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JOHN GARFIELD

GO TO HELENA!

With the most important hearings in the history of American broadcasting coming up before the Federal Communications Commission on November 14, The Billboard★ decided to go to Helena, Mont., to make the seventh in its series of Radio Surveys. The Governor of Montana told the FCC last June that his State did not have adequate network coverage. Whether he is right or wrong, we of course do not know. We do know that The Billboard Survey will bring to light information of vital importance on this question.

The outcome of this question as well as the many other problems which will be taken up by the FCC at the hearings beginning November 14 concerns every person in radio. So, too, do the series of survey stories on Helena, Mont., which will begin in the November 12 issue of The Billboard. Get your copy (on sale Nov. 9) at your favorite news stand. Better yet, subscribe now. 52 informative issues for \$5.

★ Surveys conducted by Market Research Corporation exclusively for and published in The Billboard.

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PAYING OFF ON GARBLEROO

FTP Investigation

NEW YORK, Oct. 29.—The Paul Edwards, administrator of the arts projects here, denied a rumor that the Federal Bureau of Investigation is peering into an alleged electrical supply shortage at Federal Theater warehouses, executives in allied offices confirm the report. No indictments yet, but two men are being investigated.

Report was also confirmed by an FTP official—but not to the press.

Dickey To Head Rose Projects at New York's Fair

NEW YORK, Oct. 31.—Opening offices at 755 Seventh avenue this week, Lincoln O. Dickey, who was general manager of Great Lakes Exposition, Cleveland; Kansas City Jubilees in 1938 and other large civic celebrations, announced that he will be general manager of the Billy Rose enterprises at the New York World's Fair. Dickey's Cleveland headquarters have been temporarily moved to this city and all activities will be conducted out of the new office for at least the next two years.

Dickey will personally head the organization operating Rose's projects at the fair in 1939, altho his activities will not be confined to the New York fair alone, which probably means that he will again accept direction of the K. C. show in 1939. There has been talk that he would not.

Rose at present has contracted for only one production at Flushing, the immense historical pageant in the 10,000-seat stage amphitheater at the head of Fountain Lake. It is expected, however, that he will be represented at the fair by at least one other large show in the amusement zone and probably more. Dickey's present staff will remain intact and will work with the Rose production experts who already are on the job.

Concession circles this week were assuming that association of Rose and Dickey indicated that the combination will participate heavily in the New York expo. Rose has been negotiating for months for several attractions of major importance.

(See **DICKEY TO HEAD** on page 55)

Eight Agents Cut From Equity List

NEW YORK, Oct. 29.—The Actors' Equity has not yet notified the eight agents who will be disfranchised in its move to tighten up the agent situation. Five of the eight are David B. Hampton, John A. Schultz, Paul Scott, Alf Wilton and Georgia Wolfe. Revocations were decided upon following an investigation into inactive agents. All will have the right to appeal the decision of the council.

Cleaning out of deadwood in agent list is the outcome of a report made by a special committee following agents' request for revision upwards of commission rates. Alfred Kappeler, who chaired the investigation, recommended the increase following consultation with several agents, but council turned thumbs down.

News pertaining to the Golden Gate International Exposition in San Francisco and the New York World's Fair appears weekly in the Fair department; this week on page 36.

Double Talk, Once Inside Show Biz Gag, Now Breaks Into Open

Top radio shows and recent pix using the cabashon and creencsavass talk—rate Sid Gary, Murray Lewis, Pete Mack, Jerry Colonna tops—various types explained

By JERRY FRANKEN

NEW YORK, Oct. 29.—The fine art of administering the double talk, an intra-show business gag for years, has finally broken into the open. It's now being used in pictures, radio and night clubs. Strictly brannish talk, with the cabashon growing out of seedie fornstaff, but the hep guys are getting a million laughs out of it. Most show biz people know what it is, the double talk; for those that may not, it is a garbled delivery on nonsense and nonexistent words, usually so quickly spoken that the gullible guy thinks that (a) he is nuts; (b) he is growing deaf; (c) the deliverer is a foreigner or a screwball on the loose; (d) all three. Whether the victim of the double talk expert is nuts has never been quite decided. Suffice it to say that whenever a fellow sees a gradissat ambling down the crednephial, it's a sure sign of a bornextellop, and pretty safe to bet it for show money.

Last season Jack Benny started using a double talker, Cliff Nazarro, with Joe Penner also using a consonant garbler. Benny has the creature back again this year. Jerry Colonna, who has his own style of the double, is not only using it in Warner pix but is also giving out with same on the recently inaugurated Bob Hope show. Columbia Pix recently released a Mintz short, a cartoon built around the meaningless gab.

King Crosby often works double talk on the guest stars on his air show. A word he frequently uses is "crowveny."

The crooner learned his double from Sid Gary when the two were roommates.

Crosby, Benny, Frank Fay and others have publicly acknowledged that, as a double talker, Gary is tops. This reporter, who has seen Gary administering the stuff to unsuspecting chumps, votes a tie between Gary and Murray (Loony) Lewis, vaude comic. Both guys have a killer getaway. Gary imitates a seal; Lewis has a cough that starts at his shoes. Both sound like elephants expressing a peeve.

Its Genesis

Like most other great achievements, double talk has its start shrouded in the customary deep mystery. Neither Gary nor Lewis can remember exactly when they started, both saying they first did (See **PAYING OFF** on page 21)

French Forget With Schmaltz; No Hot Jazz for Depressions; Dialers Holler, Says Panassie

NEW YORK, Oct. 29.—Americans who harbor fancies of gay life and gayer nights in Paris are only running wild with their imaginations in spite of tales peddled by travel bureaus. Postal card pictures to the contrary, there is nothing on the other side of the Atlantic comparable to the night life found on our own shores; at least according to Hugues Panassie. Panassie, considered the world's greatest authority on swing music, his *Le Jazz Hot* epic still being swingdom's bible, arrived here with his collaborator, Madeleine Gautier, for a look-see at American midnight suns and a listen at our swing bands.

Americans, surmised Panassie, find relief in the faster tempos when a depression, either economic or spiritual, sets in. In such times peace of mind is found in the hot jazz of swing bands, mad dancing and a continual round of merry-making. But the Frenchman's philosophy under similar circumstances runs counterwise. In a depression state, and France is still in those throes, Frenchie demands that the tempo of his amusements be in harmony with the tempo of life. The gay spirit is subdued and his likings are for slower, sweeter and soothing reliefs. As a result swing music is nothing more than a novelty that they can take or leave alone, for the most part the latter. The music that satisfies is not *Flat Foot Floogie* but the strains of a gypsy fiddler.

While Panassie champions the cause of swing music, it goes for naught in his own country. Not that France can't boast of hot jazzists, but, says Panassie,

the temperament of French musicians parallels our own flicker dolls. The musicians are so jealous of each other's accomplishments that it is expecting the impossible to hope to round up a set of swing stars to form a band.

Besides, there are no employment incentives for French musicians. Here night clubs try to outdo each other with musical attractions. In France, according to Panassie, the entertainment equation doesn't enter into night-living. There are only two reasons, he says, that bring a Frenchman into a night club: if he's a family man, it's to talk with his companions; for stage, it's strictly for meeting members of the opposite sex.

While everyday life in France shows no racial discriminations, Panassie adds that a Negro-white orchestra would find no avenues of employment open. Not that there are any color lines, but strictly as a concession to American visitors who might patronize the club and take offense.

Even radio's entertainment qualities are in a sad state in France. The stations are privately owned, paying for talent is unheard of. As a result only the poorest talent takes to the air, and people seldom listen to the radio, save for news broadcasts. Here, too, musical tastes do not change, listeners demanding the salon and schmaltzy stuff. Panassie tried to inculcate the swing spirit via the airwaves, presenting a half-hour recorded program of jazz hot; but even for those few minutes listeners petitioned the station to remove the "noise" or else.

Night Club Text Book

NEW YORK, Oct. 29.—Al Wile, press agent, is engaged presently in writing a book to be called *Hot Off the Griddle*, which he claims will give those people who can't or don't go to night clubs an opportunity to learn what goes on in them. Book will contain pictures and biogs of prominent nitery entertainers, including Dwight Fluke, Eddie Davis, Cobina Wright, etc., and also several sets of the risque lyrics used by the Flukes and Davises.

Wile claims further that the book will be valuable to performers whose special material is used, inasmuch as it becomes automatically copyrighted upon being issued in book form.

Ticket Brokers Strive To Iron Code Headaches

NEW YORK, Oct. 29.—Broadway ticket brokers, chafing under the provisions of the code imposed by the Equity-League of New York Theaters accord, met last night with their attorney, Nathan Lieberman, and decided on a three-way campaign, coupled with a three-way squawk.

Chief angle to which the brokers object is the clause in the code that provides that producers are not responsible for taking of ice or other forbidden practices indulged in by their b.-o. boys unless the violations are known to the manager. Brokers hold that this clause tacitly admits that the League is unable to police its own membership. If brokers are to be rigidly policed, they argue, the managers should be, too; and the latter should be held responsible for the conduct of their employees. Brokers will seek a hearing on the point with Equity, which has thus far held back and left the League the headaches of code en- (See **TICKET BROKERS** on page 27)

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Hub Legit's Take 138G

Under last year for season's start, but still good —5 shows play 15 weeks

BOSTON, Oct. 29.—First two months of the 1938-'39 legit season here, while not so good as last year, started with apparent bang but went up in the breeze along with the hurricane which played a one-day engagement September 21 and left its wake at the b. o. for a while after. What a *Life* opened the season September 5. Five shows have played a total of 15 weeks for a total gross of \$138,000 over a seven-week calendar period.

What a *Life* played the Wilbur Theater for six weeks and pulled a total of \$44,500. Weekly, it took a level \$8,000 each for the first three weeks, and then ran down to \$7,000, \$6,000 and a final \$1,500 jump to make an okeh \$7,500. The hurricane-tidal wave business sent the dent into out-of-town pull. Plenty promotion by Marty Jurow, company manager, and Frank McCarthy, p. a., from the local school angles helped to inject the trade flow. Admission, \$2.75 top.

Olsen and Johnson's *Hellsopoppin*, slated for a two-weeker, dropped one-half its Shubert Theater stay with a \$5,000 take and scrambled to New York to grab plenty of dough from the big stemmers. Pull out from the Hub of this zany show was not because of its caliber but because its backers felt it was opportune to take the rails to Gotham and catch the dormant market. Move apparently was slicko. Top, \$3.30. Ethel Barrymore in *Whiteoaks* wrote (See HUB LEGITS on page 27)

JOHN GARFIELD (This Week's Cover Subject)

CERTAINLY the most sensational screen debut and possibly the best picture performance of the year is the achievement that John Garfield has recorded in his first Hollywood role, that of Mickey in Warners' "Four Daughters." His reward was not long coming—the studio intends to star him in his third film, "They Made Me a Criminal," to enter production upon completion of "Blackwell's Island," now before the cameras. In his delineation of character juveniles he is something practically new to the movie capital, and as the screen discovery of the year, he appears to have a brilliant future ahead of him in pictures.

He was heading the same way on the stage as the result of his work with the Group Theater in "Johnny Johnson," "Waiting for Lefty," "Awake and Sing" and "Golden Boy," until Hollywood descended upon him after viewing his performance in the title role of the last-named Clifford Odets play. Under the terms of his contract with Warners, however, he is free to return to New York for a show once a year.

Garfield overcame the environment of a tough Lower East Side neighborhood in New York, but not until he had gone thru several years of his youth as, in his own words, "a little hoodlum." It was Angelo Patri, to whose school for problem children John was sent after he had been expelled from every school he attended, who interested him in dramatics and gave him courses in that art. Graduating from Patri's, the boy continued his training at the Heckscher Foundation, the Ouspensky Drama School and finally Eva Le Gallienne's repertory group. A regular acting role in "Counselor At Law," with Paul Muni, landed him in the Group Theater, and with the exception of the Marc Connelly play, "Having Wonderful Time," appeared in Group productions exclusively.

John and his wife, Roberta Mann, a non-professional, live modestly in Hollywood in a two-room kitchenette apartment and drive a 1931 coupe.

Air Showmanship of Stoneless Cemeteries Worries Tomb-Men

NEW YORK, Oct. 29.—Cemetery advertising, not especially new to radio, has hit a new showmanship tangent in the set-up used by two New Jersey cemeteries, both owned by the same group. Cemeteries themselves have a new angle in that there are no grave-stones of any kind allowed. All the deceased are interred in plots of more or less the same size, only markers being brass plates. They are all the same size and carry the vital statistics required. Cemeteries, the Restland and Graceland Memorial Parks, also supply urns for flowers. Stones are not allowed on the theory that rich and poor should have equal standings after death.

Much of the business for the two resting places has been secured thru a Sunday afternoon program on WOR, featuring Richard Maxwell, singing hymns, with Louise Wilshire, organist. Sunday afternoons at the chapel in Restland, seating about 600, there is usually a capacity crowd joining Maxwell for another hymn sing. Sponsors have been on WOR for about five years.

Cemeteries have also used giveaways, as is the fashion in radio advertising. Distributions of the handouts is limited to residents of five New Jersey counties near the cemeteries. Handouts used have included a scrap-book of poetry and prose, quotations and a book containing a thousand and one household hints.

Cemeteries have also used a contest. This was based on the fact that the absence of stones, the flowered landscaping and the rolling country are good scenically for artists to paint. Accordingly, a contest was held with an award to the best painting.

Chapel on Restland Park is said to be a fine piece of architecture. It has impressed the New Jersey residents so much that there has been at least one baptism there and a number of weddings. Be-

lieved the first time a mortuary chapel was so used.

Payoff, tho, is that because no stones are allowed in the cemeteries and the movement is spreading gravestone monument makers thruout the country are squawking.

General sales manager for the two parks is Harold Keats, former Washington Daily News managing editor.

Baseball Cups Awarded

LITTLE FERRY, N. J., Oct. 29.—Motion Picture Baseball League formally wound up its season with dinner dance at Charley's Grill here Thursday (27), on which occasion top teams were given awards. Consolidated took The Billboard Cup for most games won and also won the Variety Cup awarded for most runs. George Woodward, president of the league, awarded to NBC a cup for the second highest number of winning games. Quigley Publications cup, awarded to winner of final playoff, also won by Consolidated.

Consolidated team members were given individual trophies thru the co-operation of the company's personnel committee at Fort Lee, N. J., and home office execs.

Other teams were National Broadcasting Co., RKO, Skouras, Loew-Metro, International Projector and Columbia Pictures.

Bluenose Builds Up B. O.

PHILADELPHIA, Oct. 29.—Amphitryon 38 received plenty of front-page publicity last week when State Senator George Woodward, member of the Philadelphia Forum, blasted that organization for sponsoring a play "So demoralizing" as the Lunt vehicle. In a letter to William K. Huff, Forum head, Woodward wrote:

"It's the irony of fate that the Forum, a distinctly uplift organization, should subject its members to this unmoral influence."

Woodward's eyebrow-raising over the play wasn't shared by his fellow members, who jeered at the senator's misgivings.

P.S.—The ticket sale doubled after Woodward's blast.

The Old Free Act Gag Is Worked

NEW YORK, Oct. 29.—The Empire Hotel here is attempting to institute what it likes to believe may be a nation-wide movement to "put the actor back on the stage" by presenting a series of weekly Celebrity Nights featuring theatrical people who will "prove by their performances" the superiority of flesh entertainment.

The type of talent exhibited at the hotel, in the Continental Room, thus far is possibly the best argument proving that "Motion Pictures Are Your Best Entertainment." If the Empire is sincere in its desire to aid the stage, it is going about it peculiarly, for the "celebrities" who appear are hardly strong enough in either name or ability (with one or two exceptions) to carry such a worth-while movement.

Celebrity Nights are held every Wednesday, and as staged in the Continental Room resemble an impromptu get-together of the Kiwanis Club. Room is unattractive, harshly lit and no attempt is made to light the performers or give any effect of professional eclat. Admission is free, but spectators sit at tables and ordering drinks becomes more or less compulsory.

Movement is being handled by Walter M. Moss, press agent and advertising director for the hotel. Acts appear without salary. D. R.

Guild Bond for "Ringside"

NEW YORK, Oct. 29.—Rumors that the Theater Guild might use Rufus Phillips' production of *Ringside Seats* as one of its own subscription plays were given further credence this week when the Guild put up the Equity bond for the show. It is set for Guild's home theater.



AS A TRADE newspaper man we are interested primarily in the welfare of the performer and those with whom he does business in connection with his attempts to keep his salary up and his work steady. As a protagonist for the performer we are interested in putting the cafe business on the map and keep it there to stay. No branch of the flesh industry offers as many opportunities to the performer to gain these ends as cafes. As a human being and as one who has been trained to meet people at their face value and talk to them in their own language we resent hypocrisy and see in it the cause of greater evils than those who nurture it believe they are correcting. With these elements properly brewed it is to be expected that the result would be a strong feeling in favor of a movement that will legalize gambling in as many situations as possible without stirring up a hornets' nest harboring a superabundance of dishonest politicians, prime hypocrites and narrow-minded reformers who are the innocent butt and tools of the subversive elements in every community.

Needless to tell those who actually know the ins and outs of the cafe business, gambling is as much a fact in the cafe field today as it would be were gambling legalized. But today it is a proposition that lies under the table; an industry within an industry that operates under a tremendous and needless overhead. And a money exchange from which the gangster world profits: a world that willingly shares its profits with dishonest politicians and the lowest breeds that infest any given area.

Were it the case that the American public does not gamble; were it the case that gambling does not now flourish in every community in these United States; were it possible to offer these statements in the negative, we could justifiably be accused of fostering a movement that has the potentials of undermining the moral stamina and economic security of the American public. But we all know that gambling represents the major hypocrisy of this nation. Not long ago this was linked with Prohibition, but Repeal had the effect of existing one of the two cancers from American life.

Betting on the nags is illegal in more communities than can be named in small type on a dozen pages of *The Billboard*. But we don't know of any city of appreciable size that is not greeted each evening on the first pages of its dailies with racing results. And nobody will dare tell us that this is due to the academic interest of John Public in thoroughbred horses. Lotteries, sweepstakes and their ilk are illegal in this great country, but the Irish sweepstakes winners dominate the front pages and creep all over the papers when the drawings are made—and again when the races on which they are based are run.

Betting is illegal, but when a major prize fight is staged the papers are chock-full of dope about betting odds. So you see we do not plead—in the amusement industry's behalf—for the establishment of gambling as an institution, because this hardy perennial has been with us since man shed his monkey hair and will be with us when the last specimen of homo sapiens lays himself away in some cozy corner. We ask only for a proper evaluation of gambling, which can be accomplished only by legalizing it and which would result in giving to the various and sundry governments involved a source of revenue thru taxation that now circulates in most cases among criminals who contribute nothing to the life of their communities and who demoralize unconscionable public officials with the glitter of their gold.

The wise and the traveled know that customs are made by climate; that what is severely condemned in one country is highly regarded in another. The observing traveler also learns that there are few countries that achieve a perfect score in the wisdom of their judgment of customs and social practices, but that the country that has the highest rating is the one that is saddled down with the least amount of hypocrisy. If gambling were brought out into the open, properly regulated and taxed even excessively as a salve for the conscience of those who would still carry around with them stumps of a sin complex, various elements would benefit, including the (See SUGAR'S DOMINO on page 29)

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

ANNE BAXTER—young legit actress now playing a small role in support of Eva Le Gallienne in *Madame Capet* at the Cort Theater, New York. A lovely and personable youngster, she has a fresh and charming personality that scores even in the few lines assigned to her. Readings could be improved with experience, but even without they're easily adequate. In addition, she should screen beautifully. Could click nicely as an ingenue in films.

For VAUDE

HOLMES AND HENRY—colored ventriloquist and his dummy (Henry) caught at the Southland Cafe, Boston. Holmes is an excellent voice thrower and works in Negro dialect. Material is good, too, except that Holmes' own retorts could be improved somewhat. Probably the only colored vent around, this act should be sure-fire in theaters or even on the air.

SPECIAL PRINTED ROLL OR MACHINE

100,000

FOR \$20.00

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CHECKS—SALES BOOKS AND
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STOCK ROLL TICKETS
ONE ROLL \$ 50
TEN ROLLS 3.50
FIFTY ROLLS 15.00
ROLLS 2,000 EACH

Double Coupons, Double Price
No C. O. D. Orders Accepted

Broadway Beat

By GEORGE SPELVIN

The Fischer show at the International Casino carries probably the first and only understudy in the night club field; the AFA came across him when a representative noticed him popping from one role to another, besides working regularly in the chorus—and now it's trying to decide whether he should have principal or chorus classification. . . . *The Billboard* takes a bow: Dorothy and Bella write in from Mexico City that they buy the sheet there every week for two pesos and 55 cents (63 cents in U. S. money)—and when an act spends that much for a trade paper, that's something! . . . Josef and Rosina Lhevinne, the great concert pianists, celebrate their 40th year of marriage as well as their 40th anniversary as joint recitalists this week, marking the milestone with a concert at the Waldorf-Astoria. . . . Mr. Spelvin made his official radio debut Friday (28) on *Curtain Time* over WOR-Mutual. . . . The Vesuvio Restaurant on 48th street deserves some sort of medal; Italian diners there feature things that are unusual (and delicious)—with even pheasant being included on the regular \$1.10 ante. . . . When Rosend, the musical version of *As You Like It* by Florence Wickham and Curtis Cooksey, opens in Dresden November 6 the American colony will be sponsoring, with Ambassador Hugh Wilson heading the list. . . . The Great Winchell is now a prophet as well as a columnist; in the Wednesday paper, which appeared on the stands Tuesday night, he gave an orchid to Mark Warnow for his performance at the

Miami Ice

MIAMI, Fla., Oct. 29.—A gag of long standing, "ice skating in Miami," is being made to look pretty sheepish with the announcement that the Coral Gables Coliseum will open as a hockey and ice-skating plant December 10.

For several weeks it appeared that the plan might be doomed, but local business men came to the rescue and supplied finances needed to put it across. Work on the interior was started last week, brine tanks and motors were placed under the stage and the work of building the rink will be started soon.

Featured events scheduled are hockey games three times a week. Ice Pollies, Inc., will give 15 performances from February 22 thru March 3. Rink will be open afternoons and nights to the public on the days when no games or ice shows are scheduled.

Paramount—but Warnow didn't open at the Paramount until Wednesday night.

ROA Victor is convinced that its sales promotion material is as good as gold—in fact, so good that it passes for money among the natives in jungle villages on Africa's Gold Coast. The radio factory recently minted some 75,000 "lucky coins" to celebrate a successful test when a receiving set was hurled over Niagara Falls—and in exporting the sets to Africa they sent the lucky coins along. But the Gold Coast natives took a particular fancy to the coins and began to pass them as gold pieces, circulating them widely between the villages. Civil authorities in the colonies are now faced with a monetary problem—which explains why the Compagnie Francaise de l'Afrique Occidentale, radio distributor in Africa, has asked RCA Victor to continue sending promotional material—but no more lucky coins.

The quiz craze has finally hit beauty contests, of all things: a search for "beauty plus brains" will highlight the Navy Day celebration at the Hotel St. George, Brooklyn, the girls being selected for beauty of face and figure but the winner being picked by a quiz elimination contest! . . . Since the St. Regis garnered so much publicity by introducing the Lambeth Walk, Roy Moulton, manager of the Hotel Piccadilly, intends to cash in for his hostelry by presenting London's successor to it, the "Soho"—a dance that originated a few weeks ago as a satire on the Lambeth Walk. . . . Joe Hess, who heads the backstage staff at the International Casino, must be (and is) a linguist; there are so many foreign performers that he has to be able to give orders in almost every known tongue. . . . Helen Nugent, formerly on CBS in New York, is now the wife of a minister in Cincinnati and broadcasts over WLW. . . . Bob Anderson, who did a standard vaude pony act for years, is now a photographer in Flushing. . . . John Kirkpatrick, the director, is starting rehearsal periods three times a week for legit players who want "exercise" in their art. . . . La Conga is introducing still another torrid Latin gyrations; this one's called the danzonette and is supposed to be a cross between a rumba and a conga. . . . It's getting so you have to take a dictionary of terms around with you in order to enjoy the Latin night spots. . . . According to her p. a., Betty Dean, who claims to be a champ weight remover, is looking for the fattest woman in New York in order to trim her down to a "wylphlike figure." . . . She can start on Mr. Spelvin if she wants.

Dome-Prober Labels Bad Man Dick Tracy Really Tom Dewey

NEW YORK, Oct. 29.—Dick Tracy as heard on radio is really Thomas Dewey, racket-buster extraordinary. Dewey may be surprised to hear this, but the revelation comes from J. S. List, psychologist retained by the Sherman K. Ellis Agency to give the Tracy script the double "o" every week to see that it is palatable for kids.

According to List, the maligned Tracy is a force for good—special care being taken to give the serial a social slant. Inclusion of the blood-and-thunder episodes is explained away by agency and psychologist, latter pointing out that even the ace G-man, J. Edgar Hoover, must recite case histories of a criminal nature in order to illustrate the forces working for law and order.

Scripters claim that careful analysis of the serial will show that every anti-social situation is dissolved with Dick Tracy (really Tom Dewey) literally or figuratively pointing a moral.

That Tom Dewey (or Dick Tracy) isn't really bad for kids is insisted upon by agency and List, who point out that stories of the Diamond Dick type are easily digested by the brats even the oldtimers claim they are n. g. In short, the adults are screwy.

Weekly story conferences on Tracy have List sitting in as guiding genius. Anything considered likely to cause undue emotional stress is canned.

Script closely adheres to a "Code for Children's Radio Programs" prepared by

the Clergy League of America and based on questionnaires and research gleaned thru the co-operation of 40 parent-teachers' associations. List is national chairman of Radio for the Clergy League, an organization with a 40,000 membership.

Claim is also made that complaints against the Tracy daily comic strip are blamed on the radio serial. Program has nothing to do with the comic strip, deal simply being payment for radio use of title and characters.

The agency stated that so far as is known it is the only agency which retains a child psychologist to check on a kid show script. This explanation was forthcoming after *The Billboard* radio editor panned the Tracy show as unfit for moppet consumption.



MUSIC . . . A Professional Asset

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Radio offers many opportunities to instrumentalists and vocalists. So do clubs, hotels, resorts, private orchestras, public schools. In spare time—in your own home—you may learn to play your favorite instrument under skilled instructors.

Check Course Which Interests You

Courses: Piano, Harmony, Voice, Public School Music, Violin, Cornet, Guitar, Trumpet, Mandolin, Tenor Banjo, Organ, Accordion, Saxophone, Clarinet. Write for descriptive catalog and easy payment plan.

University Extension Conservatory

Dept. 17U, 1525 E. 53d St., Chicago, Ill.

Return Engagements

Are the regular order of things among Flanders guests... because they like its unrivalled location... its splendid service... its 2-person rate from \$10.50 weekly. Its cocktail lounge—they start at 2:30—is a favored rendezvous of New Yorkers who know their way around town.

HOTEL FLANDERS

47th to 48th STREETS
East of Broadway
Telephone: BRyant 9-8570

Get into the Road Show Business

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

Write today

Ideal Pictures Corporation

Dept. B.B.
28 East 8th Street, Chicago, Ill.

THEATRE EQUIPMENT NEW & USED

MOVIE PROJECTOR MACHINES, SOUND EQUIPMENT, SCENES, STAGE LIGHTS, SPOTLIGHTS, REFLECTORS, STEEL CHAIRS, PORTABLE PROJECTORS, 8, 16, 35mm CAMERAS, GENERATOR SETS, PROJECTORS, REFLECTORS AND LAMPS, REWINDING, VENTILATING FANS, GENERATORS, FILM DEWEEP, CHAIRS, MIRRORS, LAMPS AND SUPPLIES. REQUESTED FOR THE THEATRICAL.

WRITE FOR FREE CATALOG

MOVIE SUPPLY CO., Ltd.
1212 S. WABASH AVE. CHICAGO, ILL.

TAFT HOTEL 208-10 South Eighth St. PHILADELPHIA, PA.

Subway Connection to All Theatres.
SPECIAL PROFESSIONAL DAILY AND WEEKLY RATES NOW IN EFFECT.
Enquire by Mail or Phone.

ROOFLESS PLATES WITH 3 POINT SUCTION FEATURE!

Featherweight—no sagging—Natural Taste—Melts Better. Singers, Speakers like the extra tongue room, clearer mouth. All forms false teeth—By mail—as low as \$9.75, 60-day trial. Write for FREE catalog and impressive material. We trust you. Monthly Payments, 48-Hour Service. MOD LAB., 981 Hod Williams Bldg., Tampa, Fla.

Send your correspondence to advertisers by mentioning *The Billboard*.

Ethyl Auditions Cook, Kostelanetz

NEW YORK, Oct. 29.—Ethyl Gasoline Corp. this week gave ear to a prospective radio show. Stars were Joe Cook and Andre Kostelanetz and his orchestra. No decision made at latest report. Agency is B., B., D. & O.

NEW YORK, Oct. 29.—Manhattan Soap Co., manufacturer of Sweetheart Soap, has transferred its account to Franklin Bruck Advertising Corp. For some years Peck Advertising Agency handled the account.

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	\$4.95	30,000	\$ 9.95
20,000	6.40	50,000	12.75
100,000	\$20.00	200,000	34.80

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 ROLL TICKETS

1 ROLL 50c
5 ROLLS 2.40c
50 ROLLS 23.5c

WELDON, WILLIAMS & LICK

FORT SMITH, ARK.

\$50,000.00 Bond Guarantees Quality and Accuracy

LOW COST MONEY ORDERS FOR MAILING

When speed is essential telegraph money orders at low cost.
Every telephone is a POSTAL TELEGRAPH office.

Postal Telegraph

<p>STOCK TICKETS</p> <p>ONE ROLL . . . \$.50 FIVE ROLLS . . . 2.00 TEN ROLLS . . . 3.50 FIFTY ROLLS . . . 15.00 100 ROLLS . . . 29.00 ROLLS 2,000 EACH.</p> <p>Double Coupons, Double Price. No C. O. D. Order Start Single Tick., 1x2"</p>	<p>Lock Your Door on Yesterday and Throw Your Key Away.</p> <p>SOMETHING NEW. LET OUR CONTAINERS HELP YOUR CARRIER IN SELLING</p> <h2 style="text-align: center;">TICKETS</h2> <p>Write Us for Full Particulars. A New Ticket Selling Device.</p> <p style="text-align: center;">THE TOLEDO TICKET CO., TOLEDO, OHIO</p>	<p>SPECIAL PRINTED</p> <p>Roll or Machine.</p> <table style="font-size: x-small;"> <tr><td>10,000</td><td>.. \$ 6.95</td></tr> <tr><td>30,000</td><td>.. 9.85</td></tr> <tr><td>50,000</td><td>.. 12.75</td></tr> <tr><td>100,000</td><td>.. 20.00</td></tr> <tr><td>1,000,000</td><td>.. 150.50</td></tr> </table> <p>Double Coupons, Double Price.</p>	10,000	.. \$ 6.95	30,000	.. 9.85	50,000	.. 12.75	100,000	.. 20.00	1,000,000	.. 150.50
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100,000	.. 20.00											
1,000,000	.. 150.50											

Radio Survey of Beaumont, Texas

KPRC, HOUSTON, LEADS BEAUMONT RECEPTION BOTH ON LOCAL AND NETWORK PROGRAMS . . . KFDM RANKS SECOND, KRIC THIRD . . . ONLY FIVE STATIONS ARE HEARD IN BEAUMONT DAYTIMES, EIGHT AT NIGHT

By JERRY FRANKEN

The most frequently tuned-in radio station in the Beaumont, Tex., area is KPRC, Houston. This station also dominated, as shown in The Billboard last week, Beaumont's nighttime listening, thereby making a clean sweep of it. This issue of The Billboard presents the last section of the survey made in Beaumont, next week seeing the start of a survey in Helena, Mont. This Helena survey was made with particular reference to the forthcoming monopoly and service hearings to start November 14 before the Federal Communications Commission. The governor of Montana has stated to the FCC that his State does not receive adequate radio coverage.

Data on actual station listening is made on the basis of program mentions made by Beaumont listeners queried in making the survey. The quarter-hour program is taken as the basis, each quarter-hour mention being regarded as one unit. Thus, if 10 people mention a quarter-hour show, the station is given a credit of 10 mentions. If 10 people mention a half-hour program, the station broadcasting that program is credited with 20 mentions.

In the daytime analysis, KPRC received a total of 612 1-3 mentions, the one-third accruing from one five-minute spot. Of this total, 443 1-3 mentions were credited to network-originated programs and 169 to locally produced shows. The Houston station made first place in both network and local mentions.

In local mentions, KRIC, Beaumont, ranked second with 131. Station went network during the course of The Billboard survey in Beaumont, made by the

Market Research Corp. of America. It is interesting to note that KRIC reached second place in the local line-up, altho at the time the survey was made it had only been on the air a little more than three months. KRIC gained 12 network mentions. It is affiliated with the Roosevelt Texas and Mutual webs.

Second in grand totals is KFDM, Beaumont station, an NBC affiliate. Its total was 175 2-3 for chain mentions and 30 local mentions. KTRH, Houston, was third in the totals, with

140 mentions for chain shows and 21 local program credits. In the combined total standings, KRIC was returned fourth, with KXYZ, Houston, fifth. Latter received no chain mentions, 12 local mentions.

During nighttime reception, eight stations were reported heard in Beaumont, but only five were reported during the day. Those heard at night but not daytime were KMOX, St. Louis; WLW, Cincinnati; KTHS, Hot Springs, and WOAI, San Antonio. KXYZ was not heard nighttimes.

Station Reception in Beaumont

This table shows, in units of quarter hours, how the various stations with reported reception in Beaumont, Tex., are heard in comparison with one another. The breakdown gives the program units with relation to local and network programs.

Figures are obtained as follows: A quarter-hour program is figured as the basic radio program unit, the single unit for this compilation. Thus, if three listeners mentioned a half-hour program, it gives the station broadcasting that program a credit of six unit mentions. If three listeners mention an hour program it would credit the station with 12 unit mentions. This table covers nighttime listening only.

Local Program Mentions	Network Program Mentions	Total Program Mentions
KPRC—169	KPRC—443 1-3	KPRC—612 1-3
KRIC—131	KFDM—174 2-3	KFDM—204 2-3
KFDM—30	KTRH—140	KTRH—161
KTRH—21	KRIC—12	KRIC—143
KXYZ—12		KXYZ—12

STATION DATA

Station	City	Network Affiliation
KFDM	Beaumont	NBC
KRIC	Beaumont	NBC-Texas Quality
KPRC	Houston	NBC-Texas Quality
KTRH	Houston	CBS
KXYZ	Houston	NBC

Met Life Plans Return To Air; Seeks Name M. C.

NEW YORK, Oct. 29.—Metropolitan Life Insurance Co., one of radio's original advertisers, will be back on the air soon. Account is now having its agency, Young & Rubicam, work on an hour program. This will be more expansive than the Met's previous campaign, which ran for years on NBC, using Arthur Bagley's early-morning setting-up exercises. Met started with Bagley in radio's early days.

Reportedly, one of the reasons the Met stopped using radio was because stockholders complained. Angie was they felt the expenditures should have gone to stockholders' credit or to increase reserves.

Show now being planned is of the cavalcade type, with emphasis on dramatizing various industries. A large dramatic cast will be used. Young & Rubicam now having a headache digging up a suitable name emcee.

Admish—One Pumpkin

CINCINNATI, Oct. 29.—Admission to WLW's Boone County Jamboree at the Emery Auditorium last night was one pumpkin or six ears of pop corn. This is a take-off on the Barter Theater, which during the summer season in Virginia accepts all sorts of provender in lieu of cash, but there the actors eat the stuff.

Jamboree take went to the city's orphanages.

Les Gottlieb Visits Cincy

CINCINNATI, Oct. 29.—Lester Gottlieb, publicity co-ordinator for Mutual Broadcasting System, was a visitor at the local WLW broadcasting plant Wednesday on his annual swing around the Mutual circuit. He was tendered a luncheon at the Netherland Plaza by Bill Bailey, WLW's publicity chief, with local newspaper men and trade-paper editors in attendance.

IRNA Warns Web on Long Plugs; Chains Agree To Study Problem

NEW YORK, Oct. 29.—Executives of CBS and NBC, meeting a subcommittee of the Independent Radio Network Affiliates last week, warned that limitation of commercial copy advocated by IRNA would cause advertisers to curtail radio budgets.

The affiliated group complained that sponsors were using the final seconds of a program for one product to plug a second product made by the same manufacturer. They also claimed that sponsors were utilizing the time during chain breaks to plug additional products.

The network execs maintained the position that a sponsor who buys a 15-

minute program has the right to use any commercial he wishes and plug as many products as he wants during that time. They also said that the chain breaks were only allowed to the affiliated stations by the grace of the sponsors. Affiliates loved that line.

However, both networks agreed to study a plan for the control of the length of commercial copy to make programs more attractive to listeners. They indicated, however, that the advertisers' wishes would still be paramount or else the sponsors would take their business to other advertising media.

Hollywood's New Sport Is Shooting Admirals

HOLLYWOOD, Oct. 29.—A consequence of importing trained automata to serve as ushers for NBC's new Hollywood Radio City has a flock of complaints being made to web execs. The trained admirals and seals, while theorically well-meaning, have been making agency guys and wives and husbands of name performers wait around with the hot polloi until studios are opened for the general rush for seats. And the sisters and the cousins and the uncles and the aunts don't like it. One report is that agency guys will now pay a quarter bounty for each admiral pett brought in.

Chi AFRA Scale Same as N. Y.'s

Only two minor differences between scales as prepared by N. Y. and Chi locals

NEW YORK, Oct. 29.—New York office of the American Federation of Radio Artists this week received the proposed scale of pay outlined by the Chicago AFRA local. There are not many points of difference between the two. The New York local's suggested scale, to apply nationally, was published in last week's issue of The Billboard.

New York AFRA wants \$15 for dramatic actors on 15-minute shows, with \$6 per rehearsal hour. Chicago wants \$25 for quarter-hour programs, with two-hour rehearsal periods allowed. This \$25 compares to either \$21 or \$27 actual pay on the New York scale, with one-hour rehearsal meaning \$21 pay and two hours \$27.

Another difference concerns announcers' salaries for five-time-a-week shows, on which the New York scale allows a \$30 rebate in view of the job being steady. Chicago wants \$100 flat, without the rebate, on the same fee as in the New York scale. Chicago does not see any reason to allow a rebate regardless of the number of shows guaranteed.

WJJD Strike Possible

CHICAGO, Oct. 29.—Negotiations between American Federation of Radio Artists and WJJD for an announcers' contract have reached the sign-or-else stage as far as AFRA is concerned. Stipulations in the contract which WJJD opposes are the pay for commercials for staff spotters and the "security" clause, which asks that any announcer fired for any reason besides incompetence be given a chance before an arbitration committee to ascertain his "guilt."

AFRA is asking \$45 per week for the WJJD men, and, altho the station has only offered \$43, it is expected that this minor difference will be settled when and if the station agrees to the other points outlined above. Negotiations have been going on for some weeks now, and it is believed that unless there is an immediate settling of differences the mike men will be called out on strike.

Ladies Pay To Help Get Act New Commerch

PHILADELPHIA, Oct. 29.—Anice Ives returned to town last week looking for a new commercial. She hired a smart press agent and business manager who went out and corralled nearly 300 women to give Anice a "Welcome Home" party. Miss Ives formerly ran a women's club program over WFIL.

Women paid 90 cents each for luncheon at the Arcadia-International and listened to speeches extolling Anice. Program was aired over WFIL (time paid for by Anice). With her popularity thus proved she is sitting back waiting for a new sponsor.


GO TO HELENA

See Inside Front Cover of this issue of The Billboard



...**THANK...Y'ALL...**...

 *Thanks...* to Pittsburgh and Warner Bros. for helping us establish an **ALL TIME BOX OFFICE RECORD** at the Stanley Theatre.

 *Thanks...* to the thousands of Detroiters and the management of the Michigan State Fair for a **RECORD** engagement...and thanks to the loyal Philadelphians and the management of the Warner Brothers Earle Theatre for **A BOX-OFFICE LANDSLIDE.**

KAY KYSER

AND HIS ORCHESTRA

WITH

VIRGINIA SIMS
"ISH KABIBBLE"

HARRY BABBITT
SULLY MASON




Thanks to **GEORGE DUNING** • **EARLE FERRIS & CO.** • **IRVING LEHRER**
Our Arranger Press Representative Press Representative

 *On the Air...*
KAY KYSER'S MUSICAL CLASS AND DANCE
Coast-to-Coast NBC Red Network Every Wednesday Night 10-11 EST.
(Thanks to American Tobacco Co. and Lord & Thomas)

 *In Person...*
Now at The MADhattan ROOM
Pennsylvania Hotel, New York City
Appearing nightly... *Indefinitely*
(Thanks to the Stuller Hotel Company)

 *On Records...*
Heard Exclusively
on
BRUNSWICK RECORDS

 *Thanks to* the MUSIC CORPORATION OF AMERICA for their splendid guidance and advice

— Exclusive Management —

MUSIC CORPORATION OF AMERICA
MCA ARTISTS, LTD.

LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS • ATLANTA

EIGHT OFFICES TO SERVE YOU, EACH OFFICE A COMPLETE UNIT IN ITSELF

MEASURING P. A. CLIPPINGS

Ad Agency Survey Shows Indie Grabbers Tops on Free Space

NEW YORK, Oct. 29.—An advertising agency's check-up on different publicity systems indicates that outside press agents are the best space grabbers for agency accounts. Survey used a day-time serial as guinea pig and tabulated results when (1) network handled publicity alone, (2) publicity was handled by agency and network and (3) publicity was done by outside p. a.

Results showed the networks doing the weakest job, the publicity ratio being one-half as compared to two and one-half for agency plus network. In other words, co-operative venture was five times as strong. When show was given to outside p. a., however, ratio jumped to five, or twice again as good as the agency-network result. Point at issue for the agency, of course, is whether the extra publicity is worth the p. a.'s fee.

Spokesmen for some agencies regard the result, however, as not to be taken at its face value, in that many agencies do not go after "nondescript newspapers and periodicals." Some 5,000 or so periodicals throughout the country do not

count for much, agencies say, and sponsors want publicity only in set markets.

Another agency claims its mailing list hovers between 400 and 500, and is predicated largely on the kind of break the paper gives the agency.

The results of the advertising agency survey coincide closely with the facts brought out in *The Billboard's* publicity survey of radio editors last February.

NAB Frowns on Prohibition Of Liquor Air Advertising

WASHINGTON, Oct. 29.—Neville A. Miller, president National Association of Broadcasters, speaking at the National Conference of Liquor Advertising at Hotel Mayflower here this week said broadcasters were opposed to "any proposed legislative action or regulation which would prohibit advertising of any alcoholic beverage thru radio." He amplified this with the opinion that such measures would be discriminating against broadcasting.

Roy Durstine, president of Batten, Barton, Durstine & Osborn, Inc., also spoke.

Elections To Delay Neb. Action on ASCAP Bill

LINCOLN, Neb., Oct. 29.—Nebraska's anti-ASCAP bill, which is being tested for constitutionality in a three-judge Federal Court study, won't see any action until after election, according to the attorney-general's office. Bill was passed in the last unicameral session of the Legislature, providing as illegal any combination to handle music, with violations subject to a fine of \$5,000 per instance.

ASCAP finds solace in the remark of Federal Judge Munger, who at the time of the test case filing said he had grave doubts of the bill's being within powers delegated by the constitution. ASCAP attorneys say it usurps powers delegated only to Congress.

NEW YORK, Oct. 29.—WAPQ, Chattanooga, Tenn., joins the National Broadcasting Co. as the net's 160th affiliated station Tuesday. Becomes available as a supplementary outlet.

Advice to the . . .

NEW YORK, Oct. 29.—One of the air's most sponsored feminine radio columnists was giving the girls the low-down on the interior of a particular home.

"There's the bedroom." She paused, then said, "Prepare yourself."

Thompson Agency Denies Personnel Pruning Talk

NEW YORK, Oct. 29.—New York office of J. Walter Thompson Advertising Agency denies reports that its West Coast offices were to undergo consolidation and personnel pruning. It is stated this report stemmed from the fact that at about the end of this year the Hollywood Thompson office is moving into new quarters on Vine street.

It was reported that personnel in the radio department on the Coast was to be pruned. This followed the news that J. Walter Thompson has skeletonized its radio department in the Chicago office.

Beverly M. Middletown and Robert C. Mayo have been added to the sales staff of WABC, CBS New York outlet, effective Monday (31). Mayo has been active in the station's sales service division and will continue this work in addition to other duties. Middletown has been sales manager of WFAS, White Plains, N. Y.

Jolson's Ad Lib. Gag To Cost NBC \$15,000

PITTSBURGH, Oct. 29.—An impromptu remark from an entertainer renders a station liable to damages if the statement is libelous or otherwise derogatory, the National Broadcasting Co. learned this week when Judge W. Heber Dithrich awarded the Summit Hotel, of Uniontown, Pa., \$15,000 damages for a comment made three years ago by Al Jolson over NBC from Radio City while interviewing Sam Parks, then open golf champion.

The hotel claimed its business dropped for several months immediately thereafter as a result of Jolson's ad lib. gag. NBC retorted that the comedian was not its agent but rather an employee of the program's sponsor and that the denunciation was not in the script. Suit asked \$100,000. Dithrich awarded \$15,000 after the jury's verdict.

Libel was allegedly committed by Jolson panning the hotel after Parks had stated his first job as a golf pro was at the Summit.

Socolow Leaves NAPA; Org Eyes Television

NEW YORK, Oct. 29.—A. Walter Socolow, copyright expert and assistant counsel to the National Association of Performing Artists, severs his connection with the organization this week and will open separate offices. Socolow had been sharing offices with Maurice J. Spelzer, NAPA chief counsel.

Intending to devote himself to legal representation of broadcasting and transcription interests, Socolow figured the move would clarify his position in the industry. Since June he has had virtually nothing to do with the plans or policies of NAPA.

Maurice J. Spelzer said this week that the association would make a strong attempt to license commercial television. Currently, Spelzer is making an effort to license Muzak, wired music service now sold with commercial plugs.

Association's case against WNEW, slated to be tried in the New York courts soon, may be delayed somewhat as a result of the station's request for a bill of particulars.

Lew Whitcomb Passes

BOSTON, Oct. 29.—Lewis Whitcomb, assistant general manager and public relations director of WEEI, CBS-leased and operated station, died this week. Whitcomb was a pioneer in New England radio work and was an early radio editor in this territory, leaving *The Boston Post* to become associated with WEEI.

Chi Web P. A.'s Try To Teach Agencies the Way To Buy Space

CHICAGO, Oct. 29.—Local radio press departments are donning cap-and-gown trying to teach ad agencies discretion when taking daily newspaper space to spotlight radio programs. Core of teacher has been added to the publicity curriculum since three Chi dailies dropped radio columns. Only *The Times* and *Herald and Examiner* carry any editorial matter and, they feel, present the only rightful claim for what radio advertising there is—or at least an even break.

Up to now it has been common for the eds of either *The Times* or *Herald* to start their day off wrong by lamping a radio show ad in either *The Tribune* or *Daily News*, both of which long

dropped radio. Radio ed finds a note from the front office on his desk, clipped to said ad, inquiring how come. Said radio scribbler picks up the phone, dials the outlet running this particular program and asks the publicity head why, when his paper runs their scurry radio notes, a paper having no space for such should cut in on the gravy. P. a. dials the salesmen handling this account and asks him please to mention to the agency that it would be a lot nicer all the way around if all newspapers ads were placed with dailies having radio columns, or at least simultaneously with all of 'em.

And so it goes, with the columnists refusing to run any stuff on the shows in question. Publicity execs are determined now, however, to change all this, and are sending special memos to all salesmen specifically instructing them to caution agencies against this type of discrimination. They nourish the fond hope that if advertising is only given those papers with columns, the other dailies may reinstate radio as being here to stay.

NAB's Promotion Plans Include Elocution Lessons to Politicos

WASHINGTON, Oct. 29.—Another promotion pamphlet for the National Association of Broadcasters is out hoping to build good will for the industry. It is the *NAB News Review*, reprinting articles from the nation's press. No trade paper is represented.

NAB press agent Ed Kirby explains that the latest project is to let broadcasters know what the nation's editorial writers are saying about radio. That is the only way industry leaders can learn the widespread effect of radio policies, NAB believes.

Earlier in the season Kirby introduced a good-will getter entitled *How To Use Radio*, designed to aid nonprofessional groups in making the best use of radio time. Another printed item which has attracted some attention is a folder to be given by individual stations to candidates for public office. Pamphlet gives hints on improving harangues to voters. Theory is winner will go to Congress with a favorable attitude towards radio. Pamphlet has an introduction which tells how, under the American system of broadcasting, candidates get fair breaks.

National Association of Broadcasters, knowing that it is still on trial to its members, has taken big strides to convince errant members that they should pay their dues to stay in an organization which is promoting, promoting and promoting. Since the reorganization last February there has been a tendency on the part of many members to stay on the side lines to see for themselves. For the most part these "Missouri skeptics" have not signified intention of dropping their memberships, but have neglected to pay their dues.



AL DONAHUE

and his ORCHESTRA

Opening Nov. 4th
STRAND THEATRE
N. Y.

Doubling
RAINBOW ROOM
N. Y.
3rd Year

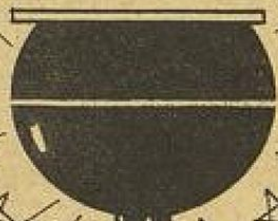
Broadcasting over NBC Networks, Coast to Coast
Vocalion Records

Mgt. — ROCKWELL-O'KEEFE, Inc.

GO TO HELENA

See Inside Front Cover of this issue of *The Billboard*

ON THE AIR



WORLD

LEO FREUDBERG
AND HIS ORCHESTRA
"SWING STYLISTS"

BENAY VENUTA
4 to 4:30 P.M. EVERY SUNDAY
ON BROADWAY in
"KISS THE BOYS GOODBYE"

The **LONELY COWBOY**
TEX FLETCHER
6 DAYS A WEEK FOR
BELL-ANS

ELINOR SHERRY
Singing Sweet Swing

Three **MARSHALLS**
PEGGY, KAY, AND JACK

SID WALTON
ACE ANNOUNCER

The **SMARTIES**
"SOPHISTICATES of SONG"
Arrangements by
HAROLD COOKE

SILHOUETTES
IN BLUE
Personal Direction:
JIM PETERSON

BOB EMERY
Sunday 9 to 10 A.M.
Rainbow House
Sat. Noon
"This Wonderful World"

NOVELTY
CHOIR
Personal Direction:
JIM PETERSON

LOUISE WILCHER
ORGANIST - PIANIST

JIMMY SCRIBNER
"The JOHNSON FAMILY" 5:15 TO
5:30 everyday except Sat. & Sun.

The **CHARIOTEERS**
also
FEATURED in "HELLAPOPPIN"

HELENE DANIELS
"The Lady with the Mellow Voice"

OUR QUARTET
Personal Direction:
JIM PETERSON

BOB STANLEY
Artistry in Conducting

MUTUAL

BROADCASTING SYSTEM

"Your Wisconsin"

Reviewed Thursday, 6:30-7 p.m. CST. Style—Historical drama. Sponsor—Sears-Roebuck & Co. Station—WTMJ (Milwaukee).

Opening program in this series of historical sagas of early Milwaukee, written by George Comte, who also acts as a narrator, was titled *Bridge War*. Story concerned the rivalry between Solomon Juneau's village on the east bank of the Milwaukee River and Byron Kilbourn's settlement on the west side.

R. H. Davis, Sears, Roebuck exec, called attention to the fact that the program was of an educational nature and therefore of special interest to children as well as adults.

Apparently striving for punch and color, premier program proved rather monotonous and grating because of the bedlam generated by numerous mob scenes. Comte handled his portion of the program in good style and transcribed recordings helped liven up the half hour. Cast included Manfred Gross, Henry Eldred, John Harrington, Bryant Eaton, Howard Barr and Stewart Auer.

Concluding moments of broadcast are given to recitation of anecdotes about Wisconsin, with listeners invited to send in stories of their own. Brunner.

"I Want a Divorce"

Reviewed Sunday 7:30-7:45 p.m. Style—Dramatic. Sponsor—S. & W. Coffee. Agency—Emil Brisacher & Staff. Station—KSFO (CBS Pacific Coast network).

Program has been running on the NBC-Red for a year and was moved to KSFO recently. Only new members of the cast were the two announcers, who did adequate work.

Problem engaging the desire for a divorce this time was that of the philanthropic husband. Based on supposedly real life facts fictionalized by Mary Rob-

erts Rhinehart in a recent issue of *Cosmopolitan* magazine, story is old enough to have been told by Methuselah.

Pretty trite stuff, but, as the announcer states, it bears the stamp of approval of many uplift organizations. Script was dull. Murphy.

"International House"

Reviewed Tuesday, 9-9:30 p.m. Style—Variety. Sponsor—John LaBatt, Ltd. Agency—J. Walter Thompson, Toronto. Station—WGR (Buffalo).

Program has some good entertainers in its line-up. Show regularly opens with a medley of music and background conversation. First plug follows immediately with announcer Aaron Levine selling LaBatt's Ale. Commercials in general are long and not very catchy. There are three in all, including such brainstorms as: "It isn't LaBatt's if it doesn't taste like LaBatt's." Shortcoming in the commercials is poor enunciation, especially of the product name. One doesn't know if the ale is spelled with a "V" or a "B," or how many "Ts" if any, are at the end of the name. The first impression one gets is that it's something like "The Bad" ale.

Clinton Buehman, who successfully runs a morning *Musical Clock*, doesn't click so well with his emceeing. Tries terribly hard to be funny, but isn't very successful. There's complete silence in his studio after some of his cracks, and a listener feels vicariously embarrassed for the entertainer. Thruout Buehman burlesqued an exchange of insulting telegrams with Bert Pearl, Canadian radio entertainer, who was to be guest star on the next program.

Dave Cheskin's Orchestra does a good job. Elvera Ruppel, BBC staff singer, sounds pretty good. The three Trays are a good male singing trio and do some snappy arrangements with Bob Smith, studio singer, as added support. Johnny Sturgess has a powerful and pleasing voice. He's drawing power to the show.

The Three LeBrun Sisters, a harmony trio of exceptionally fine quality and volume, stand out as the highlight of the program. Warner.

Maxine Sullivan

Reviewed Wednesday, 10:30-10:45 p.m. Style—Musical. Sustaining on WABC (New York).

In addition to a regular spot on the CBS *Saturday Night Swing Club*, Harlem's gift to Scotland is now featured in her own quarter hour, which bears the tony tag of *Recitals in Rhythm*. In a further effort to build Miss Sullivan as class rather than a mere swing warbler, the program is dignified as "jazz chamber music" and the septa songstress designated as "the foremost interpreter of subtle rhythm."

All this, of course, is very high sounding and impressive, but this is one observer who has never fallen beneath the spell of Miss Sullivan's subtle rhythm interpretations. To these ears she is just an average, uninspired singer. Her voice lacks feeling, warmth and depth; it sounds only listless and tired. Miss Sullivan's forte, such as it is, lies in the intimate style of warbling in a 52d street night spot.

On the show caught *Change Partners* was bad. *Down the Old Oz Road* a bit better and *Nellie Gray*, in streamlined dress, fair. Her best effort to date remains the number she naturally is using as an opening and closing theme—*Look Lomond*. Richman.

"Dan Harding's Wife"

Reviewed Thursday, 12-12:15 p.m. Style—Dramatic serial. Sustaining on WEAF (NBC-Red network).

Centering about Dan Harding's wife, a widow running a rooming house for a poor clientele, program is an engrossing quarter hour which is graphically dramatic. It's a bit heavy on the cast, characters are none too well drawn, but it has terrific movement and just the right dash of sob-sister stuff to convince every woman she has a personal interest in the show. There is no doubt, for example, about the draw in Mrs. Harding's discovering a child crying under a dilapidated porch because the kid's sta-

ter has to work nights and his boarding house mistress is mean to him. Device was a good introduction for the newcomer to the cast which, so far, presented Mrs. H., her twins and Ralph Fraser, a newspaper man.

At the moment they are all excited about the explosion in the newly constructed sewer in the neighborhood. Reasons for the mishap indicate foul deeds, judging from dialog. The new youngster is likely to become the pivot of a grand jury investigation or another *Big Town* clean-up, for he, having been trapped in the collapse, is being abetted for a State's eye witness. That's a lot of action for a 15-minute show.

Wetts.

"Violet Smith"

Reviewed Wednesday, 5:15-5:30 p.m. Style—Songs. Sponsor—Philco Radio and Television Corp. Station—KWOC (Poplar Bluff, Mo.).

Violet Smith, 17-year-old songstress, has a smooth and a melodious voice that was good enough to turn a sustaining program into a sponsored one within a month after it reached the air. Girl has plenty of possibilities. She needs to brush up on diction and could use musical training, but the ability is there, the ability to sing spontaneously and with little effort. Larimer.

"School Yard Slants"

Reviewed Tuesday, 6:15-6:30 p.m. Style—Interviews. Sponsor—General Baking Co. Agency—Batten, Barton, Durstine & Osborne. Station—WGR (Buffalo).

These 15 minutes are devoted to a *Vox Pop* for school kids. Roger Baker, studio sports announcer, sets up in a different school yard every day and interviews the boys and girls on various timely subjects, both serious and amusing, concerning their activities at home and at school. The youngsters love it, and try to compensate Baker with promises to eat Bond Bread.

Feature of the arrangement is that all interviews are electrically recorded and presented later over the air in transcription form at 6:15 p.m., so the children may hear their own voices on the program after school. This transcription idea is a big interest builder. The Bond Bread commercial plugs are made exceptionally effective by being presented to the school children in question and answer style.

Cliff Jones, announcer, handles the commercials preceding and following the program in a short and snappy manner.

Program, new in recent weeks, should be successful and has much appeal for the family. Warner.

Buddy Clark

Reviewed Sunday, 5-5:30 p.m. Style—Musical. Sustaining on WABC, New York.

This is a well-put-together half hour of song and patter, and, endowed as it is with a line-up of genuine talent, is good light entertainment for the Sabbath daylight period. Titled *Sunday Supplement*, pattern evolved from the style of the voluminous Sunday newspapers, with fashion, comic, sports sections, etc., it features Doris Rhodes, Joe Sodja and Leith Stevens' Ork, in addition to Clark, and is one supplement that practically everybody can enjoy.

Clark emcees in a genial way, imparting a nice delivery to his chatter, and he's ably assisted in tossing off lines by Miss Rhodes and Stevens. On the musical side, the trio shines even more. Clark's baritone is an unusual and interesting cross between straight singing and crooning, and it's a style that does a lot for a song. Miss Rhodes is also the answer to a song pluggers' prayers. For the orchestral interludes, Stevens is more than capable; on the program caught his version of Cole Porter's *Begins the Beguine* was a fine blend of effective rhythmic tricks and superb use of strings.

Joe Sodja displayed a high degree of virtuosity on the guitar, and made his one solo stand out even in the midst of potent competition. Idea had been to build a trio around him, but he was deemed strong enough to carry the thing

by himself. Whoever decided that showed good judgment, which could be extended further to give him more to do on the show.

Weekly guest star rounds out the bill, prominent maestros being used thus far, Larry Clinton was No. 1, Sammy Kaye following, with Russ Morgan slated for October 30. Five-minute interview style is followed, and as usual succeeds only in slowing up the show for five minutes.

Ira Ashley deserves credit for producing a bright, entertaining entry. Richman.

"Jack Haley"

Reviewed Friday 7:30-8 p.m. Sponsor—Continental Baking Co. Agency—Benton & Bowles. Station—WABC (CBS network).

Program this week just fair, with script spotty on comedy. Haley emcees, is chief gabber, and carries the show along with an informal touch. Lucille Ball pulls a few strong laughs and Haley's best sequence was a joke Lord Puntilroy bit with Artie Auerbach, well done. Much other comedy missed, however.

Ted Pio-Rito Orchestra and Virginia Verrill strong in the music sessions, Miss Verrill delivering a fine quality blues waltz. Pio-Rito, in addition to baton waving, is cast in the script and talks okeh. Wonder chorus is good. Ackerman.

"Harmony Boys"

Reviewed Sunday 12:45-1 p.m. Style—Songs. Sponsored by Crygier Tobacco Co., Hartford, Conn. Station—WDRG, Hartford, Conn.

This program demonstrates how a period that has earmarks of developing into a fairly entertaining session can be spoiled by too much commercial dribble. Besides the several announcements during the short period, one of the boys goes into a rustic character bit with a poetic recitation and, worse yet, this also turns into a plug for Hartford Life cigars.

Two lads with their guitar have fair-to-middlin' voices and know how to sell their stuff, but more up-to-date songs would help considerably. Entire program could stand a revamping. Lefkowitz.

"Edited for Women"

Reviewed Wednesday, 4:15-4:30 p.m. Style—Women's comment. Sustaining on WNEW (New York).

Judith Abbott, WNEW's contribution to the study of feminine problems, presents the women's side of the news in a 15-minute spiel Tuesdays thru Fridays. Program is interpretative, raising such questions as women's comparative political ignorance, whether women have used their voting power adequately, etc.

Miss Abbott then swings into her campaign for "finding the ideal wife." For this purpose program offers a questionnaire which presumably scores women on the basis of satisfactory completion of their wifely duties. Dames who have refrained from poisoning their mates can win a trip to Bermuda, Niagara Falls or one of 10 consolation prizes. These Bermuda and Niagara trips, Miss Abbott explains, are by way of being "second honeymoons"—a means presumably whereby the disillusioned can fool themselves all over again. Ackerman.

"Young America Speaks"

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

Fred Edwards and Jack Starr, KMBC announcers, hop into the station's truck carrying portable transmitting equipment and drive to a city playground to catch a crowd of juveniles playing ball and unaware they are about to go on the air. On the program caught the choice was a Negro recreation center. Results were unusually good.

Questions were fired at boys and girls at random. Most of 'em appeared most interested in sports and swing bands.

RAY KINNEY
and his
Native Hawaiian Orchestra

NOW APPEARING
Nightly at the
Hawaiian Room

ALOHA MAIDS
in the new
musical hit
"Hellzapoppin"

HOTEL LEXINGTON
New York

And on the air via NBC Saturday,
1:30 P.M.—Sunday, 11:30 P.M.

BILLY SWANSON
and his MUSIC
Just Concluded 4 Successful Weeks
LOWRY HOTEL
St. Paul, Minn.
Mc. CONSOLIDATED RADIO ARTISTS.

JOE ELLIS
(at the drums)
and his ORCHESTRA
Currently
QUEEN MARY
New York City

AMAZING OFFER
to RADIO-STAGE and SCREEN ARTISTS

"HEAR Yourself As Others HEAR You"
We specialize in recordings taken
"OFF THE AIR"
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\$2.00
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GO TO HELENA
See Inside Front Cover of
this issue of The Billboard

Each moppet facing the mike gets a souvenir. Starr and Edwards are adequate in their roles, but the juves on show caught stole the show from under them with flippant answers to some of their queries. Program is aired twice weekly and is pumped to the station's transmitter via short wave. Reception, as a result, is not good, but Young America Speaks has strong possibilities just the same.

Dexter.

"High School Reporter"

Reviewed Tuesday, 4:45-5 p.m. Style—Narrative. Sustaining, WIP (Philadelphia).

This program, starting its second season, is apt to get plenty of listeners among the high-school kids. Narrator Bud Sparks gives a resume of high-school activities and interviews some outstanding student—captain of a football team, editor of a school paper, head of a dramatic society, etc.

Limited to a certain group, the program gets plenty of publicity in scholastic papers and magazines and reaches an audience that is missed by most. Is dull to a listener who doesn't know or care about events discussed. Shultz.

"Telephone Quiz"

Reviewed Tuesday, 10-10:30 p.m. Style—Quiz. Sponsor—Budget Finance Co. Station—KFWB (California Radio System).

Built on the style of *Man in the Street* programs, this new quiz show has several angles that make it a good sponsor bet. Announcer opens show inviting listeners to participate by calling the station number. Harry Le Roy handles the show, sitting beside the station switchboard operator. When the calls come in from listeners, Le Roy asks name and address, then fires three questions at them. First two quizzes are usually pretty simple but the last is tough. Listeners who guess correctly on all three get free ducats to Warner Bros.' Hollywood Theater.

Show would be improved if voice of the listener could be plugged in clearer so that it would go over the air when he phones in. As it is, Le Roy is the only one who can be heard. Owen.

"According to Hoyt"

Reviewed Wednesday, 7:30-7:45 p.m. Style—Sports talk. Sustaining on WNEW (New York).

Waite Hoyt, once the boy wonder of baseball, who retired from active participation in the game last spring, has started a daily 15-minute stint as sports commentator on WNEW. Talks do not confine themselves to baseball, but range over the entire sporting field. Hoyt's name, which was big stuff in big time for many years, should carry the necessary weight to catch listeners—and from the sample caught his ability to deliver should hold them.

Voice is a bit hard and badly modulated, but that will tone down with further experience. Only real drawback was that the script contained three or four super-floury elocution bromides which seemed plenty out of place with Hoyt's voice and type of delivery. That's minor, however—and the material writer can clean it up easily. Or Hoyt should if he writes his own stuff.

On session caught Hoyt went into a

nostalgic review of his baseball career—the ups and downs and the defeats as well as the victories. Spiel had a definite ring of authenticity and in addition packed plenty of interest for both fans and outsiders and contained a great deal of charm. By the time he was thru you liked the guy thoroly.

There are plenty of sponsored programs that are way under this one in both interest and ability. Hoyt should be harnessed to a commercial pronto. He was on WMCA a short while.

Burr.

"Tongue Twisters"

Reviewed Friday, 10-10:15 p.m. Style—Quiz. Sustaining on KDKA (Pittsburgh).

Another participation quiz. Announcer Bill Beal, recently upped to continuity department, handles mike and tosses alliterative sentences at five studio interviewees. Those who get thru twisters under 12 seconds, without stumbling, receive two ducats per successful try, to Stanley Theater. Twisters used earn \$1 each for listener submitters. Pronunciation snags and Beal's infectious delivery promote fun, but program lacks enough variety to intrigue after first few minutes' novelty wears off. Frank.

"Goodyear Farm Radio News"

Reviewed Wednesday, 1:15-1:30 p.m. Style—Farm news. Sponsor—Goodyear Tire and Rubber Co. Agency—Arthur Kudner, Inc. Station—WJZ (Blue network).

Farm News is designed to supplement Goodyear's National Farm and Home Hour with quarter-hour sectional programs Monday thru Friday. Idea is to give information of local importance, such as advice on shipping, crops, weather, etc., and sandwich in a few commercials for Goodyear products.

Don Goddard speaks, sprinkling his agricultural items with news of national and international significance. Main content, of course, is of special interest to rural communities, including news of crop conditions and prices, Washington farm politics, stock news, agricultural chemistry. Novelty material also worked into the program.

Goddard speaks very well, without affectation or undue emphasis on his commercials. Ackerman.

"Sports Review"

Reviewed Saturday, 8-8:15 p.m. Style—Comment, songs. Sponsor—Duquesne Brewing Co. Station—KDKA (Pittsburgh).

After a couple of years sportscasting in five-minute nightly stanzas Jack Hollister gets a chance to talk longer and makes a dynamic job of it. He's vital, peppy, maybe even a shade too enthusiastic in his reporting scores of various athletic events, with side comment. Review of athletic events is spiced with glee-club tunes, mostly collegiate, from a mixed chorus. Bill Beal announces.

Frank.

"Big Swing"

Reviewed Monday, 7:30-8 p.m. Style—Variety. Sponsor—Isaly's Dairy Stores. Agency—Ketchum, McLeod & Grove. Station—WCAE (Pittsburgh).

A Pittsburgh station finally comes thru with a local commercial show that for the most part is big league. Marked by neat pacing and timing, debut of *Big Swing* combines Max Adkins' must-crew, sports commentator Havy Boyle, the Swiss Mimes Trio and emcee George Held into a period that could be built into a minor network unit. Formula alternates Adkins' smooth sax-dominated 10-piece swing band with just acceptable girl songstresses, pungent Boyle, and Held, who doubles as singer. And Allah be praised, plugs by Bob McKee were brief.

Boyle, newspaper sports editor, reveals a brand of humor that if embellished by an improved delivery could rate him worthy of national air columning. Sponsors tie up show with direct customer action by offering free baskets of dairy products to people in one of their stores during broadcast. By varying store addresses, which abound in city, Isaly's hopes to drag new patrons on spot as well as thru program. Show emanates from William Penn Hotel Chatterbox, aired in front of audience, admitted by ticket, who may stay for party afterward.

Frank.

Radio Talent

By JERRY LESSER

MARGIE MORROW, assistant casting director at CBS, has a new secretary. Incidentally, when you want to meet friends you haven't seen in some time, try the 18th floor of CBS any Monday from 11 to 1. . . . Frank Provo, who plays the male lead in *Jane Arden*, has written a script show that has been auditioned by the Ted Collins office. Allen Drake has signed under the management of the same office. . . . Four Lewises in show business wrote in to say that it was not they, but Fred Irving Lewis, who plays the role of Hutch in *The Mighty Show*, altho each admitted he would be glad to have the part. . . . Jeanette McGrady does the role of Grace Carson on *Valiant Lady*. She had the role originally, lost it and now has it back again.

Sid Cassel, who is probably the only authentic Lancashire lad around the studios here, was finally hired to play one on a recording, but then it was decided that he play it straight. . . . Johnny Brewster plays Sidney Sloan's father on *Valiant Lady*, but oddly enough, in real life Brewster is the younger. . . . Peter Donald has just signed his second renewal of the *"Light Up and Listen Club"* series for recordings. He must write and produce them in nine days. . . . Parker Fennelly has been added to the cast of *"Pretty Kitty Kelly"*. . . . Adelaide Klein celebrates her 10th wedding anniversary November 22. . . . Templeton Fox, who arrived from Chicago only recently, where she appeared on the *"Lights Out"* series, has been signed to play

opposite Jay Jostyn on the new CBS-er, *"Give Us This Day"*, which starts November 7. She has appeared here so far on *"Big Sister"*, *"Hilltop House"*, *"Columbia Workshop"* and *"We, the People."*

JULIAN NOA plays the judge on WOR's *Court of Human Relations*, and Janet Lane appears with Bert Lytell on the Tuna Theater. . . . Paul Stewart replaced Peter Cappell as Gyp Mendoza in *Life Can Be Beautiful* when Pete joined a Broadway show. . . . Alan Bunce, Enid Mackey and Hugh O'Connell are rehearsing for a Broadway showing of *Rum, Sheep, Run*. . . . Alan Devitt has two new famous shows on WOR, namely, *Famous Firsts and Famous Trials*. . . . Betty Garde is rehearsing with the George Abbott show, *Primrose Path*. . . . Cameron Andrews has just returned from a visit to Chi. . . . Gladys Thornton, who plays Mrs. Hawthorne on the *Visiting Nurse* series, is going to tell ghost stories and be mistress of ceremonies at the Gypsy Trail Club next Saturday night. She is also getting ready for her fall bulb planting in her garden, which is in the shadow of Radio City. . . . Jackie Kell's role on *Hilltop House* is being built up to a feature part. . . . After many years of musical comedy, Johnny Kane gets his first chance to sing when he does a number on Jack Norworth's new show, *Father and Son*. Cast of this one includes Minnie Dupree, Lawson Zerbe, Betty Wragge and Ethel Blum. It is heard on Monday, Wednesday and Friday over WEAF.

Advertisers and Agencies

By PAUL ACKERMAN

YOUNG & RUBICAM Agency was somewhat in a dither this week after a session with Pete Mack, double-talking rib artist. Reported seeking a spot on Dave Eiman's *Hobby Lobby*, Mack, closeted with Adrian Samish, played deaf. Samish claimed he couldn't get the point. Reached a stage where doors and transom were shut. . . . Printer's Ink will soon publish an article on fashion by Sylvia Carewe, scripter at Compton Agency. Alfred Stanford, agency's copy chief, just broke into *Advertising and Selling* with a yarn. . . . Caples Agency starting a spot announcement campaign on 44 stations for Railway Express Agency. For eight weeks leading up to Christmas. . . . Don Stauffer, Young & Rubicam, on the run again. Came from Coast last week and is going right back.

Earl Ferris appointed by Transamerica to do publicity for *"This Day is Ours"*—on a four-week trial. . . . Frank Conerney a new addition to the RBD&O radio department. . . . Bob Smith, William Esty's scripter on the *Benny Goodman* show, is a nut on *Chancer*. . . . Douglas Meseray, assistant to NBC's

John Royal, back from a *Bermuda honeymoon*. . . . CMQ, Havana station, now available to NBC advertisers. . . . John J. Anthony expects to tour the country and hold goodwill clinics based on the radio show. . . . Telephone quiz show produced by Harry S. Goodman for Ludwig Bauman pulled almost 7,000 phone calls during last broadcast—more than double the program's usual pulling power. Check-up shows one out of every 500 calls is a winner, with 178 winners tabulated on last show. Sponsor is spending \$2,500 a week.

NEW Kellogg variety show, in the interests of Corn Flakes, has been set to start January 15. Program will originate in Hollywood, will go over the basic Red and will be a typical one-hour J. Walter Thompson variety show. Agency now has a headache getting talent. . . . Clarence Olmstead, Young & Rubicam, to Coast soon. . . . Compton has bought time on seven McClatchy stations for *Guiding Light*. . . . Poppy Cannon, Maxon's scripter, gets fan mail for commercials on the *Sptalmy* show.

Chicago Air Briefs

By HAROLD HUMPHREY

IF NBC had a flag waving over its studios here it would certainly be at half-mast this week in the memory of Minnie, the singing mouse from Woodstock, Ill., who died Tuesday. High spot in Minnie's career was when NBC's artist bureau sold her services for one *Barn Dance* broadcast at a price of \$500. Minnie was not mercenary, tho, 'cause she promptly donated \$10 to the Red Cross for the Ohio Valley flood refugees. . . . Gil Rodin, sax-playing manager of the Bob Crosby Ork, is laid up in Mercy Hospital following a nasal operation. . . . Parley Baer, of the drama staff of KSL, Salt Lake City, is visiting Chi on an absence leave. . . . Maynard Marquardt, station manager at WCFL, leaves Thursday for a three-week sojourn in Central America.

P. K. Wrigley has the boys on a merry-go-round again, trying to guess what he will do with his present *"Laugh Line"* stint which is now running on a week-to-week basis. Chances are it will remain on the ozone till around January 1, prosing another contract is signed with the star, Billy House, because

the fat comedian says he will not work on the weekly plan. . . . Ed Landry, bass-man in the Abe Lyman crew, was married Wednesday at Crown Point, Ind., to Elise Bousset, of New York. . . . Peculiar set-up has taken place on Blackett-Sample-Hammert's *"Kitty Keene"* show. Courtney Savage, agency director for the show, was suddenly released of this duty and Wynne Orr, production man for Stack-Goble agency, was given the job on a free-lance basis but with B-S-H still handling the account.

NBC execs had an embarrassing few moments at that luncheon given for H. V. Kaitenborn Tuesday by Northwestern's School of Journalism. In his speech the commentator pulled no punches when he stated quite blandly that CBS did a much better job of covering the recent European crisis than its competitor, NBC. . . . Gene Byron, radio actress and wife of Ray Jones, the AFRA secretary here, is now appearing in two NBC shows, *Houseboat Hannah* and *Kitty Keene*, Inc. . . . Tommy

(See AIR BRIEFS on page 16)

here comes

44

WEBER JOINS COAST BATTLE

Proposed Calif. Anti-Picketing Law Means Defeat of AFM Aims

L. A. local dips into reserve fund for first time to wage campaign against measure—AFM considers State fight as own—Weber takes personal interest

LOS ANGELES, Oct. 29.—With the arrival this week of Joseph Weber, AFM prez. to take an active part in the fight, Local 47 is throwing the full weight of its organization into the battle to defeat proposed State legislation, coming up on the November ballot, to outlaw picketing, Jack Tenney, local prez., stated today. For the first time in its history, Local 47 is digging into its reserve fund to fight the measure, to the tune of over \$1,000 per week. Early this week a general meeting will be called for the 7,000 members of the local, at which time Weber himself will address the assemblage at Shrine Auditorium on voting an additional \$20,000 to carry on the fight. Absentee members are to be soaked a \$5 fine for nonattendance.

Declaring that passage of the proposed bill would mean the defeat of AFM aims in California, Local 47 officials are unanimous in agreeing that the fight must be won.

Admittedly handicapped in trying to sell the idea of defeating the proposed measure to the public, AFM is joining other unions in the battle. Other AFM locals in Southern California whose reserves are low are being financed by Local 47 in an effort to whip up public interest toward defeat of the bill in small communities.

Declaring that the only weapon labor has is the threat of boycott, J. W. Gillette, international rep for Weber, stated that passage of the proposed bill would take away that weapon and leave the AFM powerless to carry out its objectives in this State. Union officials further pointed out that should a father advise his son to refrain from patronizing a certain store the father could be sent to jail for six months under Section 8 of the measure. Should two persons discuss giving the same advice to the boy in question they could be sent to jail for two years for conspiracy under Section 17, they further stated. Also, it is asserted that this section may apply to anyone, regardless of whether he is connected with labor or not. That the International Office of the AFM considers this the major battle of the year was seen today with the entrance of Weber into the fight.

Local 47 is co-operating with other local unions in buying radio time and in generally publicizing the assertedly un-American points of the proposed anti-picketing bill. "In the event that we are beaten, we will take the fight clear to the United States Supreme Court," Jack Tenney stated today.

Paine Receives Publisher Renewals; No Balking Yet

NEW YORK, Oct. 29.—Renewals on ASCAP contracts with publisher members have been coming in to the society steadily since they were sent out some weeks ago, and to date there has been no official notification to the effect that there will be any holdouts.

Rumors have been current that Jack Robbins would be prominent among those unwilling to re-sign for a new 10-year period (current pact was for five years), but John O. Paine, ASCAP general manager, has so far received no official notice of balking. Present agreements, however, still have until December 31, 1939, to run, which leaves plenty of time for publisher decision one way or the other.

Paine said this week that the delay in some instances is caused by larger publishers whose firms are incorporated having to hold corporate meetings at which such contracts must be discussed.

GO TO HELENA

See Inside Front Cover of this issue of The Billboard

Feinberg Backs Down on Names With Basket Ball

CHICAGO, Oct. 29.—Fearing the gamble of a combined sports and name band promotion, Sam Feinberg, New York promoter, turned thumbs on his original idea of using a big-time outfit with each basket-ball game he will stage at the Coliseum here beginning December 14. Frigidity is the result of some poor showings names made here in the last few months. Feinberg, however, signed Johnny Hauser to furnish dance music for the eight weekly contests, a feature which he hopes will attract the fans. Tunes will be furnished between playing periods and dance sessions will follow the games.

WESTCHESTER COUNTY Theatrical and Movie Ball, White Plains, N. Y., on November 19 will be headlined by Ben Bernie and his band. Joe Downing and his Ambassadors share the music assignment. Dance is sponsored by movie operator and stagehand union. Bernie also takes in an American Legion dance November 10 at Lewiston, Me.

Songs With Most Radio Plugs

"At Long Last Love" Overtakes Song Leaders in Air Hit Race

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, October 27. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position Last Wk. This Wk.	Title	Publisher	Plugs Net	Ind.
6	1. At Long Last Love (M)	Chappell	32	18
2	2. I've Got a Pocketful of Dreams (F)	Santly-Joy	31	16
2	2. My Own (F)	Robbins	31	10
1	3. While a Cigaret Was Burning	Berlin	30	13
14	4. When I Go A-Dreamin'	Lincoln	28	6
4	5. Stop Beatin' 'Round the Mulberry Bush	Bregman	26	22
9	5. Change Partners (F)	Berlin	26	16
3	6. So Help Me	Remick	25	13
8	6. Summer Souvenirs	Bregman	25	12
17	7. Who Blew Out the Flame?	Feist	24	8
7	8. Heart and Soul (F)	Famous	23	13
10	8. Alexander's Ragtime Band (F)	ABC	23	11
5	9. All Ashore	Shapiro, Bernstein	22	4
6	10. What Goes on Here? (F)	Paramount	21	17
6	10. Lambeth Walk	Mills	21	17
—	11. My Reverie	Robbins	20	27
7	12. I Won't Tell a Soul	Crawford	19	16
13	12. Simple and Sweet	Miller	19	5
16	13. Sixty Seconds Got Together	Santly-Joy	17	14
11	14. I've Got a Date With a Dream (F)	Feist	16	10
10	15. Small Fry (F)	Paramount	15	10
—	16. Is That the Way To Treat a Sweetheart?	Otman	14	13
—	16. Don't Cross Your Fingers	Ager-Yellen	14	6
16	16. Ya Got Me	Remick	14	6
16	17. Girl Friend of the Whirling Dervish (F)	Harms	13	6
12	18. If I Love You More	Words & Music	12	11
—	18. Day After Day	Greene Bros.	12	5
—	18. Love, I'd Give My Life for You	Tenney	12	3
—	18. There's a Faraway Look in Your Eye	Tenney	12	3
—	18. You Must Have Been a Beautiful Baby (F)	—	12	3
15	19. I Haven't Changed a Thing	Mills	11	9
16	19. Forget If You Can	Marks	11	6
—	19. You Never Know (M)	Chappell	11	4
17	19. Garden of the Moon (F)	Harms	10	12
—	19. Yam (F)	Berlin	10	10

No Greater Praise

NEW YORK, Oct. 29.—The bell for extreme graciousness and lack of customary artistic ego was rung recently by Mark Warnow, maestro on the We, the People air show. Guest on the program was Wilberforce J. Whiteman, Paul's father, and after the broadcast PW joined the group surrounding his father and Warnow. An autograph hound, not seeing Whiteman, approached Warnow and, feeling that flattery would make the job easier, requested the signature of "America's greatest orchestra leader."

