

NOV 10 1937

RADIO — STAGE — NIGHT SPOTS — PICTURES — OUTDOOR

PERIODICAL ROOM  
GENERAL LIBRARY  
UNIV. OF MICH.

NOVEMBER 13, 1937

15 Cents

# The Billboard

The World's Foremost Amusement Weekly



Maurice Seymour

NORMAN HARRIS and SYLVIA SHORE

Modes Comiques

Direction: Phil Bloom, Music Corporation of America

Century

Orchestra Corporation

*announces*

The Union of Two  
Stellar Attractions



**DON  
REDMAN**

*and his orchestra*

*and*



**ORLANDO ROBERSON**

*golden voiced tenor*

**LOUISE MCCARROL**

*swing stylist*

The Greatest ★ ★ ★ Attraction of All Time  
Seventeen Versatile Artists

**DATES AVAILABLE AFTER NOVEMBER 15th**

*For further information—Write—Wire—Phone*

**CENTURY ORCHESTRA CORPORATION**

1619 Broadway

Tel. COLUMBUS 5-3554

New York, N. Y.

# The Billboard

Vol. XLIX  
No. 46

The World's Foremost Amusement Weekly

November 13,  
1937

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879.  
100 Pages. Subscription, \$5 per year. Copyright 1937 by The Billboard Publishing Company.

## "BIG SHOW" IN OLD HANDS

### Club Managers Down With Ants In Pants Over Foreign Mixups

NEW YORK, Nov. 6.—Managers of German, Chinese and Spanish night clubs are silently suffering from an aggravating case of ants in the pants—the international situation. Prime result is that the maestros, owing to the touchy subjects of nationalism, Fascism et al, are becoming terrific mental Risley artists. But against their will.

German spots, for the most part, avoid aligning themselves for or against Hitler. Only exception here is in neighborhoods predominantly pro or con, and in such cases the management falls right in line. In Yorkville beer gardens prominently display Hitler pictures, but in spots dependent upon transient trade the managers use an old gimmick and switch from German to Bavarian atmosphere. While theoretically phony, this gimmick has the advantage of simplicity, necessitating merely the wearing of knee pants.

Local Spanish clubs are similarly embarrassed, the wealthy Spanish trade having a terrific yen for politics. While many managers are privately for the rebel cause, they pretend neutrality. But with mental reservations. Press agents have been warned to lay off the Spanish war angle and waiters and the help, predominantly pro-loyalist, are lipped. Byproduct of the mess is the benefit

situation, with managers being asked constantly to send acts to charity affairs raising money for some cause or other. Club owner is caught in the middle and is certain to get a squawk from the opposing faction. For this reason some clubs are welcoming unionization by the American Federation of Actors, such a move giving them an out by reason of the AFA contract.

Chinese spots have warned their writers to lay off all political talk, which is about the only kind of talk the (See CLUB MANAGERS on page 5)

### Extras Claim Low Payouts; Screen Guild Investigating

HOLLYWOOD, Nov. 6.—Bitter complaints from movie extras that most of the calls emanating from the studios are only for \$5.50 have caused the Junior Screen Actors' Guild to appoint a special committee to investigate this newly arisen situation. Guild made this move when producers placed calls at this low price, then attempted to dictate what costumes the players should wear.

When the producers agreed to abolish \$3.20 check under their Guild Shop con-

### Ringlings Regain Management Of Ringling - Barnum Circus

Mortgage for \$800,000 held by Allied Owners, Inc., is satisfied and mortgagors released from further supervision—several changes in board of directors hinted

SARASOTA, Fla., Nov. 6.—The operation and management of the Ringling Bros. and Barnum & Bailey Combined Circus reverted to the estate of John Ringling at a meeting in Washington, D. C., on Thursday when Allied Owners, Inc., holder of a mortgage against the Ringling ownership of the circus, was paid off and the mortgage, already paid down to \$800,000, satisfied. Among those at the meeting were representatives of various interested corporations and John Ringling North and Henry Ringling (Buddy) North, nephews of John Ringling. The \$800,000 was paid off thru a refinancing program and also thru co-operation of the government, which held large bond and stock assets of the Ringlings. A new note and mortgage has been issued to the Manufacturers Trust Company of New York.

With the mortgage being satisfied, Allied Owners, Inc., was released from all further supervision and management of the circus. The mortgage was originally held by the old Prudence Company. It was given by John Ringling when he purchased from Mugivan & Bowers a number of large circuses some years ago for incorporation under a master company. This company, known as Circus City and Zoological Gardens, Inc., is (See BIG SHOW on page 71)

SAG recently asked Fred W. Beeton, president of Central Casting, to prepare a breakdown, showing just how many extras had been called at \$5.50 and how many on \$8.25 check. It is understood report showed only a slight increase over periods before \$3.20 check was abolished, which might have been caused by big productions using hundreds of persons for mob scenes and atmosphere background.

Report that SAG might take over operation of Central Casting was denied. Guild officials stated that contracts now (See EXTRAS CLAIM on page 5)

### Acts Under Banner of Hamid Getting Foreign Winter Time

Engagements in Europe, Cuba and Australia provided at theaters, arenas and special events by booker for outdoor attractions during off season in the States

NEW YORK, Nov. 6.—George A. Hamid, prominent booker of fair, park, circus and carnival attractions thruout the East and South, revealed this week that he is entering the foreign booking field this week. He announced several weeks ago that he has been negotiating with showmen in Europe for theater, arena and special-event time, but it was not until the eve of his sudden departure for Cuba on Thursday that he revealed details. Acts that work under the Hamid banner in the United States during the summer will be sent to the continent of Europe, to Cuba and Australia for engagements of varied sorts. Move to shoot attractions to other shores during the winter was prompted chiefly by increased difficulty in recent years for "outdoor offices" to find sufficient working weeks for their acts in this country. Aitho the recent influx of winter circus dates has aided the situation greatly, the passing of American vaudeville has cut available time so severely that it is still impossible to absorb even the first-rate talent playing outdoor dates during summer.

Leo Grund, staff man of the Hamid office, who has been in Germany and Austria several weeks, has lined up a couple of months' work for circus acts in those nations. Hugo Zaccini double-cannon thriller, for years the closing feature on the Ringling-Barnum Circus; Doc Herman Ostermaler and his high-school horse, who made his American debut with the Ringling show at the Garden this year; a Funny Ford and possibly other acts not yet decided upon open a four-week run on December 20 at a Thrill Show in Deutschland Hall, Berlin. Show goes on the road thereafter, playing key spots in Germany and Austria. Ostermaler is expected back in New York for the Ringling opening in April, but the Zaccini turn has been (See ACTS UNDER on page 71)

### Friars' Club Elects

NEW YORK, Nov. 6.—At the annual meeting of the Friars' Club Jay C. Flippen was elected abbot; Bobby Clark, dean; Maurice Rose, treasurer, and Lester L. Hammel, secretary. Members elected to the board of governors are Milton Berle, Edwin G. Bruns Sr., George N. Bruns, Emmet R. Callahan, Harry Delf, Henry Jaffe, Harry H. Oshrin, Sam Sax and Elias E. Sugarman.

### Lag in Legit Stymies Road

ATC road committee hampered by lack of shows—meetings useless

NEW YORK, Nov. 6.—James Brennan, stagehands' exec and chairman of the road committee of the American Theater Council, this week said he couldn't see the logic of the road committee meeting, inasmuch as there are not enough shows available to hit the hinterlands. Legit season is about 10 shows behind schedule and the managers, in short, are not producing fast enough. Curious situation is that all good shows hitting the sticks are drawing very well, indicating that the time is opportune for trying to win back areas long lost to legit. Helen Hayes and Maurice Evans have been drawing excellently. *The Woman did swell biz* in Chicago, and ditto for *Madame Bovary* at Cohan's Grand, Chicago.

Long held responsible for assassinating the road and now put on the spot because shows are not available, the managers are figuratively catching the bullets. Lag in the season is traceable, to a large extent, to the pact concluded last year between the dramatists and managers, resulting in squawks by the pix firms on the ground that they did not receive adequate protection in return for backing shows. Since then pix moguls have carried out their threat of not shelling out with dough for Broadway. Wall Street, reported last year to be ready again to angel shows, has not come across. All it did was come a cropper on its own.

Meanwhile the ATC is going along, but just where is doubtful. Passage of the managerial resolution by Equity last week is considered futile in some quarters in view of shortage of shows.

### In This Issue

#### ROUTES:

Orchestras, page 16. Acts, Units and Attractions, 38-39. Dramatic and Musical, 39. First Circuit Shows, 39. Repertoire, 69. Carnival, 69. Circus and Wild West, 70. Miscellaneous, 70.

	Pages
Air Briefs	.....8
As I See It	.....30
Broadway Beat, The	.....5
Carnivals	.....50-58
Chicago Chat	.....30
Circus and Corral	.....40-43
Classified Advertisements	.....60-63
Coin Machines	.....74-100
Endurance Shows	.....33
Fairs-Expositions	.....46-48
Final Curtain	.....34
Forum	.....37
General News	.....3-5 and 31
General Outdoor	.....69-73
Hartmann's Broadcast	.....71
Legitimate	.....12-13
Letter List	.....35-37
Magic	.....33
Mit'strelsy	.....33

	Pages
Motion Pictures	.....14
Music	.....15-19
Night Clubs-Vaudeville	.....21-28
Notes From the Crossroads	.....73
Off My Chest	.....72
Orchestra Notes	.....20
'Out in the Open	.....72
Parks-Pools	.....44-45
Pipes	.....67-68
Possibilities	.....4
Radio	.....6-11
Repertoire-Tent Shows	.....32
Reviews of Acts	.....28
Rinks-Skaters	.....49
Show Family Album	.....62
Sponsored Events	.....59
Thru Sugar's Domino	.....30
Vaudeville-Burlesque	.....29
Wholesale Merchandise	.....64-68

# BURLESQUE DOWN ALL OVER

## B. O. Way Off in Ten-City Study; General Drop Blamed

Local elections, strikes, banning of title also factors in bad year—Chicago without a stand—salaries generally paid, with but few squawks

NEW YORK, Nov. 6.—Burlesque business is terrible in all parts of the country. A study of grosses in 10 representative industrial cities reveals 10 complaints of lack of customeritis. The reasons for this lack of business boil down to several important factors. A general falling off in all businesses as compared with last year and punk, anaemic shows varying little from the routine productions offered for the last score of years. In several cases local conditions, such as elections and strikes, take the rap for the off in grosses. But essentially the cry is the same—poor business and little hope for an immediate pickup.

In New York the reason given for low grosses is the banning of the word burlesque. Small immediate hope is seen in the election results, as private censors are keeping close watch on shows. Town also seems to be overcast, with two Manhattan houses getting most of the business, while the remaining four get the left-overs. The same conditions and explanations hold for Brooklyn, too.

Conditions in individual cities are discussed in the following dispatches:

### Chi Burlyless

CHICAGO, Nov. 6.—For the first time since anyone cares to remember the Windy City is without a single standard burlesque show. Rialto Theater, ace burly house since the Star and Garter closed several years ago, folded recently when Operator N. S. Barger learned that Mayor Kelly had decided to revoke the license of his house. Rather than chance another raid Barger closed before he was officially told to do so. Future of the house remains uncertain, as Kelly is adamant in his decision to "clean up State street."

Following the revocation of the Rialto license, the neighboring Gem Theater, small burly spot, pulled its stage shows and formally lost its license. Another cheap spot to fold was the Nikolodum (formerly the Folly), which presented strippers at 5 cents a showing. National, Chicago and State-Harrison, small-priced

girly joints, are holding on, but are expecting to hear from the law soon.

Prior to its closing Rialto operated to miserable business and decided to switch from Independent Circuit shows to a stock policy November 5. Rumors have Barger leaving for California and abandoning the operation of the Rialto permanently.

Issy Hirst's *Parisian Flirts*, which was scheduled for the Rialto week of October 24, played opening day only, the house closing that night. Proper settlement is reported to have been made by Barger.

Folding of Rialto and Gem cost over 100 people their jobs.

### Boston Down, Too

BOSTON, Nov. 6.—Two-billion-dollar World War veterans' bonus of last year is given as one major reason why the 1936 burlesque season in Boston was bigger than the current one. The Old Howard, in its 92d season, notices a sudden drop of at least '33 per cent in attendance and gross. No pace has been set since the season started last Au-

(See *NATION-WIDE* on page 29)

## OUT-OF-TOWN OPENINGS "The Ghost of Yankee Doodle"

WILBUR THEATER  
(Boston)

A two-act tragi-comedy by Sidney Howard. Directed by John Cromwell. Designed by Woodman Thompson. Presented by the Theater Guild at the Wilbur Theater November 1 for two weeks.

Cast: Ethel Barrymore, Dudley Digges, Frank Conroy, Russell Hardie, Clementine Torell, Albert Farley, George Nalsh, Kathleen Conegys, Franklin Downing, Elizabeth Young, Eliot Cabot, Kendall Clark, J. Colvil Dunn, Ethel Intropidi, Don Costello, Alfred Webster, Edward Butler, William Saunders, Bradford Hunt, Lloyd Gough, Donald Black and Howard Roberts.

The second play of the current Theater Guild subscription season is one of high caliber by Sidney Howard that brings several Hollywoodians to the East, shows Miss Barrymore in an exceptionally well-cast and delightfully played role, and among other noteworthy items makes the legit horizon brighter up like the aurora borealis. Its theme is war.

The play, of hit proportions, has one beautiful set which harbors the entire action, laid in one of the older Western American cities 18 months after the commencement of the next world war. Conditions are making America's neutrality a matter of uncertainty.

Curtain rises on Christmas Day with a sermon delivered by Senator Callory (Nash). He's been with the Garrison family for 50 years. Howard has composed a typical family here. Miss Barrymore is a widow, her husband, a wartime flyer, having been shot down over France in the last war. His two brothers and Miss Barrymore are the triumvirate, strong and of pioneer stock, that keeps the household together. But not for long. One brother is a liberal newspaper publisher and the other owns a tool factory. (See *Out-of-Town Openings* on page 11)

## Chi Legit Takes Jump

Exceeds last year's figures in number of shows and receipts—4 hits in Loop

CHICAGO, Nov. 6.—The legitimate season here so far is topping last year's receipts and number of attractions. Four hits are housed in the Loop, all making money.

Despite adverse notices *The Women* is filling out its originally scheduled 10-week engagement at the Erlanger and points to a highly profitable stay. It leaves November 27 for St. Louis, making way for *Tovarich* in that house, a month ahead of the picture version made by Warners.

The press approved of both the company and play in reviews of *Yes, My Darling Daughter*, which opened for a run at the Grand Monday. It's the second subscription play of the Theater Guild-American Theater Society and has a brilliant cast headed by Florence Reed. The two veteran Dearborn street hits, *You Can't Take It With You* and *Brother Rat*, respectively at the Harris and Selwyn, are showing no signs of a let-down. Former reached the 350-performance mark Tuesday, while *Brother Rat* is well in its third month.

## Chorus Equity Notes

The first quarterly meeting of the Chorus Equity Association was held at the Center Hotel, 108 West 43d street, New York, Friday afternoon, October 29. Paul Dullzell presided.

Meeting was a most memorable occasion. Dullzell called upon Mrs. Dorothy Bryant to introduce her successor, Edith L. Christenson, and Mrs. Bryant took the opportunity before doing so of expressing her appreciation of the many years she had spent so pleasantly as executive secretary of Chorus Equity Association, which position she occupied since its beginning. She expressed herself as being most happy to turn the (See *CHORUS EQUITY* on page 11)

## HARRIS and SHORE

(This Week's Cover Subjects)

SYLVIA SHORE, born at Grand Junction, Colo., studied ballet early and at the age of 13 appeared with Pavlova. Following more intensive training with Ernest Belcher, noted ballet master, she was engaged as premiere ballerina in Lupino Lane's "Music Box Revue" and appeared in a similar capacity in the road company of Ziegfeld's "Sunny." Branching out into comedy, Miss Shore's initial roles were in the Coast productions of "Good News" and "Desert Song."

Norman Harris, born in Shenandoah, Pa., in 1906, earned a 16-week engagement with a Fanchon & Marco unit shortly after winning a prize in a Charleston contest conducted by The Los Angeles Examiner. A period of study in tap, eccentric and other forms of dancing followed, and in 1929 Harris, after studying dramatics, entered vaudeville.

In 1933 he met Miss Shore, then a mistress of ceremonies, and formed the team of Harris and Shore.

Couple made an eight-month tour of South America, played the leading hotels, clubs and theaters in the United States and recently returned from a successful European itinerary, headlining in the principal amusement spots. Team is regarded as tops in ballroom satire, their comedy material having a distinctly individual flair.

## Social Security Rulings

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

## Sell ART ALBUMS

OR USE AS PREMIUM.

Each Album Contains 58 GORGEOUS PHOTOS of the Loveliest Girls in the World. Lingerie Models, Chorus Girls, Artists' Models. THE FASTEST SELLING BOOK EVER OFFERED, and the price is only 25c EACH (in Lots of 50).



MARGIE KELLY, TEXAS BEAUTY

Everyone will want one—it's a natural—a book of 58 glamorous photos of the sweetest darlings in captivity.

SEND ONLY 25c

for 10 Albums today; OR SEND \$1.00 for 50. WE PAY POSTAGE. POSITIVE MONEY-BACK GUARANTEE.

REALIFE PHOTOS, Dept. 8B,

1472 Broadway, New York City.



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 NIGHTSPOTS

DE MARCO SISTERS—three youngsters ranging in age from six to 10, who made a solid hit at the recent Nordacs benefit at the Hippodrome, New York. Have experience on the air. Kids harmonize a la Boswell Sisters and also do an impression of the Judy Canova, Ann and Zeke air turn. Give marvelous evidence of stage presence and visual expression of personality.

## For FILMS

RICHARD MACK—former vaude and radio performer who has very successfully turned writer. When W. C. Fields was on the Chase & Sanborn air show Mack wrote all his material, as well as handling the script for the rest of the program, which is among the first three shows on the air today. Still writing the Chase & Sanborn show, altho Fields is tem-

porarily off, and is also doing much of Edgar Bergen's material. Definitely in line to write comedy for films.

## For LEGIT MUSICAL

EDITH BRANDELL—stepping and warbling lass caught in the Old Roumanian (New York) floor show. Petite, personable miss with a plentitude of grace and excellent pipes. Should fit nicely into the ingenue assignment in a musical. Also possesses a definite comedy flair.

HANK HENRY—comic now at the Oriental, New York. Packs a style sufficiently different from most burlesque funny men to warrant appearance in legit musical or in night club spots. Lines are well timed and carefully paced. Puts hard and intelligent work, plus a flair for the ludicrous, into his comedy.

## Discuss Radio Guestings

HOLLYWOOD, Nov. 6.—Free radio appearances by film stars today was under discussion by two artists' unions, the American Federation of Radio Artists and the Screen Actors' Guild. It was reported a ban or at least a limitation on gratis ether acts by film celebrities was under consideration.

ROLL OR MACHINE FOLDED  
**TICKETS 100,000-\$20.00**

SPECIAL PRINTED - CASH WITH ORDER

ELLIOTT TICKET CO. 409 LAFAYETTE ST., N. Y. C.  
127 N. DEARBORN ST., Chicago  
615 CHESTNUT ST., Phila.

RESERVED SEAT TICKETS  
PAR-STRIP TICKETS, DUBON  
BOOKS, RESTAURANT CHECKS

# Broadway Beat

By GEORGE SPELVIN

ACCORDING to Broadway talk, there's no doubt that the Hollywood Restaurant will do a voluntary brodie right after counting up the New Year's Eve take; the rum-boys explain that the holder of controlling interest in the Hollywood wants to devote full time to his newest venture, which so far is surpassing expectations—with an added angle in the fact that neither of the two spots derive any benefit from both being open. . . . Formerly despised Sixth avenue is now in the money class, with the real estate lads refusing to lease space, no matter how broken down, for terms longer than five years; directly in the Radio City sector the maximum is often three years. . . . Popularity of ballet groups in this country has jumped so that it's said Leonide Massine, of the Russian Ballet, will desert the troupe at the end of its present tour and will set up at the head of a new group. . . . Leonard Lyons, columnist for *The Post*, and Dick Watts Jr., drama destroyer for *The Herald-Trib*, are on the New York State organizing committee of the American Labor Party, no less; the party incidentally, with its 400,000-odd votes, holds the controlling interest in New York City politics. . . . Signs of the times: That once ultra-staid bookstall, Brentano's, is going in for one of the flashiest carnival ballies even seen near the sacred purlieus of Fifth avenue; it uses a gent dressed to resemble—some-what at least—a charioteer, bearing a plecter placard that reads "Chariot Drivers Are on Strike" and carrying the number of a local of Caesar's Imperial Operators; it's all to advertise a new tome, *So You Think It's New*, which Brentano's is featuring.

The window cleaners' union (AFL) is picketing the Palace Theater Building. . . . And there's a floor polishers' union contacting local night clubs and asking if it can keep their floors polished for \$57 a week each. . . . Gags go differently in different places; Lou Holtz's WPA gag flopped badly last week at Loew's Eddie, but the very same gag, offered by Eddie Davis at the Nordacs Club benefit two days later at the Hipp, went over big. . . . In any case, the Loew office has told its comedians to lay off all WPA gags; too many sensibilities to hurt. . . . Edith Werner is now reviewing vaude for *The Mirror*. . . . And Jack Gould, who switched from *The Herald-Trib* to *The Times*, is writing a Sunday night spot department for latter. . . . Which last indicates the growing importance and volume of night club ads, with even the very conservative *Times* giving a nod to the field. . . . Automat pickets are flinging a new taunt at patrons gorging inside: "Professional coffee drinkers!" they holler. . . . There's a religious bug who uses the south-bound depot of the Broadway-Seventh sub as his pulpit every night—but the subway mobs don't seem to mind. . . . Mellis, Kirk and Howard were let out of the Hollywood Restaurant show as a result of a squabble with the AFA—the AFA having a closed shop agreement with the Hollywood. . . . Pete Mack, who is writing a book on vaude, has a program recalling Keith's Museum up in Boston in 1883—when they did 18 shows a day. . . . So what about you guys who squawk at five-a-day on week-ends? . . . Ruth Rich, Gus Eyssell's sec over at the Music Hall, will take her to Hollywood, Grand Canyon, Agua Caliente, Catalina Island, San Diego, Tijuana, Santa Barbara and San Francisco. . . . That gal photographer on Broadway who snaps your mug and hands you a card is getting a nice play from the boys; when they spot a female at the lens they straighten ties, look

## Fooling Some of the People But Only Some of the Time

NEW YORK, Nov. 6.—If the film-patronizing public thinks it has a bitter pill to swallow in being enticed to shell out shekels at the box office because of baloney publicity, think of the poor playing exhibitors. They are the boys who are supposed to be quick on the trigger. But not quick enough to see thru the phony being perpetrated by S. Charles Einfeld and the boys for Warner Bros.' *West of Shanghai* flicker.

Full-page ads in the picture trade papers show milling throngs storming the Criterion Theater here, where the marquee screams the Boris Karloff scarum-screenie. A bug for accuracy, the ad is stamped "Sunday 10:30 a.m." But the ads do not tell the unsuspecting exhibitors that the Criterion doesn't sound off its screen until the noon hour. Crowds shown were free ducat holders on hand to see the WNEW Sunday Swing Concert, which had Count Basie and Billie Holiday for guest stars. Broadcast emanates at 11 a.m. from the Criterion.

pretty and keep the cards she hands 'em.

TO KEEP THE RECORDS STRAIGHT: When Leonard Lyons chronicled that Edgar Bergen would record his Charlie McCarthy routine for Victor he anticipated a bit, the novelty for wax being a remote possibility that will hardly materialize. . . . Maybe that explains Lyons' caution in pillaring that George Jessel's telephone conversations to his ma will be recorded by Decca, since he broke the scoop the day after the records were first marketed. . . . It was kind of Louis Sobol to mention that Irving Caesar had been "struggling bravely for two weeks trying to get a divorce from Madame Grippe", but it wasn't strong enough to frighten away a reporter from *The Billboard* who called at his office the same day and found him hale and hearty, issuing orders in full voice. . . . And after all the bally emanating from the Mills offices on Frank Marks, music director of the Mills recording outfit, the record reviewer for *The Hollywood Reporter* busts out in print last week, "Just who Frank Marks is we can't find out, but his orchestra makes some mighty fine music on this one."

### Shakespeare Festival

HOLLYWOOD, Nov. 6.—Twenty years of grease paint will be commemorated when the Pasadena Community Playhouse celebrates that impressive occasion by staging over a three-week period, November 16 to December 4, the five plays of Shakespeare which have remained unproduced on Playhouse schedules.

*A Winter's Tale, Measure for Measure, All's Well That Ends Well, Titus Andronicus and Romeo and Juliet*, in that order, will bring the Playhouse's Shakespeare record to 37, the total number of plays written by the Bard of Avon. *Sing, Sweet Angels*, Belford Forrest's play of Shakespeare's time, telling the story of the Globe Theater and its building by James Burbage, will precede them.

## Stem's Election Night Flops; Sure Result, Rain Damps Mobs

NEW YORK, Nov. 6.—Local night club managers took it on the chin election night after getting all hyped in anticipation of catering to a terrific mob. Crowds didn't materialize, the additional influx of people into Times Square to hear election returns being estimated at no more than 20,000.

Rainy weather put an additional damper on the occasion, with the result that every bit of carnival spirit was dissipated. More than 500 policemen were delegated to the area to keep order, but

## Mass. Vaude Project Plays to 2,066,077

BOSTON, Nov. 6.—Figures covering a two-year period ending November 4 reveal the extent of vaudeville presented to 2,066,077 people who witnessed Federal Theater Vaudeville Project presentations in a statement made by Thomas D. Senna, assistant state director of the FTP in Massachusetts. Within that time there have been 4,806 performances.

Charitable auspices have had 250 performances to a total paid attendance of 105,805. In order to present these shows the FTP vaudevillians have traveled over a million miles in their tours of the commonwealth.

Most noteworthy in the report is the number of persons, 193, who have been graduated from the project into private industry. Of these only nine have been forced to return to the project. The most recent graduate is Charles Senna, the director's brother, who is currently appearing in the new musical comedy at the Colonial Theater, *Hooray for What!*, starring Ed Wynn.

Six productions have been presented during the two-year period, of which three are still touring.

### EXTRAS CLAIM—

(Continued from page 3)  
boys are fond of right now. In London recently two acts, one Japanese and the other Chinese, began settling it with knives. Even the vaude bookers are wary of booking Jap and Chinese turns on the same bill.

### CLUB MANAGERS—

(Continued from page 3)  
in force give them reasonable access to Central Casting and the Call Bureau, which is all they desire. The investigation will be continued and further reports submitted, it was said.

It was mostly a case of much ado over nothing.

The mass clubs, including Hollywood Restaurant, Paradise Restaurant, International Casino and others, all of which expected to palm plenty of lucre, did no more than ordinary business. Bars and taprooms experienced the same kick in the slats.

In addition to the rainy weather the disappointment was attributed to election returns being broadcast over the radio, resulting in keeping the folks back home.

It's that old devil, mechanization. In legit 11 matinees were given, with results fair to not bad at all. Three shows sold out and ducats for three hits were to be had easily. Much of the biz was done straight from the box office, with the brokers being the losers.

Pix had a good night, but nothing exceptional.

## British Tele Raises Squawk

### Seen as hurting live shows by vaude interests in England—cost still prohibitive

LONDON, Nov. 6.—British Broadcasting Company's experiments in televising live shows from St. George's Hall here have resulted in creating in some quarters a marked hostility to such telecasts. *The Performer*, English trade journal, remarks the development is indicative of no good purpose, particularly as far as variety performers are concerned.

*London Daily Telegraph* quotes George Black as saying he would let none of his artists be televised. Reason given is that straight radio broadcasting, unlike television, permits the artist to be heard, thereby whetting the public's desire to see the performance. In tele, however, artists will both be seen and heard, with nothing left to the imagination.

Cost of tele sets at present is almost prohibitive, except for the wealthy. Until prices come down it is felt that the tele menace is still in the future. Opinion is, tho, that decreased costs will finally make the sets more available to the rank and file patron.

# SHOW PRINTING

The QUALITY KIND that attracts and gets the money: Final Snow, White or Bright Yellow Poster Paper; Brightest, Finest Ink Colors; TENT SHOW HEADQUARTERS; DATES, POSTERS, CARDS, HERALDS, BANNERS.

LOW PRICES—PROMPT SHIPMENTS  
Write for Price List and Route Book.

**CENTRAL SHOW PRINTING CO.**  
MASON CITY, IOWA

Choose the Chelsea Where You Get The Most For Your Money

**HOTEL CHELSEA**

THE RIGHT ON THE BOARDWALK

For recreation or relaxation, you'll find everything at The Chelsea—outside ocean-view rooms, sun deck and verandas for lounging, beautiful dining room at ocean's edge, superb cuisine, sports entertainment, and follow guests you'll like.

Special Weekly Rates.

From \$6 With Meals and Bath.  
\$3 Room Only and Bath.

Per Person, Two In a Room.

ATLANTIC CITY  
JOEL HILLMAN · JULIAN A. HILLMAN  
J. CHRISTIAN MYERS

**WAAS & SON CO.**

THEATRICAL DEPARTMENT STORE  
123 South 11th St., Philadelphia, Pa.

OUR SPECIALS FOR NOVEMBER

40 Gross 1st Quality Rhinestones . . . \$2.39  
Silver Metal Cloth, 36 in. Wide . . . . . 43  
Women's Supporters, 8-in. Heavy Web, Beautifully Shaped . . . . . 1.55  
Toe Slippers, Black Kid and Pink Satin . . . 3.15

Send for Our Big Illustrated Catalog.

COSTUMES FOR RENT—1 to 1,000.

**FOR SALE**

OR FOR RENT

Servicing In and Outdoor Amusements.  
500 Drops, Painted; Silk Velours, Etc., From \$10.00 to \$50.00.—For Sale. Also largest stock in New York City for reasonable rentals. Drops and Settings Built to Order.

**FOWLER SCENIC STUDIO, INC.**  
60 West 45th Street, New York City.  
Phone: MU-way Hill 6-3843.

**HOTEL RALEIGH**

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

Single Rooms, \$5.00—Double, \$7.00 per Week.  
The Headquarters. 5 minutes walk to Loop.  
Theatrical Booking Agencies located in hotel.

**WANTED AGENT**

For MAGIC SHOW. Have Special Paper, Trailers, Mats, Lobby and all essential. Good Transportation and Equipment. Must have car. Percentage only. No advance unless I know you. Wire

**FRA DIAVOLO, Etowah, Tenn.**

**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.

**QUALITY STOCK TICKETS**

ONE ROLL . . . \$ 50  
FIVE ROLLS . . . 2.00  
TEN ROLLS . . . 3.50  
FIFTY ROLLS . . . 15.00  
ROLLS 2,000 EACH.  
Double Coupons.  
Double Price.

No C. O. D. Orders  
Size: Single Tick., 1x2".

The Clipper brings us Inquiries. Will likewise bring Orders.

46 Years of actual hustling, and our remaining years will be to retain that which we have built—a satisfied clientele.

**TOLEDO TICKETS**

ARE NATIONALLY KNOWN FOR ACCURACY

**SPECIAL PRINTED**

10,000 . . . \$ 3.95  
20,000 . . . 9.95  
50,000 . . . 12.75  
100,000 . . . 20.00  
1,000,000 . . . 150.50

Double Coupons, Double Price.

**THE TOLEDO TICKET COMPANY,**  
Toledo, Ohio — The Centralized Ticket Town.  
We Are at Your Service.

# AFRA WINS OVER PETRILLO

## Union Gets AFL Okeh on Field

Break of WCFL deadlock expected this week—technicians, announcers next

CHICAGO, Nov. 6.—With full power given by William Green, AFL president, to go ahead in its organizing of radio actors, sound and production men and announcers, the American Federation of Radio Actors' local here started to lay the groundwork for station negotiations yesterday. In a meeting at Washington Tuesday Green told George Heller, AFRA secretary, and Emily Holt, associate secretary, that they had jurisdiction over this field and any opposition met should be reported to him.

Meanwhile AFRA's negotiations here with WCFL are still deadlocked awaiting the outcome of a meeting to be held next week with WCFL execs, John Fitzpatrick, Chicago Federation of Labor head; James C. Petrillo, Chicago Federation of Musicians chief, and Ray Jones, local AFRA secretary. WCFL officials went to Petrillo's offices Wednesday to get his reaction on signing an announcer's wage and hour contract with AFRA. Exact outcome of that confab is not known, but at another meeting Friday of WCFL with Jones he was told that a final decision would be made at this joint meeting.

Second step to be taken by AFRA is a meeting to be held Monday with Niles Trammell, NBC head, for the purpose of working out a line of action toward organization of NBC's technicians and announcers. George Heller will come here from Detroit and he and Jones, who have been working on organization there over the week-end, will see Trammell.

WCFL has expressed a wish to join AFRA, but in view of Petrillo's organizing of announcers, sound and production men at CBS, WCFL execs were hesitant until they had an expression from Petrillo. In an interview with Petrillo he stated that he was not "going after" the radio men here, but that he thought they would be better off in his union as he considered their work industrial and not artistry. Petrillo will not use force, because he said he does not want these workers to get into trouble with their employers as he would then have to back them up with his muskies and he does not want this friction with the stations.

There is a possibility that all will be settled amicably between Petrillo and the AFRA secretary in their huddle with WCFL next week. However, the attitude of CBS, which Petrillo already has organized; WGN and NBC will also be a deciding factor in which way the radio technicians and announcers will follow. Men themselves are partial to Petrillo in most cases, as they are sold on his method of action.

### CBS' Extra Dividend

NEW YORK, Nov. 6.—Columbia Broadcasting System declared a dividend of 40 cents per share on its class A and B stock of \$2.50 par value. Board meets again November 30 to consider the payment of an extra dividend.

**Hitch Your Novice to a Star**  
By James L. Saphier  
Will Be a Feature of the  
**Christmas Number**  
Of The Billboard  
Dated November 27

### Hot Stove

KNOXVILLE, Nov. 6.—Instead of sitting around the family hearth to chew the fat, natives now go on the air. WNOX has a new stanza tagged *Conversation* and that's just what the show is. Scripps-Howard outlet gets five natives to volunteer to go on the air. Announcer tosses 'em a subject and lets 'em dig in. It's a weekly quarter hour, with fistfights held till after the show should the boys and gals get all worked up. All they need is a cracker barrel.

## Frisco's Chain Shows Climbing

SAN FRANCISCO, Nov. 6.—A great hue and cry went up when plans were being considered a month ago to transfer a major portion of San Francisco's radio production to Los Angeles. As a result it was decided not only to maintain the production schedule but to increase it.

A breakdown for the week concluding October 31 reveals NBC built and produced in San Francisco 144 programs over KPO and 89 over KGO, making a total of 233 released thru NBC outlets in this city.

Comparing these statistics with KFRC, survey shows an increase in the total hours of weekly production, there being 151 programs released over Mutual outlet. On Columbia's ledger, KSFO shows 67 live-talent programs. A total of eight hours per week are released over the Coast network and one and one-half hours from Coast to Coast.

### WJBK's New Budget

DETROIT, Nov. 6.—Station WJBK, Detroit, is now putting on 12 news broadcasts every day hourly and is calling attention to these programs with billboards located around town carrying bulletins with WJBK in headlines, with several different captions used.

Announcers on these programs are regular WJBK staff announcers—Charles Sperritt, who handled Saturday Evening's Jamboree Program; Robert Longwell and Ed McKenzie.

## Life in the Raw Ain't Mild, But It Sells Stuff 'n' Things

CHICAGO, Nov. 6.—Life in the raw has become an ace card to many ad agencies today in building new shows. Deluge of real life dramas and vox pop shows are an outgrowth of the amateur hours, agency men claim, and altho a few believe this type is here to stay, the majority are of the opinion that it's just another cycle and the peak has already been reached.

With shows like Ripley's *Believe-It-or-Not*, Professor Quiz, *Famous Jury Trials*, *Husbands and Wives*, *Court of Missing Heirs* and the 101 vox populi, there is no doubt that the truth-is-stranger-than-fiction angle has plenty human-interest appeal. Idea also has lot of appeal for the agency, too, as usually cost to produce is less than most script ideas.

Radio's raw-life trend has turned writ-

## Radio Actor Union Scores in Case of Fired CBS Announcer

William Seymour returns to chain pay roll November 15 at WBBM, Chicago, at \$20 per week increase—complete setup of important AFRA is announced

NEW YORK, Nov. 6.—American Federation of Radio Artists has gained a partial victory in its case against the Columbia Broadcasting System over the dismissal from Station WKRC, Cincinnati, of William Seymour, announcer and news writer. Seymour was fired from WKRC, claimed the union, because he was active in organizing talent at the station, which is owned and operated by the network. Altho the union filed charges with the National Labor Relations Board, the settlement was reached after several weeks of negotiations with the chain, with AFRA now requesting that the NLRB allow the case to be withdrawn.

### Pubs, Writers To Settle Soon

NEW YORK, Nov. 6.—Attorneys for publishers and songwriters are still working on their proposed agreement. According to authoritative sources, the only item now holding up settlement is the matter of bulk sales on television. Previous to this, agreement had struck a snag over the matter of binding the writers individually.

Spokesmen of both songwriter and publisher interests yesterday said that the contract might get the final okeh next week, possibly Monday. Language of the contract is getting an overhauling. Despite junking of the old contract some time ago, publishing houses are experiencing no song shortage.

### New Agency for Chicago

CHICAGO, Nov. 6.—Edward Aleshire, radio head at H. W. Kastor & Sons; Stuart Sherman, former vice-president of Pepsodent Company, and Art Marquette, of Lord & Thomas, will join forces Monday as a resident representative agency for Benton & Bowles, Inc., of New York. New corporation will be known as Benton & Bowles-Chicago and operate as an independent unit, but with the services of the parent organization in New York. No successors have been named to fill the vacancies left by the three future partners.

Under the settlement, Seymour returns to the CBS pay roll November 15 at WBBM, Chicago owned and operated station of CBS. He also gets a \$20 a week increase to \$50 weekly when he resumes work. At WKRC Seymour was a news writer and announcer, but since WBBM has no news writer's post he will just announce on his new job. No back pay was secured for him.

Case was handled for the union by Henry Jaffe, its counsel. Letter sent to the NLRB by the union said that an agreement satisfactory to both Seymour and AFRA had been consummated and accordingly the union requests withdrawal of its complaint. CBS, says the letter, has been very co-operative. The settlement was made not as an admission by the employer as an unfair labor practice on its part, is not to be regarded as such and should not be regarded as a blot on its labor record, letter said. Nevertheless AFRA points out that it feels justified in having made the original claim. This is the first time that a case involving a member of a performers' union has ever been brought to the NLRB.

### Meetings Are Scheduled

AFRA, now 10 weeks old, will simultaneously hold organization meetings tomorrow in Detroit; Sacramento, Calif., and Montreal. Montreal area has enough membership for a local of its own, according to Emily Holt, AFRA executive secretary. Detroit is expected to come into the setup under the Chicago local headquarters, with Sacramento delegated to the San Francisco local.

On Monday AFRA will hold an open membership meeting in New York, with discussions on the recently negotiated interchangeability pact and the work of different committees. Confab is designed to give performers information of the federation so as to enable them to participate in closed meetings. Kenneth Thomson, executive secretary of Screen Actors' Guild, is expected to address the membership. New York membership with 1,200 has reached saturation point.

Recently AFRA approved in principle the proposed hookup with Theater Authority. Future meetings will be held to iron out difficulties.

Complete setup of the important AFRA locals, including New York, Chicago, Los Angeles, Cincinnati and Northern California, follows:

For New York—Mark Smith, president; Walter Preston, William Adams, Ben Graver, Alex McKee and John Brown, first, second, third, fourth and fifth vice-presidents, respectively; Wilfrid Lytell, treasurer, and Lucille Wall, recording secretary. Board of directors comprises Ted De Corsio, John McGovern, Marlon Barney, Teddy Bergman, Carol Dels, Gertrude Forster, Albert Waldrop, Everett Clark, Frank Croxton, Taylor Buckley, George Hicks, Wilson Case and Alan Kent.

For Chicago—Carlton Buchert, president; Anne Seymour, vice-president; Philip Lord, treasurer; Raymond Jones, executive secretary. Directorial board comprises Bernard Burke, Philip Culkin, Frank Dane, Ed Davies, Bess Flynn, James P. Holmes, Mack Love, Forrest Lewis, Richard Wells, Judith Lowry, Virginia Payne, Clifford Peterson, Myles Reed, Henry Saxe, Hugh Studebaker, Sam Thompson and Harry Walsh.

For Cincinnati—Owen Vinson, president. (See RADIO ACTOR on page 11)

## Red Tape and Brass Hats

NEW YORK, Nov. 6.—Some weeks ago a New York radio agent representing a standard radio act, established in the industry, telephoned the NBC Artists' Service to try to arrange an audition. The brass hat he called on the phone was in the usual "conference" and successive phone calls produced more conferences. Finally the agent managed to get somebody else besides a secretary on the phone. He was told he could get an audition—some time during December.

Here's the deadly parallel. The same agent called the CBS Artists' Bureau on the telephone for the same purpose. The day after he made his phone call CBS auditioned the act.

# NBC'S NEW YORK MUSIC NUT

## Sponsors Ease Off Handouts

Routine script shows see it useless anyway—others fear antagonizing press

NEW YORK, Nov. 6.—It's no false modesty but business sense that keeps certain advertisers from overwhelming radio editors with news of their productions. While the faults of publicity releases generally issued have been discussed at length, no fanfare attends the reverse policy followed by some firms. There's no direct planning, certain corporations consider it advisable to use radio without any publicity attempts. There are several reasons for this. Firms that are using radio to the exclusion of newspapers consider sending releases to papers is worse than a contract cancellation. Firms that have cut down on newspaper appropriations feel a bit shy at the thought of deluging editors with their trivia. Current criticism against many big business practices has caused other firms to lay off the publicity bombardments.

Case of Esso is somewhat typical of firms, national and local, which soft-pedal releases of their air activities. In this particular instance the sponsor figures that the radio competition in the matter of news is still a sore point to papers, and it doesn't want to inflame an open wound.

Routine script shows seldom send out much publicity, knowing radio space is tight and their programs seldom rate.

And the radio editors are so, so, sorry.

## WXYZ Adds Several To Press, Panel Staffs

DETROIT, Nov. 6.—Staff changes were made by WXYZ, key station of the Michigan network. On the announcing staff, Layman W. Cameron, formerly of KOIL and KFAB, Omaha, was added, and Eleanor Bulm was added as assistant to Felix Holt in the publicity department, specializing in handling interviews, special events, etc.

At the same time Lynne C. Smeby, supervising engineer, announced the enlargement of his staff with the addition of J. D. Flewelling, formerly of WOOD, Grand Rapids, and Karl Schelern, formerly of WJIM, Lansing, Mich., and the promotion of Jack Tierney, with WXYZ for several months, to the job of night supervisor.

## WBHQ Has New Wrinkle

MEMPHIS, Nov. 6.—A new WBHQ feature, *Amusement News and Interviews*, brings stage and radio entertainers for a weekly stint before the mike. Orpheum Theater performers, Goodwin Institute speakers, Memphis Little Theater Players and concert artists playing the Ellis Auditorium here will appear. Ned Cronk, promotion man, conducts.

## WNEW 'Make-Believe' Filled

NEW YORK, Nov. 6.—Sale of three 15-minute weekly periods to the Davis Baking Powder Company filled the last open spots in WNEW's *Make-Believe Ballroom*. Martin Block show runs three hours daily from 9:30 to 11 a.m. and from 5:30 to 7 p.m. *Ballroom* is sponsored by 15 different accounts, national and local.

## Howard Readies Oldtimers

NEW YORK, Nov. 6.—An "oldtimers" show has been built by Willie Howard for network airing when and if a sponsor warms to the idea. Production will consist of oldtimers, retired from show business, who will return to do their acts. Eva Tanguay, Francis X. Bushman, Charles Ray, Alexander Carr, Walter C. Kelly, Jack Norworth and others have been signed.

Howard hopes to get the show on air by December 10.

## Navy's Damper

NEW YORK, Nov. 6.—WNEW had to soft-pedal its publicity of the Columbia-Navy football match until today. Due to an agreement with the Naval Academy, the station could not publicize the broadcasts prior to the actual day of playing. It's an old Navy custom, to prevent possible radio inroads on box-office grosses.

## Six-Hour Dance Show Sponsored

ATLANTA, Nov. 6.—After carrying the show two years as a sustainer, WATL has sold its six-hour dance program starting at 12 midnight, Saturday. Sponsor is Specialty Sales Company, of Atlanta, patent medicine house.

Program uses both a live band and transcriptions, the first two hours of the program coming from an auditorium in which the band plays. Audience in the auditorium dances during this session. After 2 a.m. show goes back to studio for the platters.

## Hildebrand Voted Best Pittsburgh Announcer

PITTSBURGH, Nov. 6.—Kenneth Hildebrand, of WJAS-KQV, was named "Best Pittsburgh Announcer of 1937" and received the Harry P. Davis medal plus \$150 in a special broadcast this week over KDKA. Runners-up were William Beal, KDKA, first honorable mention, and John Davis, WWSW, second honorable mention. At their station's request, WCAE announcers were not considered by the five judges when they listened to the mikemen of the city's other four stations for "radio personality, excellence of speech and tonal quality of voice."

On behalf of Mrs. Davis, widow of one of radio's pioneer engineers, General Attorney J. J. Jackson, of Westinghouse Electric and Manufacturing Company, presented the awards begun four years ago by Marjory Stewart, directress of the Pittsburgh microphone playhouse.

Judges for this sole public recognition of Pittsburgh's announcers were Dean Madeline Skelly Foust of Dequesne University's Drama School, President W. W. Woodside of the Pittsburgh Drama League; Edith Warman Skinner, diction teacher at Carnegie Tech's Drama School; Ray Hurd, ShadySide Academy dramatics teacher, and John Lomas, of the University of Pittsburgh faculty.

## KBIX Gets Unionized

MUSKOGEE, Okla., Nov. 6.—Entire staff of KBIX, engineers, announcers and continuity writers have joined the American Communications Association, Local 26. Negotiations have been carried on for the past few weeks and a contract is expected to be signed next week.

## WOPI Spreads Out

BRISTOL, Tenn., Nov. 6.—WOPI will open new studios in Kingsport, Tenn., 20 miles from here, next Wednesday. W. A. Wilson is the station's general manager.

## Stokowski Does Guest Shot for Taxi Co. and Let's 'Em Have It

PHILADELPHIA, Nov. 6.—Leopold Stokowski pulled a classic at WCAU last Wednesday (3). He was appearing as guest of Powers Gouraud to comment on the Philadelphia orchestra concerts. During the show Gouraud happened to mention that he was being sponsored by the Yellow Cab Company.

Stokowy blew up. "Yellow Cab!" he yelled. "They almost made me miss this broadcast. I called them once, then twice, and no cab came. I had to walk to the studios."

Gouraud, almost speechless because of

## With Symp, Net Spending Over 25 Gs Weekly; May Go Higher

Figure is believed to establish all-time record for cost of live musicians for one employer—expenditure will drop about 20 Gs when ork is disbanded

NEW YORK, Nov. 6.—The weekly cost of musicians for National Broadcasting Company's two New York stations, WJZ and WJZ, after January 1, 1938, will be between \$27,000 and \$28,000. While this will not last the entire year, it establishes an all-time record for the cost of live musicians for one employer, it is believed, exceeding even picture studio expenditures when running at full production. National Broadcasting Company's expenditures will drop about \$20,000 weekly when its symphony orchestra, which Arturo Toscanini will direct, is disbanded. Figures

## Pix Firm Ponders Deal for E. T. Dept.

NEW YORK, Nov. 6.—Twentieth Century-Fox picture studio was reported on the West Coast this week as considering a deal with an advertising agency whereby the film firm would establish a transcription department to produce programs using 20th Century's talent. This is in line with the recent MGM deal with General Foods and growing radio interest on the part of the picture companies. The report concerning 20th Century was not verified.

Picture company is now involved in litigation with an independent radio producing company in New York, being defendant in a suit for \$150,000. Indie radio company charges that 20th early this year entered an agreement whereby the indie was to have radio rights to all 20th talent, but that this was allegedly broken by the film producers. There is a possibility that the deal now mentioned may have been one of the reasons why the purported agreement was broken, and that is if the contract did exist and was later disregarded.

The claim is advanced that a transcription system might give wider distribution and more profit than a deal such as MGM has. It is also felt these programs will be easier to produce, will involve less difficulty on available talent and will also result in better programs. Making transcriptions is felt to be closer to producing pictures than producing network shows. Transcriptions, furthermore, will make the film entry into radio more elastic.

## Place Nitrate Spots

NEW YORK, Nov. 6.—A fertilizer account, Chilean Nitrate, is being placed on Southern stations by O'Dea Sheldon & Cannady. Product is particularly suitable for soil in the South and transcriptions are to be used. Several stations have been set for a half-hour waxing beginning November 16.

## Offer New Co-Op Show

NEW YORK, Nov. 6.—Another cooperative program, network program, to have a different sponsor in each city, is being offered for sale by Rocks Productions, producer of the Georgie Jessel co-op program.

New show is a news dramatization program, written and directed by Ernest Chappell.

given above represent the cost of musicians to NBC after the network has started spending the additional money for music in accordance with the agreement with the American Federation of Musicians. This agreement, made after the AFM settled with the network affiliates, covered music expenditure for owned and operated stations of the major chains. Accordingly, after the symphony orchestra ends its series NBC will be spending about \$8,000 for music, but this will be increased after March, it is thought, when a new contract between Local 802, of the AFM, and New York's Class A radio stations becomes effective.

NBC symphony has been recruited from top musicians in that field, network picking the best men it could get. Cost of orchestra went into effect some weeks ago when the group started rehearsing. First performance, under a guest conductor, was this week, with Toscanini assuming the baton in December. Toscanini's salary, of course, will add to NBC music cost.

NBC is now on a retrenchment schedule, having effected a series of economy moves. Money spent for musicians is one of the principal factors in the cutting.

## WBBM Wants No Audition Squawks

CHICAGO, Nov. 6.—All fem talent at WBBM is now being auditioned before a special women's committee set up this week for that purpose. Idea is to eliminate any squawks from gals claiming they didn't get a chance because a "pull" with the program director was what counted, not their talent before the mike.

Heading the new committee is Kaye Brinker, actress and recently appointed to do program research in the production department. She will hold auditions twice weekly and be assisted by Carroll Mountjoy, now in charge of women's program; Helen Brooks, music librarian; and Gertrude Dyer, of the publicity department.

Auditions are handled with Misses Brinker, Mountjoy and Brooks in the audition room listening over the speakers, while Miss Dyer catches each audition in the studio to detect visible flaws or movie possibilities, etc.

## New Mich. Radio Firm

DETROIT, Nov. 6.—The Pontiac Broadcasting Company was chartered Tuesday as a Michigan corporation at Pontiac, Mich., with a capitalization of \$35,000. Incorporators include Edward V. Howlett, Harold E. Howlett and Murray M. Ashbaugh, of Pontiac, and H. Y. Levinson, of *The Farmington Enterprise*, Farmington, Mich.

## No AGRAP Splitup

NEW YORK, Nov. 6.—No splitup or amalgamation with any other union is contemplated by the American Guild of Radio Announcers and Producers. Roy Langham, AGRAP executive, confirmed reports published in *The Billboard* several weeks ago that his independent union would not swing into any other unions. He denied all published reports of an AGRAP move into other organizations.

# NBC Denies Report WENR, Chi, Will Close; Ponders a Change

Executives have been discussing Chi blue arrangements for some time—believe that, altho proposal is far-fetched, a change would be beneficial to them

NEW YORK, Nov. 6.—Both the New York and Chicago offices of the National Broadcasting Company deny reports that the network is contemplating a major change in the setup of its Blue network in Chicago. According to the report, some sort of deal was to be made between NBC and WLS, *The Prairie Farmer* station. Story was that WENR, the NBC-owned-and-operated station, would ask permission of the Federal Communications Commission to go off the air, with WLS to become the full-time NBC Blue outlet in Chicago. WLS now shares times with WENR, both taking Blue programs. WLS uses WENR's transmitter.

While the denials are made, it is learned that NBC executives have for some time been discussing a change in the Chicago Blue arrangements. While a number of arguments have been advanced that altho the proposal mentioned is far-fetched and cannot possibly hold water, it is acknowledged that a change along these lines, or along any lines giving NBC one permanent Blue Chicago station, would be of considerable help. Furthermore, it must be borne in mind that for the past year NBC has been spending a good deal of time and energy and money to strengthen and expand the Blue. One weak point, it is felt, about the present setup is that the Blue lacks, as now operated in Chicago, definite identification as it does, for instance, with WJZ in New York.

Arguing against any change is that WLS probably has no intention of losing any of its own identity, which is now strong, plus the fact that both stations are money-makers. An additional point is that if NBC, for instance, gave up WENR some other applicant might either try for the same facilities or for another station, on the ground that WENR by its existence all this time, has proved the need for another Chicago station. On the other hand, the very idea of two 50,000-watt stations sharing time is regarded as an anachronism.

Niles Trammel, NBC's Midwestern vice-president, said: "I believe the rumor started during negotiations with Joseph Weber and James Petrillo, of the musicians' union, when I told them I would close WENR before paying \$60,000 additional for music, which would make the combined WMAQ and WENR music bill \$100,000. I think this is grossly unfair, when WENR is only on the air half time. But certainly I would not otherwise close a \$1,000,000 station." Trammel also said he would like to take over WLS, but that WLS probably wanted WENR for the same purpose, to get full time.

## Pianos Next

WASHINGTON, Nov. 6.—Local National Broadcasting Company offices were slightly embarrassed when one of their own microphones arrived by parcel post. A Halloween prankster had swiped a mike from its stand during a tour of the studios. The mike was returned accompanied by an explanatory note from the anonymous kleptomaniac.

## Promotion Shorts

Kellogg Cereal firm will receive some indirect publicity and good will thru records by Irene Wicker being issued by Decca. *Singing Lady's* waxings appeal to radio fans and make them more conscious of Kellogg.

Ida Bailey Allen has lined up winners of household contests and formed a Radio Consumer Homemakers' Advisory Council. The group, comprised of winners of household trick and home-decorating contests, meets monthly.

Girls discuss food costs, test new products and get together to chin over other household affairs. This group will probably also study and indorse various participants' products on Miss Allen's WHN program. Recent program tested was a hand lotion, Danya.

Sponsor is a participant on Miss Allen's show.

Smart promotion of the *Three-A Safety Man* on WOSH, Portland, Me., has developed backings of parent-teacher groups as well as youngsters themselves. Sustainer is handled by A. E. Barnard, Portland representative of the AAA, who puts over safety campaigns. A club with safety rules, buttons and theater parties is used to interest juveniles and the idea is clicking. Club now has 6,800 members and station is gathering much local good will.

Sherwin-Williams paint dealers may soon be surprised by seeing news of the *Metropolitan Audition* show in many European newspapers, if tentative plans of Cecil Warwick & Legler go thru. Because of international interest in operatic goings-on, the agency is considering sending feature stories of the Met show to papers in various European cities. Translations will be made on this side to insure better chance of planting yarns. In addition to winning good will in Europe, such a plan is also seen as a chance to sell the shows to dealers in a socko fashion—that is, show the boys the international importance of the productions. Warden Lawes' prison bar stanzas may get the same international buildup.

New York radio editors are being made aware of WHN's new NBC programs in a punchy and effective manner. All releases on shows originating with NBC lead of with a request that WHN's call letters be included in listings. But the request appears above the regular black release and is in red. Socks the boys right in the eyes and should get the desired listings.

America's Town Meetings takes an attractive bow in the brochure issued by NBC. Contrasting illustrations of ancient forum, Colonial and modern radio scenes make an interesting case for the "public interest" stanza.

# Air Briefs

New York By BENN HALL

RUMORS went fast and heavy along Madison avenue last week. One was that Bruce Barton would resign from B., B., D. & O. since he is now a congressman. Idea was that he would be wide open to criticism should legislation come up in which B., B., D. & O. clients might be involved. Munitions investigations and the DuPont account, for example, might not team well. . . . Another of Dame Rumor's yarns was that Maxwell House Coffee would drop all media but radio because of the latter's high costs. General Foods' advertising chief, Ralph Butler, nixed that one.

That new ping-pong table at WNEW is keeping the staff in trim. And the gals are rushing back from lunch to play it. Judy Dupuy to be Larry Nixon's new Pitmanist when Maud Adler answers those wedding bells. Station will air the musicians' union, Local 802, benefit November 15. . . . Marjorie Anderson is now announcing the Elizabeth Arden show. . . . D'Arcy Agency has dressed up its office. . . . Goldbergs will be eight years of age November 13. . . . WOR was

off the air for a few minutes last week. Tubes got tired. . . . Lucky Strikes and Dale Carnegie talking about a daytime program. . . . George Bolling, of the John Blair office, trekking around the country to visit Blair stations.

WHN's Frank Roehrenbeck bang-bang-ing partridges week-ends. . . . Jack and Loretta Clemens back on WJZ as sustainers. Published reports on sponsors were, alas, pipe dreams. . . . Walter H. Moore, ex of NBC's press room, feeling at home as press agent at the Northern Illinois College of Optometry. . . . Cornelius Coodlan planning a trailer trip thru Europe next summer. . . . *Poetic Melodies*, with Jack Fulton and Franklin McCormick, renewed by Wrigley's. . . . Jack Carney out at Music Corporation of America. . . . Mrs. Herman Knox, of WOR's Artists' Bureau, handling talent for society bookings. . . . Swor and Lubin will do a black-face routine for an NBC television experiment next week. To test how burnt cork registers on t.e. . . . Norman Livingston, of Redfield-Johnstone ad agency, is touring New England.

Chicago By HAROLD HUMPHREY

HOOSIER HOT SHOTS leave the Barn Dance show and start for Hollywood Saturday to make two pictures for Republic. They will be on the Coast several weeks and expect to do some guest-starring in between picture shots. . . . John Louis, of the Needham, Louis & Erorby agency, was in New York last week auditioning script shows for its Johnson Wax account. New show will team with the *Fibber McGee and Molly* program. . . . Bowman Milk Company pulled a novel stunt Sunday to plug its new air spot by distributing to friends and old customers a quart of milk dressed as a Halloween goblin and an alarm clock, set for 7:30, attached to it. . . . Cal Tinney, cowboy humorist on the recently defunct *Vanity Fair* show, still has to report to the agency every Monday afternoon until his contract expires. Altho Cal receives his weekly stipend without going on the air, he will still be out money traveling into Chicago from the various points of his current lecture tour.

Zenith Corporation switched its air account from E. H. Brown to J. Walter Thompson, who in turn will take the show to CBS from NBC. . . . WAAF is tossing out gratis spot periods daily for the Keep Chicago Safe Committee. . . . *Dan Harding's Wife* on WMAQ is scheduled to go out over the NBC net. . . . Marek Weber, new maestro at the Stevens Hotel's Boulevard Room, is spot-

ted on the *Magic Key* program for Sunday. . . . Ennio Bolognini's concert ork at the YAR Restaurant became a regular WGN feature Monday. . . . Al Radero, driving a Dodge truck loaded with potatoes from a farm colony in Alaska, was stopped here by the WBBM boys for an interview in front of the studios. Al was on his way to New York in a test run for the Dodge Company. Interview was recorded and played on company's broadcast Sunday.

Ken Ellington, WBBM special events announcer, who came from Cincinnati shortly after covering the big floods there, received a leather book containing 100 congratulatory birthday letters from friends in Cincy. . . . Alice Sherrie Gootkin, who plays Mary Jane on the *Big Chief Gumbo* show, celebrates her 16th birthday anniversary Tuesday. She is also celebrating her 12th year in radio, coming before her first mike when only four years old.

4th Time on the "Hit Parade"!

HARRY SALTER



returns to conduct the LUCKY STRIKE ORCHESTRA every Saturday, WABC-CBS, 10 P.M. EST

ART SELBY, JOE KILCH et al

I would like to hear from my old friends in show business concerning an idea of material interest to them.



DAVE EELMAN

Hobby Lobby Program, Sponsored by the Hudson Motor Car Co., Wednesday 7:15 to 7:45 E.S.T. Repeat Program 10:30 to 11:00.

485 Madison Avenue New York City

## From All Around

DIXIE DOINGS—KWEH, Shreveport, has a feature tagged *Today's Romance*, aired from marriage license bureau. Bill Baldwin interviews. . . . Earl Smith, chief announcer for WDSU, New Orleans, becomes assistant advertising manager of station. . . . Dave Cobb, announcer, now with WSM, Nashville, after several years with WMC, Memphis. . . . Harold Wheelahan, manager of WSMB, is chairman of radio programs committee of New Orleans Community Chest for 1938. . . . Lonnie Glosson, "Arkansas Wizard," and group of radio entertainers began a series of daily broadcasts recently over XEPN, Eagle Pass, Tex. Group, formerly spotted on WWVA, Wheeling, go on Mexican station for three hours at a time. . . . Amos 'n' Andy are adding to their holdings in proven oil fields of North Louisiana and South Arkansas. Ollie Hamilton's *Radio Barn Dance* troupe are now in their second month with one to three-night stops in the Deep South. Headlining unit is Lew Childre, formerly of WWL, New Orleans.

Ask WJBK's engineer Paul Frinke what he thinks of an announcer's job. Paul used to think the spiclers had a cinch. Bob McLean, of that Detroit outlet, kept busy with sport broad- (See FROM ALL AROUND opposite page)



## Policy Change Denied by BBC

NEW YORK, Nov. 6.—The annual report that the British Broadcasting Corporation would shortly change its policy and broadcast commercially sponsored programs has been denied by cable by the BBC. The company, according to its wired statement, "will radiate no advertising."

This time the basis of the report was unlike those that have been circulated before. Argument advanced this time was that the BBC proposed a revision of policy because of an alleged nationalistic theory. This was that because of the many programs sent into England by other stations in other countries, such as Radio Luxembourg, many listeners had become accustomed to listening to foreign stations. Accordingly, it was advanced that this listening habit might open Britons to propaganda by other nations.

It was then argued that by taking advertising entertainment budgets would be so increased that this competition from abroad would be overcome.

## Central States Net Drops Platter Service

LINCOLN, Neb., Nov. 6. — Central States Broadcasting Company has dropped World Broadcasting's wax service as of November 1. Waxer has been with the WFAB, KFOR and KOIL links for about five years, but drop was credited to presence of three networks—KOIL (NBC Blue), KFAB (CBS) and KFOR (CBS-MBS) servicing.

On a switch of assignments Chet Gowan took over *Musical Clock* (KFOR) this week, and Joe di Natale, former KFOR promotions, takes up the music librarian job for KFOR-KFAB.

## "Hornet" May Buzz Louder

DETROIT, Nov. 6.—Rumors that the *Green Hornet*, mystery serial sponsored locally by Detroit Creamery Company, will go national within a month were current this week. Check with reliable inside sources disclosed that a national sponsor in a related field is now dickering for the series to go out as a Coast-to-Coast show, which would probably be produced here. At present no network shows are regularly produced in this city.

## Dave Chrisman, Agent

MIAMI, Nov. 6.—Dave Chrisman, former salesman with the Mutual Broadcasting System and the first time peddler with that chain, is now in business here. Chrisman resigned some months ago. His new office is booking radio and night club talent.



## BETTER HEALTH FOR OUR BOYS AND GIRLS

Protect them against Tuberculosis, the disease that still leads as a cause of death between 15 and 25

BUY and USE

## CHRISTMAS SEALS

The National, State, and Local Tuberculosis Associations in the United States

## Reverse Spinner

PHILADELPHIA, Nov. 6.—Here's a new idea in paid-for football broadcasts but one which probably won't get very wide circulation.

A play-by-play description of the Drexel Tech-Muhlenberg gridiron scuffle was broadcast over Station WHAT today and the schools themselves footed the bill.

## Milk Bottles Due For Radio Splurge

NEW YORK, Nov. 6.—Glass Container Association is expected to sign for a night-time spot on the Mutual Broadcasting System early next week. Association will plug the use of glass for milk containers, to counteract inroads made by cardboard containers.

Show planned to be used will consist of dramatizations of *An American Doctor's Odyssey*, a current best seller. Agency is United States Advertising.

Same association now has a show on NBC plugging beer bottles.

## KFEL Adds Batch Of New Staff Faces

DENVER, Nov. 6. — KFEL has made several additions to its local staff, two members having left to take other positions. Mark Crandall, of the sales staff, and Al Stevens have gone to KVOG, Valley City, N. D. Crandall will become manager of the station there.

Additions to the staff include Fred Graham, recently announcer for Don Lee Network, as announcer; Frank Ford, from KGCU, Mandan, N. D., where he was manager, to the clients' service department; Maxwell Hage, former radio production manager for United Press, to the commercial staff; Bert Selver, to the technical staff as press and control operator; George Luck, from KGNC, Amarillo, Tex., where he was merchandising manager, to the commercial staff; Duncan Wagner, announcer from KGFV, Kearney, Neb., as announcer, and Hettie Bernhardt, formerly with Colorado Club Women publications, to the commercial staff.

## Emil Gough West

HOLLYWOOD, Nov. 6.—E. J. Gough, vice-president of Hearst Radio of New York, is here going over the local setup with Murray Grabhorn, manager of KBHE. Elliott Roosevelt was present at conferences earlier in the week but has returned to Texas.

## Educators To Try To Agree on Radio's Wrongs at Chi Meeting

NEW YORK, Nov. 6.—Educators are expected to actually decide what they want in radio at their second National Conference on Educational Broadcasting to be held in Chicago, starting November 29. No precise knowledge of exactly what they think is wrong with radio or, more important, what they would do to improve broadcasting, has been the self-admitted weaknesses of pedagogues. If the Chicago powwow is successful in blending together various educational factions into a "united front" it is expected that educators will seek to unite with labor, liberal and religious groups which are putting on pressure for that Washington investigation.

Various educational groups have, at different times, requested certain radio privileges. Also their requests have not been granted, critics within educators' ranks point out that educators themselves might be hard put to use radio time to best advantage. Their requests for 15 per cent of all radio time, a 1934 demand, or their request for a reallocation in the same year and similar proposals have all indicated a wholesale criticism of commercial radio. But what educators would do with any large blocks of time which they might be able to secure has some of them worried.

A small number of radio stations are owned by educational bodies, chiefly universities, but these stations have

## "15-Year Plan" Used by WXYZ To Build Future Radio Talent

Station has three juvenile programs, with system of graduation as youngsters grow older and show improvement—no scripts used—Jimmy Jewell director

DETROIT, Nov. 6.—A sort of "15-year plan" to develop commercial talent for radio from the cradle, is being operated by WXYZ, under James Jewell, dramatic director. Key to the whole program is the *Children's Theater of the Air*, which moved last month from the Regent Theater, uptown, to the huge Broadway-Capitol Theater, to house the increased studio audiences. *Theater* takes youngsters from about 7 to 15 years, and puts them thru a regular training, giving both stage and radio technique. No scripts are used. All shows are given Sunday noon from the stage, with the regular theater patronage in attendance.

## Legless Swimmer Offered for Air

COLUMBUS, Ga., Nov. 6.—Charles Zimmy, legless swimmer who recently swam from Albany to New York City, is being offered to radio sponsors by Station WRBL. Zimmy will undertake another marathon swim in December, when he proposes to swim from Key West, Fla., to Havana, Cuba.

Zimmy, during the course of his swims, gives messages. WRBL has arranged to have exclusive rights as his statements and is trying to sell them. Zimmy is now playing vaudeville.

## FROM ALL AROUND

(Continued from opposite page) and sponsored. Frank Perkins, of WJKB, wrote that *Gynic* show. . . . Allen Fort left WNOX, Knoxville, for a new Miami job. . . . Owen Balch and Russ Davis having plenty of fun on that new *Quizzer Court* stanza on KCKN, Kansas City. Got six sponsors.

Tommy Ragland and Clair Weidenaar busy snapping WMP's pictures in Memphis. Dave and Edythe, pop song team, look plenty swell in those new togs. And Erma Degins, cowgal warbler, is new to WMP's. Has been with WCPO, WKRC and WZAZ. And she's really from Oklahoma and can ride a horse. Igor Ivan is another new face at WMP's. . . . Ruth Hendrickson now writes continuity for WNOX, Knoxville.

Glady's Pinney just penned *Talking Boy* for Salt Lake City's KSL. Jun Dunlevy (Smilin' Dan) sponsored by Pontiac dealers on WKRC, Cincinnati. . . . Sam Johnson expected back at WNOX soon. . . . Larry Trexler, WNOX speller, now has a fan fem who expresses her adoration by sending him imported champagne.

## Improvements at WLW, WSAI

CINCINNATI, Nov. 6.—Powel Crosley Jr., president of the Crosley Radio Corporation, yesterday announced an improvement program for WLW and WSAI studios and the WLW transmitter at Mason, O. Program, now in progress, includes construction of three new studios, several offices and a new artists' lounge, besides modernization of the WLW transmitter. Work is expected to be completed about December 1. Company recently discontinued its offices and studios in the Union Central Annex, downtown.

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

**GUS VAN**  
STAGE - SCREEN - RADIO  
Direction  
CENTRAL BOOKING OFFICE, Inc.  
54 W. Randolph St., Chicago, Ill.

BOOKING DIRECT  
**D'ARTEGA**  
ADMIRACION—MBS—  
Sunday, 6:30 to 7:00 P.M.  
1441 Broadway (Chickering 4-5155)  
New York.

**GRACE & SCOTTY**  
WEAF Red - WJZ Blue  
RADIO CITY  
Coast to Coast  
NBC ARTIST SERVICE  
30 Rockefeller Plaza, N. Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

## "Grant's Varieties"

Reviewed Friday, 10-10:15 a.m. Style—Variety musical (transcription). Sponsor—W. T. Grant stores. Agency—N. W. Ayer. Station—WCAU (Philadelphia).

Lyrical chatter indulged in by emcee Ray Perkins, band leader Leonard Joy and warbler Jean Ellington as a buildup for musical numbers proves effective on this wax job. Songs provided by both Miss Ellington and Perkins are well chosen and done in okeh fashion, while the music of Leonard's bandmen is equally agreeable.

Gags, however, are too stiff to provide any real comedy. They do, fortunately enough, create something of a feeling of familiarity between the performers and fans. Ignoring excessive chatter, commercial and otherwise, and it's plenty hard to ignore, the swing songs, original orchestrations and peppy band make an enjoyable stint. Plugs follow each musical number in rapid succession.

Series of 39 platters is a three-weekly job. J. G.

## "Good News of 1938"

Reviewed Thursday, 9-10 p.m. Style Variety show. Sponsor—General Foods, Inc. Agency—Benton & Bowles, Inc. Station—WEAF (NBC network).

Well-paced, star-studded variety-dramatic show, but essentially a come-on for MGM productions. Is it worth \$35,000 weekly (show and time) for Maxwell House Coffee to share billing honors with MGM? Future of similar productions will probably depend on the answer. In this particular case, Maxwell needed a socko show to retain its dwindling *Showboat* audience and to win more fans. It had to save face because of a strong Chase & Sanborn hour. To show anything like a profit this program will have to double coffee sales. It's a tough experiment.

Hour moves fairly well, possesses variety and in spite of these commendable points it still ranks as a come-on for MGM productions. First program offered, for the first half, a miscellaneous collection of picture, vaude and night club names. It attempted to create a mood, a radio picture of Hollywood's tempo, succeeding moderately. This first half moved along nicely, tho it possessed no great substance. Second half offered Jeanette MacDonald and Allan Jones in MGM's *Firefly*. Film was scheduled for general release day following the broadcast. The musical, delightful and expansive, was nevertheless a trailer for a road-show picture.

This glorified fan magazine of the air is an expensive production. If the first half of succeeding shows improve, if more complete dramas can be put into the second half, it should develop a loyal audience. A good job of painting a sharp-lined picture of Hollywood was done by the script and announcer Ted Pearson. Orchestra conducted by Meredith Wilson helped. Director Robert Z. Leonard was a good emcee taking a tour thru the MGM lot. Background sound effects, the color and flavor of Hollywood were put over with much gusto. Dance scenes, however, were overdone and it is time that radio producers discovered that there's no great treat to radio fans in hearing good dancing. Patter and songs of George Murphy,

## Program Reviews

EST Unless Otherwise Indicated

Eleanor Powell, Buddy Ebsen, Igor Gorin, Judy Garland, Sophie Tucker, Gus Edwards, Ann Pennington and others moved along smoothly and with exuberance. Sophie Tucker's handling of the "remember when" contingent was a treat.

Talks by General Foods' C. M. Chester and MGM's Louis B. Mayer was of interest to the trade. Mayer referred to the show as a "complete merging of radio and pictures" while Chester emphasized that the show would create greater interest in local theaters.

Maxwell House credits were handled in good taste, with passing reference to the departed *Showboat*. The average listener was probably sold MGM rather than Maxwell. Fans were asked to write in their reactions to the show. MGM should get most of the mail. B. H.

## "This Is My Story"

Reviewed Saturday, 1-1:30 p.m. Style—Interview and dramatized episodes. Sustaining on WJR (Detroit).

This new program went on WJR two weeks ago in the pre-football hour to dramatize the experiences of Detroit and Michigan men. Largely slated to tell stories of industry as well as personal happenings, the show caught was devoted to Otto Lindemeyer, Detroit fire marshal. Skillfully interviewed, the show was evidently carefully rehearsed but had all the spontaneous effect of

being intelligent impromptu.

History of the fire department of Detroit and personal reminiscences of the talker were mixed, making the individual experiences seem more significant. Four dramatic episodes were given, including a fire commission meeting, the fate of an old fire horse and one of the city's most dramatic fires and its aftermath.

Show was acted by the Mummies, with dramatic portions under the direction of Charles Penman, with Karl Nelson interviewer and script author. E. S. Howlett directed. H. F. E.

## "Melody Puzzles"

Reviewed Tuesday, 8-8:30 p.m. Style—Musical, with sketches. Sponsor—American Tobacco Company. Agency—Lord & Thomas, New York. Station—WOR (MBS network).

Under the name *Script Teasers*, this show is supposed to be fairly popular on the West Coast, whence the idea came. As produced on a small Mutual network for Lucky Strike cigarettes, it's not such a much. Keeping in step with radio's recent trend of adopting parlor games for air use, this is the oldie, dressed up a bit, in which a sketch is played, and a title is to be guessed therefrom. Unlike other programs, especially the quiz type, there is little in it for the listener at home. Several studio guests

## Transcription Previews

## "Organ Treasures"

Style—Organ music. Time—15 minutes. Produced by Standard Radio, Inc. Talent—Gaylord Carter and Eddie Eben.

These discs are okeh for daytime fill-in periods or for late-hour dream sessions as a background for a poetry reader. Gaylord Carter handles stuff in the lighter vein, such as *Yankee Doodle*; *Sailing, Sailing and Turkey in the Straw*. Eddie Eben plays on the heart strings with *The Bells*, *Gypsy Legend* and *Cradle Song*. Organ music always has a strong appeal for listeners wishing to relax from regular radio fare and the style employed on these waxes fills the bill.

## "Donald Novis Sings"

Style—Vocal and music. Time—15 minutes. Produced by Standard Radio, Inc. Talent—Donald Novis and Ritz-Strand string symphony. Director—Salvestore Santaella. Announcer—Barton Brown.

This is a library series with 60 vocal

selections by Novis and 40 musical interludes by the Ritz-Strand outfit, to be arranged as the station sees fit. Stuff is of a semi-classical nature, with Novis piping such ditties as *Mighty Lak a Rose*, *Diane* and *Did You Mother Come From Ireland?* His tenor voice rings clear and his delivery is well suited for this type of repertoire.

Symphony offers tunes like *Just a Memory* and *Vienna Dreams* to sandwich in between the vocals. Ork plays in a smooth fashion. Added feature is 52 quarter hours of continuity furnished to aid announcers in presentation of the selections.

Unusually strong femme program material.

## Eddie Fitzpatrick

Style—Orchestra. Time—Flexible. Produced by Standard Radio, Inc.

Part of this transcriptionists' pop supplement is provided by Eddie Fitzpatrick's Ork playing the latest hit tunes. Not an outstanding outfit, but dishes up good standard arrangements for dance hours or breakfast reveries.

## 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.

Much of the kick of listening to election returns in last week's polling in New York City was taken away when the results of the voting became obvious so early. As to be expected, all of New York's stations piled in and covered the results, using various news sources, and in some cases, such as National Broadcasting Company, establishing a temporary news staff to get figures.

It might be a good thing if the stations adopted a system of dropping the business of mentioning election district and Assembly district numbers. Average listeners want to know one principal thing, and that is the popular vote. In isolated cases, they might want to know about specific districts, but constant references to the segments is downright boring.

In case after case, many of the announcers caught showed no ability what-

soever at ad-libbing. This was especially true when various political figures were brought to the mike and introductions were in order. Gabriel Heatter did one excellent job in discussing Mayor La Guardia's early days. Otherwise Heatter was routine.

*Wife Vs. Secretary*, a wax job for Dr. Lyon's Tooth Powder, spotted on WEN, New York, at the supper hour, might be better suited for a straight housewife audience rather than the whole family. Subject matter, as gleaned from the title, is an obvious patchwork into which an element of mystery has been injected. There's plenty of talk about securing a new, capable Pitmanist and wife and a psychologist almost battle over hubby's choice. There's a mild undercurrent of suspense injected. Program shapes up as a strictly routine proposition. D

are asked to guess the name of the song illustrated by the sketch, those guessing correctly getting cash awards, plus a carton of smokes. This might make it mean something to the customers in the studio, but the business of awarding prizes to radio listeners sending in best skits is a weak draw. Pull after the first program was moderate. On the first program, the skits were crude and uninteresting. And absurdly simple.

One drawback programs of this type will always have is the excessive burden placed on the emcee to maintain some sort of spirit of gaiety. Fred Uttal tries on this one and is all right, but doesn't give the required punch.

Richard Himber and his orchestra make the music, following in the style preferred by this advertiser, main theme of which is to get right into the chorus, forget embellishments and play the song. Stuart Allen is a thoroly proficient vocalist.

Luckies has the most effective commercial ear catcher on the air today, in the use of the tobacco auctioneer's chant. It will stop a room full of people from talking and make them Lucky conscious. That's successful advertising. J. F.

## Whiting Milk Company Dramatizations

Reviewed Wednesday, 4:30-4:45 p.m. Style—Dramatizations. Sponsor—Whiting Milk Company. Agency—N. W. Ayer. Station—WAAB (Boston).

Cow juice company has sliced a 15-minute period from WAAB's 3½-hour pop *Racing Matinee* session to plug one of the City of Culture's two scholarship and educational programs.

Talent is culled from the junior high schools of metropolitan Boston. Each Wednesday a school is guest participant. Junior high-school production of *Les Miserables* was tiresome and ineffective.

Grand finale winner receives a scholarship to Emerson College. Hub dramatic windmill worth around \$350. Agency is turning out good promotion on the show, directed towards juves for milk consumption and to further the urge of dramaturgy. Stories would be a better bet than classics which seasoned professionals find difficult to perform. S. J. P.

## "Mr. Keen, Tracer of Lost Persons"

Reviewed Tuesday, 7:15-7:30 p.m. Style—Sketch. Sponsor—American Home Products Corporation. Agency—Blackett-Sample-Hummert. Station—WJZ (NBC network).

Title and announcer's prolog might suggest that this is a carbon copy of the *Personal Column of the Air*. *Column*, radio version of British newspapers' "agony column," was top-heavy with maudlin appeal, while Keen, fortunately for the listener, is not offensive. But Keen might better be termed obvious and hammy. Someone had a good idea in showing how tracers dig up missing people, but the crude, unpolished production smacks of the high-school auditorium rather than a network show. At best, the production calls for afternoon showings rather than an evening hour. Show brings to mind, to some degree, Skelly Oil's *Court of Missing Hets*, Chicago production.

Pop, in the program heard, has been missing these long 10 years. Daughter, now a film star, wants him and goes to Mr. Keen to unearth the old gent. Pop, it's discovered, is a ne'er-do-well, in the show caught anyway, and Keen's in a quandary.

There are several threads to entice listeners, but the routine, unimaginative production, particularly Keen's playing, does this way down on the list. Bi-So-Do! proclamations veer toward the long side. B. H.

## "WBT Dancing Party"

Reviewed Monday, 12:30-2 a.m. Style—Dance recordings. Sustaining on WBT (Charlotte).

WBT, Charlotte, is boasting a Coast-to-Coast following for its *Midnight Dancing Party*, aired each night from 12:30 to sign-off time at 2 o'clock. Party, which features the playing of popular recordings on telephone and telegraph requests of listeners, is conducted by announcers Lee Kirby and Bill Bivens, who identify themselves as (See Program Reviews on opposite page)



Join

## Radio Artists' Ball for Chi

Affair designed to call attention to Windy City as production center

CHICAGO, Nov. 6.—Chicago is to have its first Radio Costume Ball November 27. Affair is being sponsored by a group of radio men and women and is designed to call attention to the advantages of Chicago as a radio production center. Proceeds are to go to the Radio Artists' Fund.

Originally conceived by Bob Guilbert and Tom MacDonnell, the idea was taken up by other radio people desirous of advancing the interests of radio here, and the costume ball for the entire local radio industry resulted. In connection with the ball merit awards are to be made for outstanding performances by Chicago artists. Ball will be held in the Grand Ballroom of the Medinah Club.

Madeline Chace, well known in radio, heads the executive committee, which also includes Phil Lord and Vincent Pelletier. On the subsidiary board with representatives from each station are John Harrington, CBS-WBBM; Verne Hansen, WGN; Art Linick, WJJD; Harry Creighton, WAAF; Bob Brown, NBC; Miles Reed, WCFL; Gene Dyer, WGES and WEDC, and Mr. Hoffman, WHFC. Plans are being made for an elaborate program of music and entertainment, and the ball promises to be a gala event in local radio.

Merit awards, which will be determined by vote, will be given for best sustained or continued work of an actor and actress throughout the year; best one-time performance of actor and actress, best announcing, best written show, best man soloist, best woman soloist, best performance by a group of three or more singers and best produced show. Poll is to be restricted to programs and performers originating in the Chicago area.

## Stations Falling In Line With AFM

NEW YORK, Nov. 6.—Altho the American Federation of Musicians has not yet taken any steps to open negotiations with independent radio stations concerning employment by the latter of musicians, a leading official of the union states that "many stations are voluntarily falling in line." Meanwhile contracts between network affiliates and locals of the union are expected shortly

## 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 fled 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.

by the union. The AFM and the independent radio network affiliates have agreed on the principles of the national contract to be arranged. This contract covers the broader problems involved, while conditions covering local salaries, working hours, etc., are now to be signed between stations and musicians' locals. These contracts are to be approved by the IRNA committee before being mailed to the federation, which is to get copies of all such local contracts.

AFM officials also stated that the licensing form it has decided it will enforce on transcription and recording companies has not been fully worked out. The transcription companies accordingly are somewhat in the dark, since they do not know what to expect. They have signified, however, that they will fight any attempt of the union to enforce any conditions the disc makers regard as unfair. They are particularly concerned with having to abide by regulations which might put them in a position whereby they would become vulnerable to any suits charging restraint of trade. This they feel might arise if a station on the union's unfair list wanted to buy transcriptions and couldn't under the terms of the union's license form.

## PROGRAM REVIEWS

(Continued from opposite page)

the Hoot Owl and Night Owl, respectively.

Program originated as a fill-out from 12 midnight until sign-off time at 1 o'clock. Later, the announcers put a telephone in the studio so that telephone requests might be aired on the program. Thus a listener could hear the announcer talking to him both over the phone and the radio. Interest in the program climbed. With the recent change in time, the program shifted to 12:30 to 2 a.m.

Kirby conducts *Dancing Party Sunday* thru Wednesday nights, Bivens the remainder of the week. Both handle it very informally, kidding listeners along, especially when telephone calls are being aired. Both tend to let telephone calls take up too much time between recordings. S. J.

## "The Hoosier Philosopher"

Reviewed Wednesday, 1-1:15 p.m. CST. Style—News commentary. Sustaining on WAAF (Chicago).

As news commentators go, this 15-minute spot stands ahead of the run of the mill. Carleton Guy, in the role of Uncle Obadiah Quackenbush, a homey philosopher from Hope Blossom, Ind., gives his opinion on current news questions popped to him by himself in the guise of another character called Nick. In show caught he aired his views on the New York election and golfer John Montague's movie offer.

Guy's homespun delivery is a little monotonous at times, but is broken up some by an occasional humorous side-light. Voice is clear, tho, with no chance of missing a syllable. Altho show has been sponsored, it is now lacking one due mostly to the fact that some of the comments are too radical for an advertiser to take a chance. Station ducks out of any liability on this score by announcing that the philosopher's opinions are entirely his own and not to be construed as part of the station's policies. H. H.

## RADIO ACTOR

(Continued from page 6)

dent; Louis L. Levy, vice-president; Bill Brown, treasurer. Board of directors includes Bill Brown, John R. Edmunds, James Leonard, Louis L. Levy, Sydney Mason, Jack Zoller, Lawrence Menkin, Harry Mumma, Frances Pettay, Robert Stevens and Owen Vinson.

For Northern California—John B. Hughes, president; Ted Maxwell, first vice-president; Jack Moyles, second vice-president; Theodore Hale, acting treasurer, and Vic Connors, executive secretary. Board of directors includes Col. Rod Hendrickson, George Nickson, Reil and Quinn, Samuel A. Melnico, Earl Lee and Ira H. Blue.

For Los Angeles—Carleton Kadell, president; Thomas Freebairn-Smith, Bill Lawrence and Inez Seabury, first, second and third vice-presidents, respectively; Georgia Fifield, recording secretary; J. Donald Wilson, treasurer.

## N. Y. Musicians, Chains Start Negotiating on New Contract

Reason for move is broadcasters' desire to settle music problems confronting them—musicians demand boost in wage scale, more men and five-day week

NEW YORK, Nov. 6.—At the invitation of the networks, negotiations between Local 802, of the American Federation of Musicians, and the Class A stations of New York City, namely, WJZ, WOR and WABC, have been opened for a new contract to follow the agreement now in force. This last expires March 4, 1938, and was signed two years ago. Principal reason that the broadcasters approached the local is their desire to settle as completely as possible the music problem which has been confronting them for some months and which is close to being settled. Equally as

## OUT-OF-TOWN OPENINGS

(Continued from page 4)

From this comes the revenue that keeps the family as one.

U. S. neutrality and trade restrictions are making it difficult for American commerce. Labor is restless. The liberal newspaper and factory can't stand the onslaught of overwhelming odds. The factory could reroute cargoes on illegal contracts for Fascist Italy. This, or the collapse of the secure and proud home headed by Miss Barrymore and the business of her brothers-in-law. To sell out their country's honor in accepting the contracts and to compromise with the baseness of war is loathed by the family.

At this point Digges, a famous publisher, makes his entrance as Miss Barrymore's wooer of 20 years ago. Hardie is his illegitimate son and ace flyer. Digges asks Miss Barrymore to marry him—a solution to their economic problems.

A series of events in the second act keeps the piece at a noteworthy pace. Romance takes a hand between Miss Young and Clark until Hardie comes on the scene. But he's later killed in an air crash, and the hysterics of Miss Young are clik. The sinking of the Farragut, with American sailors aboard, causes Digges to splash his papers with national honor stories. Even his son's death, in the hour of bereavement, is the cue to let the world know who his son is and to immortalize his air crash for his country's honor, not the intended motive of going to France to become a professional soldier.

A brilliant script by Howard, exceptionally well-cast roles, skillfully portrayed, excellent direction, all coupled with intelligence and logic, make this play a contender for high honors. Broadway will like and keep it for some time. Sidney J. Patne.

## CHORUS EQUITY

(Continued from page 4)

organization over to the capable hands of Miss Christenson. The members showed their appreciation of Mrs. Bryant's services by an enthusiastic vote of thanks.

Miss Christenson then addressed the meeting and expressed her desire to work with the organization and help to carry on its policies to even greater success than it has enjoyed in the past. In extending greetings to all of the members, Miss Christenson hoped that the opportunity would occur whereby she could meet them individually and personally. As soon as she becomes more familiar with the demands made upon her time she intends to schedule certain hours during the week when she will be available to any member.

Chorus Equity Association is an independent organization with its own charter and works in close conjunction with the Actors' Equity Association because of their common interest. Chorus Equity came into existence in 1919. Prior to that time choruses had worked under very serious handicaps. There was no such protection as a minimum wage—there was no time limit upon rehearsals—and worst of all the chorus never knew whether or not the management with whom it was negotiating was financially responsible. They were apt to be taken on tour and left stranded in some town 500 to 2,000 miles away from New York. They were without a spokesman and whatever individual contracts they made were generally in favor of the managers. For example, they had to furnish their own shoes and stockings, and many other little items were included which resulted in their not receiving full salary.

The Actors' Equity Association had been organized because of problems somewhat similar to Chorus Equity's and

important in the broadcasters' reasoning behind this move is their desire to establish music budgets for the next year. Under the terms of their agreement with AFM the broadcasters know how much more they have to spend towards music nationally, but for their New York stations they do not know how much they will have to spend in increased salaries or increase in the number of men needed because of shortened working hours. Then, too, the question of operating costs and their relation to rate cards must be settled, since it is generally agreed that the jump in costs of music will be made up, in part or full, by a boost in rates.

When the contract now operating was signed with the musicians two years ago it represented a considerable gain in many directions for the musicians. Later were not only given important scale raises, but benefited by shorter hours and a shorter stretch and an increase in the number of staff men maintained.

Negotiations started Wednesday (3). Reportedly, the musicians' chief demands for a new agreement are for a wage scale boost, more men per week and most important, a five-day week, which Columbia Broadcasting System has granted in Chicago. Union claims it is entitled to more men and wages by virtue of the fact that the costs of living have risen appreciably since last agreement was signed. Musicians are said to have given the broadcasters an alternative to these conditions, this alternative to be regulations providing that all remote broadcasts, such as night clubs, open air symphonies, etc., must be paid for at the regular wage scale.

Broadcasters' attitude is that having invited the musicians to start negotiations it would naturally follow that their demands might be heavy. Radio men feel, however, that with the many concessions made generally by the industry, New York local will not seek to enforce any unreasonable demands. Local takes the attitude that an industry based on music and thriving should adopt a policy of share and share alike, since other fields of entertainment, having shriveled, have passed these losses to the musicians, and if broadcasting were similarly hit, feeling the consequences, so would musicians.

Sam Tabak is chairman of the local radio committee.

other abuses in the profession that dated back to the times when the members of a troupe were more or less of one happy family instead of dealing with the commercial theater as it was known in 1929 and as it is today. The Actors' Equity had tried to correct these evils by discussion with the managements, but unfortunately was unable to do so. A strike of the members was called in 1919. It was then that the various leaders in the chorus organization saw that the opportunity existed for them to correct the abuses under which they were suffering, and the various chorus people working in shows in New York and thruout the country quickly lined up under the banner of the Chorus Equity Association and joined in the fight for better working conditions. It is to the credit of the Actors' Equity Association and the Chorus Equity Association that the fight was won and that it has never been necessary since that time to call another strike. Other victories have been won for members of Chorus Equity. They have been gained by negotiations with managers and managers' associations, sometimes taking months for accomplishment, but always looking forward to better working conditions for the chorus.

Two new members joined the Chorus Equity Association in the past week. CHORUS EQUITY ASSOCIATION.

# Equity Rule Hits Managers Who Block Theater Council

**Aimed at aligning selfish minority groups, says Gillmore—Pemberton says rule okeh if not abused—Dramatists' Guild wary—Equity opposition not too happy**

NEW YORK, Nov. 6.—Action of council of Actors' Equity in passing a resolution calculated to bring the managers into line with the American Theater Council's program of reviving legit was clarified this week by Frank Gillmore, Equity chief, who stated the intention of AEA was not to clamp down on the will of the majority of managers, but rather to compel acquiescence on the part of recalcitrant and selfish managers forming a minority. In many quarters the council decision is regarded as unprecedented in its drastic implication. Resolution, in part, reads that the manager shall conform to and assist any plan having for its purpose the betterment of the theater and its people. Failure to do so will be construed as a breach of existing Equity-managerial contracts, and this, in turn, may lead, with Equity's permission, to the termination of actor-manager relations.

Brock Pemberton, commenting upon the resolution, said that Equity always had the power to do anything, and that the present ruling, if not abused, was okeh as far as he was concerned. Pemberton would just as soon have Equity say what is good for the theater as the managers.

Reported that the Dramatists' Guild views the resolution with some misgiving, angle being that other labor groups might be forced by Equity into certain lines of action. Pemberton stated that if Equity can be any more drastic than the Dramatists' Guild that's okeh too.

Opposition Equity element is known to have expressed some apprehension lest Gillmore and Paul N. Turner, Equity counsel, become too lovey-dovey with the managers.

## Show Ducats Planted In Suburban Stores

NEW YORK, Nov. 6.—In line with American Theater Council talk of getting suburban playgoers home early, Neighborhood Ticket Distributors is planning to get legit tickets to fringe-of-towners without any fuss or sweat.

Distributors will plant the ducats in grocery stores, drug stores, haberdashery stores and other places that naturally suggest themselves as being associated with either tragedy or comedy.

## "Follies" 3 Grand at Memphis But Panned; Show Is Closed

MEMPHIS, Tenn., Nov. 6.—Shubert's Ziegfeld Follies drew \$3,512 from a 1,500-person audience in a single night here Tuesday, but also came in for a severe drubbing from the local critics and from the public. Commentators praised Doc Rockwell, Sybil Bowan and the other principals, but found the last half of the performance dull in the extreme.

It was announced here that the show would close at the end of the week. Whether there would be a New York run later as stated before the Memphis engagement was not revealed. No reason for the closing was given.

The Follies was the second road show of the season, *Tovarich* having drawn \$4,000 in three performances two weeks earlier.

Ellis Auditorium will be without another legit attraction until *You Can't Take It With You* comes December 17 and 18. *Room Service* and *The Women* also are scheduled for December.

**Why You're "Not the Type"**

By Alan Brock

**Will Be a Feature of the Christmas Number**

**Of The Billboard**

**Dated November 27**

agements in Peoria, Ill., starting Thanksgiving week, will list local and Peoria members of the PT units. Shows are *Boy Meets Girl* and *Ah, Wilderness*, directed, respectively, by Bob Pollock and Al Peters.

Extension of these projects thruout the State will depend on the reception of the initial productions.

## "Take It Easy" Folds Again

LONDON, Oct. 27.—Barbara Blair's ill-fated venture, *Take It Easy*, the musical with which she burst into London to make her English debut, flopped again in its revised version as a twice-nightly show at the Palace Theater, London. Show came off after six days. Several principals, including Gene Gerrard, English comedian, and Three Fonzals, American comedy act, have yet to get their money. Miss Blair may make a try at vaude and radio in England.

## Chi Project May Tour Thru State

CHICAGO, Nov. 6.—Harry Minturn, acting director of the Federal Theater Project here, announced plans for the presentation of productions outside Chicago. First two plays, to have week en-

NEW YORK, Nov. 6.—Month just ended has been the saddest October for Broadway legit as far back as anyone can remember, with only 10 productions, of which three were revivals. October, 1936, was healthier—but not much—bringing 12 new plays, two musicals and four revivals. Blame for legit slack, like for everything else wrong these days, is laid at the door of the jittery market.

# From Out Front

By EUGENE BURR

With the season at last showing a faint, dim breath of life (there are those who claim that it's not really life, but simply the cold and fitful breeze that animates a ghost), it may seem wrong to waste time on one of those sad young men who write what is known as publicity for the film companies. But, altho at to rush thru their drivel and still preserve my usual doubtful semblance of sanity, occasionally they grow a bit too much.

A mind filled to the brim with their parboiled slop receives one more ripe morsel and runs over. In any case, the item that caused the running over in this instance has to do with the legitimate stage. It comes from Paramount, and it bears the imprint of C. N. Odell—who, if he didn't write it himself, at least ought to do something to check the unhealthy imagination of his underlings. And it concerns Miss Phyllis Welch, a nice young lady who came to New York from Toledo a couple of years ago and got herself a few jobs on the stage without setting the other side of the footlights afire. Recently, after appearing in a small part in *High Tor*, she was hired by Paramount for film work—all of which was very pleasant, but not very important. Now, however, she has been chosen by Harold Lloyd to play opposite him in his next picture—and Mr. Odell or one of his menials feels that something ought to be done about it. Mr. Odell or his henchman did do something about it; a press release was sent to unsuspecting picture editors thruout the length and breadth of the land detailing Miss Welch's career. I'm sure that the details surprised even Miss Welch.



EUGENE BURR

Mr. Odell or his legeman starts out mildly enough: "Phyllis Welch, well known on the New York stage as 'a new Ina Claire.'" This should be news to Miss Welch, to Miss Claire and to the New York stage. Miss Welch's entire New York experience includes only the ingenue lead in a floperoo called *A Slight Case of Murder* (in which, incidentally, she played very badly), a one-week appearance in a revival of *Granite* (in which she did not too well by a dramatic role), a substitution for several weeks for Doris Dudley in the Theater Guild's *End of Summer* (Miss Dudley returning to the cast as soon as she was able), and the aforesaid small appearance in *High Tor*. That's all. And if anyone (that is, anyone except Mr. Odell or his vassal) can find there any possible reason for calling her "a new Ina Claire" I'll sit thru Paramount's entire 1937 feature-picture output. And that, my friends, is something!

To make it even a little worse, not one of the roles was of the Ina Claire type; the only possible connection with Miss Claire, as a matter of fact, is that Miss Claire played the lead in that *End of Summer* in which Miss Welch briefly substituted.

But to go on, Mr. Odell or his bondsman remarks, "She worked with a stock company at the Cleveland Playhouse and then came to New York to play the part of Ernest Truex's daughter in *Prodigal Father*, a role in which she appeared for a season."

Words fall at the boundless imagination there displayed. For, as a matter of cold record (and *Billboard* records often seem unpleasant things to young actors who claim experience and to picture press agents), the production mentioned, in which Miss Welch made her first Atlantic Coast appearance, was nothing but a summer tryout up in Greenwich. She did not come to New York to play the part; and she played it only for the duration of the stock tryout—out of town. It may have seemed a year, but it really wasn't.

Just to cap the climax, Mr. Odell or his satellite says that she "won distinction in Maxwell Anderson's *High Tor* for the Theater Guild. Miss Welch's Theater Guild show was *End of Summer*; Guthrie McClintic was the producer of *High Tor*."

Amazingly enough, however, Mr. Maxwell Anderson really did write the play; it's hard to see how Mr. Odell or his mercenary managed to miss up on that.

All of this may seem like a tempest in a particularly small teapot; but in reality it's not. Film press releases blanket picture editors or papers thruout the country—and those editors, obviously, have no way of checking up on the statements made therein. It would be nice to suggest that they all buy *The Billboard Index of the New York Legitimate Stage* to keep their records straight—but that would be unwarranted advertising so, of course, it can't be done. Meanwhile, since there are a couple of film editors who don't own *The Index*, press agents like Mr. Odell or his flunky can gull them to their hearts' content.

It's a rotten practice and it should be stopped. I don't know how to stop it except by giving publicity to the most flagrant examples; hence this column. If it prevents even one dope-dreaming press agent from indulging in his cheap and misleading fictions, it's worth it.

## New Plays on Broadway

Reviewed by EUGENE BURR

RITZ

Beginning Saturday Evening, October 30, 1937

### AS YOU LIKE IT

A play by William Shakespeare. Staged by Samuel Rosen. Costumes designed by Lucinda Ballard and Scott Wilson. Dances directed by May Gadd. Scenery executed by the Studio Alliance. Costumes executed by Janet Marshall. Presented by the Surry Players, under the sponsorship of Dwight Deere Wiman.

A Banished Duke..... Robert K. Adams  
Frederick, His Brother and Usurper of His  
Dominions..... Alan Handley  
Lords Attending the Banished Duke:  
Amiens..... Alan Handley  
Jacques..... Frederick Tozere  
Le Beau, a Courtier Attending Fred-  
erick..... Jak Lydman  
Charles, His Wretched Son..... Hayden Rorke  
Sons of Sir Rowland De Bois:  
Oliver..... Staats Cotsworth  
Jacques..... Jak Lydman  
Orlando..... Shepperd Strudwick  
Adam, Servant to Oliver..... Norman Budd  
Touchstone, a Clown..... Whitner Bissell  
Shepherds:

Corin..... Jabez Gray  
Silvius..... K. Edwin Snow  
William a Country Fellow in Love with  
Audrey..... Alan Handley  
First Page to the Banished Duke.....  
..... Ramon Blackburn  
Second Page to the Banished Duke.....  
..... Royce Blackburn  
Rosaling, Daughter to the Banished Duke.....  
..... Katherine Emery

Celia, Daughter to Frederick..... Annie Revere  
Phebe, a Shepherdess..... Connie Nickerson  
Audrey, a Country Wench..... Helen Wynn  
Lords Belonging to the Two Dukes, For-  
esters and Other Attendants: Barbara Town-  
send, Janet Marshall, Connie Nickerson, Helen  
Wynn, Hayden Rorke, David Stevenson, Robert  
Allen, Jak Lydman, Jabez Gray, Pendleton  
Harrison.

The Two Acts Lie First Near Oliver's House; Afterwards Partly in the Usurper's Court and Partly in the Forest of Arden.

The first item in the welcome and on-rushing wave of classical revivals broke upon the stony shores of Broadway last Saturday night. It is *As You Like It*, charmingly and amusingly presented by the Surry Players under the courageous sponsorship of Dwight Deere Wiman. Its chances of success are somewhat doubtful, because it lacks two qualities that, as everyone knows, are prime prerequisites for any great artistic success hereabouts—a huge amount of ballyhoo and the presence of a notorious and usually overacting star.

Yet the uncomfortable suspicion remains that, despite those two major omissions, the Surry Players' *As You Like It* is as delightful a presentation as we will be privileged to see this season. For, with gayety and zest, with humor and ability and a charmingly unpretentious production, with taste and a large amount of extraordinarily good acting, the Surry Players turn *As You Like It* into a vastly amusing and vastly effective romp.

The Players, under the direction of Samuel Rosen, have cut thru the stiffness that usually shrouds anything laboring under onus of having been written by Shakespeare. And, with a free, wide gesture of untrammelled and light-hearted common sense, they have thrown away all the pretentiousness that seems obligatory in local presentations of the unfortunate bard. They looked upon a gay, amusing, charming and very funny play—and they gave it a presentation that matches its real but seldom discovered virtues. The result is an unmix'd delight.

And it is a delight that is triple strengthened by the acting of Katherine Emery, as Rosaling; Shepperd Strudwick, as Orlando, and Anna Revere, as Celia. Miss Emery and Miss Revere, who were the storm-tossed schoolteachers of *The Children's Hour*, step blithely after an absence of a year or so into the gay habitments of the wood-roving cousins of Arden. Miss Emery in particular shows in the change a tremendous increase in her stature as an actress. Formerly bounded by what seemed like inherent limitations, she managed to be effective only upon her own particular plane; now she has limitlessly extended the boundaries of her art; her Rosaling is warm, lovely, charming and beautifully articulated—a really fine acting job. And Miss Revere ably seconds her by constantly fine work in the really even more difficult role of Celia, a lass who has to stand around and aid all effects without much help from the playwright.

As for Mr. Strudwick's Orlando, it is really a major achievement in Shake-

spearhead comedy. Beautifully and intelligently read, with sparkle, insight and incisive effect, with deft glossing of the sugared romantic interludes, it is an altogether splendid performance, aided by Mr. Strudwick's handsome presence and (whether he'll like this or not) matinee-idolish profile. The work of these three makes one wonder whether, after all, fine acting isn't enough to make up for the absence of an over-emoting star, even on notoriety-worshipping Broadway.

And there are other good performances too: the dignified and excellent Duke of Robert K. Adams, the finely read Oliver of Staats Otsworth, the three parts played with welcome variety by Alan Handley, the youthful Touchstone of Whitner Bissell. About the only major fault in the company is Frederick Tozere's interpretation of Jaques. Losing the sympathy and therefore nine-tenths of the effect of the role, Mr. Tozere makes Jaques a supercilious and wise-cracking smart-aleck. Granting his interpretation he does very well—but it seems to be far from the most effective interpretation.

There are also a few minor annoyances, such as the flatly incompetent Phoebe of Connie Nickerson and the singing of a couple of annoying little boys named Ramon and Royce Blackburn; but such things go almost unnoticed in the general joy that the performances bring.

The presentation is splendidly unpretentious and at the same time sparkling and gay, with brightly designed curtains used for many of the scenes and with beautifully colorful costumes created by Lucinda Ballard and Scott Wilson. It cuts thru traditional stuffiness and gives us a warm, charming and very funny comedy.

Incidentally, the Surry Players' presentation confirms the suspicion held by a couple of heretical renegades hereabouts that Shakespeare could write funnier lines than George S. Kaufman and Moss Hart. That's not the least delight of an entirely delightful evening.

SAM S. SHUBERT

Beginning Monday Evening, November 1, 1937

AMPHITRYON 38

A comedy by Jean Giraudoux, adapted by S. N. Behrman. Production conceived and supervised by Alfred Lunt and Lynn Fontanne. Directed by Bretaigne Windust. Settings designed by Lee Simonson. Props by Vail Construction Company and painted by Triangle Studios. Costumes designed by Valentina and executed by Valentina and Helen Pons. Music composed and conducted by Samuel L. M. Barlow. Presented by the Theater Guild, Inc.

Jupiter..... Alfred Lunt
Mercury..... Richard Whorf
Sosie, Servant to Amphitryon..... George Meader
Trumpeter..... Sydney Greenstreet
Warrior..... Alan Hewitt
Alcmena..... Lynn Fontanne
Amphitryon..... Bretaigne Windust
Nenezza..... Kathleen Roland
Kleantha..... Jacqueline Paige
Echo..... Ernestine de Becker
Leda..... Edith King

The Action of the Three Acts Takes Place in and About Amphitryon's Palace. Perhaps it was the sparkling wit, the charming humor and the fine performing in As You Like It the evening before that made the second Theater Guild production of the season, S. N. Behrman's adaptation of Jean Giraudoux' Amphitryon 38, seem so shoddy and dull. But the suspicion remains that even if the preceding evening had been spent in reviewing an amateur production of Abie's Irish Rose, Amphitryon 38 would have appeared nothing more than a large hunk of pretentious flappoodle. The Guild, incidentally, presented it at the Shubert Theater Monday night.

The somewhat enigmatic title of the new piece that Mr. Behrman has inexplicably thought worth adapting from the French comes—as everyone must know by now if the efforts of the Guild press department mean anything—from the fact that 37 dramatizations of the Amphitryon-Alcmena legend precede it. As a matter of fact such a stickler as the Guild should really have called its production Amphitryon 38A, since after all it's only an adaptation.

Just why M. Giraudoux thought fit to attempt another dramatization of the tale of the faithful wife of Thebes, seduced by Zeus only when he appeared to her in the form of her own husband, is a matter for mild wonder. Almost all of the boys have had a fling at it at one time or another, with the single exception of Shakespeare—who had, thank Thespis, better sense. Treatments have ranged from tragic to comic and leave little room for innovation. But M. Giraudoux evidently attempts innovation by adhering to the let's-be-very-modern

BROADWAY RUNS

Performances to November 6, inclusive.

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

mode of historical comedy, perpetrated in the field of the novel by John Erskine and his sleazy romances (which were called innovations 15 years ago) and in the field of the drama by Robert Sherwood and his Road to Rome.

To have any excuse for being, this sort of thing must either contain much wit or fun, or else attack general theses thru its modern approach to old material, obtaining profundity precisely because of its insistent light-heartedness. Amphitryon 38 is neither witty, funny nor profound. It is simply mildly nauseating and militantly dull.

M. Giraudoux—and Mr. Behrman after him—awakens some hope with a prolog that has Jupiter and Mercury resting on a cloud and talking of Alcmena and the relations between men, women and gods. There's material there for the asking; but Mr. Behrman, probably hampered by having to adapt someone else's work, fails to give point to the lines; and M. Giraudoux uses his promising prolog only to introduce an amazingly pointless recital of how Jupiter sent Alcmena's husband off to war, assumed his shape, had this and that to do with the lady (Hercules was the result), was disheartened at her insistent love for her husband, announced his intention of returning the next night, returned and thereafter made a typically godlike gesture of pre-satisfied self-sacrifice. There is neither profundity nor wit; only long stretches of arid dialog that tries hard to be smart-aleck—and an attitude on the part of the author that any recital of extramarital relationship must, ipso facto, be extremely amusing.

The whole thing is, as a matter of fact, glove-fit for those large groups of self-conscious cognoscenti who feel that sophistication consists in a firm belief that copulation is in itself an excruciatingly funny phenomenon. With its ridiculously pretentious production by the Guild, and with the Lunts in its cast, there is no doubt that it will be a hit.

The Lunts, however, are faced with a harder problem than usual—the problem of making the play and dialog seem even passingly amusing to those not of the Elect. Alfred, always reliable, manages to inject a couple of excellent effects, turning in a good but by no means topnotch job; Miss Fontanne contents herself by offering almost all her lines in a high sing-song (ending with a banshee wail at the final curtain) that ultimately shares the best known attributes of a fingernail on a slate.

Richard Whorf offers a couple of amusing readings as Mercury; Barry Thomson does nice, straightforward work as Alcmena's husband, and the best job of the lot—the only thoroughly excellent job—is done by Sydney Greenstreet as an incidental and garrulous trumpeter.

The most exciting parts of the production are the costumes designed by Valentina and the settings designed by Lee Simonson. It is, in all truth, a sumptuous physical presentation, wastefully excellent in all things but one—and that is so amazing in view of meticulous and insistent culture of the Guild that I'm probably wrong about it. But it did seem odd to me, in a production of a Greek legend in a Greek locale, with even Alcmena spelled with the Greek "k," that Zeus and Hermes are called by their Roman names.

BELASCO

Beginning Thursday Evening, November 4, 1937

GOLDEN BOY

A play by Clifford Odets. Directed by Harold Clurman. Settings designed by Mordecai Gorelik. Presented by the Group Theater. Scenery constructed by William Kellam and painted by Bergman Studios.

Tom Moody..... Roman Bohnen
Lorna Moon..... Frances Farmer
Joe Bonaparte..... Luther Adler
Tokio..... Art Smith
Mr. Carp..... Lee J. Cobb
Siggie..... Jules Garfield
Mr. Bonaparte..... Morris Carnovsky
Anna..... Phoebe Brand
Frank Bonaparte..... John O'Malley
Roxy Gottlieb..... Robert Lewis
Eddie Fustelli..... Elia Kazan
Pepper White..... Harry Bratsburg
Mickey..... Michael Gordon
Call Boy..... Bert Conway
Sam..... Martin Ritt
Drake..... Howard De Silva
Discoll..... Charles Crisp
Driscoll..... Charles Niemayer
Barker..... Mladen Sekulевич

ACT I—Scene 1: The Office of Tom Moody. Scene 2: The Bonaparte Home. That Night. Scene 3: The Office. Some Weeks Later. Scene 4: A Park Bench. A Few Nights Later. Scene 5: The Bonaparte Home. Midnight, the Next Week. ACT II—Scene 1: A Gymnasium. Six Months Later. Scene 2: The Park Bench. A Few Nights Later. Scene 3: The Office. The Following Morning. Scene 4: A Dressing Room in the Arena. Some Weeks Later. ACT III—Scene 1: The Office. Three Months Later. Scene 2: The Dressing Room. That Night. Scene 3: The Bonaparte Home. Several Hours Later.

After a silence of almost two years that well-known scenario writer, Mr. Clifford Odets, has blossomed forth with a new play. Deserting the dismally idealational concepts of his early soap-box orations, he now looks with disfavor upon the great American industry of lalalized mayhem—prize fighting to you, Anastasia—at the same time gazing with sympathy into the sad, sad life of one of its foremost if fictional practitioners. The new one is called Golden Boy, and the Group Theater, Mr. Odets' alma mater, presented it at the Belasco Theater Thursday night.

Foremost of the white hopes who have recently beset the American stage, Mr. Odets has insistently been considered a young writer of great promise. This promise he managed to live up to only in the lush blossoms of his overwritten dialog—much of which was sheer balderdash, but some of which, on the other hand, was among the finest dramatic dialog of the 20th century. For the rest, he was a young man who had still to learn how to write even a rough approximation of a play. Seemingly killed by the excessive adulation of his premature idolators, he staggered a bit under the weight of the ideas that wried his plays into theses, perpetrated the inchoate mess that was known as Paradise Lost and fled incontinently to Hollywood in quest of the attractive dollar. He discovered not only that dollar (quite a few of them if current reports are to be believed), but also Miss Luise Rainer and a working knowledge of theatrical hoke. Golden Boy is filled to the brim with out and out, old-fashioned over-worked hokum, and it hasn't a flaming proletarian idea in all of its three acts. Or if it has it is only the somewhat trite idea that the quest of wealth may in the long run be a not entirely satisfying occupation.

The plight of Mr. Odets' prize fighter, in its essence, might be the plight of anyone who fled from his own talents in order to find the glittering swamp-scum of wealth in a material-mad world. It might even be, for example, the plight of a dramatist turned scenario writer. In any case, his Joe Bonaparte is an Italian lad who suffers from a love of music, crossed eyes and dissatisfaction with his lot. In an attempt to seize the world by its forelock he becomes a

prize fighter and, little by little, smashes the hands that to him mean the power to play upon the violin. His simple and loving father fights against it, but Joe goes headlong on.

He falls in love with the moll of his manager and she falls in love with him, denying him because she feels sorry for the older man who saved her from a potential street career. So Joe casts all idealism to the winds and allows himself to be managed by a gangster with a purple fringe—if you get what Mr. Odets and I mean. He becomes as cheap as the money he makes and is brought to his senses only when, in a big fight, he kills his opponent. It was an accident, of course, but it forces Joe to look upon the thing that he has become. The girl rallies to his side and they run off together in his car. Fleeing madly into the night to escape they know not what. And, of course, they crash and are killed.

There's nothing very new or startling in that plot—but at least it is a plot, and that's more than could be said for the outlines of Mr. Odets' other plays. No outline, however, can give any idea of the out-and-out hoke that is crammed into the action. Every stock situation from East Lynne to The Fireman's Flame can be found, thinly disguised. That, however, would be no real drawback if it weren't for the fact that Mr. Odets telegraphs his hoke punches at least a scene ahead. Everything is expected.

Even so, Golden Boy holds out more real hope for the future than anything that Mr. Odets has done since Waiting for Lefty. For, altho he hasn't yet learned how to use the theatrical medium he has chosen, he at least gives indications that he is learning. Golden Boy is at least no soap-box speech. It is a play—albeit not a very good one—and it definitely indicates that playwrighting ability will ultimately be linked to Mr. Odets' sporadic but splendid gift for searing and magnificent dialog.

The group has lured Miss Frances Farmer, one of my pet cinema actresses, from Hollywood to play the girl, and she does a very fine job of it, even tho the stage is not yet entirely her medium. She possesses huge sympathy and understanding, fine sincerity and breath-taking beauty. That she does not yet know how to play in more than a single key is a fault that will soon be remedied. Morris Carnovsky does his usual splendid character work as the father; Art Smith gives a typically forthright and excellent performance as a trainer; Elia Kazan is a perhaps more than sufficiently menacing racketeer; Roman Bohnen is an effectively harassed manager, and Jules Garfield cockily overaccentuates an incidental character part.

The group entrusted the title role to Mr. Luther Adler, the well-known tenor. (See NEW PLAYS on page 14)

(48th Anniversary)

Alvino SCHOOL OF THEATRE

Courses in Acting, Teaching, Directing, Personal Development and Culture.

DRAMA — SPEECH — VOCAL DANCE — MUSICAL COMEDY
Graduates: Fred Astaire, John Bryan, Una Merkel, Leo Tracy, Louise Latimer, Etc.
\$ In 1 Course—Stage, Screen, Radio—A solid foundation in the technical essentials of acting in conjunction with professional stock theatre training while learning.
Students appear in full length plays, a week in each, affording experience necessary to qualify for professional engagements.
Price, \$1.00. Postpaid.
Write T. BELL, Secretary, 66 West 85th St., N. Y.

YOU NEED THIS NOW!

DUTIES OF A COMPANY MANAGER AND ADVANCE AGENT, by PHIL YORK, teaches all you need to know to manage company or go ahead of a Show or Moving Picture Production.

ELLIS ANTKES

Publisher, Room 35, 200 West 72nd Street, New York, N. Y.

NEW DESIGNS for Stage Shows. PICTORIAL WINDOW CARDS. CARRIED IN STOCK OR WILL MAKE SPECIAL DESIGNS FOR YOUR SHOW. LOWEST PRICES. ORDERS SHIPPED SAME DAY. Write for Samples. U.S. PRINTING AND ENGRAVING CO. KANSAS CITY MO. FASTEST SERVICE IN AMERICA

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1884 BY FRANKLIN H. SARGENT

THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

WINTER TERM BEGINS JANUARY 17TH

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

**"Conquest"**

(MGM)

Time, 110 minutes. Release date, October 22. Screen play by Samuel Hoffenstein, Salka Viertel and S. N. Behrman, based on the novel "Pani Walewska," by Wacław Gąsiorowski, as dramatized by Helen Jerome. Directed by Clarence Brown. Cast: Greta Garbo, Charles Boyer, Reginald Owen, Alan Marshal, Henry Stephenson, Leif Erikson, Dame May Whitty, C. Henry Gordon, Vladimir Sokoloff, Maria Ouspenskaya, Claude Gillingwater, George Zucca, George Givot, Ivan Lebedeff and others. Reviewed at the Capitol, New York.

To conform with the customary trade-paper standards, first news of this review should be as to the predicted financial future of this picture. As there were any doubt. It is a fine production from every conceivable standpoint, a picture that should thrive at the box office internationally, a picture that deserves to. They say it cost around \$3,000,000 to produce, but it should all come back to Metro. That takes care of the money thing.

Even a bum actor can play Hamlet. High-school kids can, do it after a fashion, and the inherent power and drama of the play makes it easily possible to forgive bad acting. But rare is the actor who can play Napoleon and make him live for you. The Napoleonic posturings—the hands clasped behind the back, the head bent forward, the supreme egotism that must be imparted—all these, when attempted by a papier mache mummer, make for antic goings on. That is why *Conquest* becomes Charles Boyer's personal triumph, perhaps, more than anyone else's triumph. When you see Boyer play the conqueror of Europe you will not see Boyer but only his Napoleon, which is the supreme test of such acting. Napoleon and Garbo's Countess Walewska will live before you not only when you're

in the theater but for some time afterward. There will be many who will claim that Boyer steals the picture from Garbo. That is not so. If she were less an actress than she is Garbo might have fought against that impression; but Napoleon cannot be played properly if he doesn't dominate all action and emotion, if he fails to become the center of all interest, of the audience and of his supporting players.

History supplied the theme of the story, the romantic interludes between the Emperor and his Polish mistress. Skillful dramaturgy of the writers has filled in the rest. Running 10 minutes shy of two hours, the length is not noticeable, a cogent comment on the film's power and interest. There are any number of impelling scenes; Napoleon's acknowledgment of loneliness after Walewska has rejected his advances; the return from Moscow; the fleeting happiness of the couple; Napoleon telling Walewska of his impending marriage to Marie Louise of Austria, a marriage to give him royal heirs and to cement a surface peace. Strongest, however, is Napoleon's farewell as he leaves for St. Helena, where the interest shifts from him to Walewska's future without him, left with their child and her dreams. Garbo makes this poignant, deep.

There will probably be criticism that the picture is episodic. It had to be. That quality, however, is productive of the film's greatest shortcoming. It lacks a certain third dimensional character that other biography, especially in book form, attains. This and the knowledge beforehand of what is to come deprive the picture of a sufficiently strong climactic conclusion needed in drama. But the other strength of the picture overcomes these shortcomings.

The production is sumptuous and no pageantry was spared. Clarence Brown's direction is masterful, while the writing is highly praiseworthy. But while dialog and script can make many pictures, this was one that actors and a director had

to make. The support is fine; Reginald Owen, as Talleyrand, delivers deftly; Harry Stephenson, as Walewska's 75-year-old husband, becomes a dignified cuckold. Dame May Whitty is satisfactory as the Emperor's mother, and Maria Ouspenskaya plays a bit with ultimate finesse. Leif Erikson, as Walewska's brother, also has a small role but plays in a way to indicate a considerable future in films. Jerry Franken.

**"Angel"**

(PARAMOUNT)

Release date, October 29. Time, 91 minutes. Produced and directed by Ernst Lubitsch. Screen play by Samson Raphaelson, based on a story by Melchior Lengyel, with adaptation by Guy Bolton and Russell Medcraft. Cast: Marlene Dietrich, Herbert Marshall, Melvyn Douglas, Edward Everett Horton, Ernest Cossart, Laura Hope Crews, Herbert Mundin and others. Reviewed at the Paramount, New York.

Despite the heavy marquee cast and the direction of Ernst Lubitsch, *Angel* is a total loss from any point of view. Of the classic Dietrich gams there is not even one closeup, and of the even more classic Lubitsch touch there is only a spare amount. Herbert Marshall, of course, can act like nobody's business, but with a limp script in his mouth he seemed quite as much at a loss as at least one member of the audience. Dietrich seemed undecided whether to be serious and misunderstood or passionate and sophisticated. She managed to be haunting very effectively, but she didn't haunt the way Garbo haunts. She haunted the way lost ghosts or banshees haunt. Douglas, however, was decided. He was going to be masculine. He was going to be a pair of rough tweeds. He was.

Narrative unreels the more-than-twice-fold dilemma of a lady misunderstood, a husband wrapped in politics and a lover who says, "Do you know, you're beau-

tiful?" in a low, hoarse voice. What Lubitsch was doing all this time we don't know. But his usual brisk, sparkling work, full of subtle humorous touches, was absent except for one scene, in which the triangle is having dinner and their emotions are indirectly revealed in the kitchen thru the eyes of the butlers and servants and in their dishes of food returned uneaten.

There is nothing so similar to an egg just laid as sophistication which fails to come off, and the script was full of sophistication which failed to come off. The audience seemed to sigh for joy when the stage show started. Maurice Zolotow.

**"The Awful Truth"**

COLUMBIA)

Time, 91 minutes. Release date, October 21. Screen play by Vina Delmar. Produced and directed by Leo McCarey. Cast: Irene Dunne, Cary Grant, Ralph Bellamy, Alexander D'Arcy, Cecil Cunningham, Molly Lamont, Esther Dale, Joyce Compton, Robert Allen, Robert Warwick and Mary Forbes. Reviewed at the Radio City Music Hall, New York.

Pleasantly lightweight comedy built around an old theme. Sophisticated married couple quarrel, agree on a divorce and watch each other's goings on with extreme jealousy. Screen play, written by Vina Delmar, has engaging dialog all thru. Ending is one of reconciliation. Irene Dunne and Cary Grant handle the leads capably, Miss Dunne playing the role of a light-headed wife who speaks in surprised gasps. Grant evidently has been carefully directed in the role of husband and emerges minus the wooden quality so long inherent in his playing.

Ralph Bellamy, as a bovine rancher; Alexander D'Arcy, as a music teacher, and Cecil Cunningham offer strong support.

Pic will draw well in upper dual spot. Paul Ackerman.

**NEW PLAYS**

(Continued from page 13)

rifer of digestible scenery, and Mr. Adler, amazingly enough, curbs his natural bent for almost an act and a half and gives a fairly good, if extremely mannered, performance. The last half, however, is too much for him; he goes enthusiastically into an impersonation of Mr. Armour's best.

*Golden Boy* may not be a very good play, but, despite its hoke—as a matter of fact because of its hoke—it holds out great hope for the future. I'm not precisely a lover of that cesspool of talents that is called Hollywood, but in this case I gladly admit that Mr. Odets is one playwright who has actually been improved by his work on the Gold Coast. In another year or so, if he keeps on, he'll be a dramatist as well as a writer of dialog.

**ALVIN**

Beginning Tuesday Evening, November 2, 1937

**I'D RATHER BE RIGHT**

A musical with book by George S. Kaufman and Moss Hart, music by Richard Rodgers and lyrics by Lorenz Hart. Book staged by George S. Kaufman. Choreography by Charles Waldman. Modern dances staged by Ned McCurn. Setting designed by Donald Oenslager, built by McDonald Construction Company and painted by Triangle Studios, Inc. Costumes designed by Irene Sharaff and John Hamblen and executed by Eaves Costume Company, Veronica Stage Costumes, Inc., and Mildred Manning. Or-

chestrations by Hans Spialek. Orchestra under the direction of Harry Levant. Presented by Sam H. Harris.

Peggy Jones ..... Joy Hodges  
Phil Barker ..... Austin Marshall  
The President of the United States .....

His Secretary ..... George M. Cohan  
The Postmaster-General ..... Ralph Glover  
The Secretary of the Treasury ..... Paul Parks  
The Secretary of State ..... John Holmes  
The Secretary of Labor ..... Marion Green  
The Secretary of the Navy ..... Bijuou Fernandez  
The Secretary of Commerce ..... Al Atkins  
The Secretary of Agriculture ..... Robert Bleck  
The Secretary of War ..... Jack Mills  
The Secretary of the Interior .....

Charles McLoughlin  
The Attorney-General ..... Robert Less  
The Chief Justice ..... John Cherry  
James B. Maxwell ..... Florenz Ames  
Federal Theater Director ..... Joseph Macaulay  
Social Securities Messenger ..... Georgie Tapps  
The President's Mother ..... Marie Louise Dana  
A Butler ..... Joseph Allen  
The Judge's Girl ..... Mary Jane Walsh  
Sistie ..... Evelyn Mills  
Buzzle ..... Warren Mills  
Tony ..... Joseph Macaulay  
Joe ..... Joe Verdi

The Acrobatats ..... Jack Reynolds; Sol Black  
Ballet Dancers: Margaret Sande, Jack Whitney  
Dancer ..... Irene McBride  
Radio Announcer, Ice-Cream Vender, Pick-Up Man, Policeman, Passersby, Sailors, Photographer, etc.

SINGING GIRLS: Virginia Berger, Cecil Carey, Ruth Clayton, Geraldine Hamilton, Linda Kellogg, Marie Nash, Erminie Randolph, Jane Richardson and Emily Stephenson.

SINGING BOYS: Charles Bywater, Len Frank, John Fulco, Joe Granville, Jack Kearney, Jack Leslie, William Mare, John McQuade, Bob Spencer, Norman Van Emburgh and Herbert Wood.

DANCING GIRLS: Jeanette Bradley, Jeanette Lee, Kate Fredric, Ruth Cormley, Eleanor Dewitt, Gerorgette Lampel, Velma Lord, Lilli Mann, Austra Neiman, Tina Rigat, Patsy Schenk, Betty Schlawfer, Clarise Sitomer and Dorothy Waller.

DANCING BOYS: Jack Barnes, Don Cater, Martin Fair, Jay Hunter, Beau Tiden, Edward Harrington, Robert Howard and Frey Nay. Dave Aliman's Band.

The Scene Is Central Park, New York, July 4.

What is probably the most publicized show in the history of the modern theater came to town Tuesday night and proved conclusively the dangers of too much publicity. It is, of course, Sam Harris' *I'd Rather Be Right*, with book by George S. Kaufman and Moss Hart, with music and lyrics by Richard Rodgers and Lorenz Hart, and with Mr. George M. Cohan pretending energetically to be the President of the United States. It is a tremendously audacious, extremely funny and highly amusing show—and yet it is a definite disappointment.

It is disappointing because of no particular lack in itself, despite a sometimes dragging tempo and scattered moments of almost complete inertia; it is disappointing simply because we were led to expect too much. On the basis of the fervid reports that crackled over the wires from Boston, customers at the Alvin, where it is playing, have every right to look forward to a sort of super-show, filled to overflowing with Chesterfieldian wit, Gargantuan humor and Machiavellian political commentary. *I'd Rather Be Right* is, of course, nothing of the sort; it is a slightly funnier than average and slightly littler than average musical that, with unparalleled theatrical audacity, sets itself the somewhat startling task of poking fun at the chief present inhabitant of the White House.

The glowing reports from culture's Hub were quite natural; the sheer surprise of the thing was bound to leave an audience limp. But it is precisely this element of surprise that is lacking at the Alvin. Due to the diligence of Bostonian scribes, all the most pointed lines, all the funniest situations, all the best lyrics even, have become as familiar to us as the script of a Gilbert and Sullivan operetta. Unlike Gilbert and Sullivan operettas, *I'd Rather Be Right* can't stand such familiarity.

It is, really, its audacity that gives it its point; for it is no mythical President that Mr. Cohan so energetically impersonates, but that very Franklin D. Roosevelt, politician and radio performer, who is known everywhere in the land except, of course, in Maine and Vermont. The lads responsible for the show poke fun

(and not particularly gentle fun, either) at some of the more salient features of his administration, pointing fingers and naming names. Whether they are justified or not is a question that lies outside the province of a mere theatrical reporter. Enough to say that Mr. Roosevelt's political opportunism; his lust for personal power; his frenzied endeavors to take any chance just so long as it ostensibly fills the moment's need; his fear of carrying out what were announced as his convictions; his endeavor to steer a middle, vote-garnering path without making any fundamentally decisive moves; his lip-service to the browbeaten common man who has borne the brunt of his experimentation; his unctious public justifications of his own weaving in and out of socio-political lines; all are lampooned, often wittily but never with the mordant bitterness that one might expect.

The framework of plot is simple—so simple that the entertainment, as a slice of theater, never does manage to get anywhere in particular. The scene is a grassplot in Central Park; the chief characters are a boy and a girl, very much in love, who can't get married because the lad won't get his raise until the national budget is balanced. President Roosevelt wanders in, they tell him their troubles, and the rest of the show concerns his efforts to get a balanced budget so that they can marry, efforts that include cabinet meetings on the green, fireside talks (complete with portable fireside), interruptions by the Supreme Court and a suggestion that a government pickpocket be appointed to get whatever little money is left in private pockets after all taxes are paid. Finally Mr. Roosevelt runs for a third term—because he'll need the extra time (See *NEW PLAYS* on page 31)

**ROLL AND FOLDED TICKETS**

As You Want 'Em When You Want 'Em DAY AND NIGHT SERVICE Shipment Within 24 Hours—If Requested

CASH WITH ORDER PRICES---1x2 INCHES---NO C. O. D.

10,000.....\$6.95	30,000.....\$ 9.85	100,000.....\$20.00	Duplicate Coupons
20,000.....8.40	50,000.....12.75	200,000.....34.50	Double These Prices

Above prices for any wording desired. For each change of wording and color add \$3.00 For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

**STOCK TICKETS**

1 ROLL.....50c	<b>WELDON, WILLIAMS &amp; LICK</b>
3 ROLLS.....40c	
10 ROLLS.....35c	

**FORT SMITH, ARK.**  
\$50,000.00 Bond Guarantees Quality and Accuracy

**THEATRE EQUIPMENT NEW & USED**

MOVING PICTURES MACHINES, SOUND EQUIPMENT, STEREO, BODIES, DANCE CHAIRS, FORTIFIVE, STEEL OPTICONS, FILM CANISTERS, WINDMILL PROJECTORS, 16 MM. CAMERAS, QUINCE, 16.5, 17.5, 18.5, 19.5, 20.5, 21.5, 22.5, 23.5, 24.5, 25.5, 26.5, 27.5, 28.5, 29.5, 30.5, 31.5, 32.5, 33.5, 34.5, 35.5, 36.5, 37.5, 38.5, 39.5, 40.5, 41.5, 42.5, 43.5, 44.5, 45.5, 46.5, 47.5, 48.5, 49.5, 50.5, 51.5, 52.5, 53.5, 54.5, 55.5, 56.5, 57.5, 58.5, 59.5, 60.5, 61.5, 62.5, 63.5, 64.5, 65.5, 66.5, 67.5, 68.5, 69.5, 70.5, 71.5, 72.5, 73.5, 74.5, 75.5, 76.5, 77.5, 78.5, 79.5, 80.5, 81.5, 82.5, 83.5, 84.5, 85.5, 86.5, 87.5, 88.5, 89.5, 90.5, 91.5, 92.5, 93.5, 94.5, 95.5, 96.5, 97.5, 98.5, 99.5, 100.5

Everything for the Theatre  
WRITE FOR FREE CATALOG "H"

**MOVIE SUPPLY COMPANY**  
314 S. WABASH AVE. CHICAGO, ILL.

**THE FILM WEEKLY AUSTRALIA**

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

# MOON, JUNE, MOM PASSE

## Inspiration!

NEW YORK, Nov. 6.—Horace Heidt has started a contest all of his own, offering a \$5 prize each week for the best slogan in rhyme that represents the music of his Brigadiers.

