becker, sales head of J. H. Keeney & Company, announced this week that their latest hit, Dark Horse, is now in production as a multiple play game. "Dark Horse originally was introduced as a single coin console game," Becker said. "The improved models now in production, however, permit one to seven selective plays thru the

single-coin chute with a Daily Double dial also added.

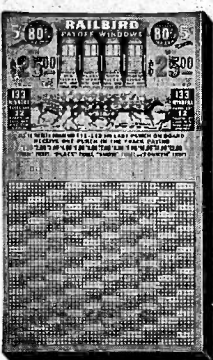
"The large amount of orders reaching us daily," he continued, "indicates that this new and unusual game is meeting with enthusiastic response on the part of the operators. Many comments have reached us from jobbers, distributors and operators which prove that these men welcome the splendid work that J. H. Keeney and Company are doing for the coin machine industry.

"This game has met with the hearty approval of coinmen in all parts of the land," Becker concluded. "It is one console that is crammed full of action. It gives the players a real thrill, and the amount of orders that have come in to date for this winner show that it has won the approval of all lovers of coin operated games who have seen it to date."

Univex Corp. Announces Robot Movie Projector

CHICAGO, Oct. 30.—Possibilities for a coin-operated machine that would show pictures on a screen is to be seen in the announcement of the Universal Camera Corporation that it has perfected a new continuous 8mm. projector for window advertising which operates behind a translucent type screen. It runs a three-minute sales film and has a robot control enabling pedestrians to start the projector by touching the window glass.

This new Univex will be offered at \$25 and sales films can be supplied the dealer weekly or monthly at a cost of 50 cents each.



RAIL BIRD

A 2300 HOLE FAST PLAY BOARD

2300-RBFN (5c Play)
(Made Thin Only) (Size of board 9 3/4 x 17 in.)
Take-in: 2,300 holes at 5c.....\$115.00
Total Average Payout 73.16
AVERAGE PROFIT\$ 41.84

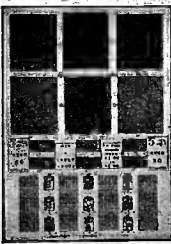
2300-RBTN (10c Play)
Take-in: 2,300 holes at 10c.....\$230.00
Total Average Payout 146.32
AVERAGE PROFIT\$ 83.68

Price **\$4.78** Plus 10% U. S. Tax.

Write for New Catalog—Please State Business.

GARDNER & CO.

2309 ARCHER AVE. CHICAGO, ILL.



LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.

A 1,200-hole board with six genuine leather hand-laced 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.

Operators Puzzled By Irish Sweeps

CHICAGO, Oct. 30.—While the wheels of changing public opinion grind ever so slowly, American ticket holders on the Irish sweeps have cashed in for about \$3,250,000 all told. Americans had won \$2,029,892 on the sweepstakes draw prior to the race, and reports indicate Americans won \$1,200,000 on the race proper.

A Chicago high school teacher is reported to have won \$50,000 on Solar Bear, a 100-to-7 shot in the race.

Newspapers cashed in heavily on the Sweepstakes and the majority of them featuring the news with bold headlines. Among the newspapers giving prominence to the Sweepstakes news, a veritable public education in gambling, were observed a number of papers that stage occasional crusades against slot machines and even novelty pinball games. Bewildered operators of coin machines sit back and wonder if they should not have bet on the Sweepstakes rather than invest their money in machines. They are unable to fathom the newspapers, they say, which give such excessive boosts to gambling on a foreign proposition and then stage holy crusades on the little fellow in America who may be operating pinball games.

Old Tax Law Hurts Pennsy Operators

CLEVELAND, Oct. 30.—Northwestern Pennsylvania operators were shocked last week to wake up and find that a law passed in 1907 had been dug out of its grave and was being enforced by the Commonwealth of Pennsylvania.

This old law that had lain buried in the legal records of the State for 30 years provides a license fee for any game that uses balls and pins. It was passed originally as a tax or license upon Ten Pins, as bowling was known back in 1907.

But in looking about for new means of raising revenue thru taxation the Pennsylvania Commonwealth discovered that amusement games were operated with balls and pins and consequently this 1907 license tax was applied to these also. The act provides for an annual tax of \$20 for each game, plus \$1.50 for an appraiser's fee. Each extra game in one location is taxable at the rate of \$10 per game. No additional appraiser's fee is charged.

An injunction suit was filed by operators in Erie County in an effort to clarify the law and a decision is expected within the next 10 days.



FLEETWOOD NEW MULTIPLE ONE-SHOT

Takes in 1 to 4 nickels per game. Payouts multiplied by number of coins played—\$8.00 top. New 30-inch high backboard. New anti-cheat apparatus. Simplified mechanism. CUSTOM-BUILT to specifications of leading multiple-type operators... engineered to last a life-time, without service grief... FLEETWOOD will stay put on location year in and year out... earning the biggest money of your life!