Warnow accepted the pad and pencil with the remark that he would do better than that and let the fend have the signature of the "world's greatest orchestra leader." Whereupon he turned and handed the writing implements to Whiteman.

Frederick Bros. Expand Kaycee Office, Add Two

KANSAS CITY, Mo., Oct. 29.—Increased activity and early indications that this will be its biggest winter season in several years has made it necessary for Frederick Bros. Music Corp. to increase the facilities and personnel of the local office.

Expansion is in keeping with the general expansion program of the agency, FBMC opening a branch office in New York City in mid-November in addition to the existing Cleveland office. Don Border and Howard Williamson were added to the local staff.

Shribman Routes Brooks

BOSTON, Oct. 29.—Charles Shribman office here has taken over Billy Brooks for a six-week Southern tour starting November 12. Band will take in college cottillions and ballroom stands. Brooks had been handled all summer by the local Junie Edwards office.

802 Opposish Votes Nov. 9

Primary outside of union for first time—Freed may head ticket

NEW YORK, Oct. 29.—With a month and a half to go before the December 15 election, opposition to the current administration of Local 802, AFM, is formulating plans to combat the "blue ticket" up for re-election. The left wing of the local, under Dave Freed's leadership, is setting up headquarters at the Hotel Maryland under the party title of "United Membership."

For the first time in the union's history, primaries to choose opposition candidates will be held independent of the union and on the outside. Balloting is scheduled to be held at the Maryland November 9. It is more than likely that Freed will head the ticket opposing the current incumbents.

The "Blue Ticket" offers the same officers who have been at the helm for the past two years, Jack Rosenberg, prez.; Richard McCann, v.-p.; Willie Feinberg, secretary; Harry Suber, treasurer, and Max Arons, chairman of the trial board.

The coming election is the second since 802 received local autonomy two years ago and the present administration was voted into office. Indications are that a bitter fight will be waged between now and the middle of December, with recriminations and charges being hurled even more emphatically than they have been in the preliminary campaigning, which has been going on for the past few months. The Freed party has thus far concentrated its greatest efforts on a prolific and vitriolic pamphlet campaign, which has attacked the administration primarily on what it allegedly has failed to do for the membership.

Marshall Gets Pic Call

HOLLYWOOD, Oct. 29.—Jackie Marshall, who has been playing trombone with Benny Meroff for the past seven years, is all set to ink a deal with Universal to play comedy parts. Meroff holds a contract on him and should they come to terms with Universal Marshall will still continue with the band. Marshall was recommended as a possibility for pictures by The Billboard.

Sheet-Music Leaders

(For Week Ending October 29)

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

Position Last Wk. This Wk.	Title
1	1. I've Got a Pocketful of Dreams
2	2. Change Partners
3	3. Alexander's Ragtime Band
4	4. Lambeth Walk
5	5. Heart and Soul
6	6. So Help Me
7	7. Small Fry
8	8. While a Cigaret Was Burning
10	9. A-Ticket A-Tasket
9	10. When Mother Nature Sings Her Lullaby
14	11. My Reverie
—	12. My Own
7	13. I've Got a Date With a Dream
—	14. All Ashore
—	15. At Long Last Love

Double Feature

LINCOLN, Neb., Oct. 29.—Taking a tip from the movie barons, R. H. Pauley has introduced a double feature for his Turnpike Casino. For the Sabbath stepping last Sunday he opened his dance at 3 in the afternoon, with Ralph Webster dishing out the incentives until 8:30 p.m. Howard Becker took over at 9, playing until 1 a.m. One admission was charged, Pauley permitting the first comers to stay till shoe soles gave out, moving that tired feeling inspired by the movies—two joints down.

OPS SWAT JITTERBUGS

Philly and L. A. Floy Floys and Bugs of Jitter Locals Nominate Variety Banned From Ballrooms

Iowa association of managers outlaws all forms of extreme eccentric dances—Tom Archer leads campaign—if the dancers want to be sent anywhere, it will be home

DES MOINES, Oct. 29.—Swing received the most telling blow of its young career this week from the hands of its own Frankenstein—the jitterbug. Iowa Ballroom Operators' Association thru its executive committee, meeting here, banned all forms of "extreme eccentric dancing" from its ballrooms. Association was formed nearly a year ago and has almost 100 member ballroom ops who felt an organization of this sort was necessary in dealing with State liquor laws, taxes and bookers' contracts. T. H. Archer, IBO proxy and owner of a string of large Midwest dancehalls, said that the present action against floy floys and all bugs of the jitter variety had been taken in an effort to offset the terrific wave of swing publicity, which has given true dance-lovers the idea that a ballroom is now a gymnasium set to music and has kept them away from the turnstiles on that account. "After all," Archer said, "our business is to please the public at large and not a few raving, pent-up kids who want a lease on the joint for a six-bit ducat." Another argument brought up by operators was that just one couple doing "the dopey" took up enough floor space for five duos content with the old-fashioned way.

Nifty 9C for Norvo-Bailey

BRIDGEPORT, Conn., Oct. 29.—Red Norvo and Mildred Bailey had an unusual booking last Sunday at Ritz Ballroom. Because of a previously scheduled broadcast period, band was advertised as appearing 9 p.m. with the Casa Ritz Orchestra, local combo, filling in the early hour. However, due to some unavoidable delay, band and Miss Bailey didn't turn up until almost 11 p.m. But they made up for their tardiness with nifty tooling that kept the payees satisfied. Ducats peddled at 85 cents for the fair sex and six bits for the man. About 1,300 anxious dance hounds were on hand to make a nifty take of about \$600.

PHILADELPHIA, Oct. 29.—Campaigning for the new officers of the local musicians' union has already begun. Nominations will be submitted on Tuesday (1) at a general membership meeting. Two slates have been lined up, one headed by Israel Saffren, Earle Theater violinist, for president, to fill the chair vacated by the resignation of A. A. Tomel, and the other by Frank Lutzel, an unemployed cellist.

No opposition is expected for the positions of secretary and treasurer, with the incumbents, A. Rex Riccardi and Joseph Bossie, respectively, expected to be retained. A new board of directors will be chosen. Joseph Levy, pres pro tem, is not expected to run. Election will be held the first Thursday in December and is expected to be close.

LOS ANGELES, Oct. 29.—Lacking the usual wildfire enthusiasm of pre-election days in former years, Local 47 is taking the coming selection of officers very calmly. Major fight is expected in the scramble for seats on the governing board. After a year in office, Jack Tenney is still apparently well entrenched as president of the musicians' local. Only two opponents appeared at the nominations meeting this week, Vic Carpenter and Carol Singer. As far as could be learned, neither candidate has the backing of any particular group.

AFM Negotiations With Film Companies Off Until Jan. 9

NEW YORK, Oct. 29.—Two days of discussion between Joe Weber and the AFM exec board and reps of a half dozen leading pic companies resulted in nothing more concrete toward the increased re-employment of musicians in film houses than the decision to adjourn and resume the talks January 9. However, it at least marked the start of negotiations toward an end that Weber has long sought—the return to pit work of at least half of the 22,000 musicians who played in theaters before sound films.

According to Weber, the initial talks were intended only to "explore" the field, with each side offering explanations of its situation and each acquainting the other with its particular problems and desires. He stated that, now that the exchange of views had been accomplished, his organization and the film firms will spend the time before resump-

tion of the confabs in attempting to map out specific proposals to meet the situation.

Weber explained to the Hollywood moguls at the meetings, which took place in the offices of Pat Casey, labor rep for the producers, and at the AFM headquarters here, that it is not his intention to force musicians into every theater in the country but to attempt to secure jobs for them in houses whose seating capacities are large enough to warrant their employment. There are about 2,500 such theaters throughout the country.

Present at the conclaves were Major Albert Warner; Harry D. Buckley, United Artists; George Schaefer, RKO; Austin Keough, Paramount; Eugene Pickler, Columbia, and Nicholas Schenck, Metro-Goldwyn-Mayer.

Goodman Battles Vallee for Beantown's Charity Clambake

BOSTON, Oct. 29.—Beantown's Garden walls bulged with the overflow crowds which on Monday night pushed, shoved and leaped their way into seats and on the floor to see and hear "The Battle of the Bands" and the Jitterbug Contest with Rudy Vallee, Benny Goodman and Harry Marshard on deck.

All attendance records at Boston Garden went overboard as 22,000 persons crowded into an auditorium originally intended for some 16,000 at tops. And on the streets outside thousands more clamored for admission while hundreds of jitterbug fans of the moppet set mauled and hauled Goodman and Vallee about as they entered the big building, all but rending them limb from limb. For hour after hour the "battle" continued and the air for blocks around the Garden was torrid with swing strains.

It was Vallee and Goodman who drew the crowds, but localite Harry Marshard won his share of applause. Vallee performed in true Vallee style, but it was when Goodman and his boys swung into action that the dyed-in-the-wool jitterbugs really got going and all the King

Kats from miles around became really hot.

Benny Ginsburg, of the Club Mayfair, was on hand to sign the winning teams of Jitterbugs for his club next week. Much credit is due Walter Kiley, of the Hearst newspaper staff, for his efficiency in handling the promotion of the affair and in directing the contest itself.

As early as 6 o'clock in the evening jitterbugs began to gather, and by the time the doors of the Garden were opened the milling crowds were already becoming unruly in their determination to secure vantage points from which they might observe not alone the antics of the contestant dance teams but to watch their favored bands swing into action.

It would be difficult to determine which band actually "won" the contest, for each had its rabid partisans and the applause was deafening at all times.

And best of all, the kiddies of Greater Boston profit hugely from the affair, for more than \$10,000 will go to the Christmas Basket Funds as result.

Music Items

BOB MELLIN starts as a contact man for Witmark this week, working in and around the Cleveland territory. Mellin is from Chicago and has been with Harms and Famous, among other firms.

Milton Berle has knocked out a number with Terry Shand and Jimmy Eaton, *Your Eyes Are Bigger Than Your Heart*, Shapiro, Bernstein will publish, as is the case with all Shand-Eaton ditties.

Gus Kahn signed a new Metro-Goldwyn-Mayer one-year contract, which makes the sixth ticket in a row for him on this lot. MGM also lined up a Bernice Petkere-Marty Szymes collaboration, *It's All New to Me*, for use in the Ice Follies pic.

Sam Pokrass, whose oft-postponed operatic version of *Cyrene de Bergerac* is once again on the Shubert's active schedule, has completed an original symphony with an American historical background for Paul Whiteman's Carnegie Hall concert Christmas night.

Mills Music takes three purple sage songs by Johnny Lange and Lew Porter, *Rip Sportin' Two-Gun Gal*, *Prarie Rose* and *The Masked Phantom*. Roy Music has *Shades of Gray*, torch number by E. P. La Freniere, Floyd W. Morgan, Hal Davis and Walter Bishop.

Rudy Vallee is pushing a novelty called *The Yodel Waits*, by Harry and D. S. Noble, Robbins releasing. Bregman, Veeco & Conn think their new Dave Franklin-Gliff Friend tune, *I Must See Annie Tonight*, has great possibilities. Guy Lombardo introduced it.

Bernie Praeger, of Leo Feist, Inc., playing host to John Abbott, of Francis, Day & Hunter, English pubs and London rep for Feist.

Betton, Leonard and Becker Good to Gate

KANSAS CITY, Mo., Oct. 29.—Matt Betton's youthful Kansas State College Band, recent winners of the "rhythm rodeo and battle of collegiate bands" at the third annual Kaycee Jubilee, proved pleasantly potent last Sunday for Will H. Wittig at his Pla-Mor Ballroom when they registered a fat \$325 gross for a Sabbath matinee solo. It was the most profitable afternoon session of the season for the Pla-Mor, 1,100 buying guests at 35 cents per.

Howard Becker, booked thru Frederick Bros. Music Corp., also was a winner at the Pla-Mor's Thursday, Friday and Saturday night sessions. Total gross for the three dates was \$910, an average of \$300 a night, with the cardboards peddling for 40 cents and four bits.

Also on the black side of the ledger was the Roseland Ballroom for Negroes, which showed a gross of \$210 Sunday night with Harlan Leonard on the stand. Tickets went to 840 dancers at 25 cents each. As a result of his fine initial draw, Leonard is set to play every Sunday at Roseland during the winter season.

Berigan Okeh With \$578

SAVIN ROCK, Conn., Oct. 29.—Bunny Berigan, with a paid attendance of 890 dancers at 65 cents per, was the best draw in three weeks of Sunday name attractions at Wilcox's Dance Pavilion. Dave Hudkins, ballroom manager, realized a \$578.50 gate and nobody was hurt. Season started with Mal Hallett, who attracted 610 dancers at 65 cents per for a \$396 take, with Glen Miller following with \$388 from 396 followers at the same sale.

Australian Pub Signs For Williams Catalog

NEW YORK, Oct. 29.—Clarence Williams Music Publishing Co. inked a binder with Allan & Co., Pty., Ltd., of Melbourne, Australia, to handle the Williams catalog in Australia and its territories. Contract will run for five years for an undisclosed sum paid to Williams in advance.

For a starter Allan is publishing four Williams songs in Australia, *Super Blues*, *I've Found a New Baby*, *Baby, Won't You Please Come Home*, all standards, and *Playing Bingo*, a new novelty number by J. Milton Reddie, K. P. Levy and Eubie Blake.

Tornruff Joins R-O'K

HOLLYWOOD, Oct. 29.—Replacing Reg Marshall, who resigned to handle tour of Floyd Ray's *Ok*, Carroll Tornruff stepped into vacated spot at Rockwell-O'Keefe office today. Tornruff will book bands, radio acts and flickers.

Dorsey-Rockwell Patch Up Peeves

CHICAGO, Oct. 29.—All has been forgiven between Jimmy Dorsey and Rockwell-O'Keefe as a result of an arbitration meeting held with all the interested parties attending. It was learned here this week. Month ago, the Dorsey tribe was on the warpath and intent on ducking a five-year contract with R-O'K because the bee-tootler felt he was being maltreated generally and that a verbal promise of a commercial air stint had not been lived up to.

Dorsey's contract proved to be of the iron-bound variety, tho, but plenty of squeeze exerted by the ork's attorney brought Tommy Rockwell into a meeting at which everything was amicably settled, including a promise of direct action on the air angle. Corky O'Keefe, it is understood, had told Dorsey he would get him an air shot, but O'Keefe's splitting with the firm left Dorsey on a limb, or so he felt. Anyway, everyone is happy now.

Douglas Names Shapiro To Scan New Local 802 Pacts

NEW YORK, Oct. 29.—Walter Douglas, Music Publishers' Protective Association chairman, announced that Elliott Shapiro, v-p of Shapiro, Bernstein, has been named to head a committee to survey the situation that has arisen in respect to a new wage scale pact between MPPA and Local 802, AFM, for pianists, arrangers and copyists. Present agreement expires December 31. Union is advocating a considerable increase in scale, and Shapiro and other pubs will study the current and proposed contracts to ascertain how much difference it will make to publishers. Results of the survey will determine the negotiations between MPPA and the union.

New Dansant for Archer

STOUX CITY, Ia., Oct. 29.—Tom Archer, prez of Archer Ballroom Co., operating a string of Midwest dansants, has started construction of a new terp tavern atop Commerce Building in the downtown sector. Work calls for an expenditure of \$25,000 and includes the laying of 8,000 square feet of dance space and installation of two fountain rooms with a seating capacity of 1,000. Archer's Ripado Ballroom here will be converted into a roller-skating rink on completion of the new dancerie, which expects to tee off by November 19. New structure gives Archer six winter and two summer ballrooms and two roller rinks, all in the Midwest.

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Orchestra Notes

By M. H. ORODENKER

Juggling the Properties

ED FISHMAN adds Del Courtney and Ima Ray Hutton to the William Morris band roster . . . and in the same breath grabs off CRA's New Kenmore Hotel account, Albany, N. Y. Courtney coming in this week for an indef engagement. . . . CRA swells its booking banner in adding Lee Shelley, William Scotti and Dick Ballou to the rolls. . . . **JOE GLASER** adds the first white band to his holdings, taking over Jerry Blaine, who opens November 6 at Arcadia Ballroom, New York. . . . **ANDREW WISWELL**, personal rep for Al Roth, NBC studio maestro, moves out of Rudy Vallee Attractions and moves in with **MOE GALE**. . . . Vallee office will still continue its booking arrangement with Roth. . . . R-O'K take over Ernie Warren, maestro formerly known as Richard Warren. . . . **HARRY LAWRENCE**, who revived Associated Radio Artists, takes over the personal management of Ted Black, his office only maintaining the booking arrangement . . . since Edna Mae Harris took to fronting a band, other septa starlets announced flings in orkdom. . . . **HAZEL SCOTT** surrounds her solo Steinwaying with an all-male combo, and ditto for **VERNA VALDEZ**, former Apollo Theater chorus gal . . . which announcements are quite timely and ironic now that **BLANCHE CALLOWAY**, who has fronted a colored combo for so many years, has filed a bankruptcy petition, listing only liabilities.

Cocktail Combos

CRA has added **JACK KURTZES** Rollickers to the roster, threesome opening at La Fountain Hotel, Huntington, Ind. . . . Office now has 32 small combinations under management and 25 of them working in hotels, supper clubs and cocktail lounges throught the East and Midwest. . . . **JUNE CROSBY** and her Boy Friends, cocktail trio from Hollywood, are another addition to the office and are in New York for auditions. . . . **GOMEZ**, solo stroller, opens this week at Zerow's Cafe, Evansville, Ind. . . . Holdover tickets go to **WE TWO** at Pittsburgh's Hotel Roosevelt; **CARL PHILLIPS** at Penn Albert Hotel, Greensburg, Pa., and **BOB OPITZ'S** Versatilians at Hotel Thomas Jefferson, Birmingham, Ala. . . . **ARISTOCRATS OF RHYTHM** come in this week at St. Nicholas Hotel, Decatur, Ill., and at the same time the **ROLLING STONES** roll into Seelbach Hotel, Louisville, ZIG AND ZAG bowing out to take in Commodore Perry Hotel, Toledo. . . . **BURT KIND** and **TOMMY LYNNE** start strolling at Armstrong Hotel, Rock Island, Ill., and **MURIEL BIRD** pipes to her own pianology at Detroit's Book Cadillac cocktail corner. . . . **TISDALE TRIO** (Clarence Tisdale, Carryll Boyd and Broadway Jones) make a return trip for the second consecutive year at Le Coq Rouge, New York . . . and in the same Broadway town, **JAY COE** takes over the Governor Clinton Hotel sipping spot for four weeks; **EARL, DOUG AND CAL** continue for a second season at Tony's La Marquise, and **WINKIN', BLINKIN' AND NOD**, septa strollers, open at the Swing Club on swingy 53d street. . . . **TONY LOMBARDO**, accordionist, rounds up a cocktail combo with Frank Natilie and Art Yagello, and as the Cosmopolitan Three, opens an indef stay at Union Grill, Pittsburgh.

Doings in Dixie

R-O'K grab off the St. Anthony Hotel account in San Antonio. . . . **RAN WILDE** opens there November 11 for a fortnight, with **FRANKIE TROMBAR** taking over Turkey Day . . . at Fort Worth, Tex., **LANG THOMPSON** comes in November 11 at Blackstone Hotel for a four-weeker, replacing Carl Ravazza. . . . Hotel Peabody, Memphis, is spending \$75,000 for a new supper club, to be the largest below the Mason line. . . . Initial honors to launch the spot go to **GEORGE HALL**, starting with the New Year's Eve celebration and continuing indefinitely. . . . **BERNIE COLLINS**, at Tutwiler Hotel, Birmingham, Ala., and **DAVE BURNSIDE**, at Ansley Hotel, Atlanta, switch stands. . . . **LOU BLAKE**, at Atlanta Biltmore Hotel, draws a hold-over till November 17. . . . **LEE ALLEN** opens this week at Blue Meadow Country Club, Lexington, Ky. . . . **ZACK**

WHYTE and his Chocolate Beau Brummels barnstorming out of the Oliver-Shiderman Agency, Raleigh, N. C. . . . **ADRIAN McDOWELL** opens this week for the winter at the New Commodore Room of Andrew Jackson Hotel, Nashville, Tenn. . . . **BILL NAPPI** set for the Municipal Auditorium dances in Birmingham, Ala., and in the same Alabama town, **PAUL SMITH**, current at Pickwick Cafe, again has the WSGN Variety Shows each Sabbath from the Lyric Theater stage.

New York News

JACK SHERR back in town after a spell at French Lick Spa (Ind.) Hotel. . . . **FRANKIE AND JOHNNY** auditioning their band for the MCA biggies. . . . **EDDY DUCHIN** takes on Penny Wise (Doris Fisher) for the toasting at his Plaza stand now that Sally Clark has up and married. . . . **PATTIE MORGAN**, vocalist with Val Otman at Belmont Plaza's Glass Hat, joins Al Kavalan, opening this week at New Penn Club, Pittsburgh. . . . **BEA WAIN** is to get feature billing at the Paramount Theater when she opens there November 16 with Larry Clinton. . . . Frank Cerutti keeps **HARRY HORTON** for another month at Le Mirage. . . . **PAUL KAIN** bows out of Rainbow Grill December 7 to open next day at Wardman Park Hotel, Washington. . . . **INK SPOTS** come in with Chick Webb at Park Central Hotel in January. . . . **WOODY HERMAN** in town this week for a Warner short assignment. . . . **HERBIE KAY** gets in town for the November 11 week as an extra added for the Auto Show at the Waldorf. . . . deal is on fire for **EDDIE SOUTH**, dark angel of the fiddle, to alternate with Count Basie's beatings at the Famous Door. . . . **JOE MARSALA** rounding up the swing stars for a short wave jam session to England this Saturday. . . . **PAUL WIMBISH**, of Artists Management Bureau, has set **DICK MANSFIELD** to play the North German Lloyd Line. . . . **AL DONAHUE**, ork pilot at the Rainbow Room, who is also the leading booker of boat bands in the country, signed **JULIAN WOODWORTH** for the newly formed American-Republican Line . . . first cruise starts this Saturday, and the band will be back in Gotham 38 days later from South America. . . . Woodworth makes it 33 bands working on ships under the Donahue banner.

Notes Off the Cuff

CLYDE LUCAS gets the call for a four-weeker at Mark Hopkins Hotel, San Francisco, teeing off December 12. . . . **JAY KING**, formerly a solo piano pounder in Philly clubs, has his own band at The Brook, East Orange, N. J. . . . **HOWARD BRACKWAY** lingers at Club Mayfair, Wilkes-Barre, Pa. . . . **ED J. PULSTER** sponsors special dance promotions at the Elks' Club, Newark, N. J. . . . Red Norvo came in last week for a solo, and Pulster has Will Osborne for a November 27 dance. . . . **GRAY GORDON** extended to December 1 at Syracuse (N. Y.) Hotel, with the same ticket going to **RAY HERBECK** at The Willows, Pittsburgh roadhouse. . . . **KING'S MEN**, Rudy Vallee's vocal quartet, will go Western when they hit the West November 26, opening at Los Angeles' Coconut Grove. . . . boys have been engaged by **HARRY SHERMAN** for his next Hopalong Cassidy horse opy to be produced for Paramount release. . . . **HARRY OWENS** is back at his old stamping grounds, returning this week to Beverly Wiltshire Hotel, Beverly Hills, Calif. . . . And so we send our cuffs to the cleaners.

Exclusive Is Just That

NEW YORK, Oct. 29.—With Frank Kelton now entrenched as head of Exclusive Music, a determined policy to live up to the name of the firm will be undertaken. No attempt will be made to acquire current hit tunes, but the accent will be on building up a standard catalog of "exclusive" songs of the Duke Ellington genre. A perfect example is the composer's latest, recently released by the firm, *Prelude to a Kiss*. Pop tunes will be accepted for publication at times, but only if it is felt that they really merit the amount of plugging necessary to produce a hit.

Localites Rap Rapp Stand at Gov. Ball

DETROIT, Oct. 29.—Barney Rapp, playing the Murphy Frolic Ball last Friday in honor of Gov. Frank Murphy at Naval Armory, grossed over \$9,000, that many turning out at \$1 per. Event was staged by the Michigan Unemployment Compensation Commission, and Rapp's draw was enhanced by the guest appearance of Dave Rubinoff, a personal friend of the governor, donating his services for the cause.

However, the Frolic proved a headache to the commission in spite of its financial success. Squawks piled in for booking an outside band instead of providing work for local musicians in accord with the obvious intent of the commission's reason for being. Storm centers were primarily local booking agents and the musicians' union.

Ray Gorrell, who booked Rapp for the date, explained that he had tried to sell the commission two local bands for the evening, McKinney's Cotton Pickers and a band led by himself and his booking partner, Del Delbridge. Sponsors originally tried to get Paul Whiteeman, Gorrell said, but did not have the funds and insisted on a name band, not even taking the plan of using Rapp plus a local combo.

Squawks were eased somewhat when it was pointed out that the booking was by a local office and that 10 per cent went to the local musicians' union in any case.

Mills' Son on His Own

NEW YORK, Oct. 29.—Sidney Mills, associated with his father, Irving Mills, in Mills Artists, Inc., has severed his connections with the agency to set up his own artists' personal management office. Split was an amicable one, and the younger Mills stakes for a starter with Tito and his Swingtette, currently at Hotel Lincoln; Tay Vovey Quartet, cocktail combo, and Walter (Mousie) Powell. Will build a comedy band for Powell, who has left Milt Britton. Powell brings in his brother, Larry, who formerly accounted for comic relief in Benny Meroff's Band. Mills also severs connection with Exclusive Music, Irving Mills' music publishing house.

"Orphan Annie" to Music

HOLLYWOOD, Oct. 29.—Louis Henschel has written words and music for a folio dedicated to Ann Gillis, starring in *Little Orphan Annie* for Paramount. Several of the tunes will be used in the film, under Lou Forbes' musical direction.

Chandler Leaves Miller

NEW YORK, Oct. 29.—Billy Chandler is out as professional manager of Miller Music, after a year and a half in the post. Willie Horowitz, general manager, plans no replacement at the moment, and has nobody in mind, when and if. Possibility position may be filled when Jack Robbins, head of the Robbins-Feist-Miller combine, returns from the West Coast November 7.

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The Reviewing Stand

Glen Gray and the Casa Loma Orchestra

(Reviewed at Frog Hop Ballroom, St. Joseph, Mo.)

THE Casa Loma Orchestra has been hitting the high spots for the past eight years or so; and tho the unit is the spectacular one of a few years back in virtually all respects, it's toned down a bit of late and clicks best on ballads rather than the mile-a-minute, jerky stomperos which probably were responsible for its earliest triumphs.

Gray fronts the band. He's okeh, with the looks, personality and musical ability the job requires. Once in a while he'll play his alto sax, but always with the entire section. Instrumentation includes three trombones, three trumpets, five saxes and rhythm. Sonny Dunham's switch from trumpet to trombone results in a siphorn quartet, but the ace in the Casa Loma hole is revealed when Murray McEachern, also a sildhorn man, grabs an alto sax and thus, with Gray playing his alto, forms a seven-man sax section. Weird harmonies and unusual techniques are the obvious result of such a setting.

Vocals are outstanding, with Kenny Sargent accounting for all ballads and Walker (Pee-Wee) Hunt shelling forth the stompy stuff. Both are pleasing. It's no secret, however, that the individual solo work of each Casa Loman is the spark that sets the band apart from countless others. In Grady Watts, Clarence Hutchenrider, Pat Davis, Tony Briglia, Billy Rousch, Stan Dennis, McEachern and Dunham the crew is fortified as few other aggregations are, talent of those named rating as high as the personality and showmanship qualities of each. Not often mentioned, but also responsible for many of the unique tonal qualities of the outfit, is Art Ralston, who plays sax, clarinet, oboe and bassoon with equal ease.

Strictly top drawer rates Casa Loma, but best when hot swing is subordinated to the band's many sweet arrangements of pops and old standards. Dexter.

Happy Felton

(Reviewed at Arcadia-International, Philadelphia)

HAPPY FELTON'S return as maestro finds him with a crew that has plenty of zip but is rough in spots. A bit of ironing out here and there will find the lads a top-notch attraction. The band (four brass, four sax, three violins and three rhythm) was at its best when caught in novelty numbers. They had been playing together a little more than a week and consequently lacked smoothness. Happy is his usual happy self, handling the band well, helping with the vocals and giving out on his violin.

Crew carries three vocalists, Lorraine Barre, a blue-eyed looker with fair pipes but besucoup personality; Billy Galbraith, tenor, specializing in Irish ballads, and Eddie Platt, baritone, singer of dramatic songs with operatic arias mixed in. It's his first professional engagement and he shows lots of promise.

The best bit of business combo does is a hillbilly quartet number by Felton; Marty (The Mouse) Snerd, trombonist; Red Parker and Ed Helman, saxers. Snerd, in particular, has possibilities of being built up into a swell comic attraction. Myron Hanley, violinist, also does a good job doubling in some vocals. Sloman Schmidt, third trumpet, is arranger for the crew. Solly LaPerche takes the hot licks on the trumpet when the crew starts the solid jive.

A novelty that clicked big is a medley burlesquing the styles of the big name bands, with Felton donning quick disguises to look like the various band leaders. With a little more work on this bit it should be a big hit, as Richard Himber has proved.

As far as straight dance music is concerned there's still plenty of work to be done. But even at this early stage Felton's gang put on a good show. Shafts.

Herbie Kay

(Reviewed at Turnpike Casino, Lincoln, Neb.)

PERENNIAL fave of the college crowds and younger set thruout the Midwest, Herbie Kay has been swinging around the Mississippi Valley season after season for six years. Paced by his

theme, *Violets*, the song of his fraternity, Sigma Alpha Epsilon, Kay's music varies from the sweet to the stompy type. Peels his crowd in the first few minutes, and then launches into whatever pace he thinks its collective blood can stand.

It was Kay who took Dorothy Lamour from an elevator girl's job in Chicago, groomed her into one of radio's smoothest sophisticated singers, attracting the screen moguls. Tie-up with Mrs. Kay has undoubtedly increased his box office, but he operates well on his own. In the Midwest he's considered the most consistent repeater. He's good here, good in West Texas and good in Michigan, and hardly ever makes a bad showing anywhere altho he has been back over this same ground numberless times.

Kay's band is on a four, four and four basis, that many sax, rhythm and brass in it. Besides Kay leading, there's also blond Wynne Fair, who chirps into the mike. Best male voice in the band is Junior Ramsey, bass player, who does the ballads excellently. King Harvey, guitarist, goes his best on the hillbilly corn-noting. Other featurette is Fatsio Brown, a trumpeter with a flair for comedy. Oldfield.

Ralph Webster

(Reviewed at Turnpike Casino, Lincoln, Neb.)

SINCE coming from Eastern Ohio territory several seasons back, routed thru the Kansas City area on radius of 500 miles, Ralph Webster has become known as a very danceable music purveyor. His ability to gab at the mike goes a long way in selling him for nightly ticket window betterment.

Band is toned by an electronic piano, played by Earl Kunath, and otherwise consists of two trombones and a trumpet in the brass sector, three sax and three rhythm. On some feature numbers Webster trots out a trombone trio and a trumpet.

Feminine pretty is Thelma Mitchell, a redhead, who sings without the physical struggle that most vocalists indulge in, many times erroneously called "selling." Her voice has a touch of Southland, its sale well done from vocal cords alone. Two lads enter the voice side of the assembly, Russ Bodine and Jimmy (Pappy) Jones, modest workers and received the same way.

Webster goes strong for requests and has a library from here to there. No requester seems able to stump him, which makes him a prime favorite with young crowds. Outfit, at first hearing, sounds a little to the thin side; no depth, but after a little listening it's no longer apparent and the music begins to grow on the dancers. At the finish of a job the band and dancers appear to be really getting together—which is an excellent way to bring them back the next night for more. Oldfield.

Kay Kyser

(Reviewed at Madhattan Room, Hotel Pennsylvania, New York)

KYSER, back in the grill after a summer on the roof, is bucking a great deal more competition these nights, with practically every spot in New York filled by a name band, and a matter of particular competitive interest is how he will do against the similar-styled appeal of Sammy Kaye at Hotel Commodore.

But whatever the opposition, whether in a musical or popularity sense, Kyser stands supreme in the field of informal, nonsensical band-stand clowning. That he is a terrific showman is an acknowledged fact, and the public knows it from his theater appearances and his *Kollege of Musical Knowledge* radio commercial. And the maestro doesn't let down that part of the populace that finds its way to the Pennsylvania for more of the same.

On the rhythmic side, Kyser sounds a great deal better lining one wall of a dance floor than the eternal sameness of his recordings and broadcasts would lead one to believe. There is a liveliness and spirit—a definite sparkle of instrumentation and orchestration—that is more or less lacking on wax or on the air. Kyser makes dancing and listening a pleasure, and he's ably assisted by a personable troupe headed by Virginia Sims and Harry Babbitt for the ballads, Sully Mason for the swing pops and the fantastically named Ish Kabibble for the comedy novelties. Richman.

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Solo Stands, Theaters and Campus Dates

NEW YORK, Oct. 29.—Flock of solo stands now set for the next weeks include Louis Armstrong, slated for the Movie Architects' Ball at the Drake Hotel, Chicago, in company with Ozzie Nelson, who then moves into the hotel's Gold Coast Room for a stay; Andy Kirk tours thru Pennsylvania, Ohio and Michigan; Fletcher Henderson has a date November 23 at Chicago's Congress Hotel; Don Bestor plays the IMA Auditorium, Flint, Mich., November 26, and the Graystone Ballroom, Detroit, the following day; Blue Barron hits the Gray Wolf Tavern, Sharon, Pa., November 7; Johnny Hamp makes the music at the Eagles ballroom, Milwaukee, October 30; Barney Rapp, Severance Hall, Northfield, Minn., December 3; Chick Webb at Strand Ballroom, Baltimore, Christmas Day; Erskine Hawkins at a tobacco festival at the Big Burley warehouse, Johnson City, Tenn., November 12, and December 11 the Hawkins trumpet swings out at the Eagles' Auditorium, Buffalo.

Hawkins shows at Alfred University, Alfred, N. Y., December 16; Ted Black takes his band to Yale Saturday (29), and Noble Sissle played an October 26 date at Bard College, Annandale-on-Hudson, N. Y. Latest club dates set include Reggie Childs at Union Club, Cleveland, December 30; Jack Gillette, Franklin Club, Franklin, Pa., New Year's Day; Isham Jones, the Harmonie Club, here, November 26; Lucky Millinder, Hotel Astor here, November 4, for Columbia Pictures' employees annual autumn dance, and Ben Bernie, Phoenix Club, Baltimore, November 5. Alexander Haas has a busy schedule of private affair dates, starting November 5 with a wedding reception at the Colony Club; November 12 at North Wales Club, Warrenton, Va.; the 17th at the Waldorf-Astoria Hotel here; following day a repeat at the Colony Club; November 24 and

December 27 private residence affairs, and January 6 the Baltimore Assembly Ball at the Alcazar, Baltimore.

Ed Fishman, of the William Morris office, has Joe Rines set for the November 16 week at Loew's State here, with Noble Sissle penciled in for the following seven days. Rines also set to open December 1 at Harry Richman's new night club in the Delmonico Hotel here. Hal Kemp's Midwest theater tour takes him to the Chicago Theater, Chicago, November 4; the Tower, Kansas City, the 11th; the Orpheum, Minneapolis, the 18th, and the Lyric, Indianapolis, the 25th. George Olsen plays the Stanley, Pittsburgh, and the Lyric, Indianapolis, the November 4 and 11 weeks, respectively, and does a split week following at the Palace Theaters in Akron and Youngstown. Roger Pryor hits the Earle, Philadelphia, November 18, and the Pittsburgh Stanley the week after. Jimmy Dorsey plays the state, Hartford, the December 25 week. Charlie (CRA) Yates has Stuff Smith set for the Howard, Washington, for the seven days starting November 25.

Off the Records

By M. H. ORODENKER

The Singing Sides

WHILE Paul Whiteman has made his debut with his entire band on the Decca disks, his initial cuttings were among those mysteriously missing as far as our mailing was concerned. Instead, we find four sides which are teasingly titled Paul Whiteman and his Swing Wing. And considering the fact that the band boasts a wing of star swingers, hopes were high. But only until the unwinding, for these sides are in reality showcasers for that grand quartet of rhythmic harmonizers with the PW organization, the Four Modernaires. They pack their vocal punch in a coupling of Johnny Mercer's *Jamboree* Jones and *Sing a Song of Sixpence*, both sides of production proportions. *I Used To Be Color Blind* and *Peelin' the Peach* are only warmer-uppers in comparison. Less conspicuous is the "Swing Wing," Jackson Teagarden & Co., who get the top billing but limit their efforts to the musical background. (See OFF THE RECORDS on page 69)

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

A
Adams, Johnnie: (Pantleon) Vincennes, Ind., 2-3; (Strand) Crawfordsville 4; (Wilds) Noblesville 5, 1.
Alberto, Boris: (El Chico) NYC, no.

B
Banks, Shorty: (Evergreen Gardens) Pittsburgh, no.
Barré, Dick: (Stalder) Cleveland, 1.

C
Calloway, Cab: (Cotton Club) NYC, no.
Camden, Eddie: (Madara's Danceland) Hammond, Ind., 1, 2.

D
D'Andrea, Joseph: (Pepper Pot) NYC, no.
Davis, Milton: (Laurie's) NYC, no.

E
Edwin, Earl: (Club Astor) Milwaukee, no.
Eichler, Fran: (Nixon) Pittsburgh, no.

F
Fascione, Sam: (Pleasant Inn) Red Bank, N. J., no.
Fetson, Happy: (Arcadia-International) Phila., no.

G
Gable, Jimmy: (Eddie Peyton's Barbecue) Pittsburgh, no.
Garber, Jan: (Shubert) Cincinnati, 1.

H
Harris, Phil: (Crystal Terrace) Louisville, no.
Harris, Phil: (Wildfire Bowl) Los Angeles, no.

I
Irish, Mike: (Chanticleer) Millburn, N. J., no.
Ink Spots: (Bennett) Binghamton, N. Y., 1, 2.

J
Johns, Al: (Biltmore) Providence, R. I., no.
Jaxon, Jack: (Rosevelt) Cedar Rapids, Ia., no.

K
Kahn, Paul: (Rainbow Grill) NYC, no.
Kardos, Gene: (Hungaria) NYC, no.

L
Laezer, Walt: (Club Hollywood) Kalamazoo, Mich., no.
LaMothe, Olive: (Paradise Grille) Hartford, Conn., no.

M
McCarr, Red: (Arcadia Grill) Canton, O., no.
McCone, Will: (Bossett) Brooklyn, 1.

Orchestra Routes

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

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

Master, Freddie: (Nut Club) NYC, no.
Maui, Herbie: (Silver Moon) Pueblo, Colo., no.
Mays, Monte: (Monte Carlo) NYC, no.

N
Nagel, Harold: (Pierre) NYC, h.
Neibauer, Eddie: (Paradise) Chi. h.

O
O'Hara, Ray: (Greenwich Village Casino) NYC, no.
Oman, Val: (Belmont Plaza) NYC, h.

P
Pablo, Don: (Palm Beach) Detroit, 1.
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.

Q
Quinn, John: (Coxsack) NYC, no.
Quinn, John: (Coxsack) NYC, no.

R
Ramos: (Netherland Plaza) Cincinnati, h.
Ramos, Ramon: (La Conga) NYC, no.

S
Sabin, Paul: (Chez Paree) Omaha, no.
Sachs, Coleman: (Bankhead) Birmingham, h.

T
Tatro, Bill: (Bridgway) Springfield, Mass., 1.
Three Shades of Blue: (Skyrocket Club) Chi., no.

U
Uhlen, Ralph: (El-Hat Club) Steubenville, O., no.
Russell, Buddy: (Community Coffee Shop) Binghamton, N. Y., 1.

V
Vallé, Rudy: (State) NYC, 1.
Van Ouden Jimmy: (Club Village-Aims) Cincinnati, h.

W
Wald, Jean: (Meisner) Salem, O., h.
Walker, Horace: (Spinning Wheel) Kansas City, Mo., no.

X
Xmas, Don: (Yumuri) NYC, no.
Xmas, Don: (Yumuri) NYC, no.

Skinner, Fred: (Capri) Hollywood, no.
Smith, Joseph: (La Rue) NYC, no.

T
Tatro, Bill: (Bridgway) Springfield, Mass., 1.
Three Shades of Blue: (Skyrocket Club) Chi., no.

U
Uhlen, Ralph: (El-Hat Club) Steubenville, O., no.
Russell, Buddy: (Community Coffee Shop) Binghamton, N. Y., 1.

V
Vallé, Rudy: (State) NYC, 1.
Van Ouden Jimmy: (Club Village-Aims) Cincinnati, h.

W
Wald, Jean: (Meisner) Salem, O., h.
Walker, Horace: (Spinning Wheel) Kansas City, Mo., no.

X
Xmas, Don: (Yumuri) NYC, no.
Xmas, Don: (Yumuri) NYC, no.

Y
Yates, Bill: (El Tivoli) Dallas, no.
Young, Johnny: (Excelsior House) Snyder's Lake, N. Y., h.

Z
Zito, Horatio: (Casanova Club) NYC, no.

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

AIR BRIEFS

Lee, son of Don Lee, of that West Coast network, is in town this week to see his heart-throb, Maxine Gray, who has been pinch-singing for Judy Starr in Hal Kemp's Band at the Drake Hotel.

From All Around

JOHN BYRNELL to do the quizzing on Town Hall Meetings, directed by Katherine Wallin on WHK, Cleveland. . . . New sports program over KSL, Salt Lake City, produced by Marlowe Branshan and Jimmy Hodgson, will cover football, hunting and general sports. . . . E. L. Hatchfield, former newspaper man, recently appointed to sales staff of KARK, Little Rock. . . . Kinghorn Scott, Uncle Scooty on Children's Birthday Party over WPTT, Raleigh, now heard daily. . . . Tips on the Shop Market, cooperative conducted by Lucy Brooke over WTAR, Norfolk, expanded to one-half hour. . . . The Lamplighters, with Don Helen, singers, doing a three-weekly quarter-hour turn on WLW, Cincinnati.

Gordon Owen, specialist in wrestling broadcasts and formerly with KYA, San Francisco, now sales manager for KUTA, Salt Lake City. . . . George Small, KDYL, Salt Lake City, program director, scripting "Exercise and Life," calisthenics program. . . . James R. Curtis, KPRO, Longview, Tex., president, spelling before Chamber of Commerce and local clubs recently on commercial radio. . . . James W. Bray, control engineer at KARK, Little Rock, married to Calista Balfour. . . . "Goodwill Follies," gratis show being presented by WOW, Omaha, played to 25,000 people in its first six appearances. Lyle DeMoss directs.

From Out Front New Plays on Broadway

Reviewed by Eugene Burr

By EUGENE BURR

Finally getting around to the daily newspaper reviews of Knickerbocker Holiday I was surprised to learn that the book by Maxwell Anderson was heavy, stodgy and dull. In my incurable naivete I had thought that book the most stimulating, provocative and at the same time entertaining discussion of politics and political systems to reach the stage in years, not only in musical comedy—which, except when swung around the heads of Messrs. Kaufman and Hart, seldom gives much thought to politics—but in the drama itself. It seemed that a definition of democracy as "government by amateurs" was about the height of witty and truthful epigram, and that almost all of the show offered food for sensible thought. But now it appears that it doesn't and that Mr. Weill's music is the show's only saving grace. Magnificent as that music is I still think that it is no better than the book or the lyrics, and Knickerbocker Holiday, despite impeccable authority to the contrary, remains for me the most important—and the most entertaining—new work of the season.

The only possible reason for charges of stodginess would seem to be the somewhat heavy-handed beginning. Knickerbocker Holiday does take about 10 minutes to get going properly—and even then, for a very little while, it seems a shade on the self-conscious side—but thereafter it proceeds merrily, intelligently and swiftly. Or maybe your reporter is so dull and heavy himself that anything short of the elephantine ponderosity of an Abe Lincoln in Illinois appears to him to be debonair and frolicsome.

This precinct's original review of the show forgot one of performing highlights—Walter Huston's nimble and hilarious peg-leg dance with the bevy of chorus beauties. As a musical Peter Stuyvesant he sings and cavorts through the show—but the pony ballet routine that he does with his peg leg and the chorus is something for which to wait through many arid seasons. It's even better, as a matter of fact, than the terrific routine done by Alfred Lunt in the middle of *Idiot's Delight*, which gave rise to the understandable impression that that play was contrived simply as a setting for a song and dance.

Incidentally, both Huston and Lunt have a far from unfriendly attitude toward vaude—and vaude is coming back. It's just possible that some day soon we'll see billed above a rejuvenated Palace: "Huston and Lunt—Five Past Minutes of Hoofing and Good, Clean Fun."

On the subject of Knickerbocker Holiday, too, there was one thing that bothered this enthusiastic corner throughout the show. All members of the city council of New Amsterdam speak with thick Dutch accents. Since the city belonged to Holland then and all the other characters spoke Dutch too, that accent is somewhat inexcusable—and definitely annoying. Not that it matters, really—but when you hear an accent like that you instinctively look around for Jack Pearl.

And speaking of Abe Lincoln in Illinois, I was surprised to learn from the other reviews of the deep political significance of the piece. Of course, throughout the long and dreary course of the stumbling saga at the Plymouth I noticed farfetched analogies, pointed up with all the subtlety of a tyro, between the present political situation and that of Lincoln's day. References to property rights, an attack on the Supreme Court and various other surface connections were included in a shallow attempt to lend spurious importance to a painfully unimportant play. That the implied analogies go no deeper than the surface is obvious to anyone who has even a superficial knowledge of Lincoln, the causes in which he was involved and the general political, social and economic structure of the nation in his day. That Mr. Sherman should draw them, thru a sense of showmanship if nothing else, is, of course, explicable; but that they should be swallowed whole by such infallible fellows as the reviewers is a matter of mild wonder.

If anyone can really show a fundamental similarity between the problems that confronted the nation then and now, or between the former and present causes that prompted the familiar sounding passages in the play, I'll eat bound volumes of Nicolay and Hay, Tarbell, Schurz, Lamon, Welles, Herndon and Weik, Rhodes, Muzzey, McMaster and Stephenson. And if anyone can show how the inclusion of such passages is anything but a cheap method of rabble rousing, velling the inadequacies of an incompetent script, I'll have a go at a copy of the Lincoln-Douglas debates for good measure.

A couple of months ago this column was devoted to a somewhat acidulous review of the magazine known as TAC, the organ of the Theater Arts Committee, which was formed to fight against Fascism. Criticism was directed partly at some of TAC's painfully new New Art, and partly at an attitude, ostensibly anti-Fascist, which proceeded to damn with silly fanaticism every viewpoint but the Communist. That attitude, in connection with the announced aims, seemed both underhanded and unwise. With the fight against Fascism no sane adult American could quarrel; it is altogether commendable, necessary and excellent. But to use that fight as a mask for the narrowest sort of out-and-out Communist intolerance smells unpleasantly like Hitlerism in reverse. And to alienate the power and sense of the large body of American liberals seems idiotic in the extreme.

Two issues of TAC have appeared since then and something or other has happened. For TAC is now, ostensibly at least, a fair-minded and strong crusading magazine, attacking dictators without advocating compulsory membership in the dictator-ridden Communist Party. It is presenting, powerfully and vividly, the viewpoint of intelligence and honesty; more than that, its impression of fair-mindedness now makes it an effective means of proselytizing. Formerly, anyone who wasn't already convinced of its views would have thrown it away in disgust.

This column is by no means wholeheartedly in favor of some of TAC's more rabid present views. But at least those views are presented sanely and, seemingly, honestly; at least they don't seem to be screening insistence on an evil just as bad as the one they attack. At least one can now disagree with them and, even at the moment of disagreement, respect them. In other words TAC is turning out to be an excellent job.

Incidentally, TAC's current issue contains a short article by Hiram Sherman, a performer whom I had the misfortune to dislike in *Sing Out the News* after having saved him for his fine work in *Julius Caesar*. Mr. Sherman, an actor, pleads for the return of the bias, even if he himself happens to be on the receiving end of it. It's a smart and intelligent attitude, is Mr. Sherman's, claiming that the actor can benefit by any direct expression of audience response, even tho' it's unfavorable. And it's a courageous attitude, too. The bias has been advocated for some seven or eight years in this column as the best possible means of clearing the stage of much of the rubbish—authorial, managerial and performing—that now clogs it. Even if I didn't like Mr. Sherman in *Sing Out the News*, I'm all for his campaign—and I honor him for his attitude.

O'Brien-Moore Okeh in K. C.

KANSAS CITY, Mo., Oct. 29.—Kansas City Resident Theater's first presentation of the season, Penny Wise, with Edith O'Brien-Moore starred, got off to an excellent start last week at the Center

Theater. Show will run at least two weeks, according to W. Zolzer Lerner, director. Jack Grogan, D. L. Hartley, Guy Rynnion and Betty Ann Painter were impressive with minor roles. At least four Broadway plays will be offered this season, next being Judgment Day.

51ST STREET Beginning Monday Evening, October 17, 1938 KNIGHTS OF SONG

A "musical excursion into the lives of Gilbert and Sullivan" by Glendon Allvine, with music from the Savoy operettas (words by W. S. Gilbert, tunes by Sir Arthur Sullivan). Staged by Oscar Hammerstein. Musical excerpts staged by Avalon Colliard. Settings designed by Raymond Sovey, built by Vail Construction Co. and painted by Bergman Studios. Costumes designed by Kate Lawson and executed by Brooks Costume Co. Press agent, Richard Maney. Stage manager, Chester Harman. Orchestra under the direction of George Hirst. Presented by Laurence Schwab.

- | | |
|--|-------------------|
| Harris..... | Victor Beecroft |
| William Schwenk Gilbert..... | Nigel Bruce |
| Arthur Seymour Sullivan..... | John Moore |
| Richard O'Flynn..... | Reginald Bach |
| McManus..... | John Adair |
| Wardrobe Woman..... | Shirley Gale |
| Mrs. Gilbert..... | Rosalind Ivan |
| Maid..... | Carrie Glenn |
| Mrs. Cynthia Bradley..... | Natalie Hall |
| H. R. H. Albert Edward, Prince of Wales..... | Monty Woolley |
| Oscar Wilde..... | Robert Chisholm |
| George Bernard Shaw..... | Winston O'Keefe |
| Sarah Burnside..... | Martha Roberts |
| Vera Tracy..... | Shannon Dean |
| Mary Lou Simmons..... | Eva Paul |
| Butler..... | Robert Collins |
| Her Majesty, Queen Victoria..... | Molly Pearson |
| Flonky..... | Leonard Rocky |
| His Grace, the Archbishop of Canterbury..... | Henry Mowbray |
| Ponsonby..... | Orlo Rexford |
| Lady-in-Waiting..... | Dorothy Johnson |
| Times Reporter..... | Cladstone Waldrip |
| Sun Reporter..... | Norman Gray |
| Tribune Reporter..... | David Showalter |
| Organ Grinder..... | Burr Crandall |
| James Caldwell Bradley..... | Bruce Evans |
| Union Delegate..... | William Foran |
| Clara..... | Myrtle Jackson |
| Thomas..... | Everett West |
| Lord Ansel..... | David Showalter |
| James McNeill Whistler..... | Charles Atkin |
| Perkins..... | Bruce Evans |
| David, Grandson of Edward VII, Edward Ryan Jr. Characters in Excerpts From Gilbert and Sullivan Comic Operas | |

- ### "PINAFORE"
- | | |
|------------------------|-----------------|
| Sir Joseph Porter..... | Ralph Bunker |
| Cousin Hebe..... | Shirley Dale |
| Corcoran..... | Earle MacVeigh |
| Josephine..... | Myrtle Jackson |
| Buttercup..... | Mary Dyer |
| Ratso..... | Everett West |
| Dick Deadeye..... | Orlo Rexford |
| Bosun..... | George Vaughan |
| Mate..... | Laurence Siegel |
| Midshipmite..... | Martha Burnett |

- ### "PIRATES OF PENZANCE"
- | | |
|--------------------|-----------------|
| Pirate King..... | Laurence Siegel |
| Mabel..... | Shirley Dale |
| Ruth..... | Mary Dyer |
| Major General..... | Ralph Bunker |
| Samuel..... | Earle MacVeigh |
| Frederic..... | Everett West |
| Edith..... | Annemary Dickey |
| Kate..... | Myrtle Jackson |
| Isabelle..... | Martha Burnett |

- ### "THE MIKADO"
- | | |
|-----------------|-----------------|
| Nanki-Poo..... | Everett West |
| Katisha..... | Mary Hoppel |
| Pish-Tush..... | Orlo Rexford |
| Pitti-Sing..... | Annemary Dickey |
| Yum-Yum..... | Shirley Dale |
| Peep-Bo..... | Martha Burnett |

- ### THE COMMAND PERFORMANCE
- | | |
|---|---|
| Three Little Maids From "The Mikado"..... | Annemary Dickey, Shirley Dale, Vera Deano |
| Judge From "Trial by Jury"..... | Ralph Bunker |
| Dame Carruthers From "Yeomen of the Guard"..... | Mary Hoppel |
| Patience From "Patience"..... | Myrtle Jackson |
| Marco From "The Gondoliers"..... | Everett West |

ENSEMBLE
GENTLEMEN: George Vaughan, Anthony Ferrara, Leonard Rocky, Edward Hayes, Paul Davin, Karl Holly, Jay Amoss, Remington Olmstead Jr., Freeman Bloodgood, Larry Siegel, Bob Collins, Angus Collins, Cladstone Waldrip, Earl Ashcroft, Norman Gray, Norman Crandall.
LADIES: Davie Cladstone, Virginia Cole, Sally Hadley, Beulah Blake, Sandra Nova, Lois Kirk, Ruth Weston, Vera Deane, Betty Sparks, Emily Marsh, Dorothy Johnson, Ann Francis.
ACT I—Scene 1: Stage of Opera Comique, London, May 24, 1878. Dress Rehearsal of "Pinafore." Scene 2: Upland Library of Gilbert's London Home. A Sunday Evening a Few Months Later. Scene 3: Mrs. Bradley's Drawing Room. An Hour Later. Scene 4: Queen Victoria's Private Reception Room, Windsor Castle. A Few Days Later. Scene 5: A Steamship Dock in Lower New York, November 5, 1879. Scene 6: Dress Rehearsal of "The Pirates of Penzance" on the Stage of the Fifth Avenue Theater, New York, December 30, 1879. ACT II—Scene 1: Arthur Sullivan's Study, 1883. Scene 2: Mrs. Bradley's Drawing Room Again. New Year's Eve, 1889. Scene 3: O'Flynn's Office in the Savoy Theater, London, June, 1900. Scene 4: Stage

of Savoy Theater. Final Act I of "The Mikado" Revival. Same Evening. Scene 5: The King's Private Reception Room in Windsor Castle, July 15, 1907. Scene 6: Grand Ballroom, Windsor Castle. Same Afternoon.

Broadway's current biographical flood was swelled by another item last Monday when Laurence Schwab brought Glendon Allvine's *Knights of Song* to the converted cinema sink that is now known as the 51st Street Theater. There is plenty wrong with *Knights of Song*, but since it deals with William Schwenk Gilbert and Arthur Seymour Sullivan, and since it uses a liberal sprinkling from their works to provide a musical background, this reporter managed to have a good time for himself. Even tho' the lives of the Siamese twins of operetta aren't presented as dramatically as they might have been, even tho' the treatment accorded the excerpts from the operettas is occasionally brutal, there's amusement at the 51st Street for any chronic and confirmed Savoy addict. At least the handling of the Macdeters is reverent, nostalgic, sympathetic and sentimental; and at least there's a chance to hear some of the tunes, no matter how badly they happen to be sung.

Knights of Song was directed by Oscar Hammerstein, and that really seems to be the trouble. For Mr. Hammerstein belongs to the school of musical comedy which, as one authority on it remarked, "laid everything in their laps." *Knights of Song* lays everything in their laps all evening, presenting unsavory and silly caricatures of historical personages who had already, in their own lives, caricatured themselves quite sufficiently, and plastering on its sentiment with a trowel. It should, of course, have had some firm dramatic basis as a biography, even tho' it happens to be a musical; but Mr. Hammerstein staged it like a typical operetta of the champagne-and-coriander era. Thus, the direction is always obvious and heavy-handed; small speaking parts are turned over to chorus boys who are, it is painfully evident, chorus boys; and a wandering spotlight keeps roaming over the stage and picking out the principals, even during the dramatic scenes. It seems somewhat unfortunate.

Mr. Allvine himself, for that matter, offers little or no help, telling his story in the most obvious possible terms and ringing in every possible trick of surface humor. By-play concerning the evil effects of Roosevelt (Teddy) and the danger of American women to the British royal family are examples. Also, he has Oscar Wilde, complete in velvet knee breeches and sunflower, break into the song from *Penzance* in which Gilbert so mercilessly pilloried him. At such moments the show takes on the appearance of a third-rate girl-and-gag-fest.

The story centers around Sullivan's love for Mrs. Bradley, Queen Victoria's stuffy diatribe of Gilbert, the continual quarrels between the two collaborators, their final split, the knighting of Sullivan, and Gilbert's final recognition, after both Sullivan and Victoria have died, when he is knighted by Edward. There is pleasant sentiment in much of it, and all in all the evening, despite its frequent drawbacks, is well spent, at least if you're a rabid Savoyard.

Heading the cast is Nigel Bruce, whose portrayal as Gilbert, gruff, salty, witty, lovable and cantankerous, is one of the grandest acting jobs of this or any other season. And also coming thru excellently is John Moore, as Sullivan. Mr. Moore offers an understanding, sympathetic, quiet and yet always effective performance, and also uncorks a really fine voice. As for the excerpts from the operettas, the tempo is dangerously slow in most of them, and all but a few of the snippets seem either acutely uncomfortable or annoyingly condescending. The best straight G&S work of the evening is Robert Chisholm's really outstanding rendition of *Am I Alone?* from *Patience*; the only other performer who seemingly caught the G&S method was Orlo Rexford, who did a nice job with the *Police-man's Song* from *The Pirates*. A lass named Myrtle Jackson displayed a lovely voice in a couple of the other arias, and indicated that she could develop into a good Savoy singer if—God willing—New York ever gets another permanent or semi-permanent G&S troupe.

There's more to like than to dis-

like in *Knights of Song*, and there are moments of undeniably delightful and charming effect. With no Savoy company in sight at the moment, at least it gives us a chance to hear a few of the tunes.

LYCEUM

Beginning Friday Evening, October 21, 1938

CASE HISTORY

A play by Louis S. Bardoly. Staged by Adelyn Bushnell. Setting designed by James Troup, and built by Joseph Teicher. Studio. Props. agent, Bill Dell. Stage manager, Charles Scott. Presented by James Troup, Dr. Jim Baker, Ned Wever, Emily Pardee, Ruth Abbott, Frank Pardee, G. Pat Collins, Margaret Pardee, Ruth Lee, Barbara Pardee, Evelyn Mills, Dorothy Pardee, Babe Savage, Miss McKee, Grace Fox, Muriel Starr Ann.

The Entire Action of the Play Takes Place in the Living Room of the Pardees' Suburban Home in a Middle Western City.

ACT I—Scene 1: An Afternoon in Late September. The Cocktail Hour. Scene 2: Three Hours Later. ACT II—Scene 1: An Early Morning in Late October. Scene 2: Three Days Later. Scene 3: Four Days After Scene 2. ACT III—Scene 1: Ten Days Later. Scene 2: Five Weeks Later, About 2:30 in the Afternoon. Time—The Present.

Dr. Louis S. Bardoly, who wrote *Case History*, the drama that James Troup, backed by a coterie of doctors, presented at the Lyceum last Friday night, is undoubtedly sincere; he undoubtedly knows his subject, and he has the ability to launch into excellent theatrical writing when he hits his big scenes. But the workaday dialog that must go between those big scenes and cement them, the play construction that must be the backbone of any drama, and the theater sense that lends reality are tragically lacking. Very little would have been needed to turn *Case History* into a top-flight play; Dr. Bardoly, a medico himself, should have thought of a playwright.

The drama presents the case against Christian Science, against disregard for the rules of actual science in favor of a religion. That evil effects can follow in the wake of the theory that turns accredited M. D.'s into promulgators of "Malleous Animal Magnetism" is undoubtedly true; even during the lifetime of Mrs. Eddy, founder of Christian Science, so much publicity was given to deaths that resulted from Christian Science "treatments" that she finally changed her fundamental doctrines. But it's hard, on a stage, to convince an audience that otherwise rational adults would act in such a manner. When the mother in *Case History* mistakenly believes that Christian Science effects the cure of a crippled daughter; when she becomes a convert and drags the father along the same byway, it is believable; but some of Dr. Bardoly's dialog, taken almost word for word from the writings of Mrs. Eddy, sounds absolutely unbelievable on a stage, and when the mother allows her stepdaughter, smitten with appendicitis, to languish for days without medical attention, until the appendix is ruptured and the child dies, credence flies out the stage door. An almost exactly similar case is known to me personally—but the theater, unfortunately, demands more rationality of its characters than does real life.

Dr. Bardoly is eminently fair. He realizes the fine effects that can be had from Quimbyism or from New Thought, another mental healing process that was built on Quimby's theories, which has clung to the solid ground of common sense. But in order to demonstrate his belief that sane mental healing and scientific medicine may go hand in hand,

he has written a last act that is really a postscript. The mother is driven to dipsomania by remorse—and her wise family doctor finally calls in her old Christian Science practitioner to help him heal her mind. The point here is both excellent and well taken—but by calling in the same practitioner Dr. Bardoly is apt to confuse weak-minded patrons into thinking that he is compromising with Christian Science itself. He's not. If he had had his doctor call in a practitioner of one of the other mental healing cults point would have been obvious even to morons.

The play is woefully incompetent in all but its big scenes; but the sincerity of its writing, the interest of its subject and the excellent effect of the high points might nevertheless have carried it over if it hadn't been subjected to the directorial ministrations of Adelyn Bushnell. Miss Bushnell, faced with a delicate and difficult task, leaves her actors stranded on the stage and allows them to indulge in the worst kind of blatant hamfisting. Ned Wever is always excellent as the doctor, a little tot named Babe Savage gives an amazingly fine performance as one of the daughters, and Ruth Abbott is steady enough as a nurse; but G. Pat Collins is forced to struggle unaided with the impossible role of the father. Ruth Lee is allowed to offer an op'ry-house characterization as the mother, and Grace Fox, who is old enough to know better, reads her lines as tho they were a third-grade recitation as the Christian Science practitioner.

Definitely, Dr. Bardoly shows promise as a playwright. If he is willing to call in a consultant on his next one it ought to come thru very well.

CORT

Beginning Tuesday Evening, October 28, 1938

MADAM CADET

A play adapted by George Middleton from the French of Marcelle Maurette, starring Eva Le Gallienne. Staged by Jose Ruben. Settings designed by Watson Barratt and constructed by Turner Construction Co. Costumes by Helene Pons. Musical arrangements by Lehman Engel. Press agent, Leo Goodman. Stage manager, Whitfield Cook. Assistant stage managers, Julia Dorn, Fred Sears and Harvey Welch. Presented by Eddie Dowling.

Joseph II, Emperor of Austria. Frederic Tozere
Count De Mercy. Harold Gould
Madame De Misery. Alice John
Marie Antoinette. Eva Le Gallienne
Augeard. Nelson Welch
Rose Berlin, Dressmaker. Blanche Ring
Her Apprentices:
Sylvia. Carol Evans
Fanelte. Barbara C. Brown
Madame Bruner. Marie Madden
Count De La Marck. Bram Nossen
Count Axel De Fersen. William Post Jr.
The Queen's Children:
Marie-Theres (Aged 10). Helen Renee
The Little Dauphin. Diana Donnerwith
Count De Vaudreuil. Staats Cotsworth
Baron De Besenval. George Baxter
The Duchesse De Polignac. Mary Michael
Lackey. Harvey Welch
Another Lackey. Fred Rendell
Guard. William W. Sanders
Another Guard. W. J. Hackett
A Market Woman. Elizabeth Murray
Another Market Woman. Diane De Brett
A Court Lady. Elizabeth Dowling
Another Court Lady. Merle Madden
A Third Court Lady. Phyllis Holden
Leonard, Hairdresser. Le Roi Opert
Mirabeau. George Coulouris
Madame Elizabeth, the King's Sister. Marian Evensen
Simon. Louis Veda Quince
Marie-Theres (Aged 15). Charita Bauer
The Dauphin. Warren Mills
Herman, Deputy; Later President of the Tribunal. Jose Ruben
Another Deputy. W. J. Hackett
Lamorriere, a peasant. Estle Mitchell
Rosalie, His Daughter. Anne Baxter
Bault. Craig Williams
Fouquier-Tinville, Prosecutor. George Baxter
Chauveau-Lagarde, the Queen's Advocate. Staats Cotsworth
Fabricus, a Clerk. William Sanders
Reine Millot. Mary Michael
Count De La Tour Du Pin. Frederic Tozere
Guard. Nelson Welch
Another Guard. Harvey Welch
Sanxon, the Executioner. William Sanders
A Priest. Bram Nossen
A Bailiff. Fred Sears
Another Bailiff. Harvey Welch
Guard. W. J. Hackett

ACT I—Scene 1: The Queen's Private Apartments at Versailles, 1777. Scene 2: Be-

fore the Curtain. Scene 3: The French Pavilion at the Trianon. (Ten Years Later). ACT II—Scene 1: The Tuileries, Paris, 1790. Scene 2: Before the Curtain. Scene 3: St. Cloud. ACT III—Scene 1: The Tower of the Temple, 1793. Scene 2: Before the Curtain. Scene 3: The Revolutionary Tribunal. Scene 4: The Queen's Cell in the Conciergerie.

Madame Capet, a third act by Marcelle Maurette, George Middleton and Clio, the muse of history, opened Tuesday night at the Cort Theater under the sponsorship of Eddie Dowling. Mile. Maurette wrote it out in French, and Mr. Middleton translated it into English, but most of the lines, including the more effective ones, were originally written by Clio. A first act and a second act are also included in the program at the Cort, but you'd be better off if you forgot about them as quickly as possible.

Madame Capet, just in case you cut your history classes when you went to school, is the same lady who is known as Marie Antoinette in her cinema version, in which she is played by Norma Shearer. She isn't, however, as an understandable rumor has it, really Miss Shearer herself; she is, or rather was, the wife of that ill-fated Louis who discovered that clock-works couldn't produce a Dauphin, who refused to fire on his own people even when they were in open revolt, and who was rewarded by a grateful nation with a visit to the guillotine. Madame Capet, of course, was the name given to Marie Antoinette by a gloriously free people who, achieving liberty under the enlightened leadership of Danton, Robespierre and Marat, refused to acknowledge nobility of any sort.

Madame Capet, if its title is to be taken seriously, should dramatize the queen of France only during the days after her fall—and that, the unwittingly, is what it does at the Cort, even tho the first two acts go as far back as 1777. During those first two acts the scenes have evidently been chosen from a historical grab-bag, being tossed upon a stage with no particular connection and for no particular reason. There was probably some idea of showing the changes in Marie's character, but they fall painfully flat at the Cort, and the first two acts stand as a series of disconnected and usually uninteresting episodes. Thus, the second act leaves Marie at the point of her alliance with Mirabeau—and the third act opens with her already in the Temple. Why introduce the Mirabeau angle at all—dramatically at least—if you aren't going to use it?

If you add to this helter-skelter quality of the construction some of the flatest and tritest dialog ever to issue ghostly from an old costume trunk, you have some idea of those first two acts. Mr. Middleton's writing has the subtlety of the guillotine itself and the grace and sensitivity of the revolutionary tribunal. Dialogic cliches flow from his characters like Niagaras of warm condensed milk—and it is largely the fault of the writing that Marie's character fails to show any really logical development. Mr. Middleton, characterizing with the delicacy of an elephant on the loose, makes all of his bewigged and beribboned puppets seem entirely unbelievable.

In the last act, however, Clio takes more of a hand, and she turns out a tremendously dramatic job. That's hardly news at this late date, but it does provide the only cheerful news from the Cort. The last act shows Marie's separation from the Dauphin, the horrible travesty of a trial, and Marie's preparations for the trumbill; and it cleaves dramatically and effectively to the actual records. Since the action at last becomes logically consecutive, Clio finally gets a chance—and she makes the most of it. Her original script is, for the most part, carefully followed; and the last act becomes a thing of beauty, terror and tremendous dramatic effect.

In this it is greatly aided by Eva Le Gallienne, who plays Marie. Miss Le Gallienne, unhappily but unavoidably at sea in the early sections (tho she does look uncommonly ravishing), comes thru in the last act to offer a sincere, honest and excellent portrait of a broken and blighted woman. Outstanding in the support is George Coulouris, who creates an unforgettable portrait of Mirabeau almost unaided; William Post Jr., whose forthright sincerity brings passing belief to some of the worst of the bad lines; Diana Donnerwith, a tiny tot who plays the infant Dauphin; Staats Cotsworth, as the queen's unfortunate advocate; Anne Baxter, a lovely and charming lass who looks as tho she might develop into an excellent ingenue, and Marian Evensen, as the king's sister.

Jose Ruben's direction is heavily but tremendously effective in the last act,

except for a couple of off-stage-voice interludes that are reminiscent of operetta; earlier, however, his staging is slow and labored, tending to take away whatever belief the lines haven't already destroyed.

OUT-OF-TOWN OPENINGS

"Yankee Fable"

(Colonial Theater)
BOSTON

A comedy in three acts by Lewis Meltzer, produced by Cheryl Crawford, directed by Otto L. Preminger, with settings and costumes by Harry Horner. Cast: Robert Pitkin, Barry Sullivan, Robert Strauss, Maynard Holmes, Hollis Mitchell, Maxine Stuart, Eda Henleman, Ina Claire, Claud Allister, Ralph Sumpter, John Williams and William Brisbane.

Opening of *Yankee Fable*, with Ina Claire as star, was postponed from its original date until Wednesday night last. It might as well have been postponed indefinitely if the reaction of the opening night's audience is a criterion. Admirers of Miss Claire all but wept over the ineptitude and weakness of plot which forces her into a role which gives her no opportunity to display any of her accepted qualities as a leader of the American stage.

Cheryl Crawford is making her second venture as a producer with this play. It is unfortunate that she should have attempted to produce *Yankee Fable* apparently before it was ready for an opening. Perhaps the plot can be heroically treated, but it must undergo a major operation if it is to be a New York success.

The actors do their part—especially is this true of Miss Claire—but never once is there created a moment of suspense or interest. Billed as a comedy, the play falls far short of being that; in fact, it would be difficult to properly characterize it, for its lines are neither ironic nor humorous.

The story is the old theme of a general who delays action at the front to philander with a pretty woman and thus loses a war—the old *Road to Rome* story brought up to American Revolutionary times. Mrs. Lorinda Bleeker (Miss Claire) delays Sir William Howe (John Williams) in her agreeable manner for patriotic purposes, but the affair which the general hopes for never materializes and he finds himself merely the cat's-paw in the game of a clever woman who delays him until General Putnam is able to rush re-enforcements to the aid of General Washington. And thus is the turning point in the War of the Revolution covered and thus does a nation become a reality.

The play has incorporated little that is of historical significance and nothing at all of historic value. Miss Claire bounces about the stage in her usual style, but even an Ina Claire must have material with which to work. John Williams is a handsome chap who does as well as one can with the role of Howe.

Yankee Fable is designed for a fate somewhat akin to that of the troops of Sir William Howe unless some heroic work is done in its fortnight's engagement here.
Floyd L. Bell.

BROADWAY RUNS

Performances to October 29, inclusive.

Dramatic	Opened	Perf.
Also Lincoln in Illinois (Pittsburgh)	Oct. 15	17
Barber Born (Manfield)	Jan. 25	371
Case History (Lyceum)	Oct. 21	11
Dance Natures (Booth)	Sept. 24	49
Danton's Death (Murray)	Oct. 28	9
Devil's Inland, The (Broadway)		
Harold (St. James)	Oct. 8	25
I Have Been Here Before (Murray)	Oct. 12	19
King of the Fish (Murray)	Oct. 13	20
King the Boys Goodbye (Miller)	Sept. 28	38
Lightnin' Gaskin (Murray)	Sept. 15	32
Madame Capet (Cort)	Oct. 25	1
Misouri Legend (Emmets)	Sept. 19	48
(On Reported Runs (Long)		
Oscar Wilde (Fulton)	Oct. 10	24
Our Town (Museum)	Feb. 4	209
Tobacco Road (Fulton)	Dec. 4, 7, 1934	2094
Victoria, Regina (Fulton)	Oct. 3	32
What a Life (Biltmore)	Apr. 13	231
You Can't Take It With You (Imperial)	Dec. 14, '36	778

Musical Comedy

Hellzapoppin (46th St.)	Sept. 22	44
I Married an Angel (Broadway)	May 11	198
Knickerbocker Holiday (Broadway)	Oct. 19	18
King of Siam (51st St.)	Oct. 17	16
Ring Out the News (Music Box)	Sept. 24	41
You Can't Know (Winter Garden)	Sept. 21	40

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Lynch's Name Policy Crimps Philly Rivals

PHILADELPHIA, Oct. 29.—Jack Lynch's policy of bringing big names to his Walton Roof has put a crimp in the local night club business, and owners of competitive spots are crying the blues. They claim that Jack has spoiled the Philly night club patrons with these tactics. The customers have reached the point where they expect a good show in addition to their food and drinks.

Empty tables are the rule in virtually all the large spots except Lynch's, although occasionally the Arcadia and the Adelphi Roof report good business.

There was a time not so long ago when patrons were satisfied with nice surroundings, a fair band and a show that wasn't too rank. With a few snorts under their belt they enjoyed themselves and felt their money was well spent.

A dearth of big names, plus the large salaries demanded, makes it virtually impossible for many operators to get them.

Acts of the in-between variety aren't strong enough to buck a Sophie Tucker, a Lou Holtz, a Belle Baker, the Howard Brothers or others of that caliber who have appeared at Lynch's recently.

Another curious effect of Lynch's policy is noted by the comment of one of his competitors: "People have become so used to seeing topnotchers in lights in front of Jack's spot that any name appearing there now immediately becomes hot stuff in the minds of the public. If they put Rabbit Maranville's name up there people would flock to see him in the belief that he was some big Broadway star."

This was shown in the recent appearance of Benny Fields. Outside of some old-time vaude fans virtually no one knew Fields in this town, but as soon as he was advertised as appearing at Lynch's everybody set him down as a headliner.

Fields grossed about \$34,000 in his two-week stay.

Philly Acts Hit Benefit Racket

PHILADELPHIA, Oct. 29.—A campaign to eliminate the benefit racket from the local night club field has been launched by the local branch of the American Federation of Actors.

The branch has been undergoing an organization drive, with more than 300 members being signed up in the past month.

Thomas Kelly, business agent, said the group was out to stamp out the growing practice of nitery proprietors of forcing their entertainers to play benefits cuffs to enhance their own reputations.

"The night club owners are cutting their own throats," Kelly said. "They are getting people used to seeing these acts on the cuff and discouraging them from paying for entertainment."

"This is aside from the point of making actors work extra hours without added remuneration. If nitery nabobs persist in this practice the AFA will pocket the offending spots."

Kelly said that negotiations are now under way with at least eight spots for contracts. The first AFA agreement reported by Kelly is with the Open Door Cafe. Minimum wage set is \$30 a week—a \$2 raise over the former rate.

New Casa Show Talent

NEW YORK, Oct. 29.—Talent line-up this far set for the new Casa Manana show opening November 6 includes Lou Holtz, Helen Morgan, Benny Fields, Abbott and Costello, Gaston Palmer and Helen Reynolds skaters.

Changes Shows Nightly

DETROIT, Oct. 29.—A policy of changing floor shows nightly is making money for Manager Bob Slater at the Royal Gardens here. Spot has been on this policy for two seasons now and finds it clicks well enough to keep customers coming back several times a week. Three acts are used and normally changed daily. If an act makes extra good it may be held over a night or two, but that is the limit. Band stays for a run of several months, and emcee Joe McCormick has been there since the first of the year.

Miami Clubs Look For Good Season

MIAMI, Fla., Oct. 29.—Business in the clubs here has picked up over 50 per cent. Club Continentale No. 1 spot on "Swing Street," has signed Joe Thomas' Orchestra as relief band for Walter Feldkamp. The Dempsey Hotel opens shortly. Workmen have been hovering around Fan and Bill's. The Polo Club, a two by four, plans to enlarge. Mother Kelly is in New York seeking talent. The Five o'clock played to a capacity opening crowd, which for October is terrific. Roadside Rest is drawing the football crowds.

Only one, the Town Casino, remains a question mark, with about four grand in licenses and a fat nut being the cause for head scratching. However, any day now the Casino may set an opening date.

New Roof for the Peabody

MEMPHIS, Oct. 29.—Plans have been drawn for construction of a new \$100,000 dine-and-dance rendezvous atop the Peabody Hotel, to open before Christmas. Frank Schutt, hotel manager, announces. It will have a seating capacity of 1,200, with an oval dance floor.

Ten-Forty Club Reopens

DETROIT, Oct. 29.—Ten Forty Club will reopen about November 1 with a private club license. Coyle McKay's Orchestra will perform.

Maisie Finds Out Why Agents Love Performers So Very Much

By PAUL DENIS

Dear Paul:

I WAS waiting in Joe Pursant's agency office yesterday when Jack Zero, the emcee, stormed in and started yelling at Joe's secretary.

"Miss Doublebottom," he yelled, "you've had my name and address for eight years and you've never given me a single date. I want my name and address back!"

"Well," she snapped back, "didn't Joe offer you the Elks' benefit last year and you turned it down?"

Jack was stumped. But he soon recovered and yelled back, "That's just it. You offered me the Elks' benefit when Bill McGool was given the Ladies' Aid Society benefit the same night. Why didn't you offer me the Ladies' Aid Society, too? Everybody knows the Ladies' benefit is more high class."

And so they compromised. Jack let her keep his name on file and was given a promise to get top billing at the Ladies' Aid benefit next year.

A FEW minutes later another performer breezes in like he's in a terrific hurry to put \$3 on the fourth race and can't find a bookie. He notices the room full of acts waiting for Joe and so he shouts, "Is God in?" Everybody roars; but Joe's secretary snipes back with, "You shouldn't be in a hurry, Mr. Miller. It will take you a couple of months to remember your act if we ever get a date for you."

Just then the phone rang and Miss Doublebottom called out to Joe. "Mr. Pursant, Joe's Funeral Parlor is calling. It wants to know why the band hasn't returned the tuxedos. If it doesn't get them by 5 p.m. it'll serve a summons on the whole band."

The phone rings again and this time

Shows in 16 Clubs; Want K. C. Lid Off

KANSAS CITY, Mo., Oct. 29.—Floor shows now are being used at the Bowers, Tootie's Club, State Line Tavern, Chesterfield, Lone Star, Spinning Wheel, Oriental, Mary's Place, Stork, Continental, Coked Hat, Perkins, Irish Tavern, Reno, Winnie Winkle and Antlers Club. Latter spot, operated by Buss Passler, also is using Tommy Douglas' 13-piece colored band. Other spots also used music combos, most of them about seven pieces.

Jay McShann's Orchestra went into Clair Martin's swank nitery on the Country Club Plaza this week. Prince Stewart's Band replacing McShann at the Continental.

Owners of niteries here are organizing to have a bill passed which will enable them to remain open Sundays. Bill also would cancel the early-closing law now in effect.

All They Got Was the Trip

NEW YORK, Oct. 29.—A new batch of performer complaints against two local agents for alleged cancellations in three up-State New York spots were lodged last week with the American Federation of Actors.

The two bookers involved, Harry Brown and Mort Liseman, booked Peggy Deane, Dorothy Burr and Jean Rae in the Mohawk Hotel, Schenectady, N. Y., and, according to the acts, they made the trip but were canceled without even opening. According to Brown's office, they were paid a day's salary and fare back, but, according to the performers, all they got was fare.

Such was the case also of Ruth Coburn, who was booked into Murray's, Albany, but she says she was told by the club that it wanted a blues singer and was also sent back. She, however, received an additional dollar from Brown. Maurice and Naja also complained they were booked into Hudd's Beach, Schenectady. (See ALL THEY GOT on page 25)

it's the band leader. Miss Doublebottom yells out to Joe. "Nick is on the phone. He says he's holding a plebiscite tonight to see if the band is still with him or not. He says he can't control them since they wore their first tuxes last night. He says he wants a new crew."

Joe says, "Tell that mugg to bring back the suits or he can't open at the Klub Kreptach tonight."

WELL, I finally get in to see Joe. He's an awfully busy man.

"Maisie," he says, "this has been my greatest year. My bookings are terrific. I'm waiting for a big deal now that will make me one of the biggest agents in the country. And don't think I'm forgetting the times you've worked for me at cut salaries just to help me out. You're a wonderful girl, Maisie," he says. "In fact, you're a fine artist. And, by the way, can you let me have a 10-spot until Saturday?"