First budding slogan genius copied the bonzana with *Swing Sweet Tonight With Horace Heidt*, while the consolation prize went to *It's Music Tonight for Horace Heidt*.

## ARC Making Label Changes

Hudson - DeLange, Ellington, Scott to Brunswick—Hall, Calloway to Vocalion

NEW YORK, Nov. 6.—Joe Higgins, recording director for American Record Company, is going thru 200 or more master platters cut by the Irving Mills' Master and Variety subsidiaries in order to pick out the ones suitable for the Brunswick and Vocalion label.

Up to now the setup has Duke Ellington, Hudson-DeLange and Raymond Scott's Quintet going on the Brunswick 75-cent label, and George Hall and Cab Calloway going on the Vocalion 35-cent label.

Understanding in the dual alliance is that Irving Mills will have the almost complete say on the choice of numbers where his own bands are concerned, although Brunswick will try to get Duke to wax more pop tunes.

Mickey Golden, of Mills, has been named liaison man between the offices and will handle recordings from the Mills end; with his headquarters on the Mills floor.

New setup will probably mean diminution of Mills' emphasis on swing in his recordings, as the ARC leans toward popular and sweeter stuff.

## Silver-Parish Song Team

NEW YORK, Nov. 6.—Songwriter Abner Silver, who wrote the Hollywood show score with Dorothy Guiman, has just teamed up with Mitchell Parish. Parish for 11 years was a staff writer for Mills Music. After writing the Hollywood score Miss Guiman gave up press agency and went to Hollywood to take up songwriting for life.

## Kalamazoo Drys Win

KALAMAZOO, Nov. 6.—The proposal to sell liquor by the glass was definitely turned down at the recent elections here. Local hotel and nitery operators are said to be planning a campaign whereby they will show that surreptitious imbibing of questionable spirits will have a detrimental effect on the moral and physical fiber of the community.

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

By M. H. Orodener

Will Be a Feature of the

Christmas Number

Of The Billboard

Dated November 27

## Revolution Here? Top Songs of Half-Year Span Shun Catchwords

"Rain" is fave word—"Where or When" tops all from Feb. to Aug.—films didn't help songs much—ballads way ahead—songpluggers plug songs to quick death

By SYLVIA WEISS

NEW YORK, Nov. 6.—A ballad, with or without the blessings of a motion picture ancestry, but with a three-word title minus any direct reference to love, the moon or mother, and which embodies mention of geographical elements such as the weather, stands a 12-to-1 chance over hot tunes to make money for its authors and publishers. Furthermore, a song's longevity seldom gains more than two weeks from its association with a film. In fact, survey of the six-month period which started in February covering sheet music leaders and the air's most plugged tunes shows that the prize for endurance goes to a Broadway musical tune. *Where or When?*, from *Babes in Arms*, is about on its last legs after a run of 25 consecutive weeks during which time it twice reached top position in *The Billboard's* Songs With Most Radio Plugs listing.

Added proof that Broadway productions still have the draw is the record old age of *Little Old Lady*, another ballad among the half year's 15 most-sold titles. While most publishers swell with pride when they land a number that can hold on for three months, this sugar dripped for 18 weeks, most of the time as best seller. On the other hand, when it's a matter of quantity, musicals have less and less to do with cluttering the market. Yet, considering the decline of musical productions from a high of 70 a decade ago to 22, only six of which were hits, last season, and the vastly greater number of musical pictures being poured forth annually, Broadway isn't doing so badly producing two unsurpassables and a so-so number, *Night Is Young and You're So Beautiful*, which reached the top among the 10 most popular songs for the survey period.

### Russ Morgan Wrong

By and large, the survey doesn't endorse Russ Morgan's blatings in Ben Gross' *Daily News* radio column a month ago. The ether has not become "completely dependent upon Hollywood for its hit tunes," as Gross and Morgan supposed. The screen has not "corralled the cream of the nation's lyric writers and composers," nor are the "best songs composed for pictures." These observations are only 50 per cent accurate.

Of the 36 different tunes which vied for rank among the weekly 15 best-selling sheets, three got a start on Broadway, 16 were pops and one less than half the total owed allegiance to the screen. A similar ratio governs the firsts over the air. Only 13 hit the top thruout this long 26-week period, turnover averaging every two weeks. Among these the respective lineup is one, five and seven. Among sheet music leaders there were only two film tunes, eight pops and one Broadway show song.

A more minute analysis of a song hit formula reassures the supremacy of ballads on the air and among over-the-counter sales. There wasn't a hot or swing tune in the carload of firsts in either class in the six months. Three-quarters of the airings which came just short of being first also catered to the ever-sentimental public with ballads. A novelty number like *Merry-Go-Round Broke Down*, stands only a small chance of getting far. On the radio its possibilities are equally slim. Among the broader classification of songs in the weeks' 10 highest positions the number of hot tunes is also negligible.

### Sure-Fire Words Avoided

Among the air pluggings no hit incorporated in its title such tear jerkers and burning words as mother, love, moon and home. But rain came in for a grand-stand play in *September in the Rain* and *It Looks Like Rain*, songs which together monopolized first position nine weeks on the air and 14 at the counters. However, among the also-rans, love and moon had seven and four mentions respectively from the turnover of 87 new songs which came over the network wires a minimum of 12 times a week. Mushy words, from this, are out.

## The Top Radio, Sheet Songs for Past Half Year

NEW YORK, Nov. 6.—Over a period of six months, February to August, 13 songs enjoyed top listing among *The Billboard's* Songs With Most Radio Plugs, and 11 numbers headed *The Billboard's* Sheet Music Leaders listing.

The 13 are:

- There's Something in the Air This Year's Kisses
- Boo Hoo
- Trust in Me
- Too Marvelous for Words Carelessly
- September in the Rain Where Are You?
- You Can't Take That Away From Me
- It Looks Like Rain Where or When?
- My Cabin of Dreams I Know Now
- The 11 sheet music leaders were: In the Chapel in the Moonlight
- When My Dream Boat Comes Home
- Little Old Lady
- Boo Hoo
- September in the Rain
- It Looks Like Rain
- Merry-Go-Round Broke Down
- So Rare
- Whispers in the Dark
- My Cabin of Dreams
- Harbor Lights.

With the effectiveness of a magnifying glass this survey reveals the perturbing influence of pluggers on the air. Whereas the pushing is slower and more difficult in the selling of printed music in the hinterland, song pluggers cause tallspine and violent fluctuations in the importance of aired tunes.

A pop, *My Cabin of Dreams*, made the most spectacular jump in this six months' siege when it leaped from a position of 15th to first within one week's span. Of songs putting up the tallest fight to crash the coveted recognition on the chart Songs With Most Radio Plugs, *Love Bug Will Bite You* lugged forward from no rank to ninth on a list of 24 positions. The deepest nose dive by a song toppling from on high was taken by *There's Something in the Air* when it fell from first to 10th.

Unlike the wide oscillations in the rise and fall of radio numbers is the constancy of a song's popularity in sheet sales, where generally speaking turnover is very much slower, and ups and downs are more gradual.

### No Publisher Monopoly

Other oddities disclosed by the survey include the fact that nine publishers had a hand in the grooming of at least one hit song each on the air. Twenty-seven shared profits from the 87 songs which edged into the 10 best class, proving that no publisher or the Hollywood outlets cornered the hit market. Pop tunes average a 16-week life; picture tunes struggle for two more weeks, with an average life span of 18 weeks.

A sudden increase in the number of times a song is plugged over the independent local stations seldom is accompanied by favors from the networks, and the trend is a sure death-knell for the

## Damrosch Poo-Poos Jazz

CHICAGO, Nov. 6.—Walter Damrosch, conductor, here to premiere his opera, *The Man Without a Country*, predicts the doom of jazz and the return of classical music appreciation. Terming jazz "a nervous excitement," he stated, "Since the type of music appeals to the nerves and not to the heart it never can hope to have a permanent place in American music."

## More Dough to 802 Officers

Voted salary ups—local again wars on chiselers—to enforce steward rule

NEW YORK, Nov. 6.—Recent meetings of membership of Musicians' Local 802 for amending constitution and by-laws have resulted in salary increases for Jack Rosenberg, president; William Feinberg, executive secretary; Harry Suber, treasurer, and Richard McCann, vice-president. Rosenberg was upped from \$100 to \$150; Feinberg and Suber were raised from \$100 to \$125. McCann's position has heretofore been honorary, receiving no salary but getting \$16 for each appearance with the executive board. He will now receive a straight \$75 per week check.

Other important change in the by-laws has to do with the local's attempt to clamp down on collusion between contractors and employes. Stewards are to be appointed to police jobs.

In connection with latter ruling, local aims to undermine chiseling by enforcing an old rule, namely, all getting jobs must file same with contractor, who in turn must report to local. Membership had become lax in obeying the rule, and enforcement is expected to raise squawks from those on the local's relief list. Angle here is that members in the habit of obtaining more jobs than their allotted quota without reporting to the local will now be curtailed. These men had saved their conscience with the rationalization that they were usually working under scale anyway. Looks like the additional gravy is out now.

## Clark Wilson Quits S. F. Post and May Join AFM

SAN FRANCISCO, Nov. 6.—Clark Wilson, musical director of Titan Studios, is reported ready to take over an important post with the American Federation of Musicians, working directly under Joseph N. Weber, national president.

Wilson's resignation as a member of the board of Local 6 gives support to the rumor. He admitted being offered a position with the federation, but whether he would remain here or go to New York Wilson refused to state. His place on the board will remain vacant pending an election of officers about December.

There is no uniformity in the rapidity with which songs come up from and return to oblivion. Nor have picture tunes any advantage over pops in this respect. Some find the upgrade fast going and the fadeout a slow-motion suffering. Others tax the efforts of pluggers until the tune catches, and they drop out with a keplunk.

## Bruno Kern's Forecast

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

This week's selections: MILES APART and YOU'RE A SWEETHEART from Universal's picture "You're a Sweetheart."

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

# Orchestra Routes

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

EXPLANATION OF SYMBOLS: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; n—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

Aaronson, Irving: (Forton) NYC, nc.  
Abbott, Dick: (Waldorf-Astoria) NYC, h.  
Adams, Johnnie: (Nightingale) Parkersburg, W. Va., nc.  
Adcock, Jack: (Manos Inn) Manos, Pa.  
Alberto, Don: (El Chico) NYC, nc.  
Allen, Mark: (Brown Palace) Denver, h.  
Allen, Lee: (Trionan) Cleveland, h.  
Angelos: (Bertolotti's) NYC, re.  
Apollon, Al: (Merry-Go-Round) NYC, nc.  
Arthur, Zinn: (Roseland) NYC, b.  
Aasen, Bob: (Wichel) NYC, re.  
Atkinson, Connie: (Berkeley-Carteret) Asbury Park, N. J., h.  
Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.

Baker, Fred: (Tropical Bar) Vero Beach, Fla., nc.  
Banks, Clem: (Charlie's Rustic) North White Plains, N. Y., c.  
Banks, David: (New Southern) Jackson, Tenn., h.  
Barlie, Dick: (Texas) Ft. Worth, h.  
Barron, Blue: (Southern Tavern) Cleveland, nc.  
Bartal, Jenio: (Edison) NYC, h.  
Beck, Dave: (Westchester Tavern) White Plains, N. Y., c.  
Bember, Eddie: (Red Men's) Rochester, nc.  
Bertram, Bert: (Southern Club) Pampa, Tex., nc.  
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.  
Bestor, Don: (Stanley) Pittsburgh, t.  
Betzner, Jack: (Essex House) Newark, N. J., ro.  
Billmore Boys: (Rice) Houston, h.  
Blackburn, Johnny: (Golden Gate) Salida, Colo., nc.  
Blackwell, Freddy: (Fairmont) Hull, Quebec, cc.  
Blaine, Jerry: (Park Center) NYC, h.  
Black, Bob: (Fiesta) Chicago, Ill., h.  
Blue Barron: (Southern Tavern) Cleveland, nc.  
Borr, Mischa: (Waldorf-Astoria) NYC, h.  
Brannon, Bradley: (Century) Seattle, b.  
Brandwynne, Nat: (Pierre) NYC, h.  
Bressa, Lou: (French Casino) NYC, nc.  
Brennan, Morrey: (Ringside) Ft. Worth, Tex., nc.  
Brigode, Ace: (Aragon) Cleveland, b.  
Brunckley, Charley: (Log Cabin) Aurora, Ill., nc.  
Brunesco, Jan: (Jack Dempsey's) NYC, re.  
Bruno, Al: (Little Old N. Y.) NYC, nc.  
Bryant, Willie: (Plantation) NYC, nc.  
Bundy, Rudy: (Levaggi's) Boston, nc.  
Burke, Clarence: (Garden) White Plains, N. Y., re.  
Burns, Harry: (Hollywood Restaurant) Tonawanda, N. Y.  
Busse, Henry: (Chez Parce) Chi., nc.

Calloway, Blanche: (Southland) Boston, nc.  
Calvet, Oscar: (Mon Paris) NYC, nc.  
Campus Jester: (Cypress Arms) West Hartford, Conn., nc.  
Candullo, Harry: (Arrowhead) Cincinnati, nc.  
Carlin, Ray: (Kansas City Club) Kansas City, Mo., nc.  
Carnvale, Manny: (Blue Hills Plantation) Newark, N. J., nc.  
Carroll, Frank: (Unionport Restaurant and Cabaret) Bronx, NYC.  
Casey, Ken: (Half Moon) Coney Island, N. Y., h.  
Cass, Bill: (Place Elegante) NYC, nc.  
Cavichio, Salvy: (Cocoanut Grove) Boston, nc.  
Childs, Reggie: (Beverly Hills) Southgate, Ky., c.  
Chiquito: (El Morocco) NYC, nc.  
Cincione, Henry: (Arabian) Columbus, b.  
Clancy, Lou: (Reno's Plantation Club) Shreveport, La., nc.  
Clark, Hy: (Elocasa) Newark, N. J., nc.  
Cliff, Pat: (Brownie's Marble Bar) Rochester, c.  
Coleman, Emil: (St. Regis) NYC, h.  
Collins, Paul: (Indiana Roof) Indianapolis, b.  
Cooke, Ted: (Yacht Club) Chi., nc.  
Costello, Charles: (Fitz) Shenectady, nc.  
Courtney, Del: (Chase) St. Louis, h.  
Crockett, Ernie: (Unique Grill) Delawanna, N. J., re.  
Crocker, Mel: (Trocaadero Club) Cleveland, nc.  
Cromwell, Chauncy: (Brown) Louisville, h.  
Cugat, Xavier: (Waldorf-Astoria) NYC, h.  
Cumberbatch, Bill: (New Capitol) NYC, nc.  
Cummings, Bernie: (Olmos) San Antonio, nc.  
Dec. 18-Jan. 2.  
Cummins, Bernie: (Gibson) Cincinnati, h.

Danzils, Eli: (St. George) Brooklyn, N. Y., h.  
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.  
Davis, Eddie: (LaRue) NYC, re.  
Davis, Johnny: (Miami Club) Milwaukee, nc.  
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.  
Davy, Arthur: (Cotton Club) NYC, nc.  
De Paul, Hugo: (Yacht) Chi., nc.  
De Troit, Johnny: (Crystal) Natchez, Miss., nc.  
Denny, Jack: (Chase) St. Louis, h.  
Deuces, Four: (Washington) Pa., h.  
Deutsch, Emery: (Book-Cadillac) Detroit, h.  
Diamond, Lew: (Covenant) Chi., nc.  
Dibert, Sammy: (Webster Hall) Detroit, h.  
Dixon, Dick: (Gloria Palace) NYC, nc.  
Donahue, Al: (Radio City Rainbow Room) NYC, nc.  
Donatlon Boys: (Lawrence) Erie, Pa., h.  
Dorsey, Tommy: (Paramount) NYC, t.  
Dorsey, Tommy: (Commandore) NYC, h.  
Duerr, Dolph: (Green Derby) Cleveland, nc.

Ebony Rascals: (Black Cat) NYC, nc.  
Edmund, George: (Loyale) NYC, c.  
Elkins, Eddie: (Yacht Club) NYC, nc.  
Elliott, Lee: (Stork) Providence, R. I., nc.  
Emerton, Phil: (Coral Gables) Lansing, b.  
Engle, Freddy: (University Club) Albany, N. Y., nc.  
Engle, Stella: (Willbank's Recreation Cafe) Prospect Park, Pa., nc.  
Ernie, Val: (Versailles) NYC, re.  
Esquires, Four: (Rickey) Tacoma, Wash., nc.  
Faber, Tiny: (Nut) NYC, nc.  
Fabling, Ray: (Keith's) Grand Rapids 11-14, t.  
Feldkamp, Walter: (Stork Club) NYC, nc.  
Felix, Don: (The Pines) Newton, Conn., nc.  
Felton, Happy: (Stadler) Buffalo, h.

Ferd, Don: (Stratford) Bridgeport, Conn., h.  
Ferdinand, Don: (Blue Glade) Wausenburg, Colo., h.  
Ferris, Lou: (Mori's) NYC, re.  
Fejer, Joe: (Vintage) NYC, re.  
Fields, Harry: (Royalton) Monticello, N. Y., h.  
Fisher, Mark: (Royale) Proles, Chi., nc.  
Fisher, Jack: (Rutten) Boston, b.  
Fitchard, Maurice: (Loyal Inn) New Rochelle, N. Y., ro.  
Fox, Roger: (Show Boat) St. Louis, s.  
Frankl, Walter: (Broadway Hofbräu) NYC, c.  
Gard, Ted: (Red Top) Rochester, nc.  
Frasetto, Joe: (Margery) Phila., c.  
Freeman, Jerry: (Paradise) NYC, cb.  
Friml, Rudolf: (Ritz Carlton) NYC, h.  
Funk, Freddy: (Abraham Lincoln) Springfield, Ill., h.

Gallo, Phil: (Moorehead) Pittsburgh, h.  
Gant, Willie: (Brittwood) NYC, nc.  
Gardner, Dick: (International) NYC, nc.  
Gates, Jerry: (Pla Lan) Des Moines, nc.  
Gentlemen of Rhythm, Four: (Clairidge) Memphis, Tenn., nc.  
Gerold, Carl: (Dutch Henry's) Pittsburgh, nc.  
Golden, Neil: (Queen's Terrace) Woodside, L. I., N. Y., nc.  
Gonzalez, Ralph: (St. Moritz) NYC, h.  
Goodman, Benny: (Pennsylvania) NYC, h.  
Gordon, Herb: (Ten Eyes) Albany, N. Y., h.  
Graft, Johnny: (Anchorage Inn) Phila., nc.  
Graffler, Frenchy: (Old Vienna) Cincinnati, re.  
Gray, Glen: (New Yorker) NYC, h.  
Gray, Len: (New Cedars) New Bedford, Mass., nc.  
Grayson, Bob: (Mayfair Casino) Cleveland, nc.  
Grenet, Eliseo: (Yumuri) NYC, nc.

Hagen, Walter: (Robert E. Lee) Winston-Salem, N. C., h.  
Hagan, Cass: (El Dorado) NYC, nc.  
Hall, George: (Tat) New York, h.  
Hamilton, George: (Peabody) Memphis, h.  
Hardie, Dick: (Tally-Ho Tavern) Albany, N. Y., re.  
Hardy, Bob: (El Morocco) Boston, nc.  
Harris, Claude: (Joey's Stables) Detroit, nc.  
Hart, Little Joe: (Pla-More) Kansas City, nc.

Hatt, Bert: (Frank Kelley's) Detroit, c.  
Hauck, Carlton: (Sak's) Detroit, nc.  
Hawkins, Bob: (Colonial Tavern) Hawthorne, N. Y., c.  
Headrick, Pearl: (Manhattan Danceland) Johnstown, Pa., nc.  
Heldt, Horace: (Biltmore) NYC, h.  
Henry, Ed: (Dells) Kingston, N. Y., nc.  
Herbeck, Ray: (Blossom Heath) Oklahoma City, nc.  
Herbert, Leon: (Royal Tavern) Brooklyn, c.  
Herbert, Hector: (Club Hollywood) Kalamazoo, Mich., nc.  
Herman, Woody: (Normandie) Boston, b.  
Hill, Worthy: (Favillon Royale) Savin Rock, Conn., nc.  
Hill, Harry: (Mazie's Washington Arms) Mamaroneck, N. Y., ro.  
Hill, Ted: (Savoy) NYC, b.  
Himler, Richard: (Essex House) NYC, h.  
Hines, Earl: (Grand Terrace) Chi., nc.  
Holden, Virginia: (Normandy Inn) Warren, Pa., nc.  
Hollander, Will: (New Yorker) NYC, h.  
Holt, Ernie: (El Morocco) NYC, nc.  
Hoopl, Sol: (Walkiki) Hollywood, Calif., nc.  
Hopkins, Claude: (Roseland) NYC, b.  
Horton, Harry: (Le Mirage) NYC, nc.  
Howard, Len: (Zig Zag) Montreal, nc.  
Horns, Dean: (Florida Clubmen: (Tantilla Gardens) Richmond, Va., nc.  
Humber, Wilson: (Belvedere Club) Hot Springs, Ark., nc.  
Hummel, Ray: (Radio Sta. KDB) Albuquerque, N. M.  
Hurley, Lloyd: (Mount Royal) Montreal, h.  
Huyge, Tiny: (Cody) Grand Rapids, Mich., h.

Ions, Andy: (Marty) Los Angeles, nc.  
Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.  
James, Woody: (Pallsade) Biloxi, Miss., nc.  
Jenkins, Al: (Savary) Buffalo, c.  
Johns, Al: (Kenmore) Albany, h.  
Johnson, Jerry: (Clairidge) Memphis, h.  
Johnson, Johnny: (Meadowbrook) Cedar Grove, N. J., nc.  
Johnson, Eunice: (10-13 Club) Marshfield, Wis., nc.  
Jones, Isham: (Lincoln) NYC, h.  
Jorky, Harold: (Fontaine Terrace) New Orleans, nc.  
Joseph, David: (Oliver Twist) NYC, nc.  
Joy, Jimmy: (Green's Casino) Youngstown, O., nc.

Keating, Ray: (Murray's) Tuckahoe, J. Y., ro.  
Keener, Lee: (Madison) Jefferson City, Mo., h.  
Kent, Peter: (Congress) Chi., h.  
Kent, Erwin: (St. Moritz) NYC, h.  
King, Henry: (Palmer's) San Francisco, nc.  
King, Wayne: (Palmer House) Chi., h.  
Kirchham, Don: (Blackland Inn) Denver, nc.  
Kirst, Al: (Roosevelt) New Orleans, h.  
Klein, Jules: (Stadler) Detroit, h.

Krumm, Costya: (Russian Bear) New York, nc.  
Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.  
Kuhn, Richard: (Firenze) NYC, re.  
Kysar, Kay: (Blackhawk) Chi., nc.  
LaMothe, Oliva: (Rosegarden) Middletown, Conn., nc.  
Lagman, Bill: (Club Trionan) Mobile, Ala., nc.  
Lally, Howard: (Riviera) Ft. Lee, N. J., nc.  
Lamar, Ayers: (Southern Mansion) Kansas City, nc.  
Lamb, Drexel: (Marine Room) Muskegon, Mich., b.  
Lands, Jules: (St. Regis) NYC, h.  
Fantone, Mike: (Loftus Ambassador Inn) Albany, N. Y., nc.  
Lane, Eddie: (Governor Clinton) NYC, h.  
Lazaro, Leo: (Tutwiler) Birmingham, Ala., h.  
Lazarus, Eddie: (Radio City Rainbow Room) NYC, nc.  
Leafar, Alan: (New Fulton Royal) Brooklyn, re.  
Leonard, Harold: (Show Bar) Forest Hills, L. I., nc.  
Lewis, Harry: (Del Mar) San Francisco, nc.  
Lewis, Vic: (Times Square) Rochester, nc.  
Lewis, Ted: (State) NYC, t.  
Lindeman, Tom: (Gloria Palace) New York, cb.  
Lishon, Henri: (Stork Club) Chi., nc.  
Littes, Raymond: (La Conga) NYC, nc.  
Lombardo, Guy: (Roosevelt) NYC, h.  
Lopez, Vincent: (Drake) Chi., h.  
Long, Johnny: (Copley Plaza) Boston, h.  
Lucas, Clyde: (Lowry) St. Paul, h.  
Luzford, Jimmy: (Sebastian's Cotton Club) Culver City, Calif., nc.

McCune, Will: (Bossert) Brooklyn, h.  
McFall, Johnny: (Silver Cloud) Chi., nc.  
McGovern, Buck: (Chez-Marie) Phila., nc.  
McGraw, Ed: (Madura's Danceland) Hammond, Ind., b.  
McHale, Jimmy: (Mayfair) Boston, nc.  
McIntire, Lanl: (Lexington) NYC, h.  
Maddi, Larry: (Place Elegante) NYC, nc.  
Malenga, Alberto: (Greenwich Village Casino) NYC, nc.  
Malone, Don: (Dunn's Tavern) Harlem, Mont., nc.  
Manors, Gregg: (Eagles') Kenosha, Wis., b.

Mareno, Frank: (Sweeney) Baltimore, c.  
Marine Rhythm Boys: (Arcade) Manitowoc, b.  
Marion, Bob: (Colonial) NYC, nc.  
Marshall, Duane: (Essex) Boston, h.  
Marshard, Jack: (Mayfair) Boston, nc.  
Mathews, Frank: (Club 15) Phila., nc.  
Martin, Bob: (Chez Florence) Paris, nc.  
Mason, Ben: (Green Gables) Wilkes-Barre, Pa., nc.  
Massingale, Bert: (Hi-Hat) Houston, nc.  
Maurow, Henry: (Three Door Inn) Bridgeport, Conn., nc.  
Mayer, Ken: (Gunter) San Antonio, h.  
Melner, Johnnie: (Avalon Club) Hot Springs, Ark., nc.  
Mello, Joe: (Silver Bowl) Sacramento, Calif., nc.  
Menendez, Nilo: (Havana-Madrid) NYC, nc.  
Merredith, Jack: (Buccaner) Ft. Worth, nc.  
Merritt, Wendell: (Schmidt's Farm) Scarsdale, N. Y., c.  
Meyer, Gus: (Leighton's Tavern) Ardley, Md., nc.  
Middleman, Herman: (Nixon) Pittsburgh, c.  
Milne, Del: (Ranch) Seattle, nc.  
Miller, Bob: (Midway Inn) Ft. Worth, ro.  
Millinger, Lucky: (Earle) Phila., c.  
Minn, Floyd: (Du Pont) Wilmington, Del., h.  
Mills, Dick: (The Grove) Beaumont, Tex., nc.  
Monroe, Jerry: (Southern) Baltimore, h.  
Montgomery, Jack: (The Farm) North White Plains, N. Y., ro.  
More, Eddie: (Eagles) Ithaca, N. Y., b.  
Moore, Carl Deacon: (Indiana Roof) Indianapolis, b.  
Moriell, Larry: (Merry Gardens) Lynchburg, Va.  
Motely, Berk: (Casa Grande) Berwyn, Md., nc.  
Moxer, Ken: (Thomas Jefferson) Birmingham, Ala., nc.  
Munro, Hal: (Ivanhoe) Chi., nc.  
Musical Aces: (Brownies Marble Bar) Rochester, N. Y., nc.  
Musse, Joe: (Wonder Bar) Twin Lakes, Wis., nc.

Navara, Leon: (Hollywood) NYC, re.  
Navarro, Al: (Belvedere) Baltimore, h.  
Naylor, Oliver: (Club Rex) Birmingham, Ala., nc.  
Norris, Stan: (Merry Garden) Chi., h.  
Norris, Joe: (Frontenac Casino) Detroit, nc.  
Norton, Bob: (New Garden Center) Detroit, b.  
Noury, Walt: (M. and J.) Haverhill, Mass., re.  
Novak, Frank: (Warwick) NYC, h.

O'Hara, Ray: (Greenwich Village Casino) NYC, nc.  
Olman: (Belmont Plaza) NYC, h.  
Olson, Walter: (New Julius) Gardenville, N. Y., re.  
Osborne, Will: (Lowry) St. Paul, h.

Palmer, Freddy: (Colonial Inn) Singac, N. J., re.  
Palmer, Ken: (Barbee's) Isle of Hope, Ga., b.  
Pancho: (La Conga) NYC, nc.  
Paul, E. C.: (Plains) Cheyenne, h.  
Peak, Earl: (Cocoanut Grove) Bridgeport, Conn., nc.  
Peterson, Don: (Seven Gables) Milford, Conn., nc.  
Pelti, Emil: (Savoy Plaza) NYC, h.  
Pinston, Tom: (Managers) Memphis, nc.  
Pitman, Jack: (Port Arthur) Providence, R. I., re.  
Ponselle, Andre: (Chez Ami) Buffalo, nc.  
Price, Stanley: (St. Nicholas) Decatur, Ill., h.  
Froh, Robert: (Lake Breeze) Buckeye Lake, O., h.  
Prima, Leon: (Shim Sham) New Orleans, nc.

Raginsky, Mischa: (Astor) NYC, h.  
Ragon, Ike: (Rainbow Garden) Little Rock, Ark., c.  
Ramon: (Armando's) NYC, nc.  
Charles: (Port Montague) Nassau, B. W. I., h.  
Rebucci, Paul: (Vanderbilt) NYC, h.  
Red Revelers: (Ray's Parkway Lodge) White Plains, N. Y., c.  
Reichman, Joe: (Cocoanut Grove) Los Angeles, nc.  
Reinherz, Sid: (Mirador) NYC, nc.  
Reisman, Leo: (Waldorf-Astoria) NYC, h.  
Renard, Jacques: (Vogue) Los Angeles, b.  
Reyon, Sam: (Continental) Detroit, nc.  
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.  
Rhodes, Dale: (Biltmore) St. Louis, cc.  
Rich, Carl: (Bancroft) Springfield, O., h.  
Riley, Mike: (Clairidge) Memphis 28, h.  
Rinaldi, Nino: (Cherry) Omaha, nc.  
Ringwalt, Clark: (The Place) Hempstead, L. I., nc.  
Rita, Rio: (Earle) Phila., t.  
Roberts, Eddie: (Red Mill) Bronx, nc.  
Rogger, Ralph: (Ritz Carlton) NYC, h.  
Rogers, Roly: (Westminster) Boston, h.  
Rogers, Eddy: (Rainbow Grill, Radio City) NYC, nc.  
Romano, Phil (Hollywood) NYC, re.  
Roan, Tommy: (Wisteria Gardens) Atlanta, nc.

Sachs, Coleman: (Municipal Auditorium) Birmingham, Ala., b.  
St. Clair, Charles: (Gunter) San Antonio, nc.  
Sanderfer, Cody: (Forest) Ft. Worth, nc.  
Rexon, Sam: (Gay Village) NYC, c.  
Schafer, Bill: (Pickwick) Birmingham, Ala., nc.  
Scoggin, Chic: (Chez Paree) Louisville, c.  
Scott, Lee: (De Witt Clinton) Albany, N. Y., h.  
Scott, Bud: (Golden Anchor) Natchez, Miss., nc.  
Scott, William: (Ambassador) NYC, h.  
Septeto, Cantor: (San Souci) Havana, nc.  
Shaffer, Ray: (Log Cabin Farms) Armonk, N. Y., ro.  
Shelley, Lee: (Roosevelt) New Orleans, h.  
Siboney Quartet: (Yacht Club) NYC, nc.  
Silvers, Buddy: (Roman Gardens) Potsdam, N. Y., nc.  
Sissie, Noble: (Lookout House) Covington, La., nc.  
Smith, Pam: (Municipal Auditorium) Birmingham, Ala., b.  
Smith, Carl: (Athletic Club) Detroit, h.  
Smith, Bill: (Rhinelead Gardens) Armonk, N. Y., nc.  
Smith, Joseph C.: (La Rue) NYC, nc.  
Snyder, Lloyd: (Ringside) Ft. Worth, nc.  
Snyder, Bill: (Gibson) Cincinnati, h.  
Socarras: (Harlem Uprour House) NYC, nc.  
Sordani, Frank: (Charles Inn) Los Angeles, c.  
South, Eddie: (d'Oiseaux) International Expo, Paris, nc.  
Southern Gentlemen Orchestra: (Deshler-Wallick) Columbus, O., h.  
Spector, Irving: (Andy's Inn) Syracuse, N. Y., nc.  
Spence-Keefe: (20th Century) Appleton, Wis., c.  
Spitainy, Phil: (Earle) Washington, D. C., t.  
Starita, Al: (Hollywood) Warwick, R. I., nc.  
Stear, Gus: (Robert) Newark, N. J., h.  
Steel, Leonard: (St. Shelby) Detroit, h.  
Stern, Harold: (Kenmore) Albany, N. Y., b.  
Stipes, Eddie: (Blue Moon) Toledo, nc.  
Stoltz, Colie: (Tropical Roof) Memphis, nc.  
Strom, Roy: (Fifth Avenue) NYC, h.  
Strong, Benny: (Brown) Louisville, h.  
Stubel, Allan: (Bedford Springs) Bedford Springs, Pa., h.  
Stump, Wilbur: (San Pablo) San Francisco, nc.

Swanson, Billy: (Edison) NYC, h.  
Swingettes: (Hayes) Jackson, Mich., h.  
Sylvester, Bob: (Seven Gables) Milford, Conn., nc.  
Texas Co-Eds: (La Fontaine) Huntington, W. Va., nc.  
Thomas, Eddie: (Nut Club) NYC, nc.  
Thompson, Denny: (Mayflower) Akron, h.  
Thurn, Otto: (Alpine Village) Cleveland, nc.  
Tilson, Jack: (Food Show) Indianapolis, b.  
Tobin, Lew: (Tremont) Boston, re.  
Torney, Bob: (Powell) Niles, Mich., b.  
Tracy, Jack: (Cedar Lane) Opelousas, La., nc.  
Tucker, Orrin: (Edgewater Beach) Chi., h.  
Tydesly, Bobbie: (Belbach) Louisville, h.

Vadockvich, Pinky: (Chez Paree) New Orleans, nc.  
VanWinkle, Joe: (Melody Grill) Kokomo, Ind.  
Vaas, Vic: (Ritz) Bridgeport, Conn., b.  
Veil, Tubby: (Bruns) Chi., re.  
Velazco, Emil: (Show Boat) St. Louis, nc.  
Wade, Johnny: (Romance Inn) Angola, N. Y., nc.  
Waldman, Herman: (Blackstone) Ft. Worth, h.  
Walker, Barry: (Ball-Ball) Chi., nc.  
Walker, Barry: (Ball Ball) Chi., nc.  
Walker, Pat: (Famous Door) Hollywood, nc.  
Vanderbilt, Archie: (Francis) Monroe, La., h.  
Waples, Bud: (Roosevelt) St. Louis, h.  
Wardlaw, Jack: (Sheraton) High Point, N. C.  
Waring, Fred: (Keith) Columbus, O., t.  
Wayne, Bernie: (Famous Door) Boston, nc.  
Webb, Mark: (Stevens) Chi., h.  
Welk, Lawrence: (St. Paul) St. Paul, h.  
Weiner, Michael: (Old Rumanian) NYC, re.  
Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.  
Whitney Palmer: (Baker) St. Charles, Ill., h.  
Wilde, Ran: (Netherland Plaza) Cincinnati, h.

Whitney Palmer: (Baker) St. Charles, Ill., h.  
Wilde, Ran: (Netherland Plaza) Cincinnati, h.

Whitney Palmer: (Baker) St. Charles, Ill., h.  
Wilde, Ran: (Netherland Plaza) Cincinnati, h.

Whitney Palmer: (Baker) St. Charles, Ill., h.  
Wilde, Ran: (Netherland Plaza) Cincinnati, h.

Whitney Palmer: (Baker) St. Charles, Ill., h.  
Wilde, Ran: (Netherland Plaza) Cincinnati, h.

Whitney Palmer: (Baker) St. Charles, Ill., h.  
Wilde, Ran: (Netherland Plaza) Cincinnati, h.

Whitney Palmer: (Baker) St. Charles, Ill., h.  
Wilde, Ran: (Netherland Plaza) Cincinnati, h.

Whitney Palmer: (Baker) St. Charles, Ill., h.  
Wilde, Ran: (Netherland Plaza) Cincinnati, h.

Whitney Palmer: (Baker) St. Charles, Ill., h.  
Wilde, Ran: (Netherland Plaza) Cincinnati, h.

Whitney Palmer: (Baker) St. Charles, Ill., h.  
Wilde, Ran: (Netherland Plaza) Cincinnati, h.

(See ROUTES on opposite page)



# Want To Be a Songwriter?

A child has shown the way and SEP supplies the moon —\$250,000 at stake

NEW YORK, Nov. 6.—With songwriting being an uncertain existence and lacking even the stability of a Federal Theater Project, the mail bag produces another axiom of show business: "One will never learn."

The grocery clerk, the gasoline attendant and even the choir boy has always experienced a yen to produce songs the nation will whistle. But here is a human document of an aged couple down in the Virginias, operating a flourishing contracting and engineering enterprise worth a quarter of a million, yet who would throw it all over for the musk of a words and music career.

Reprinting their outpourings, names deleted for obvious reasons, their homey letter makes for its own moral. Addressing *The Billboard*, their letter reads: "Four months ago when our first grandchild was about to arrive we wrote a poem and set it to music. We then became very interested in songwriting and began work on several ideas that we had for songs. Our interest was further stimulated by the *Garden of the Moon* story in *The Saturday Evening Post* and we now have eight songs ready for publication. These songs would be ideal for the *Garden of the Moon* picture which Warner Bros. is going to introduce. They are not of any one type and there is considerable variety in the collection and they are entirely original. They have not been submitted to anyone.

"We would like you to look these songs over and advise as to the best manner of introducing them. We will send them to you thru the mail or personally bring them to you, whichever way you decide. "As to a bit of personal history, I, (name), am 63 years old, am not a musician; in fact, I cannot read notes. I have been in the general contracting business 38 years. It has been and still is a profitable business. I have on hand \$250,000 worth of government contracts.

"I, (his wife), am 54 years old, am not a professional musician, but play piano a little.

"Right here we both might mention

## 'Judge' Mills, If You Please

NEW YORK, Nov. 6.—While all the spotlight of the past week's electioning was focused on Bruce Barton, E. B. D. & O. ad exec, who grabbed off a Congressional seat, another prominent member of the industry came thru with a landslide to his credit.

E. C. Mills, administrative head of ASCAP, in his own little way, improved his status as fire commissioner of Shelter Island, L. I., by upping his public position to justice of peace. Of the 980 ballots cast Mills was elevated to the minor judiciary by 912 votes. He described the election as the "thrill of a lifetime."

that we still believe in Santa Claus, but we don't like candles on our birthday cakes.

"In conclusion, we feel that some of our songs will rate as well as some of the 15 listed best sellers, and feel also like one of Major Bowes' amateurs who when asked if he thought his music was good replied, 'Why, Major, I know it's good.'"

## 4 Song Men in Fatal Smashup

NEW YORK, Nov. 6.—Four music contact men were killed early today when the car in which they were driving crashed into a tree on Route 9, between Hyde Park and Rhinebeck, N. Y.

Those instantly killed were Ottavio Corpolongo, 21, professionally known as Billy Campbell, with Marlo Music, who was the driver; William J. Kelly, 21, with Harms, and Donald McBeath, 28, with Witmark, Al Giannini, with Remick, lingered for a time after the accident.

Traveling at a speed of over 65 miles an hour, the men were on their way to Albany to contact ork leader Al Johns, who is playing at the Kenmore Hotel and recently got a national wire.

Giannini was married and was expecting a child some time this month.

## Ernie Holst Into Band Unit Field

NEW YORK, Nov. 6.—Ernie Holst, ork leader at the El Morocco, is expanding into the orchestra unit field with three bands already set and working and two more lined up for the Florida season. Bands are batoned by Paul Rebucci, Jack Towne, and Al Skinner, brother of Frank Skinner, the arranger. Rebucci's unit is at the Vanderbilt and Skinner's is at the Westchester Country Club.

Holst does all the booking, as well as picking the men and supervising the arrangements. Bands are billed, following the Meyer Davis system, as Ernie Holst Orchestras, giving the Morocco batonist just that much extra bally.

Holst started operating band units early this year, but so far is sticking largely to setting his groups for location dates rather than satisfying on-call demands for one-nighters. J. M. Josetsberg is handling the Holst office.

## Detroit Studios Expand

DETROIT, Nov. 6.—Penthouse Studios, operated by Harker Thomas, former orchestra leader, and Harry French, pianist, have been expanded with the addition of the Penthouse Dancing School. The new dance department is in charge of Virginia Decker and Pat McFerren.

## ROUTES

(Continued from opposite page)

- Wiley, Bob: (Fontaine Terrace) New Orleans, Mo.
- Williams, Joe: (Mark Twain) Hannibal, Mo.
- Winder, Bill: (Senator) Seattle, W.
- Winston, Jack: (Bai Taharin) San Francisco, Cal.
- Woodfield, Harry: (Hofbrau) Cantop, O.
- Young, Sterling: (Pal.) San Francisco, Cal.
- Zelman, Rubin: (Caravan) NYC, N. C.

# Low-Price Bands Save Dough By Using Bus, Truck Trailers

Avoid hotels—occasional room for leader, with boys dropping in—one band saved \$8,000 in 30 months—only way for small combos making long overnight jumps

LINCOLN, Neb., Nov. 8.—Low-priced traveling orchestras have struck a belt-line blow to the hotel biz in the Midwest, almost 40 per cent of the music outfits traveling by privately owned bus or truck trailers—both fitted out with living and sleeping quarters. This covers orchestras in which the weekly price is from \$800 to \$1,000, or around \$125 nightly. Bands are usually in fleets of four to six, booked by a single office. The jumps vary from 100 to 400 miles overnight, a near impossibility including the factor of sleep,

## Music Items

Hoagy Carmichael peddled three tunes to Paramount for *Romance in the Rough*. . . . Warren and Dublin have a half dozen tunes coming up for the *WE Goldiggers in Paris*. . . . Sigmund Romberg and Gus Kahn share responsibility to score the tunes for the *Girl of the Golden West* flicker. . . . In addition to the classics Lily Pons sings three pop cleffings by Jimmie McHugh and Harold Adamson for her *Hitting a New High* celluloider. . . . Victor Young was assigned to write and direct the score for Paramount's *Wells Fargo*, with George Antheil and John Leopold collaborating for the *McMurray-Lombard True Confession* screener.

Walter Wanger's \$50 award for the best exploitation stunt on the *Vogues of 1938* filmer was copied by a U. of California student, L. Wolfe Gilbert, son of music pub.

An accounting of profits was asked last week by Cinephonic Music Company, of England, and LEO FEIST, Inc., from the Warner pub REMICK, charging *Cause My Baby Says It's So* an infringement on their *Sandman Serenade*, cleffed by Harry Woods in 1935. Tune in question, with the U. S. District Court to decide, was written by Warren and Dublin for *The Singing Marine* flicker.

Adolph and Paul Salvatori, Chicago songwriters, have started their own publishing company called the Salvatori Music Company. First tune published is *On the Outside Looking In*, written by Paul.

## Alpert Would Turn Nabob

PHILADELPHIA, Nov. 6.—Altho Daniel (Bud) Crawford Jr., manager of the Hotel Philadelphia, threatened to keep dark, and did the supper clubroom when the local musicians' union upped the wage scale for tooters, there is a strong possibility that the nitery will light up once again.

Mickey Alpert, long a favorite here, has extended a likely proposition to the management wherein he would take over the club's operation and establish his own orchestra there. Fronting a band since giving the emcee roles the go-by, Alpert holds forth at Ben Marden's Riviera, New York.

## After 5 Years at Roosevelt Lombardo Will Make It 10

NEW YORK, Nov. 6.—Currently making the music for the fifth year at the Hotel Roosevelt Grill, Guy Lombardo and his Royal Canadians will undoubtedly establish some sort of endurance record before making a permanent change in address.

The hotel management has signaturred Lombardo for the next five years.

## Saturday Gives Dancing Here

ST. JOHN, N. E., Nov. 6.—Night life comes to the Saturday nights here with the opening of the Checker Club, a dine and dancery on the western outskirts of the city. Charlie Williams and his Towntoppers, a new local combo, make music for the frolics.

## Col. Hotels After Dine-Dance Trade

COLUMBUS, O., Nov. 6.—Not in a decade has competition for dance patronage been so keen among the town's hotels. Almost without exception hotels in the downtown district are all featuring dancing with dining during the dinner hours, and some are even braving after-theater trade. Increased activity not only making for employment opportunities to local bands but also paving the groundwork for the introduction of floor-show divertissement.

A no-cover and no-minimum policy is unanimous to encourage the burg's bon vivants. Some of the more cautious spots are confining the music to the cocktail lounge, carrying stroller combos. The Nell House, popular with the college crowds, is even planning names for the holiday week-ends.

Happy Hauck holds forth at Hctel Virginia, Betty Brown at Chittenden, the Gold-Mer Trio in the Oasis, the Two Marinos at the Show Boat, Ft. Hayes has the Octave Trio, while the Deshler has the Southern Gentlemen for the Ionian Room and Gus Lazaro's Trio for the Sapphire Room.

## Names Under a Dollar

AKRON, O., Nov. 6.—Endeavoring to hypo the dance patronage with strong attractions and yet keep the admission down below the dollar mark, Semler Tavern tried the noble experiment last Thursday and succeeded. Solo date with Bunny Berigan for the draw yielded a capacity house. Gene Fogarty is in as the house band, with occasional spotting of names planned to keep the interest alive.

## Sheet-Music Leaders

(Week Ending November 6)

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

PHONOGRAPH RECORD best sellers will be found on page 80.

Swing Is  
"Stagnant"  
Syncopation  
By Raymond Scott  
Will Be a Feature of the  
Christmas Number  
Of The Billboard  
Dated November 27

## CRA and R-O'K Open Drive To Cut In on MCA's Hold in Chi

Mike Nidorf in from N. Y. to hypo R-O'K bookings—CRA grabs off Stevens Hotel—MCA still leads—offices going after one-night stands

CHICAGO, Nov. 6.—Battle among the leading ork agencies for club accounts and one-night engagements in this area has been given new impetus by fresh staff re-enforcements in the local Consolidated Radio Artists and Rockwell-O'Keefe offices. Competition for larger slices of this profitable booking pie has been unusually keen, with CRA and Music Corporation of America, having the most bands under their wings, on top of the participating list. R-O'K is making a most extensive drive for new business, Mike Nidorf, in charge of dance bookings in New York, having taken over the campaign reins. Feeling among the local execs is that the firm is strong enough to compete for big game. So far R-O'K has only the Congress Hotel, where Jimmy Dorsey's men are filling the Congress Casino band stand. Immediate drive is for more dance dates, one or more nights, in and out of town.

Bert Gervis, new CRA manager, just returned from a business trip and went into a huddle with Lou Diamond, in charge of jobbing dates, on the immediate possibilities of lengthening their string of jobs. CRA has made headway in the local night club field, having Marek Weber in the Stevens Hotel's New Boulevard Room, the King's Jesters in the La Salle Hotel and bringing back Jack Denny into the Drake Hotel next month.

MCA is still in the lead, accounting for six leading spots in town and a successful jobbing department managed by Will Roland. Latter also doubles as leader on many stands, using pick-up bands that are available at a moment's notice.

The big Windy City accounts for MCA are the Chez Paree (Henry Busse), Palmer House (Wayne King), Edgewater Beach Hotel (Orin Tucker), Blackhawk Cafe (Kay Kyser), College Inn (Frankie Masters) and Yacht Club (Hugo De Paul).

Possibility of any of the big hotels or night clubs changing booking offices at this time seems remote. The last switch, in which CRA grabbed the Stevens Hotel from MCA, was made possible thru the hotel's demand for the services of Marek Weber, who is under the exclusive management of CRA. Manager Otto K. Eitel closed the Continental Room, which had MCA's Sande Williams, in favor of the New Boulevard Room with Weber's 16-piece symphonic orchestra.

### Lottman's Miami Office

NEW YORK, Nov. 8.—George Lottman, press agent, is going to Miami tomorrow to open a Florida office. Office will be handled by Arthur Thomson.

### Unknown Makes Good; Meets the Boys, Eats at Lindy's

NEW YORK, Nov. 6.—The publishers of *Once in a While* have finally discovered who "Michael Edwards," composer of the tune, really is. He's Michael Slowitzky, of Pottsville, Pa., who runs a small music school in Shenandoah, Pa. Altho Slowitzky still hasn't met his lyric collaborator, Bud Green, he came to New York last week, met Tommy Dorsey, who's been plugging the song, ate in Lindy's and generally lived the life of a Broadwayite.

It's really one of those rare cases of a small-town unknown making good in the music business. Slowitzky had a tough battle to get the tune placed, and it was turned down by half the publishers in town before Robbins bought it.

Displaying a modesty unusual in songwriters, Slowitzky, in a letter he wrote to Abe Glaser, Miller Music contact man, actually begged for an orchestration of his own composition! He wrote: "I will be very thankful if you will favor me with some regular piano copies and a dance orchestration of *Once in a While*. I would like to have the piano copies for some of my professional friends who can do the number some good. Of course, if this is against the rules of your office, 'skip it.'"

### English Song, Boosted by U. S. Pub, Resold to Eng.

NEW YORK, Nov. 6.—That the longest way around is very often the shortest way home was borne out by the progress in reverse experienced by the tune *In an Old English Village*.

Written by two English lads, the lyrics by Eddle Pola and the music by Al Sendrey, former Jack Hylton arranger, the piece was kicked around for some time in British pubs before it was picked up by Irving Mills in London during his recent sojourn there.

The copy was brought to this country and was immediately published by Mills Music. The other day it was resold to the British firm, J. R. Lafleur & Company, for a pretty penny.

## 42 Years Old, Tune Still Good

"Shortnin' Bread" goes to Clarence Williams for year—author to sue chiselers

PHILADELPHIA, Nov. 6.—Reese DuFree, operator of the Strand Ballroom here, signed a one-year contract last Monday (1) with the Clarence Williams Music Publishing Company for the publication of *Shortnin' Bread*. The song is 42 years old and was originated by DuFree during his early life on a Georgia plantation.

The contract supersedes an agreement made by DuFree with the Williams Company in 1925. At that time the tune was copyrighted but not published because a washboard band version recorded by Victor the same year didn't go over very big. *Shortnin' Bread* is now to be peddled as a classic. However, those who have been busy popularizing the ballad used it without the author's permission. Armed with a photostatic copy of his 1925 copyright, DuFree now intends to start suing for royalties.

DuFree has already been offered \$1,000 to relinquish all rights to the song but turned it down.

### Kaye Tops in Bridgeport

BRIDGEPORT, Nov. 6.—Ritz Ballroom here, largest of its kind in Connecticut, is doing great business. Name bands playing week-ends are packing them in. Among the bands that have played here this season are Chick Webb, Sammy Kaye and Mal Hallett, with Kaye being biggest draw so far. Next week the Hudson Delange Orchestra will do the honors.

## Reviews of Records

By M. H. ORODENKER

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

### Tommy Dorsey Week

Employing the abilities of TOMMY DORSEY and his dandies to their fullest extent, Victor sets a precedent by turning over the entire releases for the week to this one band. The eight sides are a fair representation of the Dorsey versatility in musical styles, the sentimental slip-slide ranging his downbeats from the beat-out swing to even-tempered sugary stuff. If nothing else, and there's more there than just that, the issue boosts Tommy's stock among the tromboning clan and Davie Tough among drum beaters.

For the smoother and sweeter music in Dorsey mannerisms there is a couplet of pops. In *A Mission by the Sea, Getting Some Fun Out of Life*, Jack Leonard and Eddythe Wright splitting the wordage, and the canary's cantations for *Mornin' in the Mornin'*, *Down With Love*, from the *Hurray for What!* musical comedy score. For that snap yo' fingers feeling, you can't go wrong with Larry Clinton's newest opus that carries a dixieland tint, *Dipsy Doodle*, with Miss Wright throating what it's all about. Plattermate is *Who? from Sunny*, religiously patterned along the *Marie* lines, swing choir et al.

But the cream of the crop is garnered by the Clambake Seven with *You're a Sweetheart*, a tune destined for hit parademed. It's the sweet-swing of Dorsey at its absolute best, a single riff culled from the melody giving the ballad a lift beyond words. Lads mug it lightly for the backer in *Nice Work If You Can Get It*, Miss Wright doing right by 'em.

### Carle Cuts Keyboard Capers

FRANKIE CARLE, mainstay of Mal Hallett's pianology, takes orthodox backing from the band's bass player, drummer and git-boxer to cut six sides of flicker music medleys, *You've Got Something There* and *On With the Dance*; *Have You Got Any Castles, Baby?* and *Moonlight on the Campus*; *I'm Feelin' Like a Million and Yours and Mine*; *Afraid To Dream*, *The Loveliness of You* and *You Can't Have Everything*; *The Moon Got in My Eyes* and *It's the Natural Thing to Do*; *Remember Me?* and *Am I in Love?* (D). It's all strictly parlor piano playing in the rhythmic tempo with no abusing the melodic structure in the name of swing and such.

For the guitar students, JOHNNY CALLI and TONY GATTUSO duet their pickings for *Swinging Guitars* and the bolero *Carina* (V), both written by Calli. Too light to appease the tastes of classic lovers, both sides are nothing more than studies for the students of the art. Those whose tastes are fashioned by the string bands might find consolation in the plectrumisms of ROY SMECK, who abuses his ability on the electrified guitar for

*Bugle Call Rag* and *Limehouse Blues* (D). But then again we only said might.

And for the right rhythmic music as piped on the electric organ, MILT HERTH demands attention with *Josephine* and *After I Say I'm Sorry* (D).

### Singers and Sweet Potatoes

It's a far cry from the days when a platter gave SOPHIE TUCKER with Ted Lewis for *Some of These Days*. Repeating the performance with Harry Sosnick this time weaving the melodic background, there is a finality to the "last of the red hot mammas." Sight unseen and failing to project the personality equation on wax, there is nothing stronger than the name of this grand performer to stimulate sales for either this side or its backing with *The Lady Is a Tramp* (D).

The dreamy designs of LANI MCINTIRE and his Hawaiians make the strumming setting for the soft-voiced balladizing by George Kainapau for, so help me, *Lover, Come Back to Me* and *Only a Rose* (D). The old-time, songs, inspiration for community sings, are brought back by the studio band masked as THE OLD-TIMERS' ORCHESTRA, with Jimmy Ray adding vocal force, for the waltzers *I'm Alone Because I Love You, Dear Old Girl*; *My Buddy*, *I Wonder Who's Kissing Her Now* (BL).

THE FOURSOME, of musical comedy and more recently of picture proportions, come to wax with their sweet potatoes and fife to add to the listening enjoyment of their harmonizing. A bass and guitar have been added for recording purposes, pouring forth rhythmic tib-bits for their *Sweet Potato Swing* and *Nobody's Sweetheart* (D).

The corn special for operators has BOB SKYLES and his Skyrockets for a bit of double entendre for *She's Stopped Giving Everything Away* and a squeeze-box scream, *Blue Accordion Blues* (BL). That thar hillbilly trombone guy in the gang is dynamite to send your Aunt Susie in Turtletown.

### Now the Streamline Rhythm

It's hard to figure how they'll ever be able to streamline the oven lids and still make 'em go 'round and around. And it's just as difficult to find any streamlining in the thusly tagged rhythmations of JERRY BLAINE. Nor should that be held against him, showing a tightly knit combo that cuts it clean and sprightly for their premiere with *Farewell, My Love*; *Sweet Varsity Sue* and the stomp spirits for *Snake Charmer*, *Dipsy Doodle* (BL). Phyllis Kenny does the dipsy pippings, while Johnny McKeever gives story body to the pops.

Playing in that restful, quiet manner, RUDY VALLEE gushes for *The Mission by the Sea*, *When the Organ Played "Oh, Promise Me"* (BL), and JIMMIE GRIER,

### King's Jesters' Year Run

CHICAGO, Nov. 6.—King's Jesters will have completed a full year of practically solid booking at the La Salle Hotel here at the termination of the new and fourth successive contract, this one for 13 weeks, which they signed recently thru CRA. Latest run begins January 1.

with vocals split by Dick Webster and Julie Gibson, turns in danceable sides for *Something to Sing About*, *Out of the Blue*, *Everything You Said Came True*, *If It's the Last Thing I Do* (D).

Subduing that swing urge, ANDY KIRK makes it easy going for *Why Can't We Do It Again?*; *With Love in My Heart* (D), Henry Wells and Pha Terrell matching the mood vocally. FLETCHER HENDERSON, thanks to the singing of Chuck Richards, who really rates the honors, has a pash platter in *Worried Over You*. It's the stomp *Let 'Er Go* (VO) on the reverse, with the band still in reverse when stacked against the septa swingers.

### Shaw Shoots a Sending Shot

ART SHAW may rightly expect a deepening wave of enthusiasm for his most recent of efforts. From the opening note to the last lingering toot, never wearying once over the stretch, his *Shoot the Likker to Me*, *John Boy* is a lap-up for the cats. Leo Watson (nee Onyx Club) is added for the gaga vocals. The arrangement is refreshing, as is the disc-doubler *Free Wheeling* (B), giving one of the best bits of blaring ever pressed on wax. With Cliff Leeman in Krupa company for the drum beats, Shaw seems to climb right into his black stick for lickings that will make his competitive master raise an eyelash.

If you've missed *Smoke Rings* among your fave selections, here's another chance to have GLEN GRAY and the Casa Lomanites for their indenture, the repressing backed with fox-trot beatings for *Always* (D). And if you like your Irving Berlin thata way, RED NORVO obliges with a swing treatment from his woodpile and hot horns for *Russian Lullaby*, paying homage in like manner for the oldie *Clap Hands, Here Comes Charlie* (B).

BOOTS and his BUDDIES, with a ride tenor sax and a borderline trumpeteter, whip the Harlem sauce for *The Weep and The Goo* (BL). In spite of the absence of author credits (we thought there was a law about that), the buddies can't claim these as their own, being the obvious *Willow Weep for Me* and *The Goona Goo*. Boots is a bit careless on the tuning up, or mayhaps it is intentional to confuse the guessing as to their identity.

A better brand of Harlemese comes from Chicago in the JETER-PILLARS Club Plantation Orchestra for a frolicsome *I Like Pie, I Like Cake* and a real lazy *Lazy Rhythm* (VO). Attention centers on the rhythmic interludes of bass and guitar, with horns blending right rhythmically for their original offerings. This is the combo that once harbored such swing notables as Jo Jones, Sidney Catlett and Harold Barker.

# Airing the Bands

By MAURICE ZOLOTOV

## Mr. Hiles Doesn't Love Us

A communication from Buffalo: "Sir: Your remarks about the Saturday Night Swing Club and Paul Douglas gave me 'an extremely stuffy feeling in the intestines.' Musicians, according to you, aren't all screwballs. If a bass to them is just plain bass, why can't drumming to you be just plain drumming instead of 'snare-beating'?"

"No, the screwballs are the guys who enjoy reading your stuff. If you do some careful listening you'll avoid careless reporting. Douglas' references to 'cats' mean the fans, not the musicians, as any 'lover of hot jazz' could tell you. Your column sounds as if the author didn't get a square meal more than once a month. Apparently the legend on your banner reads 'If it's up, down with it.' "S. J. Hiles."

## Martin's Ork Not So Soothing

Billed by a suave announcer as "soft, soothing music," PAUL MARTIN'S music (WJZ) is wired from San Francisco. A twang, whining electric guitar sets the sour strain for Martin's dansapansations, and we have never found this instrument particularly soothing. There is also an extremely wally accordion, a saccharine sax section and a lachrymose brass section. They attempt to soothe with every variety of jazz, including *Stompin' at the Savoy*. (You can imagine how they mangle *Stompin'*.)

It's not even a danceable sort of music on account of a woefully ineffective rhythm section that not only fails to hit the beats but lags behind the tempo-making of the rest of the band. The Three Cheers, Dale Gray and Hannah carry the sentimental burden of vocalizing as ineffectually as the rest. Strictly music for old ladies in ultra-conservative hotel dining rooms; but, even so, this ork would show more unity and might click musically as a sweet band if it knocked out the guitar and brass section (maybe retaining one muted trumpet or trombone), substituting strings. A capable drummer would also help.

## Jimmy Ain't Sentimental

At the risk of starting the Jimmy-Tommy feud all over again, we venture the opinion that JIMMY DORSEY (WJZ), from the Congress Casino, Chicago, is dishing out as healthy a brand of swing these days as his more refined brother Thomas.

It's strictly open brass-work with Jimmy, no mutes or sophisticated glissandos. His attack is bold, notes are hit sharply, and, although the ensemble plays it as written, the sax, clarinet and Jimmy's trumpet break down the tunes during their choruses and break them down intelligently, not simply turning a melody into rhythm stampings.

It all goes to show that hot Chicago style still has some meaning today. If your ears are clean you will also hear first-rate drum and piano work in the background. Jimmy Dorsey definitely has a superb swing group.

## The Blue and the Gray

I suppose that almost everybody would agree that GLEN GRAY (WABC), from the New Yorker, New York, stands for swing. Casa Loma gives out with solid rhythms, brisk tempos and has plenty of men in the band who can ride a chorus.

But while this ork has all the superficial qualities of swing, including the clean, competent musicianship associated with hot music, it falls completely in saying anything consistent or exciting. Casa Loma has the medium, but it never seems to do anything with it, at least from the emotional point of view. They're like the pictures of rosy-cheeked lads in an Arrow collar ad.

Casa Loma has gotten away altogether, in effect, from the blues, which are the foundation of all barrelhouse and which no swing band can sacrifice without losing the essential meaning of jazz. Gray goes thru all the motions, but it's just shadow boxing.

Unintentionally, the same night we listened to some Goodman records of 1931 or 1932, made with Jack Teagarden, and the comparison, all in the latter's favor, was because Jack and Benny had something to say that fitted into the syncopated form they were using. Nevertheless, we must admit that no large band ever sounded so much in one-piece as Casa Loma.

## Cleveland in New York

NEW YORK, Nov. 6.—Reunion in New York was effected this week in the local offices of CRA when quite without prearrangement a quartet of Clevelanders converged in the office of Stan Zucker, general manager of CRA and himself a Clevelander. Other three were Emerson Gill, Blue Barron and Sammy Kaye. They spoke about Cleveland.

# Hot Election Fight in Philly

## Tomei seeks re-election—Cella, Safren oppose him—plenty of candidates

PHILADELPHIA, Nov. 6.—Nominations were held Tuesday of musicians' union, Local 77. Elections take place first Thursday in December.

There are three tickets headed by the following nominees for the presidency. A. A. Tomei, now president; Israel Safren, violinist with the Earle Theater band, and Romeo Cella, former president.

Tomei is counting on his past record to keep him at the helm. During his two years in office wage scales have been raised throughout the city. This is the first time in local history that there is an orchestra in every radio station at the same time.

In reply to his opponents' charges that his policies are dictatorial Tomei declares: "I'm not in favor of dictatorship. I believe the members themselves should vote on all agreements between the local and the employers rather than empower a committee or any individual. And my record shows just that."

Up for vice-president are Glenn Coolidge, Joseph Levy, James Vallmer and Morris Bokser. Nominees for the secretaryship are the incumbent, A. Rex Riccardi, and Anthony Liuzzi and George Hartung.

Charles Saxton, running again for office of assistant secretary, faces no opposition. Same is true of Treasurer Joseph Bossie.

John Pinnelli and Michael Staffieri are opposing each other for sergeant at arms. Six men are to be elected to the ex-

# Radio and Wax Firms Make Up; Victor Takes Air To Plug Discs

WEAF series to popularize recording bands and build up new combos—discs plugged, too—Larry Clinton has key spot—WJZ series to have name bands

NEW YORK, Nov. 6.—Already plugging its classical records thru the Sunday afternoon "Magic Key" program, RCA-Victor is embarking on a broad radio exploitation of its latest jazz discs and recording bands, starting November 9 over WEAF. Although the continual dirge of record companies for the last 10 years has been that radio killed phonograph and record sales, Victor now intends to use the air as a means of hyping sales, popularizing its bands and building up the newer musical outfits. On the weekly WEAF spot from 11-11:30, program will be all

Larry Clinton, featuring his compositions and a house band under his direction. Clinton, later on, may add big names in swing to guest on his program, in the style of the CBS Swing Club. Figured that Clinton's stanza may be competish for the Columbia swingers, as well as building Clinton, who, altho well known in music circles as a swing composer and arranger, is still unknown to the general public. Victor hopes to build Clinton up into a big name as an ork leader.

Clinton also will lead off the WJZ programs, which are skedded for 8-8:30 every Saturday. Following Clinton, on November 13, Richard Himber's boys will play, and then Bunny Berigan November 27 and December 4. Saturday night session will be strictly an all-band program, with new bands every week. Fats Waller will play one as soon as he gets to New

York. Only bands with whom Victor has exclusive tieups will play on the air shows. Tommy Dorsey may appear on one of the Saturday eves if arrangements can be made with Arthur Michaud, his manager.

Announcements will harp on the fact that tunes played by the bands can be had on wax.

Altho not as imposing as the Victor setup, Brunswick has been getting some air plugs for its Horace Heidt platters thru the Brigadier himself on his Alemitie program, which, incidentally, is soon switching from CBS to NBC. Heidt works indirect plugs for his latest discs into patter with his stogie, Jerry Muscle-bound. Horace will say to Jerry, "Well, I see where we made some new records today," or something subtle like that. In return, Brunswick plays up the name Alemitie in its advertising hangers and display cuts of Heidt's latest releases. Peculiar angle here is that Heidt when he shifts to NBC will be plugging Brunswick on the same group of stations that is owned by RCA-Victor.

## Marks Gets Strauss Music

NEW YORK, Nov. 6.—Edward B. Marks Music Corporation will publish the next two pieces written by Oscar Strauss. One number is expected to be forthcoming in the spring and the other next year.

Con Conrad catalog, which was taken over by JOE DAVIS last year, has been transferred to the GEM MUSIC CORPORATION, a Davis subsidiary. Catalog includes many old-time hits. . . . Nemo Roth has joined the staff of PARAMOUNT MUSIC as contact man.

# Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed are those which received six or more plugs on the networks, WJZ and WEAF (NBC) and WABC (CBS), between 5 p.m. and 1 a.m. weekdays, and between 11 a.m. and 1 a.m. Sundays, from Friday, October 29, thru Thursday, November 4.		Position	Title	Plugs	Net	Ind.
Last Wk.	This Wk.	Last Wk.	This Wk.	Net	Ind.	Ind.
17	14	14	Lady Is a Tramp (M)	12	10	8
11	14	14	Mission by the Sea	12	8	8
..	14	14	In the Still of the Night (F)	12	8	8
12	15	15	Harbor Lights	11	11	11
11	15	15	An Old Flame Never Dies (M)	11	10	10
11	15	15	When the Mighty Organ Played "Oh Promise Me"	11	0	0
15	16	16	Have You Ever Been in Heaven? (F)	10	6	6
17	16	16	She's Tall, She's Tan, She's Terrific (M)	10	5	5
18	16	16	I'd Love To Play a Love Scene	10	3	3
19	17	17	If I Can Count on You	9	21	21
19	17	17	Caravan	9	13	13
6	17	17	Can I Forget You? (F)	9	11	11
20	17	17	My Secret Love Affair (F)	9	8	8
..	17	17	Stop, You're Breaking My Heart (F)	9	7	7
19	17	17	Moon at Sea	9	4	4
21	17	17	Why Talk About Love? (F)	9	4	4
18	17	17	Miles Apart	9	3	3
16	18	18	SNAKE CHARMER	8	12	12
9	18	18	Beautiful Lady	8	1	1
16	19	19	Yours and Mine (F)	7	10	10
..	19	19	Love Is on the Air Tonight (F)	7	9	9
17	19	19	Rosalie (F)	7	5	5
20	19	19	Love Me	7	1	1
20	20	20	Am I in Love? (F)	6	13	13
20	20	20	Stardust	6	7	7
21	20	20	I'd Rather Call You Baby	6	7	7
..	20	20	Old King Cole (F)	6	4	4
..	20	20	Things Are Looking Up (F)	6	4	4
..	20	20	Sailing Home	6	3	3
..	20	20	At a Little Country Tavern	6	3	3
15	20	20	Josephine	6	1	1
..	20	20	Goodnight Kisses	6	1	1
..	20	20	Home on the Range	6	0	0
..	20	20	Summertime (M)	6	0	0
..	20	20	Time on My Hands	6	0	0

Turn to our Amusement Machines, Music Section, for listing of the five best record sellers (Bluebird, Brunswick, Decca, Victor and Vocalion) for the week ending November 8.

**America's Leading Radio, Theatre and Dance ORCHESTRAS**

Music of Yesterday and Today Played in the Blue Barron Way

**Blue Barron**

AND HIS ORCHESTRA  
SOUTHERN TAVERN, Cleveland, O.  
WTAM-NBC Network  
Excl. VARIETY RECORDING STARS

CRA

**Jerry Blaine**

AND HIS  
STREAMLINED RHYTHM ORCHESTRA  
WEAF-NBC NETWORK—Tues., 12-12:30  
A.M.; Thurs., 12-12:30 A.M.; Sat., 11:30-12  
Midnight.  
PARK CENTRAL HOTEL, NEW YORK.  
NBC, Coast to Coast.

CRA

**Biltmore Boys**

AND THEIR ORCHESTRA,  
Rice Hotel, Houston, Tex.

CRA

**Jack Denny**

AND HIS ORCHESTRA  
Current Stage Hit  
AUTOMOBILE SHOW, Omaha, Neb.  
NBC Network.  
Excl. MASTER RECORDING ARTISTS

CRA

**King's Jesters**

"The Biggest Little Band in America"  
AND THEIR ORCHESTRA  
with MARJORIE WHITNEY  
Hotel La Salle, Chicago  
NBC NETWORK-FAVORITES

CRA

Held Over Again!

**Barney Rapp**

AND HIS NEW ENGLANDERS  
featuring RUBY WRIGHT  
WLW and NBC Networks

CRA

**Eddy Rogers**

AND HIS ORCHESTRA  
Playing Sterling Melodies  
Currently  
RAINBOW GRILL, Rockefeller Center,  
New York.  
Heard via NBC Saturday and Wednesday,  
12-12:30 A.M.  
Dir: Consolidated Radio Artists.

CRA

**Jan Savitt**

AND HIS "TOP HATTERS"  
KYW, PHILADELPHIA, AND NBC NET-  
WORK  
Excl. VARIETY RECORDING ARTISTS.

CRA

"America's Most Versatile Instrumentalist"

**Jack Sherr**

AND HIS ORCHESTRA  
Now Playing  
WHITE MANSIONS, Pittsburgh, Pa.

**CONSOLIDATED RADIO ARTISTS, Inc.**  
CHAS. E. GREEN, President.  
NEW YORK: 30 ROCKEFELLER PLAZA  
CHICAGO - CLEVELAND - DALLAS - HOLLYWOOD

**3 PEPPERS**  
Now **HICKORY N. HOUSE, Y.**  
Personal Direction  
George Immormann-Mills Artists, N. Y.  
Master Recording Artists.

**SANDY SCHELL**  
and his orchestra  
ON TOUR.  
Excl. Mgmt. Century Orchestra Corp.,  
1819 Broadway, N. Y. O.

**Orchestra Notes**

By M. H. ORODENKER

**La West Is in Again**

Winchell would fashion femininity along the lines of Myrna Loy... and Ed Sullivan used to say the nicest things about Terry Lawler... now that we have come out of our anonymous shell to quiet the clamor of another reader (that makes two definitely identified), editorial dictum will bow humbly when east is east and MAE is WEST... they would have us believe that Miss West has taken up the study of drumnastics... that she surrounds her traps with studio tooters for jam sessions in her dressing room... worse yet, she is seriously considering the idea of organizing her own band and touring the country... can't you just see her drawing DRUM UP AN' SEE ME SOME TIME?

**Facts From Follywood**

BEN BERNIE leaves the lots for Gotham Friday... but will be off to Florida as soon as the cold weather snaps... JACKIE COOGAN will undoubtedly go back to wand waving now that John Payne got the call for the romantic lead opposite Betty Grable for *College Swing*... Now that trumpeter JOHNNY DAVIS out of Fred Waring has turned to flicker features, SKINNY ENNIS out of HAL KEMP is being eyed as a new find... Kemp's roommate at the University of North Carolina and instrumental in organizing the band 10 annums back at the Chapel Hill campus, Ennis has been signed for a featured part in the Betty Grable flicker... the maestro will also cash in on the celluloid factory, having signed for a sequence in *Radio City Revels*.

**Goodman Tiffing Again With Victor**

While it is yet in the whispering stages, rumors along the raiato tell of BENNY GOODMAN being at odds with the Victor recorders... some say that the label's build-up for Tommy Dorsey is accounting for the green eyes... but they all say that when and if the break is made again, his swingology will be cut for Brunswick... There's a ticklish tale behind the fact that JOHNNY MCGEE is trumpeting no more for Russ Morgan... HUGO MARIANI has been signaturred by ROC... OMAR SIMON, former clarinetist for Earl Hines, is now on the Benny Goodman arranging staff... Duke Ellington is shopping about for a new trumpet tooter, now that ARTHUR WHETSOL has left the first chair... the call may go to HAROLD BAKER, a former Don Redmanite.

**Goldie Back With Pops**

After a year's absence, during which time he fronted his own orky, GOLDIE GOLDFIELD returns his trumpeting to

the Paul (Pops) Whiteman fold... joined up this week at the Pacific Auto Show... Mr. PW follows JOE REICHMAN into the Los Angeles Cooconut Grove December 1 for a six-week term... but Reichman will be back in again for a similar six-weeker, filling the interim at the Mark Hopkins Hotel in San Francisco... While RUDY VALLEE vega-bonds on one-nighters, studio directors on the Warner lots are still trying to figure out which flicker to cast him in... Looks like an AFM convention at the Columbia lots... the *Start Cheering* set has the musicmakers of JOHNNY GREEN and LOUIS PRIMA... and has just added the HOLLYWOOD RHYTHMETTES, an aggregation of 15 fem tooters, and the CAMPUS SWINGSTERS, an instrumental foursome.

**Pennsylvania Pickings**

A Turkey Day aperitif for the Quaker City terp twerps will have LUCKY MILLINDER for the sending at Strand Ballroom... And when the Shriners gather for their Thanksgiving terpsichore at Altoona, PAUL SPECHT will match the moods with music... The FOUR DEUCES, with Toots Guariglia at vibes and accordion; Ralph Bennet picking the electric guitar, Ray Goodwin fingering the sax and clarly, Don Hartman at drums and Jean Raye for the added warbling, brings their new style in strollerizing to the Hotel Auld, Washington, for an indefinite stay.

**Stuff 'n' Such**

RAYMOND SCOTT will carry on his quinetizing for the flickers at 20th Cent-Fox... another assignment casting the descriptive swingsters for *Happy Ending*... and watch the Christmas special issue November 27 for Scott's story on swing... BILLY McDONALD and his Royal Highlanders opened today at Cafe De Faree, Los Angeles... And the movie town's Palm Springs Hotel has brought in BILL AMENDI for its Plaza Roof... Military ball at Syracuse University on Turkey Day will have PAUL TREMAINE... With Eddie Bamber winding up at the Red Men's Club, Rochester, N. Y., TED FRANKS Royal Entertainers make the replacement... And if you are to cast your opinion for the "greatest" dance band in America, be sure you catch a load of BOB CROSBY before making up your mind... our personal nomination for the swingiest band today.

**Ring Dem Bells for Ringgold**

It is of more than passing interest to note that the famous RINGGOLD BRASS BAND, of Reading, Pa., has reached its 85th anniversary... the pride of pretzel town is one of the oldest and undoubtedly the most accomplished of brass bands... named for the gallant Major Samuel Ringgold, who was killed in the Mexican War, it was with this band that the late John Philip Sousa ended his career... coming here to lead the Ringgold at its 80th birthday celebration, Sousa closed the rehearsal with his *Stars and Stripes Forever*, the last piece of music he ever conducted... Repaz Band, of Williamsport, Pa., immortalized in music by the march king, is another oldtimer... howzabout some of the others speaking up?

*Tops in Swing*  
**HUDSON DELANGE**  
Orchestra  
Exclusive Management  
MILLS ARTISTS INC.  
799 Seventh Ave., New York, N. Y.

**JOE MARSALA**  
his clarinet  
and His Chicagoans  
9th Month HICKORY HOUSE, N. Y.  
Dir.: MUSIC CORP. OF AMERICA.

**MITCHELL AYRES**  
and the  
FASHIONS IN MUSIC ORCHESTRA  
Currently  
ADOLPHUS HOTEL, Dallas, Texas.  
Dir.: ROCKWELL O'KEEFE, INC.

ARA presents  
FIRST SOUTHERN TOUR,  
In Person,  
**ETHEL WATERS**  
And Her  
HARLEM TO HOLLYWOOD REVUE  
Wire, phone or write for Immediate Dates.  
**LUCKY MILLINDER**  
Dynamic Master of Melody  
And His Rhythm Band  
16 Outstanding Orchestral Artists.  
**FATS WALLER**  
And His Orchestra  
(By Arrangement With Philip L. Ponce.)  
**BOB SYLVESTER**  
And His Orchestra  
Featuring Olga Vernon.  
**DICK DIXON**  
And His Orchestra.  
Wire, Phone or Write Now!  
**ASSOCIATED RADIO ARTISTS**  
HARRY MOSS, Pres.,  
1650 Broadway, New York, N. Y.  
Tel.: Circle 7-4452.

**Edgar HAYES**  
AND HIS ORCHESTRA  
Now on Tour.  
Direction:  
HAROLD OXLEY, 17 E. 49th St., N. Y.

**PANCHO and his**  
LA CONGA ORCHESTRA,  
With HILDA SALAZAR.  
Now  
LA CONGA, W. 57th St., N. Y.  
Mgt. MUSIC CORP. OF AMERICA.

King of the Muted Trumpet  
**Clyde McCoy**  
And His "SUGAR BLUES" ORCHESTRA  
DECCA RECORDING ARTISTS  
Now On Tour.  
Personal Management GUS C. EDWARDS,  
First National Bank Bldg., Chicago, Ill.

**CENTURY ORCHESTRA CORP.**  
Presents  
**DON REDMAN** and His Orchestra  
With ORLANDO ROBERSON and LOUISE MCCARROL.  
Now Playing  
MICHIGAN THEATRE, Detroit.

**JOE SANDERS**  
AND HIS NIGHTHAWKS  
NOW ON TOUR  
Mgt. MUSIC CORPORATION OF AMERICA

**STEELE SMITH**  
ONYX CLUB ORCHESTRA  
Personal Mgt.  
Herbert E. Rosenberg, Atty.  
261 Broadway, N. Y. O.

**When Balancing Your Ballroom Budget, Don't Cut on Bands**  
By Moe Gale  
Will Be a Feature of the Christmas Number  
Of The Billboard  
Dated November 27

**ALL NEW PICTORIAL Dance AND Orchestra Cards**  
100 \$5.50  
200 \$10.00  
IMPRINTED WITH YOUR COPY  
ORDERS SHIPPED SAME DAY RECEIVED  
WRITE FOR SAMPLES  
U.S. PRINTING AND ENGRAVING CO.  
KANSAS CITY, MO.  
"FASTEST SERVICE IN AMERICA"

# AFA DEMANDS PLAY OR PAY

## Miami Season Opens Bravely

Openings, bookings okeh, despite gambling ban rumors—other club openings

MIAMI, Nov. 6.—Despite annually recurrent rumors of a gambling ban and the calamity which invariably befalls hotels, casinos and theaters with such action, winter season here has begun, officially and undismayed. First of the major spots to unshutter was the Club Bagdad, starting its eighth consecutive season, operated by Tom Williams and his new associate, Mule Shirley, ex-big leaguer of baseball. Two smaller spots, the La Paloma and the Greyhound, preceded the opening of Club Bagdad.

New show at the Bagdad is headed by Lane, Tree and Edwards, and includes Yvonne Nova, Joy Williams, the Chicago Rockets and the music of Huey Greer and band. In charge of the cuisine of the supper club is Harold Kirtz.

The Royal Palm and the Frolics, two other major clubs, are ready to open within the week. The Hollywood Beach Hotel will definitely inaugurate its season on December 15, bringing in Mark Plant, here last year, for four weeks. Plant is also booked for the last four weeks there.

In anticipation of a boom season, Paul Small, of the William Morris Agency, New York, is lining up an impressive list of names to play the Florida spot.

Iring Mills, head of Mills Artists of New York, is also due here by the end of the week, and is expected to line dates for two of his band attractions, Ina Ray Hutton and Duke Ellington.

DETROIT, Nov. 6.—A new topline spot opens Saturday when the Statler Hotel debuts the first major new room built since Repeal, with Paul Fendarvis' Orchestra. Name band policy is planned. It is understood that long band runs, rather than frequent changes, will be the new Statler policy.

YOUNGSTOWN, O., Nov. 6.—Pete Meyer's Grey Wolf, ace night spot hereabouts, is expanding to take care of increased business. An annex will be completed shortly. Current floor show includes Vox and Walters, Nedoff and (See MIAMI SEASON on page 28)

## Schechter Leaves Beverly

CINCINNATI, Nov. 6.—Noah Schechter, for the last four months entertainment impresario and p. a. at Beverly Hills Country Club, just across the Ohio in Southgate, Ky., quit his post there last week. A tiff with Glenn Schmidt, Beverly manager, over policy is reported to have brought the resignation. After a visit in Chicago, Schechter plans to go to Miami for the winter. Harry Martin, who handled the press for Beverly before Schechter moved in, moves back into the role.

Operating a Big Broadway Night Club By Nicky Blair Will Be a Feature of the Christmas Number Of The Billboard Dated November 27

## A Noble Experiment

NEW YORK, Nov. 6.—George Gottlieb is parting with \$75,000 (not fish) to open a kosher restaurant on Times Square. Gottlieb is such a stickler for the Mosaic laws that he will not permit smoking on the premises Friday evenings or Saturdays.

The p. a. says it will be interesting to observe how Broadway will react.

## Morris Agency Eyes Band Field

NEW YORK, Nov. 8.—William Morris Agency is definitely going into the band field and is now laying plans for tying up bands and either developing one or two band specialists within its own organization or reaching out for an experienced bandsman from the outside.

Altho its interests reach into all sections of radio, pictures, vaude and night clubs, the Morris Agency has never made any serious attempt to handle dance bands. It has often handled stage-band attractions.

## Spokane's New Ordinance Hurts Owners, Entertainers

SPOKANE, Wash., Nov. 6.—Nearly 100 entertainers and musicians will be thrown out of work here as a result of passage of an ordinance prohibiting mixing of beer and dancing.

Counsel for beer-dance parlors said it will be impossible for many of the parlors to comply with the ordinance, which requires a \$300 cabaret license fee, portion of the premises devoted to preparation of food entirely separate from the dance space, elimination of regular bars, suitable exits and entrances, a ventilating system and window space as required in the city building and fire code. No distinction is made. A place which has music or entertainment, but no dancing and sells liquor, must pay the same fee as a place which has dancing.

Minors will not be permitted to perform in any floor shows or play in cabaret orchestras or work in any capacity. Lodges, clubs and similar organizations which sell liquor, and have dancing must comply with the ordinance.

## Jules Stein to Coast

CHICAGO, Nov. 6.—J. C. Stein, MCA head, and his family left for the West Coast on a six-month trip. He will conduct his business from the booking office's new building in Beverly Hills, which formally opens in February. Brother Bill Stein is back on the job here following a Bermuda vacation.

## Vaude Plentiful, Says Booker

PITTSBURGH, Nov. 6.—Stage bookings are easy to find if acts are available, Joe Hiller, of National Theatrical Exchange, reports. He is currently placing Faith Bacon and her *Great Lakes Revue*, Jackie Coogan, Baby Rose Marie, Uncle Ezra's Radio Show and radio name bands, as well as lesser known entertainers, in the State clubs and theaters.

## Sennes Books Auto Shows

CLEVELAND, O., Nov. 6.—Frank Sennes Agency here booked two auto shows, one at the Stanbaugh Auditorium, Youngstown, O., opening November 2 with Freddy Carlone and orchestra, featuring Roscoe Ates and Barbara Kay, and the other at Waldameer Park, Erie, Pa., featuring John Steel and Danny Beck.

## St. Clair & O'Dea Split

CHICAGO, Nov. 6.—St. Clair and O'Dea (man and wife), bicycle turn, have split, Grover St. Clair switching to a single. Has been set by the Sligh & Tyrrell office for the Pere Marquette, Peoria, Ill., and Muehlebach, Kansas City, Mo.

## Seeks End of Benefits, Easy Cancellations and Auditions

Insisting on play-or-pay contracts in closed-shop spots—owners balk on audience auditions—but glad of benefit ban—one-show contracts alternative

NEW YORK, Nov. 6.—Free performances and easy cancellations loom as chief obstacles to the American Federation of Actors' organization campaign among night clubs here. Altho most night club owners appear to be resigned to the fact that they will have to deal with a night club performers' union sooner or later, they are making a last-ditch attempt to preserve their "right" to audience auditions and cancellation after the first show. A widespread practice throughout the country as well as in New York, cancellation "if the act is not suitable" is something most night club owners have indulged in freely for years. In most instances night clubs have used the cancellation clause to get rid of acts on a whim, leaving the agent to try to dig up a quick substitute date or string the act along until it cooled off. In less populated sections the easy cancellation gag has worked tremendous hardships on acts making long jumps. In some cases the cancellation threat has been a device to stampede acts into accepting salary cuts.

Auditions, along with easy cancellations, are feeling the fire of the AFA campaign. The AFA closed-shop contracts with night clubs prohibit cancellations or free shows. So many night clubs have made a practice of auditioning acts before the regular audience—and thus enlarging their shows without extra cost—that salaries have been depressed and the regular acts are kept on edge seeing so many acts vie for their jobs. The AFA's closed shops forbid free shows of any type. This means that auditions, except in rehearsal halls or in night clubs before opening time, are out, along with outside benefits.

Night club owners are not resisting the AFA's ban on outside benefits—as the AFA now gives them an out when they are approached by politicians and organizations making the usual "why don't you send over some of the acts?" request. The musicians' unions prohibit free shows and for years night clubs using union bands have had a perfect excuse for turning down requests for bands from benefits.

To answer the claim of night club owners that they must see an act before booking it and that they can't trust the agent's word, the AFA is suggesting one-performance contracts. Under such contracts the act knows it is strictly a one-show proposition and can figure out for itself whether the trouble is worth it. Thru this device the AFA hopes to discourage the practice of even paid "auditions."

The AFA is insisting on play-or-pay contracts at all times. When a term contract is not issued and an act is brought in on an "indefinite engagement" the AFA is insisting on two weeks' notice by the night club. A minor angle, but important in certain areas, is the attempt of some night clubs to retrieve the contract held by acts when paying off the salary. Club owners claim they need the contract for their tax files. But the AFA is demanding that acts hold on to their contracts, as is usual in theater engagements.

In return for the night clubs toeing the mark, the AFA is guaranteeing those clubs under closed-shop agreements that acts will live up to their contracts. Acts charged with contract violations may be brought up on charges before the AFA council, a procedure similar to the trial board hearings held by all musicians' union locals.

LaRose-Deal Split; New Agencies for St. Louis

ST. LOUIS, Nov. 6.—Grover LaRose, for eight years a partner in the Edna Deal-Grover LaRose Agency, severed his connection November 1 and joined with Joe Erber. New firm will be known as the Grover LaRose-Joe Erber Theatrical Exchange.

Edna Deal, in association with Ray G. Shute, who has for the past eight years been with the LaRose-Deal Agency, will henceforth operate the Edna Deal-Ray G. Shute Agency.

## Emsees Hope To Prevent Repeat Gags at Benefits

CHICAGO, Nov. 6.—To save themselves some embarrassing moments a couple of emsees appearing in local spots are trying to pass an unwritten law among gagsters to devise strictly individual routines for benefits.

It is all right for a couple of emsees to spin the same material in two different clubs at the same time, but when this routine is repeated at the same benefit, somebody's face gets red.

This happened here the other day, each emsee doing an identical act, but neither aware of the fact, having arrived at different times.

## Birmingham Clubs Do Heavy Business

BIRMINGHAM, Ala., Nov. 6.—Halloween week and a new array of talent brought night club attendance to a new decade peak. Five top spots put out SRO sign Halloween night and full houses have been the rule since colder weather has set in.

A new band, "Hod" Williams', and a full floor show is being featured at the Tutweller's Continental Room. A new floor show of five acts, featuring Jo Andres and June Brooks, is at Thomas Jefferson's Windsor Room. The Pickwick Club has brought in Tiny Bradshaw and ork. The Rex Club retains Oliver Naylor, while the City Auditorium goes along with a two-band backing.

## More Harry Clark Units

CHICAGO, Nov. 6.—Harry Clark, unit producer, is back in town after making an extensive road tour to patch up a couple of his shows. Reports that in a couple of weeks he will be ready to put in rehearsal two or three new units. Bill Talent, lead in one of his shows, cut short his tour to join his wife, who underwent a major operation at the Mayo Bros.' Clinic, Rochester, Minn.

**The Versailles, New York**

The remodeled Versailles is a treat for jaded night club eyes. Introducing something new in photo murals and harmonious color and design, this club is now the most tastefully furnished restaurant-night club on the East Side.

The interior steals the show. The familiar blown-up Versailles gardens photos used as effective wall murals up to recently have been remodeled so that the murals are now on film-on-glass and highlighted from behind. This is done with lights a foot behind the film and the in-between space air cooled to prevent the film from being scorched. The lighting (by Arthur Knorr) gives the murals added beauty, of course, and when the lights are dimmed the murals achieve a surprising appearance of naturalness and depth.

The high dome and stately chandelier, along with the warm maroon and tan motif for the chairs and lounge benches and the ramp of green plants just under the murals, combine to make the club a thoroughly satisfying place for discriminating patrons.

The entertainment is thin, but strong enough to hold the patrons. There's tall Mark Plant, who is as close to Tarzan as you can get in a night club. He sings in vigorous interest - holding voice such popular tunes as *The Tom Tom of a Drum*, *That Old Feeling* and *Where or When?* Not in exceptional voice, he nevertheless pleased. Then there's that Egyptian bedazzler, Gail Gall, doing a return here. Gail is still a slick, glit and fast worker with live chicks, coins, rings and playing cards—working close to his audience and leaving them completely baffled.

Maximilian Bergere leads the main orchestra of seven men thru dance rhythms that are danceable and easy to listen to. His instrumentation blends nicely for a swing-sweet effect. His guitarist and saxophonist double on vocals. Alternating is the Val Ernie seven-piece combo Ernie Hiddles while the boys work together well, producing versatile musical entertainment. The guitarist provides sweet warbling, while the accordionist offers singing that's only fair. The band, as a whole, is very good.

Shows go on 10, 12:30 and 2. A Sunday night series of rumba contests is being inaugurated this week. The couple winning each week gets a bottle of Matchabell Perfume (for the lady) and a bottle of imported champagne (for the gentleman). Other promotion stunts are Saturday tea dansants and "Fashion Promenades" at Tuesday luncheons.

Mack Miller is still p. a.

Paul Denis.

# Night Club Reviews

**Club Tivoli, Juarez, Mexico**

The Tivoli has a new ork leader and a new floor show, both measuring up to past standards of this swank spot. The batoneer is Mauro Molina, trumpeter.

Floor show is a little short, with one act doubling and the emcee contributing two solos to lengthen it. Patrons at the show caught received it well, however.

Opens with Earl Rogers, emcee, introducing Betty and Lawrence Cook, a pair of youngsters, in a fast tap. Boy sang, then joined girl on floor. Pair have unusual appearance in near-white blond hair and black and white costumes. Girl's page-boy bob is effective.

Rogers sang *Neapolitan Nights* and *Gypsy Sweetheart*. Has pleasant baritone but not unusual.

Carol King, lively brunet, did a *Blue Danube* toe number which had patrons clamoring for more. Did another snatch of same number for encore. She wore filmy white costume, effective in a deep blue spot.

The Cocks were back again, with the girl singing. Her voice is weak, even with help of a microphone and in a not too noisy night spot. For an encore the couple did a fast tap. Solid black costumes set off their blond hair to effect.

Show was booked thru MCA from Los Angeles and changes numbers weekly. New shows used every four weeks.

Hal Middlesworth.

**Colosimo's, Chicago**

An impoverished show this time, and while as populated as some of the previous revues, acts do not blend into a continuously entertaining bill. Current drive against indecent entertainment has operator Mike Tolson extremely cautious, draping his gals even more than necessary.

A line of eight girls and four paraders still used in opening and closing production numbers. While generally listless in their work, the kids are young, shapely and attractive in some colorful costumes. Initial effort was a swing Hawaiian routine, featuring Mme. Zee Zee (Dorothy Morgan) in a pleasing mixture of various suggestive but inoffensive body movements.

Zee Zee returns in the finale, a jewel

number, performing a graceful toe routine in a gauzy outfit. Background of girls holding large varicolored balls in Grecian-urn fashion is impressive.

Jay Jason doubles as emcee, but his light, straightforward gab is not for this spot. He needs good gags to hold the attention of Colosimo's customers between acts. His own act is a clever one, some of his voice imitations being ingenious. Will go better in a classier spot.

Billie Herbert, husky-voiced songstress, piped a couple of tunes in honky-tonk style. A striking-looking blonde but weak on voice.

Don, Donna and Donn, dance trio, followed with a waltz satire that has some stock but amusing tricks. A bit too long, however. Girl is a good-looking blonde and the men are youthful and neat in appearance.

The Costellos (Doris and Gene) came on with some operatic songs that were out of place here. Particularly since Don Enrico, operatic tenor, is on the same bill. Doris has a well-trained soprano voice and should do better, as a single. Enrico later on holds his own with a familiar pattern of Italian arias.

Lols Maree, sinuous acro-control dancer, offered a fitting routine that will go well in any club. Has a lovely figure and winning personality. Band stand is occupied by Henri Gendron's Ork.

Never a cover, and the \$1.50 dinner is a bargain. Dan Barone is manager and Paul Bergamini the host.

Sam Honigberg.

**Embassy Club, London**

London's newest night spot rates high in class. Floor show is provided by two American acts, Ross and Stone and Earle and Josephine.

Benny Ross and Maxine Stone are naturals for clubs. Ross' personality, pipes, sense of humor and piano playing and the languid comedy of statuesque Maxine, plus her corking acrobatics, form a great combination.

Earle and Josephine are a good ballroom team whose numbers are smartly routined. Girl dresses well and has a nice appearance.

Club is drawing excellent patronage from the smart set.

Bert Ross.

**Dan Cristie's Little Old New York, New York**

Now in its fifth week, this spot on East 14th street seems to have a good chance to catch on. Cristie is an old showman, altho new to the night club game, and should be able to whip this club into shape.

A sort of downtown version of Bill Hardy's Gay '90s, this upstairs club is a large room decorated with New York skylines, old-time pictures, old-time theater programs, old song sheets and other mementos of "the good old days." It's a pleasant enough atmosphere. Furthermore, the food is good. Italian dishes are featured and service is okeh. Dinner is \$1.25, which is not bad, and the floor show is entertaining.

The show starts off right with the Six Florodora Girls out in voluminous dresses and then stripping down to scanties for a hotcha number. The girls, a nice-looking lot, are on a couple of more times in conventional dance routines, with Dorothy Westcott stepping out for a short specialty.

Eddie Leonard, the "grand old minstrel man," is featured. Eddie has been making a comeback and his old pals thundered their welcome here. Altho Leonard has lost that honey quality, his singing voice still has warmth and it can still project such oldtimers as *Mandy Joe*, *Roly Poly Eyes* and *Ida*. Another oldtimer here is Joe Howard, who has about 400 published songs to his credit. Howard sang *Hello, My Baby*; *I Wonder Who's Kissing Her Now*, *What's the Use of Grieving*; *Good-Bye, My Lady Love*, and *There's Nothing Like a Good Old Song*. Both he and Leonard touch the sentimental vein effectively, winning general applause and encores.

Eddie Furman emsees ingratiatingly and then takes the upright piano with Lorraine Billy for harmonizing of special ditties ranging from spice to clever satire. They are a capable piano-

singing team, delivering lyrics clearly and smoothly. Brunet Mary Harris offered a couple of rhythm songs, holding attention nicely.

Jimmy Bruno tickles the keyboard for well intermission entertainment, and Arthur Behim accompanies himself on the piano for old ditties out of the misty past.

Al Bruno (piano) leads the six-piece band which succeeded the Original Dixieland Band here. Band is okeh for dancing but not especially good for show accompaniment.

A palm reader, Gypsy G (which is a pretty tricky name), entertains the diners at the tables.

Bert Nevins is doing the publicity now. Paul Denis.

**Cavalier Club, New York**

New show, installed Thursday, has Jackie Osterman making another of his periodic comebacks to his "old Broadway," surrounded by a mixture of talent that includes Jackie Mayes, female impersonator; Kay Lazelle, Bob and Fleurette Gilbert, a holdover, and the music of Roger Steele and band.

Osterman, in his recent "comeback" at the Mirador, did all right for himself in regaining the following and prestige that was his some 10 years back. And if the unforeseen does not happen to Jack, operators Harry Butler and Irving Alexander couldn't have chosen a more fitting performer to lead the parade of names they plan to bring to their spot.

Place has also enlisted the services of Eusty Glickman to press agent it to the fore and also of Lester Nelson, formerly of Park Central's Cocomat Grove, as host to properly supervise service and hand-shaking chores.

Revue, on opening night, ran a good 50 minutes and could be tightened up a bit. It has special music by Vincent Valentini and dances by Mildred Ray.

Besides Osterman's familiar and nearly always dependable flippancies and lusty song deliveries, Maye scores a personal triumph for excellence in his particular field. In a well-modulated falsetto, he does *Gone With the Wind*, ending the number in a surprisingly clear high note. In a more mannish vein, he offers *Coppe-Colored Gal*, capping it with a bit of Suzi-Q.

Bob and Fleurette Gilbert, dance team, qualify as such mainly on the strength of the girl's bumping and weaving ability. Their travesty of *Rain* started off full of promise but wound up as just another excuse for more sexy torso tossing.

Kay Lazelle tried awfully hard to live up to her announced ability as a dancer but failed to show much proof of it. In fact, all the youngster has is ambition and a bright personality.

Beth Raborn works between shows at the piano and offers occasional vocals. George Colson.

**Marie's Crisis, New York**

This intimate Greenwich Village spot on the site of Thomas Paine's home is continuing along, doing good business, thanks to the informal atmosphere, the personality of Marie herself and the casual floor entertainment.

Marie (Dumont) herself does occasional songs, preferring those wheedling, moaning numbers Helen Morgan loves so much. As a matter of fact, Marie looks quite a bit like Miss Morgan, and if she could make that trip up the piano as nonchalantly as Helen she might become the Village's own champ weepy singer.

Bill Corrigan is still at the piano, and tall, blond Eleanor Nelson sings light operatic arias and pops, displaying a trained voice. Small, blond and Frenchy Mimi Muriel, here the past several months, sings pleasantly, showing up best in intimate cuddling numbers.

B. S. Bercovici is now p. a.-ing. Paul Denis.

**Walnut Room, Bismarck Hotel, Chicago**

This beautiful, restful room—rendezvous of the substantial, conservative element—has launched a new show that fits in perfectly with its atmosphere and packs plenty of punch.

Managing Director Roy Steffen has brought back Ruth Pryor, diminutive ballerina of civic opera fame, and her appearance was the signal for an ovation. She is everything a ballerina should be; grace personified, and her marvelous twirls on her toes in the

## NOTICE

ROSITA ROYCE, Creator of the act, "DANCE OF THE DOVES," will prosecute anyone who copies, apes, infringes or pirates her act in whole or in part.

THIS ACT IS REGISTERED AND FULLY PROTECTED. The use of any kind of birds in connection with a dance routine constitutes an infringement.

(Signed) PHILIP R. DAVIS  
Attorney for Rosita Royce

NOW SIXTH WEEK—CHEZ PAREE, CHICAGO

**CARL and LEONE  
BONNER**

*Singing Stars*



HELD OVER AGAIN  
6th  
CONSECUTIVE WEEK  
and  
Indefinitely  
BOOK - CADILLAC HOTEL  
Detroit, Mich.

# Barbara Parks

"Statuesque Goddess of Song"

SECOND WEEK COLONY CLUB, CHICAGO.

EXCLUSIVE MANAGEMENT—WILLIAM MORRIS AGENCY

Moonlight Madonna and other routines brought rounds of applause.

Another pair of headliners is the dance team of Don and Sally Jennings, just back from Hollywood. A fine-appearing pair, they present a number of original dance routines in perfect form, several of them quite spectacular. Favorites here, they were given a rousing reception.

By way of novelty, Director Steffen has brought in the Three Oxford Boys, a unit new to the night clubs. The boys have plenty on the ball and doubtless will be in great demand from now on. Refreshingly youthful, they have appearance, personality and excellent voices, and their singing, imitations of radio theme songs and band imitations done with the aid of a guitar and the voices of the boys made a tremendous hit. Real show-stoppers, and they were called back again and again.

The Spanish songs of smiling Lucio Garcia, the soulful Gypsy violin solos of Eddie Varzos and the music of Varzos' Orchestra, supplemented by the work of lovely Esther Todd and Jose Bethancourt, soloists, continue to win acclaim.

Nat Green.

**Boulevard Room, Stevens Hotel, Chicago**

Closed to the general public for several years, hotel has reopened it with a policy of distinctive concert and dance music. It is one of the largest rooms in the city, comfortably seating over 800 and accommodating almost twice that number in banquet style. Walls and lofty ceiling have been newly re-decorated with white, burgundy and crystal embellishments, quite in harmony with the Viennese airs played by a 16-

**GERTRUDE & RANDOLPH**  
**Avery Productions**  
 LINES-ACTS-NOVELTIES  
 For Clubs and Conventions.  
 Associated With  
**BARNES-CARRUTHERS**  
 Fair Booking Association,  
 121 North Clark, Chicago.

**JANE FARRAR**  
 Melodious Songs and Musical Monologs.  
 1523 LOCUST CLUB  
 Phila., Pa.

**Olive White**  
**PRINCESS OF RHYTHM**  
 Address Communications care The Billboard,  
 1564 Broadway, New York, N. Y.

**MARY RAYE and NALDI**  
 INTERNATIONAL DANCE STARS  
 Opening November 22,  
 COCOANUT GROVE,  
 LOS ANGELES, CALIF.

**STANLEY BURNS & WILLIE**  
**VENTRILOQUIST**  
 Perm. Address, The Billboard  
 1564 Broadway, New York City

piece symphonic orchestra under the direction of Marek Weber.

This is Weber's initial appearance in this country, having recently arrived from Vienna. He is a masterful violinist, interpreting his selections with depth and distinction. His baton waving also excels in the time-mellowed waltzes that reign in Continental Europe. The band opening night did an excellent job considering the fact that it has been organized only two weeks.

A good merchandising job will have to be effected, however, to make this venture a profitable one. It is a distinct departure from the routine night club policy and the setup is an appealing one only to the lovers of good music. It has all the earmarks of a good attraction, particularly for the middle-aged and elderly diners who appreciate music in good taste.

During orchestral interludes presented twice nightly Maestro Weber presents a brief, pleasing concert of light, familiar tunes. The man has a friendly smile and gracious mannerisms, but is yet unable to speak English.

The orchestra has 18 half-hour atrings weekly direct from the Boulevard Room and the Boulevard Terrace, which is open for tea and cocktails afternoons. Ten of these broadcasts are national hookups. In addition to the special music the Weber outfit is also dishing out popular hits in swing style.

The Four Aces, capable intermission combination, furnish the entertainment between Weber sessions.

Minimum is \$1.50 and dinner from \$2.  
 Sam Honigberg.

**Trocabaret, London**

This popular spot has a lineup that savors of straight vaude, with Dave and Joe O'Gorman and Renee Houston, English acts, heading the talent.

Dave and Joe O'Gorman do not impress as a club or cabaret entry. Comedy is crude and vulgar, loosely knit, and act has but few bits that are worth while. Renee Houston, formerly of the Houston Sisters, also becomes coarse at periods. Seems to have gone back a lot in her work and is only mildly funny. Donald Stewart, her straight partner, has okeh pipes and a nice manner.

Joan Brandon, American girl conjurer, is holdover. She turns in a swell job and enhances her routine of smart tricks with pleasing showmanship. Blond deceiver is also easy on the eyes. Paddy Drew offers a corking lightning cartooning act spiced with bright humor. Act is neatly arranged and hits heavily. Three Herons, girl harmony team, are pleasing without being outstanding. Pierre Pol and his orchestra and Sheila, girl announcer, retain their popularity at this spot.  
 Bert Ross.

**Yacht Club, Chicago**

Sonny Goldstone's new show, apparently designed to buck the name competition in neighboring niteries, contains enough box-office ingredients to end the recent business lull. While the talent supply is low, composition of the bill itself has attraction for the sundogs.

Fol-Mar Girls, versatile dance sextet, fill three spots with interpretative routines, revealingly costumed and capably handled on this small elevated stage.

Gladys Crane is a lively enough soubret, excelling in rhythm songs. She has all the showmanship needed to build a good hand.

Gifford and Pearl have been transported from the local State-Lake Theater overnight and planted with almost the same material they used before last week's audience. Most of it, funny on a theater stage, is entirely lost here. They need special stuff to hold a noisy audience and should do bits that can get laughs without undue concentration. Their appearance in formal clothes is okeh.

Toy Wing, of the movies, is another State-Lake importation. She is headlined and for good reason, as she should prove a business stimulant. From the entertainment angle, however, she contributed little. She definitely needs special material that will stand a chance in a club, as her forte is talking songs and the type she had in the theater is too light for night clubbers.

Jackie Green earned the best reception and deserved it. A veritable powerhouse, holding a long spot of his own and doubling as emcee, the boy is fast developing an admirable style of his own and seems to have in stock plenty of goods in demand after dark. A good specialty he introduced here is the Cu-

alcade of Stars in which he combines his strong impersonations in one song.

Hugo De Paul's six-piece band dishes out good dance music. Outfit now pipes a nightly program direct from the club over WBBM, local Columbia chain outlet.

Shows are presented thrice nightly. It is one of the late clubs in town, the final show usually presented before a good number of performers working competitive spots or theaters.

No cover. Prices reasonable.

Sam Honigberg.

**8 Weeks Lined Up For Stoll Circuit**

LONDON, Nov. 1.—As a result of the emphatic success attending the new vaude policy at the Wood Green Empire, London, Sir Oswald Stoll will revert to vaude at all his provincial theaters early in 1938.

This will regain for the Stoll Tour some of its former glory. Tour will be able to offer acts, including American turns, eight consecutive weeks. Theaters are Chiswick Empire, Hackney Empire, Shepherd's Bush Empire and Wood Green Empire, all in London; Manchester Hippodrome, currently running vaude, and Bristol Hippodrome, Leicester Palace and Chatham Empire to be reopened by February.

The London Coliseum, where the highly successful *St. Moritz* musical skating spectacle is running, will continue to interpolate two vaude acts, changed weekly, into the production.

**W. C. Fields Double Gets Into Trouble**

DETROIT, Nov. 6.—It looks like W. C. Fields is in for a lawsuit or something. One H. J. Radloff, lumber dealer, issued a public complaint this week claiming he is not W. C. Fields. Examination of his picture shows a remarkable likeness—too remarkable for Radloff's own comfort. He complains, that he has had to retire from the lumber business because of razzing and mixups since the Fields and Bergen feud started.

He further alleges that he is pestered by demands for his autograph whenever he appears in public, and can't go to a theater without meeting such requests—and that nobody believes he isn't the comedian.

Radloff suggested that if this keeps up locally the only solution for him would be to go to Hollywood as a stand-in for Fields.

**Rochester Agency Adds Clubs**

ROCHESTER, N. Y., Nov. 6.—Mutual Entertainment Exchange here added to its string of bookings with the acquisition of two new spots, the Plantation, Niagara Falls, N. Y., and Brownie's Marble Bar here.

Other spots on its books include Bartlett Club, Times Square Club, Golden Grill Inn, Powers Hotel and Terrace Gardens, all in Rochester; Haney's Club, Havana Casino, Chez Ami and Silver Grill, Buffalo; Tap House, Elmira; Wagner Hotel, Bath, and El Chico Cafe, Binghamton; Club Candee and Town Club, Syracuse.

**New Houston Agency Opens**

HOUSTON, Tex., Nov. 6.—Bill Hunter Enterprises opened here recently under direction of Bill Siros and Wesley Whitehouse. Office reports lack of good acts in territory and offers a minimum route of six weeks in town and four more out of town.

**Two More for Sherman**

NEW YORK, Nov. 6.—Eddie Sherman is now booking the Mt. Ephraim Theater, Mt. Ephraim, N. J., using four acts Sundays.

Also booking the Rajah, Reading, Pa., using five acts Thursdays to Saturdays. The Rajah is opposition to the Warner house using vaude Fridays and Saturdays.

**Det. Agcy. Has Foreign Acts**

DETROIT, Nov. 6.—Empire Theatrical Booking Service is submitting acts to Eastern and Chicago territories. A number of European acts are on this list, such as the Three Hollywood Chimpanzees, currently in Windsor, Ont., known also as Max, Moritz and Akka.

**MARIO & FLORIA**  
 THE UTMOST IN DANCING.  
 DR.: MUSIC CORP. OF AMERICA.

**JACK DOWELL**  
 2nd Month  
 FOLK THEATRE,  
 STOCKHOLM, SWEDEN.  
 DR.: LEDDY & SMITH, N. Y.

**DAWN and DARROW**  
 DANCERS OF DISTINCTION,  
 Direction  
 LEDDY & SMITH, New York.

**ERNIE MACK**  
 Man With 1,000 Faces.  
 Cagney's Double.  
 Now Playing Private and Club Dates.

THE ORIGINAL  
**ZORINE AND HER NUDISTS**  
 Personal Direction BILL PARENT,  
 Butler Bldg., Chicago.  
 Booking Thru VAL CAMPBELL,  
 Fox Theatre Bldg., Detroit.

**THEODORE and DENESHA**  
 now booked by  
 Music Corp. of America

**DOROTHY BLAINE**  
 Beautiful Exponent of Song.  
 Direction  
 SENIA GANSA,  
 162 No. State St., Chicago.

**BERT NAGLE and HILJA**  
 Week, November 29,  
 EMPRESS THEATER,  
 Brixton, S. W. 9, England.  
 DIRECTION—VIC OLIVER.

**The Great INDIAN FAKIR BLACAMAN**  
 Mesmerist of Animals  
 Presenting the greatest Variety-Music Hall Act in the world. Running time 1 hour.  
 50 Crocodiles, 30 Lions, 50 Snakes

Perma-  
 nent ad-  
 dress  
 The  
 Billboard  
 New York.  
  
 FASCINATEUR & FAUVES.  
**BLACAMAN**

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

## Village Spots In AFA Confabs

12 spots in assn.—Kelly's picketed—Chicago branch plans cafe drive, too

NEW YORK, Nov. 6.—Negotiations between the new Greenwich Village Restaurateurs' Association and the American Federation of Actors are reaching a head, with a contract apparently in view for Monday signature. Clubs in the association include the Village Barn, El Chico, Don Julio, Marie's Crisis, El Gaucho, Marta's Village Brewery, Nut Club, Oliver Twist, La Casita, Trocadero and Village Casino. Jimmy Kelly's and Barney Gallant's are the only important Village spots not in the association.

Meyer Horowitz (Barn) and Benito Collado (El Chico) have chairmanned most of the meetings of the association. Harry R. Calkins, Louis J. Pope and Dan Hurley have formed the AFA negotiating committee. The negotiations almost bogged down on the question of auditions, but this angle has been cleared, it is understood.

The AFA picketed Kelly's Wednesday night after Kelly had refused to negotiate. The picketing was called off when Kelly agreed to negotiate.

Calkins has also been carrying on closed-shop negotiations with the Versailles, the Waldorf-Astoria, Radio City Rainbow Room and Rainbow Grill.

CHICAGO, Nov. 6.—With pressing circus organization duties now out of the way, the American Federation of Actors will next concentrate efforts here in licensing the bookers and organizing night spots.

Guy Magley, local AFA representative, back from a 10-week circus tour on the West Coast, reports that Executive Secretary Ralph Whitehead will arrive here within a week or two to map an extensive campaign. Whitehead is currently in Los Angeles to open an AFA branch and appoint a representative.

First move, it is learned, will be an attempt to call a general meeting among the agents and bookers to ask their cooperation.

Recent AFA talk on booking row indicated that all but two or three of the bigger agencies are ready to abide by AFA rulings.

## Pittsburgh Union Hotels in Huddle

PITTSBURGH, Nov. 6.—Labor union power is showing clamps on night club owners here.

Inspired and awed by the growing strength of Hotel and Restaurant Employees' International Alliance, Local 237, in its second week of a picket war with the Brass Rail chain, the Knott-owned Union Grill closed this week temporarily.

Also stopping its after-dark entertainment was the Hotel Henry Rathskeller. Opposite action, tho with similar results, was the Nixon Restaurant's, where Tony Conforti decided to cater only to evening show trade.

Thru Organizer Carl Hacker, the AFL's HREIA is currently negotiating with hotels Webster Hall, Schenley and Roosevelt, all entertainment spots.

## Stockton Ballroom Opens

STOCKTON, Calif., Nov. 6.—Dreamland Ballroom, Stockton's largest dance, has reopened and is operating Wednesday, Saturday and Sunday nights, featuring occasional name bands every week or so, with the local orchestras of Kenny Hepper and Norval Wyrick supplementing.

## Chi Booker Plans Office

CHICAGO, Nov. 6.—Senla Gamsa, local booker, announces that he has left the Duke Yellman Booking Agency with which he has been connected for the last two years. Gamsa is considering to open his own booking office shortly.

## Too Hot for Fire Swallower

DETROIT, Nov. 6.—Firewater proved too much for a fire-eater. A well-known flame-swallower was celebrating the closing of an engagement with the rest of the acts, plus a little liquid refreshment, when he went out to do his turn. Result—he came back with a badly scorched mouth. The fire was all right, but the alcohol proved too much heat for him.

## Detroit Cafe Tries Matinees

DETROIT, Nov. 6.—Matinee shows are the latest idea in Detroit, altho not strong enough to be a trend yet. Fore-runner of the new idea is Gene Lozott, manager of the new Frontenac Casino, which opened three weeks ago. Spot has been using matinee shows Saturdays and Sundays almost since the opening and reports trade very good. Getting a good business man's trade, as well as business women Saturday afternoons and Sundays.

Afternoon entertainment of this type is virtually unknown here. Even tea dances are rare. Floor shows at cocktail hour, as in the Book-Cadillac Lounge, are just nil. Consequently, the Frontenac's experiment is exciting much interest.

Frontenac shows go on at 2:30, with music thereafter until 5 o'clock.

## Iodice Adds Detroit Club

DETROIT, Nov. 6.—Peter J. Iodice added the Gloria Night Club, Columbus, to his books this week. The Gloria is a class spot owned by Sam Valewese, and will use eight-people shows on a weekly policy.

## New York:

GLOVER AND LAMAE haven't far to go when they change assignments November 17, because they switch from the Rainbow Grill to the Rainbow Room at Radio City. . . . THE GREAT LESTER walked out on a year's engagement at the Wivel Restaurant, New York, following his wife's unsuccessful attempt to prosecute Svend Jorgenson, proprietor, on a charge of assault. . . . The new team of CARLOS AND CARITO has been held over at the Toreador. . . . RADIO ORCHESTRA CORPORATION booked the Merry Macs Quartet for a repeat at the Town Hall November 3, Charles Courtney as guest on the Philip Morris program November 9 and Great Maurice at Le Coq Rouge. . . . TOMMY KING is saying "hello" again after an absence of eight months and planning to offer dance and comedy patter on the return. . . . The arrival of a convalescing sister from Havana changes the lineup of the Six Sisters of Cuban Rhythm at the Havana-Madrid to seven. The newcomer plays a six-stringed guitar. . . . MORE ROYAL BLOOD of the White Russians is discovered, this time in the veins of Oleb, male half of the team of The LeZorros, currently appearing at the Hollywood. . . . LABBRUN AND CARBOLL have been held over at the Monte Carlo, where Gaston, Norma Lane, Iris Raye and Virginia Riera are also appearing. . . . ROSALIE HARRIS, former emcee in niteries, has joined the staff of the Harris Productions, artists' reps. Her first account was Gene Dover.

DOROTHY WENZEL will go into the new show at the Wivel Restaurant. . . . BENITO COLLADA, owner of El Chico, was elected temporary chairman, to serve until December 31, of the Greenwich Village Restaurateurs' Association.

## Chicago:

QUEENS OF HEARTS, College Inn act, open in the Rainbow Room, New York, November 17. . . . MUSIC CORPORATION of America Building is the new name of the local edifice housing the MCA headquarters. . . . MCA, incidentally, again landed the exclusive booking contract for next year's Kansas City Jubilesta. . . . CHARLIE HEPP, Harry's Bar op, does not deny the report that Jack Dempsey is interested in de-

# Biggest Night Club Project Yet Is Set for Spring in N. Y.

NEW YORK, Nov. 6.—The Clifford Fischer-French Casino syndicate has taken a lease on the block-long building now housing Iceland, on West 53d street, and plans to transform it into a replica of the Parisian night club quarter.

Plans call for renovating the Iceland building and adding two West 53d street buildings, with the opening set for the spring of next year.

There will be a general admission of \$1 for sight-seeing and dancing. Famous old Montmartre night clubs, such as the Moulin Rouge, Bal Tabarin, Chat Noir and Chez Graff, will be reproduced, along with appropriate entertainment and music.

Fischer leaves Wednesday for Paris

to line up talent for the new French Casino show slated to open here around February 1. He will also line up angles for the new Montmartre development.

The French Casino, meanwhile, has been doing weak business and this week was involved in a huddle with the American Federation of Musicians. The casino has two CRA bands under contract, Joe Rines and Lou Breese, and had contacted CRA in an effort to cancel Rines and bring in another band. The casino also appealed to the AFM for a booking license for A. C. Blumenthal on the grounds it wanted to book its band direct. The AFM has turned down the request, as its license regulations forbid employers to represent, book or manage bands.

## New Palmer House Booker

CHICAGO, Nov. 6.—Merriell Abbott has been promoted to post of sole talent booker of the Palmer House's Empire Room. E. T. Lawless, general manager of this swanky spot, states that Miss Abbott, who heretofore produced the line numbers and booked acts, will also engage all bands.

## Jerry Mann on Own

BOSTON, Nov. 6.—Jerry Mann, niterly booker, leaves the Lou Walters office as a space man to assume booking, publicity and advertising duties for Tom Maren's Penthouse (Bradford Hotel), in addition to outside activity. Mann is currently placing the line at Stubben's Vienna Room.

## Chi Spots Up Banquet Trade

CHICAGO, Nov. 6.—Night spots with proper food and room facilities make no secret of their drive for banquets, offering hotels plenty of stiff competition. Emphasizing their entertainment in addition to the usual hotel service, owners are landing large parties on off nights and are coming out on top, even the most of these affairs are given special rates. In most cases dinners are served at normal prices, the floor show and dance music added as free attractions.

A countless number of these get-togethers are staged annually and they are a boon to the night club business. Some buy the entire club facilities for a night, as in the case of Denis Cooney's Royale Frolics, which has its Sundays booked up consecutively thru next February. Others reserve a portion of the seating capacity and do their celebrating among other guests.

Among clubs out in front with such accounts, in addition to hotel rooms furnishing entertainment, are the Chez Paree, Ivanhoe's, Hi Hat, Blackhawk, Villa Moderne, Colosimo's and Stark Club.

## \$50 Judgment for Robins

CHICAGO, Nov. 6.—Robin Sisters, in their suit against the Congress Hotel charging breach of contract, were awarded a \$50 judgment at a hearing in a local court. Team claimed they had a two-week contract to work the hotel's Congress Casino and that they were canceled after the first show. Contract salary called for \$500.

again trek to Florida this winter. Earl Boyette has mended from a sprained foot, which caused a few days' layoff.

RICHARDS AND MONNETTE are playing Philadelphia spots. . . . AT ROSE BOWL INN, near Philadelphia, the current show involves Jesse Ashby, Gloria Gayelard, Hazelle and Russ Garber's Band. . . . RUSH AND ADAMS closed at the Savoy Grill, Akron, O., and have taken up a post at the Eastern Grill there. . . . JAT HEROD YOUNG starts his fourth month at the Rex Club, Terre Haute, Ind., where Patsy Robb has been for six weeks. . . . BETTY CASTLE will be at the Deauville Club, San Francisco, indefinitely. . . . EABE LA DELL and Francis Blair have a two-month engagement at the Music Hall night club, Portland, Ore., following four weeks at the Dog House, Reno. . . . BILLY BRANNON is current at Dante's, Kansas City. . . . CAROL BRUCE, after 15 weeks at the Hotel Mt. Royal, Montreal, opened at the Normandie, Boston, November 5.

PAUL DUKE is making his fourth return date at the Cafe Marguery, Hotel Adelphia, Philly, within a year. First engagement lasted seven weeks, second lasted five weeks and the third, four weeks. Paul opens there on the 10th, but says he is somewhat ashamed to accept it. . . . JACKIE BEEKMAN, emcee at 500 Club, Atlantic City, this summer, has just finished a run at the Chez Paree, Chicago, topping the long-run record there. . . . DOLORES DU SHANE, ventriloquist, played a return engagement last week at Murray's Buffet, Richmond, Ind.

# Club Chatter

veloping the spot on the same scale as his restaurant in New York. Nor does he confirm it. . . . BERT GERVIS, new CRA manager here, back from his business trip to St. Louis and Kansas City. . . . ROLANDO AND VERDITTA, New York dance team, in to work this area. . . . HONEY AND WELDEN have moved to the Plantation Club, Indianapolis. . . . FRAKSEN, magician, opens at the Palmer House Thursday.

JO ANDREWS tapping again at the Blackhawk. . . . JIMMY HESS, of the Jimmy and Chuckle Hess dance team, now field man for the Hal Lawrence booking office. . . . ADA BROWN held over for the third Grand Terrace show opening Thursday. . . . DON AND SHIRLEY in town for cafe work. . . . JACKSON AND NEDRA penciled in for the December 10 Royale Frolics show. . . . CURRENT Chez Paree show, now five weeks old, will be held over until Christmas. . . . DANNY GRAHAM, local agent, denies any affiliation with Detroit's Empire Theatrical Booking Office.

## Here and There:

VIERRA'S HAWAIIANS (4) begin an indefinite stand in the Cocktail Terrace and Continentale Room of the Netherland Plaza, Cincinnati, November 18. They're coming in from Chi. . . . MUMFORD PLATT, ventriloquist, will appear as an added feature in the Pavilion Caprice of the Netherland Plaza, Cincinnati, Wednesday night (10) on a special Charlie McCarthy Night program. Lucky patrons will go home with the new Charlie McCarthy dolls.

CARL AND LEONE BONNER have been held over for another two weeks on their original four-week booking at the Book-Cadillac Hotel, Detroit. . . . BOB PAGE, vocalist with Jack Denny's Band, accompanies the musicians to the automobile show in Omaha, after closing at the Chase Hotel, St. Louis, November 4. . . . ANN SUTER is now in her tenth week at the 26 Club, Milwaukee. On the same bill are Ford and Barnes, Paul Mall and Loma DeGree.

RAYE AND NALDI open at the Los Angeles Cocosnut Grove November 22 for six weeks. Come back to the Rainbow Room, New York, January 12 for a five-month stay. . . . THE BOYETTES, comedy dance team, now working for Jack Middleton, Cincinnati booker, will



## Vaudeville Notes

ORIENTAL, Chicago, will use another "Battle of Swing" show week of November 19, second in two months. Rita Rio and Louis Panico bands will be on hand. . . . FREDDIE LIGHTNER plays a return engagement at the State-Lake, Chicago, week of December 3. . . . VINCENT LOPEZ Orchestra opens at the Chicago, Chicago, week of November 19, the day after closing a six-week engagement at the Drake Hotel, that city. . . . JUANITA E. BALLARD, formerly with the RKO Western Vaudeville Exchange, is now associated with Vic Allen, emcee, in the operation of the Paragon Theatrical Enterprises, Kansas City, Mo. . . . CHALMERS COLLINS, operator of the combo Orpheum, Memphis, was a Chicago visitor last week. . . . THREE SOPHISTICATED LADIES, following their current week at the State-Lake, Chicago, sail for Paris to open at Les Ambassadeurs. . . . WILKEY AND RAE go into the State-Lake, Chicago, next Friday, with Lyric, Indianapolis, and Michigan, Detroit, succeeding dates. . . . GUS VAN completed the first of a series of shorts, *Deviled Ham*, at the Biograph studios, New York. To be released thru RKO. In the cast were Toy and Wing, Three Kings, Moya Engels and the Erskine Hawkins Band. . . . Recent arrivals from England, where they played at the Savoy Hotel, are the Richards Brothers. The act has split to allow Ted to enter his freshman year at Union College, Schenectady, N. Y. Buddy is rehearsing a new act. . . . JOE BONELL and Doris Bay are touring Europe. . . . MILTON FROME played at the Trocadero, Hollywood, this week-end. . . . THOMAS M. KEARNS has opened his own publicity offices in Radio City, New York. . . . LESLIE SISTERS have joined *Hilarities of 1938* on tour thru the Virginias. . . . WALLY JACKSON School of Dancing starts its first series of monthly productions at the Austin Theater, Kew Gardens, L. I., November 20. . . . LEGIT and vaudeville names supporting Wini Shaw in a two-reel musical short, currently in production at the Brooklyn Vitaphone studios, include Janet Fox, Phil Ober, Wyrley Birch, Percy Helton, Guy Sampsel, Janet Dempsey, Gil Lamb, Robert Norton, Willis Claire and the Three Bo Brummels.

## TA-Four A Hookup Expected Shortly

NEW YORK, Nov. 6.—Final details of the proposed hookup between Theater Authority and sister unions of the Associated Actors and Artistes of America, notably American Federation of Radio Artists, American Guild of Musical Artists and Screen Actors' Guild, are expected to be ironed out shortly.

AFA and AGMA approve in principle, one of the main things to be settled being the division of money to the different charities.

Meeting held up in TA office this week, attended by Frank Gillmore, Brock Pemberton and the TA board men.

Alan Corelli, TA secretary, was voted a raise in pay.

## Two More Vaude For Bridgeport

BRIDGEPORT, Nov. 6.—Vaudeville, missing in this city for a long time except for one-night-a-week bookings of mediocre acts into the Loew Lyric, promises to return within the next few weeks.

The Park Theater, formerly used by the Federal Theater Project, has been taken for a 10-year lease by Stern Brothers. They may use the house for road attractions the first part of the week with vaude the latter part. *The Mulatto* will open the house November 8.

Loew's Globe, first-run picture house, may add vaude about November 16, with Henry Armetta as the first headliner.

## Vaude in Wheeling

WHEELING, W. Va., Nov. 6.—Capitol Theater here has started its winter season of stage shows. Vaude every Thursday thru Saturday.

On Friday evenings the Warren Auto Trading Hour is presented from the large stage. Al Baker, walkathon reporter, is emcee.

## Child Bride in Vaude; 2 Minutes of Standing

KINGSPOET, Tenn., Nov. 6.—Eunice Winstead Johns, Tennessee's nine-year-old bride, was back at her mountain home today weighing a stage offer and recovering from the excitement of her first appearance before an audience.

Eunice, her 22-year-old husband, Charlie Johns, and her father were booked for one day here, making six appearances. They spoke no lines, standing silently on the stage for two minutes.

If the couple accepts his offer, W. A. Stallcup, Atlanta agent, plans to make them the feature of a traveling musical unit. Their act would be a pantomime dramatization of their marriage beside a country-road mailbox last winter.

## Halloween a Mop Up for Seattle

SEATTLE, Wash., Nov. 6.—Halloween put the spot on the night spots here with ambitious floor shows and spooky entertainment. At some of the niteries, like the Ranch, Halloween had all the aspects of a New Year's Eve celebration.

O. W. Owen, manager of the Ranch, secured the Halloween Show, Marque and Marquette, Bob Frelson and Frelson Twins, Tommy O'Neal and Nannette Carmen.

Halloween was featured at the Hi-Line Spanish Castle with favors and noise-makers and Fraulein Roth's Band.

At the Oasis, another suburban niterie on the Seattle-Everett highway, Billy Herero's *Playboy Revue* of impersonators and a male fan dancer was being held over for five weeks.

With opening of Val Rai at the Spinning Wheel, the city completed its female impersonator-consciousness, for Rai is headlined as a foremost female impersonator. And along with him at the Spinning Wheel is Ray Wray, Leota Bosley, Kitty King, Florence Marcus, Dorothy Aasin, John Burke and Frank C. Mann.

George W. and Martha A. McKenzie, together with L. H. Murphy, have incorporated McKenzie's, Inc., and opened this week on the highway near here. They have been operating a McKenzie's for about 22 years.

## New Philadelphia Gets Flesh

NEW PHILADELPHIA, O., Nov. 6.—Union Theater (Shea) inaugurated its stage policy October 27 with *Fiesta in Old Mexico*, featuring Chiquita, Alfred and Rosio, Antonio and Ada, Richard Garcia, the Carico Girls and Manuel Bibins Diaz and his orchestra. Other units are penciled in for later presentation.

## B. & K. Ups Price Scale

CHICAGO, Nov. 6.—Balaban & Katz upped the Saturday opening prices from 35 cents to 40 cents at the Chicago Theater and moved up its 75-cent top from 6 to 5 p.m. for that day. Six-bit price on Sundays now goes into effect at 3 p.m.

## Only One U. S. Act for Royal Command Performance in London

LONDON, Nov. 1.—Royal Variety Performance, in aid of the Variety Artistes' Benevolent Fund, takes place at the Palladium Monday, November 15.

The program, arranged by George Black, director of the Palladium, and Harry Marlow, secretary of the Variety Artistes' Benevolent Fund, has been submitted to the King and Queen and duly approved.

The lineup is: Scene 1 of *London Rhapsody*, current Palladium show; Norman Evans, Lancashire comedian; Ethel Revnell and Gracie West, comedy act; Scene 6 of *London Rhapsody*; George Formby, comedian; Max Miller, comedian; Scene 13 of *London Rhapsody*; intermission selection by Jack Freear and his orchestra; Jack La Vier and Lady, American comedy gymnastic act; Wences, Spanish ventriloquist, Scene 7 of *London Rhapsody*, featuring Nervo and Knox, Flanagan and Allen, and

## Unit Producers Game, Despite So-So Outlook for New Season

NEW YORK, Nov. 6.—Local unit producers are still pretty cautious, as the new season does not promise enough weeks to make large investments advisable. However, there are still a few producers willing to rent scenery and costumes, piece together a few acts and specialties and gamble with indie bookings.

Among new units in the works are *America on Parade*, produced by Izzy Grove, with 40 people including Roy Tracy, Ernie Mack, Mill Douglas, Radio Ramblers, Oshins and Lessy and Ned Harvey and 14-piece band; *Melody Lane* revue, produced by Ernie Burnett, with 20 people and the Original Dixieland Band; and *Revue Glorified*, with 50 people including Lewis and Ames, Osaki and Taki, St. Claire and Yvonne, Harriman and Evans, Connie Cella, Coo Coo Morrissey, Gordon Bennett, Ona Mayo.

The Grove unit breaks in at the Poll Theater, New Haven, November 22. The Burnett show tries out at the Plaza, Bridgeport, this week, and the *Revue Glorified* opened yesterday at Fay's, Providence.

Lita Grey Chaplin, Renee Villon, Don Cummings, Masters and Rollins, Tex Lewis and Gang, Helene Denison and 12 girls now comprise the *Broadway Rodeo Revue* which played Empire, Providence, this week.

Martin Wagner, of the William Morris Agency, meanwhile is touring such attractions as Borrah Minevitch and Boys, the Cabin Kids, the Emerson Mountaineers and Tex Ritter.

Sally Rand has returned here after a cross-country vaude tour. Is expected to organize a new unit shortly.

CHICAGO, Nov. 6.—Unit activity is progressing nicely here this season. Most of the shows originating here are designed for the smaller houses, with casts ranging from 15 to 25 people.

Charles Zemeter has set the cast of his second show, *Fun-Fest Revue*, which will fill Gus Sun Time until January 2 and then head for Southern territory. Lineup includes Four Warners, Whitey and Hazel Harris, Huff and Loretta, Two Aces, Margie Dale and the Etoeers Orchestra. Zemeter is now planning a third unit, *Tropical Paradise*, which, he announces, will have

## More Vaude for Lincoln on Way

LINCOLN, Neb., Nov. 6.—Negotiations are under way between Howard Federer, general manager of the Westland Theaters, Inc., of Colorado and Nebraska, and bookers in Denver and Chicago to set a deal for vaude at the Varsity here and possibly Westland houses at Pueblo and Colorado Springs.