CLUB HOUSE NEW UPRIGHT CONSOLE WITH 7-COIN CHUTE SENSATIONAL MONEY-MAKER

BALLY STABLES NEW HOLE-TYPE ONE-SHOT 2 TO 9 SELECTIONS PER GAME 36 WINNERS POSSIBLE

1937 AIRWAY NOVELTY HIT OF THE YEAR NOW IN ITS THIRD MONTH

Write for circulars and prices. Also get beautiful full-color circular on SUM-FUN and NUGGET COUNTER GAMES.

BALLY

MANUFACTURING COMPANY
2640 BELMONT AVENUE
CHICAGO, ILLINOIS



"SHE'S OUT IN FRONT." That is the cry as Dolly Flasher comes into the back stretch, riding the new Mills entry, called Clobber.

WERTS
Jar-O-Smiles

FISHO



ANOTHER WINNER BY THE ORIGINALS OF TICKET JAR DEALS.

NEW ROD & REEL TICKET JAR DEAL EVERY SPORTSMAN'S FAVORITE

A real "sporting" Ticket Jar Deal full of vim—vigour—vitality. Can't be beat for fast repeats on any location. Big "bait" catches them hook, line and sinker. Available in 5c and 10c play.

88 SEAL JACK POT CARD PAYS \$1 TO \$25 AND \$50 JACK POT

NEW EXCLUSIVE OPERATOR'S PLAN

Jar-O-Smiles FISHO is manufactured exclusively for operators. On our new plan, it will be sold to only one operator in each county. Here's your opportunity to "clean up!" Introduce this new deal now knowing you are fully protected on repeat business. Get the details quick! While territory is open.

2520 TICKETS — 133 WINNERS TAKE - PAYOUT - PROFIT

2520 Tickets at 5c Takes in	\$126.00
Total Payout (Average)	87.30
PROFIT per Deal (Average)	\$ 38.70

WRITE TODAY for full details about FISHO and other new WERTS Ticket Jar Deals on our new Exclusive Operator's Plan. Attractive big profit discounts. Send NOW!

WERTS NOVELTY CO., Inc. Dept. B, B-11
MUNCIE, IND.

SAIL ALONG WITH THE MAYFLOWER

USED CONSOLES	USED GAMES	POLLY
Roomont \$ 80.00	Bally Derby \$15.00	Flicker 20.00
Le Luxe Bell 80.00	Credit 10.00	Spotlite (Clock) 30.00
Bang Tails 160.00	Daily Limit 15.00	It's a Pal 22.50
Track Time 160.00	Maleah 10.00	Winner 37.50
*****	Leatherneck 15.00	Western Sweep Stakes 17.50
Pass Races (1000	Multiple 20.00	College Football (Clock) 57.50
1300) new motors, re-	Hi De Ho (Novelty) 12.50	Ten Sticks 15.00
finished 125.00	Electric Score Board 15.00	Challenger 15.00
*****	Sweet 21 20.00	McCoy 15.00
A. C. Slots, New 145.00	Pamoo Chase 15.00	*****
*****	Preview 49.50	Classic (orig crate) 89.50
Multiplay, Roundup, Trojan,	Classic 49.50	Photo Finish (orig. crate) 89.50
De Luxe, Daily Limit, Daily	Foto Finish 64.50	Deluxe Bell (orig. ct.) 100.00
Races Multiple, Sunshine Derby	Beat 'Em 69.50	Racing Form (orig. ct.) 110.00
Any of above games	Sprindtime 27.50	*****
3 for \$20.00.	Lakonia 69.50	Health Meter Scales \$10.00
*****	Bumpalite 27.50	Erie Diggers (F.S.) 55.00
1/3 Deposit With Order — Balance C. O. D.	Golden Wheel 64.50	Royal Racer Man Digger 40.00
	Royal Racer 27.50	Nuggets (New) 10.50
	Hi De Ho 17.50	

MAYFLOWER NOVELTY CO., INC. ST. PAUL, MINN.
(Nestor 7284)



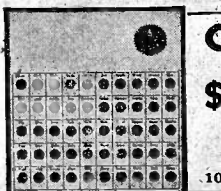
FOOTBALL

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.

WANTED TO BUY FOR CASH

ROCK-OLA 1937 WORLD SERIES BASEBALL MACHINES
PACIFIC BASEBALL MACHINES
BALLY EAGLE EYES
ROCK-OLA TOM MIX
State all in first letter, including serial number, condition, and how many for immediate shipment.
BADGER NOVELTY COMPANY
2546 N. 30th St., MILWAUKEE, WISCONSIN.



CLOSE OUT IN PUSHCARDS

50 Hole Size. Exact Reproduction—Die Cut Seal.
\$1.50 per 100 - \$10.00 per 1000
Federal Tax Paid, F. O. B. Birmingham Express Office.
Several Other Sizes from 50c per 100 up.
ASSOCIATED SALES AGENCY
108 No. 17 St. BIRMINGHAM, ALA.