Well, I've known Joe for years, so I let him have the 10-spot. Joe is really a great agent, only he has so many enemies and they prevent him from being a big-timer. Of course, when you work for Joe he always takes 20 to 25 per cent, but that's because Joe is more than an agent; he's really a personal friend, a sort of personal manager who worries about your career.

Anyway, Joe says he can book me into Maxie's Tophat Club for two weeks. The salary is only \$27.50, less 20 per cent, but Joe says you get a nice dressing room with a radio in it. Not only that, but Maxie (the owner) gives you a 10 per cent discount on your dinner and, if you want, you can go out for a walk a half hour between shows each night.

Do you think I ought to take it? Maisie.

Wallace Disowns Mae; Admits He's Hot Stuff

NEW YORK, Oct. 29.—In an article entitled *Get Mae West Off My Back* Frank Wallace sets out to prove in the November issue of *The National Police Gazette* that he is the husband of Mae West and that his act with Trixie LaMae merits bookings without benefit of Mae West publicity.

Described by *Gazette* editors as "representing the very best type of trouper in the theatrical profession," Wallace supports his contention by quoting from review in *The Billboard* that the act "can operate on its own merits."

Boston Nitery Season Opens; Plenty of Work

BOSTON, Oct. 29.—The local night club picture is on its seasonal way. Jacy Collier, booker for the George A. Hamid office here, has snatched the Brown Derby for the season. Lee Steele is the producer. Dick Stutz's Ork was formed to open the place. Stutz was engaged after working seven weeks as emcee at the Providence-Biltmore Hotel, Providence. Derby carries a line of eight, plus acts. Miss Collier books two other clubs, the New American Hotel (Blue Room), Lowell, Mass., (ork and acts), and the Paradise Restaurant, Lawrence, Mass. (an ork and acts). Shows changed weekly.

The Congo, formerly the Famous Door, is managed by Rose Chapman, the town's sole femme nitery operator. Policy this year is septa talent. Eddie Deas' Ork, line of six and acts. Seaw-220. Has a WMEX wire.

Adjoining the Congo is the Southland, with the Jimmie Lunceford four-week engagement, at a reported \$1,700 per week, replaced by the Sugar Cane Davis Ork. WAAB-Mutual wire. Show, produced by Hazel Greene, is a two-week set-up. Spot seats 600. Jerry Mann, former booker, has been named manager of this spot. Floor show and line (eight).

Tom Maren's Penthouse, atop the Bradford Hotel, seats 500. Shows change every three weeks. Line, acts and Frank Ward's house ork and Leon Prima's Ork. Hotel Westminster's basement Blue Room has Karl Rohde's Ork. Spot has a WHDH wire. Show, acts, booked by Harry Drake.

The Towne Club, Inc., in its reorganization, elected Lou Walker, booker, its proxy and show producer. Spot is a membership idea. Acts are in on a two-week basis, and George Harris' Ork (a Ruby Newman unit) has the podium.

Benny Ginsburg's Club Mayfair started with big names, with Sophie Tucker (at \$3,000 per week) toting the fall season, followed by Sheila Barrett and Cross and Dunn. Ginsburg's new setting orks as attractions. Joe Rines started Wednesday, to be followed by Ranny Weeks, Lewis Bonick's Ork (a Jack Marshard unit) wound up his long engagement here and is readying to open on December 26 at the Dempsey-Vanderbilt Hotel. (See BOSTON NITERY on page 25)

Dancer Sues for 150 G's

NEW YORK, Oct. 29.—Virginia MacNaughton, dancer, who while auditioning at Leon & Eddie's night club six months ago fell and broke both ankles, says she would file a suit for \$150,000 in New York State Supreme Court this week charging the nitery with negligence. She alleges that she spent three months in the hospital as a result of the fall.

Looking Ahead!

CHICAGO, Oct. 29.—Now that the State-Lake management acquired the dark Oriental Theater, it must feel that a little extra advance publicity on its reopening won't hurt matters. "I wish they would hurry up and open the Oriental so that my brother can get out," is the extra line used by Jean Carroll, of Carroll and Howe, at the State-Lake this week.

GO TO HELENA

See Inside Front Cover of this issue of The Billboard

Rainbow Room, New York

Old favorites dominate the current show. Alec Templeton is back after dates on the Coast; Estelle and LeRoy are back after an 18-month tour of Europe; the Al Donahue and Eddie LeBaron bands are holdovers. Aurelia Colombo, singer, and Volta, table magician, on the other hand, are new.

With the room running only 6 per cent in gross business behind last year—compared with 20 and 30 per cent in most night clubs—this policy of bringing back the favorites is obviously successful.

Estelle and LeRoy return a much better team. Still a handsome well-groomed pair, they have added a saucy Continental flavor to their routines. Offered a sweet waltz, a tango, a flirtation musical comedy number and a lively interpretation of *Swing High* music for the first show and a musical comedy, tango, Brazilian waltz, poem-tango and a Maxixe-Zamba combo for the late show. Their numbers cover an interesting variety of movements and tempos and are always exceedingly pictorial. Lovely Miss Estelle wore a Mainbocher gown for the early show and a Kathryn Kulin creation for the second performance.

Templeton scored heavily, proving again blindness cannot stop a great entertainer. His excellent piano work, aided by smart satiric mimicry and singing and also by displays of his musical virtuosity, provide superb entertainment.

Miss Colombo, a slender brunet, sings Latin ditties in engaging style. She has an expressive, rather delicate delivery. Went over nicely. Volta, magician, entertains guests at their tables.

Donahue leads his 11 men thru solid, thoroughly danceable dance music and also handles the show music. Opening show music was bungled. Incidentally, Donahue's presence on the podium enhances the band's value, while brunet Paula Kelly handles the vocals nicely. Jumping bean Eddie LeBaron is still fronting his excellent eight-man Latin band, which dishes out tangos, rumbas and waltzes, drawing full floors. Ruth Nigey is his vocalist.

Donahue leaves here January 14 and LeBaron will front both the main and relief bands during the six weeks following until Ruby Newman comes in.

In the adjoining Rainbow Grill Marilyn and Michael, ballroom team, are still doing a fine job with the "instruction hour" in addition to performing for

the dinner and supper shows. Paul Kain Orchestra handles the Grill music.

John Roy is the friendly director for both spots. Edward Seay handles the press. Paul Dentz.

606 Club, Chicago

One spot that can credit its established show policy for the "New Year's Eve trade" populating this room nightly. While competitive hideout niteries also have nudity-predominating revues, this Lou Nathan enterprise is probably the only one of its size paying good money and using an average of 12 to 14 acts on each bill.

Club also employs practical exploitation to inform visiting harem of what it has, thru personal contact at conventions and hotel tie-ups.

Shows are plenty spiced. The beauty of the fem figure gets the top spot, with sock specialties coming in second. A line of four peppy girls (Margaret and Annabelle Faber, Ruth Fosner and Deedee Jennings) frame the hour-length shows with fast and brief-costumed opening and closing routines. Ethel Brown, swing scoubret, is on early with a rhythmic specialty, and Carmen follows with the first nude display, in this case a graceful version of the hula dance. Has a shapely body and an attractive face.

Ann O'Connor is on with her strip satire in Gay '90s style, giving it a modern and fast personality finish. It is funny and entertaining. Collette, another veteran here, continues with her teasing strip displays, and Jessie Rossella, also a familiar figure, gives out with impressive blues singing that is good for several numbers.

Lots Cornwall brings relief with an acro and control turn, and Vilma Joazy, a Gypsy Rose Lee personality, has a daring and striking disrobing number. Betty and Lawrence Cook, tapping youngsters, stay on with a competition number that can stand some revisiting due to their long engagement here. Renee Villon, one of the better exotic dancers, appears with a favorable waltz and encores with a classy fan divertissement. Good showmanship; commands attention.

Joel and Annette are still doing their apache number that gets a hand due to some fine strong-arm work executed on this pin-head floor. Dolly Sterling shouts off-color numbers, but judging by the reception it is the type of material the customers want.

A refreshing personality and fine little tapper is Mary Jane Brown, who has a bright way of selling her fare. Kid has lots of possibilities. Ruby Bennett does a half man and half woman tease specialty that is risqué but the type of sight stuff that conventionites eat up.

Marion Miller is still another undress artist before Billy Carr, the popular emcee, finally winds up the affair with some strong pipe work. Billy is on intermittently thruout the bill, particularly during the disrobing sessions, when a few wisecracks come in handy.

Sol Lake's four-piece band and the Tripoli Trio, intermission singers, furnish continuous music. Sam Hontigberg.

Corktown Tavern, Detroit

Long known for enterprising astuteness in introducing new novelties in the way of floor shows, Corktown Tavern is trying a brand-new one this week—regular script tab shows running a full two hours, with 15-minute intermission for dancing between the acts. The Music Hall Players, produced by Lloyd Connelly, are giving two a night, with weekly changes.

Opening week's offering is an adaptation of Under Nellie's Bed, with plenty of specialties in the way of songs, dance numbers and an accordion-sax duo by Connelly and Ratcliff. The specialties are largely independent of the basic script. Despite preponderance of dialog, the show held the attention of a very good house without difficulty for two hours. This policy should work out well. Change to more serious plays, running to straight drama, is planned for the future, with weekly changes allowing a chance to experiment with various productions, as well as to build up a repeat audience for stock favorites.

Style of acting is deliberately emphasized in speech and conventional in gesture, meeting the taste of the audience of a "music hall." Equivocations are few and run over so fast as not to offend good taste. Entertainment in the

tradition of tab, rather than convincing acting in the sense of the strictly legit stage, is called for and achieved.

Cast includes Wilbur Rence, Tommy Hanlon, John Watson, Lloyd Connelly, Dot Farley, Grace Gordon, Nellie Clark and Lola Ratcliff. Chorus of eight is staged by Jimmy DeSarro. Music is by Jack Daley's Band, a new outfit here. Full ballet numbers open and close both acts.

Special credit goes to Farley and Watson for their *Let's Get Friendly Number*, to Rence for his ballad specialties and Hanlon and Gordon for their specialties as well as their zestful acting.

H. F. Reves.

Como, Buffalo

Down in the south side of town, where the Irish are running things, the Como is doing an old-time land-office business. The heavy part of business, of course, comes week-ends to the tune of 500 per night.

Gene Crawford, who has led various bands around town, conducts a snappy five-piece unit with his head, shoulders or whatever is free while he tears into his piano keys with a vengeance. With him are Harry Syracuse, trumpet and vocal; Tony Bernardo, sax, clarinet and vocal; Jerry Winters, drums, and Ray Rogemoser, sax and clarinet.

The adagio-apache team of Elton and Rita is fair-to-middling. They're fast steppers and vigorous acrobats, but there is nothing particularly original about their numbers and executions.

Darling Sisters, young and energetic, do toe and acro dances pleasantly, but in talent do not approach the famed Darling Sisters of years gone by who once set out from Buffalo and made good. If tap dancers must be in somebody's show, too, these gals are a good filler.

Frank Wheeler's tenor voice, heard in classical ballads, and his night club stories seem to be pretty well liked by the crowd here.

The emcee is Frank Hamilton, a typical hangover from vaude days, who gets some laughs. Facial contortions and knee wobbling are features and are used generously to bolster up jokes that are somewhat on the moldy side. He is, however, a hard worker and his experience in handling crowds is an asset.

James Savage is the proprietor and Mrs. Savage the hostess. Undoubtedly much of the business has been built up on the formula of giving every patron a broad smile and making him feel that he is really wanted. Headwaiter Al Myers, too, carries out this same idea.

Floor shows are at 10:30, 12:30 and 2:30.

H. J. Warner.

London Casino, London

Presented by Clifford G. Fischer, *Folies Superbe* is offered twice nightly. Holds plenty of international talent, most of whom are already known to London audiences. Scenes are lavishly produced. Nudes figure largely in the spectacular settings.

Of the actual acts the outstanding hit is Marion Daniels, American acro dancer who presents two offerings—one in each session. Miss Daniels does a corking act, enhanced by charm and grace, and has a bunch of cute and difficult tricks that are new here. Running her a close second come the Four Kraddockes and Karin Zooska. The Kraddockes are a male comedy-acro ensemble with a load of funny and well-timed business. Karin Zooska, personable and peppy brunet, wows them with a whirlwind Russian hock stepping.

Familiar and scoring hits, too, are Ben Dova, the inebriate acrobat on the lamp-post; the polyglot French comedian, Andre Randall, ably assisted by Winnie Silver and Jacques Coy; Choppy, drawing cartoons on the backs of shapely nudes; Ben Jade and Co., whirlwind Arab tumblers; Robertson, singer with his accordion, and Marianne, shapely songstress.

A new dance team and one destined to go places is that of Denas and Dubins. Routines are good and rhythmic and act wins favor on costuming and showmanship.

Good comedy entry with plenty of novelty comes from Christiane and Duroy, French travesty dancers, whose act is highly interesting and unusual.

Two bands accompany and are efficient. Business remains good. Bert Ross.

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

Phil Amigone

Proprietor

Jack Grood

Manager

of the
Chez Ami
Buffalo, N. Y.

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"The night club pages of The Billboard are very helpful to us, for many occasions we have relied on the authoritative reviews of talent and acts in making our decision on certain bookings for our club. Your frankness and lack of favoritism make your department very dependable."

Kit Kat Club, New York

After a poor start with its opening show this East Side spot has settled into the proper entertainment groove with a great band and a much-improved talent roster. Jimmie Lunceford opened October 20, and a few architectural changes to the band stand and the floor weren't the only differences noted. In fact, it didn't seem like the same place.

Viewing Lunceford's work here, there can be no question that he has one of the finest sopia bands extant. For a combination of dancing, listening and watching there are few outfits, black or white, that can touch it. Jimmie's showmanship is superb, and his constantly changing style keeps one's eyes glued on the podium. Swingeros, ballads, on the podium. Swingeros, ballads, on novelty numbers follow one another in rapid-fire succession, executed with the finesse that only first-rate swing musicians can bring to current musical modes.

The show, happily, isn't confined only to the band stand. Far shorter than the opening bill headed by Al Cooper's Savoy Sultans, it travels twice the distance in entertainment values. Only holdover is Hotcha Drew, who has polished up her bit and injected a little showmanly routine. Her mock operatic delivery of *Ti-Pi-Tin*, followed by a chorus of real

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beat, is a vast improvement on her work here before.

Talent continues to be entirely seipian but a great deal less rafter-shaking and a good deal more able. Outstanding is Ralph Brown, tapster. Plenty of colored boofers have tried to be "another Bill Robinson," but Brown almost succeeds without trying. Steps and routines are definitely novel.

Chappie and Reed duet personably on *Please Don't Talk About Me When I'm Gone* and *Chloe*; but Miss Reed's aria, *The Kiss*, sung in Italian, was, for this observer, the whole act. She revealed a surprisingly good soprano on a definitely un-night-club number, all the more worth while because it was unusual. Alice Dixon, with *Heart and Soul* and *Oh, What Do You Know About Love?*, offered usual night club balladry, all the more boring because of its sameness.

Luncoford emcees engagingly, and his boys do a couple of specialties as part of the show. Quartet, featuring trumpet, clarinet, sax and guitar, are amusing on *Pat On Your Old Grey Bonnet*, and *For Dancers Only*, original combo and arrangement by Sy Oliver (trumpet), purports to be the band's own particular idea of swing. It's a good idea.

A \$1.50 minimum. Food, drink and service good. Place is being enlarged, one whole side wall being knocked out to increase space. If the town shows Luncoford the appreciation he deserves they'll have to knock out a few more walls to accommodate the crowds between now and January 18, his closing date. Daniel Richman.

Club Village, Hotel Alms, Cincinnati

With its renovation program complete this small but tastefully decorated suburban spot under direction of the energetic Clay Rambeau reopened several weeks ago after being dark for the summer. Change in layout features a terraced addition to the room, affording diners greater comfort and larger dance space. Room now capably handles 400 patrons.

Altho formerly catering chiefly to the jitterbug trade, Rambeau has built the spot to a point where it now grabs off a goodly share of the middle-aged class clientele. Club offers business stimulants in the form of a Dividend Night on Wednesdays and "Stumpus Sessions," a quiz contest for ork and patrons, remainder of week. The features have done much to build the bar and table business.

The hard-working Rambeau, also a dancer and singer of ability in addition to his managerial duties, handles the emcee chores capably. Leading off this week's fare, which is commendable after-dinner fodder, is Vivian Proctor, blond boner, who scored handily with a toe strut and nifty acro number. Marino and DeVall, well-groomed and graceful ballroom team, grabbed off their share of palm whackings, first with European waltz and following with a dashing rumba.

Helen Gibb and Pat Harrison, strollers, earned themselves a neat mitting for their rendition of *My Blue Heaven* and *Ah, Sweet Mystery of Life*. Eddie Emerson went thru his soft-shoe and tap gyrations in commendable manner and was rewarded for his efforts with the best hand of the evening.

Hai and Mae Raymond, called from the audience, added flavor to Rambeau's finale offering by aiding him in his *Truckin'* and *Peckin'* routines. Trio begged off to sound mitting. Jimmy Van Alsdall's Ork did a swell job with the dance rhythms and show music. The titan-haired Jean Boas, ork's warrior, handles the vocals in pleasing manner. Especially potent was her rendition of *They Wouldn't Believe Me*. A 50-cent minimum prevails on week days, with the stipend being hiked to \$1.25 on Saturdays and \$1 on Sundays. Food and drinks are reasonably priced and good. Room was comfortably filled at this look-in. Bob Doepker.

Marine Dining Room, Edge-water Beach Hotel, Chicago

Nestling near Michigan Lake in a pretentious section of the North Side, hotel has been a drawing card for the classy trade for years. Atmosphere is entirely pleasant and cordial. During summer months hotel's entertainment is centered in the outdoor Beach Walk and for the remainder of the year the nightly programs and dance sessions are held in the spacious Marine Dining Room. Dick Stabile and orchestra are in for

the season and will probably remain until the first of the year. His sweet swing style reaches a happy medium, pleasing the elderly crowd with melodious tunes mellowed by his fine brass section and swinging out in reserved fashion in later hours for the younger set.

Dick is a working leader, pitching in vocals and tooting a sax individually and in company of his sextet, a group of four men who specialize in standards of the soothing variety. Has a gracious personality. His featured assistants include George Kalts, tenor, and Evelyn Oaks, ballad songstress.

Little outside talent is used in the floor shows, both the Harriet Smith line of girls and the Six of Hearts, mixed singing group, employed by the hotel as stock house acts. The line has eight youthful and charming kids who breezily parade thru their numbers. Opened with a light strut and bowed out with a soft-shoe affair, both fittingly costumed and gracefully executed.

Margo Gavin, soprano, takes the singing honors with a clear, entertaining voice that is impressive in semi-classical selections. A refined-looking personality that blends well with an atmosphere such as this. She returns with the vocal group and the ork's Glee Club rendering *I'll See You in My Dreams* and *Harvest Moon*.

Muriel Gray, dainty ballet dancer, whirls thru a routine with ease and closes with a fast circle of turns. Herbert Foote, organist, is still on hand to supply intermission music.

Never a cover for hotel guests, who comprise a good part of the room's trade week nights, particularly at dinner time. For others there is a 25-cent fee week nights, 75 cents Fridays and \$1 Saturdays. Room draws capacity business on week-ends when the collegiates from the neighboring Northwestern campus go night clubbing.

Peter Perzia, for some 12 years the maitre de at the Drake Hotel, is now in charge here. Fred Welman is handling the publicity. Sam Hontberg.

Lookout House, Covington, Ky.

With bingo and a crack show as the attractions, Jimmy Brink's newly revamped night haunt ushered in its second offering of the fall season Friday night, (21) to a houseful. It was a noisy throng, but an appreciative one that ate up the floor offering like a glutton breaking a fast. The Lookout House, with all breaks in its favor, has been enjoying boom business in recent weeks.

Adé Duval, silk magician, follows the opening by Don Arden and his 10 honeys and scored handsomely with his manipulations of the colorful textiles. Opens with the effective *20th Century Mystery*, wherein a string of colored hankies are mysteriously joined by the wave of his hand. Follows with a nifty employing two clay pipes, which he smokes without the use of tobacco or a match. Closes with his dazzling and familiar *Rhapsody in Silk*, wherein he graces the surroundings with heaps of gorgeous silks yanked from a small tube. Gets good assistance from True Duval and an unbilled youngster. With the emcee duties thrust upon him at the last minute, he handles the role acceptably.

Moore and Revel, dance satirists, knocked themselves out trying to give the crowd all it clamored for. Offered no fewer than five of their hoke routines, in addition to a solo specialty by each, and the audience revelled in their comedy antics. Revel handled the turn's own emceeing and was guilty of milking, but the customers loved it. Stopped the proceedings cold and experienced difficulty in getting away.

Helen Morgan, with her sweet voice and mournful manner, had this appreciative mob eating out of her paw. *Warbled Please Be Kind*; *Joseph, Joseph*; *I Can Dream, Can't I?* and *I Can't Help Lovin' That Man o' Mine*, and encored with a chorus of *My Bill*, all to powerful handclapping. Could have remained on indefinitely but elected to beg off.

Don Arden and his attractive and capable 10-girl ensemble scored in their usual effective manner despite the fact that the ork lads crabbed the specialty by Arden and two of his lookers in the opener. Arden Girls sport a raft of class and novelty. Johnny Lewis and his ork fashion likable dance melodies but could raise their score by softening their tone. Phil Pavay and Mae Mack continue to do a good job on the stroll duties. Bill Sachs.

Names, Units for Seattle

SEATTLE, Oct. 29.—Palomar Theater plans a series of personal appearances of screen names and Major Bowes units. Among those billed for early p. a.'s are Pinky Toonin and Gene Autry.

PAYING OFF—

(Continued from page 3)

it as kids. One claim advanced is that agents in the show biz started it. Agents would first give it to acts so the acts would take bookings for less than they wanted. Then the agents would turn around and give the double to the booker, getting more money than the booker had planned. It's also claimed that certain dialect agents still use it. It's often been a toss-up whether Sam Lyons is talking in a dialect or in the double.

While it is true that double talk has been used in the show business for some time, some vaude acts are remembered as using the stuff on theater dates 20 or more years ago. However, it's only recently that the stuff has received widespread reception thru use of the modern larger audience entertainment media, radio and films.

For the benefit of the seriously minded, this reporter has completed an exhaustive study of the types of double talk as practiced by various experts. Naturally, all are based on the customary garble, but this listing explores variations on a theme.

Type 1

Type 1 consists of the garble—non-existent words and syllables. A fast heave-ho is also part of this type, the heave-ho applying to the assertive and forthright delivery. An ulterior motive in using Type 1 double talk is to get the victim to repeat constantly, "I don't understand you." Gagster finally powders, leaving victim shaking his head to and fro to the slow tolling of inward bells. An example of this is the time Shaw and Lee, with Gary, went into a cafeteria in Providence after playing a vaude date. Gary ordered two crownies and coffee. The counterman called the order back to the kitchen. In a few seconds, the guy in the kitchen came out looking puzzled. He said he had no crownies, but would the customer take crullers? Gary acted as tho he was doing a burr and left. Kitchen guy went to the head of the commissary department and tried to square himself.

Type 2

Type 2 is the Loony Lewis specialty. The outstanding feature of this garble is that Lewis gets his victim to agree to one of his mumbo jumbo statements, such as, "You'll agree that as long as radio uses the brannis on the orle, with those terrible announcements by cleemans, that he'll do all right, won't he?" (Delivered fast and with a slight lowering of the voice, this stuff sounds as tho it might really be something). As Lewis says the last two words ("won't he?") he nods his head and the victim usually follows suit in agreement. Then says Lewis, "Name one." Victim looks puzzled for a while, then says, "Paul Whiteman," for instance. Lewis looks at the victim as tho he were nuts and asks, "Whiteman a singer? I'm sorry, don't you hear well?" This goes on until either the victim is rescued or tipped off, or Lewis feels it will be safer to scam than stay.

Type 3

Type 3 is the inhaled double talk. This system has the additional feature of having the garbled sentence trail off into a whisper the victim can't possibly hear, no less understand. The victim immediately bends forward and says, "What?" Conversation then becomes normal again, until the throw is repeated. Any get-off may be used. See chapter on Type 2 for get-off. It may be said without fear of much contradiction that, while all double talk is extremely aggravating to the recipient, the inhaled species has a murderous twist that is devastatingly nerve-shattering.

Type 4

Type 4 is the Banshee double talk, strictly on the fortissimo end. Greatest exponent of this playful device is Jerry Colonna, hereinbefore referred to. (See *Crucis on Torts*, p. 1197 et seq. Also H. G. Wells, *Cooperation in the 34th Century*, Pps. 203, 203, 204). Colonna uses the usual garberoo, but occasional sentences end with a frightful wail, caused by creating extreme distance between the upper and lower parts of the jaw, accompanied by full labial extension and oscillation of all vocal paraphernalia. Victim is usually assured of a close view of the Colonna epiglottis, and all points south. The beauties of

this type double talk may not be fully appreciated until heard during an opera performance, in a sedate restaurant, during emotional scenes in pictures or legit shows et al. It is also enjoyed while taking a lonely walk down a dark road.

Type 5

While certain scientists refer to double talk Type 5 (and its symptoms) as seenergimolia with bredernestatic complication (Latin derivation), later theory has such claims branded as charlatany. The later theory is that it's simply double talk, but double talk in dialect. Thus, the garble stuff has the nominative (or verb or whatever the case may be) endings of the particular language being used as the dialect source. Words may end in "ski" from the Russian, for example, or "poulos," from the Greek.

There is absolutely no doubt that the greatest hand at issuing Type 5 double is Pete Mack, the agent. Mack has been doing it for years, often as a paid fibber, numbering many great among his victims. Ex-New York Mayor James J. Walker once sent for his personal body-guard after hitting a terrific steam, a consequence of being worked on all night by Mack. Mack also got Believe-It-or-Not Bob Ripley for an hour play. Later Ripley had him on his radio show. Mack is also known for the old man-eczemabroken-leg golf caddie gag which once drove Will Johnstone, the cartoonist, almost to mayhem. Mack is socko on all his gags, but his Hungarian double is unexcelled. He's even gone to the extent of having personal cards printed, introducing him as Count Stefan Hodap from Budapest.

Type 6

Type 6 is the sibilant stressed double talk. Instead of pronouncing "esses" normally they are whistled piercingly thru the teeth. A great stylist in this direction is Fred Burgher, of the New York office of *The Billboard*. It's reported that Burgher had a special gold cap made for a lower front tooth to boost the amperage of his whistling "esses."

Type 7

The last formally recognized type of double talk is that highlighted by Jack Benny's stooge, Cliff Nazario. It is also known as the locust or grasshopper type. This double features words ending in "tittittitt" or similar arrangements. The "it" is constantly repeated, fast, building to a crescendo that sounds like a night on the Kansas plains during a locust storm.

Summary

As a final word, it may be noted that certain double talkers use the same words over and over again. This is okah if the victim hasn't been around much or hasn't been worked on before. For those who may wish to commence a course in the language, these few words, other than brannis and crownies, are listed: abana, coltritis (occasionally aborted to caltreetics), fiedderitis and fieelins. It is recommended that new students try these words on Frank Libuse at the Casa Manana, where he is doing his trick water gag on customers there.

It may be seen that double talk is to speech what "Elaoin shrdin" is to oompostors.

It is also generally accepted that the only person who has really made double talk pay is Gertrude Stein. Gertie said, "An apple is an apple is an apple is an apple." Book publishers and book buyers paid her for it.

here comes

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

A
A. B. C. Trio (Paradise) NYC, no.
Aarons & Olson (Waldorf-Astoria) NYC, h.
Abbott, Marjorie (Cavalier) NYC, no.
Abbott, Hal & Henry (Hollywood) NYC, no.
Ace, Red (Casa Grande Cincinnati) no.
Adams, Marguerite (Midnight Sun) NYC, no.
Adrian, Iris (Leon & Eddie's) NYC, no.
Allen, Stuart (Knox House) NYC, h.
Allen, Roberts (McAlpin) NYC, h.
Allen, Lester (Casa Manana) NYC, no.
Alman, Julian (Monte Carlo) NYC, no.
Alye, Bobby (Hollywood) NYC, no.
Anderson Sisters (Plantation) NYC, no.
Andre, Julia (Griss) NYC, no.
Andrews Sisters (Palomar) Akron, O., 4-7, 1.
Antonia (Hayward) NYC, no.
Apollon, Dave (Casanova) NYC, no.
Arolin, Manuel (Tivoli) Juarez, Mex., no.
Arena, Joe (Riverside) Milwaukee, t.
Aristocrate, Twelfth (Paramount) Ft. Wayne, Ind., t.
Alpha (Village Casino) NYC, no.
Armida (Rose Bowl) Chi, no.
Ashe, Lou (Rancho San Pablo) El Cerrito, Calif., no.
Ayles, Joe (Plantation) NYC, no.
Ayley, Gene & Co. (Tower) Kansas City, Mo., t.

B
Bachelors, Four (Belmont Plaza) NYC, h.
Bachy Sisters (Chicago) Chi, t.
Baile, Pearl (Kit Kat) NYC, no.
Baker, Bonnie (Chicago) Chi, t.
Baldwin & Bristol (Blaustrub Village) Boston, no.
Balder, Marc (State-Lake) Chi, t.
Balko, Sadio (Old Roumanian) NYC, no.
Bannister, Barbara (Midnight Sun) NYC, no.
Bansel, Dan Luis (Bungalow Cafe) Sacramento, Calif., no.
Barker, Frederic (Armstrong's) NYC, no.
Barr & Ester (El Rio) NYC, no.
Barr & Ester (Riverside) Milwaukee, t.
Jarrett, Sheila (Casa Manana) NYC, no.
Bartholomew, Freda (Stanley) Pittsburgh, t.
Batsy, Dr. L. (Zimmerman's) NYC, no.
Bastogny, Lena (Henry the Barn) O., t.
Beatty, George (Capitol) Washington, t.
Beaucarne, Pierre (Monte Carlo) NYC, no.
Behan, Arthur (Gay Nineties) NYC, no.
Bela, Zita (Zimmerman's) NYC, no.
Bell & Gray (Andy's Inn) Syracuse, no.
Bell, Anna (Harvey Gallant) NYC, no.
Bell's Hawaiian Polka (Gates) Lowell, Mass., 31-Nov. 5, t; (Victory) Lawrence 6-9; (Park) Westfield 10; (State) Manchester, N. H., 11-12; (State) Nashua 13, t.
Belmont Bros. (Orpheum) Cleveland, no.
Belmonte, Gloria (El Chico) NYC, no.
Belmont Brothers (Glass Hat) NYC, no.
Belliet & English Bros. (Earle) Washington, t.
Bennet, Ethel (Old Roumanian) NYC, no.
Bennett, Lura (Leon & Eddie's) NYC, no.
Berk, Irving (Roumanian Village) NYC, no.
Bernardi & Graham (Hollenden) Cleveland, t.
Bernie, Harry (Half Moon) NYC, no.
Berry Bros. (Cotton Club) NYC, no.
Biglow & Lee (Chanticleer) Millburn, N. J., no.
Bilimorettes (Casa Manana) NYC, no.
Bird, Daria (Russian Kretschma) NYC, no.
Blanchard, Jerry (El Rio) NYC, no.
Boaz, Jean (Alma) Cincinnati, h.
Boles & Ladd (Colonial) Dayton, O., t.
Boles, Art & Adelphia (McDonagh Club) Chi, no.
Bood & Bood (Indiana Club) South Bend, Ind., 7, no.
Bood & Bood (International Casino) NYC, no.
Boran, Arthur (Proctor) NYC, 4-6, t.
Boeg, Inez (Jimmy Kelly's) NYC, no.
Boeing, Charles (Paradise) NYC, no.
Boonies, Yvonne (El Monte) NYC, h.
Bowan, Sybil (Pal.) Chi, t.
Bowen, Major, 3d Anniversary Show (Loew's State) Norfolk, Va., t.
Brand, Joyce (Ambassador) NYC, h.
Brand, Ed. & Flo Bert (Tower) Kansas City, Mo., t.
Brock, Heinz (Pan-Pacific Rink) Los Angeles, t.
Brooks, Shelton (Beverly Hills) Newport, Ky., no.
Brooks, Frank (State-Lake) Chi, t.
Brown, Evans (Red Gables) Indianapolis, no.
Brown, Mary Jane (808 Club) Chi, h.
Brown, Jimmie (Commodore) NYC, h.
Brown, Hanson (Birmingham Fair) Birmingham, Ala.
Browy, George (International Casino) NYC, no.
Bruce, Carol (Midnight Sun) NYC, no.
Bryant, Pauline (Plantation) NYC, no.
Buckley, Catherine (Midnight Sun) NYC, no.
Buckley & Bowie (Rose Bowl) Chi, no.
Burton, Mary (Famous Door) NYC, no.
Byron's, Dorothy, Debutantes (Lyric) Indianapolis, t.

C
California Variety Eight (Chez Paree) Chi, no.
Calvin, Al & Margie (Lyceum) St. Paul, t.
Cameron, Fred (Barkeley-Carter's) Asbury Park, N. J., h.
Caprino Sisters, Two (Tower) Kansas City, Mo., t.
Carlyle Sisters (Leon & Eddie's) NYC, no.
Carr, Billy (808 Club) Chi, no.
Carr, Larry (Santa Rita) Tucson, Ariz., h.
Carroll, Della (Paradise) NYC, no.
Carroll & Gorman (885 Club) Chi, no.
Carroll, Harry (Casa Manana) NYC, no.
Carroll & Howe (State-Lake) Chi, t.
Carter & Bobbie (Jimmy Kelly's) NYC, no.
Carter & Bowie (Harvey Gallant) NYC, no.
Carter, Joan (Swing) NYC, no.
Carter, Johnny (Tokay) NYC, no.
Carlos & Carlos (Hayward-Madison) NYC, no.
Carver, Zeb (Village Barn) NYC, no.
Cass, Owen & Topsy (Stanley) Pittsburgh, t.
Cass, Art & Barbara (Top Hat) Union City, N. J., 25.
Chave, Rhoda (Corso) NYC, no.
Chaves, Alfonso (Troscadero) NYC, no.
Chiquitos (Midnight Sun) NYC, no.
Chisford, Pete (Swing) NYC, no.
Cobey, Lew (White) NYC, h.
Cocco, Gabriel (Ambassador) NYC, h.
Cole, Lester (Hollenden) Cleveland, h.
Collins, Jean (808 Club) Chi, no.
Collins, Bill (Chi) NYC, no.
Colonna, The (Yacht Club) NYC, no.
Comfort, Vaughn (Jimmy Kelly's) NYC, no.
Constock Frances (One Fifth Ave.) NYC, h.
Conn, Irving (Casa Manana) NYC, no.

D
Dennis, Dorothy (El Rio) NYC, no.
De Wolfe, Billy (Mayfair) Boston, no.
DeLion, Ernie (International Casino) NYC, no.
DeLion & Helen Virgil (El Cascho) NYC, no.
Diners (Midnight Sun) NYC, no.
Donahue, Walter (Village Barn) NYC, no.
Doris, Jenn (Geo. Washington) Jacksonville, Fla., h.
Doris & Valery (El Chico) NYC, no.
Dorsey, Tommy, & Band (New Yorker) NYC, h.
Douglas, Milt. & Co. (Paramount) Ft. Wayne, Ind., t.
Doyle, Buddy (State-Lake) Chi, t.
Dracken, Russell (Whirligig Top) NYC, no.
Drake, Blue (Swing) NYC, no.
Drew, 'Hotch' (Kit Kat) NYC, no.
Drayton Sisters & Jack (Turn-Verlin Club) Detroit, no.
Dunn, Jerry (Bungalow Cafe) Sacramento, Calif., no.
Duo des Adreans (Yumuri) NYC, no.
Durante, Jimmy (Chez Paree) Chi, no.
Dural, Ade (Lookout House) Covington, Ky., no.
E
Elaime & Barry (Drake) Chi, h.
Ellis, Marita (El Tobarin) NYC, no.
Ellis, John (Gay Nineties) NYC, no.
Ellis & Evelyn (Palomar) Los Angeles, no.
Emma & Henry (International Casino) NYC, no.
Emmy's, Carlton, Madwags (Colonial) Dayton, O., t.
Erica & Novello (Netherland Plaza) Cincinnati, h.
Estelle & Leroy (Radio City Rainbow Room) NYC, no.
Eton Boys (Century) Baltimore, t.
F
Fagan, Nutley (Village Nut) NYC, no.
Farrell, Bill (Place Elegante) NYC, no.
Fashionettes, The (Hilmore) NYC, h.
Faye, Frances (Casa Manana) NYC, no.
Feary, Steve (El Rio) NYC, no.
Feeley, Lois (Bungalow Cafe) Sacramento, Calif., no.
Fenton, Mildred (Yacht) NYC, no.
Ferguson, Bobby (Oriental) Kansas City, Mo., no.
Fejder, Johnny (Plaza) San Antonio, Tex., h.
Fields & Burns (Orpheum) Reading, Pa., t.
Fiske, Dwight (Savoy-Plaza) NYC, h.
Finch, Bob (Park Central) NYC, h.
Florenton, Consuelo (Chateau Moderne) NYC, no.
Ford, May (Swing) NYC, no.
Forrest, Helen (Lincoln) NYC, h.
Foster, Gee, Girls, Sixteen (Earle) Washington, D. C., t.

G
Gale, Judith (Fifth Ave.) NYC, h.
Gale, Ann (Whirligig Top) NYC, no.
Gale Sextet (Beverly Hills) Newport, Ky., no.
Gallagher, Ruth (Club Morocco) Troy, N. Y., t.
Garber, Jan. & Band (Shubert) Cincinnati, t.
Garner, Nancy (Midwood Grill) Brooklyn, N. Y., no.
Gavin, Margo (Edgewater Beach) Chi, h.
Gaynes, Lela (Club 181) NYC, no.
Gerritt, Paul (Casa Manana) NYC, no.
Gerrity, Julia (Maxim's) NYC, no.
Gilbert, Ethel (Radio Franks) NYC, no.
Gilbert, Bert (Harry's New York Cabaret) Chi, no.
Gilmore, Amelia (Wivel) NYC, no.
Gini, In the Moon (Lyric) Indianapolis, t.
Givoc, George (Casa Manana) NYC, no.
Gonzales & Menes (McAlpin) NYC, h.
Gory, Gene & Roberto (Fisher) Danville, Ill., 1-2; (Lyric) Indianapolis 4-10; (Shubert) Cincinnati 11-17, t.
Grace & Nikko (International) NYC, no.
Grauer, Bernie (Gay '90s) NYC, no.
Gray, Muriel (Edgewater Beach) Chi, h.
Gray, Jack (Park Lane) NYC, h.
Gray, Maxine (Drake) Chi, h.
Green, Al (Pioneer Hall) NYC, no.
Grey, Betty (Bismarck) Chi, h.
Grogan, Willie (181) NYC, no.
Grydenkrone, Baron (Wivel) NYC, no.

Acts-Units-Attractions Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATION OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Continental Thrillers (Boulevard Tavern) Elmhurst, L. I., no.
Cook & Brown (Kit Kat) NYC, no.
Cook, Torchy (Yacht Club) Chi, no.
Cooper, Adra (Jimmy Kelly's) NYC, no.
Cooper, Eddy (Kit Kat) NYC, no.
Corlies & Palmer (Queen Mary) NYC, re.
Corwall (Balschki) Hollywood, no.
Cordova, Angelita (Troscadero) NYC, re.
Cortes & Malda (Yumuri) NYC, no.
Coy, Johnny (Beverly Hills) Newport, Ky., no.
Cramer, Stuart (Hollenden) Cleveland, h.
Crane, Ford (Leon & Eddie's) NYC, no.
Crane Twins (Waldorf-Astoria) NYC, h.
Crawford & Caskey (Biltmore) NYC, h.
Crocker, Mel. & Band. (The Tavern) Stouenville, O., no.
Crump, Pleasant (Glass Hat) NYC, no.
D'Amore & Anita (International Casino) NYC, no.
Dahl, Sonny & Shirley (Yacht) NYC, no.
Dandridge Sisters (Cotton Club) NYC, no.
Daniels, Jean (Plantation) NYC, no.
Daniels, Eddie (Columbia Rest) Tampa, Fla., no.
Danise (Village Casino) NYC, no.
Dario & Diane (Casanova) NYC, no.
Darrel, Dorothy (Midnight Sun) NYC, no.
Darrow, Chick (Village Nut) NYC, no.
Daske, Yasha (Russian Art) NYC, t.
Davis, Johnny (Strand) Brooklyn, t.
Dawson, Lillian (Zimmerman's) NYC, re.
Day, Gloria (Paradise) NYC, no.
De Angelo & Poeter (Casino De La Plaza) Havana, Cuba, no.
Dean, Laura (Village Barn) NYC, no.
DeCamp, Ronnie (Old Roumanian) NYC, no.
De Cruz (International) NYC, no.
De Janette, Renee (Ambassador) NYC, h.
Dehahny Sisters (Mar's) Germantown, O., no.
DeHondo & Barry (Corso) NYC, no.
De Thury, Ilona (Tokay) NYC, re.
Denning, Ruth (Yacht Club) Chi, no.

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

H
Haakon, Paul (Capitol) Washington, t.
Haal, Vera (Dorchester) London, h.
Haines, Tate & Simpson (Leon & Eddie's) NYC, no.
Hale, Chester, Girls (Pal.) Chi, t.
Hale, John (El Hat) Chi, no.
Hale's, Theater, Capitol Dancers (Capitol) Washington, D. C., t.
Hall, James (Melody Club) Union City, N. J., no.
Halliday, Billy (Lincoln) NYC, h.
Hammond, Earl P., Eskimo Troupe (Ice Palace of 1937) Atlantic City.
Handy, W. C. (Cotton Club) NYC, no.
Harold & Lola (International Casino) NYC, no.
Harper, Lois (Chez Paree) Chi, no.
Harrington, Pat (Club 181) NYC, no.
Harrison, Spike (Gay '90s) NYC, no.
Hart, Earl (Boulevard Tavern) Elmhurst, L. I., no.
Hartman, The (Plaza) NYC, h.
Hathaway, Betty (Capitol) Atlanta, t.
Hawkins, Sid (Jimmy Kelly's) NYC, no.
Hayward & Allen (Le Ruban Bleu) NYC, no.
Healey, Eunice (Capitol) Washington, t.
Heathen, Boyd (Pepper Pot) NYC, no.
Heldt, Horace & Orch. (Strand) NYC, t.
Heldt, Florence (Queen Mary) NYC, re.
Higgins, Danny (Jimmy Kelly's) NYC, no.
Hillegarde (Colony) Chi, no.
Hill, Florence (Plantation) NYC, no.
Hilliard, Jack (Royale Prolica) Chi, no.
Hooper & Shyne (Rancho San Pablo) El Cerrito, Calif., no.
Horrlick, Johnny (El Tobarin) NYC, no.
Hope, Jean (Boulevard Tavern) Elmhurst, L. I., no.
Houston & Harder (Stevens) Chi, h.
Hutcheon, Wanda, Girls (Harry's New York Cabaret) Chi, no.
Howard, Joseph (Bill's Gay '90s) NYC, no.
Howard, Joe (Casa Manana) NYC, no.
Hubert, John (El Rio) NYC, h.
Hudson, Dean, & Band (Harvey) St. Paul, h.
Huston, Eddie (Le Ruban Bleu) NYC, no.
Hutchinson, Hal (Biltmore) NYC, h.
Hutton, Betty (Casa Manana) NYC, no.
I
Ink Spots, Four (Bennett) Birmingham, N. Y., h.

J
Jackson, Stone & Reeves (Cobolmo's) Chi, no.
Jackson, Jigsaw (Cotton Club) NYC, no.
Jackson, Harry (Paradise) NYC, no.
Jackson & Blackwell (Hertshire Lobby) Chi, h.
Janet of France (Janet of France) NYC, re.
Jans & Lynton, with Frank Brooks (State-Lake) Chi, t.
January, Pepper (Hollywood) NYC, no.
Jarvis, Elaine (Cavalier) NYC, no.

Jarvis, Johnny (Fifth Ave.) NYC, h.
Jarvis, Sam (El Regis) NYC, h.
Jayne, Estelle (Fifth Ave.) NYC, h.
Jimmie & Nora (Village Casino) NYC, no.
Johnny & Cecily (McAlpin) NYC, re.
Johnson, Max (Cotton Club) NYC, no.
Jones, Owen (Loewe's) NYC, re.
Joys & Maravilla (El Chico) NYC, no.
Juanito (Cascho) NYC, no.

K
Kabloah (Kit Kat) NYC, no.
Kalmus, Ste (Royale Prolica) Chi, no.
Kamin (Cobolmo's) Chi, no.
Kapelova, Klavdia (Russian Kretschma) NYC, no.
Karavaeff, Simon (Russian Kretschma) NYC, no.
Kawit, Ben (Place Elegante) NYC, no.
Kay, Herbie, & Orch. (Earle) Washington, t.
Keay, Danny (Dorchester) London, h.
Keene Twins, Vic & Lamar (Tower) Kansas City, Mo., t.
Kelly, Paula (Rainbow Room) NYC, no.
Kelley, Billy (El Rio) NYC, h.
Kendall, Ledy (Hertshire) NYC, no.
Kenney, Billy (Cortes) El Paso, Tex., h.
Kent, Beatrice (Dorchester) London, h.
King, Charlie (Butler's) NYC, e.
Korova, Natalia (El Cascho) NYC, no.
Koroff, Alexis (International Casino) NYC, no.
Kramer, Leon (Zimmerman's) NYC, re.
Kreis (International Casino) NYC, no.
Krupa, Gene, & Band (Palomar) Los Angeles, h.

L
Ladd, Hank (El Hat) Chi, no.
Ladd, Jerry (Red Gables) Indianapolis, no.
Laird, Grace (Circus) Cleveland, h.
Lane, Jackie (Merry-Go-Round) Canton, O., no.
Lane & Carroll (Knox House) NYC, h.
Lauroux, Mita (Penthouse Club) Sioux City, Ia., no.
Law, Mildred (Casa Manana) NYC, no.
Lawton, Reed (Armando's) NYC, re.
Le Baron, Karre, Trio (Royale Prolica) Chi, no.
LeMures, The (College Inn) Chi, no.
Lee, Bob (Wivel) NYC, re.
Lee, Joe & Betty (Copa Cabana) Rio de Janeiro, h.
Lee, Dorothy (University Grill) Albany, N. Y., no.
Lee, Marva (Happy's) Glendale, L. I., no.
Leeds, Lois (Monte Carlo) NYC, no.
Legg, Harris (Pan-Pacific Rink) Los Angeles, a.
Leonard Sr., Eddie (Beverly Hills) Newport, Ky., no.
Leonard, Harold (La Marquise) NYC, no.
Les Cristiani (International Casino) NYC, no.
Lester, Ted (Wivel) NYC, re.
Leslie, Frances (Cavalier) NYC, no.
Lester & Irma Jean (Nixon's) Pittsburgh, a.
Lester, Dorothy (El Regis) NYC, h.
Lewis, Ann (Old Brick) NYC, no.
Lewis, Ted, & Band (Beverly Hills) Newport, Ky., no.
Lewis, Texas Jim (Stanley) Pittsburgh, t.
Lepton, Jack (Lido) Youngstown, O., no.
Levine & Owen (Village Casino) NYC, no.
Libuse, Frank (Casa Manana) NYC, no.
Lit, Bernie (Melody Club) Union City, N. J., no.
Little Jack Little & Band (Orph.) Memphis, t.
Logan, Edis (El Yumuri) NYC, no.
Lonsa, John (Variety Hall) Portland, Ore., no.
Long Jr., Nick (Dorchester) London, h.
Long, Avon (Plantation) NYC, no.
Lorraine & Eddie (Geo. Washington) Jacksonville, Fla., h.
Los Arteses (Yumuri) NYC, no.
Los Martinos (Yumuri) NYC, no.
Loy, Thida (Gladstone) Casper, Wyo., h.
Lyte, Rose & Ray (Rancho San Pablo) El Cerrito, Calif., no.

M
McArthur, The (Boulevard Tavern) Elmhurst, L. I., no.
McCowan & Mack (Pan-Pacific Rink) Los Angeles, h.
McKenna, Joe & Jane (Earle) Phila, t.
McKenna, Mae (Casanova) NYC, no.
McMahon, Larry (Village Casino) NYC, no.
Mack, Billy (Griss) NYC, no.
Mack, Miriam (Cavalier) Baltimore, t.
Madison, Rudy (Gay Nineties) NYC, no.
Manno & Stratford (Bismarck) Chi, h.
Makarenko, Daniel (Rainbow Inn) NYC, re.
Maniake, Three (Village Casino) NYC, no.
Mann, Marion (Bismarck) Chi, no.
Mannara, Dorothy (Cavalier) NYC, no.
Manning, Marion (International) NYC, 20.
Mara (Old Roumanian) NYC, no.
Marco & Marsha (Jung) New Orleans, t.
Margot (Tokay) NYC, re.
Marin, Paul (Midnight Sun) NYC, no.
Marina & Norma (Tokay) NYC, no.
Marino & De Voul (Geo. Washington) Jacksonville, Fla., h.
Marjono & Michael (Radio City Rainbow Grill) NYC, no.
Martin, Tommy (Palmer House) Chi, h.
Martelli, Mire (Gamscock) NYC, re.
Martin's, Pepper, Madcats (Colonial) Dayton, O., t.
Marvey, Gene (Warwick) NYC, h.
Marvon, Philip (Plantation) NYC, no.
Masters (Cavalier) NYC, no.
Maurice & Cordova (New Yorker) NYC, h.
Maurice & Marjoe (Chez Paree) Chi, 20.
Maughet, Irene (181) NYC, no.
May, Bobby (Dorchester) London, h.
Mayfield, Katherine (Le Mirage) NYC, no.
Mayo, Shirley (Cavalier) NYC, no.
Meadows, Frankie (Butler's) NYC, e.
Meroch & Merovia (Tivoli) Juarez, Mex., no.
Michon, Michel (Russian Kretschma) NYC, no.
Mignone (College Inn) Chi, no.
Miller, Ann (Paramount) NYC, t.
Miller, Edna (Griss) NYC, no.
Miller, Beth (Roumanian Village) NYC, no.
Minor & Root (Ambassador) NYC, h.
Mitchell, Shad (Club 181) NYC, no.
Mitchell-Hedges, Dorothy (Village Nut) NYC, no.
Molde, Jean (Harry's New York Cabaret) Chi, no.
Molina, Carlos, & Band (Colonial) Dayton, O., t.
Monroe, Fred (Half Moon) NYC, no.
Monty, Max (Cavalier) NYC, no.
Moore, Nora (Yumuri) NYC, no.
Moody, Gertrude (Village Brewery) NYC, no.
(See ROUTES on page 58)

Reviews of Units

"Oddities of 1939"

(Reviewed at the Capitol, Atlanta, Sunday Evening, October 16)

With the possible exception of Hollywood Hotel Rense, which hit Atlanta last winter, Solie Childs' *Oddities of 1939* is the best stage presentation locals have seen in the past year. Well conceived, music perfectly scored by John Waters, routines by Elizabeth Graves, the unit is of highest caliber. Past yet smooth and well timed, all the acts are well received by an audience which has become unaccustomed to such entertainment.

Featuring Ruth Morgan, the show opens with a Russian chorus number followed by Milo Ventura, juggler. A clever chorus number burlesquing *I-Ticket* is well done and well received. The Three Drunks, smart trio of two girls and a boy, do some fine tumbling and knockabout work. Florence King, "Jitterbug Toe Specialist," follows. Two Tymites (Lee and Lydia Donley), with a sophisticated soft-shoe routine, make the watching well worth while, with Annette DuBois following in a different fan dance.

Harry Shannon Jr., monologist, is amusing. Bill is wound up with a big-time three-bar act by the Wells Brothers, three nice looking chaps who really know their "sawing." One of the best acts seen in years.

John Waters' Floridians share the band wagon with Enrico Lelide's Capitollans. Screen offering is *Sky Giant*. Johnny Clarke.

Dan Fitch's "Jitterbug Jubilee"

(Reviewed Wednesday afternoon, October 19, at the James Theater, Newport News, Va.)

Giving authenticity to its name, Fitch's new show features a specialty dance by Jane Williams and Frank Murphy and a seven-girl line that makes up in pep and good looks what it lacks in precision. Whole show, the small and unpretentious, is zestful, fast and youthful.

Outstanding, along with the Williams-Murphy combine doing their wily interpretation of the jitterbug, are a smooth trio team, Clayton and Phillips, who draw a fine hand when man balanced girl standing on one foot in palm of his hand at arm's length over his head. Bob Fisher, member of the show's orchestra, who doubles as a magician, also a standout. Fisher's pantomime helped earn him heavy applause.

Turk McBee Jr., personable young rhapsodist-tapper, who has been here many times before, goes thru it all in bored fashion, while a shawl dance by the chorus offers nothing in the way of novelty. The show is decidedly weak on comedy, the one skit offered being laden with puns of the most rancid type. Five-man stage orchestra performs in satisfyingly restrained fashion.

Werner Twyford.

Fox, Detroit, May Drop Vaude

DETROIT, Oct. 29.—Fox Theater, Detroit's largest, may soon drop vaude, leaving the town without flesh as far as major houses are concerned. Best available flesh spot would then be the Colonial, booked thru Sol Berns, playing such names as Phil O'Sway, but badly handicapped by lack of available films. The Fox move would be based on a choice between double bills and straight flesh as draws. Acts for the house come high, with a team like Burns and Allen asking about \$10,000, for instance. At the same time some of the highest priced shows of the year, such as Guy Lombardo, draw some of the poorest grosses.

A detailed survey of available film product will probably be made before the decision and if enough good acts with box-office appeal are available at fair rates the house will probably continue with its flesh policy.

Heidelberg Roof Opens Season

JACKSON, Miss., Oct. 29.—The Heidelberg Roof, with Layton Bailey and band and a floor show of four acts, has opened. Spot is managed by Bradley Butcher. Booking thru MCA. Name bands promised for the year round.

Mrs. F. D. R. Billed

BOSTON, Oct. 29.—Mrs. Franklin D. Roosevelt got top billing in the Benny Ginsburg Club Mayfair nitery ads in local sheets as discoverer of Roberta Jonay, danseuse.

Oriental, Chi, Resumes Nov. 18; State-Lake Thru

CHICAGO, Oct. 29.—Oriental Theater, former Balaban & Katz house leased by Jones, Linick & Schaefer here last week, reopens November 18 with the flesh policy now in effect in the J&L&S State-Lake. The latter house is being relinquished to the B&K chain, which, reportedly, will transfer its Roosevelt Theater picture policy there. The Roosevelt will be turned into an office building.

Oriental will change bills weekly, using a house ork and five acts booked thru the Billy Diamond office, which is servicing the State-Lake. New management acquired the house under a 25-year lease, paying \$150,000 in rent yearly. This compares with the \$210,000 yearly fee paid by B&K, which lost house and equipment thru a forfeit clause and is still in arrears for six months' rent.

B&K closed the Oriental late in May after operating it for 12 years. With the chain operating the Chicago, located across the street from the State-Lake, it does not deem it advisable to continue the newly acquired property with a flesh policy which would prove direct competition. Roosevelt, operating under a high nut, has been a veteran money loser. Should the State-Lake fail to show any bright returns with the Roosevelt's single-feature policy it is figured the chain may switch to double bills or institute some new set-up with a tie-up of some outside operator.

Spokane House Adds Vaude

SEATTLE, Oct. 29.—New policy of the Post Theater, Spokane, for the winter adds vaude to two feature films. Headlining the return of acts is the Mystic Yogi Yorgesson, formerly with Al Pearce's radio troupe.

Asbury's Paramount Dark

ASBURY PARK, N. J., Oct. 29.—Walter Reade's Paramount Theater here is temporarily closed. It will reopen November 21.

Garr, Skelton, Lamb Head First Robitschek Bill

NEW YORK, Oct. 29.—Kurt Robitschek's three-a-day vaude at the New York Palladium (formerly the Broadway Theater) is tentatively set to open November 21. Shows will run four weeks each.

Talent line-up for the first presentation includes Eddie Garr, Steve Geray, Gil Lamb, Red Skelton, Bernice Stone, Rosetta Ortega, Al Gordon and Dogs, Inez Courtney, Gilbert Brothers, Ming and Toy, Barry Brothers, Clyde Hager, Oxford Boys, Darlene Day, Cass, Owen and Topsy, Aris Andrews, Lorraine and Rognan, Kim Loo Sisters, 24 Chester Hale Texas Comets and Whyte's Lindy Hoppers. Robitschek has also been dickering for Herman Bing for the first or second show.

George Banyal, formerly of the Ed Small office in Los Angeles and Robitschek's former associate in Europe, will again be associated with the producer as assistant managing director of the house.

AFA Hits Back at Boss "Propaganda"

SAN FRANCISCO, Oct. 29.—American Federation of Actors took stock of itself after hearing its organization both praised and warned by Ralph Whitehead, AFA executive secretary, at a membership meeting here last Thursday.

Apparently defending attacks on international officers, Whitehead reviewed the difficulties the leaders had in bringing the organization to its present strength and stressed the aid received from American Federation of Labor officials.

He referred to "malicious propaganda from managerial sources" that had attempted to kill off labor leaders in the amusement game and warned the members that the stronger the organization got, the more vicious this propaganda would become in "an ever-increasing effort to belittle your union."

Meyer Lewis, personal representative of William Green, complimented the union but warned that it was "still in the baby stage" and must not expect to get everything wanted in a day or a month, or perhaps in years. "Do not forget your responsibility to local, State and international affiliates," he said.

The meeting was presided over by Al Smith, local AFA rep. Sally Rand, introduced as an AFA executive council member, spoke briefly on the aims and

It's Such Fun, Dears

NEW YORK, Oct. 29.—To publicize his establishment, but more likely to appease a certain ambiguity of mind that the animal actually exists, boniface Frank of Le Coq Rouge, New York, is instigating a "Debutante Amateur" Night at his salon saloon. Contest, to decide Gotham's foremost debutante entertainer, is open to all debutantes of this or any season. And the prize, my dear, will be a contract to crow at Le Coq Rouge.

Can you imagine how some of the girls will sharpen up on their scales and the rest sharpen up their claws? And how careful they must be in whose house they have that afternoon tea?

And this is supposed to be season for the return of flesh. Better make it flash.

Warner, Musicians Lock on New Pact; Strike Threatened

PHILADELPHIA, Oct. 29.—Negotiations between Warner Brothers and the musicians' union for next year's contract has hit an impasse.

The chain wants to abandon the orchestra at the Fox Theater, used solely for overtures. It has also tried to get the union to consent to cut its number and wages. The band now consists of 20 regular members and 15 overture men.

If Warner tampers with the Fox orchestra the union threatens to call a strike and throw picket lines around every theater in the chain, as it did two years ago.

The union also demands that Warners have bands in nabe houses three days a week instead of only twice weekly and add vaude to two more neighborhood houses.

Akron Clubs Show Upturn

AKRON, O., Oct. 29.—Tony Mastino's Merry-Go-Round has returned to its night club policy, using consistent floor-show talent and dance bands. Current are Jackie Lane, Princess Wanda, Valdo and Yvette, Mildred Kelly and Ange Lombardo's Band.

Blue Willow Inn, suburban spot, operated in recent years as a private club, bows in as a night club with floor show and dance band. Hollywood Gardens is using floor-show talent every week.

principles of the organization. "I advise you to read up on the labor movement," she told the members.

More Houses Revealed as Playing Vaudeville

NEW YORK, Oct. 29.—The list of 250 vaude theaters run in the October 22 issue of *The Billboard* has attracted letters and calls from bookers seeking to augment and correct the list. Harry Biben, Philadelphia indie booker, points out that the five Philly week-end houses listed under Harry Mayer's name (Warner booker) are really being handled by him. Houses are the Allegheny, Frankford, Kent, Alhambra and Oxford. Biben is booking five other houses also.

Frank Wolf, also a Philly indie booker,

says he is booking the Roth Valley circuit of six houses in Virginia, using occasional units, and also booking York and Altoona, Pa.; Milford, Del.; Roanoke, Va.; Lewistown, Pa., and Salem, N. J.

Also, since the list was run the following houses have postponed vaude: Ralph, Reading; Egyptian, Bala, Pa.; Colonial, Philadelphia; Dante, Philadelphia.

On the other hand, West Coast agents are augmenting their vaude bookings. Paul Savoy, in Los Angeles, is sending out more units into a growing list of houses.

In Providence the Playhouse opened with split-week vaude October 12, competing with Fay's, then temporarily closed due to the hurricane. Fay's reopened last week.

In other cities units continue to pick up spot bookings in houses that have rarely or never played stage shows. On all fronts unit advance men and indie bookers report theaters more willing to listen "to reason" than ever before.

The following list supplements the October 22 issue list:

Academy of Music, Lebanon, Pa.	Three days (vaude)
Lyric, Allentown, Pa.	Week-ends (vaude)
Criterion, Bridgeton, N. J.	Three days (vaude)
Booking Affiliation Indefinite	
Tabor, Denver,	Friday-Sunday
Broadway, Mt. Pleasant, Mich.	Week-ends
Casino, Mobile, Ala.	Friday-Sunday (five acts)
Kimbo, Albuquerque, N. M.	Spot bookings
Modern, Brockton, Mass.	Units
James, Newport News, Va.	Spot bookings (units)
Family, Batavia, N. Y.	Week-ends (five acts)
Paul Savoy, Los Angeles	
Denham, Denver,	Full week (units, spot bookings)
Orpheum, Oklahoma City,	Full week (spot bookings, units)
Sol Berns, Detroit	
Colonial, Detroit,	Full week (vaude)
Empire, Windsor, Ont.	One day (vaude)
Rialto, Flint, Mich.	Three days (vaude)
Prolic, Midland, Mich.	One day (vaude)
Strand, Alma, Mich.	One day (vaude)
Michigan, Saginaw, Mich.	Three days (vaude)
Wyandotte, Wyandotte, Mich.	Three days (vaude)
Dave Stern, New York	
Majestic, Perth Amboy, N. J.	Wednesday (five acts)
A. & B. Dow, New York	
Loew's Globe, Bridgeport, Conn.	Sunday (name acts, and bands)
Lou Walters, Boston	
Playhouse, Providence,	Split week (units, vaude)
Frank Wolf, Philadelphia	
York, York, Pa.	Spot bookings (units)
Strand, Altoona, Pa.	Units
Plaza, Milford, Del.	Units
Roanoke, Roanoke, Va.	Units
Embassy, Lewistown, Pa.	Spot bookings (units)
Palace, Salem, N. J.	Units
Harry Biben, Philadelphia	
Allegheny, Philadelphia,	Friday-Saturday (vaude)
Frankford, Philadelphia,	Friday-Saturday (vaude)
Kent, Philadelphia,	Friday-Saturday (vaude)
Alhambra, Philadelphia,	Friday-Saturday (vaude)
Oxford, Philadelphia,	Friday-Saturday (vaude)
Hollywood, Atlantic City,	Three days (vaude)
Norris, Norristown, Pa.	Week-ends (vaude)

Paramount, New York

(Reviewed Wednesday Evening, Oct. 26)

Raymond Scott Quintet, Mark Warnow's Orchestra, Maxine Sullivan, Wences and Ann Miller, dancer make a strong paper line-up for the current Paramount show.

Somehow the entertainment delivered doesn't seem to muster quota. Acts are all good, the brothers Warnow (Scott is Harry Warnow) are first-grade musicians and their respective units are fine. Wences has a sock act for any kind of spot; Miss Miller is a personable young lady and a good hooper, and Miss Sullivan chants her rhythms in her customary style; but there's something missing. Mainly, that something is showmanship. The musical portions of the show are not sold strongly enough, largely due to the two leaders and probably pardonable, since it is Mark Warnow's first stage appearance of any kind, and Scott only preceded him in an in-person appearance by a few days. Scott group opened at Le Mirage last week. Scott, especially, appears timid on the stage and in his brief mike announcements. It's unfortunate that the showmanship which contributed to his somewhat bizarre music and its titles isn't extended to in-person appearances.

Warnow, with a big band, 17 pieces, including tympani (probably the first since the Paramount started its band policy), gives out swell music, also occasionally a little too brassy. He'd probably please the Paramount trade more if he gave out more swing, substituting a gut bucket number for the *Tia Juana* bolero. Incidentally, the band does top-notch swingeroo in backing up Miss Sullivan. Arrangements might either be Warnow's or Miss Sullivan's mentor's, Claude Thornhill.

Miss Miller, from pix, does two good tap numbers and gets off strongly. Wences has an entrancing act, using his hand as the head of his ventriloquist's dummy, as well as another voice for a phone conversation and two more for a dummy hidden in a box. Uses one voice when the box is open, another when closed. Act is liberally sprinkled with laughs, and Wences certainly should have done an encore.

Miss Sullivan does the expected in *Aussie Laurie* and *Loch Lomond*, her first and third numbers. Second was *St. Louis Blues*, which she does in a forthcoming pic of the same name. Get-off tune, *You Go to My Head*, is not her mother. House gave her a sterling reception. This reviewer couldn't join in, failing to see anything exceptional in the delivery or voice—which is pleasing, tho. Arrangements are the key to the success.

Scott quintet (there are six in the group and not five), did the leader-composer's *Powerhouse*, *Siberian Stetphids*, *Twilight in Turkey* and *Toy Trumpet*, latter with Warnow leading the combined unit. *Trumpet* also brings back Miss Miller for a military tap on top of a piano. It's a rousing finish.

Men With Wings is the picture, a dis-

ting disappointment. Stage show will have to bring in bulk of the trade. Business good opening night.

Jerry Franken.

Chicago, Chicago

(Reviewed, Friday Evening, October 28)

Orrin Tucker changed around his display of wares in his second week here and the goods, thanks to a higher degree of variety, carry a greater sales punch. First, his band added a couple of straight musical numbers, timely played, and, secondly, he gives the customers the most of what they want.

He has a great bet in Bonnie Baker, featured vocalist, who is naturally sweet and delivers songs in such a coy manner and with such little effort that she is highly acceptable. Can stay on as long as time permits.

His band opens with a light version of Bachmininoff's *Prelude in C Sharp Minor*, and the Bailey Sisters, swing song team, follow with *Pocketful of Dreams* and *Erectly Like You*. Then Orrin bats the boys thru a medley of softly played tunes, winding up vocally with *Heart and Soul*. The Glee Club masses for *Donkey Serenade*, old but still tolerable, and his lighted notes novelty is in for a deserved encore.

Closes the show with a Halloween party hodgepodge that spans the country for melodies typical of local areas.

The two outside acts, changed from last week, comprise the scintillating dance work of Sunnie O'Dea and the nonsensical team of Shea and Raymond. Sunnie is a beautiful and lively tapping personality who puts across a couple of numbers with ease and earns very favorable returns. Shea and Raymond continue with their eccentric dancing, which is good sight comedy and is continually amusing due to a good number of funny bits of business that are sandwiched in handily during their cut-ups.

Business good first evening show opening day. On screen, *The Sisters* (Warners), with Bette Davis.

Sam Honigberg.

State, New York

(Reviewed Thursday Evening, Oct. 27)

Making his third return trip to this house within the year, the dependable Rudy Vallee has brought in another of his units, as dependable for entertainment as ever. Altho Vallee has sponsored some of today's greatest entertainers, the smooth-working self-effacing showman does not always have proved talent to bolster his offerings. He can dish out as pleasant an hour of diversion as can be had with prac-

tically no "names" outside of his own, and this is one of the tunes.

His present group includes, besides his band's Gentlemen Songsters, Vic Hyde, Bob Neller, Ames and Arno, Caryl Gould and Doris Dupont.

Following an opening by Vallee, assisted by the harmony blendings of the Gentlemen Songsters, a dark little Miss, Doris Dupont, steps out for some fast and differently rouined tap. Vallee again interpolates a vocal, this time a novelty with a comedy twist, based on *Let's Do It, Let's Fall in Love*, and then Bob Neller continues with his ventriloquial offering, which for lack of a better comparison is every bit as good as the Bergen-McCarthy combo, after which it is obviously stylized. Neller, moreover, has several strong bits entirely his own, particularly his non-labial Peter, Piper recitation, a little godeling and a bit with Vallee, which contribute greatly to his show-stop.

Caryl Gould is one of the loveliest singers to come under the Vallee aegis, a wing that has harbored such stars as Dorothy Lamour and Alice Faye. Her vocal accomplishments can be somewhat less critically dealt with if they do not measure up to the excellence of her person. The slow-tempoed, *You Go to My Head*, she sang thru successfully after a little difficulty staying on key, but a faster pop number that followed was entirely satisfactory. Combination possessed by the young lady, however, should spell more than average success.

Ames and Arno, in a fast and furious knockabout act, are a decided hit, displaying a fresh sense of comedy and not a small amount of originality. Their patter, too, is generally of a good grade. On their recall the girl does a short but comical burlesque fan dance.

Vic Hyde, who has gained some recognition as a one-man band and who is forever trying to shunt the spotlight to his home town, Niles, Mich., offers his usual display of versatility on a conglomeration of instruments very handily and makes the most of his homely, check-in-mouth cracks. His closer of blowing three trumpets simultaneously and playing three different parts of *Sleep* is good for a hefty send-off.

Vallee is excellent in a new dramatic recitation, *Where To*, which he uses as a finale. He credits himself and Jack Osterman for the piece.

Screen offers *Too Hot To Handle* (MGM). House full for last show.

George Colson.

Paramount, Los Angeles

(Reviewed Wednesday Afternoon, Oct. 26)

Rube Wolf and house ork do a lay-off this week, and Floyd Ray and his septa swingers take over in a show that is billed as *The Battle of Swing*. Show opens with Panchoettes doing a dance called *Paris in Swing*, a precision number that goes over well, with a femme, a dead ringer for Joan Crawford, stepping out of line to do lyrics over the mike.

Betty Atkinson, formerly with Fred Waring, does a tap number while twirling a baton. She's a looker and fills the spot nicely. Climax finds the gal doing splits while handling a pair of batons.

Floyd Ray and 14-piece ork more up front on stage and open their part of show with a sizzler. Three septa femmes, Ivy, Vern and Von, take care of the vocals. Next number was *Jammin' the Blues*, with Ivy doing the warbling. Featured here is Granville Young, who really takes a ride on the trumpet. The number had all the essentials of swing but was too loud, due partly to faulty mikes in the theater. The glee club, comprising the entire band with the femmes, did *Day Is Done* very nicely in contrast to the swing stuff.

Right back into the heat found them doing *St. Louis Blues*, with Ivy, Vern and Von spotted in with a clarinet player, the latter getting the band on this. He is a long-note holder and is supposed to have established some kind of record. He hangs onto one note during the entire piece.

The Danwills do an acrobatic act that is tops. Using a teterboard, one of them does backflips, landing on the shoulders of the top man of a three-man-high pyramid. One of the Danwills backflips across stage and lands on top of a three-high pyramid without use of a springboard.

Three teams of colored jitterbugs come on next, giving the audience the jitter. Their antics go fine for a few

minutes, but repetition of the same old thing makes it dull.

Ray's Ork closes the show with a hot number. Floyd Ray himself has nice personality. His band shows promise as a swing outfit but could not show off to best advantage here. Spotted in a tarp spot, the outfit should be socko.

Dean Owen.

Music Hall, New York

(Reviewed Thursday Evening, Oct. 27)

In its autumnal party dress, Radio City's pride and joy delivers a short and novel stage show wherein the extraordinary luminous effects by Stroblite lend distinction to three of the acts brought in to supplement Music Hall's own Rockettes, ballet and glee club.

Sylvia Mason and Co. tee off elegantly. Working with three stalwart men, Miss Mason's eight minutes of adagio dancing easily falls into the bravo category. Theme *Woodland Nocturne* was well supported by a lavish Bruno Maine setting.

Complete house blackout introduces Yotchi Hirakoa's xylophone number. In keeping with the Halloween spirit, the Japanese master and his instrument appear as illuminated skeletons for this *Musical Bones* which packs entertainment. Similarly, trick lighting on the Rockettes produces headless dancers and unrelaxed arms and legs jerking in the dark as *Sympocoped Spooks*. It's a swell kid attraction.

At the *Sound of the Horn* assembled the whole Glee Club in the traditional scarlet habits of the English hunt. *Stinging of A Hunting We Will Go* was a treat. James Morrison acquitted himself soiling. In matching ensemble, the Corps de Ballet toe a dull routine before retiring to fill up the empty spaces in the hunting scene, while Jay and Lou Sellar offer smart soft-shoe dancing and a humorous novelty on skilike contraptions.

Weak draw of the accompanying picture, *Dr. Kildare*, is the only logical reason for a half-empty house at the last show.

Sylvia Weiss.

Fay's, Providence

(Reviewed Friday Evening, October 28)

For more than 20 years this house has been Providence's stronghold of variety. Just reopened after a forced month's shutdown for repairs from damages resulting from the hurricane and flood which inundated the stage and orchestra pit, the house is again enjoying big business.

Opening the current bill, booked thru Amalgamated, New York, is a novelty *School Days* overture by Joe Spanzani and his 10-piece house orchestra, music being combined with comedy dialog as

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the musicians exact kids answering the teacher's roll call.
First act is a novelty, the Two Funks, males, who work on a four-foot square platform 12 feet high, balancing on a board laid across a free-rolling cylinder, also on a smaller square of planking and atop a silvered bowling ball. Act's equipment and dress is in itself sufficient to make the act a flash, while the unusualness of the offering cinches good applause.

Dave Seed's mugging and hokum reuse plenty of guffaws. Assisted by red-haired Lillian White and Jack Janis, straight, it's Seed's work that puts the turn across.

Frank Rande and Co. follow with a canine-juggling offering. Rande does the juggling, with a femme in bellboy uniform bringing on the pups and paraperthalia. A small terrier is employed in the usual manner, only novelty being juggling of the pup on its forelegs on a paddle held by Rande in his mouth. Then woman lugs in a large collie, which looks to weigh not less than 30 pounds, and be too in balanced on his forepaws by Rande on his chest, hands, etc.; a clever demonstration of dog training.

Slim Timblin, doing the same darky preacher monolog he has used for years, has no trouble putting it across for laughs, closing with the "wedding" of an unprogrammed pair in burnt cork.

The Six Honeyes close. The troupe has revised its act since last appearance here, opening now with acrobatic dancing, girls in black satin gowns and boys in full dress. After a bit of sextet tapping trio of two boys and a girl continue the terpsichore briefly before troupe goes into its tumbling and one and two-high shoulder-stand catches. Finish, one in one, sends act off to good hand.

Current screen offering, *Wives Under Suspicion*, starring Warren Williams and Gail Patrick. Charles A. Ross-Kam.

sum total stacks up as abundant and pleasing entertainment.

Jans and Lynton open with a variety dance act, interspersed by Frank Brooks with some intricate tap-acro work. While turn has been around for years, it still measures up favorably because of versatile and flashy routines.

Buddy Doyle, black-face impressionist, stands out with a durable voice that puts across his carbons of Amos and Andy and his sock Eddie Cantor. A comparative letdown for his type of act is his serious defense of *The Stooge*, but later on his satire of *Mesuro*, *Meesiro* builds into a strong exit hand.

Jean Carroll and Buddy Howe, one of the smoothest talk acts caught here in months, scored this time just as heavily as they did at the Palace some weeks back. Have a flowing line of patter that is clean and really funny. Miss Carroll carries most of the load with fine line delivery that ought to make her a candidate for either a radio or Broadway show assignment.

Marc Ballero, a new impersonator here, started off weakly with a strained take-off of the President but soon redeemed himself with a long number of characters that mounted in quality of duplication. Unusually good are his Ed G. Robinson, Beery, Artiss and a *Shadow* sketch.

The Three Sophisticated Ladies earned legitimate laughs with their familiar knockabout turn that has its share of falls, slips and the usual horseplay. And the kids aren't bad lookers either.

House line comes in midway for a waltz and winds up the bill with a brief-costumed strut. On screen, *Speed To Burn* (20th-Fox).

Good downstairs and fair balcony trade first show opening day.

Saw Honigberg.

Coliseum, London

(Week of October 17)

Vaude policy continues to attract here, but there still remains the old cry of an absence of new headliners. Sir Oswald Stoll has not introduced a single new top "name" since this ace house reverted to vaude. Nevertheless business is good and the programs are well received. Current line-up has Evelyn Laye, English musical comedy star, as headliner.

Four Auroras, three men and a girl, speedy opener, clicks well. Poursome offers equilibristic tricks on bicycles and unicycles, with most of the difficult stunts gathering a good hand. Scott Sanders, English character comedian, knows his vaude. Works easily and times his laughs well. Fayre Four, sisters with a musical act relying mainly on concertinas and accordions, make the grade.

Wilbur Hall, American comedy musician, fools with fiddle and trombone to the accompaniment of laughs and coaxes melody from unorthodox appliances. Bows off to solid plaudits.

Nellie Wallace, veteran English comedy woman, still carries a punch and socko laughs with her comedy travesties.

Henriette Fuller Ballet, with acrobatic dancing and stunt lighting effects, repeat from last week. Offering is mild entertainment.

Ann Penn, formerly England's leading mimic, presents a few take-offs of celebrities. Does okay with the femme characters but should leave the impressions of male artists out.

Gaudemith Brothers, with two diverting French poodles, do a wov of an act. Unique offering stops the show cold.

Evelyn Laye has excellent pipes and is a swell looker. Sticks to reproductions of her success in musical comedy but could dispense with the off-stage choir.

Dollinoffs and Raya Sisters are badly spotted as closers. This is a peach of an act with novel lighting and staging effects to enhance the originality of their cute semi-ballet dance routines. Holds the outfronters seated till the final fall of the curtain. Bert Ross.

EZ KNOUGH has joined the Phil Tyrrell office in Chicago. Personnel in same office now also includes Bill Snyder and Barry Hoyt.

Grosses

NEW YORK—Nursing holdovers in three of the five Broadway vaude houses proved to be a bonanza last week, with the Strand rolling up \$42,000 in its second week of Horace Heidt and The Sisters. Paramount grossed \$35,000 during the fourth week of Tommy Dorsey and Connie Boswell, with *If I Were King*. Second week at the Roxy also drew a neat \$50,194 with Abbott and Costello and Mario and Floria, with Suez as the drawing card. The Mad Miss Manton and stage revue at Radio City Music Hall were good for \$70,000. Loew's State was the dud of the week with but \$14,000 for the Scheinkelfrits Band and Benny Baker on stage, in conjunction with *Spain of the North*.

CHICAGO—Ronald Colman in *If I Were King* and Orrin Tucker's Band on stage at the Chicago started out strong but faded late in the week, ending with a pretty fair \$31,400. Band held for another stanza but picture has been yanked. Second week of *That Certain Age* and vaude bill at Palace grossed a good enough \$20,000 to warrant another holdover. Five acts and *Girls' School* at the State-Lake closed to average \$12,000.

CLEVELAND—Wayne Morris' p. a. and vaude show along with *Valley of the Giants* did a better than average \$18,500 at the Palace.

MINNEAPOLIS—Orpheum did four times normal gross with Jimmy Dorsey's Ork and *Hold That Co-Ed*, rolling up \$18,200.

ST. PAUL—Gene Krupa and band, with *Hold That Co-Ed*, accounted for \$6,000—or just twice the average take.

DETROIT—Al Bernie, Pauline Alpert, Vernon and Draper on the Fox stage with *That Certain Age* drew \$30,000 in the normal \$20,000 house.

PHILADELPHIA—Herbie Kay's Ork plus a p. a. by Freddie Bartholomew added to Youth Takes a Fling was good for \$20,000 at the Earle Theater. Average is \$14,500 for house.

MILWAUKEE—Benny Goodman, closing a week's engagement October 21 at Palace Theater, grossed \$15,750. House is an ordinary \$5,000 grosser.

Talent Agencies

PETE IODICE, of the Amusement Booking Service, Detroit, has added the Ebene Trombley Cafe, that city, to his books. Spot uses 10 acts weekly.

ANN WOLFF, Buffalo, is putting on the annual Gay Nineties show for Bob White's, Buffalo east side spot. . . .

WALLY GLUCK, Buffalo, has just booked a new show for Ward Smith's renovated, enlarged Club Delavan. Also booking the Terrace Gardens, Rochester, N. Y., and the Gold Dollar, Jamestown, N. Y. . . . RAY S. KNEELAND, Buffalo, is booking orchestras for one-night stands for sponsored events and private affairs in Niagara Falls and Buffalo and will supply the band for the Savarin (See TALENT AGENCIES on page 27)

BOSTON NITERY

(Continued from page 19)

at Miami Beach. Ultra hostelry is now owned by the Jack Dempsey-Benny Ginsburg combo. Mayfair continues line (eight) and acts. Club has a WBZ and WBEA wire.

Cocoanut Grove re-engages Jacques Renard, also line (eight) and acts. Melody Lounge, basement hide-away, uses double-entendre type of entertainment. Shows in for three weeks.

The Trocadero, formerly the Round-Up, changed hands from Jack Brown to Louis Baker. Seats 750. Acts change weekly. Benny Ford the booker. Line (six) and Rudy Wallace's Ork.

Jack Brown preemed the Casa Manana, adjoining the Boston Opera House. Manana was formerly the Chopstick, Chinesey spot. Pete Herman's swing band.

The Crawford House has gone big time with weekly bookings of Ann Pennington, Eddie Leonard, John Steele, and Wini Shaw current.