Idea was prompted by the every other week bookings now used in the Orpheum, J. H. Cooper house and opposition circuit to Westland in all three towns. Present Varsity policy is action pictures and low prices (15 cents anytime).

Naughton and Gold; Gracie Fields, comedienne; Ralph Reader and his "Gang Show," amateur radio production; Will Fyfe, Scottish comedian; Sherman Fisher's 24 Palladium Girls.

It's the first appearance at a Royal Performance of Evans, Revnell and West, Formby, La Vier and Lady, and Wences.

La Vier and Ruthe Morgan, his partner, have the honor of being the only American act chosen. They have been consistently successful in vaude this side.

Only other foreign acts are Wences (Spanish) and the Gypsy Boys' Band (Hungarian).

House is sold out, with prices ranging from \$1.75 to \$50.00.

Advance bookings, plus the fee for the BBC broadcasting rights, tend to make this Royal Performance the most successful to date.

more than 40 people and elaborate production numbers. Show will be cast in three weeks, with an eye on playing the ace houses.

Anton Scibila, producer of *Wakiki Nights*, which opens at the State-Lake here Friday, is already planning another show which will be readied for the road next month. Jack Fine, who has his *Play Girls* well established, is also shaping plans for another unit.

SPOKANE, Wash., Nov. 6.—It may or may not be because of the regular vaude at the Post Street Theater which has been going strong for two months, but the Orpheum Theater, which entertained regular vaude when it was known as the Pantages, is playing more road shows.

Whereas its policy this year has been to supplant its regular dual picture bill every month or two with stage entertainment, four road shows have been booked for successive weeks. *Seeing Double* revue started the parade of units last week. Bill Arms' *Havana Holiday*; Ted Mack's *Precision Rhythm Orchestra* and *Little Revue*, and the *Casey Rhythm Revue* will follow.

## Brussels Now Tops in Vaude

More vaude than Paris—new 2,400-seater—only 4 Paris spots—another soon

PARIS, Nov. 1.—For the time being Brussels tops Paris in the vaude field with opening of the up-to-date Varieties last week. New house seats 2,400, has a sliding roof and boasts of revolving stage and the latest in lighting and equipment. Directed by Andre Franke.

The Empire is forced into second place but continues to provide good programs. Current bill has the Rigoletto Brothers, Reine Paulet, Byrd Gondie, Trio, Guy Berry, Angels, Rich Hurd, Bissi and Ella, the Dog Stars and the Empire Babies. In addition, Cirque Royal opens shortly and several small vaude spots and numerous cabarets are using good grade of vaude acts.

Vaude houses now operating in Paris are the ABC, Bobino, European and Petit-Casino. New Parisiana, on the Boulevards, slated to open with vaude shortly. Felix Maurer has taken over the Empire, which he will run along the lines of the French Casino of New York.

Bobino bill has Max Dearly, Elyane Cels, Paul Berry, Little Wicky, Brockways and the Willy-Jos. The Four USA Girls doubling between ABC and Cirque Medrano.

Maurice Chevalier has resumed his spot in the Casino de Paris revue. Mayol and Bordas are at the Paramount. Tamara, trapezist, is at the Lyon-Pathé.

Estelle and Leroy are at the Bagatell. Benny Caster's Ork is at the Bouef sur le Toit, and Ray Ventura is once more leading his ork in his Champs-Elysees cabaret. Myrtle Watkins is at the Villa d'Este.

## Circuits Give Wage Increase to IA Men

NEW YORK, Nov. 6.—Stagehands' Local 1 and circuit executives this week hauled the hatchet, the latter agreeing to 5 and 6 per cent raises to nabe and de luxe spots respectively. Wage increases, to be retroactive to September 1, are effective now. Negotiations for the stagehands were handled by James Brennan, union exec. Next move slated for ironing out is an agreement by the International Alliance of Theatrical Stage Employees between Local 308, operators' union, and the circuits regarding wage increases for boothmen.

Satisfactory termination of confab with the circuits on the stagehand matter may, it is felt, result in putting vaude into some spots, notably the Strand, Brooklyn.

**Loew's State, New York**

(Reviewed Friday Evening, November 5)

Stage show this week is built around Ted Lewis and band. Technique of the seasoned campaigner is interesting to watch. Plays the sentiment angle to the hilt, dramatizing himself in such fashion as to tend dangerously toward an anti-climax, but always saves the effect by injecting a subtle comedy touch with split-second exactitude.

It's probably an easy stunt for Lewis, and requires a sort of sixth sense to foretell audience reaction. Lewis works alone and together with rest of the cast, and has paced the show nicely. Opens with a tune, recitative fashion, tracing development of song types. Thruout the show does different numbers, including *Have You Got Any Castles, Baby?*, *Musical Magical Man* and gag stuff with Charlie (Snowball) Whittier. Band, 14 pieces, is competent.

Sylvia Manon Foursome, three man-one girl adagio turn, scored best among the acts. Doubtful whether a turn tops this one in its field. Men are dressed in Satan costumes, which, contrasted with the girl's blond complexion, gives the act plenty of flash. Routine is beautiful to watch, with the girl whirling thru the air in breath-taking and statuesque positions. End is sensational, giving a sock

Princess and Baby  
**YVONNE**  
"PSYCHIC WONDERS"  
A NEW BOX OFFICE SENSATION White DOC. M. IRVING  
4313 Roosevelt Blvd., Phila. Pa.

**VIC HYDE**  
"One-Man Swing Band"  
Headlining  
"CAFE INTERNATIONALE" UNIT,  
November 12-15, State Theatre,  
Hartford, Conn.  
Mgt. Rudy Vallee Units Corp., N. Y.

**BELL'S HAWAIIAN FOLLIES**  
Now  
Northwestern States Tour.  
Mgt. Bob Hicks Page,  
314-21st Ave., Alhambra, Pa.

**Rajah Aboid**  
5th Week Le Mirage,  
New York City.

John and Elizabeth  
**CHADWICK**  
dancing to the  
American  
1937

**Vaudeville Reviews**

finish to an expertly performed turn.

Gaye Dixon, brunet songstress, has a rounded, rhythmic delivery that clicks. Offers *Swing, Brother, Swing; Swing High, Swing Low* and others. Voice is nicely modulated, Miss Dixon apparently being heard in over the entire theater without much effort. Looks well, too.

Raye Royce, acro turn, has built up his drunk act beautifully. Ork and lights give it plenty of production, and his gymnastics are tops. Staggers and falls into positions enabling him to do marvelous nipsups. Work has a terrific rubbery quality about it. Scored handily.

Charlie (Snowball) Whittier, colored lad, is introed via a spiel by Lewis, carnival fashion. Gags a bit, sings *Tail, Tail, Terrific*, and appears later as Lewis' "shadow" in an amusing turn. Is spotted thruout the bill and adds much to the show's pep, particularly his hoofing session with one of the girls. Has one of those dapper personalities peculiar to Negro performers. An asset to most any show.

Yost Varsity Co-Eds do their best work on the bill in a series of operetta numbers, notably *Desert Song, One Alone and Italian Street Song*. Arrangements are well worked up and delivered okeh. Nice standard stuff.

Theo Troy, Loretta Lane and Betty Dickerson sing and dance. One, a blonde, hooofs with a youthful, lively verve. Another, brunet, does a graceful acro dance with a good amount of contortion legwork. Gal is a terrific looker. Third spotted with Whittier for a wild rumba session.

Nice show and good house. Pic, Big City. *Paul Ackerman.*

**Roxy, New York**

(Reviewed Friday Evening, November 5)

With a somewhat more elaborate attempt at a production number than usual, Charles Collins and Dorothy Stone, dancing stars of stage as well as screen, are ushered in for the current F. & M. stage show here with the possible intent behind the more auspicious setting that it may have to do for two, maybe three, weeks because of La Temple's *Heidi's*.

Entire production is set on a liner's lounge deck and background serves well for Collins' dashing and breezy style of work. He works the opening number solo and in it he seems to give a better and truer account of the fan's conception of himself and his work than in later appearances teamed with the daughter of Fred Stone. Pair's work together is smooth and lovely and fragile, as in their *Ten O'Clock Town* number, but teaming seems to take away the impatient verve and dash of Collins' solo terping.

Mindful of the kid audience that is bound to pack the house, the majority of the shows, George Prentice and his Punch and Judy offering seems to be a sound addition to the bill. Even at late show caught, expert manipulation of the little figures and control of his voice won growlup approval.

The Three Nonchalants take time out between pouncing on one another, tripping and half maiming each other, to pull off several good-looking strong-arm stunts and that, plus some fair comedy patter, earns them a begood. Several breathing spells are allowed to run a bit too long and take away the zippy clip of the rest of the turn.

Margie Knapp leads the several production scenes with her singing and grabs vocal honors of the bill. She did *Getting Some Fun Out of Life and I'm in Love Again*. The Gae Foster Girls went thru their paces with accustomed precision and color and scored best with a ball-bouncing number.

*George Colson.*

**Gayety, Boston**

(Reviewed Wednesday Evening, Nov. 3)

(Frisivolous Follies)

Fifty-three-minute show has one act that is ready for big-time engagements.

The Littlejohns, mixed duo, have wardrobe, settings and novel presentation of juggling and dancing on medium-sized crystal balls down to orthodox entertainment. Pins, plates, long-handled axes are juggled, too, and the fem does a dance routine on the ball. They wind up with a rhythmic tap session on the balls. A clever act.

The Gilberts opened after a college campus line (12) number. Act centers around the comely fem half, whose nifty acro-control work shines. The two offer some tap work that's okeh, but the lad could dispense with his vacuum pater and too showy manner. Further acro business by the fem got a grand hand.

Lubova, in for two dances, a rumba and a veil routine, needs more umph, altho she swings her torso and shivers for all she's got, which is okeh. But her attempt at languor misses. Veil dance fell short of anything above stock steps, altho her manipulation of the veil is rhythmic.

Devere and Buddy, septa males, could be better than fair if Devere did not get into your hair with his stuff. Buddy, as a waiter, does some authentic lip-cornet playing, accompanied with the uke, and a pleasing teeth-lip "tap dance." Devere appears as an effeminate Frenchman, with top hat, monocle and cane. They warble *Moon Over the Mountain*, with Devere singing it in English and French. *Home on the Range* is their other number. One or two spotty things deleted and another improved would aid the act.

Ray Hughes and Madeline Mayor, comedy team, take a lot of time to do very little. Several bits and antics are okeh, but the act needs some strong material to sock it over. Fem is the foil and she sopranos *Love Is Everywhere*. Lad's hat tricks and the repetition of his opening for the benefit of late customers are the best hits, but beyond that the act lags.

Line and four show girls offer a jockey-broom number, a sinewy modern shadow-effect production, and a tap routine ending in a red and blue flash-light tableau piece. Chorus is slow and just lazies along. Show booked by Ross Frisco; line by Lew Orth.

Pic, *Three Men on a Horse* (WB). Big good. *Sidney J. Paine.*

**Paramount, Los Angeles**

(Reviewed Tuesday Evening, November 2)

Rudy Vallee and his Connecticut Yankees, together with their *New York Revue*, hold down center stage this week.

For this reviewer, only Rudy's brilliant and novel arrangements of tunes, his unerring good taste in the selection of supporting artists holds a fascination. The maestro himself has never been, in our own humble estimation, any great shakes as a stage entertainer.

On this visit we are confronted by a very reserved and unsmiling Vallee, one conspicuous of his place in the sun. That he still retains his sense of humor is apparent. But it's all very subdued somehow.

Vallee opens with his solo rendition of the old Corsican tune, *Vieni, Vieni*, assisted by the Gentlemen Songsters. We wonder who it was told Rudy Vallee that his voice was "fashioned for better than popular songs"? He wasn't too hot in this semi-classical number, tho the arrangement is simply grand. We still think he does *Deep Night* and similar light tunes better.

Red Stanley, a slim, carrot-topped caricature of a guy, howled his way thru a synopated version of *Dinah, Sweet Sue* and other numbers with gestures. This lad is plenty good and got a fine hand.

The finest thing in the show was the remarkable mimicry of youthful Al Bernie, as fine an impersonator as ever came down the pike. This fellow is the goods—uncanny.

Bernie's caricature of Vallee was cruel but immensely funny. His portrayal of Laughton was—ah, words fail us!

Rudy introduced Pat Lee as his successor to Alice Faye, Frances Langford and others of his successful songsters. She's good, but not that good.

Baron and Blair, ballroom dancers, followed. She wore a flame-colored gown with sequin decorations and was very striking. Their *Goofus Dance* was funny. Somehow, however, Americans don't seem right in this guise—we miss the sensual sleek quality of a Veloz and Yolanda here. Program finished with Vallee's superb presentation of *All Points West*, the

Rodgers and Hart special introduced in the East by Paul Whiteman last year. He really does it very well, gets fine assistance from the orchestra.

Altogether a good show, but Rudy's more obvious enjoyment of what he is doing might help the audience to have more fun. Picture is *Hold 'Em, Navy*. *David Arlen.*

**Palace, Chicago**

(Reviewed Friday Evening, November 5)

An odd setup here this week. Three comedy acts, a mixed line of 12 dancers used in a brief opening only and Morton Downey, featured warbler. Individually, each of the four acts has ace entertainment, but collectively they fail to blend into the top bill it has all the reasons to be.

The 12 Bines Dancers open with a light cheer-leading tap routine and are not seen again, apparently due to the 113-minute *Victoria the Great* picture on the current program. Campus background and sporty outfits furnish the proper atmosphere for the opening pleasantry.

Ivy and Neele Stevens make a great pair of comedy singers. Their material is clever and delivery highly humorous. While one of their numbers, *The Circus Is Here*, is not timely, it affords the more active comedienne a chance to sound off her freak voice with imitations of circus characters.

The Three Swifts still manage to get more laughs out of three clubs than some jugglers net with a carload. Solid construction of their routine leaves no dull spots between tricks and accounts with interest-holding bits for every minute consumed. Wind up with a funny nine-club battle.

Frank Libuse, next, is nuttier than ever and the customers liked it. Still the brain-cracked musician, using an assortment of nondescript props and a couple of stooges. His prima donna is not as strong as the one he had two or three years ago, this one having a finer voice but not as mature on comical gestures.

Morton Downey holds down the closing spot and when caught during the first evening show opening day came thru with his customary show-stopping honors. He just returned from Europe and tried a couple of numbers he used abroad. Wastes little time on speeches and is quite generous vocally. Here he opened with a chorus of *September in the Rain* and successively tenored *You're Looking for Romance While I'm Looking for Love*, *That Old Feeling*, *Christopher Robin Is Saying His Prayers*, a sentimental ditty he imported from England; *Moya, My Girl*, and finally departed after doing *When Irish Eyes Are Smiling*. His voice and salesmanship have seldom been better.

House was filling up before the last show when Anna Neagle and Herbert Wilcox, the star and producer of *Victoria the Great*, made a personal appearance. *Sam Honigberg.*

**Orpheum, Lincoln, Neb.**

(Reviewed Friday Evening, November 5)

Wilbur Cushman's try of cutting the practice of having a complete band with his units and filling-in with house standbys worked out admirably here in the case of Ed Gardiner's *Stork Club Scandals*. Old idea, with from five to seven men carried, cut down the money available and consequently pared the talent, but the new stunt makes the local union happy and gives the manager more for his dough; so everybody feels better.

Only stickler are the small houses, which these units must play as break-jumps. Here the show is played only by the piano-conductor with help from the musical acts in the show. From this angle alone it looks bad, but that's a minor incident in this improvement.

*Stork Club Scandals* is one of the highest caliber opuses in production, costumes and general variety ever seen on this time. It contains no k.-o. acts, but everything is pleasing. Gardiner's forte is the girl show, and in *Scandals* he has a trim line which figures in three numbers—an opening Tiller, a sophisticated terp midway and a military finale. All are good, the mid-section being particularly outstanding.

Show has plenty of novelty, the Three Lampinos doing comedy illusionary stuff. Principal male in the act talks a good line of broken English and debunks every trick of magic he can lay hands on. The trio closes.

The Three Kings, renamed from the old Rex Family, open with acrobatics featuring two kids in the main portion

**R K O THEATRES**

1270 Sixth Ave.

Radio City, New York

and bringing on Betty Rex for a juve windup.  
 Besides there's Barrett and Wright, skaters, with click stuff to spare; Murray, a yo-yoer with some talk, and Rice and Shaffer, electric guitarists, all able performers and rating nice hands.  
 Of the eight line girls, five come out for specialties. Joyce Barker acts as mistress of ceremonies. Margie and Peggy do an acro-sophisticated bit, and the Gale Sisters, charmers, who are featured in the military, and also do a cakewalk in fancy costume.  
 Show runs 51 minutes and was being sold here for 40 cents top, and worth it. Film, *Dangerously Yours* (20th Century-Fox). Biz heavy. *B. Owe.*

**Oriental, Chicago**

(Reviewed Friday Afternoon, Nov. 5)  
 A nicely balanced show that sustains interest after a slow start. Unusually small house second show opening day is surprising, considering that Marlene Dietrich's *Angel* (Paramount) is the accompanying feature.  
 Mann, Dupree and Lee opened with their familiar dance turn, which is at a disadvantage in this spot? No unusual tricks or flash routines to get the bill's ball rolling. Their numbers in themselves rate merit. Girl in act is also a decorative asset.  
 Dixon and Pal, seal act, deduced and garnered some laughs with an amusing comedy offering. Animal displays veteran ability and is capably maneuvered in a few novel bits by his youthful trainer.  
 Six Queens of Hearts, satirical song sextet brought over from Vienna for New York's International Casino and now billed at the College Inn here, do refreshingly different work, pleasing both from vocal and sight standpoints. Many of their movements are of the *Punch and Judy* fashion, loaded with co-ordination and perfectly timed. Their puppet-like takeoff of *The Second Hungarian Rhapsody* carries strong appeal.  
 Hild Ballet, the house line, followed with a colorful gypsy number heightened in impressiveness by a costumed violinist. Fittingly spotted, incidentally, between the Queens of Hearts and Eddie White, comedian. Eddie, despite the small house, had little trouble warming up a heavy reception. Boy has an extremely likable personality and has little on hand that would arouse any resentment. Has a fine pair of pipes, too, which he employs to advantage.  
 Ballet's roller skating routine features Earl, Jack and Betty in a fast finale. Veteran trio are fast and capable. Bring in comedy relief by whirling around house plants. *Sam Hornigberg.*

**Paramount, New York**

(Reviewed Wednesday Evening, Nov. 3)  
 That sentimental elphornist, Tommy Dorsey, and his slick brand of swingology take the spotlight this week. Doubling from the Commodore Hotel, the band turns in a handsome performance both from the musical and production angle. Concentrating on his special form of discreet jazz, with smooth arrangements and polished performances from the reeds and brasses, Dorsey left nothing to be desired in such numbers as *Satan Takes a Holiday*, *Hymn of the Sun*, *Dark Eyes* and, of course, the well-known *Marie* with the choral effects he has made so popular. Plenty of satisfying hot choruses from the sax, clarinet and trumpet, as well as the sensational drumwork of Dave Tough.  
 Altho it doesn't go in for eccentricities or pseudo-comedy, band shapes up as a good stage outfit, making a sleek appearance and offering two novelty songs, *The*

*Big Apple* and *Trombone Man*, which give the boys a chance to get in some clowning; but the gagging is restrained and in good taste.  
 Except for Stan Kavanagh, rest of the show is not so happy. *Three Chocolaters*, colored hoofers, offer some eccentric and comedy stepping. Turn falls to clik because of poor timing in the footwork, and a routine of falls and punches-in-the-jaw that has been overworked by teams like the Ritz Brothers. Their mugging is good, but act needs more co-ordination, fresher material and general speeding-up.

If figures could sing Helen Charleston would be a wow, but her pipes are too rough to do much with music. Sings *I'd Like To Play a Love Scene* and then goes into standard impersonations of Martha Raye, etc. Her impersonations are strictly mimicry without any of the satire cleverness of, say, Sheila Barrett. Her imp-work fails to convey any violent impression to the audience. She should either give up singing or stop warbling her numbers straight.

Displaying a veteran's knowledge of showmanship and ability to hold a crowd in the palm of his hand, Stan Kavanagh is up for a sock juggling specialty. It's not mainly Kavanagh's work with balls and clubs that's so remarkable, it's the way he sells his tricks. His act was punctuated with applause and he went off to a rousing hand.  
 Show runs 45 minutes and was weakly played by Dorsey. Pic, *Angel*, and capacity business. *Maurice Zolotow.*

**Radio City Music Hall, N. Y.**

(Reviewed Thursday Evening, Nov. 4)  
 Stage show this week, yclept *Manhattan Serenade*, is another lavishly mounted affair compounded in a way calculated to please all types of patrons. Presentation is rather topheavy, tho, leaning too much to the classy side, what with the console performance, Mischa Violin doing the first movement of a Tschaiakowsky *Concerto* and the stage show doing *Impressions From Faust* as its biggest item. The *Faust* business is scientifically beautiful, with the ballet girls and chorus boys describing intricate and colorful patterns. Francis Row solos and Anchutina and Charles Laskey do an adagio. Anchutina, in a single, executes a graceful toe-dance, whirling with control and precision. Glee Club gives out with the *Soldiers' Chorus*, but their costumes and the sets are so tricky that the singing becomes secondary.  
 Show opens with the Rockettes in a fantastic number "Interpreting" the horse show. Gals have horse-tails hitched to their southerly regions and do a prancing routine. Somewhat puzzling, but got a hand.

Ray and Geraldine Hudson, female acro team, do a swell turn. Open with acro dancing, but later go on to the straight stuff. Material of the act is difficult and beautifully handled, involving tricky turns, somersaults, high kicking, hand walking and plenty more. It's done so smoothly that the element of athleticism is not apparent, and this in-acts of this kind is quite a feat. Couple can clik anywhere.  
 Pic, *The Awful Truth* (Columbia). Biz very good. *Paul Ackerman.*

**Huntington Vaude Opens**

HUNTINGTON, W. Va., Nov. 6.—Mecca Theater, Guyandotte, brought a one-week variety bill Thursday. House has been running stock. Show on new policy includes Robert Ellis, Edide Gates, Connie Walters, the Co-Eds, the Girl Friends, Mary Louise Malcolm and Jack Neff. Directed by Eddie Gates. Dances by Edith Fisher.

**THE ORIGINAL STEP BROTHERS**

Take pleasure in announcing that hereafter they will be under the personal direction and management of

**NAT NAZARRO**

1619 Broadway New York  
 Phone—Columbus 5-1934  
 Week November 14, Metropolitan, Boston, Mass.

**STAN KAVANAGH**

*Originator of What I Do and How I Do It*

PARAMOUNT THEATER, NEW YORK—NOW!

My New Comedy Routine Done for the First Time at the Pan-American Casino, Dallas, Texas, October 24.

*Registered With The Billboard*

Direction—JACK DAVIES, International Theatrical Corporation, New York.

**GAYE DIXON**

Week November 4  
 LOEW'S STATE, N. Y.

Week November 12,  
 EARLE, Washington.

Songstress in **FEATURED IN TED LEWIS REVUE**  
*Swing-Time*

Thanks to WILL WEBER and FRANK KINSELLA

★ **RAY** Now Appearing at  
 "The Happy Inebriate" LOEW'S STATE  
 with TED LEWIS

Direction—LEDDY & SMITH **ROYCE**

**EDDIE WHITE**  
*Broadway's Singing Comedian*

THIS WEEK—ORIENTAL THEATER, CHICAGO  
 Next Week—Riverside Theater, Milwaukee

Direction—CHAS. YATES MILTON BERGER Chicago—DANNY GRAHAM

**THE NORTHERNERS**  
 (HARRY S. WALSH, Director.)  
 APPEARING IN PERSON

THIS WEEK STATE-LAKE THEATER, CHICAGO.  
 WGN, Chicago, Tuesdays, 9:30 P.M., CST.

**SYLVIA MANON FOURSOME**  
 (Ray Borden—Jack Yarborough—Bill Decker)

in "THE DANCE OF THE DEMONS"

On Tour With TED LEWIS

Week Starting November 5, LOEW'S STATE, New York

Management, MAURICE GOLDEN ENTERPRISES

**JUST OUT!**  
**McNALLY'S No. 20**  
**BULLETIN**  
**PRICE ONE DOLLAR**  
**NEW, BRIGHT, ORIGINAL COMEDY**  
 For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club Reviews, Radio and Dance Band Entertainers. Contains:  
 18 Screaming Monologues.  
 7 Roaring Acts for Two Males.  
 7 Original Acts for Male and Female.  
 14 Sure-Fire Parodies.  
 Great Ventriloquist Act.  
 A Foot-Lifting Female Act.  
 Trio, Quartet and Dance Specialty.  
 Musical Comedy, Tab and Burlesque.  
 16 Korking Minstrel First-Parts.  
 McNally Minstrel Overtures.  
 A Grand Minstrel Finale.  
 48 Monobits.  
 Blackouts, Review Scenes, Dance Band Stunts, Hundreds of Jokes and Gags.  
 Remember, McNALLY'S BULLETIN No. 20 is only one dollar; or will send you Bulletins Nos. 10, 11, 12, 15, 16, 17, 18 and 20 for \$4.50, with money-back guarantee.  
**WM. McNALLY**  
 81 East 125th Street, New York

**PHOTO POST CARDS**  
 Entertainers  
 Quality Reproductions

Straight Reproductions of any Photograph or Drawing. One copy Negative made per lot. Gloss "Mirror" finish only.  
 100, \$2.25; 250, \$4.65; 500, \$7.90; 1,000, \$14.25.

Send 50% Cash with Order. Bal. C. O. D. Originals returned unharmed. **SATISFACTION GUARANTEED.**

8x10 Lobby Photos, Special, Now 12 for \$2.25. D. W. Stock. Get our prices on any size from Miniatures up to 40x60 Blowups.

**SPECIALY DESIGNED GROUPINGS AND GREETING CARDS TO ORDER.**

ORCAJO PHOT. ART. 200 Avenue 5th DAYTON, O.

**UNITS**  
 Can Give You Consecutive Time  
**WIRE, PHONE, WRITE**  
**National Theatrical Exchange**  
 Century Bldg., PITTSBURGH, PA.  
**JOE HILLER, Manager.**  
**SID MARKE, Booker.**

**WANTED MIDGETS**  
 That can Sing, Dance or Play Musical Instruments. Write, telling all, and send Photo.  
**HARRY MONTE**  
 309 Fox Theater Bldg., Detroit, Mich.

**HARRIS PRODUCTIONS**  
 ROSALIE HARRIS, Representative, Also Artists Representative.  
 WANTS Always Performers of the Better Type for All Kinds of Amusements.  
 Suite 604, Palace Theater Bldg., 1584 B'way, New York City.  
 Exclusive Mgt. of "Smiling" GENE DOVER, Broadway's Popular Emcee.

**STROBLITE**  
 Luminous Colors That Glow in the Dark  
 Sensational Costume and Scenic Effects.  
 For Reviews, Floor Shows, Decorative Effects.  
**STROBLITE CO., Dept. B-11, 35 W. 52 St., New York**

**DANCING BY MAIL**  
 Reg. or Adv. Tap \$1.  
 Sample Tap Lesson for Reg., including Standard Time-Step and Break, 25c.  
 Reg. Waltz and Fox-Trot \$1.  
 Hal Leroy studied here. Send for List "B".  
**KINSELLA ACADEMY, 2526 May St., Cin'ti., O.**

**PROTECT YOUR PROFITS**  
 Our Patented Dance Check fits through button-hole. Cannot be removed and passed to another without destroying. Guards your profits. Priced low, \$10.00 a Thousand. Ass'd. colors without printing. Samples on request. Order today. Made in U. S. A.

**DANCE HALLS!**  
**LETHERT'S NON-TRANSFERABLE DANCE CHECK**  
**WESTERN BADGE & NOVELTY CO., 402 N. Exchange St., ST. PAUL, MINN.**

# Reviews of Acts

## Olga Petroff

Reviewed at the *Oriental Theater, New York.* Style—Comedy. Setting—In one. Time—Seven minutes.

Miss Petroff possesses a sharp sense of comedy and knows how to put lines across so they mean something. Caught at this ex-burly spot, she kept the boys laughing and took a good hand for her efforts. She works in a rather cute Frenchy accent that attracts.

It's an act that gets into the blue and, with the present material, is suited for night spots rather than general family trade. **B. H.**

## Rosemary Dering

Reviewed at the *Chicago Theater, Chicago.* Style—Dancing. Setting—Full stage. Time—Five minutes.

A supple, interpretative toe-dancing miss whose routines, marked with well-trained ballet movements, are far above the average. Each number tells a story which she develops with simplicity and grace.

When caught she was spotted twice in house production numbers. Initial offering was a delightful mirrored-tray number, in which she is a waitress in an English inn. Her second appearance featured her in a hunting routine. In each instance her pleasing facial expressions went hand in hand with her airy footwork. **S. H.**

## Sara Ann McCabe

Reviewed at the *Palace Theater, Chicago.* Style—Singing. Setting—In one. Time—Six minutes.

An attractive soprano, an able carrier of long high notes but deficient on salesmanship in front of an audience. Displayed a tendency to hold back and make a wooden appearance. More self-confidence and natural facial expressions should boost her stock considerably.

Delivered *Good-Bye, Jonah*; *Roses in December* and *Your Broadway and Mine*. Most appealing in sentimental ditties. **S. H.**

## Richards and Adrienne Dancers

Reviewed at the *Palace Theater, Chicago.* Style—Dancing. Setting—Full stage. Time—Seven minutes.

Ballroom dance trio, the girl, a graceful little brunet, being the high spot in the act. Were seen in a waltz and adagio, separated at this stand by a tappist. The men are capable supports, but their facial expressions are somewhat frigid and therefore tend to strike artificial postures where naturalness is most desirable.

Both numbers stand out with several novel hand and arm feats and the smooth handling of the girl by her partners, particularly when leading in and out of tricks. In the adagio a drum-shaped sieve is tossed about among the dancers, at a different angle, altho not a particularly brilliant one. This bit is an unnecessary drawback from the attention the adagio work rates. **S. H.**

## Faber and Campbell

Reviewed at the *Million-Dollar Theater, Los Angeles.* Style—Comedy and songs. Setting—In One. Time—Ten minutes.

Faber and Campbell recently played at the Million-Dollar for 14 weeks, during which Faber was emcee and Flo Campbell his stooge. They boast an extensive repertoire of mirthquakery and are able to stay in one spot for many weeks without repetitions.

This week their outstanding sketch is a bit in which he stages a boxing

match with an invisible opponent, at same time carrying on a conversation with his equally invisible father who is sitting at ringside. **D. A.**

## Toby Wing

Reviewed at the *State-Lake Theater, Chicago.* Style—Personality talk. Setting—In front of band. Time—Five minutes.

The widely publicized movie gal, strikingly attractive and sexy in a loud formal dress, makes a good box-office attraction, as she gets enough space in the press to compare with the best of them.

Her act consists of a couple of talking-songs and brief gab from the house emcee. Has no singing voice and does not dance. Her forte is surefire talk, and given sock material can sell it ably.

Here she opened with a specialty ditty, *Tetched in the Head*, followed by a few gags, and exited doing *Love Bug Will Get You*. Response was only so-so. **S. H.**

## Mary Brian

With ARENA AND FISHER

Reviewed at the *Metropolitan Theater, Boston.* Style—Tap. Setting—In one (fronting band). Time—Ten minutes.

Sweet Mary Brian fooled the customers and dispensed with the usual Hollywood dramatization in her new act, going to town via the tap route.

Flucker dancel wasnt introduced by Dave Apollon, and following the line "Out here and don't know what to do" two lads, Arena and Fisher, join her in a healthy tap.

An altogether too brief episode is the sitdown tap by the lads while Miss Brian changes her dancing shoes. Another chorus should have included more of Miss Brian, who came in for the tail end of the tune, so planned. A challenge period between the three is okeh, and their well-deserved encore is a nifty shag and *Big Apple* serving.

Lads are neat and clean-cut. And Miss Brian fools them with her expert dishing of plenty difficult tap steps.

If she could develop a singing voice, which she did not try here, this act stands a good bet for any vaude or nitery spot. The trio has what it takes. It's peppy and youthful. **S. J. P.**

## Gray and Kathleen

Reviewed at the *Million-Dollar Theater, Los Angeles.* Style—Acrobatic hand-balancing act. Setting—In two. Time—Six minutes.

This is an old-time hand-balancing act featuring a clever finale trick which puts it in the high brackets for something new and different. If you like acrobatic acts you'll go for it.

Gray and Kathleen are just a couple of kids who have been working their act on the Coast only for the past year, but they present their specialties with the polish of a pair of veterans.

Climax occurs when Gray, lying on his back and steadying his upright partner, rolls over and over upstage and up a seven-foot flight of stairs. **D. A.**

## Frances Alton

Reviewed at the *Million-Dollar Theater, Los Angeles.* Style—Singing and violin. Setting—In one. Time—Five minutes.

A sophisticated and charming act which combines beauty and talent. Wears her clothes like a debutante, plays the violin exceptionally well and sings in a good contralto.

She offered first *In the Silence of the Night* as a vocal solo, then presented *Gypsy Rhapsody* in the manner of Rubini-off and well done, too. *Honeysuckle Rose*, her encore, brought her back for three bows.

Good enough for a vocalist's spot with a name band. **D. A.**

## Lee Wilmont

Reviewed at the *Million-Dollar Theater, Los Angeles.* Style—Dancing. Setting—In one. Time—Four minutes.

Presenting a rapid-fire of patter and gags, this limber-legged, soft-shoe tapster features an individualistic style of

eccentric terpsichore. An outstanding idiosyncrasy is his habit of stopping in the middle of his dance for a few seconds and counting seven or eight beats out loud before resuming his routine.

For his specialty Wilmont dons a grass skirt and pair of vegetable strainers. His subsequent hula had the audience howling. Wilmont played this house unexpectedly, since he expected to go on a tour of Japan with his *Hawaiian Revue*. However, conditions in the Orient have caused cancellation of the tour. **D. A.**

## MIAMI SEASON

(Continued from page 21)

Mack, Peter Higgins, Jean Davis and the Six Personality Girls.

Blue Crystal night club at near-by Girard has opened under management of Sam Parilla. Freddie Horn is emcee, with the Beef Trust Girls now in their second week. The club will continue its floor-show policy thruout the winter.

**AKRON, O., Nov. 6.**—Wagon Wheel, among the best night spots in this area, has launched its fall and winter season with a more pretentious floor-show policy. Current are Martel and Dawn, Carolyn Devon, Del Rio and Dorothy, Kenneth Wilmarth and Dick Allen's Orchestra.

**BUNKIE, La., Nov. 6.**—Ground was broken Wednesday for the new Blue Moon Club. Vines Harris, builder and operator, says the club will be one of finest in the South. Named orks and floor show are scheduled.

**BRIDGEPORT, Nov. 6.**—The Delano Club has changed its name to the Lucky Jumbo Club. Spot, under management of Mrs. May Oburchay, was originally opened by Jack Delaney, former champ boxer. Gene Supple and his Jumbo Club Band furnish the music and entertainment.

**ST. JOHN, N. B., Nov. 6.**—White House Lodge, four miles out of here, will be used as a dine-and-dance restaurant for the winter season. Bruce Holder's Orchestra will provide music.

## All Licensed Illinois Agents, But One, in Chi

**CHICAGO, Nov. 6.**—State division of private employment agencies is shaping plans for a thoro checkup of all employment offices operating in Illinois. The department, according to Chief Inspector W. Frank Walkowiak, believes that a number of unlicensed agencies are operating in the State, Walkowiak reveals that only one theatrical booking agency outside of Chicago has a license. It's been issued to "Bookie" Levine of Joliet, Ill.

Late this month Walkowiak will make a tour of the larger towns in the State to check whether any unlicensed agencies are in operation.

## Correction!

**CHICAGO, Nov. 6.**—The Hi Hat musicians deny the printed report in last week's issue of *The Billboard* that they are grieving over the present wage scale in the club. The statement that they are planning to demand a boost of their present salary was in error.

## ACTS-WANTED-ACTS NITE CLUBS

Offer steady work in Southern Territory. No Singers, unless Novelty Act. All other Acts call in person or write. Send Photos in Literature. State all in first letter. **BILL HUNTER ENTERPRISES, 813 Binz Building, Houston, Tex.**

## JOE MALL BOOKING AGENCY

ACTS going East or West can break your jump. Novelty and Vaudeville Acts write or wire. Give full details.

562 Hippodrome Bldg., Cleveland, Ohio.

## ACTS, PLAYS, SKITS, MINSTRELS

GAMBLE'S BRAND NEW MINSTREL SHOW, \$5. GAMBLE'S BRAND NEW COMEDY COLLECTION, \$3. 10 NEW ONE-ACT PLAYS, \$5. 3-Act Plays, \$1 Each. ENTERTAINMENTS OF ALL KINDS. COMEDY MATERIALS. LISTS for Stamp.

**E. L. GAMBLE, PLAYWRIGHT EAST LIVERPOOL, O.**

## WIGS BEARDS MAKE-UP

**F. W. NACK** 209 N. State St., CHICAGO, ILL.

# NATION-WIDE B.-O. SLUMP

## BAA-AFA Trial Is Held Over

NEW YORK, Nov. 6.—The fray between the Burlesque Artists' Association and the American Federation of Actors over the jurisdiction of burlesque and ex-burlesque houses, scheduled for Friday, has been postponed.

No date for the actual trial has been set, but it is expected before the Four A's board when Ralph Whitehead, AFA exec, and Paul Dullzell can be present. Dullzell is ill, while Whitehead is now on the Coast, where he conferred with Kenneth Thomson, executive secretary of the Screen Actors' Guild.

Thomson arrived in New York today and will attend a Monday session of the Four A's. The BAA-AFA dispute will not be taken up at the Monday powwow.

Whitehead is expected back early in December.

The Four A's meeting held Friday was attended by Frank Gillmore, Tom Phillips, Pat Carney, Harry Calkins, Otto Steinert, Jean Greenfield, Mrs. Florence Marston, George Heller, Henry Jaffe and Mrs. Emily Holt.

## Review

### Republic, New York

(Reviewed Friday Afternoon, Nov. 5)

Beverly Carr has come back to the Republic to stage a delightfully colorful show—with one of the best trained bunch of chorines seen this season. Hats should be off to this staging. Costumes are tasteful and classy, while the nine kids step along as tho they actually enjoy what they do. Six show girls, too, give the show much class. It's a vast relief from the hang-dog expressions seen on so many of the bony or bulgy antiques last season. There's comedy and women, but because of the good Carr production the choral numbers are the outstanders.

Gay, fresh-looking costumes and warm, well-staged numbers give this show the appearance of class. One *Old King Cole* number with military effects and another scene with the gals in silvery witches' costumes were particularly warm and sensual. *Warbling of Night and Day* in later enchanced the whole show. A Russian snow scene was in pleasing contrast to the other numbers. Intelligent contrast and blending of colors, such as green backgrounding lavender, with the gals in flowing costumes, also pleased the cash customers.

Gus Schilling and Irving Selig are good comics. Schilling is particularly delightful because of his almost shy yet sharp treatment of comedy, but it's unfortunate that they feel obliged to toss the blue stuff around so much. Particularly when they're good without it. Selig is particularly inclined to go dirty, both in lines and business, yet he can get laughs working clean. For the records, however, it should be said that the Republic audience went big for the off-color stuff—the more off color the more laughs. Free beer, African dodger, coal delivery, male statues, park robbery, shady lane and sitting on cheese were included on the list of bits. Cheese number was particularly stenchy, while robbery and lane went, of course, pansy.

Hip-tossers included Nadine Marsh, Irene Austin, Dorothy Lawrence and Lillian Murray, who restrained themselves (Fusion won the election). For some reason Miss Austin's handling of lines wasn't up to its usual high standard. Phil Stone and Stanley Simmonds did the vocals in very pleasing style and much of the fine choral effect was due to their warbling. Jack Cramer and Mac Denison straggled to good results.

Aunt Hatty appeared as an added attraction. She's a buxom colored gal, attired in a comical getup. Sings-talks off-color songs in a deep-down tone that won her a fair hand. Her *I've Got a Crush on the Fuller Brush Man* was one of the rawest things seen recently, but the house took it up and liked it.

Benn Hall.

### Don't Miss a Thing

NEW YORK, Nov. 6.—Fans at the Republic won't miss a thing—if they patronize candy butchers working the house. The boys are selling opera glasses at 35 cents a copy.

Customers are advised that they'll "enjoy the show 100 per cent more."

## Switches at N. Y. And Circuit Shows

NEW YORK, Nov. 6.—Changes in casts include: Betty LaVonne to the Oriental November 5, while Nadine Marsh followed Dawn DeLees at the Republic the same day. Jack Kramer, straight, succeeded James K. Francis at that house. Carrie Fennell returns to the Apollo yesterday after a long West Coast stay. Arline Stewart and Dot Dabney replaced Dolores Weeks and Nadine Marsh at the Eltinge November 5. Sam Raynor and Murray Briscoe moved into the Shubert, Philly, November 5, while Herbie Pay, comic, jumps into the Oriental November 12. Last with the Wilner shows.

Phil Rosenberg placed the Romano Brothers as an added attraction at the Jacques Theater, Waterbury, week of November 8. This musical act will then follow up with the Pennsy one-nighters. Jim Coughlin, comic, opens in Toronto. Florence Carroll, prima donna, joins *Jolies Bergere Company*, in Waterbury November 8. Benny (Wop) Moore joins the Manny King show November 14 at the Hudson, Union City. Lynn and Dearing, dance team, go into the Hudson as an added attraction week of November 7. Charmaine opens in Toledo November 10.

Issy Hirst booked Zimmy, legless swimmer, into the Embassy, Rochester, beginning November 12.

## Worcester Gets Circuit Shows; Newark Dark

NEW YORK, Nov. 6.—A new house, Worcester Theater, Worcester, will swing into the Hirst Circuit starting November 15 as a week stand. Opener will be Bill (Beef Trust) Watson's production.

This newcomer will balance the dropping out of Newark's Empire, which folds tonight. Harry Brock, Empire operator, is considering putting colored shows into the Empire, which remains dark for at least a week. Brock will open Harlem's West End with colored shows either November 11 or 18. If Empire uses colored productions, they will go from the Harlem to the Newark spot.

## New Blood, Bits and Backs To Hypo West Coast Burly Spots

HOLLYWOOD, Nov. 6.—Altho burlesque appears to be witing in the East, the Los Angeles Main street version is putting on a new face and making a strong bid for continued popularity and patronage.

George Dewey Ringer, manager-producer of the Los Angeles Burbank, declared that the future policy of the Coast theaters will center in "taking off" current events, personalities of the day and shows instead of just taking off clothes. There'll still be scanty-tossing, but it'll be smarter, less offensive, affirms this burlesque official. Play will be for the L. A. carriage trade.

"Main Street, heretofore dependent nearly altogether on Broadway for its material and personalities, now throws off the yoke," says Ringer. "Within six months we plan to have a full repertory of smart librettos and first-rate performers."

Ringer has renamed his house attraction the *Burbank French Vanities*. His new shows will be combined revue-black-out-musical comedy, with a story continuity holding them together and a big spectacle or personality number featured in each weekly show. Former writers of

## Stock and Circuit Houses Take Brutal Lickings; Shaky Future

Banning of word "burlesque" in New York, local elections, strikes, punk shows helped the k.-o. drops do the dirty work—minor salary squawks

(Continued from page 4)

Hirst Circuit shows are booked in thruout the season, with the house operating on a three or four-week stock schedule during the summer.

The Columbia Theater rounds out its third week of stock burlesque tonight, making it two burly spots for the town. Max Michaels operates the Columbia on a two-a-day burly-pix schedule.

Hubert L. McNary, chief of licensing division and unofficial city censor, okels the word burlesque and feels that the two houses are conforming to all regulations governing this type of entertainment.

Performances of burly are not only governed by the dictates of propriety and refinement, but the then Mayor James M. Curley on April 24, 1930, set these regulations of incidents to be excluded from performances: Dialogs, gestures, songs (especially parodies), language or conversation of any kind which are directly or by double meaning obscene or lascivious and intended to suggest sexual relation; performances must be confined entirely to the stage; wearing of one-piece union suits by females; the portrayal by performers of either sex of a dope fiend, including the act of taking a hypodermic injection, the inhaling of or eating of dope, or the use of dope in any manner intended to show its effect upon a human being, and all forms of muscle dancing by performers of either sex are banned.

Biz is only so-so. Another gross setback is due to the public's being scared away from burlesque due to the New York mess and the fact that local publicity does not use the word burlesque. The public feels that burlesque is not burlesque unless it is so advertised.

### Labor Trouble

SAN FRANCISCO, Nov. 6.—The death in this town of burlesque is seen because of threatened strikes and increased wage demands.

"This is the beginning of the end for burlesque in San Francisco," predicted Eddie Skolak, manager of the Capital Follies, who added that his show will close unless demands on burlesque theater operators are eased a bit. Skolak claims to have taken the belt on the chin because of the falling off in at-

tendance along with labor difficulties.

Organizers are in town attempting to line up burlesque and vaudeville performers under the AFA banner. Practically the entire cast of the Capital Follies attended the two AFA meetings held here recently.

Burlesque has never been the tremendous success in this city that it has been elsewhere, and performances have rarely brought a deluge of righteous protests. Even the evolution of the "strip tease" has brought only minor censorship from authorities.

Grosses at the Capital are exceedingly low. Girls are paid \$20 a week, with few complaints of nonpayment reported.

### Detroit So-So

DETROIT, Nov. 6.—Compared with reports from New York and other cities, local burlesque should be considered "on top of the world." There are three local burlesque houses, of which two—Dave King's National and Clamage & Rothstein's Avenue—have gone on under the present policy with almost no change for years. The third house, Joseph Eliul's Empress, has been running about three years on a reduced admission price policy with smaller shows. All run stock, with plans for the Gayety, only local circuit house, definitely abandoned for this season.

Business, however, is low enough to keep all managers down in the dumps. Eliul alone reporting conditions even fair, but low overhead at the Empress makes the situation unrepresentative. Slump since middle of October is typical report, with business in most cases below that for a year ago. Unsettled industrial conditions get most of the blame.

Observation indicates these houses have been going for years on sheer inertia—the continued habit of patronage.

Title "burlesque" looms up big as ever in signs, sandwich boards and even newspaper publicity, with no reported local reaction against it. Detroit has had strict censorship for many years, and that has sufficed to keep down bluenose sentiment.

Actual attendance is running about a quarter of a house average nights, half a house on good nights. Matinees usually hold up well except for the pre-supper show. Backstage inquiry discloses no reports of failure to pay off. All houses appear to be solvent, even if running in the red at present.

### Milwaukee Just Fair

MILWAUKEE, Nov. 6.—A policy of traveling road shows with feature pictures, which opened the Empress, formerly the Gayety, here August 20, gave way October 22 to stock burlesque with two shows daily at 25, 40 and 55-cent admissions.

Former policy of continuous shows opened at 25, 35 and 55-cent admissions, with the top pared down to 35 cents after three weeks. Just fair business under the original policy seemed to indicate that Milwaukeeans didn't relish flickers with their burlesque fare, and the new policy is expected to prove more satisfying.

Milwaukee has had only one burlesque house for years and, altho the city fathers permit the use of the word "burlesque," and it always been so advertised, the house has had a rather rocky road. City is free of strikes, but

(See NATION-WIDE on page 33)

## Sensational Bargains

IN USED THEATRICAL COSTUMES  
All in excellent condition. Wide selection of Tuller, Jazz, Leonard, Novelty, Miscellaneous, Grandees, Hats, Frogs, etc. State your needs and types of costumes when writing. Prices 25c and up.  
MILES THEATRICAL PRODUCTIONS,  
404 Ninth Chester Bldg., Cleveland, O.

# Thru Sugar's Domino

SEVERAL months ago—in the April 17 issue to be exact—this column concerned itself with a discussion of the inequitable nature of personal management contracts issued by the larger talent offices, particularly those specializing in the handling of bands. Having based our assertions on fact, there is nothing that can be stated at this time that would in any way contradict or make less stinging



E. E. SUGARMAN

the punches that were delivered in the aforementioned piece. Nevertheless we have had an opportunity since last spring to talk at great length with talent handlers about every aspect of the general subject of contracts covering personal management. As one expects would be the case with every widespread practice in amusements or any other business, there is something to be said for the men who subject themselves to adverse criticism because of their apparently destructive activities. The personal management proposition hardly represents an exception.

From men in a position to talk authoritatively and whose word is unimpeachable we have gleaned that the inequities existing in many contracts executed between managers and artists derive from a condition that is caused to a great extent by the artists themselves. It has been conceded as far back as amusements go as a part of the national business structure that the average artist is notoriously unreliable, unbusinesslike and undependable. The artist is not to be condemned morally for these failings. It is plain to see that one who devotes his life to developing talents that are exploited on the stage, screen or radio cannot very well be expected to achieve a satisfactory status as a business man.

There are exceptions, of course, but the run-of-the-mine performer is an erratic business man at best. And the chronic uncertainty of employment and earning power makes of him one who enthusiastically accepts today what he frowns on tomorrow—if a better offer comes along. Many are the times when artists accept certain conditions of employment out of desperation, the insistence of creditors and plain, unadulterated hunger. The artist who squirms out of loosely constructed agreements is not to be condoned by one who regards the matter as a strictly business phenomenon. But we who understand artists and their problems can understand why many breaches of contract are committed.

The personal management firms also understand the actor and, we honestly believe, try hard to make conditions as pleasant as possible for the individuals they have under contract. When a firm is heavily financed and its overhead is so great that it must conserve its assets as much as possible it behooves the men who run the works to seek protection in contracts, which form the basis of relations between erratic, difficult-to-handle artists and the management firm.

One of the legal wizards of a personal management firm that stands high in the field stated to us that he feels duty bound to insert as many clauses that favor his firm in a personal management contract as he can get away with. There is nothing wrong in that, especially when it is explained that the firm does not intend to enforce the obviously unfair provisions unless it is hard pressed because of what an opposition office might do to grab an attraction or because of what an artist might do to embarrass the firm by refusing to play an engagement or otherwise perform acts that injure the standing of the office.

The important consideration is that as the contract relation between artists and most of the larger offices actually operates very rarely will an office refuse to release an artist from a contract unless there is a controversy over the playing of a certain date. To make the point clearer, the larger offices have earned the reputation of being happy to untie the knot that binds them to an act if the act indicates that it is generally unhappy about the arrangement. Of course, this applies to the general proposition of an act managed by one of the offices. It does not and could not be expected to apply to an act or attraction that has been built up from a nonentity to a big name. One of the heartbreaks of the personal management business is the tendency of artists to break away cold from an office that has devoted its energies, resources and money to building it up just at the time when the harvest is about to be reaped. It is this type of ingratitude that sours offices on artists generally, causes them to become overcautious in their relations with artists and brings about a condition whereby the good among artists are forced to suffer with the bad.

An artist entering into an agreement for management with an office would be silly to overlook clauses in the contract that are inequitable towards him or conditions that would operate against him. An artist who makes a contract with an office without the benefit of expert legal advice would be just as silly. But the human equation must be taken into consideration. Anybody versed in business procedure will concede that the best written contract in the world is hardly worth more than the paper it is written on to the injured party if there is lack of good faith on the part of the organization or person with whom the contract is made. We would like to see the day when offices will have more faith in artists, and the only way that day can be hastened is for artists to learn the advantages to be derived from being more dependable. Until that day comes it is necessary that artists who are perhaps undeservedly suffering from the present state of affairs have more confidence in offices that handle them.

Altho the era seems far off, it is not easy to forget the sparkling jewel of confidence that was represented in vaudeville's heyday by Jake Lubin's relations with actors. In those days there were contract difficulties, too, but of a somewhat different character. Practically every major booking office had some basic fault in connection with the inequity of its artists' contracts. Artists had to be wary, but the booking offices were well protected by gentlemen's agreements among themselves in regard to punishing contract-jumping acts. With all of this going on it was heartening to one with an abiding faith in human nature to hear actors say about Lubin, then the active head of the Marcus Loew Booking Agency, "I'd play for Jake without a contract." The Jake they talked about didn't have to worry about opposition or pay-or-play clauses or any of the other issues that troubled other booking men. The years that he spent as a booker and square shooter established him as a man who kept his word: who wouldn't make the actor the goat; who had a conscience and a heart saturated with the milk of human kindness. Maybe if a few Jake Lubins could crop up in today's personal management business it would make all of these issues that we are inclined to discuss seem to be as inconsequential as the price of chopsticks in Hongkong.

# As I See It

By DAVE VINE

**BROADWAY.** . . . Broadway continues to be the great topic of debate among columnists. Some say Broadway isn't Broadway any more. Others feel the Stern has moved to Hollywood. This may sound okeh, but let's dig into the facts. Hollywood is undoubtedly a wonderful town and the motion picture industry has made great headway and a lot of money—for which they can thank their lucky stars. And their lucky stars can thank Broadway for picking them out of the vast herd of performers, thereby giving them the stamp of approval permitting a march on to stardom.

Again, when Hollywood releases a picture the moguls spend a fortune to make it a hit on Broadway. Why? But still it is said Broadway isn't Broadway any more. Of course, a lot of writers, producers and performers have left the street for the Coast. It is also true that, to some degree, Broadway has changed, what with its shooting galleries and Chinese restaurants—but, my friends, Broadway can take it. It is still the traffic cop for actors, shows and pictures, because it continues to tell them when to stop and when to go ahead.

**FORGET-ME-NOTS.** . . . At the Majestic Theater, Chicago, in 1921, Bert Fitzgibbons, the first extemporaneous nut comedian, followed Sarah Bernhardt. Bernhardt left the audience limp after a melodramatic performance and Bert tried four or five gags, all flopperoots. Then he began kicking all the footlights out with his feet, saying, "I can't follow her, and nobody's going to follow me."

**BACK STAGE.** . . . "Where did she get that guy?" "She advertised for a lost dog and he answered."

**UP STAGE.** . . . The prima donna tells her boy friend, "She's the ugliest woman I ever saw." "Darling," he answers, "you're forgetting yourself."

**AT THE FRIARS.** . . . At the Friars' Club Bert Hanlon nifted to some of the members, "Do you have to be a Friar to jump out of this window?" On 46th street Mitzl Green gets a ticket for parking her car. If you think this is a free country try parking your car in New York City. . . . Fred Allen, hailed before a justice for speeding thru a village in Maine, got nicked for \$15. Allen threw a roll of bills on the desk and started to leave. "Here!" the justice called, "there's \$30 here and the fine is \$15." "Keep it," yelled Allen, "I'm going out of town faster than I came in."

**NICKELODEON MEMORIES.** . . . At a nickelodeon at Malden, Mass., in 1914, where the capacity house (250) saw five acts, a two- reel feature picture and listened to a one-piano orchestra your columnist was appearing on a bill with Jack Donahue, who between shows was writing a book called *A Hooper's Letter to His Mother*. Contracts in those days were not worth the paper they were written on. The manager, if he didn't like your act, simply came back stage and canned you. I remember clearly, at this very theater, the manager came back after the first show and not only fired an actor on the bill but threw him out bodily. . . . This really happened. I was there. I was the actor.

# Chicago Chat

By NAT GREEN

**POSSIBILITY** of action under the Wagner Act is seen in the attitude of some local ad agencies handling radio accounts toward actors who take a hand in union activities. After the reported experience of one agency, however, it is likely that in the future extreme care will be exercised in dealing with such situations. This agency is said to have "stuck its neck out" and quickly pulled it in again. Story is that a young actor who appears on several shows had been quite active in AFRA and was told by the agency that he was being replaced. When he inquired as to reason for the action he was told he had been a "bad boy." Before replacement was made the actor was informed that the matter had been reconsidered and he would be retained. Rumor has it that a higher-up of the agency saw possibility of federal action and didn't care to take a chance. Agency and station execs are said to have their legal departments at work figuring legal means of gracefully getting rid of those whom they consider undesirable.

Of interest to theatergoers and night club habitués of two decades ago is the report that Irene Castle (McLaughlin) will return to the stage this fall. In pre-war days Irene and Vernon Castle were a glamorous dance team who took the country by storm. Following the death of Vernon, Irene retired and has since devoted her life to her "Orphans of the Storm," a home for canines. Recently she divorced her husband, Major McLaughlin, and shortly afterward is said to have determined to return to the stage. It would not be surprising to see her on the stage of the Palace Theater within the next few weeks.

Walter Damrosch, noted composer, is here supervising the presentation of his opera, *The Man Without a Country*. To see this virile, active man directing rehearsal and himself demonstrating the *Sailor's Hornpipe* one would never dream he is 75 years old. Discussing his rewriting of the Edward Everett Hale story and introducing a love interest, Damrosch said, "You cannot write an opera without a woman," and those who have seen and heard the opera agree that the Damrosch version is much more satisfactory than the original.

Otto J. Baumgarten, of the Crillon Restaurant, New York, has been brought here to supervise the service of the Continental hour in the new Boulevard Room of the Stevens Hotel. . . . Beauvais Fox, publicity man who is well known here from his frequent visits with legit shows, has been interested this season in the management of one of the few dramatic stock companies now in operation, at the Erie Theater, Schenectady, N. Y. . . . For years Chicago has had two Danny Russos who are orchestra leaders. . . . The Danny familiar to cafe-goers has retired and is now in California, no doubt dreaming of the many musicians whom he started on the road to fame. . . . The other Danny still holds forth as leader of the Palace Theater orchestra, a job he has held for more years than we can remember. . . . Altho the two men bear a striking resemblance, they are said to be unrelated.

# WPA Looks to World's Fair

Participation of four arts projects discussed—confab salary cuts—more p.-a. talk

NEW YORK, Nov. 8.—Paul Edwards, administrator of the WPA four arts projects here, has called a meeting of the directors of the individual projects for next week to discuss WPA participation in the New York World's Fair, if the projects are still existing at that time.

He has already conferred with Federal Theater Project execs on the issue of salary cuts in the ranks of supervisors, on the basis of investigations conducted and reported by George Kondoff, head of local FTP. Maintains that changes to be effected for better or worse depend upon circumstances of individual cases considered. He reiterated there would be no wholesale slashing.

At same time he allayed rumors regarding the hiring of an administering public relations man. Edwards conceded that he was in the market for a p. a. to act as liaison between his office and the press, but that the post would not obliterate the individual publicity departments on the projects, nor would the position pay as high as \$7,500 a year, as rumored. Figure, he holds, exceeds his own salary. Nat Dorfman, who has been considered for the job, wants more than WPA will pay, leaving the post to be filled.

LOS ANGELES, Nov. 6.—Following the sending of a general letter petition to Congressman Dockweiler, FTPers are making chain-letter copies of the text, complaining against the "favoritism" being shown nonprofessionals on local productions. Envelope stuffings include reprints also from *New York Sun* and *New York Times*, holding that the red flag holds forth, and copy of correspondence between Theatrical Democratic Club and Mrs. Hallie Flanagan, national director of FTP.

## Bergman Files Tax Suit as Test Case

WASHINGTON, Nov. 8.—In spite of the fact that only a \$14.40 tax is involved, Saul Bergman, New York attorney, filed a petition with the Board of Tax Appeals today as a test case in the interest of the entire theatrical and musical profession. Tax was assessed against Harold E. Furmansky, first violinist of the Radio City Music Hall, New York, and his wife, Amy, who during 1934 was a member of Roxys' Gang and known professionally as Aimee Delore. During that year Miss Delore expended \$400 for coaches and music teachers in order to prepare for her appearance each week before the microphone and she deducted the expense of "coaching" as a business expense. The propriety of such deductions as a business expense has heretofore been passed upon affirmatively by the Board of Tax Appeals. But the commissioner of internal revenue did not approve of the ruling and continues to levy assessments where such deductions are offered.

## Walter Percival Dies in East

NEW YORK, Nov. 8.—Walter Percival, 47, president of Local 829, United Scenic Artists' Union, which has jurisdiction over the East, died suddenly at his home in Leonia, N. J., of a heart attack yesterday. Before becoming a scene painter, Percival acted in many stock companies. He had been active in union affairs since 1920 and was serving his fourth term as president of Local 829. Surviving are his widow; a son, Walter Jr., and a sister, Mrs. James O'Brien, of San Antonio.

## Herschel Stuart Resigns

NEW YORK, Nov. 6.—Herschel Stuart, at one time connected with RKO Theaters, resigned this week as treasurer of Monogram Pictures. J. P. Friedhoff, comptroller of the company, will take over the vacancy.

### How's Business?

DETROIT, Nov. 6.—Some local showmen are going in the candy business. One manager called up another this week, and in answer to the proverbial "How's business?" got a "We grossed \$47 on our candy to-night."

The manager was getting free candy in the way of promotional samples from various wholesalers, and was more interested in what the candy concession did than in the box-office gross, which he hadn't checked up on.

## NBC Labor Policy Rapped by ACA V.P.

NEW YORK, Nov. 8.—A sharp thrust at National Broadcasting Company's labor policy was made by American Communication Association's vice-president, Kendall E. Davis, in a radiogram to Arturo Toscanini. The CIO affiliate charged in its radiogram: "NBC discharging numerous employees citing cost of your engagement necessitates budget slash. This organization confident that you as an artist and a liberal will not tolerate this misuse of your name and urges that you take immediate steps to force NBC to admit these discharges are part of vicious open-shop policy and attempting to conceal anti-labor activities under the cloak of the expenses due your engagement. Thanks and greetings."

### NEW PLAYS

(Continued from page 14)

to get his budget balanced. The wry irony of that situation is never veiled to its full possibilities.

In the end the boy and girl simply decide to take a chance and get married anyhow—a decision that plenty of boys and girls are making in these troublous times.

Messrs. Kaufman and Moss Hart, who wrote the book, are impishly irreverent and bitingly satirical at times—but on the whole their contribution failed to carry the satirical point made by Lorenz Hart's excellent lyrics. As for Mr. Rodgers' music, it too is often satirical, and it is always amusing. The hilarious corn in his *We're Going To Balance the Budget* is something to hear and to hum.

As for performances, they're all overshadowed, of course, by Mr. Cohan's President. The Yankee Doodle lad never tries to impersonate, which is probably just as well, but he does hold the stage in the hollow of his hand (a neat trick if it works) thruout the course of the show. And his song and dance, delivered at the end of the first act, brings life and joy and golden frenzy to the almost listless stretches that precede it. He is ably seconded by Taylor Holmes, as Morgenthau; Paul Parks, as Farley; Bijou Fernandez, as Perkins, and in smaller roles Joseph Macaulay, Joe Verdi and various of the others.

But probably the greatest individual performance in the show—even Mr. Cohan's included—is the dancing of Georgie Tapps. Young Mr. Tapps, who used to be an excellent hooper, is now a topnotch dancer—if you get the distinction—and a reporter who is a confirmed Fred Astaire fan found himself much to his own surprise getting more genuine enjoyment from Mr. Tapps' work than from anything he has seen from Mr. Astaire. Also rating rave mention is Mary Jane Walsh, a personable young lady who can sell a song as a song ought to be sold, and Margaret Sande and Jack Whitney, a pair of outstanding ballet dancers.

Mr. Harris' choices for the romantic leads were somewhat inexplicable—Joy Hodges, a girl with a thin voice and extremely unattractive presence who used to sing with a band, and Austin Marshall, a young man who can neither sing, dance nor act. They don't do anything to help the dull stretches that stud the show, particularly in the second half.

There are bound to be comparisons with *Of Thee I Sing*. *I'd Rather Be Right*, satirizing specific rather than general political features, set itself a harder task in the field of entertainment—and it succeeded not nearly so well as the earlier piece. *I'd Rather Be Right* is a political satire, whereas *Of Thee I Sing* was a satire on politics.

None the less, and in spite of its much-too-much publicity, *I'd Rather Be Right* is a way-above-average show. Eugene Burr.

# Interchangeability, Curb on Brokers, Up at Legit Gabfest

License Commissioner Moss plans bill to license agencies —La Guardia administration to aid theater—confab on Equity dues revision — Pemberton talks

NEW YORK, Nov. 6.—Equity discussion meeting at the Astor Hotel yesterday resulted in more threatened grief for the theater brokers and a request by License Commissioner Paul Moss that Equity prepare a plan for a municipal theater. Commissioner stated that the La Guardia administration was willing to co-operate with any practical measures designed to aid the legit actors. Meeting also brought up the question of revising Equity's dues scale, such a move being deemed an important element in the final adequate working out of an interchangeability pact for the Associated Actors and Artists of America, AFL international covering all performers. Current interchangeability pact, of course, includes Equity, together with American Federation of Radio Artists, American Guild of Musical Artists and Screen Actors' Guild. Last three mentioned have a sliding scale, whereas Equity's is divided into senior and junior member classifications.

## NBC-Petrillo Peace Remote in Chicago

CHICAGO, Nov. 8.—Possibility of a peaceful settlement between NBC here and the Chicago Federation of Musicians on the new contract for wages and hours looks remote, with both parties standing pat on their statements concerning rule 34.

Rule that has always been in President Petrillo's radio contracts prohibits key stations from feeding programs to out-

The four-column head over a story appearing on page 6 of this issue conveys the wrong meaning. James C. Petrillo was not bidding against AFPA for jurisdiction, as they are on friendly terms. Our apology!

lets on the AFM unfair list, but on advice of attorneys NBC refuses to countenance this qualification on the basis that it is a conspiracy clause and in direct conflict to the Clayton Act.

Reason for NBC's sudden dislike to this rule is that under the new AFM radio agreements several smaller stations will immediately be put on the AFM unfair list unless they conform with AFM's request to hire more out men, and NBC feels that its net outlets will be seriously hampered. Petrillo, however, is staunch in his refusal to amend the contract in any way. Old contracts expire January 15 and it is expected that a serious conflict between NBC and the musickers' local will take place before terms are reached.

## Spencer Bettlheim Dead; Was Legit Impresario

NEW YORK, Nov. 6.—Spencer D. Bettlheim, 43, wealthy theatrical man and a well-known figure on Broadway, was found dead in his office in the Lyceum Theater, of which he was the lessee, last night with two bullets in his head. He was discovered by his nephew, Joseph Eldridge.

Son of Edwin S. Bettlheim, who had published *The Dramatic News*, an important trade paper years ago, Bettlheim had been treasurer of many legit productions since he had begun with *Oh, Boy*, in 1917. He served in the World War and afterward was associated with Sam H. Harris as treasurer of all the Harris productions. In May, 1936, he had leased the Lyceum Theater from Daniel Frohman.

It was believed that Bettlheim had amassed a quarter of a million dollars during his theatrical career.

He leaves a wife, two children and a brother.

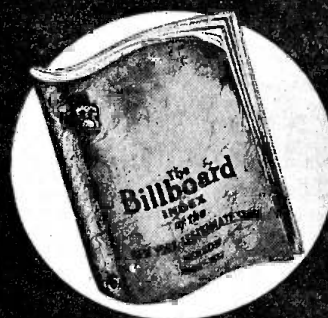
## Alexander Scott-Gatty Dies

LONDON, Nov. 8.—Alexander Scott-Gatty, 61, prominent English actor, died Saturday shortly after the death of his colleague, Sir Johnston Forbes-Robertson, whose obituary appears on the Final Curtain page of this week's issue. Gatty toured this country several times, once with Sir Johnston, and was also a member of the cast during Sir Johnston's last season in London.

## Vaude in Oklahoma City

OKLAHOMA CITY, Nov. 6.—Warner Theater here will try vaude shows for an indefinite test period. Price range will not exceed 25 cents.

NOW READY  
17th Annual INDEX



The YEAR BOOK of the  
LEGITIMATE THEATER  
SIMPLY MAIL COUPON

THE BILLBOARD, Cincinnati, O.  
I want to see THE INDEX.  
 I will pay postman \$1 plus a few cents postage.  
 I enclose \$1. You pay postage.  
In either case you are to refund every cent paid if not satisfied.

NAME .....

ADDRESS .....

## WANT QUICK

For Stock, youthful experienced Chorus Girls, do numbers, Salary \$18. Long season. Three stock dates. In my third year. Sister Team, wardrobe. Plenty changes. Join on wire. Piano Leader, Transpose, Fake, Trumper, Flashy Drummer. Useful people write. GEORGE D. BARTLETT, Romy Theater, Knoxville, Tenn.

## WANTED

Colored Musicians, Performers for No. 2 Show playing theaters. (J. W. Foster, Mgr.) Place strong Cornet, good Drummer and Comedians and strong Novelty Act. Low winter salary. White Agent with car that can contract. Write H. S. PALMER, Tyler, Friday; Mineola, Saturday; both Texas.

## Jim Hull Show In Record Run

Troupe in 676th week without a close — one-nighter policy clicking

AUSTIN, Tex., Nov. 6.—Jimmie Hull Players, one of the best known of the under-canvas opries, which recently switched to a one-nighter, has been playing to good box-office returns under the new policy. The Hull organization holds an enviable record for a tent show attraction, being in its 676th week without a close, a mark that has never been approached by a show of its kind. The show also weathered the depression period without resorting to common-wealth operation.

The Hull tent show, which formerly operated as a week and three-day stand rep, also boasts of a six-month run under canvas in Dallas. Show is definitely carded to continue on thru the winter. Business has been exceptionally good the last several weeks, reports from the show say.

Carthage, Tex., Hull's home town, was a sellout, calling for two performances. Topnotch biz was also enjoyed recently in Henderson, Tyler, Corsicana and Taylor, all in Texas. Here early this week the show played to two full houses. Hull is well known in Austin, where last season the governor appointed him a life member of the Texas Rangers.

J. F. Rodabaugh, of the Baker-Lockwood Manufacturing Company, Kansas City, Mo., was a two-day visitor recently in Tyler, Tex. He went back home with an order for new canvas for the Hull show, as well as 300 new chairs.

Six new girls joined recently, making a line of 12. Orchestra is under the direction of Dan Benton. Six vaude acts are used to liven up the performance. Evelyn Bennett is featured in a rumba dance. Skinnie Kimling is in his 14th year with Hull, and Harry Warner is in his eighth year with the troupe. Jack Arnold, juve, recently returned to the cast, having spent five years with the show previously. He is doubting on bankers.

There are 14 private autos on the show.

### Billroy Briefs

COLUMBUS, Miss., Nov. 6.—Last week-end was made most pleasant by our friends from the Milt Tolbert Show. Our welcome visitors included Mr. and Mrs. Buddy Hale, Toby and Dorothy Eastman, Ervin and Lois Behmer (who always runs out of gas), Paul and Dixie Herbert, Slim Williams (who we are glad to report is out of the hospital and feeling fine), Red and Beatrice Jenks, Clyde Jewell, Bob and Gretchen Norris and others whose names I can't remember.

I see Uncle Ezra Fletcher advertised thru some of our territory. We once knew a Frank Fletcher who hailed from San Antonio and we wonder if it can be the one and same person.

Every one on the show has placed his order for a mask, for, according to the blackboard, new faces will be necessary on here next season.

New route cards show that we are closing November 27. Oh, what did we do with our last summer's wages?

Another visitor in Montgomery, Ala., was our old friend Frenchy Marlair.

WAYNE BARTLETT.

## WANT

ACTORS, MUSICIANS, WORKING MEN FOR TOBY'S PLAYERS.  
Work South all winter. Week stands in Tent—stock later. People in all lines wire or write. State age, height, weight, etc. Need No. 1 Boss Canvasman quick. BILLY TOBY YOUNG, Mgr., Stuttgart, Ark.



JIMMIE HULL, whose tent theatre troupe, touring Texas, is in its 676th week season without closing, a record run for an under-canvas attraction.

### Sperry Players Make Ready for Indoor Tour

POMEROY, O., Nov. 6.—Sperry Players, who recently concluded their 15th season under canvas, will shortly begin a tour of school auditoriums and halls in Ohio and Pennsylvania. Chuck Sperry, of the company, reports that the tent season as a whole was very successful.

Jim Moran, until recently with the Moon Bros. Circus, will book the show on its winter tour. Frank Leaf, who joined near the close of the tent season, will present his novelty turn indoors. Miss Bernice will this season feature Cupid, educated pony.

Sperry Players are planning a larger tent show for 1938, with all new canvas and much new equipment.

## Kansas City Jottings

KANSAS CITY, Mo., Nov. 6.—Jane Mast, former leading woman with the Town Hall Players here, is now with the Ted North Players at Topeka, Kan., for a limited engagement.

Fontinelle Stock Company is playing a loop of towns in North Central Missouri.

Leo and Maxine Lacey have closed with Tip Tyler's Comedians and are now with the Jack Hart Show, replacing Eddie and Dione Gardner.

Charles Voss is a recent arrival here. Orpheum Players, managed by Jack O. Bell, have opened in Colorado to play three-night stands.

Joseph Meyer *Passion Play* closed recently in La Crosse, Wis.

Ted and Stuart Hawkins have opened a circle out of Lansing, Ia. Roster includes Mr. and Mrs. Carl Wallace, Kay and Dede Devere, Lillian Schimming and Ted, Stuart and Bob Hawkins. Show has a nine-piece orchestra. Patsy Tyler is in charge of publicity.

Guy and Mary Runnion have joined the Harry Shannon Players in Ohio. Blanche Forbes, Beverly Sutherland and Jimmy Murphy recently joined the Golden Rod Showboat cast.

Arthur Kelly, who guest-starred with the Ted North Players, now showing indefinitely at Topeka, Kan., is back in the city.

Sid Snider is scheduled to open his circle next week at Herman, Mo. Oscar Howland will be director.

Fred and Lilyan Poole are playing night spots here for a few weeks before accepting another repertoire engagement.

## O'Dells Get Bad Break in Weather

POST, Tex., Nov. 6.—G. M. O'Dell's Comedians, Homer Roark, manager, have encountered a variety of weather the last two weeks, mostly bad. In Ralls, Tex., recently the tent stood in two feet of water for several days.

At Crosbyton, Tex., the show ran into the worst windstorm ever to hit that section. The tent, however, weathered the storm nobly, and other than pulling a few stakes no damage was done.

According to Manager Roark, the cast has been strengthened considerably in recent weeks thru the joining of new members. Elta and Shirley Pitts, hoke act; Doris DeLoris, dancer; Emma Kennedy, singer, and Tommy Ray, cowboy guitarist and singer, are registering handily with their specialties, Roark reports.

### Wayne Agency Placements

KANSAS CITY, Mo., Nov. 6.—Recent placements by Wayne's Theatrical Agency, this city, include: George Jacobson, Gleta Gibson and Elton Hackett, Chick Boyes' Players No. 1; Wayne Huff, Loretta Huff, Cornish and Belmar and Paul Weiss, Chick Boyes' Players No. 2; Robert Bayley, Octavia Powell and Amber Wight, Caylor Players; Larry Conover, Joseph Haggerty Jr., Davis Sullivan, Creston Wright, Eddie Wilson, Jane Mast, Elinor Allen and Loretta McNair, Town Hall Players; Caldwell and Easter and Pete Wight, Slout-Lowery Players; Todd Watson, Lang-Balfour Players; Wally and Betty Wallace, Ole Players; Hazel Williams, Frank Smith Players; Blanche Bradley, Faye Adams and L. Conover, Henry L. Brunk's Comedians; Mary Elizabeth Mast, guest engagement with Ted North Players; Maxine Martens, Hazel McOwen Players; Glenn Morris and Hester Holderby, Frank Wilder Players.

Mary Welton, after a season with Jack and Maude Brooks Company, is sojourning in Chicago.

### Attention! Managers, Players

All managers and performers are invited to contribute news items to this page. Show managers who are anxious to keep their routes a secret and thus refrain from sending in news might be reminded that it is possible to contribute news items on their shows regularly without divulging their exact whereabouts. In sending in news items all that we ask is that you confine yourself to facts and that you keep your communications brief and to the point. It isn't necessary to write a long letter; a postcard will do. May we have your co-operation?

## Rep Ripples

JACK AND RENEE KEATING, with the Hunter-Pfeiffer Showboat Players, have purchased a new Covered Wagon trailer. The Showboat Players, say Jack and Renee, are in their 23d week and doing fine.

JERRY MEACHUM, 19-year-old daughter of Homer Meachum, well-known tab and burlesque comedian, is doing leads with the Darr-Gray Company, now in stock at the Auditorium, Hot Springs, Ark. Miss Meachum has had several offerings in recent weeks to go to Hollywood for a screen test.

BILLROY'S COMEDIANS will play a three-day stand at Mobile, Ala., November 18-20. This is one of the few extended engagements on the one-nighter's books on the season. Billroy troupe winds up its tour at Madison, Fla., November 27.

"RUSTY" WILLIAMS, b.-f. comedian with the Odell White Show, his wife and two daughters caught the Downie Bros. Circus in North Carolina recently. "A nice outfit, a fine show and Charlie Sparks treated us well," Williams postals.

JIMMY AND EILEEN REGAN, the past summer with the Rosalie Nash Players, are in their ninth week at Beverly Gardens Club, Grand Rapids, Mich.

F. D. BERST, veteran agent, is back in the checkroom at the Elks' Lodge in Harrisburg Pa. This marks his fifth season in that capacity there.

KERMIT TATHAM, manager of Tatham's Comedians, writes from Clinton, Ill., that he has a contract for a new radio show to start soon. He was on three Midwestern stations last winter.

HARRY S. WEATHERBY, now in his 25th week as juvenile man with the Hunter-Pfeiffer Showboat Players, has completely mended from cuts and bruises sustained in an auto accident in Elizabeth City, N. C., several weeks ago.

WILL J. CARLTON, well known in New England rep and stock circles, is doing an impersonation turn under auspices in that territory.

MR. AND MRS. ALFRED BODLEY have left Boston for Rockland, Me., where they are launching a semi-professional group to play a circle of surrounding towns.

### Frank Smith Players Close

MCCRORY, Ark., Nov. 6.—Frank Smith Players brought their canvas tour to a close here last Saturday. Hazel Williams and Maxine Warden went to Herman, Mo., to join Sid Snider. Ray Sliker hit out for Memphis; Gene Durham went to Benton, Ill., and Harley and Marie Green and Dave Davidson journeyed to Cape Girardeau, Mo. Management has announced no plans for the winter.

### Jack Hart Touring "Tom"

ASHDOWN, Ark., Nov. 6.—Jack Hart's Comedians closed their regular canvas season here last Saturday after a run of 32 weeks. Manager Hart is supplementing the regular season with several weeks of one-nighters under canvas with *Uncle Tom's Cabin*, after which the equipment will be stored in Forman, Ark., where Mr. and Mrs. Hart will winter.

PRICES EFFECTIVE FEBRUARY 1, 1937

# ROLL TICKETS

Printed to Your Order 100,000 for  
Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Dept. B, Shamokin, Pa. \$17.50

Cash With Order—No C. O. D. STOCK TICKETS on hand for immediate shipment.



# Magic

By BILL SACHS

(Communications to Cincinnati Office)

**NOEL LESTER** made *Life* magazine recently with a full page of shots showing him and his assistant, Phyllis Means, performing *Sawing a Woman in Half* and several other nifties. It was no exposé, however. Photos were snapped by Leonard Rosinger, Atlanta camera bug, on the stage of the CAPITOL Theater there recently. . . . **CARLTON SHARPE**, Ohio manipulator, is en tour with *Zorine's Nudist Show*. All he does to live up to the unit's billing is to show a card fan of nude (blank) cards. . . . **MARDO** is playing Philadelphia spots after an extended tour thru Central and South America. Says things were good down that way. . . . **INDIANAPOLIS SEETHED** with magic and magicians last week, with Blackstone holding forth at B. F. Keith's and Dr. Charles Hoffman at the Lyric, and with scores of magi visitors to witness the performances.

**BEN CHAVEZ** and Company, still working theaters and clubs in the Detroit area, were chicken-dinner guests of Mr. and Mrs. Jimmy Martini in the Motor City on Navy Day, which also happened to be Dolores Chavez's birthday. . . . **SCHINE THEATER CIRCUIT** is reported to have staged a midnight spook show in each of its many towns recently with an exposé of the "gancing handkerchief," "materialization of ghosts," "spooks in the theater" and other effects being sent to the managers, with the order to produce their own show. At Schine's Van Wert, Van Wert, O., the circuit used the Marquis Show, with the attraction doing a handsome midnight business. . . . **BOB NELSON**, of the Nelson Enterprises, Columbus, C., shoots us his supplement No. 2 to his Catalog No. 17, the four-page addition being fronted with a red-hot editorial labeled "Ethics, Honesty and ???". . . . **SOCIETY OF DETROIT MAGICIANS** opened its new season October 27 with a meeting at the home of Dr. John Buell. November meeting will be held at Al Munroe's home November 20. . . . **EMERICK JONES** (Emerico) is back home in Ashland, Ore., readying his turn for schools and clubs after closing with the Russell Bros. Circus side show.

**WILLIAM W. LARSEN**, prominent West Coast magician and editor of *Genii*, magic mag, narrowly escaped death October 26 in a furnace explosion at his home in Sierra Madre, Calif. He suffered first and second degree burns, shock and bruises when he sought to learn why the furnace wouldn't operate. Larsen was virtually stripped by the blast, which wrecked the basement. . . . **DO YOU REMEMBER** Walter H. (Dom) Domzalski's million-dollar suit against W. W. Durbin and the IBM a couple of years back? Well, the final chapter to the case was written last week. On the death of W. W. Durbin the case against him was dismissed, and last week Federal Judge Frank L. Kloeb held that the Federal Court did not have jurisdiction, that libel could not be held against an unincorporated society such as the IBM. . . . **ACE WELBERN** has returned to Chicago, after playing several Midwest theaters. He also recently had an engagement on the WBBM Wrigley radio show. . . . **THORNTON**, now playing night spots in and around New York City, last week appeared at a birthday party for the children of Hon. Mayor and Mrs. La Guardia at the St. Moritz Hotel, New York. He also performed last week at the Knights of Magic doings at the Hotel Astor there.

**HARDEEN** will be featured with Harry A. Gourfaen's revue, *Jamboree*, which begins an extended tour at Binghamton, N. Y. November 11. He has just concluded theater dates in Connecticut and Pennsylvania. . . . **BLACKSTONE** and Dr. Charles Hoffman, mixed drink trixter, were guests of honor at a party staged by Indianapolis magicians at the Lincoln Hotel, that city, Tuesday night, November 2. . . . **EDUARDO**, touring New York State, infos that the woods up that way are full of magi, with all seemingly getting their share of the coconuts. Peggy White, who recently joined the Eduardo turn, is working a new pigeon illusion.

# NATION-WIDE

(Continued from page 29)

general business slump reported noticeable in past few weeks.

## One for Buffalo

**BUFFALO**, Nov. 6.—Burlesque in Buffalo means the Palace Theater, operated by Dewey Michaels, in the downtown business section. The days of many burlesque theaters in this town, when the Gayety was outstanding, are in the dim past. Failure to support more than one show has been not so much a question of lack of interest locally as it has been in proper management and poor bookings. Michaels has seen strong competition come and go and yet his box-office receipts have not been seriously affected.

Until two weeks ago the Hirst Circuit was supplying the talent at the Palace, but now it is a strictly stock proposition which seems to be working out satisfactorily.

General business conditions now are just fair, due to no special obstacles except seasonal dispositions of patrons and poor weather conditions that have kept the transient trade at a low ebb. Saturday midnight shows are still seeing full houses. The earlier shows daily are falling off a bit probably due to better employment conditions.

Labor conditions of the performers are very regular and no complaints have been apparent. The word "burlesque" is used freely in advertising and there has been no police interference in over two years.

## Two for Seattle

**SEATTLE**, Nov. 6.—Playing stock burlesque for some time along with two major film features each, the State and the Palm theaters expect to continue on a stock basis, using the word "burlesque" in the outer lobby and advertising in connection with weekly attractions, since there is no banning of the word.

Burlesque, as practiced for some time in Seattle, has to be of the extremely clean variety. And as Walter Franklin, State manager, says, his is more of a tab show with no strip dances and no nudity at all. Altho there are black-outs, everything is clean.

Since local criticism and censorship board activities of several years ago anything of a daring nature has had to be pretty well held in. Nevertheless since two major films are featured with so-called burlesque, the Palm, using four girls, a straight man and comedian, and the State 10 on the line and a principal woman besides the straight man and comedian, b. o. has held fairly steady. Franklin finds that b. o. rises and falls in direct ratio to worth of ptx. He features films broadly, often with sensational wax dummy, dagger and gore in lobby, and good films draw while poor ones repel without so much regard to flesh performance which is led by Charles (Meyer) Fritcher, comedian, and straight man Dick Midgley.

## Cincy Wants Lookers

**CINCINNATI**, Nov. 6.—Indie Circuit's local outlet, the Gayety, Rothstein-Clamage house with Morris Zaidins in command, has so far this season experienced a 20 per cent drop in box-office receipts from the average of last season, and the Gayety is the town's only flesh stand with the exception of the

Cox, legit house, and two nabe flicker emporiums using stage only one night a week.

While local strikes and threatened walkouts may have had some effect in stifling the Gayety's grosses, general opinion is that the chief fault lies with the attractions themselves. According to Manager Zaidins, the new-fangled "follies" have in most cases been nothing more than "foolies," with the Gayety patrons failing to go for the watered stock. That local burly fans still want their fare undiluted is proved by the fact that those shows which smacked of old-time burlesque, including slam-bang sock comedy, are the ones that have pulled the biggest attendance to date. Billy Watson's *Beef Trust* is top money getter thus far.

Lack of attractive women is one common fault with the shows this season, says Manager Zaidins, while the comics complain that they have not been given the right kind of stuff to work with. There have been no complaints from performers over nonpayment of salaries and there have been no attachments here to date.

Local officials have given burlesque little or no trouble in the last decade, and the tag "burlesque," which the Gayety has been using on its front and in its ads all season, isn't tied up with an offensive meaning here. This is best illustrated by the fact that the Gayety's women's trade has built nearly 50 per cent over last season, due in a large measure to a special 15-cent matinee.

The question, "How'd ya like the show?," put to Gayety patrons, almost invariably brings the answer, "Ah, hell, they're all the same," which may be just another reason why the house may swing to stock burly before many more weeks. In fairness, tho, let it be said that the downtown first-run pic houses aren't setting things afire at the b. o.; neither is the legit house for that matter.

## Youngstown Ups

**YOUNGSTOWN**, O., Nov. 6.—Grosses are slightly up at the Princess after several weeks of spotty take attributed to the temporary lull in steel operations and reduced pay rolls. Policy is stock, with principals being rotated in from other houses operated by the Kanes. A try last season at road attractions failed to stimulate patronage to any great extent and stock was resorted to again with the opening of the new season this fall. House policy is continuous, with films bridging the stage-show gap, the usual midnight ramble being offered Saturday. Strippers much in evidence, with limitations, so as not to arouse agitation.

So far as can be learned there have been no controversies involving performers or house employees over salary contracts. Week-end patronage as in former years is proving best of the entire week. So far this season the administration has pursued the hands-off policy. No effort here to soft-pedal word "burlesque," which is conspicuous in newspaper advertising, marquee and billing. House grinds for 25 cents except Saturdays and Sundays, when scale is slightly upped. With employment improvement grosses from now thru the holidays should correspondingly increase. No burly at all in Akron—first time in more than a decade. Miles Royal, burly house, is now in the market for a tenant or buyer.

# Endurance Shows

(Communications to Cincinnati Office)

**KENNY VIDELO** posts that he's at present doing plenty of nothing in Baltimore. Says he was stricken ill on his last show and was left stranded.

**CHARLIE KAY** scribbles from Philadelphia that he's now working night spots in that balliwick.

**BOBBY MADISON** posts that he's now located in Charleston, S. C., and out of the endurance field until next spring. Bobby reports that he was married recently to Ruth Pruitt, ex-walker.

**IT LOOKE LIKE** Old Home Week at Zeke Youngblood's White City Park Walkathon, Chicago, what with such names in the lineup as Ernie Young, Wiggles Royce, Slim Hansen, Jimmy Daley, Joe Palooka, Earl Pearson, T. Tyler, Cliff Real, Gayle Real, Joe Tompson, Carol Courtney, He Hill, Joe and Mary Rock; the Levy family, Sam, Eric

and Harry; Roy and Millie Myers, Bob and Gladys Turner, Billy and Doris Donovan, Frankie Straus, Margie Bright, Helen Garrison, Jimmy Hoffman, Harry Hamby, Helen Tyne and others. Show looks like a honey from here.

**WE HAVE HAD INQUIRIES** recently on the following: Hank Lewis, Jack Alexander, Chuck Archer, Luman J. and Florence Beede, Gene Montgomery, Lew Henderson, Marlie Lingo, Eddie and Helen Howe, Doug Isitt, Johnny Agrella, Ray Moudy, Darlene Ferrell, Duff Davidson, Jack (Blackie) Kirby and Charles Notimier. Please shoot a postal to the column and let your friends know where you are and what you're doing.

**EDNA (DAVIS) GOWAKE** is now back in Chicago, her home town, and working at Ritchie's College there. Says she would like to read a line on Jerzy Davis, Viola Comerford, Bobby Allen, Dick Powell and others.

# Minstrelsy

By BOB EMMET

(Cincinnati Office)

**F. S. WOLCOTT'S** Rabbit Foot Minstrels is playing the smaller towns in Louisiana before invading Mississippi.

**BILLY PAYNTER**, one of the old-time apostles of the 11:45, will again produce local-talent minstrels in and around his home town of Omaha this winter. Paynter boasts one of the largest collections of minstrel programs and paper in the country.

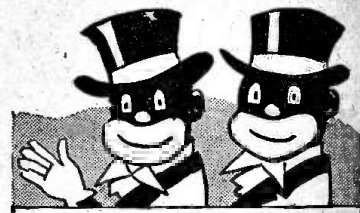
**HARRY PALMER**, owner-manager of J. C. Lincoln's Mighty Minstrels, currently on tour under canvas in Southwestern Texas, plans to continue outdoors until early in December, when he intends to launch a unit to play houses. He is considering an offer to take a show thru Mexico.

**CHARLES D. WILSON**, minstrel manager and musician, born Seattle, Wash., June 10, 1872; first minstrel engagement with Primrose & West Minstrels as a drummer; subsequent engagement with Lew Dockstader's Minstrels, Gus Hill's Male and Lady Bountiful minstrels and William A. Brady enterprises. Address care The Billboard, New York.

**HOMER MEACHUM**, veteran minstrel, tab and burly comedian, was a visitor at the minstrel desk Monday of last week while in Cincy to scout over the night club situation. He found the pay in the Queen City clubs too small to suit him, so he hid out next day for Chicago, where he has found night club conditions more to his liking. "What has become of the Al Tint-Sam Gill feud?" queried Homer during his visit. "I used to get plenty of laughs out of their cross-fire tomahawks."

**ANDERSON-RYAN MINSTRELS**, who closed recently after touring under canvas since July, carried the following: C. E. (Lazyfoot) Anderson, Frank Ryan, ends, Tom McChossan, Dan Boyle, Bill Miller, Howard Hutrich, Bull Murry, Brad Ryley, Gass Brunner, Jim Brenner, Tom Tug and Jim Ferry, singers; Al Spencer, agent; Tom M. Carroll, second man, and Fred Easley, press.

**GEORGE R. GUY**, generally recognized as the oldest living minstrel man and who with his five brothers headed the well-known Guy Bros' Minstrels many years ago, was honored by the Springfield, Mass., Elks at a stag dinner Thursday night, October 21, on the occasion of his 82d birthday. Guy's grandson, Al Pinard Jr., is drummer with the John R. Van Arnam *Radio Funmakers*, currently touring the South.



## AMERICA'S SNAPPIEST Minstrel Shows

Unrivaled selection of Complete Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Fosters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Catalog.

Denison's Plays and Entertainments are known everywhere. Established over 60 years. Send for Catalog.  
**T. S. DENISON & CO.**  
203 N. Wabash Ave., Dept. 150, Chicago, Ill.

## WINDOW CARDS

14x22, 22x28 paper and cardboard posters, one sheets heralds, etc. for all occasions. Quick service, low prices. Write for free catalog.  
**BOWER SHOW PRINT** 1245 13th ST., FOWLER, IND.

# The Final Curtain

**ALLEN**—Hugh W., 48, of Warner Bros.' purchasing department, of a heart attack recently in Hollywood. Services and burial October 29. Survived by his widow and two daughters.

**BLUMENTHAL**—Walter, 64, father of A. Pam Blumenthal, vice-president and director of Grand National, in New York November 2 from a heart attack.

**CONNELL**—George (Spikes), 52, many years ago a member of the vaude team of Cameron and Flannigan and for the last 25 years property man at the Orpheum and Palace theaters, South Bend, Ind., October 28 in that city of a heart attack. He had a wide acquaintance among vaudeville performers.

IN LOVING MEMORY OF  
**RUDOLPH CARPOS**  
Died November 4, 1935.  
MRS. ANITA CARPOS.

**DINTER**—Josephine, formerly of the dance team of LaMae and Josine, October 25 in Sassaquin Sanitarium, New Bedford, Mass., after a long illness. The team was well known some 10 years ago, having played New York's Winter Garden, the Keith-Albee Circuit and the Kit Kat Club, London.

**DITTES**—Clarence, 42, well-known Sneyboyan, Wis., violinist, October 30 in a hospital in that city. He directed the old Amphion orchestra and organized the Fireside orchestra heard over WHBL, Sneyboyan. Survived by his father, sister and brother.

IN MEMORY OF  
**BABA DELGARIAN**  
Died in Chicago, Ill., November 10, 1934.  
May He Rest in Peace.  
MRS. M. DELGARIAN and  
Nephew, HADJI DELGARIAN.

**DOUGLASS**—Charles W., veteran Irish comedian, dancer and producer, October 19 in a hospital in Waterbury, Conn., after an illness of eight weeks. He had been in show business for 40 years and last appeared in vaudeville with the team of Douglass and Washburn before locating in Woodbury, Conn., where he was justice of peace. Survived by his widow, Blanche Washburn Douglass; a son, George, and a brother, residing in Brooklyn. Burial in South Cemetery, Woodbury.

**GOSMAN**—Sam, biller for the Ringling-Barnum Circus, recently in Miami. Body was sent to Erie, Pa., for burial.

**HARPER**—Thomas M., 54, for the past 18 years Michigan salesman for Paramount Pictures, November 1 from injuries sustained in an automobile accident October 31 at Pleasant Ridge, Mich. Survived by his widow and two sons. Burial in Masonic Cemetery, Detroit.

**KERWIN**—Judge Thomas P., former picture exhibitor, recently in Old Saybrook, Conn.

**KINDT**—Mrs. Helen Stoddard, 75, wife

of Charles T. Kindt, well-known scenic artist and former owner and manager of the Burtis Opera House, Davenport, Ia., in Davenport November 3. Services November 5 and burial in Fairmount Cemetery, Davenport. Survived by her husband and three children, C. Roy Kindt, of Chicago; Mrs. Carolyn Manager, of San Antonio, and Mrs. Julia Martinelli, Davenport.

**KOERBER**—Elmer C., 42, well-known American stage and film producer known professionally as Floyd Du Pont, in American Hospital, Paris, October 28. He had spent many years in Europe producing stage shows and dance ensembles for films in Paris, Stockholm and Vienna. Survived by his widow and child.

**LaGARDE**—Everette S., 49, veteran stage actor and father of Yvonne LaGarde, known professionally as Mitzel LaGarde, in a Houston hospital October 22 after a long illness. Born in Jeannerette, La., he began his career when 18 at the old Prince Theater, Houston, as bit player and later played character roles, after which he became associate director of the original Palace Players, Houston. He was a pioneer in Houston radio activities, one of the organizers of Houston's first Little Theater and in recent years devoted much time to training amateurs. Survived by his widow, Mrs. Alice LaGarde; his daughter, a son, Everette S. Jr.; his mother, Mrs. Ada LaGarde, all of Houston, and two brothers, Byron A., of Denver, and J. H., of Houston. Services and burial in Houston.

**LELLMAN**—Adam, 84, actor and opera singer, November 2 in New York. Born in Germany, Lellman worked under Henry W. Savage, Charles Dillingham and Winthrop Ames. For many years he sang with the Damrosch and Metropolitan opera companies. Survived by his widow, Mrs. Theresa Lellman, of New York. Services November 5.

**LESSER**—Charlotte, 52, retired concert singer and music teacher, of West Dennis, Mass., of pneumonia at Baker Memorial Hospital, Boston, November 4. Much of her youth was spent in studying music and she later became a concert singer, at one time touring with the Metropolitan Opera Orchestra. She made her debut on the concert stage when she was 15 years old. Burial in West Dennis Cemetery November 6.

**MELS**—Edgar, 70, formerly dramatic critic of *The New York Advertiser*, October 30 in French Hospital, New York, of a heart attack. Born in Vienna, Mels had recently been associated with the Living Newspaper unit of the WPA Federal Theater Project.

**NORTON**—Frederick A., 64, president of the West Coast Wholesale Music Company, Oakland, Calif., and member of the executive staff of Sherman Clay & Company for more than 30 years, in

In Memory of My Dear Husband  
**VICTOR LEE**  
Who passed on November, 1931  
His Loving Wife, MRS. VICTOR LEE

## WINTHROP AMES

Winthrop Ames, 66, theatrical producer, in Boston November 3 of pneumonia, following an illness of several months. One of the most universally respected and admired figures in show business, Ames' career stretched over a quarter of a century and embraced experimental dramatic productions, revivals of classics and Gilbert and Sullivan operettas, which last were outstanding for their freshness and brilliancy. Ames produced many of the new and important plays of the last generation, including *Beggar on Horseback*, *Mintch*, *Strife*, *Don*, *The Blue Bird*, *The Pigeon*, *The Green Goddess*, *The Truth About Blayds*, *Will Shakespeare* and *Old English*.

He was born November 25, 1871, and belonged to an old Boston family. He became interested in drama during his Harvard years, but it was not until 1905 that he became directly associated with the professional stage. In that year he became manager of the Castle Square Theater, Boston, in association with Loren F. Deland, and conducted a well-known stock company. He was brought to New York in 1908 by a group of prominent citizens to take charge of the New Theater, a cultural affair. In 1911 he built the Little Theater and later the Booth Theater. During the war he and E. H. Sothern sponsored two overseas theaters for the soldiers.

In 1927, when libidinous plays were arousing a demand for Broadway to clean house, Ames headed a committee of nine to remedy the evils from within and so avoid State censorship of the theater. In 1929 Ames retired from active interest in the stage, but a year later adapted a French play, *The Merchant of Paris*, which starred Edward G. Robinson. Surviving are his widow and two children, Catherine Hobart Ames and Joan Ames; a brother, Hobart, and a sister, Mrs. Philip Spaulding. A memorial service was held at the Church of the Transfiguration November 7.

## SIR JOHNSTON FORBES-ROBERTSON

Sir Johnston Forbes-Robertson, 84, regarded by many "as the peer of any actor on the English-speaking stage" and one of the foremost English actors in the classic drama, at his home near Dover, England, November 6.

Robertson toured the United States eight times and during a career of more than 40 years scored great successes in various Shakespearean roles and, like John Drew, of the American stage, was responsible for popularizing many fine dramas. Most notable of his American tours perhaps was when he appeared in *The Passing of the Third Floor Back*, which required two seasons, 1909-'10 and 1910-'11, to satisfy demands of theatergoers.

Sir Johnston became so popular in England that people went to see him act rather than his play. When he decided to retire in 1913 his farewell season in England was looked upon as an event of national importance and during it many honors were conferred upon him, including that of knighthood, which was given him upon the occasion of 48th birthday anniversary of King George.

Robertson also received honorary degrees from Columbia and Aberdeen universities in recognition of his outstanding contributions to the theater. His final appearance in London was at the Drury Lane Theater in *Hamlet*, when the ovation accorded him was said to have surpassed that given to any actor in the history of the English stage.

Robertson is survived by his widow and three daughters, including Diana Sheehan, wife of the American author, Vincent Sheehan.

Providence Hospital, Oakland, October 28. Survived by his widow, Mrs. Marion K. Norton; a daughter, Janice, and a sister, Mrs. Alice McMahon, of Montreal. Interment in Mountain View Cemetery Mausoleum, Oakland.

**REILLY**—Mrs. James B., 76, wife of James B. Reilly, who had the first pavilion tent theater in Atlantic City, and daughter of Dan Bryant, prominent actor and minstrel of the '70s, at her home in that city October 30. Survived by her husband; two sons, Michael, of New York, and James B. Jr., of Atlantic City; two daughters, Mrs. Helen Gittelsohn and Elizabeth, also of Atlantic City, and a brother, Jeremiah Bryant, of New York. Services and burial November 2.

**REISSMAN**—Louis, former concessioner and novelty man with the John Francis Shows and other carnivals, in a hospital at Houston October 20.

**RICHARDS**—John (Jack), veteran minstrel balladeer and widely known in minstrelsy, vaudeville and radio, October 30 at his home in Columbus, O., as mentioned briefly in last week's issue. Deceased entered show business when 19 with Al G. Field's Minstrels and became well known for his popularizing of the song *When You and I Were Young, Maggie*. After the minstrel quit the road he joined Billy Church and the two toured the Keith Circuit for five years, after which they entered radio, singing for two years over WLW and WBNS. Besides his widow, a brother and sister survive. Funeral November 2 from Masonic Temple, with interment in Green Lawn Cemetery, Columbus. Honorary pallbearers included many of his former minstrel pals, theater executives, former showmen and his partner, Church.

**ROBINSON**—Henry M., 69, banker, economist and member of the advisory council of the National Broadcasting Company, in Pasadena, Calif., November 3 as the result of a spinal injury sustained last July.

**ROBSARTE**—Lionel, 60, operatic tenor and for the last 30 years a vocal instructor, November 3 at his apartment and studio in the Hotel Woodward Annex, New York. Robsarte attended the University of Rochester and was a member of Theta Delta Chi. He toured England and Italy with opera companies before establishing his studio in New York. Survived by his widow, Leonore Linhoff Robsarte, and a sister, Mrs. F. D. McLean, of Binghamton, N. Y. Burial in Pomona, N. Y.

**RYAN**—Mrs. Don, former dancer known professionally as Bobbie Baird, recently on the West Coast following a stroke. Survived by her husband, Don Ryan, writer for Warner Bros. Services and burial in Hamilton, O.

**SCHOELWER**—Edward H., 47, well known to Cincinnati radio audiences as pianist, singer and composer, at his home in that city November 4. He began his career in 1921, singing over Station WHM, a pioneer Cincinnati broadcasting unit, and later was heard from Stations WLW, WSAI and WKRC. He composed a number of popular songs. Survived by his widow, Mrs. Leola Jacobs Schoelwer; a sister, Mrs. Bernard Duffy, of Cincinnati, and two brothers, Albert, of Cleveland, and William, of Hollywood.

**SMITH**—Edward H., 44, said to have been the first man to present a dramatic program over radio, in Cleveland October 25 of a heart attack while visiting in that city. Radio pioneer and stage and screen actor, he was former program director of WTAM, Cleveland, leaving that station in 1932 to make his home in New York. In 1922 he took a theatrical company to WGY, Schenectady, for the first radio dramatic broadcast. Before this he served on the legitimate

stage and in stock with Lenore Ullie Douglas Fairbanks, Olive Tell and Mme. Simone; promoted opera stars, managed symphony, Russian dancers and worked as a newspaperman. During the World War he served in the Signal Corps and an entertainment division. At the close of the war Smith went with WGY and remained there until 1927, when he entered stock, only to return to radio in Toledo, where WTAM discovered him and took him to Cleveland. Survived by his widow and two children. Burial in New York.

**SPEDE**—Franklin Raymond, 52, known as Speedy, pianist with the Harley Sadler Show, of heart trouble in Littlefield, Tex., November 2. He had trouped with Brunk's Comedians, Jack Stanley and other shows. Services attended by the Sadler showfolk and burial in Littlefield.

**SUTTON**—Wanda, 22, daughter of George A. Sutton, carpenter with Russell Bros.' Circus from 1934 to '36 and (See FINAL CURTAIN on page 70)

## W. H. Davis

W. H. (Bill) Davis, veteran circus and carnival showman, in a hospital at Welfare Island, N. Y., October 26 of cancer. He was born September 4, 1862, in Dayton, O., and spent 67 years in the amusement business, having run away from home to join the Adam Forepaugh Circus when eight years old to do a carrying act with the late Mollie Brown. For a number of years he was a principal rider and did a hurdle act.

In ensuing years he traveled with a number of circuses, among them the Dearly & O'Brien, Van Amberg, Forepaugh, Howe London, Sells Bros., W. C. Cole, Ringling Bros., Lemon Bros., Barnum & Bailey, Great Wallace and Campbell Bros. shows.

At various times he served as theater manager and for a number of years toured with various theatrical companies, including Simon's Comedy Company, Rhodel Creolo Concert Company, Bristol's Equestriaculum, the Great Vonara Magic Company, Walters' Millionaire Tramp Company, the Great Boer War Shows, Jones & Adams Congress of Novelities and the *Deadwood Dick* Company. For a time he toured with his own companies, the Davis Comedy Company and Davis' Diamond King Company.

In 1906 Davis joined the Brundage & Fisher Carnival and later became identified with Lew Nichols Shows as assistant manager and secretary. Show subsequently became known as the Cole Younger & Nichols Shows. Later he organized the Davis United Shows and the Davis & Campbell United Shows and after that joined Cole Younger's lecture tour and J. C. O'Brien's Georgia Minstrels.

At one time he owned and managed the Edna & Vampire Shows. Among other carnivals he was associated with the Clifton Kelley Shows, Johnny J. Jones Shows, Clyde's World at Home Shows, Atwood's 10-Car Show, Polack's World at Home Shows, Boyd & Linderman Shows, Billie Clark's Florida Show, Greater Sheesley Shows, Royal American Shows and Dodson's World's Fair Shows.

He was a life member of the Pacific Lodge No. 233, F. and A. M.; Scottish Rite Commandery, Mecca Shrine, New York, and Lodge No. 1, BPOE. Survived by a son and two sisters. Services under Masonic auspices from Park West Memorial Chapel, New York, and burial in Sifer's Hill Cemetery, Long Island, N. Y., October 31.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place. Parcel Post Blair, Mrs. James...

Havenstock, Mrs. Harvey Hayden, Mrs. M. J. Haworth, Mrs. Joe A. Henry, Mrs. W. H. Heschek, Mrs. M. R. Hogle, Alice...

Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads Cincinnati Office, New York Office, Chicago Office, St. Louis Office...

Reson, Doc. Berk, J. R. Berk, Harold. Berke, E. L. Berwick, Sam E. Bernan, John...

Women

Adams, Lola. Adams, Mrs. O. M. Alexander, Mary. Allen, Miss Bobbie...

Hutchens, Theresa. Iby, Katherine. Jackson, LaVerne. Jones, Mary. Jones, Madeline...

McDermott, Elaine. McNeil, Mrs. Harry. McPeak, Mrs. R. E. Mack, Mae. Madden, Alma...

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.



# The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

### Alexandria, La.

Rumors are afloat that several of the major carnival companies of the United States and Canada are about to form an association or syndicate whereby all shows will be practically under one directing head or managing official. The main purpose of this getting-together, as I understand it now, is that the shows can be routed more economically thruout the country, thereby saving money on railroad transportation and further to bring about pressure on fair secretaries and associations for a more liberal live-and-let-live contract when playing fairs. If one will look over past records he can readily under-

stand that a proposal of this kind is simply out of the question. Just one illustration I would like to offer on this point: Take the gross business piled up by the Johnny J. Jones Exposition during the season of 1927. It is not hearsay when I offer this information, but facts as given to me by his former secretary during that period. It was perhaps the biggest season in the history of the Johnny J. Jones shows when he played to the grand total of \$1,500,000. That year the Jones shows played what some might term the best circuit of fairs on the American continent and at the end of the season Jones did not have enough money in his office wagon to pay railroad transportation to his Florida winter quarters. And everybody in show business knows what his financial status was at the time of his passing

## MAIL ON HAND AT NEW YORK OFFICE

1584 Broadway.

### Women

- Baird, Flo
- Baker, Benlah
- Bennett, Sisters
- Beverlin, Smiles
- Black, R. E.
- Bronn, Ellen
- Brooks, Mae P.
- Bryan, Hazel
- Castello, Diosa
- Cherry, Mrs. Frances
- Cole, Esther
- Corley, Rosita
- Cummings, Dorothy
- Davis, Jewel
- Davis, Hazel
- Day, Jean
- De Von, Helene
- Denise, Miss
- Dickinson, Babe
- Lorotta
- Dorr, Grace
- East, Hildegarde
- Fanton, Alice
- Foley, Florence
- Ford, Nora
- Forester, Buster
- Gandy, Louise
- Gay, Sally
- Grond, Sonia
- Grisa
- Innis, Mrs. F.
- Kan, Mrs. Young
- Kay, Mrs. (Circus)
- Kennedy, Ethel
- Kirchoff, Mary E.
- Koort, Catherine
- La Bero, Peggy
- Layne, Jackie
- Leamon, Pauline
- Leslie, Moun

### Men

- Ad & Lib
- Adams, Miller
- Alexander, Russell
- Ambrose, Charles
- Buck (Midget)
- Andre, Jack
- Bulley, Adam
- Babson, Tony
- Bardini, Charles
- Barlow, Carl
- Barnett, Euglie
- Bates, Percie
- Beasley, John
- Bede, Ardieth
- Bell, Rudolph A.
- Belleuve, Howard
- Berry, Arthur G.
- Blackman, Indian
- Blackie, Oklahoma
- (Dogs & Hops)
- Bresse, William
- (Circus)
- Brenan, Eddie
- Brenke's Golden Horse
- Brown, Evans
- Busspon, James
- Christy, Vic
- Claude, Leo
- Cole, George
- Collier, Joe
- Corlan, Bill
- Corran, Dillie
- Cotter, Francis J.
- Cousal, Frank
- Dahlstedt, Arvid
- Davis, C. W. Red
- De Marco, A.
- De Zambro, Joe
- Dell, Emmerson
- Dobbins, George
- Dobson, Teddy
- Doss, Kurt
- Doss, Jimmy
- Evans, Pete
- Faris, Lawrence
- Fenster, Maurice D.
- Fulmer, Dell
- Galett, George
- Gaugler's Circus
- Grond, Clarence
- Gold, Hymie
- Goodman, Geo. H.
- Griff, Frank G.
- Grimes, John
- Haldin, Thage
- Harris, Billy
- Harris, James J.
- Harrison, Ray B.
- Hawkins, Ray
- Henderson, Raymond O.
- Herscher, Harry G.
- Hoffman, Arthur
- Holm, Fred
- Householder, Cyril
- Hyland, Jack
- (Skates)
- Jewell, Cliff
- Johnson, Robert
- Merton
- Karl, A. Francis
- Kassow, Max
- Kavanagh, Dan
- Kay, Lon
- Kearney, William
- King, Harry & Russell
- Knowlton, Jack
- Krooms, Jack
- Koort, John
- La Rose, Grover
- Leahy, Wm. Joe Frank
- Lane, John
- Leahy, Chas. Buck
- Leck, Thomas
- Leski, Ed
- Life Entertainment
- Linker, Tommy
- Linson, Clifton R.
- Lueder, Chas.
- Maine, Leonard
- Manning, Ross
- Marceno, Eddie
- Margina, Mr.
- Marks, A. J.
- McGarrigle, A. J.
- McGee, Phillip
- Medley, Eddia (& Duprez)
- Marder, Charles
- Miller, Frankie
- Mills, Jack
- Mix, Art
- Moser, Ray
- Myers, Arthur
- Nate, Sam
- Nichols, John
- Nye, Tom F.
- Owen, Richard
- Perry, G. Herbert
- Phelan, Fred
- Powers Elephants
- Quigley, James
- Ramsay, Harold
- Randkin, Ed
- Reed, A. J.
- Rico, Edw. (Ginger)
- Riddick, L. Roy
- Riddle, John I.
- Roberson, James
- Robinson, Milton
- Rogers, Bob
- Rosenbaum, (Bayside)
- Rosenbaum, Herbert V.
- Ross, S. G.
- Salcido, S.
- Savage, Ted
- Sherman, Frank
- Sherman, N. Frank
- Shepherd, N.
- Sherman, Jack
- Shurmer, Al H.
- Siddons, Walter E.
- Sontag, Joe
- Stern, Lew
- Tarver, James G.
- (Giant)
- Tierney, Billy

## MAIL ON HAND AT CHICAGO OFFICE

800 West Bldg., 52 West Randolph St. Helwig, Al. 10c

### Women

- Allen, Dorothy
- Aronez, Mrs. Lucy E.
- Beaumont, Peggy
- Blake, Mrs. Etta
- Campbell, Mrs. M. L.
- (Bunch and Ornell)
- Darling, Phyllis
- Davis, Jackie
- Davins, Dorothy V.
- Dorey, Mrs. Eddie
- Douglas, Dorothy
- Elliott, Rose D.
- Emerson, Patsy
- Floresque, Mrs. M.
- Gallager, Sally
- Guse, Virginia
- Heidberg, La Rosa
- Wagon, Funa
- Hunter, Mickey Lane
- Hills, Mrs. E. E.
- Irish, Mrs. David
- Kemp, Mrs. Irving
- Leipig, Mrs. Herb
- Meyer, Helen
- Moutgomery, Irene
- Murray, Marion
- Myers, Ethel
- Newman, Fuchse
- Nock, Mrs. Ethel
- Nowell, Mrs. M. J.
- Perez, Naida
- Ernie
- Princess & Willie
- Sherman, Betty J.
- Smith, Pearl
- St. Clair, Lillian
- Stuart, Dinky
- Swamer, M. A.
- Tiffany, Virginia
- Varrin, Peggy
- Wilson, Mrs. F. W.
- Young, Mrs. Jean

### Men

- All, Slayman
- Ambrose, Carl or Charles Buck
- Anderson, Dale
- Ardell, H. T.
- Arnold, Floyd
- Barker, Raymond
- Brinkman, Lloyd
- Bushnell, Jack
- Button, A. A.
- (Vantine Magician Co.)
- Caffrey, J. C.
- Clair, James
- Comstock, E. C.
- Connelly, Lloyd L.
- Cooper, W. N.
- (Mickey)
- Cramer, M. J.
- Davis, Dewey L. or Jack
- Denesha, Eben
- Donelly, Russell
- Downing, Cliff O.
- Ellison, E. O.
- Emerling, Alex
- Emmons, Mr. and Mrs. H. E.
- Evans, H. E.
- Fad, Mr. & Mrs. Joe Rising
- Feck, Donald
- Stein
- Finch, John D.
- Fisher, Steve (Bill)
- Goodwin Family
- The
- Goodwin, Michael
- Gibbons, Harry
- Harper, R. W.
- Hazlerick, Mark
- Stoddard, Jack
- Johnson, Emmett
- Jones, Charles
- Jordan, Johnny
- Joy, Billy
- Kearl, Mr. and Mrs. David
- Katz, Fredrick
- Kay, Two
- Kennedy, E. D.
- Kiama, Willie
- Knox and Kalla
- Krukow, Robert
- Layman, Forrest
- Leeds, Gypsy
- Leone, Earl
- Lov, Samuel
- Lewis, Nat
- Loeffel, Albert
- Mahoney, Harold
- James
- Markee, Vincent
- Martin, Andy
- Maxwell, Mr. Fred
- McAtee, R. O.
- McCarthy, John
- Merrill Bros. Sister
- Miller, Russell
- Miscellaneous
- Happy
- Nelson, Floyd
- Newberry, Paul H.
- Nible, J. A.
- Niles, Kinah
- (Carl K. Hart)
- O'Brien, Don
- Ogie Douglas
- Palen, Bud
- Patterson, Sam
- Pearson, Dale K.
- Pike, Carl
- Reinhold, Max L.
- Rice, Billy
- Rice, W. H. (Bill)
- Rish, John
- Rixford, Oida
- Ross, W. E.
- Russell and Christina
- Ryan, Johnnie
- Saunders, Mike
- Schaffer, Paul
- (Duke)
- Sellers, George
- Shaffer, Frank
- Sigourney, Tom
- Silver, Hal
- Simmons, W. F.
- Smith, Harry
- Sontag, Joe
- Starnes, Harry
- Stoddard, Deck
- Swift, Frank
- Texas Tommy
- Tiffany, Charles
- Voisine, Hugh
- Walden, Mr. and Mrs. Frank
- Wallace, Morris C.
- Webber, Frank
- Wetterer, Everett
- White, Frank G. (Cincy)
- Wilbur, Frank
- Williams, Sonny
- Wilner, Sam
- Wright, Earl
- Zlar, William

### Women

- Barrow, Miss
- Brooks, Malissa
- Byer, Mrs. Harry
- Brittain, Mrs. D. A.
- Hollis, Dorothy

## MAIL ON HAND AT NEW YORK OFFICE

1584 Broadway.

### Women

- Lake, Viola
- Latney, Miss Aldis
- McCalla, Frances
- Miller, Wanda
- Newman, Mrs. Billie
- Ray, Mrs. Frances
- Ricardo, Marie
- Rudder, Mrs. Margaret
- Smith, Mona
- Stetler, Mrs. E. B.
- Vaughan, Mrs. Marietta
- Yurkovic, Anna
- Allen, Dorothy
- Aronez, Mrs. Lucy E.
- Beaumont, Peggy
- Blake, Mrs. Etta
- Campbell, Mrs. M. L.
- (Bunch and Ornell)
- Darling, Phyllis
- Davis, Jackie
- Davins, Dorothy V.
- Dorey, Mrs. Eddie
- Douglas, Dorothy
- Elliott, Rose D.
- Emerson, Patsy
- Floresque, Mrs. M.
- Gallager, Sally
- Guse, Virginia
- Heidberg, La Rosa
- Wagon, Funa
- Hunter, Mickey Lane
- Hills, Mrs. E. E.
- Irish, Mrs. David
- Kemp, Mrs. Irving
- Leipig, Mrs. Herb
- Meyer, Helen
- Moutgomery, Irene
- Murray, Marion
- Myers, Ethel
- Newman, Fuchse
- Nock, Mrs. Ethel
- Nowell, Mrs. M. J.
- Perez, Naida
- Ernie
- Princess & Willie
- Sherman, Betty J.
- Smith, Pearl
- St. Clair, Lillian
- Stuart, Dinky
- Swamer, M. A.
- Tiffany, Virginia
- Varrin, Peggy
- Wilson, Mrs. F. W.
- Young, Mrs. Jean

### Men

- Ad & Lib
- Adams, Miller
- Alexander, Russell
- Ambrose, Charles
- Buck (Midget)
- Andre, Jack
- Bulley, Adam
- Babson, Tony
- Bardini, Charles
- Barlow, Carl
- Barnett, Euglie
- Bates, Percie
- Beasley, John
- Bede, Ardieth
- Bell, Rudolph A.
- Belleuve, Howard
- Berry, Arthur G.
- Blackman, Indian
- Blackie, Oklahoma
- (Dogs & Hops)
- Bresse, William
- (Circus)
- Brenan, Eddie
- Brenke's Golden Horse
- Brown, Evans
- Busspon, James
- Christy, Vic
- Claude, Leo
- Cole, George
- Collier, Joe
- Corlan, Bill
- Corran, Dillie
- Cotter, Francis J.
- Cousal, Frank
- Dahlstedt, Arvid
- Davis, C. W. Red
- De Marco, A.
- De Zambro, Joe
- Dell, Emmerson
- Dobbins, George
- Dobson, Teddy
- Doss, Kurt
- Doss, Jimmy
- Evans, Pete
- Faris, Lawrence
- Fenster, Maurice D.
- Fulmer, Dell
- Galett, George
- Gaugler's Circus
- Grond, Clarence
- Gold, Hymie
- Goodman, Geo. H.
- Griff, Frank G.
- Grimes, John
- Haldin, Thage
- Harris, Billy
- Harris, James J.
- Harrison, Ray B.
- Hawkins, Ray
- Henderson, Raymond O.
- Herscher, Harry G.
- Hoffman, Arthur
- Holm, Fred
- Householder, Cyril
- Hyland, Jack
- (Skates)
- Jewell, Cliff
- Johnson, Robert
- Merton
- Karl, A. Francis
- Kassow, Max
- Kavanagh, Dan
- Kay, Lon
- Kearney, William
- King, Harry & Russell
- Knowlton, Jack
- Krooms, Jack
- Koort, John
- La Rose, Grover
- Leahy, Wm. Joe Frank
- Lane, John
- Leahy, Chas. Buck
- Leck, Thomas
- Leski, Ed
- Life Entertainment
- Linker, Tommy
- Linson, Clifton R.
- Lueder, Chas.
- Maine, Leonard
- Manning, Ross
- Marceno, Eddie
- Margina, Mr.
- Marks, A. J.
- McGarrigle, A. J.
- McGee, Phillip
- Medley, Eddia (& Duprez)
- Marder, Charles
- Miller, Frankie
- Mills, Jack
- Mix, Art
- Moser, Ray
- Myers, Arthur
- Nate, Sam
- Nichols, John
- Nye, Tom F.
- Owen, Richard
- Perry, G. Herbert
- Phelan, Fred
- Powers Elephants
- Quigley, James
- Ramsay, Harold
- Randkin, Ed
- Reed, A. J.
- Rico, Edw. (Ginger)
- Riddick, L. Roy
- Riddle, John I.
- Roberson, James
- Robinson, Milton
- Rogers, Bob
- Rosenbaum, (Bayside)
- Rosenbaum, Herbert V.
- Ross, S. G.
- Salcido, S.
- Savage, Ted
- Sherman, Frank
- Sherman, N. Frank
- Shepherd, N.
- Sherman, Jack
- Shurmer, Al H.
- Siddons, Walter E.
- Sontag, Joe
- Stern, Lew
- Tarver, James G.
- (Giant)
- Tierney, Billy

### Women

- Barrow, Miss
- Brooks, Malissa
- Byer, Mrs. Harry
- Brittain, Mrs. D. A.
- Hollis, Dorothy

To the great beyond. To my way of thinking there is only one way that the show owners and managers will ever be able to cut and lower percentages and that is to follow along the same lines as Dodson's World's Fair Shows did this present season. I will grant that we did not gross quite as much money as we have in previous years, but we will close the season with a good balance on the right side of the ledger. We have not exhibited at a fair or celebration this season unless we had our own pay gate and had full control of all concessions on the grounds allotted to us. There is no doubt in my mind that bigger grosses are played at fairs, but if the carnival manager is forced to give the larger portion of the intake over to the fair secretary what benefit is it to the individual show owner? Dodson's World's Fair Shows has no intention of trying to outbid any of the shows that are striving for fair dates. But do not get us wrong, we may play some fair dates in 1938, but it will be on a live-and-let-live basis. If all shows will follow this method we will undoubtedly force fair contracts to a more reasonable percentage than they are at present and allow the carnival manager to come out on top.

C. GUY DODSON.

### Decries Type Casting in Lieu Of Acting Art

Among the many factors contributing to the downfall of the legitimate theater, at least in point of view of mass popularity, is the insistent tendency toward "naturalism" which has ruled the stage a decade or so. Most obvious of the many results of "naturalism" is the type casting that is universally followed by producers and agents. In the old days actors were supposed to act. Now they're not given credit for knowing even the rudiments of their trade; they must be the "type" before they're even given a chance to show what they can do. One of the chief interests of the theater during its flourishing days was seeing an actor assume a personality foreign to his own; that interest is now entirely lost. Also, type casting has unleashed upon our unsuspecting stage a huge crop of debutantes, gogots, salesgirls and floorwalkers, hired for this or that role simply because their appearances happened to fit in with the preconceived notions of casting directors, authors or managers. They all had beautiful exhibitionist complexes—but nothing else that would indicate that they were actors. Given one role, they remained in the theater to clutter further its already cluttered ranks and to disgust the general public with their overwhelming lack of knowledge concerning even the rudiments of theatrical art. Another result of "naturalism" was the wave of whispering that flooded the stage. It has become so now that if you manage to hear a so-called actor beyond the fifth row you feel extraordinarily fortunate. Most of our players—even the good ones—go about their jobs as tho they were letting the audience in on a secret. But, unfortunately, the audience pays to hear the words of the play—and those back of the fifth or six rows can't hear them. The situation has become so acute that when a really fine speaking voice appears in the parlous of the theater it is hailed as a major miracle. That, for example, was what happened when Maurice Evans appeared on the scene. Despite his magnificent acting, many commentators thought it equally important to mention that he could be heard thruout the theater. Without taking any credit from Mr. Evans, any actor who is worth being called an actor can be heard thruout any theater—and without benefit of a mike.

GEORGE ZOLODENKER.

### Thinks Unknown Writers of Songs Should Organize

The United States mails are overflowing again with alluring and high-powered literature addressed to songwriters, emanating from song sharks, printer and publisher racketeers, etc., coming from all points in the United States, including New York, Chicago, Hollywood, Portland, etc., as well as from Canada and England. There is no use trying to educate the amateurs or the thousands who think they can write a song lyric. However, there actually exists a problem which must be solved, and this problem is:

# The Billboard

43d YEAR  
Founded by W. H. DONALDSON  
The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation  
Published Every Week  
By The Billboard Publishing Company  
R. S. LITTLEFORD, Sr., President and General Manager

E. W. EVANS, Secretary-Treasurer.  
A. C. HARTMAN, Editor  
Outdoor Depts., 25 Opera Place, Cincinnati, O.  
E. E. SUGARMAN, Editor  
Indoor Depts., 1564 Broadway, New York, N. Y.

Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.  
Phone, Main 5306. Cable Address: "Billboy", Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 504 Broadway. PHOENIX, MEADLON 8-1616. ST. LOUIS—8-1616. CHICAGO—6th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 5480. ST. LOUIS—390 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. PHILADELPHIA—B. H. Patrick, 7222 Lampport Road, Upper Darby, Pa. Phone, Madison 6895. LONDON—Ber. Rps., care "The Performer," 18 Chancery Cross Road, London, W. O. 2. SYDNEY, AUSTRALIA—Martin C. Brennan, City Taverners' Bldg., 198 Pitt Street, PARIS—Theodore Wolfman, Hotel Stevens, Rue Alfred-Stevens.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. Possessions, Canada. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.  
DISPLAY ADVERTISING—Fifty Cents per Agate Line. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertisement form goes to press on Monday.  
No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.  
The Billboard reserves the right to edit all advertising copy.

Vol. XLIX. NOVEMBER 13, 1937. No. 46

How can a worthwhile and promising songwriter get a break? It is obvious that the established publishing houses cannot be altruists. With them it is business and therefore they must concentrate on the works of proven hit writers. On the other hand there may be many hit writers among the unknown and struggling writers. How are they to be discovered? I have given this matter years of analysis and study and have ultimately evolved a plan which will give such a restricted group of writers not only publication but national exploitation, basing proceedings exclusively on co-operation, managed by their own non-profit organization. Under this plan every member will get his break and success will come to those possessing real merit as made possible by the laws of average. Am about ready to launch this plan into operation with a group of selected writers. Any writer who produces good material in complete songs can apply for participation, from which number the most promising will be chosen. Have no literature or anything of the kind, but will give particulars upon request provided self-addressed and stamped envelope for reply is enclosed.

ALBERT E. BADEL.

## Saranac Lake

By T. BODWELL

Hazel Smith is the latest arrival here. She hails from Louisville. Hazel did a solo act under her own name on the RKO and Loew circuits.

Will Rogers Memorial Hospital gave its annual Halloween party, with a show under emsensing of Jack Edwards, with the able assistance of Eddie Vogt, Conway Washburne, Harry Gordon, Martha Gill, Milton Reich and Harry Davey took part in skits. Additional entertainment was presented in the form of a dance by Mildred Gardner; songs by Al DeLorraine, Bob Burke and Irving Wilbur, and music by Eddie Dowd, guitar, and Isabelle Rock, piano. Prizes for the most original costumes were given to Mickey Schultz, Betty Bostwick, Martha Gill and Al Boerner.

Dr. Werner Muhlfelder, popular interne at the Will Rogers Memorial Hospital, has left after a successful nine months here. He goes on to accomplish bigger things at the Homer Folks Hospital, Oneonta, N. Y. His place has been taken by Dr. Rudulf Marx.

Another newcomer to these climes is Hank Hearn, who makes his home in Atlanta. Hank was formerly connected with MGM and was until recently employed as sales manager for Grand National. Mrs. Hearn accompanied him here and has decided to stay awhile.

Please check your health to avoid the cure and write to those you know at Saranac Lake.

**ACTS, UNITS AND ATTRACTIONS**

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

▲  
Ace, Red (Crescent) New Orleans, nc.  
Adami, Dell (International Casino) NYC, nc.  
Adrian, Iris (Leon & Eddie's) NYC, nc.  
Adler, William (Ambassador) NYC, h.  
Alexander, Duree (Radio City Rainbow Room) NYC, nc.  
Allen, Stuart (Essex House) NYC, h.  
Allen & Hoover (State-Lake) Chi, t.  
Alvarez, Sofia (Hollywood) NYC, re.  
Ames, Bob (Book Cadillac) Detroit, nc.  
Ames & Arno (College Inn) Chi, re.  
Andrews, Avis (Cotton Club) NYC, nc.  
Andrews, Jo (Blackhawk) Chi, re.  
Andrews Sisters (Riviera) Ft. Lee, N. J., nc.  
Antonita (Havana-Madrid) NYC, nc.  
Apollon, Dave & Co. (Met.) Boston, t.  
Arbatova, Amia (French Casino) NYC, nc.  
Arden, Dolly (Chez Paree) Chi, nc.  
Arens, Joe (Alpine Village) Cleveland, nc.  
Arens & Fisher (Met.) Boston, t.  
Arveys, The (Food Show) Charlotte, N. C., 10-16.  
Arnold, Jack (Gay '90s) NYC, nc.  
Artini, Sonja & Elizabeth (International Casino) NYC, nc.  
Atkinson, Hal (Bossert) Brooklyn, N. Y., h.  
Aurette Sisters (French Casino) NYC, nc.

▲  
Bachelors, Four (Belmont Plaza) NYC, h.  
Baldwin & Bristol (Mahopac) Lake Orion, Mich., nc.  
Ballantine & Pierce (Baker Hotel) St. Charles, Ill., h.  
Ballard, Jack & Billie Rae (Tally Ho Club) Lansing, Mich., nc.  
Banks, Sadie (Old Roumanian) NYC, re.  
Barnes, Ruthie (Orph.) Memphis, t.  
Barrett, Sheila (Radio City Rainbow Room) NYC, nc.  
Barrett, Roy (Wirth Circus) Paterson, N. J.; (Wirth Circus) Elizabeth 15-20.  
Barrett & Smith (Gray Wolf Tavern) Sharon, Pa., nc.  
Barrie, Gracie (Chez Paree) Chi, nc.  
Bass Bros. (Riviera) Ft. Lee, N. J., nc.  
Bates, Peggie (Boston) Boston, t.  
Bazan, Mercedes' Zayas (Havana-Madrid) NYC, nc.  
Beaucaire, Pierre (Monte Carlo) NYC, nc.  
Bell & Gray (Arcade) Watertown, N. Y., h.  
Bell's Hawaiian Folies (American) Casper, Wyo., 10; (Rialto) Rock Springs 11; (Mesa) Douglas 12; (America) Fort Collins 13; (Trail) Colorado Springs, Colo., 14-16, t.  
Belmont Balladens (Belmont Plaza) NYC, t.  
Bennett, Ethel (Old Roumanian) NYC, t.  
Bernard & Henrie (Rose Bowl) Chi, nc.  
Beno, Ben (Fair) Geneva, Ala.  
Bernie, Harry (Oliver Twist) NYC, nc.  
Bessinger, Frank (Belmont Plaza) NYC, h.  
Best, Larry (State Fair) Shreveport, La.  
Bestor, Don, & Orch. (Stanley) Pittsburgh, t.  
Bines Boys & Girls (Pal.) Chi, t.  
Blabe's Comedians: Whiteville, Tenn.  
Bishop, Fred (Gay '90s) NYC, nc.  
Blaine, Rose (Yacht) NYC, nc.  
Blair, June & Jack (Colony Club) Chi, nc.  
Blarache & Elliott (Queen's Terrace) Woodside, L. I., N. Y., 15.  
Blondell Twins (Henry Clay) Louisville, h.  
Bonner, Carl & Leone (Book Cadillac) Detroit, nc.  
Booth, John (Arcadia) Phila, re.  
Boran, Arthur (Penthouse Club) Baltimore, nc.  
Bordine & Carole (Castle Royale) St. Paul, nc.