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

Stoner Employees Split Into 2 Camps

AURORA, Ill., Oct. 30.—The Stoner plant is reported to be divided into two camps these days. From Ted and Harry Stoner on down every employee is said to be on one side or the other. There is nothing alarming about this situation. The whole thing is said to have started among the employees working on the Around the World and the Stoner Races assembly lines.

The Around the World men maintain that because of the third dimensional backboard glass, the satin steel playing field, the new designed bumpers, plus the beautifully designed cabinet, this game will outperform, outsell and outlast any novelty game on the market today.

The Stoner Races addicts claim that their game does not need bumpers, for the suspense of pulling for a winner will hold the attention of any fan. They say that the artistic work on the panel and backboard glass packs real appeal and that because of multiple chute and mystery selection their game will out-earn any novelty game, since the important mechanical units have been tried and proved on Tuff Champs.

This difference of opinion is said to exist even between Ted and Harry Stoner. The whole force is waiting to find out which of the games will prove the winner. In the meantime, however, both games are reported to be in top-speed production and neither side can claim an advantage to date.

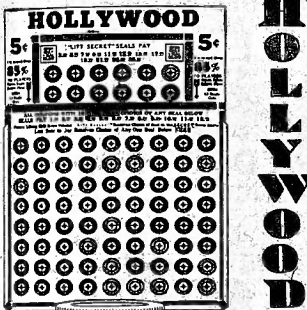
Mantell Has New Used Games Plan

BALTIMORE, Oct. 30.—S. Carl Mantell, head of the National Coin Machine Corporation, says that his firm is developing a service in the sale of used games that will appeal especially to operators in smaller cities and towns.

According to Mantell, "our firm is in a position to secure used games from operators in the larger cities, where the latest games are put on the used market after a few weeks on location. Hence we can offer to operators in the smaller cities the late games that have been on location a short time at prices that mean a great saving to the operator."

"All of our used games are expertly reconditioned," Mantell added. "I might say also that many operators in smaller cities place standing orders with us to ship certain games as soon as we get them in our used machine department. This seems to be an excellent plan for many operators and we are glad to make such arrangements."

A NEW STAR



STEP-UP CARD
Offers Big Profits For Small Investment
ment. 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) ... \$114.00
AVERAGE PAYOUT ... 70.00

AVERAGE PROFIT ... \$ 44.00
Write for Quantity Prices.
1/3 Deposit - Balance C. O. D.

MONARCH COIN MACHINE CO.
Distributors
1731 BELMONT AVE. CHICAGO

**— 375 —
ONE BALL PAYOUT TABLES**

WRITE OR WIRE FOR PRICES

- 1—Magic Finger97.50
- 10—1935 Elec. Hoist79.50
- 5—1936 Elec. Hoist97.50
- 1—Rotary Merchand.97.50

SAVOY VENDING CO.

406-408 W. FRANKLIN ST.
BALTIMORE, MD.

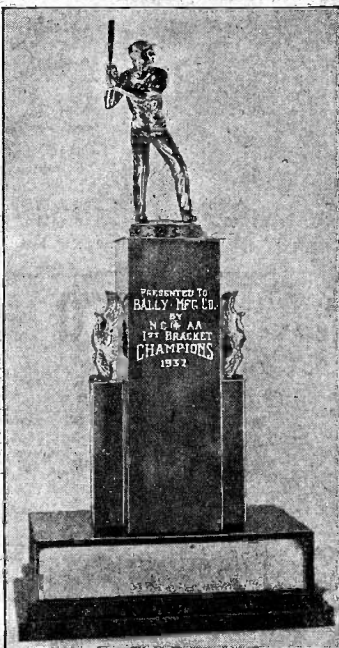
BARGAINS

- | | |
|------------------------|------------------------|
| Bally Baby . . \$ 4.50 | Penny Pack . . \$ 7.50 |
| Beat It 4.00 | Rithmatic . . . 3.00 |
| Com-A-Pack . . 6.50 | Select-Em . . . 4.00 |
| Com 5.00 | Tit-Tat-Toe . . . 4.50 |
| I. O. U. 4.50 | Twenty-One . . 7.50 |
| Pak-O-Cig . . . 4.00 | Win-A-Pack . . . 5.50 |

- TABLES:**
- | | |
|------------------------|-----------------------|
| Bell Fan . . . \$15.00 | Mad Cap . . . \$ 5.00 |
| Bally Derby . 11.00 | Peepless . . . 8.00 |
| Batter Up . . 21.00 | Pool Table . . . 5.00 |
| Home Run . . 15.00 | Roll Over . . . 15.00 |
| Live Wire . . 10.00 | Running Wild . 22.50 |
| | Sensatlor . . . 22.50 |
| | Torpedo 4.00 |