The Old-Fashioned Cafe is another spot which is getting attention.

There are scores of lesser lights spotted around town.

Van Sheldon, of the Yankee Network Artists' Bureau, has four weeks of time in Boston, two each at the Flamingo (formerly Levaggi's), with Bob Hardy's Ork and acts, and Steuben's Vienna Room, basement intown restaurant, with Jack Fisher's Ork and acts. Lines have been dispensed at both places. Both spots have WAAE-WNAC wires.

Harry DeAngelis' Ork opened the Keyhole at the Copley Square Hotel. Entertainment consists of talent doubling from the Keyhole to the bar.

ALL THEY GOT

(Continued from page 19)

nectady, by the same agents but that they were also canceled.

The Mohawk Hotel has notified the AFA that the bookers misrepresented the acts and it was forced to cancel and, accordingly, does not feel it is liable. AFA says it is investigating advisability of instituting lawsuits to collect the money from the spot owners.

State-Lake, Chicago

(Reviewed Friday Afternoon, October 28)

This popular-priced house has been coming up with pretty good shows the last few weeks. Picking up some of the better acts that are making the rounds, whipped into running order with its line of 12 girls and Verne Buck's Orchestra.

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Savoy Routes 4 Units Thru Western Area

LOS ANGELES, Oct. 29.—Paul Savoy Agency is sending out four more vaude units. El Brendel, Keen Twins, Vick and LaMarr, Caprine Sisters, Ralph and Virginia Caldwell and Darryl Payne compose one unit which opened at the Denham, Denver, week of October 14.

Morton Downey, Faith Bacon, Elite Trio, Blue Streaks and Frances Valley are in the unit which opened last Friday at the Denham, Denver. It goes into the Orpheum, Oklahoma City, tomorrow.

A colored unit of 25 people opened Saturday at the Palomar, Seattle. Cast has Jimmy Givens Band, Bo Jenkins, Brown and Brown and Helen Caldwell.

Ben Blue, Fritz and Jean Hubert, King Sisters, Amil and Leona and Eddie Hanley comprise the unit which opened at the Denham, Denver, Wednesday.

Vaudeville Notes

ARREN AND BRODERICK have just completed several Warner shorts in New York and open November 4 at the Strand, New York, for a two-week stand, to be followed with the Earle, Washington, week of November 18, and Stanley, Pittsburgh, week of November 25. . . . BOB SHAW, manager of the Gus Sun Booking Exchange, Springfield, O., has returned to his desk from a combined business and pleasure jaunt which took him as far south as Havana. . . . BILL ALLEN, who for many years headed his own tab unit, Billy Allen Musical Comedy Co., is now engaged in the patent medicine business in Southgate, Calif. In recent years he has done some vaude and pie work on the Coast.

JOHNNY DAVIS has returned to Hollywood after his vaude tour. Will do the comedy lead in Warner's *Always Leave Them Laughing*. . . . JOE FRISCO is doing a part in Gene Autry's new picture for Republic. . . .

DOORLAY-BLITZ REVUE, Broadway Express 1335, will open at Palace Theater, Plymouth, February 13. Doorlay is proprietor of Tropical Express, non-stop mixture of circus, vaude and what-have-you, still successfully touring Europe.

LANNY ROSS emceed the special matinee show for Ford dealers at the Casa Manana, New York, Thursday. . . . BILLY ROSE is chairman and Sam Grisman vice-chairman of the entertainment committee of the National Showmen's League's affair at the Commodore Hotel, New York, November 17. . . . HENRI GINE, of the Gine, Duffin and Lewis act, is efficiency man at the new Casanova Club, New York, in spare time. Continuing to work with the act on club dates. . . . DON AND RUTH MARSHALL, dance team, played a show at the Essex House, New York, October 18, booked thru Henry Herrman, and filed complaint with the AFA that it didn't get paid. Upon request of AFA, Herrman settled the act's claim.

GEORGE DEWEY WASHINGTON has bought an interest in White's Cafe, New York, where the current show includes Dotty Rhodes, Bee Spoots and Josie Oliver. . . . GUIDO AND EVA, dance team, are playing vaude in a Harry Ames flash. (See VAUDEVILLE NOTES on page 28)

But Is It Art?

LOS ANGELES, Oct. 29.—The battle of the sexes has taken on a new twist, for it is no longer "boy gets girl, girl gets boy," but "girl gets girl's goat" and imminent hair-pulling and eye-scratching had to be dragged into court for settlement. The bone of contention is the title to the "cutest little nudist."

Pro Ash is using Crystal Ames for \$15,000 for alleged appropriation of a catch line that is supposed to have originated with Miss Ash. Miss Ash describes herself as a legitimate "nude artistic dancer," while that other person she explains as "just a strip-teaser."

They couldn't pin anything else on each other.

Burlesque Review

Werba's Theater, Brooklyn (Reviewed Friday Evening, October 28)

Werba's is now playing *Iszy Hirst Wheel* shows supplemented by house principals and showgirls. Production is well paced and dressed, Kenneth Rogers revamping the presentation advantageously. Entertainment level, for burly, is quite high, with the line coming thru with exceptional stepping. Comedy material, unfortunately, is old but is carried thru expertly by George Murray and Eddie Lloyd, with Jess Mack straightening bits included such time-worn stuff as ghost-scene, courtroom, restaurant, dance hall, etc.

Bill and femme contingent are led by Ann Corio, practiced peeler. Corio builds her stint with a bit of talking, recitative fashion. Could have taken encores but held back. Method is a wise one, as it leaves the burghers wanting more.

Girl line-up was strong, including Jean Lee, blond stripper and talker; Eleanor Dale, stripper and talker; Barbara Doane, stripper, and Vernay, dancing strip. Last two mentioned are house girls. Alleen Hubert, dancer who leads the chorus stepping, is an able hooper.

Knox and Allen, mixed tap team, on twice with good routines. They are fast, facile and vary with eccentric material. Eddie Lloyd, comic, also contributes an eccentric dance.

Show has 14 chorus girls and eight showgirls, including management's half dozen. Nudity not offensive, but comedy is on the robust side.

Eva Collins deserves an orchid for the wardrobe, which, with Rogers' production, lifts the production to better-than-average burly.

House estimated 37,000 take for opening week. Paul Ackerman.

Club Talent

New York:

THE COLSONS, with Bert Milton, opened at the Yacht Club October 22. . . . EILEEN O'CONNOR, featured dancer at the International Casino, is an ambitious youngster who spends all her spare time at Columbia University, taking various courses and majoring in languages.

JIMMIE LEWIS, tenor, is entering his fourth month at the Balton Hotel, Harrisburg, Pa. . . . BILLY ROGERS, Fred Mayer, Mort King and Stephen Vana (Four Earls) set by the Park Central Hotel for a cocktail session at the Royal Palms Lounge. Now appearing in the adjoining Coconut Grove.

Chicago:

GRACE DRYSDALE, puppeteer, has signed a personal management contract with Music Corp. of America. . . . JACKIE GREEN is in to work local niteries. . . . DOROTHY KING, dancer, is staging five line numbers for the Service Club show, annual socialite affair due at the Auditorium, November 5. . . . GRACIE BARRIE goes into the Ches (See CLUB TALENT on page 38)

Burlesque Notes

(Communications to New York Office)

New York:

EVE ARDEN, billed as "Eve, Park Avenue's Lady Godiva," opened an attraction at the Star, Brooklyn, October 28 for a week and then goes to the Gaiety, thru Dave Cohn, who nabbed her after a brief stay on the Hirst Circuit. A new feature in Eastern burly houses, Eve is the girl who landed so much publicity when she insured her legs for 500c. That was when she principalized for NTG. . . . MARGIE KELLY back to the Gaiety October 28 from the Eltinge. Also new at the Gaiety but not in burly is Dorothy Weeks. Exiting were Adrienne, dancer, who goes into the Hirst wheel; Mary Joyce and Diana Redbern. . . . EMMETT CALLAHAN forced to leave the Corio show in Brooklyn October 25 to fly to his Toledo home to see his mother, stricken with a paralytic stroke. . . . OSCAR MARKOVICH, concessioner, also in Toledo on a visit to his dad, recently operated upon for gallstones. . . . ANN CORIO, Jean Lee and Eleanor Dale three busy bedspread knitters backstage in the Corio road show. . . . KENNETH ROGERS' permanent showgirl line-up at Werba's, Brooklyn, includes Arlen Stewart, captain; Dolores Hall, Patsy Adams, Kitty Fogette, Gertrude Hager and Sally Christy.

AUDREY ALLEN, producer at the Republic, drilled four of her front liners, Elsie Mack, Dottie Milberry, Sugar Taylor and Babs Bartlett, until she developed them into toe dancers to introduce a ballet routine in one of the numbers October 14 week. . . . TILLIE GRIFFIN, recovering from a severe illness, opened recently as a feature in an 18-people "polite" burly show at the Tivoli, Denver. . . . TOMMY LEVENE, booker, is a new Bensonhurst, Brooklyn, home owner. . . . LOUIS SELIG, doorman at the Gaiety, because of his recent successful tryout as an actor, has challenged Fred Raymond, doorman at the Eltinge. . . . SALLY KRITH and Roxanne new principals at the Gaiety October 21. Exits were Louise Stewart, June Taylor and Annette.

MOTHER ANNIE ELMS, well known backstage of all Eastern burly houses, was removed from Bellevue Hospital to the Rockland State Institute, New York, Ward 98, Building 57, where she is being cared for by family and friends.

IRENE AUSTIN celebrated a birthday backstage the Republic October 25. . . . VALDA, dancer, replaced Jai Leta at the Republic October 28. Jai Leta to the Star, Brooklyn. . . . AL FERRIS, comic, first time here in five years, succeeded Steve Mills at the Eltinge October 28. . . . ANN VALENTINE and Millie Convey replaced Lillian Murray and Peggy Reynolds at the Star, Brooklyn, October 28. . . . VIRGINIA JONES left her Hirst Circuit show for a day in St. Louis to jump to Kansas City on a visit to hubby, George Harris. . . . BEVERLY CARR, producer, is buried deep in the columns of magazines on home and garden construction for a new domicile on land recently acquired in Miami. . . . RUTH DONALD closed with her Hirst show in Baltimore October 29. . . . THREE BLUE JACKETS, colored dancing act, extra-attractioned at the Howard, Boston, October 31 week with *Biogo Girls*, Hirst Circuit. . . . BENITA FRANCIS, dancer with the Hirst Circuit, who lost a diamond wrist watch in a theatrical hotel in Baltimore recently and had the trinket returned to her last week by the manager, is now firmly convinced there is one real honest person in existence. UNO.

Chicago:

N. S. BARGER, Rialto operator, and Milt Schuster attended a managers' meeting in Detroit Wednesday (26). . . . SLATS TAYLOR and Ermaine Parker follow their Detroit date with an engagement at the Empress, Milwaukee, opening November 4. . . . SCHUSTER OFFICE placed Lou DeVine, Margie Lee, Hal White, Bimbo Davis and Estelle Montillo at the Grand, Canton, O. . . . NEAL LANG and Frances Roberts went from Canton into Martin's Tavern, Lima, O. . . . SAMMY WESTON and Cynthia Michele are making rounds of Columbus, O., niteries. . . . DOLORES goes into the Empress, Milwaukee, November 11. . . . ZORITA goes into the Howard, Boston, November 7 as an added attraction. . . . MARY GRANT opened a two-week stay

at the Gaiety, Minneapolis, October 28. . . . LOUIS S. KRIT, formerly manager of the Majestic Hotel here, who is known to many burly people, is now holding a similar post at the Claridge Hotel, St. Louis. . . . YVETTE is battling a severe cold at the Lorraine Hotel here. . . . HELEN COLBY and Dagmar are the new strippers in the current Rialto show. Rose LaRose has been held a third week there. . . . PEACHES STRANGE has been ill for the last month here. Her husband, formerly at the Rialto, is now operating a tavern. . . . RITA ZANA opens a stock run at the Gaiety, Minneapolis, this week. . . . EDDIE INNES and Kay Johnson go into this house Friday. . . . Ditto Everett Sanderson and Nanon. . . . CHICK WILLIS, singer, moved to the Roxy, Cleveland.

From All Around:

CLARENCE M. RICHARDS writes from the U. S. Veterans' Hospital, Rutland Heights, Mass., asking that friends write to him, especially Sally Keith and Fred Durocher. . . . ALMA STERCHI has joined the line at the Grand, Canton, O., moving over from the Mutual, Indianapolis.

BOBBY BROWN, six-year-old son of Dorothy Brown, chorine at the Gaiety, Cincinnati, is confined in Children's Hospital, that city, with pneumonia. He's doing o.k. Dorothy's mother, Beulah Dawson, formerly a well-known performer in tabs and burly, has been on the sick list the last three weeks and is slated to enter the hospital this week. . . . RED WILHOITE, tenor man with various tab and burly quartets in the past, looks like the corner laundryman these days as he nurses a healthy case of yellow jaundice. He's been warbling in Cincinnati niteries the last six months. . . . GEORGE B. HILL, comedian, is out of the game and working for a Cincinnati department store. . . . HARRY WALD, who for four years handled the candy sales at the Roxy, Cleveland, is working in a similar capacity at the Gaiety, Cincinnati.

LOS ANGELES, Oct. 29.—After bringing her from New York and giving strapper Billing, Police Theater here was left holding the bag by Julie Bryan, stripper de luxe, who walked out after 10 o'clock show Saturday. Theater found itself in spot, wires burned as ops tried to replace Miss Bryan, but no dice. No reason for the blond stripper's hasty exit could be given. Follies tangled with another blonde several months ago when Evelyn Myers assertedly broke contract with local house after declaring she was hired to strip and not be stooge for comics in blackouts.

Theater Claims Julie Bryan Walked Out of Show

Moss To Replace Howard

PITTSBURGH, Oct. 29.—Bobby Moss quits burlesque funmaking this week to sail November 8 for Australia to take place of Willie Howard in Hollywood Hotel unit, booked for 65 weeks in antipodes, Africa and Europe. Deal with Jerry Pfaffm calls for transportation from America to Australia for wife and child, plus 40 pounds weekly. Comic views trip as chance to vault into vaude.

Frisco Burly To Reopen

SAN FRANCISCO, Oct. 29.—Eddie Skolak has announced that the Capitol Follies, burlesque, will reopen November 12. Show closed six weeks ago because of poor business. Liberty and Kearny are still operating.

Circuits Hype Detroit Burly

DETROIT, Oct. 29.—Polley of traveling shows has helped burlesque business here in the past few weeks at both the Avenue and National. The National is now in the fourth week of Hirst show, and Manager Dave King is satisfied with results. Business here, as in most houses, took a heavy drop because of warm weather a week ago, but picked up again. Plans to reopen the Gaiety by Clamague & Rothstein are apparently on the shelf again until more signs of a general business revival.

CHORUS GIRLS WANTED
I AM NOW PRODUCING SHOWS AT THE PALACE THEATRE, BUFFALO, N. Y. ANY GIRLS THAT HAVE WORKED FOR ME IN THE PAST WRITE OR WIRE AT ONCE. OTHERS UNKNOWN TO ME SEND PHOTOS.
FRANK BRYAN
PALACE THEATRE, BUFFALO, N. Y.

Former Operator of the Empire, Newark, N. J.
HARRY BROCK
INVITES YOU TO THE
OLD BRICK TAVERN 145 W. 47th Street, New York City.
AND **HOT LIPS PAIGE** AND HIS GREAT RECORDING ORCHESTRA.
ENJOY TOGETHER WITH A REAL RED-HOT SHOW.
The Rendezvous for All Show People.
Food and Liquor Prices Just As Low As At Any Bar or Grille.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

THE GREAT NICOLA (W. Nicola), after more than a year's preparation on a new magic show, sailed with his company of 14 on the Niagara from Vancouver, B. C., for Auckland, N. Z., October 25. Charles Hugo, who has piloted more great magicians on world tours than any other man living, will make the trip as business manager for Nicola. The new Nicola show will reach Auckland November 17 and will open two days later at the James Theater, operated by Fuller Theaters. The troupe will be augmented by six natives upon its arrival in Auckland. Nicola plans to remain in New Zealand for at least four months, moving from there to the Princess Theater, Melbourne, Australia, for an Easter Sunday opening. Nicola is planning on another world tour, the route, of course, depending upon world conditions. He expects to be gone from the United States at least two years. In the company when it sailed, besides Mr. and Mrs. Nicola (Marion Eddings) and Mr. and Mrs. Charles Hugo, were Mary E. Camp; Ralph Yoder, stage manager; Charles Vance, Al DeCeresa, Shirley Darnell; Edwin and Lucille Gaillard, mentalists; the O'Haras, specialty act, and Noddy, juggler. . . . **DOC ZANDER** and Co. are playing Kentucky high schools under the direction of S. L. Halsey. . . . **GEORGE C. McVOY**, member of the Society of Detroit Magicians, was tendered a farewell party, October 23, at the home of Walter H. Domazalski in that city, on the eve of his departure for Houston, Tex., where he will make his permanent home and devote his time to his old interests there. **LOCKVOLD THE MAGICIAN** is playing school dates thru his native State of Washington. . . . **TUCKER KEY** has invaded Texas territory after five weeks at the Chez Paree, New Orleans. . . . **J. B. LEIPUR** writes us a two-page epistle to tell us of the mentalist who fell off the water wagon, leaving him (Leipur) in an embarrassing and annoying position. And we're surprised, too, as the mental worker is a top-notch in the game.

MRS. HARRY HOUDINI was voted an honorary life membership in the Houdini Club of Wisconsin at its annual convention in Oshkosh, Wis., October 15-16. Convention attracted 43 of the 50 members of the State club and 65 out-of-town visitors. W. C. (Doray) Donald served as emcee for the first night affair, with the second day's program being handled by George Trosteth. Performers for the two-day shindig included Ben Berger, Jack (Mystic Hanson), Judge Frank Carter, Carl Flom, Robert King, L. L. Ireland, Vernon Lux, Dr. F. C. Pinkie, Andy Anderson, Jimmy Murphy, Bert Gustafson and others. . . . **THREE PROMINENT MAGI** were heard on Ransom Sherman's "Magicians I Have Known" broadcast over the NBC-Blue network October 27. Those who contributed to the program were John Mulholland; Chester Morris, film star magician, who was heard from Hollywood, and James Sherman, Ransom's brother. . . . **LORING CAMPBELL**, now on a lyceum tour thru the Virginia, writes that he recently enjoyed visits in that territory from Dr. Ford Rodgers, Al Snyder, Calvert the Magician, Jack Handy and family and members of the various magic organizations in that area. . . . **JEAN POLE**, current this week at the Club Carlton, Annapolis, Pa., pipes from Pittsburgh under date of October 28: "Had a swell party here for Chester Morris and he proved himself a regular fellow and nuts about magic. His act is really up to snuff." . . . **JIMMY SANDERS**, Nashville necromancer and novelty manufacturer, shoots us a clipping of *The Nashville Tennessean* of October 20, carrying a photo showing J. Pinkney (Pink) Lawrence signing a codicil to his will, bequeathing to Sanders his favorite trick, "The Thinking Clock." Blackstone is pictured in the photo, witnessing the bequest. . . . **JOAN BRANDON**, American girl trickster, opened at the Colosseum des Reclous in Lisbon, Portugal, October 29 for a month's stay. At the height of the recent war scare abroad Miss Brandon was at the Cirque Medrano in Paris and made a host of unsuccessful attempts to book passage for return to America. She's now decided to remain on the other side indefinitely.

TICKET BROKERS

(Continued from page 3)

forcement. They will ask Equity to police all infractions coming under the disputed clause, since the managers seem to be unable to do so.

There is doubt, however, that Equity will move in the matter. Paul Dulizell, executive secretary of the actors' outfit, said this week that enforcement is up to the League, and Equity won't enter the picture unless it's demonstrated that the League has fallen down. If there are any specific complaints, he said, regular hearings on them would be called, as provided in the code.

Second squawk of the brokers asks for representation of the middlemen on the complaints board provided in the code. Brokers argue that since they are forced to pay the 3 1/2-cent tax they should at least have representation and plan a Boston tea party of their own if they don't get it. Seen generally feels that the request is fair.

Taxes have been paid, as announced several weeks ago, by the majority of agencies, with McBride's the major hold-out. William McBride says, however, that his agency has no intention of fighting the tax; delay is caused simply by the large amount of extra bookkeeping, and tax will be paid as soon as the ledger problems are straightened out, probably in three or four weeks.

Brokers' third howl centers around ban on resale of duets from broker to broker. They will ask for at least one resale, tho there's not much chance that they'll get it. Angle, they claim, centers around important clients calling late for good tickets. Brokers should be able to buy them from another agency, they argue, if they themselves have none left. However, it is generally felt that if the proposed central ticket distribution bureau is established it will solve the problem, particularly if it is empowered to recall certain allotted tickets if and when such special circumstances arise. Lieberman will take brokers' complaints to the League Monday and then

contact Equity on the enforcement angle. No legal action is contemplated.

HUB LEGIT'S

(Continued from page 4)

itself an additional two weeks to its fortnight engagement. The whole town went big for the play. Business tallied this way, at \$3.30 top: \$8,500, \$8,000, \$7,000 and \$7,500. Enthusiastically received, Miss Barrymore had competition from the Lunts' Amphitryon and Walter Huston's Knickerbocker Holiday.

Knickerbocker Holiday was another production which no one could figure, yet hoped would go over. At \$3.30 top, \$9,000 for each week of its two-week stay. Went on to Washington before it took to the Big White Way.

Amphitryon took \$18,000 for the initial frame and then came thru in its second and final week for a terrific \$21,500. Guild list and football trade helped hype. Top price, \$3.30.

The Federal Theater took up lease at the Shubert Copley in Boston's Back Bay and brought in the New York company of *Heidi* October 24. The season before last the FTP leased the house. Shuberts remodeled it last year, but biz was poor due to its uptown location. It marks the return of FTP production to Boston. Last season all legit stuff was set for the Empire Theater, Salem, Mass., about 25 miles away.

TALENT AGENCIES

(Continued from page 25)

Cafe, Buffalo, which opens soon. . . . **FRANK R. MURPHY**, Buffalo, is now booking the Riviera, Lockport, N. Y., and the Riverview Hotel, Salamanca, N. Y., besides the Showboat, Niagara Falls, and the Comco, South Buffalo. Also booking sponsored affairs.

ABE SCHILLER, Detroit booker, is kept constantly busy, for when he is not handling the floor show at the Commodore Club, he is occupied with shows and conventions. Recent bookings in-

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

INQUIRIES HAVE BEEN RECEIVED on Al Larson, Vera Anderson, Jackie Richards, Earl Harrington, Tom Charles, Eddie McBride, Earl Clark, Walt Gross, Jimmie Breece, Helen Howard, Jimmie Hoffman, Carolina Webster, Helen Hall, Jerry Allen, Mary Kramer, Joe Van Ramm, Charlie Richards, Max Kelley, George Bernstein, Chlo Smetzer, Sonny Paul, Johnny Maker, Marge King, Billy Garrison, Mildred Burton, Lou Melshen, Gladys Maddox, Jack Duval, Tony Landry, Joe Rock, Johnny Russo, Mary Byrd, Pete Wilson, Pete Trimbis, Bobbie Davis and Peggy Lamont. How about a line on yourself?

LAST REPORT on Lou DeVine was that he was temporarily out of the endurance field and emceeing in night clubs in the South.

IT WAS RUMORED about a month ago that Billy Cavanaugh, emcee, comedian and former contestant, who was around Baltimore at that time, was to be married about the middle of September, and we were wondering if the event ever came off. How about it, Billy?

JACK MURRAY and Bill Steel informed us some time ago of an idea they had, said idea being a contestants' organization for protection against the unscrupulous handwork of certain promoters. It's a good idea and would probably go a long way toward bettering the endurance field if carried out. But what have Murray and Steel done about it?

"I AM STILL at home in Pasadena, Calif.," letters Forrest (Sourpuus) Bailey, floor judge, "but am on the loose again, as I quit my job driving a cab to work for the show that was scheduled to open in Hollywood. Show didn't open, and as things look now I don't think it will, so guess I will try to get a line on some other show." Forrest would like to read a line here on Ernie Bernard, Duke Hall and Tommy Greenhouse.

IT IS REPORTED that Charley Hayden's Sioux City show was a success and closed to good business. First-prize winners were Charles Smalley and Vivian

Broach; second, Tillie Sweet and Duffy Torrentino, and third, Earl Clark and Edith Merritt. Hayden expects to open another show in the near future.

CHARLES (MUGGY) HURLEY writes: "I have been in the endurance field a long time and was comedian for George L. Ruty and would like to let my friends know that I am okeh and am ready for action."

Ft. Worth Roller Derby Draws 5,500 Fans Nightly

PORT WORTH, Tex., Oct. 29.—Nightly average attendance at the Leo A. Seltzer Roller Derby, which has just closed at Bill Rogers Memorial Coliseum here, was about 5,500, according to Chick Snyder, manager of the Southern unit of the Derby. Largest night's attendance was October 15, when 7,600 attended and a number were turned away.

Staff of local show included Irving Wayne, district manager; Chick Snyder, show manager; Bobby Friedman and Sammy Shanks, ticket distribution; Teddy Moore, nurse; Buster Huff, masseur; Truett Turner, head referee; Johnny Wallinga, referee; Glenn Austin, skate man; Eddie Peet and Jackie Bells, in charge of construction. Local group opens in Dallas early in November 7, with Houston, San Antonio and Memphis, Tenn., to follow.

Seltzer has three roller derby units on tour.

DES MOINES, Oct. 29.—Roller derby got under way to a good start at the Coliseum here last week. With plenty of paper the first couple of nights, over 4,000 saw the Friday night show. Almost as many saw the Saturday night show despite bad weather, and they have been turning 'em away ever since. Participants include Bernice Ryan, Bill Hill, Hazel Love, Al Allison, Gertie Schell, Baker, Marie Eversmy, Bill Freeman, Pete Whitney, Bill Emrich, Peggy O'Neal, Johnny Rossano, Irv King, Jack Pico, Eleanor Carron, Wes Aronson, Jean Carter, Steve Irwin, Helen Stuart and Russel Huff.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

THE BIG MYSTERY in minstrelsy these days is what has become of Arthur Guy, of the old Guy Bros. Minstrels. Arthur for many years had resided in Chicago, but about a year ago a theatrical trade paper (not *The Billboard*) carried an obituary notice on him. Since then, however, we have several communications that would lead us to believe that the report on Arthur's death was a bit premature. Won't Arthur or one of our readers please drop us a line and give us the real lowdown?

R. V. (BOB) HALL, 65-year-old musician, writes from Fond du Lac, Wis., that he reads with interest the old minstrel programs in this column from time to time but says he has some much older. Hall says he's still going strong. In 1926 he won the old-time fiddlers' championship at the Majestic Theater, Milwaukee.

HOMER LEE BOWENS, of the Earl D. Backer Famous Minstrels, writes from Laurinburg, N. C.: "The time ain't long and the bunch is looking for the end. This season's been a very good one."

F. S. WOLCOTT, veteran showman of Port Gibson, Miss., is touring again with his Rabbit Foot Minstrels. Show will tour Mississippi following trip thru Northeastern Louisiana.

EDUC eluded a show for Chevrolet Motor and the national meeting of the Federal Motor Truck Co.

BILL ROBBINS, New York, spotted Bob Finch's Personettes and Garland and Marla into the Park Central Hotel, New York. Spot may soon resume production shows.

SAMMY CLARK, Chicago booker, has joined the office of Will Weber, New York, as secretary and treasurer. He will commute between Chicago and New York and, thru his co-partnership, pick up accounts in Philadelphia, Cleveland and Pittsburgh. Harold Baer will assist him in Chicago.

NEIL WRIGHTMAN Attractions, of New York and Chicago, is planning to make a connection with a Detroit booking or producing office. No definite tie-up yet.

GEORGE SWIFT, of the Three Swifts act, and Harry Nathano, who has left the Charles Allen Agency, New York, have combined to book foreign dates.

FRED IRELAND was appointed manager of the Club Fontenac, Detroit, principal night spot, last week. Ireland has lately been associated with the Amusement Booking Service.

ED RILEY, New York, has set Peggy Seels, just returned from European dates, for the Town Club, Boston. Riley also handled Anita Jacobi for the Casino Uca, Rio de Janeiro, and the Six Continentals for the Earle, Philadelphia, opening October 21. . . . **HERMAN FIALKOFF** is arranging a series of flash acts for Australian consumption, to open early part of coming year.

CLARENCE J. AUSTIN, New York, is now representing Rosita Rios, singer, making Spanish films; Carmen Salazar, dancer, now in Brussels; and Carlos and Carlo, dance team. . . . **BERNARD BERNARDI**, New York, floor show producer, has 25 units touring, making him the most active cafe producer in the East.

Denison's Plays

60 Years of Hits

Songs
Minstrels
Musical Comedies
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Vaudeville Acts
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We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and forevery occasion.

Catalog Free.

T. S. DENISON & CO.
202 N. Wabash Ave., Dept. 16, Chicago, Ill.

Thomas Community Players Winding Up Canvas Season

CHARTER, Mo., Oct. 29.—G. W. (King) Thomas Community Players, under-canvas talking-picture road show, is carded to wind up its season next week. Show played to satisfactory results thru Western Missouri the fore part of the season, and for the last eight weeks has been touring the State's cotton area. Free of rain and with the cotton pickers working steadily, the territory is the best it has been in many a year, Manager Thomas reports.

After two weeks to safely stow away the canvas equipment, Thomas plans to launch three portable movie outfits to play circles thru Arkansas. He plans to rebuild his outdoor show during the winter.

Art Mix, movie cowboy, was a visitor on the show last week. He insisted upon working the candy pitch with the Thomas butchers and was literally swamped by the customers, who demanded his autographs on the candy boxes.

Billroy's Briefs

ROME, Ga., Oct. 29.—In Nashville, Tenn., last Sunday we braved the damp, cutting chill of a midnight fog with many of the native jittersburgs to attend the 45-minute season of swing as dished out at the Princess Theater by George Hall's Orchestra and Dolly Dawn.

Incidentally, we also formed the acquaintance of several of the boys with Johnny Hamp's Kentucky Serenaders, who followed Hall in Monday for a three-day stand. Jess Campbell, formerly of the MIT Tolbert Show, is playing base with Hamp.

Fred C. Kilgore, general contracting agent ahead of Robbins Bros. Circus, paid us a surprise visit in Nashville. He was en route to his home in Cape Girardeau, Mo. Also sighted at aforementioned stand were Will Hatels, Harry and Daisy De Grace and Mr. and Mrs. Skeets Mayo. Last named operate the Mayo Costume Rental Service in that city.

James F. Stone, former Billroyian, and several other members of the Peruchi Players were out to catch the opy in Chattanooga. Patsy Lyons, also on the Peruchi cast, had a brief visit with Mr. and Mrs. Wehle on the gang.

JOHN D. PINCH.

Billroy Show Closes Nov. 12

NASHVILLE, Ga., Oct. 29.—New route card issued this week by Billy Wehle, manager of Billroy's Comedians, has the show winding up its canvas season in this town November 12. On that date the Billroy organization will have been out 31 weeks, with a total season's mileage of 10,743 miles. Outfit will again winter in Valdosta, Ga.

Dunbar Ends Dakota Circle

GRAND FORKS, N. D., Oct. 29.—Harry Dunbar's Comedians, who have made their headquarters here for the last six months, during which time they played a loop of North Dakota spots, wind up their activities in this territory tonight. The Dunbars have a record of over 100 weeks of consecutive showing and will take time out for a short breathing spell before reopening a new merry-go-round in Minnesota.

WANTED IMMEDIATELY

TRAM—Man for Parts; also Double Sax in Orchestra. Woman for Parts; also Double Chorus. Youth, ability essential. If you drink, lay off. Salary low but good. R. & R. Turnish. Don't misrepresent.

THAYER ROBERTS, Original Floating Theatre, Colerain, N. C., this week.

THE FILM WEEKLY AUSTRALIA

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

Rep Ripples

MARGIE NOBLE—your family is worried over your welfare and is anxious to hear from you immediately.

GILES FAMILY SHOW is working under school and civic organization auspices thru New England.

ANTHONY (TONY) SERETO, former rep actor, is doing radio work with a Boston dramatic group.

ALAN MOORE, after closing the season as juvenile with the Majestic Showboat October 25, has jumped into New York City for a visit. He plans to reorganize his Capitol Players at an early date. Business on the Majestic, Moore says, was good until the cold weather hit two weeks ago.

ALICE RICHEY & CO., with Miss Richey, Roy Butler, Roy Jr. and Albert Kazi, will tour Southern California the next two months with their General Electric unit. They have just finished a fortnight's vacation in and around Hollywood.

MRS. GEORGE B. HILL has left the hospital in Louisville, where she was confined for more than a month, and is slated to join her husband in Cincinnati this week. The Hills were with the Majestic Showboat the past summer.

"SEABEE" and MARION HAYWORTH, now in their 10th week with the Original Floating Theatre, this week in Colerain, N. C., pen that there're no signs of a close in sight for the craft as yet.

MC. D. FERGUSON, roly-boly baritone-juve, late of the Byron Gosh tent opy, was a visitor at the rep desk last week. He has lines out for a job in commercial lines and may put in the winter in Cincinnati.

DON PHILLIPS, pianist, last week replaced Art Reiss in the orchestra on the Original Floating Theatre. THOSE MANAGERS who have been making their people sign contracts to waive the Social Security tax and who have not been making the necessary returns to the government had better mend their ways. Uncle Sam's inspectors are rapidly closing in on all offenders and the violators will be punished. How these managers hope to nullify the Social Security law by the simple expedient of having the actors sign a mere piece of paper is beyond the bounds of common sense. It's downright silly.

OLLIE HAMILTON's tent show, with Uncle Sam and his Radio Gang, created a very favorable impression and drew a full house during its recent engagement in Mullins, S. C., according to word from Dr. W. O. Wheatley, of that town.

WERE ANXIOUS to hear from you and you and you regarding your plans for the winter. Shoot a line along, even if it's only a postcard.

WAYNE and LORETTA HUFF, after a successful summer tour with the Famous Players in Iowa, have joined John and Myra Caylor's stock in Minnesota.

RONALD McBURNEY left Kansas City, Mo., last week to join the Clarke-Williams circle in Southern Kansas.

JEROME SHELDON, formerly with the Orpheum Stock Co. in Kansas City, Mo., spent several days there last week en route from Los Angeles to Chicago.

HARVE HOLLAND, veteran Midwest manager, has retired from active management and is now operating a scenic studio in a Texas city.

MRS. L. C. ZELLENCO, well known in rep circles, arrived in Kansas City, Mo., last week from Columbus, O., to visit friends.

JACK AND GRACE BELL left Kansas City, Mo., recently to join the Miles Little circle at Rich Hill, Mo.

MERRY MAD-CAP PLAYERS, management Toby Gunn, reported to be doing good business in Dallas, where they are playing an indefinite engagement.

McOWEN SISTERS' Minnesota merry-go-round, with headquarters at Mankato, is scheduled to make its initial trip around the loop this week.

WALLACE BRUCE PLAYERS brought their tent trek to a close in Kansas last week, but are continuing in hopes for several more weeks.

FRED EWEN and Ann Johnstone have joined Frank Wilder's Minnesota merry-go-round.

AL HEPTA, formerly with

the Low Henderson troupe in Minnesota, is making plans to launch his own opy in North Dakota.

HAROLD ROSIER is organizing a troupe to play two and three-night stands in Michigan.

AUSTIN AND GLADYS RUSH have terminated their contract with the Low Henderson Players in Minnesota to sign with Hank Neal Co. in Kansas.

HUBERT AND MAUD NEVINS, after closing the season with the Wallace Bruce Players in Kansas, spent several days in Kansas City, Mo., before joining Toby Young's Comedians in the South.

HILA MORGAN PLAYERS, after a successful tent tour of their regular Iowa territory, played a few Missouri spots and are now showing Arkansas.

FRANK DELMAINE, former Equity representative in Kansas City, Mo., and for the last four years executive secretary of the J. L. Landes Shows, is sojourning in Chapman, Kan., winter quarters of the Landes organization.

ALLEN BROS. COMEDIANS, management Jack Vivian, wound up their canvas trek last week in Arkansas.

MR. AND MRS. M. L. MITCHELL, owners of the M. & M. Tent Show, sojourned briefly in Kansas City, Mo., last week en route to Hot Springs, Ark., where they will again winter.

FREDDIE AND LYLVA POOLE have closed with Toby Young's Comedians in the South.

HARRY DALE, veteran character man, was spotted in Kansas City, Mo., last week-end. Dale has been out of the business several years and is now supervisor of recreational activities with the State Board of Education in Kansas City, Kan.

JACK COLLIER, who managed a North Kansas circle for many years, is making arrangements to launch a rotary stock in Northern Missouri.

MICKEY THORNTON and Amber Wight, formerly with Caylor Players, have joined the Peagin-Wilson Players in Iowa.

REMEMBER THE TIME John R. Van Arnam's brother (?) made several visits on Cannon's Comedians, and a bit later in the season when the Cannon showfolk visited the Van Arnam opy they found out that their visitor had been none other than Van Arnam himself? And was whose face red?

MILTON HASKINS' newly organized Showboat Players made their bow at the Rialto Theater, Cincinnati, last Thursday and Friday. Did Ten Nights as the opener and Lena Rivers on Friday.

Troupe will play the stand two nights a week for the next four weeks, when it is slated to hit the road thru Ohio.

Cast includes several members of the Bryant Showboat company, which concluded its summer season in Cincy last week.

BILLY (TOBY) YOUNG reports good business for his show now working thru Oklahoma.

EDWARD J. O'BRIEN, former repertorian, is handling amateur shows thru Northern New York State for a Boston concern.

DAVE COSTA, who recently folded his small trick, expects to launch another unit soon to play halls and schools in Canada.

DAVID AND MARY DEMILLS, rep musicians currently at the Turf Club, Kansas City, Mo., were called to Chetopa, Kan., recently due to the illness and subsequent death of Dave's mother.

DANNY ROWE and Gertrude Walsh and their three kiddies are now at home in San Antonio.

JAY WALL, head of the John R. Van Arnam billing brigade, plans to launch an orchestra in Pennsylvania at the conclusion of the Van Arnam canvas season. If he clicks with the musical aggregation he promises to put out his own tent opy next summer.

Van Arnam Notes

THOMASVILLE, Ga., Oct. 29.—Show opens Florida for five weeks beginning next Monday at Live Oak. Business in Georgia has been fair, with the weather okay; but we, of course, are late, behind many tent shows, circuses and carnivals.

Upon arrival in Valdosta, Ga., Rody Jordan was there to welcome us on the lot. Rody looks fine after his long illness. Jack Hutchinson also was on hand.

A recent addition to the show is Ray Monte, magician from Westminster, W. Va. It's his first trip under canvas and he's doing fine. He was in vaude for years.

Ray Roberts again is among his friends in Georgia and he spends every Sunday in Savannah. Wingy Sanders, boss canvasser, is back again at his old duties. Wingy left some time ago to take care of business matters.

John Thomas, manager of the Palace Theater, Jacksonville, Fla., is arranging a big party for Fernandina when the show

plays there next week. Thomas is well known to vaude and tab people.

Heffner-Vinson Show is playing Western Florida and we understand it's doing okay.

Vernon Joseph Witherstine, electrician, celebrated his birthday this week. He says he's 35 years old, but Billy Henderson says he must have turned the figures around. Billy should know. He and Joe trouped on the Van Arnam Minstrels 19 years ago.

We note on this week's route card that we are playing several Sparks theaters in the next two weeks. This will give the working crew a rest, but will mean more work for performers. BILLY O'BRIEN.

Heffner-Vinson Hi Lites

BLOUNTSTOWN, Fla., Oct. 29.—The 30th week of the season finds the show in the Sunshine State, but we entered it in a downpour of rain.

The hop into Florida was the longest one of the season—350 miles from Lagrange Ga., to Quincy, Fla. All of the units made the trip without a mishap, except Cowboy Gwin, whose trailer was sideswiped by a truck. Damage was only slight.

Wade Ward, ex-trouper, now located in Tallahassee, Fla., was a visitor at Quincy. Billy Wehle Jr., who is handling press ahead of the Billroy show, stopped to say "hello" at Cedartown, Ga.

Manager Jim Heffner, ardent football fan, caught the Georgia Tech-Alabama Tech game at Atlanta last Saturday.

AL PITCAITHLEY.

Ellis' "Rip" in Detroit Area

DETROIT, Oct. 29.—John Ellis is now playing schools in the Detroit area with his Rip Van Winkle company, now in its 34th week. Ellis is also appearing over WXYZ here on the Lone Ranger and Green Hornet broadcasts. In the Rip unit, besides Ellis, are Mrs. Ellis, John Ellis Jr., Lloyd Ellis and Chester Bigham.

Little Launches New Group

KANSAS CITY, Kan., Oct. 29.—Miles Little, former director of the ill-fated Paramount Players who opened under canvas here early last spring and closed two weeks later on account of continued rain and inclement weather, has organized a troupe to play a circle of theaters in Missouri and Kansas, with headquarters at Rich Hill, Mo. Company opened this week with a seven-people cast.

CLUB TALENT

(Continued from page 26)

Parce's Christmas show. . . . EVELYN OAKS, Dick Stabile's vocalist, is out of circulation with a minor auto accident.

KAMIA, interpretative dancer, set by Kalsheim and King for Colosimo's new show opening November 3. . . . JOE WALLACE held over at the Schroeder Hotel, Milwaukee.

Here and There

KIGHT AND HAYES, now playing Detroit interies, cracked The Detroit Evening Times with photos and a story October 26 when they copied top honors in the Ripley "Believe It or Not" contest conducted by that paper. Their "Believe It or Notter" concerned the Florida funeral home which conducts its funeral business in the afternoon and offers vaude acts at night.

THE ROYAL ROLLERS and Mickey, skating trio, opened October 28 for two weeks at the Hotel Webster Hall, Detroit.

TUPELL AND JEAN wind up a two-week stand at that same spot November 3.

VAUDEVILLE NOTES

(Continued from page 26)

GEORGE L. ROGERS, acting supervisor of FTP vaude, Worcester, Mass., since last spring, was this week appointed supervisor.

GYPSEY ROSE LEE'S unit has 12 weeks set for her tour east. . . . FREDDIE BARTHOLOMEW, originally set for the State, Hartford, Conn., for November 11, will go in November 16.

RICK ROPER AND MAZIE set for the Chicago, Chicago, next week. . . . FREDDIE DOSH is also scheduled for the Chicago early in December.

SUNNIE O'DEA, just in from the Coast, is doubling this week between the Drake Hotel and Chicago Theater, Chicago. . . . WILKEY AND RAE, reunited, open at the State-Lake, Chicago, week of December 2.

ROLL TICKETS

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ASLETT—William James, 55, assistant elephant keeper with Rosaire's Continental Circus, killed by a "bull" at Crowland, near Peterborough, Eng., October 11.

BEAUMONT—Nellie, 68, former vaudevillean who with her sister, Rose, formed the song and dance team Beaumont Sisters that headlined a generation ago, of heart disease in the Concord Hospital, Concord, N. H., October 26. Survived by a nephew.

CAMPBELL—John P., 67, former stage manager for A. H. Woods and brother of Robert Campbell, secretary of the Actors' Fund of America, at his brokerage offices in New York October 24. He was a member of the Lambs, the Friars and the Actors' Fund.

IN LOVING MEMORY OF
RUDOLPH CARPOS
Died November 4, 1935.
MRS. ANITA CARPOS.

CASILLO—Joseph, 52, in Milford, Conn., October 21 after a short illness. He had been active in the night club business in Connecticut for the past 30 years, and for the past 15 years owned and operated the Seven Gables Inn, Milford, Conn.

DOLAN—Tommy, for many years an actor with the Columbia Amusement Co., of pneumonia October 12 at his home in Brooklyn. Survived by his widow, Mary, a former chorus girl on the Columbia wheel.

PAY—Mrs. Addie, 77, wife of H. C. Pay, of Parker & Watts Circus, in Haines City, Fla., suddenly October 17. Burial in Lodi, O., October 25. Survived by her husband and two children.

GERHRUNG—Gene, 55, legit and motion picture actor and for the past two years with the Miami Federal Theater, at the Jackson Memorial Hospital, Jacksonville, Fla., October 19. His brother, Dr. Julian Gerhrung, of New York, taking charge of funeral arrangements. Interment was October 22.

OIBSON—James E., 72, veteran vaude and musical comedy performer, October 11 at his home in Redondo Beach, Calif. He entered the profession in 1880 and with Charles (Graham) Boyle formed the team of Gibson and Boyle. Later he teamed with Billy Allen, of the old Billy Allen Musical Comedy Co. The pair starred in the farce comedy *McFee's Matrimonial Bureau* 46 years ago. For the last 40 years he has worked with his wife, Florence Nash, in the team known as Gibson and Nash. They worked mostly vaudeville and also did some picture work on the Coast. Services and burial were held at Hollywood Cemetery, Hollywood. Surviving are his widow, Florence, and two sons, James E. and Tyler.

GRAHAM—Roger, 53, songwriter and head of the Roger Graham Music Publishing Co., in Cook County Hospital, Chicago, October 25 after an illness of several months. Graham had written nearly 200 songs, his most popular number being *I Ain't Got Nobody*, composed more than 20 years ago.

HATCH—Frank, 74, associated with the William A. Brady productions as actor and stage manager, of pneumonia at the

TEX AUSTIN

Tex Austin, 50, rancher, restaurant proprietor and well-known rodeo promoter in London and New York, died at his home in Santa Fe, N. M., October 26. His body was found in his garage by his wife, Dr. E. W. Fiske reported that death was due to carbon monoxide poisoning. A hose connected with the exhaust pipe ran into the automobile thru a window. Born in South Carolina, Austin left home when he was 12 years old and slowly worked his way westward and learned the cowboy trade. After punching cows and trading cattle for about 25 years, he successfully produced the rodeo held in Madison Square Garden in 1922. In 1924 and again in 1934, Austin took his rodeo troupe to London. In 1928 he was married in Chicago to Miss Mary Lou McGuire, of Albuquerque, N. M.

Until he died, Austin had been negotiating with World's Fair officials to run a World's Fair Rodeo in New York next year. Plans were still in its formative stages when the news of his death reached fair officials. His widow survives.

The Final Curtain

Queens General Hospital, Jamaica, L. I., N. Y., October 25. He made his debut in his native California in the late '30s, appeared for the first time in New York in 1890 and in 1893 returned to California and organized his own company. Among the plays he staged for Brady were *Life, Love's Lane, Uncle Tom's Cabin, The Sorrows of Satin, Foxy Grandpa* and many others. He was also co-author of *Putting It Over* and *The Blue Envelope*.

HOUSE—Franklin, former bareback rider with the Galnawille (Tex.) Community Circus, of a heart ailment in Galnawille. Interment in that city October 23.

KOHLER—Fred, 57, veteran screen character actor, in his Hollywood apartment October 28 following a heart attack. Born in Kansas City, Mo., Kohler first played in high school plays, followed by four years in nonprofessional stock. During his 20-year screen career Kohler appeared in more than 30 major pictures and worked for 10 companies. Survived by his widow, Marjorie, and son, Fred.

ALMA GLUCK

Alma Gluck Zimbalist, 55, former opera and concert star and wife of the noted violinist, Efrem Zimbalist, after a long illness in the Rockefeller Institute Hospital, New York, October 27.

Born Reba Fiersohn in Bucharest in 1884, she was brought to this country at the age of 4. She attended Normal College, New York, and Union College, Schenectady, N. Y., and embarked on a business career before she discovered her voice. After studying for three years with Buzzzi-Pecola, 1908-'09, she sang for Gatti-Casazza and Toscanini and was signed for the Metropolitan.

She made her debut in *Werther* in 1909. Other roles she is remembered by are those in *Orfeo, Pagliacci, Stradella, Armida, La Bohème* and *Pique Dame*. After opera came a stretch on the concert stage and numerous recordings, most famous being that of *Carry Me Back to Old Virginia*, which sold over 1,000,000 copies.

Her first marriage ended in divorce (her stage name is her first husband's) and 25 years ago she married Zimbalist. A few years after that she retired, at the height of her career, to devote herself to husband and children.

Surviving are her husband, a son, and two daughters.

LAWSON—Al, member of the vaude team of Lawson and Nanan years ago and later a salesman with the Western Vaudeville Managers fair department, October 27 in Minneapolis. Survived by his widow and adopted daughter. Burial in Minneapolis October 31.

MARKS—Joseph, 50, veteran concessioner with John H. Marks Shows, but no relation to shows' owner, in Florence, S. C., October 26, after a two weeks' illness. Burial in Jewish Cemetery, that city, October 28.

MENDELSON—Felix, 61, nationally known exposition manager, suddenly October 24 in Chicago. Mendelson was for years manager of building, food and other expositions in Chicago and elsewhere. He also was an authority on the theater. Surviving are his widow, a son and a daughter. Burial in Chicago.

NELSON—Mrs. Alta, 77, member of the Ladies' Auxiliary of Heart of America Showmen's Club, Kansas City, Mo., and mother of Mrs. Hattie Ifow, well known in outdoor show business and prominent in Auxiliary affairs, at her home in Yakima, Wash., October 27 from injuries sustained when struck by an automobile. Besides Mrs. How, Mrs. Nelson is survived by two other daughters, Mrs. Sarah Grigg, of Santa Barbara, Calif., and Mrs. Joe Price, of Klamath Falls, Ore.; three sons, Pete and Harry Dodswoth, of Yakima, and Ray Dodswoth, of Seattle, and a sister, Mrs. Ester Cowell, of Sikeston, N. D.

ROBINSON—Mrs. Esther L., 74, in her day one of the nation's most popular actresses, in General Hospital, Elizabeth, N. J., October 25. Known on the stage as Esther Lyons, she got her start in stock at the age of 17 in Chicago. She rose to stardom in the '80s and '90s and played Shakespearean and other dramatic roles in most of the major cities. In 1894

she married Eugene C. Robinson, theatrical producer, who at different times operated a circus, Mississippi River showboats, a dime museum in New Orleans and theaters in New York, Chicago, Milwaukee and other cities. In 1894 she and her husband joined Deane Wilson expedition into Alaska, traveling with it for 14 months. She wrote a number of books on her experiences and retired from public life in 1898. Her husband died in 1922. She had no surviving relatives. Burial beside her husband in Greenwood Cemetery, Boonton, N. J.

SCULLY—Mrs. Irene (Jerry), 41, in Bridgeport, Conn., October 21 after a short illness. Known professionally as Jerry McCord, she was well known in music circles as an accomplished pianist, and frequently acted as accompanist to Rosa Ponselle, concert artist.

WARNER—Charles Wortley, 78, noted cornet soloist, October 19 in Kalamazoo, Mich., after a long illness. He toured this country and Europe many years ago as a soloist and was later associate editor of *The Musical Messenger*, Cincinnati. In recent years he lived in Hastings, Mich., his birthplace, and was active in musical organizations there. He was also formerly city treasurer and clerk in that city. Survived by a daughter. Burial in Riverside Cemetery, Hastings.

WHITMYER—Fred, 54, well known in carnival circles, having been associated with Coleman Bros., Travers Pine Tree State and Chautauqua shows, in Albany Hospital, Albany, N. Y., October 27 after a year's illness. He was also a member of Theatrical Mutual Association of New York. Burial in St. Agnes Cemetery, Albany. Three brothers, Joseph, Charles and John, and three sisters, Minnie, Annie and Catherine, survive.

YORK—Alice, 52, singer and widow of Bert C. Whitney, for many years prominent in Detroit as manager of the old Detroit Opera House and the Whitney Opera House, later the Garrick Theater, in that city recently. She played in *The Chocolate Soldier, The Broken Idol, Three Twins, A Knight for a Day* and *The Isle of Spices*. She also appeared with Eddie Foy in *Piff, Paff, Pooiff*. In the late '90s and the early part of the 20th century she sang under the management of Fred C. Whitney, her husband's brother, and was known to theatergoers for her *My Hero* song. Burial October 25 beside her husband in Woodlawn Cemetery, Detroit. Survived by a brother and sister.

Marriages

FOGEL-BLAU—Fay Fanny Fogel, bookkeeper at the Del-Ray Orchestras and Attractions office, Detroit, to Sol Blau, nonpro, October 23.

HANDLER-DIERLY—William C. Handler and Lou Ann Dierly, of Miller Amusement Co., in Magnolia, Miss., October 5.
HENDERSON-WARREN—Carl Henderson and Trudy Marie Warren, of Miller Amusement Co., in Magnolia, Miss., October 5.

HOFFNER-TYLER—Jack Hoffner and Annabel Tyler, of the T. J. Tidwell Shows, in Levelland, Tex., October 26.

HUFFAKER-MITCHELL—Marjorie Jo Mitchell, former iron-jaw and ladder girl with the Galnawille (Tex.) Community Circus, and Duck Huffaker, nonpro, of Whitesboro, Tex., recently.

HULL-PEACOCK—Dr. Ralph Garfield Hull, owner of the Hall of Science with the Cetlin & Wilson Shows, and Hazel Peacock, of Greensboro, N. C., October 17.

JEFFERSON-ROBERTS—Lewis Jefferson and Lillian Roberts, of Buckley State Shows, in Hattiesburg, Miss., October 22.

KEITH-HOOKER—James Keith, saxophonist with Harlan Leonard's Orchestra, Kansas City, Mo., and Gertrude Hooker, singer formerly featured with the orchestra, in that city recently.

LANDRY-BONWIT—Edmund Landry, member of Abe Lynn's Band, and Elise Bonwit, former dancer and actress, in Crown Point, Ind., October 26.

MIX-TAYLOR—Art Mix, movie actor and formerly with Selma-Sterling and other circuses, and Camelia Taylor, of Jackson, Tenn., in Little Rock, Ark., October 26. Mix had a show of his own on the road early in the spring.

MOORE-MILLER—Orville W. Moore and Mary Cathryn Miller, of Miller Amusement Co., in Magnolia, Miss., October 5.

OAKHOM-NELSON—J. Allan E. Oakhom, past season usher with Robbins Bros.' Circus, and Marion Jean Nelson, Rochester, Ind., recently.

ROSEN-FINEMAN—Harry Rosen and Margaret Connell Fineman, concessioners with World's Exposition Shows, in Emporia, Va., October 19.

VENN-CARBONNEAU—Robert Venn, commercial manager at Station WRJN, and Lucille Clarice Carbonneau in Racine, Wis., October 12.

WASHBURN-JEWEL—Bryant Washburn Jr., son of the actor, and Maydelle Jewel, once secretary to the late Jean Harlow, in Yuma, Ariz., October 23.

WYLER-TALLICHET—William Wyler, director, and Margaret Tallichet, film actress, in Lake Arrowhead, Calif., October 23.

Births

A daughter to Mr. and Mrs. Wendell S. Meyers in St. Agnes Hospital, Fond du Lac, Wis., October 23. Father is chief engineer and an announcer for KPZL, Commonwealth Reporter station.

A 6½-pound daughter, Donna, to Mr. and Mrs. J. E. (Ted) Robertson in Detroit October 20. Father is chief sound technician at Station WXYZ, Detroit.

A seven-pound daughter, Betty Lue, to Mr. and Mrs. Cherokee Hammons in Putnam County Hospital, Greencastle, Ind., October 14. Father is in the rodeo business.

SUGAR'S DOMINO

(Continued from page 4)

communities whose politicians are now being debased, and the greatest benefit would befall the amusement industry.

An evil cannot be legislated out of existence. Prohibition proved that conclusively. If gambling is an evil and if it is possible to eliminate it the job can be done by uprooting, but not by legislation that scares the rat into a hole but by no means kills it. Despite our thesis that gambling is inherent in the American people and cannot be killed even if uprooted, and despite an even broader viewpoint that gambling if properly regulated and moderately practiced is not an evil, we still feel that should these points be vulnerable American life would be far better off if the hypocrisy of gambling were removed from the body politic.

During depression times gambling hardly flourishes less than when conditions are good or normal. During a depression the rich gamble because they've got plenty of chips with which to play; the poor gamble because they hope to win money without working for it. Legislation hasn't stopped this up to now, and it never will.

It is a firmly established fact that the mere prohibition of something excites the desire for it. In the case of gambling, the legal ban not only has the effect of making many engage in its various forms who would not otherwise be tempted but it also promotes the growth of an underworld strata that could not otherwise exist.

If they could shed every vestige of hypocrisy the various elements of show business—individuals, firms, organizations and trade and labor groups—could be a powerful influence in the matter of rousing public opinion against the hypocrisy that prevents governments from collecting taxes that would be welcome but permits the lowest elements in a community to reap the harvest of sucker money contributed by men and women who would somehow concoct some new form of gambling if every known device or agency operating today were wiped off the face of the earth.

Who is going to start it and how we don't know. But if it is talked about enough something will happen—and maybe the miracle of miracles will happen, too: public officials without fear and with honesty that smacks more of statesmanship than politics will take up the cry and get things done.

Gambling under wholesome conditions will give cafes an even greater stimulus than that which they received when Repeal came into being. The cafes that use big expensive shows today are those that are operated in connection with gambling casinos. They manage to pay big salaries even with the heavy tax levied on them for protection. It is not hard to imagine what effect legalized gambling will have on the employment of talent. We have only to look at the few cases in America's desert of hypocrisy, such as Saratoga Springs, to see the answer written as clearly as a look into a crystal ball's image of tomorrow.

Out in the Open

Roger Littleford Jr.

NEW YORK, Oct. 29.—It has been just a bit more than two years since we inherited this column from our able and experienced predecessor, Leonard Traube. It's been a pleasant task for the most part, and certainly a highly interesting one. It has brought, we hope, a host of new friends, and created, we know, a few enemies. But that is probably how it must be when one is given to commenting freely on various phases of this thing we call outdoor showbusiness. It's a job that often necessitates "sticking one's neck out," so to speak, and occasionally brings an indignant reply from an offended reader. By and large, tho, dissenters are few, chronic grouchers practically nil. The fact that present-day showmen can "take it" when need be is a trait of which we all can be justly proud.

A lot of water has passed under the Billboard bridge since first we wrote this column. There have been bright days and dark ones for outdoor showbusiness. There have been vital changes, too, some for the better—others for the worse.

Since September, 1936, we have seen two seasons of almost opposite character come and go—1937, one of the best in a decade, and '38, undoubtedly the most chaotic in an equal space of time. We have seen innumerable showmen emerge from years of struggle during the early '30s depression into apparent prosperity, only to be struck harder than ever the following season. We have seen circuses and carnivals born, grow, merge and die. Agricultural fairs have to a great extent altered their character to the will of a new and educated rural generation. Few parks have improved materially or financially—many more have sunk deeper into what seems to be a losing battle for public acceptance.

We have seen a World's Fair conceived, planned and practically constructed. We have seen Commissioner Moses convert old and stagnant amusement enterprises into flourishing city-owned entertainment centers. Storms have wrought havoc from the Virginia capes to Halifax, and the labor movement has at last become a powerfully important factor in all showbusiness.

There have been many things to write about in the last two years—hundreds of subjects deserving reams of comment. And from all indications the coming two years will be equally, if not more, interesting. But we leave all that to the typewriter of Mr. Traube, who has rejoined our ranks and resumes these duties henceforth. We sincerely hope they are happier things he has to write about.

The World's Fair front took on an interesting aspect this week with the establishment of headquarters here by Lincoln G. Dickey and his keen little band of cohorts. Mr. Dickey, probably the biggest name in exposition circles today, is associated with Billy Rose in the little madcap's "World's Fair enterprises." Just what they might be is not known as yet, but if history repeats, we can expect big things on Flushing Meadows next summer. . . . Frank (Doc) Sheen, he of the wide smile and hurried walk, is managing the concession end of Bob Sipehen's Winter Wonderland village at the fair, and later might be associated with Messrs. Rose and Dickey. . . . Frank Wirth says the biggest thing at the 1939 event will be the unprecedented pyrotechnic display—and not a particular show or free act or night club fan dancer. . . . Frank Duffield, of Theatre-Duffield Pircworks Co., seen hurrying fairward early this week. . . . Joe Rogers, Dufour & Rogers, due from Chi November 2 for the Armstrong-Garcia fight at the Garden. And it looks like the celebrated combine will sign a couple of additional concessions at the fair about the same time. They are already set for "Strange As It Seems" and an elaborated "Boomerang" ride.

Bill Butlin, the rising satellite in British amusements, will arrive on these shores about the middle of November. He'll confer with Harry C. Baker and Harry O. Traver on their rocket ride at

the San Francisco fair and contemplated ventures at New York's '39 expo.

Warren Buck, the wild animal collector, is off on his 18th annual trip into the interior of Africa. Expects to be gone several months. . . . They say Gargantua, the circus gorilla, will be sent to London this winter as a feature of the Mills brothers' Olympia extravaganza. . . . Bill Conway, in from the Barnes-Sells-Photo advance, but off to his Bridgeport home in a hurry. . . . Apparently he has fully recovered from the illness that hit him hard in early spring. . . . Lou Delmore, the side-show op, has been stage managing at the Cort Theater where Madame Capet closes tonight. . . . George Hamid Jr. has returned to his studies at Princeton following recovery from a slight concussion received at football a week ago. . . . George Sr. departed this week for Toronto and his Shrine circus there. . . . B. Ward Beam, the attraction booker, is back from the fair wars and established in New York for the winter. . . . A phone call from Rookwell-O'Keefe requests list of '39 fair dates—which are not yet set, of course. . . . Jake Shapiro, the Triangle Poster Print exec, paid the stem a hurried visit, but will be back for the NSA banquet on November 17. . . . Art Lewis, the carnival op, in by private plane for the Wednesday NSA meeting, then south again for his show's close in High Point, N. C. Will winter in Norfolk and will not play Florida.

Here 'tis, Leonard, it's yours.

Art Lewis, the carnival op, in by private plane for the Wednesday NSA meeting, then south again for his show's close in High Point, N. C. Will winter in Norfolk and will not play Florida.

Here 'tis, Leonard, it's yours.

Hartmann's Broadcast

THE success achieved by the WPA Three-Ring Circus in the three years of its existence is deserving of special mention. All those responsible should feel justly proud of this record. As a matter of fact, we know one man who is quite proud of it. He is Paul Edwards, administrator of the Federal Art Projects for New York City, whose okeh is needed on the finances that make this circus possible. And we know, too, that Mr. Edwards is a member of the Circus Fans' Association and an ardent lover of the circus.

During the three years of its operation the WPA circus had only a few weeks' lay-off, and except for six weeks, it has played New York City—out of the five boro—exclusively. We doubt if there is any other circus that can beat this record for continuous operation in Gotham and its suburbs.

For three summers and three winters now the WPA show has returned to its quarters on the right side of the ledger, which speaks well for Manager Burns O'Sullivan and Press Representative Wendell J. Goodwin. On the tour just closed both attendance and receipts were far ahead of 1937. The circus will soon start on its 1938-'39 winter tour, and O'Sullivan and Goodwin predict another winner.

It might be well to recall that at its Madison, Wis., convention last summer the Circus Fans' Association lauded the leadership of O'Sullivan and Goodwin, and then went on record as endorsing the aims and program of the WPA show in providing work for unemployed performers and at the same time giving children of the five boro of Greater New York an opportunity to see a real circus for a moderate admission fee.

Getting back to Mr. Edwards, when not boosting the record of the WPA circus he is explaining to his friends the save-the-circus movement of the Circus Fans conducted under the leadership of Melvin D. Hildreth and Walter M. Buckingham. In a nutshell, Mr. Edwards is doing a wonderful job.

ALL the talk and publicity regarding concessions and the like is uncalled for. It is strictly up to the fair managers to become acquainted with the character of concessions and concessioners whom they book. If precaution is used in booking concessioners there should be no trouble whatsoever.

So thinks H. E. LaBrequé, secretary-manager of the New Jersey State Fair at Trenton. Maybe so, maybe so. But—we are inclined to believe there are some fair

men who will disagree. We say this because we know contracts calling for legitimate concessions don't always mean that there will be no "sneaking." Some fair secretaries might have the time to keep close watch on "sneaking," but there are others who find this impossible and that's where the fair-engaged midway censor enters the picture. Then again there is no denying the fact that all fair men are not like LaBrequé in knowing the straight from the questionable.

"As you undoubtedly know," continues LaBrequé, "the Trenton fair for many, many years has been unable to operate its midway without questionable game concessions. For the past three years I have been sitting in the saddle here. The first year the boys on the midway had things rather under their own wing. In 1937 we booked the Cetlin & Wilson Shows, and I will say that the concessioners associated directly with this show endeavored to operate straight merchandise wheels, but the smart boys with their fixers from Newark and Philadelphia attempted to defy us and we shut them up. There were plenty of squawks, plenty of dirty names regarding our management and plenty of threats, but that's as far as the smart boys got.

"This year we again booked Cetlin & Wilson Shows, and I drafted a contract for all independent concessioners to sign. I also came out frankly with an advertisement in your Billboard warning the smart boys, and the result was that we did not have them. The Cetlin & Wilson concessioners operated straight merchandise wheels and games and there was no trouble whatsoever. The few independents whom we booked operated wheels for merchandise, and I am very happy to state that it was not necessary for me to bother them in any way. However, one concessioner thought he would put one over on us Friday, but he lasted just 10 minutes and in 20 minutes his concession was on his truck and off the lot.

"I have been told by oldtimers that this is the first fair in many years on this historic fairgrounds that has eliminated the questionable game concessions 100 per cent. I want to go on record as stating that as long as I am associated with this fair the policies we have adopted will continue to be carried out.

"I note also that you brought into your recent column the question of refreshment stands overcharging. This we have no grief over as we have a thorough understanding when we sell them space. Once again I say it is strictly the management's responsibility when selling the space.

"More power to your earnest endeavors."

W. PAGEL, owner of Pagel's Circus, of South Africa, recently carried an advertisement for performers in The Billboard and two foreign amusement trade papers. The response was good—so good in fact that he was unable to place 430 of those replying. And, believe it or not, each and everyone not placed was sent a postcard by Pagel expressing thanks for responding and regret that all vacancies in his program had been filled for the coming year, at the same time wishing them every success. The card also stated that all letters had been placed on file for future reference.

That's doing business in a business-like manner, and anyone is fooling himself who thinks that such efforts mean nothing from the standpoint of goodwill building.

Notes From the Crossroads

By NAT GREEN

CARNIVAL men returning to the Windy City doubtless will feel right at home on Randolph street, which of late has taken on something of the appearance of South State in the matter of ballys. A little better dressed but otherwise very Coney Islandish, Herb Ellisburg, of the Woods Theater, started it with skeletons, gorillas, a tom-tom beater and sundry other disturbers of the peace. The Garrick followed suit with a mechanical man, a cadaverous Dracula and phony ambulance calls with an ambulance dashing down the street, siren whining, and stretcher-bearers totting out supposed victims of the horror films. The Apollo, not to be outdone, rented one of Louis Meltus' Sella-Sterling Circus bulls, which stood at the curb

44th YEAR
The Billboard
Founded by W. H. DONALDSON
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Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Company
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BRANCH OFFICES: NEW YORK—4th Floor Palace Theatre Bldg. 1504 Broadway, Phone, BR 4-1100. CHICAGO—4th Floor Woods Bldg., Randolph and Dearborn Streets, Phone, Central 8480. ST. LOUIS—339 Arcade Bldg., 4th and Olive Streets, Phone, Chestnut 6142. PHILADELPHIA—E. B. PATRICK, 1222 Leasport Road, Upper Merion, Pa. Phone, Madison 6585. LONDON—East Ross, care "The Performer," 18 Grosvenor Green Road, London, W. O. 2. SYDNEY, AUSTRALIA—Kevin Brennan, City Taverner's Bldg., 198 Pitt Street. PARIS—C. M. Chambers, care American Express Co., 11 Rue Scribe.

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, \$3.00; Half Page, \$1.75; Quarter Page, \$1.00. No display advertising measuring less than 10 lines accepted. Last advertising form goes to press noon Monday.

No telegraphed advertisements accepted unless remittance is telegraphed. No ad. to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. 50. NOVEMBER 5, 1938. No. 45

and mooched peanuts from passersby. Add to these the oyster-peeler in the Triangle window, the pumpkin pie girl in Thompson's, the free show in the Sherman's Dome cocktail lounge packing the sidewalk; the old crusading preacher, Bible aloft, shouting "Oh, Chicago, more wicked than Sodom and Gomorrah"; the itinerant tie and razor-blade peddlers, and the bookie steers and lookouts at hallway entrances, and you have almost the makings of a midway. Half a dozen juice ad grab joints complete the picture—and oh yes, the neon flash!

Elwood A. Hughes, managing director of the Canadian National Exhibition, Toronto, took a wide swing around the Southern fair circuits, visiting several fairs and shows. . . . He stopped off in Chi on his return trip early last week and reported that J. W. (Patty) Conklin is still enjoying the salubrious climate of Hot Springs. . . . Charlie Hugo, world-traveled showman, sojourned at the Crossroads for several days before leaving to pilot a well-known magician thru New Zealand. . . . John B. Teltow, breeder of circus ponies, in from Peoria on business. . . . Harry Lewiston, store-show impresario, in town lining up attractions for his winter season. . . . Ralph Whitehead, APA sec., will attend the showmen's conventions here last week in November. . . . Mazie C. Stokes, of Mississippi Valley Fair and Exposition, Davenport, Ia., with her daughters, Beatrice and Leone, and Alice Spratt spent a week-end taking in the legit shows, rodeo and bright spots. . . . Other fair folk attracted by the initial fall activities here were Doug Baldwin, of Minnesota State Fair, and Max Lavine and his wife, of Superior (Wis.) Fair. . . . L. Clifton Kelley, who drew salary check No. 1 from the ACA, resting up from his initial trip for the amalgam.

H. G. Spinks, rigger for Winnie Colleano, writes from St. John, N. B., that Miss Colleano, doing her heel and toe catches, and the Skating Baris were featured at the All-Newfoundland Exhibition and were a big hit. . . . Attendance big, he says. . . . Few of the outdoor boys in evidence here just now, but it's the lull before the big come-in. A check with Hotel Sherman convention man reveals many early reservations, and from November 15 on there will be a steady flow of outdoor showmen to the Crossroads. The National Association of Amusement Parks, Pools and Beaches has its booth space almost completely sold out, with many new exhibitors in the line-up.

Parker & Watts Closes Oct. 22

Is quartered at S. Fort Smith, Ark.—number of folks will remain in city

FORT SMITH, Ark., Oct. 29.—The Parker & Watts Circus closed its first season on the road in Paris, Ark., October 23, then made a run into winter quarters at South Fort Smith, where the show is under cover in six big buildings. All buildings are fireproof and heated. The stock is pastured about four blocks from quarters.

Many of the folks will stay here for the winter. They include Bert Rickman, Joe E. Webb; Thomas Dawson, the writer; Johnny Delmar, Jimmy Thomas, Lonnie Buchanan, Ernie Stuber, Mr. and Mrs. Del Graham and "Andy Calino," Del Graham Jr. and wife, Marge; Herman Bell, James Bowersock, Sam Marratta, James O'Connors, Mr. and Mrs. Chester Espy, Hazel King, Mr. and Mrs. Earl Keene, Mr. and Mrs. Delbert Knight, Carl and Flora Bruce, Jimmy Watts, Bill Noble Jr., Jean Sullivan, Tommy Huck, Chuck Dent and Beverly Harnett.

Scattering of People

Homer Center and Tommy Hart went to the Al G. Barnes and Sells-Floto Circus; Tom Hayden, Duncan, Okla.; Lou Walton, Denver; Moringo, Selma, N. C.; the Whipping Smiths, Fort Wayne, Ind.; William and Mlle. De Barrie, Fort Wayne; Alex and Anna Brock, Huntington, W. Va.; Al Bainbridge, Erie, Pa.; Jimmy Hackensmitz is still here but will go to Houston, Tex., for winter dates; George (Slim) Griffin went to Bowman, S. C.

(See PARKER & WATTS on page 59)

J. R. Malloy Opens Indoor Circus Unit at Dalton, O.

CANTON, O., Oct. 29.—Comprised entirely of standard circus acts, the J. R. Malloy Circus unit, framed for stage presentation, gave two break-in performances at near-by Dalton, preparatory to launching an extended theater tour starting at Erie, Pa. (October 31). Program runs about an hour.

Using his summer show personnel as a nucleus, Malloy has added two standard turns, several clowns and a six-piece band. Unit has plenty of variety. All new special paper is being used as well as attractive newspaper exploitation. Show will move by motor.

The Program

Overture, Circus Capers, John Dusch's Band on stage with callopie. Bobby and Johnny, comedy acrobats, get program off to a fast start. Ruth and Jack (the Malloys) on the Roman rings. Malloy's

(See J. R. MALLOY on page 59)

Gainesville Elects Officers; Roy A. Stamps General Manager

GAINESVILLE, Tex., Oct. 29.—Roy A. Stamps was elected president and general manager of the Gainesville Community Circus at the annual membership meeting Tuesday night at the Chamber of Commerce office. He succeeds Leon M. Gilmore, who has left the city. Joe M. Leonard was chosen vice-president and general agent, and Gideon D. Bell was re-elected secretary-treasurer. The board of directors includes Frank X. Schad, Roy P. Wilson, A. Morton Smith, Russell Teague, Portis M. Sims and Alex Murrell, re-elected, and T. H. Chaffin, C. B. Stringer and B. A. Dillard, the last named being newly chosen president of Gainesville National Bank.

Mr. and Mrs. J. D. Stephens were employed to have charge of rehearsals, which will start February 1. Stephens has had 10 years' experience with circuses as a performer and is now head of the city electrical department. Verns Brewer and Portis Sims will have charge of breaking stock and will begin work January 1.

The board of directors made up the



L. B. GREENHAW, advertising manager of the Parker & Watts Circus the last half of the season, has been appointed general agent of the show for 1939.

Grace Hanneford Hurt When Struck By Auto on Coast

KATTSKILL BAY, N. Y., Oct. 29.—Mrs. Grace Hanneford of this place, wife of Edwin (Poodles) Hanneford, is a patient in St. Luke's Hospital, Pasadena, Calif., suffering from a leg fracture and a severe laceration on the face, near one eye, caused when she was knocked down by an auto operated by an intoxicated driver while she was crossing a street October 15. Her condition is not serious, but the injured leg is in a cast. Doctors removed a piece of bone near the knee. A number of stitches were taken to close a cut on her face, according to word received here.

Mr. and Mrs. Hanneford and daughter, Grace, and Mr. Hanneford's mother, Mrs. Elizabeth Hanneford, have been in California since the Hagenbeck-Wallace Circus, with which they were appearing, closed. Poodles expects to sign a contract to appear in a movie.

The Clarks, also of Kattskill Bay, who were with the Tom Mix Circus when it closed, are in El Paso, Tex., where they are appearing in a Shrine circus. The group is comprised of Mr. and Mrs. Clark, the latter having been Elizabeth Hanneford before her marriage, and their daughter, Ernestine. Mrs. Clark is a sister of Poodles and George Hanneford.

The third of the Kattskill Bay families of circus people, Mr. and Mrs. George Hanneford, their son, George Jr., Doris Wren and Thomas Dunn, are playing Shrine circus in Toronto, Can., this week.

executive and mechanical staffs as follows: Stamps, manager and equestrian director; Leonard, assistant manager and general agent; Bell, secretary-treasurer; Schad, legal adjuster; Stringer, superintendent of transportation; Chaffin, ticket superintendent; Wilson, front-door superintendent; Smith, program director and announcer; Carl Kaden, personnel; Cecil H. Tinsley, general press representative; Brewer, lot superintendent; Teague, backyard; Sims, ring stock; Jane Harris, wardrobe; Dr. S. M. Yarbrough, medical department; C. C. Patterson, head usher; Murrell, general superintendent; Carey C. Shell, musical director; Stogie Mitchell, public-address system; J. B. Saylor, producing clown; Henry Skaggs, boss hostler; O. P. Ryan, steward.

Santa Claus Parade Bookings

Stamps announced that the circus' Santa Claus parade had been booked in Temple, Bryan, Jacksonville, Mineral Wells, Cleburne and Ballinger, with several other dates in prospect. Tent and seat rentals are also numerous for the

(See GAINESVILLE ELECTS on page 59)

Must the Billboards Go?

By W. E. BEMENT

I READ with no little interest Mr. Peattie's article on billboards in the October issue of *The Readers' Digest* and note that another article is to follow in next month's issue. While waiting for the latter, which I suppose will be Mr. Peattie's big guns, I shall answer to the artillery fire of his first article by taking a few pop shots. If I have to provide for the counterattack by a rearrangement of machinery after the next article I shall do so either by reconstruction of this article or by writing another. I think, however, that the pith of Mr. Peattie's argument is already before the reading public.

Let me say at the outset that I am not a billboard man, nor am I employed by one either for work or writing this article. I do have a friend who is one; a finer man you would never meet, as much a lover of scenic beauty as Mr. Peattie appears to be, or anyone else, who is conducting a legitimate, respectable business with honorable men as his patrons, and living up to the slogan of his concern, "Signs That Beautify." The following are my own observations and unbiased sentiments. I am a live-and-let-live individual who likes to see justice and equity meted out to all. I, too, love scenic beauty.

Organized outdoor advertising industry represents an invested capital of \$125,000,000, with annual purchases of products, equipment and services amounting to approximately \$12,000,000. The 7,500 concerns employ 33,000 persons in placing and maintaining some 185,000 panels. Approximately 250,000 property owners receive income for rent of space. It is such a gigantic business that one would wipe off the earth with the sweep of the pen.

What Mr. Peattie's motive in writing was I do not know. I am inclined to believe in the sincerity of the man, that he is an enthusiast for the maintenance of America's natural beauty, and not writing, I hope, for the money he gets for his articles or for being a "cat's paw" of newspapers.

Mr. Peattie takes it for granted that billboards must go because he says so, and others think so. He speaks of billboards' marring scenic beauty and causing inattention to driving, then dwells at length on how to destroy a legitimate business employing thousands of men. It seems not to have occurred to him that these highway "nuisances" could be made less offensive to his and others' sensitive natures, less obnoxious. Mr. Peattie does not mention, tho I am sure he knows, that there are regulations governing the placing, building and maintaining of billboards that respectable advertising companies fight to have followed, and which if followed would leave the objectionists little or nothing to say. He seems to think that the law-enforcing body of city and county and State cannot perform the functions of their office without the advice and admonition of enthusiasts.

I grant that much can yet be done to rid the highways of dirty, unsightly or worn-out and dilapidated signs and improve the looks of the more respectable ones, but this can be done in conjunction and co-operation with honorable companies instead of degrading and destroying their business altogether. There are many ways of beautifying signs, such as by lattice work, shrubbery and flowers, cut-out work, electrical displays, etc. Many of this nature have recently been erected, and signboard-making competition necessitates the making and maintaining of good signs. Signboards as often hide hideous scenery as they obstruct the pleasanter views. One place I know of in particular—construction work on a graded curve had left a huge unsightly mass of rocks. A beautiful sign was erected with lattice work, which hid the rocks and materially added to the beauty of the scenery, as it pictured rest cabins available a few miles on. Many, many places, in swamps, at automobile grave yards, etc., attractive signs have been utilized to enhance the beauty of the surroundings.

Immediately Mr. Peattie would put forth his only other argument—attractive signs cause inattentive driving. No more than some exquisite natural sight, beautifully landscaped estates, attractive—or unattractive—houses or buildings, a well-favored cow or a sweet-faced feminine pedestrian. At high speeds of present-day travel billboards are road hazards, we are told. Did it ever occur to Mr. Peattie that attractive signs would tend to slow down the speed? He recounts and quotes decisions concerning inattention causing accidents in highways. Inattention comes from various sources—pointing out scenery and interesting sights, conversation, radio programs, a beautiful girl by the driver's side, children playing in a car, a back-seat driver, a bee in the bonnet—or elsewhere—and powdering one's nose. One woman driver tried this stunt while the car was in motion and wrapped it (not her nose) around a telephone pole.

There are highway regulations prohibiting the placing of signs to obstruct the view of motorists where they would be a hazard.

The Outdoor Advertising Association also has rigid regulations and restrictions. From the Manual of the Advertising Association of America, pp. 221-222, we read:

"Standards of Practice: Members of the association, both painted display and poster advertising operators, shall not place or post structures or copy:

- "1. So as to create a hazard to traffic.
- "2. On rocks, posts, trees, fences, barricades or daubs.
- "3. On streets and/or those portions of streets which are purely residential in their nature or in other locations where the resentment of reasonably minded persons would be justified.
- "4. On streets facing public parks where the streets surrounding the parks are residential.
- "5. On any locations except property either owned or leased.
- "6. In locations that interfere with the view of natural scenic beauty spots."

Personally, I have found billboards of great benefit to me in pointing out the best and nearest tourist places, the most respectable and at the same time reasonably rated hotels and restaurants and good shopping places, also the nearest gas stations. I find them also a means of relieving the monotony of driving and dispelling fatigue.

Mr. Peattie speaks of signless streets. Unless I know just where I am going to get a certain commodity, give me a street with signs so I won't be going into a beauty shop for a pair of socks or a hardware store for a meal.

We are living in an age where advertising of every description is being carried on in a big way by concerns manned by honorable men, respectable citizens and beauty-loving individuals. Talk with them and you will soon find out that they want to retain natural beauty, make their work look attractive, and be a positive benefit to the advertiser and prevent accidents by refraining from erecting signs that might be road hazards. Should we be so unfeeling as to unfavorably affect or even ruin their business? Is this the gratitude we extend for their much study and tireless efforts to better the things we have been discussing? In this age of unemployment can we readily place the thousands engaged in this business where they can feed themselves and families?