▲  
Bowers, Charles "Cookie" (Chicago) Chi, t.  
Boves, Major, Anniversary Show (Loew's Broad) Columbus, O., t.  
Brandell, Edith (Old Roumanian) NYC, c.  
Brian, Mary (Met.) Boston, t.  
Broadway Novelty & Blue Ridge Mountaineers (Opera House) Charles Town, W. Va.  
Brown, Evans: Whitewater, Wis., 11; Hustisford 12; Waukesha 13.  
Brownlee, Mary Ann (Frontenac Casino) Detroit, nc.  
Buck & Bubbles (Boston) Boston, t.  
Burnett & Walt (Leon & Eddie's) NYC, nc.  
Burton, Mary (Leon & Eddie's) NYC, nc.  
Burton, Effie (Club Alabama) Chi, nc.  
Bryant, Johnny (Chicago) Chi, t.  
Byrd, Muriel (Glimco) NYC, h.  
Bytonnettes, Dorothy (Orph.) Minneapolis, t.

▲  
Calgary Bros. (International Casino) NYC, nc.  
Callman, R. J. (Essex House) NYC, h.  
Calvert, Paul (Show-Bar) Forest Hills, L. I., nc.  
Campbell, Roy, Ambassadors (Grey Wolf) Sharon, Pa., nc.  
Cann, French (Rainbow Inn) Marysville, Calif., nc.  
Carlos, Vivian (Havana-Madrid) NYC, nc.  
Carlos & Carlo (Toreador) NYC, nc.  
Carman, Frank & Ethel (Kibby) Jackson, Mich., c.  
Carmen, Nannette (Ranch) Seattle, nc.  
Carney, Al (Stalder) Boston, h.  
Carr, Billy (606 Club) Chi, nc.  
Carr, & Kane (Tremont) NYC, c.  
Carroll, June (Bertolotti's) NYC, re.  
Carter, Betty (Le Mirage) NYC, nc.  
Case, Katherine (Club 15) Phila, nc.  
Casey, Emmett (Gay '90s) NYC, nc.  
Castaine & Barrie (Park Central) NYC, h.  
Castaldo, Lee (Commodore) NYC, h.  
Castle, Betty (Deauville) San Francisco, nc.  
Cevene Trio (Beacon) Vancouver, B. C., 5-12; (Golden Gate) San Francisco 12-19, t.  
Challis, Beth (Silver Lake Inn) Phila, re.  
Chappena, Ted (George Washington) Jacksonville, Fla.  
Charles & Barbara (Motor Show) Toronto, Ont., Can.  
Charleston, Helen (Paramount) NYC, t.  
Cheerleaders, The (Palace) Cleveland, t.  
Chester, Helen (Rainbow Inn) Marysville, Calif., nc.  
Chilton & Thomas (Riverside) Milwaukee, t.  
Choclatiers (Cotton Club) NYC, nc.  
Choclatiers (Paramount) NYC, t.  
Clie, Terry (Rendezvous Villa) Youngstown, O., nc.  
Clara & Alberto (Havana-Madrid) NYC, nc.  
Clair, Jean (New Yorker) NYC, h.  
Clare & Sanna Sisters (Earle) Washington, Ark.  
Clark, Coleman, & Co. (College Inn, Sherman Hotel) Chi, h.

# Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

**EXPLANATION OF SYMBOLS**

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

Clayton, Pat (Barrel of Fun) NYC, nc.  
Cockatoos, Merle (Chez Paree) Chi, nc.  
Coe & Duda (George Washington) Jacksonville, Fla., h.  
Cole, Kid (Janet of France) NYC, re.  
Coleman, Ariene (Cavalier) NYC, nc.  
Collate & Barry (Park Plaza) St. Louis, h.  
Collins & Peterson (Riverside) Milwaukee, t.  
Collins, Chas., & Dorothy Stone (Rox) NYC, t.  
Cook & Brown (Earle) Phila, t.  
Cook, Aliten (Greenwich Village Casino) NYC, nc.  
Cooley, Marlon (Pierre) NYC, h.  
Corinne (French Casino) NYC, nc.  
Corrigan, Bill (Crisis) NYC, nc.  
Cortz, Al & Toni (Barkley's) Brooklyn, nc.  
Costello, Diana (Kumart) NYC, nc.  
Cortello, The (Colosimo's) Chi, nc.  
Cotton, Larry (Biltmore) NYC, h.  
Coursades, The (College Inn) Chi, nc.  
Courtney, Anne (Gay Nineties) NYC, nc.  
Covarrs, Nico (Edison) NYC, h.  
Copen, Tom & Verne (Mayfair Club) Detroit, nc.  
Craig, James (Chez-Marie) Phila, nc.  
Craig, Lillian (Jimmy Kelly's) NYC, nc.  
Crane, Gladys (Yacht Club) Chi, nc.  
Croker, Dorothy (Riverside) Milwaukee, t.  
Crosley, Harry, Girls, Sixteen (Capitol) Washington, D. C., t.  
Curry, Jim (Ritz) Pittsburgh, t.

▲  
D'Avales, Rodolfo (El Chico) NYC, nc.  
Daniels, Jean (Plantation) NYC, nc.  
Danny & Edith (State-Lake) Chi, t.  
Dario & Diane (Radio City Rainbow Room) NYC, nc.  
Darcy, Jean (McAlpin) NYC, h.  
Dare, Virginia (Half Moon) Coney Island, N. Y., h.  
Dasko, Yasha (Russian Art) NYC, re.  
DeMarco & Kingsbury (Mayfair Casino) Cleveland, nc.  
Davis, Eddie (Leon & Eddie's) NYC, nc.  
Day, Tiny, (Fitzel's Fiesta) Crystal Lake, Ill., re.

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

De Campe, Ronnie (Old Roumanian) NYC, re.  
De Flores, Felipe (Yumuri) NYC, nc.  
DeGree, Loma (26 Club) Milwaukee, Wis., nc.  
De La Grange, Chrysis (International Casino) NYC, nc.  
Del Mar, Betty (Beaver) York, Pa., h.  
De Maria, & Muriel (Terrace Gardens) Rochester, N. Y., nc.  
De Quincey & Lewis (Adephia) Phila, h.  
Del Rio, Anita (Trocaador) NYC, cc.  
Del Rio, Jose (Club Piccadilly) Baltimore, nc.  
Deane, Laura (Village Barn) NYC, re.  
DeBartans, Eight (Frontenac Casino) Detroit, nc.  
Deering, Rosemary (Chicago) Chi, t.  
Dell, Helen (Paradise) NYC, re.  
Denise, Mdlie. (Hollywood) NYC, re.  
Denning, Ruth (Hollywood) NYC, re.  
Draper, Ed & Sayers (Rudd's Beach) Schenectady, N. Y., nc.  
Devereaux, Jeanne (International Casino) NYC, nc.

▲  
Diamond Bros. (Paradise) NYC, re.  
Diaz, Rafael (Le Mirage) NYC, nc.  
Dier, Don, Dolores & Demis (Capitol) Washington, D. C., t.  
Dixon & Pal (Oriental) Chi, t.  
Don & Norita (Avalon) Cleveland, nc.  
Don, Donna & Donn (Colosimo's) Chi, nc.  
Dorman & Maurice (Benny the Bum's) Phila, nc.  
Dormode Brothers (French Casino) NYC, nc.  
Dorsey, Tommy, & Band (Paramount) NYC, t.  
Dover, Gene (Edison) NYC, h.  
Downey, Morton (Pal.) Chi, t.  
Drake, Connie (Glimco) Ottawa, cc.  
Draper, Ed (Plaza) NYC, h.  
Drow, Charlie (Lombardy Bar) NYC, re.  
Duke & Noble (New Yorker) NYC, h.  
Dumm & Wise (Palm Beach Cafe) Detroit.  
Dumont, Valerie (Greenwich Village Casino) NYC, nc.  
Dupont, Bob (Orph.) Minneapolis, t.  
Dwyer, Gertrude (Barrel of Fun) NYC, nc.  
Dwyer, Agnes (Leon & Eddie's) NYC, nc.

▲  
Earl, Jack & Betty (Oriental) Chi, t.  
Earns & Gordon (Mirador) NYC, nc.  
Eddy & Eddy (Ponce de Leon) Dayton, O., h.  
Edwards Sisters (Earle) Phila, t.  
Elites, Three (Tower) Kansas City, Mo., t.  
Emery, Lois (St. Regis) NYC, h.  
Emerson, Eddie (Frontenac Casino) Detroit, nc.  
Enrico, Don (Colosimo's) Chi, nc.  
Erickson, Dorothy (Brevort) Chi, h.  
Esquires, Three (Commodore) NYC, h.  
Eton Sisters (Club 15) Phila, nc.  
Evans, Bobby (Uproar House) NYC, nc.  
Everett & Everett (Tower) Kansas City, Mo., t.  
Evers, Frank & Dolores (Proctor's) Troy, N. Y., t; (Proctor's) Schenectady 11-13, t.

▲  
Fabing, Ray (Keith's) Grand Rapids 11-14, t.  
Farrar, Jane (Locust) Phila, nc.  
Farrell, Bill (Place Elegante) NYC, nc.  
Fay, Frances (Yacht) NYC, nc.  
Feldner, Ralph (Nut Club) NYC, nc.  
Felix, Claire & Tonita (Ivan Frank's) NYC, c.  
Fields, Benny (Chez Paree) Chi, nc.  
Fiske, Dwight (Savoy-Plaza) NYC, h.  
Fitzpatrick, Jimmy (Stalder) Boston, t.  
Five-Star, Folies (Plymouth) Worcester, Mass., t.  
Fletcher, Buz (Ball) Hollywood, nc.  
Florenza (Savarin) Buffalo, N. Y., c.  
Flores, Marisa (Waldorf-Astoria) NYC, h.  
Flowerton, Consuela (Chateau Moderne) NYC, nc.  
Flying Whirls, The (Village Barn) NYC, nc.  
Fonds & St. Clair (Chez Ami) Buffalo, nc.  
Foote, Herbert (Edgewater Beach Hotel) Chi, h.  
Foran Sisters (Levaggi's) Boston, nc.  
Foran, Tommy (Levaggi's) Boston, nc.  
Forbes, Maria (Weylin) NYC, h.  
Ford, Nora (606 Club) Chi, nc.  
Ford & Barnes (26 Club) Milwaukee, Wis., nc.  
Ford, Senator (Radio City Rainbow Room) NYC, nc.  
Forrest, Helen (Roosevelt) New Orleans, h.  
Fortunello & Cirillino (Orph.) Memphis, t.  
Frankson (Palmer House) Chi, h.  
Francis & Wally (Palm Beach Club) Detroit, nc.

▲  
Franklin, Cas (Chase) St. Louis, h.  
Franklyn, Betty (Ranch) Seattle, nc.  
Frann Sisters (Frontenac Casino) Detroit, nc.  
Fredericksen, Poppy & Les (Red Lion Club) Marysville, Calif.  
Friar, Bud, Revue (Crystal Bar) Brooklyn, re.  
Frohman, Bert (Yacht Club) NYC, nc.  
Furman & Lorraine (Little Old N. Y.) NYC, nc.  
Gaby (Park Central) NYC, h.

▲  
Gale & Lloyd (Drake) Chi, h.  
Gale, Dick (Saks) Detroit, nc.  
Gale, Diana (Bertolotti's) NYC, re.  
Gall-Gall (Versailles) NYC, nc.  
Gale Sextette (Gatineau Club) Ottawa, Ont., Can.  
Garcia, Lucio (Bismarck) Chi, h.  
Gardner, Muriel, & Marvin Kane (Carlton) London, h.  
Garland, Judy (Club 15) Phila, nc.  
Gaston & Gypsy Irma (Monte Carlo) NYC, nc.  
Gaudsmith Bros. (International Casino) NYC, nc.  
Gay, Granville (Hollywood) NYC, re.  
Gaylor, Ruth (Hollywood) NYC, re.  
Gaylord & Kent (Le Mirage) NYC, nc.  
Gene, DeQuincey & Lewis (Congress Casino) NYC, nc.  
Georges & Jalna (Chez Paree) Chi, nc.  
Gerrits, Paul (Stanley) Pittsburgh, t.  
Gibson, Virginia (Park Central) NYC, h.  
Gilbert, Jean (Rainbow Inn) Marysville, Calif., nc.  
Gilbert, Esther (Gay '90s) NYC, nc.  
Gilbert, Bob & Fleurette (Cavalier) NYC, nc.  
Gifford, Jack (Arrowhead Inn) Cincinnati, nc.  
Gill, Jeffrey (Benny the Bum's) Phila, nc.  
Girard, Adele (Hickory House) NYC, nc.  
Glover & Lamae (Radio City Rainbow Grill) NYC, nc.  
Golden, Les (Brown Derby) Boston, nc.  
Gold, Wanda (Crisis) NYC, c.  
Gonzales, August (McAlpin) NYC, h.  
Gonzalez, Ralph (St. Moritz) NYC, h.  
Goode, Pat (Barkley's) Brooklyn, nc.  
Gordinier, Nedra (Levaggi's) Boston, nc.  
Giorgie, Sonia (International Casino) NYC, nc.

▲  
Gory, Gene & Roberta (Beacon) Vancouver, B. C., 5-11; (Golden Gate) San Francisco 17-23, t.  
Grant, Ariene (Greenwich Village Casino) NYC, nc.  
Graves, Alice (Essex House) NYC, h.  
Gray, Alexander (Palmer House) Chi, h.  
Grauman, Saul, & Co. (Lyric) Indianapolis, t.  
Green, Jackie (Yacht Club) Chi, nc.

## JACKIE GREEN

Second Week

### YACHT CLUB, CHICAGO

Green, Al (Pioneer Nut) NYC, nc.  
Guarecitas, Las (El Chanco) NYC, nc.  
Guy, Barrington (Plantation) NYC, nc.

▲  
Haal, Vera (Embassy) Phila, nc.  
Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.  
Hale, George (Frontenac Casino) Detroit, nc.  
Hale, Chester, Dancers (International Casino) NYC, nc.  
Hall, Vivian (Queen Mary) NYC, re.  
Hall, Kiki (La Paloma) Miami, nc.  
Hamilton, Thos. J. (N. S. Democratic Club) Pittsburgh, nc.  
Hammon, George, & Band (Orph.) Memphis, t.  
Hammond, Earl F., Eskimo Troupe (Ice Folles of 1937) Atlantic City.  
Hanley, Norman (Kookuk, Ia).  
Harger & May (Savoy) Buffalo, N. Y., c.  
Harris, Audrey (Broadway Hofbrau) NYC, nc.  
Harris, Hazel & Whitey; (Mishler) Altoona, Pa., 10-11; (Auditorium) Newark, O., 12-13; (Hippodrome) Newport, Ky., 14; (Nobel) Milwaukee, O., 10.  
Harris & Short (Stanley) Pittsburgh, t.  
Harrison, Spike (Gay '90s) NYC, nc.  
Hartman, Paul & Grace (Waldorf-Astoria) NYC, h.  
Hart, Margie (Mirador) NYC, nc.  
Havana Trio (La Conga) NYC, nc.  
Hector (Pal.) Cleveland, t.  
Heinie & Ole (Modernistic Bar) Racine, Wis., c.  
Helga, Irene (French Casino) NYC, nc.  
Heger & Roud (Savoy) Buffalo, N. Y., c.  
Heller, Jackie (Capitol) Washington, D. C., t.  
Hibbert, Bird & Larus (Savoy) London, h.  
Hildegarde (Ritz Carlton) NYC, h.  
Hill, Joan (Normandie) NYC, nc.  
Hilliard, Jack (Royale Frolics) Chi, nc.  
Hinton, Hotcha (Oasis) Seattle, nc.  
Hirsch, Jack (Gay Village) NYC, c.  
Hixon, Hal (1214) Phila, nc.  
Hoffman, Gertrude, Girls (International Casino) NYC, nc.  
Holland & Harris (Ritz-Carlton) NYC, h.  
Holly, Don (Piccadilly) Baltimore, nc.  
Hollywood Hotel Revue (Pal.) Cleveland, t.  
Hollywood Bandwagon (Michigan) Detroit, t.  
Hol, Maymo (Lexington) NYC, h.  
Holt, Billy (Half Moon) Coney Island, N. Y., h.  
Holtz, Lou (Frolics) NYC, nc.  
Honey Family (Mayfair Casino) Cleveland, nc.

▲  
Hoyer, Dynamite (Cotton Club) NYC, nc.  
Hooton, Don (Village Barn) NYC, nc.  
Horton, Carl (Madelra House) NYC, nc.  
Howard, Willie & Eugene (El-Hat) Chi, nc.  
Howard's, Walter, Rhythmmasters of the Range (Sawdust Trail) NYC, nc.  
Hutz, Tiny (Old Roumanian) NYC, re.  
Hughes, Lysbeth (Biltmore) NYC, h.  
Huling, Ray, & Seal (State-Lake) Chi, t.  
Humbly, Arthur (Trouville) NYC, c.  
Hunt, Pee Wee (New Yorker) NYC, h.  
Hutchins, Harriet (Lyric) Indianapolis, t.

▲  
Ice Ballet (Boston) Boston.  
Idler's Trio (Roosevelt) Pittsburgh, Pa., h.  
Internationals, The (Madison) NYC, h.  
Iris, Esperanza (Havana-Madrid) NYC, nc.  
Irving, Jack (Harry's New York Cabaret) Chi, nc.

▲  
Jackson, Paul (Kibby Klub) Jackson, Mich., nc.  
Jackson, Albert (Tuxedo) Detroit, c.  
Jackson, Roy (Normandie) Appleton, Wis., nc.  
Jacoby, Anita (Hollywood) NYC, re.  
Jacqueline, Mignac (International Casino) NYC, nc.  
James & Peltz (Ball-Ball) Chi, nc.  
Janet of France (Janet of France) NYC, re.  
Jane, Leonard (Nite Spot) San Antonio, Tex., nc.  
Jason, Jay (Colosimo's) Chi, nc.  
Jaynsuff Sisters (Bossert) Brooklyn, N. Y., h.  
Jeffers, Dorothy (Hollywood) NYC, re.  
Jennings, Don & Sally (Bismarck) Chi, h.  
Jerry & Turk (Frolics) NYC, nc.  
Johnny & George (Yacht Club) NYC, nc.  
Johnson, Elinor (606 Club) Chi, nc.  
Johnson, Lucille (Paradise) NYC, re.  
Jones, Betty, Girls (Commodore) Detroit, h.  
Jones, Jane (Parody) Chi, nc.  
Jordans, Musical (Green Gables) Ft. Scott, Kan., nc.

▲  
Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h.  
Karavaeff, Simeon (Russian Kretshma) NYC, re.  
Karon's, Maria, Musicales (Onesto) Canton, O., h.  
Kavanaugh, Stan (Paramount) NYC, t.  
Kaye, Grace (Bertolotti's) NYC, re.  
Kaye, Lois (Riviera) Ft. Lee, N. J., nc.  
Kearney, Johnny, & Playboys (Market Tavern) St. Louis, nc.  
Keaton, Billy (Mayfair Casino) Cleveland, nc.  
Keene, Linda (Stalder) Boston, h.  
Keogh, Jimmy (Leon & Eddie's) NYC, nc.  
Kiehl, Sally (Open Door) Chi, nc.  
Kenny, Phyllis (Park Central) NYC, h.  
Kenny's, Nook, Radio Gang (Show-Bar) Forest Hills, L. I., nc.  
Khadaric, Nicolas (Russian Art) NYC, re.  
Kidd, Ruth (Greenwich Village Casino) NYC, nc.  
King, Charles (Gay '90s) NYC, nc.  
King, Johnny (Crescent) New Orleans, nc.  
Kings, Four (Biltmore) NYC, h.  
Kinley, Eddie (Greenwich Village Casino) NYC, nc.

▲  
Kinney, Ray (Lexington) NYC, h.  
Kirk, Beverly (Club Greyhound) Louisville, nc.  
Kollegiate Kids, 14 (Village Barn) NYC, nc.  
Kozak (Fair) Hattiesburg, Miss.  
Kramer, Dolly (San Diego Cafe) Detroit, nc.

▲  
L'Ans (Edison) NYC, nc.  
La Blanc, Billy (Dutch Village) Toledo, nc.  
La Delle, Babe; Reno, Nev.  
La Mont (Benny the Bum's) Phila, nc.  
La Vois, Don, & Co. (State) Salem, Ore., 11-13; (Capitol) Portland 14-20, t.  
Lacalis, Aerial (Eagles' Indoor Circus) San Diego, Calif.  
Labrann & Carroll (Monte Carlo) NYC, nc.  
Ladell, Vincent (Bossert) Brooklyn, N. Y., h.  
Laida, Aicha (French Casino) NYC, nc.  
Laird's, Ruth, Texas Rockets (San Pablo) San Francisco, nc.  
Lamarr, Henry (Gay '90s) NYC, re.  
Lamb, Gil (Capitol) Washington, D. C., t.  
Landi, Sandra (Cavalier) NYC, nc.  
Lane, Tom (Beverly Hills) Newport, Ky., cc.  
Lane, Norma (Monte Carlo) NYC, nc.

Lane & Carroll (Fowatan) Detroit, nc.  
 Lane, Rose (Yacht) NYC, nc.  
 Lane, Lovey (Uproar House) NYC, nc.  
 Lane, Jackie Donald (Moonlight Gardens) Springfield, Ill., nc.  
 Langworthy, Reggie "Sax" (Palm Beach) Detroit, D. C., nc.  
 Leal, Prince Leif (Waikiki) Hollywood, nc.  
 Lankford's Family Band (Fair) Cairo, Ga.: (Fair) Lake City, Fla., 15-20.  
 Lawlor, Terry (Versailles) NYC, nc.  
 Lawton, Reed (Le Mirage) NYC, nc.  
 Laydell, Vincent (Bossert) Brooklyn, h.  
 LeRoy & Sharp (Royal Frolics) Chi, nc.  
 Led. Lita (Greenwich Village Casino) NYC, nc.  
 Lee Sisters (Rainbow Inn) Marysville, Calif., nc.  
 Lee, Bob (Wivel) NYC, nc.  
 Lee, Gypsy (Wine Cellar) NYC, re.  
 Leeds, Lyda Sue (Paradise) NYC, re.  
 Leeds, Marlan (Hollywood) NYC, re.  
 Leonardoff, Leon (Wivel) NYC, re.  
 Lenora, Elton, Dolls (Savarin) Buffalo, N. Y., nc.  
 Leonard, Jack (Commodore) NYC, h.  
 Leonard, Duke (Broadway Hofbrau) NYC, h.  
 Leonce (International Casino) NYC, nc.  
 Leslie, Lee (Jimmy Kelly's) NYC, nc.  
 Leslie Sisters (National Richmond, Va., 11-12) (Stevenson) Henderson, N. C., 14; (Granby) Norfolk, Va., 15-17, t.  
 Lester, Ann (Royale Frolics) Chi, nc.  
 Lester & Irmajean (Arrowhead Inn), Cincinnati, nc.  
 Lewis, Henry (Mattoon's) Stockton, Calif., nc.  
 Lewis, Ted, & Orch. (State) NYC, t.  
 Libuse, Frank (Pal.) Chi, t.  
 Lieblich, Tod (Lyric) Indianapolis 17-23, t.  
 Lindy Hoppers (Cotton Club) NYC, nc.  
 Lita, Carmen (Cotton Club) NYC, nc.  
 Long, Avon (Plantation) NYC, nc.  
 Lorraine, Lillian (Bertolotti's) NYC, re.  
 Low, Tom (Savoy-Plaza) NYC, h.  
 Luyanne & Renard (Alpine Village) Cleveland, nc.  
 Lucina, Ada (Old Rumanian) NYC, re.  
 Luciano, Aida (Wivel) NYC, re.  
 Lucientes, Pepita (El Chico) NYC, nc.  
 Ludova, Nadia (Russian Kretchma) NYC, re.  
 Lyman, Tommy (Oaks) NYC, nc.

M

McCoy, Bob (Blitzmore) NYC, h.  
 McCoy, Oelia (Northwood Inn) Detroit, nc.  
 McCormack, Frank (Greenwich Village Casino) NYC, nc.  
 McCully, Jean & Gine (Adelphia) Phila, h.  
 McHugh, Mary (Show-Bar) Forest Hills, L. I., nc.  
 McKenzie, Red (Nick's Rendezvous) NYC, c.  
 McKinley, Ray (Netherland Plaza) Cincinnati, h.  
 McNeil, Bob (Normandie) Appleton, Wis., no.  
 Madison, Rudy (Gay '90s) NYC, nc.  
 Mail, Paul (26 Club) Milwaukee, Wis., no.  
 Manchillo (Carmur) NYC, nc.  
 Margins (Moulin Rouge) Paris, nc.  
 Manhattianites (26 Club) Chi, nc.  
 Mann, Dupree & Lee (Oriental) Chi, t.  
 Marning, Otis (Blitzmore) Dayton, O., h.  
 Manning, Len, & Mitzel (Beverly Hills) South-Beach, Fla., ca.  
 Manolita (Russian Art) NYC, re.  
 Manzanares, Jose (Havana-Madrid) NYC, nc.  
 Manzel, Marge (San Diego) Detroit, nc.  
 Mara (Russian Art) NYC, re.  
 Marcos (Star Rendezvous) Marysville, Calif., nc.  
 Marion, Alice (Essex House) NYC, h.  
 Marilla (El Dorado) NYC, nc.  
 Marlowe, Selma (Capitol) Washington, D. C., nc.  
 Mary, Patsy (Pere Marquette) Peoria, Ill., h.  
 Marsh, Florida (Chez-Marie) Phila, nc.  
 Mathieu, Juggling (Hyland Club) Cleveland, nc.  
 Martin, Eddie (Oasis) Seattle, nc.  
 Martin, Esther (Greenwich Village Casino) NYC, nc.  
 Martinez, Juan (Havana-Madrid) NYC, nc.  
 Mary & Martyn (Henry Clay) Louisville, h.  
 Maurice, The Great (Coq Rouge) NYC, nc.  
 May, Bobby (International Casino) NYC, nc.  
 Mayhew, Gus (Bitter) Boston, nc.  
 Mesham, Stanley (Hollywood) NYC, re.  
 Melan, Lou (Madison) NYC, h.  
 Menchias, Les (French Casino) NYC, no.  
 Menen, George (McAlpin) NYC, h.  
 Mercedes, Eileen (Lexington) NYC, h.  
 Michon, Michel (Russian Kretchma) NYC, re.  
 Miles, Gary (Paradise) NYC, re.  
 Millinder, Lucky, & Orch. (Earle) Phila, t.  
 Milken, Bob (Little Old New York) NYC, c.  
 Milo, Allen (Show-Bar) Forest Hills, L. I., nc.  
 Minute Men (Three) Lexington, N. Y., t.  
 Mischa (Russian Kretchma) NYC, re.  
 Mohamed, Maide Ben (French Casino) NYC, nc.  
 Moore, Peggy (Stork Club) Chi, nc.  
 Morehead, Jim (Martin's) NYC, c.  
 Morales Bros. & Little Daisy (Heidelberg) Detroit, nc.  
 Moreno, Consuelo (Havana-Madrid) NYC, nc.  
 Morgan, Helen (El Dorado) NYC, nc.  
 Morgan Sisters (Paradise) Seattle, nc.  
 Moriche & Teresia (Trocaero) NYC, nc.  
 Morin Sisters (Orph.) Minneapolis, t.  
 Morris & Mayes (Grand Terrace) Chi, nc.  
 Morse, Lee (Olmos Club) San Antonio, Tex., nc.  
 Morton, Edgy (Oasis Suburban Restaurant) Seattle, Wash., nc.  
 Muchado, Lena (Waikiki) Hollywood, Calif., nc.  
 Muriel, Mimi (Crisis) NYC, nc.  
 Murphy, Dean (Clairidge) Memphis, h.  
 Murphy, Senator (Lyric) Indianapolis, t.  
 Myers, Helen (Radio City Rainbow Room) NYC, nc.  
 Myrus (College Inn) Chi, nc.  
 Myrto & Descha (Moulin Rouge) Paris, nc.  
 Myrtle & Paucad (International Casino) NYC, nc.

N

Nadine & Charles (Maryland Gardens) Washington, D. C., nc.  
 Nations, Evelyn (Lexington) NYC, h.  
 Nauseth, Irene (Oliver Twist) NYC, nc.  
 Negrete, George (Yumuri) NYC, nc.  
 Nelson, Nelle (Open Door) Chi, nc.  
 Nessly & Norman (Silver Bowl) Sacramento, Calif., nc.  
 Nevells, Mory (Open Door) Chi, nc.  
 New Yorkers, Four (Riviera) Ft. Lee, N. J., nc.  
 Newman, Doug (Statter) Boston, h.  
 Newse, Steppe (Little Eden) Detroit, nc.  
 Nicholas Bros. (Cotton) NYC, nc.

Nicholas & Roberts (Earle) Phila, t.  
 Nichols, Howard (Arradia) Phila, nc.  
 Nielson, Eleanor (Crisis) NYC, nc.  
 Niles, Don (Oasis) Seattle, nc.  
 Nixon, Dolly (Club 15) Phila, nc.  
 Nolan, Nancy (White) NYC, h.  
 Novaldas, Three (Roxy) NYC, t.  
 Northern, The (State-Lake) Chi, t.  
 Novak, Wilma (Arrowhead Inn) Cincinnati, nc.  
 Nuri Sisters (El Chico) NYC, nc.

O

O'Connor Family (Orph.) Minneapolis, t.  
 O'Connor, Patsy (Orph.) Minneapolis, t.  
 Olympic Trio (Palmer House) Chi, h.  
 Omar (St. George) Brooklyn, h.  
 Ortega, Eva (Riviera) Ft. Lee, N. J., nc.  
 Ortea, Rosita (Yumuri) NYC, nc.  
 Osnes, Joe (Trocaero) London, nc.  
 Osterman, Jack (Cavalier) NYC, nc.  
 Oxford Boys, The (Bismarck) Chi, h.

P

Padua, Margaret (Gay '90s) NYC, nc.  
 Page, Lyle (Circus Club) Bloomington, Ill.  
 Page, Hot Lips (Small's Paradise) Harlem, NYC, c.  
 Pals, Three (Normandie) Appleton, Wis., no.  
 Palmer Sisters (Sak's) Detroit, nc.  
 Paradise, Pat (Parody) NYC, c.  
 Parish Sisters (Palmer House) Chi, h.  
 Parker, Donna, Singer (Chicago) Chi, t.  
 Parker, Lew, & Co. (Tower) Kansas City, Mo., t.  
 Parkerson, Lew (Savoy-Plaza) NYC, h.  
 Parks, Barbara (Colony Club) Chi, nc.  
 Parsons, Kay (Dorade) NYC, nc.  
 Pastora, Ann (Rudd's Beach) Schenectady, N. Y., nc.  
 Paul & Esther (New Kenmore) Albany, N. Y., h.  
 Peabody, Eddie (Riverside) Milwaukee, t.  
 Pedro (Gaucho) NYC, nc.  
 Peppers, Three (Hickory House) NYC, nc.  
 Peppino & Camille (Book Cadillac) Detroit, nc.  
 Perlie, Mildred (Colony Club) Chi, nc.  
 Peters, Mildred (Birmingham) Ala., nc.  
 Perry, Martha (French Casino) NYC, nc.  
 Peterson, Chuck (Modernistic Bar) Racine, Wis., c.  
 Phillips, Wendell (Chicagoan) Chi, h.  
 Pierce & Harris (Palmer House) Chi, h.  
 Pierce, Euto (Billie) NYC, nc.  
 Pierre & Temple (Stevens) Chi, h.  
 Pils & Tabet (Mayfair) London, nc.  
 Plant, Mark (Versailles) NYC, nc.  
 Plaza, Trini (Chateau Moderne) NYC, nc.  
 Pol-Mar, Gric (Yacht Club) Chi, c.  
 Pope, Cathleen (New Yorker) NYC, h.  
 Prentice, George (Roxy) NYC, t.  
 Pryor, Ruth (Bismarck) Chi, h.

Q

Queens of Hearts (Oriental) Chi, t.  
 Quinn, Gregory (Broadway Hofbrau) NYC, no.

R

Rabold, Rajah (Le Mirage) NYC, nc.  
 Raeburn, Burt (Queen Mary) NYC, nc.  
 Ralston Sisters & Bob Gray (Netherland) NYC, nc.  
 Ralph, Wynne (Wivel) NYC, re.  
 Ramon & Lucinda (Trocaero) NYC, nc.  
 Ramsey, Mary (Beaver) York, Pa., h.  
 Rancheros, Three (Weylla) NYC, h.  
 Randall, Jack (Dancers Care E. K. Fernandez Shows) Honolulu, H.  
 Randall, Peter (Green Cables) Drums, Pa., nc.  
 Rando (Absinthe) New Orleans, nc.  
 Raphael (Waldorf-Astoria) NYC, h.  
 Raulo & Rosa (Cotton) New Orleans, nc.  
 Ray, Allen (Madison) Jefferson City, Mo., h.  
 Ray & Trent (Pal.) Cleveland, t.  
 Raye, Prince & Clark (Walton) Phila, h.  
 Raye, Vivian (Mirador) NYC, nc.  
 Rays, Eudy (Martin's) NYC, c.  
 Raye, Iris (Monte Carlo) NYC, nc.  
 Raymonds, Three (Jimmy Kelly's) NYC, nc.  
 Readinger Twins (Paradise) NYC, re.  
 Reed, Billy (Earle) Phila, t.  
 Regan, Paul (RKO Studios) Hollywood 3-30.  
 Reiss, Fred (RKO) NYC, nc.  
 Reis & Dunn (Club Greynwood) Louisville, nc.  
 Renard, Jeri (Chicagoan) Chi, h.  
 Renejo & Carlota (El Chico) NYC, nc.  
 Renee (Jimmy Dunes) NYC, nc.  
 Rhoddy, Twins (Ranch) Seattle, nc.  
 Rhodes, Dale, & Jean Monn (26 Club) Milwaukee, nc.  
 Richards, Harold (St. Moritz) NYC, h.  
 Riera, Virgie (Monte Carlo) NYC, nc.  
 Rinaldo (Strand) NYC, nc.  
 Ringer, Carl (52d St.) NYC, nc.  
 Rio, Rita, & Orch. (Earle) Phila, t.  
 Roark, Edith (Embassy) Phila, nc.  
 Roberti, Manya (Frolics) NYC, nc.  
 Roberts, Eileen (Greenwich Village Casino) NYC, nc.  
 Roberts, Jack & Renee (Kaiser's) Canton, O., 8-14, nc.  
 Robenis, Les (French Casino) NYC, nc.  
 Robertson (French Casino) NYC, nc.  
 Roberts, Betty & Freddy (St. Moritz) NYC, h.  
 Robinson Twins (Yacht Club) Chi, nc.  
 Roger, Germaine (French Casino) NYC, nc.  
 Rollin, Adrian, Trio (Essex House) NYC, h.  
 Rollins, Mimi (Frolics) NYC, nc.  
 Roltner, Bob (Adelphia) Phila, h.  
 Roseveit, Billy (Show-Bar) Forest Hills, L. I., nc.  
 Rosa, Tommy (St. Moritz) NYC, h.  
 Roselle, Mildred (Cavalier) NYC, nc.  
 Roschin, Nico (French Casino) NYC, nc.  
 Ross, Jack (Place Elvans) NYC, nc.  
 Ross & Bennett (Lyric) Indianapolis, t.  
 Ross, Geraldine (Northwood Inn) Detroit, nc.  
 Ross, Murray (Fox River) Batavia, Ill., cc.  
 Ross, Dr. Sydney (Rainbow Grill) Radio City, NYC, nc.  
 Roy, Jill (Rumanian Village) NYC, re.  
 Royal Duo, The (Leon & Eddie's) NYC, nc.  
 Royce, Rosita (Chez Paree) Chi, nc.  
 Russell, Mabel (52d St.) NYC, nc.  
 Russell, Russ (Normandie) Appleton, Wis., nc.  
 Russell, Sunny (St. Moritz) NYC, nc.  
 Russell, Gypsy Trio (Gay Village) NYC, c.  
 Ryan, Jerry (Gay '90s) NYC, nc.  
 Ryck & Kaye (Ringside) Ft. Worth, Tex., nc.

S

Sahji (Plantation) NYC, nc.  
 Salazar, Hilda (La Gonga) NYC, nc.  
 Sargent, Kenny (New Yorker) NYC, h.  
 Satz, Ludwig (Rumanian Village) NYC, re.  
 Schaefer, Dorothy (Kit-Kat) NYC, nc.  
 Sava, Maritsa (Russian Kretchma) NYC, re.  
 Saxon, Betty (Rose Bowl) Chi, nc.  
 Saxon, Jack (Pleakwick) Birmingham, Ala., nc.  
 Schaps, Sid (Paddock) Chi, nc.

Schnackel, Joe (Marie's) NYC, nc.  
 Schnickelitz Band (Orph.) Minneapolis, t.  
 Scott, Jean (Frolics) NYC, nc.  
 Seel, Peggy (Yacht Club) NYC, nc.  
 Sett, Nick (Show Bar) Forest Hills, L. I., c.  
 Setz, Val (Capitol) Washington, D. C., t.  
 Shand, Frank (Rockingham) NYC, h.  
 Shanghai Wing Troupe (Lyric) Indianapolis, t.  
 Shafer, Anna (Rumanian Village) NYC, re.  
 Shaver, Buster, with George & Olive (Drake) Phila, h.  
 Shea, Norma (Wivel) NYC, re.  
 Sherman Bros. (Denty's Terrace Club) Cohoes, N. Y.  
 Sherr Bros. (Ball-Ball) Chi, nc.  
 Shore, Willie (Hi-Hat) Chi, nc.  
 Short, Bobby (Frolics) NYC, nc.  
 Shutta, Ethel (Belmont Plaza) NYC, h.  
 Silverman, Jack (Old Rumanian) NYC, re.  
 Simpson, Carl (Cocoanut Grove) Boston, nc.  
 Simpson's Famous Marionettes (Adelphia) Phila, h.  
 Sloane, Estelle (Kenmore) Albany, N. Y., h.  
 Smith, Eddie (Uproar House) NYC, nc.  
 Smith, Earle (Bevor) Chi, h.  
 Smith, Duke (Trouville) NYC, c.  
 Soares, Inez (Wonder Bar) Oakland, Calif., c.  
 Sparkettes, Three (State-Lake) Chi, t.  
 Sparkettes, Four (Dwan Gardens) Benton Harbor, Mich., nc.  
 Spear, Harry (Park Central) NYC, h.  
 Spec & Spot (Amer. Music Hall) NYC, mh.  
 Spill, Lois (Drake) Chi, h.  
 Spittally, Phil, & Orch. (Earle) Washington, D. C., t.  
 Spivey, Billy (Hollywood) NYC, re.  
 Spacey, Jack (Beaver) York, Pa., h.  
 Stadler & Rose (International Casino) NYC, nc.  
 Stevens Sisters (Pal.) Chi, t.  
 Stewart, Jackie (Gay Village) NYC, c.  
 Still, Lois (Drake) Chi, h.  
 Stone, Dick (Essex House) NYC, h.  
 Stone, Al (Old Rumanian) NYC, re.  
 Storrs, Allan (Commodore) NYC, h.  
 Stuart, Gene (Dutchman's Grill) Lynn, Mass., re.  
 Stump & Stumpy (Plantation) NYC, nc.  
 Sullivan, Lee (Paradise) NYC, re.  
 Sullivan, Maxine (52d St.) NYC, nc.  
 Suter, Ann (26 Club) Milwaukee, Wis., nc.  
 Suzanne & Christine (Jimmy Kelly's) NYC, nc.  
 Swain Sisters (Jimmy Kelly's) NYC, nc.  
 Swane, Frank (Club 15) Phila, nc.  
 Swann, Russell (Dorchester) London, h.  
 Swans, Three (Pal.) Chi, t.  
 Sydel, Paul, & Spotty (Paradise) NYC, re.  
 Sykes, Harry (Palomar) Seattle, Wash., t.  
 Sylvester, Fred & Co. (Stanley) Pittsburgh, t.  
 Symington, Eve (Waldorf-Astoria) NYC, h.

T

Tapia, Cesar (Havana-Madrid) NYC, nc.  
 Taubman, Paul (Ambassador) NYC, h.  
 Taurich, Peter (Show-Bar) Long Island, N. Y., nc.  
 Tatum, Art (Three Deuces) Chi, nc.  
 Taylor, Key (Hollywood) NYC, re.  
 Teramini, Joe & Co. (Orph.) Memphis, t.  
 Texas Tommy (Dorchester) London, Eng., h.  
 Theodor (Little Rathskeller) Phila, nc.  
 Thomas, Eddie (Palumbo's) Phila, nc.

**THE TITANS**  
 (J. J. Ryan—A. J. Beck—F. L. Barker)  
 "RHYTHM IN SLOW MOTION"  
 ADELPHI HOTEL, Philadelphia, Pa.,  
 Starting November 3.  
 Direction MILES INGALLS,  
 International Theatrical Corp., New York.



"You Can't Have Everything"  
 Now  
 COTTON CLUB, N. Y.  
 Dir.: LEDDY & SMITH, N. Y.

Tomack, Sid (Royale Frolics) Chi, nc.  
 Torres, Carmen (French Casino) NYC, nc.  
 Torres, Ralph (Edison) NYC, nc.  
 Tracy, Mimi (Kenmore) Albany, N. Y., h.  
 Tramp Band (Cotton Club) NYC, nc.  
 Tranger, Don (Berghoff Gardens) Ft. Wayne, Ind., 5-11.  
 Travis, Jimmy (Club Piccadilly) Baltimore, nc.  
 Troitzky, Vera (International Casino) NYC, nc.  
 Tucker, Peggy (Riviera) Ft. Lee, N. J., nc.  
 Turlich, Peter (Show-Bar) Forest Hills, L. I., nc.  
 Turner, Elma (Plantation) NYC, nc.

U

Ulls & Clark (Orph.) Memphis, t.

V

Vaccaro (El Gaucho) NYC, nc.  
 Vades, Alfred (Havana-Madrid) NYC, nc.  
 Vales, Vern (Piccadilly) Baltimore, nc.  
 Vale & Stewart (Gafy Cabaret) Brussels, c.  
 Van, Gus (Colony) Chi, nc.  
 Vanderbilt, Arlie (Frances) Monroe, La., h.  
 Varello, Nino (De Witt Clinton) Albany, N. Y., h.  
 Variety Boys, Three (Leon & Eddie's) NYC, nc.  
 Varone, Joe, & Four Sparkettes (Wonder Bar) Port Huron, Mich., nc.  
 Venezia, Chiquita (Greenwich Village Casino) NYC, nc.  
 Vermonte, Claire (St. Moritz) NYC, h.  
 Vernon, Evelyn & James (Essex House) NYC, h.  
 Vesperis, Four (Adelphia) Phila, h.  
 Viles & Vecha (El Chico) NYC, nc.  
 Villarino, Jeronimo (Havana-Madrid) NYC, nc.  
 Villon, Renee (Bertolotti's) NYC, re.  
 Violeta & Rosita (Hollywood) NYC, re.  
 Vodery's Jubilees (Cotton Club) NYC, nc.

W

Wade & Wade (Levaggi's) Boston, nc.

Wahl, Dorothy (Harry's New York Cabaret) Chi, nc.  
 Walders, Darlene (Sporting d'Ete) Monte Carlo, France, nc.  
 Waldron, Jack (Yacht) NYC, nc.  
 Walker, Mickey (Cavalier) NYC, nc.  
 Walker, Frank, & Marie La. Mae (Martin's Rathskeller) Yorkville, N. Y., c.  
 Wallace, Louise (Meadowbrook) Cedar Grove, N. J., nc.  
 Walsh & Barker (Berkeley) London, h.  
 Walters, Jack (Netherland Plaza) Cincinnati, h.  
 Walters, Gene (Jimmy Kelly's) NYC, nc.  
 Ward, Joe (Savarin) Buffalo, N. Y., c.  
 Waring, Fred, & Pennsylvanians (Keith) Columbus, O., t.  
 Warner & Valerie (Frank Palumbo's) Phila, nc.  
 Wayne, Marcia (Savarin) Buffalo, N. Y., c.  
 Wayne, Lillian (Holland) NYC, nc.  
 Webb, Chuck, & Ella Fitzgerald (Boston) Boston, h.  
 Wences (Dorchester) London, h.  
 Wendell, Bill (New Kenmore) Albany, N. Y., h.  
 Weston, Ethel & Louis (Lobby) Juarez, Mexico, c.  
 Whalen, Jackie, & Streamline Steppers (Rudd's Beach) Schenectady, N. Y., nc.  
 Whirling Aces, Three (Red Men's) Rochester, N. Y., nc.  
 White, Jack (18) NYC, nc.  
 White, Ann (Bertolotti's) NYC, re.  
 White, Danny (Nixon) Pittsburgh, re.  
 White, Monte (Wonder Bar) Oakland, Calif., a.  
 White, Jack (Gay '90s) NYC, nc.  
 White, Eddie (Oriental) Chi, t.  
 White, Belva (Famous Door) Chi, nc.  
 Whitman, Flo (Club Mince) Chi, nc.  
 Whitney, Marjorie (Le Ball) Chi, h.  
 Wickes, Gus (Gay '90s) NYC, nc.  
 Wickes Bros. & Armida (Melbourne) Sydney, Australia, Oct. 16-Dec. 30, t.  
 Wilkens, Dorothy (New Yorker) NYC, h.  
 Wilkins, Marian (Netherland Plaza) Cincinnati, h.  
 Will, Ward (Gay '90s) NYC, nc.  
 Williams, Art (Club Alabam) Chi, nc.  
 Williams, Helen & Robert (Riverside) Milwaukee, Wis., re.  
 Williams, Janis (Chez Paree) Chi, nc.  
 Williams, Maxine (Onyx) NYC, nc.  
 Willard & Hurley (Drake) Chi, h.  
 Wilson, Jackie & Honey (Cavalier) NYC, nc.  
 Willis, Frances (Greynwood) Louisville, Ky., nc.  
 Wing, Toby (Yacht Club) Chi, nc.  
 Winston, Walter (Brittwood) NYC, nc.  
 Winters & Marano (Plantation) NYC, nc.  
 Winthrop, Dale (Earle) Washington, D. C., t.  
 Winton & Diane (2 o'Clock) Baltimore, re.  
 Wolf, Tiny (Yacht Club) NYC, nc.  
 Woods, Lorraine (International Casino) NYC, nc.  
 Woolsey & Wanda (Louis) Oakland, Calif., c.  
 Worth, Bobby (Carmen) Phila, t.  
 Wright, Charles (Commodore) NYC, h.  
 Wyse Jr., Ross, & June Mann (Mayfair Casino) Cleveland, nc.

Y

Yanyego Voodoo Dancers (Le Mirage) NYC, nc.  
 Yost, Ben, Varsity Eight (Riviera) Ft. Lee, N. J., nc.  
 Yvette (Ball-Ball) Chi, nc.

Zang & Todd (Hi-Hat) Chi, nc.  
 Zaza (Armando's) NYC, nc.  
 Zee Zee, Mile. (Colosimo's) Chi, nc.  
 Zig & Zag (Powers) Rochester, N. Y., h.

**HIRST CIRCUIT SHOWS**  
 (Week of November 7)  
 Babes With Charms: (Howard) Boston.  
 Beef Trust: (Orpheum) Reading, Pa., 10.  
 Cupid's Carnival: (Trocaero) Phila.  
 Foot Loose Parade: (Embassy) Rochester, N. Y., nc.  
 Frisky Frolics: (Gayety) Washington, D. C.  
 Jolies Begere: (Jacques) Waterbury, Conn.  
 Meet the Girls: (Gayety) Cincinnati.  
 Merry Models: (Casino) Toronto, Can.  
 Fagant of Folly: Lafayette.  
 Frisick Flirts: (Casino) Pittsburgh.  
 Pirate Belles: (Garrick) St. Louis.  
 Stage Scandals: (Hudson) Union City, N. J.  
 Swing High: (Gayety) Baltimore.  
 Scan Dolls: (Capitol) Toledo, O.

**DRAMATIC AND MUSICAL**  
 (Routes are for current week when no dates are given)

Brother Rat: (Selwyn) Chi.  
 Brother Rat: (Ox) Cincinnati.  
 Doll's House: (American) St. Louis.  
 Evans, Maurice: (Nixon) Pittsburgh.  
 Four Cents a Word: (Cass) Phila.  
 Greenwood, Charlotte: (Eras) Detroit.  
 Ghost of Yankee Doodle: (Wilbur) Boston.  
 Hayes, Helen: (Erlanger) Buffalo 10-13.  
 Madam Bovary: (Chestnut St.) Phila.  
 Merely Murder: (McCarter) Princeton, N. J., 13.  
 Right This Way: (Hanna) Cleveland; (Ox) Cincinnati 14-20.  
 Room Service: (Rivoli) Portland, Ore., 11-13.  
 Room Service: (Copley) Boston.  
 Show of Shows: (Lincoln) Cheyenne, Wyo., 10; (Fox) Billings, Mont., 11; (Fox) Helena 11; (Grand) Grand Falls 13.  
 Stage Door: (National) Washington, D. C.  
 Three Waltzes: (Forrest) Phila.  
 Tobacco Road: (Paramount) Austin, Tex., 10; (Texas) San Antonio 11; (Aud.) Corpus Christi 12; (Aud.) Dodge 13.  
 Tonight at 8:30: (Met.) Seattle 8-16.  
 Towarich: (Shubert) Boston.  
 Women: (The Erlanger) Chi.  
 Wynn, Ed: (Colonial) Boston.  
 Yes, My Darling Daughter: (Grand O. H.) Boston.  
 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 (Ford) Baltimore.

**MISCELLANEOUS**  
 Bragg Bros.' Show: Belchertown, Mass., 8-13; Clean, Conn., 15-20.  
 DeClea, Magician: Fostoria, O., 8-14.  
 (See ROUTES on page 89)

## Barnett Out as Wallace Goes In

Making late fall and winter tour—on 22 trucks, 18 trailers—Rogers mgr.

FORT VALLEY, Ga., Nov. 6.—Barnett Bros. Circus, which was off the road during summer season, played here Monday to splendid business.

Show opened about 10 days ago at Whitmore, S. C., after being organized in quarters at York. Ray W. Rogers, who was manager of Wallace Bros.' Circus during the regular season, is manager of Barnett show for late fall and winter tour.

Traveling on 22 trucks and 18 trailers, show has been making long jumps toward Florida. Had a move of 100 miles here from Covington and jumped 79 miles from here to Dawson.

Ira Haynes is leader of eight-piece band and Capt. Thomas Burns is equestrian director. Performance runs one hour and 25 minutes. Four elephants are carried.



WALTER JENNIER and his sea lion, Buddy II, who have been with Russell Bros. Circus two seasons. Their performance invariably wins great applause and receives special mention in the press.

## Where Mix Folk Will Spend Winter

CINCINNATI, Nov. 6.—Kinko, with Tom Mix Circus, sends following data as to where the folks will go when season ends today at El Dorado, Ark.:

Tom Mix, Hollywood; Augie Augustad, Chicago; Dail Turney and wife, Charles and Erma Ward, Mildred Asher, Danny Gordon, Maury Arley, Frank Beaumont, John Kortez, Henry Corsack, Jack Burslem, Hugh Sullivan, Homer Hobson, Ray Wallo, Herman Nowlin and wife, Hank and Ella Linton, Bumpy Anthony and family, Kinko and Mary, Los Angeles; John Agee and wife, North Hollywood; Jim Turney and wife, Beverly Hills; Robert Brown, Texarkana, Tex., and later south; Vern and Lillian Arbuckle, Braintree, Mass.; Ted Metz and wife, Hot Springs, then to West Coast; Charles Warrell and wife, Hot Springs, then Los Angeles.

Jim and Jessie Arbaugh, Vero Beach, Fla.; George Kilpatrick, New York City; Bill Farmer, Yellow Cab Company; Roy (See WHERE MIX on page 42)

## World Troupers at Macon

MACON, Ga., Nov. 6.—James M. Beach, general agent for World Bros. Circus, is here for the winter, living at the Central Hotel. Show is in quarters at Alexander City, Ala., fairgrounds after closing October 20 at Andalusia, Ala. Other World troupers here include Swede Johnson and Shorty Hinkle.

## Seils-Sterling Closing

MT. VERNON, Mo., Nov. 6.—Seils-Sterling Circus will close season here tomorrow with an afternoon only show and then returns to quarters at Springfield, Mo. Total mileage will be 9,380.

## Pepple Under Doctor's Care

KANSAS CITY, Mo., Nov. 6.—T. Dwight Pepple, general agent for Polack Bros. Circus, is under doctor's care here for stomach trouble. Carl Sonitz is acting as agent.

**Better Circus Days Ahead If—**  
By Tom Mix  
Will Be a Feature of the  
**Christmas Number**  
Of The Billboard  
Dated November 27

## Gumpertz Expects To Resign From R-B and Make World Tour

ATLANTA, Nov. 6.—It now seems to be pretty definite that this will be the last season for Sam W. Gumpertz as vice-president and general manager of Ringling Bros. and Barnum & Bailey Combined Circus, direction of which was assumed by him in November, 1932.

After the 1937 tour comes to a close at Miami next Tuesday (9) Gumpertz expects to resign and take a much-needed rest for several months in Sarasota. Early in April of 1938 he and his wife and Mr. and Mrs. Harley Crane plan to leave for a six months' trip around the world.

Members of the Ringling family have been in Washington for several days negotiating with the federal government on the question of back income taxes concerning the Ringling circus enter-

prises, and as soon as this matter is adjusted they are expected to give their attention to the note due the New York Investors, at which time Gumpertz expects to resign regardless of the outcome.

It is understood that Carl Hathaway will succeed Gumpertz as manager of R-B, as rumors have had it for the last several weeks.

## New Building For Cole Bros.

ROCHESTER, Ind., Nov. 6.—Jack Bigger has a force of 20 carpenters erecting a building, 150 by 300 feet, at quarters of Cole Bros. Circus. It will house the electrical department and tractors on the lower floor; upstairs will be utilized for wardrobe department. Ten motor-driven machines will be used in making wardrobe for the 1938 season. For the past week 200 employees of show have been busy storing paraphernalia and equipment in various buildings. George Brown, boss hostler, has 250 head of horses on a pasture 10 miles in the country.

Zack Terrell and wife are in Mt. Clemens, Mich., for several days, visiting Arthur Nelson and wife, parents of Mrs. Terrell. Later they will spend several weeks on their farm near Owensboro, Ky. Jess Adkins and wife plan to leave within the next fortnight for St. Petersburg, Fla. They will spend several weeks cruising and fishing on their yacht in the Gulf of Mexico.

Floyd King is spending several days visiting his mother at Memphis, Tenn. He is due back at quarters last of the month.

Clyde Beatty and wife, Harriet, departed November 4 for Corpus Christi, Tex. They will spend 10 days fishing in the Gulf of Mexico, after which they will motor to Mexico City, Mexico, for a three (See NEW BUILDING on page 43)

## Big Draw for R-B In the Carolinas

ATLANTA, Nov. 6.—Ringling-Barnum Circus had exceptionally fine attendance in the Carolinas, reports Joe Lewis; Herman Joseph, former clown, and Marguerite Rowe visited at Raleigh, N. C. At Danville, Va., were Ione Carl and husband, Dr. William Man and wife, Doctor Sterling, M. D. Hildreth, Art Simpson; Pearl Clark and Miss Benson, with Clark Sisters Revue. Miss Clark is a sister of Gordon Orton.

### Where They Go

When season ends folks will scatter as follows: Ralph Clawson, Peru, Ind.; Alva Jones, Valparaiso, Ind.; Hugh Hart, Miller brothers, Frank Mayer, Frank Braden, Tommy Haynes, LeRoy Howerston, John Brice, Mickey Graves, New York City; Richard Smith, Jersey City, N. J.; Harry Cramer, Newark, N. J.; Pete Graw, Mathew McGowan, Miami; Eddie Vaughan, St. Louis, and Charles Jones, Chicago. All of these are either ticket sellers or on front.

SIDE SHOW: Clyde Ingalls, Major Mite, Eko and Iko, Al Tomani and wife, Candy Shelton, Tommy Marchant, (See BIG DRAW FOR R-B on page 43)

## Codona Tent, CFA State Top Split

SAN ANTONIO, Nov. 6.—At a meeting of Alfredo Codona Tent, Circus Fans Association, evening of November 2, it was unanimously voted to withdraw from Mollie Bailey State Top.

Members pledged to stand by the national organization and its president, Melvin D. Hildreth, but to have no further part in the State Top's activities.

Codona Tent has 21 active paid-up members and a long record of achievement in CFA matters.

## Gilmore Re-Elected Prexy of Gainesville; Staff for 1938

GAINESVILLE, Tex., Nov. 6.—Officers were elected and members of executive and mechanical staffs of the Gainesville Community Circus named at annual membership meeting October 21 at the Chamber of Commerce assembly room.

Leon M. Gilmore was re-elected president for his second term; Roy Stamps was chosen vice-president, and Gideon D. Bell, secretary-treasurer. Members of board of directors include F. K. Schad, J. Robert Evans, Alex Murrell, J. R. Teague, Joe M. Leonard, Portis Sims, R. P. Wilson, A. Morton Smith and D. E. O'Brien.

The staff for the new year: Gilmore, manager and equestrian director; Stamps, assistant manager and general agent; Bell, secretary-treasurer; Murrell, general superintendent; Smith, program director and announcer; Leonard, general press representative; Wilson, front door super-

## Bill Naylor Pulls Stunt at Tulsa, Okla.

TULSA, Okla., Nov. 6.—William B. (Bill) Naylor, on press staff of Hagenbeck-Wallace Circus, pulled another new stunt and obtained front-page stories in both *The Tulsa Tribune* and *Tulsa Daily World*.

Last Sunday afternoon Naylor had a number of performers go to the home of 14-year-old Billy Epperson and present a special hour's performance. Plan was arranged by *The Tribune* and Managing Editor Stevens was present. The boy received autographed pictures from Hoot Gibson, Terrell Jacobs, Fred Freeman, Poodles Hanneford; Chris Cornalla and Arthur Borella, clowns.

Epperson is the courageous infantile paralysis patient who a few weeks ago gave up his "iron lung" at the risk of his life so two other sufferers could use it. The lad will get a Carnegie medal for heroism without doubt, as entire city and both newspapers have gone to town for it.

## Barnes Has Slow Movement Home

LOS ANGELES, Nov. 6.—The Al G. Barnes-Sells-Floz Circus, closing in Phoenix, Ariz., October 28, had a slow movement, not reaching Baldwin Park until next day at 9:30 p.m. Show unloaded stock and watered and fed at Colton, Calif. Removal of Southern Pacific tracks close to quarters made necessary handling of train by Pacific Electric.

Manager S. L. Cronin reported this as having been a very successful season, but reticent as to anything pertaining to 1938. Capt. Bill Curtis and crew had canvas and other equipment stored by Saturday night. George King had the wardrobe stored in a building adjacent to winter quarters. Walter McClain has bulls put away in winter barns. Mike Tschudy and Merle Ritenour are getting baggage and ring stock ready for winter (See BARNES HAS SLOW on page 71)

## Downie on New Lot at Mobile

MOBILE, Ala., Nov. 6.—Downie Bros. Circus played here October 28 on a new lot near Hartwell Field.

Matinee was very light and tent was about two-thirds for night show. Show was presented under auspices of local lodge of Elks for its Christmas Tree Charity Fund.

## Santos & Artigas Ready

HAVANA, Nov. 6.—Santos & Artigas Circus will soon open 20th fall and winter season at Marti Theater. Among acts engaged are the Magyars, acrobats: Buddy, talking seal; Les Naitos, Professor Hoyer with his trained horses, Wayne troupe of aerialists.

## Floyd Replaces Hanley

CINCINNATI, Nov. 6.—William Floyd has been engaged to take the band on Mighty Haag Circus, replacing Norman Hanley. Latter will be featured in a comedy act in vaude, opening about December 1.

## Conway Forms Partnership

MACON, Ga., Nov. 6.—Paul M. Conway, attorney and former circus press agent, recently formed a law partnership with Emile Hirsch, prominent young local attorney. For several years Conway practiced alone.

## DeKoks to Europe

NASHUA, N. H., Nov. 6.—Johnny and Eveline DeKok, after 18 months at Benson's Wild Animal Farm, training animals, sailed for Europe October 27 to visit over holiday season. Expect to return first of year and join a circus.

## Social Security Rulings

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





# With the Circus Fans

By THE RINGMASTER

**President** OFA  
**MELVIN D. HILDRETH**, W. M. BUCKINGHAM  
 716 Evans Bldg., Chicago, Ill.  
 716 Evans Bldg., Chicago, Ill.  
**Secretary**  
**THOMAS BARK**, Norwich, Conn.  
 Norwich, Conn.  
 (Conducted by **WALTER HOHENADEL**, Editor  
 "The White Tops," care Hohenadel Printing  
 Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 6.—Charles E. Johnson Jr., CFA, Johnson City, N. Y., vice-president of Endcott-Johnson, represented the shoe industry before the committee on reciprocal trade agreements of the State Department at a recent hearing in Washington. He met President Hildreth at the same hearing.

Toronto, Can., is the latest city desiring the 1938 convention of the CFA. Thru Bob Morton an invitation has been received asking that the association meet in Toronto at the time of the Canadian National Exhibition. Real co-operation and a great program is promised. Invitation will be considered by the board of directors.

Dennie and Edna Curtis, for second year in succession, were the first to send in a greeting card for holiday issue of *White Tops*.

Night of October 26 was Circus Fans' Night at Grotto Circus, Norwich, Conn., and the Fans with their friends occupied a reserved section, 31 in number. After the show they went to the Norwich Inn and had supper and party. They had as guests the following professionals: Mr. and Mrs. Minert De Oilo, Mr. and Mrs. Emil Pallenberg, Mr. and Mrs. Denzie Curtis, Mr. and Mrs. Charles Smith, Mr. and Mrs. Dobas and two daughters, Mr. and Mrs. Max Kassow, Frank Wirth and Pauline Miller.

Seen on Cole Bros.' lot in Paducah, Ky., were following Fans: Col. William Soaper Sneed, Chicago; Mr. and Mrs. Leonard C. White, Monroe, Wis., and Karl Kae Knecht, Evansville, Ind. Had a fine reunion.

F. E. Loxley, Cranston, R. I., caught the rodeo at Boston Garden October 30. Lawrence C. Brown, CFA, of Portland, Me., writes that he had a swell circus season, visiting a number of shows.

CFA Bruce A. Helfrich, Wichita, Kan., was a visitor at Gainesville, Tex., recently and is now home from a convention at Fort Worth. Caught Seils-Sterling Circus twice in Oklahoma.

## Henrys, Unraths Visit in Gainesville; Join Shows

GAINESVILLE, Tex., Nov. 6.—Mr. and Mrs. Arthur Henry and Mr. and Mrs. Barney Unrath, who closed with Seal Bros.' Circus October 22, arrived here next day to visit friends for several days. They caught Seils-Sterling Circus at Durant, Okla., October 25, being accompanied by H. H. Hardegrege, of the Gainesville Circus. There Mrs. Unrath met her father, George Engesser, who was on the lot for a visit. The Unraths left October 27 for Oklahoma to join the Engessers, and the Henrys left October 29 for Colorado to join Polack Bros.' Circus.

Mr. and Mrs. A. Morton Smith and children saw Seils-Sterling in the afternoon at Madill, Okla., October 23, and Russell Bros. at Durant that night. They were joined in Durant by Mr. and Mrs. G. D. Bell and daughter, Betty; Leon Gilmore Jr., Jerry Spence, Alex Murrell, Fannie Hall, Robert Clements and Hardegrege, of the Gainesville show, at night. Many Seils-Sterling people were also visitors.

Jerry Fairbanks, president of Scientific Films, Inc., producers of Popular Science of the Screen, with a crew of three men, arrived here October 25 and spent two days filming acts of the Gainesville circus in color, to supplement the pictures made on the lot at Tyler. From Gainesville, crew went to Houston to film the Frank J. Walter Circus.

## Pickups From Europe

BRUSSELS, Nov. 1.—The Byrd Gondis Trio, hand-to-hand; Rigoletto Brothers, acro comics; Rich Hurd, juggler; Angels, comedy acro, and the Dog Stars, trained pooches, are at the Empire. Larry Komble, comedy bike, is at the Varietes. Seven Varadys, acrobats, are at the Variete-Trischill at St. Gallen, Switzerland.

## Passing of Two Famous Performers

By COL. C. G. STURTEVANT

Nearly 50 years ago in the heyday of the old Seils Bros.' Circus two names to conjure with were those of Tom Pettit (Petet) and Danny Ryan. The Final Curtain in *The Billboard* recently recorded the passing of these wonderful artists. I knew both of them and in my sorrow at their passing I feel that I can and should give a few details of their circus careers. Much credit for the art of the high-class circus performer is due to these versatile and all-round veterans of the white tops in that they were the trail blazers and originators of many of the routines of the standard feature acts of today. While it is true that certain artists of the present day may equal or even excel them in special tricks of their routines, the fact remains that the ideas of rigging and performance of these oldtimers have made possible the success of the modern performer.

Pettit was born in 1863 at Zanesville, O., and started as a ground bar performer on Ohio circuses, being with the Hilliard and Main show in 1883. Charles and William Pettit were also with him in the early '80s, all doing bars, ground tumbling and leaps. Tom gradually gravitated to the Seils Bros.' Circus, where he was associated with Danny Ryan, Charles McVey, James Stitt, George and Hughey Zorella, all splendid, versatile performers on bars, trapeze, in leaps, tumbling and clowning. Tom was the principal on ground bars there in 1890, at which time he was said to have perfected the rigging for aerial bars and worked out the routine for its presentation the following year with McVey and Ryan with him in the act. The high bars created a sensational hit and were taken by the Seils show on the tour to Australia. Pettit and Stitt went on the Main show with the act in '95, Ben Wallace in '96 and continued on until Tom married and formed the Pettit Family of aerialists, consisting of himself; his wife, Elizabeth; Ray, Walter and Charles. This act started about 1900 and played circuses in America and Europe, as well as vaudeville and parks. The last circus on which the act was noted was Gollmar Bros., about 25 years ago.

Ryan was born in 1868 and as noted above was with the original Seils Bros.' Circus out of Columbus, O., and continued with it from the late '80s on down thru the Forepaugh-Seils organization off and on until that great show finally withdrew after 1911. Unquestionably Danny was one of the greatest all-round circus performers ever in the business. He could do at least a half dozen separate and distinct acts and was an artist in each. In addition to working on ground and high bars with such partners as Pettit, McVey, English, Zorella Bros., Bert Delno, Diaz, Loxel, Garnell, Jenkins and others he was the principal flyer for years with the great aerial return act of Ryan, Weitzel and Zorella. He was a leaper and tumbler and during all these years played clown down to his last engagement with the Big Show in 1935. He was with the Barnum & Bailey Circus on its European tour for four years, in Australia with Seils Bros. and in Cuba with Santos & Artigas, Pubillones and others. He married Oulka Meers, of the famous Meers Family of equestrians, who was a principal.

(See *PASSING OF TWO* on page 49)

## Notes From France

PARIS, Nov. 1.—Cirque Fanni, small but good tent circus, is at the street fair along Boulevard Pasteur. The Brockways, comedy bike; Paul Berny, juggler, and the Willy-Jos, equilibrists, are at the Bobino. Bill de Bergence, clever dog, is at the Petit-Casino; Miss Tamara, trapezist, is at the Lyon-Pathe; the Four U. S. A. Girls, acro-contortionists, are at the ABC; Leonce and Harry, comedy bar act, at the Cigale.

Walter Powell, American tight-wire walker, heads new program of Cirque Faurier at Bordeaux. Others on bill are Maurice and May, comedy bike; Christianis, tumblers; Antonsy, aerial; Carpi and Ramon, musical clowns; Zerbins, jockeys; Palmiri, motorcycle novelty; Juarez, plastic poses; Edwards' horses and clowns; Hernandez Diaz.

The annual indoor circus season under direction of Mme. Laurens is under

## WPA Show Has Good Opening at Jamaica

NEW YORK, Nov. 6.—The WPA Federal Theater Project's circus opened its winter tour October 30 at the Jamaica Arena, Jamaica, L. I. Matinee found a big house and despite it being Halloween another winner at night. Sunday matinee was light, but a near-capacity house at night. Burns O'Sullivan, managing director, has made many changes in program and has entirely revamped the *Savage Africa* spectacle. Special lighting effects have been introduced for the spec.

Despite the overflow of election news, both local and Manhattan newspapers were again obliging with space and some sent reporters to cover the opening. Many Federal Theater officials were on hand for opening, including Lyle Andrews, business manager; Johnny Brennan, technical director, and T. A. Mauntz, director of department of information.

Show has a special press program, printed exclusively for reporters assigned to cover performance. Mrs. Hazel Gardener, mother of Avonne Gardener, is reported to be improving. She is a patient at the French Hospital in Manhattan. All wish her a speedy return to show's lineup, reports Wendell J. Goodwin.

## Model Builders' Activities

ST. JOSEPH, Mich., Nov. 6.—George H. Graf, Peru, Ind., recently spent weekend with Bert Backstein, of Decatur, Ill., and inspected his workshop and miniature circus.

Rudy Hagene, Ashland, Wis., a new member, has been constructing some wagons. Ralph H. Miller saw R-B and Cole Bros. when they played Memphis and visited with a number of friends.

Bert Backstein has recently had a 16 by 18-foot addition to his show completed, with an 18-foot assembly bench across one end. Several new machines were also installed.

Kenneth Audibert, Littleton, N. H., recently broke his right arm. This has temporarily halted construction work on his model circus.

Gordon M. Potter, this city, has returned from a week's stay at Sault Ste. Marie, Ont., and other Northern points. He brought back 15 elephants and 32 head of baggage stock for Gordon Bros. Circus.

Charles H. Bennett, Berwyn, Ill., spent several days in Decatur last week visiting Backstein and looking over the latter's shop and large model circus.

John R. Shepard, Chicago, recently had as his guest W. H. Hohenadel, of Rochelle, Ill., and presented him with a miniature tableau wagon.

George H. Graf spent day at Rochester, Ind., and saw the Cole show put away for the winter. Potter also visited the quarters at Rochester.

Anyone desiring information about the Circus Model Builders and Owners Association, should write the secretary-treasurer, John R. Shepard, 438 N. Parkside Ave., Chicago, Ill.

## Watts and Parker Have Fine Menagerie

EMPORIA, Kan., Nov. 6.—Seal Bros. Circus, which was bought by Ira M. Watts and Charles H. Parker, has one of the finest menageries of any truck show, consisting of nine cages of animals, three elephants, two camels and 50 head of horses, ponies and mules. Parker was trained under the Mugivan, Bowers and Ballard banner and has been with the old Howe's Great London, Kit Carson, Gollmar Bros. and Patterson shows.

way at the Municipal Circus in Rome. Pezon's Menagerie, Mazetti's dogs, Amar's Menagerie and Kerwich's animal show are at the street fair in Bordeaux. Page and Nona, American wire walkers, are at the Capote in Avignon.

## Indoor Show for Carter

CHICAGO, Nov. 6.—Nick Carter, well-known circus man, of Peru, Ind., is putting out an indoor circus, playing under auspices. Show is known as the Great Eastern Circus and opens at Mansfield, O., late in November for the Grotto, with several weeks to follow. Pat Hanlon is general agent.

## WHEN?

Will You Be Planning Your Equipment for the Coming Season.

## WHEN?

Shall We Get in Touch With You as to Your Tent Needs.

WRITE - WIRE - PHONE

## BAKER - LOCKWOOD

17th and Central, Kansas City, Mo.  
 AMERICA'S BIG TENT HOUSE  
 Eastern Representative — A. E. Campfield,  
 152 West 42d St., New York City, N. Y.

## TENTS

OF ALL KINDS SALE OR RENT. BALLY CLOTHS, SHOW BANNERS, SIDE WALLS, FLAGS, ROPE, DUCK, STAKES.

Repairs Shipped Same Day Received.

Wire, Phone, Write

## A. MAMAUX & SON

120 Second Avenue, Pittsburgh, Pa.  
 Pennsylvania's Largest Tent House.

## EVERYTHING IN CANVAS

## TENTS

SEGEL TENT & AWN. CO.  
 2822 Pine, ST. LOUIS, MO.

## WPA FEDERAL THEATRE

Presents Its

## 3 RING CIRCUS

Featuring

## JAPINO

Sacred Black Elephant.

Nov. 13-14, Jamaica Arena, Jamaica, L. I.

## "DRIVER - TENTS - BANNERS"

30x127 PIT SHOW TENT AND CATERPILLAR TUNNEL COVER. Free Sample Book.

CHARLES DEWITT, Manager.

## O. HENRY TENT & AWNING CO.

4611-13 N. Clark St., Chicago, Ill.

## PALLENBERG'S BEARS

Equipment Address, Clinton, Conn. Just finished my biggest season with GEORGE HANLON.

## SPANGLES

JEWELS, TRIMMINGS, ACCESSORIES

Most Complete Assortment of COSTUME FABRICS. Write for Samples. DAZIAN'S, Inc. 100 W. 4th St. New York, N. Y.

## BIBLE BROS. CIRCUS WANTS

600 Park Street, New York, N. Y. 10011. Phone: BR 5-5111. Bible Bros. Circus, 1228 Wormald Bldg., Chicago, Ill.

## UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

CIRCUS, CARNIVAL AND CONCESSION TENTS. SIDE SHOW BANNERS THAT WILL LAST.

Send for Used Tent List.

LEADERS FOR OVER 40 YEARS.

701 North Sangamon Street,

Chicago, Ill.

# Under the Marquee

By CIRCUS SOLLY

FRANK T. KELLY and Robert Morrison are wintering in Elmira, Calif.

JOE SHORT, after closing with Cole Bros.' Circus, went to New York.

MRS. L. H. MOE advises that mother of Ray Marsh Brydon is seriously ill in City Hospital, Indianapolis.

CHARLES E. (CHIEF) PACK, chief of Cole Bros.' Circus, is wintering at Rochester, Ind.

DAN VROOMAN, who has comedy dog act, is in St. Joseph's Hospital, Mishawaka, Ind.

WILLIE KRIEGER left Hagenbeck-Wallace Side Show several weeks ago and is now in New York.

THE DOLLS (Harry, Daisy, Grace, Tiny), with Ringling-Barnum Side Show, will sail for Germany November 17 for two months' vacation.

JACK EARLE and Austin King, with Ringling-Barnum Side Show, will spend two weeks in Sarasota fishing before leaving for the West Coast.

WALTER WEAVER, with Hagenbeck-Wallace and Dan Rice shows this season, is in Lights Restaurant, Harrisburg, Pa., as counter man.

J. C. ADMIRE, general agent of Howe Bros.' Circus, and wife closed at Waycross, Ga., October 29. Show will end season November 9.

O. A. POWELL, clown with Cole Bros., and Teddy Schuerch, who was on Side Show, are in Cincinnati. Called at *The Billboard*.

FLOYD HARVEY has been at home in Des Moines, Ia., since he closed with Jack Hoxie Circus at Independence, Mo. Was superintendent of light department.

BOB EUGENE TROUPE will close season of 21 weeks at Elizabeth, N. J., November 20, following which they will return to Vermont until after holidays.

HAGENBECK-WALLACE had 'em on the straw at night in Tulsa, Okla. Show has had fine weather since it went into Oklahoma and Texas.

FRANK B. HUBIN informs that A. Harry Moore, who was elected for third term as governor of New Jersey, is a friend of showfolk.

THOMAS W. BRYDEN, after closing with No. 1 car of Ringling-Barnum Circus, returned to Springfield, Mass., and is located at Broadway Theater, which is playing road shows.

STANLEY F. DAWSON recently observed following at Rochester, Ind.: Floyd King, R. E. Dean, Ora Parks, Earl Sisson, Beverly Kelley and Skinny Dawson.

CAPT. W. H. CURTIS, of the Barnes show, was the subject of a "Be a Champion" sketch, written by Philip Bailey in October issue of *Letsure* magazine. Article tells of his hobbies and inventions.

C. E. DOUBLE arrived in New Orleans November 1 after finishing 10 weeks of fairs with Smith's Superba Band. Is visiting Robert K. Grant, former trouper with Sparks and Ringling shows.

THE ARENSENS (Barney and Jimmy), clowns and acrobats, are being featured on current bill, *Hits and Bits of 1937*, of Bob Burch's stock burlesque at Grand Opera House, Canton, O.

SIG BONHOMME, with Haag Bros.' Circus, reports weather fine and biz good. Del Vecho, calliope player, recently observed his 70th birthday anniversary.

EVERETT CORIELL finished seven weeks of vaude dates for Bert Levey on West Coast, presenting head jumps and head slide. Is now working in and around Chicago.

DRESSEN Circus Capers will again furnish all acts in Toyland at Sears

store and Barnett & Company in New Orleans for four weeks, starting November 27.

THURMON KNIGHT states that Beech-Nut Circus opened at Anderson, S. C., to biggest crowd of season. Doc Smith is at head of show. Next stand at Savannah, Ga.; then Florida for winter.

OWING TO ILLNESS of J. O. and Frank Wizarder, the Wizarder show closed at Steele, Mo., and returned to Westmoreland, Kan. The former has a badly infected throat and leaky heart and latter has lobar pneumonia.

H. A. (KID) MORRISON, of Ringling-Barnum Circus, is working publicity for Hudson-Terraplane at Miami, Fla. Had Mary Tucker doing "handcuffed to steering wheel" four days and nights without car stopping.

TOMMY BUTLER and wife, Ella, have moved their trailer from Trailer City to a new camp, Trailer Valley, Mansfield, O. Tommy was "mayor" of Trailer City past season. Is still working at Ritz Theater, Mansfield.

GENERAL JIMMY WHALEN, like a good soldier, stood in the midst of snow and mud and cold biting rain for a few days recently. The grand old man that he is came thru with flying colors, got it up and took it down and will return the Ringling-Barnum big top to quarters at Sarasota in good condition.

COL. C. G. STURTEVANT informs that practically all of the old Sells show are gone but that two famous ones remain—Bud Gorman (Fred Bradna told him that he is living in Lima, O.) and Bill Merrick, band leader, at Zanesville, O.

WILLIAM B. NAYLOR, with Hagenbeck-Wallace, will again handle Julien Bryan, ace cameraman for *March of Time* and *Life*. Bryan has been to Russia, Turkey and Finland the past summer. He is a fine lecturer with unusual pictures.

DON LA VOLA has completed 10 weeks of fairs and vaude bookings in the Northwest and is now playing dates in California. He plans to tour the Tivoli Circuit in Australia early part of next year. While in Spokane he visited with Harper Joy and Leonard Gross, Circus Fans.

IRAH AND SYLVIA WATKINS, since leaving Walter L. Main Circus, have played 15 fairs with their animal acts. Going from Atlanta, Ga., to Tarboro, N. C., they passed seven carnivals. Saw closing of Wallace Bros.' Circus at Athens, Ga., and Kay Bros. at Fugate Springs, N. C. They caught Ringling-Barnum at Spartanburg, S. C.

WHEN COLE BROS.' brigade closed, Clyde H. Willard, manager, went to Greenville, S. C.; Robert Hiatt, boss bannerman, Mt. Airy, N. C.; Si Semon, banner squarer, New York City; Sammy Laughlin, Roseville, O.; Othel Corkrum, Lorraine Hotel, Chicago; Luther Waite, Waco, Tex.; Henry Barth, Beverly Hills, Calif.; Charles Burns, Chicago.

A LARGE CIRCUS reports that since increasing wages its labor turnover has been the greatest in its history. Men obtain a few week's pay and leave. In one department 12 men left after the last pay day, stating they would return when broke again. More than 2,000 men have been hired this season—a labor turnover of more than 300 per cent.

SELLS-STERLING Circus has issued a season's route book of 24 pages which includes entire personnel and a number of ads. Banner day was at East Chicago, Ind. Performances lost: Eldon, Mo., two; Jefferson City, Mo., two; Moberly, Mo., two; Macon, Mo., afternoon; Manistique, Mich., afternoon; Gaylord, Mich., afternoon; Pauls Valley, Okla., night; Sulphur, Okla., afternoon; Lindsay, Okla., night.

QUIET JACK MOORE has signed with Midwestern Producing Service, Inc., as equestrian director and arranger of programs for indoor shows, opening at Ok-

mulgee, Okla., this week. Mrs. Clara Moore will do loop trapeze. H. B. Miller, general manager, reports bookings up to last of March. The Moores closed with Haag Bros.' Circus at Bastrop, La., October 17. Were on show six weeks, joining after Lewis Bros. closed.

LOWELL THOMAS will be the Fall Guy at luncheon of Dexter Fellows Tent, Circus Saints and Sinners' Club, at Hotel Commodore, New York, November 10.

ROSS COHEN, circus fan of Gloversville, N. Y., is afraid shows might have some trouble getting into his town hereafter because there is considerable old paper, dirty and torn, from a motorized circus that appeared there the past summer still hanging at both entrances to the town and in the main section. Within a radius of six city blocks he says there are between 15 and 20 locations with such paper.

H. E. COLVIN, formerly of front-door staff Hagenbeck-Wallace Circus, has been handling school work for five weeks. He is a former teacher. He talks on animals in school auditoriums and gives out a special ticket inside classrooms every day. He has closed school systems that have never been closed for any circus, and returns have been very successful as far as ticket returns are concerned and of great help in advertising the show, as thousands of tickets are put into homes even if they are not used.

CHESTER (BOBO) BARNETT and wife after closing at Food Show, Chicago, went to Memphis, Tenn. Visited circuses in that vicinity, renewing acquaintances on Cole show at Jonesboro and Blytheville, Ark. When Cole closed season Art (Jajo) Lind joined Barnett at Memphis, playing in schoolhouses. Will open in Children's Theater, Mother Goose Lane, at Goldsmith's store November 26, giving three shows a day thru December 24. Were recently visited by Orrin Davenport, Harold Voise, Percy Smith and Aileen Lary. All drove to Newport, Ark., caught night show of Tom Mix and also visited at Forrest City, Barnett playing "day and date" with show there. Voise and Aileen Lary went to Georgia to see Ringling-Barnum and Davenport and Smith returned to Chicago.

COLE BROS. Pickups from Stanley F. Dawson: Skinny Dawson will be press agent for Great Eastern Circus; Frank Goring and his Indians left Rochester, Ind., quarters for Pine Ridge, S. D.; Jean Weeks will winter at Peru, Ind.; Dr. E. Partello will leave for St. Petersburg, Fla.; Jess Murden and Jack Mills are at Rochester, closing up their affairs after a wonderful season, handling national advertising; Georgie Sweet left for Huron, S. D.; visiting at quarters were Don Howland, Bill Sneed, Fred Berger and John Grace. James F. McElwee and Charles Conley, of Peoria, Ill., were with show several days last week on road. The former also spent several days with show on Pacific Coast.

VISITING NOTES: ELMER A. KEMP, CPA, of Trenton, N. J., recently visited Frank B. Hubin in Atlantic City. . . . BYRON BURNFORD caught both performances of Hagenbeck-Wallace at Greenville, Miss. . . . JEROME T. HARRIMAN visited Rex and Fannie Ingham at Reidsville, N. C., en route home to Fort Kent, Me. . . . P. M. MCCLINTOCK and Lyle Keaton, of International News Service, saw closing of Cole show at Paducah, Ky. . . . PAUL F. VAN POOL, Joplin, Mo., drove to Fort Smith, Ark., and saw afternoon performance of Hagenbeck-Wallace. Had nice house. Show recently received a light wagon. . . . GEORGE F. HURLEY, Fort Worth, Tex., saw the Big One there and Barnes at Weatherford.

AS EVIDENCE of the determination of James A. Bailey when he was the recognized king of the circus world, Eddie Arlington, traffic manager, and R. M. Harvey, local contractor, were sent to Canada by Bailey in January. They found railroad rates had been almost doubled and the provincial licenses likewise. They resolved to return to New York and prevail on Bailey to pass up Canada. They had each told their story to the astute little man as he chewed his black cigar and returned to their respective desks. In mid-afternoon when Bailey was ready to start for his home in Mt. Vernon, N. Y., he went into the outer office and said: "Gentlemen, when are you returning to Montreal?" "When are you telling us what to do," was the joint reply. "Why, there is nothing to tell you—I want to show Canada." Obstacles and expense never stopped Bailey.

AT DRUMRIGHT, Okla., *The Daily*

## 15 Years Ago

(From The Billboard Dated November 11, 1922)

The Ringling-Barnum Circus closed its 31-week season at Greensboro, N. C., November 1 and went into quarters at Bridgeport, Conn. . . . Sells-Floto Advertising Car No. 3 closed at Ardmore, Okla., November 1. . . . "Poodles" Hanneford, of Sells-Floto Circus, was working on a picture for First National Pictures. . . . Honest Bill, of Honest Bill and Lucky Bill shows, purchased an elephant from Col. William P. Hall at Lancaster, Mo. . . . Mrs. William F. Newton Jr. (Mrs. Honest Bill) was operated on for stomach trouble at hospital in Kirksville, Mo. . . . Pee Wee Stevens, calliope player with Honest Bill Shows, was wintering in Lancaster, Mo.

Fred Gay, of John Robinson clown alley, was added to the Sparks Circus dressing room. . . . Johnny Judge joined Shipp & Feltus Circus in Rio de Janeiro. . . . W. C. Gallagher closed with Gollmar Bros.' Circus and went to Fall River, Mass. . . . G. C. Hiram Hendricks went to Colorado for his health. . . . Arthur D. Page, known to side-show patrons as "the world's smallest man," died October 25 at Binghamton, N. Y. . . . Mrs. Isabella Dely, wife of William H. Dely, died at Davenport, Ia., October 15.

Charles (Coney Island Red) Halperin was seriously ill in New York. . . . W. B. McCoy visited the quarters of Hagenbeck-Wallace Circus at West Baden, Ind., and the John Robinson Circus at Peru, Ind. . . . Quintus Whitmore, also known as "Quaint the Musician," died in Detroit October 26. He was 73. . . . Joe Baker left the Al G. Barnes Circus to become second agent for the American Light Opera Company.

## WHERE MIX

(Continued from page 40)

Brown, Waco, Tex.; Red Parker and wife, Oklahoma City; Dorothy Taylor, Peoria, Ill.; Ray Goody, Chicago; Fred Smythe, New York City; Tommy Ross, Jimmie Davison, Houston, then north to work night clubs; Vic Smith, Canadian, Tex.; Baldy Hollister, Texarkana; Anne Vaccaro, Oakland, Calif.; Fay Curran, Wichita, Kan.; Boots Sallee, Lexington, N. C., then Florida; Jack Knapp, North Hollywood; Bud and Julia Asher, Galesburg, Ill.; Gus and Betty Bell, Dallas; Joe Bowers, Hollywood.

Denny Helms and wife, Texarkana, then Dallas; R. B. Murphy, Parkersburg, W. Va.; Rex Rossi, Haag show; Blair family, Savannah, Ga.; George Surtees and wife, Texarkana; Ray and Emily Minton, San Francisco; Alice Julian, Dallas; Henry Davis, Flint, Mich.; Frank Stanton, Pomona, Calif.; Hanneford family, Houston, then Glens Falls, N. Y., also Dorris Wires; Harry Shell, Farmington, Mo., to resume study of law and play eight Shrine dates after January 1. Tommy Comstock, Jackson, Mich., again with Michigan Pipe Organ Company doing service work; Wiley B. Scott, Corpus Christi, Tex., hunting and fishing; Carl O. Robinson, Jacksonville, Fla., con hunting; John O. Kelley, Jacksonville, to play in dance bands; Frank Eccles, to his farm in Mississippi City, Miss.; Jack Carroll, Hammond, Ind.; Charles Fournier, Chicago.

*Derrick* has as its publisher and editor one of the oldest newspaper men in the world, Lou A. Allard, intimately known as "Uncle Lou," who when a young man tramped as an acrobat with circuses. In 1881 he edited and published *Young America* at Virginia, Ill., and he has had papers at Shawnee, Okla., and in Texas. He finally located at Drumright, then Indian territory, when the gun was the real law. In his newspaper office then he had a stock of rifles and gets handy and two bodyguards constantly with him. He went to circuses and shows armed and protected at that time. Doc Waddell, an eye witness to all this, and "Uncle Lou" have been close friends since. A short time ago when Doc was in Drumright with Miller Bros.' Shows he and Editor Allard held a reunion, and considerable space in *The Daily Derrick* was devoted to the Miller show and to Doc as a showman and a show chaplain.

# The Corral

By ROWDY WADDY

**HARRY KNIGHT**, assistant managing director of the Boston World Championship Rodeo, was in Dublin, Tex., last week arranging to winter the stock there.

**ART ZIKE**, of Zike's educated horse act, is slowly recovering from an eight-week siege of typhoid fever at his home in Sidney, Neb. He is anxious to hear from friends.

**J. C. COKER**, rodeo performer, is in a Tuscaloosa, Ala., hospital suffering from severe chest injuries sustained when he was thrown from a horse at the recent Tuscaloosa (Ala.) County Fair. Physicians report he has an even chance for recovery.

**TEX MANOW**, formerly of the 101 Ranch and King Bros.' Rodeo companies and a contestant at the recent Madison Square Garden Rodeo, will winter in California, according to Frank Elgin, who also reports that Manow plans to quit the rodeo business.

**LU LU BELLE** Rodeo Company, under direction of Lu Lu Belle Davis, which concluded its list of fair dates recently, is now in quarters at Lebanon, Mo., with Jack Davis in charge. Buck Yarborough is already breaking in a new comedy mule for next season, while Lu Lu Belle is putting her high-school horse and Roman team thru their paces daily. "What has become of Pat Long, Leto Farro, Inez and Snap Weideman, Morris Merideth, Shorty Kelso and Col. Will A. Dickey?" queries Lu Lu Belle.

**TAMA FRANK NELCEY** and company closed their season with a successful engagement at Meriden, Conn., October 24, despite an all-day rain, which held down attendance considerably. The band played *The Last Roundup* as a tribute to Walter Cravens, who lost his life while participating in the Madison Square Garden Rodeo. In addition to Nelcey show's lineup included Lou Longo, Ray La Haye, Waco Joe Cravens, Art Rush, Eleanor and Mike Rinaldi and Dorothy Nelcey. Nelcey reports that he plans to work night clubs and vaude dates with a Western act in Waterbury, Conn.

**MADISON SQUARE GARDEN** Rodeo Mutterings: At the conclusion of the event almost all of the contestants and attaches went to the Boston Garden Rodeo. A few remained in New York, however, while others went directly to their homes. . . . **HAROLD J. DIBBLEE**, Garden booking manager, took a flyer to Chicago and gave the Windy City contest the once over. . . . **FOG HORN CLANCY**, who worked with Ted Deglen and Tex O'Reilly in the Garden's publicity department, announces that the total purse for the rodeo, together with the added entrance fees and bonuses given contestants, amounted to \$50,390. Clancy, his wife and son, Pat, remained in the Big Town for a week and then went to Bridgeport, N. J. Pat will enter school at Paulsboro, N. J. . . . **COL. JIM ESKEW** and son, Junior, went to the JE Ranch quarters at Woodstown, N. J., and then visited the Chicago Stadium Rodeo. . . . **RED HAMMER-SCHMIDT** and wife, Helen, left for the Red Horse Ranch at Kent, Conn., where they will winter. . . . **FRANK CLANCY**, son of Fog Horn Clancy, remained in New York. . . . **REPORTED** that Tex Fletcher, Singing Cowboy of Station WOR, has signed a movie contract and is slated to begin making Westerns early in February.

**DAY MONEY** winners for the first part of Boston Garden World Championship Rodeo follow. All results are for night contests unless otherwise indicated. **Cowgirls' Bronk Riding**—First day (Wednesday, Thursday and Friday), Alice Greenough and Rose Breeden split first and second, \$93.75 each; Ruth Woods, \$45; Tad Lucas and Vivian White split fourth, \$15 each. Second day (Saturday matinee and night and Sunday matinee), Alice Greenough and Mary Parks split first and second, \$93.75 each; Ruth Woods, \$45; Vivian White, \$30. Third day (Sunday, Monday and Tuesday), Rose Breeden, \$112.50; Tad Lucas, \$75; Ruth Woods and Grace White split third and fourth, \$37.50 each. **Calf Roping**—First day (Wednesday, Thursday and Friday), Earl Moore, \$187.50; Hugh Ben-

nett, \$150; E. Pardee, \$112.50; Herb Meyers, \$75. Second day (Saturday matinee and night and Sunday matinee), Roy Mathews, \$187.50; Earl Moore and E. Pardee split second and third, \$131.25 each; Roy Lewis, \$75. Third day (Sunday, Monday and Tuesday), Homer Pettigrew, \$187.50; Gene Ross, \$150; Everett Bowman, \$112.50; R. R. Ingersoll, \$75. **Cowboy Bronk Riding**—First day (Wednesday and Thursday), Hub White-man, \$85; Fritz Truan, \$70; Buck Davis, Bob Walden and Eddie Woods split third, fourth and fifth, \$45 each; Ray Mavity, \$25. Second day (Friday, Saturday matinee), Jerry Amber, \$85; Hub White-man, Nick Knight and Eddie Woods split second, third and fourth, \$56.66 each; Ray Mavity, Eddie Cameron, Vic Schwarz and Bill Sievers split fifth and sixth, \$15 each. Third day (Saturday, Sunday matinee), Fritz Truan, \$85; Burel Mulkey and Eddie Curtis split second and third, \$62.50 each; Hub White-man and Bob Walden split fourth and fifth, \$40; Melvin Harper, \$25. Fourth day (Sunday and Monday), Vic Schwarz, \$85; Ray Mavity and Doff Abrams split second and third, \$62.50 each; Herman Linder, \$45; Nick Knight, \$35; Paul Carney and Floyd Stillings split sixth, \$12.50 each. **Steer Wrestling**—First day (Wednesday, Thursday and Friday), Gene Ross, \$187.50; Harry Hart, \$150; Norman Person, \$112.50; Tommie Horner, \$75. Second day (Saturday matinee and night and Sunday matinee), Jimmie Nesbitt, \$187.50; Dick Shelton, \$150; Hub White-man, \$112.50; Rusty McGinty, \$75. Third day (Sunday, Monday and Tuesday), Tom Breeden, \$187.50; Howard McCrory, \$130; Joe Thompson, \$112.50; Hugh Bennett, \$75. **Steer Riding**—First day (Wednesday, Thursday and Friday), Paul Carney, \$112.50; Kid Fletcher, \$82.50; Shorty Hill, \$60; Jimmie Hagen, \$45. Second day (Saturday matinee and night and Sunday matinee), Hughie Long, \$112.50; Kid Fletcher, \$82.50; Allen Cameron, Hank Mills and Joe Orr split third and fourth, \$25 each. Third day (Sunday, Monday and Tuesday), Kid Fletcher, \$112.50; George Mills, \$82.50; Babe

Moonan, \$60; Hoyt Hefner, \$45. **Bareback Bronk Riding**—First day (Wednesday, Thursday, Friday and Saturday matinee), Frank Finley, \$150; Eddie Curtis, \$100; Hank Mills, \$60; Eddie Cameron and Jim Whiteman split fourth, \$20 each. Second day (Saturday, Sunday matinee and night, Monday), Kid Fletcher and Jim Whiteman split first and second, \$125; Eddie Curtis, \$60; George House, \$40. **Wild Horse Race**—Wednesday, John Jordan, \$35; Hank Mills, \$25; Jack Quait, \$15. Thursday, Mickey McCrory, \$35; George Mills, \$25; Kid Fletcher, \$15. Friday, Terry Lockyer, \$35; Kid Fletcher, \$25; Lyle Cottrell, \$15. Saturday matinee, Goldie Butner, \$35; George House, \$25; Jack Quait, \$15. Saturday night, Mickey McCrory, \$35; Chuck Sheppard, \$25; Floyd Shoemaker, \$15. Sunday matinee, Goldie Butner, \$35; Hank Mills, \$25; George House, \$15. Sunday night, George Mills, \$35; Babe Moonan, \$25; Kid Fletcher, \$15. Monday, Goldie Butner and John Jordan split first and second, \$30 each; Paul Bond, \$15. Tuesday, Don Thompson, \$35; Paul Bond, \$25; Floyd Shoemaker, \$15. **Best Bucking Horse**—Wednesday, Floyd Shoemaker, \$25. Thursday, Hank Mills, \$25. Friday, Chuck Sheppard and George Mills split, \$12.50 each. Saturday matinee, Eddie Cameron, John Jordan and Jack Quait split, \$8.33 each. Saturday night, Floyd Shoemaker, \$25. Sunday matinee, Paul Bond and Hank Mills split, \$12.50 each. Sunday night, George Mills, \$25. Monday, Paul Bond, \$25. Tuesday, Floyd Shoemaker, \$25.

## BIG DRAW

(Continued from page 40)

Sarasota; Doc Oyler and wife, Duncan-non, Pa.; Jennie Reynolds, Nashville, Tenn.; Buck Saunders, Washington C. H. O.; Malle Rice, Miami; Tom Makorena, Los Angeles; Al Jones, Betty Broadbent, Chicago; Thaisa Gardner, Desoto, Ga.; Baron Faucci, Bennie Benard, Brooklyn; Paul McWilliams, Egan Twist, London; Massad Habib, Anita Veley, Rose Figuora, Phyllis Taylor, Paul Sallee, New York

# Chi Stadium Rodeo Clicks; Attendance Totals 258,117

**CHICAGO, Nov. 6.**—The Chicago Stadium Rodeo, which closed its 18-day session here last Sunday night, played to good business. Total attendance was given by Stadium officials as 258,117. Starting with only fair attendance, it steadily built and during the last half the gate frequently clicked 16,000 or better.

Both Arthur Wirtz, Stadium executive vice-president and treasurer, and Barnes-Carruthers, associate directors, were well pleased with the record made and feel that the event has been well established as an annual affair. Many well-known top hands took part in the contests, and the stock, furnished by Candy Hammer and Harry Greer, was plenty tough.

Final first-place winners in the two weeks' competition were Lonny Rooney, saddle bronk riding; Tom Taylor, calf roping; but Jess Goodspeed had the best time for single attempt, 12 1/4 seconds; Ken Roberts, wild steer riding; Andy Anderson, bareback bronk riding; Dave Campbell, steer wrestling; best time was made by Hetschel Ross with 7 1/8 seconds; Oral Zumwalt, with 19 4/5 seconds, made the best time; Alice Adams, cow-girls' bronk riding.

Ken Maynard visited on closing night. List of day-money winners for last part of the event as obtained from Fred Kressmann, arena secretary, follows:

**Steer Wrestling**  
Sixth go-around, Clay Carr, \$150; Harold Emery, \$90; Buck Spills, \$60; Shorty McCrory, \$30. Seventh go-around, Dave Campbell, \$150; Jack Hitson, \$90; Steve Heacock, \$60; Slats Jacobs, \$30. Eighth go-around, Dave Campbell, \$150; Jim Irwin, \$90; Ike Fernandez, \$60; Breezy Cox, \$30. Finals, Dave Campbell, \$408; Slats Jacobs, \$306; Andy Curtis, \$204; Jack Wade, \$102.

**Saddle Bronk Riding**  
Fourth go-around, Mel Stonehouse, \$200; Cliff Helm, \$120; Lonnie Rooney, \$80; Jack Sherman and Doug Bruce split fourth, \$20 each. Fifth go-around, Milt Moe, \$200; Steve Heacock, \$120; Cliff Helm, \$80; Ed Davis, \$40. Sixth go-around, Johnnie Rooney, \$200; Joe Farrell, Cliff Helm and Mel Stonehouse split second, third and fourth, \$80 each.

Finals, Lonnie Rooney, \$432; Cliff Helm, \$324; Milt Moe, \$216; Guy Cash, \$108.

## Bareback Bronk Riding

Ninth go-around, Andy Henderson, \$60; Dan Wilder, \$35; Eddie Collins, \$20; Buck Wyatt and Harold Johnson split fourth, \$5 each. Tenth go-around, Andy Henderson, \$60; Buck Wyatt, \$35; Odell Betsill, \$20; Bennie Bender, \$10. Eleventh go-around, Eddie Collins, \$60; Andy Henderson, \$35; Dan Wilder, \$20; Bennie Bender, \$10. Twelfth go-around, Andy Henderson, \$60; Eddie Collins, \$35; Joe Evans, \$20; Bennie Bender, \$10. Finals, Andy Henderson, \$60; Eddie Collins, \$45; Dan Wilder, \$30; Bennie Bender, \$15.

## Steer Riding

Sixth go-around, Harold Piper, \$112.50; Ken Hargis, \$67.50; Vic Blackstone, \$45; Weldon Bascom, \$22.50. Seventh go-around, Slats Jacobs, \$112.50; Ray McGinnis, \$67.50; Ted Bushbaum and Earl West split third and fourth, \$33.75 each. Eighth go-around, Ken Roberts, \$112.50; Buck Wyatt, \$67.50; Frank Marion, \$45; Doc Foust, \$22.50. Finals, Ken Roberts, \$174; Slats Jacobs, \$130.50; Frank Marion, \$87; Weldon Bascom, \$43.50.

## Cow Milking

Fourth go-around, Allen Holder, \$120; Floyd Peters, \$70; Breezy Cox, \$40; Buck Eckols, \$20. Fifth go-around, Jess Goodspeed, \$120; Buck Eckols, \$70; Barton Carter, \$40; Breezy Cox, \$20. Sixth go-around, Oral Zumwalt, \$120; Jim Wilkinson, \$70; Manard Gaylor, \$40; Ike Fernandez, \$20. Finals, Floyd Peters, \$124; Jim Snively, \$83; Manard Gaylor, \$62; Oran Fore, \$31.

## Calf Roping

Fourth go-around, Buck Sorrels, \$200; Jim Wilkinson, \$120; Amye Gamblin, \$80; Oral Zumwalt, \$40. Fifth go-around, Jess Goodspeed, \$200; Cecil Owsley, \$120; Tom Taylor, \$80; Dave Campbell, \$40. Sixth go-around, Jess Goodspeed, \$200; Jack Sellers, \$120; Lonnie Rooney, \$60; Dave Campbell, \$40. Sixth go-around, Jess Goodspeed, \$200; Jack Sellers, \$120; Lonnie Rooney, \$80; Buck Goodspeed, \$40. Finals, Tom Taylor, \$464; Jim Snively, \$348; Jack Sellers, \$232; Clay Carr, \$116.

City; Baby Lee, St. Paul; Billy Shaw, Baltimore; Bobbie Hasson, Millie Aicho and Arthur Wright, Philadelphia.

**PERFORMERS:** Marco, Saluto, Jack LeClair, Harry and John Nelson, Felix Adler, Federico and Herma Canestrelli, Taopoi Troupe, Harry Rittley, Willie Moser, Kay and Estelle Barbara, New York City; Dick Talley, Canestrelli Troupe, Machino Troupe, Wen-Hai Troupe, Walter Guice, Chesty, Juda Sothorn, Chicago; Reiffenach Family, Ted Ernesto, Lawrence Anderson, Don Smith, Jack Foley, Rudy Rudyoff and son, Isle Otaris, Ed and Jennie Rooney, Betty Stuart, Maude and Mildred Millette, Lucille Simon, Mlle. Gillette, Gloria and Bonnie Hunt, Lucille Wallenberg, Uyena Troupe, Lou Jacobs, Captain Herr and wife, Sarasota; Fred Bradna and wife, Polidor, Magyar Troupe, Antelek Troupe, Havana; Paul Jerome, Oklahoma City; Everett Hart, Los Angeles; Charles Bell, Dallas; Dick O'Connor, Manitowoc, Wis.; Louie Nagy, Tampa; Henry Bedow, Garvin, Minn.; Prince Paul, Boston; Albert Powell, Philadelphia; Jerry Bangs, Boston; Paul Jung and wife, Tampa; Bluch Landoff, Rahway, N. J.; Jack Voice, Saginaw, Mich.; Dearo and wife, Tampa; John Tebor, Tomawanda, N. Y.; H. S. Scott, Johnny Grady, Memphis; Mrs. Erna Rudyoff, three months' vacation in Switzerland; Marie Rasputin, Paris; Walkmir Troupe, open tour Genoa, Italy; one Wallenda Troupe, Winter Garden, Berlin, and another Shrine circuses in States; Cleveres Troupe, Dublin; Paul Wenzel, Billy Denaro and wife, Tampa; the Spurgats, Washington, D. C.; Art Concello and wife, Hot Springs; John and Mae Yorle, Brooklyn; Trudy Zachini, Daisy Polidor, Tampa; Bob and Ann Reynolds, Hot Springs; Mary Erdlitz, Oshkosh, Wis.; LuLota Duo, Europe; Concello Troupe, Bloomington, Ill.; Babe Snelling, Los Angeles; Gordon Orton, Peru, Ind.; Ollie Lutz, Manitowoc, Wis., and Joe Lewis, Peru. (Apologies to those missed.)

**BIG SHOW BAND:** Merle Evans, Maurice Gelder, Sarasota, Fla.; Joe Doble, Grove City, Pa.; Judge Linn, Johnnie Evans, Carl Worthman, Chicago; Henry Werner, St. Petersburg, Fla.; James Austin, Don Baker, Miami; Tony Rameriz, New York City; Al Riggs, Hawthorne, Mass.; Roy Monderon, Washington, D. C.; Lew Bader, Springfield, O.; Harry Hughes, Atlanta; Stanley Izervinsky, Memphis; Noble Howard, George Curtis, Indianapolis; Clare Henline, Ray Floyd, Charles Green, Jacksonville, and Art Reiss, St. Louis.

**WILD WEST:** Tim McCoy, Jack Steklitsky, Basil Glaskoff, Los Angeles; Dave Nimmo and wife, Cheyenne, Wyo.; Tommy Cropper, Fort Worth, Tex.; Booger McCarthy and wife, Burbank, Calif.; Theodore Brashoff, Washington, D. C.; Dan Moroz, Detroit; Billy Walte and wife, Tommy Privett, New York City; Art Boden, New Orleans; Ann Hamilton, Bobby Cropper, Sarasota; Indians to California and Arizona.

**COOKHOUSE:** George, Archie and Willis Blood, Charles Dart, Orville Sweazy, Philip Langford, Miami; Yomo, Brooklyn; Charles Landt, Chas. LaFerty, Nick Rock, Art Lund, Willie Rock, Charles Snarrar, Sarasota; Frank Curtis, Bridgeport, Conn.; Frank Bowen, Jersey City, N. J.; Walter Kloss, Chicago; Louis and Charles Horvath, St. Louis, and Mike Guzy, Cohoes, N. Y.

## NEW BUILDING

(Continued from page 40)  
weeks' tour. They plan to spend part of December in Bermuda.

**Maynard Flies to Los Angeles**  
Ken Maynard and wife flew in a plane November 3 from Indianapolis to Los Angeles.

Harry Harrel and wife, Susie, are in Florida on a motor trip, making headquarters at Miami Beach. Earl Lindsey and wife, Pat, will leave shortly for a three weeks' trip in Texas, visiting relatives. Frank Orman and wife, Emma, are hibernating at Ft. Lauderdale, Fla., along with Cecil LaBelle and family.

At present Al Dean is feeding some 200 employees in dining room at quarters. Active work in rebuilding of wagons and construction of cages and show equipment will start first of the year. Fred Seymour, superintendent, will spend several weeks at his home at Jackson, Mich. Charles Sasse, foreign representative of the show, has been in England, France, Germany, Austria and Sweden the past six weeks in search of novelties for big show program. In keeping with the progressive methods of Messrs. Adkins and Terrell, a wealth of new features and foreign novelties will be seen in next season's program.

# BIDS FOR ENTIRE INDUSTRY

## NAAPPB Inviting Allied Bodies To View Exhibits at Trade Show

Fair and carnival representatives, SLA members and amusement machine field to be guests during annual Chi conclave—Baker predicts largest gathering

CHICAGO, Nov. 6.—National Association of Amusement Parks, Pools and Beaches is extending a hearty welcome to members of the International Association of Fairs and Expositions, American Carnivals Association, Showmen's League of America and coin-operated machine operators, manufacturers and jobbers to visit exhibition halls of the big annual trade show in the Hotel Sherman here on November 29-December 2 in conjunction with annual conventions of the outdoor amusement industry. In the past there has been some objection to registering because of misunderstanding of the reason behind this policy, said Secretary A. R. Hodge, of NAAPPB, who declared a complete registration for benefit of exhibitors prompts this policy, as printed registration lists are to be sent to all exhibitors shortly after the convention.

From present indications the 130 booths available for exhibits will be used and many new and novel devices, games and equipment will be on view. Secretary Hodge said that Chairman J. E. Lambie, of the program committee, and Vice-Chairman Paul H. Huedepohl report the program practically completed and printed programs will be available on or about November 15. Chairman Harry A. Ackley and Vice-Chairman Mabel Kilally, of the entertainment committee, report great plans for special entertainment of delegates and guests.

### Entertainment a Feature

Annual powwow will start with a dinner and meeting of the American Recreational Equipment Association at 7 p.m. on Sunday, Monday, November 29, will be Exhibitors' Day and program sessions will start on Tuesday. Between the exhibition hall periods and program sessions there will be 14 hours a day to keep everyone occupied, after which the entertainment committee will take delegates in charge, it is announced.

"It has come to the notice of the secretary's office, suite 295, Hotel Sherman, that there may be special excursion rates in force in certain sections of the country just previous to and during the convention period, November 29-December 2," said Mr. Hodge. "This situation seems to apply particularly to southeast, south and southwest territory. However, all delegates are urged to make inquiry when purchasing their tickets to find out (See *BIDS FOR ENTIRE* on page 48)

## Man in Malaya Seeking "Most Popular Ride"

CINCINNATI, Nov. 6.—What is "the most popular riding device in America"? A subscriber to *The Billboard* in far-off Malaya puts this question, which is considerable of a poser. He does not differentiate as to popularity with the public or with amusement men, but being a park operator, he probably means the best money-getting ride over here at present.

He declares he is looking for a riding device, new or second-hand. He adds that in his location, Malacca, S. S., auto cars, Dodgem, Skooter, Ferris Wheel, Whip, Aeroplane rides and Merry-Go-Round are not new, having been in use there for some time.

## Thoma Remodeling Building

CANTON, O., Nov. 6.—Arnold Thoma, several years operator of concessions in Craig Beach Park, near Youngstown, O., has moved his refreshment building across Route 8 to a new location north of here and after extensive remodeling will reopen it for winter. Improvements include an addition for restaurant and a grill downstairs. The place will continue to be known as the Avalon. Thoma and associates operate frozen custard concessions in Craig Beach Park and several major racing plants and have had a truck several seasons on the Tom Mix Circus.

## Ocean City Loss \$100,000

OCEAN CITY, N. J., Nov. 6.—D. Roscoe Faunce, manager of the Strand Theater here, destroyed in a fire last week, said total damage amounted to \$100,000, not covered by insurance. Workmen are clearing the site, a new playhouse along modernistic lines and to be ready for opening in spring is planned.

## Rockaways Join Palisades in Move To "Cash In" on 1939 Fair Influx

NEW YORK, Nov. 6.—Land owners, concessioners and showmen in near-by Rockaway Beach sector last week agreed to underwrite a fund approaching \$8,000 and designed to attract additional attention to that area next year and the year following.

A. Joseph Geist, president of Rockaway Chamber of Commerce, said the fund would be used to conduct fireworks displays, introduce promotional tieups and stunts, establish excursion bureaus and to augment the general advertising and publicity campaigns. Chamber of Commerce will supervise expenditure of funds, it is understood.

The announcement, together with the recent statement by Jack and Irving Rosenthal concerning development of Palisades (N. J.) Park, marks first definite moves on part of local amusement institutions to prepare for the forthcoming



JOHN E. LAMBIE JR., chairman of the program committee for the annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on November 29-December 2, is assistant manager of Euclid Beach, Cleveland. For 10 years he has been associated with it in publicity, personnel and kindred contacts. Educated at Rugby, Eng., he was graduated from Stanjora (Calif.) University and returned to England to complete studies for the bar. With dramatic aspirations, he went upon the stage for a time. He was also in business with his father, who was associated with Edison in a plan to develop a concrete house. With Manager Harry Shannon, he is credited with having done much to make Euclid Beach outstanding.

## Seaside Bow Is Profitable

New Jersey pool and casino in black in first season—additions are planned

SEASIDE HEIGHTS, N. J., Nov. 6.—Ground for new Seaside Heights Pool and Casino was broken on March 20 and on June 19, 12 weeks later, a beautiful swimming pool was opened. Adjoining Casino was operating full blast, with dance hall, restaurant, bar, bingo concession, penny arcade, Merry-Go-Round and a dozen stands doing business. Speed with which pool and casino were designed and built, 12 weeks having elapsed from the day the first sketch was drawn until the opening, is considered a tribute to the engineering skill of Charles M. Hefelfinger. Pool and casino were operated and managed by Mr. Hefelfinger, assisted by Michael A. Flore, in charge of publicity and promotions, and by Orest Devany, booker of concessions.

Altho Mr. Hefelfinger had no previous show business or pool experience, his success in showing no red ink the first year is matched by the fact that features in Seaside Heights Pool have drawn pool men from all over the country, it is said. Pool is built to Olympic standards, 50 meters long and 25 meters wide. Three diving boards are built to Olympic specifications and non-skid concrete walks surround the pool.

### Publicity From Monster

He built in a safety ledge all around the deep end. Underwater lighting system caused crowds to linger long after the water show to admire the effect of the 18 lights of 1,500 watts each. Chlorine can be injected into the pool at any points where the bathing load is heavy. There is a continuous supply of purified, filtered and chlorinated salt water pumped from the ocean. The separate kiddies' pool made a hit with parents.

Pool and casino were running a little more than a week when Mr. Hefelfinger realized the place could stand a lot of press agenting to get crowds there. On June 30 a monster turtle was caught. Mr. Hefelfinger called in Mr. Flore to publicize it. Between the capture at noon and before the turtle had died 15 hours later Mr. Flore had arranged for a Coast-to-Coast 15-minute broadcast on (See *SEASIDE BOW* on page 48)

## Crystal City Is Launched

Wichita Falls park taken over by Steck and associates—for indoor midway

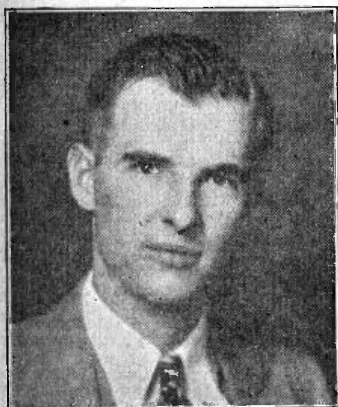
WICHITA FALLS, Tex., Nov. 6.—Crystal City on Lake Wichita is the new name of Lakeside Park here, which has been taken over on a long-time lease by (See *CRYSTAL CITY* on page 48)

## Social Security Rulings

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

## Nunan With Sutro Ice Rink

SAN FRANCISCO, Nov. 6.—Carl T. Nunan, director of publicity for Playland-at-the-Beach, will handle promotion work in connection with new Sutro Ice Rink, slated to open on November 15, taking over the floor space of Tropical Gardens. Adolph Sutro is owner. Rink will have a skating surface of many square feet, and is being constructed at a cost of \$100,000. William Hamilton, scenic painter, has been engaged to do landscape work.



EDWARD L. SCHOTT, re-elected by Coney Island, Inc., Cincinnati, on November 1 to the post of president and general manager, in which he succeeded his father, the late George F. Schott, in 1935. Directors also re-elected Fred E. Wesselmann, vice-president and chairman of the board; Mason Towle, secretary; J. P. Brandewie, treasurer; Howard N. Ragland, general counsel. Increased gross business was reported for 1937, during which season \$300,000 was spent to rehabilitate the park after the disastrous January Ohio River flood.

## Park Accidents and the Press

By Archie W. Colter

Will Be a Feature of the Christmas Number

Of The Billboard

Dated November 27

## Future of Park Business Is Now Up to Operators

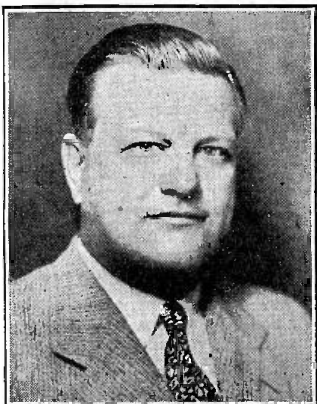
By HARRY C. BAKER

President National Association of Amusement Parks, Pools and Beaches, New York

EACH year as the season of operations for amusement parks nears its end it has been my custom to tour the country on a journey of survey, covering a goodly portion of the country and especially the Eastern, Central and Southern sections. This trip is always looked forward to, insofar as it gives me an opportunity to study the reaction of success or failure of the individual parks and allied resorts visited. It also gives me the opportunity to meet my fellow park operator and discuss with him his problems, learn of his method of operations and to exchange ideas.

I have just recently returned from this year's annual jaunt and how unlike it all was compared to a few years back! Personally I shudder in recalling experiences encountered during those depressing years, the time when visits meant hearing the story of a fighting man in a battle against an unseen foe. Men in the throes of despair, but with a tenacity to see it thru, and see it thru they did.

Those of our number who predicted our end and deserted our ranks should



HARRY C. BAKER

have been a party to my trip. Optimism with a capital "O" was in evidence everywhere. Successes have erased from the surface defeats of the past and full and complete victory is again in sight. There has not been an armistice. The ultimate goal must still be won and to this end the program is under way.

### Value of Foresight

During the past year many resorts, visualizing a renewed prosperity, en- (See FUTURE OF PARK on page 48)

## Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Nov. 6.—This is the month of state conventions here and for the next few weeks those remaining open expect big business from thousands of delegates. Big event of the week is tonight's indoor football in the Auditorium, after which plans will get under way for winter. Next week's highlight is opening of the Auto Show on Steel Pier. The show returns to this spot after a try at two others without much success, proving the drawing power of this block-long exhibit hall.

Auditorium Manager Phil Thompson is planning an exhibition ice hockey game to which admission will be in food stuffs to provide Thanksgiving baskets for needy. Seating will be arranged according to amount of food brought to the hall.

Joe Quittner folded his shows at the Earle Theater after more than a month's run, owing to falling off of biz due to a tight economic situation here. He may try a few more runs later in the season. Jules Falk, of Steel Pier, did a nice publicity job for the concert of Henry Gerard Ratville. Joe Lanza is in the Penn-Atlantic for the winter; ditto Bill Madden at the Traymore.

## The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

### More on Meetings

Paul H. Huedepohl, of Jantzen Swimming Association, Portland, Ore., one of the hard workers on program arrangements for the forthcoming NAAPB convention in Chicago, hastens to inform that, while I have been correct in reporting here that the pool discussions will be held on Thursday of convention week, there will be numerous papers read on Tuesday and Wednesday that should also be of vital interest to pool and beach operators. He feels that unless pool men know this they are apt to think there is no need of coming for more than one day. Far be it from me to give the wrong impression and so permit me, in behalf of Paul Huedepohl, Al Hodge and all the other committeemen, to urge pool owners to plan to spend the entire week at the Chi convention and not just a few hours. As was reported here last week, it certainly will be worth while.

As an example of what pool men will be able to find in general discussions, Paul sends me five outstanding topics to be talked about which should interest pool men as much as park owners. First subject, *The Operator's Liability in Operating of Parks, Pools and Beaches*, is a vital one that should interest everyone in amusement business. Then there is *Public Liability Insurance—the Association's Outstanding Work in 1937*, a discussion that no pool man can afford to miss. Still another interesting one will be a talk on *Admission and Sales Taxes*.

Pool operators should be especially interested in another paper, *Personnel Selection*. The tag, *Rejuvenation*, covers a subject, I'm told, to be discussed for fully one and a half hours by Messrs. (See POOL WHIRL on page 49)

## Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: The 168th street area in Jamaica is busy with a prosperous-going walkathon and the big WPA circus in full blast. Jamaica Arena silent as an old-time movie. How about a good local radio station, properly handled for World's Fair year, 1939, with the significant call letters NYWF?

More than \$31,000,000 is to be expended for construction of roads between now and 1939 around Long Island, largely for use by visitors to the World's Fair, but naturally for permanent convenience of motorists. Personal nomination for the most show-minded town on Long Island and perhaps the State: Freeport, yclept back in the old vaude days, "The Vaudevillian's Eldorado," because so many in the profess either settled or planned to in the community.

Randall's Island Stadium will get much of attention during the expo and will be, as it is now, New York City operated. Manhattan Chinese restaurant first of the fair sign-board advertisers, with a huge display near Queens Boro Bridge approach. Caught by Billyboy peeking in on the grounds, vet road showmen Chris Vare and Doc Kane. Trucks that haul top soil to the fair-grounds are budgeted for \$7 per day.

Rentals within Flushing bounds have hopped 30 per cent since expo site work started. Louis Ruhe, animal man,



Cars and Boats Shown at HOTEL SHERMAN, CHICAGO - Nov. 29 - Dec. 2



## Auto-SKOOTER-Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC., 2809 Neith Fairhill Street, Philadelphia, Pa., U. S. A.  
LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.



WATER SKOOTER. LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.

around. Attractive lighting effects give real theatrical affect to the Administration Building. Cliff Reidy says that at least a half dozen big novelty houses have concocted ideas for items with the expo slant and are either producing them or preparing to.

ROCKAWAY BEACH: Chamber of Commerce has initiated its campaign to raise funds for local publicity during the next two and three years. New amusement enterprise being to replace structures that burned on the Boardwalk at 98th street. Biggest nickel items on the Walk the past summer, in their respective order, malted milk, hot dogs and ice cream cones.

No word definitely yet on just what the next step will be in connection with renovation of Playland Park for next season. Only local niter of consequence, Jack's, Edgemere. Seidman's have pepped up their Rockaway Arena for a busy winter of roller skating.

LONG BEACH: Election's over and things are back to normal in Long Beach, political hotbed of the State. Question of supplying benches for the new Boardwalk, which were absent last summer, will be ironed out this winter. And what became of the plan for Walk roller chairs? Mique (and he insists not Mick) Ryan off after a successful season on the Boardwalk for a stay in Miami.

CANTON, O.—Revamping of the midway in Meyers Lake Park will mark passing of one of the finest amusement park zoos in Eastern Ohio. Park Manager Carl Sinclair said plans call for new buildings on site of the zoo, which is being dismantled. All animals have been disposed of and cages and other equipment have been donated to Nimisilla Park municipally owned zoo here. High cost of maintenance and waning interest prompted the company to discontinue the zoo, it is said.

## Craig Beach, O., Chalks Up Good Season With Upswing in Last Half

DIAMOND, O., Nov. 6.—Craig Beach Park here, despite inclement weather on more than half of the Sundays during the season, wound up on the right side of the ledger, said Art Mallory, veteran district park executive and for 10 years at the helm of the Lake Milton resort.

Anything but encouraging was the first half of the season, which for many operators in this area usually is the most profitable of the three months that park hereabouts are in operation. At the half-way mark, however, the spot was out of the red, and heavy attendance, especially on week-ends, gave it a better-than-average last half, making the season one of the best since 1929. All concession buildings were revamped, office building modernized and dance pavilion renovated.

Major revenue sources were beer garden, dance pavilion, concession stands and a large launch which operated on regular schedule. A hillbilly trio on each trip provided entertainment for the more than 50 passengers when it is loaded to capacity. Bathing was free, but a charge was made for bathhouse facilities. Dance pavilion had a social plan policy with old-time dances Tuesday nights. George Williams and his band played in the pavilion all summer.

Arnold Thoma, Canton, had concession stands and an attractive frozen custard spot on the midway. He reported the season highly satisfactory and plans some improvements to his holdings. Manager Mallory, who resides in Alliance, O., is operating his Trianon Roller Rink and other business interests there.

## American Recreational Equipment Association

By R. S. UZZELL

The executive committee of AREA met in New York on October 29 as scheduled and some real work was done. We are going to give a dinner to the exhibitors at 7 p.m. on Sunday, November 28. There will be a registration fee of \$1 each, but AREA stands the cost of the dinner and the tax, which will be about double the registration fee. It will have several innovations. Never before have the exhibitors dined together. This will assure fellowship and a fine get-together where each will know all.

The program will be short and snappy, four papers in all. Then the lively executive session and all done by 10 p.m. The room will be ours for the evening, so groups may remain for discussion on any favored topic or depart as early as they choose. There will be no conflict with other meetings. Reserve this dinner engagement for our best meeting since the smash. A special letter and notice goes to each of the exhibitors as well as to members of AREA.

### Treasury Report Good

Our treasurer made the best report of his eight years in office. It points to the fast approaching time when we can do things. George F. Smith Jr., from the New York World's Fair, was with us and gave us the latest news of the big dolings on the old Flushing Flats, now gloriously transformed. He will arrange a meeting soon with our exposition committee at the administration building on the grounds. Harry C. Baker, our chairman, will give due notice to our committee.

The national association is pointing confidently to the best meeting since the best days in the Stevens Hotel in Chicago. Secretary A. R. Hodge must be working long hours, judging by the volume of mail he is putting out. All of the main exhibit hall is sold out and the other locations are selling. The program will soon be out and will speak eloquently for itself. A fine attendance is now certain.

### Ice Drome of Thompson

A fine letter comes from Leonard Thompson, of Blackpool, England, bringing a pamphlet on his ice drome. It is gigantic. Steel work of the roof spans 150 feet without any truss or supporting stanchions and without a single bolt or rivet, being welded into one solid mass. Refrigeration plant is driven by over 165-horsepower electric motors, pumping 300 gallons of cold brine per minute thru five and one half miles of pipe beneath the floor. Heat in the building is thermostatically controlled.

(See RECREATIONAL on page 48)

# HAVANA IS SET FOR EXPO

## Hamid Called In as Adviser

Tom Mix Circus booked and New Yorker will confer on revue, acts, midway

NEW YORK, Nov. 6.—George A. Hamid, chief of the booking, producing and operating offices bearing his name and affiliate titles, departed on Thursday for Miami, Fla., en route to Havana, where he has been called by the Cuban Government for consultation on a national exhibition there.

Event, to be titled Cuban National Industrial Fair and Exposition, is slated to get under way in January, 1938, and probably will run six or eight weeks.

Mr. Hamid, who recently returned to this city from a Southern fair circuit, advised before leaving that he will spend a week or possibly longer in the Cuban capital in role of general adviser concerning attractions, a lavish revue, thrill acts, large midway, park-type rides and to conclude arrangements for engagement of the Tom Mix Circus. Latter is the only attraction definitely set at this time to appear at the expo.

New York representatives of the Cuban Government, it is understood, have been conferring with Mr. Hamid several weeks, but the versatile showman had little to say regarding the size and scope of the winter event. It was learned, however, that most attractions will be taken from the United States and that Cuban officials are desirous of presenting as large a setup as possible.

Midway contract may possibly be given to one of the larger American carnivals, but chances are that that end of the expo will be booked independently. Site of the exhibition, it is understood, is a large section of ground within walking distance of the center of town. Site will be converted into a permanent public park at conclusion of the fair.

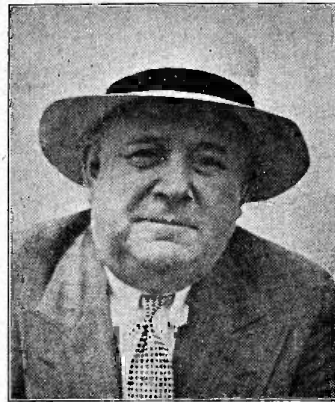
## Gate Up in Tallahassee; Art Lewis Shows Make Bow

TALLAHASSEE, Fla., Nov. 6.—West Florida Exposition closed its most successful run of a three-year history tonight, President Joe Frank estimating attendance at between 18,000 and 20,000. Midway opening was delayed because Georgia law would not permit a train with Art Lewis Shows' equipment to move out of Fitzgerald before midnight on Sunday.

Live stock was a feature, exhibits being swelled by more than 100 entries in the State 4-H Club pig contest. Much stock was sold at a pure-bred breeder auction. West Florida's biggest Society Horse Show in many years was held on Thursday, when attendance was hit some because of Ringling-Barnum Circus showing in Thomasville, Ga., 35 miles away.

On Tuesday, the biggest day, about 5,000 school children were admitted free. (See GATE UP on page 48)

**Necessity of Professional Bands for Grand-Stand Shows**  
By Hiram Wright  
Will Be a Feature of the Christmas Number  
Of The Billboard  
Dated November 27



R. JAMES SPEERS, Winnipeg capitalist and turfman, who is undertaking to rehabilitate a midsummer fair in the Canadian city. His production of the 1937 Winnipeg Summer Fair featured Royal American Shows on the midway, Ernie Young's "Cavalcade of Hits," first harness racing there in 15 years and Bob Ward's Thrill Day. He is president of R. James Speers Company, activities of which range from oil wells near Calgary to two western turf-cult plants in Winnipeg to big business in wheat. Photo, Dadsell, Royal American Shows.

## Profit Records At Iowa Annual

Clay County Fair keeps up score of \$30,000 or more—many improvements made

SPENCER, Ia., Nov. 6.—The 1937 Clay County Fair, billed as the "world's greatest county fair," showed a profit of \$30,984, Secretary Leo C. Dalley's annual report reveals. The fair was on September 13-18 with chilly weather which failed to reduce attendance materially.

Profit was slightly less than the \$32,538 made by the fair in 1936, but maintained the fair's record of the past several years of making annual profit of \$30,000 or more. Receipts totaled \$85,323 and expenses \$54,349; improvements during the year cost \$36,712. In 1936 total income was \$89,589 and expenses \$57,951. Income this year was \$4,265.98 under 1936 but expenses were \$2,701 less.

Permanent improvements since the 1936 show include new stockbarns, concrete stage and other additions costing \$36,712, in addition to WPA funds received for labor. Five-year insurance premiums fall due this year which will cost over \$5,000. There is now a treasury balance of \$8,312.89, Secretary Dalley said. Estimated value of grounds and improvements is \$260,000 and there is no in-

## Colorful Golden Gate Poster Going Out; Preview of Site November 21

SAN FRANCISCO, Nov. 6.—George Creel, United States commissioner to the 1939 Golden Gate International Exposition, is in Washington to confer with members of the Federal Exposition Commission regarding government buildings and exhibits for the fair here.

While all plans for the government's participation in the exposition have not been perfected, one special feature will be a talking picture dramatization of Uncle Sam's "behind the scenes" activities in agriculture, commerce, forestry and other fields. Another feature will be an exhibit, dramatically displayed, showing just how the taxpayer's dollar

## Wheels Are Moving for State Fair of Texas Again in 1938

Dallas plant reverts to association and Herold and Rupard plan to attend IAFE convention—some rides and concessions to remain and amusement park may result

DALLAS, Nov. 6.—The State Fair of Texas will be resumed, officials declare, in a manner bigger and better than ever before in 1938. Dates will not be set until the December convention of the International Association of Fairs and Expositions in Chicago, but the customary period has been the first two weeks of October. Upon the close last Sunday of Greater Texas and Pan-American Exposition here, President Otto Herold, of the State Fair, announced that his organization will regain control of the 187-acre plant, valued at about \$5,000,000, which was turned over to Texas Centennial Exposition following the 1934 season of the fair.

### Shreveport Gain Big

SHREVEPORT, Nov. 6.—With unprecedentedly favorable weather the State Fair of Louisiana here on October 23-November 1 probably had attendance greater by one-third than at any previous annual, said Secretary-Manager William R. Hirsch. Midway and concession patronage showed an exceptionally large increase. Mr. Hirsch said official figures could not be released before November 8. About 25,000 spectators saw Capt. F. F. Frakes, stunt pilot, make his 45th airplane crash thru a frame house in the infield on October 29.

## Wisconsin Net of \$52,000 Is Going for Improvements

MILWAUKEE, Nov. 6.—Reporting a prosperous year, Manager Ralph E. Ammon, Wisconsin State Fair, said the net is \$52,000, which is being spent on improvements in State Fair Park here.

Several minor improvements have been completed since the 1937 fair and work has been started on two new buildings. A crew of 20 painters is working daily, an early start having been made in preparation of the plant for 1938.

## Small Ones Okeh in Kansas

VALLEY FALLS, Kan., Nov. 6.—"This has been a better year for smaller fairs in Kansas," declared Secretary George Harman, State Association of Kansas Fairs, at his home here. "In general, so far as heard from, fairs in the State have done better than in a number of years and there appears to be a better co-operative feeling among people of the various counties. Of course, our big fairs go over all right in any year, but the county fairs have not been so fortunate in the last two or three years."

debtedness. Exhibitors totaled 1,170. There were 200 horses, 450 cattle, 780 swine, 210 sheep and 1,100 head of poultry.

Total paid admissions were 126,250 and total attendance at the 1937 fair, paid and non-paid, was 135,490. H. B. Noll is president; R. T. Pullen, vice-president, and Otto A. Bjornstad, treasurer.

While value and utility of the plant has been greatly increased by construction of new buildings, landscaping, paving and general beautification, a long period of readjustment will be required to determine how many of the properties will be disposed of, Secretary Roy Rupard, of the State Fair Association, pointed out. "Interest in resumption of the State Fair is widespread," said President Herold. "From all sides encouraging co-operation is being offered."