- PHONOGRAPHS:**
- | |
|---|
| Rock-Ola 1936 No. 2 \$115.00 |
| Wurlitzer P-10 65.00 |
| Wurlitzer 312-412 140.00 |
| Wurlitzer 312-412, 32 165.00 |
| Wurlitzer 316, 416, 616, 716 215.00 |
- Every Machine Fully Guaranteed.
1/3 Deposit, Balance C. O. D.
- C. CHARLE & COMPANY, Springfield, Mo.**

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

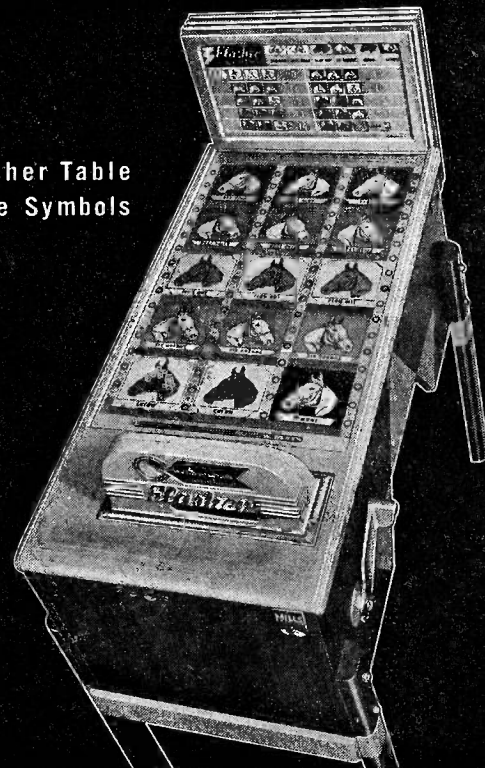


BALLY CHAMPIONSHIP TROPHY, won by Bally Manufacturing Company soft-ball team.

RACE HORSE FLASHER!

The Biggest Money-Maker of Them All!

New Flasher Table with Race Symbols



GOING A MILE A MINUTE EVERYWHERE!

choice of
5c PLAY | 10c PLAY | 25c PLAY
\$149.50 | \$152.50 | \$155.50
PLUS TAX | PLUS TAX | PLUS TAX

MILCO CHECK DEVICE: \$7.50 EXTRA

BEST ONE SHOT CLOCKER

Changing-Odds — Variable Selector — Retrieve Kicker

\$169.50

BEST NOVELTY FORWARD MARCH

Fastest Selling Table In Field

\$74.50

Direct from Factory or at Your Jobber

MILLS NOVELTY COMPANY

4100 Fullerton Avenue, Chicago, Illinois

IMPORTANT NOTICE!

SOON CHICAGO COIN WILL ANNOUNCE A STARTLING NOVELTY GAME DEVICE WORKING ON AN ENTIRELY NEW PRINCIPLE. ITS POTENTIALITIES ARE SO GREAT THAT 100% DISTRIBUTION IS FULLY WARRANTED... Therefore JOBBERS - NEW OR OLD - ARE WANTED IN VARIOUS TERRITORIES THROUGHOUT THE UNITED STATES AND CANADA.

● WE URGE YOU TO TAKE ADVANTAGE OF THIS OPPORTUNITY. Write for Complete Information.



CHICAGO COIN MACHINE MANUFACTURING CO.

1725 DIVERSEY BLVD.

CHICAGO ILL.

STILL GOING STRONG A 5-ball novelty game with an unique scoring principle. **\$77.50**
BEAM-LITE A combination high score and lights feature.



ARCHIE LA BEAU
1946 University Ave., "HOUSE OF QUALITY" ST. PAUL, MINN.

GOOD AS NEW

CLASSIC	\$72.50	SANTA ANITA	\$40.00
CAROM	49.50	FAMCO CHASE	25.00
PADDOCKS	45.00	BELMONT	25.00
SPRINGTIMES	37.50	QUEEN MARY	25.00
BUMP-A-LITE	37.50	PACES RACES	125.00
ROYAL RACES	30.00	JOCKEY CLUB (Exhib.)	75.00
WHEEL OF FORTUNE	30.00	MULTIPLE DAILY RACES	20.00
TEN STRIKE	17.50	1937 ROCKOLA RHYTHM KING (12)	175.00
FLICKER	22.00	SEEBURG SELECTO	75.00
HIDE HO	30.00		
PREVIEW	45.00		

1/3 Deposit With Order, Balance C. O. D.

La Beau Novelty Sales Co

Ponser Speeds Up Orders for Speed

NEW YORK, Oct. 30.—The rise in popularity of the new five-ball novelty game Speed in this territory has caused the George Ponsler Company to place orders for the game in increasing quantities at the factory. Ponsler believes the game will be an outstanding hit for some time to come. "Operators who already have the game on location report that it has caught the fancy of pin game enthusiasts," he reported. "The snappy action of this game makes it so attractive that the players never seem to tire of trying for big winners."