Would you think it proper, Mr. Peattie and others, to put stones in the hands of people and tell them just where to aim if you wanted to destroy a beer establishment that was obnoxious to you, or something that obstructed your view?

Better, 'twould be, it seems to me, if we want to be active—and perchance make a name for ourselves—if we would study the matter more than superficially and then offer suggestions as freely as we denounce and ask others to throw stones.

Corriels Back on Barney

SANGER, Tex., Oct. 29.—The Corriel Family, after playing dates, have returned to Barney Bros. Circus. Theodosia is producing clown. The George

Free Troupe, which replaced the Corriels in July, are still with the show. Joe Applegate, after closing with Carl DeVere's You Tell 'Em Ole show recently, joined.

Bill Moore, late of Hagenbeck-Wallace Circus, was a recent visitor.

With the Circus Fans
By THE RINGMASTER
CFA

President: MELVIN D. HILLBREITH, 116 Evans Blvd., Washington, D. C.
Secretary: W. M. BUCKINGHAM, Thomas Park, Newark, Conn.
Conducted by: WALTER HORNEMAN, Editor "The White Top," care Hohmadel Printing Company, Rochelle, Ill.

ROCHELLE, Ill., Oct. 29.—David H. Foster, Beloit, Wis., a new member of the CFA, conducts a letter shop in that city. He sends out a monthly circular in the interest of his business and the August issue was devoted almost entirely to the circus.

Stan Rogers, assistant art director MGM Studios, Hollywood, spent his vacation taking in the sights in Grand Canyon, Bryce, Zion, Death Valley and other points of interest. Rogers is Western vice-president of the CFA.

When the Al G. Barnes and Sells-Floto Circus showed Houston, Tex., all CFA members of the Terrell M. Jacobs Tent attended the Monday night performance in a body. It was the first time that Terrell and Dolly had the pleasure of

working their acts before the members of the Houston Tent since it was named after him. Terrell said that it was the proudest moment of his life to meet and work before the members of his Tent. After the show a party was given for the performers by the local Fans in the ring barn at the Frank Walter quarters. More than 100 attended. "Blue," owned by Dolly Jacobs, was ridden by Jack Joyce, of the show.

Walter B. Hohmadel attended the Northwestern-Minnesota football game at Evanston, Ill., October 29. In the evening he attended the rodeo in the Chicago Stadium.

Departures of Folks On Robbins Bros.' Show

ROCHESTER, Ind., Oct. 29.—When Robbins Bros.' Circus closed at Decatur, Ala., October 22, many of the personnel proceeded to Rochester, Ind., on the show train. Rochester was a busy place the few days following. At this writing everything has settled down to winter quarter normalcy. Most of the members of the organization have gone to their winter homes or left to fill winter engagements.

Floyd King has gone to Chicago and other places in interest of the show. Captain Seymour, Curley Stewart, Charley Luckey are at quarters. Jess Murden makes a daily trek from Peru to the quarters. Charley Young is resting at his home in Peru. Butch Burkhardt and wife are getting ready for a trip to Coldwater, Kan.; Jimmy Mills is spending his time on his parents' farm near Rochester; Earl Lindsey is at the office daily; R. B. Dean is in Cleveland doing press work for Clyde Beatty. Hoot Gibson and Billy Hammond expect to start for California shortly. Rex Allen will stay at quarters this winter.

Charles Land left for Nashville to join the Barnes show and is to be followed by "Peanuts" Headley in a few days. Harold Nickerson left for Burlington, N. C., and the Hobsons troupe expects to leave soon for California. "Phil" left for Fort Worth, Tex.; Alonso for San Diego; George Crandell for Chicago; Mit Carroll and wife and Manny Mallman and wife are in Rochester, as well as Burnett. Ernie Sylvester motors daily from Peru to Rochester to do painting on equipment used by Beatty. Eddie Burnbank left for Chicago.

Al Dean is on his farm near Rochester; "Popeye" left for Erie, Pa.; Dr. E. Partello is spending a few days at Rochester and will shortly depart for St. Petersburg, Fla. Nick Carter was a visitor this week. The writer Stanley F. Dawson, is leaving for New York City via Cleveland, then to the Orient via London. Met Jimmy O'Connor in Peru.

WPA Federal Theater Project To Have New Show

NEW YORK, Oct. 29.—The WPA Federal Theater Project's circus, now in quarters, will open the indoor season Thanksgiving Day. Rehearsals start next week for an all-new show. The spec will be titled *America and the Parade of States*.

Harold Sullivan, manager of the advertising brigades, will have all new paper and a new printed herald. The Gardeners, who had the cookhouse and worked a web act, resigned from the project and left this week for the West Coast, reports Wendell J. Goodwin.

Reidsville Very Good For Barnett Bros.' Show

REIDSVILLE, N. C., Oct. 24.—Barnett Bros.' Circus was here October 17 and showed to a good house at matinee and a packed house at night. Performance is well presented and program is played by small but good band. Reidsville is not considered a good town for tented attractions and everyone was agreeably surprised with business.

Guests included Oklahoma Jerry Burrell and Rex and Fannie Ingham. Were entertained by Manager Ray Rogers and staff. While here Frank DeRiske was the guest of the Inghams at Ruffin, N. C.

LAURENCE CROSS, who was with Russell Bros.' Circus, is spending a few weeks at his home in Ottumwa, Ia. Will again be at a Des Moines (Ia.) department store for the holidays, opening November 19, making his sixth consecutive season there. Reports a pleasant season on Russell show.

15 Years Ago
(From The Billboard Dated November 3, 1923)

A new wild animal circus was being built by I. S. Horne, owner of Horne's Zoological Arena in Kansas City, Mo., for J. M. Stotsbury, T. A. Shofer, O. W. Moore and B. H. Rothwell, of Los Angeles, and Harry C. Payne, of San Diego. Lindemann Bros.' Circus closed October 16 when it became stuck in the mud at New Virginia, Ia., and moved into winter quarters at Knoxville, Ia., October 18. . . . Thomas Salmon, one of four Ringling-Barnum billposters who qualified for a \$50 bonus for posting the most bills, was home in Fairbury, Ill., after a 15,000-mile season tour. . . . The Great Keystone Show closed at Collier Pa., October 20.

Doc Oyley was with Boyd & Linderman Shows, following the close of Walter L. Main Circus with which he was connected. . . . Sam Stricklin, showman of Canton, O., was building a barn in which to train ponies for circuses during the winter. . . . Spauld Family Show closed October 6 and went into quarters at Adelphi, O. . . . Prof. Grant Light and his band were with Golden Bros' Circus Side Show. . . . Thomas P. Whiteside, tight-wire performer, was with the Jack Moore Trio, after closing with Atterbury Bros.' Shows. . . . Eddie Boyce closed as boss lithographer on the John Robinson No. 1 Car. . . . Sig Sautelle, veteran circus man, returned to Fort Edward, N. Y., after a season with the George L. Dobyns Shows.

James W. Beattie, circus side-show manager, was married to Luella Maye, professional, in Chicago. . . . Stars in the concert of Golden Bros' Circus were Carl Bruce, Jimmie Richardson, Tex Smith and Buck Owens. . . . C. W. Finney finished his work with Sells-Floto Circus and went to Aurora, Ill. Mrs. Matlock, of the Matlock Family, returned to the act on Gentry-Patterson Circus. . . . Grace Brown, menage rider on Gentry-Patterson, resumed her work after a lay-off due to illness.

Richard Show in Quarters

FALL BRANCH, Tenn., Oct. 29.—Richard Bros.' Circus closed at Newport, Tenn., after a successful tour of 10 States and is in quarters here. An elephant truck was wrecked on the final day. Extensive repairs will be made during the winter months, according to J. B. (Skinny) Kennedy, chief mechanic, and Jimmy Crouch, lot superintendent.

Hervey Joins Sullivan

CONCORD, N. H., Oct. 29.—J. R. Hervey, for many years contracting and press agent with Hagenbeck-Wallace, Tom Mix, Downie Bros.' and Robbins Shows, has joined the Paul M. Sullivan organization of this city and will cover New England and New York States contracting orchestra engagements.

Silverlakes Join Marlowe

RIPLEY, Tenn., Oct. 29.—The Silverlake Circus unit closed its fair season last Saturday and is now with Marlowe's Mighty Variety Shows, which will play thru this State and Mississippi during the winter. Rube Ray is owner-manager and business has been fair. With the Silverlake unit are Archie, Billie and Johnnie May; Bill Gordon and Luby Latham.

Photo Post Cards
Quality Reproductions
Straight Reproductions of any Photograph or Drawing. One copy Negative made per lot. Gloss "Mirror" finish only.
100, \$2.25; 250, \$4.50; 500, \$7.00; 1,000, \$14.25.
Send 50¢ Cash with Order. Bal. C. O. D. Originals returned unaltered. SATISFACTION GUARANTEED.
2x10 Lobby Photos, Special, Now 12 for \$2.25, 24 for \$4.00. Get our prices on any size from Miniatures up to 4x6-60 Slitprints.
SPECIALLY DESIGNED GROUPINGS AND GREETING CARDS TO ORDER.
Check to Photo Art, 28 Riverside St., BAYTON, LA.

TENTS - BANNERS
60x120 DRAMATIC TENT—GOOD AS NEW. TWO STAKE HOLDERS.
CHARLES DRIVER—REINIE MENDELSON
O. HENRY TENT & AWNING CO.
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We serve the LARGEST CIRCUSES AND CARAVANS IN AMERICA with all special potentialities, black and type posters, and dates. TENT SHOW HEADQUARTERS; DATES, POSTERS, CARDS, HERALDS, BANNERS. LOW PRICES—PROMPT SHIPMENTS. Write for Price List and Route Book.
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For CONCESSIONS AND SHOWS
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WORLD'S LARGEST TRAVELING MUSEUM
Traveling on These Large Semi-Trailers.
Freaks, Oddities from all parts of the Globe. Any Act of merit. Exhibits need to be few, as it is winter time. Anyone wanting a good home for the winter, wire or write. Pay your own, I pay mine. Rest of board and room at hotel. No harm in the back. Pay every night if necessary. Needed for stock cases. Especially wanted, Flashy Mind Reader. Prefer one that can Magoo and other acts. Large Snake to feature with my Elephant Fane Boy, fat-sleeping Hanger Man, Nite Leech or Mills or Saturday, wire or write. You will have something to work on. Following people act in touch with me: Elizabeth Webb and husband, Sam Golden, Larry Johnson, Pete Jones if not working, Kokomo Morrison, Thelma or Allen Allen, Toney, Fido-Eater, Joe Smeag, Pat Walton, Caban Mack, A. C. Beidler, of Downie Bros' Circus, will be General Agent. Treasurer Clarence Berry. Bill Duggert wire. All mail address **CIRCUS BOX, Arcadia Post Office, Nashville, Tenn.**

Wanted: Two Girls
For Acrobatic and Tumbling Act, also Boy Wire-walker. Steady work. Answer quick. **BOX D-104,** care The Billboard, Cincinnati, O.

AVAILABLE NOW!
A newly completed novelty 12 Horse Liberty Act—4 White, 4 Black and 4 Cream—young and beautiful stock. These horses can be worked in different groups from 4 to 12 horses; as two acts, 6 and 8; three acts of 4 horses in each ring, or as an 8 horse act. I have the only high school horse (stallion) that works without rider or driver. Mrs. Rudyoff offers her Lucky Strike high school horse and two Great Dane Dogs. These acts can be booked individual and can be seen at Carville, Wis., at any time. They are trained and presented in the most perfect manner by Mrs. Ernos and Rudy Rudyoff.
WRITE OR WIRE TODAY.
RUDY RUDYNOFF
CASSVILLE, WIS.

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America's Big Tent House
Eastern Representative, A. E. Campfield
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FOR SALE
Five young Male and five young Female Lions, well trained and shipping boxes. Reasonable price.
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SHOW PRINTING
100 - 1 sheet 15
16 x 22 - FLASHY WINDOW CARDS HEAVY CARDBOARD
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Of every size, heralds, etc. for all occasions—special designs for your show—quick service—low prices—write for complete.
METROPOLITAN PRINTING COMPANY
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Side Show Attractions
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Under the Marquee

By CIRCUS SOLLY

R. M. HARVEY was in Chicago on business for several days last week.

RALPH CARSON advises that Elmer Myers was at Memphis, Tenn., greeting his old friends with the Barnes show.

JAMES D. WATTS, who was with the M. L. Clark show in 1926-'27, is postmaster at Bear Spring, Tenn.

THREE AERIAL Sky-Rockets are playing dates in the South. Will be at Little Rock, Ark., for Sidney Belmont.

LOU JACOBS did not go with Joe Lewis and Pol'dor to the Morton show in Toronto as recently mentioned.

IT'S NOT what you formerly did that counts, it is what you are doing now.

MRS. OTTO MARTIN LOCKE is in the New Braunfels (Tex.) Hospital recovering from a serious operation, her third.

EMIL MOSKOVITZ cards that he closed with World Bros.' Circus and left for Miami, Fla.

JAMES BEACH, of Downie Bros.' Circus, contracted the Monroe (La.) Park lot for Armistice Day.

SHORTY SYLVESTER and wife left Haag Bros.' Circus and en route home in Arizona stopped off at Marshall, Tex., and visited J. W. BonHomme.

MRS. ART MILLER visited with St and Nellie Kitchie, also Robert Stanley and wife, of Haag Bros.' Circus, when show was at Walnut Ridge, Ark., September 29.

BETTY WILLIS, formerly with Tom Mix Circus, is with Riggs Circus, presenting ring act and Montana, hind-leg dog.

GIVE CREDIT to the shows that kept going this season despite many obstacles. It was the trouper spirit.

L. H. JONES, general agent of the Davenport Circus, reports nice business thru the Carolinas and weather good. Jones has two billers.

DICK SCATTERDAY, banner man with the Barnes show, recently spent a week-end with James M. Beach and Art Miller, agents for Downie Bros.' Circus, in Baton Rouge, La.

WALTER A. SACK is in advance of the Voo D. Powers dog act—Silver Plush and Gang Dog Comedy. Act is playing theaters and schools in Jamestown, N. Y., and vicinity for two weeks.

FLOYD KING, general agent of Robbins Bros.' Circus, spent a couple of days in Chicago following the return of the show to winter quarters at Rochester, Ind., before going to his home in Tennessee.

ESTHER SCHAPPER is working as maid in Peggy Waddell's horse act with Barney Bros.' Circus. Special paper has been ordered for the act, which will be with an indoor circus following close of the Barney show.

The Billboard has the same relation to the amusement world as the automobile clubs have to the motorist.—Hugh S. McGill.

W. K. (BILL) ROSE, on advance press with Russell Bros.' Circus early in the season, renewed friendships when the show was in Little Rock, Ark. Rose, now police reporter for The Arkansas Democrat, Little Rock, also was on the lot when Barnes-Sells-Photo made that city.

FRANK MAYER, of Joseph Mayer Publishers, Inc. (circus programs), and Cecil (Red) Scott, who was with Robbins Bros.' Circus, visited The Billboard offices in Cincinnati last Wednesday. The former went to New York and the latter will winter in Cincy.

DEL GRAHAM and wife, owners of Andy Calino, educated chimp, who were with Parker & Watts Circus all season, are at the show's quarters, Ft. Smith, Ark. Del Graham Jr. and wife, Margie, were with the show the latter part of season, doing comedy acrobatic act. Junior was formerly with the Flying Flemings.

HARRY AND LORETTA LAPEARL closed with Polack Bros.' Circus and went to El Paso, Tex., to appear at the Shrine Circus and Exposition for Verne Newcombe. Harold McEvoy and Glenn Purdy will be with the LaPearl troupe, which also will play the Shrine Circus at Houston, Tex., and other indoor dates.

MINSTRELS in side show of Haag Bros.' Circus include William Goodman, Joe Little, C. J. Hollis, Angus Harley, Oliver Griffith, Kid PeeWee, Edith Griffith, Pauline Jones, Broadway Walker, Dancing Dodson, Pig Jones and Jelly-Roll Rogers.

BENNIE FOWLER, agent for Haag Bros.' Circus, and Art Miller, of the Downie show, spent several evenings together while contracting their respective shows in Louisiana, it being the first time they had met since 1932, when they (See Under the Marquee on page 61)

Dressing Room Gossip

DOWNIE BROS.—Sercy, Ark., was the scene of many show people. Parker & Watts Circus pulled off the lot as we pulled on. Manager Ira M. Watts and many of his employees renewed acquaintances with the Downie folks. Bill DeBarrie and wife visited Myrna Karasy, Jimmie Thomas, producing clown, and his group of joys were on hand, as were Mr. and Mrs. Alex Brock. The Downie folks drove over to the Watts aggregation. B. W. and Madam Barnard, of the Barnard show, renewed acquaintances. J. T. Bowden Jr., circus fan of Hope, Ark., was on the lot with his candid camera.

Many friends of Lloyd (Sugarfoot) Williams visited him in Camden, Ark., and in El Dorado, his home town. One 30-minute broadcast was devoted entirely to the Downie show and Williams. Newspapers carried front-page stories. Besides visiting his immediate family, he entertained Bob Shivers, Tommie Herbet, T. B. Owens, Joe Duerson and William Hambrice. The Young Men's division of the Chamber of Commerce, headed by Bob Hayes, president and also editor of Daily News, presented Williams with an overcoat and a Gladstone bag in the center ring during the clown band number. Those making the presentation were Oren Harris, prosecuting attorney; Grady Wooley, sheriff; Heard Williams (a brother), of the Bank of Commerce;

Dr. Ralph Williams, dentist (also a brother), and Joe Burgoon. After receiving his gifts "Sugarfoot" spoke over the loudspeaker and received a tremendous ovation.

Entering Louisiana, notice all of the rolling equipment with new license plates. A number of the clowns are getting contracts for winter engagements in department stores. The writer will return to Goldsmith's Department Store, Memphis, Tenn.

CHESTER (BOBO) BARNETT.

The Corral

By ROWDY WADDY

WHAT WILL YOU boys and girls be doing this winter? Come on, tell Rowdy about it.

IT ONLY entails a few minutes of your time to tell Rowdy what's doin'. Why not start that winter "pastime" right by dropping him a few lines occasionally?

REX M. INGHAM, well known in rodeo circles, has entered the night club field in Ruffin, N. C. Among recent visitors, reports Rex, were Suicide Ted Elder, Eddie and Ethel Hill, Jerry Burrell, Bill and Margaret Bagby, Frank DeRisiko, Mr. and Mrs. Earl Backer, Terry Martin and Daisy Gold.

VERNE ELLIOTT, who annually is arena director at the rodeo held in connection with the Southwestern Exposition and Fat Stock Show, Fort Worth, Tex., stopped off there last week, en route to Baton Rouge, La., where he will be connected with the Louisiana State University Champion Rodeo and Live-Stock Show. To discuss plans for the 1939 Fort Worth rodeo with Manager John B. Davis, Elliott and Eddie McCarty furnish live stock for the event.

HUNTSVILLE (Tex.) Prison Rodeo, during four Sundays in October, drew a total attendance estimated at 60,000, not including 6,000 inmates, according to prison officials. Entertainers opened up the final day, October 23, and presented keen competition in their quest of the money awards. Virgil Lacey and Hugh Allen were finally judged best in bull riding and bulldogging, respectively. Clowns, led by Charlie Schultz, an outsider, dared the riders into extra efforts. Sixty inmates participated. Governor-nominee Lee O'Daniel was a closing day feature with mountain music.

RODEO held annually at the Garden, Boston, will be dispensed with this year, according to General Manager Walter W. Brown, who has decided that the city has become rodeo weary and that it would be to the best interests of Garden and Rodeo alike to postpone performances for at least a year. Brown was further convinced of the soundness of his theory that Bostonians wanted something new by the fact that the Suffolk Downs Rodeo was this year attended by only a few thousands as compared with the big successes of the past. "Rodeo will come back into Boston and again do phenomenal business," said Brown, "and we expect to be in the field again next season."

ADDITIONAL results of contests in the Chicago Stadium Rodeo are as follows: Steer Wrestling—Third go-around, Clyde Hightower, Jack Wade; Bill Wakefield and John Burnett split third and fourth. Fourth go-around, Lonnie Allen, Oral Zumwalt; Frank Van Meter and Billy Kingham split third and fourth. Cow Milking—Second go-around, Allen Holder, Clyde Brown, Buck Standifer, Billy Van Vaeter. Third go-around, Oren Fore, Buck Standifer, Clyde Brown, Jonas DeArman. Bareback Bronk Riding—Third go-around, Cecil Bedford; Jimmie McGee and Ralph Stanton split second and third; Johnnie Hagen. Calf Roping—Third go-around, Buck Goodspeed, Dee Burk, Roy Lewis, Henry Salvely. Steer Riding—Third go-around, Ken Hargis, Bob Murray; Smoky Snyder and Bill Gibson split third and fourth. Saddle Bronk Riding—Third go-around, Milt Moe and Bill Hancock split first and second; Dick Slappert, Dude Colbert and Andy Curtis split third and fourth. Calf Roping—Fourth go-around, Maurice Laycock, Jim Wilkinson, King Merritt, Jiggs Burk. Steer Riding—Fourth go-around, Earl West and Bennie Bender split first and second; Ken Roberts and Burwood Ryan split third and fourth. Saddle Bronk Riding—Fourth go-around,

Mick Hicks and Whitey Stewart split first and second; Wayne Loucks, Jack Sherman, Mark Bearrow and Doug Bruce split third and fourth. Bareback Bronk Riding—Fourth go-around, Johnnie Williams and Ken Roberts split first and second; Paul Bond, Earl West and Rex Campbell split third and fourth. Steer Wrestling—Fifth go-around, Johnnie Strachan, Milt Moe, Speedy Denmore, Hugh Ridley.

Garden Rodeo Off From 1937 Record

NEW YORK, Oct. 29.—Madison Square Garden rodeo closes its 1938 run tomorrow to business decidedly below the record-breaker of a year ago. Show started off to more than satisfactory business, running but a little behind '37 for first two weeks, despite World's Series competition and weather excellent for outdoor amusement. A drop thereafter, despite apparent pick-up late in final week, should put total receipts and attendance for 24-day period between 20 and 25 per cent under last season.

From a performance standpoint rodeo has been a keen success—the stock and cowboys putting on outstanding exhibitions day after day. Injury list is mounting with almost every show, tho, and veterans are saying it's a good thing the big band of Westerners doesn't invade Boston this year.

Details of business, final winners, etc., will appear in Corral department of next week's issue.

Day Money Winners

Day money winners (results in all events are for night contests unless otherwise indicated): Bareback Bronk Riding—Sixth day (Wednesday, Thursday and Friday), Pete Grubb and Frank Finley split first and second; Eddie Curtis, Dale Stone. Seventh day (Saturday morning, matinee and night), Cecil Henley, Pete Grubb, Eddie Curtis, Jim Patch. Eighth day (Sunday matinee and Sunday and Monday), Dale Adams; Pete Grubb and Eddie Curtis split second and third; Fritz Truan and Hughie Long split fourth. Ninth day (Tuesday, Wednesday and Thursday), Buttons Yonick, Bob Walden; Hoytt Hefner and Canada Kid split third and fourth. Cowgirls' Bronk Riding—Seventh day (Thursday and Friday and Saturday morning and matinee), Mary Parks, Gene Creed, Rose Davis Breeden, Margie Greenough. Eighth day (Saturday, Sunday matinee and night), Grace White, Alice Greenough, Mildred Mix Horner, Gene Creed and Vivian White split fourth. Ninth day (Monday, Tuesday and Wednesday), Gene Creed and Vaughn Krieg split first and second; Margie Greenough and Alice Greenough split third and fourth. Calf Roping—Seventh day (Thursday and Friday, Saturday morning and matinee), E. Pardee, Bob Crosby; Carl Shepard, Boyce Sewall and Herb Meyers split third, fourth and fifth. Eighth day (Saturday, Sunday matinee and night), Ralph Bennett, Jake McGuire, E. Pardee, Juan Salinas, Ike Rude. Ninth day (Monday, Tuesday, Wednesday), Clay Carr; Earl Moore and Everett Bowman split second and third; John Bowman, Everett Shaw.

Cowboys' Bronk Riding—Seventh day (Thursday and Friday, Saturday morning and matinee), Buel Mulkey, Cliff Helm, Fritz Truan; Pat Pluskett, Chet McCarty and Bill McMacken split fourth, fifth and sixth; John Jordan. Eighth day (Saturday, Sunday matinee and night), Jerry Ambler; Leo Murray and Bill McMacken split second and third; Fritz Truan and Pete Grubb split fourth and fifth; Eddie Curtis, Nick Kalbitz. Ninth day (Monday, Tuesday, Wednesday), Pete Grubb, Turk Greenough, Cecil Henley, Bill McMacken, Leo Murray, Jackie Cooper; Kid Fletcher, Fritz Truan and Jerry Ambler split seventh. Steer Wrestling—Fifth day (Tuesday, Wednesday, Thursday and Friday), Joe Thompson, Gene Ross, Howard McCrorey, Shorty Creed, Hugh Bennett. Sixth day (Saturday morning, matinee and night; Sunday matinee), Dick Truitt, Tex Doyle, Slim Welch, Clay Carr, Mike Fisher. Seventh day (Sunday, Monday, Tuesday and Wednesday), Howard McCrorey, Dick Truitt, Everett Bowman, John Bowman, Joel Fleming.

Wild Cow Milking—Nineteenth day (Thursday), Clyde Burk, Everett Bowman, Irby Mundy. Twentieth day (Friday), Herb Meyers, Sonny Hancock, Roy Matthews. Twenty-first day (Saturday morning), E. Pardee, Clay Carr, Earl (See GARDEN RODEO OFF on page 61)

NO CIRCUS NO THRILL

Without THE EARTH'S NO.1 AERIALIST FLORESQUE

Presenting Two of the Most Thrilling Acts the Show Business Ever Knew.

General Delivery, . . . Sarasota, Florida.

HAAG BROS. 3 Ring Circus

WANTS FOR LONG WINTER SEASON Performers for Big Show, doing ten or more acts. Family that can do four or five acts. Moderns, all instruments, for Big Show Band. Address Claude L. Myers. For Note Show: Capable Manager, to work on department basis. Other useful people, all departments, write. Salaries must be low. Route: Banks, 2; Jena, 3; Ferriday, 4; St. Joseph, 5; Tallulah, 7th. All Louisiana.

CORRECTION EASTERN CIRCUS PRODUCTION CO. WILL OPEN IN UTICA, N. Y. DECEMBER 5 Not November 5, as stated in ad October 29 issue.

Oil Boom Is Feeder

NEW ORLEANS, Oct. 29.—This fall has seen marked rejuvenation of county and district fairs in Louisiana and East Texas, especially in areas where an oil boom has expanded in the past 12 months. With one exception, all held in Louisiana thus far have topped records in attendance and even the one lagging in patronage reported the largest number of exhibits. Nearly all fairs in this area will finish in the black. New attendance records were set by a dozen Louisiana annals, including those in Red River, Washington, St. Tammany, Avoyelles, Vermilion and three or four other counties, Crowley Rice Festival, Central Louisiana Fair and Tri-Parish Fair, Eunice, where over 101,000 attended in four days.

G. G. Signs Up With AFA And Musicians

SAN FRANCISCO, Oct. 29.—A contract between the Golden Gate International Exposition and the American Federation of Actors for duration of the 1939 fair was signed here on Thursday, it was announced by Ralph Whitehead, executive secretary of the AFA.

"I am well satisfied that exposition visitors will see nothing but the best class of entertainment," said Harris Connick, chief director of the exposition.

A contract also was signed with the local musicians' union which permits foreign, school and amateur bands. Negotiations are still to be conducted with the Actors' Equity Association.

The agreement signed provides for exclusive use of union members wherever jurisdiction is covered, including variety, vaudeville, motion picture shows, private entertainment and the entire outdoor amusement field not included in the rights of other organizations. Further (See G. G. SIGNS on page 36)

Moral Support for Needed Mid-South Repair Is Asked

MEMPHIS, Oct. 29.—Holding of a Mid-South Fair in 1939 was discussed this week at a meeting of fair heads, city officials and leading business men. With 18 buildings in need of repairs at an estimated cost of \$12,000, fair officials left it up squarely to business men to "lend their moral, not financial, support in the coming year so as to insure the association's willingness to spend this money."

The meeting was called by President Raymond Skinner, Mid-South Fair Association, who said that a \$6,000 surplus was "more than enough to assure financial needs but that business leaders have been leaving too much up to fair officials to make the event a success."

Members of the Cotton Carnival Association promised support. City administrators would not submit themselves to promises to better support the fair, President Skinner said in an address.

Spencer, Ia., Report Good Altho Rainfall Was Heavy

SPENCER, Ia., Oct. 29.—Final report of Secretary J. H. Peterson for Clay County Fair here on September 12-17 shows operating profit of \$25,499.82 and attendance of 139,970, little under other years despite rainfall of over 5½ inches during the week.

Receipts were \$82,208.99 and expenses were \$56,709.37. Admission and day grand-stand receipts registered increases over last year. Balance on hand is \$2,155, an increase of \$843 over last year.

Profit does not include expenditures for permanent improvements, insurance and maintenance, which amount to about \$24,000. Secretary Peterson said that he plans to install a new accounting system that will take into account all such costs.

COUSHATTA, La.—Red River Parish Fair Association re-elected G. P. Ogilvie, president; Ray G. Adcock, vice-president; W. H. Tyler, secretary-treasurer. With all bills and premiums paid a balance of several hundred dollars will be used for renovations.

941,000 FOR DALLAS



CREDIT for the 1938 Charlotte (N. C.) Agricultural Fair's record crowds was given the publicity staff (an unusual event in a p.-a.'s life) by officials. Left to right are Jack Dadsweil, director; Walter D. Nealand, Marks Shows, and Jimmie Bannister, fair board. Jack Dadsweil Jr., who made the photo, was featured on WSOB broadcasts daily, as were special features written and staged by Dadsweil and produced by him and Bannister over WBT. This is said to be the first time several publicity specialists have been utilized at Southern fairs. Attendance leaped from the previous all-time high of 79,000 to 141,000, officials reported.

Columbia Hits All-Time Peak

COLUMBIA, S. C., Oct. 29.—With good weather and attractions South Carolina State Fair here on October 17-23 broke all previous attendance records. Secretary Paul V. Moore estimated the gate at more than 100,000, largest in the fair's history. Crowds jammed the grand stand, where James F. Victor's Band and the Band Box Revue appeared twice daily. Twice the stand was filled to overflowing and Thursday night following the annual gridiron clash between the University of South Carolina and Clemson College hundreds of ticket seekers were turned away. Grand-stand attractions were booked thru James F. Victor. Grand-stand attendance was estimated at 10,000, 25 per cent ahead of last year's.

Fair officials and visitors praised exhibits on parade at the 69th annual fair, terming them far better than in recent years. The steel building, covering about two acres, was filled with farm, county and commercial displays, and many State (See COLUMBIA HITS on page 37)

Big Attendance Brings Success In Spartanburg

SPARTANBURG, S. C., Oct. 29.—Good attractions and perfect weather drew increasingly heavy crowds to Spartanburg County Fair here on October 11-15 and the event wound up with an estimated 200,000 attendance to make it one of the most successful in years, said J. P. Fielder, secretary.

Max Linderman's World of Mirth Shows were well received on the midway. James F. Victor had charge of grand-stand attractions, which included his band, Winifred Grenough, soloist, and Arthur Ball, emcee and soloist. For the first time in the fair's history there was overflow grand-stand attendance on three nights, patrons being seated on the track.

Ralph A. Hankinson auto races were held on Saturday and horse races drew 100 entries. Live-stock exhibits were good and agricultural displays were up to standard, despite generally poor conditions in this section, Secretary Fielder said.

Louisiana State Rolls Up Gates That Promise Smashed Records

SHREVEPORT, La., Oct. 29.—Broken attendance records were promised at the 33d annual State Fair of Louisiana here on October 22-31, Monday to be Negro Day. All exhibit space was taken several days before the opening, reflecting unusual interest. More than 1,000 head of blooded stock were entered, with competition open to the world in the live-stock division. In the agricultural building every foot of space was occupied, all sections of the State being represented. The Coliseum was remodeled for the automobile show, which draws heavily with acts on the stage each day. More than 1,300 entered the Better Baby Show or clinic. Gov. Richard W. Leche, who visited on Sunday afternoon on his way to the capital from the Royal American Live-Stock Show, Kansas City, declared the fair much better than last year's.

Secretary-Manager W. R. Hirsch predicted a new attendance record if weather continued favorable. During the

first three days attendance totaled about 100,000, with the biggest crowd on Sunday, when automobile racing was the main attraction. Turnstiles registered 40,592, a record for a single day at the fair. If the three-day average of about 33,000 is maintained total attendance will run to about 330,000, compared with 290,000 in 1937. Indications pointed to an increase of at least 25,000 over last year.

Opener was Press Day, and several hundred newspaper folks registered at a booth in the Washington-Youree Hotel in charge of a group of editors named by the State Press Association president, Mrs. Conrad Lecco, New Roads. Ed W. Rice, Bossier parish, was chairman of the Press Day booth, and serving with him and Mrs. Lecco were the past State press presidents, Dolph Frantz, Shreveport; Mrs. C. L. Breaux, Natchitoches; F. A. Leaming, Mansfield, and George T. Goodman, Ponchatoula. The press was given (See LOUISIANA STATE on page 37)

Texas Jubilee Is 5th Largest

Costume night on midway is big — good concession business is reported

DALLAS, Oct. 29.—Texas State Fair's Golden Jubilee Celebration here on October 8-23 had total attendance of 941,393, the fifth largest in the fair's history. Only four others have had larger attendance than the 1938 fair, those in 1927-28 with more than 1,000,000 admissions each, in 1929 with 963,074 and in 1934 with 960,148. October 21, the second Friday, High School Day and the night for judging carnival costumes on the midway, had highest daily attendance for the closing week with paid admissions of 78,668. Daily paid attendance figures:

Saturday, Oct. 8.....	93,860
Sunday.....	45,720
Monday.....	7,446
Tuesday.....	43,645
Wednesday.....	11,298
Thursday.....	10,629
Friday.....	182,275
Saturday.....	87,640
Sunday.....	119,294
Monday.....	68,544
Tuesday.....	26,624
Wednesday.....	26,780
Thursday.....	22,573
Friday.....	78,668
Saturday.....	40,615
Sunday, Oct. 23.....	62,750

Warm sunny weather aided attendance except on the two closing days, which brought drizzling rain on Saturday and (See 941,000 FOR on page 37)

Macon Makes Up Big '37 Deficit

MACON, Ga., Oct. 29.—Attendance at Georgia State Fair and Exposition here on October 17-23 totaled 102,000, an increase of about 32,000 over last year, officials said. It was the 83d State fair and 16th State exposition and President Ed G. Jacobs said all records for number of exhibits, attendance and variety of attractions were broken. Last year, when the fair had three days of rain and cold, attendance was given at 70,000. This year weather was fair and warm. Attendance by days: Monday, 8,126; Tuesday, 16,008; Wednesday, 17,147; (See MACON MAKES on page 39)

Detroit May Run 30 Days

DETROIT, Oct. 29.—Plans are well under way for the 1939 Michigan State Fair here, which probably will run 30 days. A \$5,000,000 building program is being readied, with 50 per cent of this money assured from federal funds. Chief construction items would be an auditorium to seat 40,000. Return of grand stand and race track to the fair management from which it has been divorced about five years, is probable for the 1939 fair. Negotiations are being conducted by the fair management with governments of some South and Central American nations and it is expected that they will install exhibits.

Circleville Show Is Success

CIRCLEVILLE, O., Oct. 29.—Aided by weather, good crowds attended the 35th annual Pumpkin Show here on October 19-23 and the event is expected to register a profit, said Mayor W. B. Gady, president of Pickway County Agricultural Society. The horse show, which cost the sponsor \$1,200 last year, paid its own way and increased revenue from 50 concessions aided the society. A parade and dog and antiquated auto shows, which cost several hundred dollars last year, were dropped. P. E. Gooding's rides and about 20 shows were on the midway.

N. Y. Exhibit End Is Active

Foreign pavilion work going well—concession construction virtually nil

NEW YORK, Oct. 29.—With the concession end virtually at a standstill this week, center of activity at the World's Fair has centered around the exhibit division, where progress apparently continues at a sound and regular rate. Work on Child's governmental building was launched in mid-week when C. Manuel Pereira, official delegate to the fair, pressed a button releasing a ton of cement into forms for the foundation. The structure, designed by Theodore Smith-Miller, Chilian architect, will consist of two wings extending at a broad angle behind an immense reflecting pool.

Pan-American Countries In

Venezuela, fourth South American nation to participate, contracted for 25,000 square feet, work to begin early in November. Argentina, Brazil and Chile are the other Pan-American countries already a part of the fair. No foreign pavilions are actually finished, although the Polish venture is rapidly nearing completion and is expected to be the first finished job in the international sector. One of the most elaborate of foreign exhibits, the Polish building combines medieval and modern architectures and exhibit features.

Delayed Debut Doubted

There is some speculation around town that the big expo will not be ready to open as scheduled on April 30 next year. Consensus among exposition veterans, tho, is that chances are pretty slim for a delayed debut, with the possible exception of the amusement or concession area. Building in exhibit zones is progressing steadily, tho not rapidly, and that end of the fair should be well in hand in a couple of months. It is a different story in concessions, where little more than half of the space has been definitely allotted—much of that has not been financed, and actual construction is practically nil.

Dickey Joining Rose?

Fair management seems unwilling to discuss the entertainment set-up to any extent, the apparent three-way split of ideas still existing between the entertainment department, concession department and Grover A. Whalen, president of the entire shebang. There is an almost constant parade fairward of well-known theatrical, exposition and outdoor operating talent, but little happens in a tangible way. Lincoln G. Dickey is in



EDWARD ROECKER, vocal entertainer, who for the past three years has sung at Reading (Pa.) Fair and who has appeared at annual conventions of the Pennsylvania State Association of County Fairs, is a singer on CBS and heard on the Pick and Pat programs Monday nights.

town and is reported to be setting up offices here with Billy Rose to operate a midway venture of some sort. Rose is already set on Fountain Lake with his huge stage amphitheater production, and it is known he is negotiating for a regular concession in the fun zone.

Panhandle Annual Has \$15,000 Profit

LUBBOCK, Tex., Oct. 29.—The 25th annual Panhandle South Plains Fair here on September 28-October 1 had attendance of about 140,000 and was one of the most successful in history, reports Manager A. B. Davis. There were commercial displays in the new \$20,000 merchants' building, an implement and farm machinery display, plus topnotch agriculture and live-stock exhibits. In the live-stock department Hereford and dual-purpose cattle were judged as outstanding exhibits of the Southwest.

Mighty Sheesley Midway broke all local records and on Children's Day, September 28, grossed its top for the season, it was reported. On the independent midway all concessions reported good business. Afternoon feature of the Silver Jubilee Celebration was the annual race meet with some of the fleetest thoroughbreds in the Southwest.

Night program included a rodeo under supervision of Johnnie Mullens, playing to packed stands almost every night. As an added attraction and during the race meet, the fair association presented the Ramsay Plying Clouds, of Tulsa, Okla., in trick and fancy roping and riding.

About \$25,000 spent in permanent improvements included construction of the merchants' building, moving and reconditioning of older buildings, erection of a radio studio and a new system of roads and walkways, plus installation of modern parking facilities.

A profit of \$15,000 was shown on fair operations, declared especially good, considering that a big circus played in Lubbock five days prior to opening of the

Fair Grounds

BLYTHEVILLE, Ark.—J. Mell Brooks, secretary of Mississippi County Fair Association, said the annual on September 27-October 2 was a financial success, with a new attendance record of 55,000 netting more than \$3,000 profit.

PALESTINE, Tex.—Texas Fruit Palace on October 10-15 had the most successful fair ever held in Anderson County. Over 42,000 attended, with 10,000 on the midway on Saturday. Secretary C. O. Miller Jr. estimated there would be a good profit.

BATON ROUGE, La.—Legislature will be asked to appropriate from \$25,000 to \$75,000 for a Louisiana display at the 1939 Golden Gate Exposition, San Francisco, said Gov. Richard Leche. The Legislature has appropriated \$35,000 for an exhibit at the 1939 New York World's Fair, but the governor is now uncertain as to whether this money will be used.

EUNICE, La.—Tri-Parish Fair here, 12th annual, on October 20-23 had attendance of 101,000, a new record. Over 32,500 attended on closing day, dedicated to American Legion posts, and Friday drew 37,000 school children. Twenty-five departments set a new peak. Officials said there would be a good balance.

G. G. SIGNS

(Continued from page 35)

provision is made that when union members are not available for any particular work newly employed performers must become members. Certain rights are waived to allow use of foreign entertainers connected with government or diplomatic displays.

Minimum wage scales are set for all classifications with the understanding that none of these shall be lower than minimums provided in a similar contract with the New York World's Fair. Agreement prohibits any stoppage of work over intra-union or jurisdictional disputes. Representatives of the union are to be allowed access to the fair to supervise regulation of union conditions. Whitehead returned from Los Angeles after a conference with executives of other units of the four A's.

The contract signed with local musicians' union gives the most favorable set-up ever effected at a World's Fair, assuring musicians an income of \$450,000, more than twice the amount paid for music during Chicago's A Century of Progress. It was negotiated by Director Connick; Walter Weber, president of the musicians' Local 8; Eddie Love, secretary, and a union committee consisting of Karl Dietrich, Clark Wilson, James G. Dewey, Clarence King and Elmer Slissman. Agreement sets up working conditions and minimum pay for all union musicians and provides conditions under which the fair is to broadcast radio programs. It also allows for appearance of nonprofessional groups and foreign bands in the manner as was done at the 1915 World's Fair.

Large allotment makes certain that the expo's musical program will be on a generous scale. Director Connick said he had ideas as to what outside bands would be employed, but deferred giving names until definite terms are set. Musicians' union officials pointed out that the contract was without precedent in connection with world's fairs.

fair. On October 3 a large crew started work on the grounds, making additional permanent improvements, to be ready for the 1939 event.

Sibley Is To Have Rocket Ship At G. G. Expo; 125,000 Visitors

SAN FRANCISCO, Oct. 29.—Walter K. Sibley, veteran showman and assistant chief of the Golden Gate International Exposition's division of concessions, will exhibit his specially designed rocket ship at the fair next year. It will be 90 feet long, its bullet-shaped nose poking upward 60 feet off the ground. It will seat 250 passengers and is aimed to create an illusion of leaving the earth while it actually lurches, roars, sputters and drones.

Treasure Island's pre-opening attendance has shot over the 125,000 mark. Popularity contests are being conducted in China to select a queen who will

"rule" over the Chinese Village at the expo. Chief of exhibits for air transportation John Molitor returned from a three-week flying trip across the country. Streets of the World will operate a Swiss Village and a reproduction of Paris Montmartre, said Managing Director B. D. Russell. Signing of these two attractions followed announcement earlier that a complete Hawaiian Village would be shipped here from the Islands on November 12.

Another attraction booked is a miniature Malayan Village, where native "sate" will be served by men from Singapore.

Fair Meetings

International Association of Fairs and Expositions, November 29 and 30, Hotel Sherman, Chicago. Ralph T. Hemphill, secretary, Oklahoma City, Okla.

Iowa Fair Managers' Association, December 12 and 13, Savary Hotel, Des Moines. E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 14, Savary Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

State Association of Kansas Fairs, January 10 and 11, Hotel Jayhawk, Topeka. George Harman, secretary, Valley Falls.

Ohio Fair Managers' Association, January 11 and 12, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Virginia Association of Fairs, January 23 and 24, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 23-25, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Texas Association of Fairs, January 27 and 28, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denton.

New York State Association of County Agricultural Societies, February 21, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

Grand-Stand Shows

J. C. MICHAELS, manager of J. C. Michaels' Attractions, recently completed a string of Southern fairs and reports that he had a good season. He said many fairs increased their grand-stand budgets and that numerous others which formerly did not use talent contracted for acts this year.

JUMPING JACK OWEN sustained a dislocated and mangled hip and back bruises while performing his motorcycle act at Palestine (Tex.) Fruit Palace Fair on October 15 and is now recovering at his home in Willis Point, Tex., reports Mrs. Stephanie Owen.

ON OCTOBER 18-22 Bench Bentum's Diving Sensations, Berniece Kelly's Circus Revue and the Steiner Trio, comedy bars, played Alexander City (Ala.) Fair.

JOE ROSS'S CIRCUS REVUE, with Rex Rossie, cowboy, late of the Tom Mix Circus, played Rockdale County Fair, Conyers, Ga., on October 17-22 and were booked at Green County Fair, Greensboro, Ga., October 24-29.

ACTS playing Greater Salisbury (N. C.) Fair on October 10-15 were Continental Revue, Woolford's Pets, the Arleys, Harry Fisher, Ted Elder's Circus Attractions, Lucky Teter's Hell Drivers and Smith's Superba Band, which has been booked for Anderson (S. C.) Fair and also appeared at Greensboro (N. C.) Fair, October 17-22, with Hoagland's Hippodroms, the Arleys, Maurice and (See Grand-Stand Shows opposite page)

Before you book any "Stratosphere Man" attraction get the original—"World's Highest Aerial Act"—known as

SELDEN—

THE STRATOSPHERE MAN

This act and rigging was designed and built by A. E. Selden, the originator and rightful owner of this 6 YEARS OF SOLID BOOKING!—Continues to draw huge crowds at both new and repeat dates! AVAILABLE NOW for 1939 engagements. PARS FAIR'S CELEBRATIONS. Write today!

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Troupes, Family Acts, good Comedy Acts, Thrillers. Send full descriptions, photos, prices, etc. Make offer less for hire season. WILLIAMS & LEE ATTRACTIONS, 464 Holly Ave., St. Paul, Minn.

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Free Acts of every description. Send Material. Prices must be reasonable.

WEAVER & COOKE

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Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

DESPITE rainy weather, an estimated 1,500 witnessed the last of a series of three exhibitions given by Jimmy and Joan Lidstone, British amateur figure-skating champions, with Billy Watson, championship runner-up, in Sefferino's Rollerdomo, Cincinnati, on the night of October 23. The trio, making a tour of member rinks of the Roller Skating Rink Operators' Association of the United States, received a big hand at completion of their exhibition of figure and dance skating and their performances Saturday night and Sunday afternoon were also well received, said Manager William P. Sefferino. Many old-time skaters witnessed the exhibition Sunday night, in addition to the Bonnie Miller Duo, pro roller skaters.

Description of the final exhibition was broadcast over WCPO and at the close the trio were made honorary members of the Rollerdomo Club and presented with a bracelet, gold skate pin and club emblem. The Lidstones, who drew a large crowd in Cecil Milam's Wheeling (W. Va.) Fairgrounds Roller Rink on October 20, expressed pleasure at the excellent treatment they have received during their tour and the splendid rinks in which they have appeared, although they are somewhat amazed at the fast tempo of American life. "In England," they said, "much skating is done on outdoor rinks and they seem to be increasing in popularity. Admission is on an hourly basis instead of the flat rate in here."

The Lidstones received a wonderful reception in Fred Bergin's Skateland, Dayton, O., on October 25, crowds storming them for autographs after their exhibition, reports Armand J. Schaub Sr. During their stay in Dayton they and Billy Watson were heard on a sports broadcast over WAIO. A big crowd greeted them in Bell's Rink, Fort Wayne, Ind., on October 26, among them many visitors, including a group from Eyer's Anderson (Ind.) Roller Rink and E. R. Eyer, who served as emcee; members of Marion (Ind.) Idlewild Skating Club; a group from Tipton (Ind.) Roller Rink, and members of Muncie (Ind.) Skating Association, headed by E. Guildenbecker. Rink decorations caught fire when a photographer fired his flashlight camera, but no serious damage was done.

WILL H. WITTIG's roller rink in Plamor recreation center in Kansas City, Mo., was closed to make room for the big ice rink which again this winter will be used by the Kansas City Greyhounds of the American Hockey Association. Wittig, who reports the roller rink successful, said that it would be reconstructed next fall. El Torreon Rink, formerly one of the city's largest ballrooms, remains open with prospects for a banner fall and winter season. Interest in roller skating is on the increase throughout the Kansas City area.

NEW ROLLERDROME, operated by Claude and Carl Cernahan, general manager and skateroom manager, respectively, was opened in Florence (Ala.) National Guard Armory recently to good attendance. Rink is equipped with amplifying system and is decorated with bunting. Sessions for trios, duos, bag-tag and singles are featured. Clifford Cocks is floor manager and Inez Johnson is in the ticket booth.

ARMAND J. SCHAUB SR., of Cincinnati, who has been making a number of business trips recently, returned to Cincinnati on October 22 and 23 to visit his family and witness the performances of the Lidstones and Billy Watson in

Sefferino's Rollerdomo. On October 20 he saw their work in Cecil Milam's Fairgrounds Roller Rink, Wheeling, W. Va., where he met Mr. and Mrs. J. S. Ward and daughter, of Urchaville, O., and returned with them to that city to visit W. H. (Billy) Carpenter, of Riverside Roller Rink.

ROYAL ROLLERS, Lucky, Rusty, Dusty and Mickey, who played Eigh (Ill.) Police Benefit Show in Rialto Theater on October 19, were scheduled to appear in Club Chene Trombly, Detroit, for a week, beginning on October 21.

JACK FOTCH, veteran operator, is putting a new public-address system in his rink in Clarenceville, suburb of Detroit.

AL NAUMANN, proprietor of Kewaskum (Wis.) Opera House, is offering roller skating and fish fry every Friday night.

ARTHUR JURENA conducts roller skating in Bockler's Hall, Campbellsport, Wis., on Thursdays from 8 to 11 p.m. at two-bit admission.

BILL TOMLINSON, operator of Old Dominion golf course at Newport News, Va., has opened a new \$15,000 rink and recreation center just north of the city. Plant houses a 7,000-square-foot rink, one of the finest in the South, which can be converted into a basket-ball floor, and bowling alleys and game rooms and will provide employment for 11 people. Charlie Wolts is manager. The plant replaces a rink which Tomlinson has operated adjacent to the golf course.

AN INNOVATION has been introduced in Windland Auditorium, largest of upper Ohio Valley rinks, in East Liverpool, O., where park-plan skating is now in effect. Patrons may enjoy skating by the hour, women at 5 cents and men at 10 cents, starting nightly except Sundays at 8 p.m. Park plan is in effect Sunday afternoons, but at night women's admission is 25 cents and men's 35 cents. The new policy is proving popular, the management said.

BAUMGART SISTERS, proprietors of Sunset Park Roller Rink, Williamsport, Pa., staged a Halloween prize costume party on October 29.

HAROLD H. GOTTILIES, proprietor of Daffin Park Roller Rink, Savannah, Ga., reports that a 10,000-square-foot maple floor has been laid and that business has increased steadily since the opening on October 1. Rink is managed by Roger Cron, assisted by Bill Fitzmartin. Daily matinees are held, and there are two sessions nightly. A club and hockey league are being formed. On the roster are "Happy" Hall, emcee; Mary Bennett, cashier; Harold McCray, skateroom manager; Charles O'Neil and A. Broderick, skate boys; "Oly" White, concession counter, assisted by Corinne Swindell, and Mrs. Hall, wardrobe.

GORDON WOOLEY, manager of Woolley's Roller Rink, Salt Lake City, gave a party for his employees on October 23 to interest them in organization of a waltz club. It was decided to limit membership to those passing a test. Gold pins with a skate and a "W" on them will be awarded to those qualifying. To popularize the idea a house organ has been published. Gus Harris, pro figure skater, is among those teaching waltz steps.

INTEREST in roller skating on Long Island is high, with rinks at Jamaica, Edgemere, Mineola and Valley Stream operating. A \$150,000 layout is planned for Lynbrook and several others are talked of for other sections of the Island. Garden Theater, Southampton, L. I., has been acquired by Sports, Inc., which proposes to convert the structure into a roller rink. Renovation, which will include a new floor and lighting system, will be finished within six weeks, it is said.

COLUMBIA HITS

(Continued from page 35)

departments, including highway, board of health and forestry units, had exhibits. Poultry show, which included a separate one for 4-H Club members, was pronounced a success by officials of South Carolina Poultry, Pigeon and Rabbit Breeders' Association.

For the first time in 12 years there was harness racing, about 100 trotters and pacers being entered, with purses totaling \$1,500. Feature of Friday was a horse show with entries from all parts of South Carolina and Southeastern States.

While fair crowds witnessed the harness races and horse show, both were conducted at a financial loss, fair officials said. Grand-stand nightly finale was presented by Ohio Fireworks Display Co.

Fair officials expressed complete satisfaction with the World of Mirth Shows' midway, which had near-capacity crowds daily. Before the fair closed, the shows, managed by Max Lindeman, were contracted for 1939. Manager Lindeman expressed gratification over the business done by the carnival, saying it was ahead of that of previous years.

LOUISIANA STATE

(Continued from page 35)

ribbons entitling holders to all courtesies at the fairgrounds. On Friday night, eve of the opening, the management gave the customary banquet to officials, directors and Press Day committee of the press association. October 22 was also observed as Future Farmers of America Day and Homemakers' Day.

The first day's program of horse racing, which is to be extended some days after close of the fair, was presented with several running events and attractive purses. About 300 horses are on the grounds for the meet, with running races every afternoon except Sundays. The third day, Children's Day, had attendance estimated at 32,000 and children were admitted free, midway prices being cut for them. On Tuesday, Greater Shreveport Day, parish and municipal offices were closed at noon and many places of business gave employees a half holiday.

Show Given in Rain

The Belles of Liberty, feature grand-stand attraction, was presented on opening night under the handicap of a heavy rainfall. Although delayed more than half an hour, the show went on, the performers, amid applause from thousands, going thru numbers on a floor slippery notwithstanding a generous spreading of sawdust. The grand stand was crowded to capacity long before the show started and temporary bleachers on the race track were filled. Rain finally forced the crowds from bleachers and boxes in front of the grand stand, but nearly all spectators remained and the show was given as far as possible in the rain. The grand-stand show met with great approval, many pronouncing it the finest, as a whole, ever seen here.

The Royal American Shows on the Gladway drew large crowds and a new record for Gladway attendance was predicted. A new grand-stand attendance record may also be realized. A drop in temperature after the fair opened kept a number of prospective patrons away at night.

The State exhibits building, erected by the State at a cost of about \$600,000, will accommodate permanent exhibits of Louisiana products. At an informal dedication the program was in charge of Harry D. Wilson, State commissioner of agriculture, who will have direction of the building, construction of which may be said to be an outgrowth of the State Fair. Governor Leche was interested in having it erected especially by Secretary-Manager Hirsch and Directors Andrew Querbes, E. A. Frost and E. Bernard Wells.

Concessioners reported good business and records in this branch are expected.

For the Horse Show on October 28-30 there were about 100 entries. Jack Baker, radio artist, known as "Louisiana Lark," will appear before the grand stand tonight and tomorrow night. He was born near Shreveport and the first fair he attended was the State Fair. Joe T. Monson, assistant secretary-manager, is an enthusiastic as is Secretary-Manager Hirsch about new records being hung up, and sharing in the predilection is Gladys McDuffie, office secretary, no one in the city being braver.

941,000 FOR

(Continued from page 35)

a brisk norther on Sunday. Midway business was good thruout the 15 days with exception of the first Monday and Tuesday. Concessioners appeared well pleased. L. M. Lewis, operator Golden Jubilee Cafe and for 30 years a concession man at Texas State fairs, said business was 33 1-3 per cent better than average daily business at Pan-American Exposition last year. A petition was presented to the directors, thanking Fred H. Tennent Sr. for his handling of concessions and asking that the fair management continue him as manager of concessions next year.

WLS National Barn Dance which opened in the Auditorium on October 20 got off to a bad start. Attendance was poor on Thursday and Friday, but the radio show did about capacity business, estimated 4,000, at Saturday and Sunday night performances, with a small house at the Saturday matinee.

Other entertainment features included George Hessberger's Ork and floor show at the Tyrolean Alps, night spot on the grounds. The Alps did an excellent dine and dance business. Civic Theater's presentation of the Hollywood version of *The Drunkard's Daughter* opened at the Old Globe Theater on October 12 and played to capacity houses.

GRAND-STAND SHOWS

(Continued from opposite page)

Vincent, Victoria Troupe and the Balsabanow Family, booked thru George A. Hamid, Inc.

STUNT MEN, high divers and animal trainers generally are known as "Captain," but Jimmie Lynch, of the Death Dodgers bearing his name, can go the boys one better, reports Pat Purcell from Texarkana, Tex. Lynch recently was named a lieutenant-colonel on Gov. James B. Alfred's staff in recognition of his ability to perform thrilling stunts with stock automobiles.

JACKSONVILLE Balloon Co. closed its season on October 21, playing two-day Union County Fair, El Dorado, Ark., before 5,000, reports Capt. H. Wilbur Johnson, manager. Season as a whole fell short of 1937 in number of bookings, he said, but quality of events was better. Unit played to 8,000 at Cowley County Fair, Winfield, Kan., on October 12 and 13. Members are Thomas Baker, jumper, and Russell and Cleo Godberry, assistant and inflater, respectively.

INDIANAPOLIS.—Fielding W. Scholler, vet harness race starter, returned to his home here after 12 weeks of fairs and reports that he has been booked for the same route for 1939.



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BAKER REVIEWS 1938 SEASON

Convention Attendance Is Urged In Letter by NAAPPB President

Head expresses optimism regarding future of the industry—exhibit space for Chi annual meeting is practically sold out—program committee ending labors

CHICAGO, Oct. 29.—A letter reviewing the past season, urging convention attendance and expressing optimism for the future, has been sent by President Harry C. Baker, New York, to members of the National Association of Amusement Parks, Pools and Beaches. President Baker, now in San Francisco working on a number of attractions to be ready for opening of Golden Gate International Exposition there on February 18, spent a day with Secretary A. R. Hodge in association offices in the Hotel Sherman here working out final details for the annual meeting on November 28-December 1.

Secretary Hodge reports practical completion of the work of the program committee, Herbert F. O'Malley, chairman; Harry J. Batt, vice-chairman; Mr. Hodge, Paul H. Huebepohl and Charles F. Keller Jr. Special pool and beach program committee comprises Mr. Huebepohl, chairman; R. N. Perkins, vice-chairman, and Julian M. Bamberger. Secretary Hodge declared they have done an outstanding job. He added that exhibit space is practically sold out and that room reservations in the Hotel Sherman are coming in so rapidly that everyone is urged to make reservations promptly when the formal invitation from the secretary's office is received.

"Another season of the outdoor amusement industry has passed," reads President Baker's letter, in part. "To most of us it will be a memorable one. Rain and inclement weather, the enemy of all outdoor showmen, played a predominant part. General economic conditions improved as compared to a few years back, yet fear prevailed, with subsequent curtailment of spending. And to add insult to injury and as a final gesture of hard luck, hurricanes and floods took their toll throughout the Northeastern sections of the country immediately after the season closed.

Reversal of Season

"This is not written pessimistically, because showmen are not so inclined. It is facing the fact of a temporary defeat in the battle of life, a defeat by an enemy who can, has been and will again be our friend. I speak of the elements. So let us rally our ambitions and start out anew for a promising future that beckons (See BAKER REVIEWS opposite page)

Fire Razes Pavilion in Pa.

NEW CASTLE, Pa., Oct. 29.—Fire of undetermined origin destroyed the dance pavilion at near-by Lakewood early on October 23. Firemen pumped water from a lake to prevent the blaze from spreading to other buildings. Pavilion was owned and operated by John D. Rung, proprietor of the Lakewood resort, who estimated damage of more than \$12,000 and is undecided as to whether the pavilion will be restored.

Sinclairs Take New Home

CANTON, O., Oct. 29.—George Sinclair, dean of Eastern Ohio amusement park operators and veteran ride builder, and Mrs. Sinclair have moved into their new home on a hill overlooking Meyers Lake Park here, with which he has been identified for the past 20 years. While he has not definitely decided on plans for the 1939 season, he said some mid-way changes will be made and new features added before the reopening in May.

AREA Exec Meet on Nov. 4

NEW YORK, Oct. 29.—Executive committee meeting of the American Recreational Equipment Association will be held in the offices of R. S. Uzzell, 130 West 42d street, at 2 p. m. on November 4. George A. Hamid, president, and Secretary Uzzell announced that the session will pertain chiefly to the association's forthcoming convention in Chicago on November 28-December 1. C. V. Starkweather's program of events for the Chi conclave is expected to be presented and old and new business outlined and discussed.

AMPR Gets Sage Donation

NEW YORK, Oct. 29.—Thru efforts of R. S. Uzzell and W. F. Mangels, the American Museum of Public Recreation, Coney Island, N. Y., has obtained an elaborate display of recreational equipment from the Russell Sage Foundation of this city. AMPR exhibits have been augmented steadily for years and the latest acquisition bolsters them immeasurably. Equipment received from Sage includes many items of recreation once used in the prominent Manhattan settlement.

Circus Dinner Is Planned To Save L. A. Zoo

LOS ANGELES, Oct. 29.—In an effort to save Zoo Park from extinction, Junior Chamber of Commerce here has secured from a local bank temporary services of Kenneth Douglas to act as general manager of the park, succeeding William J. Richards, and has made plans which are hoped will result in the raising of \$75,000 to pay debts, including about \$8,000 in bank rent, and rehabilitate the zoo. At present the zoo has insufficient funds to feed animals.

Plans call for a banquet to which will be invited prominent citizens, who will be asked to donate sufficient money to place the zoo on a solid financial basis. Dinner will be billed as a circus dinner and will be in charge of George Tipton, former steward of the Al G. Barnes Circus.

A parade of zoo animals thru downtown Los Angeles, with cages and other equipment to be supplied by Howard Y. Barry, manager of Hagenbeck-Wallace Circus, will precede the banquet.



BETSY, THE ELEPHANT on John T. Benson's wild animal farm in Nashua, N. H., does her bit towards clearing the devastation wrought by the hurricane that hit New England States on September 21. Mr. Benson says Betsy "does the work of 2 tractors or 4 horses or 10 men, requires no gasoline or oil and never has punctured a tire." Picture was used by several New England dailies, giving the Benson establishment clever publicity in the face of adverse conditions. Photo by Merrill, Nashua.

Public Beach Regulations Considered in Long Branch

LONG BRANCH, N. J., Oct. 29.—The Boardwalk has put on dark shades, so far as business is concerned, and practically all concessioners have left. The proposed beach ordinance under consideration by the city commission and to be settled by next summer affects public beaches and will not bother, it is understood, spots used by Cranmer's Baths and Chelsea Pool and Surf Baths.

Danny Maher, leaser of the recreation pier, is having good crowds there for fishing. Toby Cliff and Henry Terachi, who recently inspected their concession at Keansburg, are spending the winter in New York City.

Seldier's Beach near Laurence Harbor will have many improvements before opening the season on May 14.

Strip Tickets in Key West

GEORGETOWN, S. C., Oct. 29.—Plans for opening of Key West (Fla.) Park after the holidays are being completed by Manager E. H. Philbert, reports Harry E. Wilson, of the Bantly Shows, who will be the park press representative. Strip tickets good on any ride will be sold at 10 for 50 cents, there will be free acts and shows and free parking for 1,000 cars, he advises.

Richwine Reports Best Year; Adding Track and Stand

MECHANICSBURG, Pa., Oct. 29.—E. E. Richwine, president of Williams Grove Park here, reports the best year in history of the management, business being 31 per cent over that of 1937.

Contracts for building of a race track and erection of a grand stand to cost in excess of \$50,000 have been let, he said. Track will be adaptable for either horse or auto racing and was designed by President Richwine, assisted by Ralph A. Hankinson, president of Speedways, Inc.

Grand stand will seat about 5,500 and bleacher seats will be erected to seat several thousand more. A 100,000-watt lighting plant will be installed by Ira E. Passnacht, Inc., for night racing.

West View Take Down About 25% In 1938 Season

PITTSBURGH, Oct. 29.—John P. Hickey, for the past five years with Idlewild Park, Ligonier, Pa., and Rock Springs Park, Chester, W. Va., and before that with Olympia Park, McKeesport, Pa., has joined the staff of West View Park here, it was announced by Park Manager Charles L. Beares Jr.

The park had 138 picnics during 1938 as compared with 194 in 1937, but receipts were down about 25 per cent, Manager Beares said. Most popular ride was the Dips and most popular free act the Four Queens of the Air.

West View spent \$25,000 during the season for a sportsmen's building and a new Whip. The park is operating a roller rink in the ballroom with a skeleton personnel, the force in the season including 183 men and women.

North Jersey Is To Bid For World's Fair Visitors

ASBURY PARK, N. J., Oct. 29.—North Jersey Shore concessioners look forward to reception of more than 1,000,000 people next year who will come to the New York World's Fair. Monmouth County is drafting measures to attract visitors. Realtors have formed Monmouth County All-Year-Round Club to offer inducements to many of the visitors. City of Long Branch is preparing to construct at strategic points to and from New York 22 billboards.

A movement is also on to improve the Boardwalk at Long Branch. This, it is said, will include addition of several rides and other attractions. Col. Mark O. Kimberling, superintendent of State police, announced that stress will be laid on courtesy to strangers by the troopers. New Jersey Chapter 43, Hotel Greeters of America, has voted to offer monthly prizes during fair year to business houses showing most courtesy to guests.

Bid for visitors to visit Monmouth County resorts is being emphasized by Amory L. Haskell, member of the New Jersey Council.

Another Ohio Boat Coming

EAST LIVERPOOL, O., Oct. 29.—Popularity of the excursion steamer on the upper Ohio River was evidenced in record business reported for the past summer by the St. Paul, which cruised in all-day outings and night excursions. The boat hauled thousands from the Pittsburgh district and lower river cities to Rock Springs Park, Chester, W. Va., and for several years has taken the place of rail excursions. Success of the St. Paul in recent seasons has promoted construction of a modern side-wheel steamer in St. Louis. The new vessel is equipped with air-conditioning.

SEATTLE.—With attendance revenues dropping, Dr. Gus Knudson, director of Woodland Park Zoo here, has asked city authorities for a fund to provide food for animals and additional equipment to care for them.



MARIO (LEFT) AND VICTOR BRANCATO, owners of Fairyland Amusement Park, Kansas City, Mo., soon will announce the name of the park's general manager for next year. Owner J. Kenyon, now with the Hamid-Morton Circus, has been in that position most of the last two seasons. The Brancatos are planning many changes in Fairyland next spring, including several new rides and other improvements. John B. Tamino served as general manager of the park after Mr. Kenyon left in August to work on the circus date in Toronto.

American Recreational Equipment Association

By R. S. UZZELL

Few men can turn calamity into profit as John T. Benson did after the misplaced tropical storm turned over many of his trees on his wild animal farm. To clear the fallen pines he harnessed Betsy, his favorite trained elephant, for the work. She did the work of 2 tractors, 4 horses or 10 men and required no gasoline, grease or oil and did not get a punctured tire. She was always ready to go to work at 7 a.m. and did not get on a sit-down strike. While working she felled on wild grasses and berry bushes so that she spurned peanuts, her usual favorite offering from the public, at the wild animal farm, thus saving on Benson's hay bill. Now for the surprise. John got almost \$500 for the film of the elephant mopping up the devastated area of his "strange farm in the world" after the hurricane. Your author is grateful for a picture of Betsy at work.

Mrs. Harry E. Tudor surprised us with a visit today. She came alone from Scotland, where she recently buried her husband, who was assistant director of the Glasgow Exposition. He was expecting to return to the States at the close of the Scottish fair and take out citizenship papers. Mrs. Tudor is here for six months only, when she will return to the other side to close her affairs before coming to America for permanent residence. She has two brothers in the States.

Another Dinner Meeting

The executive committee of AREA, together with chairmen of all standing committees, will meet at the office of your secretary on November 4 at 2 p.m. George A. Hamid, our president, and Harry C. Baker, treasurer, have promised to be present. George is overflowing with enthusiasm for our annual meeting and exhibit in Chicago and over the financial improvement which surely presages a better 1939. Hamid says we must work for the biggest exhibit hall display in our history. The dinner meeting of 1937 was such a huge success that we shall repeat the dinner feature this year in Chicago. After the November 4 meeting we shall publish the program for Chicago and tell our members the latest developments in connection with the expositions on each side of our country.

A. R. Hodge has never had so many booths sold so far in advance of the convention. All who wait for the last moment to close will be left with no choice in location.

Better Outlook Seen

The second storm warning for New England resulted in only a 40-mile gale with fortunately no damage. Don't grow heedless of warnings because this prognostication went wrong and don't neglect wind and flood insurance.

The big rearmament program of England and the States is almost enough to make prosperity. Add this to our industrial awakening and rebuilding program and you surely can spell better times. The better outlook is giving new courage to the two expositions and is awakening a new interest in foreign and industrial exhibits. Our foreign trade is stimulated to a new advance, and automobile manufacturers are preparing for greatly increased sales volume. New England park men are getting out their saws and some are already on the job of rebuilding with a force of men.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Anticipating possibilities that will be Nassau County's if it can attract even a small portion of the World's Fair's expected 50,000,000 visitors, Nassau is planning to have an up-to-the-minute information bureau in operation next spring to direct prospective patrons to amusements, points of interest, etc.

Valley Stream's open-air theater for

BINGO LOCATION For PLAYLAND, ROCKAWAY

100% Location in New Building for legal Bingo and other Games in Rockaway's Playland, Rockaway Beach, N. Y. Write or call LOUIS MEISEL, Mgr.

parked autos, an innovation in these parts, is faring well, even with cool weather. In other places when a new night spot makes its bow it is customary for w.-k. personages of the show world to form the decorative aspect to the event. On Long Island of late the success of a club opening is metered by the number of political dignitaries that show up. A judge acted as an emcee at the recent reopening of a steak house. John Weismantle, a pioneer of night-clubbery on Long Island, continues to hold forth with much success over Cypress Hills way with his Show Boat Casino.

ROCKAWAY BEACH: Concessioners George Harvey and Phil Hogan were the lone representatives at Danbury (Conn.) Fair, which formerly attracted scores from here. Boggiano's and O'Malley's are Seaside's only open imbibing spots, something of a fall-off from the 60 that operate in season.

Workers toil day and night on the Cross Bay Road Bridge widening so that it may be ready for the World's Fair. Ukin, the food disher-outer, is one of the few remaining of the Boardwalkers. Playland Park's intended plans for various improvements are being deferred pending outcome of proposals by officials to rezone neighborhoods so as to ban amusements in some sections.

LONG BEACH: Mayor Edwards' big benefit show will bring many Broadway topnotchers. Long Beach Chamber of Commerce is beginning to function with a real note of activity. Ed Zeltner, New York Daily Mirror conductor of the column "Over the River," reports that Long Beach is the only city in the country without a cemetery, undertaker or railroad crossing. Officials of the town are putting push behind their demand that a causeway linking Grand Central parkway in Queens with Long Beach be carried thru.

With the Zoos

MILWAUKEE:—Washington Park Zoo has sold 19 deer at a profit of from \$6 to \$10 apiece, reports Ernest Unterharm, director. The animals were purchased by private zoos, ranches and game preserves in eight States, primarily for breeding purposes.

JACKSON, Miss.—City officials have filed application for \$137,252.34 with the WPA for additional development of an original type zoo in Livingston Park. More units are planned, with all cages to be replaced with barless masts and trees and shrubs are to be installed in place of the usual native rock. A monkey island, three small-animal moats, five barns, enlarged fowl lake and stone walls around all open water are included in the project, according to plans released by City Engineer J. J. Halbert.

BAKER REVIEWS

(Continued from opposite page) like the beacon it is. And speaking of beacons, have you ever considered your association as such? Truly, it is just that. It should be rightfully thought of as the "lighthouse of our industry," with your officers as the keepers and tenders, duty bound to assist you in your problems and welfare.

"Your officers and the committees of your association want to help you. To what degree they can help you depends entirely upon how much support you give them. The work they have done has proved beneficial beyond measure to the association and to those members who acquaint themselves with its multitude of services. Why not to you? Last spring in an early issue of *The Billboard* I predicted that the season of 1938 would be a reversal of the year previous. This was based on observations as a result of my travels and consultations with various business and civic officials. Our opening for 1938 was poor due to economic but more particularly weather conditions. Our closing, fortunately, was stronger in almost all cases than our opening. This was just the opposite to conditions in 1937.

Ready for Convention

"In a few short weeks the most outstanding yearly event of our association will again be realized. I hardly need mention that I refer to our convention and exhibition. Last year we enjoyed one of the most successful and interesting meetings we have ever held. It was exceedingly well attended by exhibitors and operators of our industry. In many cases exhibitors displayed full-size sections of their latest creations. Others had on display working models

showing the most minute details of operation. Members were profound in their words of praise and showed their confidence by the numerous sales that were made of the various rides, equipment and supplies. The program sessions were well arranged and diversified in nature. Aroused interest was shown by the large attendance at each session, proving it keen development is taking place in our industry. Another wonderful exhibition and program is being prepared for our 1938 meeting and you owe it to yourself and to your business to attend. In the spring of 1937 and continuing ever since there has been mailed to you periodically and frequently from the office of the secretary a bulletin of great interest and value to operators of parks, pools and beaches. As in the past, your committees have sincerely devoted much time to the tasks assigned to them. Their reports given at the annual meeting are always looked forward to. In many cases what they bring to us represents many hours of research on their part and is accumulated for an index of our business needs or accomplishments. *The Buyer's Guide* that was published for the first time after the close of the 1938 convention met with such a huge success that it was again published at the close of the 1937 meeting.

Insurance Plan Success

"The work of your public liability insurance committee continues to be outstanding and each year finds a larger group of satisfied policyholders who have taken advantage of the public liability insurance plan as sponsored by the association. Participation in the plan enables policyholders to benefit in the net profits accruing from its operation. Your secretary will be pleased to give you any information regarding this public liability insurance plan should you request it. During 1938 we enjoyed an increase in premium volume over 1937 and added an additional list of satisfied policyholders to our membership.

"Progress and development of the New York World's Fair for 1939 as well as the San Francisco World's Fair to be held the same year are matters of interest to everyone in the outdoor amusement industry. The World's Fair committee of the American Recreational Equipment Association has worked with the officials of these fairs and their report will be given to you at the meeting. Likewise you will have an opportunity to listen to representatives of the fairs who will be with us at that time.

Value of Affiliation

"During the past year I have traversed many thousands of miles. This has been necessitated as a result of my own widespread personal interests and the duties required of me as your president. Acting in both of these capacities, I have had an opportunity to talk with many of our fellow operators of amusement parks, swimming pools and bathing beaches. Many lessons have been learned by them during the past several years, lessons that have been and are being put to fullest use. One of these is the good that comes as a result of affiliating with a group whose interests are in common. Only thru this method can the most be accomplished. Results obtained in the field of insurance and many others is very tangible evidence of what can be done. The 'association spirit' continues upwards and our next convention, to be held in the Hotel Sherman, Chicago, November 28-December 1, promises to be the best ever. I extend a most cordial invitation to be with us. Those who attended last year will again be with us unless prevented by sickness or other causes beyond control. To those who have not made it a practice to attend in the past I extend a personal invitation because I am sure you will be more than gratified by doing so this year."

MACON MAKES

(Continued from page 35)

Thursday, 16,099; Friday, 29,823; Saturday, 15,221.

Friday's attendance was largest for a single day in history, it was said, the prior record being in 1920 with 24,520. Secretary-Manager E. Ross Jordan had

co-operation of more federal, State and county departments than previously, and the eight exhibit halls were crowded with displays. Emphasis was placed on the live-stock show. Each of the State's 150 counties was represented. Fifteen regional contest winners participated in a State-wide dress review, sponsored by 4-H clubs. Plant and tree identification contests were arranged for the Georgia department of Future Farmers, about 3,000 members of which were guests on Friday and Saturday.

Acts in Thrill Arena

On Children's Day, advanced to Tuesday this year, attendance was less than usual. A new special observance was Middle Georgia Press Day, with editors from about 40 counties guests on Saturday. At a midway dinner President Jacobs, Manager Jordan and E. Lawrence Phillips, owner of the Johnny J. Jones Exposition, were speakers. Paul M. Conway, fair publicity director, was toastmaster.

For the first time in several years the grand stand was not used. A special thrill circus arena was erected, with bleacher seats for about 1,800. Two performances were given daily, acts including Uvenco Japanese Troupe, Watkins Animal Circus and Blondin-Bellina Troupe, high wire. Nightly shows were by Ohio Display Fireworks Co. Mickey Martin's Hell Riders played to good crowds Friday and Saturday afternoons in the arena. A 16-piece National Guard band directed by W. P. Walker, Macon, furnished music.

Midway Layout is New

In anticipation of reduced receipts, expenses had been held to a minimum and results were termed "very gratifying." Last year's bad weather resulted in a deficit of more than \$5,000, which was more than overcome this year, officials said. Sale of space on the independent midway was slightly off, but the 40-odd concessions reported good business. Concessions of the Jones shows reported good increases over the previous two years. The Jones shows arrived about noon on Monday and were ready by 7 p.m. for the first-night crowd. Manager T. M. Allen of the Jones shows and Fair Manager Jordan agreed on a new midway layout, found to be superior to past arrangements. Midway was wider and led straight to the infield of the one-mile track, eliminating an "L" shape of former years. Shows and rides grossed nearly \$20,000, officials said.


President Jacobs, who had been critically ill several weeks, left his bed to be on hand for the opening and was on the grounds every day. He returned to bed after the final day and his condition is reported unimproved. Station WMAZ had its mobile transmitter on the grounds daily, with programs from exhibit halls and midway.

Among visitors were W. R. Harris and party, from the Model Shows, playing in Swainsboro; James Yates, former Macon night club owner, trouping with same shows; Neil Berk, West's World's Wonder Shows; Dr. C. E. and Mrs. Barfield, of the Cosmopolitan Shows, playing in Eastman; R. L. Summerau Jr., manager of Augusta Fair, and a delegation; Felix L. Jenkins, Columbus Fair, and H. K. Wilkinson, manager of Valdosta South Georgia Fair.


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WATER SCOOTER

NSA Drive On for Ball

More than 200 at initial winter meeting—additional facilities in clubrooms

NEW YORK, Oct. 29.—More than 200 Eastern showmen attended the first meeting of the winter season of the National Showmen's Association on October 28 in headquarters on the sixth floor of the Palace Theater Building. Regular meetings, confined to members, will be held each week until after the org's first annual banquet and ball on November 17. Sessions, with Ladies' Auxiliary also present, will be held at 8:30 on November 1, 8 and 15.

Initial meeting Wednesday night was devoted chiefly to reports of several banquet committees and a general discussion of the forthcoming event. Lew Dufour, chairman of the banquet, announced that a full report of the drive to date will be given at the next meeting, together with announcements of entertainment features, speakers, etc., set to appear at the Hotel Commodore on November 17.

George A. Hamid, president, urged all members to contribute as much time as possible to the general banquet campaign, sale of tickets the most important phase at present. Clubrooms, renovated since the last meeting in the spring, have additional facilities, including lunch bar and a stage.

Wallace Bros. To Winter On Mobile Grounds Again

MOBILE, Ala., Oct. 29.—Wallace Bros.' Shows, which will close a season of 35 weeks in Biloxi, Miss., on November 13, will again winter on the fairgrounds here.

Walter B. Fox, general representative of the organization, recently leased the fairgrounds from the city of Mobile and Mobile Gulf Coast Fair Association as quarters. The lease was executed by Mr. Fox and Fournier J. Gale, president of the fair association.

Jones Expo Closes Nov. 1

AUGUSTA, Ga., Oct. 29.—The Johnny J. Jones Exposition will close its season here on the night of November 1. After playing the Exchange Club Fair here this week the show will remain open on Monday and Tuesday for the colored fair, as a favor to the fair association and possible because of the close of the 1938 tour here.

Bortz Has Good Closing; Season Biz Satisfactory

HOLCOMB, Mo., Oct. 29.—Altho handicapped somewhat by cold weather, the Bortz Midway Shows, owned and operated by Mr. and Mrs. Leo Bortz, closed the season here to good business and went into quarters at the Bortz farm, near Benton, Mo., reports Bill Shields, of the shows' staff.

Season business was satisfactory for the organization, which opened in April in Southern Missouri and in addition to its still dates played 14 Missouri fairs and celebrations. Ideal weather prevailed during the last three months of the season. Much of the organization's success was due to efforts of Mr. and Mrs. Bortz, who will soon begin a well-earned vacation.

HASC's Fall Sessions To Get Under Way Soon

KANSAS CITY, Mo., Oct. 29.—Members of the Heart of America Showmen's Club will meet for the first time since last spring at the clubrooms in the Reid Hotel here next Friday night. At the same time, club's ladies' auxiliary will gather in their new quarters at the same hotel for their first convale of the 1938-'39 year.

Abner K. Kline, president of HASC, is expected here for the opening session. Mrs. Myrtle Duncan will preside at the auxiliary meeting.

Harry Althuler, treasurer, said the membership drive would be the first activity to be stressed.