### New Buildings Available

Improvements accrued to the fair properties from the two expositions include a \$3,000,000 civic center consisting of Fine Arts, Natural History, Horticultural and Texas Natural Resources museums and a police and fire station erected by the city park board; the \$1,250,000 State of Texas Hall, for which citizens are now raising a maintenance fund; enlargement of two old exhibit structures and erection of three of major size; remodeling and beautification of the old administration building, plus many minor items.

One problem yet unsolved is disposition of the \$600,000 auditorium which was last spring converted into a theater-dinner hall for Pan-American Casino. Stage was enlarged and auditorium is now half filled with wooden structure supporting large dining terraces. Complete racing plant, owned by R. B. George, also presents a problem because it was erected for horse racing and the Legislature has since banned that sport and killed pari-mutuel betting. Plant includes track, barns and grand stand.

There is also the well-planned midway, on which a number of concessioners, especially ride operators, have said they will leave their equipment temporarily if not permanently.

### Movement on for Park

A strong movement is already under way for creation of a permanent amusement park, since the fair association will control the plant the year round. Ride operators who have already notified Secretary Rupard they will leave their equipment include Nate Miller, of the Skooter; Harry A. Illions, owner of the Ferris Wheel and Lindy Loop; Ray Stinnett, of Kiddieland rides, and Miller & Rose, owners of the large Coaster.

It is not known as yet what will be done about most of the privately owned exhibit buildings. Conoco Hospitality House has been turned over to the Daughters of the American Revolution as headquarters, but nothing has been done about Texas, Humble and Magnolia oil company structures, all of which are attractive and permanent.

President Herold and Secretary Rupard are expected to attend the Chicago IAFE convention in preparation for the coming year's program. As soon as they return, early in December, the association's election machinery will be set in motion. Stockholders will meet on December 14 and directors must meet within five days afterward to elect officers for 1938.

Mr. Herold is serving his sixth term as president. Other officers are Hugo Schoellkopf, first vice-president; T. M. Cullom, second vice-president; Fred F. Florence, treasurer, and Mr. Rupard, secretary.

# Iowa Official Gate 381,279

**Third largest attendance and \$50,000 profit reported for Des Moines annual**

DES MOINES, Ia., Nov. 6.—Third largest attendance in Iowa State Fair history, a \$50,000 net profit and one of the best live-stock and agricultural shows in a decade are results of the 1937 annual on August 25-September 3 given in official reports. Comparative attendance figures:

	1937	1936
Wednesday	8,962	8,701
Thursday	11,435	10,536
Friday	62,620	60,358
Saturday	55,552	47,895
Sunday	63,292	30,473
Monday	37,774	31,758
Tuesday	41,825	34,363
Wednesday	44,017	35,180
Thursday	30,492	33,427
Friday	25,310	27,648

Totals ..... 381,279 320,339

Total attendance of 381,279 has been exceeded only twice. Largest single day's attendance was on Sunday, August 29, when 63,292 passed thru turnstiles to witness Thrill Day and Safety Day program, and to attend final night of the rodeo. This compared with a 1936 Sunday attendance of 30,473, representing an increase of more than 100 per cent for the one day. Total increase, however, was not due to any one or two days, but represented steady, substantial gains over the previous year's figures, day after day, thru period of the fair.

Receipts kept pace with attendance. Officials estimate that the exposition will show a profit of \$55,000 after all bills have been paid. Total receipts will be approximately \$330,000. Expenses were \$275,000, exclusive of maintenance expense on grounds and buildings, covered by a separate fund.

Officials announced that bulk of the 1937 profit would be used to create a "cushion fund," to provide protection against deficits in lean years. Rainy weather, serious droughts and similar factors create a hazard which cannot be predicted, and a cushion fund of this type will be invaluable toward insuring the stability, officials say.

## Fair Grounds

CIRCLEVILLE, O.—Pumpkin Show officials declare they intend to encourage more farmers to plant pumpkins next spring. Only display in the entire show that was below usual size this year was that of pumpkins, from which the annual gets its name.

ST. JOHN, N. B.—G. William Frost, secretary-treasurer-manager of St. John Exhibition Association, reported that, altho a 1937 deficit of about \$8,000 had been expected, actual loss was \$3,860. Infantile paralysis and ban on attendance of children 16 and under wrecked business at turnstiles. George D. Ellis, president, who has been ill at home since June, has been in touch with affairs by telephone and calls at his home by Manager Frost and other officials. W. J. Wetmore, vice-president, is acting president.

WHARTON, Tex.—Attendance records were broken at the 10th annual Wharton County Fair on October 19-23. Secretary-Manager H. C. Copenhaver said a substantial profit was realized in spite of

## ATTENTION ACTS

Now Contracting Standard Acts, Revues and Thrills of every description for our 1938 Fair Season. Give lowest salary and full particulars in first letter. NOTICE—Acts handled by this office received from 8 to 12 weeks' work this season.

**J. C. MICHAELS ATTRACTIONS**

3824 East 9th Street, Phone, Benton 6574, Kansas City, Mo.

## WANTED

ACTS OF ALL DESCRIPTIONS, 1938 Fair Season. Reliable People only. Give details first letter. **FLORENCE E. REINMUTH** Quality Entertainment. 64 South 11th Street, Minneapolis, Minn.

biggest premium awards in history. The fair scrapped the established order of exhibits by communities in favor of 4-H Club and FFA entries and created improved showings and patron interest, he said. On four of the five days the gate exceeded by far corresponding days of 1936.

ERWIN, Tenn.—Midsouth Amusement Company, Erwin, has received a charter of incorporation from the secretary of state, incorporators being given as J. R. Jones, Olive W. Bare and E. H. Peters.

MONCTON, N. B.—Moncton Exhibition Association reported 25,000 paid admissions at the 1937 fair, a record for the event, revived five years ago after a lapse of seven years. For the first time exhibits and attractions were on the outside as well as inside, as in previous years everything had been in Moncton Stadium, owned by the city.

COLUMBUS, O.—National Dairy Show committee announced that \$15,000 of \$35,000 appropriated by the Legislature for the annual dairy exposition recently held here will be returned to the State. Charles F. Michael, Bucyrus, chairman, said the money was not used and reported that the committee voted to invite the 1938 show to Columbus.

CINCINNATI—Jimmie Lynch and his Death Dodgers drew 13,800 to Carthage Fair grounds on October 31 with unusual feats with stock automobiles. It was the sixth appearance of the Death Dodgers in the Cincinnati area in three years, and Guth Brothers Post, American Legion, sponsor, has started plans for a 1938 showing. Troupe was in Dayton, O., on November 7 and headed south for five dates before closing for the Christmas holidays. Pat Purcell, well-known outdoor publicist, has taken over exploitation for Lynch.

BRIDGEWATER, N. S.—The 1937 Bridgewater Exhibition marked retirement from the presidency of A. W. Hebb, who held the office 25 years and had been on the executive committee 40 years. He is a son of the late Emanuel Hebb, first president, and founder of the fair. Mr. Hebb has been succeeded by G. E. Romkey, who opened the 1937 edition. Also a speaker was J. A. Curll, who at 92 is believed to be the oldest member of any fair board in Canada. Attendance was better than in 1936 and it is proposed to enlarge the exhibition for 1938 and increase number of attractions.

DETROIT—Michigan State Grange at its 64th annual convention in Alpena entered a protest against action of managers of Michigan State Fair in omitting the women's department from the 1937 fair. Several resolutions were introduced, protesting against dropping of domestic science exhibits this year. It was declared some 20,000 farm women were enrolled in home economics extension clubs and that women fair patrons are more interested in exhibits of women's work than in live stock.

MADISON, Wis.—Dane County Agricultural Society, showing \$10.19 cash on hand, \$4,396.91 in liabilities and \$570 in interest due, petitioned the county board finance committee for \$5,000 to carry on. Committee indicated it will refer the problem to the county board.

JANESVILLE, Wis.—Rock County 4-H Junior Fair and Live-Stock Association reported 1937 receipts of \$6,261.75, of which \$1,944.72 was State aid, \$1,123.60 grand-stand receipts and \$701.35 concession fees. Expenditures and receipts ran about \$500 above 1936 figures with a \$209.31 balance reported. The association re-elected J. A. Craig, president; L. A. Markham, vice-president and superintendent; County Agent R. T. Glasco, secretary; J. W. Wiseman, treasurer.

MADISON, Ga.—A record crowd attended Morgan County Fair here. Mrs. Sadie Collins, acrobat, suffered a broken knee in a fall from the stage. A batwing parachute jump was canceled when Martin Cofer injured an ankle in a jump at Coffee County Fair the week before.

SWAINSBORO, Ga.—R. E. Rountree, secretary and treasurer of Emanuel County Fair, was elected mayor of Swainsboro.

EL DORADO, Ark.—With buildings and other equipment of Union County Fair Association plant dismantled and

about 100,000 feet of good lumber on hand, officials plan an extended plant for 1938. Robert Hays, president, said a site is being sought.

## Grand-Stand Shows

A SUCCESSFUL season is reported for Need's Concert Band by Conductor James Need, who closed at Georgia State Fair, Macon, having opened on August 1 and also played fairs in Charleston, Ill.; Du Quoin, Ill.; Kearney, Neb.; Hastings, Neb.; Ithaca, Mich.; Fayetteville, Tenn.; Florence, Ala.; Lawrenceburg, Tenn.; and Atlanta. Daily broadcasts of the 14 men were given from grounds in Charleston, Florence and Atlanta.

TEN weeks of fairs were worked for J. C. Michaels Attractions by the Le-moind Trio, who finished their fair season at Jeff Davis Parish Fair, Jennings, La.

THREE Rolling Ramblers, who played 12 consecutive weeks of fairs, booked thru J. C. Michaels Attractions, ended their season of fairs at Washington County Fair, Brenham, Tex.

## Expect N. C. Audit Will Show a Profit

RALEIGH, N. C., Nov. 6.—Altho held on five days as compared to six last year, North Carolina State Fair here grossed \$66,822, but the State audit bureau will not be able to disclose profits, if any, until all bills are paid. Receipts from all sources, compared with \$66,556.43 in 1936, indicate large attendance, as prices were the same. Expenses in 1936 were \$65,242.12.

Gate receipts, including auto parking and advance ticket sale, totaled \$30,939. Other revenue included \$11,583.80, grand stand; \$15,900, carnival percentage; \$9,299.20, booths and advertising. Gate revenue by days: Tuesday, \$2,260.25; Wednesday, \$5,402.75; Thursday, \$5,321.25; Friday, \$8,515.60; Saturday, \$5,039.25; advance tickets, \$4,400.

Grand-stand receipts: Tuesday, \$1,032.50; Wednesday, \$3,102.55; Thursday, \$1,766.30; Friday, \$3,462.55; Saturday, \$2,219.90.

Dr. J. S. Dorton, fair manager, has predicted the 1937 fair will be shown as realizing a profit, despite expenditures for permanent improvements. Total receipts over a period listed by the State auditor were: 1935, \$78,444.29; 1934, \$65,129; 1933, \$49,344.84; 1932, \$37,735.62; 1931, \$47,597.55; 1930, \$55,179.91; 1929, \$71,902.81; 1928, \$64,777.36.

During the lease of the fair plant to George A. Hamid and Norman Y. Chambliss, which terminated last year, net profits by years were given as: 1936, \$11,314.31; 1935, \$29,541.27; 1934, \$21,055.49; 1933, \$14,437.08.

## THE STRATOSPHERE MAN



World's Highest Aerial Act. Finishing With a 500-Ft. Slide for Life.

Available for Fairs, Parks, Celebrations.

Address Care of The Billboard, Cincinnati, O.

## FIREWORKS DISPLAYS

For Any Occasion

**30 YEARS AT MANHATTAN BEACH**

Programs Submitted Upon Application.

**PAIN'S FIREWORKS DISPLAY CO.**  
22 PARK PLACE, NEW YORK CITY

## WANTED for 1938 Fair Season STANDARD ACTS

OF ALL KINDS.

**SIDNEY BELMONT**

Fullerton Bldg., ST. LOUIS, MO.

## WANT MORE REVENUE for YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the **WHOLESALE MERCHANDISE Department**

**THIS WEEK AND EVERY WEEK**



## A "Network of Novelties"

A "Network of Novelties" whose influence is international and widely felt . . . County and State Fairs . . . Amusement Parks . . . Indoor and Outdoor Circuses . . . Carnivals, Celebrations, Night Clubs, Society and Private Functions, Bazaars, Fashion Shows, Department Stores, Trade Events, Expositions, Horse and Dog Shows, Radio, Motion Pictures, Stage . . .

EXPERIENCE • SHOWMANSHIP • RELIABILITY RESULTS

Offices in Leading American and Foreign Cities.



## ATTENTION FAIR SECRETARIES



Before entering any contract for the DEATH DODGERS or any Attraction using an Automobile controlled from a saddle on the hood, wire JIMMIE LYNCH, Texarkana, Tex. J. Earl Reeves has the sole right to contract for such attraction featured by JIMMIE LYNCH and his original DEATH DODGERS. Permanent address, Texarkana, Tex. PAT PURCELL, Direction of Publicity.

## FREE ACTS

NOW SIGNING ACTS FOR OUR 1938 SEASON OF FAIRS, CELEBRATIONS AND PARKS. No Act Too large for us to handle—Routes of 12 to 16 weeks given many Acts this year. Give Full Particulars in Your First Letter.

**COLLINS ENTERPRISES**

"Bookers of World-Standard Attractions."

**ELLIOTT HOTEL BLDG., DES MOINES, IOWA**

Advertise in The Billboard—You'll Be Satisfied With Results.

## Paris Expo To Pass Mark of 30,000,000

PARIS, Nov. 1.—With slightly more than three weeks to go, Paris International Exposition is assured of passing the 30,000,000 mark, as total attendance up to October 26 was 26,824,896. Daily average still hovers around 200,000, but cold weather will undoubtedly result in a sharp drop.

Weather has already had its effect on the amusement zone, crowds thinning out early. Many well-known showmen have visited the park during the past week, among them being Richard Meinhardt, operator of an amusement park in Budapest, and Charles Westall, of the Jetty amusement resort, Scarborough, England. J. W. Shillan, English ride builder, and his representative, M. Baines, have been at the park supervising changes in lighting and ballyhoo and a shakeup in staff of the Rocket Speedway. Percy Platt, of the "Wall of Death," returned from a business trip to London and Blackpool.

Park officials have ordered nude cuties working on the front of girl shows to cover up a bit and talkers to refrain from announcing "all-nude" shows. Cold weather is more effective than blue-nose rulings in causing the girls to don heavier wraps. Mexico's pavilion has been inaugurated, which marks the final lap in construction on the expo grounds.

## Mich. Meet Asks Officials

DETROIT, Nov. 6.—Governor Frank Murphy and John B. Strange, state commissioner of agriculture, are expected to attend the annual meeting of Michigan Association of Fairs in the Fort Shelby Hotel here on January 18 and 19, said Chester M. Howell, association secretary, Chesaning. Banquet will be held on night of January 18 after sessions that afternoon and which will be concluded on forenoon of the next day.

## GATE UP

(Continued from page 46)

Art Lewis Shows, on its first trip to Florida, was praised by the American Legion Post, sponsor of the fair. Owner-Manager Lewis reported the Motordrome and monkey show top-money attractions.

## 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. E. Corey, secretary, Des Moines.

Wisconsin Association of Fairs, January 5-7, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

State Association of Kansas Fairs, January 11 and 12, Hotel Jayhawk, Topeka. George Harman, secretary, Valley Falls.

Ohio Fair Managers' Association, January 12 and 13, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Michigan Association of Fairs, January 18 and 19, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

Massachusetts Agricultural Fairs' Association, January 20 and 21, Boston. A. W. Lombard, secretary, 136 State House, Boston.

Virginia Association of Fairs, January 24 and 25, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 24-26, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Texas Association of Fairs, January 28 and 29, Adolphus Hotel, Dallas. J. O. Watson, secretary, Graham.

SECRETARIES of associations should send in their dates, as inquiries are being made.



OTTO HEROLD



ROY RUPARD

**MACHINERY OF THE STATE FAIR OF TEXAS is ready to function again as officials take up planning for resumption of the two-week annual in 1938, following close of the Pan-American Exposition in Dallas, which leaves a plant greatly increased in value and utility. President Otto Herold and Secretary Roy Rupard plan to attend the Chicago convention of the International Association of Fairs and Expositions, during which dates for the Lone Star State show next year will be set.**

## CRYSTAL CITY

(Continued from page 44)

Ray Steck and associates. Rejuvenation has been started and will continue all winter, he reports, the park having been closed for a long time.

The large pavilion is being remodeled and repainted and a dining room and gameroom will occupy the lower floor. Mr. Steck reports a move toward an "air-conditioned midway" in plans to condition air in the gameroom. It will be tried out with a number of small games, the building being so arranged that anyone entering must make a complete round of the "indoor midway" in order to exit from the building.

"How new or often tried this idea is, I do not know," he said. "But I have always been a fool for trying something unusual, especially when everyone else has said that it wouldn't work, and that's what every showman that I have talked to has told me.

"This entire project will mean a lot of headaches and backaches, but we hope for success. Rebuilding the park will be a slow, drawn-out job. We think we have some new and original ideas which we will try in the coming season."

Mr. Steck, formerly of Lake Hellums, Enid, Okla., said he regretted work would keep him from the 1937 convention of the National Association of Amusement Parks, Pools and Beaches in Chicago. During the past season Mr. Steck and Mr. Brodbeck had their rides together with the Crystal Attractions and report a good season at fairs and celebrations, booking only two still dates.

## No Successor to Steck

ENID, Okla., Nov. 6.—Ray Steck, manager for the past six years of Lake Hellums, northwest of here, summer resort and amusement park, left for Wichita Falls, Tex., to take up management of a park on Lake Wichita. All portable rides, concessions and other equipment have been moved to Wichita Falls. No announcement has been made as to who will manage Lake Hellums next season.

## SEASIDE BOW

(Continued from page 44)

the WEAFF Red network at 11:15 p.m. on June 30. The NBC special events crew was delayed by a storm on its 70-mile trip from New York.

While waiting for them Mr. Fiore lined up the crew of fishermen who had "struggled for hours" to land the monster leather-back, for the dramatic punch: Marvin Penstamaker, New York Aquarium, as authority on turtles; Zack Gant, oldest fisherman on the Coast, as another authority, and Mayor Charles A. Smith, as the "good-will" man, so that when the announcer arrived at the Casino 10 minutes before the broadcast he found everything in readiness and the broadcast ran off smoothly. That night three newsreel companies agreed to send crews to photograph it. The next day, altho the turtle was dead, photographers from newspapers, magazines and syndicates snapped pictures. Photos and

stories broke from Coast to Coast and clippings from all over the world are still coming in. Several thousand came to Seaside Heights between 11:15 p.m. and 4 a.m. the next morning. The next day the turtle was set up in a small stand at the far end of the pool. Over the Fourth of July week-end 8,200 people paid to see the turtle, and this was one of the big factors in putting the pool over.

## More Promotions On

When it was seen that night bathing was slow in getting under way Mr. Fiore instituted a "silver shower." It didn't take long for the word to get around and soon hundreds of swimmers were in the water waiting to scramble for the money thrown into the pool.

Billy Outten, 18-year-old high diver, had his show augmented by a group of amateur champions under Mr. Fiore's direction. A weekly bathing beauty contest was climaxed when Mr. Fiore booked winner of the finals, Miss Seaside Heights of 1937, into the Hollywood Restaurant, New York.

The pool and casino is said to have boomed business for the town. Mr. Hefelfinger plans to build a new pier and to introduce new rides. Mr. Fiore is lining up water show talent and working out promotions with newspapers, department stores and benevolent associations and planning a bigger beauty contest for next year.

## BIDS FOR ENTIRE

(Continued from page 44)

if they cannot come under some special rate regardless of location. The secretary, however, points out that the standard rates now available to all are approximately the same as former rates, even with the special discount allowed those attending conventions.

## Advise Early Reservations

"It is hoped that the complete list of exhibitors and finished program can be printed in *The Billboard* before the convention. There are, however, a great many deals pending for space in the exhibition hall which makes publication at this time impossible, as the association does not wish to omit from the list any exhibitor who will ultimately be in."

Word is coming in from all over the country that never before has there been such a keen interest in a convention. For this reason President Harry C. Baker, New York City, predicts the largest convention in history of the association. Invitations were mailed on November 6 and everyone is urged to mail in room reservations immediately, as the hotel was packed to capacity in 1936 and late comers may lose out unless rooms are reserved now.

## FUTURE OF PARK

(Continued from page 45)

tered into a program of reconstruction and new installations. That their foresight was not in vain can best be proved by the results I found in my travels. Those parks that failed to take advantage of our changed economic structures and make improvements did not show the percentage of increase enjoyed

by the others. Some places I heard the story that while large crowds visited the park, receipts did not go up in proportion. Unfortunately this condition could in many instances be attributed to failure in giving the patrons something new.

The public today demands that it be entertained just as it has thru-out the past. The success of many parks during the season just closed proves that the entertainment offered by amusement parks remains one of the forms they demand. But they do not want to visit the parks year in and year out and find no new types of diversion.

Unfortunately a number of resorts started their program of reconstruction too late to benefit by the early season business, one of these projects being the new Derby Roller Coaster constructed at Revere Beach, Mass. The ride, a double-track racing Coaster, was constructed on a plot of ground normally considered small for a single-track ride. The first obstacle was the dismantling and removal of a goodly portion of the old Coaster, arranged over a number of buildings that were not to be damaged in the wrecking process. After the ground was cleared and the actual construction of the new Derby Coaster was started the work was pushed at break-neck speed and finally was finished and ready for operation on July 6. It attained immediate success and operated continuously during the remainder of the season. However, they lost the early-season business. Had the actual construction work started two months earlier they would have been ready in ample time.

## Early Start Imperative

I mention just this one instance as a criterion of many others. I cannot stress too strongly the necessity and advantage of an early start in construction or reconstruction work so as to be ready for the opening day. As we all know, the early operating season for 1937 up to the end of June was a semblance of those highly successful summers of several years back. Unfortunately July, August and September suffered a drop in earnings compared to June. This was attributed to the inclement weather and economic upheavals from various causes.

All in all it has been a good season and to the park that is prepared 1938 holds even greater possibilities. Whether or not your park will benefit is entirely up to you.

## RECREATIONAL

(Continued from page 45)

providing a steady temperature. It can provide 10,700 square feet for public skating. He produces an ice extravaganza in three acts. To say that it takes, puts it mildly, they do things at Blackpool. Page John J. Carlin. He will not overlook this huge success.

Over at the exposition grounds last week we saw activity enough to make the most pessimistic sit up and take notice. The administration building is a hive of industry. Everybody has something to do and seems determined to do it. No caller at these offices on legitimate business could possibly find any fault with the attentive and courteous employees in the outer offices to whom he must make his business known in getting to the proper department for his consideration.

## Transportation for Expo

The long, arduous and costly work of filling the marsh land is now complete. Walks, roadways, trees and grass are in evidence. Foundation work for numerous buildings is advancing. One transportation company is building a structural steel overpass and ramp into the grounds that will run into the cost of an average amusement park. The cost is incurred for the traffic that seems assured.

No exposition anywhere or at any time ever has had such an abundance of transportation facilities; 800,000 people per day can be handled by public conveyances, not counting private and individual means of transport. One official told the writer he would himself take the short end of the Lloyd's odds on the success of New York's World's Fair.

REHOBOTH, Del. — Town commissioners of Rehoboth Beach have authorized the treasurer to set aside \$3,300 for improvements before the next tourist season to be used in conjunction with a grant of \$5,610 from the federal government. One of the proposed improvements is in connection with the boardwalk.



# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

NOW Barry McCormick, who called off the professional race scheduled for November 14 in Hollywood, Calif., has decided to proceed with plans to hold a "world's 21-day roller-skating championship race" there, starting on February 20. The director of Sports Enterprises, Los Angeles, declares that since he canceled the race he has received many letters from skaters and rink managers willing to send entrants without making demands of any kind. "I suppose these managers and skaters realized that I was giving up more money in prizes and accommodations than ever offered for a similar event," McCormick writes. "These later applicants express willingness to defray expenses to Los Angeles and do not ask me to do it, as did the majority of applicants first heard from. I will send entry blanks to any skaters willing to defray their own expenses here, but there will be no guarantees of money except for prizes and extra sprint money that they win. Many thanks to those who wrote that they were willing to enter teams or skaters and to such skaters as Bill Holland, Joe Laurey, Peter Folmer, Bob Hamilton, V. P. (VI) Swanson, Jimmie Johnson, Rodney Runsteen, Thomas Walsh and others for their sportsmanship and willingness to enter the race, which will mean a boost to the roller-skating profession."

SECOND edition of Arena Gardens Year Book is being prepared by Fred Martin, general manager, and Robert D. Martin, assistant manager, of Arena Gardens Rink, Detroit. New features will include an article on English roller skating by Cyril Beasall, Derby, Eng.; *Roller Skating Today*, by Claude R. Ellis, Rinks-Skaters editor of *The Billboard*; autobiography by Fred (Bright Star) Murree, 77-year-old Indian fancy skater, and contributions by T. L. Keller, Oregon operator; George Corbiel, Chicago publisher; George Smith, Columbus, O., operator; Russell Bice, rink organizer, and Bob Kolb, representing skaters who are amateur radio station operators, or "hams," in their own terminology. Arena had attendance of 800 children at a Halloween matinee, with 650 in costume. At night the rink record, well over 2,000, was broken and more than 700 adults attended in costume. Business has made it necessary to enlarge the floor staff

with the addition of Hugh Shively and Wilma Brett.

CHARLES P. BRAGG, assistant floor manager at King's Rink, Tacoma, Wash., reports the management will attempt to introduce popular English skating waltzes to patrons.

ILLINOIS-WESTERN Skating Association elected as new president Earl W. Solem at a meeting in Midwest Athletic Club, Chicago. He has been active several years in ice-skating circles.

CHICAGO'S Roller Derby in the Coliseum is drawing enthusiastic crowds. Some 6,500 fans jammed up last Saturday to cheer the 15 teams participating. Jack Cummins and Grace Fried were still holding ace position, with plenty of competition from Wes Aronson and Hazel Roop, who rolled up within one point of the leaders.

WHIRLING SENSATIONS, Renee and Evans Brothers, are playing a return engagement in Stamps Rink, Philadelphia, to good business and are being held over for an unlimited time, they report.

LED by Floor Manager Joe Laurey, 100 skaters from Chicago's Armory Rink, including Bill Henning, attended opening of V. P. (VI) Swanson's 80 by 120-foot Coliseum Roller Rink, Bloomington, Ill., on October 30. Bill reports the rink has a balcony and is nicely decorated. Special party nights are being planned by the management.

ARMORY RINK, Chicago, is being repainted and a new lighting system installed. Staff is Fred Leiser, manager; Joe Laurey, floor manager; Bill Henning, skate technician; George Schroeder, in charge of beginners, and Mr. and Mrs. Kean, refreshment stand.

STEADY increase in membership of the Roller Skating Rink Operators' Association of the United States is reported by Secretary Fred Martin, Arena Gardens Rink, Detroit. Clubs and managers have been joining in increasing numbers in the Middle West and the organization now has nation-wide coverage, with members in Oregon, Washington, Illinois, Minnesota, Michigan, Indiana, Ohio, Kentucky, New York, New Jersey, Connecticut and Pennsylvania.

JACK FOTCH, vet skater and rink operator, has opened Detroit's fourth rink, in Odd Fellows' Hall, Clarenceville, northwestern suburb.

A NEW attendance record was made at reopening of Winter Garden Rollerway, Dorchester, Mass., on October 15, previous big marks of April, 1932; April 21, 1935, and December 31, 1936, having been outdistanced. Capacity crowds on the week-end praised the art of Wilfrid Tremblay at the new electric organ. With introduction of the organ, there also has been introduced a program of skating numbers, changed by electrical signboard. Included is a new number for waltzing on skates by couples only. There was a big Halloween celebration on October 30.

"THERE has been a number of comments in this column recently regarding sizes of different rinks," remarks E. M. Mooar, of Great Leopard Rink, Chester, Pa. "While it is interesting to know where the large rinks are and it is also good to learn that owners are trying to accommodate the present large attendances, I agree with Cyril Beasall, Derby, Eng., that the only fair comparison in sizes is among actual skating surfaces. Many rinks have learners' alleys and runways back of the rails surrounding the skating surface and I am inclined to believe that in giving sizes of floor spaces these are included in many instances. For the purpose of knowing actual width and length of skating surfaces and where rinks are available for large skating events, it might be a good idea for those claiming large floor space to send to *The Billboard* bona fide measurements of actual skating surface."

PURITAS Springs (O.) Park Rink may be operated all winter. Sessions are held nightly with afternoon sessions on Saturdays and Sundays. Management reports increased patronage and many special promotions planned.

FOUR COMETS, American roller skaters, are at the Cirque Medrano in Paris. A roller skating rink and dance hall, the Skating Club, has been opened at Nimes.

ROLLER rink in Tuscola Park, New Philadelphia, O., will be operated all

winter, said Frank Carpenter, veteran operator. Policy this fall has been skating every night and Saturday afternoons, with Thursday special feature night, when prize races and contests are held. Rink has had an unusually successful season under Carpenter.

RACES and contests are proving popular with members of Louisville (Ky.) Roller Club, skating in Fontaine Ferry Roller Rink. President Paul E. Ricketts reports 80 new members were signed during October. Mary Rose Koetner is vice-president. Sessions are held every Wednesday and Sunday. At a Halloween party on October 31 prizes were awarded for best costumes. The club recently entertained visitors from Indiana rinks and is planning to visit Cincinnati's Norwood Rink soon.

ARCADIA ROLLER RINK, Chicago, has inaugurated a club membership drive to end on December 31. First prize will be a season pass or \$50 and prizes will be awarded runners-up, reports Lois Reynolds. Harry Palmer has been engaged as assistant manager. Halloween party was a sellout. Patrons received novelties, and prizes of two pairs of shoe skates, six sets of maple wheels, shoe laces and passes were awarded for best costumes. Over 300 attended a party on November 6 when two pairs of shoe skates were given as door prizes and novelties were given skaters.

## POOL WHIRL

(Continued from page 45)

Schott, Ferguson, Gurtler and others. And don't forget that these are just a few of the papers to be read. So plan to take in the pool meetings and make it your business to attend each of the talks on swim-pool topics.

## Ad Hint

Every now and then I run into an amusing or clever ad slogan employed by a pool. Discovered one last week being used by London Terrace indoor tank, New York City, to entice femme patronage for Miss Constantine, instructor at the tank. The promotion consists of tiny miniature telegram blanks on which the following memo is typed in typical wire fashion:

"Holidays approaching!  
Why not use your leisure  
To increase your pleasure.  
And reduce your measure?"

And then came the regular spiel about special pre-Christmas reducing courses. I think it's a cute idea, don't you?

## Out of Mail Bag

Got a great kick in a letter from Frank Cushing, formerly known as the "Flying Gob." It may interest high divers to know that Bernie Keesacker, formerly clown with Capt. Sol Solomon and who recently retired from the pro-

fession to work a ride for "Red" Brady, another retired water performer, has returned to his first love and finished out the season diving in Cushing's act. The column has always looked upon Cushing as its protege because he never did any systematized tank diving until he entered the world's championship diving meet in Fallsades (N. J.) Amusement Park two years ago. Prior to that he was a stunt man, doing a little of everything. However, since the competition he has worked steadily. He writes: "I have played 32 consecutive weeks this season. Now have a truck, housecar and three trailers which I use to transport my equipment and house my people. And every place I go with the World of Fun Shows I have received writeups as one of the outstanding high divers." More power to Frank Cushing! Ken Blake and his wife, Viola, gave the boy his start after the Fallsades diving meet. More divers should be built like Frank.

## Diving Booklet

Nice looking booklet, *Individual Elementary Diving Guide*, is being distributed by St. George indoor tank, Brooklyn, N. Y. The manual shows lucid line drawings how to dive and how not to dive, with instructions and drawings by Eddie Guillet, swim instructor for the Board of Education, also a swim teacher at the St. George. To make drawings as helpful and as instructive as possible, the publisher had them executed by a professional swimmer, perhaps the first time that a champion swimmer has shown with his own pen and drawing board how these aquatic movements should be made. Booklet, edited by William (Bill) Moseley, St. George pool manager, is published by Harry A. Barrett, director of public relations for the St. George.

## PASSING OF TWO

(Continued from page 41)

dipal rider of international reputation. Mr. and Mrs. Ryan were featured with Barnum & Bailey, Hagenbeck-Wallace and other first-rank organizations for years. After she retired Danny was on several shows clowning, and my last visits with him were in 1933-'34-'35 on Ringling Bros. and Barnum & Bailey. He performed for 50 years.

Ryan was a most intelligent and close student of the art of the circus performer. When the celebrated journalist Cleveland Moffett wrote a series of magazine articles on "Careers of Danger and Daring," which were later published in book form, he quoted Danny all the way thru on the chapters referring to the circus performer, and the result was that the book is one of the few ever written which properly treat of the involved technique described.

The work of Pettit and Ryan is finished but the memory of what they did will, in the minds and hearts of circus people and circus fans, live forever.



RICHARDSON BALL BEARING SKATE CO.

Established 1884.  
3312-3318 Ravenswood Ave., Chicago, Ill.  
*The Best Skate Today*

## "Roller Skating Mats"

Portable — Maple Hardwood — Roll-up — Excellent Quality — Reasonably Priced. Write us your special size requirements.

THE G. L. MORRIS CORP.  
1740 E. 12th St., CLEVELAND, OHIO  
Manufacturers.

## SPECIAL

KILN DRIED HARD MAPLE WHEELS  
60c per set of 8 wheels. Send us your old bushings from old fiber or maple wheels. Sample wheel sent upon request.

OMAHA SKATE WHEEL COMPANY,  
2059 North 18th Street, Omaha, Neb.

## WINSLOW SKATES AND PARTS

Richardson, Union Hardware, Chicago. Ice Skates with Shoes, Music and other Equipment for Rinks. Sacrifice. WM. MISHKIND, 48 Berkeley Ave., Belleville, N. J.

**"CHICAGO" RACERS RUN TRUE**  
TRADE MARK REG. U.S. PAT. OFF.

**ARE BUILT FOR ENDURANCE AS WELL AS SPEED**

No. 886  
CHICAGO ROLLER SKATE CO., 4427 W. Lake St., Chicago, Ill.

**To Whom it May Concern: -WARNING**

The Transcontinental Roller Derby Association, Inc., will, through civil and criminal prosecution, vigorously prosecute any firm, corporation or individual who attempts to infringe upon the trademark or copyright held by this Association, as well as for any attempt to violate the Unfair Competition United States Code.

We own and control the copyright and trademark "Roller Derby" and "Coast-to-Coast" Roller Skating Race." The form and substance of the Roller Derby and/or Coast-to-Coast Roller Skating Race is fully protected by United States copyright.

This notice is given for the purpose of being fair to all who may unwittingly and unknowingly attempt to infringe. This corporation is always ready to grant franchises to responsible persons to operate such roller derbies or coast-to-coast roller skating races in cities throughout the United States.

**RICHARD S. KAPLAN**  
814 Gary State Bank Building, Gary, Ind., General Counsel.

**NEW POPULAR PRICED SHOE SKATE**

Rink Owners can make quick, easy profits featuring the new Roll-away CHALLENGERS. Extra high in quality—extremely low in price. A challenge to discriminating buyers. Write for free sample or descriptive literature.

**THE ROLL-AWAY SKATE CO.**  
12435 Euclid Ave. Cleveland, Ohio

## Fernandez Opens in Maui

First fair in Hawaiian Islands beats all previous attendance records

HONOLULU, T. H., Nov. 6.—The E. K. Fernandez Shows started its midwinter tour of the Hawaiian Islands at the Maui Fair, which ran from October 6 to 9, inclusive. Weather was ideal, all attendance records broken and business was most extraordinary in every division, of this American amusement enterprise.

The attractions are Fernandez's Hollywood Hi-Jinks of 50 people presenting 21 acts; Frank Casey, hats and boomerangs; Blanton and Brown, two girl tumblers; O'Hagan Family, "Ma and Pa"; Capt. Goldsborough and Pearl Black, sharpshooters; Harriet Sheckels, toe taps; Violet Garlet, violin soloist; Jean Carr, acrobatic dancer; Revalon Sisters, dance team; Dalbeanie, stair climb on a wagon wheel; Three Caprino Sisters, singers; McConnell and Moore, jugglers; Dave Silvers, xylophonist; Radke Sisters, tumblers; Baby Beverly, 4½-year-old singer, dancer and monologist; Randall Company, adagio team; Three Blue Streaks, skaters; Dona Day, fan dancer, and Jimmy Kimura, Oriental tap dancer, with Billy Morrell emcee.

Orchestra of this show is Eddie Cameron, pianist; Joe Spivel, drummer; Laughing Joe Brown, saxophone; Frank Gines, trumpet; Harry Kopple, trombone; Harold Gogol, props; Homer Stack, lighting effects. Norman Bel Geddes, scenery; Bee Lewis, wardrobe; Elmer Malden, dance director, and Fred Crosby, stage manager.

Singer's Midgets: Running the above  
(See FERNANDEZ on page 54)

## False Rumor Is Spiked by League

CHICAGO, Nov. 8.—A rumor that \$10 per plate was to be charged this year for the Showmen's League banquet and ball was quickly spiked this week by J. C. McCaffery, president of the League, and Sam J. Levy, chairman of the banquet and ball committee.

The price, which *The Billboard* happens to know was agreed upon two months ago, will be \$5 per plate and, according to Chairman Levy, it will be the biggest \$5 worth the League has ever offered.

"We're really going to town on the banquet and ball this year," said Levy, "and all who attend can rest assured they will be well pleased and entertained."

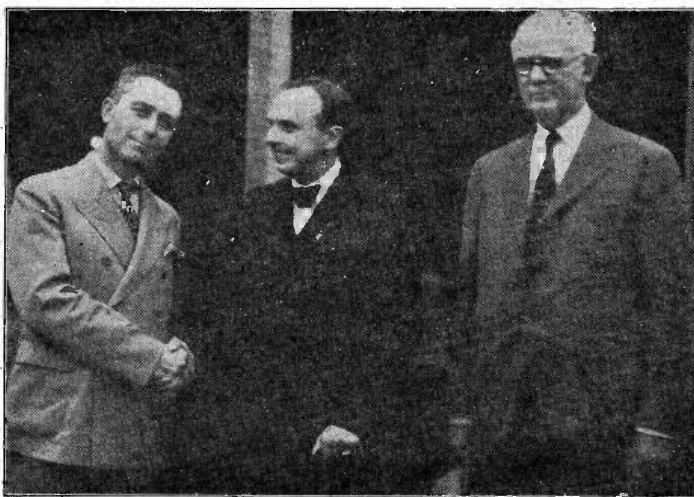
## Dodson's Shows Get a Break at Alexandria

ALEXANDRIA, La., Nov. 6.—Dodson's Shows opened here under sponsorship of American Legion and at old showgrounds, where city recently announced no further shows under canvas would be allowed. Commissioner of streets and parks announced that inasmuch as Dodson's Shows had been engaged before taboo of site was put into effect, the carnival would be allowed the week's stand.

Show closed Sunday after week in Monroe, La., where unusually hot but clear weather gave show good support in last half of week and at both week-ends. Joint sponsorship of American Legion and Police Fund swelled attendance, as well as a newspaper story that the show maintained its own Legion post and would give city two posts during its stay.

## Additional Carnival News

Will Be Found on Page 3  
and in the  
General Outdoor Section



THE CHIEF EXECUTIVE OF GEORGIA VISITS A FAIR AND A CARNIVAL: Left to right, W. R. Harris, general manager of the Model Shows; Hon. Edward Rivers, governor of Georgia, and Senator J. H. Ennis, president of the South Georgia Fair Association of Milledgeville. Photo taken on the grounds by the Eberhart Studio during the recent annual South Georgia Fair. Governor Rivers and Governor Rivers seem elated over something as they shake hands while Senator Ennis looks on. The Model Shows were formerly the Bruce Greater Shows and Harris has as his associate E. B. Braden, who serves in the capacity as business manager. The show is now in winter quarters after a successful season.

## De Luxe Shows of America, Now In Quarters, Plan To Enlarge

NEWARK, N. J., Nov. 8.—The close of the season of De Luxe Shows of America finds S. E. Prell, owner, very busy. He will build a new Funhouse, glass-house Mickey Mouse Show, new *Miss Universe* Show and Motordrome. Prell plans having all old shows made over in a modernistic style. All material will be shipped to quarters, Lancaster, S. C., where men will be employed most of the winter building, repairing and painting. Prell has made arrangements to have the show twice as large as it is now.

As soon as the work is started Mr. and Mrs. Sam E. Prell will take a trip to the West Indies and to Panama Canal, where they will forget show business for a while.

Paul E. Prell, brother of Sam, will leave for Miami as usual. He is building a new bingo, blowet and a razzle-dazzle game, together with his rolldown.

James Morgan left for his winter home in Summerville, N. J., where he will remodel his three ball games and build his truck larger.

Jack Russell came here where he will build a hoop-la and remodel his fishpond and cork shooting gallery. Clifford J. Franco left for Jacksonville, Fla. William Hasson went to Philadelphia to take care of his dad's museum there. Margie Stevens went to Union City, N. J., where she will spend the winter with her folks. M. Weber, of

(See DE LUXE SHOWS on page 59)

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Big Beef, Ala. (Not a cow town.)  
Week ended, October 30, 1937.

Dear Red Onion:

Everyone that is with it. Those that are supposed to be for it. Those that are against it. The many that follow suit because they imagine that they are suckers if they didn't were suddenly afflicted with that ravaging midway disease known as "squawk lip." This deep-seated lingering disorder, similar to the well-known hoof and mouth disease, affected the entire personnel both mentally and physically. The cause of this malady is laid to the worry of closing broke, petty jealousies, suspicions and the thought that he or she have the office hooked for attractions at this late date.

Our auspices here, the Illegitimate Lamenters of America, did more than their bit towards keeping the home fires and bosses ears burning. Not only did they keep the home fires aglow, but built them up high enough to keep the lot well heated from the front to the back.

First the lot superintendent was severely criticized by everyone due to their locations. Every show and ride wanted to be located up by the front gate. Those in the front wanted to be closer, those in the back cried favoritism. The office is now working out a system that will place every attraction in the front end. This will probably be settled by building 150 front gates and placing one between each show.

The girl show beefed because the side show was using girls in wardrobe on their bally. The minstrel band beefed because our wild-man show was using a colored tom-tom beater on their bally. The side show beefed about the illusion show using a sword box. The snake show claiming the exclusive on groin boxes and wanted the gears of the Lindy Loop greased. The two-headed baby show insisted on the snake show changing its price of admission boards, claiming the exclusive on "children's 5-cent" gaff signs. The entire back end beefed about the passes, reproaching the concessions for their plentifulness. The concessions beefed about the weak back end, stating that the privilege was too high for the midway's drawing power. Those with house trailers beefed because there were no trees on the lot to park under. Those in living tops squawked about the rough ground that they had to set up on.

Then the office beefed over too many beefers taking up all of their time and room in the wagon. It was then that the Ballyhoo Bros. decided to add a Complaint Department. The show's fixer was placed in charge with a new title as "Mourner in Chief." The front entrance to the new office is built to represent and named the Bridge of Sighs. The interior equipped with a special-built tear trough with excellent drainage facilities and similar to those found in gentlemen's comfort stations. So arranged for those who wish to cry can

## RAS Gets La. State Record

First three days produced more revenue on midway than engagement in '36

SHREVEPORT, La., Nov. 6.—A record-breaking midway gross was recorded here when the 34th annual Louisiana State Fair, presenting Royal American Shows on the midway first time, closed Monday.

The opening three days knocked last year's midway gross for the entire 10 days into a cocked hat, according to information released jointly by Carl J. Sedlmayr, general manager of the shows, and W. R. Hirsch, general manager of the fair.

Sedlmayr said the first three days had produced more revenue on the midway than the entire engagement last year. This, he said, in spite of extremely cold weather Sunday and Monday.

Weather was considerably warmer the balance of engagement and daily averages exceeded similar days last year.

Mr. and Mrs. Raymond Lee, of the Minnesota State Fair, continued their journey after a visit of several days. Mabel Stire, manager of the Mississippi State Fair, Jackson, spent Sunday and Monday visiting as a guest of Carl J. Sedlmayr. Mr. and Mrs. Tony Martone, of Kansas City, spent Monday thru Thursday as guests of Mr. and Mrs. Elmer C. Velare. Mr. and Mrs. Noble C. Fairly spent two days visiting friends on the show and fairgrounds. Royal American moved to Beaumont, Tex., for the South Texas State Fair, which is the concluding engagement of the 1937 season November 14.

## Famous HASC Home Now Milner-Coates

KANSAS CITY, Mo., Nov. 6.—Scene of many a meeting of circus, carnival and legit performers since it first opened its doors in 1860 here, the Coates House added another chapter to its long history this week when it was leased for 10 years by the Milner Hotel Corporation.

The Coates House is present headquarters for the Heart of America Showmen's Club, but under its roofs have stayed hundreds of internationally known showmen down thru the years. Structure housed Union soldiers during the Civil War and has been active as a hotel ever since.

From Sarah Bernhardt, Anna Held and Edwin Booth down to the 1937 crop of carnival and pitch men, the old Coates House has served as a temporary home on many occasions. It remains today as a prominent stop-over spot for traveling showfolk.

Building in the future will be known as the Milner-Coates. Owned by W. H. Davis, Topeka banker, and Mrs. Josephine Cobb, mother-in-law of Alf M. Landon, Republican presidential nominee in 1936.

stand up and weep with comfort. A beautiful neon sign hangs over the doorway reading: "A Beef a Day Keeps Harmony Away." MAJOR PRIVILEGE.

P.S.—Pete Ballyhoo just made an announcement to the effect that a revolving midway will be built and only one front gate will be carried. He also said, "Those that want to cry will cry anyway." M. P.

An Open Letter  
By Carl J. Sedlmayr  
Will Be a Feature of the  
Christmas Number  
Of The Billboard  
Dated November 27

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 6.—We have commenced work upon the annual report of the association to be presented to our membership at the coming annual meeting in Chicago. We would appreciate it very much if our membership would write us giving their suggestions as to such matters which they wish particularly to have covered during the annual meetings. A great deal of public interest seems to be manifested in the public liability insurance coverage which was made available earlier in the year and it is likely that many of our members will want various phases of this subject explained in detail.

Continuing our discussion of the various decisions in the several States relative to concession games, we find further decisions as follows:

### Texas

The Supreme Court of Texas has found that games of the type described are illegal as contrary to public policy, the Texas Constitution containing a prohibition against the same, and upon the further ground that the payment for a chance to participate was included in a part of the purchase price of admittance. The decision was later reviewed by the Court of Criminal Appeals of Texas, that being the highest criminal appellate court of that State, and affirmed upon the theories of the decision in the court below, and the decision in this court went even further and said that it would still be illegal even tho no charge were made for the privilege of participating, as the intent of the plan was to increase attendance.

### Georgia

In the State of Georgia the court held the plan illegal, and stated that even tho some of the participants were admitted free, the mere fact that some of the other participants paid by way of admission, the plan was still illegal. The court pointed that "a game does not cease to be a lottery because some, or even many, of the players are admitted to play free, so long as others continue to pay for their chances."

### Kansas

The Kansas courts, both State and (See AMERICAN CARNIVALS page 59)

## Philadelphia

PHILADELPHIA, Nov. 6.—Eighth Street Museum has a new bill this week with the following attractions: Eddie Moreno, magic and ventriloquist; Jack Garrison, glass blowing; Eddie Rowan, bag puncher; head-on-table illusion; Poses Plastique. Dancing girls in annex. Business, fair.

South Street Museum is enjoying very good business and this week has the following: In the big pit Johnny Williams' Hot Shot Colored Revue of eight people; Nat Corey, comedy magician; Captain Simma, juggler; Mile. Annetta, smokes; Mme. Orva, mentalist. In annex following dancing girls: Melba Kalama, Kittie Ray and Anita Cavanaugh.

George E. Roberts will present his dog, monkey, pony and bird circus at a big department store again this year, opening November 18. In previous years the show has been given on a stage. This year it will be presented circus style on the floor and circus seats surrounding the ring.

Frank Ingram closed his season with concessions and returned to the city for the winter. Says he had a very good season.

## Attractions on Bordeaux Midway Near 300

BORDEAU, France, Nov. 1.—The annual three-week street fair, which closes this week, has close to 300 rides, shows and concessions operating along the midway. Among the big rides are seven Auto Skooter rides of all types, Water Skooters, Whip, Caterpillar, two Mont Blancs, Pretzel Ride, Star Loop-Plane and Loop-the-Loop Swings.

Important shows are the big Cirque Poutrier, Pezon's Menagerie, Mazetti's dog show, Amar's Menagerie, Kerwich's trained animals, motorcycle wall, wrestling, freak, illusion, girl shows and penny arcades.

## Strates Now in Quarters at Weldon

WELDON, N. C., Nov. 6.—The Strates Shows following the close of the season went into winter quarters here, where a rebuilding program will be undertaken by General Manager James E. Strates and a staff of showcrafters.

Strates secured the old Audley Mills properties, consisting of a huge building 120x300 feet, which houses all wagons and tractors of the show. Trackage alongside the building will be used for storage of the 20-car train and Strates' private car. Five acres of ground adjoining have been leased and will be used in the spring for setting up rides and fronts, at which time much of the work can be done outdoors. Another building, which will be used for the machine shop, crew's dormitory, adjoins the main building.

Many innovations are being planned for 1938 and several outstanding attractions new to the carnival world will be introduced. Ben H. Voorheis, contracting agent, has been re-engaged and will be busy all winter in various capacities. A skeleton crew will be maintained at quarters until after the first of the year when active work in all departments will be started.

## Marks Puzzled by Slump In Both the Carolinas

RICHMOND, Va., Nov. 6.—John H. Marks, of this city, owner and manager of the Marks Shows, says that he thought he knew the South, as he has played in that territory for 20 years, but he is puzzled.

He cannot figure it out how all the shows playing south of here report an increase in business over last season while his business at all the fairs played has been way off.

In further commenting on the season, Marks said: "My still dates North were the best in the history of the Marks Shows, but I cannot say that for my Southern dates. It is true there was a lot of rain during the summer months, but the show did business that was profitable, while with good weather business in the Carolinas has been nil."

## Rosenberger Takes Over Spencer & Clark Shows

REIDSVILLE, N. C., Nov. 6.—Bert Rosenberger, well-known general agent, former carnival owner and in outdoor and indoor show business for many years, has taken over the former Spencer & Clark Shows and will operate them under his management season 1938. Show will be enlarged, and free acts and band will be carried.

Special paper will be designed and ordered, and Rosenberger will purchase several new rides. Show plans to open next May in the Pittsburgh district.

A village presenting Ingham's Congress of American Indians has been booked as a feature attraction. Writer has been engaged as secretary of show by Rosenberger, and Mrs. Ingham will be in charge of the front gate. Reported by Rex M. Ingham.

## Dixie Exposition Opens Good in Clarksdale

CLARKSDALE, Miss., Nov. 6.—The Dixie Exposition Shows opened here Monday in Ginners Park under the auspices of the American Legion behind a 10-cent gate to a very large crowd. Weather was clear and warm and the concessions did exceptionally good.

Manager C. D. Scott and Secretary E. Hampton went to Memphis on business, and H. P. Large, of the Large & Lane Shows, visited. Scott announced that the show plans to play Mobile (Ala.) lots until after the Mardi Gras, when it will go into winter quarters there for some 40 days, during which time rebuilding and painting will be done. The show will make Hattiesburg on the way south. The regular 1938 season is scheduled to open following Lent.

YORK, S. C., Nov. 6.—Bennie Wells, painter, decorator, sign and banner artist, will be with Beckmann & Gerety Shows next year. He left Miller Bros.' Shows at Lawton, Okla., for Lake Charles, La., to do redecorating and lettering for Cliff Liles before going to the San Antonio winter quarters.

## St. Louis

ST. LOUIS, Nov. 6.—L. S. Rohter, general agent of Bloom's Gold Medal Shows, visited *The Billboard* Monday while in the city on a business. He departed the same day for Nashville, Tenn., where the show is in winter quarters.

Harry Allen, prominent general agent, is here. Mrs. Allen, who has been ill for several months, suddenly took a turn for the worse and Allen was compelled to rush her to a local hospital.

Milford Smith, of Segel Tent and Awning Company, returned here after an extended visit south, on which trip he visited many circuses and carnivals. The Segel company, first year in business, reports satisfactory show orders during the season. Smith and Phil Becker, both formerly with the Fulton Bag and Cotton Mills here, are the operators of this tent and awning firm.

George W. Christy, of circus fame, passed thru Tuesday while en route from the North to Houston, where he will play forthcoming Shrine Circus.

Eugene Franklin, electrician on the Gold Medal Shows for the past two years, arrived and will reside with his relatives here for the winter.

Mr. and Mrs. John O'Shea, who during the past season operated concessions at various fairs and celebrations, passed thru Tuesday en route to Chicago, where they will visit with relatives.

Tex Stuart, show painter, well known in these environs, postcards that he had a nice season with the Max Gruber Shows and is at present vacationing in New Orleans.

Donald LaCost, who operated the cookhouse on Gold Medal Shows the past season, passed thru Wednesday en route from winter quarters of the show to his home in Kankakee, Ill.

William Finkle, promoter and "Charlie Chaplin" clown, arrived this week after playing fairs in the South. He will sojourn here for a while.

Mrs. Jane Pearson, owner of the C. E. Pearson Shows, and Laura Potter, her secretary, were among *The Billboard* Visitors Thursday, when they drove down from winter quarters of the show in Ramsey, Ill., to be on hand for the initial meeting of the Missouri Show Women's Club at the American Hotel that night.

## Tattoo Artist Builds Home At His Birthplace

DETROIT, Nov. 6.—Percy Waters, tattoo artist and manufacturer of tattoo machines, left this week for his birthplace, Anniston, Ala., where he recently built himself a home. However, he will maintain his present place of abode here, where he has been for 21 years. Waters spent several weeks south during the past summer and fall working on his new house.

## Miller Bros. Close Losing Season in Lawton, Okla.

LAWTON, Okla., Nov. 6.—Thru the Lawton Chamber of Commerce and this town's leading business man, William Gear, the 1938 general agent of Miller Bros.' Shows, succeeded in overcoming opposition to the carnival and leased a large manufacturing plant near the Rock Island Railroad depot for the Miller Bros' equipment, winter offices and workshops. Shows closed the season, here tonight. Their books reveal a few profitable spots. All told it was a losing season.

## Heart of America Showmen's Banquet To Be in December

KANSAS CITY, Mo., Nov. 6.—The Heart of America Showmen's Club will hold its 18th annual convention, banquet and ball during Christmas week. The banquet and ball will be held again at the President Hotel. From all indications it will be attended by a great number showmen as well as the ladies that have never attended before.

Harry Duncan is in charge of the arrangements and the sale of the tickets. As the tickets are going fast, he suggests that those intending to be present should write for reservations at once.

DETROIT, Nov. 6.—J. W. Devine, concessioner, who operates as the Devine Specialty Company, returned here after a season in New York and Eastern States, playing fairs. He will winter in Detroit, where he has made his home for many years.

## Carnival Executives Honored by Shrine

BEAUMONT, Tex., Nov. 6.—Four executives of Royal American Shows, and the honor is quite distinct according to records, have double honorary life memberships in the Shrine.

The executives are Carl J. Sedlmayr, general manager; Elmer C. Velare, business manager; Curtis J. Velare, concession manager, and Walter H. DeVoyne, secretary of the shows.

Their most recent honor came from El Kabir Temple, Shrine, Cedar Rapids, Ia.

Last summer when Royal American was playing its second consecutive Shrine Jubilee at Davenport, Ia., El Kaaba Temple extended honorary life membership to the four executives. Each, of course, holds regular membership in other Masonic lodges.

It is believed this is unique in the annals of show business for virtually all executives of an organization to hold two honorary life memberships in Shrine Temples.

## Crafts' Gets National Orange for Fifth Time

SAN BERNARDINO, Calif., Nov. 6.—At a meeting of the board of directors of the National Orange Show held here Wednesday Crafts' 20 Big Shows were awarded the midway contract for the fifth consecutive time, William Starke, secretary-manager, announced following the award.

The shows were represented by O. N. Crafts, owner, and Roy E. Ludington, general manager of the shows, who announced that the show would again winter on the orange show grounds. The new dates for the National Orange Show were set for March 17 to 27, which also marks the opening of the 1938 season for the Crafts organization.

## Hennies Bros. Plan To Spend \$50,000 Improving the Shows

SHREVEPORT, La., Nov. 6.—Hennies Bros.' Shows had to stay on the cars for 48 hours after arrival here awaiting final dismantling of Royal American Shows, closing engagement on midway of the State fair. Harry W. and Orville W. Hennies, managers of the show, said that they planned to spend approximately \$50,000 during winter months for improvements and enlargement of the attractions.

The Hennies will leave here next week on a booking tour, attending the LAFA convention in Chicago while away. About 100 of the showfolk will winter on the fairgrounds.

**It takes 30 TON PRESSURE**



to emboss the Lord's Prayer on a Penny. Fancy toys or meatgrinders can't stand up. Buy a proven, guaranteed product. (Feeds 5 samples.) Band 10c for embosser Penny and facts to BLUE DOT STAMP CO., Established 1928. 124 E. Larned St., DETROIT, MICH.

**SHORT RANGE GALLERIES and LONG RANGE GALLERIES**

We Sell Cash Awarded Targets No. 1 and No. 2. These Targets are perfect with all rules and regulations. Price \$10 per 1,000—50% with order. We Build Short Range Galleries. Established 1928. RED CIRCLE GUN CLUB or LOUIS GLOTH, 43 Hanover Street, Boston, Mass.

**CALLIOPE WANTED**

WILL PAY CASH FOR GOOD INSTRUMENT.

**JOS. CONWAY**  
BALA, PA.

**TRUCKS**

AUTOMOBILES—MOTORIZE YOUR SHOW

Write  
**CHARLIE T. GOSS**  
with STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

**FOR SALE**

CONCESSION TENT WITH PORTABLE FRAME. 13-Ft. Front. Both Frame and Tent in good condition. Also EVANS FLASHER with 24 States. Has Glass Counter and Lights. In good running order. Will sell both at sacrifice. In good running order. ALBERT S. ARRAJJ, 315 Chestnut Street, Lawrence, Mass.

**W. M. TUCKER States:**



"My **BIG ELI** Trailers are 100 per cent satisfactory. They handle big loads and are easy on tractor equipment."

**ELI BRIDGE COMPANY**  
Builders of Dependable Products,  
N. West Street, Jacksonville, Ill.

**WHEELS**  
Park Special



80 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price.

**\$12.75**

**BINGO GAME**  
75-Player complete, \$5.25. Including Tax.

Send for our new 1937 Catalogue, full of new Games, Dolls, Blinnets, Lamps, Aluminum Ware, Candy, Pillow Tops, Banners, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 287.  
Heavy Convention Walking Games.  
Dark Mahogany Finish.  
Price Per Gross, \$21.00.

**CANES**  
S.L. Clark Mfg. Co.  
424-128 W. Lake St., Chicago, Ill.

**ASTRO FORECASTS AND ANALYSES**

All Readings Complete for 1937-1938.

Single Sheets, 8 1/2 x 14. Typewritten. Per M. \$5.00.  
Analysis, 3-p., with Blue Cover. Each . . . . .08  
Analysis, 8-p., with White Cover. Each . . . . .15  
Forecast and Analysis, 3-p., Fancy Covers. Ea. .05  
Samples of the 4 Readings, Four for 25c.

No. 1, 94-Page, Gold and Silver Covers. Each .30  
Wall Charts, Heavy Paper, Size 25x34, Each 1.00  
Gazing Crystals, Oulia Boards, Planchettes, Etc.

**NEW DREAM BOOK**  
120 Pages, 2 Sets Numbers, Clearing and Polishing, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15

**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound. Samples, 25c.

**PACK OF 75 EGYPTIAN F. T. CARDS.** Answers All Questions, Lucky Numbers, etc., 35c.

**ZODIAC FORTUNE CARDS,** Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in our merchandise.

**SIMMONS & CO.**  
19 West Jackson Blvd., CHICAGO.  
Instant delivery. Send for Wholesale Prices.

**BUDDHA PAPERS—SUPPLIES**

**FULL 1938 ASTRO DAILY, HOURLY FORECASTS**

Buddha Papers, 1-4-7 and 36-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mind Control, Books, Graphology Charts.

New 140-Page CATALOGUE now off the press. Most comprehensive list of Apparatus and Supplies in the World. Catalogue, 30c. None free.

**NELSON ENTERPRISES**  
198 E. Third Street, Columbus, O.

**WANTED AT ONCE**

Open November 11. Capable Mindreading Act that can produce a Large Roster, will buy same. Jacksonville, Fla. Museum for six weeks, then Florida dates till March 1. Wire DR. R. GARFIELD, Hall of Science, 419 Main St., Jacksonville, Fla.

**POP CORN**

Winter or summer we are equipped fully to serve our hundreds of patrons from Coast to Coast with the world's best Hooper Prize Selected Pop Corn and complete Supplies.

**INDIANA POP CORN CO.,** Muncie, Indiana.

**WILL BUY**

Penny Embossing Machines made by the following companies: Midwest, No. 10, Cleveland, N.Y. Co., Perfection Mfg. Co., Ray Mfg. Co. Write DAVE MARCUS, 1187 So. State St., Chicago.

**SECOND-HAND SHOW PROPERTY FOR SALE**

\$35.00—Genuine Buffalo Robe, good size.  
Electric Kiddy Chairplane, holds 10, sell cheap.  
Electric Candy & Food Machine, sell cheap.  
Aluminum and Wood Wheels for rink skates cheap.  
\$40.00—Human Skeleton with skull. Full size.  
\$40.00 buy Rink Skates and Guess Your Weight Scales.  
**WELL'S CURIOSITY SHOP,** 20 S. 2d St., Philadelphia, Pa.

**Weight Guesser Wanted**

as Free Attraction in connection with National Milk Week—November 15 to 20. Must have scale. Will pay straight salary. State salary expected in first letter or wire. Address **DAIRY PRODUCTS ASSN. OF KY.,** 554 S. Third St., Louisville, Ky.

# Midway Confab

By THE MIXER

**WHERE IS** that winter bank roll?  
**ROBERT R. KLINE**—Where next? Going to Florida or Cuba?

**C. W. GRACRAFT**—When is that important announcement coming?

**WHATEVER BECAME** of Walter Hale, the press agent, and Floyd Newell, too?

**THOSE THAT** have theirs are very happy indeed.

**BEN WILLIAMS** seems to be as quiet of late as that proverbial church mouse.

**E. V. McGARRY** and Diamond Kitty are now at home for the winter in Miami.

**FRED W. WEBSTER** is handling the advance for a store show, he letters from Taylor, Tex.

**WHAT ABOUT** that museum a number of showmen were planning to launch?

**BEVERLY WHITE** is in Chicago and will keep the Goodman Wonder Show in the limelight.

**W. H. DICKERSON** says the present Southern Exposition Shows will be titled the Mighty Fair Shows in 1938.

**BLANCHE DUTTON** cards from Miami: "Am pretty sick in Jackson Memorial Hospital. Was operated on last week."

**FRANK ZORDA** cards from Atlanta: "Finished a real good season with Bantley's All-American Shows." Zorda had the side show.

**CLARA YOUNG** letters from Indianola, Okla.: "M. Mills is opening a winter show known as the Mills Attractions. Carry no flat stores. Probably lots of 'roadies' would like to stay out all winter."

**ANDERSON-SRADER SHOWS** list M. A. Srader as manager, H. W. Anderson as general agent and Patsy Srader as press agent. This show seems to have done all right by business this season.

**HARRY METZ** is home in Paterson, N. J. He will have another side show next season. Harry was one of the first Ten-in-One showmen soon after it was originated by Sibley.

**THOMAS W. GASPER** cards from Logan, N.M.: "J. & G. Amusement Company opened here to good business and stayed over the second week. Will open storeroom show here for two days."

**AN OBSERVATION:** Royal American,

not, who did? Let's get this right.—Soapy Glue.

**H. F. GILLMAN** cards from Kansas City, Mo.: "After thoroly studying the actions, mentally and physically, of white rats and a monkey this season, I am absolutely convinced that Man is just another animal and nothing more."

**LOU-LOUETTE** cards from Taylor, Tex.: "Closed the season with Crowley's United Shows at Austin, Tex., Sunday, October 31. Opened museum season Monday, November 1, with Cross' *Calvalcade of Freaks* here."

**J. A. SCHNECK**, general agent for Western States Shows, finished his season in Texas and jumped into Montana. Jim must be looking for plenty of winter and will get it if he stays in that State.

**WILLIAM H. (BILL) DAVIS**, 75. Thousands in every branch of outdoor show business will mourn his death. He was a unique character, honest and charitable.

**HARRY LEWISTON** letters from Toledo, O.: "Back in the U. S. A. again and the Modern Museum is fully organized and staffed for the winter season of '37-'38. Not decided which way it will be routed yet."

**SAM J. LEVY** and the committee in charge of the Showmen's League Banquet and Ball know the right price to charge and that is \$5 per plate. Matter of fact they have always known the right price.

**LET'S HAVE** a Lady Talkers' Contest some place next season. There are plenty of real good ones in the business now so let's bring them into the limelight. Ladies, send in your selections. Which lady talker is your favorite?

**SOME CARNIVALS** do not keep a general agent long enough to get acquainted with him. It seems to be that way, too, regarding some press agents.—Wadley Tif.

**MRS. HARRY OWENS** cards from St. Louis that Mr. and Mrs. Owens' Boston bulldog "Nig," 15, died November 2 and that he was a very smart canine and had many friends among outdoor show people.

**W. C. FLEMING**, former carnival general agent, has been doing a lot of visiting lately, thereby reviving the talk that he may return to the carnival field at an early date in that capacity. Probably he is already back.

**WONDER WHAT** ever became of George Alabama Florida, who was one time with Polack Bros., World at Home and other carnival shows. He was a good man in advance of a carnival. His theatrical experiences stood him well.

**M. L. WILLIAMS** letters from Lafayette, La.: "Plan to bring out a brand-new carnival in 1938. Ed Fegin and Kid Burns, one-time athletic show managers, are seen here. Polly and myself will spend the winter here."

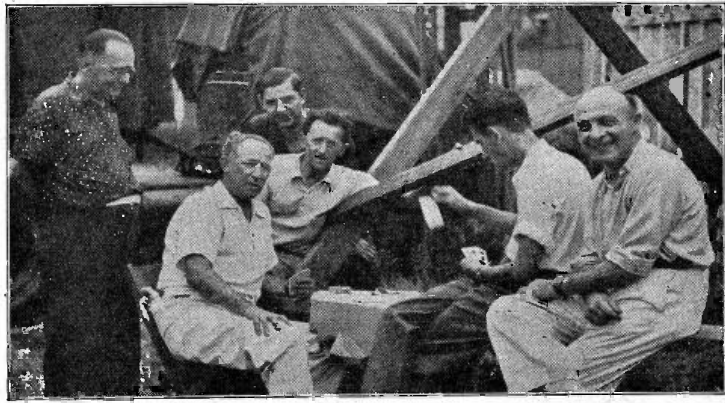
**JACK AND RUBY NELSON**, little people, letter from Flushing, N. Y.: "Closed a very successful season with Broadway Shows of America at Salisbury, N. C., October 16. Will work department stores in New York during the winter."

**J. D. (JACK) WRIGHT JR.** letters from Savannah, Ga.: Mrs. Wright and myself are on our way home to Tampa after a pleasant and successful season of celebrations and fairs with our special events promotions."

**IT IS VERY STRANGE**, but there are a lot of people in this old world who will not let others do the right thing by them. They neglect their own interests and get sore because others do not look out for them.—Tillie Few Clothes.

**WILLIAM S. WHITMORE**, secretary Bantley's All-American Shows, letters from Laurens, S. C.: "Closed the season October 30. Have been more than satisfied with the service given by *The Billboard* and hope we may do bigger and better business next season."

**JOHN GRANS**, cookhouse operator, and Mike Crakus, concessioner, both with the Pine Trees Shows last season, arrived in New York last week and reported an excellent season. Mr. and Mrs. A. S. Perham, owners of the show, are reported taking things easy for a while



A "DE LUXE" PINOCHLE GAME AND NOTABLES THEREIN: Left to right, James Morgan; Samuel E. Prell, owner and general manager De Luxe, Shows of America; Paul Prell, Roz Gatto, Samuel Goldberg and Leo Hirsch. This picture was taken by the Weber Studio in Troy, N. Y., during the show's engagement in that city this season and furnished by Clifford J. Franco, the show's press agent. The story goes that Samuel E. Prell won all the bets as usual.

**NEVER MIND** what the winter may hold for you never lose courage.

**NOTE CHRIS M. SMITH** will winter in Mrs. Smith's old home State, Alabama.

**ROY B. JONES** is now press agent for Marks Shows. Suppose later we will hear from him as being ahead of a traveling museum.

**WHATEVER BECAME** of W. H. (Bill) Rice? Last heard of he had some promotions and a show at some fairs in New England.

**HAZEL HASSON** letters from Philadelphia.: "Opened the South Street Museum here after a very successful season with Rubin & Cherry Exposition."

**NATE EAGLE**—What will be the styles in midget shows in 1938? A decidedly different frameup is badly needed in the portable field. Speak up!

**JACK E. DADSWELL** was busy last week in Beaumont, Tex., getting a group picture of all the people with the Royal American Shows, and that means busy.

**ON TO CHICAGO!** All who are really in outdoor show business will be at the Chicago meetings. Hear that Starr DeBelle and his dog will be there.

**THE LEADERS** in the carnival business stick to their original titles once they get going right. This should tell some kind of a story.

**Beckmann & Gerety, Hennies Bros. and Rubin & Cherry** organizations crossed and recrossed the Mississippi River during this season's tours.

**JOIN ONE** of the showmen's organizations. Have a permanent address. Do it now while most of you have the initiation fee.

**AL ROBERTS** cards from Roanoke, Ala.: "J. H. (George) Drew; his brother, Harvey, and Harry Edwards were guests of Frank Barker, manager of the Ritz Theater here, October 23."

**W. R. HARRIS**, manager Model Shows, cards from Wrightsville, Ga., that the season is scheduled to close in that city Saturday, November 6, and show will winter in Macon, Ga.

**MRS. MAUDE REDDING** cards from Topeka, Kan.: "Due to illness, his mother would like to hear from Ray Redding. She was hurt in an auto accident."

**MRS. GEORGE PURYEAR** cards from Coleman, Tex.: "Wish to thank all the ladies on the Western States Shows for the lovely baby shower they gave me October 29 in San Angelo, Tex."

**TOM HASSON**—Will you have the Great International Carnival in 1938? It is about time you organized one again. You had several in the past.—Soapy Glue.

**AL BURT**, of New York, says he originated the Guess Your Age game. Well, did he? If

In Portland, Me., the show's winter quarters. They will make a trip New York-way during the holidays.

**EDWARD HOCK** and Cecil B. Rice—Did the Imperial Shows pass out this season or did the Blue Ribbon Shows absorb them? The Imperial Shows had a beautiful letterhead and a good "advance claim" press agent last winter and spring.

**S. C. SCHAFFER** was in Springfield, O., last week and was wondering if W. Terry Martin is going to launch a carnival in 1938, with Bob Hallock as general agent. Who knows? Soapy Glue thought Martin launched a carnival the past season.

**MR. AND MRS. BARRY GRAY** card from Dallas: "Closed the season here at the Pan-American Exposition with Dufour & Rogers. Will leave for Lansing, Mich., to put on a puppet show in the Toy Mart from November 20 until after Christmas."

**FRANK LaBARR** cards from Miami: "Am enjoying the summer breezes here and have met quite a few old friends. This city has surely grown in the 15 years that I have been away. Endy Bros. have a swell park in Funland. It is rightly named."

**MAX LINDERMAN**, general manager World of Mirth Shows, is not averse to the acknowledgment of services rendered him personally or his organization. By the way, Gaylord White is still this show's press agent. Going to "Bath" this winter, Gaylord?

**DOC DECKER** cards from Sikeston, Mo.: "Fred R. Cullen, general agent Isler Shows, visited me here on his trip north in the interest of the show. He says business has been good since the show moved off the train and started moving in trucks."

**PLENTY OF NEW** carnivals are now being organized for the 1938 season. Make them meritorious but not too large. By all means adopt a title that sounds good, looks good on letterheads, in newspapers and on the billboards.—Wadley Tif.

**GEORGE WEBB** letters from Austin, Tex., that he closed the season with Crowley's Shows there and will again do his high dive, handle *The Billboard* and mail and will also have the exclusive on ball games in '38. Looks like he will remain in winter quarters for a while.

**MELVIN G. DODSON** and Ray Balzer, after transacting considerable business for Dodson's World's Fair Shows in Ohio and other States, returned to the show at Monroe, La. They will probably be with it when the band plays *Home, Sweet Home*, for the season's end.

**MRS. MILDRED FINN** letters from Cleveland: "Am wife of James Finn and mother of Dr. Leonard Finn, of Miami, Fla. Underwent an operation at Lake-side Hospital here October 6. Now convalescing at home of my sister, Mrs. Sam Friedman, in Cleveland Heights, O."

**CAPT. SIDNEY HINMAN** cards from Jamaica, N. Y.: "Played the Church Bazaar at Rosedale, L. I., N. Y. Still have my smallest show beneath the sky and will be very busy playing these church bazaars, which are plentiful. Business at them is always good up to Christmas."

**Approves The Billboard Campaign for Biographical Data**

**FERRY, N. Y.**—I very much approve *The Billboard's* campaign to induce readers of this valued publication to send in biographical data relative to themselves. It is a fine thing to do and all should exert themselves to comply with the suggestion and request.

With this thought in mind may I request that you please send me blanks for this data.—**FORREST GREGORY.**

**BEN H. VOORHEIS**, press agent Strates Shows, is on a vacation with Mrs. Voorheis and will visit friends in West Virginia and homelink in Ohio prior to the big meeting in Chicago. After that he will return to work on the show. He favors "Black and White," that which comes in a bottle.

**JACK (DOC) WILSON**, of Sol's Liberty Shows, is on a vacation at Aransas Pass, Tex. He sends a postcard from there of a giant ray fish that he did not catch. Jack will also be at the Chicago meetings. Mrs. Wilson is also

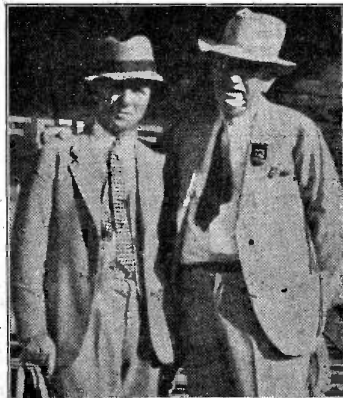
with him and enjoying the advantages of this big Gulf resort.

**THE BILLBOARD FINDS THEM.** Ed Schofield letters from O'Donnell, Tex.: "Note in Midway Confab that Charles Schofield was trying to locate his father, Ed Schofield. He can always be located care of the Pacific Coast Showmen's Association, Los Angeles. At present am with the Silver State Shows."

**AS TO HOSPITALIZATION** of sick and injured showfolk by some carnival managers: Would it not be a good idea not to represent that the bills will be paid unless they will be paid. The Showmen's League of America takes care of its members and should not be imposed upon by those who do not belong, as members, and fail to support its charity fund. Join the League if you are worthy of being called a showman.

**CLARENCE THORPE**, cartoonist of various Ripley and Hix attractions, letters from Wichita, Kan.: "While working for the Ripley Odditorium at the exposition in Dallas in 1936 I had a nervous breakdown. Was recently pronounced okeh again, so I am going to try to start all over again."

**CHARLES F. HAYES** letters from Baltimore: "Closed the season with the Arena Shows as electrician and *The Billboard* agent. Now connected with four hotels here operated by Harry Clark, Inc. Will be back on the road next season. Have worked out some novel electrical effects which I hope to use in '38."



**NOBLE C. FAIRLY**, of the *Fairly & Little Shows*, and *Frank Fellows*, president of the *Springfield Wagon and Trailer Company* and also president of the *Empire District Free Fair, Springfield, Mo.* This photo was taken prior to the opening of the recent fair in that city, which, by the way, was re-established this year and proved quite successful. *Fairly-Martone Shows* furnished the midway and wrote *finis* there to season 1937.

**MARY ANN ALEXANDER** letters from Dawson, Ga.: "I feed my dog good old spaghetti. The Blue Ribbon Shows are noted for their consideration for show people in distress." Art and Mary Ann Alexander will probably show up in Florida for the winter as per usual. Bring yourself and Art to the Chicago meetings, Mary Ann.—Soapy Glue.

**H. C. KILBORN** letters from Tusculumbia, Ala.: "Back in my old home town. It has been 10 years since we wintered here. Leased a store and will have confectionery, fruit and pop corn. Closed in Jonesboro, Ark., with the Al C. Hansen Shows. Had a very satisfactory season with pop corn, floss candy and handled *The Billboard*."

**MRS. THOMAS W. STRANGE** cards from Kansas City, Mo.: "Thomas W. Strange, *The Billboard* agent and mail man, closed the season with the *Fairly-Martone Shows* at Springfield, Mo. He went under an operation at the Kansas City General Hospital and while in a serious condition he is cheerful. After other operations he hopes to be himself again."

**WILLIAM HAMILTON** letters from York, S. C.: "Visited World of Mirth Shows at the Anderson, S. C., Fair. Three years ago Jack Greenspoon, Phil Isser, Eddie Bramson and myself operated all the concessions on this show's fair dates and I had an enjoyable time renewing old acquaintances. Believe it

or not, I worked for Max Linderman 25 years ago at Revere Beach, Mass., running a spot-the-spot."

**WHY DO MOVIES DISTORT?** In the picture "High, Wide and Handsome," featuring Irene Dunn and Randolph Scott, the director has mixed up medicine show, carnival and circus features under the title of *Bowers Carnival* as the piece de resistance. This producing firm needs technical directors who know the difference between a medicine show, a carnival and a circus. This is about all for now, but do not do it again! Moral: Get some showmen who know into the studios the next time outdoor scenes and action are put into moving pictures. Stop kidding the public that way.—Wadley Tif.

**GEORGE (MECHANO) STEVENS** letters Claude R. Ellis from Lumberton, N. C.: "This town has certainly grown since the last time I was here in 1920, at which time I presented Bill Strodes' Southern Exposition Shows under the auspices of the American Legion. Then a drive was on to get a charter. I organized the Post No. 42 charter for the boys of this town and it still remains."

**ALL WHAT!** The past season has taught many owners and managers that a carnival has to be transported either all flat cars, all baggage cars or fully motorized. Many have now decided just how to properly move in 1938. Watch for the changes that are to be announced from time to time. There seems to be a proper way to move, with no more mixed equipment.

**FRANK DUSHANE** letters from Muskegon, Mich.: "Was general agent for J. J. Colley's Shows, which closed the season at Idabel, Okla., October 23. Have been connected with this organization for 11 years and will be back on the same job in 1938. Season was the most successful since 1929. Am at present visiting homefolk here, but will return to Oklahoma about November 15."

**T. DWIGHT PEEPLE** letters from Kansas City, Mo.: "Had a letter from Thomas J. Hughes advising that he bought another ride. Looks like he will be well represented next year with his many rides on various carnivals. Silent Pete Callender, who operated a pit show during the summer, is now located in Kansas City. He and Mrs. Callender go out of town in the morning and are back again at night. He is still the "Silent Pete."

**EDWARD R. MATEEN** letters from Mart, Tex.: "After a very good season at fairs in New England and New York State we put our photo machine in a store here. Looks like business will be good for a while. For the benefit of many friends in this line, will say that we ran into plenty of them in Arkansas and East Texas. Mrs. Marteen is still doing the tinting and Edward Jr. is in the darkroom."

**SAM LAWRENCE** letters from Carthage, N. C.: "We, too, do not allow any 'racket' and have not had any since we took this show over. Have not followed any other show in this year. That is not so bad for a show that is two years old under my management. Charles Lawrence went out with a theatrical show, but his wife is still with us. This show is growing." He is speaking of the Sam Lawrence Shows, which were formerly the Metropolitan Shows.

**I. W. REYNOLDS** letters from West Birmingham, Ala.: "Closed a season of 30 weeks October 16 at Ragland, Ala. Had illusion and animal show. Was 20 weeks with F. H. Bee Shows and 10 at independent fairs. All together the season was 36 weeks. Wintering here. One time had the animal show with L. J. Heth. He must be going to do something big in 1938, as he has rented three big buildings, quite enough space to house a 25-car carnival."

**MAJOR GEORGE SCOTT** letters from Lake City, Fla.: "Finished with Dallas

and Barnesville, Ga., events. Now promoting annual B. P. O. Elks' fall festival here. Orange State Shows, under management of Leo Bistany, will furnish the midway. He now has a nice lineup of shows, rides and concessions. The proceeds of this event will go to the Elks' Christmas Basket Fund. Have a staff of three besides myself working and we are surely going to town."

**WALTER D. NEALAND** lettered from Tuscaloosa, Ala.: "Funny thing! I opened my 1937 season in this town with Rubin & Cherry and closed it here with Hennies Bros. During the season I played twice with two different shows in Tuscaloosa, Ala.; Davenport, Ia.; Decatur, Ill., and Appleton, Wis. Many thanks for the courtesies and co-operation extended by *The Billboard* during all these years past. All of which is gratefully remembered."

**WILBUR PLUMHOFF**, human pin-cushion, visited *The Billboard* office last

## 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** of All Kinds **\$7.50 up**

**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 Rep. LUSSE BROS., LTD., Blackpool, England, European Suppliers.

## OCTOPUS

"World's Newest Ride Sensation"

Unequaled For Performance and Profits

**SALEM, OREGON**

week, having just closed the season with Paul Houck's attractions on Roscoe Wade's Joyland Shows in Michigan. Houck had girl, Ten-in-One, geek and two-headed baby shows. Plumbhoff stated that at present he is playing the Green Elm night club in Cincinnati with his act. He was accompanied by Virgil B. Dare, professionally known as "The Duchess of Dixon" at the Haunted House. Past season he appeared with various carnivals and circuses.

**JEAN AND RAY WOODS** letter from Dawson, Ga.: "We had a very pleasant season and made plenty of money on the Blue Ribbon Shows. Our first season with this show and we were glad to be with it. When better show spots are found in Indiana Mr. and Mrs. L. E. Roth will get them. Everything went along fine thru the entire season with the exception of the fire at Huntsville, Ala., but as fate goes everyone, we suppose, is entitled to his share of misfortune. Wish to thank *The Billboard* and Mr. and Mrs. Roth for doing their part toward making our season successful."

**IT IS BRUITED ABOUT** that one of the real big carnivals will play Boston and other big Eastern cities in 1938, going as far east as Portland, Me. Would be great territory for a real big carnival. Last big flat-car carnival in that territory was the Johnny J. Jones Exposition many years back. First big one in that territory was Frank C. Bostock's Mighty Midway, that is a very long time back. Some clever general agent could even go into New York City proper. Moral: Invite big-city officials to visit your carnivals. You big fellows can make good in any man's territory. Wake up! Stop paying exorbitant prices for fair dates.

**BILL RAWLINGS**, secretary of the Barker Shows, letters from Charleston, Mo.: "Show closed the season at Lilbourn, Mo., October 23, three weeks ahead of the date set, due to Mrs. Stella Barker being very sick. She is better now. Trucks were stored in quarters here by Arthur O'Neal. Season was fair, southern part of Missouri was very poor, possibly due to late picking of cotton. However, Mrs. Barker is well pleased as a whole. A new roof and other work will be done on the winter-quarters barn and Mrs. Barker will have her house painted. Will add a new trailer and plan a sleeping bus for the entire minstrel show for season 1938."

### 'Unkle Jerk' Tells 'Red Onion' Why He Is Against 'Racket'

Dear Bermuda: You ask me to tell you the story of why I am agin the "racket" concessions. Well, I will tell you, as Bob Burns would say, so here goes.

I was ahead of the Hoss & Smith Shows, which was a carnival in years past; in fact, the time was almost "way back yonder." Would say it was nigh onto 30 years. I arrived in Greenwood, Miss., early one morning in advance of the show which was to play there in two weeks. Went to the hotel to register, looked on the book and saw the name of Doc Waddell as being ahead of Ted E. Faust Minstrels and he was registered as "Doc Waddell, Everywhere." On the cigar-counter there was a parrot in a cage and every time the door opened it would say, "Doc Waddell is a so-and-so, and shut that door!" This bird, needless to say, was carried by Waddell to advertise the minstrel show and himself. Ted E. Faust, who had the minstrels, was a Risley acrobat and his troupe was featured with many circuses both before and after his minstrel career.

Now that this atmosphere is all cleared away I will tell you about the "racket" concessions. The carnival came in. All the Smiths were agin it, "them rackets," C. (Pop), Chris M. and Ed K., but a fellow "fixed" for a set spindle over the heads of the carnival management. He opened up and was operating about a half an hour when a farmer with long whiskers got them caught in that set spindle and that is why I am agin "racket" concessions. — **UNKLE JERK.**

**ROY BLAKE** letters from Hot Springs, Ark.: "It was my pleasure to have as many of the West Bros. Amusement Company's people as I could accommodate at my hotel during the recent fair here. Glenn Osborne, manager of the

show, stopped with me and I found out that he enjoyed the respect of all with it. Altho the weather was bad for the fair, considerable credit is due Eddie Barnback, secretary and manager, for the general frame-up, amount of exhibits and attractions he assembled for this event. Had stock company at the theater here and also Russell Bros. Circus. With the many trouper who winter here and those coming and going make the hotel lobby ring with yarns of this and the years that have rolled by."

**MR. AND MRS. PAUL VARNER** letter from Gary, Ind.: "Closed a very good season October 1. Did not stay with any particular show over two weeks at a time, so this means that we were with a lot of them. After July 4 played a number of celebrations. Was with Groves Shows for two weeks. We have known Mr. and Mrs. Ed Groves for a number of years and we were happy to see them 'come up in the business. He is a hard worker and treats all the people around him with due courtesy. He is one showman who believes in living and let live. Mrs. Varner framed a new ball game this season and did good. We are now home with her mother but plan a trip west to see her sister. Hope Jack Oliver got all his quarters together for a long cold winter."

**CHARLES BERNARD** letters from Savannah, Ga.: "Note Stanley Bros.' Shows



**MR. AND MRS. JACK MARTIN**, concession operators with John H. Marks' Shows. This picture was taken early in the season especially for Carleton Collins, the shows' press agent. Both are well liked by all who know them and are "Tar Heels" who never cease singing the praises of the "Old North State," which is listed in the geography as North Carolina.

were routed as playing Savannah. They were located in the corporate limits of Thunderbolt, four miles from the Savannah City Hall, within 1,000 feet of my residence in what is known as the Doyle tract, an ideal location for a medium-size carnival. Was on the lot twice when the show was up and can say that I have not seen a medium-size truck-transported carnival with its equipment in better condition. Trucks and trailers were all clean, well kept and substantial in appearance. Living cars and trailers indicated that the occupants are believers in living comfortably even tho changing locations weekly. As my tramping has been almost exclusively with the circus using railroad transportation, was never much interested in carnivals, but I do appreciate seeing equipment that is a credit to this profession managed with an evident desire to court public favor."

**ATTENTION TO** all the artistic details and completeness in physical construction goes far toward making a midway attractive to the public eye. Some show fronts and ticket boxes are overlooked. However, many of the modern carnivals have abandoned lettering of show fronts and ticket boxes in favor of scenic panels, which indicates more attention to the artistic details is being given in recent years. The gold and silver carved wagon fronts of other years nearly always had scenic effects instead of lettered panels. As an example, the front for the animal show owned by the late Francis Ferar. The equal of this carved front with its big band organ is not

equaled today among the shows with wagon fronts. Why get sore?—Red Onion.

**DOC HALL** letters from Blythe, Calif.: "When one considers how much of the world I have seen without joining the navy it is really remarkable. But, anyhow, I like this good old tramping life. If I did not I would have quit long ago. In Midway Confab, recent issue, I noticed that Walton de Pellaton, secretary, treasurer, auditor, press agent, adjuster and what not, stated that members of Hilderbrand's Shows purchased 206 pairs of shoes at Corvallis, Ore., recently. I was just wondering if the folk were preparing to walk home or to the next stand. Saw a realtor's sign in Eagle Rock, Calif., reading, "200-acre ranch for exchange; will take city." So here is a good chance for someone who owns a city." No, Doc, it was not Red Onion who was general agent for the John R. Smith Shows when it went into "God's country," it was George S. Marr. Marr told Smith in his home town in North Carolina that he was going to take his show into "God's country" and when it got in New Jersey business was so rotten that Smith said to Marr, "If this is God's country, just take me back to h—!" Red Onion later became the general agent for John R. Smith Shows and took up the duties in Virginia and booked spots in that State and North Carolina. At Wilmington, N. C., Rubin Gruber had the novelties and paid Red Onion's fine when he knocked Smith out for not paying salary.—Soapy Glue.

**HAPPY ATWOOD** letters from Detroit "Back home here until Christmas to play the part of Santa Claus 25th year and will then go to Florida. Season treated me pretty fair with novelties, but with Guess Your Age was very successful. Some concessioners who operate "Guess Your Age" seem to think it is a selling game. Unless they stop this and make



**GEORGE GOLDEN**, assistant to Curtis J. Velare, concession manager Royal American Shows. George has been a corn game operator for some time. He returned to the shows at Birmingham, Ala., after nearly two months in a St. Paul, Minn., hospital following a severe operation. When this photo was taken by Jack E. Dadsweil at Shreveport, La., Golden was looking over some samples of walking sticks that were purchased for a concession.

it a real skill game they will not be permitted to operate for long. The license office of Ohio says if they do not pad and pencil this game they will not be allowed to operate at State-aid fairs. It seems that they are using this game as a cloak to sell stock without having to pay the tax. Tax man told me some of them were giving out stock win or lose. Circleville, O., event had bad weather and an inch of snow. Auburn, Ind., I think, had the most successful fair ever held there. H. E. Hart, president of the Bluffton, Ind., Fair, knows his business. At Chambersburg, Ind., October 28-30 I was supposed to play there, so pulled in October 25 but was told locations would be given out Thursday. There were supposed to be shows, rides and concessions. The day came but no shows and no rides. We could not find the man who was to locate the stands so we pulled out and ended our season. It is a pleasure to note that so many of the fairs are now catering to strictly stock concessions. They, too, seem to be the fairs that draw the largest crowds. Note that many former flat-store concessioners are now seen behind stock stores. I wonder why."

**15 Years Ago**  
(From The Billboard Dated  
November 11, 1922)

Homer V. Jones, assistant manager; Will G. Jones, motordrome manager; and R. L. (Doc) Metcalf, assistant traffic manager, were killed and a number of other showfolk injured when a Southern Pacific train crashed into the rear end of the C. A. Wortham Exposition Shows' train near Adelina, La., at 3:15 a.m., October 31. Those seriously injured included Mrs. Will G. Jones, Mrs. Irene Murphy, Charles Flohr and Fred Miller. George A. Mooney, special agent, took up winter quarters in Chicago after closing with the Segrist & Silbon Shows at Higginsville, Mo. Lew Dufour Shows were playing South Carolina fair dates with a pretentious lineup of attractions. The World's Standard Shows sailed from New York November 6 on the steamer Colon for the Panama Canal Zone and the West Coast of South America.

Extensive plans were already under way at Danville, Va., for the World at Home Shows and Polack Bros.' 20 Big Shows to again be a combined organization under the caption, "Polack Bros. and World at Home Shows Combined." World of Mirth Shows closed their season at Charlottesville, Va., and immediately went into winter quarters at Richmond, Va. After a successful season, the paraphernalia of the American Exposition Shows was stored away in two large buildings on the Ellenville, N. Y., fairgrounds. Earle Dye ramble home to Nashville, Tenn., after closing with the Gray Shows at Huntsville, Ala. A. H. Barkley was at the Sherman House, Chicago, for an indefinite stay.

Billie Lorraine sustained severe cuts and bruises about the face and hands when her car collided with another a few miles from Erie, Pa. Will W. Sterling, after closing a successful season with George L. Dobyns Shows and placing the organization in winter quarters, settled himself to spend the winter in Baltimore and enjoy the good home cooking of Mrs. Sterling. Charles Roach, agent for the L. J. Heth Shows, closed contracts to have the organization exhibit at Bessemer, Ala., under Elks' auspices. Just Right Exposition Shows were playing Florida to satisfactory business, carrying 3 shows, 2 rides and 20 concessions. The Halloween party given by the Showmen's League of America and Ladies' Auxiliary was reported to have been an unqualified success.

### FERNANDEZ

(Continued from page 50)

show a close second are Singer's full company of midgets presenting their entire vaudeville show under a new top.

Calvert's Temple of Mystery; Magic stars and hypnotic demonstrations.

Side Show; Linton, the sword swallower, and Ed Anat, Hayes, the anatomical wonder, direct from Ripley's show at Great Lakes Exposition, Cleveland.

Single-attraction shows: Fifi, sheep-headed girl (Rose Westlake); Charles Gammon, on front, and Florence Brown-Bally, tickets.

Television Show: C. R. Bathe, presenting new illusions. Chinese Fing Circus, direct from Shanghai, S. C. Tong, manager.

Rides: Octopus, Heyday, Loop-o-Plane, Twin Eel Wheels and Merry-Go-Round.

Midway is beautifully decorated with Fernandez's innovation, "The Canopy of Lights," using thousands of colored bulbs over the entire midway.

Show moved from Maui to Honolulu for 16-day stand under Shrine sponsorship of the Aloha Temple, where business was exceedingly good.

After Honolulu the show will go to Hilo, on the Island of Hawaii, for a 10-day stand under the American Legion.

Much credit is due Fernandez for the way the show is conducted and his courteous manner to his employees and associates. Everybody on the show is enjoying this engagement in the "Paradise of the Pacific"—swimming, boating, fishing, surfing and sunning.

The entire personnel of the Fernandez Shows are of the opinion that the Hawaiian Islands are better than advertised both for business and pleasure.

**Rubin & Cherry Exposition**

Columbus, Ga. October 18-23. Chattahoochee Valley Fair. Weather, heavy rain Monday, remainder of week cold and clear. Business, very good. Arrived after a fast run from Atlanta. A driving cold rain greeted the show as it commenced setting up; however, all was in readiness Monday noon, rain falling steadily caused loss as a revenue-producing factor. With clearing of skies on Tuesday morning customers arrived in droves and from then until the close Saturday business was excellent for shows and rides. Secretary Felix Jenkins of the fair offered his usual hand and glove brand of co-operation to the show and its officials and the week closed with all attractions well up in the money. Another big week along the Silver Jubilee tour of Rubin & Cherry. All Southern fairs have been especially good to the box offices and as the close of the season draws near there is everywhere around the show the feeling that "We're glad we opened and close with it!" TOM F. O'CONNELL.

**Elite Exposition Shows**

Charleston, Ark. Week of October 18. Location, Courthouse lawn and churchyard. Auspices, South Franklin County Fair Association. Weather, cold. Business, bad. General Agent Reed returned to the show for a brief visit and to confer with Manager Charles Rotolo in regard to future. Mrs. Rotolo joined the show and intends to stay until the last of November at least. John Ellis took charge of the Athletic Show here, with Tom Fleming and Jimmie Burns working on same. Mrs. Marion Keener left for Sherman, Tex., to visit her daughter. New arrivals on the show are Mr. and Mrs. Jimmie Wilson and son, Jimmie. Show played within 18 miles of West Bros. Amusement Company and much visiting back and forth was enjoyed by members of both shows. Mrs. Sam Grammer framed a penny pitch cane mask. Overheard almost nightly, "Let's close; I want to eat," uttered by Sam (Stonewall) Jackson, dark-room operator on photo gallery. DON FOLTZ.

**Western States Shows**

Haskell, Tex. Week ended October 23. Central West Texas Fair. Location, fairgrounds. Weather, good except Monday night. Business, poor. A good fair, a good fair board, headed by President Walter Murchison, one of the hardest working executives to be found. Seal Bros. Circus on fairground Friday and as usual a pleasure to show with them. No opposition. The two managers, Bud Anderson and Jack Ruback, cut up jackpots, and the two legal adjusters, Joe Webb and Albert Wright, discussed their problems. The general agents, George DuVall and Jim Schneek, had spent several days together and the advance crews headed by Bill and Jackie Wilcox and Frank and Gladys Downes had billed and lithographed together. Much visiting between the two shows. Visitors: Mr. and Mrs. William H. Newell, of Wichita Novelty Company; W. S. Neal, owner of Yellowstone Shows; Tom J. Tidwell, owner of the Tidwell Shows; M. Sparks, owner of Sparks Carnival Shows; Bill Watson, business manager of the Hardin-Simmons Cowboy Band of Abilene; A. G. Sander, of Stamford, and Gerald Yates, of Wichita Falls, Tex. Brownie Bishop and Mrs. Ada Herber married on Thursday at Hollis, Okla. Fletcher, June and Little Fletch were the attendants. The bridal couple were given a reception at Hollis by members of the All-American Shows playing there and another by the members of Western States Shows when they returned home Friday. Clyde and Babe Davis closed their show and left for Kansas City. Scotty and Alice Norton closed their show and left for San Antonio. Bill and Loraine Bass left for a winter engagement in Arkansas. Kenneth and Viola Blake left to play some engagements in South Texas and Louisiana. General Agent Jim Schneek, after being on the show two weeks, left for a trip thru the Northern States. The new addition to the show: Mr. and Mrs. Dave Stevens, of Kansas City, sent an unusual Peke to Mrs. Rose Marie Ruback and "Chinkie" has proved himself a real trouper. Special benefit show held Friday night was a howling success. Big attendance. Many of the Seal Bros. Circus personnel were present and assisted in the performance. Fred Brad made a rousing speech, worthy of publication in full in *The Billboard*. Clyde Davis and

**Full Date Carnival Show Letters**

(As Reported by News Representatives for the Shows)

Ben Hyman emceed. Babe Davis opened with a song. Slim Russell followed with a "gridiron" monolog, written by Larry Mullins, that covered the entire midway and was a hit. No one spared. Jack Ruback and Albert Wright put on an exhibition Coon-Can game. Snippy Kolb was judge. Tony Kitterman and Greecy, kibitzers in Jack's corner; Larry Mullins and Mickey Goldberg in Albert's. Jack won the prize. The highlight of the performance a take-off on the concessions and concession business by the following show boys: Clyde Davis, Joe Murphy, Bill Carr, Scotty Norton, Al Barnell, Billy Williams, Eddie McMulliey, Mack McManamy and Mack Gafford. MURREL WOOD.

**Kaus United Shows**

Greenville, N. C. Week ended October 23. Auspices, Pitt County Fair Association. Weather, one day rain. Business, good. This fair in the heart of the tobacco section showed the results of good tobacco prices. It was held on a new fairgrounds and no grand stand had been erected. Consequently the acts were shown free, which enabled the people to circulate freely. They had money to spend and were impartial as to where they spent it. Concessioners particularly reported a nice week despite rain Tuesday with the loss of the night. Ten-in-One led the shows, but all reported nice grosses, including the grind shows. Tilt-a-Whirl and Octopus were most popular rides. The semi-trailer which hauls the Scooter sills had an

best co-operation and left nothing undone to add to comfort of both patrons and showfolk. New exhibit hall housed exhibits that would do justice to any State fair. If every fair secretary was as conscientious in endeavoring to fulfill his contract as Dooley it would be very pleasant to play fairs. HARRY HELLER.

**Regal United Amusement Co.**

Liberty, Tex. Week ended October 23. Auspices, fair committee. Location, fairgrounds. Weather, cold and some rain. Business, good. Despite sudden unfavorable change in weather Thursday, Friday, Children's Day, was big. Minstrel Show, Sonny McMillan in charge, had a very good week. Manager and Mrs. C. E. Meadows visited homefolk in Beaumont, Tex., Sunday night, and their two daughters, Christine and Juanita, accompanied them back to show for a week's visit. Mr. and Mrs. Austin Newland, of McKee Amusement Company, joined. Mr. and Mrs. Thad Smith went to Abilene, Tex., because of death of Mrs. Smith's sister. A housecar was purchased recently by Mr. and Mrs. Raymond Gibson. Mrs. Meadows' parents, Mr. and Mrs. B. Davis, and Meadows twins, Velma and Edwin, visited Saturday. Mr. and Mrs. C. H. Cudney and Bill Calloway made a business trip to Austin, Tex. Shorty and Sonny McMillan visited homefolk in Barbers Hill, Fla. Ed Rucker joined with carnal corn and other concessions and Mr. and Mrs. Brown joined with a ball game. Harold E. Lewis and L. Johnson

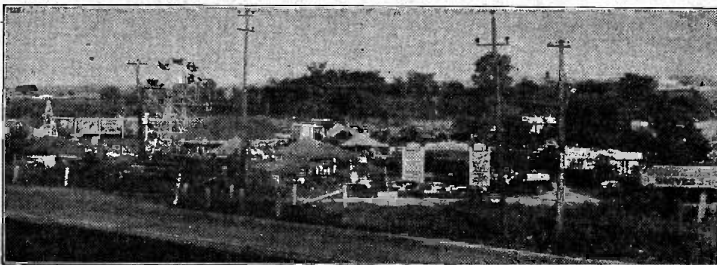
trailer. There were some visitors from Dixie Exposition Shows recently. Vance, Miss. Week ended October 30. Auspices, Vance School. Weather and business, good. Many visitors from Dixie Exposition Shows. Chairplane topped midway. Mrs. Leola Immon's penny pitch is topping all concessions. Rodney Hall, electrician and ride foreman, is kept busy keeping rides in shape. EARL S. MITCHELL.

**Wallace Bros.' Shows**

Hattiesburg, Miss. Week ended October 30. Forrest County Fair. Weather, clear except rain Wednesday. Business, fair. Free gate. Great expectations for this engagement were nullified by amount of business done. Too many counter attractions, coupled with cotton situation, left patrons with shortage of spending money. Concession row greatly augmented as result of other shows closing in this territory. Dick and Pauline Lennon joined with two concessions and Mr. and Mrs. Harry W. Lamson came on from Haag Bros.' Circus. Mr. and Mrs. Harry Cohen closed here on account of Harry's continued illness and left for Miami, where they will spend the winter. Mr. and Mrs. Louis T. Riley spent the week here. Riley purchased kiddie ride for his Dixie Belle Shows and will ship it to Owensboro, Ky. Frank Sparks and writer made flying business trip to Gulfport and Biloxi, Miss. Visitors: Charles and Marie Russ and Harry Wagner; Frank M. Woods, Bob Morelock and Harry Wilson, promoters of Lions' Club Armistice celebration, and Mr. and Mrs. Ray Coughlin. WALTER B. FOX.

**Miller Bros.' Shows**

Duncan, Okla. Week ended October 30. Location, East Main street, three blocks from town's center. Auspices, State, county, town authorities. Pay gate. Weather, hot days—cool nights. Business, out-of-season kind, very light. Big jump from Ada. Highway with sharp curves. Detour. Chairplane truck broke down. Two trucks bearing Tilt-a-Whirl delayed. Latter not up till Tuesday. Kobacker going good in press as "Sir Edward" Kobacker, double of Eddie Cantor. Jack Hamilton and wife, aerial-aerialists, and Great Knoll, contortionist, and his Jeeps exhibit left to Milwaukee in Oklahoma City. Mirjans (Jack Hamilton) and Mercedes (Mrs. Hamilton) with his astrology feature and her classical piano playing scored at clubs. Writer



GROVES SHOWS, A MOTORIZED CARNIVAL, are pictured in part here as they appeared on Labor Day at Lake Clare, Huntington, Ind. The event was sponsored by the local labor body and had Mayor C. W. Bangs as chairman of the committee. To the left of the Chairplane, Maz Thompson, the balloonist, filled his balloon and made a successful parachute jump as the sun went down. Ed Groves launched his show early this season and as owner and manager piloted it to a winning season. Photo furnished by George Cain, general agent for the shows, was taken by the Rickert Studio, Huntington.

accident on the move in. A passenger car forced it off the road and it was either hit the car or take the ditch. The driver, John Kokek, chose the latter course with the result that the semi turned over twice. Neither the driver nor his helper suffered any injury and a new radiator and cab put the truck back in service again. O. F. Mack, who has had three stores on No. 2 unit, has returned with them to finish out the season on No. 1. Visitors: James E. Strates, of the Strates Shows, and Dick Gilsdorf, of Dick's Paramount Shows; Mr. and Mrs. Roy Van Sickle, of the O. C. Buck Shows, stopped on their way to play Tarboro Fair and visited with their many friends. Mrs. Virginia Lee and Barney Dexter, of the Art Lewis Shows, were also visitors. Mr. and Mrs. Harvey Potts, operators of the Revelations of 1937 and Cairo shows, received a visit from their son, Clinnie Biggs, and their daughter, Mrs. Margie Stiff, of Norfolk, Va. They were accompanied by Mrs. Sadie Koch. Incidentally, the Potts report a very successful season with their shows, as they have a new car and state they have the bank roll to weather the winter. LESTER KERN.

**Heller's Acme Shows**

Elberton, Ga. Week ended October 30. Auspices, Elberton Colored Fair Association. Location, new colored fairgrounds. Weather, first three days cold. Big Kid-die Day and Saturday capacity. Shows' first fair in Georgia was a colored fair and colored folk turned out when weather permitted. Leroy Dooley, very efficient secretary, gave show very

also joined with freak show. Mr. and Mrs. George Nelson went to Dallas and brought back a new American Beauty house trailer. MRS. L. A. NEWLAND.

**Strates Shows**

Washington, N. C. Week ended October 30. Beaufort County Fair. Weather, cool, rain. Business, fair. Business for the show's 27th and final week of the season at the fair here was just another one spoiled. Frazier MacDevitt, secretary of the fair, had two large exhibit tents full of Beaufort County agricultural and industrial products which showed real hard work on his part in assembling. Tuesday Children's Day. Several thousand were on the midway and kept all rides going at full speed for several hours. Tuesday night a slight rain drove away a crowd that had already passed thru the gates of the fair. Balance of week was good when weather permitted. Prominent visitor on the midway was John W. Wilson, of Cetlin & Wilson Shows. Fred Reckless was the free attraction here and proved a good card with his high pole act. BEN H. VOORHEIS.

**Inman Shows**

Sledge, Miss. Week ended October 23. School Street Fair. Weather, cold and rain. Business, fair. Show made a long jump from Burnsville, Miss., and had everything ready for Monday's opening. Mr. and Mrs. Charlie Sullivan are with the show, he with pop corn and she with the penny pitch. Earl Mitchell is building a house

**3000 BINGO**

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, \$5.25; 50 cards, \$8; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

**3000 KENO**

Made in 30 sets of 100 cards each. Played in 8 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

**THIN BINGO CARDS**

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, retail class, \$12.50. Lupoards, white cards, 5 x 7 1/4, Per 100, \$1.50. 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.

**J. M. SIMMONS & CO.**  
19 W. Jackson Blvd., Chicago

**WANT MORE REVENUE**  
for  
**YOUR ORGANIZATION?**  
Read  
**"BINGO BUSINESS"**

A Column About Bingo in the  
**WHOLESALE MERCHANDISE**  
Department  
**THIS WEEK AND EVERY WEEK**

addressed all clubs and Masons. *Daily Banner* nil. Refused tickets. Its policy: No stories. Publicity department, however, crashed its front page Monday. *Semi-Weekly Eagle* stingy. Fiercest opposition of season experienced. Schools had indoor and outdoor carnivals; movie theater mortals rabid, night football, young people's banquets, bingo games seemingly up every stairway and downtown Halloween festivities. Jules Mahl and Loop-o-Plane group folded for winter. Shipped to Chicago. Reports his Windy City skating rink going big. Mrs. Jules Mahl calls attention: "I am manager." Bovey, swaying-pole artist, and his concessions and people gone elsewhere. Robert Winschell, manager Juan and Maratina, Filipino midgets, assisted by Maurice Miller, scouting for store-rooms for Morris Miller's indoor museum. Carpenter department building platforms for it. William (Billy) Gear and wife have taken for winter an apartment in Lawton, Okla. General booking offices by "Sir William" established in Lawton. Goldie Hunt, direct from New York night clubs, with Al Kish's Artist Models as possessor of perfect form. Dolores Kish, his wife, big hit as veiled beauty. Irene Brasher also new addition to Kish's models. Jeane added four new dancing girls for Lawton engagement. Happy Jack Long, out-front orator Ripley Believe It or Not human oddities, to Long home, Pine Bluff, Ark., account illness of his father. Carl Panser promoted to Happy Jack's job. Professor Joseph added ticket seller on museum. Professor Zandu doing nicely in Princess Zaida's place as secret revealer. Carl-Carlotta received from New York line of new gowns and coronation robes for wear on tour with Morris Miller's indoor unit. Chic Denton and wife operating white-stone sale in Duncan drug store. Doing nicely. Placed store on midway. Didn't profitably function. W. F. Gifford, old-time road man, operating shooting galleries in Duncan and Ada. Steve Conner thru for season. Wife and baby out of Ada hospital. In Conner big touring car drove to near Weatherford to visit Mrs. Conner's parents' Mr. and Mrs. Michael Casey, farmers. From there they go to San Antonio to live. Ovation given George H. Berton, noted bird man. With wife came from W. A. Gibbs' Shows, money-earning carnival, with trained bird circus. The Bertons will winter in San Antonio.

DOC WADDELL.

### Stanley Bros.' Shows

Savannah, Ga. Week ended October 30. Auspices, Police Department. Weather, fair. Business, good.

Show was here and unloaded by noon. It had a very good opening Monday night. Al Porter is in Florida and Blackie Sinclair, business manager, left for Florida to make arrangements for trip to Nassau and Puerto Rico. Mike Gravis, of frozen custard fame, and his assistant, Frank, were visitors on show Friday. Harry Winters has Chair-plane, Kiddie Autos and Tilt-a-Whirl; Stanley Sears, Merry-Go-Round and Ell Wheel. Mrs. Alice Winters is on front gate. Carl E. Ratliff and Peggy have sound truck and two concessions. Stanley Reed is general and publicity agent and Jimmie Nelson is special agent. Show roster has Mabel Mack, Hippodrome Show; Bob White, Girl Revue; Cleo Gibbons, Louisiana Minstrels; Adolphine, Pit Show; Fred Burke, big snake; Roy Sines, Five-in-One; Murrel Atkins, What Is It?; Professor Creme and band going over big. Concessioners are George Goffas, Jack Smith, Barry Brown, Charles A. Veach and Earl Slicer. Fred Sims, who does free attraction, had a narrow escape Monday night when a strap broke at finish of act. A 5-cent gate policy is being followed. CARL E. RATLIFF.

### Kaus United Shows No. 2

Dillon, S. C. Week ended October 23. Dillon County Fair. Weather, days warm, nights cold. Business, good.

Another satisfactory week on the records. Committee, composed of police officials and local judge, kept crowds orderly, were all business and were interested in a financial end for all concerned. Fifty-cent gate, free grand stand, daily races and 14 free acts kept the crowds all afternoon, so practically no afternoon play. Nightly free acts were repeated with fireworks, kept the crowds late, had a few hours' play, which gave rides, shows and concessions a good play. Saturday practically lost, extreme cold weather. Friday, Children's Day, light showers, proved a big day for all concerned. Octopus continues getting larger share, while Tilt-a-Whirl and

Caterpillar run a close second. Jerry Thorne's Side Show topped shows; *Plantation Melodies* second and *Night in Paris* third. New shows which appeared on midway are Beattie Traylor's Geek Show, Mother Lee's Crime Show, Athletic Arena and Sex. Mona Estelle, mentalist, getting many repeaters in side show, makes a flash with a new change of gowns daily on the bally. Operating penny pitches are Wynne Howell, Kay Thorne and Mrs. Frank Harris. Chuck Bicket now making openings on *Plantation Melodies*. Howard J. Laughlin has taken over the Geek Show. Mrs. Francis Wolf and son were visitors and visits were exchanged with Marks Shows, Brownie Smith's Great Atlantic Shows, likewise World of Mirth, which were checking out while Kaus Shows were checking in. BOBBY KORK.

### Johnny J. Jones Exposition

Valdosta, Ga. Week ended October 30. South Georgia Fair. Weather, ideal; cool nights. Business, not good.

After an absence of many years the Jones Exposition returned to furnish the midway for this fair. Business thru-out the week not up to expectations, with only one good day, Friday, that was Children's Day, when a fair day's gross was registered. Monday was lost due to the late arrival and the soft shifting sand thru which the wagons had to be pulled. Fair association and press cooperated in every way to try to make the engagement a success but to no avail. The show had the pleasure of again booking the champion Sol Solomon and his diving revue as a free act for the one week.

Visitors: Mr. and Mrs. John E. Wilson, of Atlanta, a sister of Owner E. Lawrence Phillips; Mrs. Ray Snyder, former Jones trower and well known in carnival circles as "Maw Shep," now residing at Orlando, Fla. Another old-time Jonesite drove over to pay his respects and visit with his many friends, none other than Forrest Randell, now with the Heffner-Vinson Company. Art Lewis, owner, and Bill Kerr, general agent of the Art Lewis Shows, spent an afternoon on the lot. The well-known side-show operator W. T. Kelley dropped down from the Carolinas to look the show over and say hello to everybody.

Mr. and Mrs. H. B. Aldridge, operators of the Pines Tourist Camp and well-known former trouper, visited the midway several times during the engagement. STARR DEBELLE.

### Hilderbrand's United Shows

Walnut Creek, Calif. Five days ended October 24. Location, fairgrounds. Auspices, Lions' Club. Festival committee. Business, good. Weather, warm.

With pomp and ceremony Walnut Creek Fair and festival came to a triumphant close with a four-mile parade, which included 20 bands and drum corps from San Francisco, Oakland, Berkeley, Alameda, Hayward, Pittsburg, Martinez, San Ramon, San Leandro, Emeryville and various other near-by cities. Horse show, rodeo and drill competition were a riot of color, and the entire entertainment was conducted before the entrance of the midway, which comprised of a lineup of 12 Hilderbrand's trucks electrically equipped and blazoning forth the show's title. An estimated crowd of 38,000 visitors attended the festivities. The celebration was for the dedication of the two-mile tunnel connecting Contra Costa with Alameda County, with entrances at Walnut Creek and Berkeley. Rooms were at a premium and a great many of the showfolk were forced to commute to Oakland. Lions' Club committee was active and rendered every possible aid in making the event a success. Practically the entire show visited San Francisco and Oakland and made a tour of the shows within that area, and Great Knoll, contortionist, vicinity. George Morgan made a business trip to Placerville. Mr. and Mrs. O. H. Hilderbrand, accompanied by Betty-Joan, spent two days visiting in San Francisco. Verna Seeborg and Hazel Fisher spent the week visiting relatives in Oakland. Mrs. K. Quivala and Kay Quivala were house guests of Seeborg. Mr. and Mrs. Charles Foster spent the week in Oakland visiting their relatives. Mr. and Mrs. Claude Barle, Charles Marshall and writer were guests at the De Pellaton homestead in Oakland and while there were the guests of Will Wright and Joe De Mouchelle, of the Golden State Shows, and Mr. and Mrs. Ben H. Martin, of Martin United. Visitors: Mr. and Mrs. Charles Albright,

Mike Krekos, Louis Leos, Mr. and Mrs. W. T. Jessup, Joe De Mouchelle, Mr. and Mrs. Charles Walpert, Mr. and Mrs. Shorty Wrightman, Mr. and Mrs. Ross Baxter, Mr. and Mrs. Al Gaynor, Mr. and Mrs. Solly Grant, Mr. and Mrs. J. Nelms, George Brunner, J. J. Davis Jr., Mr. and Mrs. Ben H. Martin, Mr. and Mrs. William Groff, Ruth Groff, Dutch Webber, Mr. and Mrs. Leon Whitney, Mr. and Mrs. J. Leederman, Mr. and Mrs. R. Thompson, Kenneth Turner, Carlita de Pellaton, Neva de Pellaton and Mr. and Mrs. Clyde Gooding. Engagement of Nellie Eva Norton, of Lewiston, Mont., to Ronnie O'Shane, of Butte, was announced and wedding set during the Hollister engagement. Norton is one of the features on the Hollywood Revue and young O'Shane is a rider in Motordrome. Al Keenan celebrated his birthday. License to operate a circus or a carnival in the city of Walnut Creek would have amounted to an almost prohibitive figure had it not been assumed by the festival committee. Considering the population of Walnut Creek, 1,000, the license seems quite excessive. Mr. and Mrs. Hunter Farmer departed to join the West Coast Shows. Thomas J. Hughes was the guest of the office. Ruth Groff was house guest of June Pickard. General Manager E. W. Coe celebrated his birthday and was tendered an unexpected shower by show personnel. WALTON DE PELLATON.

### Buckeye State Shows

Fayette, Miss. October 25-31. Fair. Location, fairgrounds. Weather, fair. Business, good.

Show opened Monday to good crowd. Tuesday and Wednesday no good. Thursday, Children's Day, good crowds and business all day. Friday and Saturday. Colored Fair, was also good. Wonderful co-operation with business men of town and committee. Claude Gintsch, concessioner, left for home in Freer, Tex. Jauyeece Hillard now operates Hoopla. Gus Micheal put on concession wheel. Donald Flynn, former secretary of this show, and wife visited Mr. and Mrs. Joe Galler all week. Mr. and Mrs. Galler, accompanied by Mr. and Mrs. Flynn, spent the day in Jackson Thursday. ELOISE LOWRY.

### Majestic Exposition Shows

Prescott, Ark. Week ended October 30. Location, outside city. Auspices, none. Weather, ideal. Business, poor.

Opened Monday. Really the first full week of ideal weather since July and one of the poorest for business. Located just out of city limits on the highway, but just impossible to get the folk out there. General sentiment was for the show but not with it. To be plain it was not a show-going class of people. County officials were fine, but one cannot eat and move the show on passes. Louie Seizer and wife joined with their Variety Show, featuring monkey acts. Hank Spellman purchased Whitey Johnson's concession and converted it into a cookhouse. Mary Emerson and Mary Wilcox new additions to Hank Spellman's girl revue. Herbert Everett now in charge of the cookhouse. Cecil Hendrix and wife back on the show with their two concessions. Marguerite Mathias left for Chicago. Bob Landa busy repairing the truck. Show getting ready for the winter unit. Horace Wright joined with corn game. Mrs. Nona Snodgrass traded her picture machine for two baby rides and now has four rides. Manager McHendrix now doing his own advance work. Bob Zell now legal adjuster with two concessions. J. R. Smith, with his shooting gallery, went into storerooms. Joe Kirk now has charge of Athletic Show. Billy Wolfe and wife joined another show. Writer now lot superintendent, manager of Minstrel Show and secretary. Rose Stanton still doing nicely with her Zoma Show. Doc Stanton framing a concession. Show now in its 32d week and so far played in eight States. EUGENE C. COOK.

### Southern Exposition Shows

Reidsville, N. C. Week ended October 23. Location, Rockingham County Fairgrounds. Auspices, Twin County Colored Agricultural Fair. Weather, cold and rainy. Business, bad.

Fair began Tuesday, but because of a heavy rain attendance was very light. Wednesday, Children's Day, was cold, with some snow at night, yet this was the best day of the week. Fireworks each night and daily free attractions were presented. Exhibition Building had a 25-cent door. Fair committee did every-

## CARNIVAL OWNERS

Use Aggressive, Result-Producing Advertising in

# The Billboard

Secure the Cream of Bookings for '38

A Large Effective Advertisement

in the

## XMAS SPECIAL

### Convention Issue

Will "Break the Ice"

This issue will be distributed at the I. A. F. E. Convention in Chicago and mailed to Fair Secretaries thruout the country.

You can also secure the best of attractions and help for 1938 thru advertising in this issue.

MAIL YOUR ADVERTISING COPY TODAY



thing possible to make the affair a success, but could not beat the weather. Eli No. 12 Wheel topped rides, with No. 5 Eli Wheel second and Merry-Go-Round third. Darkest Chocolate Revue topped shows, with Minnie Serpentener's Show second and Maxie's Wild Animal Show third. Show closed here three weeks earlier than intended because of cold weather. All equipment was shipped to winter quarters at Ashland, Va. Work will not begin in quarters until after New Year's Day.  
W. H. DICKERSON.

**Zindars Greater Shows**

*Lexington, Miss. Week ended October 23. Holmes County Fair. Auspices, American Legion. Location, Peagan Grove. Weather, cold and rainy. Attendance, fair. Business, blank.*

Committee gave fine co-operation, but weather was too cold for good results to be obtained.

*Starkville, Miss. Week ended October 30. Location, airport showgrounds. Auspices, American Legion. Weather, cold. Business, fair.*

Committee was a bunch of hustlers, but they were handicapped by owners of movie houses, who do all in their power to keep out all outdoor shows. E. L. Brown, banner man, bought a new Pontiac. Mrs. E. C. Brown is back after a visit with relatives at Nashville, Tenn. Quite a few visitors from P. H. Bee Shows.  
CHARLES SEIP.

**World of Fun Shows**

*Ahoskie, N. C. Week ended October 23. White Fair. Weather, rain and cold. Business, fair.*

Show arrived Sunday, and Monday it was in a jackpot. Two transformers were obtained from Fort Bragg and show was able to open Tuesday. All paper was gotten up okeh. Ben Davidson, advance agent, left the show unexpectedly. I joined out Mr. and Mrs. Bernie Keasaker, he a water circus clown, for show's water act. We now have four high feature free acts, which opened to over 3,000 paid gate admissions. Fireworks display made a hit. Ben Lowes' Ten-in-One was left in the barn rather than get new license plates for all his trucks. Norris Rolland, general manager, left for Conway, S. C., to close that spot. Morris Goldstein, of Baltimore, joined to go ahead of show. Writer was to go ahead but could not on account of handling free acts. Kiwanis Club is behind it 100 per cent, and part of proceeds go to crippled children and Boy Scouts. Mayor Johnson a 100 per cent supporter of showfolk, as is Eddie Glover, fire chief.  
GEORGE (MECHANO) STEVENS.

**Dodson World's Fair Shows**

*Monroe, La. Seven days ended Saturday, October 31. Auspices, American Legion. Location, Plum street circus grounds. Ten-cent gate. Weather, ideal. Business, good.*

First organized carnival to play within city limits here in seven years. General Agent Melvin G. Dodson braved a storm of protests from many local factions

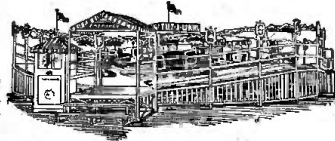
that placed every obstacle in his way trying to prevent show from exhibiting here. After much deliberation all relented somewhat and he succeeded in obtaining necessary permit. Weather man was most kind during entire engagement. After four weeks of cold and rain beautiful weather experienced here was thoroughly enjoyed. It had a most gratifying effect on business in general. All shows, rides and concessions reported best week since leaving Ohio. Lucille Osbourn's Artist and Model posing show led the shows, with Gay Paree Revue, musical comedy, managed by Peggy Doss, a close second. A good crowd turned out on opening night and patronized everything on midway. Attendance increased every night thereafter. Children's matinee, Saturday, very good. Best two days Saturday and Sunday. Free acts a hit at every performance. M. J. Myatt, managing editor *Monroe News-Star*, a genuine outdoor show fan, was entertained by C. Guy Dodson. History of Arthur E. Dodson Post No. 784, American Legion, ran as feature story in local press. Show Secretary Vernon Korhn celebrated his 39th birthday October 29. Howard Piercy also had birthday same date. Both received presents and well wishes from entire personnel. After an absence of two months Joe Sparana returned and has taken a position as waiter at Kirby Ellis' midway cafe. Bertha Curtis, fat girl, who was under care of a physician for a stomach complaint, is much improved and able to take her place in lineup of International Congress of Oddities. All were sorry when informed of the passing of William H. (Bill) Davis at New York on October 29. He managed Leaping Lena show for 10 years. Mrs. Rose Marie Folkner, Scooter ticket seller, confined to bed with heavy cold. Somewhat better at this writing. Special Agent Ed Bruer had good week with advertising displays. Visitors: Dick O'Brien, general agent Greater Exposition Shows; Harry W. Hennies, manager Hennies Bros.' Shows; Charles T. Goss, Chevrolet salesman; Mr. and Mrs. William Hodge, Henry Thompson, Harold McCormick, Marjory Cooks, Jackson Long, Thomas Meehan, Mr. and Mrs. John Wilkes and Edward Donnelly.  
DAVE CARROLL.

**Bantly's All-American Shows**

*Laurens, S. C. Week ended October 30. Laurens County Fair. New Location, Laurens Mill Park. Weather, fair. Business, good.*

Mettler's Family Band played *Auld Lang Syne* Saturday night and another season came to an end. Another fill-in date, not on the original route, proved to be one of the best of the Southern fairs. Ella Carver, high fire diver, took place of Jimmy Jamison's act on midway. Harry E. Crandell, twice manager of this fair, was confined to his bed during most of the promotional period and thru the entire show week. However, versatile Mrs. Janel Causby, again his private secretary, did a thoro and satisfactory job as his proxy. Crandell left for Lady Lake, Fla., to regain his health (See SHOW LETTERS on page 63)

**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.

**SILVER ANNIVERSARY!!**

A Show You Won't Want To Miss

**25th Annual BANQUET and BALL Showmen's League of America**

To be held Wednesday Night, December 1, 1937

In the Grand Ballroom, Hotel Sherman, Chicago

TICKETS \$5.00 PER PLATE

Greatest Showmen's Event of the Year

For reservations write

Banquet Committee, Showmen's League of America, 165 W. Madison St., Chicago, Ill.

**MOTORCYCLE RIDER WANTED!**

Woman Preferred

For Season in BUENOS AIRES

Good proposition for capable Rider. Write, giving qualifications, salary and other information, to

BOX 266, The Billboard, 54 W. Randolph St., Chicago, Ill.

**EL PASO, TEXAS, 9—Days, Dec. 24th to Jan. 2nd—9 Days**

**3rd Annual SUN CARNIVAL**

THE SOUTHWEST'S GREATEST CELEBRATION—ANNUALLY.

WANTED—Shows, Rides, Legitimate Merchandise Concessions. Will sell X on Candy Floss, Ball Games, Scales and Novelties. Last year's attendance 170,000. 22 Cities and Towns join in presenting this annual classic. Special rates on Rail, Bus and Airlines. For Space write or wire  
VERNE NEWCOMBE, Mgr. Amusements and Concessions, P. O. Box 1095, or wire me, Western Union.

**WANTED FREAKS**

For Side Show in big State Street Department Store in Chicago.

Those who worked for Ripley's "Believe It or Not," wire. Hours, 11 a.m. to 1 p.m. and 2 to 5:30 p.m. Open November 15 to December 24. Pete Staunton, wire. Address all communications immediately to

JACK TAVLIN, Croydon Hotel, Chicago, Ill.

**WANTED FOR**

**SPLASH PINE FOREST FESTIVAL**

Waycross, Ga. 6 Days and Nights—6. Commencing Monday, November 22d. Estimated attendance, 100,000. THIS WILL BE THE BIGGEST EVENT IN THE STATE AND WILL BE OF NATIONAL IMPORTANCE.

CAN PLACE—Shows, Fun House and one more Flat Ride. All Legitimate Concessions open for this date; Cookhouse and Crab. No exclusive except Corn Game. We have the exclusive contract for this engagement. Act quick. Address all wires to

**SAM LAWRENCE SHOWS**

ANDERSON, S. C., THIS WEEK.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**Museums**

Address Communications to Cincinnati Office

**Gross' Cavalcade Opened To Good Business**

TAYLOR, Tex., Nov. 6.—Stanley J. Gross' Cavalcade of Wonders opened here Monday with fair weather and to good business. The show clicked and co-operation from local merchants, city and county officials. The newspaper ran a fine story.

Roster: Stanley J. Gross, owner and manager; Fred Webster, general agent and press; Jack Starling, inside lecturer; Clarence Furse, talker and tickets; Bud Price, human ostrich and iron tongue; Joseph Monafie, iron eyed man; George Hershley, magic; Margaret Furse, illusion and sword box;

Bobby Timmons, snakes; All Key, mentalist; Jane Godfrey, two-headed baby; Captain Flamo, human volcano; Ray West, pincushion; Rex Taylor, Punch and Judy and ventriloquist; Mildred, Starling, tickets; Ted Timmons, cook; Feature, Lou-Louette, sex contradiction.

Visitors: Mr. and Mrs. George C. Crowley, of Crowley's United Shows; George Webb; Bert Rogers, Mickey Mouse show operator, and Roy Sanders, of Byers & Beach Shows. Reported by Fred Webster.

**Harry Lewiston Scoring**

CHICAGO, Nov. 6.—Harry Lewiston, who recently organized a store show, was in Chicago on business this week and reported that after a splendid season on the road he has made an excellent start for the winter. Opened in Monroe, Mich., for a week and stayed two to fine business. Show now in Toledo, O.

Lewiston purchased a new Dodge car for his wife, Rose Zindra, from the agency operated by Rudy Rudinoff, circus horse trainer, and Arthur Brake.

**RIDES FOR SALE**

CATERPILLAR, first-class condition, Complete, \$1,800.00. LOOP-THE-LOOP, good as new, \$800.00. LINDY LOOP, \$750.00.

BOX D-106, Billboard, Cincinnati, O.

# Official Social Security Rulings

## (Section III)

### Candy Butchers and Concession Employees

CASE 10. "The concession superintendent of the M Circus hires a number of men to sell candy, soft drinks, novelties, etc., on the circus lot and under the circus tent during the performances. These men are usually known as 'candy butchers.' They are working on a commission basis, receiving so much of every dollar's worth of goods they sell. Is it correct that these commissions constitute 'wages' under the terms of the Act? And is it also correct that all commissions for a given day must be added together to obtain the correct amount of taxes to be paid? The men usually settle with the concession superintendent after every performance. These 'candy butchers' are under exclusive control of the concession superintendent, who tells them what to sell and where.

"What is the status of these 'candy butchers' under the Security Act?"

"The question who is the employer will naturally depend on the rulings on question No. 9.

"These 'candy butchers' usually have their meals in the cookhouse of the circus. If they do receive these meals without having to pay for same these meals constitute part of their wages, but if the men have to pay for these meals to the cookhouse out of their own pocket these meals cannot be figured in

as wages. Is this conception of the law in regard to meals correct?"

RULING 10. This office is unable to determine from the information submitted whether the candy butchers are employees of the circus or of the concession superintendent. However, it may be stated that the commissions paid to such individuals constitute taxable wages under Titles VIII and IX of the Act. When more than one payment of wages is made to an employee during a particular day for services performed during such day the employees' tax imposed under Title VIII of the Act shall be computed on the basis of the total amount of such wages and not on the basis of each wage payment. You are further advised that the employers' tax imposed under Title VIII must be computed on the basis of the total taxable wages paid during the month to all employees.

If the employees receive meals without paying for them, the value of such meals must be included in determining the total amount of their taxable wages. If, on the other hand, the candy butchers pay for their meals in the circus cookhouse in the same manner as they would pay for them in a public eating place the meals do not constitute part of the taxable wages of the individuals.

### What Is Fair Amount for Cookhouse Meals?

CASE 11. "There has been a great difference in opinion among revenue collectors how much a circus should add

to the wages of employees for furnishing their meals and sleeping accommodations. What is a fair value for these compensations in kind? Naturally the cost of a circus cookhouse per man and day will differ. Some circuses have a higher standard of feeding their employees than other shows. The M Circus figures that it costs an average of \$3 per week to feed its workmen during the season and \$5 per week to feed its performers, bosses and the higher class of employees. This is the rate the M Circus charges outsiders who travel with the show regularly but are not entitled to free meals as per their working agreements. Would it be in the sense of the Act if the M Circus uses these self-cost figures for its cookhouse in the computation of the additional wage compensation to be added to the cash wages of an employee? The above figures are the average now used by circuses. One circus, for instance, uses a weekly amount of \$4.20 for all its employees, regardless of their rank. Other circuses make the differential on account of more elaborate meals for its performers."

RULING 11. The "wages" with respect to "employment," as those terms are defined under Titles VIII and IX of the Act, include payments in money and payments in media other than money, such as goods, lodging, food and clothing. The amount of the wages paid in items other than money is the fair value of such items at the time of payment. Because of the great variety of factors affecting the valuation of room and board or meals it is not possible to fix values which may be applied generally. If fair and reasonable values are not fixed definitely in the employment contract the employer must determine the fair and reasonable value of all such accommodations to the best of his ability, after taking all of the circumstances into consideration. If the values of such accommodations have been established pursuant to a State law or regulations promulgated thereunder, the values so established are acceptable to the bureau and may be used for the purposes of the taxes imposed under Titles VIII and IX of the Act. The cost to the employer of the room and board or meals furnished the employee does not control, since the amount of such wages is the cash value; i.e., prevailing value of such accommodations.