Ponsler also reported that his salesmen were finding this game to be one of the easiest to sell and that they were shooting in orders to headquarters for the game almost every day. "We have been hard pressed to make deliveries on Speed," Ponsler concluded, "but since we completed arrangements for faster shipments from the factory we are in a position to handle orders for the game in jig time."

Fitz Making Way For Latest Games

NEW YORK, Oct. 30.—In order to make room for the many shipments of new games that are scheduled to arrive most any day now, John A. Fitzgibbons, president of the Fitzgibbons Distributors, Inc., is reported to have placed all the used games in his headquarters on the sales block. "They all have to go," Fitz reports, "for there won't be room for them once the new games arrive. That's why we are staging this big clearance sale of reconditioned and rebuilt machines."

"We have purposely priced these machines as low as possible," he continued. "Never again will operators have the opportunity to get such bargains. All the machines we now have on hand are on the block and it is our intention to clear them all out of here as quickly as possible."

FOR SALE THE FOLLOWING LIST OF MILLS-WATLING-PACE-JENNINGS SLOTS AT LOW PRICES—ALL MACHINES IN PERFECT RUNNING ORDER, READY FOR OPERATION

3 Mills Blue Front Side Vender, Gold Awards, light oak cabinets, serials from 365,000 and up.	\$33.50
Penny Play	
9 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 365,000 to over 400,000	47.50
20 Mills Dime Play, same as above, with light oak cabinets, serials 387,000 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 to 400,000	55.00
3 Same as above, latest Models, 500 play	65.00
25 Pace Comets, Mystery Play, like new, 50, 100, 25c play	85.00
1 Pace Comet, Mystery Play, like new, 500 play	45.00
4 Watling Nickel Treasures, used less than 30 days	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, 5c play	30.00
One-third deposit on order. Will ship balance C. O. D. Send for list of Automatic Play Tables, Close-out Prices for Gottlieb's Speed King, Derby Day or High Card with Clock; or write for Seeburg Ray-O-Lites.	

FLORIDA Operators

Mercury \$29.50 — Crossline \$22.50
Home Stretch 32.50 — Bumpers 12.50
25% Deposit.
ALL OTHER MACHINES NON-PAYMENTS.
Cleaned — Checked — Guaranteed.
Send for Our Bargain List.
The Markepp Co. CLEVELAND, OHIO. Established 1927

FOR SALE

One Exhibit Shoot-a-Lite; one Mills Do-Re-Mi (Perfect); three Mills Swing King, Perfect; three Wilex #12, Perfect. Will trade for Gottlieb's Speed King, Derby Day or High Card with Clock; or will trade for Seeburg Ray-O-Lites.
P. O. BOX 372, GENEVA, N. Y.



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, \$4.00. 25% Certified Deposit. Required on C. O. D. Orders. Candy 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."

A Square Deal To All

WE HAVE THE FOLLOWING RECONDITIONED MACHINES READY TO OPERATE

AIR RACES	\$32.50	FAIRGROUNDS	\$108.00	POLICY	\$20.00
BUMPALITE	27.50	GOLDEN WHEEL	87.50	PREVIEW	32.50
CAROM	37.50	HIDE-HO	20.00	SANTA ANITA	32.50
CLASSIC	87.50	LITE-A-PAIR	20.00	SPOT-LITE	22.50
POST TIME	25.00	MAGIC LAMP	20.00	WINNER	37.50

NOVELTY GAMES

BUMPER	\$10.00	SKIPPET	\$15.00	SWINGTIME	\$10.00
OUT BOARD	37.50	BATTER UP	22.50	WIZARD	15.00
SCOREBOARD	10.00	RUNNING WILD	25.00	BALL FAN	15.00
EQUALITE	20.00	HOME RUN	10.00	HOME STRETCH	42.50
TURF KINGS	37.50	MERCURY	32.50	SPOT-LITE	15.00
TRACK STARS	37.50	KE NO	17.50	BOOSTER	15.00

VEECH SCALE COMPANY, Decatur, Illinois.

A WORD TO THE WISE



INSIST ON *Evans'*

1938 GALLOPING DOMINOS

Refined! Restyled! Absolutely the last word in coin machine perfection! Unmatched by any other game before! Today, this EVEN GREATER King of Consoles stands far above every comparison!

Restyled Cabinet, black walnut and quilted maple! Gyp-proof 7-Coin Head! Folder prevents all cycling and synchronization! New Power Pak overcomes voltage drop! Cabinet Ventilation eliminates heating! Large Payout Cup or concealed Locked Drawer optional! Drastically simplified Mechanism, EVANS precision-engineered! Coin Head and Mechanism entirely removable from cabinet! Many other new Master-Features—BUT NOT ONE CENT OF ADDITIONAL COST! Sold on EVANS' famous 10-Day MONEY-BACK GUARANTEE!