J. C. McCaffery, President of the Showmen's League of America, has arranged for a meeting in Beaumont, Tex., during the last week of South Texas State Fair there, of executives of the Amusement Corp. of America, comprising heads of the Royal American Shows, Rubin & Cherry Exposition and Beckmann & Gerety Shows. Photo shows President McCaffery, general manager of the ACA (left), as he conferred with L. B. Herring Jr., secretary-manager of the fair and a member of the SLA board of governors. In the center is Harry (Rube) Dixon, well known in the carnival field and superintendent of concessions for the Beaumont fair.

Endy Bros.' Shows Have Good Closer At Lancaster Fair

LANCASTER, S. C., Oct. 29.—Favored with ideal weather, Endy Bros.' Shows ended their season at Lancaster County Fair here last Saturday to splendid business, reports Glen Ireton, of the shows' staff. All show equipment and trucks were stored here, but the rides were immediately shipped to Funland Park, Miami, where they will be used this winter.

Matthew J. Riley, general agent, has been retained in the same position for next year. He went to Florida where he will vacation. President Dave and Secretary Ralph Endy left for Miami, where they will winter. Shows' staff remained intact throughout the season. Altho a hard season in which to make money, personnel seemed satisfied with business, and the show did not experience a big year, it made some money. Ireton reported that not one serious injury was recorded this season.

Lewis Nears Finale; To Barn in Norfolk

ROXBORO, N. C., Oct. 29.—Art Lewis Shows, which furnished midway attractions at Person County Fair here this week, will go into winter quarters in

Norfolk, Va., immediately after conclusion of its engagement at High Point (N. C.) Fair, reports F. Percy Morency, of the shows' staff.

Despite inclement weather and prevalent business conditions, the season has been successful for the organization, which was on the road since January 3 and traveled from Florida to Quebec, Can., and back to the Carolinas without missing an opening date.

Equipment will be stored in the Progress Building in downtown Norfolk, and a permit to open the 1939 season there has already been granted by City Manager Charles S. Borland. Work on contemplated improvements will begin soon after January 1.

C & W NSA Benefit Adds to Club Fund

GREENSBORO, N. C., Oct. 29.—Cetlin & Wilson Shows' National Showmen's Association benefit performance in Paradise Revue top at Guilford County and Greater Greensboro Fair here on October 19 resulted in a substantial sum being added to the club's cemetery fund, according to George Hirschberg, of shows' staff.

Show line-up for the event, which was directed by George A. Hamid, included grandstand performers, midway talent and a few guest stars. A number of new members were obtained for the club and Ladies' Auxiliary.



THIS IS THE MONUMENT which the personnel of the Art Lewis Shows donated and dedicated to the memory of their former general agent, the late Jack Vance Lyles, in Greensboro Cemetery, Tarboro, N. C., on October 18. Around the monument are, left to right, Hortense and Hilda Lyles, daughters; Art Lewis, owner of the shows bearing his name; Mrs. Jack Vance Lyles, the widow, and Lyles' son, Martin. Ceremonies were held during the Lewis organization's recent engagement at Coastal Plains Fair, Tarboro.

Many Activities Of SLA Set for Convention Week

CHICAGO, Oct. 29.—Plans are already well under way for the many activities of the Showmen's League of America during convention week. The league will, as in past years, hold its annual memorial service on the Sunday immediately preceding the official opening of the convention—November 27. Following services in the Hotel Sherman members will go to Showmen's Rest, where a brief service will be held.

The president's party will be held in the league rooms Saturday night, November 26, and is expected to be a gala affair.

Annual election of officers will take place on Monday, November 28, and on Wednesday, November 30, the annual banquet and ball will be held in the Grand Ballroom of the Hotel Sherman.

Chairman Sam J. Levy plans to present an excellent program of entertainment and promises that it will be sufficiently short to give the guests plenty of time for dancing.

Installation of officers will take place on Thursday, December 1.

State Fair Shows In Strong Finish; Winter in El Paso

EL PASO, Tex., Oct. 29.—State Fair Shows closed the season here tonight at the conclusion of its engagement under VPW auspices. Owner Mel Vaughn reported the show enjoyed a good season, finishing strong after missing 22 consecutive Saturday nights after opening due to inclement weather. Fair dates, including Tulsa, Okla.; Denton, Tex., and Kansas towns were strong, he said.

Shows will winter in a new warehouse here, where stock and equipment will be overhauled for an early spring start. One Ferris Wheel was left at Texas State Fair, Dallas. Capt. Fred Gregg, free act, during the closing weeks was popular. Almost all members of show will winter here. Charlie White has announced he will be associated with the Plaza Club.

Zimdars SLA Party Clicks at Tusculumbia

TUSCUMBIA, Ala., Oct. 29.—Personnel of Zimdars Greater Shows braved the cold and threatening snowfalls to witness the organization's Showmen's League of America benefit performance during the engagement at Colbert County Fair here last week, reports Buddy Munn. Event proved successful and all proceeds were turned over to the league's fund.

Committee in charge included Al Fine, manager; Mairy Brod, judge, and Mrs. R. C. Bernard, ticket taker. Ladies' committee had Mrs. R. C. Bernard, Mrs. Al Fine, Mrs. MacLangley and Mrs. Pearl Harris. Johnny Reeves was emcee. Talent line-up included Al Cramer (Suicide Zoraky), novelty juggler; Rex Cole, rope act, and Minstrel Shows, skit and dance. Bill Sherrick and Salem Bedoni handled auction candy pitches. Kangaroo court was a feature with no one escaping, not even the judge. Fair Secretary Woods, Mr. Phillips and several local folks also attended.

Charlotte Stand Fair For Ideal Expo Shows

CHARLOTTE, N. C., Oct. 29.—Ideal Exposition Shows closed their stand here October 23 under Labor Union auspices to fair business, according to Owner William Glick. Show was handicapped a bit, since it followed Marks and Bantley's shows, which had showed here two weeks before for white and Negro fairs.

Weather was good all week except Thursday night when it rained. Cold weather prevailed Friday night. Children's Days, Wednesday and Saturday, drew well.

Snookie, trained chimp of William Purchase's Monkey Show, scored locally when it appeared on roller skates in a school children's safety parade. Event drew favorable comment from The Charlotte Observer.



Palace Theater Building,
New York.

Considering that many members are still on the road, attendance of over 200 at the first meeting of the season on October 28 was quite a turnout. President George A. Hamid presided and made a detailed report regarding moneys raised for the benefit and welfare funds, and a vote of thanks was tendered Max Linderman, Cettin & Wilson, Strates and Art Lewis shows and Johnny J. Jones and Rubin & Cherry expositions for their co-operation in making benefits successful on their shows.

One hundred and fifty new members joined our ranks from these shows in the membership drive. Jack and Irving Rosenthal's Palisades Park brought in nearly a hundred applicants due to the sterling work of Joe and Al McKee. Art Lewis Shows have the honor of being the first carnival to enroll 50 or more members, the 58 applications from this show being credited to Gene O'Donnell, who as a result becomes the second NSA life member. Life membership cards are to be presented at the banquet to be held November 17 at Hotel Commodore.

President Hamid and Banquet Chairman Lew Dufour revealed plans for this affair and promised to make it the outstanding showmen's event of the year. Tickets and reservation committee reported 200 additional ticket sales. Program committee reported that space in the souvenir program is going fast. All in all, everyone present was enthused over the results in the membership drive, and the success of the banquet was paramount, so much so that it was proposed and seconded that there be weekly meetings of the entire membership from now until the banquet, these meetings to be held for three successive Tuesday evenings, November 1, 8 and 15.

New applicants for membership approved by the eligibility committee were Morris G. Stokes, H. Barkoot, James R. Neal, Howard Bellevue, Sid Smith, Jack A. Montague, Ben (Strings) Cohen, John S. Wintermute, Otis B. Siever, Lew Bernstein, Edward B. Braden, Bull Smith, Joseph Trenholm, Frank Hargadon, Jack McCormick and Guy R. Markley, proposed by Gene O'Donnell; Charles Cohen, Frank L. Massick, Tony Lewis and Willis Johnson, proposed by George Hirschberg; Harry William Dunkel, sponsored by Isaac Cettin; Harry F. Brown, proposed by Sam Lawrence; Jack Finch, J. Sherwood Upelurch, Max Alex and Joseph Stieg, brought in by George A. Hamid. Murray Goldberg sponsored Bill Powell's application.

Treasurer Jack Greenspoon, en route with the World of Mirth Shows, writes that the employees of that show will stage an NSA benefit dance the last week of the season in Anderson, S. C.

Congratulations from the members and officers to the following on their birthdays: Joseph Engel, November 4; Lew Lange, G. H. Messmore and Guy R. Markley, November 6; Lawrence Neumann, Alex Brown and William Ricardo,



NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.
BENEVOLENT-PROTECTIVE-SOCIAL
(Cemetery Fund, Hospitalization, Relief Bureau)
Dues \$10 Initiation \$10
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1564 Broadway
New York City

November 9, and Joseph Casda, November 10.

Ladies' Auxiliary

President Dorothy Packtman announced this week that regular auxiliary meeting will be held in the clubrooms prior to the NSA sessions on November 1, 8 and 15. Ladies will join the men later in general convale concerning the November 17 banquet.

Because many members have not returned from the road and slowness in returning books on part of many members awards will be given on date originally set, November 15, which is also the last meeting before the big banquet at the Commodore. As almost everybody knows, first prize will be a case of spirits brand to be selected by the winner. At NSA's meeting Wednesday ladies had the consolation prize on display—two rock-crystal whisky bottles set in elaborate chrome holders. Needless to say, it caused no end of comment by men.

At the meeting of the NSA President George A. Hamid lauded the excellent spirit and work on part of the auxiliary during the past few months, and even appeared a bit envious at the display of enthusiasm so often apparent in the ladies' organization.

Secretary Anita Goldie again reported Mrs. George A. Hamid's excellent work and announced that she became the first life member, bringing in more than 25 new members. This week she proposed Frances Scott, of Johnny J. Jones Exposition; Vera LaBrosse, of Trenton, N. J.; Margie Cettin, Sadie Wilson, Hazel Garfield, Kitty Swisher and Bessie Johnson, of Cettin & Wilson Shows; Frances White, from Revelations of 1938, and Hody Jones and Bootsie Paddock, of Johnny J. Jones Exposition.

Sister Marlea and Brother Joe Hughes celebrated their 21st wedding anniversary this week and were recipients of all sorts of good wishes from members. Elaine Dowling became a member, proposed by President Packtman.

Art Lewis Shows Honor Memory of Jack V. Lyles

TARBORO, N. C., Oct. 29.—Personnel of the Art Lewis Shows, which played Coastal Pisin Fair here last week, presented and dedicated a granite monument to the memory of Jack Vance Lyles, its former general agent, in impressive services at Lyles' grave in Greenwood Cemetery on October 18. He was fatally injured in an automobile accident in Georgia on March 13.

All members of the shows mingled

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Glimax City, N. C.
Week ended October 22, 1938.

Dear Mixer:
With flags of all nations fluttering from masts of the 50 privately owned ships, Ballyhoo Bros.' fleet steamed into Pamlico Sound to the Carolina shores. At the sound of Capt. Pete Ballyhoo's shrill whistle every show band, orchestra, organ, amplifier and callopie started playing the strains of the show's theme song, *Whoa, Red!* Due to a slip-up in the press department, no presidents, governors, mayors or even a native sight-seer were at the docks to greet the show's triumphant return from a world tour.

Unloading of the train was quickly under way and before dark the three-section train was rolling toward the western part of the State. Early Monday morning the train arrived in Glimax City and again the super-organization thumbed its nose at Father Time by having each attraction up and open before our committee discovered our arrival, minus the first payment of our guarantee. It was quite a treat for the many trouper to be back in the tobacco belt after spending weeks viewing ships, oceans, beaches, battlefields, foreigners and strange money. We still boast of being the first carnival to do a Robinson Crusoe.

The celebration, slated to open Tuesday night, was heavily advertised over party-line telephones as the 1938 Plowed Under Tobacco Jubilee. The object of the event was to further the use of chewing and sniffing the weed as well as to

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RO-LO—FUNHOUSE AND RIDE COMBINED. A big money earner—a gorgeous ride—loads on one track—quick to erect—now operating on Rural American, Coleman Bros., Gooding Greater, Hippoland, Sol's Liberty, Jostand, others.
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Colored Performers and Musicians for Minstrel Show, two young Church Girls that Sing and Dance, Saxophone, Trumpet, Clarinet, Trombone, Man to take charge of Front Desk Show, have complete outfit. Have 20x30 Tent will furnish for some good single attraction. Concessions open: Fish Pond, Duck Pond, Country Store, Cigarette Gallery, Short Range Gallery, Ball Games, Buzzer, Seals, Strictly Stock Concessions, \$10 week; Grand Shows and Shows \$25. (Not all winter. St. Martinville, La., Week October 31st to November 5th. Address, C. R. LEGGETTE.

with representatives of local organizations at the dedication under direction of the Rev. Henry Ruark, of St. James Methodist Church. Others participating were Brookes Fryer; Mrs. F. Percy Morency, wife of shows' secretary, and Aubrey Shackell, editor of *The Southerner*. A beautiful wreath of flowers, gift of Mr. and Mrs. Art Lewis, was laid on the monument at close of services.
Mrs. Jack Vance Lyles, the widow; two daughters, Hortense and Hylda, and son, Martin, attended the exercises.

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(Largest Buyer of Second-Hand Rides and Outfitted Show Property in the United States.)

which gave the sweet an unusual flavor. Quick to commercialize on the new and demanded treat, he mixed snuff with the sugar and thus was created the first snuff dip on a paper cone.
By Friday at closing time the lot had become a sea of tobacco juices, which caused an early closing. Saturday morning the lot was drained but the afternoon play was so heavy that the local fire department had to be called to pump off the lot for the night. The tear-down was done in hip boots, but the grosses were worth it.
MAJOR PRIVILEGE.

Midway Confab

By THE MIXER

Communications to 25-27 Opera Place, Cincinnati, O.

FINIS SIGNS: Bonfires on midways.

BOB AND WYNNE HOWELL closed the season with W. C. Katz Shows at Union, S. C.

HOW COME midwayites bestow the term "Mother" on so many women who wouldn't even know on which end to spank a punk?—Mrs. Upshaw.

SIMILE: As sore as an agent who wired for a C and got a double-saw.

AN INCREASING number of fairs are becoming notable for their beautiful surroundings and equipment but, as Phil Little once said, "We can't eat buildings."

DURING White City Shows' recent showing in Sanger, Calif., Lucille King staged a dinner party at Hotel Sanger in honor of Joe and Ethel Krug.

BUT winter trouping probably is educational.

MR. AND MRS. NORMAN E. NEWMAN card from Sanger, Calif., that they are enjoying a vacation and visiting carnival organizations on the West Coast.

CAPT. GEORGE WEBB, high diver, recently closed with Crowley's United Shows at Liberty, Tex., to fulfill several contracted fair and celebration dates.

GOING by motor, long ticket, scrip or thumb?

SOME agents book the shows they represent. Some agents have been made by the shows belkbed them.

JACK (JELLY ROLL) JONES and his Harlem Revue closed with O. C. Buck's Shows in Littleton, N. C., last week after a successful tour of fair dates with the organization.

RECENT ADDITIONS to Hilderbrand's United Shows include Carl Martin and wife, who joined Frew Stewart's Mystic Temple, and Dan Meggs, who joined the Kongo Show with Charles Lewis.

"TALK about a tough illusion to work," remarked Myra, the Headless Girl, "this job gives me many a headache."

WOLANDI, high-wire artist with Endy Bros.' Shows this season, closed with the organization at Lancaster, S. C., and left for Boston to fulfill several contracted engagements.

WHAT'S THIS? A report that managers of some shows are being misled by overrated ex-managers and staffs that have only a one-sided idea of the carnival—and that is the way So-and-So used to do. Tsk, tsk!

PUTTING a damper on some shows for one night is like dropping the lid on a sewer manhole. It's covered up but it's still there.

"WHAT a long tail our cat's got!" The Johnny J. Jones Exposition had to make

MAE BILL MACK, who is wintering in Stockton, Calif., reports that she spent an enjoyable afternoon and evening on White City Shows' midway during the organization's engagement at the recent celebration in Pittsburg, Calif.

TALL TIMBER, the year-round stomach stick, said he saw a "Girls Wanted" sign hanging on the banner line of an illusion show, but it didn't state whether or not the object of the sign was matrimony.

JERRY LOZZARO infos from Cleveland that he has concluded negotiations with Curtis L. Bockus, of Playland Park, Key West, Fla., for the "ex" on the peanut and pop-corn concession for the winter.

H. L. (SHERENY) BUSH, veteran side showman, is managing the Over the Falls attraction and Dolly Dixon is mid-et prima donna in Al Renton's Believe It or Not show on Mighty Sheesley Midway.

IF SHOWMEN and concessioners were to keep a diary of all complaints registered and the exact words used by those who registered them, it would make a great book to study during winter months.—Oscar, the Ham.

CAPT. EUGENE L. LAMB writes from Bristol, Okla.: "Closed with J. J. Colley's Shows recently after one of the hardest seasons I've ever experienced, which was no fault of the shows, however. Plan to winter here."

DOC WADDELL, while in Corpus Christie, Tex., visited the Beckmann & Gerety Shows and says it's one of the best balanced carnival enterprises as to lights, equipment, movement, people, performances, courtesy and square deal he has ever seen.

CONSISTENCY. Totally unknown to a manager who does not want people on his show to see "Wanted" advertisements, but who expects concessioners and showmen on other shows to read HIS "Wanted" ads.

CHARLES JESSOP and son, Danny, widely known Connorsville (Ind.) concessioners, who were callers at The Billboard offices while on a business trip to Cincinnati on October 28, reported a good season with their pop-corn and confection concessions.

"WHAT an array of talent!" exclaimed Noble C. Fairly when he happened into the Swiss Village on the 1938 Dallas fair midway, where he found seated around one table Orville Hennes, Jack Dunfield, Sunny Bernet, Denny Pugh, Ned Tort and Frank Jeerling.

SOMETIMES penurious carelessness in maintaining equipment in good condition, block and tackle, rope, etc., will cause grief much more expensive than replacement would be.

BILLIE WINGERT, manager of Karlene, "Australian Wonder Girl," now featured in Sid Crane's side-show annex on Wallace Bros.' Shows, reports that Karlene enjoyed the best week of the season at Jackson (Miss.) Colored Fair recently.

DOC HOWELL, while passing thru Mobile, Ala., recently en route to his Florida bookings, visited with Daddy and Mammy Monroe. Mammy, now 73 years old and formerly known as Betty Forrest, was a bareback rider of note with the Adam Forepaugh Circus.

NOW THAT some seem to think public weddings have ceased to be drawing cards, why doesn't somebody start public divorces and feature both sides of the story, well thrashed out before a packed midway?—Muggie's Machine Maze.

EDDIE KELKER cards from Beart, Tex.: "In three weeks the Hamilton Hall of Oddities will go into storerooms for the winter. Had an enjoyable season with Burdick's All-Texas Shows. I'm still doing the talking on the oddities and announcing the Great Knoll, free act."

TONY POMPORENI and wife, who closed a fairly successful season with J. J. Page Shows recently, report that they played Hattiesburg, Miss., with Joe Galler's Buckeye State Shows and in their opinion Galler is one of the squares and most modernistic carnival managers in the business.

AN OPTICAL illusion is not a freak and should not be sold as such. Many freak-show operators are forced to cut down on their freak collections because the public is

Start with a BIG ELI

Many Amusement Men owe their successful start in Show Business to profits made by a BIG ELI Wheel. For 35 years it has given the Public what it wants and it ranks at the top for a high return on the investment. If you're planning to start in Outdoor Amusement, the BIG ELI is a safe investment. Write for information about the No. 5 or "Standard" Model.



ELI BRIDGE COMPANY
Builders of Dependable Products,
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PENNY PITCH GAMES
Size 48x48", Price \$20.00.
Size 48x48", With 1 Jack Pot, \$30.00.
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PARK SPECIAL WHEELS
30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price\$12.00

BINGO GAMES
75-Player Complete\$5.00
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SEND FOR CATALOGUE.
Full of New Games, Blankets, Dolls, Lamp, Aluminum Ware, Games, etc.
SLACK MFG. CO.
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Single Sheets, 8 1/2 x 14, Typewritten, Per M.\$5.00
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NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Peeking, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample, 80-15
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Miscellaneous Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

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Instant delivery. Send for Wholesale Prices.

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Buddha Papers, 100 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Milt. Charts, Book, Graphology, Charts, 148 Page Illustrated Catalog Ready.
Most comprehensive line of Apparatus and Supplies in the World. Catalog 20c. None free.

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HUBERT'S MUSEUM

125 W. 42d Street, NEW YORK CITY.
WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES.
State gallery and all details in first letter.
Open All Year Round.
SCHORK & SCHAFFER.

SECOND-HAND SHOW PROPERTY FOR SALE
\$50.00 Two-Headed Wax Baby, life size specimen,
\$75.00 Lord's Prayer and Ten Commandments in Camera, Four for a Dime, tall cheap, money-maker,
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WEIL'S CURIOSITY SHOP, 20 S. 24, Phila., Pa.

AMERICAN AMUSEMENT CO.

For Cedartown, Ga., Nov. 5-12, and All Winter. Concession, Concessionists that work for stock. Good preparation for Shows with own outfit. Will book new, nice cars at once. Phil Brown, M. B. Martin has no connection with this show. Address, **ROCCO ALEO**, American Amusement Co., Cedartown, Ga.

TILLEY SHOWS

NOW BOOKING FOR 1939.
Concession all open except Corn Game, and Long Concession Galleries. Cook House open for reliable party with own equipment. Guarantee Privilege in Tickets. Mechanical Show, Teeka, write. Ride Show open. John T. Hutcheson, have proposition for you. Will book any week while Attention, with or without own outfit. Address Ladd, Ill.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



MEMBERS OF THE STAFF on E. J. Lahey's cookhouse with Hilderbrand's United Shows are, left to right: Harold Hendrickson, griddle man; Oliver Wible, Harry McAlpin, Gilbert Curley, Glen McAlpin, waiters; Mrs. E. J. (Moms) Lahey and E. J. Lahey, proprietors; Ray Morris, griddle man; Mrs. Jeffries, cook; Otis Shock, kitchen man; James Kennedy, dishwasher; Jack Pearson, kitchen man. Photo furnished by Claude A. Barle.

THIS has been my 64th year in or out of the show business; after this season I don't know whether it is one or t'other. —Read Map Johnson, the hop-scooting trouper.

THE GREAT WILNO, free act, closed with Endy Bros.' Shows at Lancaster, S. C., and left for his home in Peru, Ind., where he will vacation before going to Florida for the winter.

TIP to press agents: Be sure to get plenty of pictures of the boss in the year book.

WHITEY RUNGS and wife, of Royal American Shows, recently visited Crowley's United Shows at Liberty, Tex., while en route to visit Hennes Bros.' Shows at Dallas.

MAE-JOE ARNOLD has returned home to Union City, Tenn., for a brief visit after closing with F. H. Bee Shows. He expects to join Kline's Greater Shows soon for the winter.

WITH fair midways so plentiful, these have been the days when many a shamus likes to be heard—and seen!

R. W. BUELL, operator of photo gallery on White City Shows, celebrated his 61st birthday anniversary during the organization's stand in Sanger, Calif., recently.

FRANK ZORDA, who closed the season with F. E. Gooding's American Exposition Shows, pens from Atlanta that he will be associated with the same organization next year.

a three-road move and in three sections from Mason to Augusta, Ga., where the organization terminated its 1938 tour on November 1.

GREAT I. L. Cleanup Shows and Powers Suit Case Exposition Combined, having come thru a recent purge unscathed, the entire personnel looks forward to a long, tough winter season, remarks D. W. (Crazy Horse) Powers.

WHEN nights are missed by rain it comes under the head of amusements, but when Monday nights are missed fairly regularly it comes under the head of phooey management.

DOC WADDELL writes from Liberty, Tex., that Sammie George and wife, Evelyn, were guests of Crowley's United Shows during the organization's engagement there. The Georges now reside in Houston.

VIROIL SELLS and wife closed with Crowley's United Shows at Liberty, Tex., and returned to Miami with the William Bartlett diggers. Sells will become manager of a night club there which Bartlett purchased recently.

MAX COHEN knows a lot about showmen's favorite hours, all right. He starts American Carnival's Association sessions at 11 p.m.; How about an 8 a.m. case? Wow!

H. VANCE KINSKEY has returned to Philadelphia for the winter after closing with Bright Light Shows, on which he operated his sound truck and concessions in addition to acting as secretary and lot man.

skeptical of the different pit attractions advertised.

CONTRACTED by an Irish agent who is not a Mason, the Goodman Wonder shows played three engagements under Shrine auspices during the 1938 season. This is probably the top number of Shrine auspices booked by any midway organization this year, although some shows played under the Shrine twice.

MRS. DAISY REEVES letters from Hagerstown, Md.: "Harry and I closed our season here after concluding negotiations to have our stands with the Aena Shows again next year. Have been with the organization for the last four years and hope for a better season in 1939. Will winter in Tampa, Fla."

ELECTRICIANS, artists and carpenters worked all winter building and decorating a beautiful front-gate arch to give the show's banner solicitor a great place to display the navy rag ads secured from locals.—Egbert Isenbender, artistic and modernistic blacksmith.

SID CRANE cards from Meadville, Miss.: "While playing Jackson (Miss.) Colored Fair, Madame Cortez tendered the side-show personnel a party in celebration of her banner date of the season there. Will open my museum soon, with Madame Cortez and Karlene as the featured attractions."

TEX PUTEONAT cards from Shreveport, La., that following the close of his and Louis-Louise Logsdon's engagement with Dick Best's side show on Royal American Shows, they will leave for Tampa, Fla., where they will present their act in night clubs. Puteonat, in addition to his chores as agent, will assist in the routines.

A MANAGER who continually gripes to get more work out of employees is playing a losing hand. It is not necessary to be a hale fellow, well met, but a word of praise and appreciation will go a long way toward putting the desire to serve and please into a worker's system.

J. F. (JOHNNY) ENRIGHT, novelty and store concessioner and for several years associated with P. E. Gooding Amusement Co. in an executive capacity, has been booking lots in Columbus, O., for the Gooding unit's early spring engagements since closing the season at Circleville (O.) Pumpkin Show. He and Mrs. Enright will winter in Ruskin, Fla.

DURING Miller Amusement Co.'s engagement at Pike County Fair, McComb, Miss., personnel attended the triple marriage ceremony of members of the show in Magnolia, Miss., on October 6. Contracting parties were Orville W. Moore and Mary Cathryn Miller, William C. Handler and Lou Ann Dierly, and Carl Henderson and Trudy Marie Warren.

NOT so long ago showmen respected one another's hobby. To break in out of turn was considered poor showmanship. Now dog-eat-dog tactics are used by some with absolutely no consideration for their neighbors. The big fish tries to swallow the little one and takes advantage of having the best go.

FOUR DOBELLS, high-wire act, who closed their second season as free attraction on Coleman Bros.' Shows at Rochester, N. H., letter that for the next seven months they plan to remain on Fred Dobell Jr.'s pecan grove, Waycross, Ga., and help gather the crop from 235 trees. They add that they enjoyed a pleasant season with the Coleman organization.

EVERY manager should blow his own horn and be a big booster for himself and his show. However, it isn't how big and powerful he thinks himself and his show are that counts. It's what fair officials, committees and the public think that brings him back and elevates his midway.—Colonel Patch.

DURING a visit by Coleman Bros. and Mrs. Coleman, of Coleman Bros.' Shows, Middletown, Conn., to the plant of the Allan Herschell Co. in North Tonawanda, N. Y., on October 26 the Colemans purchased a new streamlined three-abreast Merry-Go-Round for the 1939 season. The visitors told President John Wendler of Allan Herschell Co. that they had an excellent season, especially at fairs.

MIDWAY employees should not try to run things to suit themselves nor have their own way about everything. Shows' managements must be the bosses whose orders are obeyed. In good business each unit takes orders from the head, and there must be no infractions. If the boss can't run it, then he won't have it long.—Milo (Not So) McGuff.

GENE (TUPPY) DAVIS is now in his fourth season with Mark Williams' side show on Scott Bros.' Shows after spending the early part of the season with J. L. Landes Shows and the closing two weeks with Rogers Greater Shows. Side-show roster includes Harry Pink, Dick and Helen Miller, Pete Holmes, Walter Lay, Louise Williams, Merlin Finley, Beadie Jones, Tom Holmes, Yoca Williams and Larry Trade. Betty Ann Miller is featured. Davis reports that business is in keeping with the times.

"LET bygones be bygones." A time-honored slogan much abused by some showmen. They seem to believe that the finish of a season ends all accounts and closes all books. If they missed one year and mopped up the next, then the sheet salary payoff of the previous year is forgotten. Each year must take care of itself!

MRS. HARRY HOUDINI, wife of the late famed magician, accompanied by her business manager, Edward Saint, and his father, visited the Johnny J. Jones Exposition, Owner E. Lawrence Phillips, Director General William C. Fleming and Publicity Director Starr DeBelle while the show was playing North Carolina State Fair, Raleigh. Dr. Saint, a former Jones show trouper, was busy shaking hands with many friends. The Raleigh Times gave their visit a liberal amount of art and copy that was sent out over an AP wire.

A LOT can be learned from local business men. Never heard of a restaurant operator standing in his doorway to leer at passing women and their escorts, yelling, "Don't starve and walk 'em to death; bring 'em in!" Never heard a picture-show manager holler, "What are you walking around for? Either go some place or go home!"—Lizzie Schmidt, Hawaiian Revue native.

RAY TEMPLE, who recently closed with the side show on Gooding Greater Shows, writes that he has been booked to play night clubs in and around Columbus, O., for the winter. Among those closing the season with Temple were Bert Perry, who went to his home in Columbus, O.; Hi Johnson left for Alta Vista, Fla.; Jim and Grandma Maudy headed for New York with Roy McGovern going to Jacksonville, Fla.; Happy Dawley went to Athens, Ga.; and Buster Pike remained in Columbus, O., for a vacation before returning to his home.

STRIP-TEASE numbers not only are out of place in Hawaiian shows but there is a growing feeling among smart showmen that such offerings do not do any good for any midway show. Where Hawaiians offer beautiful island songs, music and dances, why tear them down with very much dated barbaresco numbers? Such native revues should be billed as family theaters and cater to women and children.

APROPOS Harry P. Gilliam's item concerning concessioners, which was pub-



BILL KEMP, veteran motordrome performer, has had record business this season, his second with Hennies Bros.' Shows. For years he was associated with his brother, Walter Kemp, on the Royal American and other shows. With him this season are some of the game's top motordrome riders. They include Russell Thompson, Johnny Paluso, Henry Dixon, the Slasins and Miles Riley. Photo by Jack Dedeoff.

lished in this column recently, William P. (Billy) Younger writes that Harry failed to mention the following facts: "We pay from \$5 to \$7 per foot to sell our merchandise," says Younger, "and what do some fair boards do? They open the grand stand at 1 p.m., take our patrons for 25 cents per head, give them several vaudeville acts and some races and then dump them out at 5:45 p.m., dinner time. They open the grand stand at 7 p.m., and offer a big show until 11 p.m., when the crowd comes out and goes home. Oh! What suckers we are!"

"FINING EMPLOYEES for every little slip or misdemeanor is popular with the typing or showman. Some do this not only for spite but they think they have figured a legitimate way to rob their help," said Cousin Peleg. "My Uncle Wilbur was a showman who only fed and slept his actors, altho he did give them a dollar Saturday night to make the run on. The only way he had of fining his help was to take away from them for two nights the chafing bags that they slept on."

JACK HAMILTON, owner-manager of Hamilton's Hall of Oddities on Burdick's All-Texas Shows, letters from Caldwell, Tex.: "Organization day and dated Al G. Barnes-Sells-Photo Circus in Houston to good business. It was especially good for Rae Terrill, annex attraction. Oddities roster includes Eddie Kelker, Swede Edwards and myself, talker; Harry Nash, Ted McGrath and James Brown, tickets; Mercedes Hamilton, contortionist; Henry Blasic, pinhead; Leroy Smith, human frog; Earl Carrol, pin cushion; Betty Henderson, woman with lion's mane; Zolo Keller, fire act; Mijares, mentalist; Morelli, magician; Earl Scoville, tattooed man, and Rae Terrill, annex attraction. Business has been off about 40 per cent, but we get our share."

RIDE MEN are valuable assets. Not only are their services imperative but they generally are the most painstaking crews on the lots. It is seldom that a ride is not properly erected, as they know that lives may lie in their hands. The boys pride themselves in keeping all parts of machines in perfect working order and spick and span. Much of their conversation is about time-saving routines they have worked out. Each set-up day they are out for new time records. Practically every one is a mechanic in his own right. They should have full co-operation from managements as well as the respect of entire personnel.

Loads on One Best Trailer.

EVERLY AIRCRAFT CO., Salem, Oregon
ARNER K. KLINE, Sales Manager.

Crowley's United Leases Corpus Christi Quarters

CORPUS CHRISTI, Oct. 29.—E. W. Wells, general agent of Crowley's United Shows, which begins a 12-day engagement here on November 2, under American Legion Post auspices, has leased the Gypsy Smith Revival Tabernacle as winter quarters for the organization.

Local stand marks the end of the show's season and on November 14 it will move into the new winter home. Majority of the personnel will winter here.

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MONEY MAKERS

Make your Concession the LIVE SPOT! Rely on EVANS' 45 Year Experience for the Latest and Best

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PADDLE WHEELS OF ALL KINDS \$7.50

Long Range Shooting Galleries and Supplies for all makes. Wheels of every type. Everything for the Midway.

FREE CATALOG

H. C. EVANS & CO.
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DUAL LOOP-O-PLANE FOR SALE

Just painted, with new Lighting System, fine shape. No cash offer refused if taken here, Anderson, S. C. Also one Panel Front, used on Droms, and one Scott Indian Motorcycle, a rare bargain for some one. Want to dispose of property this week.

EARL PURTLE, care WORLD OF MIRTH SHOW, Anderson, S. C.

MUSICIANS WANTED

White, Strong Trumpet and Good Snare Drum for Carnival. Winter salary sure and long season.

Wire Western Union.

VINCENT BELLONO

Western Union, Sports, Ga

WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS"

A Column About Bingo in the **WHOLESALE MERCHANDISE Department**

THIS WEEK and EVERY WEEK



ART MARTIN, youthful appearing carnival veteran, who this season concludes his 28th in outdoor show business, has managed and talked on various organizations since making his debut in 1914 with the A. B. Miller Shows. Among shows with which he has been associated are Heinz & Beckmann, 1915; L. J. Keith, 1916; Tom W. Allen, 1917-'19; C. A. Wortham No. 1, 1920; John Francis, 1921-'24; Morris & Castle, 1925; John Francis, 1925-'34, and Hennies Bros., 1935-'37. This season he saw service on the Royal American and Beckmann & Gerety Shows.

OCTOPUS LOOP-O-PLANE

TWO BIG WINNERS—PERMANENT OR PORTABLE.

ANNOUNCING SOON

EXCITINGLY NEW RIDE

EVERLY RIDES GUARANTEE BIG PROFITS

EVERLY AIRCRAFT CO., Salem, Oregon
Lesse Bros., Ltd., Blackpool, England, European Suppliers.

Funland

Jackson, Ga. Week ended October 22. Bufts County Fair. Location, around Courthouse Square. Weather, good. Business, poor.

Wonderful exhibits here, but the folks in this section were very short of funds. Flying Covets continue to thrill the crowds and Capt. Wayne Lary, manager of acts, will be with this show almost all of 1939. TED C. TAYLOR.

Kline's Greater (Motorized)

Union, Miss. Week ended October 22. Auspices, Firemen's Community Fair. Weather, cold. Business, fair.

Show opened Monday night to a fair crowd, but natives spent little. Weather turned cold, keeping people indoors. Hooper Dent's Minstrel Show continues to top the midway, with Cummings' Side Show a close second. Bob Smart, Girl Show manager, still turning them in. Manager Bob Kline is suffering from a severe cold. J. Davis, mechanic, is also a piano player of ability. New banners have arrived for minstrel show. Football game here. Friday night drew large crowds, but patrons left early due to cold weather. Hooper Dent was severely bruised and lacerated in an automobile accident while returning from a business trip to Jackson, Miss. ROY SHAEFFER.

Crowley's

Liberty, Tex. Week ended October 22. Location, fairgrounds. Auspices, Liberty County Fair Association. Fair gate, free. Midway gate, 10 cents. Weather, variable. Business, splendid.

Show arrived late Monday in rain. Informal Tuesday opening was weak due to rain. Wednesday, Negro Day, drew only fair when a downpour held attendance down. Thursday, formal opening day, many overcoats and heavy wraps were in evidence. Parade and football game aided in drawing crowds and the pay gate boosted Crowley receipts. Shows and rides did well, with concession business just fair. Friday, Children's Day, drew large attendance and good spenders. Saturday boosted show's profits. Showfolk voted Max Karkowski, president of fair; John Lynch, secretary, and directors liveest among the fair men of year. Memorial services were held here for Ed-

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, \$9; 75 cards, \$9.50; 100 cards, \$12; 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 50 sets or 100 cards each. Played in 3 rows across the cards—out 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 5x7. THIN BINGO CARDS: Bingo cards, black on white, size 5x7. Thin cards as used in theatres, etc. They are marked or unmarked, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Lightbox, white cards, 8 1/2 x 14. Per 100, \$1.50. Bilingual Bingo Cards, in Spanish, Extra, 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

For Sale "OLAF"

The Viking Giant Seven Hundred Years Old THE WORLD'S BEST STUFF. CHAS. S. RUUD, Seattle, Wash. 1205 1/2 1st Avenue.

WANTED

Will pay for cash good used Ell Wheel, No. 5, 12 or 16. Must be in good condition and priced right. Will accept delivery at end of year season.

E. B. MOORE

Box 62, Kingsport, Tenn.

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

ward Delevan and a midnight luncheon tendered Colonel Marc D. Gilbert. Al Stanfest and Brink Willis were given "Knight of Honor" degrees. George Harris, owner Bossoms of Dixie Minstrels, announces that he will enlarge his unit for next year. Hildings, tattoo expert, joined Jack Starlin's Side Show here. His wife, Lola, is in concession row. Hon. Price Allen was an honored guest. The Liberty News and The Liberty Vindicator were liberal with space. Writer and Princess Red Wing entertained the local Rotary Club. Visitors included Rev. E. S. Baker and son, Ellis; A. Grohe, Ruby Faust, La Blanche Shaw, Jack Rooney, Julia Novinger, Henry Barrow, and family, C. D. Scott and family, Mr. and Mrs. Max Montgomery, Lee and Molly Stanton and George Nolsch and sister, May. DOC WADDELL.

Endy Bros.

Lancaster, S. C. Week ended October 22. Lancaster County Fair. Weather, perfect. Business, very good.

Weather here was ideal and business exceeded any previous gross in the past five years. Event had two children's days. Quay Hood, fair secretary, made this a pleasant engagement. Thursday night he entertained show's staff and his local friends at an oyster roast. This was

spite threatening weather all afternoon. Helen Owens' bingo did well. Mr. and Mrs. McInyre, of Midway Cafe, made several additions to the cookhouse. D. M. Woods has taken over management of the side show. Finishing touches were added to the new office wagon last week. DOT GORGRANT.

Johnny J. Jones

(Railroad)

Macon, Ga. Week ended October 22. Georgia State Exposition. Weather, ideal. Business, very good.

Favored ideal weather thruout this engagement show shattered all previous midway grosses here. Friday midway enjoyed what was said to be the largest one-day gross in fair's history. Week's midway gross was the largest since reorganization of the fair 17 years ago. Paul Conway, local attorney and publicity director for the event, co-operated splendidly to give the fair and midway an unlimited amount of publicity. Manager T. M. Allen did a swell job of laying out the midway. Jack McBride celebrated his 37th birthday anniversary October 18. Wednesday afternoon the many friends of the late L. B. Johns held memorial services and placed a number of floral offerings on his grave. Visitors



ONE OF THE FEATURE attractions on Gold Medal Shows is the Dottie Moss Thrill Show. Picture was snapped during the organization's engagement at Walsworth County Fair, Elkhorn, Wis. In the absence of Dottie Moss, who was ill. On the platform from left to right are Ruthy King, said to be among the world's youngest riders; Mike Murphy, emcee; Camella Garcia, balling on motorcycle; Charles Hatmaker, Drome boss, and Margarita Gibbs, young English rider. Photo furnished by H. B. Shive, show's general representative.

shows' last week of the season. Organization traveled thru Southern and New England States. At closing Saturday night personnel spread to the four winds. Eddie Lippman went to his home in Montgomery, Ala. Bobby Mansfield left for home in St. Louis. Wendell Kuntz will open a store show in the South. Speedy Merrill headed for Miami, with Jerry Gerard, Louis Kaufman, Ernie Buzella, Edwin and Big Bill Yested, Jack Lambert, Bob Flynn, Count Maurice, Joe Decker, Harry Weiss, Johnny O'Rear, Eddie Hollinger, Irish Kelly and Charles Hulish, concessioners. Florida bound. The Boardmans, Roy VanStickle, Jack Stone, Johnny Garberia, Max Tarboro, Fitz Winters, George Hartley, the Sullivans, Eddie Frubelmer will remain on the road a few more weeks. William Tucker and crew went to Florida. Jim Gordon, free act, went to Jensen, Fla. William Chick, of Ideal Exposition Shows; Art Lewis, of Art Lewis Shows, and Bill Jones, of bingo fame, were among visitors here. Summing the season up, it went fast and was most pleasant, and the show made some money. GLEN IRETON.

W. C. Kaus

Union, S. C. Week ended October 22. Weather, very good. Business, fair. This was show's first South Carolina Fair date of the season. Monday and Tuesday starting off with a good crowd, but with no gross. Wednesday, Colored Day, drew well and spending was fair. Thursday, School Day, drew good crowds, with rides playing to capacity and concessions and shows getting their share of business. Marie Kaus reported the Ferris Wheel topped rides. Octopus was next, with all other rides following close behind. Thursday was the big day de-

their cookhouse, bingo and concessions. Among the Krug crew joining here were Louis and Francis Godfrey, bingo; James and Helen Turner, cookhouse; Mr. and Mrs. Byron East, speedway; Bobbie Boggins, pop corn and peanuts, and Ebad Krug, candy floss and apples. Max (Mulligan) Kaplan purchased a new car. Peggy Nelson enjoyed a week's vacation since the marquee was not used. Fern Chaney and Jean Casper battled for top honors on ball games. Mr. and Mrs. D. H. Armfield's Pony Hide did well. Robert Langford departed for Eureka, Calif., and Ray Martin for Los Angeles. Mrs. C. F. Corey spent a busy week commuting between Delano and Sanger. Mike Herman went to Oakland on a visit. Myles Nelson added another shooting gallery. The combined facilities of the Wrightman Shows are joined with the White City Shows for the remainder of the season. WALTON DE PELATON.

Crystal Expo

Pageland, S. C. Week ended October 22. Auspices, Chesterfield County Fair. Weather, fair and cool. Business, fair.

Gate receipts here went way over the top for show office and concessions, but rides were off, compared with previous years. Date was a trifle disappointing due to lack of co-operation from fair officials, with the exception of R. B. Penderburk, who worked like a Trojan. Shows did fair, with Alice the Alligator Girl leading, and Minstrel Show next. J. Owen's Side Show clicked here. Walter Bunts did a swell job of laying out a difficult midway. A number of show units and concessions had to be eliminated. Two special events for Thursday and Friday nights failed to show an appreciable increase, but Children's Day, Wednesday, was the big day. H. NELLA.

Buckeye State

(Baggage Cars and Trucks)

Hattiesburg, Miss. Week ended October 22. Auspices, Forrest County Fair Association. Location, fairgrounds, River avenue. Weather, fair, except Monday night, rain. Business, good.

Shows moved in here for the second time this season to play the first Forrest County Fair to be held in Hattiesburg. Event had been held about five miles from the city at Petal for the past 23 years. Fred Wilson, secretary, reported that attendance this year was better than any previous record. Philip Stopek joined with his Rollo-Plane, as did Roy Frenar with cookhouse. Silas Greene's Minstrels were here on Monday and many pleasant visits were exchanged by personnel of both shows. The Hattiesburg American relaxed its rigid no-free publicity rule slightly and Station WFOR co-operated splendidly donating a half-hour program of show talent under the writer's direction. Mr. Metzger, owner of WFOR, and Mr. St. John, business manager of The American, were frequent visitors. TED JOHNSON.

Strates

(Railroad)

Gastonia, N. C. Week ended October 22. Fair. Weather, fair and rain. Business, fair.

No records were broken here, but neither show nor fair association had cause to complain about business. Rain hurt Thursday night's business considerably. This was show's first appearance at the local fair. Fair Secretary Francis Whiteside and Superintendent Dewey Keyser co-operated splendidly. C. W. Cracraft, general agent and traffic manager, visited here for several days. He was busy entertaining friends and various fair secretaries. Giff Raynes laid out the show in good style. Shows furnished the grand-stand attractions here, presenting Five American Eagles, Rosella Troupe, Les Gardos, Shackles and Mary Ellen Ketrov. BEN H. VOORHEES.

World of Mirth

(Railroad)

Columbia, S. C. Week ended October 22. South Carolina State Fair. Weather, good. Business, very good.

Gross and attendance records were shattered here, with shows and rides 25 per cent over previous years. Plenty of room here made it possible for midway to be laid out advantageously. Ferris Wheels took top money. Bill Brown's Heyday did well, with Art Gordon's Swing Club enjoying its best Southern date. Mr. and Mrs. Whitey Turnquist's Pennyland continues to click, as does Glen Porter's Snake Show, with front being handled by Phil Griffin. Mr.

White City

(Motorized)

Sanger, Calif. No. 1 Unit. Six days ended October 22. Location, Main street. Auspices, L. L. L. Weather, ideal. Business, fair.

Delano, Calif. No. 2 Unit. Four days ended October 22. Location, depot lot. Auspices, Delano Days Cotton Festival. Weather, ideal. Business, good.

The stand in Sanger had five rides, two shows and all the concessions, while Delano had seven rides, four shows and May Collier's high dive. Delano unit was augmented by Wrightman's Greater Shows, which furnished a Merry-Go-Round, Ferris Wheel, Baby Ride and Octopus, while this show placed a Tilt-a-Whirl, Rollo Plane and Mixup. Frank Forrest operated his Ten-in-One and Snake Show and Pat Patterson his Athletic and Freak Show. Delano festival was under Al Copeland's direction, with C. E. Corey midway manager. May Collier was popular. After two nights in Sanger, her act went to Delano for the remainder of the week. Mr. and Mrs. Joe Krug were busy all week rearranging

and Mrs. Buddy Anthony closed with their palmistry stand and left to open a new store in Miami. Jean Walker is heading a committee formulating plans for a big farewell dance to be held in Anderson, S. C. Proceeds will go to the National Showmen's Association. Charles Bratcher rejoined here after being confined in a Spartanburg, S. C., hospital with an injured back. Visitors included Charles Somma, secretary, Virginia State Fair, and S. E. Wall and party. All were guests of General Manager Max Linderman.
JIM McHUGH.

J. J. Colley

Chelsea, Okla. Week ended October 15. Auspices, Chamber of Commerce Street Fair. Weather, warm. Business, fair.

This was the first show to play here in six years, but business was disappointing. Shortage of cash was evident. Ferris Wheels, Merry-Go-Round and Bozo topped rides. Athletic and Minstrel shows were tops among shows. G. B. Sherman's concessions did well, as did E. J. Conn's bingo. J. J. Colley, owner, purchased a new Packard, and Frank DeShane, general agent, a new Chevrolet here. Mrs. R. P. Wippl bought a new Travelodge Trailer, as did Jimmie Wilson.

Enfeda, Okla. Week ended October 21. Location, uptown. Weather, cool. Business, fair.

Management announced that show would play one more stand before going into quarters at Hugo, Okla. Professor Wardell continues to click with Minstrel Show. Joe Kelly's Athletic Show did well. Members of K. G. Clapp Shows visited. Winter unit, under Frank DeShane's management, opens next week.
ROSINA WIPPEL.

L. J. Heth

(Motorized and Baggage Cars)

Sandersville, Ga. Week ended October 22. Washington County Fair. Business, fair. Weather, fair.

G. S. Chapman, fair secretary, co-operated splendidly to put this event over. Leon Elliott, electrician, closed here and was replaced by Frank Pannagan, late of the Gold Medal Shows. H. B. Shive, general agent of Gold Medal Shows, visited. The writer's Minstrel Show topped the shows, with Tilt-a-Whirl leading rides. Billy Siegrist Troupe also closed here and was replaced by the Sky Line Thrillers as the free act. Malcolm Lewis joined with concessions, as did O. H. Barnett with scales.
LESTER PARRISH.

Dixie Model

Jacksonville, N. C. Five days ended October 15. Onslow County Fair. Weather, fair and cool. Business, very good.

The County News and Views, local publication, termed this fair "the biggest and best in Onslow's history." Saturday was the best day for shows, rides and

concessions. Front gate was a bit short of school day.

Plymouth, N. C. Five days ended October 22. Washington County Fair. Weather, cold at night. Business, fair.

Billed to open Tuesday but show opened Monday night with the approval of the fair board. Business was fair. White school day Thursday and colored school day Friday were the big days—better than expected. Latter part of the week, however, was below expectations, due to sudden change in weather. Manager Bolt divided his time between here and a No. 2 unit at a neighboring community fair. Rome Harris, with his Merry-Go-Round and Chairplane, played the Plymouth date. Mr. and Mrs. E. M. Myers joined with their Loop-o-Loop. Mr. and Mrs. Bud Foreman, former members of the shows, visited during the week, as did Colonel Baccus and several other members of the Rowland Shows. Executive conference here Thursday resulted in the decision to maintain the entire show for a number of late dates instead of storing and laying off some of the equipment and help.
CHRIS M. SMITH.

Hilderbrand's

(Motorized)

San Rafael, Calif. Week ended October 22. Weather, good. Business, good.

Show located at Third and Irwin streets, one block from the heart of town. Fred Thumberg's Octopus topped rides. Bud Cross' Roll-o-Plane went to town. It was the first time the ride appeared here. Gene Knowles had the misfortune to lose a pony here. Art Anderson's son, Eddie, has returned from the hospital. Hazel Fisher and Verna Seeborg stopped at Oakland, Calif., with Verna's relatives. Katherine Seeborg, Verna's sister, visited here. Austin King, Ringling-Barnum side-show manager, was on lot each night. Ralph Balcom, who on lot each night. George DeGohn and John and Billie Hicks made trip to San Francisco. Al Bird's Athletic Arena was popular. Mary Booker, wife of Bob Booker, secretary-treasurer, has been ill, but now can be seen around show for a while each evening. General Manager E. W. Coe has been busy arranging show for closing at Berkeley, Calif. George Morgan, special agent, had marquee covered with banners and also effected a tie-up with local newboys. Ed and Ma Leahy's Dinner Bell Cafe has been pleasing showfolk. Claude and Leese Barie spent a day in San Francisco to witness Gypsy Rose Lee's performance at Golden Gate Theater. Owner O. H. Hilderbrand left for Los Angeles but will return at Berkeley. Betty Coe is much improved in health since leaving a higher altitude. Frank Evans purchased a new trailer. Toots and Sam Epple are planning a trip to Oklahoma next month. Joe DeSatti returned for remainder of the season.
CLAUDE A. BARIE.

Harry H. Zimdars

(Motorized)

Tusculum, Ala. October 17-22. Colbert County Fair. Weather, cold and rainy part of week. Business, slow. Attendance, fair.

With the prospect of drawing from three fairly large sized towns within a radius of six miles, this spot looked promising. Fair board, under direction of Secretary Woods, provided the utmost in entertainment. Acts included Rex Cole, Crawford's wire and trapeze, Marie's Marvel Dogs and Stulcids Zorsky. Johnny Reeves' Motor Maniacs provided a Thrill Day Saturday. There was, however, just one thing that had been overlooked in preparation for the event—the weather. One night was lost due to rain, and the unmistakable feeling of snow in the air didn't help matters any. Attendance could have been worse, tho.
BUDDY MUNN.

Cetlin & Wilson

Greensboro, N. C. Week ended October 22. Guilford County and Greater Greensboro Fair. Weather, good. Business, good.

Opened here Monday night with an increase over 1937 and each succeeding day showed an increase over the previous year. In fact, all attendance, midway gross as well as grand-stand attendance records were shattered this year. A press party was tendered newspaper and radio men on Monday by George A. Hamid in Kitty's Green Grille, with representatives from Charlotte, Winston-Salem, High Point, Burlington, Raleigh, Rocky Mount, Salisbury and Thomasville. Newspapers co-operated, as did

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LAFAYETTE, LA., ARMISTICE CELEBRATION

WEEK NOVEMBER 7; LEGION CELEBRATION LAKE CHARLES, LA., TO FOLLOW. JOHN R. WARD SHOWS WANT.

Shows, Performers and Musicians for Minstrel Shows—Alabama Blossom and Leona Bean, can place you. WANT Toller and Lecturer for Circus Show. PLACE all legitimate Concessions, WANT Hoop-La, String Joint, Watch-La, Blanket and Turkey Wheels, Cane Hacks, Frozen Custard, Humper. Will sell X on Novelties. Join at Jeanette, La., week October 31 to November 6. Low Privilege. This Show out until Christmas.

Stations WBIG, Greensboro, and WMFR, High Point. Tuesday and Friday were Children's Days, with Friday the big day. Shows and rides enjoyed a good week's business; in fact, for some it was the best of the season.
GEORGE HIRSHBERG.

Siebrand Bros.

(Trucks)

Ajo, Ariz., and Blythe, Calif. Week ended October 23. Ten-cent gate. Weather fine. Business, fair.

After playing Ajo the first part of the week, show jumped 300 miles to open at Blythe to fair business on Friday night. W. C. (Bill) Le Tournou, equestrian director, is busy training the line of girls for the aerial ballet. The Hood Sisters, Glen Henry's Trio and Juanita Wiley continue to draw 'em. Natives turned out big in Ajo Thursday night, as that was pay day at the mines. Mickey McLeod, show's agent, visited at Chandler after being released from the hospital in Phoenix, Ariz.
SLIM AUSTIN.

J. F. Sparks

Oneonta, Ala. Week ended October 22. Blount County Fair. Auspices, American Legion. Weather, good. Business, good.

Week started slow, but Saturday saw the largest gate the show has ever had, with all shows and rides doing a thriving business. Athletic Show topped the shows, with Ferris Wheel best among rides. Mr. and Mrs. William Wells joined here. Wells is the new Ferris Wheel foreman. Visitors from Birmingham included J. F. Sparks' mother and sister. Jack Orr's smoke picture attraction was popular. Mrs. J. C. Sparks, sister of Mrs. J. P. Sparks, visiting the show for a few days.
Tom Sparks.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 29.—We have started work upon the annual report of the association, to be presented to our membership at the coming annual meeting in Chicago, and would appreciate it very much if the membership would write us, giving their suggestions as to matters that they wish particularly included in the report and discussed during the annual meeting.

Notice of the meeting is being mailed to the membership of the association and if the same is not received by the time this appears in print we would welcome notice to that effect so that members may be supplied with the information in the notice.

A program for the annual meeting has been completed and will be announced in the near future.

From the correspondence being received at this office it is evident that a lively interest is being taken in affairs of the association and that we may look forward to an even better attendance at this year's meeting than the satisfactory attendance at the four previous annual meetings.

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Oct. 29.—There were 88 members present at Monday night's meeting. First Vice-President Hargraves presided. Other officers present were Ted LeFors, second vice-president; Ross E. Davis, treasurer, and H. C. Rawlings, secretary. Usual business procedure was followed and current bills were ordered paid.

Communications: President C. F. Zeiger sent in inclosures covering new members and donation to Emergency Sick and Relief Fund from the Ladies' Club of C. F. Zeiger United Shows. Mrs. O. H. Hilderbrand acknowledged the congratulatory wire sent Betty Joan Hilderbrand on her third birthday anniversary.

New members: August William Hustrel and Oliver R. Wible, credited to Claude Barie and E. W. Coe. L. Jay O'Brien, credited to Frank Ward and C. F. Zeiger. John M. Miller, chairman finance committee, reported the club's finances in good condition.

House committee Chairman Ed F. Walsh stated that there had been a change from original plan in the reopening of the commissary. Harry Seber due to other business could not take the position and was succeeded by Harry Phillips. Formal opening was held tonight. Members and guests introduced here for brief talks included Capt. Jack Schultz and Capt. C. L. (Doc) Barnett. B. M. (Doc) Cunningham, released from a local hospital after series of operations, told of his plans for the Gigantic, sponsored by Harry Hargraves. Sick committee reported that John S. Lyons' condition is about the same. Frank J. Kennedy is reported improved after a recent stroke. Harry Hargraves elaborated on his plans for the Gigantic and stated event will probably precede the annual Charity Banquet and Ball by four weeks. He added that proceeds would be divided between the cemetery and sick and relief funds.

Frank J. Downie, Charity Banquet and Ball chairman, stated he and his committee are working out final details for the event which will be held at the new Breakfast Club December 14. Leo J. Haggerty is handling the year book and souvenir programs. Weekly award went to Harry Hargraves. When business was resumed James L. Shute, Ernest McCarty and Zack Hargis gave short talks. Let's Have It Club was held for the first time this year at this meeting. Participants included Harry Frink, John Miller, Joe De Mouchelle, Sol Grant, Joe Glacy, George Tipton, Al Onken and Phil Williams.

Committee for the tiger, to be added as a decoration to the monument in Showmen's Rest, reported that it would be ready some time in January. Phil Williams, chairman of the committee appointed to revise the by-laws and constitution, announced that deliberations on the matter would begin at the next meeting.



"QUEEN OF THE SHOW" was the title conferred upon Betty Apple, daughter of Mr. and Mrs. T. J. Apple, owners of the madonnas on Earlfield's Cosmopolitan Shows, by members of the organization who tendered her a farewell party before she left to re-enter school in Nashville, Tenn. She spent the summer with her parents. Betty's mother, Mickey, is the featured drome rider.

Conklin, Hughes End Trek; Visit Five Carnivals

HOT SPRINGS, Ark., Oct. 29.—J. W. (Patty) Conklin, general manager of Conklin's All-Canadian Shows, reports he plans staying here a week or so after making a tour of five carnivals with Elwood A. Hughes, general manager of Canadian National Exhibition. Conklin said all five shows appeared in excellent condition. Hughes has returned to Toronto.

Conklin and Hughes were guests of George A. Hamid in Raleigh, N. C., where they visited the Johnny J. Jones Exposition. Journeying to Columbus, Ga., they spent two days on Rubin Gruberg's Rubin & Cherry Exposition and then trekked to Port Arthur, Tex., where they were guests of Fred Beckmann and Barney S. Gerety, of Beckmann & Gerety Shows, for two days. Jumping to Dallas, they visited Harry and Orville W. Hennies for a day, where they met Ralph T. Hemphill, secretary-treasurer of the International Association of Fairs and Expositions. Leaving Dallas they visited W. R. (Bill) Hirsch, secretary of Louisiana State Fair, Shreveport. Royal American Shows were on the midway and the fair had record attendance on opening day, Conklin said.

Injuries, Illness Hit Crowley's at Brenham

BRENHAM, Tex., Oct. 29.—Kenneth Blake, with Crowley's United Shows, which exhibited here this week, narrowly escaped death Monday night when his right leg and side of body hit the edge of the tank while he was presenting his fire dive. He was unconscious for 15 minutes, but gamely accomplished the dive the following night. Sammie Lowery, drome rider, was badly clawed on his right arm and head when attacked by a lion after a spill in show's Thrilldrome.

Georgeanna Crowley, 2-year-old daughter of Mr. and Mrs. George G. Crowley, was rushed to an Austin (Tex.) hospital after being stricken with a peculiar malady.

15 Years Ago

(From The Billboard Dated November 3, 1923)

T. A. Wolfe Shows were furnishing the midway attractions at South Carolina State Fair, Columbia, to pleasing business. . . . Con T. Kennedy Shows closed their season with a satisfactory stand at Waco, Tex., and immediately established winter quarters there. . . . Mr. and Mrs. Edward (Eddie) Owens, of Johnny J. Jones Exposition, were called to their home in Cincinnati from Macon, Ga., due to the death of Mrs. Owens' mother. . . . A. B. C. Attractions were clicking in California territory. . . . Harry E. Crandell closed as general agent with DeKreko Bros. Shows and together with his wife returned to their winter home in Altoona, Fla., for the winter.

G. Lawrence (Larry) MacDonald, scenic display man, after four years with Greater Sheesley Shows, transferred to Johnny J. Jones Exposition at Macon, Ga. . . . Joe E. Sawyer joined Ed Baxter Shows for the winter. . . . P. Percy Morency settled down in Detroit with K. G. Barkoot in the indoor circus business. . . . Nat Reiss Shows concluded the season at Christopher, Ill., and went into quarters in Streator, Ill. . . . Leo Lipka, of Lipka Amusement Co., was in Chicago doing some buying for the show. . . . Greater Sheesley Shows' ride and show receipts set a new mark at North Carolina State Fair, Raleigh. . . . Henry (Pop) Sylvester, dean of all advertising agents and banner men in outdoor show business, died in Rex Hospital, Raleigh, N. C., October 17, after a week's illness. Pop was 93 years old.

Despite the prevalent cold weather, Dykman & Joyce Shows were playing to excellent attendance in Blytheville, Ark. . . . Ticket sales for the Showmen's League of America banquet and ball were clicking right along. . . . Irving Udowitz, concessioner, with Frank West Shows closed with that organization in South Boston, Va., and with Recco Masucci, motored to New York where they planned to winter. . . . Jerry Barnett

and William Corbett, concessioners, started an express business in New York and were specializing in handling theatrical and show baggage. . . . Art I. Goodwin, of Bazaar note, returned to the indoor game. . . . Secretary Dennis Arsenault of Bay State Exposition Shows was at home in Claremont, N. H., after a lengthy trek with the organization thru New England States.

B & G Port Arthur Stand Satisfactory

PORT ARTHUR, Tex., Oct. 29.—Beckmann & Gerety Shows wound up their 10-day stand here last Saturday, under Junior Chamber of Commerce auspices, to what was regarded as fair attendance and receipts, altho gross topped last year's mark. R. E. McInnis, chairman, and Jayce officials were reported as being satisfied with results, reports Don Kellogg.

Good weather prevailed the last part of the engagement when pay-day patronage was in evidence. A late rain closing night seriously hampered workmen's attempts to tear down, but little time was lost. Guests during the show's engagement included 80 local newsmen, 25 carriers from The Beaumont Enterprise and Journal, 20 youngsters from Port Arthur Day Nursery and 45 members of the Port Arthur Junior Optimists' Club.

Organization will go into quarters at Exposition Park, San Antonio, at conclusion of its engagement in Corpus Christi on October 30.

O. C. Buck To Barn In Portsmouth, Va.

ROANOKE RAPIDS, N. C., Oct. 29.—Oscar C. Buck, general manager of the shows bearing his name, announced yesterday that winter quarters have been obtained in Portsmouth, Va., and that show paraphernalia will be shipped there at termination of organization's local engagement tonight.

This will be the first time the show has wintered in the South, having used Mineola (N. Y.) fairgrounds for the past 15 years. Sale of the fairground property made it necessary for the show to seek new quarters.

Couch & Bryan Shows Get New Label in 1939

STUART, Ia., Oct. 29.—Couch & Bryan United Shows, which closed the season on August 25 due to the illness of Sailor Bryan, general agent, who underwent an appendectomy at Memorial Hospital, Ottumwa, Ia., are in winter quarters here. Season, which saw the organization play Iowa exclusively, was fairly successful.

Show will reorganize and take the road next season under the title Corn State Shows and again will be headed by Kay Couch and Sailor Bryan, with Bernard Voss as advance agent and Frank Mathieu secretary.

Mrs. B. S. Gerety Honored

CORPUS CHRISTI, Tex., Oct. 29.—Mrs. Barney S. Gerety, of Beckmann & Gerety Shows, playing here this week, was tendered a party in celebration of her birthday anniversary on October 26, with Mrs. Alice Wilson in charge of arrangements. Guests at the event in Mrs. Wilson's trailer included Mrs. Bertha Shub, Mrs. Jack Murray, Professor George, Betty Hartwick, Doris Bellow, Betty Wise, Mrs. Mercier, Madge McDougal, Mrs. Sam Gordon, Lee Lasher and Helen Hewett. Mrs. Bill McLaughlin and Miss Rosaline, of Corpus Christi, also attended.

Reading's Savannah Wind-Up Okeh; Winter in Nashville

NASHVILLE, Tenn., Oct. 29.—Reading's Shows, which closed the season recently in Savannah, Tenn., have returned to winter quarters, 802 Joseph avenue, here, same spot they have utilized for the past 14 years.

Manager W. J. Williams reported that the season's business and closing date, under American Legion Post auspices, were satisfactory. Repair work on equipment will start immediately, he said.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Oct. 29.—Another well-attended and interesting meeting was held October 20. Past President Ernie A. Young presided and Treasurer A. L. Rossman and Secretary Joe Streibich were seated with him. President McCaffery was in Shreveport attending league benefit held by Royal American Shows and Louisiana State Fair Association. Past President Sam J. Levy and Fred H. Kressmann are still busy at Chicago Stadium Rodeo. Vice-President Frank P. Duffield is in the East. Vice-President Joe Rogers is busy on final details before leaving for New York.

Membership committee made fine report, presenting 34 applications, which were credited to Ned A. Torti with 3; Buddy Paddock, 30, and Fred Kressmann, 1. They included Benjamin A. Gibson, Moses Eberstein, John T. Branson, J. Lee Cuddy, Lester R. Lewis, Earl H. Galpin, Sam and Irving Berk, Dr. William T. Needham, B. T. Riley, Ephraim Glasser, William Tata, George Malanga, Paul Sprague, James Moeller, Joseph McKennon, John Oglione, Clifford G. Bammel, Robert W. Holt, H. M. Thompson, J. H. Sanderlin, W. M. Broxton, Vincent Lococo, John Wehrley, Harold Yennie, Sam Kaplan, William T. Keys, C. D. Buffington, A. E. Stein, James D. Norris, Bert Peck, Robert Seery, Albert Selphier and Joseph W. Engel. The last count brings Buddy Paddock and Ned Torti in line for a Gold Life Membership card. Sam Feinberg is still working hard and almost every mail finds a message from him with either member's dues or a check for the Showmen's Home Fund.

Interesting letters were received from J. W. (Patty) Conklin, Donald S. MacLeod, Carl J. Sedlmayr, Nat S. Green, Elwood A. Hughes, M. J. Doohan, Ned and Louis Torti, Walter Weiss, Bert Peck and David Goodman in for their first meeting. Sonny Bernet was much in evidence. Chairman Sam J. Levy is busy on plans for the 26th annual Banquet and Ball and will have literature in the mail soon. His subcommittees include Joe Rogers, executive; A. L. Rossman, program; Edw. A. Beck, tickets; Frank P. Duffield, entertainment; and Nat Green, publicity. Showmen's Home Committee is planning a meeting early in November at which time it will lay out plans for the 1939 campaign. Carl J. Sedlmayr is closing the Annual Cemetery Fund Drive with a bang and feels that report will measure up to last year's record.

Relief committee and members have had a busy week calling on the sick. (See Showmen's League opposite page)

Showmen's League of America



165 W. Madison St., Chicago

SHOWMEN'S HOME FUND

Previously Acknowledged -----\$17,257.65
Received This Week ----- 205.03
CARL J. SEDLMAYR, General Chairman Drive for Funds.

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Showmen's Home Trustees
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I. W. Conklin — W. R. Hirsch
M. J. Doohan — Max Linderman
Max Goodman — E. Lawrence Phillips
Rubin Gruberg — Carl Sedlmayr
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The market for carnival equipment and supplies is larger and more profitable than ever before. Modernized carnival organizations offer manufacturers, jobbers and agents a great field for making sales.

All of the important show people . . . those who do the buying . . . will attend the big outdoor meetings in Chicago. Make them acquainted with your line of products by advertising in the annual

XMAS SPECIAL

Convention Issue of

The Billboard

MAIL YOUR COPY TODAY
Forms Start to Press Wednesday
November 16

Lagrange, Ind., Show Has Pro Attractions

LAGRANGE, Ind., Oct. 29.—Lagrange County Corn School and Show which began here in 1905 as a two-day affair with a few local concessions and a horse-drawn Merry-Go-Round has developed until it is now a six-day event featuring a variety of professional entertainment. This year's show on October 3-8 was successful. Secretary Merle V. Rawson reports, premium classes being well filled and the committee breaking even. Shows, rides and concessions of the G. W. Wade Shows were on the midway and free acts included the Harrison All-Star Troupe; Queenie, the Cow; Green Mountain Ramblers and the Hoosierettes. Added features were parades and 4-H Club, canned goods, sewing, flower and live-stock exhibits.

On the committee were Harry E. Foltz, president; Zaner R. LeMaster, vice-president; Carl S. Willard, business manager; Ralph E. Herbert, treasurer, and Riley L. Case and Merrill D. Foster.

Sponsored Parades Are Set

WOOSTER, O., Oct. 29.—J. R. Edwards, of J. R. Edwards Shows, and W. A. (Doc) Kerr, Pony Track and concession operator in Chippewa Lake Park, Medina, O., have formed a producing company to stage Santa Claus parades and pageants. Associated with the firm are Mr. and Mrs. C. A. Klein, engaged to contract the parade and attend to advance details. First appearance will be in Newark, O. In most cities parades will be sponsored by retail merchants. Much circus equipment will be used, in addition to 10 of Kerr's ponies. In some towns half hour shows will be presented for kiddies.

Houston Temple Books Acts

HOUSTON, Tex., Oct. 29.—With plans for three rings, Arabia Temple Activity Association promises to stage the biggest seven-day Shrine Circus in its history in Sam Houston Coliseum here, said General Chairman John Dreaper. Under contract are Uyeno Oriental Troupe, Great Pusner, a Christy unit, Liberty horses, military ponies and elephants. Other acts will be picked from circuses. Dreaper said. A pageant and ballet will open each performance. Producer is J. W. E. Airey.

Weather Hits Home-Coming

SANDYVILLE, O., Oct. 29.—Concessions reported poor business at the Fall Festival and Home-Coming here on October 12-13, cold weather holding down attendance. George Marlow was director. On the midway were Roy Gooding's Eli Wheel, Merry-Go-Round and Kiddie ride, in charge of Paul and Kiddle ride, in charge of Paul and Kiddle ride, in charge of Paul and Kiddle ride. Wagner's Penny Arcade, Bob Keener's shooting gallery and Larry Larimore's concessions. Milo, the Mystic, was free act.

Dallas Festival Is Planned

DALLAS, Oct. 29.—A Chamber of Commerce committee is planning a Cotton Festival to be held here on Friday before the annual Cotton Bowl football game. Burle C. Jackson, Hillsboro, is chairman of a State-wide committee. W. H. Jones, Dallas, is chairman of a committee on decorations. Planning committee, Karl Hobbittelle, chairman, and Stanley Marcus, vice-chairman, was authorized to stage an entertainment spectacle.

Grotto Plans Gale Relief

NORWICH, Conn., Oct. 29.—Fifth annual Hemrod Grotto Circus scheduled for October 24-28 here was advanced to a later date, reports Walter M. Buckingham, committeeman. Proceeds of the show will be donated to the local chapter of the Red Cross for relief of those affected by the hurricane of September 21.

NEWPORT NEWS, Va.—Second Annual Peninsula Charity Fair at Langley Field will have an automobile show, crowning of a queen, baby show, airplane model show, dog show and fashion show, and there will be dancing nightly in one of the big hangars with Meyer Davis' 12-piece orchestra. Floor show is being arranged by Capt. Demas T. Crow, air corps, in charge of fair plans. Proceeds are split between private charities and army relief fund.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Hamid-Morton Shrine Circus Gets Record Early Business in Toronto

TORONTO, Oct. 29.—Hamid-Morton Circus in Maple Leaf Gardens here under auspices of Ramesses Shrine Temple as its sixth annual charity show on October 24-29 drew 63,500 paid admissions on the first three days, a new high mark for engagements here, Director Bob Morton said. Monday matinee had 3,500; night, 10,000; Tuesday matinee, 13,000; night, 7,000; Wednesday matinee, 16,000; night, 14,000. There was an advance sell-out for both performances on Friday. Sponsored shows swelled attendance at Monday and Tuesday matinees and Wednesday night. General admission was 50 cents; reserves, \$1, and boxes, \$1.50.

At opening ceremonies Monday night Director Morton introduced William H. Mosier, illustrious potentate; William Speers, general chairman, and Mayor Ralph Day, who complimented the Shrine on its charitable work and again welcomed Bob Morton, here for the sixth consecutive year.

Show runs three hours and 15 minutes, with 26 displays in three rings and is the strongest ever presented here, opening with a grand entry by the circus company, illustrious potentate Mosier, divan and uniformed bodies of Ramesses Shrine Temple. Circus band of 21 players is under direction of Joe Baskie, director of Madison Square Garden Band. Acts in turn are Margie Hartlett, riding act; Johnny Jones, riding act; Helen

Harvey Girls, aerial trapeze; Randleys, double trapeze; Ricardos, double trapeze; Capt. Roman Proske, trained tigers; Silvers Johnson and his Funny Fido; Torelli Dog and Pony Circus; Waldo Trio, acrobats; Miss Bubbles, trapeze; Del Rio Family of Midgets; Harold Barnes, tight wire; Dr. Herman Ostermaier's white stallion; the Antinos, acrobats; Heeson Company, balancers; Pichal Family, seven acrobats; Metton Duo, balancers; Hanneford Family, bare-back riders; Berisinal Family, high wire; Captain Woolford's Educated Dachshunds; Bernard's Elephants; Great Peters, hanging himself in midair; Harvey Family, acrobats; Antileks, perch pole; Melros Duo, acrobats; Victoria Family, novelty musical act on unicycles, troupe of seven; Art Concello, presenting the Four Comets, trapeze; American Flyers, trapeze; clown alley, Shorty Freeman, Joe Lewis, Jimmy Davidson, Bill Rice, Jacobs Palador, James and Johnny Murphy, Silvers Johnson and Danny Mitchell.

Omer J. Kenyon is general representative with Dan Pierce in charge of ticket sales. Al Harding is assistant to Director Morton. Preview last Saturday, staged in the studios of CBL, went out over the Canadian network for 30 minutes. Local papers were generous with art and stories and Station CKCL broadcast nightly from the show.

Canadian Legion Has Acts

ST. JOHN, N. B., Oct. 29.—Free vaudeville was offered for the first time at a recent 10-day annual Fall Indoor Fair sponsored by the Canadian Legion Post in St. Andrew's Rink here to raise funds for unemployed and sick relief. Acts seen twice nightly were the Jacksons, cyclists; Lew Fitzgibbons, xylophonist, and Rosita and Perez, dancers. The acts appeared at a Service Club luncheon and a Ford, given away on the last night, was displayed on a prominent street corner. There were merchandise games, eat and drink concessions, music nightly and 14 other prizes were awarded.

Show in Boston Under Elks

BOSTON, Oct. 29.—Boston's own World's Fair, to be held for seven days in Mechanics Building here under direction of Charles Gordon and sponsorship of the local Elks' Lodge, plans many professional attractions. Three shows will be seen daily. An ice revue will be on the stage with a skating ballet of 20, and there will be dancers, comedians, singers and animal and thrill acts. The basement, a block square, will be occupied by shows, games and other stores.

Young Rides at Spud Fete

SHELLEY, Ida., Oct. 29.—Successful 13th annual non-profit Idaho Spud Day, sponsored by the Chamber of Commerce here on October 19 as an incentive to improve quality of the crop, drew 10,000, biggest crowd in history, officials said. Monte Young rides were on the midway and about 18 concessioners reported good business. Event was financed by merchants' donations and by a 50-cent numbered button sale for merchandise giveaways. There were contests and a parade in which 12 bands participated.

Shorts

THREE-DAY National Peanut Festival, sponsored by Dothan (Ala.) Chamber of Commerce, will feature a spec staged by John B. Rogers Producing Co., a parade, popularity contest and ball, reports Harry S. Dorrington.

ACTS playing the Milwaukee Food-Radio Exposition on October 17-23 were Hugh Herbert, Farish Sisters, Gabby

Brothers, Byttonette Dancers, Helen Boice, Joe Emerson's Choir, Vic and Sade, and Tommy Ladd, emcee, Stephen Swedish's Orchestra furnished music.

KIMBLE BROTHERS, comedy acrobats, and Chief White Eagle and Co., were free acts at the recent Lynchburg (O.) Home-Coming and Fall Festival.

SEVEN-DAY Fiesta Del Sol, sponsored by Phoenix (Ariz.) Chamber of Commerce, will feature Siebrand Bros.' Great Piccadilly Circus, Merideth Wilson's Orchestra and a five-act floor show.

AFTER CLOSING recently with C. A. Klein's Attractions, Arnold Masino's Barnyard Frolics played the annual Food Show in Akron Armory.

PROFIT of about \$1,200, to be used for community betterment, was made by the Fall Festival sponsored by Harrington (Ill.) Lions' Club on October 4-8, which featured an auto giveaway and displays and concessions in a 160 by 250-foot tent.

SNOW'S Chair-o-Plane and five concessions played Lucy (Tenn.) Mt. Pisgah A. M. E. Church Fair, September 29-October 1, and the committee made a small profit, said Mrs. Laura Young, secretary.

SHOWMEN'S LEAGUE

(Continued from opposite page)

Those still in the hospital include R. J. (Dutch) Rodgers, Jack Maxwell, Edw. L. Kern and R. C. Benard. All are doing as well as can be expected. Colonel Owens, Tom Rankine and Tom Volmer are still confined in their homes. Brother Fred W. and Mrs. Sims returned from a trip to Winnipeg, Can., and dropped in for a call before leaving for Toronto. Harry Lewiston was in town for a day. Frank Daniels is back for the winter. Peety Pivor and Charles Owens also are among those who have returned. Brother Louis Schlossburg has opened a tavern and grill here. William Chickman writes that he will soon be in Chicago. Your 1939 dues were due and payable September 1. Better look at your card and see if it reads accordingly. If not just shoot them in. If you are too busy just hand them to Sam Feinberg, Beckmann & Gerety Shows; George Golden, Royal American Shows; Morris Lipsky, Johnny J. Jones Exposition, or the secretary on your show. He will give them every attention. The committee for the big party to be held November 26 is making extensive plans to put it over bigger and better than last year. Remember the date of the 26th annual Banquet and Ball is November 30 in Hotel Sherman.

Ladies' Auxiliary

October 27 social was conducted by Sister Frances Keller, who had beautiful prizes for the occasion. It was well attended. Night's award, a pair of hand-made pillow slips, went to Sister Rose Page. First prize, a wine-colored silk pillow, went to Sister Blanche Letto. Second prize was awarded Sister Edith Streiblich, who selected a lovely pair of drapes.

Members were pleased to have Sisters Alice Hill, Mae Taylor, Hallie McCabe and Fannie Plaisir with them again. President Leah M. Brumleve awarded the hand-made bedspread donated by Sister Beattie Simon to a guest, Mrs. H. Diamond. Next regular bi-weekly meeting will be held November 3 at 8 p.m.

Hostess for November 10 social will be Sister Phoebe Carsky. Don't forget your dues; they are past due now.

WANT MORE REVENUE
for
YOUR ORGANIZATION?
Read
"BINGO BUSINESS"

A Column About Bingo in the
WHOLESALE MERCHANDISE
Department
THIS WEEK and EVERY WEEK



SHOWN AT THE OPENING of the Hamid-Morton Circus in Maple Leaf Gardens, Toronto, on October 24-29, under auspices of Ramesses Shrine Temple, are, left to right, Director Bob Morton; Mayor Ralph Day; William H. Mosier, illustrious potentate, and the Del Rio Midgets, Delores, Trinidad and Paul. Photo by Len Humphries.

Pro Acts for Horse Show

FORT WORTH, Tex., Oct. 29.—Five professional horse and dog acts have been booked by Fort Worth Fall Horse Show Association as added attractions for its show in Will Rogers Memorial Coliseum here. Barnes-Carruthers is booking the acts, which will include Curtis Black Horse Troupe; Hill-Wilbur dog, pony, monkey and donkey act; Willie Necker's wall-scaling dog act; Curtis taximeter act, featuring Beeswax, a mule, and two high-school horses. Police department, handling ticket sales, will retain half of the gross receipts from tickets for its pension fund. W. C. Cantrell, associated with Southwestern Exposition and Fat Stock Show here, is manager. Premiums amounting to \$10,500 are being offered. First show last year featured acts from the local recreation department's Community Circus.

Classified Advertisements

COMMERCIAL

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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.

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AT LIBERTY

4c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
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Figure Total of Words at One Rate Only
No Ad. Less Than \$5.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

ORIGINAL HUMOR WRITTEN TO ORDER—Any subject. Skits, acts, continuity. Professional gagwriter, experienced material man. **DON FRANKEL**, 3623 Dickens, Chicago.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 26. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 16. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—MAKE MONEY WITH LIQUA SILK, a new invention. Makes silk stockings look better, last much longer. Tremendous demand by women everywhere. Hot number for fairs and carnivals. Very profitable. Wholesale price \$24.00. Easily sold for \$1.00. **JOVON'S LABORATORIES, Inc.**, Detroit, Mich.

AGENTS—ETCHED BRONZE SOCIAL SECURITY Plates and Double Wallet, new sensation, fast seller. Send 25c for sample. Enclose name and Social Security Account Number. **SECURITY SALES**, 315 Pembryn, Glenside, Pa.