### Not Opposed to Tax Payment Agreements

CASE 12. "Would it be satisfactory to the Bureau of Internal Revenue if the M Carnival makes individual agreements with the individual owners of attractions traveling with the carnival in regard to the question who shall handle the tax payments, the carnival or the individual owner, provided that such agreement contains a clause which protects the Bureau of Internal Revenue against demands for a refund of paid taxes later on?"

RULING 12. The bureau will interpose no objection to the execution of an agreement between a taxpayer and another individual under which such other individual assumes the burden of the taxes imposed under the Act. In this connection, however, your attention is directed to the fact that the taxing provisions of the Act are mandatory and that such an agreement does not relieve the taxpayer from responsibility for keeping the necessary records and filing the required returns or from liability for paying the taxes imposed under Titles VIII and IX of the Act.

### Are Members of Families Employees Under Act?

CASES 14 and 15. "Mr. D has a musical comedy show booked with the M Carnival. His wife helps him occasionally by selling admission tickets from a ticket box in front of the show. Mrs. D does not receive any salary from her husband for doing this work. Is it correct that Mrs. D is not to be considered as an employee of her husband?"

"And the reversed case: 'Mrs. E operates an illusion show on the M Carnival. Her husband helps her in setting the tent up and looking after the equipment, also without receiving any salary from his wife. Is it correct that Mr. E

is not to be considered an employee of his wife?"

"In case Mrs. D or Mr. E would receive a salary from their husband or wife, respectively, we take it for granted that they would be employees in the sense of the act just like other help. Is this correct?"

"Mr. F is a riding device owner traveling with the M Carnival. He employs three regular helpers, who are naturally subject to the taxes. But he also has two minor sons who are helping him in setting up and running the device. These two minors do not receive any salary, but their father gives them in exchange their board and some spending money, which he would have to do anyway if the boys were not helping him. Are these two minor sons of Mr. F subject to the Social Security taxes?"

RULINGS 14 AND 15. The facts presented are not sufficient to enable this office to determine whether the operators are independent contractors or employees of the carnival. For that reason no definite ruling may be made with respect to the status of the individuals in question. You are advised, however, that Section 907(c)(4), Title IX of the Act provides that the term "employment" when used in that title does not include service performed by an individual in the employ of his son, daughter or spouse or service performed by a child under the age of 21 in the employ of his father or mother. Accordingly, if the operators are independent contractors, the individuals performing services under the circumstances described are not engaged in an "employment" within the meaning of Title IX of the Act.

No such exception is included in Title VIII of the Act. Therefore if the relationship of employer and employee actually exists, the fact that a family relationship exists between the parties is immaterial in determining their liability under Title VIII of the Act. The information submitted is not sufficiently complete to enable this office to determine whether the relationships existing between the individuals in question and the operators are that of employer and employee; but it may be stated that if the operators are independent contractors and if the individuals in question receive no definite salary for their services, but are merely assisting in earning a livelihood for their respective families, they are not considered to be employees within the meaning of Title VIII of the Act and the remuneration with respect to their services is not subject to the taxes imposed under that title. On the other hand, if the operators are independent contractors and if any of the individuals in question are employed in substantially the same manner as strangers would be employed and are paid for their services compensation substantially equivalent to that which would be paid to strangers performing the same services they are considered to be employees and the wages paid with respect to their services are subject to the taxes imposed under Title VIII of the Act.

If the operators are employees of the carnival the individuals in question also are employees of the carnival, irrespective of the family relationship between them and the operators and regardless of the amount of remuneration which they receive from the operators or the manner in which such remuneration is paid.

In this connection you are informed that where the compensation of assistants paid to a superior employee, the assistants' compensation should be deducted from such remuneration in determining the taxable wages of the superior employee. The superior employee should account to the employer for the wages paid to the assistants and on the employer's part he should maintain adequate records to show the taxable wages of both the superior employee and his assistants. So long as the correct amount of tax is deducted, returned and paid and adequate records are maintained as required by the law and regulations the employer may make whatever arrangements concerning the manner in which the deductions are to be made as would be suitable for his needs.



## THE ROYAL COACH

A Coach for all Troupers. Show people financed on convenient terms. Trade in Your Present Outfit for a Royal.

Write to

### Royal-Wilhelm Furniture Co., Sturgis, Mich.

Or Any Distributor

TRAILER COACHES, INC.  
2707 Delaware, Cor. Villa  
Buffalo, N. Y.

ORR & ORR  
4654 W. Washington Blvd.  
Chicago, Illinois

THINKER MOTOR COMPANY  
1819 E. Kenilworth Place  
Milwaukee, Wisconsin

NATIONAL TRAILER SALES  
1101-1107 S. Hope Street  
Los Angeles, California

TRAILER SALES COMPANY  
335 S. Broadway  
Wichita, Kansas

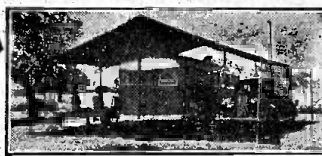
BEEZLEY ROYAL TRAILER SALES  
4200 "O" Street  
Lincoln, Nebraska

LORENZ BROTHERS, INC.  
Kalamazoo, at River Street  
Lansing, Michigan

MID-WEST TRAILER SALES  
2925-27 Locust Street  
St. Louis, Missouri

### 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. 8" scalloped curtain on both long sides. Seams are sewed with two rows of stitches of rot-proofed 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, Mo.

## ROYAL EXPOSITION SHOWS

1938—NOW BOOKING ATTRACTIONS FOR SEASON—1938.

We offer an attractive route, including 12 weeks in Pittsburgh Territory. CAN PLACE all kind of money-getting Shows. Will furnish new outfits for same, except Girl Shows and Side Show. WANT All kinds of Concessions except Bingo. CAN PLACE Penny Arcade. Ball Games, will sell Ex. LEAD Shooting Gallery, Hoop-la, Cigarette Shooting Gallery, Bowling Alley, Penny Pitches, American Palmist, Blower, and legitimate Wheels of any kind. Cook House; must cater to show people. Will give liberal proposition for Dual Loop-o-Plane, Octopus and Ride-O. WANT Ride Help, single men preferred. Would like to hear from the following people: Leo Brenner, Harry Harris, Harry Wilson, Sid Middleton, Ella Carver, Geo. Whitehead, Mettler, Nick Bauda, Charlie Ague, Bill Storey, Dresser Bob, Works, Philbert, Bennet, Benny Smith, Harry Decker and others. Am taking over the Clark & Spencer Show and enlarging same. Address all mail to

BERT ROSENBERGER, General Manager, P. O. Box 441, Atlanta, Ga.

## Wirth Grotto Circus Gate Big in Norwich

NORWICH, Conn., Nov. 6.—With funds from donations and advance ticket sale, Frank Wirth's Circus was presented here in the Army on October 25-30 by the Nemrod Grotto for the benefit of underprivileged children, reports Doc Kelley. All attendance records were broken in the Grotto's four-year history of circus promotions.

A parade preceding opening performance drew a full house and 300 extra seats were required to take care of overflow during remainder of the engagement. Friday night the box office had to be closed and it was necessary to give an extra performance on Saturday. Admission was 50 cents and 40 cents extra was charged for reserves. Kenneth W. Fox was general chairman.

Program included Edna Dee, trained dogs; Aerial Smiths, trapeze; Captain Speller, sea lions; Roy Barrett and Dinmle Brothers, clowns; Dobas Troupe, equilibrist; Denni, with comedy mule; Micachua, tight wire; Asaw's Elephants, Petroff's Bears; Miller and Janet, roller skaters; Ural Troupe, teeterboard and acro act; Captain Curtis, trained horses, and Smithy. Concert performance featured Diamond Ted Lewis, trick shot; Allen, human corkscrew, and Madame Saidi, strong woman.

## Kansas Trade Show Offers Acts During Fourth Annual

WELLINGTON, Kan., Nov. 6.—Fourth Annual Merchants' Trade Show here on October 19-23, sponsored by Sumner County Credit Association, featured vaude acts, including Cycling Stars; Jack and his Krazy Kar, comedy auto act; Dore Sisters, musical and rube turn; Pak Family, acrobats; Russ and Dale, roller skaters, and La Temple and Company, magician, reports Clarice O. Clark. C. Truex was emcee and George LaTour's Rhythm Revelers furnished show's musical background.

Matinees were free except on Saturday, when a 10-cent gate was on, and night admission was 15 cents. Over 5,000 attended. O. Rhea was chairman.

The show was underwritten by assessment of merchants, who bought booth space and donated prizes, and sale of concessions. Profit was rebated in the form of dividends at the show's close.

## Elks Active in Indoor Field in B. C., Piloted by Stiles

PENTICTON, B. C., Nov. 6.—A lively fall season of indoor carnivals among fraternal organizations is reported by Vernon C. Stiles, here to organize his first show under the Elks.

Elks' Carnival in Kelowna, B. C., on October 14-16 rolled up an increased gross and net over last year, his second season there. Elks' Carnival in Vernon, B. C., on October 21-23 was handicapped by a partial infantile paralysis ban, but business compared favorably with that of 1936. This was the third consecutive year for Stiles in Vernon.

Henry Meyerhoff, Crescent Canadian Shows, who is wintering here, was a visitor to the Pentiction dolings.

MAYSVILLE, Ky. — Dates for the eighth annual Tobacco Festival and Exposition here are November 22-27 instead of November 15-20, as previously reported, states Helen S. Dillin, of the committee.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)

## Newcombe Lines Up Features in El Paso

EL PASO, Tex., Nov. 6.—The Drunkard, from Pan-American Exposition, Dallas, will be at the 1937 Southwest Sun Carnival here, said Verne Newcombe, amusements director, who returned from a two weeks' trip during which he signed the Showboat attraction.

William J. Collins, producer and manager of the show, said the cast includes Neeley Edwards, Noel Collier, John Wagner, Ralph Matson, Phyllis Gordon, Peggy Humphrey and Ethan Allen. Director Newcombe visited Yellowstone Shows, Crowley's United Shows, T. J. Tidwell Shows, State Fair Shows, Louisiana State Fair and Pan-American Exposition.

He booked Cary (Snakoid) Jones' Bug-house from the exposition, Forsyth Bros' rides from State Fair Shows and received assurance from Abner K. Kline, sales representative of Eyerly Aircraft Corporation, that if another Baby Octopus is built in time it will be used here. Fireworks contract has been let to Frank P. Duffield, Thearle-Duffield Company.

Twenty-two towns have entered floats in the Sun Carnival parade and more than 75,000 are expected to see it. Sun Bowl football game, ranking high in the nation in point of attendance, probably will feature Texas Tech Matadors, champions of the Border Conference. Governors of Texas, Oklahoma, New Mexico and Chihuahua will be in El Paso for the pageant. A queen will be crowned, probably by Governor Allred.

## Profit for Lions' Festival

BARRINGTON, Ill., Nov. 6.—Lions' Club Fall Festival here on October 5-9 for benefit of community improvement, drew 10,000 and profit of over \$500 was shown, reports Secretary J. C. Cadwalader.

Held in a 125 by 250-foot tent, a 10-cent gate was on and merchants, who bought exhibit space, donated door prizes nightly. Free entertainment was presented, sponsors operated bingo and an auto giveaway was held on the final night. Event was advertised in newspapers and by handbills.

## Mo. Mulesta Is Big Draw

EXCELSIOR SPRINGS, Mo., Nov. 6.—The two-day second annual Mulesta and Missouri Mule Rodeo, held here recently before record crowds, had Roy Knapp's Rough Riders, who went over big on the rodeo program, and an assortment of other entertainment. Event was sponsored by the Chamber of Commerce. Weather was excellent and on October 29 a battle of hillbilly bands and several vaudeville acts comprised the Mulesta Follies. The entire show is admittedly a takeoff on Kansas City's Jubilesta.

## Pine Festival Books Shows

WAYCROSS, Ga., Nov. 6.—For the 1937 Forest Festival here Slash Pine Forestry Association officers have contracted the Sam Lawrence Shows thru General Agent Sam Burgdorf. Elaborate plans for the festival include an invitation to President Roosevelt to attend and daily feature events to attract all classes. Much advertising is being done and co-operation of federal, State and civic bodies is reported by Secretary J. S. Elkins.

BLTYHE (Calif.) American Legion Post sponsored an Armistice Day celebration on November 10-12 featuring a carnival, free acts, parade, band concerts, aerial circus, football game and barbecue, reports Director Doc Hall. Committee was Mrs. William Wright, program; R. G. Eberhart, parade, and Carl Hadden, carnival.

HELP This Department by Telling Committees About It.



VERNON C. STILES, organizer of indoor carnivals for fraternal organizations in Canada, who reports a busy season. Recent events were Elks' Carnivals in Kelowna, Vernon and Penticon, B. C.

## Shorts

TWENTY-FOUR acts will be presented at an indoor circus in Convention Hall by Enid (Okla.) Police Department.

FREE vaude acts and concessions were at a recent successful five-day Enid (Okla.) Wheat Show and Free Fair in Convention Hall, directed by Secretary Hurst.

ARNOLD'S Barnyard Follies, animal act; Hickree Nuts, hillbilly turn; Jug trio and Eleanor Krannich's Akron Co-Eeds, all-girl band, were at Akron (O.) Food Show on October 25-30, sponsored by retail grocers and meat dealers, said Manager George E. Goodykoontz. A public wedding Tuesday night and movie double contest drew heavily. Attendance was 33,000; double that of last year.

APPLE displays, parade, coronation of Apple King and attractions will be featured at the third annual Martinsburg (W. Va.) Apple Harvest Festival, said Secretary J. M. Sellers.

SANTA FE Shows were on the midway of Waynoka (Okla.) Picnic Celebration on October 11-16 and despite bad weather results were satisfactory, said Manager James P. Lahr.

VAUDE acts at annual Youngstown (O.) Auto Show, sponsored by Mahoning County Automotive Association in Stambaugh Auditorium, will include Roscoe Ates, screen comedian; Gloria Shayne, blues singer; Bob Parker, comedy dancer; Nedoff and Mack, comedy impersonations; Four McNeillie Sisters and Freddie Carlone and his NBC Orchestra.

EQUIPMENT of the Weinland Company, playing Ohio spots, will be at the Moose Indoor Fair, Findlay, O.

## DE LUXE SHOWS

(Continued from page 50)

Weber Studio fame, will go to Florida. Hyman Jacobson took his Side Show to another show to stay out a few weeks more and will then go to Philadelphia. James Franco went to New York, where he is expecting the stork and then joins his brother in Jacksonville, Fla. Mr. and Mrs. Harry Finnegan came here. Mr. and Mrs. H. Mattison sold hoop-la to M. Frick and will buy a Kiddie, Aero and Baby Octopus rides. Captain and Mrs. James McVay went to Florida; they had trained monkeys. Mr. and Mrs. Leo Hirsch went to New York. Mr. and Mrs. Youle Parkenson will have their

pop-corn truck all done over with a new idea and paint job. L. Rebanm left for her home in the West. Doc Rebanm will build the Cheeker Club for Cliff Franco. Morris Vivone will have custard truck instead of a game next season. Harry Stevens stored his truck in quarters. Mr. and Mrs. Edward Tew went to home in New Jersey for winter months. Mr. and Mrs. Chuck Simmons went to Florida.

Ella Carver, high diver, will leave for Paris to fill a long contract across the pond. The Santellos left for Detroit and will spend a few weeks there with friends, then will motor back to New Jersey and start work on their new act. Mr. and Mrs. C. O. Davis left for home, Tonawanda, N. Y. Mr. and Mrs. Ben Cheeks left for another show and expect to stay out all winter south. Mr. and Mrs. Joe Parsons left for another show. Joseph Smith traveled to New York and will have all his machines repaired and painted and will have more machines for his penny arcade. Reported by Clifford J. Franco.

## AMERICAN CARNIVALS

(Continued from page 51)

federal, have held that since the purpose of the plan is to increase attendance, that presumably a fraction of the admission charge was used to defray the expense of the game and that therefore the game was contrary to statute.

### Federal

The postoffice department of the United States Government has uniformly held that the scheme known as "bank night" is a lottery and that all matter relating thereto is non-mailable under the U. S. Criminal Code. The ruling is based upon the decision that any benefit moving to the promoter of a scheme or any inconvenience suffered by a contestant, such as going to a place of business to register his name and address, is sufficient to constitute the element of consideration, and that under the postal lottery laws it is not necessary to render a publication non-mailable to publish the full details of the scheme. Also that any matter whatsoever respecting an inhibited subject will render a publication non-mailable. The Federal Post Office Department has further ruled that the mere words "bank night" inserted in an advertisement relating to a scheme to distribute to purchasers of admission tickets merchandise chances in a drawing for prizes is a violation of the law, even tho the courts state that it is no violation of the State laws.

### Conclusion

It is impossible to harmonize the numerous decisions which have been discussed. The issue between them is over the element of consideration and it will continue as to whether or not this element exists. The line of demarcation in all of these cases is in more or less of a twilight zone turned on the question of consideration and the majority of the cases have been decided upon the general attitude of the court as to what the public policy of the particular State may be.

The majority of the decisions have been to the effect that consideration in one form or another was present and that therefore the plan was illegal.

The series of items closing with this issue on the subject has been by way of an experiment to ascertain whether or not our readers desire subjects discussed from the point of view of the various States, and if sufficient response is had indicating an approval of the method, the same will be continued as to other subjects of interest; otherwise, it is likely that we shall revert to the style of items used in previous years, covering the decisions as they are rendered and received.

## WANT MORE REVENUE

for  
YOUR ORGANIZATION?

Read  
"BINGO BUSINESS"

A Column About Bingo in the  
WHOLESALE MERCHANDISE  
Department

THIS WEEK and EVERY WEEK

**Indoor Exposition**  
**Circuits--**  
**A Symposium**  
*Will Be a Feature of the*  
**Christmas Number**  
*Of The Billboard*  
**Dated November 27**

# Classified Advertisements

## COMMERCIAL 10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

## FORMS CLOSE (in Cincinnati) THURSDAY FOR THE FOLLOWING WEEK'S ISSUE

## AT LIBERTY

5c WORD (First Line Large Black Type)  
2c WORD (First Line and Name Black Type)  
1c WORD (Small Type)  
Figure Total of Words at One Rate Only  
No Ad Less Than 25c.  
CASH WITH COPY.

## ACTS, SONGS AND PARODIES

SONGS—ORCHESTRATIONS PRINTED, \$5.00 per 100. No plates needed. Composing original melodies, arranging. **AUTO-LITHO CO.**, Box 761, Jensen, Fla.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

## AGENTS AND DISTRIBUTORS WANTED

A BUSINESS OF YOUR OWN!—SELL USED Clothing! 100%-300% profit. We start you. Satisfaction guaranteed. Catalogue free. **GLOBE RUMMAGE MART**, C-3238 State, Chicago.

AGENTS—STICK-ON-WINDOW SIGN Letters; 500% profit; free samples and liberal offer. **METALLIC LETTER CO.**, 439 N. Clark, Chicago.

AGENTS—SELL NECRO DOLLS TO COLORED People. Big Christmas sale. Sample \$1.98. Write **NATIONAL CO.**, 254 W. 135 St., New York.

ATTENTION, SUBSCRIPTION SALESPERSON!—If you work east of Rockies and north of Mason-Dixon line, wire for proposition. **AMERICAN POULTRY JOURNAL**, 538 S. Clark, Chicago.

DIME BRINGS SAMPLE OF MERCHANDISE and Imprint Circular that pays 10c to \$80.00 profit on single orders. **LORRAC PRODUCTS**, Albany, N. Y.

EARN WHILE TOURING—NO EXPERIENCE necessary. Sell Tinselled Christmas Metallo Motoccs, Changeables, 9x11 Blue Signs. Original. Reliable. **KOEHLER**, 335 Coetz, St. Louis, Mo.

LIVE-WIRE AGENTS—AMAZING, YET SIMPLE, process transforms ordinary writing into Beautiful Raised Gold Design. Complete home operating kit retails 25c. Big profits, fast sales. Sample, details, free. **ROTEX**, 257-B North Washington, Tiffin, O.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

"MEN LOOK"—SNAPPY SOUVENIR PHOTO-Tone Views. Particulars and samples 10c. None free. **ARNOLD**, 101 S. Halsted St., Chicago, Ill.

MEXICAN HAND-MADE TABLECLOTHS—34x34", with four Napkins, sells on sight, \$3.00. Costs \$1.30, including duty. Free particulars. Lovely sample, \$1.50 postpaid. **MARQUEZ**, Apartado 1176-A, Mexico City.

NEW NOVELTIES—WITH WHOLESALE PRICES. Fast sellers. Enclose 10c for 12 Assorted Samples. **NOVELTIES**, 1525 Grove St., Lafayette, Ind.

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York.

PITCHMEN—WE HAVE BEST BOOKINGS ON Pen and Wallet Demonstrations for Christmas. Get in the swim. Salary and commission. **W. J. CALEY & CO.**, Philadelphia.

QUICK CASH PROFITS SELLING PERFUMED Xmas Cards. Perfume Novelties. Particulars free. Sample 10c. **MISSION CO.**, 2328W. Pico, Los Angeles, Calif.

SANTA CLAUS TALKS LIKE PHONOGRAPH—Speaks Greeting. New, mysterious. 2c seller. Send \$1 for eight. **TALKIE TOY CO.** 4451 Irving Park, Chicago.

## AGENTS AND SALESMEN

read

## DIRECT SALES STUFF

A column about Specialty Salesmen, working house-to-house and store-to-store

In the

## WHOLESALE MERCHANDISE Department

THIS WEEK AND EVERY WEEK

SELL BY MAIL! PICTURES, CHRISTMAS Goods, Books, Novelties, Bargains! Calendars. Big profits. Particulars free. **F. ELFCO**, 438 N. Wells, Chicago.

SELL NEW AND USED CLOTHING—OVER 100% profit. Selling experience unnecessary. We start you, furnishing everything. Catalogue free. **ACME MERCHANDISE**, A-1219 So. Jefferson, Chicago.

SPICY CARTOON BOOKS. MAGAZINES, Photos, Novelties. Sample catalog 25c or \$1. None free. **P. O. BOX 468-B**, New Haven, Conn.

SURE VISION KEEPS WINDSHIELDS, EYE-glasses free from rain, snow, steam, fog, etc. Free sample. **SONNEBORNS**, 602 Fox Theater, Philadelphia, Pa.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York.

## ANIMALS, BIRDS AND PETS

ACQUIRABLE—XMAS GIFTS THAT LIVE. Monkeys, Baboons, Chimpanzees. Fine Dogs, all types. Parrots, Macaws, Animals, Birds, Reptiles. Unlimited variety. **LINDEMAN**, 63 West 11th, New York.

ALLIGATORS, SNAKES AND LIZARDS FROM Florida, Cuba, Central America. 12 assorted Small Snakes, \$3.00; 8 assorted Large Snakes, \$10.00; 14 Water Snakes, \$6.00. **ROSS ALLEN**, Silver Springs, Fla. Wire visit Ocala.

CIRCUS MICE—FANCY MIXED, SOLID Colors, \$1.00 per hundred; Extra Fancy Spot-ted Mixed Colors, \$12.00 per hundred. **HOWARD JONES**, Palmetto, Fla.

COLLIES, BOSTONS, SHEPHERDS, BULL PUPS, Yankee Terriers, Others. Guaranteed Mange Medicine. Ship anywhere. Live delivery guaranteed. **BOBB TONN**, Dallas, Tex.

FOR SALE—PIG WITH HUMAN HANDS. Alive, walks on elbows, weighs 250 lbs., 17 months old. Best offer takes it. **PAUL DREHER**, 610 N. Washington, Kokomo, Ind.

FOR SALE—FOUR-YEAR-OLD MALE LION, Broke for Wallas Act. Also Arena built on Trailer. **CAPT. BEN LUSE**, 2408 Denison Ave., Cleveland, O.

FOR SALE—TRAINED MIXED WILD ANIMAL Act. One Tiger, Puma, Jaguar, Leopard, Brown Bear and Black Bear. With Props and Arena: Also Monkeys, Baboons, Wild Boar, White Deer, Macaws, Pythons, Boas, Anacondas, Small Female Elephant. **WALKER'S WILD ANIMAL FARM**, Westwood, N. J.

FOR SALE—LARGE, GENTLE FEMALE Elephant trained for good act. with Howdah for Elephant Ride. Carries eight people, with props and semi-trailer. **WALKER'S WILD ANIMAL FARM**, Westwood, N. J.

LIVE ARMADILLOS—PERFECT SPECIMEN AND Good Feeders. Each, \$2.00; Pair, \$3.50. All sizes. Prompt delivery. **APLEY ARMA-DILLO FARM**, Comfort, Tex.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

NINE-MONTHS' OLD TIGER, \$550.00; FINE Large Male Leopard, \$100.00; Baby Sun Bears, \$150.00 pair; Male Llama, \$375.00; Male Hyamdras, Male Guinea Baboon, \$100.00 each; large size. Kinkajou, \$25.00; Ocelot, \$35.00; Military Monkey, large, \$35.00; Green Monkeys, \$10.00 each; Tame Sooty Mangueys, \$20.00 each; Ringtailed acclimated, \$15.00 each; Snakes, other animals. Send for list. **WARREN BUCK**, 420 Garden Ave., Camden, N. J.

## BOOKS, CARTOONS, INSTRUCTIONS, PLANS

HANDCUFF KING VAUDEVILLE ACT—EASILY learned, unthackneyed. Five Escapes, from Trunk, Vault, Rope-Tie, etc. Complete, 50c. Particulars free. **NORTHEASTERN SERVICE**, Box 343, Rochester, N. Y.

HYPNOTISM—INSTANTANEOUS METHOD. Hypnotize anyone instantly. Send for this amazing new method. Guaranteed, \$5.00. **ACADEMY OF PSYCHIC & OCCULT SCIENCES**, Box 62, Hill Station, Harrisburg, Pa.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. **BALDA ART SERVICE**, Oshkosh, Wis.

6 & 7 BOOK MOSES—POW-WOW BOOKS, Parchments, Oils. Circular free. **STAR BOOK CO.**, Dept. A, Camden, N. J.

## BUSINESS OPPORTUNITIES

FEW STATES OPEN FOR OPTION CARD RULES. Copyrighted. Real advertising medium. Produce on royalty basis. **P. O. BOX 842**, Denver, Colo.

MEN-WOMEN—GET OUR AMAZING SALES Plan. \$1.00 investment should bring you \$3,000 in commission. Spare time only. Address **MASTER-KRAFT**, Box 191, Jamaica, N. Y.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

OVER 1,000 MONEY-MAKING OPPORTUNITIES! Plans! Tips! Ideas galore! Money by Mail Magazines 10c. **"MARCONI"**, 126 Lexington Ave., New York.

PITCHMENT SOLICITORS MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalogue 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago.

SELL OR LEASE—ACCOUNT OF ILL HEALTH. Best Amusement Park in Southwest. Pool 180 ft. long, all concrete; concrete dressing rooms and check rooms. Dance Hall 120 ft. in diameter. Best maple floor, round building. 45-ft. bar. Fifty-ft. shade trees. Beautiful Park. Large pumping plant. Four miles north town of 50,000 population. **E. L. WETMORE**, R. 1, Box 368, Tucson, Ariz.

## COIN-OPERATED MACHINES SECOND-HAND

### Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

ABOUT 100 DIGGERS FOR SALE—CHEAP. **STEPHEN MESSANA**, 756 Eighth Ave., New York.

ATTENTION—WILL BUY FOR CASH ALL styles Arcade Equipment. Specify in typewritten letter exact quantity, style and price. **GERBER & GLASS**, 914 Diversey Blvd., Chicago.

BARGAINS GALORE—MILLS AND PACE SLOTS. Late Bumper Tables, Wurlitzer Phonographs, Paces Races, Automatic Tables, Counter Machines. Postcard will bring list. **MARION COMPANY**, Wichita, Kan.

BOWLETTE, \$39.50; TURF CHAMPS, \$59.50; Carom, \$49.50; Classics, \$69.50; Golden Wheel \$79.50; Derby Day Clocks, \$59.50; Slot Machines, \$1.00; Blue Fronts, \$45.00; Advance Cigarette Venders, 120 packs, \$19.50; new, \$45.00; Jungle Dodger, \$45.00; Tournament, \$35.00; Mercury, \$35.00; Penny Packs, \$7.50; Reel Dice, Reel 21, each \$7.50; Zephyrs, \$9.50; Nugget, \$6.50; Home Stretch, \$45.00; Bumper, \$15.00; Pok-O-Lite Bumper, \$29.50; Daval Derby, \$17.50; Trio-Pak \$12.50; Boo Boo \$32.50; Daval Bumper Bowling and World Series, Latonia, \$74.50. Write. **LEHIGH SPECIALTY CO.**, 2d and Green Sts., Philadelphia, Pa.

BUMPERS, \$10.00; LOTS OF FIVE, \$8.00; Latonias, \$67.50; Fireballs, \$10.00; Punchettes, \$4.00. **MARKKEPP COMPANY**, 1410 Central Parkway, Cincinnati, O.

BUYING, SELLING ALL COIN OPERATED machines since 1912. What have you? Get our list free. **MUNVES**, 555 W. 157th, New York.

CLOSEOUT BARGAINS—4 FIREBALLS, \$10.00 each; 1 Preakness, \$55.00; 1 Hollywood Deluxe Rifle, \$50.00; 3 Bluebirds, \$22.50 each; 1 Rosemont Console, \$70.00; 2 32-Volt Converters, like new, \$20.00 each; 4 Reel 21, \$5.50 each; 4 High Stakes, \$10.00 each; Wurlitzer P-10, \$75.00; P-12, \$115.00; 412 or 312, \$165.00; 616, \$225.00. 5% discount on Phonographs in lots of five or more. Above in perfect condition. 1/3 deposit with order required. **R & S SALES COMPANY**, Marietta, O.

FOR SALE—ONE WORLD SERIES, MADE BY Rock-Ola, used four weeks, guaranteed good as new, price \$180.00. \$30 with order, balance C. O. D. **BARNES NOVELTY CO.**, 50 Wellington St., Malone, N. Y.

FOR SALE—WURLITZER P-12s, \$100.00 EACH; Seeburg Models B & C., \$90.00 each; Wurlitzer P-30s, \$85.00 each. **SOUTHERN VENDING CO.**, 8 Third St., N. W., Atlanta, Ga.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

FOUR BALLY RELIANCE AND TWO BUCKLEY Bones Dice Games, five-cent play, good condition, \$15.00 each. **MODERN AMUSEMENT CO.**, 2849 Quitman, Denver, Colo.

GOODBODY'S BARGAIN LIST IS WAITING FOR YOU. We buy, sell or exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y.

JUNGLE DODGER—STAND, \$24.00; PANAMA Digger, Reel 21, \$4.00; Baffle Ball, Caricoa, \$3.00; Pearl Harbor, \$6.00. **CARL SEEMAN**, Grand Haven, Mich.

LATE TYPE SLOTS FOR SALE AT GIVE-AWAY prices: Mills Wolf Head, 5c Goosenecks, \$25.00; 10c Mills Futurity, \$45.00; 5c War Eagle Escalators, \$32.00; 5c Mills Bulls Eyes, \$8.00; Little Dukes, 1c Single Jack Pots, \$9.00; 10c Mills Escalator, \$32.00; 5c Mills Double Jackpot, Gooseneck, \$27.00. **PEERLESS DIST. CO.**, 901 E. 42, Kansas City, Mo.

MASTER PENNY VENDERS WANTED IMMEDIATELY. Advise condition, finish. **BUSINESS STIMULATORS**, 935 N. Illinois, Indianapolis, Ind.

MILLS BLUE FRONTS, JENNINGS CHIEFS, Watling Rollatops, Calle Cadets, Paces Comets. All late series, bargains. Nickel, dime, quarter, half dollar, and dollar play. **JOHN M. STUART**, Paris, Ky.

NICKEL MACHINE WITH 2 JACKPOTS, \$7.50; Mills-Watling Scales, Wurlitzer Phonographs, Mills Cigarette Machines. Will trade for Slots. **O'BRIEN**, 89 Thames, Newport, R. I.

PAHOOKA JR., \$15.00; MYSTERY THREE, \$10.00; Reliance Dice, \$23.50; Caricoa, Gold Rush, Put and Take, \$6.00 each; Rebounds, Golden Gate, Par Golf, Whirlpool, Games, Dog King, Merry-Go-Round, \$3.00 each. One-third deposit. **R. SIGNOR**, 1161 Hudson, Grand Rapids, Mich.

PENNY SCALES, TICKET SCALES, SCALE Routes, Peanut and other Merchandisers wanted. State condition, price, etc. **SILENT SELLING CO.**, Marion, Ind.

PHONOGRAPHS—5 WURLITZER 412s, \$140; Do. Re, Mi, \$145.00; Swing King, \$110; all \$895. Trade one for 1937 World Series. **THOS. WITT**, Cameron, Mo.

SPECIAL—15 ROLL FRONT EXHIBIT Merchandisers, perfect, \$50.00; 10 Flap Chutes, \$35.00; 1 Mutoscope, \$25.00; 1 Buckley Treasure Island, \$40.00. **E. & R. SALES CO.**, 1010 Hall St., S. E., Grand Rapids, Mich.

SPECIAL! SPECIAL! SPECIAL!—MILLS Deluxe Dance Masters Phonographs, perfect, \$95.00 each; Mills Do-Re-Mi, perfect, \$145.00 each. All kinds of Skee-Ball Games, from \$25.00 to \$75.00. Also all make Slots, Mills Escalators, \$30.00 each. Five Mills Troubadours, \$25.00 each. Half deposit, balance C. O. D. Write, wire or phone. **FLINT COINOMATIC CO.**, 2621 N. Saginaw St., Flint, Mich.

TOYS FOR USERS OF VICTOR, SILVER KING, Columbus, Northwestern, Selmor and similar bulk vending machines. No metal toys. One gross Celluloid Charms, from 30 to 50 varieties, ready to use. 90c delivered. **COLUMBIAN VENDING COMPANY**, Parsons, Kan.

TRADE—7 MILLS DANCE MASTERS, GENCO Paddle Wheel, Seeburg Grand Champion All or part for X-Ray Pokers (Scientific) or **O. LIKENS**, 924 5th St., N. W., Washington, D. C.

TWO JUNGLE DODGERS, \$35.00 EACH; ONE Marksman, \$50.00; operating now. Trade for Rotary Merchandisers or one Spot Pay Table. **D. HAWLEY**, Mandan, N. D.

TWO MARKSMAN; FOUR SHOOTALITE, Perfect condition, \$49.50 each; forty Penny Packs and Taverns, clean, excellent working order, \$6.50 each. **MUSIC SERVICE**, 8011 Nebraska Ave., Sulphur Springs, Fla.

WANTED—ALL KINDS COUNTER GAMES, especially Penny Packs, Old Age Pension Skill Draw, etc. Selling Bumpers, \$7.50. **BOYLE AMUSEMENT CO.**, Oklahoma City, Okla.

WANTED—USED CIGARETTE MACHINES. Both Advance and National, Model 6-26. Quote very best price. **F. O. B. Lafayette, Ind. R. L. CLARK**, 132 Sheetz.

WANTED—MILLS 5c Q.T. GIVE DESCRIPTION and lowest price in first letter. **B. S. COMPANY**, 935 N. Illinois St., Indianapolis, Ind.

WORLD SERIES—USED THREE MONTHS, LIKE new, \$155.00; good clean Classics, \$45.00; Royal Caroms, \$35.00; Heavyweights, \$35.00; Royal Races, \$30.00; Photo Finish, \$72.50; Rags, Tracks, \$15.00; other bargains. One-third deposit. Buy with confidence from **MARKKEPP**, Cleveland, O.

WURLITZER PHONOGRAPHS—P-10s, \$55.00; P-12s, \$100.00; 412s, \$145.00. Each machine subject to inspection; guaranteed perfect operating condition, good cabinets of money back. TAYLOR ELECTRIC CO., Brunswick, Ga.

45/8" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. no20x

10 MODEL "C" SEEBURG SYMPHONOLAS — First class condition, \$125.00 each. Wire, write. ATLAS COIN MACHINE COMPANY, 1209 Washington St., Boston.

300 SCALES FOR SALE—LOWBOY TYPE Deluxe and Buckeye, originally \$100. All excellent condition and appearance. Any quantity, \$25.00 each. Third deposit, balance C.O.D. CLEVELAND COIN MACHINE EXCHANGE, 8125 Superior, Cleveland, O.

A CLEARANCE—EVENING GOWNS, \$1.00 UP; Wraps, \$2.00 up; Masquerade, \$1.50 up; Slippers, 50c. C. CONLEY, 310 W. 47th, New York.

MUSICIANS' MESS JACKETS—ALL COLORS, \$2.00. Excellent Tuxedo Suits, \$10.00; Beautiful Cyle with Legs, \$100.00; Orchestra Coats. WALLACE, 2416 N. Halsted, Chicago.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices. Leads. GIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago. tfnx

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. H-BELFORD, 4042 N. Keeler, Chicago.

HORSEMAN—SEND \$1.00 FOR 25 HOME RECEIPTS or Formula in the treatment of ailments in horses. Used successfully for 50 years. C. WALLARD, 1321 Altamont, Ave, Schenectady, N. Y.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

MONEY-MAKING FORMULAS SINCE 1919—Customers in 54 countries. Request catalog with 529 different offers. B. GRINSTEAD, 505 Fifth Ave., New York. no27

REX—BATTERY CHARGING POWDER; PEPs up old batteries in five minutes. Big profit. Chemicals 5c a package drug stores, re-label sell 75c up. Formula 10c. Guaranteed. NUWAY SALES CO., Box 243, Hornell, N. Y.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—GASOLINE, ALL ELECTRICS, Rotary, heavy aluminum 12-quart Poppers, Kettles. Caramel Corn equipment. NORTH-SIDE CO., 1528 19th, Des Moines, Ia. jalx

FOR SALE — EDISON-DICK MIMEOGRAPH, Model 78, like new, \$40.00 takes it. A. B. WOOLLEY, Saybrook, Ill.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

FOR SALE—SECOND-HAND SHOW PROPERTY

ARCADE MACHINES — ATHLETIC, MOVIES, Card Venders, Novelty Games. Also two Walk Thru Shows with banners. FREDERICK, 2432 Smith, Detroit, Mich.

COMPLETE CARNIVAL FOR SALE — STORED at Tampa, Fla. Herschell-Spillman 3-Abreast Carousel, Mangels 12-Car Whip, Smith Chair-o-Plane, Spillman Kiddie Auto Ride, together with wiring and equipment. Everything in first-class shape. \$6,000 cash. BOX 816, care Billboard, 1564 Broadway, New York City. no20

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

REGULAR \$275.00 STRIP PHOTO OUTFIT—Perfect condition, complete ready to work. \$100.00 for quick sale. HASSAN, Box 971 Parkersburg, W. Va. no27

RIDES AND SHOWS—BOUGHT AND SOLD. Condemner Ferris Wheel and Kid Ride for sale or trade. RAY YARHAM, Newton, Ia.

10x14, 8x10, 8x8 SHOOTING GALLERIES — Sell trade Arcade Machines. Callaphone, RCA Radio for Rink, Dance Hall. WHITTAKER, 6713 Wentworth, Chicago.

HELP WANTED

AGENT WITH CAR FOR FULL EVENING MAGIC and Illusion Show for Schools, etc. L. RAYMOND COX, America's Ace Magician, 406 West 39th St., New York.

ALTO, TENOR TRUMPET—OTHERS WRITE. Long contract. Salary, State if double or sing. RED CULLOM, Liberty Hotel, Gallup, N. M.

ALL TYPES POPULAR AND MODERN ACTS—Harmony Trios, Instrumental or Vocal Solists, Comedians, Glorified Hillbilly, Permanent, WOOD PLAYHOUSE, Chattanooga, Tenn. no13

CLOWN WITH MULE—STOCKY INDIAN WITH Headdress for Christmas Parades, starting November 20. Mail photos and salary. HAMMOND'S ESKIMOS, Northern Hotel, Columbus, Ohio.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

LINE GIRLS DOING SPECIALTIES, TAP AND Ballet. Steady work good salary. Wardrobe furnished. BETTY BRYDEN, 309 Fox Theater Bldg., Detroit, Mich. no27

TRUMPET FOR UNIT SHOW — JOIN immediately. Wire, HARRISON KIMBALL, Mgr., "Studio Scandals," Nov. 8-10, Granby Theater, Norfolk, Va.; 11-13, Victory Theater, Charleston, S. C.; 14-16, James Theater, Newport News, Va.

WANT SIX-PIECE UNIFORM MALE OR FEMALE Band for Unit; also Acrobatic, Dancing, Singing Sister Team. ALBERT ACKERMANN, 1219 N. Clark St., Chicago.

WANTED—SHOWS TO PLAY ON PERCENTAGE basis. Maple floor, 55x100 ft. Large seating capacity. Write for particulars; also give full details of show or shows in your first letter. Address RODNEY A. BARB, Parsons, W. Va.

WANTED — FOR WINELAND'S 20-PIECE Vaudeville Band: Violin, Saxophone, Accordion, Slide Trombone, Specialty People of all kinds. Indefinite engagement. CROSS COUNTRY CLUB, Carl Junction, Mo.

WANTED—CAMERA MAN WITH OWN MOVING Picture Machine. Steady work. Actor. KATHRYN DE HAVEN, 602 S. 3rd St., Ironton, Ohio.

WANTED — SOUND OPERATOR WITH TENT Show experience. Blackface who plays own music. Steady work. Name salary. MILLER TENT SHOW, Brooklet, Ga.

WANTED—GIRL MUSICIANS. YOUNG AND Attractive. Positions available with one of America's finest girl orchestras. Trumpets, Trombones, Saxes and Strings. Must be outstanding, take-off if possible. Reading ability and dance experience essential. Address BOX C-374, The Billboard, Cincinnati, O.

WANTED—BEST ACTS AND REVUES. SEND terms, descriptions, date available to MR. LOPEZ, Cerro 601, Havana, Cuba.

WANTED—FEMALE MUMMIE, SIMILAR TO Hazle Farris. LEE BERTILLION, Mineola, Tex.

WANTED — 4 OR 5-PIECE ENTERTAINING Night Club Orchestra. Must be exceptionally good singers and entertainers for a high-class location. THE HI HAT, Mandan, N. D. no20

MAGICAL APPARATUS

A WONDERFUL LINE VENTRILOQUIAL FIGURES, Musical Saws, One-String Fiddles, Used Musical Instruments. TURNER'S, 133 Smith St., Peekskill, N. Y.

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1938 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. NELSON ENTERPRISES, 198 South Third, Columbus, O. no13

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City.

MAGIC—FULL LINE OF TRICKS AND JOES. Send 15c for our new large illustrated catalog. KRINOC, 536 Sixth Ave., New York. no20

MAGIC, MENTALISM, SPIRITISM, HYPNOTISM, Kindred Phenomena, Handwriting Palmistry Charts. Secrets, Supplies. Illustrated catalogue 10c. S. W. REILLY CO., Columbus, Ohio.

PINXY PUPPETS—VENTRILOQUIAL FIGURES, Punch & Judy and Marionettes. PINXY, 1313 North Wells St., Chicago, Ill. Illustrated Folder Free.

VENTRILOQUIST FIGURES—24-PAGE ILLUSTRATED catalog 10c. FRANK MARSHALL, 837 N. State St., Chicago, Ill. Note new address. de4

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photo-strip Outfit, 1 1/2 x 2 or 2 1/2 x 3 1/4, complete, \$14.00. WABASH PHOTO SUPPLY, Terre Haute, Ind. no20

ARMADILLO BASKETS, LAMPS, ETC.—THEY are different and distinctive. Write for our low interesting quotations. APELT ARMADILLO FARM, Comfort, Tex. no27

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

FREE NEW CATALOG OF MONEY-MAKERS for 4-For-Dime Operators: Photo-Strip Junior, complete with lens, \$140; Rolls, 1 1/2 x 250, \$4.75. Sample assortment Mounts, Mirrors, Frames, etc., \$1.00. Send for free catalog. MARKS & FULLER, INC., Dept. BC-11, Rochester, N. Y. no27x

LOTS NEAR LAKE OF THE OZARKS AND RESORTS, \$75; \$3 down, \$3 monthly. Free list and literature. HUBBARD, 240 Grossman Bldg., Kansas City, Kan. janlx

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more 1c. SUMMERS' STUDIO, Unionville, Mo. de4x

20% CASH DISCOUNT TO SHOW PEOPLE ON New 1937 Alma Silvermoons and Covered Wagon Trailers. SELLHORN TRAILER HEAD-QUARTERS, East Lansing, Mich. de18x

M. P. ACCESSORIES & FILMS

EVERYTHING FOR THE THEATRE—SAVE 20 to 50%. Projectors, Sound Equipment, Public Address, Screens, Chairs, Accessories, Supplies. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York. no13

EXHIBITORS' COMPLETE NEW 500-WATT Stereopticons, having Color Wheel; Spotlight attachment, \$25.00. Catalog free. GRONBERG STEREOPTICON WORKS, Sycamore, Ill.

ROAD SHOW SOUND SPECIALS—WESTERNS, Actions, Features, \$15.00 up. Wire APOLLO EXCHANGE, 117 S. 9th St., Newark, N. J. no27x

MOVIE ROADSHOW BARGAINS—35 MM. AND 16 MM. Portable Sound Projectors, complete with Amplifiers and Speakers. Popular makes. Fully guaranteed. Savings up to 50%. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York. no13x

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

ROADMEN-CIRCUIT OPERATORS, ATTENTION — Are you sick of being film-flammed? Then write us first for Talkie Specials, Equipment, etc. Sound Shorts, \$5.00 up; Talkie Features, \$15.00 up; Features for Adults Only, \$35.00 up. 20% discount off list price on any make brand new projector. Marvelous values in used demonstrators, all makes and sizes. Programs rented anywhere, Silent and Talkie, all sizes. Equipment close-out sale starts today. Act now. REMINGTON BARGAIN COUNTER, Box 524, Cincinnati.

SOUND FEATURES — WESTERNS, ACTIONS, Dramas. Also Shorts at bargain prices. Rentals, \$7.50 two nights; \$15.00 week. MOORE BROS.' EXCHANGE, Portsmouth, O.

THE ONLY WAY TO PLAY SAFE — FILMS Shipped for Screening. Free trials on Sound Projectors. WESTERN FEATURE FILM & SUPPLY CO., 1018 S. Wabash Ave., Chicago.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. de4

WESTERNS—COMEDIES AVAILABLE. WRITE for bargain list. Full line 35MM. Sound and Silent Equipment. Lowest prices quoted. ZENITH, 308 W. 44th, New York.

PARTNERS WANTED

ATTRACTIVE, BALLET TRAINED GIRL—FOR Ballroom Partner. Around 5', 5", 112 lbs. Have four routines. DON ALCARO, 4010 Third Ave., Bronx, New York.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

WANTED—LIFTER FOR A ROLLER-SKATING Team. Contact DEBONAIR DUO, 112 Williamson Ave., Youngstown, O.

PERSONALS

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

WHEREABOUTS WANTED CONCERNING Frank G. Patton, last residing at 618 West 136th, 1922. Write ROSE PATTON, 607 West 136th, New York. no13

SALESMEN WANTED

NATIONALLY KNOWN FLASHLIGHT MANUFACTURER needs twenty-five experienced sales stimulator men for big fall and winter drive. Real opportunity for producers. Write experience to USONA MANUFACTURING COMPANY, Toledo, O. x

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

SALESMEN — SELL BUSINESS STATIONERY, Book Matches, Calendars, Xmas Cards, Advertising Pencils, Self Moulding, Labels, Sales-books, Pricing Sets. Business Cards, \$1.50 thousand. 35% commission daily. Free deals. Sales portfolio from DAW LIONEL PRESS, 312 S. Hamilton, Dept. WN, Chicago. x

SELL NOTHING! \$95.00 WEEKLY—\$500,000 Salesboard Firm announces new, no investment plan. Season starting. HURRY. K & S COMPANY, Dept. C-311, 6227 Broadway, Chicago.

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Barker Painters. Devoting our time serving the showmen. MANUEL'S STUDIO, 2544 North Halsted, Chicago. no20

BEST CARNIVAL AND SIDE SHOW BANNERS on earth. Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. no27

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$10 to \$25, according to size. SCHELL SCENIC STUDIO, Columbus, O.

TATTOOING SUPPLIES

TATTOOERS' DESIGN SHEETS — WELL painted and designed. Write for particulars. P. SCHUCH, 1307 Pennsylvania Ave., N.S. Sta., Pittsburgh, Pa.

LAST CALL! Classified Advertising Forms for the big annual Xmas Special issue Close in Cincinnati Wednesday, NOVEMBER 17 "rush your copy and remittance—Today" The Billboard 25 OPERA PLACE CINCINNATI, O.

TENTS—SECOND-HAND

CARNIVAL TENT BARGAINS—"BIG TOP" Drill, waterproofed, khaki color, red trim, hand roped, 8 ft. wall. Used labor Day only. 20x30, \$85.00. "Concession Tent, 10x12 khaki, \$30.00. Skating Rink Tent, 45x90. KERR COMPANY, 1954 Grand, Chicago. no13

THEATRICAL PRINTING

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Pa.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

200 HALF SHEETS, \$6.50; 200 6-PLY 14x22 Cards, \$6.00. Lowest prices on all show printing. CURTISS, Continental, O. (Since 1905).

200 (14x22) 6-PLY ONE-COLOR WINDOW Cards, \$6.00; Two Color, \$8.00. Date changes, 25c each. "DOC" ANGEL, ex-Troupier, Leavittsburg, O.

WANTED TO BUY

USED DIRECT POSITIVE STRIP CAMERA—Size 1 1/2x2, with F2.5 lens. In good shape, priced right. PHILLIPS, 3121 College, Alton, Ill.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

WANTED—ONE HUNDRED FOOT SIDE SHOW, complete. State all in first letter; also 20x30 Top. BANARD, Reynoldsburg, O.

At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type), 20 WORD, CASH (First Line and Name Black Type), 10 WORD, CASH (Small Type). No Ad Less Than 25c. Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

CONTORTIONIST WANTS TO JOIN STANDARD Acrobatic Act or Troupe. Have routine, with good acrobatic contortion combination. Forte is backbends and control work. Work on floor or table. No front bending or tumbling. Age 22, height 5 ft., weight 167 lbs. Reasonable salary. DENNIS SVENS, care General Delivery, Detroit, Mich.

AT LIBERTY AGENTS AND MANAGERS

AGENT—41 YEARS OLD; 21 YEARS' EXPERIENCE Circus, Carnival, Week Stand and Old Theatre One Nighter. Rep. Magic and Bands. Have car. Salary or percentage. State it. Percentage jobs must advance expenses until attraction opens. J. R. RAMSEY, Mart, Tex.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

AGENT—To Represent Free Acts. Minnesota Federation of County Fairs Convention, January 12-15, for 1938 bookings. Write at once. BOX CH-46, Billboard, Chicago, Ill. ja8

SOBER, RELIABLE AGENT for Motion Picture Road Show or Small Stage Unit. Can keep you working in Northeastern territory. Write LOCKHART, 1838 Madison Ave., Toronto, O. no27

THEATER MANAGER—Hustler, Exploitation Expert for Run-Down Houses, Pictures, Vaudeville or Combinations. Any size, anywhere. Salary reasonable. BOX 264, Billboard, Chicago, Ill. no13

AT LIBERTY BANDS AND ORCHESTRAS

EDDIE HOLT AND HIS Music—Six young neat appearing, union musicians. Special arrangements, vocalist. Accompany floor shows. Location preferred. 141 Laurel St., Fitchburg, Mass.

THREE-PIECE GIRL BAND—Piano, Drums, Sax. All double. Vocalist. Experience in all types work. Organized six years. Union. JEAN SKINNER, 2836 Lafayette St., St. Louis, Mo.

FOUR-PIECE GIRL SWING BAND—AVAILABLE after December 10. Prefer Southern location. Smooth, sweet and hot. P. A. wardrobe and references. Union. EUNICE JOHNSON, 10-13 Club, Marshfield, Wis.

Show Family Album



TO THE LEFT are the Four Byrne Brothers, originators of the production "Eight Bells," which played the principal theaters of the world some 25 years ago. At the top, left, is John; top right, James; lower left, Andrew, and lower right, Mathew. John, the actual owner and creator of the show, died in Norwich, Conn., September 19, 1937. Andrew, who resides in Norwich, is the only member of the troupe still living.

At the right are members of the C. A. Wortham Shows No. 2, snapped at Corsicana, Tex., November 4, 1919. Seated are Bill Avery, concessioner, and Pauline Black, water show performer. Standing, left to right, are George Henderson, talker; Charles Renthrop and Gust Pappas, athletic show owners. Renthrop is now a wrestling promoter in Memphis and Pappas is well known to showfolk as a wrestler.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

OPEN FOR ENGAGEMENTS — FAST NINE-Piece Swing and Commercial Band. Fine Vocalists, Doubles, P. A., all special arrangements. Tuxedos for uniforms. All union, single young men. Have bus for transportation. Reliable. This is a good band. Ham bookers lay off. Hotel and club managers and licensed bookers write all. BOX C-375, care The Billboard, Cincinnati, O. no20

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

AT LIBERTY—For Florida Engagements, location or travel. Fine 8-Piece Stroller Unit: Accordion, Sax, Trumpet, Bass, Drums. Address LARRY'S STROLLERS, Box 11, Houghton Lake, Mich. no13

STRINGED TRIO—Available two weeks notice. Girl pianist with blues voice; lady cellist doubling violin, drums; man violinist doubling alto sax. Only first-class hotels, write to E. O. BOX 599, Greensburg, Pa.

AT LIBERTY CIRCUS AND CARNIVAL

MONDU—HALF AND HALF. Work strong for museums, carnivals, etc. Join on wire. Mail lost from former ad. Wire Western Union or General Delivery, Nashville, Tenn.

AT LIBERTY—TATTOOED GIRL FOR WINTER work. Good flash and wardrobe. Completely union. Advise best offer. MARIE RAYMOND, Dodson Show, Alexandria, La. no13

AT LIBERTY — TWO LADY DROME RIDERS. Both do Tricks and Fancy Riding. Blindfold Act. Race for Life, etc. Write or wire. MISS CLARA MILLICAN, 236 8th St., Raymond, Wash. no20

HIGH-CLASS SIDE SHOW ATTRACTION—Deaf Mute Comic Artist. Also good Sign Painter. White man of 32. BRYAN BATES, 1811 8th Avenue, Bessemer, Ala. no20

AT LIBERTY—Horse, Pony, Domestic Animal Trainer. Trouping in Arkansas on Miller Bros.' Show. Give all mail time to be forwarded. FRANK R. KELSO, Trainer, care Show, 1825 N. Kansas Ave., Springfield, Mo. no27

AT LIBERTY NOW—Professional Trick and Fancy Rope Spinner and Hoyle Roper. Just closed with George Hamid Rodeo. Open for good cowboy band, indoor circus or any reliable Western attraction or union. Good wardrobe, good references. Featuring dancing in two ropes at once. Ticket if far. JAMES R. HAWK, General Delivery, Trenton, N. J.

AT LIBERTY—Groom on Ring Stock. 28 years' experience. Steady winter job only. Salary secondary. Write immediately. LEWIS B. PLACE, General Delivery, Newark, N. J. no20

AT LIBERTY for Railroad Show (Season of 1938). Ball Game Concessioner with equipment. Must be furnished transportation. GEORGE W. LAMANOE, 782 Marion S. E., Atlanta, Ga.

FIRE ACT—Blow torch in eyes, on face, in mouth. Lead, sealing wax, iron eyes, lids, iron tongue act. Will go any place. Two months with Rinky Shows. DR. W. MAYFIELD, care the Billboard, Chicago, Ill.

STEINER TRIO—America's Foremost Comedy Bar Act. Two Gents, one Young Lady. Also Comedy Acrobatic Act and Big Scream Clown Number. Open for indoor events. Address 1802 Glenwood Ave., Detroit, Mich. no20

AT LIBERTY COLORED PEOPLE

THE OLD STAR BAND—Organized over fifty years. A colored aggregation of 14 pieces, plays fairs, picnics, hotels and suitable for any occasion. Have been playing fairs in Southeastern and other parts in Kentucky for over 12 years. We play anywhere. No place too far. Write JOE CONNER, Mr. HAYDEN BALLARD, Secy., Old Star Band, Bardstown, Ky. no20

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY—Jerry and Viola Bruce. Man, Comedy or General Business. Wife, Ingenious Second Business. Nice line of singing, dancing, ukulele, banjo and harmony singing specialties. Man, tenor banjo in 'ork; wife, relief piano. Have car. Address: Care Mrs. Hunt, 613 S. 7th St., Brainerd, Minn.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

AT LIBERTY—Harry and Agnes Clarke. Useful Team for Rep. or Circle. Agnes as cast. Ingenuous characters. Harry anything except lead. clever comedian and character man. Have car. Will consider responsible commonwealth circle. Single and double specialties. Prefer Missouri or Kansas. HARRY CLARKE, 304 E. 31st St., Kansas City, Mo.

AT LIBERTY MAGICIANS

MAGICIAN — MAGIC AND ILLUSIONS FOR Theaters, Night Clubs, Schools and Churches. Young, have car. State salary. FRYMARK, 723 Cedar Ave., Elgin, Ill. no20

AT LIBERTY MISCELLANEOUS

AT LIBERTY FOR WINTER SEASON—YOUNG man thoroughly experienced in following lines of show business: Motion Picture Operator, Billposter, Promotional Publicity, Exploitation. Have just closed a successful season with Russell Bros. Circus and guarantee satisfaction. Can join at once. Salary must be at least \$35.00. I pay my own. Write, wire or phone CLYDE HASKILL, 80 St. Clair St., Lapeer, Mich. no27

BOOKER—SEE AD UNDER CLASSIFIED AT Liberty—Agents and Managers column. J. F. RAMSEY.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

PALMIST—Tea Leaf and Sand Reader. Lady of neat appearance would like work in New York or vicinity. Excellent references. Experienced and high type clientele. BOX 815, care Billboard, 1384 Broadway, New York. no20

AT LIBERTY M. P. OPERATORS

PROJECTIONIST—Licensed. Ten years' experience. Handle any equipment. Steady, sober, reliable; married. Now employed. Need three-day notice. Excellent references, anywhere. BOX 203, Gladwin, Mich. no20

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

AT LIBERTY MUSICIANS

AT LIBERTY—BAND AND Orch Leader. Radio, excellent Band and Orch Library. Would locate in good small town. Factory or Shrine. Address MUSICAL DIRECTOR, 416 W. 5th St., Topeka, Kan.

STRING BASS AND SOUSA—Phone—Available after November 14th. Southern location preferred. Address BASS, Apt. 8, Grande Lodge, Abilene, Tex.

AT LIBERTY—ALTO AND TENOR SAXES — Doubling Clarinets. Read, team, jam. Tenor modern ride. Alto featured vocalist. Union, reliable. Ages 25. Desire winter location. Will separate if necessary. Write MUSICIANS, 931 4th Ave., Columbus, Ga.

BARITONE SAX—UNION. DOUBLE CRUDE Clarinet and Antagonistic Alto. Cut with any outfit making the oday. Also arrange for tenors and baritone. Panic and jerk bands lay off. SKEE ELDER, 411 Wash. Ave., Albany, N. Y. no20

DRUMMER—EXPERIENCED SWING. UNION, young, sober. Location. Cut anything. Sing. Marine Pearl Drums. State all. J. DEZSO, 123 E. Tuft St., South Bend, Ind. no20

DRUMMER—SHOW AND DANCE EXPERIENCE. Young, go anywhere. Write. BOX C-376, care Billboard, Cincinnati.

DRUMMER—SINGLE, SOBER, NEAT, UNION. Read fake. Modern outfit. Experienced all jobs. DRUMMER, 612 South Lincoln St., Casper, Wyo.

DUO—ACCORDION AND VIOLIN. CONCERT and Dance Music. Specialty. German music. Play also on table. If preferred more men. A. OHLENDORF, 163 Water St., Perth Amboy, N. J.

FLUTIST — ROUTINED. MUSICIANSHIP. Commercial matters also welcome. Write particulars. BOX C-372, Billboard, Cincinnati, Ohio.

GIRL TROMBONIST — EXPERIENCED, YOUNG and do Novelty Whistling. Address MUSICIAN, 101 Lincoln St., LaFayette, Ind. no13

HAMMOND ORGANIST — DANNY DANIEL. 515 N. W. 20th, Oklahoma City, Okla. no20

HARPIST AND VIOLINIST — EXPERIENCED. Classy Team for Cocktail Lounge, etc. Offers invited. BOX C-373, Billboard, Cincinnati.

SAX—ALTO, TENOR, CLARINET. READ, CO. tone and voice. Plenty experience large and small bands. Good ear for harmony in small bands. Transpose some. Not jam crazy. Two years water wagon experience; still on. Neat personality. Consider any distance. GEO. DODDS, Peterson Apts., Winona, Minn.

TENOR SAX, CLARINET AND FLUTE—GOOD reader, technique and take-off. Young, willing to go anywhere. State all in first. BOB HERZOG, Boonville, Mo. no20

VIOLINIST—DOUBLING STRING BASS. WRITE or wire BOX C-334, Billboard, Cincinnati, O.

VIOLINIST DOUBLING STRING BASS—WRITE or wire. BOX C-334, Billboard, Cincinnati, Ohio.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

A-1 DRUMMER—For Dance Band or Night Club. Reads fake and cut or no notice. Seventeen years' dance and club experience. RAY L. LOXG, 1236 Dale, Muscatine, Ia.

ALTO SAX—Style, tone, all essentials. Cut shows. Sight reader and double clarinet. Past Chicago style, take-off. Good wardrobe. DOO, 6712 Deary St., Pittsburgh, Pa.

DRUMMER-KYLOPHONIST—87 years old. Features Schottisches, Polkas, Swedish Valzes and Habes on Nylphone. Also singing. Would like to hear from Scandinavian orchestra, preferably in Minneapolis or St. Paul. Write one years experience. sober and reliable. Must be steady union job. Address: BERYL PARKS, 10 Denver Ave., Deadwood, S. D. no13

MARIMBA-KYLOPHONIST—Young, modern, union. Desires connection with small combination playing hotel, cafe, club, etc. Experienced all lines. Dependable. Slow reader, fake any style. Prefer location. Must be reliable. Can double drums. O. CHARLES, General Delivery, Belleville, Ill.

MODERN LYRIC WRITER—Sweet and hot, wishes to connect with good orchestra or good contacts otherwise. RAY HAWLING, Leesburg, Va.

MUSICAL DIRECTOR—Band, Orchestra, Chorus. Age 27, conservatory graduate. Will consider college, school, municipal, factory or professional organization. Qualified teacher of band instruments and musical subjects. Expert arranger, radio program producer. Experience teaching, broadcasting, theater, dance band, music store. Prefer Mid-West location. Write BOX C-852, Billboard, Cincinnati, O.

PIANO MAN AND DRUMMER MAN—Have had all kind of experience. Theater, radio, clubs and big bands, preferable. State all in first letter. Both union, No. 8. Write or wire JOHN SMITH, 1023 W. 34th St., Indianapolis, Ind.

SAX—Tenor and Alto, doubling Cello and Voice. Read and fake. Modern, take off. Age 38, net appearing. JIMMY STRAUSS, Adler Hotel, 725 Union St., New Orleans, La.

TROMBONE—Experienced Vaudeville, Dance. Play modern spots in tune and write original band melodies. Reliable units write. WELMAN, 307 S. Randolph, Champaign, Ill.

TROMBONIST—Read, fake, modern swing. Salary only. Wire RALPH BRICE, 952 Virginia Circle, N. E., Atlanta, Ga. no13

TRUMPET—Available immediately. Experienced all lines. Read, fake, tone, range. Young, single. Go anywhere. MUSICIAN, 450 Jefferson Ave., Washington, Pa. no13

TRUMPET—Doubling voice: String Bass doubling Sousaphone. Read and fake. Union, young, sober, reliable. Location only. South preferred. Wire MUSICIAN, 1219 12th St., Topeka, Okla.

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS—For Southern Parks, Fairs and Celebrations. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. no27

BALLOONISTS AND AIR—Plane Parachute Jumpers. One unit in South. Contact THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. Established 1903. no20

"DIVE OF DEATH"—THE World's Greatest Thrill Act. Booking 1937-1938 dates only. Write CLARENCE A. MCCONNEY, INC., 60 Washington St., Salem, Mass. de25

SENSATIONAL HIGH-WIRE Act At Liberty. Also Tight Wire. WOLANDI, care of Western Union or General Delivery, Jacksonville, Fla.

AT LIBERTY FOR DEPARTMENT STORES, Units and Clubs—The Sensational Wolters Trio, two men and one lady. America's Premier Novelty Balancers, Comedy Acrobats and Lady Contortionist. Three distinct acts. Write or wire care The Billboard, Chicago, Ill. no27

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

AT LIBERTY—Ball Game Concessioner for Park or Beach, season. Have own equipment. Write GEO. W. LAMANCE, 782 Marion Ave., S. E., Atlanta, Ga.

CHARLES LA CROIX (In Person)—Original Outstanding Novelty Troupe Act. A high class feature act. Available for indoor circus engagements, carnivals, etc. Very attractive equipment, etc. Special large advertising posters free. Price for act low. Care Dealer Drug Co., Ft. Wayne, Ind.

STORE SHOW CLOWN—General Clowning, Comedy Juggling, Comedy Wire Comedy Troupe. Fun on amusing kid contests. Can unobtrusively merchandise store's merchandise during show. Can do show. ART ATILLA, Billboard, Chicago.

TWO BOUNDING ROPE ACTS—Featuring two consecutive back somersaults. Second act feat. net in height. HENRY LINDSELY, care of Billboard, Cincinnati, O. no27

VAUDEVILLE CIRQUE—Ten Dogs, Cats, Monkeys, one Acrobatic Clown. Two distinct acts, entirely different from all others. Big flash, guaranteed one hundred per cent satisfaction. Work on small stage for any kind of show. Address: General Delivery, Savannah, Ga.

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE. Union, capable and reliable. BOX C-357, care Billboard, Cincinnati, O.

PIANIST—EXCELLENT READER, SOLOS, Songs. Experienced, appearance. MAURICE SACKETT, Clayton, Ill.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

PIANIST AT LIBERTY—Would like to join Girl Show, Meet or Show playing halls and school houses. Experienced in all lines. HARRY MCENNEY, General Delivery, Charlotte, N. C.

GIRL PIANIST—With beautiful deep Contralto Voice, desires position with first-class hotel dance or concert orchestra. Refined, college grad. Has large library latest dance band music. Also large library for string trio. Available November 12. P. O. BOX 500, Greensburg, Pa.

PIANIST—Will consider work other than music. Union. Experienced Concert or Dance Music. Want location. Can play Tenor or Contralto. Directing Orchestra. Write. Allow time for forwarding. BOX C-368, Billboard, Cincinnati.

AT LIBERTY SINGERS

SINGER—MEDIUM SOPRANO, BALLADS AND Popular Numbers. Sing with band, club, radio. Appearance, wardrobe. ELAINE CAREY, 519 Pike St., Covington, Ky.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

GIRL VALSING SINGER—Experienced Pianist, Dances, notes, theater, radio. College graduate. Contest winner. Available November 15th. Refined, no drinking. Formerly with name band. P. O. BOX 699, Greensburg, Pa.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—SINGING AND DANCING. Blackface Comic for med. unit. Salary your best. Write or wire, stating full particulars to SMOKEY MILLER, Hardin, Ky. no20

MIDGET LADY FOR VAUDEVILLE—SINGS, Dances, Comedy and Dramatic Work. Height, 3 ft., 6 in.; weighs 58 lbs. Age 22. Personality, good appearance. Home address: ANNE CAMPBELL, Black Lick, Pa.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 27. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 17. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

AT LIBERTY—Two Female Impersonators, one Singing and Talking Acts; other Tap Dancer. Good wardrobe. Accordion player and Singer. Two of trio play Piano. Will join joint or separately. GENE RUSSELL, General Delivery, Washington, D. C.

AT LIBERTY—November 7 and later. Versatile Novelties Team. Salary or per cent. Write GLENNY & FORD, Blue Island, Cincinnati, O.

AT LIBERTY—Young Man, Med., Vaude of Rep. Work in acts, bits and after pieces, straight or eccentric comedy. Song, dance specialties, double music. Trap drums, have outfit. State best salary. Write or wire ROX WAXAN, General Delivery, Anadarko, Okla.

CALVERT'S SOCIETY PUPPETS—(Punch & Judy). The Biggest Little Show in the business. For theatres, clubs, parties. Special advertising. CALVERT, 228 W. 50th St., New York. de4

PANAMASKA'S Dog, Pony, Monkey, Famous Bird Circus. Forty beautiful performing Birds and Animals. Particulars see, write GEO. E. ROBERTS, Mgr., Panamaska's Studio, 615 W. Erie Ave., Philadelphia, Pa. Phone, SAgmore 6536. no20

UNUSUAL ACT—Featuring punching five bags at once, punching while blindfolded. Also, also punching with hands, feet, knees, elbows, head, chin, partly with music. Snappy, flashy stage act that is different. Would join circuit for winter. BOX 24, Wildros, N. D.

SHOW LETTERS

(Continued from page 57) and strength. This show had a very satisfactory season as a whole. Latter part of it, including the Southern fairs played, was not up to standard of other years due to the condition of the cotton market and an occasional bad break in weather. Practically every member of the show has expressed entire satisfaction with the season and Bantley's All-American Shows. Saturday night and most of Sunday were occupied in getting paraphernalia into box cars, shipped to winter quarters, Reynoldsville, Va. Mr. and Mrs. Herman Bantley, William Whitmore, Jimmy Marshall, Bill Caughy, most of the riders and canvasmen, left at once en route to home town of troupe. Members going other points include Mr. and Mrs. Ray Hilborn, to Baltimore; Bert Rosenberger, Frank Zorda and company, and Mr. and Mrs. Herman List, Atlanta; Bandmaster and Mrs. Jean Mettler, to Silver Bros' Circus in Georgia; Mr. and Mrs. George Mettler, home to Lawrenceburg, Ind.; Mr. and Mrs. Ben Smith, Mr. and Mrs. George Miller, Cleveland, O.; Mr. and Mrs. George Snyder, Ralph Holliday, Lock Haven, Pa.; Eddie Lewis and company, Columbia, S. C.; Olaf Larson, cookhouse, to South Carolina dates; Harry Agne, Pulaski, N. Y.; Danny O'Connell, Watertown, N. Y.; Mr. and Mrs. Ike Foust, Miami, Fla.; Campbell and Hall, Greenville, S. C.; Mr. and Mrs. F. R. Sheppard, Seneca, S. C.; Fred Bennett and family, to World of Fun Shows; Mr. and Mrs. Lon Wels, Georgia dates; Pete Zanin, Emelgh, Pa.; Al Stein, New York; Mr. and Mrs. Sam Hull, with their show and concessions, to Swainsboro, Ga., to Harry Heller Shows; Ray Milliron, Bradford, Pa.; Mr. and Mrs. Howard Megrel, Pittsburgh; William J. Ray and family remain in Laurens, S. C., indefinitely. Writer and wife, to Auburn, Ala. CHRIS M. SMITH.

Dixie Exposition Shows

Ruleville, Miss. October 18-23. In town. Sponsor, American Legion. Ten-cent gate. Weather, cool. Business, fair.

Manager Scott fully recovered from auto accident. Renewed acquaintances from years ago and was welcomed with open arms. Scott has played, as he says, every pig path in this State and has numerous friends throuout the territory.

Marks, Miss. October 25-30. Regular show lot. Ten-cent gate. Sponsor, American Legion. Weather, cool and rain. Business, good.

Mr. and Mrs. C. D. Scott took a trip to Mobile, Ala., on business and to visit their son and family, Arthur C. Scott and wife, Kathleen, and little daughter, Charleen. Little Charleen will be one year old November 12. Senior Scotts enjoyed their visit to the fullest. Stopped on trip to call on Wallace Bros' Shows. Manager Farrow, Jack Oliver and several of the oldtimers were busy swapping old-time talk with Manager Scott. Mrs. Scott enjoyed her visit with several acquaintances, including Mrs. Gus Litz and Mrs. Abe (Edna) Frank and Nellie De Lion. Returned to the show Saturday night to find the lot submerged in water. Was compelled to use tractors to get trucks and trailers off lot. Mr. and Mrs. Joe Hampton left Saturday night for the winter. Mr. and Mrs. Ernest Hampton will remain with the show. B. M. SCOTT.

Crowley's United Shows

Austin, Tex. Week ended October 30. Auspices, American Legion. Location, Riverside Park. Weather, warm. Business, very good.

Show made a 236-mile jump from Weatherford, Tex. This spot marked closing of longest and best season this show ever had. Sunday everything was in winter quarters, one block from the Post Office downtown. Stanley Hill Cross, with his Cavalcade of Wonders, will play storerooms this winter. Mother Webster is ahead of his show. Mr. and Mrs. Myron Clevenger, H. E. Hopkins, Walter Dale and Mr. and Mrs. Jewel Sloan departed for Kansas City, Mo.; Mr. and Mrs. Blackie McLemore and Jimmie O'Day and wife left for San Antonio; Lois Collins for Erixy, Mo. Doc and Mrs. Crowley, Capt. George Webb and Roy Kincheloe have their housecars parked at Riverside Park and will stay here on and off all winter. The Crowleys left this week for a short stay at Corpus Christi, Tex. Among those holding contracts with this show for the '38 season are Stanley Gross, side show; Ernest Slavin and Vivian Larson, Motor-drome; Blackie McLemore, with concessions; Myron Clevenger, chief electrician; and Capt. George Webb, high-dive free act. Jim English will have Crowley's Mason Street Belles show next season. Jimmie Hull's tent show plays here. Hagenbeck-Wallace Circus bill car here putting up paper, as it shows here November 8. Seems strange to close for winter when it has been around 90 for past two weeks. Pop Nelson and his pal, Jocko the monkey, are working out every day. Pony ride ponies were turned into a pasture about three miles from town. Hamp Oakes and Frank Williams opened an office here and will distribute novelties and then take a rest at Tallahassee, Fla. Visitors: Mr. and Mrs. Theodore Ladell, from Bill Halmes Shows; Maple Williams and son, Joe, of Greater United Shows; Ed Strich and Joe Gavin, of Valley Shows, and Ace Rogers, of Beckmann & Gerety Shows. GEORGE WEBB.

Marks Shows

Florence, S. C. Pee Dee Fair. Week ended October 30. Weather and business, fair.

Conditions in Dixieland have changed materially from last year and business has not held up to expectations. With cotton selling at a very low price and no WPA money, the Carolians have not contributed to the Marks Shows' winter bank roll. Practically all the Southern fairs have been from 20 to 30 per cent off from last year, reports Jimmy Raftery, secretary. This show, which has increased materially in size from last year, brought to this fair one of the largest midways ever seen here. Concessions had better success than the shows and rides. Children's Day, Friday, was the only day that anyone grossed any money. Personnel of the midway were saddened by the loss of Don Hartman, of the Four Aces, who fell to his death at the fair in Wilmington, N. C.,

the preceding week. Bill Douglas, new secretary of the fair, very well liked, and opinion seems to be that Bill has the makings of a real secretary. E. B. Sallenger, former secretary and now postmaster, a nightly visitor. Harry Zeigler, managing editor of The Florence Times, was made a member of the "Lil' Abner Club" for his worthy contributions favorable to the show and its folk. Top money for the week went to Mrs. Bertha Mcville's Skooter, with George Lucas' Octopus running close second. Hamid Ben and his Beauty Revue enjoyed some business, with Jimmy Hurd's Wall of Death and Museum of Oddities taking the honors among tented attractions. Mrs. Max Glynn, manager of Glynn's Diner, returned from a visit to New York. Mrs. Michael Benzo and son, who have been visiting on the show for several weeks, returned to their home in Follansbee, W. Va. Percy Johnson, chauffeur for John Marks, a benedict. Showgrounds taking on the appearance of "Trailerville," with 54 homes on wheels in the lineup. ROY B. JONES.

Anderson-Strader Shows

Wichita, Kan. Week ended October 23. Second annual street celebration sponsored by West Wichita Community Council. Weather, cold and rain all week. Business, rides and concessions good.

Season's closing week. O. P. Sullivan, president of the council, extended every courtesy to the showfolk. He generously granted free parking to carnival trailers and cars on the lot joining the Civic Theater. Most unusual attraction on midway was Dare-Devil Dalt performing his balancing act on the top of the Big Eli Wheel at 10:30 each night. Dalt said this was the first time he had performed his act on top of a wheel. Show paraphernalia housed in building on North Waters street, with plenty of room for painting and repairing. This season was the 22d annual tour for the show and during that time has played only the Midwestern States. Roster at the closing date: M. A. Strader, manager; H. W. Anderson, general agent and assistant manager; A. E. Hutchison, publicity agent; Jack Lane, electrician; N. H. Cannon, trainmaster and night watchman; Sailor Oliphant, lot superintendent. All ride foremen have been with the show many seasons. Merry-Go-Round, with Perlie Eustis two years as foreman; Eli Wheel, Clyde Bishop, 13 years; Mix-up, Ralph Sooter, eight; Tilt-a-Whirl, Bill Hines, three; Loop-o-Plane, Fred Hamilton, two. All major rides are owned and operated by the show. Hughey Carlin owns and operates the baby Airplanes and Patsy Strader the Kiddo Auto; J. B. Cambell, ponies; William Kennedy, Slide Show; Selka Martin, Hawaiian; Albert Martin, American Models; Mrs. Jack Lane, trained birds; Harry Stanley, wild animals; George Finney, Athletic; Dock Holt, Hillbillies; Vern, LaVern, Human Miracles; Grace and Gabe King, corn game; Velma Martin, cigaret gallery; Freddie Howie and Charles Thornton, blower; Bob Pettit, bird wheel; Arlene Bishop, ball game; Bobbie Oliphant, penny pitch; Mike Zaborouski, gingle board; Jack Bullard, pop corn; Mrs. Bullard, Pitch-Till-Win; Cal McMullan, clothespins; Buddie Howie, percentage; Charley Gearhart; cotton candy; Jockey Jones, blankets; E. Shellhammer, photos; Shorty Thompson, bumper store. PATSY STRADER.

Golden State Shows

Taft, Calif. Five days ended October 31. Still spot. Location, Fourth and Calvin streets. Weather, warm. Business, good.

Longest jump of season to Taft from Emeryville, Calif., approximately 350 miles, accomplished without incident or mechanical breakdown, evidencing the excellent handwork of Russell Jacobs, show's mechanic. Show opened on schedule Wednesday and for this city of 12,000 population played to very good attendance. Rides and shows did very well, but concessions not so good. Octopus topped rides and Side Show topped shows, with Hickman's Miniature Circus a very close second. Warm weather experienced throuout week was an enjoyable surprise to all. Wednesday Ted LaFors and wife, Marlo, of White City Shows, were visitors, also Ed Smithson, special agent of West Coast Shows. Unsolicited acclaim from local authorities on high caliber of show was received on numerous occasions and from the city's leading newspaper, The Daily Midway Driller, Arthur M. Keene, editor. JOHN H. HOBDAY.

# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA JR. — Communications to 1564 Broadway, New York

## Souve Workers Aided by Sports

Rebirth of rah-rah spirit tilts take — pro boosters buy like collich boys

NEW YORK, Nov. 6.—Souvenir workers selling pennants, badges, buttons, gilt footballs and like knickknacks to football fans, jamming stadia all over the country have to date enjoyed one of the most profitable seasons in years.

Attendance records have been shattered in many sectors at college games, with the record gate thus far being the 72,000 mob which saw Yale and Dartmouth play to a tie at New Haven October 30. Other figures which have fattened the souvenir workers' wallets have been the 64,000 at the Notre Dame-Minnesota game; 40,000 at both the Yale-Cornell and the Notre Dame-Navy tussles; 60,000 at the Navy-Pennsylvania fracas, and 30,000 at the Pittsburgh-Carnegie Tech and Pittsburgh-Wisconsin debates.

High school and prep school football games, too, have attracted immense crowds so far this season. New York Giants and Chicago Bears of the National Professional Football League drew 58,000 to New York's Polo Grounds October 31. Attendance at professional games in all parts of the country this season has been greater than at any time since the NFL was formed.

Observers take this as an indication of the rebirth of the rah-rah spirit, not only at school games but also at professional contests. And since it is this spirit which makes the customers go for pennants, badges, buttons and other souvenirs, souve workers look for the remainder of the current pigskin season to be as profitable as the early part.

Many smart workers are figuring on cashing in on the reborn rah-rah rage in other sports, both scholastic and professional. Orders are now being placed in various parts of the country with pennant, badge and button manufacturers for souvenirs to be sold at college bas-  
(See SOUVE WORKERS on page 66)

## PROMOTION BY THE CALENDAR

Smart promotion men have for years used various holidays and special events for merchandise tieups and sales drives. Too many, however, think of calendar promotions only in terms of Easter, Christmas, Thanksgiving and other big holidays. It is our opinion that a smart worker can "dope out" sales stunts for a great many of the little known holidays and special events. We present therefore as a regular weekly feature, "Promotion by the Calendar." Look it over every week and see if you can't develop a few special sales and promotion angles. Dates listed are a month ahead to give you plenty of time to develop your plans and buy your merchandise.

DEC.	HOLIDAYS AND SPECIAL EVENTS
6 MON.	Irish Free State established 15 years ago.
7 TUE.	Thomas Nast, caricaturist, died 35 years ago.
8 WED.	King Gustaf ascended Swedish throne, 30 years ago.
9 THURS.	Jerusalem captured 20 years ago.
10 FRI.	Edward VIII abdicated one year ago to marry Wallis Simpson.
11 SAT.	Local and inter-sectional football games. Annual Washington Gridiron dinner.
12 SUN.	First direct secret election in Russia. Professional football games in various key cities, such as New York, Chicago, etc.

THE BILLBOARD WHOLESALE MERCHANDISE STAFF SUGGESTS: December 6, Establishment of Irish Free State anniversary ought to be a good bet for special promotions in Irish neighborhoods in many cities thruout the country. Tieups with Irish organizations for bingo, salesboard stunts and many other types of promotions should go good here; December 10, abdication of Edward VIII to marry Wallis Simpson should offer good opportunities for selling a number of the mags and books on the King Edward-Mrs. Simpson romance, which were published at the time of the abdication and which can today be picked up for practically nothing; December 11 and 12 offer another big profit week-end for souve workers (see story, "Souve Workers Aided by Sports," on this page) and novelty men, who have been cleaning up selling buttons, badges, banners, pennants and other novelties to the rabid fans jamming the country's stadia. Thomas Nast's death, King Gustaf's ascension to the throne, the capture of Jerusalem and the annual Washington Grid Dinner leave us idealists. But how about you? Put on the thinking cap and see if you can't promote yourself a couple of bucks by tying up with a few of these special events. Watch for "Promotion by the Calendar" every week. If it helps you line up just one special idea a month whereby you can make a few extra bucks, we feel it'll be doing a job. And we think you'll agree. In the meantime, don't forget there are only seven more weeks before Christmas.

## Nosey Dems Sour Stores

"There's a time and a place for everything—even gab," smart indie dem's motto

NEW YORK, Nov. 6.—A survey among independent demonstrators working chain and department stores on percentage with their own merchandise reveals that one of the most important reasons for the sour reception received by dems in a great many stores is the average dem's tendency to mind everybody else's business but his own.

He books himself into a store and instead of sticking to his own spot and gabbing away at customers to make them buy his item he wanders around the emporium, gabbing with the blonde at the ribbon counter, the skinny guy at the drug counter and everyone else in the store who will listen to him.

Naturally this takes the clerks away from their work and has a demoralizing effect on sales help in general. It results, too, in the dem's making such a poor showing on his own sales that it hardly seems worth while, to the store to have him in at all.

The smart dem's attitude is that there is a time and a place for everything—even gab. All the verblage used up on trying to date the gal on the pantie counter could be used to much better advantage in raving the dem's product and drawing the long green across his counter.

Stores are still wide open to the businesslike dem who has the right item and who will come in, sell the item and mind his own business. One dem stated that, starting December 1, he has lined up a series of chain stores, including such well-known organizations as H. L. Greene, Neisner's, J. G. McCrory's and many others.

This particular dem has been working the stores for the past 11 years and has never run into any serious trouble in  
(See NOSEY DEMS on page 69)

## BINGO BUSINESS

By JOHN CARY

Joe Walsh, J. C. Harlacker's boy and one of the pioneer group of Bingo operators, told us a number of interesting Bingo tales this week, one of which we'd like to pass on to you.

He told us, for instance, of one John Potter Holden, Bingo's first announcer on group games. John Potter, it seems, is a dignified gentleman with a heavy Oxfordian accent and a way about him. A way of putting a biting, vitriolic humor into the conducting of Bingo games. Several of his classics will live as long as Bingo lives. There is the point in the biggest game of the evening when every player's heart is set on winning the valuable merchandise prize. Atmosphere in the hall is electric, so that you can almost see the sparks. John Potter in his English voice calls number after number. Under the B, 5; under the N, 32; under the . . . "Almost all of the numbers have been called and still there is no winner. There are hundreds in the audience who must have only one or two numbers to go. John Potter lifts his eyes from the panel  
(See BINGO BUSINESS 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.

### Ciga-Rest

No more cigaret-scarred furniture or burnt holes in the rugs is the argument set forth in favor of Ciga-Rest, new-style ash tray in which the indentation in the tray is built away from the receptacle's edge. In this way, even if a cigaret is forgotten and left burning in the ash tray it will burn itself out in the tray and will not leave a glowing coal heap on the furniture or fall to the floor to ruin the covering. Ciga-Rest is constructed deep and large and is said to be as satisfactory to pipe smokers as it is to cigaret smokers. Comes in a range of colors and is porcelain constructed.

### Mystery Pocket Slide Rule

A light all-metal pocket slide rule with many novel features is a new item finding favor with demonstrators and streetmen, as well as with agents and salesmen working factory and other plant sections. It is possible with this new slide rule to multiply, divide and work out quickly and accurately any number of mathematical problems. Circumference and

diameter of circular areas, too, can easily be determined. Item is made of lightweight metallic material and has been placed on the market by the Marun Specialties Company.

### Eucalyptus

Sloane Products, Inc., well known among demonstrators, announces a new demonstration item which it styles Eucalyptus and is marketing in combination with its Sloane foot remedy. The Eucalyptus Remedy is demonstrated with an inhaler and should be of interest to those familiar with health items. It is claimed that the Eucalyptus item is a remedy for colds, coughs, catarrh, etc. Sloane Products is firmly established with the marketing of its foot  
(See NEW ITEMS on page 69)

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.

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALESBOARD, SALESCARD and TRADE STIMULATORS.

By BEN SMITH

A manager of a small-town theater recently put up this sign: "Playing Today—Two Lousy Pictures and a Comedy." For the first time in months the house was filled and no one demanded a refund. The customers knew what they were getting before they went in.

Some operators, fortunately not many, can take a tip from this theater manager. Not in giving away inferior merchandise and admitting it, but in being honest with their customers by giving value for money received. There are so many excellent items on the market which can be merchandised profitably on a board that there is no excuse for an operator to use trash.

Freddie Shamback is ill at his home in Whitestone, Long Island, N. Y. Herd wishing him a speedy recovery.

Grand Sales Company has obtained exclusive salesboard distribution for the Dunhill Silent Flame Table Lighter. By removing the top of lighter and touching  
(See DEALS on page 69)



**XMAS CATALOG**

**Now Ready!**

**OVER 700 BARGAINS**

XMAS TREE LIGHTING OUTFIT—8 Series, Each \$1.00. Packed 100 Assorted to Box. 100. **18c**  
 XMAS TREE BULBS—Packed 100 Assorted to Box. 100. **65c**  
 No. 475—CHRISTMAS CARDS, 8 Assorted to Box. Each Box. **6c**  
 No. 725—CHRISTMAS CARDS, 8 Assorted to Box. Each Box. **10c**

DON'T BUY XMAS GOODS UNTIL YOU SEE OUR XMAS CATALOG.

OUR PRICES WILL SAVE YOU 25%.

**BENGOR PRODUCTS CO.**  
 678 BROADWAY, NEW YORK, N. Y.

**69c**

EACH  
 No. B101—Case Metal, Assorted Colors. Snap or Time Pictures. Size: 1 1/2 x 1 1/2 In.

TEN FOR **\$6.50**

Send for New 1937 Catalog.

**ROHDE-SPENCER CO.,** Wholesale House  
 223-225 W. Madison St., Chicago.

**TIE-SCARF and HANDKERCHIEF COMBINATION**

No. 102—The Big 9 for Big Profits. Attractive good quality Tie with latest Woolle Scarf and large Men's 5 1/4 Handkerchief. Each set Color Hand Monized. Packed set to individual gift box. Great for Christmas.

No. 102 \$1.00 Sample Set—\$9.00 Dozen Sets—25% Deposit with Order, Balance C. O. D. Other Hand-Making Items—Catalog Free. SEE OUR AD CHRISTMAS SPECIAL.

414 Broadway  
**CONTINENTAL MER. CO.** New York City.

**WALTHAM**

MEN'S WRIST WATCH—O Size, 7 Jewels, rebuilt new fancy chromium case, leather strap in gift box. In lots of 3. **\$3.95**

Samples, 50c Extra. Send for Extra Money Making Watch and Diamond Catalog.

**PLYMOUTH JEWELRY EXO**  
 183 Canal St., New York City.

**VEST POCKET ADDING MACHINE**

IDEAL for Business or Personal Use. Adds, subtracts, multiplies, divides. Does work of more costly machine. Counts up to million, made of steel—weighs 8 ounces. Simple, accurate. Not a toy. Guaranteed 6 years.

**SALESMEN** Pitchmen, Pitches, Agents.

Nationally advertised at \$2.50 retail. School children, housewives, merchants, business men all want this low cost machine. You make at least \$1.10 every sale. Get this Hot item now.

**CALCULATOR MACHINE CO.,** Mrs. M. Seidel, Dept. 2411, Chicago.

**LATEST STYLE FUR COATS**

Pleated Seal semi-fitted, puff sleeves, Johnnie collar, etc.

Size 18 to 42. Write for latest price list of complete Fur Coat 1/3 Deposit.

**M. SEIDEL & SON,** Balance O.O.D.  
 243 W. 30th St., N. Y. C.

**NOTES from SUPPLY HOUSES**

About \$230,000,000 worth of new toys have been manufactured for the Christmas season, according to a recent announcement by the Toy Manufacturers of the United States of America, who opened a display of the new numbers recently at the Toy Center, New York. Mechanical toys seem to be the most popular this year and it is expected that jobbers and distributors selling to demonstrators, agents, salesmen, bingo and salesboard operators will enjoy one of the best toy-sales seasons in many a year.

Reports from the B. & D. Company, on its recently introduced item, Aero-clock, indicate that the item is a popular one with salesboard operators and premium users. Clock is chromium plated, 5 inches high, 10 inches long and has a 10-inch wingspread. Design is of a modern streamlined aeroplane, with the face of the clock forming the motor of the plane and a second hand taking the place of the propeller. Dial is black and white. Item has a great deal of flash.

Well known to the prize and gift trade as a manufacturer of smart novelties in bamboo, Ideas Company has been forced to secure much larger office and factory space at 6701-15 11th avenue, Los Angeles. Change of location marks the inauguration of a new group of small furniture accessories combining rattan and bamboo.

Levin Bros.' Company announces that its big 176-page Christmas booklet is ready for mailing and that all lines are represented therein, with special emphasis being placed on Christmas decorations, toys, watches and jewelry. A copy of the book will be sent upon request.

**HERCULEAN BUILT TIES**

**TIE and HANDKERCHIEF COMBINATION \$3.50 Doz.**

First Quality, Assorted Designs and Colors. In latest FLASH Window Sample Display Box. Great for XMAS. 50c.

3 NEW FEATURES PERFECT THE TIE. HAND-TAILORED SATIN-STRIPED TIES.

Very Fine Materials. Wool Lined. \$4.00 Doz. Value for \$2.75 per Dozen.

Greatest Value in Neckwear History. \$18.00 GROSS. Sample Doz., \$1.75. Prepaid. We Strongly Recommend this Item.

We Also Have on Hand WOVEN JACQUARDS, CELANESE, SATINS and SOLID COLORS. 25% with Order, B. C. O. D. F. O. B. N. Y. Catalog and Sample Swatches FREE on Request.

**HERCULES NECKWEAR MFG. CO.**  
 772 Vermont St., Dept. B-6, Brooklyn, N. Y.

**OH BOY!**

**Toys That Get The Money**

Spooky Spider (Crawling) . . . . .	Per Doz.	Per Gro.
Running Turtle . . . . .	40c	4.50
Swim Dolls . . . . .	80c	9.00
Hawaiian Dancers . . . . .	85c	9.50
Packing Birds . . . . .	1.50	8.50
Running Mice . . . . .	30c	3.50
Fur Dogs . . . . .	65c	7.50
Fur Jumping Monkey . . . . .	75c	8.50

PRICES F. O. B. TERRE HAUTE.

25% Deposit Must Be Mailed With Order. WRITE FOR XMAS CATALOG—New Toys, Jewelry, Watches Listed. Write for Copy.

**LEVIN BROS.,** TERRE HAUTE, IND.

**\$100.00 PER WEEK Guaranteed!**

or we cheerfully refund your money. Our men earn up to 400 per cent profit with The New Life-O-Phone cigar lighter. Business repeats from year to year with no additional investment, an unlimited field. Great Demand. Good open territories. Pleasant work among high class business men. A money maker without equal for you. Get full facts today.

**M. W. M. Co.** Dept. 28 Aurora, Missouri

**11 TUBE SUPER with ELECTRIC EYE**

Sample \$19.95. Order on Free Trial, Rush \$2.00 Deposit!

Pay balance C. O. D. Your money back, no questions asked, if not satisfied. 24-Hour Shipping Service.

**\$16.50** LOTS OF 6

WHAT A BUY! A promotional number that will create a sensation. LONG DISTANCE reception guaranteed. Two bands, including 49 meter band for FOREIGN stations. Operates on AC-DC, 110 Volts, 60 Cyc. TONE CONTROL. Modern cabinet, size 18 1/2 x 10 x 7 1/2 In. AUTOMATIC VOLUME CONTROL. Weight 21 lbs. RCA LICENSED. Order Now!

**SILVER MFG. CO.**  
 2868 Elston Ave., Dept. 100, CHICAGO, ILL.

FREE NEW 1938 CATALOG AUTOMATIC TUNING. 50 Beautiful Models, 6 to 15 tubes, table models and consoles, for farms, homes and autos, as low as \$8.70. GIVE-AWAY RADIOS FREE! Make \$15.82 on every deal. Send 10c for push card, photo and plan.

**BINGO LAP PLAYING CARDS**

10 Inches by 13 Inches

DOUBLE OR SINGLE WINDOWS, 2 COLORS

**\$5.00** a Hundred F. O. B., N. Y. C.

**J. C. HARLACKER,** 30 W. 22d St., N. Y. C.

**DYNAMIC RADIO SENSATION**

One of 200 Playland Specials

**Radio's Greatest Value**

Don't Overlook This Opportunity!

- FIVE TUBES (1 METAL)
- DUAL ILLUMINATED DIAL
- HIGHLY ENGINEERED
- MOVING REAR DIAL
- MOVING COIL DYNAMIC SPEAKER
- HAND RUBBED CABINET
- MODERNISTIC GRILLE
- IDEAL FOR PUNCH BOARDS & PRIZES
- SETS AND TUBES GUARANTEED

If you are looking for a Radio that has EVERYTHING and costs you LEAST, you have it in this latest PLAYCO streamline 5 tube AC-DC, Dual Dial Radio, with full size Dynamite Speaker. The reception will amaze you. "How can they do it?" you will ask. Mass production and volume sales is the answer. Send your trial order in today, before prices advance. Other sets from \$5.35 up.

Send for our new catalog listing hundreds of other bargains.

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

**AERO-CLOCK**

With Rotating Propeller. NEWEST PREMIUM SENSATION. Choice of three finishes—Pearl White, Chromium, Satin Nickel.

**\$3.60 ea. 5 or more**

Sample, \$3.75, F. O. B. Chicago. Size—Wing Spread 10 in. Length 10 in. Height 5 in.

1,000-HOLE SALESBOARD, 70c Each. 1/3 Deposit with order, bal. C. O. D.

**B & D NOVELTY CO.,** 629 W. Washington Blvd., Chicago

**FAST SELLING MECHANICAL TOYS**

FOR STREET WORKERS, DEMONSTRATORS AND NOVELTY MEN . . . . .

Let Our Line of Clever Wind-Up Mechanical Action Toys Make Big Money For You This Season. Everything That's New at Prices That Defy Competition. Be a Live Wire and Clean Up! Write for Our Big 1937 General Catalog Today!

Copyright 1937 Gellman Bros.

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

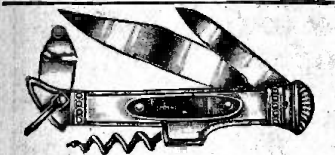
THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

**You Can Make Real Profits With These Specials**



**Just Look—only 1.50 each**

**B1W75**  
INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.33. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.



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 \$10C178.

PER GROSS 12.00 PER DOZEN 1.05

**N. SHURE CO.**  
Adams and Wells Sts., CHICAGO, ILL.

**H. W. Co. WATCH OUTFIT**

No. B20W16—Reliable American-made Watch, chain and knife in the color of natural gold. Put up in attractive box, marked \$5.00. Fully guaranteed. Per set \$1.25. No. B20W17—As above in nickel finish. Per set \$1.10.

25% Deposit on C. O. D. Orders. Ask for our Big New Catalog #75, containing 142 pages of Novelties, Jewels and Premiums. Mention your business. We do not sell retail.

**JOSEPH HAGN CO.**  
Wholesalers and Importers since 1911.  
217-225 W. Madison St., Chicago, Ill.

**JEWELLED LADIES BAQUETTE WATCH**



No. 114—With 35 Brilliant Facsimile Diamonds, Jeweled Movement. Lots of 3. Each

**\$4.75**

Only 500 left—MEN'S WRIST WATCH, Confiscated Smuggled Goods. Bargain! 6-Jewel, Boxed, Complete with \$17.50 Price Tag. Fine Chromium Case. All Watches Guaranteed Perfect! In Lots of 50.

Each... Samples, \$1.00 Extra. Send for Latest Catalog. 25% Deposit with Order, Balance C. O. D.

**FRANK POLLAK**  
88 Bowery (Phone OR. 4-5941) New York, N. Y.

**BETTER FUR COATS VALUES**

Such as you've never seen before. Genuine pieced seal, dyed copy. Glossy. Big flash. Latest style. Finest lining. Best quality. All sizes, 16 to 42. Send for free price list. \$1.75 each coat. 1/3 Deposit. Balance C. O. D.

Order Today!  
**H. M. J. FUR CO.**  
150 W. 28th St., New York, N. Y.

**GENUINE FUR FOX TAILS**  
Great for Fairs, Expositions, Shows, etc.  
\$5.00 per 100  
\$45.00 per 1,000  
per 75 Dept. Bal. C.O.D.

**BINGO BUSINESS**

(Continued from page 64)  
board on the table before him. In a voice filled with genuine English supplication John Potter says: "Try hard, folks. Please try hard this time." The player feels the urge to kill surge thru his body, but he loves it. And he loves John Potter Holden.

Another favorite of the distinguished Holden is the one he pulls during the game which has run longer than usual. He has called number upon number and no one has yelled "Bingo!" John Potter looks up from his board. There is a look of exasperation on his face. Exasperation, too, is in his voice as he asks cuttingly: "Is everybody playing?"

You really can't appreciate Holden's mastery in the telling of it. You've got to hear him and see him to understand the flawlessness of his technique. But the proof of his popularity as a conductor of Bingo games is the fact that he has received fan letters from players. And

**ELGIN-WALTHAM & HAMPTDEN WATCHES \$1.75 up**  
In new Chromium Cases, all sizes. Satisfaction guaranteed or money refunded.  
**B. LOWE**  
Wolverine Hotel, Detroit, Mich.

**SVENGALI MAGIC DECKS**  
Here is the finest Svengali Deck ever manufactured. Made of new cards, bridge size, all die out. Boxes, \$3.25; Gross, \$38.50. Sample, Postpaid, 35 Cents. Catalog of 300 Magic, Joke Novelties, Party Goods Free.  
**S. S. ADAMS CO.;** Asbury Park, N. J.

**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.  
TURKEY PUSH-CARDS, 60-70-80-100-Hole. Per Dozen, \$1.00.  
Exceptional Value in NOTIONS, BLADES, TOILETRIES, KITCHEN TOOLS, ASPRIN, GIFTS, CARDED GOODS, SALESBORDS, PREMIUMS, BALLOONS. No Substitution. Write for Free Catalog and Free Sample Case Offer. 25% Deposit on C. O. D.'s.  
**CHAMPION SPECIALTY CO.,** 814-Q Central St., KANSAS CITY, MO.

**PREMIUM & NOVELTY**  
Manufacturers and Jobbers  
the  
**XMAS SPECIAL**  
Holiday Merchandise Issue  
of  
**The Billboard**  
Will Be on Sale November 23  
A Full Month Before Christmas  
Christmas Buying Will Reach the Highest Peak Since 1929  
YOUR Sales Depend Upon Whether or Not You Advertise in the Big Selling Issue  
**MAIL YOUR COPY TODAY**  
Forms Start to Press Wednesday  
November 17

that invariably when he has "held the mike" for a certain group for a game or two and then leaves for other pastures the players invariably ask: "Where's that fellow with the English accent? Isn't he going to run the games any more?" If he isn't the chances are the attendance will take a sharp drop in the ensuing weeks.

**BINGO BUSINESS** would like to hear from any persons or groups interested in Bingo, its present and future welfare. Drop a line to "Bingo Business," The Billboard, 1564 Broadway, New York.

**SOUVE WORKERS**

(Continued from page 64)  
ketball and amateur and professional hockey games in various sectors. An interesting sidelight on how the rah-rah spirit has pervaded the field of professional sports was the number of souvenir workers both inside and outside the Yankee Stadium and Polo Grounds at the recent nickel world series in New York. Miniature bats, balls, buttons, badges and pennants, autographed by the players, were sold in great numbers. This situation existed on a smaller scale at various ball parks where teams in the International League fought out their play-offs, as well as in Chicago, where the Cubs and the White Sox grappled in an intercity series.

Spurred to action by demands of a few souvenir workers, manufacturers of the novelties, pennants, badges and buttons are giving serious thought to producing numbers suitable for basketball, hockey, baseball, etc., in addition to the great work they have been doing with football souvenirs. All in all, it looks as tho the souvenir fraternity is on its way to some real consistent dough for a good part of the year.

**TIE & BLADE FLASH**  
A "NATURAL" Combo for QUICK SALES and BIG PROFITS  
Hot 25c Seller. Good quality All-Rayon Tie in 3-color flash Window Box, with 5 Double Edged Blades to fit all razors attached. A Great Combination from now till Xmas. Complete selection of Designs and Colors. Order by the Gross and go to town.  
Send 45c for Sample 1/3 Deposit with Order. Bal. C. O. D. Write Dept. G.  
**\$1.20** DOZEN Post Paid  
**LEGION TIE CO.**  
703 Broadway, New York

**How 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. Tunes broadcast band. Should last for years. Music comes direct from built-in speaker phone. Easy instructions for using anywhere. Rigidly made, accurately tested. The Pee Wee is guaranteed. (Works many times its low price.) For use in HOME, OFFICE, CAMP, HOTEL, AUTO, BOAT, BED, etc. Can be used by anyone. An ideal gift. Don't wait until 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.**  
209 W. 3rd Street, Dept. 10-D, LOS ANGELES, CALIF.

**18 INCH Betty Lee SILK-SATIN PETAL BOUDOIR PILLOW**  
Three (3) Distinctive Styles—Round, Oval and Heart Shape. Packed individually into a Gold Colored Gift Box with a Ribbon Shipment 1/3 Doz. Minimum \$12.00 Per Doz. Many Other Selected Items. Good Values at Lower Prices.  
11" Pillow... \$9.25 per Doz.  
14" Pillow... 6.00 per Doz.  
25% Deposit, Bal. C. O. D. Cellophane Wrapped, 4 Row. Petal Pillow Case, \$2.00 Doz.  
**BETTY LEE ADLER NOV CO. INC.**  
MANUFACTURERS  
401 LAFAYETTE ST. N. Y. C.

**LET ME SEND YOU THIS TAILORED SUIT AND PAY YOU UP TO \$10 IN A DAY**  
Amazing new ideal! Wear this splendid suit and I'll pay for it if you'll follow my easy plans and quality. Choose suit from fine wools, tailored to your measure. Just show it to your friends. Make up to \$10 in a day—easy—representing big nationally-known tailoring house. No experience needed. ACTUAL SAMPLES FREE! Write today for details of sensational new plan and actual samples. SEND NO MONEY. H. J. GRAVES, Pres. STONE-FIELD CORP., 1300 W. Harrison, Dept. V-717, Chicago.

**WATCHES ELGIN and WALTHAM**  
PRICED FROM \$3.00  
Send for our Free Catalogue, showing you the Biggest Values in Robust Watches.  
**ROSEN & MALTZ**  
801 Sanson St., Dept. L, Philadelphia, Pa.

**REMINGTON**  
PENS • PENCILS • COMBOS



ZIP! ONE PULL—IT'S FULL!  
JOHN F. SULLIVAN  
NEW YORK CITY.  
458 Broadway.

**RINGS**  
Cameo and Whitestone, Highest Grade




Rhodium and Gold Finish. Band \$2 for 10 Samples of popular styles. **OLYMPIC BEAD CO.**  
307 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 25¢ 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.

**EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE**

Write us your needs.

**ARGO PEN-PENCIL CO., Inc.**  
220 Broadway, NEW YORK CITY.

**SLIP-OVER SWEATERS**

Wonderfully Soft and Fine to the Touch. Manufactured from Camel-Like Material and Modeled after High-Priced Sweaters. 1938 Styles. Colors: Oxford, Blue and Tan. Sizes: 38 to 46.

**SAWERS**  
\$6.50 Dozen; \$1.00 Each, Prepaid.  
25% Deposit With Order.

**LIBERTY TRADING CO.**  
1165 Broadway, New York City.

**BANKER PENS**

The Pen with the interchangeable "sliver-like" Pen Point. Lifetime Guarantee. 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, 50¢ Prepaid. New York Office Only.

**JAS KELLEY, The Fountain Pen King,**  
487 B'way, N. Y.; CHICAGO, 180 W. Adams St.  
784 Mission St., San Francisco, Calif.

**ELGIN & WALTHAM**  
WRIST WATCHES \$3.95

In New Cases,

Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.

**H. SPARBER & CO.**  
108 North 7th Street, St. Louis, Mo.

No. 1 OUTFIT-2 in. STROP, \$12.00 per Gr.



Sample 15c.

**RADIO STROPPER CO.**  
SANDWICH, ILLINOIS

**NORTH POLE ANTI-FREEZE**

Prevents Frozen Radiators; absolutely harmless. Won't boil away; prevents rust; no alcohol. Make this product. Complies with requirements United States Bureau of Standards. Cost about 15¢ a gallon. Sells \$1.50 and up. Now on the market under other trade names. Formula St. Money-back guarantee. One application sufficient for a whole season.

**NU-WAY SALES CO.**  
BOX 243, HORNELL, N. Y.

**VETERANS' BIG SELLERS!**

Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 3c. Flashy Armistice Day Closing Cards, 6c. Veterans' Magazine, Holiday Flashies, 5c. Veterans' Joke Books, 2c. 3c. Patriotic Calendar, Hot Season, 5c. Samples, 10c. **VETERANS' SERVICE MAGAZINE**, 15¢ Leonard Street, New York.

# PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

TO THOSE OF YOU who have inquired about working conditions for pitchmen in the Middle West and South: License fees and police regulations are changed so frequently that you can get authentic information only by writing to the license tax bureau in the towns you seek to work. Last year's or even last month's information is not safe to rely upon.

**FAMOUS LAST WORDS:** "I let the other fellow count the dough to prove that I took it in on the turn."

**"STAY OUT** of Tennessee, you med men," warns Mary E. Ragan, of the famed pitchwomen twins, from Trenton, Tenn. "There's law here which asks \$35 for a State license and \$35 for every county license. It becomes effective November 15. We are headed for California again and are trying out our new Ford."

**DOC COY HAMMACK** made Bentonville, Ark., recently and decided to reopen his show and take it into Southern territory.

**DON'T TAKE** too much stock in reports emanating from New York to the effect that you are subject to a pinch the minute you light in the Big Town. Our scouts inform us that you fellows who know how to talk the right language to the police will do all right.

**TRIPOD OPININGS:** "A hot-spot worker must keep his legs in perfect condition to be at his best."

**JOHN H. JONES** scribes from Du Quoin, Ill., that he is still unable to be out and among 'em but that he is living in hopes. But let J. H. tell it: "I'm still spending my hard-earned kale with the pill rollers and bone crushers, but so far I have not found the sought-for remedy. My nerves are so bad that it is impossible for me to make a pitch. Have been to St. Louis on several occasions lately but failed to see anyone in action at the old spots. Maybe she ain't what she used to be. Would like to read pipes from Joe Morris, Ed Shook, Doc Adkins, Al Rice, Jack Crawford, Shorty Grace, Paddle Smithy, James Miller, Paddle Pete Fisher, Gene Fredette, Jack LaMarr and Jack Gilbert."

**SAMMY SCHOEN** after working Monroe, La., to fair takes, is reported to have left that spot and headed for St. Louis.

**PITCHMEN'S SAYINGS:** "Hear me, gentlemen."—DeWitt Shanks.

**GUS WIENER** and Bob Hanley have returned to Dallas from the big doings in Shreveport, La.

**H. M. (DUKE) DOEBBER** tells from Shreveport, La., under date of October 30: "The pitchmen's convention here did not materialize, as the jam and blade and watch workers did not get to work. S. B. Bills and wife and Jimmy

Miller were here for the event but left for Mississippi. Artie Cohen and Bill Sherrick returned to Dallas. I have been working blocks and blades downtown to fair returns. Cotton is 6 cents per pound, and to the boys who know the South that's a story in itself. Those of you who don't know this territory will do well to leave it alone this year. Have a few spots to make in Texas and will then head for the Coast, as cheap cotton will not make a bank roll for me."

**"AM DOING OKKH** in this territory," pens C. K. Clark, of polish fame, from Denison, Tex. "Buffalo Cody and Texas Tommy are here and business has been fairly good for all of us. Plan to spend the winter in the Rio Grande valley and west of the Pecos. Weather has been fine and crowds good thus far. Would like to read pipes from Mary and Madeline Ragan."

**THINGS WE NEVER HEAR:** "I am men are always welcome in our city. Pick a spot and start right in with your pitch."

**REPORTS FROM** Chicago indicate that Al Decker has enjoyed a prosperous season. To prove it, Al is sporting a new trailer and pulling it with a Chrysler coupe.

**OLIVER FITZMAURICE SE.** better known to the boys and girls in Pitchdom as Harry (Calculator) Williams, is seriously ill in a St. Louis hospital. Little hope is held for his recovery. Anyone desiring to contact Mrs. Fitzmaurice can do so by addressing a letter to her at 2833 North 20th street, St. Louis.

**ROY E. CHAPMAN** manager of the Clifton Comedy Company, who opened his winter show in Harris, Mo., October 23 to fair business, comes thru with his first contribution to the Pipes department. Writing from the Missouri city, he says: "Natives here are okeh but just about broke. This year is first one they have had any crops in the last three, but we're managing to get a little money. Roster includes Bob and Mae Morris, Amon and Ella Stimms and my wife and me."

**MEMORIES:** Remember when Ed Ebby and his brother invented the needle threader and sold it at factory gates? The item turned out to be a winner and soon after such high-powered boys as George Earle, Jetty Meyers and Smitheron worked it to huge takes. Those were the good old days, especially for the needle purveyors, as they could pack \$1,000 worth of business around in a small package.

**"WHY DON'T SOME** more pitchmen in New York pipe in now and then?" queries Tom Sigourney from Pine Bluff, Ark. "After all," continues Tom, "New York is the real spot in the United States if you continually put it over. Pipe in, you hustlers." Here's another of Tom's epigrams: "You may lie about your product, but it will eventually tell the truth about you."

**ON DIVERS OCCASIONS** Bill has invited pitchmen to use the Pipes column as an open forum to exchange their views and news of general interest. After all *The Billboard* is the only publication in the world which devotes space weekly for just that purpose. Bill, who is charged with watching over the destinies of Pitchdom and the dissemination of news, does not know personally all the people who use this column. He believes, however, that those he does know will substantiate him in the statement that he is ever receptive to any and all communications reaching his desk and that it is his sincere desire to treat all of them without partial motive. That's his job. Your job is to take advantage of this pillar and the opportunities it affords you. You can aid Bill greatly in his attempt to constantly improve the Pipes Department by shooting him short, snappy and truthful communications.

**OAK HYTEX BALLOONS**



**THANKSGIVING**

Prints offer you a timely novelty for this season. These prints are very attractive and offer an opportunity to increase profits. Be prepared. Get in touch with your jobber now, or write to us for complete details.

**OAK RUBBER CO RAVENNA, OHIO**

**COMPARE!**  
GREATEST VALUE EVER  
-EXCLUSIVE-  
INK GAUGE



Automatically Registers Ink Supply. Tells When to Refill.

Modern in Design. New Improved. Jostler's Enamel Band.

3 Different Samples, Self-Filling Pen & Pencil Sets. **50c** Prepaid

**JACKWIN PEN**  
50 West 23rd St., New York, N. Y.

**HERE'S YOUR WINTER BANK ROLL**

**PITCHMEN CREW MGRS. MED. SHOWS SALESMEN LA-GIT NO LARRY'S GOING SOUTH? GET GAUZAID**

ROSSMILLER AND WIFE WORKING SOUTH REPORT \$20.00 PER DAY EASY.

McCormick Bldg., Chicago, Ill.

**Every \$1.00 Gets you \$5.00**

Yes, sir, real profit. Goodrich Bone Workers always have dough, and when you tell prospects Bone are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Diapers, write for low price prices. Best season ahead. Sample 10c.

**GOODRICH,**  
1500 West Madison, Dept. EG-11, Chicago.

**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 50¢. None Free.

**COMIC SHOP,** Philadelphia, Pa.  
2483-F Kensington Ave.

**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, Columbus, O.  
137 E. Spring Street,

**CHEWING GUM 22¢ BOX**

Plus Charge

**RETAILS FOR \$1.00.**

Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. See our distributor—get started! Send 50¢ for sample box (prepaid). **GREAT FIELD FOR AGENTS** Write **AMERICAN CHEWING PRODUCTS CORP.**, 4th and Mt. Pleasant Aves., Newark, N. J.

**RAZOR-RITE STROPPER**



**STEWART'S STROPS ARE TOPS.** Lowest Prices on Stropps and Sets. Send \$1.00 for samples of Barber Strop, Automatic Stropper, 2 Styles Stropper Sets and Blades.

**STEWART MFG. CO.,** Ft. Wayne, Ind.

**Big Profits!**

Own your own business, stamping Key Checks, Social Security Tags, Name Plates. Sample, with name and address, 25 cents.

**HART MFG. CO.**  
311 Degrav Street, Brooklyn, New York.

**The H--- It Can't Happen**  
By Ross Dyer  
Will Be a Feature of the Christmas Number  
Of The Billboard  
Dated November 27

NEW BEST SELLERS—Write for Catalog No. 21



Featuring big values in
Whitstone Rings
Cameo Rings
Engraving Merchandise
Photo Jewelry
HARRY PAKULA & CO.
5 No. Wabash Ave.,
CHICAGO, ILL.

BRILLIANT TINGEL
Merry Christmas
HAPPY NEW YEAR
XMAS CARDS—TREE LIGHTS—TRIMMINGS—GIFTS—
No. 46—(R24 wording) 8c each; 100 at 7c. Retail 35c.
SPECIAL 5c SELLER.
No. 45—(R24 wording) 3c each; 100 at 2c. Retail 15c.
TINGEL WILL NOT COME OFF!
SAMPLE SET OF 12 SENT FOR \$1
All orders 50% dep.; foreign, full amount. Free catalog on signs, gifts, Xmas cards, lights, etc.
D. E.) Blades at \$1.79 per 100.

AGENTS, JOBBERS, WANTED
BUY DIRECT FROM MANUFACTURER.
No Substitutes.
Size 11"x14"—Retail 25c, 5 1/2 c each; 50 at 10c; 100 at 4 1/2 c.
R22—Wishing You All A Merry Xmas.
R23—Wishing You All A Merry and Prosperous New Year.
R24—Wishing You All A Merry Xmas and a Happy NEW YEAR.
R25—Do Your Xmas Shopping Early.
R26—Let Us Help You Select Your Xmas Gifts.
R27—Buy Your Xmas Gifts Here and Save.
R28—Wines and Liquors—Ideal Xmas Gifts.
R29—A Small Deposit Will Reserve Any Article Until Xmas.
R30—A Large Selection of Useful Xmas Gifts.
R31—Large Selection of Xmas Toys at Lowest Prices.
SPECIAL XMAS BLADE DEALS—Original NORWALK (S. S. E.) S. E., 68c per 100. FREE—\$1.75 Gilbert Alarm Clock with every 100 well-known RIO (S. E. E.) LIBERTY SALES CO., Dept. B, 24 East 21st Street, New York

Pitchdom Five Years Ago

Hot-Shot Austin was headed south for the winter after working the sheet to only fair business in Ridgely, Tenn. . . . There were plenty of store-front workers in Houston and all seemed to be doing an okeh business, according to P. F. Gowen. . . . Don Sievert continued to click with the folding paper trick in Cedar Rapids, Ia. . . . Among the pitch fraternity making the South Texas Exposition, Houston, were Tom Sigourney, Eldo Kerr, Ed Bowers and Calculator Williams. . . . Silk Hat Harry Downing was still jumping around in California, but finding very few good money spots. . . . Jack Loveland had just opened with Hilland's Variety med show in Hurdland, Mo. . . . "All business is on the blink in Wyoming," was the word from Tommy Rogers. . . . Tedy Rhea was corraling the lucre in Pittsburgh despite Old Man Depression. . . . Frank Heinrich was finding the going plenty tough in Youngstown, O. . . . DeWitt Shanks was in Nashville readying for season 1933. . . . Dave Lambrusso and a group of the boys enjoyed a good day's work at a celebration held in Yorktown, Pa. . . . George Hough was working the Sand Bar in Caspar, Wyo., to fair takes. . . . More than 18 med shows were trouping in Missouri. . . . Gene Golin was headed southward after working several Iowa towns to mediocre business. . . . Doc and Ma Kelley took their medicine show into Texas after a successful tour of Connecticut. . . . And now some New York City notes: Several pitch stores were operating on the Isle of Manhattan. Two live workers on one store's roster were Wild Bill Vreeland and Clarence Giroud. . . . Danny Hubbard, calculator worker, assumed a new role, that of sex lecturer. . . . Sam Kramer returned from the NHA store at Atlantic City. . . . Jack David's store on Sixth avenue was undergoing alterations. . . . Ike and Mike had just promoted a red spot for a form demonstration on Broadway. . . . Madam Ray, the personality girl, was still a star feature at the NHA store in Coney Island. . . . That's all.

signs on the road here in Texas warning you that if you carry wares in your car and offer them for sale you must buy a commercial tag for the car. There certainly was a gangup of pitchmen at the Springfield, Mo., fair."

WHEN THE BLUE CHIPS . . . are down, we'll take the man with ideas who is willing to work.
THE PERSON WHO . . . would deceive a tried and true friend is about the lowest type of humanity we know.

HABIT IS A GREAT . . . thing. There are times when even the most liberal-minded citizens of a community have to listen to a sorehead who is ever complaining against pitchdom but cannot tell why. The answer? Simply acquired the habit, that's all.

HAVE YOU DECIDED on what specialties you will work during the holiday season?

Step up closer, folks. . . . Since a lively argument always makes for interesting reading, suppose we try to start one by putting up before the house the question: Who was the first man to demonstrate in department stores? Our colleague, Charles A. Lomas, brings word that his candidate is James Kelley (today called by many the "Fountain Pen King"). As Kelley told it to Charles and as we pass it on to you, the story runs:

Thirty-seven years ago, in 1900, Jim Kelley, veteran pitchman, went to the John Wanamaker department store in New York and approached the toy buyer with the idea of getting the latter to place a stock of gyroscopes in the toy department. The buyer liked the item but felt that it wouldn't sell unless it were properly demonstrated. Kelley leaped in at the opening and made a deal with the buyer whereby he came into John Wanamaker's with his own stock of gyroscopes, conducted his own demonstrations and paid the store a percentage on sales.

Kelley says that his demonstration attracted such wide interest that he was obliged to call in his wife for assistance. Incidentally Mrs. Kelley was for many years an experienced demonstrator, altho she retired from activity many years ago.

Word of Kelley's conquest quickly grapevined its way along Ann street, at that time pitchmen's headquarters in New York.

The late George Covell, another aggressive and wide-awake pitchman of the period, booked himself into stores with gaudy sets, which item remains today one of the leading demonstration numbers and a big seller.

Other pitchmen and street workers quickly followed in the footsteps of the two leaders and turned store demonstrators. The idea reached its peak when the nickel and dime chains took it up and today we find demonstrations in department and chain stores a fixed part of store merchandising.

So James Kelley is the first candidate for the title "Daddy of Department Store Dems." Who's your candidate? We'll be glad to hear from you.

TOO MANY SUGGESTIONS after you have closed your pitch will often lead to lost sales.

HARRY DEGRACE . . . and wife, Daisy, whose Hoosier Herb Show closed a successful season October 2, pipe from Daytona Beach, Fla., that they spent a week in Chicago recently, doing the town while awaiting delivery on a new car and being entertained by the big candy man, Bob Hofeller, and his wife. The DeGraces are en route to Miami, where they will winter.

A. J. TAYLOR . . . under date of November 1 that he is working two-way mirrors and cards to small but steady sales. "A soldier's reader," says Taylor, "is okeh here. Crops thru South Georgia have been good. Doc Trueblood,

MERRY CHRISTMAS
CANVASSERS — PEDDLERS — SALES AGENTS
Make more money selling this new Merry Christmas Tissue Banner Direct to Beer Parlors, Nite Clubs, Restaurants and Stores NOW! Size of Banner, 10 feet long, 15 inches wide. Flashy Colors—Red, White and Green. Sells for \$1.00. Cost you \$4.80 per Dozen. Sample on request, 50c.
CHARLES H. VALE 73 North 22nd Street, WHEELING, W. VA.

WAXED FLOWERS
Best Quality Imported.
All Colors.
No. 77—GEORGINE, \$27.50 per 1,000; \$3.00 per 100.
No. 80—DAHLIA, \$25.00 per 1,000; \$2.75 per 100.
No. 15—ROSE, \$22.50 per 1,000; \$2.50 per 100.
Sample Box of 100 Georgines, Dahlias and Roses sent postpaid for \$3.50.
FRESH MOUNTAIN LUREL 15c per Lb. Any Quantity.
Prepared Foliage for all Flowers, Large Bunch, \$1.
My Complete Sample Line of all Flowers sent postpaid for \$1.00. 25% deposit with all orders, balance C. O. D. Send for Price List.
FRANK GALLO Importer and Manufacturer, 1429 Locust Street, ST. LOUIS, MO.

Let's give everyone a chance to have his say.
DR. A. L. EITTERLING . . . who was considered by many to be one of the best in his profession during the days of the Kickapoo Indian med shows, is now located at Lawton, Okla., where he conducts entertainments. Doc celebrated his 73d birthday anniversary recently.

TOM EVANS tells from Hattiesburg, Miss., that he is anxious to read a pipe from George Bremer.

ARE YOU WINDOW demonstrators preparing for the annual holiday business? Get those orders in early and you won't be disappointed.

"HAVE BEEN . . . working streets here and doing okeh," blasts William C. Perry from Syracuse, N. Y. "Michie and wife are also working streets and shops to good takes, while Melvin McKnight, with run menders, and Mr. and Mrs. Black, of corn-punk fame, are holding forth in a local chain store."

DOC FONDA who celebrated his 70th birthday anniversary recently, is still making occasional pitches in Syracuse, N. Y., his home town.

DOC TEX MACK . . . who has been taking it easy for the last four years, cracks from Des Moines, Ia., that his feet are beginning to itch and that he will hit the road again next spring. "This State," advises Doc, "is the tightest one in the Union. Everything is high. A few blade workers are making this spot, but they are paying 12 bucks a year for the privilege."

THE MOST FAVORABLE result getters in any business are careful study and earnest action.

NELSON WILCOX . . . fast-stepping sheet writer, and wife are reported to be heading for Miami after having worked Columbus, Ga., to fair business.

HERB JOHNSTON . . . and Eddie St. Mathews, after working Oklahoma City to some fair takes recently, left for Texas. After their stay there the boys will head for California.

BUBBLES AND RAMONA . . . are reported to have worked a hall in Oklahoma City to fair business last week.

JACK EARLE and Norman Fuller have joined Doc Freer's FMO med show, now playing Wynne, Okla.

HUSTLER'S TIPS: Have you fellows who are working the aspirin cards ever stopped to consider that you might increase your volume by adding lighter flint cards and slogan signs to your present stock? A fellow on his toes should be able to realize a good profit on all three items. A commendable feature is that all the items are sold to practically the same prospects.

CLARENCE (BLADES) McGRATH . . . pencils from Columbus, Ga., under date of November 3 that he has been working Georgia territory for the past three weeks. He says that he has recovered from his recent auto accident. "The big show plays here today and I should get mine," Mac adds.

PLANS ALONE . . . Plans with action are what count.

JUST BE A MAN . . . and you'll find that you won't have to humble yourself to make friends.

WONDER WHAT THE . . . smoke rings emanating from the nightly sessions of the hot stove, fire place and pipe shooters' league are saying. Let Bill have some of the comedy.

MANY LOCAL . . . merchants seem to think that if the street salesman doesn't like the town and the way he is treated there he should move to another. Bill would state in rebuttal that any citizen, as long as he remains within the law, has a constitutional right to make a living at any occupation he sees fit, regardless of competitors' wishes, and in any locality he chooses. There are some facts that city officials should mull over before legislating in favor of a few local groups against pitchmen and demonstrators.

WE KNOW OF . . . no one being classed as a knocker as long as he stuck to telling the truth.

WHAT MANNER OF MEN . . . are they who feel that good reputations aren't to be desired?

PROFESSOR JACK SCHARDING . . . who is still working fair dates in Texas, pipes from Orange, Tex., under date of October 28. "Beaumont, Tex., will be my last fair and then I'll head for the West Coast. Southern fairs have all been bloomers for pitchmen. They now have

MEN WANTED TO HANDLE STORE ROUTES
Complete Line 5¢ to 10¢ Counter Goods
SUPPLY NATIONALLY ADV. GOODS TO STORES
Immediate profits. No investment to start. Earn big profits weekly. Chance to establish big-pay Wholesale Business of your own. Handle Nationally Advertised Brand Sundries, Toilet Goods, Comedics, Notions, Novelties . . . including Laymon's Aspirin . . . awarded Good Housekeeping Seal of Approval. Advertisements in Saturday Evening Post. Put up on attractive Self-Help Counter Displays. Merchants make double profits. You make up to 112%. Get Free Facts. World's Products Co., Dept. 1188, Spencer, Ind.

TALKING SANTA
Mysteriously shouts "MERRY CHRISTMAS" to everybody! Sells himself with his own voice. Actually "talks" in clear, understandable, life-like tones. Same principle as phonograph. No squeezing, 9" high. Finished in 7 colors. Season's greatest hit. Every man, woman and child wants TALKING SANTA. Sells 35c to 50c. Hurry! Send \$21.00 for Trial Gro. Today. Or \$2.00 for Doz. (1/2 Doz. minimum order.) Rush Now. TALKIE TOY CO. 43 E. Ohio, Dept. B, Chicago. Only \$21.60 Gross.

ELGIN & WALTHAM WATCHES \$1.75
7 Jewel, 18 Size in Engraved Cases at \$1.75. Send for Price List. Money Back if Not Satisfied. CRESCENT CITY SMELTING CO. 113 N. Broadway, St. Louis, Mo.

NOTICE PAPER MEN
This is Hotter Than Stars and Stripes. Official Organ World Peace Movement. \$1.00 to \$5.00 circulation. Plenty money. \$5.00 deposit for supplies unless I know you. Crews will clean up. Write or wire H. J. FRANKS, Circulation Manager, 1818 E. Washington, Phoenix, Ariz.
It Helps You, the Paper and Advertiser to Mention The Billboard.

CHRISTMAS CARDS
The greatest values ever offered. An assortment of 25 different Christmas Etchings, Prints and Embossings in beautiful colors. Made to sell for 5 cents each. 200 for \$1.00, 1,000 for \$4.00. 25 assorted samples, 25c. RELIABLE SALES CO., 1141 Broadway, Dept. B, New York City.

had a good week's work near here with flukem and rad. Doc Pajer did fair here last week."

**BOB LINENFELSER** . . . is working juice extractors to some swell takes in a Cincinnati chain store.

**SMOKY PITTMAN** has his show rolling merrily along in Oklahoma territory, according to reports from the Sooner State.

"WELL, HERE I . . . come again," Inks Doc Victor B. Lund from Oklahoma City. "Just worked Ardmore and Pauls Valley to fair business. Worked the former on a lot to no reader and the latter thru a drug store. Chuck Wilson joined me here. The Kinchoes are certainly getting a good workout here attempting to keep the boys well supplied. Plan to work Enid, Okla., soon. Readers there are \$2 per day or \$5 per week and it's a good spot. Pipe in, Johnnie Voight."

**EDDIE KEIHL** tells from Pottsville, Pa., under date of October 29: "You say use the Pipes Column. Well done, oldtimer. Pitchmen have more leisure time than a postmaster, and all post offices furnish free ink. But speaking of leisure time, I'm working a chain with 210 stores and out of all the pikin's I won the slowest of them all. Pleased to learn that all the rumors about Charley Gow being dead are settled. It only proves that pitchmen never, never circulate a story until they verify it. I underwent an operation, too, Frank Libby, and don't let 'em kid you that it was glass in my stomach. I depended too much upon Dame Nature instead of sticking to bran flakes. Yes, fellows, I still play the humatones, but to myself, and never get or expect a tip."

**NEW ITEMS** (Continued from page 64) remedy and has a strong following among fair workers and window demonstrators.

**Flash-Gun** A new item with much Christmas appeal for the kiddies is the Flash-Gun recently introduced by Micro-Lite. When



the user presses the trigger of the novel gun a powerful 100-foot beam of light flashes and the "bang" sound of firing is heard. Both actions take place simultaneously, giving an exciting and interesting effect of actually having fired a pistol. Gun is made with a rich bakelite case and utilizes a standard battery and standard GE Mazda electric bulb.

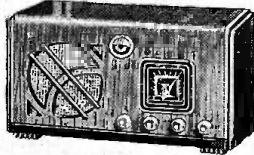
**Sink Spray** A rubber adapter for faucet use which provides either a spray or a stream and combines filter and anti-splash characteristics has been developed by the Faucet Queen Company. Known as the Faucet Queen, this adapter features a small lever which controls the water flow so that if a round and solid stream is desired it may be attained without removing the adapter from the faucet. Spray member is 2 1/4 inches in diameter. Ease of demonstration and low price enable salesmen and demonstrators to work it profitably.

**Smoker's Robot** A new model of the Harem Pipe is the Smoker's Robot, recently brought out by Smoker's Robot Corporation. As in the

case of the Harem Pipe, the smoker can now smoke a cigaret in complete comfort and with the utmost convenience while reading, taking a bath, lying in bed, etc. Made of black bakelite, Robot has a long rubber tube thru which the smoker draws on his cigaret, which is held in an unmovable position in a holder in the bakelite tray.

**11-Tube Table Model Radio**

Radio buyers will find much interest in the 1938 11-tube table model just introduced by the Silver Manufacturing Company. It has two wave bands, including



the popular 49-meter band for foreign reception. Long-distance reception is assured by the powerful chassis. Radio also features two new developments, tone control and automatic volume control. Sets are sold with a positive money-back guarantee if the user is not 100 per cent satisfied with them. Model illustrated, the 11-tube set, is but one of 80 new models for farms and homes offered by this firm and featured in its new 1938 catalog.

Yessiree. . . . Around New York town window washers (you know, the double-sided kind, one side sponge, the other side rubber) are getting a big play again. Item lends itself to an interesting and easily understandable demonstration, in which the worker uses a dirty window pane which he cleans with miraculous speed and ease. There's no reason why it shouldn't be a clicko in a great many other spots around the country.