EVANS' NEW 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! Patented and Manufactured by EVANS—obtainable only on EVANS Games!

GALLOPING DOMINOS

- Superb Dice Payout.
- BANG TAILS**
- Horse Race Payout De Luxe.
- ROLLETO, JR.**
- Roulette in Super-Payout.

Order from your Jobber, or Write, Wire or Phone HAYmarket 7630.

H. C. EVANS & CO.
1522-28 W. Adams St., CHICAGO

D-O-N-T T-A-K-E C-H-A-N-C-E-S!

Used EVANS Consoles bring a higher price than imitators ask for their New Games! WHY? Because even Used EVANS Games deliver performance that others can't approach! BE WISE! Choose EVANS Consoles—and actually MAKE the money others talk about!



TICKET PAYOUT MODEL • CHECK PAYOUT MODEL • UNBREAKABLE GLASS PLAYING FIELD • EXTRA

5c OR 25c PLAY • OPEN PAYOUT CUP or LOCKED DRAWER • OPTIONAL

2 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEAL

50 WINNERS
A 6c 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.
1 800-Hole Salesboard.

COSTS YOU \$5.50 TAKES IN \$15.00

QUICK TURNOVER DEAL

Every Punch Redeems a One-Pound Box of Chocolates. Numbers Run From 1 to 39.

24 WINNERS

24 1-Lb. Boxes of Chocolates.
1 24-Hole Salesboard.

COSTS YOU \$4.25 TAKES IN \$8.00
20% Deposit With Order, Balance C. O. D. Send for FREE Illustrated Catalog.

CANDY FOR THE HOLIDAYS

- 5-Lb. Box of Assorted Chocolates. **70c**
- Per Box.....
- 5-Lb. Box of American Mixed Hard Candy. **60c**
- Per Box.

All 5-Lb. Boxes Paoked 1/2 Dozen to Carton.

DELIGHT SWEETS, INC. 50 EAST 11th STREET NEW YORK, N. Y.

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.



\$18 Each. Tax Paid

TWO MACHINES IN ONE ZEPHYR Cigarette Vender or Bell Fruit Vender

Buy the smartly streamlined ZEPHYR Cigarette Machine and receive free of charge extra "Fruit Reel" strips—thus getting the benefit of two machines for the price of one.

Engineers designed an entirely new Mechanism for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.

Ball Gum Vender with visible display. Large Cigarette or Fruit symbols. 4 Reward Cards.
15c a Box (100 Pieces) | MINTS Case (1,000 Rolls), 75c

BALL GUM Case Lots (100 Boxes), \$12.00

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

Clearaway OF ALL OUR USED GAMES!!

WRITE OR WIRE NOW!
FITZGIBBONS DISTRIBUTORS, INC.
453 WEST 47th ST., New York. ★ 362 MULBERRY ST., Newark, N. J.

LOW PRICED-BARGAINS

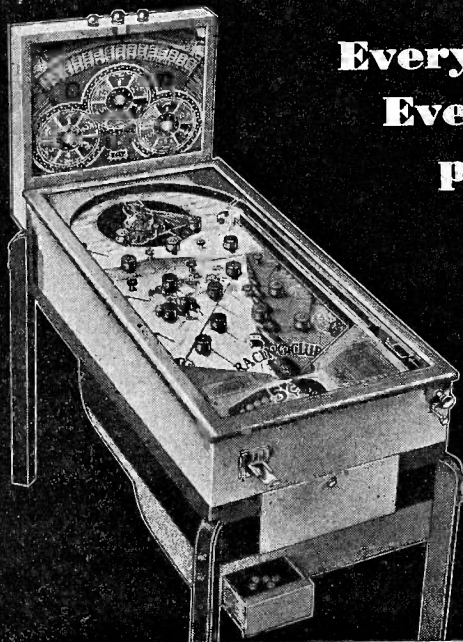
- ★ **WURLITZER** P-12 Perfect Condition **\$119.50**
SINGLE—\$124.50. Lots of 10
- ★ **ROCK-OLA** Late 1936 Model **\$129.50**
- ★ **KEENEY BOWLETTES** \$59.50
- ★ **BABE KAUFMAN** MUSIC, (CIRCLE INC. 6-1642) 250 W. 54th St., N. Y. C.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

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- H. C. Evans & Co.
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- A. B. T. Co.
- Daval Mfg. Co.
- Western Equip. Co.
- KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

meet the big 5

Every one a proved success.
 Every one a dependable...
 profitable...long run
 ...JENNINGS
 machine