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today. Free samples. Also sideline salesmen for Name Plate and Tire Cover Transfers. **"RALCO"**, 1305 Washington, Boston, Mass.

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BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY**, Dept. 20, Dunellen, N. J.

CASH IN ON BIG DEMAND FOR MEXICAN Novelties! Large profits! Particulars free. Samples 10c stamp. **MARQUEZ BAI**, Apartado 1176, Mexico City.

COSTS 2c - SELLS 25c—FAST-SELLING NECESSITY for agents, crews, demonstrators. Sample 10c. Details stamp. **LINNELL**, Box 1969-B, Cleveland, O.

DEFROSTS WINDSHIELDS WITHOUT HEAT—New invention. Fits auto pocket. Defies frost, sleet, ice. Samples sent on trial. Rush name. **KRISTIE** 133, Akron, O.

EXPERIENCED PAPERMAN WANTED—RURAL work exclusively. Attractive Club National Magazine. Very liberal proposition. **PUBLISHER**, 630 Shukert Bldg., Kansas City, Mo.

LORD'S PRAYER, TEN COMMANDMENTS ON A Penny—Carded. Sells on sight; \$4.50 gross. Samples, 50c dozen. **PERKINS**, 1104 Lawrence, Chicago.

PERFUMED CROSSIS—NEW, FAST CHRISTMAS Sellers. Also—Perfumed Christmas Cards. Sensation. Particulars free. **MISSION CO.**, 2328W Pico, Los Angeles, Calif.

RESURRECTION PLANT—UNIQUE NOVELTY, miracle of nature. Costs below 2c; sells for 25c. **C. E. LOCKE**, 7 Rio St., Mesilla, New Mexico.

SELL BY MAIL — FORMULAS, BOOKS, PICTURES, Novelties, Signs, bargains! Big profits. Particulars free. **F. ELFCO**, 438 North Wells St., Chicago.

SOMETHING NEW THAT ATTRACTS THE Crowd—Concessioner's Novelty that everybody wants. Fascinating. Direct from factory to you. Write for details and be convinced. **STANDARD MANUFACTURING CO.**, 576 N. Main, Blakeley, Ga.

STOVER'S GOLDEN OIL—AMAZING RELIEF for winter colds, aches, pains. Fast seller at 50 cents. Get prices, sample 25 cents. **PLANT PRODUCTS CO.**, Orlando, Fla.

VISIONAGE CLASSES WITH EVA'S FROST Proof Method. 25c brings you Frost Proof Cloth wrapped in cellophane. Attractive agent proposition. All orders post paid. **EVA'S METHOD**, 9328 Lyndale, So., Minneapolis, Minn.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York.

50c PROFIT — MODERNISTIC GUARANTEED Stick-On Letters for windows, offices, trucks. Large sizes, 1c. Easily applied. Free samples. **MODERNISTIC C-3000** Lincoln, Chicago.

1939 WORLD'S FAIR WATCH—JUST OUT. Be first. Big profits. Dozen \$12.50. C. O. D. Sample \$1.50. **UNITED WATCH COMPANY**, Minneapolis, Minn.

ANIMALS, BIRDS AND PETS

ANIMALS, SNAKES, IGUANAS, GILA MONSTERS, Monkeys, Parrots, Parakeets and Macaws for Pets and Shows. Lists free. **SNAKE KING**, Brownsville, Tex.

FOR SALE—OCELOT, PORCUPINE, SWAINSONS Hawk, Western Snakes, Gilas and Lizards. **C. KERN**, 2717 S. Willard, San Gabriel, Calif.

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LIVE ARMADILLOS—ALL SIZES. Also mother and babies. Prompt delivery, good feeders. **THE ARMADILLO FARM**, Comfort, Tex.

TRAINED MONKS—YOUNG MALE RHESUS. Hand-foot rollovers, flipups, dive, play ball, deposits coins in bank, beautiful somersaults, etc. A pip, \$50.00 cash. Monkey Nut Cracker, Ringtail. Catches nuts, smashes with bricks, Zowie! and does howling finish. Greatest sure-fire scream in the biz. Works for anybody. A wow, \$50.00 cash. What 1 train is reliable. Dog Acts, notice. Have 2 Double Decker At-tractive Nickel-Plated Hurdles with Plush Rhinestone Draperies, bargain, \$7.00 cash. Regards to all friends. **CHARLEY SCHEPP**, 2079 Federal St., Camden, N. J.

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BE FINANCIALLY INDEPENDENT—DIS-tribute America's Newest, Popular Legal Sales Boards. Exclusive territories open. Particulars for stamp. **BEACON**, Box 371, Hampton, Va.

BOOKS — FOR CONCESSIONS, LECTURERS, Shows, Stores, Concessors, Pitchmen, etc., on Health, Crime, Drug Evil, Fun, Songs, Recitations, Fiction, etc. Stock and special editions. Write your business. Low prices. 30 different samples \$1.00 postpaid. **STEIN PUBLISHING HOUSE**, 521 S. State St., Chicago, Ill.

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CURIOUS PHOTOS, CARTOON BOOKLETS, Readers, Novelties, Freak, Action, American and European Girl Photos. Books, Curios and other odd items. Samples 25c-\$1.00. 1938 Catalog, 10c. **DE LUXE SALES**, P. O. Box 416 (88), Oak Lawn, Ill.

EARN MONEY IN ANY CROWD—CALL NAMES of strangers, tell unspoken questions. Professional Course Mind-Reading, Spirit Writing, etc., \$1. **BROOKS**, B120, Arkansas, Wis. X

HOW TO GET A POSITION WHEN ALL Methods Fail—Green stamp for particulars. **PHILIP BRUCE**, Box 341, Palo Alto, Calif.

PAINT SIGNS FOR PROFIT—PERFECT LETTER-ing with Speedway Patterns. Modern Styles, many sizes. Free samples, literature. For 3-in. alphabet enclose nickel. **DISPLAY LETTERS CO.**, Dept. B, 8309 3d Ave., Brooklyn, N. Y.

BUSINESS OPPORTUNITIES

BARGAIN BUYER'S GUIDE TO DIRECT SUP-ply source. Lowest prices possible. Only \$1.00 postpaid. **HICKS**, Box 8-D, Brooklyn, N. Y.

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"NEW MONEY MAKERS" MAGAZINE—Pre-sents novel business-building ideas monthly. Sample copy 10c. **MARVIN STUDIOS**, Publishers, 203 S. Dearborn, Chicago.

400+ PROFIT SELLING NEW HOUSEHOLD Necessity—Rush dime for sample and sure money-making particulars. **TUESDAY ASSOCIATES**, Dept. B, 2810 Winfield, Canton, O. X

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A BARGAIN IN SLOTS—LITTLE DUKES Re-serve Jacks with Stands, \$14.50 each. **SUN SALES COMPANY**, 949 Lincoln Park Drive, Cincinnati, O.

A-1 PENNY SLOT MACHINES — 5 DUKES, \$9.95; 4 Paces Bantams, \$14.95; 1 O. T., \$19.95; entire lot, \$119.50. **JOHN STUART**, Paris, Ky.

IMPORTANT

Due to the increased size and circulation of the XMAS SPECIAL (dated November 26) we must close the form containing the Classified Advertising Section 24 hours earlier than usual.

CLASSIFIED ADVERTISING FORMS

for the

Xmas Special

GO TO PRESS IN CINCINNATI

Wednesday, November 16

"rush your copy and remittance—TODAY"

The Billboard

25 OPERA PLACE

CINCINNATI, O.

AAA-1 BARGAINS — EVANS BANGTAILS, \$80.00; Jennings Liberty Bell, \$37.50; Zetas, \$50.00; Kentucky Clubs, \$130.00; Red Head Skill Times, \$95.00; 1938 Skill Field, \$60.00; Paces Races, \$69.50. **MARKEPP CO.**, Cleveland, O.

ARCADE MACHINES — 200 PEANUT Ma-chines, Snacks, Diggers, Buckleys, Eries, Merchants, Microscopes, Iron Claws, Candy Bar, Cigarette Machines, Trailer. **NATIONAL**, 4242 Market, Philadelphia, Pa.

ATTENTION—WANT TO BUY MILLS FLASH-ers, Late Automatics. Give serial numbers, cash price. **BOYLE AMUSEMENT CO.**, Oklahoma City, Okla.

BALLY ENTRY, \$39.50; FAIRGROUNDS, heavy duty packs, \$54.50; Sport Page, \$110.00; DeLuxe Preskness, \$24.50; Arcade, \$42.50; Bobs, \$18.50. **MARKEPP CO.**, Cleveland, O.

BUY IT FROM DEVICES—WRITE FOR BAR-gain prices on like new and used machines. Tell us what you want and price you want to pay. We buy machines. What have you? **DEVICES MFG. SALES CO.**, Coin Controlled Machines, 1113 Newberry, Chicago, Ill.

CAPEHART PHONOGRAPHS — 1936 MODEL, 10 records, \$33.00. One-third with order, balance C. O. D. **SUN SALES COMPANY**, 949 Lincoln Park Drive, Cincinnati, O.

CIGARETTE MACHINES — 75 CORRETTA SIX Columns, 150 Capacity, 15c Venders, like new, \$14.95 each; 8 for \$100.00. Converted to 20c, \$2.00 extra. Half deposit. **CLEVELAND COIN**, 2336 Prospect, Cleveland, O.

CLOSING OUT ALL USED MACHINES—GUM or Peanut Machines, two for \$4.00. List now ready. **EASTERN**, 350 Mulberry, Newark, N. J.

CONSOLES—TRACK TIMES, \$95.00; KEN-tucky Clubs, \$125.00; Late Serial Rays Tracks, \$35.00; Favorites, \$39.50; Rosemonts, DeLuxe Belts, Bally Belts, \$25.00; Bally Club House, \$45.00; Saddle Clubs, Bally Skillfield, \$69.50; Tanforan, Jennings Derby Days, Liberty Bells, \$39.50; Galloping Dominos, \$75.00; Domino, \$29.00; Dark Horses, 7 Coin, \$45.00. Half deposit. **CLEVELAND COIN**, 2336 Prospect, Cleveland, O.

FOR SALE — ROCK-O-BALL ALLEYS WITH Triple Scoring Device, Seniors and Juniors, \$50.00. **BULLION**, Station "O," Box 118, New York.

FOR SALE—PRICES A SNAP. SLOTS OF ANY make. Desired Phonographs, Console Models, and Counter Games. Every machine in A-1 order. Write today if it's money you want to save. **C. AND N. SALES COMPANY**, 815 Poydras St., New Orleans.

FOURTEEN ADVANCE HERSHEY'S NICKEL BAR Machines—Like new. Fifty Bar Slug Proof, \$8.50 each; T Simpson Penny Peanut Venders, \$3.00 each. Half deposit. **CLEVELAND COIN**, 2336 Prospect, Cleveland, O.

GOODBODY'S BARGAIN LIST IS WAITING for you. We Buy, Sell or Exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y.

ONE-BALL AUTOMATICS — GRAND STANDS, write; Sport Pages, \$109.50; Fleetwood, \$39.00; Fairgrounds, \$54.00; Entry, \$45.00; Big Race, \$45.00; Preskness, \$23.50; DeLuxe Model, \$28.50; Derby Days, College Football, Caroms, Golden Wheels, Foto Finishes, Center Smash, Palooka Sr., Flickers, Mazuma, \$14.00; Paces Races, \$25.00. Half deposit. **CLEVELAND COIN**, 2336 Prospect, Cleveland, O.

PACES RACES, TRACK TIMES—WE BUY AND sell. We sell parts for Paces Races. **CHARLES PITTLER**, New Bedford, Mass.

ROCK-OLA PHONOGRAPHS — NOT TRADE-able, but from our own locations, complete, ready for operation, \$39.50 each. **BERMINGHAM VENDING CO.**, 2117 Third Ave., N. Birmingham, Ala.

SACRIFICE — 75 DOWLING GAMES, IN A-1 shape. Rockballs, Bowlettes, Bally Roll, Rols Scores, Magic Rolls, Bomper Bowling, Worlitzer Skee Balls. **GRAND NATIONAL**, 2300 Armitage, Chicago, Ill.

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SACRIFICE—TWENTY NORTHWESTERN TRI-Selector Vending Machines; cost \$30.80; sell for \$17.50. Like new. Keeney Targets, \$65.00; Monkey Dodgers, \$17.50. **PERLESS DU-TRIBUTING CO.**, 301 W. 9th, Kansas City, Mo. X

SLOTS — BARGAINS. LATE MODELS — 200 Jennings, Pace, Mills, Wattings and Gates, 5 Paces Races, 30-1, Serials over 4000; 25 Late Models, 5-Ball, Novelty Games, with Barred Awards. Write for prices. **SCHWARTZ & CO.**, 401 Bidwell Ave., Fremont, O.

USED PHONOGRAPHS—1935, '36, '37 MODEL \$25.00 and over. Write for price list. **KANSAS NOVELTY COMPANY**, 555 W. Douglas, Wichita, Kan.

SWAP - SELL NOVELTY TABLES—4 GENCO Footballs, 8 Airways, 3 5/8" Flash, 1 5/8" Hi 1 Forward March, 2 Dove, 2 Tops, 3 Beanieflies, 4 Bull's Eyes, 2 Genco Juniors, 4 Zephyrs, 2 Ching Derbys, 1 Daval Bumper, Bowling, 4 Gofflieb Sloggers, 9 Bally Reserves, 1 Gaytime, 3 Home Switches. Also Counter Machines. Make offer or what have you to trade? **SOUTHERN MUSIC**, 503 W. Central, Orlando, Fla.

TRIPLE ENTRY, \$190.00; MILLS BIG RACE, \$57.50; Paces Races, reconditioned, perfect condition, \$10.00; Eagle Eyes, \$55.00; Bally Racers, \$40.00; Rio, \$62.50. One-third deposit required with order. **UNITED AMUSEMENT COMPANY**, 3410 Main St., Kansas City, Mo.

U-POP-IT POPCORN MACHINE—LATE MODEL, \$75.00; 10 Eveready, 4 compartment, \$8.50; 15 Hershey 5c Venders, Advance, \$6.00; 19 Royal 6 compartment Peanut Venders, \$5.00; 1 Pacific Gum, 4 Column with Stands, \$10.00. Write for list of used Peanut, Candy and Ball Gum Venders, Charms, Candles, Ball Gum Supplies. **ATLAS SALES**, 6121 Lorain, Cleveland, Ohio.

WANT PHONOGRAPHS—ADVISE QUANTITY, model. Pay cash. Also have large supply Pin Games. Write for price list. **CANADA AMUSEMENT MACHINE EXCHANGE**, 3353 Leslie Blvd., Verdun, P. Q., Canada. no19x

WANT PHOTOMATICS—STATE QUANTITY, condition, serial number and best price. **BOX C-6, The Billboard**, Cincinnati, O. no12

WANTED TO BUY—COUNTER MACHINES, both. Late Model Novelty Games and Pay Tables. **GRAND NATIONAL**, 2800 Armitage, Chicago, Ill. no5x

WANTED—ADVANCE MODEL D 1c BALL GUM Machines, also Columbus M or Z. M. State quantity, condition and price in first letter. **W. M. WILSON**, 10020 Buffalo Ave., Niagara Falls, N. Y.

WANTED—SLOTS, LATE STANDARD MODELS, Console Games, Counter Games, Wurlitzer Phonographs. All data in first letter. **C. AND M. SALES COMPANY**, 815 Poydras St., New Orleans, La.

WANTED—1 OR 100 VENDOR PEANUT MACHINES. Good condition. Pay cash. Write. **ALEX COIN MACHINE**, 18 Parmenter St., Boston, Mass.

WE WANT 100 USED TRIPLE GRIPS IN TRADE for Pin Games, Counter Machines, Slots, Popcorn Machines. **KALAMAZOO COIN MACHINE SALES CO.**, 826 Mills St., Kalamazoo, Mich.

WURLITZER 312 AND 412—\$65.00 EACH. Wurlitzer 616a, \$125.00 each. Half deposit. **CLEVELAND COIN MACHINE EXCHANGE**, 3335 Prospect, Cleveland, O.

1/2" BALL GUM, FACTORY FRESH, 11c BOX; Tab, Strick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. no26x

U-POP-IT LATE MODEL AUTOMATIC POPCORN MACHINES—Perfect condition, \$75.00 each. 1/3 cash. **WARD PETERS**, Box 10, Baton Rouge, La. no12

4 KEEL-BALL ALLEYS—A-1 CONDITION, \$40.00 each; 3 Pliers B-Sports, \$25.00 each. **WIT VIRGINIA AMUSEMENT**, Box 576, Logan, W. Va.

39.95—SKOOKY, BUMPER, CHICO DERBY, Tab, Scatter, 10 Equalizer, Bally, Wilds, Slots, Race and Gofflieb's Electric Scoreboard, \$9.95 each. **BIRMINGHAM VENDING CO.**, 2117 Third Ave., N., Birmingham, Ala. x

75 JERGENS TO LOTION DISPENSERS—PRACTICALLY NEW, \$12.00 each, with Lotion. Will trade. **PAUL BURCH**, 1845 Grant St., Denver, Colo.

100 DIFFERENT KIND VENDING MACHINES—Always something different. Write for our low price list. **RAKE**, 5438 Woodland Ave., Philadelphia, Pa. no12

100 MODEL M COLUMBUS PEANUT MACHINES—Vise Grip Locks, \$3.50 each; lots of 2 or more. **J. R. YEAGER**, 306 E. Missouri St., Evansville, Ind.

100 PACK ADVANCE CIGARETTE VENDERS, \$19.50; Hi Balls, \$49.50; Hoops, \$19.50; Galloping Dominoes, \$95.00; Bangtalls, \$95.00; Slay Tracks, \$75.00; Pace Races, \$75.00; Penny Race, \$7.50; Zephyr, \$9.50; Q. T., \$35.00 and \$45.00; Slot Machines, \$10.00; Double Jacks, \$25.00; Skyscraper, \$25.00; Escalators, \$35.00; Turl Champs, \$25.00 and \$35.00; Arlington, \$29.50; Bally Basket Ball, \$39.50; Swing, \$29.50; Snappy, \$29.50; Reel Races, Reel Dice, Reel 21, \$4.50 each. Write us what you need and price. We will get it for you. **LEHIGH SPECIALTY CO.**, 2nd and Green Sts., Philadelphia, Pa.

1948 EXHIBIT ROTARY CRANE DIGGER, \$55.00; Exhibit Bull's Eye Gun, \$18.00; Bally Roll, \$40.00; Bally Eagle Eye Gun, \$49.00; Exhibit Bobs, \$17.50. 1/3 deposit. **MARCOIN**, 1211 E. Third, Dayton, O.

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES, 5c up; Hats, Costumes, Mittens, Burells, \$1.00. Street Wear. **CONLEY**, 310 W. 47th, New York.

INDIAN RELICS, BEADWORK, CURIOS, Weapons, Old Glass, Catalogue 5c, 5 Arrowheads, 20c. Eagle Feather Indian War Bonnet, \$9.00, fine. **INDIAN MUSEUM**, Northbranch, Kan. x

MUSICIANS' MESS JACKETS—ORCHESTRA Coats, all colors, \$2.00; Tuxedos, Overcoats, Fur Coats, \$10.00; Beautiful Cyke, \$25.00. **WALLACE**, 2416 N. Halsted, Chicago.

Show Family Album



SOME SIDE-SHOW MEMBERS OF R. T. Richards' Circus snapped August 7, 1917 at Windsor, Conn. Richard T. Ringling, son of Alf T. Ringling, owned the show. Standing, left to right, are Felix (Indian), Mrs. George Cole; F. M. Farrell, magician; George Cole and Tillie Emery. Bill Walsh, side-show manager, is holding the pony, Caldwell, born in Caldwell, N. J., the third day of the tour. During his career Farrell has tramped with the Sig Sautelle, Wyoming Bill Wild West, Sparks' Famous and Gollmar Bros.' shows.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially 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.

SILK AND OPERA HATS—UNIFORMS, ORCHESTRA Coats, Tuxedos, Dress Suits, Character Suits, Boots. **SOKOLOFF**, 3138 Broadway, Chicago.

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USED COSTUMES—CHORUS, PRINCIPALS, dollar up; Uniforms, Tuxedos, Dress Suits. No catalogue. **LOUIS GUTTENBERG'S SONS**, 9 W. 18th, New York. no12

FORMULAS

BARBECUE SAUCES—THREE KINDS. BARBECUED Hash, Imitation Chicken Gravy, Eureka Table Relish, \$1.00 for all, postpaid. Money-back guarantee. **ROADMAN'S GUIDE**, 47 Miller Bldg., Toledo, O. x

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog, free. Special prices, less. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. tfrx

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FORMULA FOR NEW EXCITING DEMONSTRATOR—Sells everywhere. Counterfeit Coin Detecting Liquid. 100% profit. 1938-'39 Formula Catalog free. **WESTERN CHEMICAL**, Salem, Ore.

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. **H-BELFORD**, 4042 N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—GASOLINE PORTABLES, ALL-Elctrics, Long-Eakins Rotary, Kettles, Caramelcorn Equipment, Burners, Tanks, Repairs. **NORTHSIDE CO.**, 1303 College Ave., Des Moines, Ia. no19x

DO YOU WANT A COMPLETE LONG-EAKINS Crispette and Caramel Crisp Outfit? If so, write **EDDIE POTTS**, 1209 Baltimore St., Mobile, Ala.

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POPCORN MACHINES—CRISPETTE, CARMEL-crisp, Cheezekit, French Toast, Potato Chip Machines. **LONG-EAKINS CO.**, 1976 High St., Springfield, O. de3x

5,000 RESULT ELGIN, WALTHAM, HAMILTON Watches. Also Ladies' Cent's Wrist Watches. Make big money. 12 size, 7 jewel, Elgin or Waltham, \$4.75; 16 size, 17 jewel, \$7.50. Send for free watch and diamond catalog. **THE NEW YORK JOBBERS**, Dept. B, 74 Bowery, New York, N. Y. oc29

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE—GIRL IN FISHBOWL, MUG Gallery Enlarger, 2 Sizes Pictures, Two-Hooded Baby, Lord's Prayer on Pinhead. **M. RAMSEY**, Fayetteville, N. C.

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SHOOTING GALLERY—BOUGHT NEW ONE year ago. Complete, for sale cheap. Write or wire **REX AMUSEMENT CENTER**, Lowell, Mass. no12

25 LENS CABINETS—WITH 50 GENUINE WAR Views, Sacrifice, \$25.00. **CHARLEY SCHEPP**, 2079 Federal, Camden, N. J. x

HELP WANTED

GIRL MUSICIANS—ALL INSTRUMENTS. Location job. Must be experienced. State all in first letter. **RONNIE ADELE**, Joy Theatre, Dallas, Tex.

MALE WHO PLAYS EITHER STRING OR WIND Instruments—To demonstrate and sell in Music Section of New York and New Jersey department stores. Write qualifications. **BOX 990**, care Billboard, 1564 Broadway, New York.

WANTED—DRAMATIC PEOPLE, INCLUDING Piano Player. Must have own transportation. Continue work. Auditions. Age an asset. **TOM WIEDMANN**, Calhoun City, Miss. no5

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WANTED—HILLBILLY ACTS. ALL KINDS FOR Ben Dance Show. Also Hawaiians and Dancers for Hawaiian Revue. **KEN HACKLEY**, Hosi Berkhine, Chicago.

WANTED—BOOKER AT ONCE FOR SCHOOLS. Flashy Magical Entertainment. Liberal percentage but no advances. **JACK LA WAIN**, R. R. 2, Mackinaw, Ill.

WANTED—CIRCUS ACTS, MUSICIANS, DOGS, Ponies, Clowns, Twenty week's work. State lowest salary. **MOLLY BROS. CIRCUS**, General Delivery, San Antonio, Tex. x

WANTED—ALL AROUND MED. TEAM to join immediately. Must have own trailer. Tell all. **GEO. W. BLACKBURN**, Christiansburg, O.

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A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1939 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. 148 illustrated page catalogue, 30c. **NELSON ENTERPRISES**, 198 South Third, Columbus, O. no5

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. de3x

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MAGIC—MENTALISM, SPIRITISM, FORTUNE Telling, Luminous Paints, Ghost Effects, Handwriting, Palmistry Charts, Catalogue 10c. **REILLY**, 57 E. Long, Columbus, O.

MAGICAL CARDS, TRICK DICE, INKS, DAUBS, Books, Jokes and Novelties. Write immediately for free literature. **VINE, HILL & CO.**, Box 35, Dept. BB, Swanton, O. x

PINKY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquial Figures, Punch and Judy and Marionettes. **PINKY**, 1261 N. Wells, Chicago, Ill. Illustrated folder free. no25

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MISCELLANEOUS

ARMADILLO BASKETS, LAMPS, ETC.—THEY are different and distinctive. Write for our low interesting quotations. **APELT ARMADILLO FARM**, Comfort, Tex. no26x

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M. P. ACCESSORIES & FILMS

AT LESS THAN HALF PRICE—30 USED 16MM. Sound Projectors. Films rented. Established showmen. **UNITED FILMS**, State Theater, Pittsburgh, Pa. no12x

ATTENTION—ESTABLISHED ROADSHOWMEN dissatisfied with present equipment and film service. We furnish best 16MM. Sound Projectors and Subjects for \$25.00 weekly. State company now associated with in first letter. **BOX 265**, Troy, O.

LARGE LIST OF ACTION—WESTERN, GANGster and Drama Features. Also Shorts. Write **JACK MAHARIAN**, Box 123, Union City, N. J.

MOVIE ROAD SHOW BARGAINS—35MM. Sound Portables, complete. Limited quantity. Universals, with Amplifiers, and Speakers. Equipments fully guaranteed. At attractive low prices. Special delivery. Also 16MM. Sound Projectors. **CONSOLIDATED THEATRE SUPPLY CORP.**, 1600-B Broadway, New York, N. Y. no12x

MOVIE PROJECTOR—SOUND 16MM. VICTOR. Six features for week stand show. Screen bargain for quick sale. **LYOYD PETERSON**, First Ave., Rummelstedt, N. J.

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NEW LIST OF EQUIPMENT READY FOR DISTRIBUTION. Let us know what you need. Lowest prices quoted. **ZENITH**, 308 W. 44th, New York.

SOUND FEATURES, \$7.00 UP—USED SIMPLEX Projectors, Sound Equipment. Forced sale sacrifice. **R. E. BRONNER**, 1726 W. 63th, Los Angeles, Calif.

TALKIE ROADSHOW RENTALS AND SALE—Rental complete program weekly, 16MM-35MM, \$20.00; Silent, either size, \$10.00 weekly; Talkie Shorts, every description, \$5.00 rental; outright sale. Timely Exploitation Specials, China at Front, \$35.00; Barbary Coast, \$50.00; Sound Birth, Medicals, Venereal Lecture Reels, \$60.00 to \$100.00; (Smoker Stages, \$100.00); 100 Western Talkie Features, \$35.00 each; Action Dramas, \$25.00; used Portable Projector bargains, \$200.00 up. Any make new Portable Projector, 35MM-16MM, 20% discount cash. Terms to home-to-home business people, not fly-by-nights. **WALDO FILMS**, Suite 6, Waldo Bldg., Cincinnati, O. x

UNUSUAL BARGAINS IN USED OPERA CHAIRS, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereoscopes, etc. Projection Machines repaired. Catalogue 5 free. **MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash, Chicago. no12

WANTED—THIRTY-FIVE MM. MOTION PICTURE Hand Camera. Write lowest price. **CAL GILLET**, Lyric Theater, Lapeer, Mich.

WESTERNS, SPECIALS, ROADSHOWS, TALKIES. Silents for sale or rent. Bargain prices. Projectors for sale. **LONE STAR FILM COMPANY**, Dallas, Tex.

2 ACME SVE TYPE C SEVEN, PORTABLE PICTURE Sound Projectors, complete, 35MM, cheap. LORIN H. KIRBY, Furniture Bldg., Evansville, Ind. no3

PERSONALS

WANTED - INFORMATION OF "MADAM Olive" former residence Atlanta, Ga. Forward to MRS. ALICE JOHNSON, 1571 Flat Shoals Ave., S. E., Atlanta, Ga.

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ACT NOW - 4-FOR-A-DIME OPERATORS. Send for free catalog of complete line of money-makers. MARKS & FULLER, Inc., Dept. BC-11, Rochester, N. Y. no26x

ALL 4 FOR 10c OPERATORS - SURE WE HAVE the new Super-speed Paper; also full length Cameras. Write for reduced prices on Machines and Supplies. WABASH PHOTO SUPPLY, Terre Haute, Ind. no12

MONO-CHROM MOVIE FILM - 100 FT. 16MM. or 50 FT. Double 8 Weston 8, \$2.00. Processing included. MOVIE SERVICE, Washington, Ind.

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ROLLS DEVELOPED - TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Prints, 2 for each, 100 or more, 1c. SUMNER'S STUDIO, Unionville, Mo. no19x

SALESMEN WANTED

BIG MONEY TAKING ORDERS - SHIRTS, TIES, Hosiery, Underwear, Raincoats, Pants, Dresses, etc. Sales equipment free. Experience unnecessary. Write NIMROD, 4922-A, Lincoln, Chicago. no26x

NEW CIGARETTE SUPPORT - ELIMINATES unpleasant cigarette odor in automobiles, homes, etc. Sample 25c coin. SMOK-O-LUXE MFRS., Box 8-62, Collinsville, Ill.

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SELL XMAS CARDS, CALENDARS, BUSINESS Cards, \$1.50 thousand. Business Stationery, Book Matches, Advertising Tape, Paper Towels, Pencils, Salesbooks Rubber Stamps. Free sales portfolio. 35% commission daily. Money-making special. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. CK, Chicago. x

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting our time serving the showmen. MANUEL'S STUDIOS, 3544 North Halsted, Chicago. no5

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TENTS - SECOND-HAND

SIDEWALL BARGAINS - 7.68 OZ. DRILL, hand roped, clean, white, good as new, 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. KERR COMPANY, 1954 Grand Ave., Chicago. no26

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TENTS - SLIGHTLY USED, 20x30, \$74.00; 5x2x32, \$92.00. Used six weeks. Concession Tents and Sidewall Bargains. KERR, 1954 Grand, Chicago.

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POSTERS AND CARDS FOR ALL OCCASIONS - Special designs for orchestras. Flashy 14x22 Cards, \$2.50 per 100. CATO SHOW PRINT, Cato, N. Y. no5

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POSTERS - ALL SIZES, COLORS, NEW DESIGN. Dance and Orchestra Flashy 4-Color 14x22 Cards, 200, \$8.00. All size dates. Lowest price in America. KANSAS CITY POSTER PRINTERS, 1209 S. West Blvd., Kansas City, Kan. no19

WINDOW CARDS - 14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Wilton, Penna.

1,000 6x9 CIRCULARS, \$1.50; 5,000, \$4.50; 1,000 4x9, \$1.10; 5,000, \$3.50, postpaid zone 4. LAWNDALE PRESS, Box 303, Franklin, N. H.

WANTED TO BUY

ADVANCE 4-COLUMN SELECTIVE CIGARETTE Machines - 1 or 100. State condition and lowest cash price. COHEN, 383 Hawthorne Ave., Newark, N. J. x

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WANTED TO BUY - ELI FERRIS WHEEL. Give number and condition. Lowest cash price. HARRY DOWNES, 1901 Chelsea Road, Baltimore, Md. no12

AT LIBERTY ACROBATS

AT LIBERTY - PROFESSIONAL TRIPLE BAR Performer. Comedy or straight. Age 23, height 5'5", weight 145 lbs. Reasonable salary. TED DOTY, 1600 Ave. 1, Council Bluffs, Ia.

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UNDERSTANDER for Head-Balancing Act - Vaudeville and night club experience. FRANK VITULO, 222 Riverside Ave., Youngs, N. Y.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT - CONTRACT ANY KIND of show. Know territory from Coast to Coast. Just closed five years' engagement on road. Also do four outside demonstrations - Blindfold Drive, Mechanical Man, Buried Alive, Strait-Jacket Escape. Can join up at any time. J. B. LEIFUR, General Delivery, Omaha, Neb.

ADVANCE AND BUSINESS AGENT - WITH established contacts. States and Southern circuit. BOX C-4, Billboard, Cincinnati.

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ADVANCE AGENT - Wants to contact at once. Western, Middle, Hawaiian, Radio, All Girl Band or other outstanding Stage Units or Acts, large or small. Conservative. Steady, profitable routes. Shows, night clubs. Percentage or other arrangement. Write full details and give address two weeks ahead. BOX 341, Billboard, Chicago. no12

BUSINESS MANAGER - Nine years' experience show business. Expert accountant, typist, secretary. What can you offer? Straight salary. P. C. G., 11 Golden St., Beverly, Mass. no13

HIGH-POWERED PRESS AGENT - Advance Man. Two seasons with Jimmie Lynch. Can work any situation. Shows, night clubs and carnivals. All those who contacted me before do so again. Have sound system and car. Write or wire BOX C-8, case The Billboard, Cincinnati, O. no12

AT LIBERTY BANDS AND ORCHESTRAS

NOTICE, DANCE PROMOTERS - Twelve-Piece Orchestra now on tour. Write for open dates and pictures of orchestra. PAT DORAN, 1802 Staunton Ave., N. W., Roanoke, Va. de3

AVAILABLE FOR CENTRAL U. S. or Young - Eight-Piece Commercial Band. Young, sober, well-rehearsed, completely equipped. Same organization for two years. Union. Reliable bookers or spots write for details. Now working. Three weeks' notice required. LITTLE DON ENGTROM, 1108 W. Second St., Grand Island, Neb. no3

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LIGHT-PIECE ORCHESTRA - NOW PLAYING large hotel in Midwest, concluding Nov. 4. Best of references, all essentials, union. Two engagements in three years. Will offer nice spot for winter contract in hotel or night club. BOX C-5, Billboard, Cincinnati.

At Liberty Advertisements

JIMMY FLOURNOY and HIS ORCHESTRA - Seven Men and Girl Vocalist. Amplification, uniform, fronts, transportation. Feature Doubles. Attention, clubs, hotels, ballrooms, bookers. 308 W. Eighth Ave., Tallahassee, Fla.

OGEL KRISTAL'S ORCHESTRA - The band you all know about. Available November 15. 108 Montgomery St., Montgomery, Ala. no5

OLLIE HOWARD'S Five-Piece Band - Available after Nov. 15. Unexcelled musical entertainment. Fully equipped. Can augment. State salary and proposition in first letter. Alamosa, Colo. no3

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY - Available for indoor dates or circus units out all winter. Whiteside Clown with years of circus experience. Have A-1 white wardrobe and props. Soapbox walkaround, real laugh getters. General clowning, working to all clown numbers. Want good offers from reliable parties only. State full particulars in your first letter to ALBERT WHITE, 714 Newtonton Ave., Baltimore, Md.

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AT LIBERTY - Fat Man for Museum or Home Show. LUMBO FINN, R. F. D. 1, Box 363, West Frankfort, Ill.

AT LIBERTY MISCELLANEOUS

JUVENILE - COLLEGE Graduate, desires position in agent's, producer's or advertising agency office in New York City. Excellent typist. Salary secondary. JAY-TEE, 311 E. 55th, New York.

WANTED JOB - EXPERIENCED Serviceman with Operator and Factory Service Department. Experienced on various types of coin-operated machines. Modernizing of phonographs. Wishes to make full or part time connection, Chicago or vicinity. Now employed. BOX CH-52, The Billboard, Woods Bridge, Chicago.

A-1 MANUEL'S MINIATURE CITY IN ACTION - The best ever made. Now booking for indoor events this winter around Chicago and vicinity preferred. A sure hit and a wonderful attraction anywhere. For department stores, charitable or lodge benefits, church affairs, museums and any other celebrations. A good money-raising show. Continuous performance from 9 a.m. to 10 p.m. Also presents "Royal Roy," the talking dummy, who lectures on the city. Music. Write to MANUEL'S STUDIOS, 3544 N. Halsted St., Chicago, Ill.

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FRANKENSTEIN'S UNBORN HEADLESS NURSE - Alive. An original modern miracle phenomenon that defies description. A bewildering futuristic depiction. High class, refined. For reliable engagements. UNIVERSAL, 3238 S. State, Chicago.

AT LIBERTY - Professional Model, age 49. Spiritually Medium, double stacc, massage show, driving car or motorcycle. Must have transportation. MISS VEENA KOEN, Seaside Hotel, 920 N. Alabama, Indianapolis, Ind. no19

AT LIBERTY M. P. OPERATORS

SOUND PROJECTIONIST - CAN REPAIR AND operate all types of projectors. Will consider anything. L. E. WEEMS, 99 W. Mound St., Columbus, O. no5

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AT LIBERTY MUSICIANS

DRUMMER - SINGLE, 22, union, experienced, read. College education. Good vocalist. Most bands need one. Work hard. No gripes. Road bands ok. LOU CLORFELD, Buffalo Center, Ia.

A-1 TROMBONIST - AGE 23. READ, FAKE, transpose. Hot, sweet. State all. BOX C-624, Billboard, Cincinnati.

ALTO SAX, DOUBLING CLARINET - GOOD reader, phrase, tone. Sober, dependable, union. At liberty Nov. 12. Closing another good season with Billroy's Comedians. State all details. BOB HEIDELBERG, care Billroy's, Dothan, Ala.

AT LIBERTY - TRAP DRUMMER. EXPERIENCED, reliable, single, trouper. Anything considered. Join at once. State all. FRED FRANKLIN, care 514 E St., N. W., Washington, D. C. no5

AT LIBERTY - TROMBONIST. YOUNG, UNION, experienced, swing. Traveling orchestra or vaudeville. Write or wire JAMES T. COOPER, 309 Oxford Rd., Franklin, O.

DRUMMER - EXPERIENCED, UNION, 28, reliable. Good habits. Single, trouper. Anything considered. Now available. HOOPIE MOORE, Casper, Wyo. no12

DRUMMER - EXPERIENCED, PEARL OUTFIT. Swing preferred. FRED CHRISTY, 606 Franklin Ave., Valparaiso, Ind. no5

DRUMMER - ALL ESSENTIALS, NO HABITS. Go anywhere. Sweet, swing, dixieland. Consider all reliable offers. Wire or write JACK KILNER, Apt. 32, New Elms Apts., 607 E. 14th St., Minneapolis, Minn.

DRUMMER - THOROUGHLY EXPERIENCED Dance Man. Sight reader and plenty modern ticks. Union. At liberty after Nov. 12. ART FARLEY, Box 455, Dillon, S. C. no12

EXPERIENCED DRUMMER - GO ANYWHERE. Union, car, sing, new Leedy tri-tone blue outfit, bells. Beat out a groove or lay back and boost. Beats ok. Nine-man band or larger. Write or wire JOE ST. CLAIR, Box 792, Jamestown, N. D. no12

EXPERIENCED HAMMOND ORGANIST AND Pianist seeks hotel or restaurant connection. Anywhere. FRED A. WOHLFORTH, Princeton, N. J. no19

FAST DANCE TRUMPET - DOUBLE VOICE. Plenty experience. Address MUSICIAN, General Delivery, Denver, Colo.

GUITARIST - PUNCH RHYTHM. SINGS TRIO and arranges same. Composed and arranged novelties. Co-singer, guitar, choruses. Good references. MUSICIAN, 1340 10th Ave., Columbus, Ga.

RECORDING BASS - DOUBLING STRING BASS. Thoroughly experienced musician. Youth, personality, college education, sober, reliable, union. Working now, but available after Nov. 5th. Best of equipment. A real bottom to any rhythm section. Prefer location. LEONARD FYE, 283 Walnut St., Meadville, Pa. no12

STRING BASS, DOUBLING VIOLIN - AT LIBERTY Nov. 25. Experienced, young, reliable, no habits. WALLY PELLETIER, The Homestead, Hot Springs, Va.

TENOR - ALTO CLARINET - READ, MODERN take-off, tone, good intonation. Fake requests. No habits, reliable. MUSICIAN, 20 S. Carlin, Mobile, Ala. no5

TENOR SAX - CLARINET - READ, FAKE, swing. Experienced, sober. MUSICIAN, 148 Mill, Memphis, Tenn.

TENOR MAN - UNION, YOUNG, NEAT. READ, fake, tone. Leave on week's notice. BILL WOOD, 30 N. 5th Ave., Ilion, N. Y.

TRUMPET AND TENOR - DOUBLING CLARINET. Both young and experienced. DON REED, Stowe, Pa. no12

TRUMPET - READ, FAKE, RANGE, TONE. GEORGE CLEMENTS, care Carolina Club, Greensboro, N. C.

VIOLINIST - COMPOSER - TEACHER - UNION. Wishes steady position in orchestra or concert ensemble. HENRY BIRSH, 105 E. 97 St., New York. no5

3D ALTO CLARINET OR 3D, 3D CORNET - Read, phrase. No take-off. Single, age 30. Union. State all. JIM CURRIE, Murray, Ia. no3

AT LIBERTY - Six-String Guitar Man, doubling trumpet and violin. Tilden, sober and reliable. Go anywhere. Job is good. CLARENCE T. NEELSON, Box 333, Harrison, Neb. no12

AT LIBERTY - Old-Time Fiddler and Guitar Player. Would like a place with some good old-time string band. EARL JOHNSON, 811 E. Main St., Dorchester, Pa.

BARITONE SAX - Girl. Double other sax, excellent tone, good reader. Union. Speculate. Can act as mistress of ceremonies. BOX C-1, Billboard, Cincinnati.

DRUMMER - Experienced, reliable, age 21. Read, fake, swing, sober, excellent soloist. Have car, good habits. State all. Go anywhere. If considered. MUSICIAN, 234 Second Ave., Phoenixville, Pa.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 26. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 16. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

DRUMMER - 27. Complete Marine Pearl drum. Property with name bands. Eleven years' experience. Must be dependable. Write wire. DRUMMER, 64 Fox St., Astoria, Ill.

GIRL ALTO SAX and Clarinet - Young, wonderful tone. Guarantee to read anything. Location 082. Address reply BOX C-11, care The Billboard, Cincinnati, O.

GIRL TROMBONIST - Union, strengthened stage of lead, power, reliable and willing worker. MUSICIAN, 2303 Oakland St., Chicago, Ill.

GOOD 1ST ALTO SAX - Clarinet. Read, fake, take-off. Consider playing third. BOX C-3, The Billboard, Cincinnati.

HAMMOND ORGANIST AVAILABLE - Young, healthy, pleasing personality. Plays classical and swing. Nice library. Just completed two-year engagement in well-known hotel. Wire or write CHARLOTTE DEKLER, Box 374, Bolton, O. no12

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PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

SALESCARD BIZ ON UPSWING

Ops Cashing in on Better Biz With Drive for Christmas Profits

Industry appears to have snapped out of coma—ops busy making and placing deals and cards—revival of old hits result of new item shortage

CHICAGO, Oct. 29.—From indications salesboard ops and jobbers have hitched up their belts, rolled up their sleeves and are going after business with a vim that has been sorely lacking in recent months. What was wrong? Some pointed to lack of new and novel merchandise with which to attract players to their deals. Others stated that the business recession had frozen nickels and dimes in the pockets of potential customers and that a revival of business such as is now in progress was necessary to get money circulating again. Another group has held that it was sheer lack of initiative on the part of operators themselves.

Whatever the cause, salesboard biz appears to be staging a strong comeback. If anything, the pace is even swifter than the pick-up in general business conditions during the past few weeks. Ops report they are meeting with less resistance in placing deals. Those specializing in salescard promotions state that the past month has seen resumption of activities in many fraternal organizations and church societies, which are turning to salescard promotions as a means of acquiring needed funds for their treasuries.

Banking on Xmas

Of course, activity in the salescard business is not back to its old level. With Christmas just ahead, however, the boys feel that there is little doubt of profits climbing up to where they belong. The months preceding Christmas are always the best of the year for salesboard promotions. Most any kind of prize will attract patronage. It is perhaps the one time of the year when useful items of a staple nature are profitable money getters. Turnover on good deals is always high, for John Q. Public always seems to be more willing to try his luck at winning his Christmas presents. Consequently much of the activity among ops these days is due to their preparations for deals that will feature merchandise adaptable to Christmas gift use.

While the shortage of new items is just as acute as ever, many of the boys are using their ingenuity in reviving old items and giving them a new dress. Some are promoting them with a new twist. One enterprising op took a flyer on the old musical piano a few months ago—an item supposedly as dead as the dodo bird. He backed it up with the proper promotion and cashed in heavily. In fact, the popularity of this item seems to have started a cycle of musical novelties, many of which are capable of being promoted on boards to good advantage. These numbers include musical cocktail shakers, powder boxes and brown jugs which play a tune when the lid is removed or the cork pulled.

Another item that has just recently been adapted to board use is the fur coat deal offered by a well-known New York manufacturer. This deal has already caught on, it is reported, and from indications it should be a red-hot winner in the months ahead, for what husband can resist the lure of winning a fur coat for his wife or sweetheart?

Placing Deals Now

Most men are losing no time in getting their deals on location. Christmas is only seven weeks away, so wide-awake ops are lining up locations so as to allow themselves plenty of time for their deals to turn over a number of times. Optimism for a banner season seems to permeate ops at this writing. Recent reports of thousands of men going back



A CERTAIN SIGN of prosperity in any business is the activity of manufacturers supplying that business with new equipment. As long as manufacturers are engaged in improving their equipment everyone concerned with the business may rest assured that there's still plenty of life in the old mare.

FOR THIS REASON we feel encouraged about the future of the bingo business. Manufacturers in this field have been spending much time and money in the development of new ideas to make the game more enjoyable for players and more profitable for operators and organizations running games.

HARD ON THE HEELS of a recent announcement by Metro Mfg. Co., concerning its new Everlasting bingo balls made of a hard black phonolic material with filled-in numbers in white, comes word from the E. S. Lowe Co. regarding its new deep burnt-in die-cut bingo balls. Numerals are burnt in with a hot press and no artificial coloring is used in marking numerals. It is claimed that these balls will not chip and that they can be washed with no effect on visibility of numbers. We have seen both Everlasting and Burnt-In balls and are willing to go on record by saying that they are both fine balls, which any operator or organization can use to advantage.

LAP BOARDS, too, are coming in for their share of improvement. It wasn't long ago when Scorease introduced a lap board which had metal-marking attachment, eliminating the necessity for using cardboard markers or marking with pencil. Now comes a new all-in-one lap board introduced by the Keeper-Thomas Co. The board has 25 numbers on the card appearing in square windows. As numbers are called the player need only slide back the number and a black square appears in its place. Advantage of this lap board, as with the Scorease board, is that players can handle the card standing up as well as sitting down and with or without tables, since there are no markers to fall off the board.

SCORE BOARDS have been undergoing an elaboration process, as well as have other necessities for bingo. Some electrical boards recently introduced are as attractive and flashy as a Broadway theater marquee. Pop Baker, of Detroit, has recently brought out several electric score and master boards as well as electric bingo flashers.

OPERATORS AND GROUPS handling their own games are showing the alertness and progressiveness necessary for long life and success of any enterprise by taking up improved equipment as it comes out. They find invariably that better and newer equipment means more satisfied and bigger spending players.

BINGO BUSINESS will attempt at all times to supply information regarding names and addresses of all sources of supply. If you're looking for new equipment drop us a line.

to work, together with a general pick-up in business, means that more money is in circulation and ops are banking on attractiveness and appeal of their deals coupled with the natural yen of the public to take a chance on winning an item they want but can't afford to buy to garner a good share of profits.

Mdse. Bingo Outdraws Cash

Results in Detroit prove come-on appeal of merchandise prizes

DETROIT, Oct. 29.—Value of a legitimate promoter as well as the folly of using cash prizes has been driven home to organizations running bingo here during the past few weeks.

Several groups trying to get along without help of promoters, who put their games across last year, have launched their own games featuring cash awards. It didn't take them long to realize that the move didn't pay. A typical report is that of one church that cleared about \$500 a night last season using merchandise awards and who changed to the cash policy on their own hook this year. Their profit was \$1 the first night and \$16 the second.

Promoters of merchandise games point out that considerable investment is necessary to operate them. They require a responsible operator who knows the angles of proper display, promotion and all the other tricks to make a game a success. Cash games, on the contrary, require only a shoestring investment and operators are less likely to be as much concerned with steady operating as they are with immediate profits.

Cold Weather Ups Sales of Winter Auto Accessories

CHICAGO, Oct. 29.—Extreme cold weather in North Central States the past week and chilling off of the rest of the country have been a hypo to demand for products necessary for the winter driving. Outstanding so far is the number of requests for car heaters and automobile robes for use at bingo games. It is estimated that only half of the automobiles in use last winter were equipped with heating units.

Manufacturers, quick to note the increased importance of this outlet, have responded by offering a type and quality of heater at almost any desired price, so that demands may be met by distributors on short notice. The quick-heating gasoline-type heater introduced last winter is already getting a good play in prize channels, as are hot-water types.

However, car heaters aren't the only item motorists today consider necessary for pleasant winter driving. There is a notable increase in the number of firms offering automobile robes, windshield defrosters and ice-removing windshield wiper blades. A new kerosene heater to warm engines of motorists who have no garage is reported to be going especially well with sales workers.

Pitchmen and demonstrators have been getting the benefit of cooler weather in stepped-up demand for anti-frost preparations, engine power boosters, snap-on winter fronts, electric defrosters and the aforementioned items.

With five months of freezing weather in prospect, it is expected by manufacturers, distributors and operators that winter motoring accessories will constitute one of the most profitable merchandise groups.



By BEN SMITH

When conducting a campaign thru the mails to individuals whom you hope to get to work a deal, it is important that you use care in outlining your plan, for the manner in which you outline your plan will determine whether the individuals who decide to work the deal become direct agents for you or are in business for themselves. There is a vital distinction here. In one case you are setting up an operating company. In the other you act as a distributor of merchandise—by far the best arrangement for you.

Glance over letters sent out by concerns which have been operating by mail for some time. You will notice that invariably it is quite clear that they are selling merchandise and not appointing agents to work directly for them. Take this into consideration when writing your letter.

A new set of practical and simple-to-use collection books, specially created for salesboard operators, is now being offered by the Baltimore Salesbook Co. Charlie Fleischmann, enterprising representative of the firm, has spent many years developing collection books for coin machine operators and recently was attracted to the salesboard field, for, as he says, there seems to be a definite need for standardized inexpensive collection books in this market.

The Baltimore salesboard collection forms, or reports, are geared to take care of every conceivable salesboard transaction and are made in triplicate. Each slip is 3 1/2 by 6 1/2 inches in size. On the back of the slip which the operator keeps space is provided for a merchant report when items are left on location. Space is also provided on the back of the slip which the merchant keeps for a summary of collections when more than one collection is made on a board. It is complete and should find a ready market with operators.

With winter coming on we wonder how many boys have thought of using an automobile heater on a deal. Here, it seems, is an item which should move well on a card, and which makes in all price ranges available an operator should have no difficulty in finding a heater

(See DEALS on page 56)

2 Marvelous Values

KLEAN SHAVE

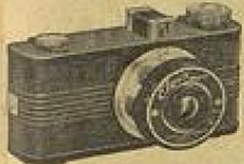


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Gives as close a shave as a blade razor. Life-time motor. No rotating parts. Requires no oiling.

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Lowest Market Prices Guaranteed Quality Considered.



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- 16 Pictures From Roll of Film
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TODAY'S BEST BUY

Be Sure To Include Shipping Charges With Orders.

N. SHURE CO.

100 W. ADAMS ST., CHICAGO.

NEW!

DREXEL PREMIUM DEAL

Genuine Leather

WALLET and KEY CASE SET

FREE WITH EACH CARD OR CARTON OF

DREXEL RAZOR BLADES

- 100 D.E. Blades (20/50), Cartons... 69c
- 100 S.E. Blades (24/41), Cartons... 65c
- 100 S.E. Blades (20/50), Cartons... 87c
- 100 S.E. Blades (20/50), Cartons... 87c
- 10 Cards or Cartons D.E. Blades... \$6.00
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20 Million Drexel Blades Sold in 1937. 50 Million Will Be Sold in 1938.

Send 10c for Samples and New Catalogue.

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of smartest fall models in Coats, Scarfs, Capes. All fur, styles, sizes. An example for top mink. Pile Seal, Dyed Cooney FUR COAT (Sleeve or Fitted Style). All sizes. 1/2 Dep., Bal. G. O. D. Same day delivery. \$9. Genuine FUR RUGS About 2x3 Ft. White, Brown, Gray, Ideal Christmas Item! \$100. Lowest Price! 1/2 Dep., Bal. G.O.D. \$1 EA.

ORDER TODAY! H.M.J. FUR CO., 150 W. 28 St., N. Y. C.

SPECIAL VALUES ELGIN or WALTHAM

O. Size—7 Jewel, Engraved Case. With English Leather \$ 11.95. Individually boxed, with attractive Price Tag, R. B., in lots of 3 Each Same—15 Jewel. In lots of 3. Each \$3.75. 50c Extra Free Catalogue. Send for 25c Deposit, Balance C. O. D. 105 Canal St., New York, N. Y.

KANE WATCH CO., New York, N. Y.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Glass Fruit Knife

Nat K. Morris, well known in the realm of pitchdom, is now with the Kitchen Gadget Co., which markets his new Dur-X-Glass Cake and Fruit Knife and his Magic Slicer-Peeler and Hand Shredder. Both numbers, he states, are naturals for pitch and demonstration purposes and are especially big money-makers at this time of the year. The Dur-X-Glass Fruit Knife is not only sanitary and stain proof, but is also strong and durable, according to reports. The more it is used, the makers state, the sharper the blade becomes, and since it is made of hard glass it will not impart a metallic taste to fruits and vegetables. Comes in crystal, rose and green hues and can be pitched at a price which insures a worthwhile profit margin.

Nu-Spray Car Washer

At last a product has come along which is said will overcome about 90 per cent of the difficulties formerly encountered in washing a car. Made by Ecco Mfg. Co., the washer attaches to the garden hose and feeds water thru the handle to thousands of soft cotton strands which harmlessly do the cleaning job, and quickly, too, the firm states. The long handle assures keeping feet and clothing dry and makes it possible to wash the car from top to bottom in a few minutes' time without mess or fuss, it is said. Ease of demonstrating and long profit combined with utility value should make it a popular number.

New Type Fountain Pen

A number which should put life in the pen-working business is Pen-o-Matic, a new-type fountain pen which the makers have called "The Pen of Tomorrow." Pen is built in one piece and can be opened and closed with one hand. Firm points out that with its new Pen-o-Matic one can hold a phone in one hand, open the pen with the other, jot down notes and close it. The pen has a lid at one end. To open it, the lid is flicked up and the base of the pen pressed on the desk. The point then pops out and the lid is

Everyone Wants "EYE - OPENER" WATER SHOOTER

Brand new hit! Looks like an innocent pocket magnifying glass but shoots a stream of water. A panic!

Gross \$9.60

Sample Dozen, Postpaid - \$1

Price \$ F. O. B. Chicago.

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PANDA or Honey Bears

Salesboard Operators and Distributors Take Notice.

\$2.25 each

30 in. tall, each in Cellulose, Long pile and quality Plush. Most realistic.

Also other good items. Write today. 25c with Order. Balance C. O. D.

PERSIA MFG. CO. 416 N. Sangamon St., Chicago.

New EVERLASTING BINGO BALL

WITH DEEPLY ENGRAVED NUMBERS THAT NEVER RUB OFF!



Actual Size. Unbreakable, Unsurmountable, 7/8" sized to fit Regulation Bingo Cages.



You know the trouble you have with wooden bingo balls... they get dirty and hard to read! But with EVERLASTING BINGO BALLS that cannot happen—they never get dirty, are always easy to read—and THROUGH THEY OUTLAST TEN SETS OF WOODEN BALLS THEY COST BUT LITTLE MORE!

EVERLASTING BINGO BALLS are made of hard, black Phenolic material with beautifully engraved white numbers that never rub off. Guaranteed perfect in every respect—ONE SET IS ALL YOU WILL EVER NEED. GET A SET FROM YOUR JOBBER TODAY.

SOLD THROUGH JOBBERS ONLY. Jobbers write for complete information and price.

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Our 1938 Xmas wholesale catalog now ready for mailing. Write for your copy.

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HAVE YOU HEARD?--THEY'RE HONEYSI!!

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- Turkey Cards--Knot Cards and Wreaths--Tree Lights.

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MAKE BIG PROFITS

DO tab sales display. No blanks. Pleasing merchandise assortment. All items boxed. Taxes in \$9.00. Great opportunity with limited quantity available. Sells readily. R. O. D. 1 foot minimum counter space. 21 1/2 inches high, 14 inches wide, 4 inches deep. Weight 10 pounds. Special Close-Out Price \$9.50 lots of 6. Sample \$4.00 F. O. D. B. Kansas City, Mo. Deposit Required on All Orders.

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Extra Value! \$2.25 Each

5 for \$10.50

5 for \$10.50

No. 88 9889--Ladies' Bracelet Watch. Thoroughly styled 10 1/2 L. Chrome case in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly big value and whitened premium item. Save money NOW by ordering five Watches for \$10.50.

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Send 50c for 20 Different Sample Cards. Refused With First Order.

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Latest Styles. Lowest Prices. Best Quality. Write for Free Price List. OHAS. BRAND, 208 West 28th Street, New York.

ABSOLUTE PROTECTION! FASTER SALES! GREATER PROFITS!

CLEAN UP WITH ELECTRIC ROYAL DRY SHAVERS "THE PEER OF THEM ALL"

NEVER OFFERED TO ANY STORE! THE SHAVER YOU NEED TO REAP QUICK PROFITS!

Here is the Electric Dry Shaver you can profitably push because it HAS NEVER and WILL NEVER be offered or advertised to retail dealers! It makes every territory a wide open, virgin field. A high quality, precision-made instrument that is ringing up sensational sales records for operators all over the country. A value never before duplicated! Get in now! Protect your interests by handling ROYAL ELECTRIC DRY SHAVERS. Volume operators, write or wire at once!

Special Low Price **\$1** EACH IN DOZEN LOTS

ONE OPERATOR USED
1000
Royal Dry Shavers
LAST WEEK!

Sample \$1.25, Postage Prepaid, A. C. Only
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Our new Fall and Holiday circular of HOT Premium Items. Salesboard operators, be first to show these new items in your field.

WRITE now for these money-makers

ZENITH SALES CO.

539 SO. FRANKLIN ST.

CHICAGO, ILL.

used as a finger rest. The process is reversed to close the pen. Comes in DuPont pyralin with 14-carat iridium-tipped point, it is reported. Here is a number that pen-workers should find worth investigating.

Vacuum Hair Waver

A new-type hair curler has recently been introduced by the Co-Ed Co., called Co-Ed Vacuum Hair Waver. Curler is about six inches long and is made of hollow rubber tubing. Over the middle of this tube fits a rubber clip and in one end is a wooden peg. The curler opens like a curling iron and the ends of hair are placed between the clip and tube, closed and then rolled under close to the head and fastened by inserting the wooden tip into the hollow tube. Firm reports the number has been tested by demonstrators in several large stores and is meeting with better-than-average response.

Warn-o-Speed

A new device designed to assist motorists in avoiding tickets for speeding is Warn-o-Speed, marketed by Warn-o-Speed Mfg. Co. Device can be attached to windshield or any convenient spot in the range of the driver's vision which sets off an alarm whenever the speed for which the device is set is passed. Number does not control speed but merely warns the driver that he is exceeding the speed limit set for himself. Makers state that a simple two-minute demonstration will result in sales to drivers.

SPECIAL SALE!

- ELGIN ELECTRIC SHAVERS, 110's \$1.080
- Volt—A. C. Current Only, 1 Year Factory Guarantee, Ozone
- COLOR BORDER HANDKERCHIEFS—Size 16x16. Big Assortment. 20c
- SHOE LACES—Imp'd. 27" Gr. 25c
- DOUBLE EDGE RAZOR BLADES—5 to Pkg. Galle. 1000 2.50
- POCKET COMBS—Each with Leatheric Pocket, Black only, Gr. 2.25
- ALKALINE SELTZER TABLETS—30 Tablets to Display Card, Quality Guaranteed. Each Card 18c

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Our Only Mailing Address 901 BROADWAY, New York, N. Y. WORLD'S LOWEST PRICED WHOLESALERS

SORRY

We had hoped to announce a remarkable new premium item in this issue but we regret we'll have to delay the good news until next week. This item will be of unusual interest to every operator. Something utterly different, never before shown. Write now for complete "preview" details.

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ELGIN & WALTHAM



RENEWED & GUARANTEED SMALL SIZE POCKET WATCHES

\$2.95 EACH

7 Jewels, New Yellow Cases, 25% Deposit, Balance C.O.D. Never undersold.

WHY PAY MORE? Send for Free Catalog.

LOU MALTZ, 139 S. 8th St., PHILA., PA. WHOLESALE JEWELER SINCE 1912.

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A new line of Christmas display cards has been announced by M. Blumstein, of Liberty Sales Co. Numbers include a wide variety of sizes and shapes decorated in tinsel, Santa Clauses and appropriate colors. Many who specialize in the sale of signs at this time of the year will find the company's products are modern and possess attractiveness and appeal, according to the firm.

ARROW \$1.00 EACH
ELECTRIC DRY SHAYER
In Dec. Let's. F.O.B. Chicago

TWO-YEAR FACTORY GUARANTEE

Big Profits for Volume Operators. Never Advertised to Retailers. Send \$1.25 for Sample Prepaid. Mats and Plans Free

STERLING SHAVER CORPORATION
Manufacturers 1250 W. VanBuren St., Chicago.

FUR COATS

SENSATIONAL PRICE SLASHING—1,000 Piled Sealine Half down Sweater and Form Fitting Coats with a genuine Fur Muff to match for \$9.00

RUSH orders immediately and secure your Bargain Coats. We also carry a complete range of all other Fur Coats in all Styles and Sizes. 15% Dep. Bal. C. O. D.

SEND FOR FREE PRICE LIST! ROEBLING FUR SHOP 118 W. 27 St., Dept. 20, N. Y. C.

LATEST STYLE FUR COATS

Genuine Fur Coats, all types, All sizes, P.C.'s Seal, Sweater or Semi-Fitted Model. Finest quality, A-1 workmanship. Excellent prices for blings and salesboard operators. Rush your orders today for immediate delivery. Lowest prices in fur history. C. O. D. Send for New Illustrated Catalog Showing Coats We Sell You. M. SEIDEL & SON 242 W. 20th St., New York, N. Y.

DEALS

(Continued from page 53)
to fit in with the type of deal he'd like to run. The better is only one of many winter items which operators have apparently passed by without much consideration and yet which could be used to profit on a deal.

Christmas is only seven weeks off and that means you better get out and hustle and lay as many cards as you can as soon as you can. You should make some real money this season. If you don't, you'll have only yourself to blame. Start hitting the ball early; give your deals a chance to turn over and repeat and watch the bucks roll in.

HAPPY LANDING.

WILLARD JR. Electric Shaver. Image of a shaver. WE WILL NOT BE UNDERSOLD. Electric Shavers are selling hot and still have a big season ahead...

WE WILL NOT BE UNDERSOLD. Electric Shavers are selling hot and still have a big season ahead... JOSEPH HAGN CO. Wholesale and Importers Since 1911. 217-225 W. Madison St., Chicago, Ill.

Hoosier Election Aids Biz

INDIANAPOLIS, Oct. 29.—Pitchmen and store demonstrators are taking advantage of the hot political campaign in Indiana, and with the election little more than a week away, demand is reported good for neckties bearing candidates' pictures, lapel buttons with pictures, campaign hats, plaster and wooden busts of candidates and like merchandise.

DICKEY TO HEAD

(Continued from page 3)
proportions, but word got around recently that he was meeting with little success. What sort of attractions are contemplated is anybody's guess.

Heart of America Showmen's Club. Reid Hotel. Ladies' Auxiliary. KANSAS CITY, Mo., Oct. 29.—Club will hold its first fall meeting November 4 at 8 p.m. in the new clubroom.

KANSAS CITY, Mo., Oct. 29.—Club will hold its first fall meeting November 4 at 8 p.m. in the new clubroom. Mrs. Myrtle Duncan, president, will preside. House committee, of which Jackie Wilcox is chairman, has been busy readying the room for opening.

Marie Kleisen has returned here after spending the summer in St. Louis. Ruth and Tony Martone left for a visit in Shreveport, La., and Dallas. Bird and Artie Brainerd visited Fairly-Little Shows at Pittsburg, Kan. George and Hattie Hawk returned from Weston, Mo., this week and Mrs. Hawk was informed that her mother, Alta Nelson, had been seriously injured in an automobile accident in her home town, Yakima, Wash. Next morning she received another wire saying that her mother had passed away at midnight. Four years ago Hattie's father met death in the same manner at Yakima. Hattie left yesterday for the funeral.

New members include Virginia Jones and Marie Davis, credited to Ruth Martone; June Taylor, credited to Viola Fairly, and Mildred Miller, credited to Hattie Hawk. Dues were payable September 1, and Helen B. Smith, treasurer, says she hopes that all will remit so her annual report will be a large one.

Mutuels Vote Affects Fairs

BOSTON, Oct. 29.—Vital to two or three of the best known Massachusetts fairs is the question of pari-mutuel betting, which comes again before voters November 8.

Submitted as a referendum, the measure becomes county option in that if passed by any one county racing may be permitted within that county. But at the same time the interests favoring the measure want as large a State-wide vote as possible so as to forever kill opposition to the measure.

Four years ago pari-mutuel betting was legalized in Massachusetts, with a provision made in the law that there should be no operation of horse and dog racing tracks, except at county fairs, between August 15 and October 1. Marshfield and Great Barrington fairs took advantage of this provision and during the past three years found pari-mutuel betting very successful.

Marks Wind-Up at Dillon; To Quarter in Richmond

DILLON, S. C., Oct. 29.—John H. Marks Shows called it a season at the conclusion of their stand here this week, which ended tonight. Last 14 weeks of the 30-week season were good following poor spring business, reports Walter D. Nealand, of shows' staff.

Business here, however, was poor. Shows leave tomorrow for quarters in Richmond, Va.

St. Louis

ST. LOUIS, Oct. 29.—J. C. McCaffery, general manager Amusement Corp. of America, passed thru here on Monday while en route from Chicago to the South. G. Jack Nelson, vice-president Rock-Ola Mfg. Co., was among visitors to The Billboard's office this week. He was en route to Dallas. Bruce Barham and son left for Kansas City, Mo., after

visiting friends here for several days. Barham was secretary and publicity agent for West Bros. Shows this season. Jack (Doc) Wilson, who had his shows on Sol's Liberty Shows this season, left for Hot Springs, Ark., on Monday after a brief visit here. He reported a good season.

L. S. (Larry) Hogan, general agent Amusement Corp. of America, spent a brief visit hobnobbing with his many friends here. G. R. Spencer, agent with Greater American Shows this season, passed thru here this week en route to Chicago, where he will winter. Louis LaPage, who closed with Pan-American Shows recently, is wintering here. Harry D. Webb, concessioner, visited The Billboard office Tuesday. He was en route to his home, Paducah, Ky. Elmer Brown, who closed as general agent with Blue Ribbon Shows recently, is working on several promotions here. Al Rauer's hillbilly contest at the Auditorium here last Sunday drew about 8,000 people.

Philadelphia

PHILADELPHIA, Oct. 29.—South Street Museum has enjoyed good business since opening. This week's line-up has Slim Johnson's Harlem Club Revue, including Kittle Smith, armless entertainer; Simms, comedy juggler; Professor Hall, magic; Madame Marekch, mentalist. Dancing girls are in the annex.

Eighth Street Museum is presenting the following: Great McGonigle, comedy juggler; Original Congo, Gorilla-Face Man; Kessler, magic and vent; Oscar, robot; Jack Garrison, glass blower; Posen Plastique and illusions. Dancing girls in the annex.

S. Ramagosa, of Wildwood, N. J., visited this week. He returned from a trip to Florida.

George Van Anden, having closed his season, has returned to the city for the winter. Harry Osborn returned for the winter after a fair season with carnivals. Curley Ingram is also here after closing his concessions.

Mike Zelger has stored his rides and property for the winter and reports the season was only ordinary.

RAND Close-Shaver. Image of a shaver. The Shaver that really Shaves.

The Shaver that really Shaves. Salesboard Operators and Premium Users. WRITE FOR OUR PRICES. Wholesale Distributors Rand and Remington Shavers N. SHURE CO. 200 W. ADAMS ST., CHICAGO

DIAMOND WRIST WATCH. With 36 Sparkling Facsimile Diamonds. Ladies' Wrist Watches. PLYMOUTH JEWELRY EXCH. 163 Canal St., New York City.

FIREWORKS. FOR THE SOUTHERN TRADE. Get Our Prices Before You Buy Your FIREWORKS & CHINESE FIRECRACKERS. AKRON MERCHANDISE CO. 677 S. Main St., Akron, Ohio.

FUR COATS. SECURE THE BEST-PRY LESS. Fur-Fitting, Sewing and Finishing. S. ANGELL 136 WEST 27th ST. NEW YORK CITY, N.Y. MANUFACTURING FURRIERS

ELGIN & WALTHAM \$2.75. RENEWED GUARANTEED Wrist Watches. Wholesale Jeweler Since 1914. No extra charge for Sample Watch. 7 Jewels New Cases. New Leather Strap.

LEATHER TIES. \$15.00 PER GROSS. Girard Leather Specialties. LONG ISLAND CITY, N. Y.

RED HOT SPICY XMAS CARDS. Over 200 different Cards, Folders and Novelties in stock. Prices from \$2.00 per 1,000 and up. SQUIRT LAPEL SCOTTY, Dec. 40c. SQUIRT LAPEL BABY, Dec. 60c. BAREBACK WHISKEY SIZE GLASSES, Dec. 65. BETTY BUBBLES (wiggler and bow), Dec. 70. NEW COMIC FOLDERS, 30 kinds, Per 100, 1.50. BAREBACK WHISKEY SIZE GLASSES, Dec. 65. BETTY BUBBLES (wiggler and bow), Dec. 70. NEW COMIC FOLDERS, 30 kinds, Per 100, 1.50. NEW FANCY DIPLOMAS, 50 kinds, Per 100, 1.50. 4-PAGE HOROSCOPES, \$11, Per 1000, 3.00. NEW COMPLETE CATALOGUE ready soon. WE WILL SEND YOU 50 Samples of Best Sellers and Catalogues for \$2.00. SELLING BIG—HOT GUM! A Harmless Party Job. 20 Pkts. 15 Box. Per Box, 60c. "U GOTTA GO" GUM, 8 in. Knt. Dot. Etc., 60c. MAGNOLIA NOV. CORP., 136 Park Row, N. Y.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

PREMIUM & NOVELTY Manufacturers and Jobbers the XMAS SPECIAL Holiday Merchandise Issue of The Billboard Will Be on Sale November 22 More Than a Month Before Christmas Advertise in it! — And increase the sale of your products during the biggest buying season of the year! MAIL YOUR COPY TODAY Forms Start to Press Wednesday November 16



OAK HYTEX Football BALLOONS

Available in most school and college colors. With name or special copy if desired. Sold by the Leading Jobbers.

The OAK RUBBER CO. RIVERSIDE, O.

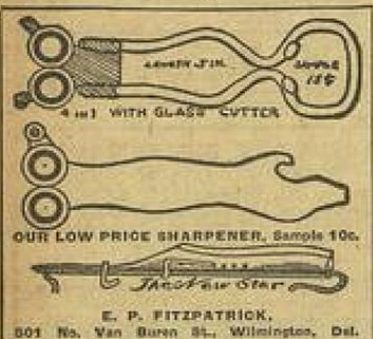
LEVIN BROS., TERRE HAUTE, INDIANA

Wholesale Distributors of Oak Rubber Ballons and Toys—Write for Complete Catalog.

New Catalog

Showing Fast-Selling Newest Items in Whiteboards and Games Rings, Lockets, Crosses, Signal Rings and Jewelry for Engagements. Send \$2.00 for Samples.

OLYMPIC NOVELTY COMPANY
307 5TH AVE., NEW YORK



4 in 1 WITH GLASS CUTTER

OUR LOW PRICE SHARPENER, Sample 10c.

E. P. FITZPATRICK,
501 No. Van Buren St., Wilmington, Del.

BIG PROFITS

Place Our Silent Salesman Vending Men's and Ladies' Necessities in Nite Clubs, Restaurants, Gas Stations, Etc. Money Back Guarantee.

KARCO, 1615 S. Kedzie, Chicago, Ill.

NEW \$18.50 Gro. PLUNGERS LOWEST PRICE EVER!



Jackwin Pen 50 W. 25th St., New York, N. Y.

ELGIN — WALTHAM & HAMPDEN WATCHES \$1.75 UP

In New Chromium Cases, All Sizes, Satisfaction guaranteed or money refunded.

5 USED RUNNING POCKET AND WRIST WATCHES

American and Swiss. Our Assortment at the Special Price of \$7.50

B. LOWE Room 1208, Kessler Bldg., Chicago, Ill.

REX HONES Now Less Than 3c Each

\$4.25 a Gross

Send \$1.00, Bal. C. O. D., Plus Postage.

Each Hone in factory silver box, priced 50c. A real fast-cutting abrasive stone of good quality. Wonderful demonstrator for peddlers. Home use in cleaning up.

ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-11, Chicago, Ill.

BETTER PLUNGERS

PER GROSS \$18

3 Assorted Samples Postpaid 50c

ASS'D PEN, MFG., 187 Lafayette, N. Y. C.

PIPES For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

JOE HESS . . . and Joe Reddy and Andy Stenson are working ink sticks to fair results in New Jersey.

HARRY PERKINS . . . and Joe Lesser are jamming around Asbury Park, N. J., with Al Serefsky, their tip man, learning fast.

WHAT ABOUT your Armistice Day date? Do you have a promising one lined up?

DOROTHY LEWIS . . . is demonstrating grapefruit cores and glass knives in Macy's basement in New York.

DOLLY McCORMICK . . . and husband are in Green's 5 and 10-cent store, Philadelphia, working to large tips with grapefruit corer, peeler and Dur-X glass knives and doing nicely.

AL WEISMAN . . . is working a line of peelers at Eastern pumpkin fairs. He's also handling glass knives and graters.

YOU'LL FIND that good sports always play the game fair whether it be in business or athletics. You'll also find, too, that the good sports are generally the ones who are the most successful.

MAX V. GOLDEN . . . opened recently to good business in McCrorey's 5 and 10-cent store in Miami, Fla., working glass knives and grapefruit corers.

PROFESSOR TOGH . . . is doing well with horoscopes in McCrorey's 5 and 10 in Asbury Park, N. J.

MAXIE COHEN . . . of corn punk fame, is children's instructor on a WPA project in New York.

MOE ROSENBLUM . . . is working Lit Bros.' department store, Philadelphia, with waffle irons and glass knives to fair business.

ARE YOU PREPARING for the start of the holiday season? It's only a few weeks distant, you know.

NAT K. MORRIS . . . reports Eastern fairs this year about 60 per cent as good as last year.

AL MORRIS . . . is reported to be doing well with glass knives on 16th street in Asbury Park, N. J.

MARTHA AND GEORGE BARRY . . . after three years' silence, come thru with the following from Mansfield, Mo.: "Worked fairs this year to the best business in several years. Made all State fairs with the exception of three pumpkins in Michigan. Made the jump from Hillsdale, Mich., to Tupelo, Miss., and played our first bloomer for the year. For the past two weeks made sales in Arkansas and Missouri to good business, but we're now vacationing on the Current River and getting in some nice fishing. Will head for the Beaumont (Tex.) Fair first week in November. Would like to read pipes from Bob Posey, Charles Smith, E. V. Norris, Bill English, Jack Joyce and all the gang that worked the Pennsylvania and Dover (Del.) sales last year."

ANYBODY GETTING OUT of the large towns to make trips to small towns and communities? Let's hear about 'em.

LOUIS E. (BOBA) COLLINS . . . pipes from Piedmont, Mo.: "Have been out of the med game for the past five years but still enjoy reading pipes. I believe that on a whole the med game this year was less hit by the depression than the circus or carnival business. My wife and I were with the Curli Shows and Broadway Shows of America this season and recently closed with the latter at Newport, Ky. We are now in Piedmont, Mo., in the Collins Cafe dispensing doughnuts instead of amuse-

ment to the natives. We're getting our magic act in shape to play Missouri schools and theaters soon. Things should be all right for pitchmen up thru here, as this is a good little Saturday town and crops were good in this section. Would be glad to lend a hand to the pitch boys going thru if needed. Would like to see pipes from Bobby Wheeler, Little Doc Roberts and Doc Tom Dean."

BECOME indifferent to your obligations and promises and you are a certainty to become a failure.

J. H. McCASKEY . . . informs that at the close of the Hagerstown (Md.) Agricultural Exhibition, October 18-22, general conditions were below par. Participants in concessions row did a fair business, however, with the exception of Thursday, when there was a continuous downpour. The pitch fraternity was well represented, with demonstrators and sheeties plentiful. John T. Rea's side show did excellent business, and John has a new Packard. Arnold Raybuck and his Believe It if You Can Show topped the midway, but all were seemingly satisfied with business done.

RAY HERBERS . . . is working oil to fair results in the Windy City and expects to be there until Christmas, then go to Florida. He says Doc Burns is getting results with fruitina on the corners and on Maxwell street. Thomas Mageras, formerly operator of cookhouse and concessions on the Great White Way, Lachman & Carson and Con T. Kennedy shows, is operating a tavern on Madison street in Chi. Tom's feet are getting itchy and he expects to promote an outfit for the coming season.

PITCHMEN are successful only when they handle good products, present a neat performance and hold their profession to a dignified level.

DOC WILLIAMS . . . the foot professor, is working hotsoe to house around Asbury Park, N. J.

M. J. P. HARRIS . . . sheetwriter, is moving southward.

HARRY PRALL . . . is preparing to work the Baltimore Food Show with polish and glass knives.

DAVE SLOTT . . . of scale fame, is working an FHA proposition contracting repairs and doing very well.

DOC BEBEE . . . guess-your-weight scale expert, and Eddie Bennet and brother, with their guess your age and weight, are reported to be clicking around Asbury Park, N. J.

THINGS WE NEVER HEAR: "More of us should pattern ourselves after some of the exponents of Pitchdom. They have been educated in the school of hard knocks and such a thing as competition, fair or unfair, is all in a day's work for them."—Merchant.

KING LA MAR . . . worked Eufaula, Okla., October 26-28, using four grown African lions that perform with their trainer in a 24-foot steel arena, for ball purposes. King La Mar is working Oklahoma and Texas and besides his lion act carries seven persons, six with the show and one in advance. He makes two to three towns a week.

JOE (THE COUNT) RUBIN . . . was sighted in Detroit recently, giving out with a new flash layout and looking prosperous.

MR. AND MRS. E. D. WILSON . . . working wire jewelry, en route to California, inform that Houston, Tex., is wide open to doorways and no reader. But there are only a few boys there. The Wilsons met Mr. and Mrs. Jack Hendrix, of polish fame, in Houston and say they never saw cleaner workers or as nice a flash with p-a. system. Jack

THEY'RE NEW | **SPRING-O-MATIC, PLUNGER, VAC. TATTLE-TALE, INK GAUGE PENS.** | **THEY SELL**

PENS • PENCILS • COMBOS

JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

ELGIN & WALTHAM WRIST WATCHES \$2.95

In New Cases.

Send for Circular, showing the Biggest Bargain in Jubilee Watches and uncut Gem Diamonds in the country.

H. SPARBER & CO.
100 North 7th Street, St. Louis, Mo.

YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE

Write us your needs.

ARGO PEN-PENCIL CO., Inc.
220 Broadway, NEW YORK CITY.

SOCIAL SECURITY PLATES

Size 3 1/2 x 2

100 Plates, \$ 6.00
1000 Plates, 45.00
100 Double Cases, 3.00
100 Single Cases, 2.00

Sample Plate 10c, with Name and Number, 25c.

Send for Circular, 311 Degraw Street, Brooklyn, N. Y.

HART MFG. CO.

UNDERWOOD PLUNGERS—Special \$18.00 PER GRO.

PENS • PENCILS • COMBOS

Buy Direct From Manufacturer.

GRODIN PEN CO., 693 Broadway, New York City.

Leaders for PITCHMEN & DEMONSTRATORS!

COMBINATION SHARP. ENGR. GLASS CUTTER AND BOTTLE OPENER.

One of the fastest selling demonstrators on the market! Get our rock bottom prices!

STAR ART NEEDLE

An easily demonstrated and highly efficient Embroidery Needle that sells fast! Don't pass this up—get our prices!

Send for Free copy of our General Catalog!

GELLMAN BROS. 119 North Fourth St., HONOLULU, HAWAII.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.



SOUTHERN PEN CO.

Manufacturers Since 1913.

16 N. Union St., Dept. B, Petersburg, Va.

Send \$1.00 for Samples. Prompt Shipments.

CHRISTMAS CARDS

We are offering an assortment of Christmas Cards and Envelopes. They are attractive and modern in design. They come 25 in a box to sell for \$1.00. To prove the tremendous money making possibilities of these cards we are offering a sample box of 25 Christmas Cards and Envelopes for 25c. Wholesale price 6 boxes for \$1.00. 20 boxes for \$3.00. Shipment made same day received. Send cash, stamps or money order.