**DEALS** (Continued from page 64)

to the base a flame is produced. Item is clever and has flash and is being introduced to the trade on a small 50-hole card, offering two lighters and three Wahl Eversharp Pencils with a 1-cent to 25-cent take. Deal looks good, especially when the Dunhill is placed with the card and customers have a chance to see what they are getting.

A new party "pepper-upper," known as the Strip Tease Cocktail Glass, has hit the market. Glass is six inches high and beautifully decorated with the figure of a smartly dressed woman. Turn the glass around and look thru and the woman is interestingly posed in dis-habille. Item should get any party off to a flying start and looks like a hot number for a small card. Glasses, which come in six assorted designs, attractively boxed, are already being featured by several jobbers.

Advance Distributors is optimistic as to the possibilities of its Electro-Dento Toothbrush, especially so because the firm expects to add a dry shaver attachment to the three other attachments the Electro-Dento now has. They expect in time to see the Electro-Dento meet with the same public favor as the Electric Dry Shavers, which have made such a sensational record.

Al Lockyer has returned to New York from a flying trip to Chicago and is working on several new deals which may be announced soon.

Saw a timely cartoon in one of the Scripps-Howard newspapers the other day. It shows a man using a shaver with his wife and children gathered around as interested spectators. The cartoon carries this line: "I'll be glad when everybody gets used to my new electric razor." From now until Christmas an electric shaver should prove to be one of the hottest items on a board. With the tremendous consumer-demand created by extensive national advertising, there isn't a finer gift item on the market. One of the most successful shaver

deals is the one offered by Lloyd's Distributing Company on the Packard Lifetime Lektro Shaver. Company reports an ever-increasing demand for the Packard deal and is looking forward to a big season.

Some time ago a suggestion was made that salesboard operators form a national association. This suggestion is rather Utopian, yet it has some merit. Have you any ideas on this subject that you'd like to pass along? Perhaps if we all put our heads together something might be worked out. Drop us a line and let's hear what you have to say.

Deliveries on the new Globe Trotter Radio will start November 15, says Bob Himmel, of the Globe Trotter Radio Company. Shipments were delayed because many changes were being made in the construction and chassis. With these changes Bob claims the set now has a finer tone and is 50 per cent more efficient as to sensitivity and selectivity. All improvements were made inside the radio—the black globe and chromium base design again being used. Radio was one of the most popular salesboard numbers last winter, and based upon orders already received the factory expects to go over last year's business volume by 100 per cent.

**NOSEY DEMS** (Continued from page 64)

booking himself into desirable locations. Main point to remember is that the item he wants to sell must be one which really requires demonstration of the caliber which cannot be secured by hiring a \$15-a-week high-school boy. Other points are that the dem must sell enough to make a real profit for the store as well as himself; that he behave like a gentleman at all times and, as our survey reveals, that he stick to his own knitting and keep his nose out of the business of the other clerks and departments in the store.

**ROUTES** (Continued from page 39)

Dressen Circus Capers: Laurel, Miss., 10-11; Quitman 12; Waynesboro 13; Mobile, Ala., 14-15.  
Lewis, Harry K., Hollywood Varieties: Virginia City, Nev., 11; Carson City 12; Truckee, Calif., 13; Forest Hill 15; Grass Valley 16; Downieville 17-18; N. San Juan 20; Dobbins 21.  
Modern Noah's Ark: Elizabethton, Tenn., 8-10; Greenville 11-13.  
Nicholas, Francis A., Magician, & Marjiah, Mentalist: Albany, Ga., 8-13.  
Original Floating Theater: Cambridge, Md., 8-13.  
Pierce, Magician: Bellefontaine, O., 10; Sidney 11; Lima 12; Van Wert 15; Findlay 16; Tiffin 17; Fremont 18; Bucyrus 19.  
Ritton's Show: Sardis, Ga., 8-10; Hilltonia 11-13; Newington 15-17; Oliver 18-20.

**REPERTOIRE**

Baxter-Leonard Players: Crawford, Ga., 8-13.  
Billroy's Comedians, Billy W. Wain's, Jackson, Miss., 9; Vicksburg 10; Natchez 11; Brookhaven 12; Columbia 13; Laurel 15; Hattiesburg 16.  
Carter Dramatic Co.: Pogy, Mich., 8-13.  
Delray's Comedians: Reidsville, Ga., 8-13.  
Egan Harvey, Playors: Dyersburg, Tenn., 8-13.  
Princess Stock Co.: Beebe, Ark., 8-13.  
Richey, Alice, Co.: Charleston, S. C., 8-13.

**CIRCUS AND WILD WEST**

Beers-Barnes: Arlington, Ga., 11.  
Bible Bros.: Gary, Ind., 9; Batavia, Ill., 10; Janesville, Wis., 12; Winnetka, Ill., 13; Port Clinton, O., 15; Bellevue 16; Wadsworth 17; Cambridge 18; Martins Ferry 19-22.  
Hagenbeck-Wallace: Corpus Christi, Tex., 11; Folsak Bros.: Indoor: Dodge City, Kan., 8-11; Larned 12-14; Pratt 15-17.  
Ringling Bros. and Barnum & Bailey: Miami, Fla., 8-9; season ends.  
United Indoor: Washington, Ind., 9; Sullivan 10; Clinton 11; Brazil 12; Noblesville 13; Kokomo 15; Michigan City 16; Valparaiso 17; Laporte 18; South Bend 19-21.  
WPA: (Jamaica Arena) Jamaica, L. I., N. Y., 13-14.  
Wilson Bros.: Banks, Ark., 11.

**CARNIVAL**

(Routes are for current week when no dates are given. In some instances possibly malling points are listed.)

Alamo: Macon, Ga.  
Barfield's Cosmopolitan: (Fair) Buena Vista, Ga.  
Brown Family Rides: Springfield, Ga.  
Brown Novelty: (Fair) Boston, Ga.  
Eullock Am. Co.: Bamberg, S. C.; season ends.  
Carolina Am. Co.: Lane, S. C.  
Carolina Attr.: Ridgely, S. C.  
Colley, J. J.: Wapanucka, Okla.  
Crescent Am. Co.: De Funiak Springs, Fla.  
Crystal Expo.: Georgetown, S. C.  
Dixie Expo.: Hattiesburg, Miss.; Mobile, Ala., 15-20.  
Dyer's Greater: Bruce, Miss.  
Elite Expo.: Wilburton, Okla.; Pittsburgh 15-20.  
Evangeline: Nashville, Ark.  
Florida Expo.: Elenton, S. C.

**NEW SALESBOARD ITEMS**

**\$2.95** and up. Wonderful Salesboard item for Holiday Season. Everybody will want one as soon as they see it. Attracts universal attention. Beautiful white Persia Goat-skin Rugs all the rage. Individually packed in cellophane envelope, ready to hang up for display. **SEND FOR ONE TODAY.**

**\$2.95** Each. Most realistic Scottie ever produced. Appeals to everyone that sees it. Big item for Holiday Season. 16 in. high, 20 in. long, voice in body. Special Harness with each dog. Send orders while available. 25% deposit, balance O. O. D.

**PERSIA MFG. CO.**  
416 N. Sangamon St., Chicago

**LEATHER TIES**

EVERYBODY WANTS ONE. WE UNDERSELL ALL OTHERS.

**OUR PRICES**

1 Dozen Lots . . . . . \$2.00 per Dozen  
6 Dozen Lots . . . . . 1.75 per Dozen  
12 Dozen Lots . . . . . 1.60 per Dozen  
BOW TIES ARE \$1.00 per Dozen.

All prices are F. O. B. Salem, Mass.  
Sample Tie and Bow Tie, 35c.

**ACME LEATHER NOVELTY CO.,**  
152 Washington St., Salem, Mass.

**EXCEPTIONAL VALUES FOR XMAS**

WHILE THEY LAST!  
WALT W & WALSH 18 Size Railroad Pocket Watches, Chrome Case.  
7-Jewel, Each . . . . . \$2.25  
15-Jewel, Each . . . . . 2.75  
17-Jewel, Each . . . . . 3.25  
ELGIN or WALTHAM 7J, 12J Otagon Shape, in Doz. Lots, Each . . . . . \$2.75  
Less than Doz. Lots, Ea. \$3.50  
15J, in Dozen Lots, Ea. \$3.50  
WALT W & WALSH MEN'S WRIST WATCHES—O Size, 7-Jewel, Each. . . . . \$3.50  
ELGIN & WALTHAM—12 7/8 J0 Size, Knife Edge. Thin Metal Case, Black Enamel. . . . . \$4.00  
7 Jewel, Each . . . . . \$4.00  
Same 15 Jewel, Ea. \$6.00. Chain to match \$5c Ea.  
**SPECIAL PRICES FOR QUANTITY USERS**  
Sample 50 Extra  
25% Deposit, Balance C. O. D. Send for Catalog.

**N. SEIDMAN,**  
178 Canal Street, NEW YORK, N. Y.

**RED HOT COMIC, SPICY XMAS CARDS**

Comic Xmas Gifts, Jokes, Novelties. Cards from 2.00 per 1000 and up. Send 25c Xmas Catalogue, 48 pages Check full of Fast Sellers. NONE FREE. We refund with your first order. Or 2.00 will bring you 50 ass't. Samples of Cards, Gifts, etc. All items below are listed at Dozen Prices.

**FOR A BULL-SHOOTER** . . . . . 70  
**NO NO A 1000 TIMES** . . . . . 75  
**FOR A GENT'S NECK** . . . . . 80  
**FOR NITE WALKERS** . . . . . 85  
**FOR MILADY** . . . . . 90  
**FOR NITE WALKERS** . . . . . 95  
**Xmas, Bndtl. Story** . . . . . 70  
**Flatollfars** . . . . . 35  
**MAGNETRIX NOV. CORP.,** 136 Park Row, N. Y.

Loaded Cigars . . . . . 40  
Explo. Matches . . . . . 30  
Plugs for Cig's . . . . . 30  
Snuff . . . . . 50  
Auto Tire Bombs . . . . . 40  
Wizz Bangs, best . . . . . 85  
Snake Nut Can. . . . . 30  
Cream Jar . . . . . 1.30  
Books . . . . . 55  
Shoot'g Novelties . . . . . 80  
Rubber Gloves . . . . . 35

Send your correspondence to advertisers by mentioning The Billboard.

**Genuine -- HURST GYROSCOPES -- Genuine**

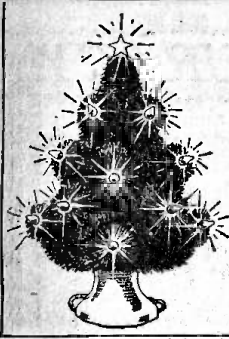
The Leader for Demonstrations for Nearly Thirty Years.

**BUY FROM YOUR JOBBER**

Direct Shipments Only for All Cash With Order. No C. O. D. Shipments.

**L. J. HURST MFG. CO.**  
J. H. CHANDLER, Owner. Indianapolis, Ind.

708 E. 16th Street., Indianapolis, Ind.



### FOR REAL CASH PROFITS

Write for Complete Details Regarding Our Set Up on the Most Novel and Unique Array of Glorified Electric Christmas Trees. Lights That Will NEVER Burn Out.

Burns Only One Small Lamp Inside of Tree, By Special Construction the Light Passes Through Solid Glass Rods, Giving the Effect of Many Miniature Electrically Lighted Lamps.

Headquarters for the Largest and Most Complete Selection of Bings, Lamps, Blankets, Luggage—China—Nesco Roasters—Radios—Housewares—Charms—Hats—Horns.

WRITE FOR CATALOG. STATE YOUR LINE OR BUSINESS.

### WISCONSIN "DE LUXE" CORP.

1900-12 No. THIRD ST. MILWAUKEE, WIS.

LOOK! JUST OFF THE PRESS. OUR 1938 GENERAL CATALOG. 180 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices... Be sure and mention your Line of Business. MIDWEST MERCHANDISE CO. 1026-28 BROADWAY, KANSAS CITY, MISSOURI.

### STANLEY BROS. SHOWS

Out all winter. Want for Estill, S. C., week of November 15, Shows, Rides and Concessions. Write or wire CURTIS L. BOCKUS, Mgr., Ridgeland, S. C., this week.

### MILLER AMUSEMENTS CAN PLACE

Stock Concessions of all kinds for MORGAN CITY, LA., ANNUAL CELEBRATION, ON THE STREETS, WEEK OF NOVEMBER 15, THROUGH SUNDAY, NOVEMBER 21. Houma, La., to follow. All Rides and Shows booked exclusive. Already sold on Bingo, Penny Pitch, Popcorn, Photos, Turkey Wheel, Rat Game and Diggers. Good opening for Ball Games, Lead Gallery. Show will be out until January 2. All wires HARRY L. SINALL, this week, Crowley, La.

### SELLING LIKE WILD FIRE

- DEAL No. 1—Dental Cream, Giant Tube, Tooth Brush, Cellophaned, Complete Deal. 10c
- DEAL No. 2—Shaving Cream, Giant Tube, Shaping Mono, Styptic Pencil, 10 Blue Steel Blades, Complete Deal. 12c
- DEAL No. 3—Shaving Cream, Lather, Giant Tube, Shaving Brush, Styptic Pencil, 10 Blue Steel Blades, Complete Deal. 17c
- DEAL No. 4—5 Blue Steel Blades, Shaving Cream, Double-Edge Razor, Styptic Pencil, Complete Deal. 11 1/2c
- DEAL No. 5—Shaving Soap, in Box, 5 Blue Steel Blades, Styptic Pencil, Pair 27-Inch Shoe Laces, Complete Deal. 4 1/2c
- SALEBOARD SPECIAL—1,000-HOLE, Cigarette, Candy, Cigar, Gasoline, Novelty or Plain Heading Boards, Big Variety, Your Choice, Each. 70c

ALKALINE SELTZER TABLETS, each tablet in cellophane envelope, 20 envelopes on display card. 20 count (25 card lots), Card \$1 1/2. 30 count (25 card lots), Card .18. 36 count (25 card lots), Card .22.

Order any amount of deals you want, from one to a thousand. . . . Just state quantity and deal number, sending 25% Deposit, Balance C. O. D.

SPECIAL FOR HOLIDAY SELLING CHRISTMAS FOLDERS, Etchings, Prints, Embossings, Beautiful Colors. Box of 10 Folders with Envelopes. 7c

CHRISTMAS FOLDERS—Greatest Value in Boxed Assortments, Each Folder with Envelope, 21 Sets to a Box. 15c

CHRISTMAS CABINETS—Big Variety of New Designs (Retail Value to 10c Each). 100 Sets, Folders and Envelopes. 75c

CHRISTMAS CABINETS—Big Value Assortment, All French Folders with Envelopes. Neatly Designed and Highly Colored. 500 Complete Sets in Cabinet. Special As always we guarantee NEVER to be UNDER SOLD. \$2.25

72-Page Salesboard Catalog and 198-Page Novelty Catalog FREE With All Orders.

UNIVERSAL WHOLESALERS 901 BROADWAY, New York, N. Y. WE SHIP FROM COAST TO COAST FOR LESS

### INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS. Showman's Insurance Man, CHARLES A. LENZ Winter Quarters: 120 E. 19th Ave., N., St. Petersburg, Fla.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

### FINAL CURTAIN

(Continued from page 34)

this season with Lewis Bros.' Circus, November 5 in Chatsworth, Ill., after a long illness.

WEBSINGER—Louis, 68, former pianist with Milwaukee theater and restaurant orchestras and a member of the American Federation of Musicians, October 29 at his home in Milwaukee. Survived by his widow.

WERNER—Col. Paul, 64, projectionist, in Alexian Bros.' Hospital, St. Louis, recently. Services from Our Lady of Sorrows Church, St. Louis, October 30 and burial in SS. Peter and Paul Cemetery, that city.

WESLEY—Sam, showman, in Augusta, Ga., October 25. Efforts are being made to locate relatives.

WILDGRUBE—Adolph, 74, musician and organizer of the former Wildgrube Band, composed of his father and six brothers, October 30 in a Sheboygan, Wis., hospital. In recent years he had been heard over WHBL on old-time fiddlers' programs. Survived by his widow, son and daughter.

WINNINGER—Mrs. John, well known in tent repertoire and stock circles and sister-in-law of Charles Winninger, known to radio audiences as Captain Henry, recently in St. Rita Hospital, Lima, O. Survived by her mother, two sisters and a brother. Burial in Wausau, Wis.

YONKER—Harry, 52, restaurant operator with the Great Superior Shows, October 28 in John Gaston Hospital, Memphis, of a cerebral hemorrhage sustained in a fall at Marianna, Ark. Survived by his widow, a brother and a sister. Burial in Memorial Cemetery, Memphis.

### Marriages

ARMSTRONG-CAREW—Jack Armstrong, nonpro, and Mary Carew, of Baltimore, former stock and rep player, in Baltimore recently.

ASHLEY-RENRAD—Charles Ashley, police reporter for Station WEEI, Boston, and Audrey Renard, Brockton, Mass., in Melrose, Mass., October 9.

BONDY-GONDOLA—Albert O. Bondy, treasurer of the Art Cinema Film Exchange, and Dorothy Gondola, New York, October 29.

CORY-WELLS—Ted Cory and May Wells, both of the West Bros.' Amusement Company, in Little Rock, Ark., October 30.

HILL-SCHEIFELE—Lew L. Hill, San Pedro, Calif., aerialist with Art Lewis Shows, and Helen Scheifele, Lynnwood, N. J., fan dancer with same outfit, at Tallahassee, Fla., November 4.

JACOBS-SIGMAN—Irving Jacobs, district manager for Grand National films in Denver and Salt Lake City, and Billie Sigman, nonpro, of Denver, in Pueblo, Colo., recently.

KIRK-RIPP—Laurence Rector Kirk, announcer for Station KEX, Portland, Ore., and Rosalia C. Ripp in Madison, Wis., October 27.

LEON-DE LEE—Ira Leon and Jeanne De Lee, free-lance radio actress in Chicago, in that city last week.

MOSLEY-HALL—Laurene Hall and James Mosley, both associated with the Ritz Theater, McGehee, Ark., recently.

SUNDBERG-HOWE—Clinton Sundberg, actor, now playing the juvenile lead in Room Service at the Biltmore Theater, Los Angeles, and Hilda Hayward Howe, New York actress, in St. James Episcopal Church, Los Angeles, recently.

### Coming Marriages

Joe Bonner, drummer, and Oleta Bell, singer, both of Hot Springs, Ark., in the near future.

Russell L. Adams, musician, and Alice G. LeCorn, nonpro, both of Boston, soon. Augustus Binona, Stamford, Conn., musician, and Elizabeth Allen, New York, singer, at Boston soon.

Clarence Arata, assistant sales manager and press representative at the Netherlands Plaza Hotel, Cincinnati, and Gretchen Haldy in Church of Our Savior, Cincinnati, November 12.

Dr. Frank G. Nolan, Hollywood physician, and Ena Gregory, actress, former wife of Director Al Rogell, in the near future.

Betty Binfield, aerialist, and Charles E. Land, high-wire performer, in Chicago soon.

### Births

A seven-pound son to Mr. and Mrs.

Carl T. Nunan in Children's Hospital, San Francisco, October 27. Father is director of promotion at Whitney Bros., Playland-at-the-Beach.

A nine-pound son to Mr. and Mrs. George Zimmerman in Cedars of Lebanon Hospital, Hollywood, October 16. Father was formerly trumpet player with Radio Ramblers. Mother is the former Mary Lou Donnell, of the Donnell Sisters.

A daughter, Joanne Catherine, to Mr. and Mrs. J. Woods recently in Toronto, Ont. Father is a vaudeville mimic. Mother is known on the stage as Edna Grice.

A seven-pound daughter to Mr. and Mrs. Harold Adamson in the Good Samaritan Hospital, Los Angeles, recently. Father is music composer at Universal.

A son to Mr. and Mrs. Floyd Wet-telund in Santa Monica, Calif., recently. Father is on engineering staff at National Broadcasting.

A son to Mr. and Mrs. Al Clauser in Des Moines October 30. Father is head of the Oklahoma Outlaws, heard over Station WHO.

A son, James Robert, to Mr. and Mrs. Frank (Rusty) Barton, of the Spau Family Show. Mother is the daughter of Byron Spau, owner of the show.

### PCSA Gives Party For Barnes Folk

LOS ANGELES, Nov. 6.—Pacific Coast Showmen's Association tendered personnel of the Barnes show a home-coming party Monday night. Clubrooms were appropriately decorated for the occasion. Manager S. L. Cronin made a short talk, telling about the season's tour. Theo Forstall responded for the Barnes troupers in a short talk, expressing appreciation of the showfolk for the honor conferred on them.

Jo Glacey was chairman of the affair.

**OH-U-DOG**

Genuine O U DOGS	Dozen	\$1.75
	Gross	\$2.00
	Mechanical Bull or Donkey Works Like Dog	Dozen, \$2.00
		Gross \$2.50
	Mechanical Tumbling Pet Rabbit, Gro.	\$21.00
	Mechanical Crawling Baby, Gro.	9.00
	Large Size Dog and Shoe, Gro.	21.00
	Full Selection Charms, Gro.	75
	Fur Jumping Dogs, Gro.	7.50
	Large Serpentine Balloons, Gro.	3.00
	Giant Workers, Each, 30c.	
	Krinkle Santa Claus in Envelopes, Gro.	3.00
	14" Original Drum Majors, Gro.	21.00
	14" Bestmade Sailor Boy, Special, Doz.	1.25
	Send \$2.00 for Samples of Best Street Items. Catalog on Request.	

HARRY KELNER & SON, INC.  
50 Bowery, New York City.  
"KNOWN FOR OUR LOW PRICES."

**Concessionaires**  
NOVELTY SUPPLY FOR  
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES,  
WHEELS, PARKS, COIN GAMES, ETC.  
Catalog with New Low Prices  
THE TIPS NOVELTY COMPANY  
TOPEKA AND CINCINNATI, OHIO

**COTTON VALLEY SHOWS**  
WANT

For all winter in Arkansas and Louisiana, small Shows, with or without outfits; Musicians and Performers for Minstrel, or will book organized company. Have complete outfit. All Concessions open! WANT Cook House, small Bingo. All Concessions booked on winter rates. Show opens Saturday, November 13, Waldo, Ark. Magnolia this week. Address  
COTTON VALLEY SHOWS.

**WANT CIRCUS ACTS**

FOR DEPARTMENT STORE CIRCUS. Performing and Care Animals. Good Dog and Pony Man, also Assistant. Write all or call, GEO. E. ROBERTS, Manager Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. Tel. SA. 6. 5596. Only 3-4 ft. Eight, Floor to Ceiling.

**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. Grind Stores. Phil Rocco or myself. J. M. WALLACE, Mgr., Rincon, Ga., this week; Savannah, next.

Florida Am. Co.: Cairo, Ga.  
Golden State: Maywood, Calif., 10-16.  
Greater U. S.: Texarkana, Ark.  
Greater United: Aransas Pass, Tex.; Kingsville 15-20.  
Gruberg's World's Expo.: (Fair) Montgomery, Ala., 9-11.  
Hames, Bill: Corpus Christi, Tex.  
Hampton, E.: Hattiesburg, Miss.  
Heth Bros.' Southern: (Fair) Camden, Ala.; (Fair) Andalusia 15-20.  
Hill, L. J.: (Fair) Eufaula, Ala.; (Fair) Talladega 15-20.  
Hilderbrand's United: Reedley, Calif., 9-13; season ends.  
Hughes Bros.: Steele, Mo.; Wardell 15-20.  
Hite, Eric E.: Greenville, S. C.; (Fair) Aiken 15-20.  
Immon: Philipp, Miss.  
Isler: Weiner, Ark.  
Jones, Johnny J., Expo.: Newberry, S. C.  
Kaus United: (Fair) Warsaw, N. C.  
Kauers United, No. 2: Charleston, S. C.  
Keystone Am. Co.: Lake Village, Ark.  
Keystone: Albany, Ga.  
Large & Lane: Sledge, Miss.  
Lawrence, Sam: (Fair) Anderson, S. C.  
Lewis, Art: Moultrie, Ga.  
Listigohr: (Fair) Clayton, Ala.  
Marks: (Fair) Greenwood, S. C.  
Marshfield Attrs.: Stanton, Tenn.  
Miller Amusements: Crowley, La.; Morgan City 15-20.  
Orange State: Lake City, Fla.; Jacksonville 15-20.  
Page, J. J., Expo.: (Fair) Elberton, Ga.  
Pan-American: Hope, Ark.  
Regal United Am. Co.: (Fair) Hearne, Tex.  
Rodgers & Poole: (Fair) Needville, Tex.  
Rogers & Powell: Rolling Fork, Miss.; Yazoo City 15-20.  
Royal American: (Fair) Beaumont, Tex.  
Sheesley Midway: (Fair) Savannah, Ga.  
Siebrand: Brawley, Calif.  
Smith's Greater Atlantic: Beaufort, S. C.  
Southern States: Cairo, Ga.  
Spencer, C. L.: Anguilla, Miss., 8-11.  
Stanley Bros.: Ridgeland, S. C.; Estill 15-20.  
State Fair: (Myrtle & Cotton) El Paso, Tex.; season ends.  
Stoneman's: Playland: Ridgeland, S. C.  
Sutton: Blytheville, Ark.  
Texas Kidd: Lampasas, Tex.; (Fair) Hamilton 15-20.  
Tidwell, T. J.: Midland, Tex.  
Tip Top: Bowman, S. C.  
Wallace Bros.: Summit, Miss.; season ends.  
Ward, John E.: Piquayune, Miss., 8-15.  
West Coast Am. Co.: (Fair) Porterville, Calif., 8-11.  
Zelger, C. F.: United: Glendale, Ariz., 9-14; (Fair) Buckeye 16-21.

### Additional Routes

(Received too late for classification)  
Arleys, The: (Food Show) Charlotte, N. C., 10-15.  
Avalons, Six: (Municipal Aud.) St. Louis 8-13.  
Clifton Comedy Co.: Tins, Mo., 8-13.  
Craig Bro. Show: Ickesburg, Pa., 8-13.  
Daniel, Magician: Ft. Madison, Ia., 10-11; Hillsboro 12; Canton, Mo., 13; St. Patrick 15.  
Gilbert Comedians: Soperton, Ga., 8-13.  
Goss' Cavalcade of Wonders: Waco, Tex., 8-13.  
Hill Show: Monroe, Ark., 9-13.  
McNally Variety Show: New Egypt, N. J., 8-13.  
Morris, Chet, Show: Oadwell, Ga., 8-13.

# Hartmann's Broadcast

SOUND amplification has become quite an important factor in the advancement of all forms of outdoor amusement. Go to any representative circus, carnival, fair, park and what not while the season is on and without fail one will find p.-a. systems in operation, some better than others.

At amusement places where these electrical and mechanical devices are small in number and far enough apart to avoid conflict of sound, things seem to have been running along pretty smoothly except for probably poor reception in some instances, but where the p.-a. systems are great in number such as on carnival and fair midways, the same cannot be



A. C. HARTMANN

said. Here one will find attractions next to each other having loudspeakers of their own, and unless there is proper timing the mixture of voices is anything but nice for good ears.

Some showmen have not been as strict as others in handling this important matter and it has resulted in a talker or announcer on one attraction trying to outdo (or should we say drown out?) those on shows next to or near by him by using all the volume possible. The situation at one fair in particular this year became so bad that the manager of the fair threatened to remove all sound equipment from his grounds if a repetition is attempted in 1938.

It behooves those carnival owners and independent show owners who have not already done so to give this matter serious thought. The public, thru the radio, is accustomed to good sound and is deserving of this on midways if patronage is expected.

Just remember sardrums were made for hearing, not to be beat on with sound.

UP TO October 29 no word had been received by Mrs. Christine G. Hutcherson, director Cobb County Department of Public Welfare, Marietta, Ga., from relatives of Sherman Hayes, formerly of the Blue Ribbon Shows, details of whose plight were given in this corner two issues ago.

Mrs. Hutcherson says the city of Marietta is now boarding Hayes with Mrs. Tom Florence on Henderson street. "Mr. Hayes is pathetic, being sick, and among strangers," she continues, "If he has any children or relatives I know they would want to have him with them. If you hear anything concerning him we would appreciate your letting us know immediately as we are so anxious to work out some happy plan for Mr. Hayes' future."

"The people in this community have treated him most kindly, altho there is no agency here to assist transients. The case was reported to this office October 21, after which time the county paid his hospital bill. The city then made arrangements to board him and the people in town outfitted him with clothes. Dr. Hagood also gave his services free.

"I hope that your article will bring some response so that Mr. Hayes' last days may be spent happily among his own people."

GEORGE H. LUX, of the Erie Lithographing and Printing Company, Erie, Pa., had the surprise of his life a few Sundays ago when he received the

"Lux Book," about which you have been told thru this column, from Col. Linard Jones, "The Little Colonel." He was given the book while Elks from various parts of Pennsylvania were holding a meeting, to which Lux had been summoned. At the close Wilbur Baird, Grand District Deputy of the BPOE of Pennsylvania, made the presentation on behalf of the governor and Elks of Florida in appreciation of his kindness to Colonel Jones.

"Words cannot express my thanks and gratitude, and it was a moment and a treasure received that will never be forgotten," writes Lux. "I consider this book my most treasured possession.

"Would it be asking too much to express my sincere thanks in your 'Broadcast' for the many kind expressions and tributes to me by Col. Linard Jones, owner of Circus G'Lux; Tracy Hager, Cordelia Jenks, Mrs. Mildred Craycroft, Dr. W. L. Ashton and J. Edwin Baker, of Harry-Anna Home; Hon. David Sholtz, governor of Florida; the various officers and members of the BPOE of Florida, the clergy, the press, judges and Kiwanis Clubs of Florida, American Legion Posts; Hon. H. G. Kump, governor of West Virginia; Hon. Martin L. Davey, governor of Ohio, and many others, and last but not least those deeply interested in amusements and circuses: A. C. Hartmann, Charles Wirth and Leonard Traube, of The Billboard; Gordon W. Lillie (Pawnee Bill), Frank W. Braden, Dexter W. Fellows, Courtney Ryley Cooper, Jess Adkins, Mr. and Mrs. Charles Sparks, R. W. Rogers, Mrs. Ernest Haag, Mr. and Mrs. Clyde Beatty, Mr. and Mrs. George Hanneford, W. L. (Bill) Montague, Frank V. Baldwin Jr., No. 1 Circus Fans, Mabel Stark, Mr. and Mrs. S. L. Cronin, Mrs. Victor (Mother) Lee, Col. Rex M. Ingham, Bert and Jeanette Wallace, Felix Adler, 'Polidor' Frankie Saluto, Victor Robbins and his band, Jack Hoxie and Dixie Starr, Marjorie Reed, Beech Nut Circus and numerous others.

"Time will not permit me to thank each individual, but it is my intention to continue my friendship with 'The Little Colonel' and whenever a circus is in the vicinity of Umattilla to try to persuade them to entertain the kiddies at Harry-Anna Home."

## BARNES HAS SLOW

(Continued from page 40)

pasturage at Simmons' ranch. The cats are in winter housing. Bert Nelson took Norma, movie lioness, to Goebel Lion Farm for the winter. Asked as to next season, he answered: "Nothing to say at this time except that plans for 1938 do not include traveling with a circus."

The Cristiana family has taken a home at El Monte for the winter; plans indoor engagements and shorts for the screen. Mr. Cronin will divide time between quarters and his San Marino home. Theo Forstall got his first look at the new home built by Peggy during his absence. Is at Wrightwood, Calif. Arriving home, Forstall was given a surprise. Found Mr. and Mrs. Ed Walsh, Mr. and Mrs. Ted Le Fors, Mr. and Mrs. Mark Kirkendall and Mr. and Mrs. Harry B. Levine awaiting his arrival.

George Tipton, after a short rest at Culver City, goes to Cleveland, O., then on hunting trip in Ontario. Mark Kirkendall replacing the demolished Nash with a new Packard and with Ruby leaving for Detroit, then Toronto, to visit Mrs. Kirkendall's sister, after which Columbus, Darbyville and Circleville, O., to visit relatives. Will return about December 20. Driving new car from Detroit. Bertie Youden left in Midland, Tex., hospital, reported as doing nicely and will be home in few days. Turner Thomassen is at usual winter business, packed candied California fruits, then will make flying trip to old home town, Magazine, Ark.

Milt and Alma Taylor are engaged for downtown department store for holiday season. Herman Walther will have winter cookhouse and Frank Chicarella will be in charge of quarters. Ralph Ritchey will be with Mrs. George Singleton at Mary's Restaurant, Baldwin Park. Frank Richards, after trip to Milwaukee, will be with a Southern Los Angeles cocktail parlor. Blackie Williamson, boss of props, will winter in Boyle Heights.

# For SPEED and ACCURACY

Lower Intrastate Rate in All But a Few States  
TELEGRAMS \* CABLEGRAMS \* RADIOGRAMS, ERRAND SERVICE \* MONEY ORDERS

## USE Postal Telegraph

Phone your telegrams. They will be charged on your bill.

# WANTED-WANTED-WANTED

PROMOTERS -- TELEPHONE MEN -- ADVERTISING SOLICITORS

All Winter's Work—Best Auspices

Largest Indoor Circus on Tour, Opening MANSFIELD, O.—NOVEMBER 22  
The following wire or write at once: Jack Fenton, Dick Scataday, Micky Blue, G. O. Dupis, George Chappin, Herman Q. Smith, A. W. (Pat) Hanlon, General Agent.

NICK CARTER and ELDRIDGE RUMBLEY, MANAGERS.

# CARTER - RUMBLEY - CIRCUS

# FOR SALE CAN BE SEEN AT EL PASO

1 Lindy Loop, good condition. 1 Beautiful Merry-Go-Round with mixed Animals. No. 5 Ferris Wheel. White Enamel Seats. 2 25 K. V. A. Transformers. Above Rides are mechanically perfect and good condition. Stored El Paso, Tex. Address MEL H. VAUGHT, Box 1108, El Paso, Tex.

# ALL ACTS ATTENTION

WRITE OR WIRE



# WANTED

STANDARD OUTDOOR ACTS  
For Our 1938 Circuit of Fairs.  
Also Want Reliable Salesmen.

529 1/2 Commercial Street,

Waterloo, Ia.

## ACTS UNDER

(Continued from page 3)

ably played its last season with the big show.

Grund has also completed arrangements for a rodeo contingent, possibly Milt Hinkle's Texas Rangers, to appear in Berlin and other European capitals later in the season. Negotiations have been pending nearly a year, having received first attention when Hamid personally toured the Continent in December last year.

### Others to Australia, Cuba

Hamid office is working with the J. C. Williamson Circuit of Australia on cast of a new show to play that time this winter. Unit will be titled O. K. for Sound, and will consist of four or five American turns. Demnatl Arabs is only act definitely signed at present and sails from Vancouver late this month with a contract for 15 weeks' work in 17 with options on 12 additional weeks. All attractions playing the Williamson circuit will be back in the U. S. for the 1938 park and fair season.

Negotiations have been virtually completed for Lucky Teter and his Hell Drivers, sensational automobile thriller, to play key cities in Australia for the Williamson office. Teter, probably the ace Hamid attraction at fairs this year, will again be back on the American summer circuit next season.

Mr. Hamid is en route to Havana to confer with government officials concerning a forthcoming national exhibition in that city. Event, to be known as the Cuban National Industrial Fair and Exposition, is scheduled to open a six or eight-week run early in January. Tom Mix Circus, with Mix in person, is virtually set to headline the attractions set-up, it is understood. (Further details on Cuban date may be found in Fairs Department of this issue.)

## BIG SHOW

(Continued from page 3)

the actual owner of all the circuses under the Ringling-Barnum banner. The John Ringling estate now owns 33 1/3 shares of the big show and about one

half of the shares of the master corporation. It was when Sam W. Gumpertz became general manager of the R-B show that Prudence Company's mortgage was absorbed by Allied Owners, Inc.

It is said that three or more new members will be added to the board of directors of the circus, of which John Ringling was president and Gumpertz vice-president. Included among these probably will be Robert Ringling, son of Mrs. Charles Ringling; John Ringling North, executor of the John Ringling estate; J. F. Wadsworth, auditor, and Harold R. Brophy, a New York attorney representing the Ringling estate and a friend of John North. Brophy was one of the leaders in the refinancing plan.

While no statement was made as to who would personally assume the general management of the R-B show, it is believed that John North will handle such duties and that his brother, "Buddy" North, will also be with the show when it leaves Sarasota on its 1938 tour. The North brothers went to New York from Washington and are expected back here about the middle of next week.

Gumpertz, who has been general manager of the R-B show since late in 1932, expects to resign at the termination of the 1937 tour on November 9, as stated in the circus department of this issue.

### Press Staff Set for '38

MIAMI, Nov. 8.—Roland Butler announced last night that he will continue as general press representative of Ringling-Barnum Circus next season and that the publicity staff will be the same as it was this year with the exception of Eddie Johnson. Allen J. Lester, who has been with Cole Bros. Circus, succeeds Johnson as contracting press agent. Story men will be Dexter W. Fellows, Frank Braden and Sam Stratton.

Johnson resigned to handle publicity for Tim McCoy's new circus. He is now in Chicago in conference with John Powers, McCoy's manager. Johnson was a schoolmate of McCoy. They spent their early days together in Saginaw, Mich.

## Out in the Open



by  
**Roger Littleford Jr.**

NEW YORK, Nov. 6.—We received a letter this week from a party evidently interested in a promotional affair of some sort. He needs an attraction for the event and asks, "Who's this Lucky Teter I hear about? Is he considered a first-rate thriller?" I hope my correspondent is a reader of this corner



R. S. Littleford Jr.

(he says so), because here goes the answer: Lucky Teter is the young man who does just about everything with an automobile but commit suicide. He's the chief of that group of dare-devils traveling thru the nation recently under the billing "Hell Drivers."

You have seen him in newsreels and film short subjects, heard him on the radio and you've read awe-inspiring accounts of his feats in magazines. He's the fellow who has been responsible for more turnover days at fairs and special events than any other thrill attraction in the business.

Within the space of a few short years Lucky Teter and Hell Drivers have just about achieved the pinnacle of success



LUCKY TETER

in their profession. The former Noblesville, Ind., auto test driver has been recipient of more national exploitation and publicity, via all media, than probably any outdoor attraction in years. He's the "Jumbo" of the 20th century—he's recognized by the show world for his ingenious ability to blend thrill-dispensing and showmanship, and his business tactics have invariably been beyond reproach. Teter travels more miles, plays more dates and makes more friends than any similar attraction operating today.

He is booked in the main by the George A. Hamid office of New York and this week Mr. Hamid revealed some startling statistics concerning his "ace" thriller. . . . From April to early November, 1937, the unit played to more than 1,000,000 paid admissions, appeared in approximately 50 different towns and cities and played more repeat dates than any other Hamid-booked show. . . . Contrary to the general opinion concerning sensation units, return engagements not only resulted in added take but even doubled gross of previous appearances in the majority of cases. . . . More than half of spots he played in '37, some two or even three times, have already entered applications and reservations for engagements next season.

The show hasn't blown a day in three years with the exception of a mid-week performance at Norfolk, Va., this year. (The crew appeared the following Saturday, nevertheless, and pulled 2,500 admissions, largest crowd of the Norfolk Fair run, owing to a virtual week wash-out.) . . . Unit received such effective

advance exploitation that crowds were lured past the 'stiles even during storms, and Hamid described the Teter type of attraction as "the best rain and business insurance possible." . . . Company is not a large one, consisting of between 16 and 20 men besides Teter. . . . The season opened with a three-day date in Boston Garden, played two three-day dates and three four-day dates in 16 States and the province of Ontario. Approximately 70 performances were given before the season folded a few days ago.

So widespread has been publicity that Hamid admitted foreign nations are interested in the attraction and negotiations are under way for the unit to play before foreign spectators ere the season opens in the U. S. next spring. J. C. Williamson, Ltd., Australian booking office, probably has the inside track for Teter and his Dare-Devs have just finished a "vigorous" season, to say the least, and need a rest and time to rebuild show for next season.

### He's Had Help

But the sensational success of Lucky Teter can by no means be laid to Teter alone. J. H. (Harrell) Powell, business manager and general rep for the Noblesville ace, has been largely responsible for that first-appearance publicity and exploitation. Aided by Pat Purcell, who used to sell Ralph Hankinson's racers to the public, Powell conducted what was probably one of the most comprehensive exploitation campaigns outdoor-show business has ever seen. Exploitation for an individual attraction, anyway. He hails from Atlanta, has had years of public relations experience and radio work, and caught on to the traveling outdoor idea with no trouble at all. Like Teter, he has the highest of business ethics, wisely refrains from "over-selling" his attraction, but never fails to capitalize on a publicity opportunity. Together, Teter and Powell, with Purcell and the boys in the unit, have made history throuth the East and South the season past. Yes, the attraction is a "thriller."

## Los Angeles

LOS ANGELES, Nov. 6.—A few carnivals are in suburban Los Angeles. Crafts Shows closed a fair week at Lynnwood and opened Monday at San Pedro, Calif. Orville N. Crafts, owner, and Roy E. Ludington, manager, leave November 20 for trip to Honolulu, to be gone three weeks. Ben H. Martin Shows are at Santa Barbara and San Pedro streets. Golden State Shows are at Inglewood this week. Will Wright, manager, stated the opening was fair. Twentieth Century Shows closed week at Monterey and opened in Blythe, Calif. C. H. Steffen Shows are playing outlying spots. Cool nights have affected outdoor amusements. Business at the beaches reported as about the usual for this time of the year.

Ross Davis reports week-end business good at Griffith and Lincoln City parks, both city owned. Frank Curran, West Coast showman, after an absence of nine years, is back in town. He came direct from Shanghai and gives a graphic description of the conditions in that city. Frank operated in India and Straits Settlement. He had a night club in New Zealand and Australia. He also brought news of Barney Tully, whom he met in Honolulu. Barney is vacationing there after tour of Australia. Harry McCullough is at the RKO studios as a stock actor. Many local showmen are working in Wallace Beery's *Bad Man From Brimstone* picture. Frank Mattison, unit production manager at Warner Brothers, reports that studio plans to produce a picture of outdoor show life. Anna-John Budd, with Hal Compton, in town for a visit. Ray Hummel writes of doing fine in Southwest spots; just got two De Luxe trailers to transport the troupe. Ed Smithson and Joe de Mouchelle are working on the Pacific Coast Showmen's 1937 year book and program, with Joe Krug as chairman. Sammy Coomas is back in town after season with the Ben H. Martin Shows.

Bob Lee will be the emcee for the world's championship roller-skating derby that opens at the Pan-Pacific Auditorium November 20. Thomas J. Hughes was in town but left immediately for the North. Frances O'Connor, wonderful armless lady, under direction of Joe Glacey, will appear under Parent-Teacher auspices for orthopedic patients

## Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Nov. 6.—Monday night's meeting attracted a record crowd. There were 114 members present. Dr. Ralph E. Smith, first vice-president, presided. He invited Past Presidents S. L. Cronin and Theo Forstall to the rostrum and their acceptance was the occasion for a big round of applause. Cronin briefly acknowledged the courtesy that had been shown them in designated the meeting as a homecoming party in their honor.

Usual business was handled in quick order. The reading of the financial statement indicated that the club's finances are in a flourishing condition.

Communications: Walton de Pellaton came thru with a letter and inclosure for new members. Jack Bussell and family lettered an expression of thanks for flowers and services rendered them at the death of Mrs. Bussell. J. Doug Morgan, still in Texas with the tent theater, sent an inclosure and reports that he will be among the Coast defenders soon. C. F. Zeiger sent a money order for new members on the C. F. Zeiger United Shows. Johnny Kline lettered asking information about the club. William Hobday sent in his usual letter and inclosure for new members.

New members: Harry C. Rhinehart, credited to Fred Stewart and George Morgan. Claude McKinley Renner, Harry Brice and Eddie Moore, credited to Ted Le Fors and L. A. Godfrey. Harry A. Lucas, credited to C. F. Zeiger and Harry Rogers. Gordie Hutchinson, credited to H. J. Brazier and C. F. Zeiger. Joe Friday and William Dennhardt, credited to William Hobday. George Takacs, credited to C. Y. Clifford and Dr. George W. T. Boyd. Louis Adams, William Hobday, L. Clifton Kelley and Dick O'Brien, credited to Dr. George W. T. Boyd. Louis Bissinger was reinstated. Acquisition of a new radio was discussed by Ed Walsh and then the matter was turned over to the House Committee for disposition.

Ted LeFors, chairman of the 16th Annual Charity Banquet and Ball, announced that more definite plans for the affair would be forthcoming soon and that he will appoint 15 members to assist him in ticket sales and other functions. Ball has always been one of the big winter events on the West Coast. Profits accrued go to the charity fund, which has been the only means whereby sufficient money could be obtained to enable the Emergency Sick and Relief Committee to handle the many cases that come up. President Will Wright stated in a recent letter that this affair should be of interest to every member who subscribes to the principles on which the organization was built and which has enabled it to attain its present high standing in this community. Success of these events has done much to put showfolks in the enviable position they now enjoy.

President Wright reports returns to date on the Cemetery Fund books indicate a swell sum will be awarded the winners. All returns must be in by December 1.

Lunch and refreshments were served by Heinie Hanewinkle, Fred Shafer, Jack Bigelow, Harry Wooding and Chet Bryant.

### Ladies' Auxiliary

Monday night's meeting was presided over by President Peggy Forstall. All officers were present with the exception of Second Vice-President Frances Klein. All joined in the salute to the flag.

Mother Fisher, chaplain, read a short poem composed by her and dedicated to the memory of Brother John Klein, of the PCSA, who died October 15.

Members present were Rose Keenan,

here. Doc Cunningham was emcee for Robinson's (department store) annual winter show. Feature attractions included Charley Post's Clown Band, the Pina Troupe, Bill Dietrich's poodles, Irene McAfee, Toy Mack's dog act; Fay Walcott, Bill Kling and Harry Smith, clowns, and Jack McAfee, producing clown.

M. Lee Barnes has remodeled and opened his Sonoma Cafe since closing with Foley & Burk Shows.

Charles Hugo and Felix Bley left for Mexico City with the Carsten Magician Troupe.

Vera Downie, Alfreda Avalon, Cherie Jondro, Mario Le Fors, Inez Walsh, Florence Appel, Etta Hayden, Topsy Gooding, Pearl Runkle, Stella Lynton, Margaret Welch, Ruby Kirkendall, Peggy Forstall, Babe Miller Opal Manley, Blossom Robinson, Norma Burke, Mrs. A. Jones, Ethel Krug, Mildred Winslow, Ada May Moore, Estelle Hanscom, Violet Sucher, Minnie Fisher, Tillie Palmatrix, Nettie Ziv, Pearl Jones, Ethel Miller, Marie Morris, Jennie Rawlings, Rely Castle, Victoria Greatex, Nina Rogers and Mora Bagly.

Sisters Cherie Jondro and Estelle Hanscom, who were ill for some time, were welcomed back.

Sister Mario Le Fors, just off the road, brought several new memberships, a large sack of money for the Auxiliary, and presented the club with a beautiful silk American flag. Sisters Nina Rogers and Mildred Winslow, looking prosperous and happy, also checked in.

Flowers and best wishes for a quick recovery were sent to Sister Rose Clark, who is ill. Grocery award was won by Opal Manley, while the Bank award went to Victoria Greatex.

Plans for the winter activities were discussed and first on the program was the Tacky Party, November 24.

A fine lunch was served and the club signed off. INEZ WALSH.

## Election and Rain Hurt Boston Rodeo

BOSTON, Nov. 6.—Stymied by multiple setbacks, the seventh annual Boston Garden World Championship Rodeo wound up an 11-day engagement to-night about 20 per cent under the 1936 figure, according to unofficial reports. The 15 performances tallied 80,854 people, with an estimated take of \$95,000. According to last year's figures, some 120,000 people paid about \$118,000 for the 10-day 13-performance engagement.

Hub majority election seemed to be the most prominent factor in crimping attendance, altho rain on opening night, October 27; the following Friday and Saturday and election night knifed the box office. Publicity and promotion, however, was way ahead of 1936, and both paid and free radio time was doubled.

Everett Colburn, managing director, was not disheartened by the outcome, stating that "there have been lean years before." Les Stout, Garden publicity chief, laid the shortage of customers to general business conditions, citing the lack of business being done by the New York Horse Show. He added that the 35th annual Boston Auto Show, which ran neck and neck with the rodeo, had no effect on attendance.

Event marked the Garden's first attempt at sponsoring the rodeo, which heretofore came in under the Col. William T. Johnson banner.

## R-B No. 2 Car Closes; Scattering of Crew

MIAMI, Fla., Nov. 6.—No. 2 car of Ringling-Barnum Circus, under management of W. C. St. Clair, closed here November 2. Personnel remained practically the same during season. Three changes were made on account of illness. The men presented St. Clair with a beautiful Gladstone bag, with gold monogram.

Crew departed as follows: St. Clair, Chicago; Mark Wisehart, boss billposter, Indianapolis; Tommy Connor, Philadelphia; Bobby Johnston, Decatur, Ala.; Paul Henry Riley, Manchester, N. H.; Paul Hale, Monroe, Mich.; E. H. Rich remained in Miami; James Jude, James Kennedy, Thomas Colligan, James Derby, New York; Jess Shallcross, Washington; Dick Connors, Atlantic City; J. C. Rosenheim, Cleveland; C. H. Berg, Milwaukee; Fred Guhlman, Miami, temporarily; Tommy Clements, Okmulgee, Okla.; Percy Kingman and Eddie Jackson, steward, Macon, Ga.; Roy Hiatt, Mt. Airy, N. C.

ALBANY, Ga., Nov. 6.—Samuel Burdord, general representative of the Sam Lawrence Shows, was here recently and contracted for the shows to appear here week of November 15, auspices of the Flying Club.

## Off My Chest

Scheduled for this issue, failed to get in because of lack of space. Sorry.



# Notes From the Crossroads

By NAT GREEN

A VISITOR from the East brings an interesting story about John T. Benson, proprietor of the Benson animal farm at Nashua, N. H. The farm, where probably the most varied animal and bird collection in America is quartered, entertains tens of thousands of visitors annually. Some time ago Benson imported a dozen or so cobras from India. They were, of course, a great attraction.



NAT GREEN

One day a woman visiting the farm saw a snake wriggling thru the grass and immediately jumped to the conclusion that one of the cobras had escaped. Excitedly, she hurried to Benson and told him of seeing the snake. Benson knew that none of the cobras could possibly escape from their inclosure. But fearing that the frightened woman would spread the report and possibly frighten visitors away he immediately had all the cobras, some \$1,200 worth, killed. A wise move, even tho an expensive one, and it demonstrated Benson's keen knowledge of human psychology.

A circus touch will be given the annual Hobby Show which is being held this week at the Stevens Hotel, Chicago. Charles Bernard, veteran circus man, of Savannah, Ga., has an extensive exhibit of circus history mementos, including many old-time photographs, at the show.

Chicago has been the mecca for circus folk during the past week. And most of them have shown up at the daily sessions of the Atwell Luncheon Club. Clyde and Harriett Beatty were in town long enough to do some shopping before leaving for Corpus Christi, Tex., to enjoy some fishing before going on to New York, where Clyde has to attend to some details in connection with a forthcoming book and a series of magazine articles. Harry Bert came in from Phoenix, Ariz., and immediately signed with R. J. Sipchen's Black Forest International Ice Revue, with which he will tour during the winter. C. W. Finney, general agent, will handle the advance of the Sipchen show. Ken Maynard came in long enough to catch the closing performance of the Stadium rodeo. Mickey McDonaid, in from Detroit, stopped off on his way to Tulsa, Okla., for his 11th season at a department store in that city. Able Tavlin is here with the Del Rio living dolls, opening soon for a six-week stay at a State street department store. Other circus folk in Chicago were Mr. and Mrs. Arnold Maley; Mr. and Mrs. Homer Hobson; on their way to join a winter circus unit; Mr. and Mrs. Nick Carter, Floyd King, Harry Lewiston, R. M. Harvey, Raymond B. Dean and Jack Price.

Charles and Richard Miller, well-known ride operators, and their wives are leaving for a trip to Paris, Belgium and Germany. The Millers, who are active in the Showmen's League, will miss the big doings in December. "By the time the Christmas Special comes out I'll be drinking German beer in Hamburg," said Charles. Ethel Robinson and Camille La Villa, who have been with Barnes-Carruthers for two seasons, are now with Ernie Young. Friends of Irving K. Pond, circus fan, artist and author, will be glad to know he has recovered from a recent illness. E. W. (Deak) Williams, Man-

chester (Ia.) Fair secretary and showman, is back home after a siege of illness in an Iowa City hospital and has fully recovered his sight.

Mabel Stark, noted tiger trainer, and Margaret Thompson, widely known chimp trainer at the Benson animal farm, stopped off in Chicago on their way to the West Coast. Miss Thompson will return east before the holidays. Miss Stark will remain on the West Coast unless she decides to accept an offer made her to go to Calcutta to train animals for movie work. Looking better than she has for years, Miss Stark was enthusiastic over the coming season, which will see her in a role that doubtless will make first-page stories.



## Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, Mo., Nov. 6.—The club-rooms have been redecorated and new furniture added for winter meetings, which will be held over Friday night.

Members have been very active during the summer months and many new ones have been added. Membership drive, which closes December 31, has created a great deal of interest. Harry Altschuler, treasurer of the club, is leading the race by a small margin, with Benny Hyman, of the Western States Shows, a close second. Altschuler says that he will give the man that beats him a hard race. It is not too late to send in new members and state to whose credit they should be placed. Members are sending in their dues. All those that have not received their 1938 card should send for them at once.

Art Brainerd, chairman of the monument committee, has been working hard all summer on the drive for funds for the erection of the new monument. Many of the shows have held benefits for this cause and many have made personal donations. John R. Castle, past president and "dictator" of the club, is a member on the committee with Brainerd and has worked hard to raise money for the fund. The erection of the monument will be finished soon. Unveiling and dedication will be December 26.

A great many of the members of the club have arrived from the various shows and will be here for the winter. Mr. and Mrs. J. L. Landes and Frank Delmaine are late arrivals. Some of the others in for the winter are Dan MacGuggin, H. L. Whitesell, Sam Benjamin, Bill Hutchinson, Toney Martone, Jake Vetter and Ralph Rhoades. Mr. and Mrs. George Hawk returned from Shreveport. Roy Marr, who left for Shreveport, reports that he will go south for a month's work and then return to Kansas City.

R. E. Haney visited the club recently. He was on his way to join the Johnny J. Jones Exposition and will then go south. Larry Hogan and Barney S. Gerety visited the club. P. W. Deem was a visitor and stated that he was now in his new location, East 75th street. Bertha Grubbs was a visitor for a day. Mr. and Mrs. Elmer C. Velare, of Royal American Shows, together with Frank Graham, were here for a day. They arrived from Ahlens, Kan., where they buried Mr. Graham's wife. John R. Castle will spend several days here. Name of the Coates House Hotel will be changed to the Reid Hotel. T. R. Ford will be the new manager and expressed himself that all showmen are welcome and rates will remain the same.

Mr. and Mrs. Elmer C. Velare were here and presented Toney Martone a solid gold watch engraved "To our very good friend." Martone had just returned from Shreveport and brought back the following applications for memberships: George Evens, Kenneth H. Smith, Lawrence Mullins and Larry Wood.

Other members that joined recently are Harry C. Bailey, Ira Henry, Bobby Reed, Henry E. Bauer, Orine Jones, Joe Goodman, Al Carsky, Charles Horn, George H. Davis, Odus Densmore, Micky Goldberg, Frank L. Bynum, William Ray McCurdy, William C. Denke, Lester R. Schoettlin, Kenneth Blake and W. H. Newell.

The club will again serve refreshments and lunch after each meeting as in the past. Harry Duncan, who is chairman of the entertaining committee, has the promise of many a spread. Send in your dues. The banquet and ball will be held December 26.

# Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Nov. 6.—Another very interesting meeting with Vice-President Frank P. Duffield in the chair. Seated at the table with him were Treasurer A. L. Rossman, Secretary Joe Streiblich and Past President Sam J. Levy.

Membership committee report shows a total of 381 new members for the year. Treasurer Rossman reported for the Cemetery Fund drive committee showing Chairman Carl J. Sedlmayr has done yeoman service and surpassed all previous drives in total money received. Compliments for his fine work were freely expressed.

President's Party Committee is busy with arrangements and will no doubt put on a real affair. The date is Saturday, November 27.

Chairman Frank D. Shean and his committee are working hard on the memorial service. He advises that Brother Neil Webb will be here in time to add his ideas to the arrangement.

Chairman Sam J. Levy is going full speed on the banquet and ball and promises this will be the standout affair of the season.

Al Rossman is busy on the program and assures something new and novel in this line and that it will be in keeping with the silver anniversary celebration.

Chairman Fred Kressman of the finance committee suggested investment of surplus fund in government bonds. Favorable action was taken and this has been done.

Relief committee report shows Brother William Carsky added to those on the sick list. Others are Col. F. J. Owens, Robert Miller and George North.

Nat Green, of the press committee, is making extensive plans for banquet and ball publicity.

Cemetery committee made arrangements to move the elephant markers to the new confines of Showmen's Rest.

The Billboard and the O. Henry Tent & Awning Company have sent in the first remittances for banquet and ball tickets. New applications presented and elected to membership were Sam Steffin, Jack Perry, Dr. Stack Hubbard and Dr. Ralph Garfield Hull. These are credited to George Hirschberg, Fitzle Brown, Rubin Gruberg and Hennies Bros.' Shows.

Welcome guests of the evening were Walter K. Sibley, John O'Shea, Joe Pavese, Izzy Cervone, Rube Liebman, Dave Picard and Harry Lewiston.

Presiding officer Frank P. Duffield gave a wonderful word picture of the Cemetery Fund Benefit staged by Brother Carl J. Sedlmayr, of the Royal American Shows, with the very able assistance of Brother M. H. Barnes, who furnished the show for the occasion.

Brother George W. Johnson was elected to fill the vacancy on the board of governors, this being caused thru the resignation of Brother S. T. Jessop.

Welcome letter from Brother Max Linderman, of the World of Mirths Shows, inclosing check for \$999.99 as the show's donation to the Cemetery Fund. That of the O. C. Buck Exposition is for \$123.25; Dee Lang Shows, \$50; Charles Miller Amusements, \$50. Others responding were Richard Miller, Ben Levine, A. A. Craig, Samuel G. Hopkins, Dennis Curtis and F. E. Gooding.

Dues received from Frank M. Knight, H. F. Thode, John O'Shea, Ben Blakely, David Bloom, Lee A. Sullivan, Homer Davis, William J. Gouterout, Max Brantman, J. W. Galligan, Harry Fink, John Baillie, Waldon Sallust, Harry Mazey, Dennis Curtis, Maurice Schinkel, Robert Edwards, Jake Shapiro, Louis Torti, W. H. DeVoyne, Fred H. Kressman, Frank P. Duffield, Richard Miller and Izzy Cervone.

Brother Lou Leonard came in from Hot Springs to attend the burial of his sister, who passed away during the week. Brother Louis J. Berger and Mrs. Berger are in town for a visit. Joe Archer has been missing from the past few meetings, business being the cause.

Looks like there will be a SLA meeting at Hot Springs, Ark. Those there are President J. C. McCaffery, Joe Rogers, Lew Dufour, M. J. Doolan, Edw. A. Hock, Lou Leonard and Sam J. Levy will join them in the next few days. Max Goodman and Sam Solomon are added to the colony as late arrivals.

### Ladies' Auxiliary

President Frances Keller presided at one of the most interesting and best attended

THERE ARE "SCORES" of REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

It is more noble to give than to receive. When you give in your dues to the Showmen's League of America, you are discharging a noble duty—to yourself as well as your brother outdoor showmen. So write today for a membership application.

## FOR SALE COMPLETE WAX SHOW

Finest Wax Show on road—10 figures life size fully dressed, all late gangsters. Built new this spring. Complete reader boards, lobby display and panels, shipping cases. Cost over \$2,000, sacrifice \$1,000. Tangley Calloway, engine, blower complete, perfect condition, \$250; Allan Herschell de Luxe Kiddie Auto Ride, brand new, top as new, \$700. No trade or deals. L. C. McHENRY, ORSCENT AMUSEMENT CO., DeFuniak Springs, Fla., until November 14; after that 408 West 6th, Gastonia, N. C.

## 6-PIECE BRASS BAND AT LIBERTY

Wire by Western Union, Cairo, Ga. WALTER LANGFORD.

### WANTED

FRANKS MODEL SHOWS. Shows with own transportation. Kiddie Rides, Girls for Girl Show, Corn Game, Sit-Down Cook House, Concessions, Ride Hop for Merry-Go-Round, Ferris Wheel, Chairplane. All winter's work. Waynesboro, Ga., this week; Vidalia, next. Ride Help wire to F. FRANCIS FRANK, all others wire to W. E. "BILL" FRANKS.

WANTED—COMMUNITY CIRCUS, NEW CASTLE, IND., November 23 to December 4, 1937. CIRCUS ACTS that can work under 12-ft. ceiling. PRODUCING CLOWN, Bobby Bumps wire. CONCESSIONS, all kinds. Legitimate Merchandise Wheels, Grab, Popcorn, Flies, Apples, Fish Pond, Photos, etc. Kid Showmen wire. PHONE and BANNER Men. General Agent that can book real business. Reply to F. J. MORRISON, 1433 1/2 East Broad Street, New Castle, Ind.

## WANT DOG AND PONY MAN

ALSO ASSISTANT.

GEO. E. ROBERTS, Mgr., Pemaheaska's Studio, 515 West Erie Avenue, Philadelphia, Pa.

## INDOOR CARNIVAL

Twelve Weeks Money Spots, Starting November 8. WANT Stage and Ground Acts, Concessions of all kinds, Promoter. Address B. H. NYE, VIDALIA, GA.

## ORIENTAL DANCERS WANTED

To join our wire. Springhill, Wednesday; Mansfield, Thursday; Goshaska, Friday; Colfax, Saturday; all Louisiana.

## HAAG BROS. CIRCUS

meetings of the year. With her at the table was a full slate of officers. Mrs. Bob Brumleve will be hostess at next Thursday's social.

Membership committee is well pleased with the number of new applications received.

Some of the ladies called to visit our good friend Harry Coddington, who is a loyal supporter of the auxiliary.

The ladies were given a pleasant surprise by the attendance of Mrs. Frank D. Shean, Alice Chadell and Mrs. Ben Levine, who have not been at the meetings for some time.

Welcome reports state that Edith Mulvie and Peg Willin Humphrey are on the road to recovery.

Mrs. William Carsky, Mrs. Robert Miller and Mrs. Maude Geller are busy making prizes which will be disposed of during convention week. Proceeds will be placed in the treasury of the auxiliary.

After the meeting the ladies had sandwiches and cake donated by President Frances Keller and Rose Page.

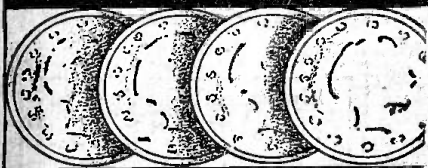
Attention is called to dues. If they have not been sent in please mail them at once. The secretary will welcome letters from all members.

## WANTED CIRCUS ACTS, POLICE INDOOR CIRCUS

STARTING NOVEMBER 22, ONE WEEK.

Also Bingo, Novelties, Grab Joint, Wire, stating lowest salary expected. POLICE INDOOR CIRCUS HEADQUARTERS, Rankin Hotel, Columbus, Ga.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers.*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## STRONG APPEALS

Three of the strongest possible appeals have been made within recent weeks by prominent men for protection of the freedom of the press against abuse within its own house. It will be a service to the press and to the principle of American freedom to record these appeals together for future reference.



WALTER W. HURD

One of these appeals is recorded in *Editor & Publisher*, October 30, 1937. It is the story of what the trade paper for the newspaper business calls a "feud" between Mayor F. H. La Guardia of New York and *The New York Sun*. It relates that La Guardia in a recent press interview objected to the presence of a *Sun* reporter, threatened to kick him, etc. *Editor & Publisher* prints the story

with blanks at certain places, indicating that the militant head of America's largest city used very strong language in expressing his feelings.

America is well acquainted with the brilliant rise of Mayor La Guardia from poor circumstances to the place he occupies in the political world today. Those who do not like his militant aggressiveness or his use of strong language at times need to reflect on the odds against the man from the beginning. It is one thing to rise to a position of leadership when circumstances are favorable, but an entirely different matter to have to fight every step of the way against frightful odds.

So the little episode of a "feud" between a popular leader and a modern newspaper is filled with significant reflections on the privileges and duties of a free press today. The item in *The Editor & Publisher* states significantly that "The *Sun* has opposed La Guardia politically since he was in Congress."

Here we have some serious facts to ponder. Here is an example of gross abuse of freedom of the press by newspapers in its worst form. Here is the case of a big newspaper hounding a public man year in and year out, and the only apparent reason is that the publishers of the newspaper do not happen to like the man La Guardia. Here is the case of a newspaper supported by the people devoting effort and money to hounding by all the means which a "free press" allow a leader whom the people support.

Examples like *The Sun* can be multiplied over and over again. Publishers who are following such tactics had better take stock of the fact that "we, the people" are compelled to support such papers directly and indirectly by the "advertising tax" hidden in much of everything that we buy in the stores. If we have to pay such a high price to support newspapers, a free press demands that the papers be run for public education and information and not to serve the whims of the publishers. Such publishers had better take stock of the fact that there is seething resentment in a large mass of the people against newspapers in general and that these people are waiting for some militant, aggressive leader to demand a fair, constructive and non-partisan press in America.

Within recent weeks another appeal was made by President Roosevelt in his fireside chat. The President mentioned

radio and motion pictures as great mediums of public information and education and significantly omitted the newspapers. The story of why the President would omit newspapers so deliberately is well known to the mass of voters. It is the long story of years of destructive criticism, representing the selfishness of publishers and without due consideration of the consuming public which buys the goods advertised in the newspapers.

The mass of voters have latent but rather strong feelings on these matters, and those feelings can be fanned into action thru aggressive leadership. All publishers interested in protecting the freedom of the press need to consider the unfairness of a partisan press or any continuous and destructive policy of criticism against public officials, defenseless minorities, etc. The consuming public is compelled to support the modern newspaper whether it likes the policy of the paper or not. The public must buy goods, much of which is advertised in the newspapers, and the advertising cost is deftly tucked on the price card of the merchandise. When the public begins to rebel against the partisan, destructive attitude of newspapers and magazines the whole structure of advertising and of editorial freedom will be threatened. The privilege of criticism is being so grossly abused by the majority of papers today that the entire publishing business is piling up ill will against the day of reckoning.

Publishers and writers generally need to remember that there is a vast difference between constructive criticism and a continuous policy of destructive criticism based on partisan and selfish motives.

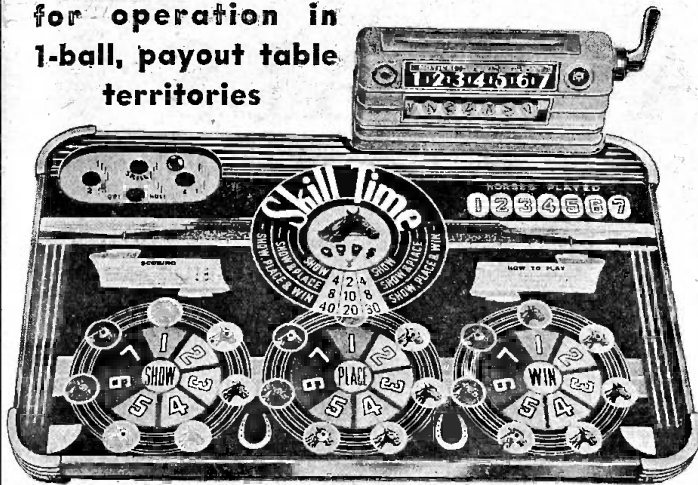
A third and unusual appeal for the freedom of the press was expressed by John D. Biggers, head of Libbey-Owens, Ford and now directing the national census of unemployment. Roosevelt and La Guardia are in political life and therefore subject to public criticism. But Mr. Biggers is a business man. In undertaking so stupendous a job Mr. Biggers pointed out that newspapers are already on record as not believing voluntary registration will work. Fearing that newspapers might upset his complete program by a concerted wave of destructive criticism, Mr. Biggers felt compelled to ask the press to refrain from adverse criticism and give the census a chance to work. Here is a business leader who recognizes that the habitual, adverse and partisan opposition of the press is an expensive and increasingly injurious fact in the nation today.

The coin-operated machine industry is vitally interested in a fair and non-partisan press. It is a new industry striving to overcome its internal evils and to be recognized for its commercial importance in the world of business and industry. Only a few newspapers, like *The New York Times*, *The Philadelphia Record* and a few others, have shown an understanding of the industry's problems and have given encouragement to the progressive elements of the industry.

Most of the attacks on amusement games are known to be for partisan and political purposes or to secure sensational headlines for profit. Such attacks do not contribute to eliminating rackets and in general make it more difficult for a young industry to establish itself as a reputable business. The reputable trade associations within the coin-operated machine industry seek and deserve fair consideration.

# Special Model TRACK TIME with "ball and plunger"

for operation in  
1-ball, payout table  
territories



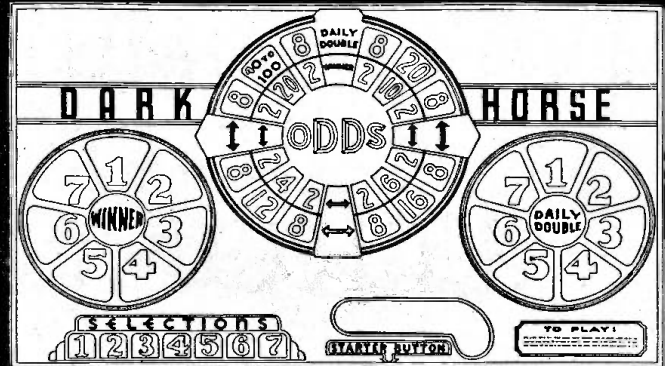
This special model Track Time, with its "skill" attachment, is being approved in payout table territories everywhere. The play principle of Track Time remains the same, except that ball must be shot into one of 3 holes on miniature playing field to start operation of game.

New model with Ball and playing field attachment, operators

**\$299.50**

With Check Separator and Checks \$314.50

**J. H. KEENEY & CO., "The House That Jack Built"**  
2001 Calumet, Chicago Coin Game Center of the World



## now "7-play selective" with added DAILY DOUBLE dial DARK HORSE

Even though the original Dark Horse is proving to be the best of all single-coin, single-play, console games, this improved model, permitting 7 selective plays through the single-coin chute, has increased the earning powers of the game by 300 and 400%. This feature, together with the added Daily Double dial, makes Dark Horse the greatest of all console games for the price.

**NO INCREASE IN PRICE \$179.50  
OVER FORMER MODEL. Op.**

Cash Payout or Check Separator. Ticket \$15 extra  
**NOW SHIPPING—Write for "actual color" circular**

**J. H. KEENEY & CO., CHICAGO**  
Better Builders of Better Games

*Isn't it true, Mr. Operator?*

—that the distributor offers the greatest "trade-in" allowances, enabling you to cash in on your unsuitable games in buying new and more profitable equipment. Ask the factories "selling direct" how much "trade-in" allowance they'll give you.

Patronize your Coin Game Distributor—he'll enable you to make and to save money on the games you buy.

### Exhibit Plans To Meet All Needs

CHICAGO, Nov. 6.—The introduction of three extras, making in effect three models of the Tanforan console, brought a hearty response from operators, according to Perc Smith, of Exhibit Supply Company. The console may now be had with mint vender, the skill control button or the ticket vender, he said. "When we first offered this console at an unusual price the demand was instant and we put our facilities to work to supply what the operators wanted.

"But it has always been our policy," Smith continued, "to cover the field as completely as possible. We do that by building a large line of machines so that an operator can come to Exhibit and find a machine for almost any need he may find in his field. In building our new console we know from experience

that operators will find locations that call for one or more of the extras that we have combined in models of Tanforan. If the demand is for a mint vender model we have it, or a ticket model and so on. Operators know by experience that being able to supply just what the location wants is often the main issue in holding a location."

Exhibit Supply Company officials were also host this week to Robert Scott and Albert Addickes, of Scott, Addickes & Company, Edinburgh, who arrived in Chicago this week on a periodic buying trip. Having sold Exhibit machines in Europe for many years, they called at the Exhibit factory soon after their arrival.

### Chi Coin's Latest Creation Named Dux

CHICAGO, Nov. 6.—Claimed by its designers to be utterly different in its appeal, Dux, Chicago Coin Machine Manufacturing Company's latest novelty game, was announced this week by Sam Wolberg and Sam Gensburg, officials of the company.

"We realized the hold duck hunting gets on every true sportsman about this time of the year," said Gensburg, "so we planned a game that would give these and other sport-loving pin-game fans the same thrill that comes from a well-aimed shot from a duck blind. "We have developed a giant backrack that we call a depth backrack. In addition to light-up totalizers and the usual originality of color scheme and illustration we have incorporated rotating ducks! These ducks start rotating upon the insertion of the coin. Only one of the ducks is visible at a time

### Leading coin game factory has legal "Free Game" type of game with supporting legal opinions and data for operators wishing to open "closed" territories.

• Operators interested in opening "closed" territories should answer this advertisement immediately in securing further particulars regarding this proposition. Advertiser will not only show method of procedure, but will also supply necessary legal data. Inquiry puts you under no obligation or expense. In writing please give full particulars as to present operating situation in your territory. Address

Box 711, The Billboard, CHICAGO

thru a clear section of the backboard panel and during the progress of the game each duck disappears at momentary intervals. There are two ducks in the backboard placed opposite each other. As one starts the downward circle the other starts upward and each appears alternately for about one-third of the arc of the circle.

"Eleven bumper springs on the playing field add single hits to the score," he went on, "each time they are contacted, but these bumper springs must be hit while a duck is visible in the backrack. If no duck is visible bumpers are dead and no hit is registered. As an added play-appeal feature a repeater

bumper spring has been incorporated on the field. While a duck is visible on the backboard the repeater bumper spring lights up. If hit while lighted a continuous number of hits are recorded on the light-up totalizer. The repeater spring need be contacted once while lighted. As long as the duck is visible the score automatically mounts."

"While Mother Nature's ducks are flocking south our Dux games are flocking in every direction of the compass," concluded Sam Wolberg. "Operators advise us that objections to operating in certain territories are being rapidly overcome due to the skill angle of the game."

**B 4 "B" SPECIALS B**

BALLY BABY	\$ 8.00
BUMPER	12.50
BOOSTER	12.50
DAVAL BASEBALL	12.50
ELECTRIC SCOREBOARD	12.50
HOLD 'EM	12.50
HOME RUN	12.50
RICOCHET	15.00
SHIPPER	17.50
SENSATION OF 1937	22.50
EAST AND WEST	30.00
MERCURY	32.50
CARNIVAL	32.50
HOME STRETCH	35.00
OUTBOARD	35.00

1/3 Deposit, Balance C. O. D.  
Send for Price List No. 250.

**B BESSER NOVELTY CO. B**  
3503 Manchester Ave., St. Louis, Mo.

# How Business Profits From Coin Machines

By GEORGE CROOK

Editor's Note: This is the second of a series of articles on the coin machine industry appearing in *The American Business* magazine. The first article was reprinted in *The Billboard* August 21. The second article appears in the September issue of *American Business* and columnists should save copies of the publication for reference. Reprinted by permission.

Originally a slot machine, a penny gum vender and a penny peanut vender practically constituted the coin-operated machine field. With the addition of a mechanically playing piano, the amusement end of the business began its development. Soon a marvelling public beheld the "Eoliano Virtuoso," a mechanically playing combination of violin and piano, and it was awarded a medal for being one of the eight outstanding inventions of the decade from 1910 to 1920.

Today the manufacturing of coin-operated machines is a large and thriving industry, employing many thousands of men and purchasing many millions of dollars' worth of raw materials. Millions of citizens patronize the automatic venders for such widely assorted commodities as chewing gum, Coca-Cola, candy, cigars and self-pposed photographs made "while you wait." Other millions drop their coins in the slot for the purpose of gambling, to make a telephone call, to try a little target practice, to learn their weight or to play a game.

Public acceptance of the machines has been universal and in many cases tinged with gratitude. The man in the street of London late at night patronizes the cigaret vender with a sigh of relief. He couldn't get a smoke at that hour if it weren't for the machine. The Iowa woman on a diet who wants to look like her favorite movie queen steps on the drug store penny scale to see how many pounds she has lost. A traveler stopping at a wayside barbecue stand accepts overwhelming odds against him for the relaxation of putting a quarter into a

slot machine in the hope of winning a rich jackpot. The many persons forced to "kill" time in railway depots find amusement in the booths where for a dime in the slot one may smile, grin or glower into a mirror and in less than five minutes receive a fully framed photograph delivered via another slot.

### Where Crowds Pass

It may be generally stated that wherever enough people pass or pause on their daily business there is room for a coin-operated machine of some sort. Anyone interested in installing some such machine in his building or place of business usually seeks an operator. A coin machine "operator" is the key to the distribution of coin-operated machines. He purchases the machines and then places them in hotels, restaurants, roadhouses, poolrooms, drug stores, etc. When a landlord, proprietor or manager expresses interest in a machine the operator visits the place of business in question. If he sees 20 employees or patrons whom he believes are prospective users of his machine he will install it free and cut the proprietor in on the profits. Thus the operator provides the investment for the machine itself, the proprietor of the establishment (or landlord or manager) provides the space, and both share in the profits.

To discover whether a machine will operate in a given location at a profit, however, the only sure method is the one of trial and error. Many elements must be considered. In the Dearborn Street Station in Chicago there is a large old-fashioned scale at the door to the restaurant. The out-moded dial tells all in the station who care to look the weight of any customer being weighed. Plenty of men use the machines before and after dining but rarely a woman. Why? Because women want the privacy of a modern, partially concealed dial. This may be speculation. The only sure way to determine the truth would be to install a new, smaller scale and watch the results.

The man contemplating the installa-

tion of coin machines should analyze his needs with reference to the space available, the type of business done in his establishment and the class of customers his business attracts. There are machines on the market for almost every problem. With care to proper placing they can be made to show a profit. They can be accommodated in space which would otherwise be wasted, such as in corners under stairs or against posts. Some even can be made to use nothing but air space by being suspended on walls.

### Amusement Devices

Amusement devices selling intangibles, such as music, games or gambling, are more lucrative than the venders of tangible merchandise, but their popularity is shorter lived. A game machine should pay for itself in a few months of operation, while a vender may take as long as a year. Greatest money maker is the regulation slot machine, the so-called "one-armed bandit." These gambling machines are illegal and subject to confiscation in many States. But where they are allowed to operate they are tremendous money makers. A country club in Rochester, N. Y., installed a battery of three of them and paid off its mortgage in one season. For every nickel, dime or quarter which emerges into the pay-off cup from seven to ten have gone into the slot above. For a \$13 "jackpot" from the nickel machine an approximate \$150 may have gone into the machine. This mechanism is subject to regulation by the operator and the percentage of profit depends only on his inclination or his conscience.

Operators who install pin games in stores, depots, etc., usually pay the property holder 50 per cent of the income. A popular game may gross from \$2 to \$15 a day. A penny gum machine installed on a 33-1-3 per cent of the gross basis may make from \$2 to \$4 a week for the store owner. The 24-hour-a-day spots, such as all-night drug stores, restaurants and depots, are the better location for obvious reasons.

A weighing machine kept all day just inside the door of a store may be moved out in front at night, properly secured, to increase its income from window shoppers. Main streets in towns and cities thruout the country exhibit thousands of these. Some of the great chains, such as Sears, Woolworth and Kresge, follow this plan in varying degrees of thoroughness.

### Professional Operators

The use of a professional operator of coin machines who installs them on location on a percentage basis is to be recommended in almost every case. His is a business entirely separate from that of the property or business owners and he is best equipped to handle it properly. After the machine is installed his job is principally one of servicing. He must make repairs and guard against tampering from the customers. There are many persons who in all other affairs will be strictly honorable but who will deem it no crime to try to cheat a machine. Their devices are multitudinous. The use of slugs is the greatest evil of the operator's business. This is his equivalent of the store-keeper's dishonest clerk and is almost ineradicable. Great protective measures have been taken with anti-slug mechanisms but none is perfect. Pounding, tipping and kicking the machine is a common abuse when results from it are not what the customer wants.

Game machines are seldom long lived in popularity and the good operator will alternate them among locations to give the maximum variety to each location. Phonographs must be kept up to date as far as the music they offer is concerned. It is the operator's problem to change the records and cater to the various tastes of each neighborhood. (Record makers are indebted to coin phonographs for the biggest boom in their history.) The operator will see that the machines selected are simply operated so as not to discourage timid users. He will take out machines which do not prove popular and stand the losses on them. Many operators will offer the store owner the same profit on cigars from a machine that he could make by selling them over the counter. The customer pays more but the leakage from theft, credit sales and handling is eliminated. A good reliable operator is as important to the store owner as any other concern with whom he deals.

Every operator needs watching and checking from time to time. He should be discouraged from making his collections in front of customers. He should be held responsible for the accuracy of his machines. Nothing will discourage business on scales so quickly as one wrong weight. Location of the machines should be given careful attention. The most logical position for a penny machine is near the door and the cashier's desk. Small coins given in change are a great stimulant for business in the machines. The penny scale should be placed so as to afford as much privacy to the customer as possible. Pin games and phonographs placed in the back of a store will encourage customers to travel past the displays of all the store's merchandise en route. Two games should be the maximum for an average-sized store.

### Merchandising Future

While considerably more than the surface has been scratched in the development of automatic merchandising, it is also certainly apparent that there are great steps yet to be taken. Kotex and Modess both found an enthusiastic new market when they were installed in coin-operated machines in washrooms. Other manufacturers have been foresighted enough to follow a similar procedure. Many more will find an eager audience awaiting their problems in the various companies manufacturing coin-operated venders. Designing engineers and merchandising experts are kept continually busy solving new problems. Manufacturers of coin machines welcome new business. Absurdities may be perpetrated such as automatic checker players, but many a real service to the public will be discovered.

A typical example of a coin-operated machine from inventor to consumer is Pacific Amusement Manufacturing Corporation's Shinette. Pacific liked the inventor's idea of automatic shoe shines for 2 cents. Gibb-Lewis Company distributor, liked Pacific's Shinette and took over exclusive sales representation. A sample machine in the office of Pinkerton's National Detective Agency was enthusiastically received by agents intent on personal neatness and they stood in line to get at the polish and whirling brushes. Production is now under way, with more machines due momentarily. "We confidently expect to revolutionize the shoe-shining habits of the nation," said Mr. Gibb, of Gibb-Lewis. "Millions of Americans polish their own shoes with the old brush and rag method. These will never change to the 10-cent-shine class of people, but they will pause to use a machine that does the work for 2 cents without the fuss and time taken by an operator."

The purpose of automatic selling is not to replace salesmen. It is to augment their efforts, or to go places they cannot reach. It need never replace the customary outlets of goods, but it will find new outlets and fulfill an important economic function. An outlet for merchandise that sells but a few cents' worth a day would not justify the services of a salesman. But an operator who can reach a hundred such fields with automatic merchandisers can service them all and make an important business of it.

## Pa. Coinmen Open Baltimore Offices

BALTIMORE, Md., Nov. 6.—Joe Eisen and Dave Margolin, who gained an enviable reputation as salesmen for automatic phonographs in the Philadelphia area, are reported to be repeating their initial success in their new offices in this city. Both men claim that they are going to give phono ops in this territory the finest service possible.

Eisen and Margolin report that they have been very much pleased with the fine manner in which they have been received by operators in this territory. "We are preparing some fine plans for the general betterment of automatic phonograph operating conditions," they stated, "and we aim to help all the ops in this area with service plans which are sure to boost their earnings."



**AMERICAN SALES CORPORATION**  
CHICAGO, ILL.  
950 WRIGHTWOOD AVE.

**OPERATORS!**

IT'S DIVIDEND time—and when you buy our profit-making games on our original Extended Credit Plan you collect big dividends in increased play from your locations. Join the hundreds of successful operators who have found our plan profitable.

WRITE FOR CREDIT!

*Lee D. Jones*

P. S.—"pin money" takes on new significance if you're using our tested games.

**SAIL ALONG WITH THE MAYFLOWER.**

<p><b>ORIGINAL CRATES.</b></p> <p>OLASCIC ..... \$59.50                  FOTO FINISH ..... 69.50                  ARLINGTON ..... 89.50                  RACING FORM ..... 89.50</p> <p><b>USED GAMES.</b></p> <p>FLASHER ..... \$99.50                  RACING FORM ..... 69.50                  FOTO FINISH ..... 49.50                  CLASSIC ..... 37.50                  PHANTOM ..... 30.00                  BEAT 'EM ..... 32.50                  PREVIEW ..... 30.00                  SPRINGTIME ..... 25.00                  WINNER ..... 27.50                  ROYAL RACE ..... 25.00                  HEAVYWEIGHT ..... 25.00                  CAROM ..... 25.00                  SPOTLITE ..... 25.00                  POLICY ..... 20.00                  LITE-A-PAIR ..... 20.00                  SWEET 21 ..... 20.00</p>	<p><b>HI DE HO ..... \$15.00</b></p> <p>FLICKER ..... 15.00                  DAILY RACE (Mys) ..... 15.00                  VELVET ..... 15.00                  PAMCO CHASE ..... 10.00                  PEERLESS (Tickets) ..... 15.00                  MCCOY ..... 12.50                  HIALEAH ..... 12.50                  LEATHERNECK ..... 12.50                  PAMCO PARLAY ..... 12.50                  TEN GRAND ..... 10.00                  BALLY DERBY ..... 12.50                  CREDIT ..... 15.00                  CHALLENGER ..... 15.00                  TYCOON ..... 10.00                  TEN STRIKE ..... 15.00                  BALLY MULTIPLE ..... 15.00                  SWEETSTAKES ..... 10.00                  CHALLENGER ..... 6.00                  DE LUXE ..... 6.00                  SUNSHINE BASEBALL ..... 6.00                  MULTIPLAY ..... 6.00</p>	<p><b>CONSOLES.</b></p> <p>TEASER ..... \$ 30.00                  DE LUXE BELL ..... 67.50                  LIBERTY BELL ..... 60.00                  TRACK ODDS ..... 190.00                  GALLOP'G DOMINO ..... 134.50                  BANG TAILS ..... 145.50                  SILVER BELL ..... 140.00                  THEY'RE OFF (New) ..... 69.50                  PACES RACES (1000 to 2000) ..... 129.50                  RAY'S TRIK (4000) ..... 110.00                  WURLITZER 618 ..... 220.00                  AUTOPHONE ..... 30.00                  DANCE MASTER ..... 67.50                  ROCKOLA RHYTHM KING ..... 175.00                  GINGERS (New) ..... 26.50                  GRAND STANDS (New) ..... 37.50                  COLUMBIAS ..... 40.50                  TARGET ..... 19.50</p>
---	---	---

Distributor for BALLY—EVANS—BUCKLEY—WURLITZER—MILLS.  
1/3 Deposit With Order, Balance C. O. D.

**MAYFLOWER NOVELTY CO., 1507 University Ave., (NEstor 7284) ST. PAUL, MINN.**

**USED EQUIPMENT FOR SALE**

<p>WURLITZER P412 Phonographs ..... \$125.00                  WURLITZER 616 Phonographs ..... 135.00                  CASHMART 610-20 Phonographs ..... 195.00                  EVANS GALLOPING DOMINOS ..... 135.00                  EVANS BANGTAILS ..... 140.00                  WESTERN'S FAST TRACK ..... 125.00                  WESTERN'S THORBERG ..... 125.00                  PAGE BANTAM VENDERS, 1c ..... 15.00                  JENNINGS DUKES, 1c ..... 12.50                  WATLING LARGE JP. MYSTERY, 1c ..... 25.00</p>	<p>WATLING LARGE JP., 5c ..... \$35.00                  WATLING ROTATORS ..... 40.00                  MILLS BLUE FRONTS, 1c ..... 35.00                  MILLS BLUE FRONTS, 5c ..... 55.00                  MILLS BLUE FRONTS, 10c ..... 67.50                  MILLS BLUE FRONTS, 25c ..... 62.50                  MILLS BLUE FRONTS, 50c ..... 75.00                  JENNINGS CHIEFS, 5c ..... 45.00                  JENNINGS CHIEFS, 10c ..... 47.50</p>
--	---

All of the above Equipment cleaned and ready for operation... One-Third Deposit and Balance C. O. D.

**A. R. KISER & CO., 127 North Brevard, Charlotte, N. C.**

## Gensburg Describes Ski Hi's Features

CHICAGO, Nov. 6.—"Before many more weeks have passed a large percentage of sport lovers will be turning their attention to skiing. Newspapers, newsreels and the Sunday rotogravures will be giving yards of publicity to ski jumping, a thrilling sport if there ever was one." That is the manner in which Dave Gensburg, Genco official, opened the discussion on Ski Hi, the new novelty game of the firm.

"The new applications of exclusive Genco features create a tremendously strong appeal in this game," he continued. "A super-size backboard in brilliant colors offers lifelike sking action. Each 10th contact of the balls on the bumper spring causes the ski jumper to soar down the slide and into space. Each contact of ball on the springs adds 100 to progressive score on the totalizer. The bumper springs are of the multi-bump cushion type and afford an unusual amount of ball and bumper action.

"Ski Hi also features a bonus skill track which when contacted motivates a set of bonus captive balls," he continued. "To earn a bonus of two free games the bonus skill track must be contacted five times and the totalizer on the light-up board must show a winning score. Ski Hi incorporates a double skill track also, which motivates a set of double captive balls. Five contacts of a played ball on the double track and a winning score on the backboard doubles the award. Further excitement is added by a combination of double and bonus skill tracks which when contacted motivate the balls in each of the captive sets.

"The entire game is filled with action and suspense from start to finish and the colorful play is further enhanced by brilliant coloring and playing field design. A further convenience," Gensburg concluded, "is the Genco award adjuster which has been placed inside the backboard and which permits an operator not only to check awards paid out but to adjust the award system to the requirements of the location."

## Derby Console Delight to Ops

MINNEAPOLIS, Nov. 6.—Hy Greenstein, head of Hy-G Games Company, this week again visited the Gottlieb plant in Chicago to make personal arrangements for delivery of more Derby Consoles. This time, however, it was to schedule delivery of the new multiple nine-coin model, for which his company has placed a large order.

Delivery on the mystery single-slot model is being made satisfactorily, reported Hy, and now an equally satisfactory arrangement has been made for the multiple model. "The beauty and class of these games give operators an entire into ritzy locations they can't otherwise get," he explained. "There's no game to take its place, so we've simply got to have them pronto. It's part of our service to see the operator's point of view and if we can help him get into those top spots that bring him the big returns we certainly do it. Derby Console is the game that puts them in the money, which is quite a consideration these days, and we see to it that they get as many as they need."

## Mich. Commission Clarifies Order

DETROIT, Nov. 6.—Regulations affecting pinball games in beer gardens were clarified by the Michigan Liquor Control Commission in a statement this week. Many comment in the city seemed more optimistic about the future of the business.

In its statement the commission said: "In the future we would like it understood that the commission will not tolerate the presence of organized gambling or of slot machines or baffle boards in which money or other considerations may be won or lost upon the premises of its licensees. It has no desire to prosecute or punish its licensees for charges of a petty nature."

The latter statement refers apparently to a rule allowing card playing and similar games on the premises.

## Baby Production

CHICAGO, Nov. 6.—The Greeks may have a word for it, but it remains for Maurice Priestley, of D. Gottlieb & Company, to have a precision method.

So besides Thanksgiving which comes on the last Thursday in November and Santa Claus who comes on December 25 there's the stork who arrives at the Priestley home with a baby girl precisely on October 27, if at all. But Maurice, who is superintendent at the Gottlieb plant, uses nothing but precision methods, results sure.

Six years ago the Priestleys placed an order with stork headquarters which ran: Model, girl; year, 1931; equipment, standard; delivery, October 27, 1931. And with precision accuracy every stipulation was complied with. Now this young lady is six years old and this year she wanted a playmate, so order No. 2 was placed: "Initial order okay. Please supply companion, 1937 style." And baby girl No. 2 arrived on October 27, 1937, precisely the customary model on precisely the customary day. What won't these engineers accomplish next?

## Monarch's Jar Deal Scoring With Ops

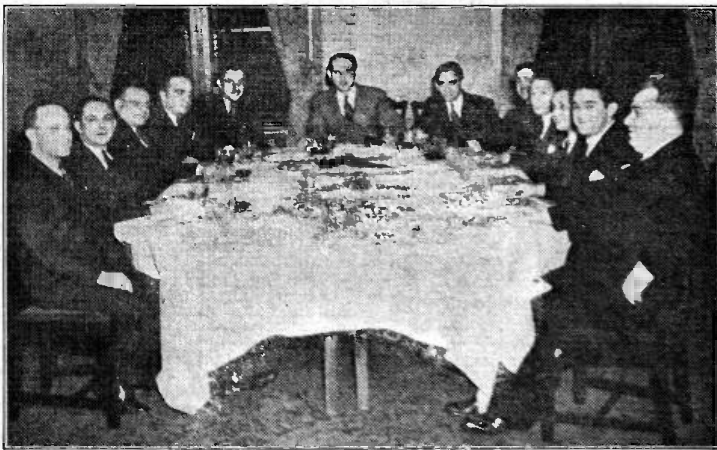
CHICAGO, Nov. 6.—Monarch Coin Machine Company reports that business has been so good on Hollywood, the jar deal which they have sponsored in a nation-wide campaign, that a new deal is being arranged as a follow-up for operators. According to Roy Bazelon, Monarch chief, the new deal is as yet unnamed, but he promises that it will be out of the ordinary in many respects.

"The enthusiasm among operators in most sections of the country for our Hollywood setup card and jar deal indicates that the popularity of such trade stimulants was never stronger than it is today," said Bazelon.

"In spite of apparent stress on the jar deal the coin machine business has occupied most of the energies of the Monarch staff," says Clay Nemeroff, Bazelon's assistant. "We are enjoying a very fine autumn business on the strength of the huge stock of both new and reconditioned games now available in our large headquarters."

## Robbins Sings 'Happy Days'

BROOKLYN, Nov. 6.—Dave Robbins, of D. Robbins & Company, Brooklyn, was caught singing *Happy Days Are Here Again* the other day. Dave claims Stoner's Races is the big reason for his jubilation. Game has taken hold in the East and the only trouble is that the demand cannot be met. "When I say that happy days are here again I mean that for the operator, jobber and manufacturer as well as myself," said Dave. "The game has done sensationally well for the operators who have been able to get some from the first few shipments."



AT A DINNER HELD IN THE EAST ROOM of the Hotel New Yorker, New York, last week, B. T. Perkins, of O. D. Jennings & Company, played host to leading New York jobbers and distributors. Reading from left to right: Dave Robbins, Charlie Aaronson, Bill Alberg, Marvin Leibowitz, Joe Fishman, B. T. Perkins, Al Schlesinger, Benjamin Haskell, George Ponsler, Hymie Seeger, of London, Burt Lane and Hymie Budin.

## New England

BOSTON, Nov. 6.—Charles Holt, of the Eastern Coin Machine Company, Bar Harbor, Me., made one of his monthly visits to the Hub Monday, this time to purchase his first installment of five music boxes from the Atlas Coin Machine Company. It is his first venture with these machines. Holt operates in Hancock and Washington counties primarily with pin games. Holt came down in his self-constructed Chevrolet truck and miniature trailer in company with Joe Moore and a friend. Trailer is one of those affairs that resembles a cowboy's horse trailer and wonderment is whq is the cowboy from Maine with the rodeo current in Boston. Holt made the 285-mile trip in seven and one-half hours, clear sailing.

Pressure of business at Dave Bond's Trimount Coin Machine Company has forced the installation of Ediphone equipment on an experimental basis to ascertain whether the heavy correspondence will be relieved.

Ben Palastrant, of Supreme Amusement Company, is becoming the bachelor around town. He took in the Boston Automobile Show with Bill Brase and the Boston Garden Rodeo. Brase enjoyed the auto show, since he's mechanically inclined, and Ben came away with the intention of buying a car, but since his rodeo visit maybe he'll buy either a broncho or steer.

Nick Russo, of Superior Amusement Company, Inc. (who wants to "grow" a pot-belly so that he'll assume the proportions of superimportance), now operating 125 Wurlitzer machines, has expanded his offices for the shelving of bulk records on a more systematic layout and to enable his route men to check more thoroly.

## Lane Indorses Genco's Ski-Hi

NEW YORK, Nov. 6.—Bert Lane, popular general sales manager of the George Ponsler Company, made a sweeping statement today after receiving test results and operators' reactions to Genco's new novelty table, Ski-Hi. As Lane put it, "I sincerely believe that Ski-Hi will top the sales of any game we have handled this year. It is the type of game that will go over because its features are new. All games claim this, but operators know that it rarely occurs. In this game, however, there is speed, sparkle, flash, interest-power. Unless my eyes and brains are playing tricks on me I expect this game will bring happy, jingling tunes back to collection boxes."

For quite some time Lane is reported to have been known as a particularly successful picker of coin hits. It is claimed that he picked such winners as Home Stretch, Auto Derby, Turf Kings, Reel Spot and Track Time long before they began chalking up collection records.

## LIQUIDATING Entire Stock

Reconditioned A1 SLOTS, PIN GAMES, "Automatic and Novelty" COUNTER GAMES, DIGGERS, PACES RACES.

Excellent Merchandise at Very Low Prices!

Write for List!

### SEEBURG PHONOGRAPHS

Reconditioned  
SELECTOPHONES \$ 49.50  
DE LUXE SELECTOPHONES 89.50  
1935 SYMPHONOLAS, 12" 124.50  
Send Cash In Full With Order.  
Prices F. O. B. Dallas.

ELECTRO-BALL CO., Inc.  
Dallas, Texas

## SPECIALS

Mills Extraordinary, 5 & 25c	\$ 47.50
Chiefs, late 5c, 10c, 25c	50.00
Paces, 5c & 10c	29.50
Paces Races (rebuilt)	89.50
Carom	39.50
Exhibit Races (7 coin play)	114.90
Ten Strikes	16.50
Sunshine Baseball	8.50
Round-Up	7.50
All-Stars	3.00
Bally Multiple	15.00
Western Policy	8.50
Fence Buster	9.00
Daily Limit	6.50
Panco Palooka (7 slots)	15.00

Safe Stands—New and Used.  
1/3 Deposit, Balance C. O. D.  
Write for List of Used Games.

## GENERAL NOVELTY COMPANY,

521 N. 16th St., Milwaukee, Wis.

## RE-CONDITIONED GAMES

3% CLASSICS	\$ 49.50
5 GOLDEN WHEELS	49.50
5 PHOTO FINISH	50.50
5 TURF CHAMPS	39.50
3 RAY'S TRACK, Sep. Serial Nos. over 3500	119.00
1 PACES RACES, Sep. CONSOLES	95.00
1 FAST TRACK	50.00
3 PAMCO BELLS	50.00

1/3 Deposit With Order.  
Will Buy Fair Grounds.

## MT. ROYAL NOVELTY, Inc.

23 W. Mt. Royal Ave., Baltimore, Md.

## SPECIAL!

20 used Skippers, perfect condition, \$15.00 each. Write for list of new and used machines at lowest prices and terms.

BASCH NOVELTY COMPANY,  
139 Franklin Ave., Scranton, Pa. Phone 3-7916.



## SALESBOARD OPERATORS FUR COATS GOING BIG

Cash in big money using genuine fur coats for step-up board deals. Latest styles, full skin garments; all popular furs. Direct from manufacturer, below wholesale prices. Write or wire for prices and descriptive folder.

CHAS. BRAND,  
208 W. 26th St., N. Y.

## FREE! 1938 WHOLESALE CATALOG



Has 250 pages of World-Wide Bargains, 4,000 exhibitor's specialties, 15 selling plans, new creations, outstanding values — at rock-bottom wholesale prices. This catalog is FREE. Send for a copy today.

SPORS CO.,  
11-37 Erie St.,  
La Center, Md.

## Russo Plans To Revive Hub Org

BOSTON, Nov. 6.—Nicholas W. Russo, president of the Superior Amusement Company, Inc., of Dorchester, is reported to be formulating plans to revive the association of music operators in this section. Russo intends to invite all operators in this area to a dinner at the Press Cafe on a suitable date and advocate to the group that an association be formed for the purpose of instigating favorable legislation. He also intends to propose that a blacklist of locations which have proved to be "lemons" be compiled and that a sliding scale of commissions be set up to eliminate chiseling tactics among members of the fraternity.

One of the first bits of legislation Russo intends to fight for in the Legislature is to allow music machines to be played on Sunday. He also will advocate abolition of interstate operation inasmuch as it is unfair to Massachusetts operators to bear the brunt of the taxes, since out-of-town ops can come into the State, reap profits and be allowed exemption from taxes.

Russo also has plans for an executive board which will hear all cases and a clearing house of locations so that every op will know where another member of the association has a machine on location. This, he believes, will eliminate attempts to take locations away from brother members of the organization.

## New Orleans

NEW ORLEANS, Nov. 6.—Reports from all sections of this and surrounding States indicate that the music patronage is decidedly on the up. Peak of the harvesting of the biggest cotton, rice and cane crops in many years finds money being well circulated. Not only do the big crops mean more money to spend but also mean happiness that results in a greater desire to enjoy pleasures, and nothing goes along better with having a good time than music itself. Dozens of the larger dance halls of the rural areas along with hundreds of other locations for phonographs are being rushed now by these pleasure seekers. There is also a sharp pickup in rentals, operators specializing in this business report, and all record people say that sales are best of year.

A letter from the friend of every music operator in this section of the country reveals that Jerry Germentis has become settled in his native Greece, has bought himself a beautiful Grecian marble

## Sheet-Music Leaders

(Week Ending November 6)

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



The first disc ever cut was found hidden away in the secret archives of the Smithsonian Institute last week. Three boxes placed with the Institute 56 years ago were opened and found to contain the original working model of the first machine ever to record the human voice on wax, together with descriptions and drawings of the invention. When put on a modern instrument the wax disc was found to contain the following message: "There are more things in heaven and earth, Horatio, than are dreamed of in our modern philosophy. I am a graphophone. My mother was a phonograph."

While on the historical note, H. E. Reeves and Robert Vincent, of New York City, revealed this week that for the past year they have been poking thru attics and cellars assembling every old-fashioned record they could lay their hands on. Most of them were hillbilly songs, played and sung by quartets and trios, others were humorous recitations. A few, however, were real gems to delight a collector's heart. They have reproductions of all the voices of Presidents since McKinley. They have discs made by William Gladstone, William Jennings Bryan and P. T. Barnum. They found one in which Leo Tolstoy, in English heavily flavored with his native Russian, tells a story. They even unearthed a disc in which "Trumpeter Lamprey" plays the bugle which sounded the charge of the Light Brigade at Balaklava on the same trumpet which had been used at Waterloo in the early part of the century. Now Reeves and Vincent report that they are after contemporary leaders.

Looks like novelty bands are still riding on the crest of a popularity wave. The Hoosier Hot-Shots, Freddie (Schnickelfritz) Fisher, the Kidoodlers and other novelty outfits of their type are as popular as ever with automatic music fans. . . . Fisher and his "world's most unsophisticated band" have been the toast of Minneapolis and St. Paul for months. They conclude their first vaude engagement at the Orpheum in Minneapolis this week and then head west for the Coast and pictures. E. T. Christman, former Decca salesman, is managing the lads. . . . The Kidoodlers are said to have the weirdest collection of toy instruments ever played outside a nursery.

There is no wonder why the record companies here in Chicago say that business is humming along at a merry clip these days. What op could muster enough sales resistance to turn down the charming, intelligent and clever salesgirls who take care of the ops' needs at the disc dispensaries? Maybe this a rave review, but so help me, "them's me sentiments."

When *My Baby Smiles at Me* and *Nobody's Got the Blues But Me* is the latest Decca disc done in the inimitable style of Freddie Fisher and his lads. Another current Decca hit here is Bing Crosby and Connie Boswell's rendition of *Basin Street Blues* and *Bob White*. . . . *Vieni, Vieni* was introduced by Victor just 14 weeks ago and is fast becoming the rage. . . . *Pop Corn Man*, by the Kidoodlers, is leading Vocalion parade. It is reported to be the first cutting of this tune, which is similar to *Peanut Vendor*. Same number scheduled to be made on Brunswick disc by Hudson and DeLange next week. . . . Don't ask me to pronounce it but the current Brunswick Polish favorite in the Windy City is *Pytala Sie Pant*.

What discs are top favorites with your patrons? Let us know. What new merchandising ideas have you evolved to make your coin boxes fill up quicker? Let us know. Just drop a line to *The Billboard*, 54 West Randolph street, Chicago, Ill., and we'll see that you get proper credit.

MAYNARD REUTER.

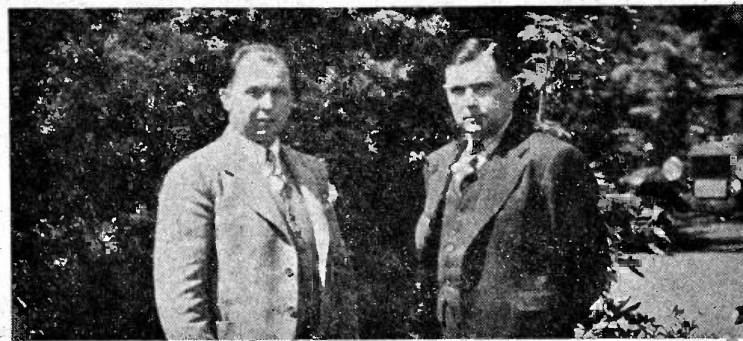
home and intends to "stay a while." He says that things are prosperous over there and that everybody seems very happy. However, there is a little let-down in Jerry's closing lines that would indicate he misses his many friends in this country and may soon pack up and come back for a prolonged visit.

Frank David, manager of record sales for Electrical Supply Company, reports the biggest October sales in several years and says that business is fully 25 per cent ahead of last month on sales of recordings. He credits phonograph operators with largely piling up his aggregate business.

Returning from one of his periodical

trips thru North Louisiana and East Texas R. H. McCormick, territory sales manager for Decca records, says that business is at its best level of the year. Mac says he found all of the North Louisiana operators doing a great fall business, especially in the oil communities of Shreveport section.

Burt Trammel, local branch manager for Electro Ball Company, left this week for a fortnight's trip thru the Mississippi Delta section and expects to bring home plenty of contracts for new phones. Trammel, one of the youngest managers in this section, believes that Seeburg's sales this year will outdo any year insofar as his territory is concerned.



IN THREE SHORT YEARS George and Albert Navichas have grown from operating a prosperous restaurant in Bristol, Conn., to operating routes on which they have over 2,000 Wurlitzer phonos.

## Engle and Specter Buy 100 Rock-Olas

CHICAGO, Nov. 6.—Truckloads of Rock-Ola phonographs have been going out of the B. D. Lazar Company's Philadelphia warehouse for the past 10 weeks—100 of them to M. Specter and Frank Engle of the Automatic Amusement Company. Exuberantly, J. D. Lazar, supervisor of the Philadelphia branch, says: "That's a good example of the bigger orders we've been handling here the past few weeks."

The Automatic Amusement Company is one of the most successful concerns in Philadelphia. It has been operating over 100 phonographs during the past year, together with a large unit of novelty games. But don't think cozy arm-chair dreaming explains the phenomenal strides made in the operating field by these boys. They've worked—right down to their "shirt sleeves"—cleverly analyzing the most strategic locations and adroitly placing their machines in the best spots. They have personally considered the problems of each location owner and co-operated in working them out in order to squeeze out the greatest volume of business. Growing in operating skill and reputation, they have been besieged with calls for their machines in other promising locations. Faced particularly with a heavy demand for phonographs this fall, they conducted a most exhaustive survey of the phonograph equipment field and as a result chose Rock-Ola-made phonographs, 100 Imperial 20s and Rhythm Master 16s.

M. Specter and Frank Engle explained that they had painstakingly kept a tabulation on the popularity of their present phonographs and were most impressed with the excellent performance of the Rock-Ola machines. They discovered, they stated, that the Rock-Ola set a standard for "eye appeal" and "coin pull." Too, and of great importance, the Rock-Ola's refinement of mechanism required less servicing and stood the test of constant usage.

In congratulating the Automatic Amusement Company on its selection, Jack Nelson, sales manager of Rock-Ola Manufacturing Corporation, said it expressed the new trend in the operating business—big orders, production smoothly geared to meet the demand, and big profits.

## Seeburg Exec Sees A Big Phono Year

CHICAGO, Nov. 6.—A high note of optimism anent the immediate future of the automatic phonograph industry was struck today by a statement from H. T. Roberts, sales manager of the J. P. Seeburg Corporation. "All signs point to the most successful year in the history of music operation," he said. "The country has been working toward such a situation for years, and the leaders in the industry have fostered among operators a leaning toward music as a dependable income-producing source.

"Economic conditions are favorable from an operating standpoint," he went on, "as has been shown by the ability and willingness of location patrons to pay for entertainment. Furthermore, from a technical standpoint, profitable operation is definitely assured by the many improvements in automatic phonographs—most of them developments of recent date, all of them in keeping with the requirements of a music-conscious public.

"In addition to these encouraging forces many operators have been forced to turn to music as a last resort due to unfortunate territorial conditions. All of them have found music properly handled the source of a highly dependable year-round income.

"It is a matter of deep pride with Seeburg officials that we have contributed more than a large share to the furthering of music operation," Roberts concluded. "Our engineers have produced a consistent line of popular and successful instruments over a period of years, culminating in today's outstanding Seeburg symphonias, Royale and Rex. Yet not content with present-day developments, we are preparing for the future in our designing studios. We know that what we will have to offer the industry in the future will be fully acceptable and far in advance of ordinary machines."

*They've Got what it Takes!*



*Royale*

**20 RECORD  
MULTI-SELECTOR**



Some call it "class"—others call it "style"—still others say "quality"... by any name it's a characteristic of consistent pleasing performance that reaps its own reward in high popularity for Leaders in the entertainment world.

Seeburg instruments, on the basis of performance arising from "quality," "class" and "style," are acknowledged the superior automatic phonographs. And, on that basis, the Royale and Rex, 20 Record Illuminated Multi-Selector Seeburg Symphonolas featuring the original Lumalite Grille, earn greater daily profits for Seeburg operators!



**J. P. SEEBURG  
CORPORATION**  
1500 DAYTON STREET  
CHICAGO



Makers of Fine Musical Instruments Since 1902

● **JAN GARBER**  
and his Orchestra Soon to open  
at the Palomar, Los Angeles  
MANAGEMENT MUSIC CORPORATION OF AMERICA

**New Detroit Firm  
Starts in Music**

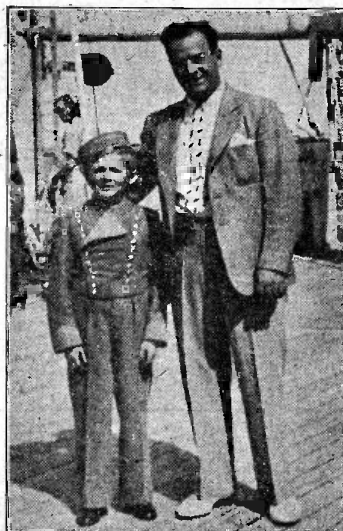
DETROIT, Nov. 6.—Detroit's newest operating organization, the Michigan Mutual Distributing Company, is specializing in music machine operation at the present time. The company plans to put out about 300 to 500 music machines, with 120 machines now on location and an order for 100 more now being placed thru Harry Graham, of the Marquette Music Company. The Michigan Mutual is specializing in phonographs and plans to add other lines of machines as well.

In a statement this week Pete Licavoli, one of the partners, said that the company is looking at present for any available distributorship of any type of ma-

chine and will evidently expand into other lines quickly, covering a wide range of activities.

Licavoli is the former owner of Pete's Specialty Company, a jobbing house operated about 10 years ago, which specialized in amusement machines.

The company has a fully equipped service department to handle any type of repairs and will extend this service up-State later. Service department is to be kept open until 12 o'clock nightly to handle late trouble calls. This department is in charge of Orval Hastings.



**SAM KRESBURG** printing one of the Bermuda ship's midget pages in preparation for the trip to Bermuda by Capitol Automatic Music Company and its guests, sailing from New York December 4.

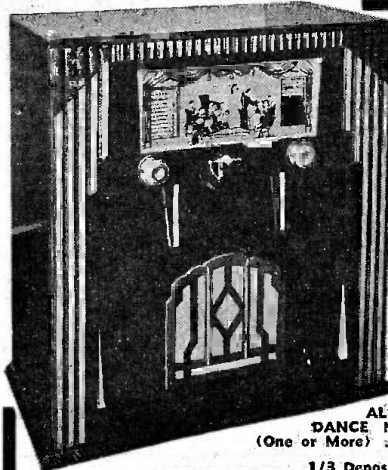
**PERMO  
POINT**



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 Phono. Double Ribbed for 1937 Models.

**PERMO PRODUCTS CORP.**  
Chicago, Ill.  
6415 Ravenswood Ave.



**24 RECORD  
SELECTIVE ENTAINER**

In Lots of 5 or More, **\$39.50**  
E. O. B.—N. Y. C.  
**SINGLE \$42.50**

Modernized Newly Refinished Cabinets. Latest Amplification. All External Hardware Chrome Plated. Changing 7-Colored Glass Panel, picturing a leading Broadway Orchestra and enticing Torch Singer.

**GUARANTEED MECHANICALLY - PERFECTLY RECONDITIONED**

ALSO—Limited number **MILLS DANCE MASTERS**, 5c-10c-25c Slots **\$42.50**  
(One or More)

1/3 Deposit, Balance C. O. D.

**AMERICAN MUSIC CO.** 420 TENTH AVE. NEW YORK, N. Y.

**WURLITZER PHONOGRAPHS**

The Best Buys Ever Offered

P30s ..... \$100.00  
P12s ..... 115.00  
P4T2s and P312s. 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

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

## Capehart Recounts N. E. Ops' Success

NORTH TONAWANDA, N. Y., Nov. 6.—The Navickas brothers up in New England are just one more example why the automatic business is the most interesting in the world, according to Wurlitzer officials. The story of the Navickas

brothers as related by Homer E. Capehart, vice-president of the Wurlitzer firm, is that three years ago George and Albert Navickas were operating a prosperous restaurant in Bristol, Conn., but were eager to find new and profitable ideas. While making the rounds they saw a Wurlitzer phonograph in one of their competitors' restaurants. Quickly they located the Wurlitzer operator and had one put in their restaurant. So impressed were they with the response their machine received that they decided that here was one swell business to get into.

"They sought out J. A. Darwin, district manager, and then came on to our factory," stated Capehart, "talked to me and then decided to go into the business operating Wurlitzer phonos. Today, from the modest beginnings three years ago, the Navickas brothers operate a total of more than 2,000 Wurlitzer phonographs. The two brothers have entirely separate operations. The only thing they have in common is an enthusiasm for the automatic music business. George Navickas has his headquarters at West Brookfield, Mass., and Albert Navickas operates in and around Bristol, Conn.

"The last time I saw Albert Navickas," Capehart concluded, "he remarked that in three short years he and his brother have built a tremendous business requiring numerous route men, service trucks and have accumulated a capital of nearly a half million dollars."



ROBERT (BOB) GRENNER, one of the largest phono operators in the East, with 1,500 machines.

## Daval Moves To New Bldg.

Company doubles its facilities to manufacture many new products

CHICAGO, Nov. 6.—The Daval Manufacturing Company and affiliates moved into the new location at 315-325 Hoyne avenue this week. Officials of the firm were busy the latter part of the week trying to get organized in the new quarters and also keep "business going as usual." The move to the new location gives the firm more than twice the floor space and facilities had at the former location and is a landmark in the expansion of the Daval firm. It is an expression of confidence also in the future of the trade and reflects credit on the industry.

The Daval firm entered upon its manufacturing career in the coin-operated field back in 1930 and has shown steady progress since. A. L. Douglas and Dave Helfenbein, as heads of the firm, are widely known in the trade as two inseparable partners who stick to tried ideals in business. The firm under their management has made a national reputation, especially in the manufacture of counter types of machines. Table games have been turned out in large quantities also in recent years.

Executive offices in the new location comply with high standards in efficiency and comfort. The affiliates include Kanel, Inc., and Acme Novelty and Manufacturing Company, which also have offices in the building. The firm is rapidly getting its production line ready to turn out the new U-Pop-it popcorn vending machine, which will be a feature product.

Douglas stated that it was already evident that the firm needed an additional floor and that such space might be taken over any day.

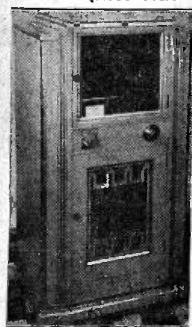
The keen eye of the editorial staff prevented a clash of heads in the Daval story last week. Pictures of A. L. Douglas and Ben Kulick were scheduled to run. But shortly before press time it was discovered that Douglas was slightly bald, while Kulick's picture had wavy black hair. It was too late for an artist to sketch a few hairs on Mr. Douglas' head, so Kulick's picture was omitted to prevent any contrast.

Bob Norman had an eye for business by renting an apartment within walking distance of the new Daval Building. He even eats his wife's cooking at noon lunch and swears it's the best in the land.

Ben Kulick says that Daval will maintain a double system of getting callers to sign on the dotted line. In the first room his sales talk is made soft with the oil used in their pop-corn machine; then prospects are ushered into the high-pressure room, where the longest time it ever takes to squeeze an order out of any customer is 15 minutes.

## GIGANTIC PHONOGRAPH SALE

(Reconditioned)



SELECTOPHONE DE LUXE

\$75.00

Selective — 10 Records.

Ultra-Modern.

- WURLITZER P-10.....\$ 65.00
  - WURLITZER P-12.....125.00
  - MILLS DANCE MASTER, DeLuxe (Multi-Selector).....115.00
  - ROCKOLA NITE CLUB.....125.00
  - SEEBURG MODEL "E".....50.00
  - SELECTOPHONE.....60.00
  - SYMPHONOLA MODEL "A".....125.00
  - SYMPHONOLA MODEL "B".....135.00
  - SYMPHONOLA MODEL "D".....155.00
- TERMS: 1/3 Deposit, Balance C. O. D. Specialty 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.

## Minn. Op Builds Biz With Letters

"To the Editor: I am inclosing a copy of the letters we are sending out to all of our phonograph locations. I am also inclosing a sample of one of the request cards with which we are furnishing our locations. We are finding out that the locations like this way of sending in their requests and, naturally, when a location takes an interest in its phonograph it takes in more money for both of us.

"Freddie (Schnickelfritz) Fisher and his orchestra move into the Orpheum Theater here in Minneapolis in the near future and we will have one of our latest model phonos in the lobby of the theater the week before and the week during his appearance. The machine will be set to play only the late recordings of this orchestra and will be running all of the time in the foyer of the theater. Naturally we will get quite a bit of publicity from this as everyone going to the theater in the next two weeks will have his attention called to one of our machines."—J. D. Leary, Automatic Sales Company, Minneapolis.

The letters to which Leary refers are printed below: "Dear Location Owner: No group of entertainers has ever enjoyed such a phenomenal and rapid rise to fame as Freddie (Schnickelfritz) Fisher and his World's Most Unsupersiticated Band. It was only a few months ago that they made their first recordings and it was largely because of your whole-hearted and enthusiastic co-operation that these boys received much of the publicity they did. The boys are making their premiere vaudeville appearance at the Orpheum Theater here in the near

future, and W. C. Sears, manager of the Orpheum, has asked me to invite you to be his guest to see the boys in their last appearance before leaving for Hollywood. We are happy to send you the inclosed ticket with Mr. Sears' compliments."

Automatic Sales not only gets location owners interested in its phonographs but also learns just what records they would like to have placed on their machines by sending them a letter, together with a self-addressed stamped card, asking the location owner to list the selections he wants. The letter is a good-will builder and should do a lot toward increasing the amount of nickels in Automatic's cash boxes each week: "Dear Location Owner: In order to co-operate with you to the fullest extent in obtaining for your customers the kind of music which they desire we would appreciate your filling out one of the inclosed postcards whenever you have any special request that you desire on your phonograph. I believe that this will simplify matters a great deal and will make it easier for you to give your customers exactly what they want."

## Gerber & Glass Buy Slot Stock

CHICAGO, Nov. 6.—Max Glass, of Gerber & Glass distributing firm, recently returned from a flying trip thru Florida and after looking over the stocks of machines offered by various firms in the State he says that he found the stock offered by Bill Frey, of Miami, to be the "cleanest" equipment available.

Accordingly, Gerber & Glass bought the entire lot, consisting of several hundred Blue Fronts, Jennings Chiefs, Watling Rolatops, Pace Bantams, etc.

Glass states that his firm is guaranteeing these machines to be perfect mechanically and to be backed by the guarantee of his firm.



WHEN RUDY VALLEE SINGS

The "SOW SONG" and "VIENI-VIENI" nickels flow like water!

Novelties make a large slice of your profits... and warp-resisting Victor and Blue Bird records keep you on top with a constant flow of the newest, hottest novelties! Keep them in your machines and keep your machines in the play!

For radio tubes it pays to go "RCA ALL THE WAY!" First in Metal—Foremost in Glass—Finest in Tone

Listen to the "Magic Key" every Sunday, 2 to 3 P. M., E. S. T., on NBC Blue Network

It Pays To Use VICTOR and BLUE BIRD RECORDS RCA Manufacturing Co., Inc., Camden, N. J. A Service of Radio Corporation of America

## Five Best Record Sellers for Week Ending Nov. 8

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B7069—"Vieni, Vieni" and "Don't Play With Fire." Rudy Vallee Connecticut Yankees.	7982—"A Foggy Day" and "I Can't Be Bothered Now." Fred Astaire with Ray Noble and Orchestra.	1462—"Can I Forget You?" and "Folks Who Live on the Hill." Bing Crosby.	25697—"The Big Dipper" and "Midnight in the Madhouse." Larry Clinton Orchestra.	3746—"If You Were Someone Else" and "After You." Swing and Sway with Sammy Kaye.
2	B7184—"The One Rose" and "Doodle-Do-Do." Art Kassel Kassels-in-the-Air.	7983—"Nice Work If You Can Get It" and "Things Are Looking Up." Fred Astaire with Ray Noble and Orchestra.	1451—"Remember Me" and "I Still Love To Kiss You Goodnight." Bing Crosby.	25689—"The Joint Is Jumpin'" and "A Hopeless Love Affair." "Fats" Waller Rhythm.	3714—"The Lady Is a Tramp" and "Getting Some Fun Out of Life." Bernie Cummins Orchestra.
3	B7231—"Jealousy" and "Dance of the Blue Danube." Vernon Ceyer on Hammond Organ.	7977—"Once in a While" and "Sweet Varsity Sue." Horace Heidt Alemife Brigadiers.	1473—"Smoke Rings" and "Always." Glen Gray Casa Loma Orchestra.	25693—"Dipsy Doodle" and "Who?" Tommy Dorsey Orchestra.	3747—"Vieni, Vieni" and "Once in a While." Bert Block and Bell Music.
4	B7226—"In the Mission by the Sea" and "When the Organ Played 'Oh Promise Me.' Rudy Vallee Connecticut Yankees.	7969—"Rosalie" and "If I Can Count on You." Jan Garber Orchestra.	1472—"Some of These Days" and "The Lady Is a Tramp." Sophie Tucker.	25699—"Object of My Affections" and "Judy." Lionel Hampton Orchestra.	3712—"Bob White" and "Just a Stone's Throw From Heaven." Mildred Bailey Orchestra.
5	B7228—"Snake Charmer" and "Dipsy Doodle." Jerry Blaine Stream Line Rhythm.	7972—"Vieni, Vieni" and "You Can't Stop Me From Dreamin'." Emey Deutsch Orchestra.	1441—"Harbor Lights" and "My Cabin of Dreams." Frances Langford.	25694—"In a Mission by the Sea" and "Getting Some Fun Out of Life." Tommy Dorsey Orchestra.	3713—"Worried Over You" and "Let 'Er Go." Fletcher Henderson Orchestra.



# MEN & MACHINES

An official notice has been mailed to the effect that the new headquarters of the Associated Operators of Los Angeles County, Inc., is now located at 1349 West Washington boulevard, Los Angeles. The notice also contains the information that the telephone number is Prospect 5912; that the organization is a member of the Los Angeles Chamber of Commerce, etc. "Curley" Robinson is secretary.

Ben Levin and Mrs. Levin, Portland, Ore. (Northwest Amusement Company), were recent visitors in Chicago and called on the Atlas Novelty Company. They were returning to Portland after a cruise of two months, which took them via Panama Canal to New York. This was their first visit to the "coin machine capital of the world," and they liked it.

E. W. Harvey, Kilmarnock, Va., an operator who has made a success in rural territory, visited Chicago recently. He has been an acquaintance and customer of Lee S. Jones (American Sales Corporation) for many years and called to see him while here. Harvey reported that his territory is quite prosperous.

Marty Lemenoff, Western sales manager of the American Sales Corporation, Chicago, visited headquarters recently after a successful trip thru the South and West, covering four States in his territory. Lemenoff reported conditions in the South as spotted, some places very good and others just fair. He spent a week in Chicago visiting the factories to get first-hand information of the various games. Lemenoff's son, Jerry, an expert mechanic, accompanied him here. Lemenoff said that the A. B. T. Target game is proving a boon to operators who want something on which they can depend for continued earnings.

Barney Zahm, sales manager of the Bison Coin Machine Company, Inc., Buffalo, N. Y., is reported to have resigned his position and that he will announce a new local affiliation soon. Zahm has contributed a lot to the popularity of phonographs in Western New York and is well known to the trade in Canada as well as in Eastern territory.

The coin-machine section of *The World's Fair*, London, recently quoted at length from Bill Rabkin's guest editorial which appeared in *The Billboard* October 9. Rabkin has many acquaintances among London and European coinmen and his opinions are always of special interest to them.

*Advertising Age* recently had a news squib that Electrical Products Company, Detroit, was placing the Chereton cordless electric iron on the market.

Paul Mallon, newspaper columnist, in describing Gov. George Earle of Pennsylvania as a presidential possibility in 1940, mentioned that Governor Earle had been a director in a large chain of nickel-in-the-slot automatic lunchrooms.

Chicago newspapers recently reported that the Standard Transformer Corporation, maker of radio parts, power packs, etc., had bought a four-story building at Blackhawk and Halsted streets. This is its present location. The building will be completely remodeled, it was stated.

Harry Halperin, Consolidated Amusement Company, Palm Beach, Fla., recently flew to Chicago to look over the new types of novelty games, as his organization is using this type of game to replace slot machines. While in town he spent a lot of time at the American Sales Corporation.

The United States Brewers' Association recently met in Pittsburgh and frankly faced the rising tide of prohibition. Representative John J. Cochran, of Missouri, told them: "Place this industry upon the high repute that it enjoys in England, Germany and Canada. Co-operate to the limit with law-enforcing and licensing officials. Take the initiative. Remove the cause of public irritation. Don't satisfy yourselves by talking about bad conditions. Act, and act swiftly and vigorously."

The coin-machine trade ought to get some prominent official to talk to them like that.

Joe A. (Senator) Darwin, Wurlitzer representative, is being called by Eastern music men "the busiest phonograph salesman in America." He uses a plane or his big Cadillac to see as many operators as possible.

H. Rosenberg Company moved recently to new quarters at 2178 Amsterdam avenue, New York. Hymie Rosenberg, proprietor, expects a big increase in business this winter and is getting ready for it.

Hymie Seener, a partner in Coin Amusement Machine Supply Company, Ltd., London, arrived on the Queen Mary November 1 and was met at the dock by Leo Simon, of the George Ponsler Company. Seener said he had a nice trip across. He spent a few days in New York and then went on to Chicago.

A. H. (Jack) Bechtol, Daytona Beach, Fla., was a recent visitor to Chicago and was seen with his old cronies, Walter Tratsch and Lee (P. S.) Jones. Bechtol is a pioneer operator in the industry and has long been noted for his constructive ideas and knowledge of trade conditions. He is president of the Florida Coin Machine Operators' Association.

It is reported that Iris Kwalwasser, familiarly known to the trade as "Miss Kay," receptionist at Modern Vending Company, New York, is soon to be the recipient of a ring (sentimental) from her boy friend, Sanford Smolen. Maybe it will be a Christmas present.

Not a peep from Joe Huber, the "bigger and better coin machine showman." Perhaps he is busy getting his new puff machine ready for the 1938 convention.

M. E. James, of the McCall Novelty Company of St. Louis, has established a branch office for his firm in Monterey, N. L., Mexico, and advises that prospects for the new branch look very promising. James left September 22 for Mexico and has been there ever since and plans on staying in that country until he has firmly established the new branch office.



A TRUCKLOAD of Seeburg Royal and Rex machines arrive at the HY-G Games Company, Minneapolis.

## BILLBOARD advertisement swamps J. H. Keeney & Co.

Small "blind ad" ( $\frac{1}{8}$ th page) produces hundreds of inquiries from operators all over the country

Writes Ray Becker, Keeney sales manager:

"If we got this big batch of inquiries from a little eighth-page\* in *Billboard* the chances are we would have had to double our stenographic force had we taken full-page space.

"Inquiries received came from operators in 276 different cities and from 39 different States and Canada. And we were amazed at the number of inquiries coming from out of the way points where we believed *Billboard* was not read to any extent.

"This is another instance of where we have proved thru keyed advertisements that *Billboard* is read by the coin game operators of America.

"Our experience in this case again proves the theory that a good product rightly advertised in the proper medium WILL GET RESULTS."

\* The eighth-page referred to was an offer on the part of J. H. Keeney & Company to furnish new "Free Game" games to interested operators for location test.

"The House That Jack Built," the other name by which this concern is known, are regular users of substantial space in each week's issue of *Billboard*.

Frequent checks thru the use of keyed advertisements have time after time proved to the complete satisfaction of this advertiser that the coin game operators of this country DO READ *Billboard* EACH WEEK.

# The Billboard

Read weekly by operators everywhere.

## WILL FURNISH

reliable party, with good reference, late model Slot Machines to be operated on profit sharing basis.

F. A. B. AMUSEMENT CO.

111 E. Garden St., Pensacola, Fla.

# WAIT for U-POP-IT

It won't be long NOW!  
IT BUILDS PERMANENT,  
STEADILY INCREASING  
INCOME IN A LEGITIMATE  
OPERATING BUSINESS!



PATENTS  
PENDING

## U-POP-IT IS

the one and only thoroughly  
perfected automatic corn-  
popping and vending ma-  
chine!

## PRECISION-BUILT

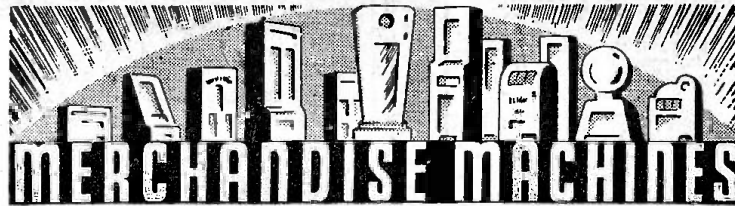
to stand up and deliver years  
of profitable service in thou-  
sands of locations.

## FULLY GUARANTEED

against all hidden defects, a  
product of DAVAL, backed  
by 29 years of successful  
manufacturing and business  
experience — plus fair deal-  
ing.

**RANEL, INCORPORATED**  
333 N. Hoyne Ave., CHICAGO, ILL.  
Affiliated with DAVAL MFG. CO.

SOLD ONLY TO OPERATORS  
THROUGH DISTRIBUTORS



**THE** dignity of the vending machine industry was reflected in the display of the Mills bottled milk vending machine and the Frost-o-Matic ice-cream bar vender at the recent National Dairy Exposition in New Orleans. Many efforts have been devoted to developing such machines during the past 10 years. In the early '30s a rapid succession of bottled drink venders was announced. The Mills vender at the New Orleans show is regarded as one of the most carefully developed machines of its type on the market. It is a specialized merchandiser and indicates the trend to build machines that fit a specific need. Inventive and manufacturing ingenuity are likely to tend more and more toward the highly specialized vending possibilities.

An interesting history could be written of the many efforts to develop an ice-cream bar vending machine. Refrigeration has always been a problem and at one time one of the large rubber companies seemed about to solve the problem by developing a process of rubber plating. But for some reason the idea did not mature or prove adaptable to coin-operated venders. The Frost-o-Matic was displayed at the large national exposition, apparently with a successful period of testing back of it. In coin machine parlance an ice-cream vender "that will work" should be an innovation.