RACING CLUB

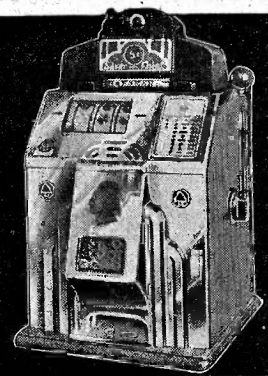
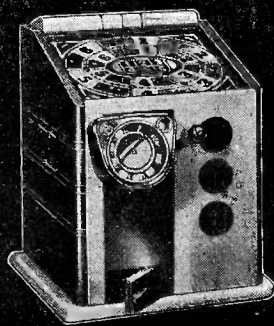
A ONE-BALL BUMPER PAYOUT TABLE

Leading the field of one-ball payout tables — Racing Club. Four big chances for a winner—action right up to the last second of play. Has colorful race horse playing field — beautiful light-up back panel — famous Jennings rotary payout—illuminated escalator. Check or cash play. **\$149.50**
 Ticket model available..... Plus Tax

POWER PLAY

NEW NOVELTY FOOTBALL GAME

It's new... it's different and timed just right for the football craze. All the action... thrills... suspense of the old gridiron packed right into this one machine. It's a real power house for profits. Playing field beautiful and colorful football scene—has large flashy light-up panel —double odds feature and simplified **\$79.50**
 Jennings construction Plus Tax Incl.



FLASHING THRU

CONVERTIBLE CONSOLE OR COUNTER MODEL
 POSITIVE NOISELESS OPERATION

A DeLuxe payout game at a sensational low price—Flashing Thru. Use it as a floor model console or handy counter model. Race horse symbols on a colorful light-up playing field — cigarette or dice symbols available — payouts from ten cents to \$3.20 top. Made in five cent plays, coins or special checks. Dial type coin chute showing **\$89.50**
 eight coins Plus Tax

SLANT TOP LIBERTY BELL AND DERBY DAY

THE POPULAR PRICED CONSOLES

Here's the machine that is creating such a sensation in the DeLuxe payout field—operators everywhere are cleaning up with this outstanding machine. Has beautiful maple cabinet—colorful glass top with flaming colors and dancing lights—and a big double odds feature that gets and holds the play. Liberty Bell has fruit symbols— **\$145.00**
 Derby Day race horse symbols..... Plus Tax

SILVER CHIEF

GREATEST JACKPOT BELL EVER MADE

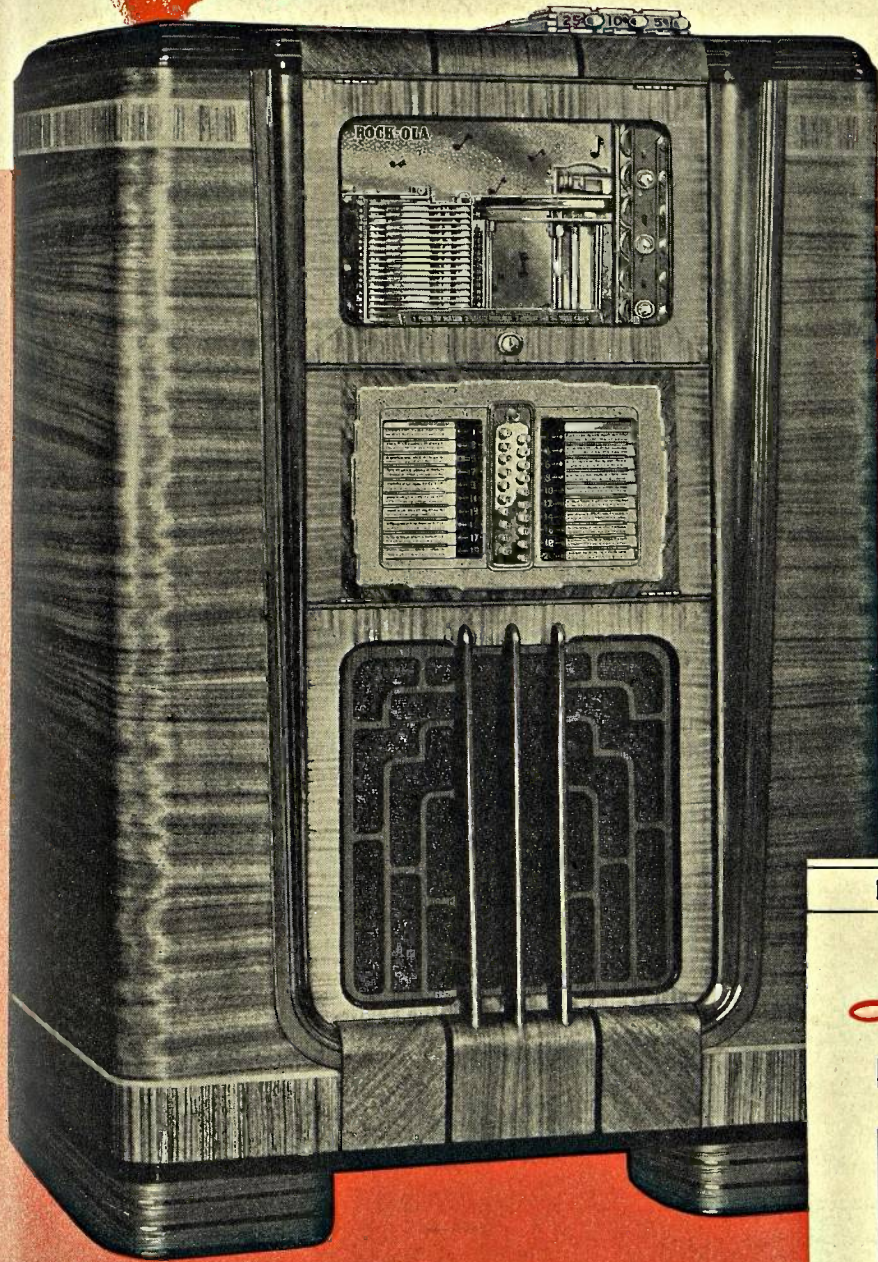
- New Modern Stream-line Design
- New Gleaming Chromium Finish
- New "Easy-to-Stop" Reels—No Bounce
 New type star wheel locks reels in positive stop
- New Heavy-Duty Lifetime Clock
- New Smooth Operating Perfection

O. D. JENNINGS & COMPANY

4309 WEST LAKE STREET • CHICAGO, ILLINOIS

Twenty

RECORDS



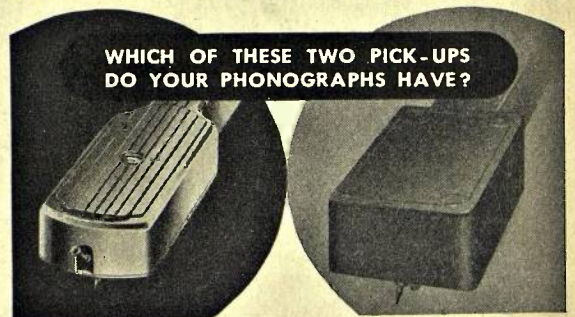
ANOTHER OF ROCK-OLA'S QUALITY FEATURES

Lightweight

CRYSTAL PICK-UP

DOUBLES the life of Records and Needles

WHICH OF THESE TWO PICK-UPS
DO YOUR PHONOGRAPHS HAVE?



LIGHTWEIGHT

Crystal Pick-Up

As superior to the old style heavy-weight pick-up as the electric light to the kerosene lamp! Doubles the life of records and needles. Floats in live rubber. Hermetically sealed in a bakelite case. Not affected by weather conditions. No adjustments necessary. Guaranteed unconditionally for one year.

HEAVYWEIGHT

Old Style Pick-Up

The greater weight wears out needles and records twice as fast, adding considerably to your upkeep cost. Produces inferior tone quality which diminishes even further due to unusual pressure of needle in record groove. Requires periodic adjustments. Affected by varying weather conditions.

★ Rock-Ola phonographs offer many features which result in lower maintenance cost—such savings can be considered added profits.

Twenty records offer broader selection, which means bigger collections—from every angle you profit most with Rock-Ola's Imperial 20.

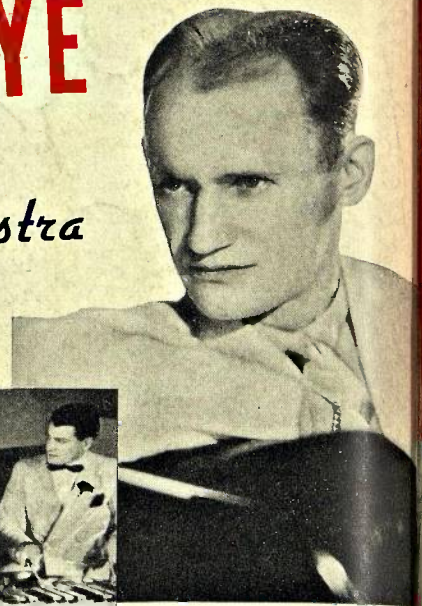
ROCK-OLA MFG. CORP.

800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS • CANADIAN DISTRIBUTOR: P and H COIN MACHINE CO., 287 VICTORIA ST., TORONTO, CANADA



LOOK TO ROCK-OLA FOR LEADERSHIP!

WHEREVER THERE IS A WURLITZER . . .
 FOLKS may SWING with **SAMMY KAYE**
 and his
Sensational Orchestra



These
VOCALION RECORDS
 by **SAMMY KAYE** and
 his **ORCHESTRA** enjoy
 top popularity everywhere

- 3746 "If You Were Someone Else"
 - "After You" 3681
 - "Josephine" "Avalon" 3618
 - "Strangers In The Dark" "Good Mornin'" 3656
 - "If I Can Count On You" "So You Won't Sing" 3700
 - "Rosalie" "Why Should I Care" 3688
 - "What Makes You So Sweet" "We'll Ride The Tide Together"
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