A glance at the financial pages of the newspapers shows how some of the suppliers of merchandise sold thru vending machines are doing. . . . The Beech-Nut Packing Company, maker of candy mints and chewing gum, reports a net profit for the third quarter of \$762,991, a little lower than for the same period of 1936. . . . Life Savers, Inc., reports a net profit of \$883,847 for the nine months of 1937 after all taxes have been deducted—a nice gain over 1936. . . . And *The Chicago Journal of Commerce* gave two columns to the story of American Chicle earnings. At the end of the third quarter American Chicle's earnings stood only \$200,000 less than for the entire year of 1936. Expects to pay \$8.50 a share this year on 440,000 shares.

Revenue collections on increased production of cigarets in September helped to increase Uncle Sam's cash in hand by a nice little sum. It was higher than in the same month of 1936.

Wrigley's, pioneer firm in encouraging the sale of gum thru vending machines, is launching a national campaign in November to increase the sale of gum in cigar stores especially. The advertising will appear chiefly in men's magazines. . . . Car cards in Chicago advertising Wrigley's gums formerly read: "On sale at stands and in slot machines." Latest cards read: "On sale in vending machines and at stands." The vending machine trade will thank the advertising staff for changing "slot" to "vending."

Government reports say that candy and chocolate sales by manufacturers were greater in September than for any corresponding month since 1929. The report covered 286 manufacturers who reported total sales of \$28,237,124 in September. Candy sales are said to be up 10 per cent for the first nine months of 1937, Illinois being the ranking State among the leaders.

Full-o'-Nuts is a new penny candy item recently placed on the market by the Quaker City Chocolate and Confectionery Company, of Philadelphia. It is another penny item in the immense field of penny goods where vending machines have not yet made efficient headway. . . . Planters Nut and Chocolate Company recently granted a 10 per cent wage increase to all employees not receiving more than 50 cents an hour. The Coin Chute League had better take note of that as the right spirit and also showing intelligence in raising the pay of those in the lowest brackets.

Chewing gum didn't turn in so much revenue in September. Tax payment in September was \$46,470, while in 1936 the September collection was \$63,891. Vending Service, Inc., with an authorized capital of 250 shares, is a new firm in Dayton, O. Gus W. Bytner, Clarence J. Stewart and C. A. Garber petitioned for charter. . . . Jobbers in Cleveland reported a good demand for candy bar goods in recent weeks.

The Brazil Nut Advertising Fund, New York, has published a booklet on the uses and markets for Brazil nuts. Vending machines don't seem to use them so well yet. Nut packers in California have recently signed with the union in their field and the industry will go forward.

## Ranel's U-Pop-It Interests Ops

CHICAGO, Nov. 6.—"From the way operators have received our announcement on U-Pop-It as reflected by the many, many letters and inquiries re-

ceived," said Ben L. Kulick, sales manager of Ranel, Inc., and the Daval Manufacturing Company, "it looks as if operators generally are taking a more decided turn to the field of legitimate merchandise vending as a source of sure, steadily increasing, permanent income.

"Operators have been quick to size up the potential opportunities offered them in the field of pop-corn merchandising," he continued. "They know that thousands and thousands of locations exist where such equipment may be profitably installed. Furthermore, they know that hot pop corn has long been a national food product with universal appeal. An ever-increasing flow of customers who appreciate the goodness of hot, tasty pop corn keeps these automatic pop-corn vending machines busy day and night."

"We at Ranel and Daval are happy," concluded Kulick, "that we are playing a big part in bringing about increased prosperity for operators thru the production of our new precision-built automatic machine, U-Pop-It. Equipment of this kind makes it possible to expand one's business out of earnings and with it all comes the reward in the form of permanent, year-in and year-out income."



BEN KULICK, Daval sales manager, who puts the "pop" in the U-Pop-It pop-corn vender.



PUBLICITY for vending machines in a current issue of Drug Topics, drug trade weekly.

## Vending Official Visits Distributions

DETROIT, Nov. 6.—"Vending machine operators do not always think of their business as being as truly seasonal as it really is," Saul E. Gordon, of the Four-in-One Manufacturing Company, said this week. Gordon reported the case of an operator in South Dakota who is buying machines from his company, and was very insistent on having delivery some weeks before Christmas.

"This man wanted to get his machines into locations in stores before the holiday crowds started," Gordon said. "He realized that the volume of store traffic is heaviest during the Christmas season and that, accordingly, the number of people who will come near the vending machines will be greater at this season than at any other time of the year. As a result, he can profit by these extra few weeks of maximum trade."

Gordon just returned from a business trip that included Gary, Ind.; Chicago and Rock Island, Ill.; Cedar Rapids and Davenport, Ia., and appointed distributors in various territories en route. The company is selecting its distributors carefully and will in almost all cases appoint them only after personal visit and investigation. Ben Osher, the other partner, is leaving shortly on a trip that may last a month, devoting his time exclusively to this part of the development work.

The plant itself has increased the production crew and is working at full capacity—a visit to the plant this week showed the workmen actually crowded at their benches—and two were off for the day. Plans to seek larger quarters are already being considered by the organization.

Gordon has an interesting demonstration of the sturdy construction of the machine for visitors to the factory. He has a die casting from the back of the machine and pounds this with a hammer—without breaking the casting. The entire machine, he said, is made of die castings with the addition of a few steel inserts.

## Beech-Nut Gum Aids Coming Profit Rise

NEW YORK, Nov. 6.—Chewing gum together with confections is believed to have played the major role in continuing the profit expansion of the Beech-Nut Packing Company during the first nine months of the year. Net income advanced to \$1,973,122 or \$4.51 a common share from \$1,813,171 or \$4.14 a share for the first nine months of 1936.

This means that the chewing gum and confection end of the business will contribute over two-thirds of anticipated profits per share of \$6.40 for the year. This figure will represent a 21 cents per share gain over the mark set in 1936.

**Write for Low Prices**  
ON PEANUT AND BALL GUM  
VENDERS  
Also Table Size Venders.  
**Self-Serv Mfg. Co.**  
8, Broad and Wicoma Sts.,  
PALMYRA, N. J.

Detroit

DETROIT, Nov. 6.—Keith V. Dressel, who at some time or another has been in the manufacturing, jobbing and operating phases of the vending machine business, has moved to East Jordan in Northern Michigan. Of late Dressel was operating under the name of the Ross Vending Company. This business has now been taken over by Ray Haas.

John S. Logan continues to maintain control of his vending machine routes in spite of his prolonged illness of the past three years. Logan has assistants to handle the details of servicing locations but takes charge of all executive matters himself. He specializes in peanut venders. The courageous campaign he has waged to conquer illness and still keep his business humming smoothly has won him the respect and admiration of all coinmen in this region.

W. H. Cornell, president of the Snax Automatic Stores, reports notable improvement in business in recent weeks. Plans for more widespread distribution for Snax Stores on a national scale are being completed. Company makes a rotary-type selective vender designed to vend most any type of packaged merchandise that can be retailed for a nickel.

American Dispensing Company is taking over the distribution of the Kitco paper towel and soap venders for Detroit and Wayne County. Firm may add more territory shortly. Manager W. G. Thompson announced this week. Due to the recent national publicity which has greatly aided the public reception of these sanitary washroom products, Thompson was highly enthusiastic over the prospects for this new department.

Charles H. Mandell has joined the ranks of Detroit operators. Altho a relative newcomer in the coin machine field, he is devoting his full time to the biz and is specializing in weighing machines and cigaret venders. All of his machines are in Detroit and he does not plan to go into suburban fields. New quarters are on Tuxedo avenue.

David Levin is now in the cigaret and tobacco jobbing business. Formerly a cigaret machine op, he still maintains a friendly interest in the vending field, where he still has quite a number of friends.

W. W. Carswell, general manager of the Food Service Company, which formerly operated a large route of food venders in industrial locations here, is expected to return from his up-State summer home by the end of the month. At the present time the company is inactive and has its venders stored here and at Saginaw.

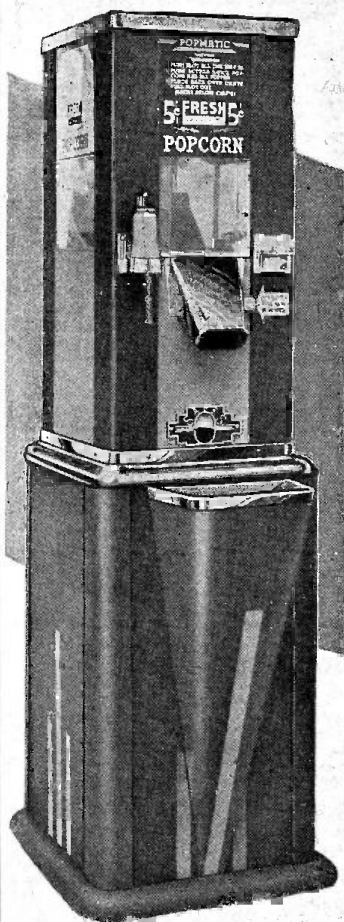
Gabriel Kahn, novelty supply dealer to operators of diggers, has returned to town. With him came his brother, Abraham Kahn, of the World Novelty Company. Kahn's headquarters are in New York, but he is best known on the West Coast, where the bulk of his customers in the vending field are located.

Gum & Nut Venders Sell Well for Torr

PHILADELPHIA, Nov. 6.—Effective advertising plus a quality product spells success, according to Roy Torr. "The success of our peanut and gum machines has been little short of phenomenal," Torr maintained. "Over 60,000 of these machines have been sold in the past five years due to the proper mixture of aggressive advertising to tell people about our product and get them interested with a quality product which gives long-lasting, trouble-free service."

"Our Sober Breath Gum vender is now ready for distribution," he went on. "This gum solves the embarrassing problem of what to do about objectionable breath caused by alcohol, onions, tobacco and gastric disorders. So far this gum has enjoyed remarkable success because it is a quality product, sold at a popular price and distributed in an attractive vender."

**NEW  
YES!  
but 3  
years old  
and  
FULLY  
PATENTED**



5147 NATURAL BRIDGE AVE.  
ST. LOUIS, MO.

No need to  
**INVESTIGATE**  
if you **INVEST** in  
**POPMATIC**

Trade Mark Registered U. S. Pat. Off.

**FIRST AND BEST . . .  
LEADER AND PIONEER**

POPMATIC is not an imitation - it's the **original** automatic corn popper and vending machine - the result of more than three years of development and testing . . .

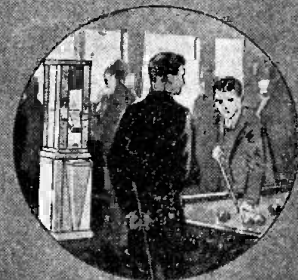
**Fully patented** features - housed in an attractive modernistically designed cabinet - insure simplified, positive operation . . . POPMATIC is past the experimental stage - it is proving profitable in hundreds of locations. . . . POPMATIC offers a steady, legitimate business for someone in every town in the United States. Write, wire or phone **today** for details and prices!



Typical locations include:  
Taverns, Theatre Lobbies



Drug Stores, City Garages, Rail-  
way Stations, Bus Stations



Filling Stations, Dance Halls  
Pool Rooms, Skating Rinks

**POPMATIC MANUFACTURING CO.**

# 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., Inc.) 345 W. Erie St., Chicago, Ill.

C gentlemen: Please send me full particulars of your Hard Shell Candies, including Chocolate Items.

Name

Address

City State (Use Pencil, Ink Will Blot.)

126

## American Chiclé Reports Success

CHICAGO, Nov. 6.—The Chicago Journal of Commerce devoted considerable space this week to the financial report of the American Chiclé Company, of Long Island City, N. Y., and explaining some of its business policies. The American Chiclé firm has long been known in vending machine circles as a supplier of private brand and other forms of chewing gum.

According to the Chicago newspaper, American Chiclé has some outstanding qualities which make it attractive to investors when the list of available securities is being examined in the light of resistance to depression, labor relations, cash position and the ratios of taxes to volume and of fixed capital to assets.

Satisfactory reports can be made on these points for Chiclé and in addition there are good earnings. Take them one at a time, beginning with earnings.

With nine months' profit only \$200,000 less than net for the full year 1936, observers are convinced that Chiclé will finish the year with almost \$8.50 earned for each of the 440,000 outstanding shares.

Such a result would require fourth quarter earnings of around \$900,000 and while this is more than fourth quarter profits in the past few years, it is less than the average for the three quarters this year. It would be in line with the upward trend since the bottom of the depression. Share net advanced from \$3.76 in 1932 to \$4.54 in 1934 and \$6.89 a year ago.

### Gross Income

Gross income from sales in the nine months was roundly \$9,100,000, which was not far below the \$10,643,270 for all of 1936. For that year \$7,182,697 was carried over to gross profit from sales.

If just around the corner there is another depression and not the prosperity suspected by some, it is fair to suppose that the gum-chewing habits of Americans will not change greatly. They will buy something less, of course, and chew that longer, but the company can compensate for declining sales as it did in the last depression.

One method adopted to reduce labor expense in the distribution division has been to provide a package which comes as near as possible to guaranteeing against deterioration of the product. Each stick of gum is inclosed in five distinct wrappers, including one of oiled paper, one of tin foil and one of cellophane. This avoids expensive provisions for inspection of goods on retailers' shelves and frequent replacement of stale gum. A rip-tab permits removal of the moisture-proof outer seal without annoyance.

The package has been particularly important in furthering sales in warm, moist climates. Operations of the Mexican unit are profitable and sales are being extended in Latin America. A Canadian subsidiary has been operating for some time.

Total assets of roundly \$11,500,000

include net working capital of about \$6,200,000. Such relationship has been typical of recent years.

### Keep Ample Supply

It has been the company's practice to keep an ample supply of chiclé on hand, thus giving a degree of independence from short-term fluctuations in market price. Supplies are withdrawn from stock at the average cost price. The company has been conservative in valuing machinery and progressive in adopting new methods and processes. It has been noted for the introduction of new products.

In both directions a trial and error policy has been followed. New flavors or new products are given extensive tests in one or more districts and only after they have been proved are they put into production and accorded a recognized American Chiclé label. This has been effective in curbing promotion losses.

American Chiclé, William K. Wrigley Jr. Company and the Beech-Nut Packing Company between them dominate their field. Chiclé's domestic operations, formerly carried on at several points, are now confined to one factory at Long Island City, New York. A factory at Mexico City takes care of the Latin American trade, while another at Toronto—both the properties of wholly owned subsidiaries—supplies the Canadian demand.

Distribution of the company's products which embrace eight widely advertised trade-name brands of gum and other confections is effected largely thru the big chain-store systems and other grocery, candy, drug and cigar stores.

## Tavern Group Meets To Discuss Problems

CHICAGO, Nov. 6.—The Illinois Beverage Dealers' Defense League, which numbers more than 3,300 tavern owners among its members, is now a permanent organization, according to C. W. Hamilton, temporary president of the group and chairman of the two-day convention held at the LaSalle Hotel here on November 1 and 2. The league was organized six months ago.

Judge D. S. Godfrey, of St. Louis, who heads a similar organization in Missouri, told the delegates of the necessity for organization if tavern owners hope to have a voice in the regulations concerning their business.

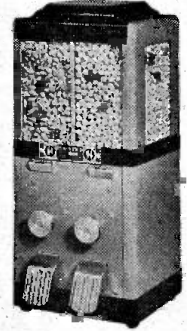
Robert Barry, director of public relations for the National Distillers' Products Corporation, told the delegates the beverage industry is seeking to conduct its business in an orderly fashion, but is handicapped by the carry-over of the evils of prohibition.

"Racketeers in politics still regard the liquor industry as their natural prey," he said. "Another factor we have to combat is professional prohibitionists who are so busy today denouncing us they have no time to devote to the educational efforts in behalf of temperance and moderation."

## DUO-VEND

THE OPERATORS' PERFECT MACHINE.

2—Compartments—Will vend all kinds of nuts and candies together with toy-mix. Removable merchandise compartment. Finished in a beautiful red with black trim.



Size—18" High—7" x 8"  
Rejects Tax Tokens.  
Shipping Weight 24 Lbs.  
PRICE ON APPLICATION.

DUO-VEND SERVICE CORPORATION  
35 East Wacker Drive, CHICAGO.

## QUICK and STEADY PROFITS

SAV FOUR-IN-ONE OPERATORS

# 4-in-1

World's Finest Vendor

MOST HANDSOME AND COMPACT PENNY BULK MERCHANDISE VENDOR. DIE CAST PRECISION MACHINE. SLUG PROOF. EASY TO PLACE.

Write for Particulars.

FOUR-IN-ONE MFG. CO.

335 S. Joy Road, Detroit, Mich.

## LUCKY BOY

Only \$5.95

World's Lowest Priced 5-Lb. 1c Vender. Vends Toys, Salted Nuts, Candies, Etc. Money Back Guarantee. 1/3 Deposit. Balance C. O. D.

KY. GUM CO.  
3406 Garland Ave. Louisville, Ky.

## 5/8" BALL GUM

ASSORTED—FACTORY FRESH

Per Case \$10.95 10,000 Balls  
TRANSPORTATION PAID

CASH WITH ORDER, NO C.O.D.

## PEANUT & GUM VENDING MACHINES

NEW, DIRECT FROM FACTORY

Only \$2.40 and up

Over 60,000 Sold

Write for Full Information Today

## ROY TORR

2047A-So. 68th Street, Philadelphia, Pa.

## SELL MORE with SEL-MOR

THE GREATEST TOY VENDOR MADE! Designed especially for TOYS, CHARMS! Make yourself Big, Steady, Year 'round PROFIT. Install a route of SEL-MOR 1c VEND-



ORS! SEL-MORS out-pull all others. Crinkled Chinese Red Baked Enamel Base, tamper-proof lock, chromium trimmings. 6 lb. capacity.

VENDS EVERYTHING Nuts, Hard Candy, Toys! Slave-buy from our Factory! Guaranteed 6 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.



POPOMATIC POP CORN VENDER is popular with the fair sex as shown on this St. Louis location.

## PROVEN Money Makers!



Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants. Easy—when you know how. Tom Thumb vends candy, peanuts, gum. Sure-fire penny catcher. Wright got rich on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep her, collect your profits daily. Handsome, compact Tom Thumb gets in where ordinary vendors are shut out. Magic coin selector. Yale Tumbler Salesmen, locks. Adjustable—you set the profits. Precision machine; no kick-backs. Money-back guarantee protects you while you prove the profit. Write today for inside operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today. FIELDING MFG. CO., Dept. 45, Jackson, Mich.

## Better than a PUNCH-BORR!



## OK 5¢ GUM VENDOR

VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1200. Capacity: 1200 BALLS

TAKES IN \$2000. PAYS OUT \$1000 BY TRADE AWARDS.

RICE ONLY \$15

For One O. K. GUM VENDOR WITH 1200 BALLS at Map-based Gum FREE. WITH 100 QUANTITY PRICES

D. ROBBINS & CO. 1141 DE KALB AVE. BROOKLYN, N. Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

# New Jersey Cig Meeting

Promotion committee finds way to boost attendance at regular meetings

NEWARK, N. J., Nov. 6.—Judging from the attendance at the recent meetings of the New Jersey Cigaret Merchandisers' Association, Le Roy Stein, secretary of the group, reports that it might be well for other trade associations to follow their policy of having a promotion committee provide educational and instructive talks at the meetings.

At the last meeting the association was addressed by Henry N. Wertheimer, of the National Cigaret Vending Machine Manufacturing Company, and S. D. Page, of the New Jersey Bell Telephone Company. Wertheimer spoke on *How a Successful Operator Should Work* and stressed the point that to be deserving of the title "successful" an operator should allow 20 per cent depreciation on his equipment each year and put new machines in 20 per cent of his locations each year. "In this way," he said, "the successful operator has five years in which to charge off his equipment and at the end of that time his investment has paid for itself."

Wertheimer also showed how necessary it is for operators to have up-to-date equipment and disproved the old statement believed by many operators that all they do is "work for the manufacturers." He stressed fair dealing with the location owners, the fact that the cigarette business is one that is impervious to the ravages of a depression, and cited as proof the fact that tobacco stocks suffered the least in the past depression. In conclusion Wertheimer complimented the men on their association and suggested that the association form a central buying office among other things.

S. D. Page then followed Wertheimer with an illustrated talk on *Know Your State*, which gave the members an opportunity to see and hear some of the historical background of New Jersey, its scenic beauties, its recreational facilities and its unusual advantages as a place of residence and as a site for industry.

At the conclusion of the talks the committee announced that Irving Sherman, of *The Coin Machine Review* of Los Angeles, would speak on the subject *California Comes to New Jersey* at the next meeting. In addition, A. H. Wellen, past president of the American Baggage Manufacturers' Association, will relate his experiences with trade association activities. It was further declared that the dinner and dance scheduled for November have been postponed until January so as not to conflict with plans of the Anniversary Banquet Committee which is contemplating a large industry banquet and entertainment to be held in honor of the incoming officers of the association whose election will take place at the first meeting in January.

## Popmatic Appoints Mohr Bros. in L. A.

ST. LOUIS, Nov. 6.—Announcement has been made by Rudolph Greenbaum, president of the Popmatic Manufacturing Company, that Mohr Brothers, of Los Angeles, have been appointed exclusive distributors for Popmatic popcorn venders on the Pacific Coast, covering the States of California, Arizona,

### SALESBOARD OPERATORS

Read "DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

## Good Will

In the current issue of *Cigaret Smoke Rings*, which Secretary Le Roy Stein sends to all members of the Cigaret Merchandisers' Association of New Jersey, 10 points to promote greater good will are cited which the association strongly advises its members to observe. They are:

1. Stay out of locations during rush hours.
2. Return over-money to proprietors or at least make sure whether or not the money belongs to him.
3. Remember a smile goes a long way.
4. Always offer to leave nickels and dimes for change purposes.
5. Treat all customers and employees with respect.
6. Don't leave empty cigarette cartons on premises of any location.
7. Always refund cost of phone call when customer has phoned for service or repairs.
8. Be neat and clean in your appearance; never start your day's work without a shave.
9. Always carry a sufficient quantity of spare parts, screws, bolts, etc.
10. Phone your office without fail at least twice daily for special calls, complaints, adjustments, etc.

Nevada and Utah. Mohr Brothers, one of the successful and reliable firms of the Far West, have long been identified with the coin machine industry and have an enviable reputation for fair dealing, Mr. Greenbaum said.

Mr. Greenbaum also announced the appointment of the well-known Minnesota firm of J. A. Goggins & Associates as distributor for Minnesota. This company is to be known as the Minnesota Popmatic Company, with headquarters in three cities—Stillwater, Minneapolis and St. Paul.

## Detroit

DETROIT, Nov. 6.—Leon Wolock, Ralph Radner and Eugene Wysocki formed a partnership this week in a new vending machine firm to be known as the Michigan Vending Service. Headquarters have been set up on Fullerton avenue in the northwest section of the city.

Charles H. Mandell and Harry J. White were busy adding to their routes of cigarette venders this week. Both men were reported buying from Albert A. Weidman, who represents National Vendors, Inc.

The Cadillac Vending Machine Company, manufacturer of a four-compartment selective machine, has discontinued active manufacturing, Tony Jacob and Gattas Ammar, owners of the company, stated this week.

United Specialty Company, headed by E. H. Snyder, reports that it has disposed of a lot of 800 perfume vending machines. Most of the machines were shipped to other cities, where they were adapted to vending aspirins and other products. Snyder is not operating any machines at the present time, but he is reported to be on the lookout for a new consignment of venders.

Dynamic Vending Machine Company has moved from McGraw avenue to a new location on Lawton avenue. George Koois is the sole owner of the firm now and reports that he is concentrating on cigarette venders only. He formerly operated nut venders, music machines and pin games.

George Petrides, of Flint, is reported to have placed a large order for cigarette venders with Weidman National Sales Company, which represents National Vendors, Inc.

Charles F. Barnes, one of the city's old-time operators, has moved his operating headquarters to 6320 West Fourth street. Barnes himself lives at Gibraltar, about 30 miles from Detroit.

Nickolas Ponta has chosen the name Operators' Exchange for his operating company here. At one time he is said to have been one of the largest operators of venders in the city.

J. W. S. Langley, sales manager of the Venitor Corporation, which manufactures candy vending machines, has been traveling the Ohio territory during the past week. Reports conditions as being very good in the Buckeye State.

A. T. Hayward has moved his head-

quarters to 4344 Seebaldt avenue. He specializes in nut venders. His operations assure him good profits the year round, he maintains. Pits machines in poolroom locations in the winter months and at lake resorts in the summer time. Fred O. Jordan is another op who has moved. He's now at 914 West Bethune street.

W. G. Thompson, general manager of the Amdisco Sales Corporation, announced that Victor S. Chyllinski, of Cleveland, has been appointed distributor for Ohio. Temporary headquarters have been set up at the Hotel Sterling. F. Q. Doyle, of Chicago, is the distributor for the Windy City area. Other distributors will be appointed in the near future, according to Thompson.

Russel E. Anger, original head of the American Dispensing Company and now head of production of the firm, has returned to work following an illness of a week.

## Sales Policy Work Of Gummersheimer

ST. LOUIS, Nov. 6.—All problems of sanitation and servicing have been worked out and simplified thru more than three years of intensive research before the Popmatic pop-corn vending machine was introduced, according to Mr. Greenbaum, president of the company.

"The operators who first saw the permanent money-making possibilities of Popmatic and put the first machines on location are as enthusiastic as the newcomers," he said, "and the newcomers say there is nothing to compare with Popmatic for customer appeal and steady, dependable operation. Territories are being snapped up as fast as we can make the deals with the distributors."

The successful sales policy of the Popmatic Manufacturing Company is due in great part to the efforts of its new general sales manager, Walter Gummersheimer, formerly of the Wurlitzer Company, who is rapidly fulfilling his promise to "make Popmatic the outstanding vender of the age."

## Trimount's Snacks Complies With Law

BOSTON, Nov. 6.—David S. Bond, of the Trimount Coin Machine Company, stated that Snacks, the three-column bulk vender of the firm, has the official approval of the Bureau of Standards of the State of Massachusetts. "The machine has been tested satisfactorily and the Trimount firm now is authorized to affix an approval statement on its machines. According to law this statement must read: 'This type of Snacks vending machine approved by the director of standards for Massachusetts, M-8.'"

In speaking of the machine, Bond announced that Snacks machines are insured against fire and theft at no extra cost to the purchaser. A policy is issued to every buyer and the company with which the machines are insured has offices in all important cities in the country.

Bond also added that the popularity of the machine has increased to a point where the firm is adding factory space and increasing personnel to help meet the demand.

## Uncle Sam Sets Out To Improve Popcorn

WASHINGTON, Nov. 6.—Federal experts here have set out to improve the popping qualities of that truly American confection, pop corn. These men aim to reach their goal by applying the principles of genetics. According to the Department of Agriculture, the cultivation and use of corn for popping are confined almost entirely to the United States.

The pop corn takes up only 0.1 of the total corn acreage in this country. It is a heavy favorite in many American households, and as a garden crop for home consumption is grown in practically every State. Fortunately for the breeders, the development of a high degree of tenderness is closely related with the corn's popability. If tender strains are developed they usually pop well.

Mass selection has proved the most effective method of breeding. As explained by Arthur M. Brunson, Department of

Agriculture agronomist, mass selection begins with the field selection of a large number of ears from desirable plants when the crop is mature but before the first killing frost. The ears are then popped and the popping expansion of each is appraised.

It is usually found that the best ears will show about twice the popping expansion of the poorest ones. By selecting the top 10 or 15 per cent for seed purposes much better popping expansion for the next crop is assured.

In an experiment conducted by the Department of Agriculture in co-operation with the Kansas Agricultural Experiment Station, using the methods of mass selection, popping expansion of selected corn was increased from 19 to 26 volumes in six years.

**GOLD MINE**

**BEST BY TEST**

**STEP-UP CARD**

Offers Big Profits for Small Investment. 133 Winners in all. (\$25.00 Top Payout.)

**SAMPLE DEAL - \$5.00**

**DOZEN LOT PRICES COMPLETE**  
(Card-Label-Jars-Tickets-Holders). Per Doz. .... **\$42.00**

**REFILLS (Labels-Tickets-Cards). Per Doz. .... \$30.00**

DEAL TAKES IN (2280 @ 5c) ... \$114.00  
AVERAGE PAYOUT ..... 70.00

AVERAGE PROFIT ..... \$ 44.00  
1/3 Deposit — Balance C. O. D.

**WHAT ARE YOUR NEEDS—WE ARE MANUFACTURERS**

**STERLING GAMES CO.**  
1959 WILSON AVE., - - - CHICAGO.

**WHILE THEY LAST!**

LATE 1936 MODEL 412s

## WURLITZERS

ALL IN A-1 CONDITION,

**\$135<sup>50</sup> EACH**

WIRE YOUR ORDER IMMEDIATELY.

First Come—First Served.

1/3 Deposit with Order, Bal. C. O. D.

**AMERICAN DISTRIB. & SALES CORP.**  
559 Rogers Ave., Brooklyn, N. Y.  
59 Frelinghuysen Ave., Newark, N. J.

— 295 —

## ONE-BALL PAYOUT TABLES

WRITE OR WIRE —FOR PRICES—

1—MAGIC FINGER .....	\$75.00
1—ROTARY MERCHANTISER .....	75.00
5—1936 ELECTRIC HOISTS .....	75.00
10—1935 ELECTRIC HOISTS .....	60.00
1—JOHNSON'S ELEC. COUNTING MACHINE, 1936 MODEL, NE4, NO. 12466, PERFECT CONDITION, SLIGHTLY USED .....	
	\$195.00
1—TIME CLOCK, PERFECT CONDITION .....	
	95.00

SAVOY VENDING CO.

405-08 W. FRANKLIN ST., BALTIMORE, MD.

**"YOU GET NOTHING FOR NOTHING!"**

**THE WAY TO GET SOMETHING FOR YOUR MONEY IS TO PAY A FAIR PRICE FOR IT!**

**We Will Not Be UNDERSOLD on Comparable Used Machine Values!**

Galloping Dominoes (Late Models) . . . Bangtails . . . RAY'S TRACKS . . . Rose-  
 ments (Late Models) . . . Coronation Bells . . . Many Good 1-Ball Automatics  
 . . . Novelty Pin Tables . . . Watling Treasures and Rol-A-Tops . . . Jennings  
 CHIEFS . . . Mills BLUE FRONTS.

**WRITE FOR LOW-DOWN PRICES ON HIGH-LINE MERCHANDISE.**  
 The Most Complete Stock This Side of the Atlantic!

**WE WILL PAY CASH FOR:** Firecrackers, Roll Overs, Tourna-  
 ments, Mystics, Mercuries, Run-  
 ning Wilds, Home Stretch, Auto Derbys, Home Runs, Boo Hoos and other Late  
 Bumper Games!

**GEORGE PONSER CO. of PENNA., Inc.**  
 900 N. FRANKLIN (Phone: 2856) PHILADELPHIA, PA.

**Life of Dolly Flasher**

A beautiful girl is attractive. But a beautiful girl who is intelligent, talented and charming as well is not only attractive but a joy to mankind. A beautiful girl who christens a coin-operated game means inspiration for operators.

Every gentleman happens to know a few of the species known as the "beautiful and dumb" gals, but there is one in the coinography book who is known to have all the qualities of a gorgeous creature and more. She is Dolly Flasher.

Dolly Flasher, in case there is an operator in America who has not heard of her, is that delightful bit of femininity whose pictures have graced the Mills Novelty Company's new Flasher table game. Dolly was picked to represent its new table because, as she was aptly described, "she has everything."

It all happened when Dolly was walking thru the table games department one day and the boys were discussing a name for a new game. Immediately someone suggested that the new table be called after her. Since that day Dolly has been more or less famous in the coin-machine world. The boys in the Mills factory sigh longingly when Dolly walks by, the fellows in the sales department talk of nothing else, and operators are speculating whether she will be chosen Miss America of 1938.

A daughter of the Deep South, Dolly was born in a small town in Mississippi 20 years ago of Irish-Spanish parents. Her childhood was spent like any other normal girl's, in playing with dolls, jacks and going to school in between times. At school Dolly was brighter than the average student and was on the honor roll all the time. She showed particular talent in geography and art work as early as the third grade.

When she was nine years old she learned to ride a horse, becoming a splendid horsewoman in a few years. Even today she rides whenever she gets the chance. As a youngster she also learned to swim, and she attributes much to this splendid sport as the builder of her healthy body. Much of her present gracefulness and poise is due to diving.

When Dolly started high school more than one boy in her class cast an eye in the direction of this youngster who was beginning to show the makings of a very beautiful girl. This new-found attention did not seem to disturb Dolly. She kept up her excellent school grades and at the same time helped her mother keep house after school. She had numerous girl friends who liked her because she was so pleasant and sincere.

It wasn't until her second year that Dolly had her first date with a boy. She was invited to the Senior Prom by the football hero of the school. She was thrilled speechless. So excited was she the night of the Prom that she was dressed and waiting at 6:30, altho her date wasn't till 9. Dolly was by all odds the happiest and most envied girl at the dance that night.

After the Prom Dolly became one of the most popular girls in school. Now she went to parties and school affairs and had a date occasionally. But she didn't lose the desire to paint and draw pictures. She decided that she wanted to become a commercial artist then. But there isn't much field for commercial art or painting in a small town. One has to be near the market for the work. Then, too, to go on with her

art education it would be necessary for Dolly to go away to school.

Just as Dolly finished high school her parents decided to move to Chicago. Certainly this was the turning point in the life of Dolly Flasher. Now she would be able to study art in a regular art school, directed by professional art teachers. Here also would be a field for her when she finished school. And in Chicago, too, the second largest city in America!

Truly this was the turning point in the life of pretty Dolly Flasher. (To be continued.)

**New Orleans**

NEW ORLEANS, Nov. 6.—While New Orleans remains generally closed to pin games and slots, claw, Pokerino, baseball games and other non-payoff machines, operators find fall play the best in their experience in the business. There is little doubt that much of the play that would regularly be given over to the "closed" machines is finding its way into the open games and these operators are therefore getting the benefit.

There has been a noticeable increase on locations of claws, and large crowds are seen at most downtown spots as players wait for their turn at the claw.

The Sport Center on St. Charles street is centering its attention on baseball games and Pokerino, but Jack Sheehan is already burning midnight oil and seems to have hit upon a plan to get play on the regular pin games without going outside of regulations. He promises to start his plan in action in a few days and there is every indication it will click. We must keep his idea under cover until it goes to work.

The regular meeting of the Coin Vendors' Association of New Orleans was held last week and it was the consensus that machines will be back very soon. Julius Pace, president, is optimistic over prospects and believes that operators will yet reap the benefit of pent-up play and the big holiday business just ahead.

In spite of the bad breaks of the past two weeks, at least a dozen operators and distributors here are already laying plans for the trip to the Chicago show in January. Sam Gentilich, Harry Batt and Julius Pace, of the Dixie Coin Machine Company; Louis Bonsberg and Ray Bosworth, of the New Orleans Novelty Company; Jim Tallon and Ed Rodriguez, of the American-Southern; Ben Cohen, of the Supreme Amusement Company; Jules H. Peres, of the Jerry Germain Novelty Company and local association secretary, and Melvin Mallory, of the Louisiana Amusement Company, are all signifying their intention of going to the show as usual.

"New Orleans distributors may have had too much rain and too much closed territory," F. W. King, of the C. & N. Sales Company says, "but you can make your situation as you want to a great extent. Put forth the effort and find a new customer or location for every one you lose is a grand plan. Really we have no reason for griping about conditions; it just takes more effort and longer hours to succeed, that's all."

**Ky. Judge Rules On Pinball Games**

COVINGTON, Ky., Nov. 6.—Stating that police must use caution in arrests for having pin games in their establishments, Judge Joseph Goodenough placed the case of Eli Maitus, of the Dixie liquor store on the open docket. Maitus was charged with having a pin game in the establishment.

Judge Goodenough decided that the machine in itself was not a gambling device after an investigation of the game and a conference with Richard Udry, who was acting prosecutor at the time of the arrest, and other county officials.

Ruling is that evidence must be presented that the Proprietor of the establishment where pin games are used is giving away some kind of award for playing the game. This ruling, however, does not cover slots or the ping-pong dice game, which are considered gambling devices, it was pointed out.

**ROSE BOWL**

1000 HOLES 5c

A MONEY-MAKER FOR THE FOOTBALL SEASON

Takes In . . . . .	\$10.00	\$50.00	
Pays Out . . . . .	5.00	2.50	
	1.25	.25	
	.48	.10	
Total Payout . . . . .	7.13	24.55	Plus 10% Govt. Tax.
<b>TOTAL PROFITS . . . . .</b>	<b>\$2.87</b>	<b>\$25.45</b>	

Write for Our Catalog of Money Making Boards.

**AJAX MFG. CORP.,** 119-125 N. 4th St., Philadelphia, Pa.



**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.

**Morrie Ginsburg No. 1 Grid Fan**

CHICAGO, Nov. 6.—Morrie Ginsburg, head of the Atlas Novelty Company, is said to be developing into quite a football fan these days. Every Saturday afternoon, according to reports, he forgets all about his business and makes a bee-line for a stadium in some part of the Middle West where he thinks the best game is going to be played. So far he seems to have been quite lucky, or should it be called "skilled," at picking the winning team, for each week it seems that he comes back to the Windy City with a bigger bank roll than when he left. Today he is said to be attending the Notre Dame-Pittsburgh battle at South Bend. Which of the two teams he has picked to carry his bank roll we don't know. We'll undoubtedly hear before very long whether or not he won, for a number of prominent Chicago columnists accompanied him to the game.

Before leaving Morrie Ginsburg revealed that Phil Greenberg, manager of the Atlas office in Pittsburgh, is making the "personal service" slogan a matter of much conversation thruout the East.

**Quality of Calcutt Used Games Praised**

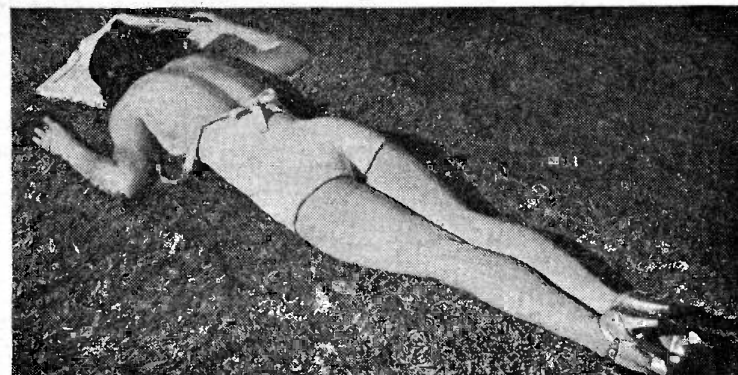
FAYETTEVILLE, N. C., Nov. 6.—Joe Calcutt, president of the Vending Machine Company, reports that he has been receiving many fine compliments on the factory methods his firm uses to recondition used equipment. "We are not satisfied with just cleaning up a machine before sending it out to a customer," Calcutt declared. "No, sir, before we ship out any used machine it is completely gone over so that by the time it leaves here it not only looks but also works like a new machine. We have just about every type of repair facility required for rebuilding coin machines.

In addition we carry on hand a complete stock of factory parts for all types of equipment.

"Besides getting the mechanical mechanism of the game in perfect shape," he added, "we also repaint and repolish them so that they look absolutely like new. We have to do a thorough job," Calcutt concluded, "for we always stand behind every reconditioned machine that goes out from our plant with an ironclad guarantee regardless of the purchase price."

**McCormick Visits New York**

NEW YORK, Nov. 6.—L. B. McCormick, of Greenville, N. C., visited New York last week and spent a few days with Bob Grenner. Bob and Mac played the town's hot spots and before leaving McCormick took in the automobile show. We hear Mac left an order for one of the new 1938 models which struck his fancy.



DOLLY FLASHER, for whom the Mills Flasher table was named, takes a sun bath and dreams of all the operators who will use Flasher.

## Beamlite Going Big, Says Wolberg

CHICAGO, Nov. 6.—Beamlite of 1937 continues to be the shining light in sales for Chicago Coin, according to Sam Wolberg, official of the company. "Never before in our history," he said, "has the success of an amusement game been so overwhelmingly gratifying. While we have had numerous successes in the past and while Beamlite cannot exactly be called a new idea, since it is a revised edition of our 1935 success, it incorporates so many new features that operators and distributors are clamoring for it. The large number of orders that continues to pour in to our sales office has made it necessary for us to again place our staff on an overtime schedule. "The game is very simple and fascinating and has a five-ball play," Wolberg continued. "As the ball hits a bumper spring a colored light under the bumper spring illuminates a similarly colored jewel on the backrack and a hit is recorded. Sixteen hits, three lighted jewels of one color and the lighted Beamlite on the field win. The field has three sets of colored lights; three blue, three red and three green lights to a set. Three rows of colored jewels on the backboard correspond to lights on field. Accumulated awards are offered for more than one row of jewels lighted. As score goes up awards are doubled and tripled. "Shipments are being made on time," he concluded. "While our staff is working at an extremely rapid pace to fill the overwhelming demand for Beamlite, our increased personnel makes it possible to see that orders are taken care of promptly."

## Palm Beach Office Opened by Modern

NEW YORK, Nov. 6.—Following close on the announcement of the opening of a new office in Miami, Nat Cohn, president of Modern Vending Company, revealed this week that another new office has been established by the firm in Palm Beach, Fla. According to Cohn, "these new offices will make it easier for operators in Southern Florida to get more rapid delivery and service on the machines we handle. We are patterning these new offices after the New York headquarters of the firm, and operators of music machines can rest assured that in both of these new offices they will receive the same kind of service which they received here in New York. "We are arranging to have on hand a complete stock of the new Wurlitzers," he continued. "I intend to leave for Palm Beach very soon to make sure that everything is running smoothly before the big winter season gets under way. Irving Somner and Gary Karp have done a great job in establishing the Miami Beach offices, and Somner will watch the Palm Beach branch, too."

## Fitz Sends Two Coinmen to N. E.

NEW YORK, Nov. 6.—Archie Berger and Tomny Callahan were sent to the New England territory by John A. Fitzgibbons to survey general conditions and to lay plans for introducing the new Bally products. Berger is expected to set up headquarters somewhere in the New England territory with Callahan as his assistant, according to Fitz. "Archie Berger's vast experience in the coin-machine business," Fitz reported, "is expected to prove unusually valuable to coinmen in the New England territory. He will also be able to keep us well informed on the true status of conditions in that region. Callahan has proved himself to be one of the most popular salesmen in the East while learning the business in our offices here. His enthusiasm has won many friends for the firm and he has been one of our staunchest boosters in the East."

## Detroit

DETROIT, Nov. 6.—Just about the busiest man in the local coin machine field is Warren N. Zerby, secretary of the Skill Game Operators' Association. Trying to reach him is just as hard as trying to get an audience with the President, because he is flitting incessantly from one busy location to another attending to association affairs as well as to his own routes. Altho he is best known to operators as a resourceful association official, most coinmen seem to have forgotten that he also has a full-time business of his own.

Frank Healey, who formerly operated the Healey Sales Company, is now doing business under the name of the American Coin Machine Company.

Morris H. Newman, who formerly operated under the name of Modern Vending Company, reports that he is looking forward to a nice spurt in business this fall. "I visited a number of different type locations this week," he said, "and all looked more cheerful than they have for some time. Druggists and grocers in particular are optimistic. Newman operates about every type of coin-controlled machine. He has moved his headquarters to 2605 Fullerton avenue, in the northwestern part of the city.

Maurice Feldman has moved to a new location on Clements avenue. Feldman, who used to be a partner in Feldkay Amusement Games, is still specializing in pin games.

Jack Smulker, operating Smulker's Vending Company, has temporarily retired from the coin machine field but is planning to return in the near future.

"Business is fair and getting better steadily," Charles Boesky, of the F. & B. Coin Machine Company, said this week. "In fact, we just bought 30 more locations from August Goldenberg, who operates the Security Vending Company. We took all his locations that are not beer gardens, for we believe that pin games in drug stores and confectioneries are good enough for us. You don't have to feed such locations new equipment all the time and the profit on them can be just as large as on beer-garden locations." Boesky's partner, Oscar Sherman, has moved the business he operated to the headquarters of the firm on Sturtevant avenue.

Earl Conway, who is connected with the Marquette Music Company, is also an operator of peanut vendors on the side for himself. Because of the fact that Conway specializes in routes in the colored districts of the city, he stated, "there are few ups and downs in this business. Our music machines in particular enjoy steady play. Our people like music and the music goes over well. Best of all, bad business conditions seem to have little effect upon them."

Cleo Hardy, a Seeburg phonograph operator, and Edward Graboski, a Mills Novelty Company customer, are among the newer operators in the amusement games field.

A. C. Novelty Company, manufacturer of the Multi-Bell, is now concentrating activities on production, Fred Merrill reported this week.

Clarence O. Leitch, of Flint, Mich., was in the market for a new Rock-Ola Imperial during the past week.



DAVE ROBBINS, prominent Brooklyn distrib, reports that Stoner's Races, beside which he is standing, is going great in the East.

## False Alarm Gets Laugh for Distrib

KANSAS CITY, Mo., Nov. 6.—Max Cooper, well-known distributor here, got more than one chuckle from reading a top-head story published last week in *The Kansas City Star*.

The article, accompanied by a three-column photograph, described a police "raid" on a garage in which were stored a number of pinball games, phonographs and other machines owned by Cooper. Cooper had rented the garage a few hours before to use as a storeroom for the equipment, some of which was in need of repairs.

*The Star* reported that a neighbor in the vicinity of the garage called the police and excitedly said that "two men are putting slot machines into the garage. This is a respectable neighborhood and I don't like to see it being used as a center for the slot machine racket."

Investigation revealed that Cooper had not violated the law, but *The Star* published no "follow-up" story to clear the situation with its 300,000 daily readers. Cooper demanded no retractment inasmuch as his name had not been used in the article published.

## Atlas Exec Fishes With Other Coin Men

MIAMI, Nov. 6.—In keeping with his position as a big timer in the coin-machine industry, Eddie Ginsburg reports that he went fishing in the waters of the Gulf of Mexico in the vicinity of the Ten Thousand Islands. Accompanying him were Irving Sommer, Sam Cohen and Paul Gerber. Altho Ginsburg didn't report the types of fish that were sought, he did state that Paul Gerber and he were tied for honors for the number of fish pulled in. Ginsburg stated that plenty of baracuda, tarpon and swordfish were sighted, but that these fish just didn't seem to be hungry and passed by their bait.

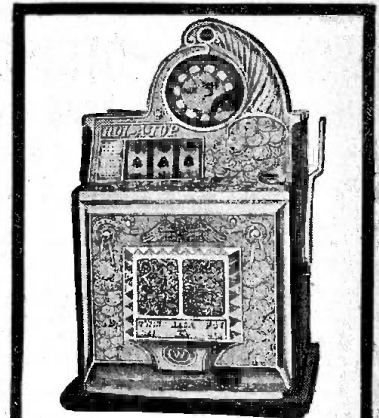
"To tell you the truth," Ginsburg declared, "we didn't mind the fact that the fish didn't give us a whole lot of action, for we had on board one of the latest novelty games which supplied all the action we needed."

He further reported that up-State Florida operators are becoming more and more acquainted with the fact that they can obtain their requirements in a hurry from Atlas because the firm makes it a point to have a stock of the latest novelty game releases on hand at all times.

## Evans Produces Mystery Machine

CHICAGO, Nov. 6.—A new creation is reported by H. C. Evans & Company which was the subject of many rumors long before any news announcement could be made. It is now said to be operating in Florida and was especially designed for that territory in the beginning, say the manufacturers. R. W. (Dick) Hood, president of H. C. Evans & Company, has just returned from a trip down there, where he presented this "nameless wonder." As a result the Evans plant is humming and bustling with activity turning out the new creation in capacity volume. One order alone from a group of the largest Florida operators, they say, calls for 250 units to be built immediately. Others total so many units that the entire factory output has already been sold out in advance of actual production for months to come. Before January 15 no further deliveries can be promised.

"It's so new and different in every way," says Dick Hood, "there's absolutely nothing with which to compare it. It's not a pin table, not a console, not a one-arm bandit and not to be confused in any way with any kind of skill game. I can only call it a new type of automatic amusement machine along entirely new avenues of amusement, yet so utterly simple and acceptable everywhere it's a surprise to us that it was not hit upon earlier. For legality it has been passed upon and approved by six prominent attorneys and given their unqualified okeh. In earning capacity it compares with Galloping Dominos and that means tops. In mechanical simplicity the coin-machine industry has never yet seen anything like it. The premier or official introduction of this new Evans creation will be in Florida



## ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 3 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award. Built for 1c-5c-10c-25c Play Made Only By

**WATLING MFG. CO.**  
4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770. Cable address "WATLINGATE," Chicago.

A. A. SPECIALS NOVELTY GAMES.	
Three Stars .. \$10.00	Wizard .. \$14.50
Rollovers .. 10.00	Twilight .. 19.50
Happy Days .. 12.50	Trk Meet .. 37.50
Lites Out .. 10.00	Carnival .. 37.50
Gusher .. 6.00	Outboard .. 37.50
Auto Derby .. 27.50	Stocky .. 19.50
Hot Sprngs .. 27.50	Sensation .. 22.50
Home ..	Mad Cap .. 7.50
Stretch .. 35.00	Rnd World .. 37.50
Track Stars .. 37.50	Turf Kings .. 37.50
Daytona .. 17.50	Bolo .. 6.00
COUNTER GAMES.	
Reel 21s .. \$4.50	Daval Races .. \$5.00
Hit Me 21 .. 4.50	Reel Race .. 6.00
Tit Tat Toe .. 4.00	Cent-a-Pack .. 6.00
All Win .. 7.50	Wagon Whis .. 6.00
Horse Shoes .. 4.75	Sportsman .. 6.00
Heads or Tails .. 2.50	Skupper .. 2.75
	Horses .. 5.00

## PHONOGRAPH SPECIALS.

12 Wurlitzer Model 412 .. Ea.	\$147.50
14 Wurlitzer Model 312 .. Ea.	
AUTOMATIC PAYOUTS.	
Caroms .. \$35.50	Flying High .. \$22.50
Classic .. 64.50	Haloah .. 22.50
Arlington .. 70.00	Wheel o' .. 17.50
Preview .. 32.50	Fortun .. 12.50
Golden ..	S. Derby .. 12.50
Wheel .. 67.50	Bowie .. 12.50
All Stars .. 12.50	Credit .. 9.00
Palooka .. 12.50	Antonia .. 67.50

**CONSOLS.**  
Paces Races, New Motors .. \$135.00  
Ray's Tracks, Late Serials .. 127.50  
Galloping Dominos .. 139.50  
Chuck-a-Letta 7 Play .. 89.50  
Silver Ballz, 7 Play .. 139.50  
Electric Eye .. 22.50  
Rotary Melchiodis .. 117.50  
Jennings Liberty Bell .. 117.50  
Terms: 1/3 With Order, Balance C. O. D.  
**AUTOMATIC AMUSEMENT CO.**  
1000 Pennsylvania St., Evansville, Ind.

on New Year's Day and our plant is rushed to capacity to be ready.

"This unusual situation, where a game has been completely sold out for months to come in advance of actual production," said Dick Hood further, "is something unheard of in the coin-machine industry. However, it gives some idea how phenomenal this new machine really is. Let me add that it was time someone in the industry brought out a machine like this."

## Los Angeles Conducting Biggest Location Survey

LOS ANGELES, Nov. 6.—What is purported to be the most accurate survey of trends in locations ever undertaken has been launched here. It is being sponsored by local newspapers, the Chamber of Commerce and about 30 business firms.

The purpose is to study the decentralization movement as it relates to the shopping centers of Los Angeles and suburban districts. The trend in store locations, trade, etc., will be carefully charted. The Bureau of the Census will co-operate in the work, it is announced. The final charting of the city will be to break it down into 26 centers and tabulate the facts for each district.

**LOOK**

IN THE WHOLESALE MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

# FLORIDA OPERATORS



**C'm'on over! Get acquainted with BONNIE SERVICE!**

No more waiting for deliveries from distant distributors! You can now obtain all up-to-date equipment in a hurry . . . direct from your home-State distributor . . . a 100 per cent Florida organization, familiar with your problems through years of residence and operating experience in Florida!

**DISTRIBUTOR FOR BALLY**

**EXHIBIT . GENCO . PACIFIC CHICAGO COIN CORP. AND ALL OTHER LEADING COIN MACHINE MANUFACTURERS**

Newest hits always on display! Ample stock for immediate delivery! Special facilities for service!

**GET ON OUR LIST FOR BEST PRICES**

Write today for latest bulletin and visit us whenever you are in Miami!

## Jimmie Bonnie

148 W. FLAGLER ST. MIAMI, FLORIDA

## Cristie To Fete Old-Time Coinmen

NEW YORK, Nov. 6.—An old-fashioned get-together is reported being arranged by Dan Cristie, an oldtimer in the coin biz. Cristie plans to bring together operators, jobbers and distributors who have been in the business for more than 10 years for one grand party at his "Little Old New York" night spot on East 14th street.

Both the atmosphere and the entertainment at this popular spot bring back memories of the Big Town in the "good old days." To enhance this atmosphere for the coinmen Cristie is reported to be scouring the town for coin machines that were popular long ago. He plans to borrow these machines for the party and guarantees their safe return.

Mike Munves, one of the real oldtimers in the coin biz, is said to be helping Cristie to arrange a bill of entertainment that is guaranteed to please. Songs of the past decade will be sung, played and danced to by Joe Howard and Eddie Leonard, Mary Harris, Furman and Lorraine, Dorothy Wescott and Al Bruno and his Little Old New Yorkers. Appetites of the coinmen will be sated by a seven-course dinner, according to Cristie, and there will be hilarity right up into the wee hours of the morning.

## Heroux New Owner Of Seattle Arcade

SEATTLE, Nov. 6.—Replete with batteries of coin machines of every description, Seattle's Fun Palace on First avenue has passed into the hands of Earl Heroux, of Heroux Enterprises, Seattle, who also owns the amusement place in Seattle's Playland, popular outdoor playground with myriad concessions north of the city, now closed down for the winter season.

Having recently purchased the Fun Palace, a veritable penny bazaar of hundreds of machines, appealing to a large clientele, Mr. Heroux has placed many new machines, especially of the game variety, in the aisles, center and front, which has been transformed by him for the winter. He has put the Fun Palace, purchased by the way from C. W. Johnson, former owner, into winter quarters, as it were, with a warming facade of blazing red, and large glass doors which inclose the former open emporium of machines.

Almost every square inch of available space has been given over to the new machines. Well over 200 units, including the many claw devices, the oldtimers of stereoptican type that show the naughty, naughty ladies, and the custard-ple throwers of the old Sennett days.

## New England

BOSTON, Nov. 6.—George J. Young, president of Westrock, Inc., has returned to the Washington street coin machine sector following two weeks of a combined business-pleasure trip in the wilds of upper Maine. Young reports an increased volume of business with novelty pin games. Young went deer hunting at Bingham, Me., with Joe Ferris, of Madison, Me. After three hours on the second morning out Young brought down a 240-pound buck.

Add similarities. . . . Louis Blatt, of the brothers who guide the Atlas Coin Machine Company, is a ringer for not only one celebrity, but two personages. Namely, Paul Muni, of cinema town, and Benjamin Gaylord Haise, Viennese food scientist and biochemist, whose syndicated column is published daily in *The Boston Daily Record*.

Good Luck Amusement Company, Worcester, Mass., headed by Clarence Rocheford, has started in the operation of World Series. Initial placement of five machines will increase pending the success of the quintet.

George J. Scarfo, young handsome office manager of Westrock, Inc., has begun to sprout a "misplaced eyebrow" a hirsute appendage located beneath the nasal chamber. . . . a William Powell mustachio to you. And it's quite becoming.

William T. Brase, Wurlitzer service instructor, in the Hub for several weeks before he takes to the road again, went hat hunting with Ben Palastrant. Bill left his old chapeau with the office secretary, Ida Shapiro, to dispose in some charitable manner.

Benjamin Giaramita has been promoted from the shipping department of Ben Palastrant's Supreme Amusement Company of New England to that of service man and to that extent Giaramita has purchased a Ford sedan. This bit of progress to assure Wurlitzer operators thruout New England better service.

Ben Palastrant has returned from a secret trip of four days. He says the results will be to the material advantage of New England operators in general. Windows of the firm's annex are covered with signs of question marks and other mysterious wording. Looks like he is playing a game. Having waited up till now, Palastrant says the waiting will continue for a while longer. It should be good.

## Fort Worth

Helen Savage has just returned from a whirlwind trip to Memphis, where she participated in her first wedding—that of bridesmaid to a school chum.

Ft. Worth operators are extending their congrats to Earl Reynolds, of Dallas, who has just been appointed State distributor for Wurlitzer phonographs, and there's no doubt that Earl will make a swell distributor.

While in the Dallas vicinity and while offering congrats we can't pass up the news of Porter Harrison's marriage to Audrey Reynolds' pretty little sister, Virginia Mayfield. Here's one swell-looking couple, and they're going to look even "sweller" in that new Packard Porter just bought. Understand Porter celebrated his marriage by buying 25 new phonos from his new brother-in-law.

George Greene, of McCamey, is just puffing and puffing away these days. . . . it's a girl, and is George ever proud of this new addition to the Greene family. (This really belongs under Baby Production.)

M. T. Johnson, of Breckenridge, knows the "early bird gets the worm" and he's getting the cream by being the first operator to purchase Bally's new Fleetwood machine from the Automatic Amusement Company.

Sid Johnson believes in being first, too—so he's the first operator in Ft. Worth to own a brand-new 1938 car. Sid always buys coupes so he won't have any trouble hauling his marble tables around.



GEORGE SCHNABEL, Bellingham, Wash., one of many operators who helped with ideas for developing Bally's Fleetwood game. Schnabel is said to operate more than 300 Fairgrounds alone.

## London

Bernard Brenner, popular young manufacturer of coin machines, was a candidate for election to a borough council on outskirts of London on November 1. Bernard is vice-chairman and treasurer of BAMOS, Manufacturers and Distributors' Section, organizer of London coin-machine expositions.

Slot Club, trade social organization, held monthly supper and entertainment on October 13. Chairman was Albert Catt, one of old brigade of operators. Attendance was excellent and included L. V. Hodgson, of Buckley Manufacturing Company; Tish Willmott, John Holloway, Bill Skelton, Solly Sheffras and Wal Enticknap. Bernard Brenner was elected chairman for next gathering on November 10.

In presence of large gathering of amusement caterers and operators a memorial stone over grave of Arthur Durandeu was dedicated on October 19. Durandeu, whose death was sudden, will always be remembered for his splendid work on behalf of amusement and machine business.

Quarter Sessions of Devon (county in West of England) agitates for legislation which will require automatic machines other than those provided for sale of foodstuffs and tobacco to be kept in inclosures to which access by children is prohibited. It is not anticipated that parliament will interest itself in any such legislation, as matter can already be handled adequately by police. Majority of arcades in England already ban playing on machines by children under 16. Devon Quarter Sessions agitation backed up by old story of children being encouraged to steal to get money to play on machines. Police chief of county supported agitation, but said to keep a proper sense of proportion it should be borne in mind that children sometimes stole money for purpose of buying sweets and cigarets and for attending cinemas and other forms of entertainment.

## CASH WAITING FOR THE FOLLOWING BUMPER PIN GAMES

Bally BUMPERS—RUNNING WILD—MERCURY BOO HOO—BOOSTERS—BATTER UP—FIRECRACKER—HIT 'N' RUN—SENSATION—TOURNAMENT—AUTO DERBY—and all others.

**HURRY!** Rush us your lowest price, condition and quantity you have!

**H. ROSENBERG CO.**  
2178 AMSTERDAM AVE. NEW YORK  
(Phone: WADsworth 8-0902.)

## Mechanically Perfect!

Alamo . . . \$14.00	Jumbo . . . \$11.50
All Star . . . 12.00	Paragon . . . 12.00
Bonus . . . 12.00	Parlay, Sr. . . 14.00
Classic . . . 49.50	Put 'n' Take . . . 4.95
Credit . . . 12.00	Red Balls . . . 15.00
De Luxe 46. . . 9.50	Turf Champs 47.50
Double Up . . . 9.50	
Fence Buster 21.50	
Golden Harvest, 10	
Balls . . . . . 7.50	

**COUNTER GAMES**

Daval Races \$7.50
Penny Smoke 7.00

1/3 Deposit With Order, Balance C. O. D.

**ROYAL COIN MACHINE CO.**

2212 N. WESTERN AVE. CHICAGO, ILL.

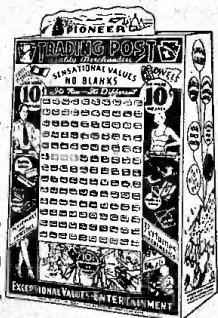
## LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



**HERE'S A SALES DEAL WITH REAL PULL!**

Everybody Goes for TRADING POST Because Everybody Draws a Prize.



**THERE'S NO BLANKS**

130 Pull Tabs on front of carton, numbered on back of each Tab to correspond to numbers on 130 sealed Packages of Merchandise in back of carton gives everyone a Prize for their money.

Deal Takes in . . \$13.00

No, BP 30 Per Deal \$6.60

**N. SHURE CO.**  
200 W. Adams St.  
CHICAGO

**Bally Club House In Ticket Model**

CHICAGO, Nov. 6. — The new-type Bally Club House, originally produced only as a payout game, is now available in a ticket model, according to an announcement released by Jick Buckley, general sales manager of Bally Manufacturing Company.

"The tremendous popularity of Bally's Club House in payout territory," Jim explained, "has created a widespread demand for a ticket model and this demand Bally is now meeting. The ticket model may be operated either as a ticket vending machine or as a payout machine, and when operated in the latter way payouts may be either in coins or checks.

"Operators are especially enthusiastic over Bally's Club House because it occupies less than half the floor space required by the average console—yet has every bit as much flash as the most elaborate pin game backboard. As a result operators are able to place the machine in many good spots which are too cramped for space to accommodate larger games, and the seven-coin chute, taking in 25 to 35 cents each game, is producing big-time profits for operators in all sections of the country. The ticket model will now enable many more operators to get their share of these big earnings."

**Cleveland Op Back From London Trip**

CLEVELAND, Nov. 6.—"Every place you look in England you see rotaries; in fact, they are as thick as peanut machines in this country," H. A. Freyman, well-known Cleveland operator, told friends on his return from a trip to England last week. Freyman had gone to England to meet his brother, whom he hadn't seen for 40 years, and naturally was on the lookout to see what was being done with coin machines in that country.

"England differs from the United States in many ways. The amusement games, it's all nonpayout in that country," Freyman said, "are not placed in every store as they are in this country. On the other hand there are a great many sportlands or arcades in England, and some machines, oddly enough, are located in tearooms.

"The English pubs, which correspond to our own cafes, do not have any amusement games or machines of any kind," Freyman related.

"On the whole, the number of machines in England is far smaller than in this country. In fact, London, with its population of many millions of people, has fewer machines than the city of Cleveland, whose population is under 1,000,000. There seem to be no English games and no counter games of any kind are to be seen. It's either rotaries, cranes or nonpayouts," Freyman said.

"With vending machines it is a different thing again. England seems to use far more vending machines than this country, but that is due to the earlier store closing hours there. For example, the cigar stores close at 8 p.m. every evening and there is no place for a 'limey' to buy his smoke. But when the cigar stores close they push out big cigaret and cigar machines in front of their places of business and leave them up all night. These cigaret machines hold a big supply of packages and the standard makes are sold at 24 shillings or 25 cents.

"All in all," Freyman commented, "operators in this country can be mighty happy at the situation here. There are far greater possibilities in operating here than abroad, and this goes for every European country."

Freyman traveled thru all Europe in addition to spending some time in England.

**Business and Traffic Groups Oppose Meters**

BOSTON, Nov. 6.—Hearing before the Boston Traffic Commission on the question of installing parking meters in downtown streets met with strong united opposition this week from powerful business and traffic groups, including representatives of the Retail Trade Board, comprising big local merchandising interests, the Boston Real Estate Exchange, the Traffic Control Committee of the Boston Chamber of Commerce, the Back Bay Associates, the Boston Automobile Club and other organizations intensely concerned with retail district traffic problems.

These agencies condemned the idea and it is likely the city will proceed cautiously in the situation.

**Joe Calcutt's PRICE BUSTING SALE OF SLOTS PHONOGRAPHS PAY TABLES COUNTER and PIN GAMES!**



**GREATEST CLOSEOUT IN HISTORY!**

**BRAND NEW MACHINES**

Sensational Table Type Console—Mills FLASHER. Also NEW Pay Tables and Amusement Novelty Games of all types, including NEW Wurlitzer and Seeburg Automatic Phonographs. BE SURE TO GET THIS LIST TODAY!

**PHONOGRAPHS**

PRICE! Also a limited quantity of SLIGHTLY USED Model 616 Wurlitzers, Mills DO-RE-MI's, Mills De Luxe Dance Masters, Regular Dance Masters, Model 801s AND OTHERS.

**GUARANTEED SLOT MACHINES**

—in 1c-5c-10c-25c and 50c Play, APPROXIMATELY 1,000 ON HAND! Get this List Quick!!

**275 ASSORTED GENUINE MILLS, JENNINGS**

and CHICAGO Metal Safe Stands—ALL FIRST CLASS CONDITION. ALSO parts for all Standard Makes of Machines! WRITE NOW!

**HUNDREDS OF BARGAINS**

city Games; Counter Games AND OTHERS! Everyone GUARANTEED

**HURRY! HURRY! HURRY!**

U S E D equipment from a firm you know is RELIABLE in every way and to help you EARN BIGGER PROFITS for a long time to come then BEFORE YOU BUY ELSEWHERE

PHONE - WRITE OR WIRE FOR COMPLETE PRICE LIST

**THE VENDING MACHINE CO.**  
205-15 Franklin St., Fayetteville, N. C.  
Cable Address "COINSLOTS"

\$5.00 RETAIL Value



Men's or Women's ZIPPER Style!

**OPERATORS DISTRIBUTORS Investigate Now! TWO Genuine PIG GRAIN JACKETS**

FREE on THIS \$6.95 "Automatic Sales Card" Yet Plenty Profit to You

Sales are just plain Automatically sure. You give two of these \$6.00 Genuine Pig Grain Jackets FREE, on each card. Right now, in the height of the outdoor season, these Sports Jackets are in big demand. For Football games, hunting, hiking, fishing, thousands of prospects eager to get one. Your Big Season on Now! Pocket Big Cash Profits Fast.

Write for full details about this original plan NOW! Most amazing quick-profit-making business of 1937-38. GRUND ART & NOVELTY CO., Inc. Des Moines, Iowa



CHEERING SECTION at the recent all-day session of Minnesota operators. Standing (in the center) are: Archie LaBeau, Minnesota distributor; Jack Nelson and I. F. Webb, vice-presidents of Rook-Ola Manufacturing Corporation.

**CLOSE OUT IN PUSHCARDS**  
50 Hole Size. Exact Reproduction—Die Out 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.

**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.

Thank You for Mentioning The Billboard.

# 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.

BY EXHIBIT

# 139<sup>50</sup>

PLUS TAX

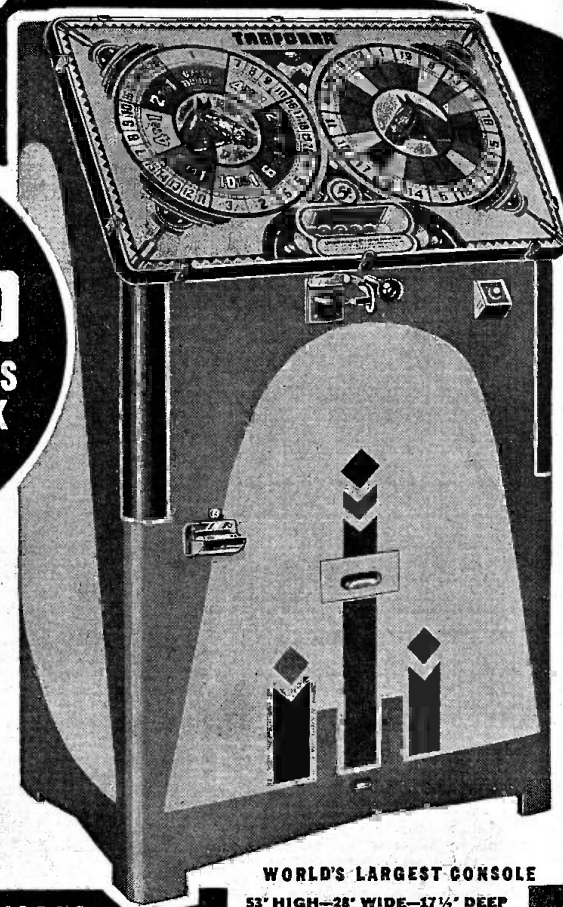
F. O. B. CHGO.

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—17 1/2" DEEP  
 SHIPPING WEIGHT 200 LBS.

**MAKE MORE WITH THE BEST for LESS**  
**ORDER AT ONCE from your JOBBER!**

**EXHIBIT SUPPLY CO. • 4222 WEST LAKE STREET • CHICAGO**



## 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.

## Mayors To Hear Dewey on Nov. 16

WASHINGTON, Nov. 6.—The United States Conference of Mayors will convene here November 16 and one of the special features announced for the meeting is an address by Thomas E. Dewey, recently elected as Manhattan's district attorney after attaining a nation-wide reputation for smashing rackets in New York City. He has promised to tell the mayors how to deal with organized crime and the methods he has used in eliminating the policy, poultry, vice, loan shark and fur rackets in New York.

Mayors from practically every city of 50,000 or more population are expected to be in attendance, which will include about 180 mayors. Mayor F. H. La Guardia of New York, president of the Conference of Mayors, will introduce Dewey to the meeting.

## Calcutt Staging Clearance Sale

FAYETTEVILLE, N. C., Nov. 8.—Joe Calcutt, president of the Vending Machine Company, reports that he has piled together all the games he now has on hand, both new and used, rebulbts and factory reconditioned, and is staging his big annual clearance sale. "All the games will be guaranteed," he states, "regardless of price."

"This annual clearance sale has become known to operators as one of the big events of the year, and this year it will be bigger than ever," he continued. "All the games we have been buying for some time are included in this sale. The number of machines involved amounts to quite a large figure and includes machines of all types."

## WE OFFER FOR SALE THE FOLLOWING

Callio Contars, Each	\$175.00
1—5c Mills War Eagle	32.50
1—10c Mills War Eagle	32.50
1—5c Mills Extraordinary	50.00
1—10c Mills Extraordinary	50.00
5—5c Mills Streamline, Each	32.50
1—5c Mills Futurity	52.50
5—10c Mills Blue Front, Each	52.50
2—5c Pace Bantams, Each	15.00
2—5c Baby Watlings, Twin Jackpots	20.00
Each	25.00
1—10c Callie	25.00
1—10c Watling	32.50
1937 Pace Race No. 4700, 30 Payout, Like New	275.00
1935 Pace Race No. 2400	125.00
Stanching Derbys, Each	15.00
Bally Derbys, Each	15.00
Panoco Parlay, Each	15.00
Tycoons, Late Type, Each	15.00
Daily Races, Each	15.00
Double Safes, Front and Back Doors, Each	27.50
Single Safes, Front and Back Doors, Each	19.50
Weighted Stands, Each	7.50
Weighted Stands, with Back Protected, Single, Each	12.50
Double, Each	25.00
Triplo, Each	42.50
Coin Wrappers, Per 1M	.85
Coin Wrappers, Assorted in 5M lots, Per 1M	.75
We are distributors for Jennings Products, Operators living in the vicinity can stop in to see the new Silver Chief.	
THE STARK NOVELTY CO., Canton, O.	
1510 W. Tuscarawas St., Canton, O.	

**CLOSE OUT SALE**  
 ON  
**MILLS TROUBADOUR PHONOGRAPHS**  
 AND  
 LATE MODEL SLOT MACHINES  
 VENDING MACHINE SALES CO.,  
 1815 N. Grand Blvd., St. Louis, Mo.

**TURKEY PUSH CARDS**  
 OUR PRICES THE LOWEST.

60-Hole PUSH CARD, Each	20
75-Hole PUSH CARD, Each	30
100-Hole PUSH CARD, Each	40

With Turkey Seal.  
 Send for Illustrated Catalog. More than 700 Xmas Specials and Holiday Goods.  
**BENGOR PRODUCTS CO.**  
 878 Broadway, New York City

Operators use Profit Sharing Ball Gum in your ball gum machines and make as much as a \$2.00 weekly profit.

**2¢ COUPON IN TRADE**   **5¢ COUPON IN TRADE**   **25¢ COUPON IN TRADE**

Actual Size of Profit-Sharing Ball Gum. Coupons Removed with Finger Tips.

30 Days Free Trial on a Profit-Sharing Ball Gum Machine. To prove it takes in pennies faster than you could believe possible write today for our special offer and full details.

**CALVERT SALES COMPANY, LUTHERVILLE, MD.**

When Writing to Advertisers Mention The Billboard.

**WURLITZER**  
Phonographs  
Model 412  
GUARANTEED PERFECT  
CONDITION  
AT LOWEST PRICE IN HISTORY  
**\$137.50** EACH  
ONLY  
1/3 with Order, Balance C. O. D.  
WRITE FOR NEW 1938 CATALOG  
AND PRICE LIST!  
**SUPREME**  
VENDING COMPANY  
64 ERASMUS ST., BROOKLYN, N.Y.

**Bally Boasts of Complete Roster**

CHICAGO, Nov. 6.—"Bally's busy," was the quick reply of Ray Moloney, president of Bally Manufacturing Company, when quizzed about conditions in the industry. He then elaborated to explain the reason behind the activity at the Bally plant.

"We keep the factory going," Ray stated, "by offering a hit game for every type of amusement operation from counter to console class and everything in between. In the novelty class, the 1937 Airway is now in its third month and still going strong. With the opening of new novelty territory, Airway has received a new lease on life and will undoubtedly be in full production right up to show time.

"Bally's Stables, in the single-coin one-shot class, is duplicating the performance of our famous Freakness in player appeal and earning power. In fact, Bally's Stables is even more popular than earlier one-shots, due to the fact that selections are stepped up to never less than two and up to nine possible per game.

"The multiple field is being served with the Fleetwood one-shot, the game built in collaboration with leading operators of multiple equipment. Its earning power is greater than any multiple game we have ever produced, and operators report that new anti-cheat apparatus and the improved mechanism built into Fleetwood have resulted in substantially increased net profits. Along with Fleetwood there is still a lively demand for our Fairgrounds multiple one-shot, which has now been on the market almost a year.

"In the counter class Nugget and Sum-Fun continue to sell in big volume, with Bally Baby a close second.

"Creating a furor in the console class by its revolutionary design is Bally's Club House, upright console. Due to the fact that this game provides tremendous flash in a comparatively small floor space, it has opened up many crowded spots to console operation and has thus enabled operators to increase their weekly profits."

**U-Pop-It Carries Double Guarantee**

CHICAGO, Nov. 6.—There is hardly an operator in business today who at some time or other has not had the experience of buying a new machine only to find it off-standard in performance on location. "For those operators who have had this experience," stated A. S. Douglas, president of the Daval Manufacturing Company and its affiliate, Ranel, Inc., "it will be most gratifying to know that our automatic pop-corn merchandiser, U-Pop-It, carries a double guarantee.

"U-Pop-It is backed by Ranel and by Daval, as represented in the 29 years of successful manufacturing, business experience and fair dealing of the principals of these two organizations," he continued. U-Pop-It is guaranteed against any hidden defects, and in making this statement we want operators to know that we really stand back of our product. Allowing for normal usage in the steady operation of these machines, we can make such a far-reaching guarantee, because after all our equipment is very simple in design, construction and operation.

"U-Pop-It is 90 per cent mechanical," Douglas concluded, "and it has no electric motors, transformers or contacts, what few moving parts this machine has are noncorrosive and nonrusting. The efficient corn-popping heating element is extremely economical with minimum current consumption. It cannot over-heat and burn the corn. Everything about U-Pop-It has been worked out from the standpoint of easy accessibility for fast servicing on location."

**Skill Time Is Name of New Keeney Game**

CHICAGO, Nov. 6.—An outstanding development in coin machine games was made public today by officials of J. H. Keeney & Company when they announced the release of their newest development, Skill Time. "This new game," stated Jack Keeney, president of the firm, "consists of the combination of a miniature one-ball payout table with our famous Track Time, which will permit operators to place this payout console table in payout table territories.

"The original play of Track Time has not been altered," he continued, "except that now the player must make one of three holes on the miniature playing field to set the game in operation. This new playing-field attachment brings Skill Time into the skill-game classification with all the play thrills and tempting awards of the console games. The price of this special model is only slightly higher than that of the regular model. This new feature opens up a world of possibilities for those operators who have not been able to get in on console game earnings because of restrictions in their territories in regard to them.

"The miniature playing-field model of Track Time, now known as Skill Time, is now in production and is being supplied to the trade thru our regular distributors," Keeney concluded, "who have already reported that ops are strong in their commendations of this new development."

**DERBY**

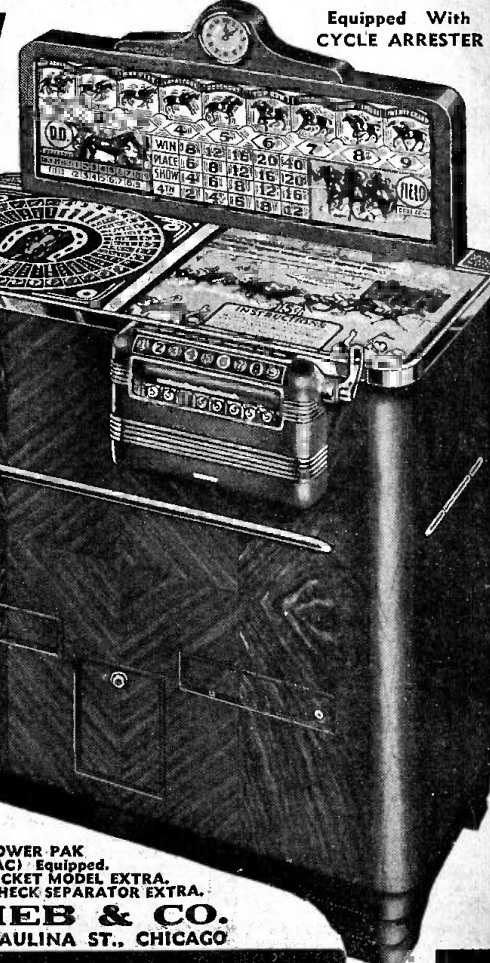
CONSOLE WITH MULTIPLE 9 COIN HEAD

The Miracle Game FOR EARNINGS AND CLASS ASK ANY OPERATOR!

IMMEDIATE DELIVERY

See Your Distributor or Write.

**D. GOTTLIEB & CO.**  
2736-42 N. PAULINA ST., CHICAGO



Equipped With CYCLE ARRESTER

POWER PAK (AC) Equipped. TICKET MODEL EXTRA. CHECK SEPARATOR EXTRA.

**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.



**SACRIFICE PRICES — QUALITY MERCHANDISE**

**\$5.00 Group**  
Exhibit Ticket Highways, Playballs, Sharpshooters, Bagatellos, Whipspools and Trappers, Bolos, 3 Star, Bumpers, Twisters, Mad Caps, Top Hats, Short Sox, Tit-Tat-Toe, Bally Babys.

**\$8.00 Group**  
Gushers, Holdems, Bumpers.

**\$10.00 Group**  
Ricochets, Homeruns, Ball Fans, Giants, Jumbos, Pearl Harbors, Mammoths, Put'n'Takes, Caricooas, Gold Awards.

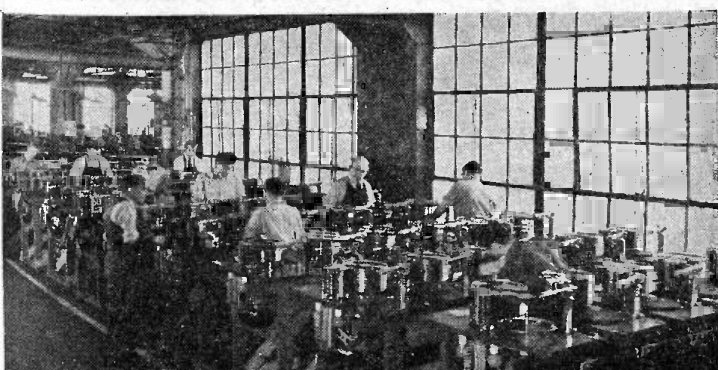
**\$14.50 Group**  
Score Boards, Skookys, Fire Crackers, Bally Boosters, Club Venders, Etc.

**\$18.50 Group**  
Running Wilds, Batter Ups, Automatic Skippers, Cross Lines—Mercurys \$23; Daytonas, \$27.50; Daily Races, \$18.

**Special Group**  
Fairgrounds, used 30 days, \$110; Paces Races, above 4,000, brown cabinet, \$225; No. 2528 30 to 1 odds, \$150; Galloping Dominoes, \$145; Rosemonts, \$75; De Luxe Balls, \$75; Furl Champs, \$52.50; Grand Stands, \$30.

**SLOTS**  
Mills 5c Blue Fronts, \$52.50; 10c War Eagles, \$42.50; Paces Bantams, 5, 10 or 25c, \$15; Comet All Stars, nearly new, 10c, \$50; Jennings 10c or 25c, \$12.50; Walling 5c Rolatop, \$45; 25c Double Jacks, \$25.

All in A-1 Condition. Send One-Third Deposit.  
**SILENT SELLING CO.** 548 Massachusetts Ave., Indianapolis, Ind.



TRIPLE INSPECTION is one of the most important factors at Rock-Ola, to the end of assuring both operators and locations "trouble-free" service. The above picture was taken in the Multi-Selector inspection department. On these racks every Multi-Selector unit undergoes a working test of 12 hours' constant running, during which time 2,000 selections are made. This is typical of Rock-Ola's triple-test policy.

**Holiday GIFT FRUIT CAKE**

Highest quality 5-pound Cake—attractively packed in handsome chromium Cake Holder and Cover. An ideal gift.

**100-HOLE SALESBOARD**  
Takes in \$10.00 Costs You \$5.00

Season is just beginning! Remit now with order.  
**HARRISON SALES**  
Room 616, Wrigley Bldg., Chicago.



IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

# SENSATIONAL FLORIDA PURCHASE SLOT MACHINES-Ready to Operate

Blue Front—Gold Award ..... \$42.50  
 Blue Front—No Gold Award ..... 45.00  
 Blue Front—No Gold Award Single J. . . 49.50  
 Cherry Bell—Single J 62.50

Jennings Chiefs— 5-10-25 ..... \$44.50  
 Jennings Chiefs—50c 49.50  
 Watling Rol-a-Top. 27.50  
 Mills Extraordinary. 27.50  
 Caille A. C. 7-Slot.. 89.50

## CONSOLES

Paces Races—All Perfect Condition.. \$119.50  
 Ray's Track ..... 109.50  
 Bally Favorite ..... 94.50  
 Pamco Bells ..... 59.50

Exhibit Jockey Club. \$69.50  
 Evans Roulette . . . 59.50  
 Evans Rolletto . . . 129.50  
 Evans Galloping Domino ..... 129.50

## 1-BALL AUTOMATICS

22 Caroms ..... \$32.50 | 25 Golden Wheels. \$54.50  
 18 Classics ..... 39.50

1/3 Deposit With Order

**GERBER & GLASS** 914 DIVERSEY CHICAGO, ILL.

## \$37,304,192 Bet At Chi Tracks

The amount wagered with bookies is estimated at a million a day

CHICAGO, Nov. 6.—\$37,304,192!! Yes, that is the sum which Chicago racegoers bet on their favorite nags last year at the six tracks in this vicinity. During the 157-day season 813,793 persons paid their way into the tracks both to enjoy the sport of kings and to wager that they could pick the winners.

\$37,304,192 was not all they spent. Admission fees cost them \$813,973 and they paid another \$2,984,335 just for the privilege of placing their bets. That last sum represents 8 per cent of the amount wagered. Track operators are permitted to take 6 1/2 per cent plus the breaks—which usually add up to another 1 1/2 per cent since in Illinois they break to a dime—out of all betting pools.

How much was wagered with the bookies in Chicago and in down-State cities simply amounts to thinking of a number—any number just as long as it runs in nine digits. In *The Chicago Tribune* French Lane puts his guess at a quarter of a billion. Other observers estimate that at least a million is wagered on the races every day in pool-rooms and in betting commission offices in the State.

Betting on the races at the tracks in the State represents an increase of more than \$5,000,000 over last year. How much the wagering will increase next year is another good guessing game to occupy your time during the cold winter nights. The bookies were given considerable encouragement for the future in Chicago and Cook County when a municipal judge declared in their favor—if it was legal to bet on pari-mutuels. In fact, the courts seem to be repeatedly showing an inclination to let the bookies continue in business.

## MONARCH THAT'S THE NAME REMEMBER IT FOR EVERY GAME

Guaranteed O.K.

RECONITIONED PAYOUT TABLES

All Stars	\$14.50	Rambo	\$ 9.50
Bonus	22.50	Redman	14.50
Belmont	62.50	Snappy	24.50
Classics	14.50	Stop & Go	9.50
Credit	22.50	Sky High	12.50
Challenger	18.50	Trojan	17.50
Derby	17.50	Tycoon	22.50
Flicker	17.50	Velvet	52.50
Multiplay	14.50	Pop Em	87.50
Peerless	14.50	Preddocks	42.50
Parlay, Sp.	22.50	Winners	47.50
Haleah	12.50	Golden Har-	
Jumbos	39.50	vest	10.50
Caroms			

COUNTER GAMES.  
 Root "24" \$ 8.50 | Tit Tat Toe \$ 6.00  
 Clearing House . . . 6.00 | 21 Vendor . . . 5.50  
 We Have a Complete Line of Late Nor-  
 city Games. What Do You Need?  
 We Also Carry a Complete Line of Fast  
 Moving Jar Deals. Write for Particulars  
 and Quantity Prices.  
 Write for New Price List Hundreds of  
 Games at Bargain Prices.  
 Deposit with Order. Bal. C. O. D.

**MONARCH COIN MACHINE CO.**  
 1731 L'MOUNT AVE  
 CHICAGO, ILL.

The irony of it all is that the city has a divided conscience. It will not so much as permit a novelty pinball game within the city limits. It may be that anything with a coin chute is under suspicion because cigaret vendors are strictly banned. Some say it is politics. Anyhow the case now stands that you can bet on the races in Chicago. If you can't find a bookie the telegraph offices will handle your bets with business efficiency. But you cannot spend a nickel on a pinball game anywhere in the city!

**THE GREATEST GIFT ITEM**  
**\$15.00** Nationally Advertisd  
**PACKARD**  
 Lifetime LEKTRO-SHAVER  
 Salescard Operators  
 Agents-Distributors  
**MAKE BIG MONEY FROM NOW TILL XMAS**  
 SEND FOR FREE SALESCARD AND DETAILS TODAY  
**LLOYD'S DISTRIBUTING CO., 521 FIFTH AVE. NEW YORK**



**McGALL'S WEEKLY GUARANTEED BARGAINS**

Pearl Harbor	\$ 7.50	Western Preview (Like New)	\$22.50	Bumpalite (Like New)	\$99.50
Credit (Ticket)	12.50	Like New	9.50	Rite Range (Like New)	65.00
Round Up	9.50	Stop & Go	12.50	New	9.50
Bee Jay	17.50	Pamco classic (Like New)	75.00	Leathneck	9.50
Tycoon	39.50	Big Shot	9.50	Hollywood	9.50
Spratoga (Like New)	149.50	Bally Bonus	9.50	Pop Em (Like New)	49.50
Pace Races	99.50	Jumbo	9.50	Golden Wheel (Like New)	17.50
Turf Champs	48.50	Double Slam	9.50	Winners (Like New)	39.50
Big Casino	9.50	Grand Score	11.50	Ale Derby (Like New)	39.50
Daily Limit	9.50	All Stars	9.50		
Sunshine Derby	9.50	Sunshine Baseball	17.50		
Double Header	9.50	Multiplay DeLuxe "46"	9.50		

1/3 Deposit, Balance C. O. D. Cable Address: "McGallo," Phone: Jefferson  
 1844. Send for Our Latest Price List No. A-201. 3147 LOCUST ST. ST. LOUIS, MO.



LENNY DE CARLO  
 THANKS TO  
 R. STRANDLUND

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

THE SAN FRANCISCO DAILY NEWS in 1935 published a series of cartoon sketches depicting "It Started in San Francisco." The above sketch shows the first slot machine made by Charles Fey in 1889. (Sketch courtesy of Walter Tratsch, A. E. T. Manufacturing Company, Chicago.)

# 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.

**\$74<sup>50</sup>**  
Tax Included

The Aristocrat Line  
STONER MFG. CO. INC.  
CHICAGO, ILL.

# STONER CORPORATION

Aurora, Illinois

**7 DAY FREE TRIAL ON SAMPLE**  
NOT A WATER GAME NOT A TICKET DEAL

## PENNY SKILLO

Fastest Penny Counter Cigarette Game ever produced — something entirely new and different. 40% for location, 60% for you. **OPERATORS NOTICE!** Machine keeps accurate count of what merchant pays out in awards — cheat proof. Can play 1c, 5c, 10c. Nothing like it in coin history. Percentage regulators — 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.

Patent Pending Size 7x7  
**UNITED AMUSEMENT COMPANY**  
3410-18 Main St., Kansas City, Mo.

### Tacoma Judge Hits Private Club Law

SEATTLE, Nov. 6.—How State constitutions block modern efforts to finance charitable and civic organizations came vividly to the fore in the Northwest this week. A Superior Court judge in Tacoma attracted State-wide attention early in the week by declaring a portion of the 1937 Gambling Act unconstitutional and void and that the State Legislature exceeded its authority when it attempted to legalize the operation of slot machines in private clubs.

Attacking the "private club" clause of the enactment of 1937, the Tacoma judge held that framers of the State constitution provided that the Legislature shall never authorize a lottery, so the "Legislature attempts to do that which the constitution expressly prohibits."

The Superior Court action was brought against the county prosecutor for seizing two slot machines at the Moose Club in Tacoma.

Following the adverse decision in Tacoma, local officials here state that the decision will not affect machines in private clubs in Seattle or King County. Many slot machines are registered in the private clubs. Seattle officials say that the statute is still on the books providing for the operation of slots in clubs and that they will continue to follow the law until the State Supreme Court declares it void. A King County ruling might also have a local effect.

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 - 1141B De Kalb Ave. Brooklyn, N.Y.**

**33 LARGE AND MEDIUM SIZE, FANCY PICTURE TOP BOXES CHOCOLATES, \$7.95**  
50 BOXES KISSES AND a 600-Hole 10 Lots, \$7.50  
5c SALESBOARD. Takes in \$30.00. Each.

## 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

For **BIG, LEGAL PROFITS**  
It's the  
**Imperial**  
**BILLIARD TABLE**  
WRITE FOR CIRCULAR TODAY!  
**BIRMINGHAM VENDING CO.**  
2117 THIRD AVE. NORTH, BIRMINGHAM, ALA.

### Keeney Releases New Dark Horse Model

CHICAGO, Nov. 6.—"In their untiring effort to create more profitable equipment for operators," according to Ray Becker, sales manager, "J. H. Keeney & Company have developed and are now offering a new model of Dark Horse, our recent single-coin console success. This new model now permits from one to seven

selective plays thru the single coin chute. In addition this new model features a daily double dial, so that when player's number appears on the winner dial and also the daily double dial he receives a large award in accordance with the bigger odds shown.

"While Dark Horse was proving one of the most profitable single-coin console games on the market," he continued, "these added features suggested themselves; and even tho they increase our cost of producing the game, we are not increasing the price over that at which the original Dark Horse sold. There is a real opportunity for operators to cash in on this new adaptation of a successful console model.

"Dark Horse in the seven-play selective model is in production and is now being displayed and offered by all our distributors, who say that operators report considerable increases in revenue thru the added play afforded by the seven-play single chute," Becker concluded.

## WANT TO BUY

USED ROL-A-SCORES, PACIFIC PLAY BALL GAMES AND TART-GET ROLLS.

USED MACHINES FOR SALE:

<b>AUTOMATICS.</b>	Short Box... \$ 5.00
Jumbo... \$10.00	Ricochet... 14.00
Peerless... 11.50	Rugby... 8.00
<b>NOVELTY GAMES</b>	Skipper... 22.50
Mad Cap... \$ 4.50	Fair Play... 3.00
Nick & Nick... 5.00	Five & Ten... 5.00
Neighbors... 3.00	Bank Nite... 5.00
Sure Shot... 5.00	Lights Out... 7.00
Big Shot... 3.00	East & West... 30.00

**MISCELLANEOUS.**  
New Gun Tank Shooting Gallery... \$60.00  
Rotary Merchandise... 65.00  
\$5,000.00 Worth of Rotary Merchandise at Very Low Prices.

Terms: 1/3 Deposit, Balance C. O. D.

**ARROW NOVELTY CO.**  
2852 Sidney Street, St. Louis, Mo.

## OHIO OPERATOR

EXPERIENCED SERVICE MAN ON ALL TYPES COIN OPERATED EQUIPMENT.  
Must Be Married Man. References.  
BOX D-105,  
Care THE BILLBOARD, Cincinnati, O.

# LINE-UP

## BALLY'S NEWEST 5-BALL NOVELTY HIT

The Play Appeal of a Payout Game in a Fascinating Novelty Table



**\$74<sup>50</sup>**  
F. O. B. Chicago.

● The old favorite carnival "corno" game . . . plus the new MYSTERY FREE NUMBERS feature . . . CHANGING ODDS . . . LAST-BALL SUSPENSE . . . FIRST-SECOND-THIRD-PLACE WINNERS . . . and SPECIAL SKILL TEST AWARDS! Get "lined up" now for bigger novelty profits by getting LINE-UP on your locations! Order from your Jobber!

WRITE FOR CIRCULARS ON FLEETWOOD  
● BALLY STABLES ● CLUB HOUSE ● AIRWAY

# BALLY MFG. CO.

2640 BELMONT AVE. ● CHICAGO, ILLINOIS

# THE COIN CHUTE LEAGUE

AMUSEMENT • CONVENIENCE • EMPLOYMENT • CHARITY

Address THE COIN CHUTE LEAGUE, 600 Woods Building, Chicago, Ill.

The American Legion entered upon one of its greatest service programs at the recent national convention when it decided to make a campaign against junking men over 40 years of age. Many members of the coin-operated machine industry are also members of the American Legion and can perform one of the greatest services to EMPLOYMENT by supporting the local work of the American Legion. We would be glad to have news reports from column who may be active in the work of the American Legion, especially in its campaign to aid employment.

One of the finest expositions of an industry's contribution to EMPLOYMENT appears in *The United States News* (Washington, D. C.), October 25, 1937. It is a statistical history of the automobile industry and allied industries, showing the rise in employment from year to year, appropriately set off with graphic illustrations and charts so that the eye immediately gets the picture.

It is shown that the automobile industry pays annually to employees the sum of \$5,300,000,000; that it has created 6,000,000 new jobs, 4,000,000 more than it eliminated; that average employment in auto factories in 1937 has been 515,000, with an average weekly payroll of \$16,000,000; that accessories and allied industries affect almost every phase of the nation's business life.

Everybody knows that the automobile has affected even our religion and public morals, from petting in Lover's Lane to the ease with which people leave church behind and go for a drive. But nobody seems to be trying to ban the automobile. Its contributions to business and to the enjoyment of life mean too much.

The coin-operated machine industry will not be able to prepare so elaborate an exposition of its contributions to EMPLOYMENT and to the enjoyment of life, but the boost for the automobile industry does point a lesson. Perhaps operators should say that they contribute a lot to the automobile industry by the number of cars and trucks they use in their daily business.

opening on March 1, 1938, the Chicago Tumor Institute, a non-profit organization to be devoted exclusively to the study and treatment of cancer. Leading medical authorities from all parts of the world will be invited to co-operate in studying the cancer problem. *Fortune* magazine recently called attention to the small support being given to cancer work. The magazine article aroused the federal government to making an appropriation, but cancer research still remains one of the needy fields for charitable gifts.

Dr. Harvey Agnew, of Toronto, stressed the "proper psychology" for hospitals and other institutions in addressing the American College of Surgeons' meeting in Chicago last week. He mentioned many small matters about the best hospitals today that tend to add cheer to the very atmosphere of the hospital. The speech recalled feature articles that appeared two years ago in New York newspapers concerning the use of pinball games in hospitals for the entertainment of convalescents. The pinball games have also been found beneficial in psychopathic wards. Charitably inclined members of the coin machine industry have pioneered in contributing pinball games to institutions.

The National Police Home Foundation will give a dinner and dance in Chicago on November 18 to raise funds for a Southern Florida home for retired policemen and their wives and for convalescent policemen injured in the line of duty. Lieut. Paul W. Duffy, president, will be in charge. No more worthy charity could be mentioned than this program for the aid of policemen and their wives. It is understood that the organization is national in scope.

One of the biggest events in aid to the unemployed is the census of the unemployed to begin November 16 under the direction of John D. Biggers, prominent manufacturer. The plan is to distribute 32,000,000 census cards in one day.

Honorable mention goes to Harry Grunau, Canton, O., for the first inquiry concerning membership in the Coin Chute League. He inquires: "Please let me know how I can join the Coin Chute League and benefits I can derive from being a member."

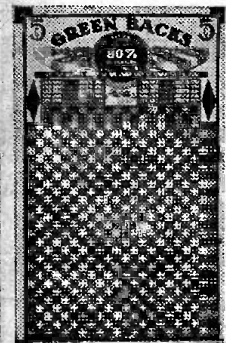
No memberships are being accepted at the present. The ultimate idea is simply an enrollment membership for everybody in the coin machine industry, with no membership fee attached. The first big job is to educate the members of the industry as to the possibilities in such an organization committed to a public program of charity and aid to employment. For the time being the publicity concerning the league is to arouse the interest of the trade in CHARITY and EMPLOYMENT as national objectives.

One of the most useful fields for charity during many years has been the fight against tuberculosis. The National Tuberculosis Association announced this week that the disease is spreading again in the United States.

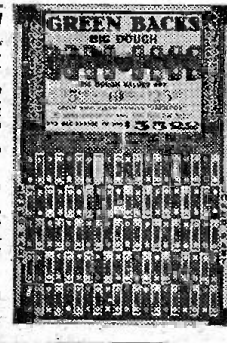
Important announcement was made this week that plans were complete for



H. A. FREYMAN, well-known Cleveland operator, has just returned from a trip to Europe. In England he visited with his brother, whom he hadn't seen for 40 years.



**The Greatest Board in History**  
"GREEN BACKS" IS ACCLAIMED THE MOST SENSATIONAL BOARD IN THE HISTORY OF THE INDUSTRY!  
Money-Like Certificates in the payout card make this board a brilliant contribution by Superior! 80% payout, tip-style tickets, an opportunity to receive \$35.00 for 5c 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, assels, celluloid protectors over certificates, individually protected.  
**SUPERIOR PRODUCTS, INC.**  
"World's Fastest Growing Salesboard Factory"  
14 North Peoria Street, Dept. C, CHICAGO.



# SLOT BARGAINS

First class Florida Equipment - ready to operate.  
**SACRIFICED**

- MILLS BLUE FRONT GOLD AWARD MYSTERY VENDERS, Milco Heads. Serials 360,000 thru 390,000. Nickel, Dime and Quarter Play. Each . . . . . **\$39.50**
- MILLS BLUE FRONT GOLD AWARD MYSTERY VENDERS, Milco Heads. Single Pots. Serials over 400,000. Nickel, Dime and Quarter Play. Each . . . . . **42.50**
- MILLS BLUE FRONT GOLD AWARD MYSTERY VENDERS. Half-Dollar Play. Serials Over 400,000. Each . . . . . **60.00**
- WATLING ROLATOP GOLD AWARD MYSTERY PAYOUTS, Front Vend. 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**  
763-23 AVE., NORTH, ST. PETERSBURG, FLA.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## 2 CANDY SALESBOARD DEALS

**SENSATIONAL MONEY MAKING DEAL**  
**50 WINNERS**  
A 3c Salesboard  
COSTS YOU \$5.50  
TAKES IN \$15.00

**CANDY HOLIDAYS FOR THE HOLIDAYS**  
5-Lb. Box of Assorted Chocolates. Per Box . . . . . **70c**

**QUICK TURNOVER DEAL**  
Every Punch Receives a One-Pound Box of Chocolates. Numbers Run From 1 to 39.  
**24 WINNERS**  
24 1-Lb. Boxes of Chocolates. COSTS YOU \$4.25  
20% Deposit With Order, Balance C. O. D. Send for FREE Illustrated Catalog.

5-Lb. Box of American Mixed Hard Candy. Per Box. **60c**  
All 5-Lb. Boxes Packed 1/2 Dozen to Carton.

**DELIGHT SWEETS, INC.** 50 EAST 11th STREET NEW YORK, N. Y.

FORWARD

# MARCH

Seven animated bumper-kickers give each ball an awful ride. Five holes act simultaneously as goals and as hazards. Scoring system is adjustable. Light system is eye-thrilling.



It allows high scores—that's why players like Forward March. It's all over in a few seconds—that's why location owners like it. Operators like its clean-cut, permanent profits!

## 74 50

Mills Novelty Company  
4100 Fullerton Ave., Chicago, Ill.

**WHOLESALE Prices Plus Guaranteed With Delivery**

**CLOSE-OUT SALE**  
Guaranteed—Ready To Operate  
**PHONOGRAPHS**

16 Mills Dancemasters	Each \$42.50
10 Seeburg Selectophones	42.50
1 Natural Wood Dancemaster	62.50
1 Rhythm Master (12 Records) (Floor Sample)	108.50
3 Rock-Ola No. 2	125.00
1 Wurlitzer P-10 (Green)	75.00
1 Wurlitzer P-30	135.00
6 Mills Troubadours	25.00
2 Mills No. 875	25.00
1 Seeburg Auditorium	20.00

**MAKE OFFER FOR ENTIRE LIST**

**MISCELLANEOUS**

11 Rotaries (Escalator)	\$69.50
2 Ray's Truck (Factory Reconditioned)	137.50
5 Keeney Targetto	59.50
1 Pace's Races (Serial 3741)	37.50
1 Pace's Races (Serial 4410)	200.00
1 Pace's Races (Serial 5500)	235.00
2 Popmaster Pop Corn Machines	87.50
1 Bally Roll	49.50
2 Mills Golf Ball Venders (Floor Samples)	159.50

1/3 Deposit, Balance C. O. D.  
Cable Address: "Idealco."  
Phone: Garfield 0072.

**IDEAL NOVELTY CO.** 1518 HARNETT ST. CHICAGO, ILL.

### Passanante Likes New Cash Trend

DETROIT, Nov. 6.—James Passanante, of the J. & J. Novelty Company, reports a considerable pickup in business this past week, with more orders than they can fill on special type of games. He attributes the increase in trend in business largely to the statement recently made by the Michigan Liquor Control Commission in regard to its attitude toward coin machine operations.

Passanante reports his force working into the small hours of the morning this week in order to ship 21 machines to Tampa, 16 to Omaha and 11 to Washington, D. C.

Shipments are now being made ready for Hamilton, Ont., and seven machines to be sent to New York. Passanante especially commented upon the fact that orders received this week were accompanied by checks in full for goods.

### Tax Tokens Not Found In Kansas City Chutes

KANSAS CITY, Mo., Nov. 6.—Trouble experienced by Robert Osterberg, Springfield, Mo., owner of phonographs, as reported in a recent issue of *The Billboard*, has not been reported in this section of the State.

Osterberg found a number of flattened and shaved State sales tax tokens in the coffers of his machines recently. They were sent to Forrest Smith, State auditor, whose first reaction was to point out that persons convicted of tampering with the one-mill and five-mill zinc tokens may be sentenced to as many as five years in the penitentiary.

A survey of ops in Kansas City and surrounding towns made this week resulted in the conclusion that either the players are honest or they haven't yet figured out how the tokens may be altered to fit the hundreds of types of coin games now operating in this section. At any rate, the number of altered tokens was so small that virtually all operators said the practice of shaving the zincs amounted to "less than one out of 1,000 coins taken in."

## A KING PIN FOR PROFITS

**A SENSATIONAL NEW HARLICH JACKPOT BOARD THAT'S BOWLING 'EM OVER**

### KING PIN

No. 16006 600 Holes

**TAKES IN \$30.00**  
**AVERAGE PAYOUT 12.84**  
**AVERAGE GROSS PROFIT \$17.16**

**HARLICH MFG. CO.,**

**PRICE \$1.98 EACH**  
PLUS 10% TAX

Get in on This New Number Now for a Real Profit Strike  
1401-1417 W. JACKSON BLVD. CHICAGO, ILL.

## 3 JAR DEALS COMPLETE FOR \$10.00

To acquaint you better with the outstanding Jar Deals we are manufacturing, we offer you an assortment of 3 Jar Deals complete—one as pictured and 2 others similar; all have 2250 Tickets and beautiful Jackpot Cards for \$10.00

Card Holders and Jars included.

One-Half Deposit—Balance C. O. D.

**LOUISVILLE NOVELTY MFG. CO.**  
430 E. Breckenridge St., Louisville, Ky.

### 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, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

**50 PENNIES**  
THE ACCURATE, EASY-COUNTING MACHINES

Wrapper Tubes, 75¢ per 1,000 in 1¢, 5¢, 10¢, 25¢, 50¢ Sizes.  
Write for Big Lot Prices.  
**Accurate Coin Counter Co.**  
Fulton, Pennsylvania

## LUCKY PURSE DEAL

**POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.**  
A 1,200-hole board with six genuine leather hand-issed 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 \$80.00, 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.



IT'S ANOTHER GENCO EXTRA PROFIT HIT!

# Ski-Jumper

## 5 BALL NOVELTY GAME

• BREATH-TAKING LIGHT-UP ACTION ON THE GIANT GENCO BACKBOARD plus EXTRA BALL ACTION AND SUSPENSE ON THE NEW-TYPE GENCO FIELD!

• Each time ball played contacts a MULTI-BUMP CUSHION BUMPER, score of 100 registers on progressive score light-up chart. Each tenth hit scores 1,000 on total score light-up chart, and at the same time backboard flashes into action as Ski-Jumper soars down the slide! BONUS, DOUBLE and combination SKILL TRACKS motivate Bonus and Double CAPTIVE BALLS each time contacted! 5 contacts on BONUS TRACK awards 2 FREE GAMES if winning score is registered. 5 contacts on DOUBLE TRACK doubles award for winning score shown! Unusual bumper and pin arrangement provides unlimited ball and bumper action—adds to already strong appeal!

Exclusive GENCO Award Adjuster Now in the Backboard!

It's the Extra ACTION-APPEAL that Earns Huge Profits Everywhere! Immediate Deliveries

# GENCO, Inc.

2621 N. Ashland Ave.,

CHICAGO

ONLY  
**\$74.50**  
F. O. B.  
Chicago

### OPERATORS!

An Event You Have Been Waiting For  
**QUICK SELLOUTS — QUICK PROFITS**

A Beautiful All Chromium Large TREASURE CHEST, size 14 1/2 x 10 x 6 inches. Lined with redwood—picture top, mirror inside—lock and key—THIS IS THE BIG PRIZE.  
Also 6 fancy colored enamel Chests filled with 1 lb. of finest grade Chocolates. Also 10 1-lb. attractively cellophaned paper boxes of same grade Chocolates.

47 BIG PRIZES! On 800-Hole Board at 5c per Punch Taken in ..... \$40.00  
Cost of Complete Deal ..... 13.00

**PROFIT ..... \$27.00**

Deposit of \$3.25 Will Bring You Sample Deal, Balance C. O. D.

WE HAVE OTHER DEALS! DON'T WAIT! EVERY DAY BETWEEN NOW AND XMAS MEANS DOLLARS TO YOU.

We Are Exclusive Manufacturers:



**STONE BROS., Inc.,**

800 S. ADA STREET,  
CHICAGO, ILL.

### Jigsaw Fans Hail Rock-Ola's Jig Joy

CHICAGO, Nov. 6.—Jig-saw puzzle days are back again. With the first crisp days of fall recreation seekers are turning indoors to find their fun. Jig Joy, Rock-Ola's brand-new pin table—two games in one—has caught the fancy of the players. A seemingly unending deluge of orders for the new game has swung the huge Rock-Ola factory into full production on the game.

Jig Joy is a novelty pin table which is a combination of two of the biggest selling pin games ever made—the bumper style game and the Rock-Ola jig-saw game.

The extra large, attractive backboard of Jig Joy is an intriguing jig-saw puzzle, and as the balls hit the bumpers a jig-saw piece falls into place, making a beautiful colored picture when completed. Every time the ball hits a bumper something happens—a jig-saw piece falls and a number flashes. If the ball hits the same bumper three or four times the same number of jig-saw puzzle pieces fall into position. There are over 1,000 combinations—the player will never see it work out the same way.

The scoring unit makes it possible to prize the game three different ways. Rewards can be won by the player filling the jig saw line by line horizontally. Prizes can be given for high score on the lightning-fast new scoring unit, so attractive in itself that it draws players to the game by its fast action. Competitive play is encouraged by the unusual scoring unit, which makes it possible for contestants to play on high score only.

Operators are adding their enthusiastic praise of this new bumper style modern jig-saw game. Jig Joy was intended to be a success and was thoroughly tested on actual location for two full months before being offered to the trade.

N. L. Nelson, head of the games division of the Rock-Ola Manufacturing Corporation, adds: "Jig Joy is no overnight creation. It has been skillfully developed to greet the fun lovers who clamor for action, excitement and competition."

### PAY TABLES!

Completely Reconditioned

CLASSIC	\$49.50
CAROM	39.50
With Tick	44.50
LATONIA	47.50
LITE-A-PAIR	31.50
TEN STRIKE	24.50
TURF CHAMPS	49.50
GRAND PRIZE	34.50

(like new) PREVIEW ..... 34.50

Write for list of other guaranteed rebuilt games at equally low prices.

ALL LATEST NOVELTY GAME RELEASES AVAILABLE AT OUR FLORIDA OFFICE.

ATLAS NOVELTY COMPANY  
2200 No. Western Ave.,  
Chicago.

1325 W. Flagler St.,  
Miami, Fla.

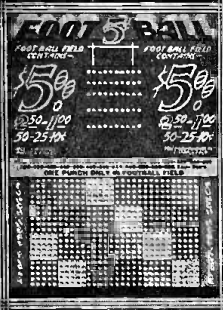
1901 Fifth Ave.,  
Pittsburgh, Pa.

### 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

PRICE  
**\$1.60**  
PLUS  
10%  
TAX

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.



### 1-BALL PAYTABLE OPERATORS ATTENTION

We have perfected a Miniature One-Ball Marble Game in a Console Machine. This Console Machine has been a big profit-maker in chance payout territory, and with our One-Ball Marble Game addition with skill features, it can now be operated in territories requiring an element of skill. Write or wire for information on this long-life profit-maker which will operate from six months to two years without replacement.

**AUTOMATIC AMUSEMENT CO.** 628-32 Madison Ave., Memphis, Tennessee

### BUY FROM THE CURBSTONE BROKER

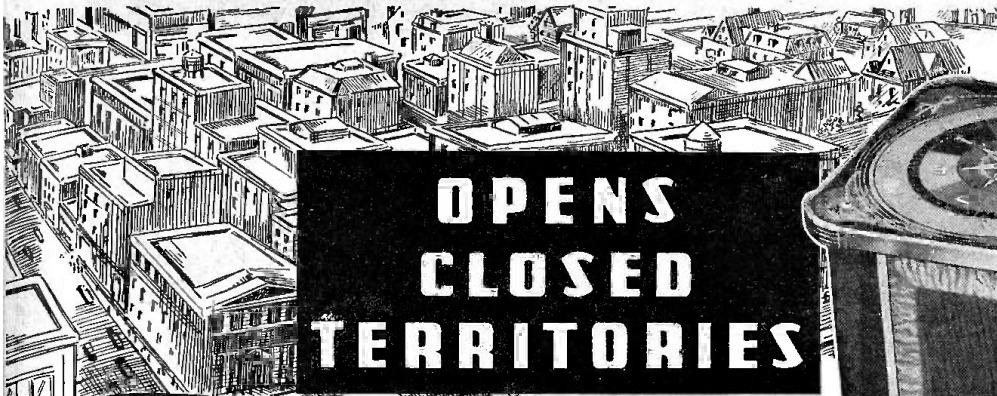
USED MACHINES—A-1 CONDITION.

MERCURY	\$29.50
TURF CHAMPS	41.50
RUNNING WILD	17.50
DOUBLE ACTION	14.95
SKINNER'S HAND BALL	15.95
KEENO	21.50
FIRE BALL	10.00
FINAL SCORE (Gottlieb)	14.50
REPLAY	14.50
SKOOKY	18.50
GOTTLIEB "21"	14.50
SKIPPER	17.50
BLUE BLAZER	24.50

1/3 Deposit, Balance C. O. D.  
**GLOBE DISTRIBUTING CO.,**  
3030 1/2 Olive Street, St. Louis, Mo.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.





**OPENS  
CLOSED  
TERRITORIES**

# Skillo

A GAME OF SCIENCE AND SKILL—LEGAL EVERYWHERE

Here's how you can get back into the money with a game that requires as much science and skill as Bowling, Billiards, Golf, Trapshooting, etc. Yet, it has all the earning power—all the fascination of the best payouts or slots!

Anybody can play SKILLO right off: Simply make selections by inserting coins in proper chutes, then try to stop spinning Rotor-Lite at your selection! Takes a keen eye, steady nerve, judgment, muscular coordination, timing, split-second action! Odds 2-1 to ? (Mystery Jackpot) for

top skill! Models for merchandise certificates, trade checks or cash payouts!

Evans NEW patented Multiple 7-Coin Head is absolutely unbeatable and tamper proof. The last three coins for each selection are plainly visible at a distance... an added protective feature! Modernistic walnut console! Magnificent playing field, 9 dazzling colors, richly silver-etched. Illuminated Arrowhead Rotor-Lite! Mechanism refined to a-b-c simplicity! Absolutely fool-proof! Evans' famous precision-engineering throughout! Perfect performance guaranteed! See your jobber, or order direct!



**MONEY BACK GUARANTEE.**

If for any reason you are dissatisfied with any EVANS Game return it within 10 days from date of delivery, and your money will be refunded.

**H. C. EVANS & CO. 1522-28 W. ADAMS ST. CHICAGO**

**All the Coin Machine Industry**  
Cordially Invited To Make a Coin Machine Operators' Club Your Entertainment Headquarters When in New York! Coinmen—Phone or Write Dan Cristie Direct.

**DAN CRISTIE'S  
LITTLE OLD  
NEW YORK**  
120 E. 14th ST.  
(AT IRVING PLACE)  
WHERE TONY PASTORS USED TO BE  
3 FLOOR  
SHOWS  
NIGHTLY  
8:30-11:30-1:30  
DINNER \$1.25

Featuring  
\* JOE HOWARD  
\* EDDIE LEONARD  
\* FURMAN & LOREBAINE  
\* MARY HARRIS  
\* FLORADORA GIRLS  
\* AL BEUNO ORG.  
\* DOROTHY WESCOTT  
AND OTHERS  
RESERVATIONS "GEORGE"  
GRAM 7-7372  
NO COVER CHARGE

MEMORIES  
OF THE  
PASSETERA

## Indiana Law May Be Up for Test

INDIANAPOLIS, Nov. 6.—One member of the city council here in a recent meeting of the body emphatically declared that there was a public interest in freeing the pinball games business from all the uncertainty to which it had been subjected in recent weeks.

"I am going to ask the city council to look into this to see whether we can't get the facts. The marble machines were permitted openly everywhere, then they were hauled out when a judge started his attack. He became sick and now all the machines are back again in their old places.

"All I want to know is just where the machines stand. Are they legal or not? Most of them bear city license tags and yet there is a lot of talk about their legality. I'd like to save all this trouble of taking them out and putting them back all the time. The public should know what to expect."

Estimates of the number of pinball games operating in the city say there are 2,000 or more. Action to prohibit the move against table games was filed by Wilbert Williams last week in Superior Court. The action is considered generally to be a test of the State anti-slot machine law passed in 1935. Courts have not been unanimous in their decisions regarding the inclusion of pinball machines under the anti-slot law. Judges in the Municipal Court have held that the games should not be included under the slot statute.

It is anticipated that the present suit may be taken to the Indiana Supreme Court for a decision and interpretation of the 1935 law. It was announced on October 29 that a hearing on the petition would be held on November 1, as Mr. Williams had asked for an immediate hearing. The judge who is to hear the petition has indicated his opinion that the case is a matter for the criminal courts and not a civil suit. He said he would not rule on the issue until he had heard both sides.

INDIANAPOLIS, Nov. 6.—The hearing in the Superior Court early this week resulted in a recommendation by the presiding judge that the question to be decided was one for the criminal courts.

## NEW MILLS MACHINES

Flasher — \$164.45      Clocker — \$169.50  
Forward March — \$74.50  
We are distributors of Mills Products and carry a complete line of Mills Reconditioned Slots at lowest prices.

RECONDITIONED GUARANTEED GAMES	
Novelty Games	Track Meet—\$35.00
Happy Days—\$10.00	Great Guns 25.00
Hand Ball—30.00	Make or Break
Home Stretch—42.50	—12.50
Hold 'Em—10.00	Counter Games
Hot Springs—30.00	Daval Races—\$3.00
Mercury—35.00	Root '21—4.00

**OLIVE NOVELTY CO.**  
3020 OLIVE ST. ST. LOUIS, MO.

ADVERTISE IN THE BILLBOARD —  
YOU'LL BE SATISFIED WITH  
RESULTS



**\$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.

**BALL GUM** Case Lots (100 Boxes), \$12.00 | **MINTS** Case (1,000 Rolls), \$6.50

**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.

### EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.      D. Gottlieb Co.      Daval Mfg. Co.  
H. C. Evans & Co.      A. B. T. Co.      Western Equip. Co.  
Groetchen Mfg. Co.

**KEYSTONE NOV. & MFG. CO.** 26th and Huntingdon Sts. PHILADELPHIA, PA.

# AMAZING NEW INVENTION!

Presenting AN ENTIRELY NEW PLAY PRINCIPLE FOR NOVELTY GAMES!

# DUX



\$74.50  
F. O. B. - CHICAGO

NOTHING EVER BEFORE LIKE IT!

ON DISPLAY AT LEADING JOBBERS AND DISTRIBUTORS EVERYWHERE!

● Hits are recorded only when rotating duck is in view in the giant sized "depth" backboard. A thrilling new view repeater action skill bumper spring. Operator may adjust payouts to record on veeder counter at any of 5 high scores with the new exclusive CHICAGO COIN PAYOUT RECORDER and SCORE-SET. See and play DUX—It's the new idea for amusement games!



ATTENTION:

Potentialities of DUX are so great that 100% distribution is fully warranted. Therefore, jobbers—new and old—are wanted in various territories throughout the United States and Canada.

**CHICAGO COIN**  
MACHINE MANUFACTURING CO.  
1725 DIVERSEY BLVD. CHICAGO ILL.

**BEAMLITE** Still going strong—it will make a perfect companion game to our sensational new DUX. BEAMLITE is priced at only **\$77.50**



1

2 ducks rotate in backboard, one duck in view at a time. There is a lapse of a few moments when no duck is in sight.

2

All hits are recorded on the totalizer in lights. DUX is a high score game with the player rewarded for sufficient number of points.

3

There are 11 bumper springs on the board that add a single hit to the score each time they are struck AS LONG AS THE DUCK IS IN SIGHT ON THE BACKBOARD. If ducks are out of sight bumper springs are "dead."

4

The "repeater bumper spring" lights up as long as a duck is in view. If hit while lighted, a continuous number of hits are recorded until duck passes out of sight. Maximum of 8 hits possible.

5

A Chicago Coin Veeder payout recorder and "Score Set" is conveniently placed inside door. Gives accurate check on awards and permits operator to start recording at any of 5 high scores.



ARCHIE LA BEAU  
1946 University Ave., "HOUSE OF QUALITY" ST. PAUL, MINN

RECONDITIONED GUARANTEED

HEAVY WEIGHT .....	\$40.00	HI DE HO .....	\$30.00
LITE-A-PAIR .....	25.00	PREVIEW .....	45.00
TRAP-LITE .....	35.00	SANTA ANITA .....	40.00
MAZUMA .....	30.00	PAMCO CHASE .....	25.00
ONE BETTER .....	22.50	BELMONT .....	25.00
CLASSIC .....	72.50	QUEEN MARY .....	25.00
CAROM .....	49.50	PACES RACES .....	125.00
PADDOCKS .....	45.00	JOCKEY CLUB, Exhib. .....	75.00
SPRINGTIMES .....	37.50	MULTIPLE DAILY RACES .....	20.00
BUMP-A-LITE .....	37.50	1937 ROCK-OLA .....	175.00
WHEEL OF FORTUNE .....	30.00	RHYTHM KING, 12 .....	175.00
TEN STRIKE .....	17.50	SEEBURG SELECTO-PHONE .....	75.00
FLICKER .....	22.00		

1/3 Deposit With Order, Balance C. O. D.

La Beau Novelty Sales Co

New Political Tabloid Favors Bookie License

CHICAGO, Nov. 6.—How political factions stage crusades for public consumption was brought into the open this week when *The Democratic Voter*, a new political tabloid newspaper, strongly advocated licensing handbooks since pari-mutuel bets are legal in the State.

Among other things, the editorial said: "For the past two months an anti-gambling crusade has been carried on in Cook County. The only establishments that have been raided have been handbooks. They have been operating for many, many years without interference from police and the State's attorney's office. They are patronized by hundreds of thousands of our citizens who feel that placing wagers on the result of horse races is not criminal. It has been rumored time and again that this crusade is carried on because of differences between the State's attorney and other political party chiefs. If this is true then the citizens of Chicago are the sufferers.

"The laws permitting legal betting at the race track and prohibiting wagering in handbooks are inconsistent and unpopular and any man or set of men who try to settle personal grievances by raiding handbooks is doing an injustice to the people of Chicago and Cook County."

(For some unexplained reason the publication reflects on "gambling devices" by saying they were not allowed in handbook places. Those who support gambling as a popular amusement will never get anywhere with their cause until they stop selfish propaganda and support the cause of legalized gambling

BARGAINS

1/3 Deposit With Order, Bal. C. O. D.

HI DE HO .....	\$15.00
PREVIEW WINNER MAZUMA .....	\$25.00 each
HEAVYWEIGHT TOP 'EM BUMPALITE CAROM POP 'EM .....	\$32.50 each
CLASSIC .....	\$62.50
GOLDEN WHEEL .....	65.00
NOVELTY ELECT. SCOREBOARD REPLAY RUGBY .....	\$13.50 each

MILWAUKEE COIN MACHINE CO.  
3725 W. Center St., Milwaukee, Wis.

WURLITZER • P. 12 • \$109.50

ROCK-OLA—Late 1936 Model. \$119.50 | KEENEY BOWLETTES..\$49.50  
BABE KAUFMAN MUSIC, INC. (CIRCLE 250 W. 54th St., N. Y. C. 6-1642)

RICOCHET .....	\$16.50	MERCURY SCOREBOARD .....	\$32.50	REPLAY .....	\$17.50
BALLY BUMPER, Reg. 10.00		PAVAL BASEBALL .....	12.50	CARNIVAL .....	35.00
HOMER RUN .....	12.50	EQUALITE .....	17.50	TURF CHAMP Ser. 5M .....	47.50
RUNNING WILD .....	22.50			CROSS LINE .....	17.50

HIGH HAND, BANKER, BIG GAME, SCREAMO, CRISS CROSS LITE, ROCKOLA 21, 25 & 10, Ball FAN, \$3.50 Each; 3 for \$10.00, \$10.00 and Under Cash. Over, 1/3 Deposit with Order, Balance C. O. D.

J. L. PARTLOW  
447 East Washington St., Indianapolis, Ind. (Phone RI 1626)

Tom Thumb Jar of Joy

In Sets of 1440, 1836, 2052 and 2280 Tickets. Winners individually coded for each set. Simple set, 2280—12 each, 100 combinations, 101 to 120, with assortment of labels so you can choose your own payout. Express paid, \$3.00. Write for details 100 Jar Games.

TOM THUMB, Dept. 99 Nauvoo, Ill.  
on a broad program for charity and employment. Reflection of racing or handbook interests on "gambling devices" does not do their own cause any good.—Editor.)

ANOTHER OF ROCK-OLA'S QUALITY FEATURES

*Twenty*

**RECORDS**

*Superlative*  
**TO NE**

WHICH OF THESE TWO LOCATIONS  
IS TYPICAL OF YOUR ROUTE?



ROCK-OLA'S SUPERLATIVE TONE increases collections—draws the crowd!

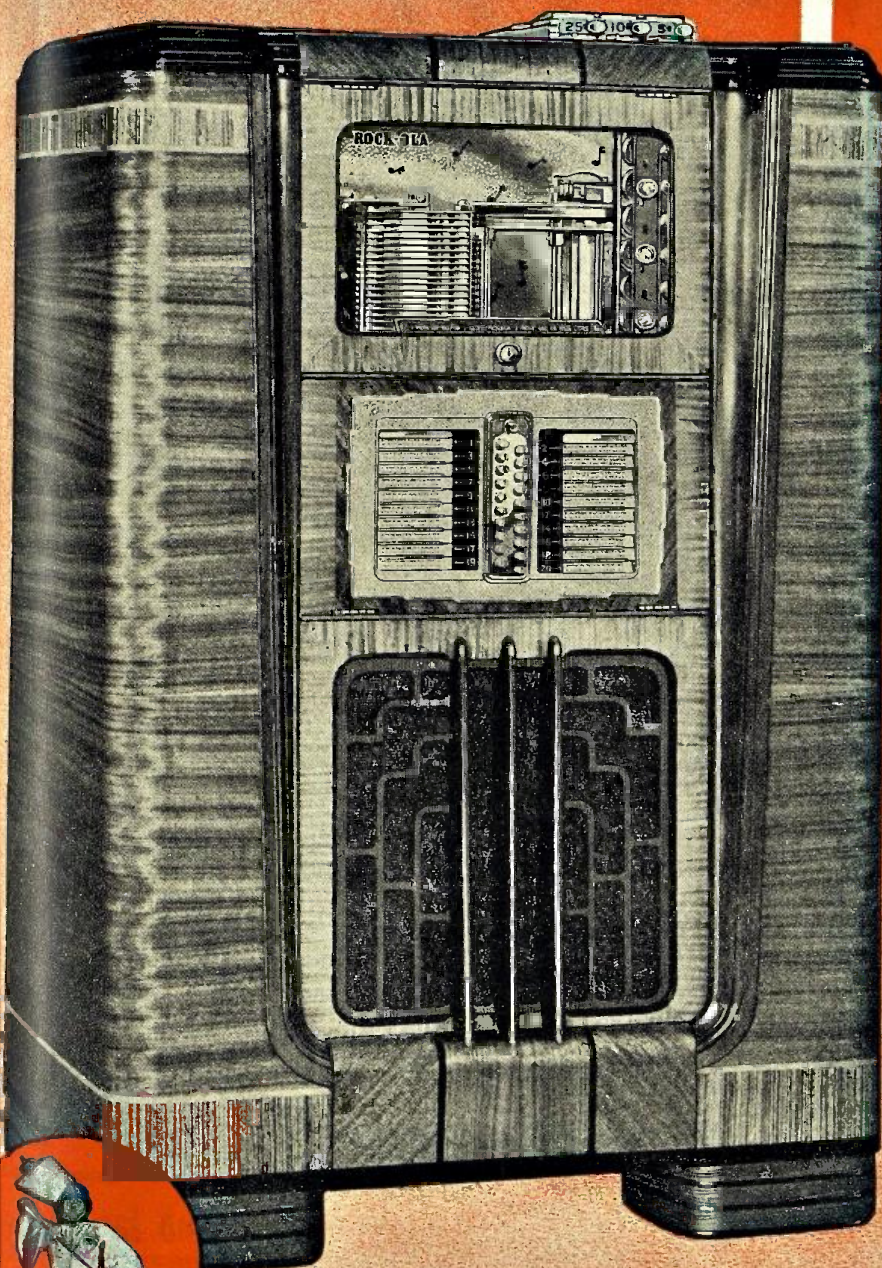


INFERIOR TONE QUALITY reduces collections—drives away customers.

**MANY OPERATORS** ask why Rock-Ola has better tone quality than other coin operated phonographs. The answer is simple, although no one factor is responsible for the superlative clarity and richness of tone which identify all Rock-Ola Phonographs.

Here are the factors which make ROCK-OLA tone superior . . .

- 1. DELUXE AMPLIFIER—POWERFUL—SIMPLE!** Achieves richer, clearer, deeper, stronger tone without the distortion found in old style amplifiers using twice as many tubes.
- 2. LIGHTWEIGHT CRYSTAL PICKUP!** Doubles the life of records and needles. Floats in live rubber.
- 3. FULL FLOATING BAFFLE!** Exclusive with Rock-Ola. Eliminates vibration and cabinet noise.
- 4. SCRATCHLESS REPRODUCTION!** Only Rock-Ola gives you full range reproduction without needle scratch.
- 5. THE FINEST SPEAKER!** Rock-Ola uses the famous Jensen speaker. The finest speaker matched to the finest amplifier.



ROCK-OLA'S



*Imperial*  
**20**

★ ROCK-OLA phonographs "swing high" in popular appeal. Unparalleled in tone quality, perfect in mechanism, exquisite in cabinet beauty, Rock-Ola's Imperial 20 with broader record selection will pull more quarters and dimes than most phonographs get in nickels.

★ **ROCK-OLA MFG. CORP., 800 N. KEDZIE AVE., CHICAGO, ILL.** ★

CANADIAN DISTRIBUTOR: P AND H COIN MACHINE CO.  
267 VICTORIA STREET, TORONTO, CANADA

**LOOK TO ROCK-OLA FOR LEADERSHIP!**





# "Fats" Waller starts to "Jive".

and millions of **WURLITZER**  
listeners grin with delight . . .

"Fats" Waller really makes a piano talk. The King of Torrid Chords is still tops in popularity—still swings with a style nobody else can touch.

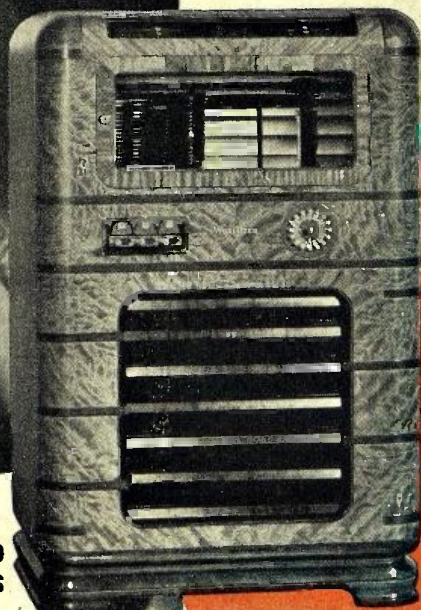
Millions of people have never seen him—yet they speak of him familiarly as "Fats"—the First Citizen of Hot Piano.

In thousands of taverns and restaurants whose limitations force them to turn to automatic music, the Wurlitzer Automatic Phonograph each night brings to brilliant life the music of "Fats" Waller and other great masters of rhythm. A simple flick of the finger, and their distinctive melodies fill the room, every number a masterpiece of flawless reproduction.

The "Swing to Wurlitzer" is growing daily, as location owners everywhere continue to demand Wurlitzer living tone in preference to other automatic music. Here is your outstanding opportunity to make real money! Write today for full particulars.

**THE RUDOLPH WURLITZER COMPANY**  
NORTH TONAWANDA, N. Y.

CANADIAN FACTORY: RCA-VICTOR CO., LTD., MONTREAL, QUE., CAN.



"FATS" WALLER and his smoking keyboard are a nightly feature at "The Famous Door" in Hollywood.

SOLD  
ONLY TO  
OPERATORS

These Recent  
**VICTOR RECORDS**  
prove again that  
**"FATS" WALLER**  
is still the peerless  
"Emperor of the Ivories"

No. 25689

"The Joint Is Jumpin'"

"A Hopeless Love Affair"

No. 25681

"I'd Rather Call You Baby"

"Our Love Was Meant To Be"

No. 25672

"Beat It Out"

"You've Got Me Under Your  
Thumb"

No. 25679

"You're My Dish"

"More Power To You"

Operators—change your records often—use these newest hits. You'll find it well worth while.

# W U R L I T Z E R

## AUTOMATIC PHONOGRAPHS

*For Locations Whose Limitations Require Them to Seek Automatic Music*