MAJESTIC NOVELTY CO., New York City.
Dept. S.B., 248 Fifth Ave.,

There's only one Pen like a Banker and that's the other Banker . . . Combination-Plungers (You see the Ink.) Full line of Pens, including Pitch Pipe.



JRS. KELLEY, The Fountain Pen King
487 B'way, N. Y. CHICAGO, 180 W. Adams St.

DREXEL BLADES

Buy Direct From the Manufacturer.

20 Million DREXELS Sold in 1937. 60 Million

Will Be Sold in 1938. Send 10c for Samples.

REGENT MFG. CO.
184 W. 32d Street, NEW YORK CITY.

MEDICINE MEN

Write today for new catalogue of Tonics, Oils, Salts, Scaps, Tablets, Herbs, etc. Low prices—rapid service.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists

197 E. Spring St., Columbus, Ohio.

START YOUR OWN BUSINESS
Social Security Sensation!
Earn \$12 to \$15 Daily

The Best Machine Manufactured in the Low Price Field.
CASH or TIME

Every Individual A Prospect
Complete Service: Plates, Wallets, etc. \$4.75
Also Hand Die Sets

ROOVERS
3211 14th Ave., Brooklyn, N. Y., or 208 Broadway, Suite 512, Dept. B, N. Y. C.

HUSTLERS

Here's the biggest thing you ever saw. Sets such items as rugs, furs, jewelry or sweaters. Has the greatest eye appeal... Looks many times its value.
Write for particulars:
BOX 904, The Billboard,
1564 Broadway, New York City.

FUR COATS

Buy from well known N. Y. Manufacturers. **PIECED REAL DYED CONEY. LATEST STYLES; FINE FINISH.** Size 14-42. **\$9.00 Ea.** \$1.00 Deposit—Bal. C. O. D. Send for Free Price List of Popular Line of Fur Coats.
SNIPPER & SCHWARTZ
Manufacturing Furriers
183 West 27th St., Dept. B-22, New York City.

FUR COATS
\$11.50

Guaranteed Non-rip Genuine Fur Coats. \$2.00 Deposit. Balance C. O. D. Money refunded within 3 days if not satisfied. Real flash for salesboards, bingo operators, agents, salesmen or storekeepers. Other Coats from \$8.00.
WAYNE FUR CO.
3761 Linwood Ave., Detroit.

SOCIAL SECURITY PLATES

GENUINE BILLFOLDS AT LOWEST PRICE. BEST BUY IN COUNTRY. HIGHLY POLISHED BRASS PLATES, 50 EACH. Genuine Bill Folios, 150 Each. Complete Sample and Details, 20c. Terms: 25% Cash Deposit on all Orders, Balance C. O. D. F. O. B. Boston, Mass. Salesmen, Agents, Operators Write or Wire. **WORLD-WIDE IDENTIFICATION BUREAU, 107 Essex St., Boston, Mass.**

SPICY COMIC XMAS CARDS

1st. 1000 beautiful designs in flashy colors. 20 NEW DESIGNS. Fast 10c sellers. Eye-opening profits. Start filling your pocket-book for Xmas. No more for being broke. 100, \$2.50; 500, \$10.00; 1,000, \$18.00. Real money. No ink. Sent with each card. 20 Samples \$1.00. None free.
COMIO SHOP,
2403-F Kensington Ave., Philadelphia, Pa.

FREE 1938 Wholesale Catalog

Has 250 pages of world-wide bargains; 5,000 salesmen's specialties; selling plans; new creations; outstanding values — at rock-bottom wholesale prices. This catalog is Free. Send for a copy today.

BARGAIN SPECIALS

No.	Item	Gross
T222	Quality Face Powder	\$2.75
N284	Clip Combs	2.79
N210	Men's Quality Black Pocket Comb	1.98
N289	Assorted Charms	.55
N281	Small Combs with 2 Pins	0.95
N203	Home Needle Box, 22 needles	1.09
H108	Eight Day Shaver, Each	.88
H243	Smooth Sailing D. E. Glass, 1,000	2.95
H264	Smooth Sailing S. E. Glass, 100	5.50

SPORS CO.
11-38 Erie St., LeCenter, Minn.

has a new self-polishing paste and is getting real folding dough. Herb Hull is asked to pipe in.

REPORTS DRIFTING
In to the Pipes desk from Detroit indicate that conditions are about the same as ever in the Motor City. Lots there that can be worked are high priced, and shops are jinned. It is said, however, that a new layout has a good chance of clicking.

"I'M DOWN
here in the Lone Star State and it looks as if I'm alone on the sheet," pencils Joe W. Keown from Jasper, Tex. "Made Linden, New Boston, Livingston and Jasper fails without opposition, and it seems I have the only paper booth in Texas. Would like to read pipes from George Holderness, Hot-Shot Austin, Sammy Sheftan and Bob Grammer."

CREAT SATISFACTION can be obtained from a season's work well done. How was yours?

BERNARD and his nephews are reported to have clicked to lucrative results with graters, peelers and glass fruit knives at the recent Philadelphia Food Show.

LIONEL HIRSCH and Barney Weiner worked glass knives and fruit juicers at the Raleigh (N. C.) Fair to fair-to-middlin' business.

S. M. SHACKLEFORD clicked with peelers and fruit knives at the recent food show in Worcester, Mass., according to word emanating from that neck of the woods.

O. B. REDDEN veteran sheetie, scribes from Charity Hospital, Shreveport, La., that he has been confined there for some time as the result of a foot operation. He adds that he is still receiving treatment on the member and he'd like to read pipes from friends.

ALLAN BRYANT who recently closed a successful season on Sol's Liberty Shows, was sighted in Chicago last week while en route to New York, where he will winter. He reports that he's all set in the Big City until next spring, when he will again join the carnival organization.

CREATE AND encourage confidence and you'll find it comparatively easy to corral the lure.

M. J. LOCKEY wiggwags from Eagle, N. C., that Doc Miles' bally, the Heely Monster, was stolen from him in the middle of his pitch while he was working Angler, N. C., recently.

WALKER AND COZY of the Hav-a-Laf team, closed their lot season recently and are now playing two-week stands in halls in Indiana and Illinois with their med unit. They report fair business.

SOUTHERN SHEET NOTES by Charles Skulley: "Conditions on the leaf for the boys in the Deep South are plenty rough and the roads tough. Eight-cent cotton and general business hull has the old sheet at a low ebb."
(See PIPES on page 68)

Events for 2 Weeks

- (Oct. 31-Nov. 5)
ARIZ.—Coolidge. Cotton Festival, 3-5.
CALIF.—Los Angeles. Food & Home Appli-
cance Expo., 22-Nov. 5.
CONN.—Hartford. Auto Show, 3-10.
D. C.—Washington. Food Show, 31-Nov. 5.
GA.—Dawson. Southeastern Peanut Festival,
31-Nov. 5.
MASS.—Boston. Dog Show, 5.
MICH.—Benton Harbor. Dog Show, 6.
Grand Rapids. Dog Show, 5.
Pontiac. Eastern Mich. Potato Show, 31-
Nov. 5.
MO.—Bourbon. Dog Show, 5.
NEV.—Reno. Dog Show, 5.
N. C.—Cleveland. Indoor Circus, 30-Nov. 5.
S. C.—Georgetown. Co. Exposition, 31-Nov. 5.
TEX.—Beaumont. Dog Show, 3-4.
El Paso. Shrine Circus & Expo., 29-
Nov. 5.
Coville. Cotton Festival, 3-5.
(Nov. 7-12)
ARIZ.—Phoenix. Fiesta Del Sol, 7-12.
CALIF.—Dinuba. Rodeo, 11-12.
Caland. Celebration, 11.
Petersville. Armistice Celebration, 11.
San Francisco. Auto Show, 11-12.
CONN.—New Haven. Dog Show, 11.
FLA.—Bushnell. State Farmers' Market
Opening Jubilee, 11-12.
IND.—Indianapolis. Dog Show, 12.
IA.—Des Moines. Dog Show, 12-13.

NAT. K. MORRIS Inventor and Pitchman, says
ARE YOU A PITCHMAN OR WOMAN? DO YOU WANT TO MAKE SOME FAST MONEY? THEN BRUSH OFF YOUR BAMPLE (LARGE OR SMALL) OF MY NEW WORLD'S FAIR NUMBER DUR-X-GLASS FRUIT KNIVES
I WILL ALSO SEND YOU COMPLETE DEMONSTRATION AND LAYOUT. Follow my Instructions and you will DO BETTER WITH MY ITEMS THAN YOU DREAMED OF. IF YOU ARE SKEPTICAL, ASK THE REAL PEELER WORKERS, OR WATCH THEM PASS OUT PLENTY OF MY GLASS KNIVES ON EVERY PITCH YOU WIN. NEVER MAKE A BLOOMER. ONLY DEMONSTRATORS NEED APPLY. PRICES QUOTED WITH SAMPLE.
Samples of My Invented MAGIC SLICER-PREELER, with the only Perfect HAND-HOLDER, for Cheese, Chocolate, Cucumbers, Vegetables, Orange and Lemon Slices, etc., in new READY. Sample, 25c. I will include complete Pitch for this item. It's perfect and they are not in the Home Stores.
NAT. K. MORRIS, with THE KITCHEN GADGET CO., Boardwalk, Asbury Park, N. J.

For **RED HEADS** **BLONDES** and **BRUNETTES** who smoke
NEW! PUSH BUTTON CIGARETTE CASE
NO FUSSING, NO FUMBLING.
Amazing new idea... cigarette at the touch of a button. Keeps your bag or pocket free from loose tobacco, your smoke fresh, and in good shape and your disposition sweet.
AGENTS Make 150% profit. Send \$1 for sample and full details direct from factory.
GREGORY MFG. CO.
65 Whitney Ave., Mt. Carmel, Conn.

SELL... ACE RAZOR BLADES
Single Double Edge. Shiny packages. **FREE SAMPLES**
ACE BLADE CO. 60 N. Division, Dept. 115, Buffalo, N. Y.

ELGIN & WALTHAM REBUILT WATCHES \$1.75
7 Jewel, 18 Size, in S. H. Engraved Cases, at
Send for Price List Money Back if Not Satisfied.
PRESENT CITY WATCH MATERIAL CO.
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24K Gold finished and polished on both sides, with place for engraving. Hinged cover over picture frame.
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"HOT - COMIC - SPICY"
XMAS CARDS—20 different to this assortment printed in flashy colors. Post Card size.
OUR SPECIAL—\$2.50 per 1000.
SEND 25c for 20 Samples... and Special Xmas Catalogs of Post Sellers at special prices.
T. R. PAYNE, 25 Cardinal Place, New York.

- KAN.—Lyons. Armistice Celebration, 11.
Parsons. Armistice Celebration, 11.
KY.—Louisville. Fat Cattle Show, 9-11.
LA.—University. Rodeo & Live-Stock Show, 9-11.
MICH.—Bangor. Fruit Belt Apple Show, 10-11.
Kalamazoo. Potato Show, 9-11.
Lapeer. Potato Show, 9-11.
MINN.—Minneapolis. Northwest Auto Show, 12-13.
MISS.—Clarksdale. Dog Show, 7-8.
Indianola. Armistice Celebration, 7-12.
McCormick. Armistice Celebration, 7-12.
MO.—St. Louis. Dog Show, 12.
St. Louis. Dog Show, 11.
N. J.—Atlantic City. Auto Show, 8-12.
N. Y.—New York. Natl. Auto Show, 11-12.
New York. Natl. Motor Truck Show, 11-12.
New York. Natl. Horse Show, 8-12.
N. C.—Charlotte. Expo. & Food Show, 9-12.
Charlotte. Armistice Celebration & Reunion, 11.
Warsaw. Armistice Celebration, 11-16.
Wilmington. Armistice Celebration, 11.
PA.—Harrisburg. Dog Show, 12.
Philadelphia. Auto & Transportation Show, 11-12.
Pittsburgh. Auto Show, 11-12.
S. D.—Brookings. Farm & Home Show, 8-11.
TEX.—Pl. Worth. Horse Show, 8-12.
Waco. Armistice Celebration, 11.
W. VA.—Martinsburg. Apple Harvest Festival, 10-12.

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to Retail for \$1.98
Write for details today.
NEW ENGRAVING PINS
Over a hundred new engraving numbers—Pins, Lockets, Crosses, etc. New Whitestone and Cannon Rings, Photo Jewelry, Engraving Machines for Social Security Plates. Write today for new Catalog No. 23.
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SOCIAL SECURITY Machines and Plates
Our Tried, Proved Portable Machine—Stamping Names and Numbers. No Skill Required. Over 200. **\$52.50** 24 & 48 \$65. Now Weight, 14 Lbs.
Hand Stamping Outfit, patented, plate \$19.95 holder, spacer.
24 Gauge Pichlow Brass Social Security Plates, polished front, back. Ea. 5c
1,000 Lots, \$45.
Double Fold, Metal Edge Leather Case. 3c
Leatherette Cover. 1 1/2c
Salesmen, Agents, Operators write for Special Introductory Price. Complete samples, details 10c. Terms 25% cash deposit with \$100 P.O. B. N. Y. C.
INQUIRE ABOUT NEW PLATES! CATHOLIC & GENERAL IDENTIFICATION
SOCIAL IDENTIFICATION CO.
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RED HOT VALUES!
ELGIN ELECTRIC SHAVERS, Each \$5.00
SINGLE EDGE RAZOR BLADES—First Quality, Per gross (In-ge-nu-er) Jr. Norway, Royal Flush, 4.20
BOBBY PINS—50 in a beautiful card. Made in U.S.A. Per gross 3.00
PARING KNIVES (green handles), 2.90
Per gross (1 1/2" size) 2.25
Bandages—1 1/2" size (boxed), Per gross 3.00
2" size (boxed), Per gross 3.00
GENUINE WILSON PENS—all sizes, hexagon shape (Accord), Per gross 1.15
COFF. TWEED. EVENING IN PARIS—Eau De Toilette Perfumes (3 doz. vials on card), Per doz. 1.70
WH. A. WOODBURY DENTAL CREAM—Large size, Per dozen .55
CHRISTMAS TREE 3-LIGHT SETS (C-8), Per set .16
(Limit—50 to customer.)
COMBINATION CHRISTMAS PACK-AGE—Consists of two beautiful Christmas Folders, 2 Envelopes and 24 Christmas Seals. Sets for 10c per gross. **\$1.00 per 100 Pcs.**
WRITE FOR FREE CATALOGS
Please include 25% deposit with all C. O. D. orders.
ROSS PRODUCTS 69 West 23d St., New York City.

ELGIN WALTHAM WATCHES
Rebuilt and Guaranteed—New Chron. Cases. 6-Size Wrist Watches, 74, \$2.00; 11, 3, \$2.95 Like 12-5 Pnt. Watches, 74, \$2.50; 11, 3, \$2.95
6 So. Wabash, CHICAGO.

SOCIAL-SECURITY-PLATE WORKERS!
We are featuring a genuine Leather Case for Plates at only \$2.50 per 100. These Cases come in assorted colors—are very attractive! Send 10c in stamps or coin for two samples.
B & G MANUFACTURING CO.
P. O. Box 154, Gary, Indiana.

Misses Bros.: Greenville, Miss.; Indianapolis 7-12.
Special: Baxley, Ga.
Modern Midway: Humphrey, Ark.
Boys & Franco Exps.: Vidalia, Ga.
Orange State: Barrow, S. C.
Island: Myrtle Beach, S. C.
John C. (Pair): St. George, S. C.; (Pair) Summerville 7-12.
Rogers & Powell: (Pair) Canton, Miss.; Durant 7-12.
Royal American: (Pair) Beaumont, Tex.; 3-12.
Scott Bros.: (Pair) Selma, Ala.; (Pair) Camden 7-12.
Smart, Doc: De Kalb, Tex.; Paris 7-12.
Grand Bros.: Coolidge, Ariz.; 2-6; Phoenix 7-12.
Over State: Littlefield, Tex.
St. J. Harry, Attrs.: Sardis, Tenn.
Southern States: Cairo, Ga.; Live Oak, Fla.; 7-12.
Sparks, J. F.: Carbon Hill, Ala.
Staley's Greater: (Pair) Arlington, Ga.
States: (Pair) Savannah, Ga.; Charlotte, N. C.; 7-12.
Thrill & Marohl: Union Point, Ga.
Texas Kidd: Gustin, Tex.
United Wonder: Buna, Tex.
Wallace Healy: (Pair) McComb, Miss.; (Pair) Hooch 7-12; season ends.
Ward, John B.: Jeanerette, La.; Lafayette 7-12.
West World's Wonder: (Pair) Dawson, Ga.; (Pair) Americus 7-12.
West Coast Am. Co.: (Pair) Porterville, Calif.; 4-12.
West Bros.: (Colored Pair) Greenwood, Miss.; Sylvania 7-12.
Western State: San Angelo, Tex.
White City: Visalia, Calif.; Clovis 7-12.
Wilder's Am. Co.: Commerce, Ga.
World of Fun: Tuspean, S. C.
World of Mirrh: Anderson, S. C.
Winters Greater: (Pair) Holly Springs, Miss.; Brimley, Ark.; 7-12; season ends.

grounds, Atlanta, have since sheltered the show thru inactive months. Arrangements had been made to return to Atlanta at conclusion of the Mobile engagement, but members of the Chamber of Commerce and City Commission prevailed upon Mr. Gruberg to remain here. Offices will be established in a Mobile hotel, yet to be selected. Work of repairing and rebuilding show equipment will begin immediately under direction of Nat Workman, Amusement Corporation of America, under which Rubin & Cherry, Royal American and Beckmann & Gerety shows recently merged, will assume control during the winter.

Los Angeles

LOS ANGELES, Oct. 29.—O. H. Hilderbrand and Archie S. Clark have been here looking over spots to winter their shows. C. H. Steffens Shows will winter near Inglewood, Calif. United Attractions have been stored on North Spring street. Arrivals here for the winter included Moe Levine, of Monty Young Shows, and Phil Williams, of Crafts' Enterprises.

Ernest McCarthy is back in town, and Harry Diamond has joined the Coast Defenders. Buddy Cohn is located in Huntington Park, Calif. Carl Foreman is working several promotional ideas. Jimmy Lynch is here for a few days readying winter-quarters cookhouse of Crafts' Enterprises. Mr. and Mrs. Elmer Hanscom are at the Bristol Hotel. Harry Pink's promotion at San Fernando, Calif., was reported a winner. Mr. and Mrs. Harry G. Seber left for San Francisco. Doc Barnett came in for the winter.

Jimmie Woods and Frank Chiccarelli have returned from Albuquerque. Alfred E. Weber had the novelties at Victorville (Calif.) Rodeo. Baldy Miller reports good business with novelties at Blythe (Calif.) Whopperina. Bob Perry came into town and will locate at one of the beaches. Marshall Griffin and Vera North are making sponsored events with the message horses. Ted LeFors and W. D. Sinclair have returned from a deer hunt in Utah. Mr. and Mrs. J. Ed Brown left for San Francisco.

Rogers & Powell

Collins, Miss. Week ended October 22. Cornington County Fair. Weather, cool. Business, good.

Show did good business here, only drawback being cold weather first part of the week. Good business Children's Day, Friday. Saturday was a big day also. Show looks better now than any time this season. WALLY BANKS.

PARKER & WATTS

(Continued from page 32)

Al, Jimmy, Viola and Dolly Connors to Houston, then will play winter dates; Wally Wallick, Dover, O., then on a tour with his band; Ginger Ripley, New Philadelphia, O.; Taylor Brothers, Pine Bluff, Ark.; Harry McCormick, Port White, Fla.; Eric Eklund, Wadsworth,



NEWEST MECHANICAL TOYS
ORIGINAL SALESBOARD DEALS
 Sell on Sight — Quick Turnover.
PREMIUMS AND BINGO PRIZES.
 Large Selection—All Price Ranges.
NEWEST PATTERNS IN BEACON BLANKETS.
 WRITE TODAY FOR HOLIDAY CATALOG.
 (Please state your business.)
PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

WEST'S WORLD'S WONDER SHOWS

CAN PLACE all Concessions for Americus, Ga., Fair, week November 7 (except Cook House and Bingo). WANT Independent Rides and Shows with own transportation for early Florida Fairs, starting November 14, including four weeks in a new Florida Park. Followed by a route of Southern Florida Fairs. Reasonable percentage. Concessions all open—reasonable privilege. Cook House or Grab open, starting November 14. All address FRANK WEST, General Manager, this week, Dawson, Ga.; next week Americus, Ga.

ENDY BROS. SHOWS, INC.

Legion Fair and Armistice Celebration, also opening of New State Farmers' Market, Bushnell, Fla.—Four Big Days Opens November 9.

WANT Shows of all kinds with own outfits. All Concessions open except Eats. Answer or come on and will place you. Address Funland Park, Miami, until November 7; then Bushnell, Fla. ENDY BROS.' SHOWS INC.

P. S.—All Concessions wanting to book in Funland Park, contact immediately.

W. C. KAUS SHOWS, INC.

Want for 20th Anniversary American Legion Armistice Celebration, Warsaw, N. C. Legitimate Concessions of all kinds, Novelties, Scales, Diggers, American Palmistry, Pet Shows with own outfit. Address all communications W. C. KAUS, Charleston, S. C.

GAINESVILLE ELECTS—

(Continued from page 32)

next two months for fairs and football games, he said.

Murrell is at work on a combination cage and tab wagon which he plans to present to the show for use next season. Brewer is high-schooling three horses to be added to the three already in the show and will break two six-pony drills and a six-horse Liberty act with Sims' assistance.

Stamps, Bell, Wilson, Smith, Brewer, Mr. and Mrs. Murrell, Jane Harris and Mabel Cunningham, of the show, visited Barney Bros' Circus at Sanger October 24 and were entertained by Ralph Noble, Peggy Waddell, Charles Cohn, Vern Corriell and others. Corriell introduced the party during the night show to the audience. There was a two-thirds house. The performance is neatly framed.

Franklin House, former bareback rider with the Gainesville show, died of a rare heart ailment last week.

Marjorie Jo Mitchell, former from jaw and ladder girl, was married recently to Dick Huffaker, of Whitesboro, and will not be with the show next season.

J. R. MALLOY—

(Continued from page 32)

finish, revolves blindfolded and catches the rings on the turnover. Clowns, Viola Hauser, head-balancing on trapeze. Clowns, Bob Merrill, status posing, closing with a series of difficult handstands. Barney Arnsen, 63-year-old equilibrist, on the tight wire, performing head and hand balancing feats. Clowns, Tinker Toy and her Pals, a midget Shetland pony and group of canines, presented by Malloy. "Jargo," by Arnsen and company. Nancy Darnell, featured aerialist, closing with 100 or better muscle grinds. Winnie, the wonder dog, doing a fast routine of tricks at Malloy's command, closing with standing on its hind legs on tight rope. The Rooks, high perch. Clowns, Johnny Oteri, midget clown, sings Laugh, Clowns, Laugh, encoosing with My Wild Irish Rose. The Five Whirlwinds, acrobats, in a fast routine. Everyone on stage for the band's finale and curtain.

Pete Mardo, clown, and Lorenze Barth (Waxo, mechanical man) appeared at the opening, but will not take to the road with the unit. Clowns are Johnny Oteri, Bob Merrill, Barney and Jimmy Arnsen.

CIRCUS AND WILD WEST

Barnes, Al G. and Sells-Floto; Raleigh, N. C.; 1; Trezona 2; Charlotte 3; Columbia, S. C.; 4; Augusta, Ga.; 5; Atlanta 7-8; Anniston, Ala.; 9; Birmingham 10; Montgomery 11; Columbus, Ga., 12.
 Been-Barnes; Swannee, S. C., 2; North 3; Saly 4; Springfield 5.
 Devine Bros.; Jennings, La., 1; Crowley 2; New Iberia 3; Houma 4; Morgan City 5; Opelousas 6; Hammond 7.
 Grand-Morton; (Arena) Cleveland, O., 30-Nov. 5; (Arena) Philadelphia, Pa., 7-19.
 Kaley-Miller Bros.; Galvin, Okla., 1; Stuart 2; Crocker 3; Canadian 4; Stidham 5; Peter 7; Adair 8; Bernice 9.

MISCELLANEOUS

Arthur, Magician; Marling, Ala., 3-3; Howard 4-5.
 Bled, Magician; Belleville, Kan., 2; Beatrice, Neb., 3; Nebraska City 4; Auburn 5; Hixsville, Kan., 6; Holton 8; Wynona, Neb., 9; Ocala 10; Beloit, Kan., 11.
 Camohek, Leading; Magician; Rocky Mount, N. C., 2; Washington 3; Wilmington 4; Laurinburg 7; Hamlet 8; Fayetteville 9; Oxford 10; Henderson 11; Raleigh 12.
 Coates, Linden, Magician; Stone Mountain, Ga., 1-8.
 Crak's Show; Hancock, Md., 21-Nov. 5.
 Daniel, R. A., Magician; Algona, Ia., 1-2; Emmetsburg 3-4; Spencer 5-6; Millford 7; Cassington 8; Sioux Rapids 9.
 De Coo, Magician; Decher, O., 31-Nov. 5.
 Delmar, Hypnotist, Escape unit; (Star) Ft. Lepton, Colo., 3; (Chief) Greeley 4-5; (Orchestra) Denver 6-9; (Victory) Denver 10-12.
 Fessoux, Hypnotist; Montgomery, Ala., 1-3; Maxwell Field Army Post 7; Tuskegee 11.
 Hester, Paul, Magician; (Public Schools) Cincinnati, O., until Nov. 18.
 Jaton, Ventriquist; (Classic) Watertown, Wis., 2; (LaBelle) Oconomowoc 3-4; (State) Hartford 5.
 Jax's Attractions; New Waterford, O., 31-Nov. 5.
 Leppinot, Magician; Randleman, N. C., 2; Franklinville 3; Tabernacle 4; Asheboro 5.
 Long, Leon, Magician; Baton Rouge, La., 1-3.
 Murrin, C. Thomas, Magician; Reedsville, Pa., 3-6; Lock Haven, 7-9.
 Miller, J. R., Circus unit; (Columbia) Erie, Pa., 31-Nov. 2; Meadville 3-4; New Bedford 5; Bradford 7.
 Mireuka, Magician; Williams, Ariz., 2; Flagstaff 3; Jerome 5-6; Phoenix 7-8; Prescott 9-10; Tempe 14.
 McNally's Variety Show; Millford, N. J., 31-Nov. 5.
 Nelson's Dog Circus; Barnett, Ga., 1-12.
 Noy's L. Verne Theater Workshop; Athol, Pa., 2; Oberlin 3; Williamsstown 4; Loyville 5; Harrisburg 7; Chambersville 8; Woodstock, Va., 9; Mt. Pleasant 10.
 Thiele's Zoological Exhibit; Kingston, N. Y., 31-Nov. 5.
 Toby's Funmakers; Minton, Tenn., 31-Nov. 5.
 Wayne Producing Co.; Wooder, O., 31-Nov. 3.
 Yancy, Doc, Magician; (High School) Paintsville, Ky., 2; (School) Summit Hill 3; (Theater) Van Lear 4.

R & C Makes Deal To Barn in Mobile

MOBILE, Ala., Oct. 29.—Rubin & Cherry Exposition will go into winter quarters on Greater Mobile Gulf Coast grounds here at conclusion of the fair tomorrow night. Rubin Gruberg, head of the show, announced today.

An Alabama institution, Rubin & Cherry was organized in Montgomery 26 years ago and maintained quarters there until 1938, when fire destroyed buildings on Montgomery Fairgrounds. Main exhibition halls on Southeastern Fair-

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show

Kind of Show

Is it Flat-car, Baggage or Motorized?

Owner

Manager

Winter Quarters Address

Office Address

Opening date and stand for 1939 if definitely set

Golden Gate Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Oct. 29.—Dr. Ralph Reynolds, San Francisco surgeon-dentist, returned from an extended trip thru Continental Europe, advised expo authorities that the Golden Gate International Exposition is most extensively advertised thruout Europe, especially in large cities.

Hugh Quist, manager of Sonja Henie, who visited Treasure Island, said that she will give exhibitions at the exposition as her picture engagements will permit. Contracts for these engagements have been signed.

Rex Bell, husband of Clara Bow and a caller in exposition offices, is negotiating for a cafe to bear the name the "It" cafe.

Ruth Bagden, who did all of the whistling (behind the scenes) in Snow White and other Disney pictures, is a frequent visitor, and if her plans mature she will have an unusual attraction on the Gayway.

George E. Ames, one of the charter members of the Showmen's League of America and co-exhibitor with Johnny Warren of the Sea-Cow (Dugong) on State street in Chicago many years ago, who dropped into the offices recently, is actively engaged in mining.

H. P. Lyons, of the American Television Corp., has plans for an unusual presentation of television on the Gayway.

WANTED SENSATIONAL FREE ACT

To join at once for balance of season on account of sickness. State all and lowest salary. Wire, no time to dicker.

JOHN B. DAVIS
Calro, Ca.

FAMOUS DIXIE SHOWS

WANTS (est all winter) Furrle Wood (Mr. Ballyer) or Chairo-Plano, small Cookhouse, Concession all open except Pop Cero, Cigarette Gallery, Want Jig Show, organized, Part Shields wife see, Haines, Haines, Working World, or any Shows. Will book two Weeks, two Grand Shows. Must be served by one man. Buchanan, Ga., this week. HARRY W. LAMON, Mgr.

ANNOUNCEMENT

We wish to take this opportunity to thank all Committees, Fair Associations, Our Many Friends, Show and Ride Owners and Operators, as well as our Employees, for the very pleasant season which we have just closed.

We are now booking for the 1939 season, and will place any worth-while or meritorious Attraction as well as new and novel Riding Devices. We will finance any worth-while shows or showman, nothing too large for us to handle. We will give free winter quarters to any one booking for the 1939 season on the fair grounds in Greensboro, N. C.

We will attend the National Showmen's Association meeting in New York, the Showmen's League of America meeting in Chicago, as well as all Fair Secretaries' meetings in the East and South.

All address BOX 787, GREENSBORO, N. C.

CETLIN & WILSON SHOWS, Inc.

L. J. HETH SHOWS

WANT small Cookhouse for Winter Show, to join at Cuthbert, Ga.; Performers and Musicians for Minstrel Show, Shows with own outfits. Legitimate Concessions open. Swooper Ride in first-class condition for sale. Will pay cash for a No. 5 Eli Wheel. Moultrie, Ga., week October 31; Cuthbert, Ga., week November 7.

HELLER'S ACME SHOWS WANT

For Ware Shoals Armistice Celebration, Week November 7, Loop-o-Plano, also Kiddie Rides. Can place legitimate Concessions of all kind, specially want Diggers and Photo Gallery. Out until Xmas. All address

HARRY HELLER, Greer, S. C., this week.

disco's public-spirited citizens. At conclusion of the fair the bells will be placed in Grace Cathedral.

RAS Off to Record Biz at Shreveport

SHREVEPORT, La., Oct. 29.—Royal American Shows, on the midway for the second consecutive year, played to record-breaking crowds the first two days of the Louisiana State Fair here October 23-24. Opening day, Saturday, was big and on Children's Day, Monday, with a holiday for all children thruout the county, Fair Manager W. R. Hirsch, owners Carl J. Sedlmayr and Elmer C. Velare said they believed a new high record had been set. Official records are unavailable because of the free gate for this one day.

Governor Richard W. Leche paid the fair an official visit Sunday. Cool weather held down attendance during the midweek, when the mercury dropped to the 50-degree mark during the late evening. Days, however, were generally warm and bright. A total of 40 radio programs were carried direct from the midway by Station KIMB, KWKH and KTBS, programs being handled by R. G. Robertson and Van Patrick. Day before opening Velare gave an address from the studio of KTBS anent the value of a large carnival to a city from a business standpoint and also describing the romantic and glamorous background of a huge amusement city from the time it leaves Florida to the time it leaves Canada and returns south. The Shreveport Journal and The Shreveport Times gave excellent co-operation.

Among showmen visiting the midway were Elwood Hughes, general manager of Canadian National Exhibition, and J. W. (Patty) Conklin, general manager of Conklin Shows; J. C. McCaffery, president Showmen's League of America; Bob Lohmar, general agent Hennies Bros. Shows; Mabel Stire, manager Mississippi State Fair, and George Sugg, publicity director of the fair, and Jack E. Dads-well, Mr. and Mrs. Tony Martone, of Kansas City, were guests of Mr. and Mrs. Velare.

Lulu, feature dancer of Imperial Hawaiian show, is doing the bally while recovering from an appendectomy. Sixty-five members of the Shreveport Candid Camera Club, headed by Pierre LeDoux and Ewing Canaday, were show's guests Tuesday night.

R. J. Rodgers Passes

CHICAGO, Oct. 31.—Robert J. (Dutch) Rodgers, well-known concessioner, died at American Hospital here yesterday. Funeral will be held November 2, with burial in Showmen's Rest, Woodlawn Cemetery.

Aleo To Show Thru Winter

GEDARTOWN, Ga., Oct. 29.—Rocco Aleo announced last week that he would again take out his American Amusement Co. for the winter, opening with a seven-day stand here on November 5. Show will carry Batson's Diving Dogs as free attraction.

Kaus

(Baggage Cars)

Greenville, N. C., Week ended October 22. Auspices, Pitt County Fair Association. Weather, good. Business, fair.

With exception of one night when it was unusually cold, good weather prevailed. Children's Day, Wednesday, brought out a good crowd. Remainder of week daytime was almost void of attendance, but good crowds prevailed at night. This is another tobacco center and not much tobacco money was in evidence this year. No exceptional grosses were registered. New acts added to the side show included Dick and Stella Flagle, midgeta, and Agnes Higenboham, rubber-skinned girl. Jack Higenboham is the new cook in the side-show cookhouse. F. B. Carver, Caterpillar foreman, was laid up all week with a foot injury. Visitors included Max Gruberg, of World's Exposition Shows; Mrs. Niel Cramer, of Coleman Shows; Art Lewis, Mr. and Mrs. Gene O'Donnell, Mrs. Virginia Lee and J. Rodgers, of Art Lewis Shows. New concessioners this week were Mr. and Mrs. Fred Newman, ball game; Mickey and Happy Hawkins, penny pitch and diggers, and Mr. and Mrs. Walter Anthony, hoop-la. LESTER KERN.

PIPES

(Continued from page 57)

Atlanta Fair was a life-saver for the boys who worked it, but the Mason (Ga.) Fair was weak. N. C. Smithy, Singleton, Babcock, Setzer, Campbell, Earle, Lowden and Pappie Graham being among those who took the punishment there. You Northerners coming this way had better bring some fresh money along because you'll need it."

WHITEY PAYNE

is reported to have clicked to highly satisfactory business at the recent Greensboro (N. C.) Fair with the pen coupon deal. Working with him were L. R. Lewis, George Hartley and Eddie Gamble.

SHIFTY LEWIS

Phil Mullins and Frank Libby are reported to have corralled the lucre at the recent Kingston (R. I.) Fair.

CHIEF ROLLING CLOUD

is reported to have his Dogtown Folies clicking on vaudeville dates. The Chief didn't take out his med unit this season.

HOWARD THE MAGICIAN

formerly with Chief Gray Fox, of med fame, is reported to be opening a med shop in Hillsboro, O., in association with Carew, well-known med man.

AL LEWIS

comes thru with the following effusion from Pocatello, Ida.: "It's been some time since I've written a pipe, but business conditions have been such that it has left me short of lead pencils. Sheet boys have almost quit coming this way and have gone to work in other lines of endeavor. Dan Evans is a member of the police force in Boise, Ida., as is Bill Houghton in Billings, Mont. Scotty Garbill has entered the night club field. Sheet business here is bad. People just don't have the dinero. I'm heading for California."

OWEN FLIPPO

and Lloyd Fisher, ace sharpener exponents, were sighted working Swainboro, Ga., recently.

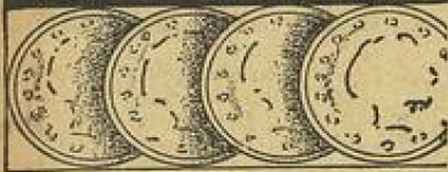
Pitchdom Five Years Ago

C. H. (Deacon) Wilson was playing lots in Dallas suburbs to satisfactory business. . . . Doc Coy D. Hammack had his Original Katex Med Co. clicking in Oklahoma territory. . . . Chief George Grayhorse closed his platform season and went into halls in Pennsylvania. . . . Ken Reynolds, with coils and the Hoppers, worked Greenville (O.) Fall Festival to fair-to-middle'n' business. . . . Tommy Clark, who usually played Texas territory exclusively, crossed the Red River into Oklahoma, where cotton picking was putting money into circulation. . . . Jeff Farmer, working strops and dressing, was finding money plentiful, but hard to get in Rocky Mount, N. C. . . . Use Me Products Co., which had several units playing thru Colorado, sent the No. 1 unit to Southern Oklahoma. . . . Fred W. Williams, of sheet fame, spent several days at the New Rochelle (N. Y.) Rabbit Show to satisfactory results. . . . McNally's med opry closed its season October 14 and opened in halls in New Hampshire two days later. . . . W. D. Malone and wife were working stocking run menders in Cincinnati doorways to good results. . . . Dusty Rhodes, Fla., homeward bound to Jacksonville, Fla., after working the Mason (Ga.) Fair to none too good business. . . . Bob Romo's joined Wilson Comedy Co. for its string of hall dates in Missouri. . . . To's Young closed with Fred Stock's Med Show and returned to his home in Kansas City, Mo. . . . Hoffman Med Co. was playing week stands in Oklahoma territory. . . . Doc V. E. Sights had his med unit playing cotton and oil towns in Northern Texas. . . . Frank Langley, who had been out of the pitch business for two years, opened his show in Southern Oklahoma to okeh results. . . . Doc George M. Hood was getting his share of what it takes in New Castle, Pa. . . . Tintype frat was well represented at the Chicago World's Fair and almost all of them were carrying plenty of coconuts. . . . Atlanta was proving none too good for Beeman Yancey. . . . That's all.

TILT-A-WHIRL

In first-class condition. Can be seen in operation of MILLER BROS. SHOWS Greenville, Miss.; then as per Route

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.

FREE TRADE

When the subject of free trade is mentioned many people think only of our trade relations with foreign countries and of the tariff barriers that prevent the free flow of such trade.

But important publications, such as *The New York Times*, are calling attention to the fact that free trade is now a vital issue right in our own country, made up as it is of 48 States.

Many people are slowly waking up to the fact that business is hampered by an increasing variety of laws which tend to make State lines a barrier against free trade with other States. A manufacturer of almost any product today must employ a legal staff and an expert traffic staff to study various State barriers if he plans to sell his product in the various States.

That the problem of State barriers to free trade is commanding attention may be seen by the meeting held a few weeks ago in Oklahoma City at which the governors of nine States were present to study the effects of State laws that are hurting business. Represented were the States of Alabama, Arkansas, Delaware, Indiana, Missouri, Nebraska, South Carolina, Texas and Oklahoma.

One governor went so far as to propose that the States repeal all "narrow, provincial and stultifying legislation against our neighbors."

The coin-operated machine industry would certainly be sympathetic to any widespread movement which would consider the repeal of many "narrow and provincial" State laws.

Some observers of politics say that a movement may set in next year to repeal some of the State laws that are hurting trade at the State lines. The year 1939 is what is known as a legislative year when the lawmaking bodies of 37 States will meet in regular session. It is expected that the legislative hoppers will again be filled with proposals to restrict the free flow of trade between the States. Into these hoppers will also go many bills designed to restrict the sale of various types of coin-operated machines.

The coin machine manufacturing industry has grown so large that the factories are now directly affected by business and trade conditions, and the management of these factories is affected by the business psychology of the country almost as much as by the actual condition of the coin machine industry itself.

Dependent as it is upon the development and manufacture of modern machines in keeping with the machine age, the industry as a whole must be concerned with those trends and questions which encourage or discourage the manufacturing industry. Whether the operator realizes it or not, his own income depends a lot on whether the industry has a successful manufacturing industry.

The American Constitution undertook to prevent the passing of State laws that would curb the shipment or sales of merchandise between the States, but there are many ways to get around laws or constitutional provisions. There has been a long growth of these legal obstacles at State lines, and the hope now is that in 1939 a movement may set in in the opposite direction.

Our friends in the liquor trade are finding State laws a serious barrier to free trade in many ways. Perhaps if the coin machine industry were as large as the liquor trade it might easily be seen that the coin machine industry in its various branches suffers more from State trade barriers than any other business. Forty-three States now have fair trade laws, all different in their manner of application, and while the purpose back of these 43 sets of laws is commendable, it may turn out that an unwise application of the laws will hamper all lines of business.

Perhaps what is needed in this country is a change of heart and an about face by everybody in it. Business men would be responsible first, because when you begin to examine the State laws that hurt free trade it is evident in so many cases that some business group promoted the restrictive laws to gain advantage over competitive business. That is, if business men want to help clean up all the useless laws in the States they should first quit trying to kill competition by law. Free trade means that factories and distributors get business by superior quality and service and not by high pressuring a State legislature into passing some law that will hurt competitors.

If such a change of heart came about in this country it would be a great help to the entire coin machine trade. The coin machine industry has a definite place in modern industry, and when laws are made to encourage free trade rather than hinder it then all branches of the industry will begin to prosper. It is fair to say that our future laws should be made with a view to increasing employment first of all, and that would result in greater production and use of goods. If such a spirit should prevail in all the States the coin machine industry would boom along with other lines of business.

Perhaps it should be said that the real reason why all these useless and restrictive laws have come about is because of the narrow minds in all of us. As soon as a man gets into business or puts up a factory he faces competition, and one of the first ideas is to get a law passed that will hurt his competitor. The citizens of one State often permit themselves to be worked up against the citizens of another State. Agitators take advantage of this foolish streak in all of us, and so we have agitators haranguing against all lines of business. We need to remember that this is one country and that State lines should not be the sign of a narrow mind. It would be hard for any State or even a large city to prosper without the benefits spreading to other parts of the country.

State laws can be a good laboratory by which to try out new and progressive ideas for controlling the evils of business, or State laws can become a hindrance to the best interests of the American idea of free trade. Modern conditions have produced many trade evils, but the way to cure trade evils is not to pass laws to kill competitors.

To restore progress in trade it will be necessary to boost free trade at home and it will be necessary to boost free trade among the nations. The coin machine industry will gain most when State lines are not a barrier to trade and when everybody recognizes that business is good when trade moves freely.

Keeney Alumni Like Big Ten

CHICAGO, Oct. 29.—"You'd think it was home-coming at Keeney College if you could see the way the Keeney alumni are wiring and long-distancing their old alma mater for Big Tens!" Such was

part of the locker room talk Coach Jack Keeney gave the squad just before the new Keeney game went into action.

"Big Ten," so Coach Keeney told his men, "is trained to break thru all previous earning records ever established by a Keeney free replay award game." Continued Keeney, "That's a pretty healthy prediction, because our Free Races and Multi-Free Races are certainly piling up some big collection scores over the country. But I believe Big Ten is going to be the All-American choice of any free replay award game we've introduced to date.

"Big Ten is a single coin game offering several accumulative winners on each 5-ball play, possible winners aggregating \$3 in free replays. Gains made by striking bumpers and rolling thru runways are vividly recorded by an illuminated football traveling across a large backboard gridiron. Big Ten also introduces Keeney's latest improved set-up switch."

Budin Back From Chi With New Line

BROOKLYN, Oct. 29.—Herman Budin, of Budin Specialties, Inc., returned from a trip to Chicago, where he visited the factories he represents. Budin informs us he has taken on another line of novelty games and will be ready to make an announcement very soon.

Budin is particularly enthusiastic about the new Stoner games coming into New York shortly and he thinks they will find a ready market here, as the operators are looking for new money makers.

Budin also expects to have Stoner's combination cigaret and candy vander on display in his showroom within the next week. In order to have the floor space necessary to display his entire line Budin has ripped down partitions and display stands and is rebuilding his entire showroom and office.

Seiden Adds New Sales Executive

ALBANY, N. Y., Oct. 29.—Jules Olshetn has been placed in charge of floor sales of the Seiden Distributing Co., a prominent coin machine distributing company here.

Henry W. Seiden, head of the firm, says that the volume of business transacted by the firm made it necessary to make this addition to the executive staff. Coin machine sales have been growing steadily for the past several months, he says.

"It may be interesting to the trade to know that, despite rumors to the contrary, we are enjoying exceptionally good business," says Seiden. "Regardless of the coming election, territories are opening up every day on novelty tables and counter machines, as well as consoles in limited areas. The future outlook in this area as far as the coin machine trade is concerned is very optimistic. Many operators share this optimism and are buying machines."

National Novelty Reports Good Biz

MERRICK, L. I., Oct. 29.—Earle C. Backe, of National Novelty Co., reports that the firm is unusually busy at this time filling orders.

"The orders which we have received are keeping our mechanical department working at full speed," Backe stated. "We feel that this is one of the best seasons we have ever had and also believe that it will become better as time goes on. Operators appreciate the way we rebuild and recondition our equipment.

"The care taken with every machine must be appreciated. For only then would we be getting this fine repeat business."

KEENEY'S BIG TEN

Keeney's "best yet" FREE GAME

Single Coin
5 Balls
Several accumulative winners possible in each 5-ball play



Big, flashy backboard
Football-ish play field
Easy to understand play principle

The All-American money-maker in 1938 Free Games

Operators everywhere are "sending up a cheer for Big Ten." It's "breaking thru" all previous earning records for non-payout games. It has all the color and thrills of a Northwestern-Minnesota gridiron battle. Touchdowns, forward passes, last minute scores... it's all there in BIG TEN!

Don't be left "sitting on the sidelines" for deliveries. Get your Big Tens on your locations before the "temporarily sold out" whistle blows. Wire us or your Keeney Distributor for prices.

J. H. KEENEY & COMPANY Not Inc
Originators of the Free Replay Award Principle
"The House that Jack Built" 2001 Calumet Ave., Chicago

NAVIGATION COIN MACHINE CO.

LET'S SWAP WE CAN USE THE FOLLOWING

FAIRGROUNDS @.....	\$57.50	PREAKNESS @.....	\$25.00
DAILY RACE (Myst) @.....	15.00	SPORT PAGE @.....	97.50
MILLS 1-2-3 @.....	45.00	BANG TAILS @.....	55.00
GALLOPING @.....	55.00	ROLLETTO, JR. @.....	70.00
DOMINOS @.....	85.00	RED TRACK TIMES @.....	100.00

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BALLY'S EUREKA—ARCADE | **KEENEY'S HIT-NUMBER**
THISTLEDOWNS | **BIG-TEN**

Trade-in Allowances as advertised will be allowed only on machines that are in perfect running condition.

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USED RECONDITIONED NOVELTY GAMES

Home Stretch	\$ 9.50	Three Star	\$12.00	Forward March	\$16.50
Bally Booster	9.50	Mercury	12.50	El Toro	16.50
Hare & Hound (Jr.)	16.50	Chicago Express	12.50	Recorder	20.50
Exhibit H-Ball	16.50	Bohs	16.50	Barter Up	12.50
Speed	16.50	Daytons	9.50	Wicohet	8.00
See Ball	33.50	Tournament	11.50	Wizard	5.00
Miniature Pool Table (excellent)	29.50	Track Meet	18.50	Ball Fan	7.00
		Dux	12.50	Cadet	40.50
		Sluggo	20.50		

NEW GAMES

Old Ball	\$74.50	Daval Tally	\$34.50	Bally Thunderbolt	\$ 79.50
With Reserve Pattern, ex. 10.00		Bally World Fair	78.50	Par Springs	64.50
Quoco Jitterbug	74.50	Exhibit Bustone	78.00	Bally Review	12.50
With Jackpot Model	84.50	Mills Bell Ball	52.50	Bally View	104.50

1/3 Deposit With Order — Balance C. O. D.
DOMESTIC NOVELTY CO., 202 G St., N. W., WASHINGTON, D. C.

BUYS OF THE WEEK!

BALLY MILLWHEEL Counter Game with Exposed Action
BRAND NEW IN ORIGINAL CARTONS
\$13.50

BALLY SUM FUN Brand New
\$8.50

PAY TABLES

Fleetwood	\$64.50
Mills Big Race	52.50
Ak-Bar-Ren (Multiple)	64.50
Quintella (7-coin drop board)	34.50
Bally Entree	34.50
Gettlib Football (With Clock)	28.50
Gettlib Speed King	27.50
Gettlib Derby Day	27.50
Arlington	31.50
Hour	29.50
Golden Wheel	21.50

CONSOLES

Track Time (Red Hold)	\$129.50
Evans Bangtail	99.50
Galloping Domino	94.50
Kentucky Club (With Skill Feature, 1938 Model)	143.50
Bally Teaser	39.50
Paces Races (Walnut Cabinet)	159.50
Pacific Domino	39.50
Fast Track	38.50
Bally Favorite	49.50
Keeney 1938 Skill Time	169.50

PHONOGRAPHS

Wurlitzer 610	\$129.50
Wurlitzer 710	147.50
Seeburg Model A	59.50
Mills De Luxe Dance-master	59.50
Seeburg Rex (Illuminated Grid)	153.50

TERMS: 1/3 Deposit, Balance C. O. D.

Write for Our New Fall Bulletin Just Off the Press, Listing a Complete Line of Reconditioned Novelty Games, Paytables, Consoles, Slots, Counter Games and Phonographs.

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is not the only motivating force in the world. VANITY is important, too... and vanity is one reason why hundreds of thousands of people have had their photos taken on the PHOTOMATIC.

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110 VOLTS AC ANYWHERE!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS.

Foreign standard 110 AC, 60 Cycles, for operating coin-operated music machines, motion pictures, AC radios, electric organs, pin-ball games, etc.
Complete 350 Watt, 110 AC Light Plant—List



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Four-Way Selective Type.
Only One This Type on
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Hundreds of Locations.
Attractive Size, 8" x 15",
Chromium Plated.
Immediate Delivery, any
Number.



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LOTION NATIONALLY
ADVERTISED.

BIG PROFITS for OPERATORS and SALESMEN

Write for Available Terri-
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Information to

NATIONAL DISPENSER CO.
106 So. Maryland Ave.,
Glendale, Calif.
SOLE DISTRIBUTORS



Stern Closing Out Bulk Venders

ELIZABETH, N. J., Oct. 29.—Dave Stern, of National Vending Co., reports he is closing out the new Stewart & McGuire combination 1 and 5-cent bulk venders.

"These machines are all new and in their original carton," he stated. "They formerly sold at a high price, but we have cut this in half. We believe that the beauty of this machine plus its practicability makes this a great buy. The machines will be shipped on all orders as received. We believe that we are giving merchandise men one of the greatest bargains in history."

Calif. Op Lauds Lo-Boy Scales

CHICAGO, Oct. 29.—"Personal weight scales can be found everywhere in California, and Rock-Ola's Lo-Boy scales are well represented," commented a Rock-Ola official just returned from a business trip to California.

"Talking with operators in the State, he learned that people are particularly weight conscious. In addition to the established scale customers there is a transient trade all year. People go to California from all over the country to

spend the winter. Tourists are a familiar sight. Naturally they increase scale business," said another official in commenting on the trip.

He states that operators on the Coast are generously praising the Lo-Boy scale because they say it attracts people by its very appearance and convenience.

Paul A. Layman, Rock-Ola distributor in Los Angeles, reports that he has enjoyed a very fine Lo-Boy scale business this year. He says: "Operators out here know that the scale business will produce good earnings for many years. The five-year guarantee of Rock-Ola's scales has a strong appeal to them. They're going for them in a big way."

New Manufacturing Firm in Detroit

DETROIT, Oct. 29.—Detroit is to have a new manufacturing firm in the vending machine field, according to an announcement made recently. New entrant is the New Era Sales Machine Co., Inc., which is establishing headquarters at 4707 West Grand River avenue. They plan to manufacture and lease both vending and amusement machines.

The new company is headed by Samuel Pearlstein, Joseph A. Rosenberger and Harry C. Hanley, all of Detroit, and will have a capitalization of \$5,000, with stock issued at \$10 per share. Hanley is president of the corporation.

cigarette merchandisers' association

Communications to M. Reuter, The Billboard, 1564 Broadway, New York City.

Ninety-eight per cent of the members in the New York CMA turned out Thursday night, October 27, for the "New Jersey Night" meeting. Preceding the regular business meeting interesting talks were delivered by Charles M. Stange, president-emeritus of the New Jersey CMA; Sam Malkin, president; Sol Kesselman, attorney, and Le Roy Stein, manager of the New Jersey association.

Stange confined his remarks to the value of being a member in a CMA association. Altho he stated there was nothing new he could tell members of the New York group, he observed that some members are interested solely in their locations and the protection that membership in an association gives those locations. "But an association means more than that," Stange stated. "By every member sharing his part of the load in welding the association into a powerful group each member benefits to the tune of larger profits, increased business and above all is able to conduct his business without the usual headaches that are prevalent in territories that do not enjoy the advantages an association bestows. An association member is able to control his costs and distribution, he can operate free from the fear that some illegitimate competitor is trying to knock off his locations, and can obtain new locations easier because of the fact that membership in an association establishes him as a bona fide business man in the minds of prospective location owners." Stange also explained at length the importance every individual member plays in the success of any trade association.

Sam Malkin, president incumbent of the New Jersey group, paid tribute to the principles of business ethics set down by Charles W. Stange upon the founding of the New Jersey CMA a year and a half ago. He related the important role Stange played in getting the New Jersey CMA under way and the help he has been in guiding its course since its inception.

Sol Kesselman, attorney for the CMA of New Jersey, was the next speaker and explained the various complexities of association work. He explained the local and State problems that confront the New Jersey group at the present time and how the association plans to solve them. He thanked the members of his association for the co-operation they had given him and assured them that without their help very little could have been accomplished in staving off all the tax ambitions that seemed to beset every town and hamlet in the State of New Jersey.

Manager Le Roy Stein followed Kesselman and reported on the progress being made by the Interstate CMA. He cited the success he had met on his recent trip in behalf of the Interstate group thru New York State, Pennsylvania, Connecticut and Massachusetts. "Operators in all the cities I visited professed a marked interest in the Interstate CMA and saw in such an organization the solution to many problems now confronting them," he stated. A meeting of delegates to the Interstate CMA will be held shortly, Stein stated. Delegates that have been

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Salesmanager, P. O. Box 285, Minneapolis, Minnesota.

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"SILVER QUEEN" VENDS



Charms—
Candy—
Pistach-
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Etc.

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25-30 Lbs.
20" High,
14" Wide,
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STAND TO
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Attractive
4 Colors
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"SILVER
QUEEN"
Sample,
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5 @ \$24.50
Each.

Write to-
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TERMS.

Sample
"SILVER
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10 Lbs.
Candy, 1
Gro. Toys.
All for
\$8.45.

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For Beauty, Qual-
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Topper Vends Ev-
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Capacity 6 Lbs.
Bulk Merchandise.
900 Balls of Gum.

For Further Details
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VICTOR VENDING CORP.
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MODEL "E" SEL-MOR

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GUARANTEED FOR 5 YEARS!

The Automatic
Toy, BALL GUM
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ADVANCE BALL GUM, Model D. . . . \$3.50
NORTHWESTERN, Globe Type, 10-Sc. . . 7.00
EUREKA, 9.95
PEANUT MACHINES, Globe Type. . . . 2.00
1/3 With Order, Bal. C. O. D., F. O. B. Newark.

CHARMS

ALL IVORY, 75c Gross
MIXED WITH LEAD, 55c Gross

Write for Price List of Also Specials.

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NORTHWESTERN DE LUXE

The World's Finest Bulk Vender. Shag proof. Porcelain finish. Operates on either penny or nickel. Vends peanuts, pistachio nuts, small candy (with or without charms) and many other kind of confections.

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Vends everything, ball-gum, peanuts, candies, etc. Capacity 2 1/2 to 3 lbs. of merchandise or 400 balls gum. When ordering obtain for ball-gum, please specify size, 5"x6"x12", weight 10 lbs. packed, 1 to 5, only, \$4.75 Each. 6 or more, only \$4.00 Each. 1/3 Cash With Order, Bal. C. O. D.

Vendor Vending Corp.
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KAY-SEE

PEANUT VENDER for BOOTH or BAR

The Ideal Machine for Locations where space is limited.

\$3.00 Each
1 or 100. Complete With Wall Hanger.

Western Mo. and Kans. Distributors for Wurlitzer Phonographs and Products of Leading Game Manufacturers.

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PROVEN Money Makers!

Experienced operators know the important thing is to get the Vendor into the location. When "Tomb's" got everything best. Handmade, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no come-backs. We'll make it accept any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler Locks, adjustable dispenser, French candy, gum or pretzels, 1 1/4 and 3/8 size. Thousands of True Thumb Vendors now making real profits to operators. Don't wait. Write for full details, prices and money-back guarantee.

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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

appointed to this meeting include John Gage, of the Syracuse CMA; Walter Guild, of the Massachusetts CMA; Anthony J. Massone, of the Connecticut group; Sol Kesselman, of the New Jersey association, and Edward J. Dingley, of the Pennsylvania association. He suggested that New York appoint a delegate to this group, and Matthew Forbes, manager, was selected by the New York group to represent it.

Two new members were inducted at the meeting. They are the Salton Trading Corp. and Daniel Madigan. From all reports this meeting was one of the liveliest the New York group has enjoyed for some time.

One for Ripley is the report in The Rome-Gram of the operator who thought he was seeing things when he found a location paying 30 cents a pack for cigars—15 cents coming from the package purchaser and 15 cents coming from the location owner.

Here's the story: About six weeks prior to the incident a machine was installed in one of New York's finest hospitals. At the end of the first month sales did not warrant a commission, but neither was it necessary to remove the machine. Service was continued, and, of course, duplicate sales slips were left at the hospital at each call. Shortly after the 10th of the month a letter came from the hospital. It was expected that the contents would contain the usual demand for commission. Instead the hospital sent a check of \$24.00 and an itemized list of the service men's sales tickets under the caption, "Here-with you find our check in payment of account as stated below. No receipt desired."

The comments received from cig operators on the recent articles published in this column on the accounting side of the vending machine business by A. Bernard Goldstone are an indication that many ops have been giving more attention to soliciting locations and handling their routes than to keeping records of the business they are doing. We hope these articles helped to solve some of the knotty problems of computing depreciation and arriving at a true picture of how much it costs them to operate their business. Requests are still coming in for reprints of these articles and they will be mailed shortly. Incidentally, we wish to take this opportunity of thanking Matthew Forbes and the New York CMA, thru whose co-operation the articles by Mr. Goldstone appeared.

The September output of tobacco products showed a slight decline when com-

pared against last year's figures. Cigarette withdrawals, however, held their ground with a total of 14,712,510,917, which represents a 0.98 per cent loss. The figures for the first nine months of the calendar year show that cigarets are 0.73 per cent ahead.

Try New Items On Bulk Venders

By W. R. Greiner, Northwestern Corp.

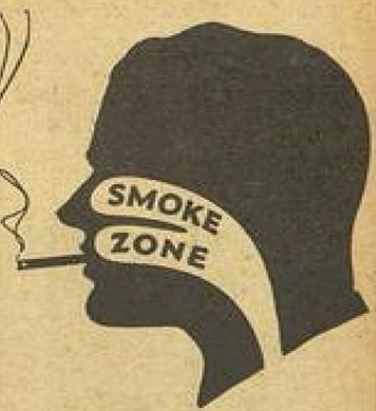
Many a good location has been given up as a bad bet merely because the proper merchandise was not used in the machine. It takes experience and a good deal of experimenting to determine which products will prove most profitable in the various locations. It is impossible to definitely state that this kind of merchandise will be a big seller in one location and that particular item will make money in a second location, but the various products do run to certain classifications.

Cater to Your Trade

For instance, salted nuts, cashew pieces, Spanish peanuts, jumbo peanuts and the like generally are popular especially in taverns or similar locations where beer is sold. Confections such as chocolate-coated peanuts, Boston baked beans, rainbow peanuts, breath pellets, malted-milk balls and gum drops are liked particularly by children and should be used in machines patronized by them. They can be vended profitably in office or factory locations where girls are employed. They are also favorable for service stations, bus terminals, railroad stations, etc. Pistachios are a universal favorite and popular at any number of locations.

Of course, these are only suggestions and you may find other items equally as popular in the particular spots. One main issue is variety. The public tires quickly of the conventional and craves variety. If the sales in a particular machine are slowing up look to the merchandise, which is a great percentage of the time responsible for this decrease.

Experiment with new items which are placed on the market by reputable concerns. Give your public something new for its money. That's a simple enough method to increased profits, isn't it? We have available a list of the leading manufacturers of the different bulk vending items which we will gladly furnish upon request. They'll keep you advised of all the new items for the bulk vending machine.



SPUDS Now \$6.25 PER THOUSAND

Spud is the top quality, original and correctly mentholated cigarette. That's why it's Spuds or nothing for millions of smokers. Spud cigarettes are now priced the same as other standard cigarettes, paying you a handsome profit. *Cork or Plain.*

The Axton-Fisher Tobacco Company
Louisville, Ky.



Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on outdoor rides and such games as it appears could be adapted to coin operation. The Billboard's sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood no industry can go forward.

Patent No. 2,130,820. Pertaining to Circle Ball Game. Application August 5, 1935. Issued September 20, 1938. Number of Claims, 9. Inventor's name—Alexander H. Trumbull, Stratford, Conn. Claim 1. In a game apparatus, an upright, a support on and turnable about the upright, a pair of goal baskets on said support, including a portion for supporting a playing ball, and means operating with a triggerlike action for projecting the ball from the support for play and loosely mounted on the support so as to throw the ball at unknown angles.

Patent No. 2,131,496. Pertaining to Game Apparatus. Application November 8, 1937. Issued September 27, 1938. Number of Claims, 5. Inventor's Name—Charles Warrington Auger, Section Park, Liverpool, England. Claim 5. A boxing game comprising two miniature pugilists, each having a hollow inflatable leg of flexible material and hollow arms of greater flexibility than the leg, the arms being arranged for inflation and deflation to simulate animation therein, a conduit connecting the hollow leg to the hollow

arms and a supporting block (e. g. of cork) fitting in the foot of the hollow leg and having an air inlet passage, two supporting platforms, one for each figure and each having an air outlet in register with said air inlet passage, a miniature boxing ring having guide rails supporting said platforms for movement across the ring, air-forcing devices, one for each figure and each having a delivery port and an exhaust port, conduits connecting the delivery port of each air-forcing device to the outlet port of its associated figure-supporting platform, a non-return valve controlling the exhaust port of each air-forcing device, spring means acting to close said valve against the air pressure in the air-forcing devices and tension-adjusting means for adjusting the tension of said spring means whereby the volume of air lost thru the exhaust ports when the pressure in the air-forcing means is increased to

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Master, 9-col., \$14.50	Advance, 4-col., \$10.00
National, 6-col., Model 926, \$24.80	Stewart-McGuire, 2-col., \$15.00
National, 5-col., \$7.00	Stewart-McGuire, 6-col., \$19.50
U-Need-A-Pax Gum & Mint, 8-col., \$5.50	Metal Stands for all machines, \$2.50 extra

Send for complete list of used Cigarette Machines, Bargains Galore!

Rowe Aristocrat 6-Col., \$22.50

X. L. Coin Machine Co., Inc. 1212 Washington St. Boston, Mass.

1/3 Deposit certified check or money order must accompany all orders.

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HARD SHELL CANDIES

FOR

BULK VENDING MACHINES

WRITE FOR PRICE LIST

PAN CONFECTION FACTORY

NATIONAL CANDY CO., INC.,
345 West Erie St.,
Chicago, Ill.

FRESH DELICIOUS

Inflate the hollow limbs of the figures can be regulated, the ability of the air-forcing devices to inflate said limbs diminishing as air is lost thru the exhaust port.

Patent No. 2,131,991.
Pertaining to Game Apparatus.
Application January 4, 1938.
Issued September 27, 1938.
Number of Claims, 9.

PEANUT & GUM VENDING MACHINES

New, Direct From Factory
Only **\$2.40** and up
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Special Introductory Offer
1 Universal
10 lb. candy,
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All for **\$8.95**

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Bulk Candy, 5 lb. 12c
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Write for new low quantity prices and illustrated literature. Also many bargains in good used machines. Write today.

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5438 Woodland, Philadelphia, Pa.

BOB WHITE

PROVEN... The One Machine That STAYS PUT!!

SAMPLE \$ 6.50 ONLY

LOWER PRICES IN QUANTITY LOTS.
EASTERN
350 MULBERRY ST., NEWARK, N. J.



CHARMS

For your vending machines. Our complete assortment consists of Snow White and the Seven Dwarfs, Mickey Mouse, Pluto and many others. Send \$1.00 for samples and quantity prices.

M. T. DANIELS
1027 B University Ave., Wichita, Kan.

WANTED

Experienced Franchise Salesmen to sell to operators a nationally known product backed by radio and national advertising. Good territory given and protected. Must be financially able to carry sale. Opportunity given to earn from \$150 and up per week. Give references and details in length to first letter. Address **BOX D-150**, care The Billboard, Cincinnati, O.

Inventor's Name—Melvin J. Binks, Chicago, Ill.

Assigned by means assignments to Exhibit Supply Co., Chicago, Ill.

Claim 1. In an amusement apparatus, a cabinet including a member providing a ball-playing surface provided with a light penetrable ball seat; a photo-sensitive cell arranged in the said cabinet at one side of said ball seat and a source of light arranged in the said cabinet upon the opposite side of the said ball seat from said cell and adapted when energized to direct a beam of light thru said ball seat and against said cell; said beam of light being rendered effective to energize said cell by a light penetrable ball disposed upon said seat; and said apparatus including an instrumentality operated by said cell when the latter is energized by said beam of light.

Patent No. 2,131,332.
Pertaining to Game.
Application February 11, 1938.
Issued September 27, 1938.
Number of Claims, 3.

Inventor's Name—Elmer Nelson Rose, Oceanside, Calif.

Claim 1. A game device comprising a cabinet open at its front and adapted to be tipped, said cabinet including opposed side walls, members mounted substantially horizontally on one of the side walls, a projector spaced from the cabinet, a projectile receivable in the projector to be projected thereby toward the cabinet, and a chute interposed between the projector and the cabinet for directing the projectile upwardly toward the members in the cabinet, said projectile including means for catching on the members when the projectile engages said members, the members terminating in spaced relation to the other side wall of the cabinet for causing the projectile to slide and drop therefrom when said members are tipped.

Design Patent 111,508.
Pertaining to design for a Phonograph Cabinet.

Application June 21, 1938.
Issued September 27, 1938.
Designer's Name—William Corcoran, San Francisco, Calif.

The ornamental design for a phonograph cabinet.

Gerber & Glass Complete Plans

CHICAGO, Oct. 29.—The encouraging news came from Gerber & Glass this week that the firm would be ready to make its promised announcement to the trade at an early date. The announcement will mark the embarking of this nationally known distributing firm upon a program of distributing some of the most modern types of vending machines. The record of the firm has been known for some years in distributing high-grade music and amusement machines.

Now, according to Messrs. Gerber and Glass, they will use their vast experience in distributing coin-operated machines to help professional operators cash in on the advantages of the most modern vending machines. They expect to pioneer new trends in convincing professional operators of the advantages to be had in operating the modern and legal vending machines which now are about ready for announcement.

The venture into the vending machine field grew out of a recent trip of Paul Gerber to the East, where he made arrangements with some of the most progressive manufacturers of vending machines to use experienced distributing organizations in getting the latest machines on the market. Some of these machines are very new and have not yet been announced to the trade, Gerber said, and he expects them to be a distinct surprise to the industry.

It will be an experienced distributing organization helping experienced operators get into the most modern fields in the coin machine business, Gerber said.

Asbury Park, N. J.

ASBURY PARK, N. J., Oct. 29.—A. M. Williams has sold the Palace, local penny arcade, to a group to be known as the Central Amusement Co. Executive members of the new company are "Zimo" Reznick, L. E. Lane and Louis Leverson. Mr. Williams has been associated in amusement enterprises for the past 40 years. He has made no future plans, but a reliable source says he will not retire.

Kyle Bonnesfield says not to mention

Sell 400 Machines In Bargain Center

By JACK MARKER

Mills Novelty Co. has a new department. It is a Bargain Center developed for the operator to help him keep up with present conditions. For operators located where conditions may not always be quite so favorable the grouping of bargains in this department will be a real service.

In this room hundreds of machines of all makes are displayed to advantage. Every machine you see here is ready for action and will give exceptionally good



JACK MARKER

service. These machines have been inspected and put in good running order by mechanics that have repaired and serviced every type of machine on the market for the past 20 to 30 years. Their stamp of approval is worth dollars in savings to operators.

In the past five weeks over 400 machines have been sold and not one of them has been returned, or a complaint received. The repeat orders from the sale of these machines have proved the merit of such a department.

There are hundreds of bargains from \$10 up. It's difficult to get any bell in good operating condition at the above price even today. You can at Mills.

A wide range of Mills used and rebuilt machines are also on display—drastically reduced. Every machine here, including demonstrators in every line of Mills bells, phonographs and scales displayed in this Bargain Center, will give you the opportunity you are looking for to get that start or to expand without too heavy an investment.

him without inserting "Bonnie" some place in the story. That is the name, he says, by which show and coin men know him. He's with the Shore Amusement Co., where he has been for the past five years.

Warren Ashmore and Eddie Dougal, of the Casino Amusement Co., are enjoying vacations. Eddie and the missus are seeing the sights of Canada.

Graden Thompson, formerly with the Palace, and Herbert Morton are interested in the Coin-Operated Machine Co., a practically new firm here. They are veteran machine men and distributing Exhibit's Odd Ball, which seems to be taking exceptionally well in the area.

Michael Kelly, assistant manager of the Berkeley-Carteret Hotel, says his pin games are claiming quite a bit of interest this year. Some new units yet undecided will be installed before the big summer season opens.

Eddie Crook and Ernie Wyckoff are busy placing machines for Art Seger, who is, incidentally, the Casino Amusement Co.

Hugo Gorenflo has returned from the Wurliator factory, where he went to watch repairs in action. He is associated with the J. & A. Music Co.

Allen Jenkins, screen comedian, took time out on a recent trip thru town to amuse himself in the "game room" of the Berkeley.

Ray Bronley says there isn't much in his line right now but he's getting ready for the big time next summer. He's with the Wesley Amusement Co.

Dallas

DALLAS, Oct. 29.—Arthur Flake, one of the well-known music and coin machine men of Dallas, returned recently from a trip to Chicago, where he combined business with pleasure. Flake attended the World Series and the Northwestern football game. Upon his return to Dallas he announced his distributorship for the Astro-Scope, a horoscope vending machine manufactured by the Crabb Mfg. Co., of Chicago. Flake's firm will distribute the fortune-telling machines in Texas, Oklahoma, Louisiana and Arkansas. Bob Hunter and Clyde Fowler will be associated with the A. J. Flake Distributing Co. as territory salesmen.

W. H. Newell, Wichita Falls operator, bought the first shipment of the Astro-Scope sold by Flake's firm. Al Q. Stokes, of Tyler, Tex., also purchased two of the Astro-Scope, with eight more to follow.

Charlie Snyder, sales representative of the Mills Novelty Co., was in Dallas last week. Charlie was demonstrating Mills' new vest pocket slot machines and, according to reports, booking some nice orders.

Ed Furlow, for several years in charge of the coin machine department of the Electro-Ball Co., Inc., has recently been transferred to be manager of the tobacco division.

J. H. Lynch, brother of J. C. Lynch, manager of the firm, is now in charge of phonograph operations. J. C. Hughes remains as sales manager for Seeburg phonographs, for which the Electro-Ball company is distributor.

W. W. (Mike) Ackman and Bert Davis, both associated with the Modern Music Co., local music merchant, have recently entered the food distribution field. Both Ackman and Davis are well-known music operators and will continue their music business as well as the added line of food distribution.

Derby King New Western Game

(New Game)

CHICAGO, Oct. 29.—Officials of Western Products, Inc., have announced a new entry into the race for public favor. The game is Derby King and, according to reports from Western offices, "it has already established itself as a prime favorite on those locations where it was tested and where it is now in regular operation."

Says Sales Manager Don Anderson, "The various features of this de luxe console-type payout game have a great deal to do with the success it has met on location. Among the features, those that stand out with operators are the \$10-\$20-\$40 jackpot and the 4 to 6-coin multiple chute, both of which are optional and which can be easily converted should location conditions require. Added to these features are the accurate, positive mechanisms for which Western Products is rapidly becoming known and the clever adaptation of the horse race theme to this form of amusement."

Shipments are going forward promptly and production has been geared to an anticipated high demand for Derby King.

Esthonia Asks for Bingo and Games

"To the Editor: We have received a few numbers of your magazine and have found advertisements about coin-game machines and the bingo business. These things interest us very much as a means to raise funds for our organization. We must add that amusement coin games in our country are not free and only certain organizations can get allowance to use them.

"We beg you to send our address to firms having bingo supplies and games and charge them to send us catalogs and offers.

"As to bingo business, we would be very much obliged if you could obtain and send us a plan or account about a bingo sale organized in order to raise funds for an organization.—E. P. R. P., Esthonia, October 8, 1938."

Note: This seems to be a national organization in Esthonia similar to our American Red Cross. Complete address will be given upon request.

Portraits of Record Artists

This is the fifth in a series of thumbnail biographical sketches of band leaders and other artists whose recordings are enjoying widespread popularity on phonograph machines.

BENNY GOODMAN

Benny Goodman, the first synonym one thinks of for the word "swing," has had crowded upon him in the comparatively short span of his 29 years more financial and nominal success and more critical acclaim than most people achieve in a full lifetime. And Benny, son of a Russian-Jewish tailor earning \$20 a week in Chicago (with 11 children to support), took up the clarinet merely because he liked the looks of the instrument.

He was his own music teacher in the early years, and before he was 12 he was doing a juvenile impersonation of Ted Lewis in a neighborhood vaudeville house. Two years later he was playing his clarinet with small bands on excursion steamers plying between Chicago and Michigan City, and at one time he was taken on as an extra by the late Max Baer, one of the greatest names in the whole history of jazz and swing.

Goodman's first important job was with Ben Pollack's Band, and he arrived in New York for the first time in 1928 as a member of that organization. A short while afterwards he left Pollack to free-lance and played variously with Red Nichols, Ted Lewis, Paul Whiteman, Isham Jones, Frank Black and Arnold Johnson. He even played in the pit of the Paramount Theater, New York, where only a few short years later he created such a sensation with his own band on the stage that police reserves had to be called out to restrain his admirers.

In 1931 Benny organized his first orchestra for a short-lived musical comedy called *Free for All*. The show folded quickly and so did the Goodman Band, and its leader went back to free-lancing, this time in radio. But he disliked the steady music he was called upon to play, so in 1934 he again stepped out with his own crew and got a job at Billy Rose's semi-monthly Music Hall, only to lose it a few months later when the club changed ownership. Then came a radio job, Victor records, and a booking at New York's Hotel Roosevelt, long a stronghold of Guy Lombardo and his soothing melodies. Benny's type of swing proved too much for the Lombardo adherents at this spot and he found himself out after four weeks.

Since the Goodman recordings were selling best in California, he was booked into Los Angeles' largest and best known ballroom, the Palomar. That was the turning point. Overnight Benny Goodman, his band and his new type of music became a sensation. There followed then a six-week engagement at Chicago's Congress Hotel, which turned into a seven-month stay; a run at Boston's swank Ritz-Carlton; and then the band descended on New York. The rest is history. Phenomenal is the only word to describe his appearances at the New York Paramount; the swing concert of last winter in Carnegie Hall, New York's seat of classical music; the Madison Square Garden jitterbug jamboree; the festival at Jones Beach, and all the rest of his performances. This fall he is appearing at the very high class Waldorf-Astoria Hotel in New York. His radio commercial for Camel cigarettes also continues for another year.

Benny, who has never married, lives with several of his brothers, his sister and his mother on Central Park West, in New York. His sister is treasurer for the band, and three of his brothers are musicians, although no one of them is with Benny at the moment. Freddy, who plays the trumpet, has his own band, and Harry is a bass viol player, Irving a trumpeter.



Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered, as well as information received each week from prominent operators.

GOING STRONG—KEEP THEM IN

I've Got a Pocketful of Dreams. This doesn't seem ready yet to relinquish its position as all-round No. 1 song of the country, and until it does show signs of slipping it still belongs under the needles. Russ Morgan does very well by it on his particular platter.

Heart and Soul. From the Paramount movie short, *A Song Is Born*, this ballad came up fast, and is meeting with as much favor in the phones as it is on the air and over the counter. Larry Clinton is starred in the short, and his recording of the number is as good as any.

At Long Last Love. Altho not selling too strongly, it topped the most played list this week, which will probably jump its sheet sale correspondingly. Ozzie Nelson handles this Cole Porter hit from the Broadway musical, *You Never Know*, in a fashion that's better than all right.

Lambeth Walk. Most outstanding of the several dance crazes attempting to sweep the country, this has given a very good account of itself in sheet sales and radio performances. Russ Morgan plays it in the typical Morgan manner, which means a smooth, listenable record, and Duke Ellington also delivers a nice version.

Change Partners. The biggest hit from Irving Berlin's score for the Astaire-Rogers film, *Corey*, went up again on the list of most plugged tunes, is still selling well and is proving its continued popularity in the machines. Jimmy Dorsey and Ozzie Nelson have the best waxings.

Small Fry. The picture, *Sing, You Sinners*, is getting around now, and this tune from it is doing well as a result. Bing Crosby, assisted by Johnny Mercer, does it with the same lyrics he uses in the film, and the combination can't be beaten as a phono song. Red Norvo and Mildred Bailey also have a disc that's proving popular.

COMING UP—BETTER STOCK THEM

Summer Souvenirs. Climbing higher on all lists, and reported by several operators as being among the most profitable songs they're playing at the moment, this may shortly be a must for all ops. Larry Clinton's platter is ace.

Two Sleepy People. Here is a grand lyric and tune mating, plus a swell title, that may equal the success of *Thanks for the Memory*. It's from a forthcoming Paramount picture named after last season's song hit, and is sung by Bob Hope and Shirley Ross, who warbled *Memory* in *The Big Broadcast of 1938*. Hasn't started yet, but its publishers intend going to town on it, and then watch it. Thus far Sammy Kaye has recorded it in his usual svelte style.

All Ashore. Another Sammy Kaye waxing, on behalf of Billy Hill's latest opus, patterned along the lines of his *Lights Out* and *Old Spinning Wheel*. That's what makes it a song worth looking out for.

Old Folks. A natural for small communities where homespun sentiment runs high, and especially suitable below the Mason-Dixon line, due to a lyric twist referring to the Blue and the Gray. This is apt to go places, so watch out for it. Bea Wain does a grand job on the vocal, backed by Larry Clinton and his boys.

While a Cigarette Was Burning. This jumped to the top of the most played list so quickly that the public was more or less caught unaware. Now, however, they're beginning to buy copies and it looks like a stand-by for the fall season. Buddy Rogers has the first disc out, and Sammy Kaye's is due for release in a week or so.

OPERATOR SPECIALS

Mexicali Rose. The Bing Crosby version has brought this oldtimer back into favor. One of the most popular phono numbers current.

Jump Session. The Flat Foot Floogie boys, Slim and Slam, are in again with another front-running ditty.

Tutti Frutti. Another S. and S. bit of nonsense, pretty popular with the customers. Dick Robertson, backed by a bunch of barrelhousers, also has a torrid version.

My Reverie. Larry Clinton's adaptation of the Debussy classic, a really lovely and deservedly favored item.

Don't Make Me High. A race record, going great guns in Negro sections. Blu Lu Baker is the star.

Mama Don't Want No Peas an' Rice an' Coconut Oil. Count Basie dishes out a potent brand of swingology for the old favorite, with James Bushing sing-alonging his way thru most of it.

Louise, Louise. Bob Crosby's fine rhythmic with Eddie Miller getting lowdown in his warbling make for a down-by-the-leeve feeling on this bit of sepian blues. Plattermate is Wolferine Blues, also a likely candidate for machine honoree, and a Dixieland stomp featuring the drums.

Song of India. Glen Gray, in tune with the times, swings this classic and makes a good job of it in the bargain.

Prelude to a Kiss. If the Ellington name on tunes like *Sophisticated Lady* and *I Let a Song Go Out of My Heart* means anything to the nickel-droppers, this new one from the Duke's pen ought to do well. Johnny Hodges, Ellington's ace sax man, heads the combo playing it.

GOING DOWN—NOT WORTH PUSHING

A-Tisket, A-Tasket; The Yam; Stop Beatin' 'Round the Mulberry Bush; Music, Maestro, Please; Ol Man Moses; I'm Gonna Lock My Heart; New It Can Be Told; You Go to My Head; There's a Faraway Look in Your Eye.

Used Records Sold To Public for 10c

DETROIT, Oct. 29.—Brilliant Music Co., operated by Joseph Brilliant, has one of the liveliest appearing stores in the trade in Detroit for its new headquarters on West Willis avenue. Centrally located but outside of the congested downtown district, the spot is ideal for servicing and controlling the widespread operating business which includes both music machines and pin games.

The disposal of records used in machines is a problem readily solved by Brilliant by piling records in his store window and placing a sign offering them for sale at 10 cents apiece. There is a marked increase in the sale of phonographs for home use nowadays, as a study of the ads of music companies shows, and this means a secondary market for records as well.

The new store is crowded with stock in such a way that it really looks as though plenty of business is going "over the counter" daily.

"Business is definitely better," Brilliant reports. "All music machine men I contact are reporting better collections in recent weeks."

Rock-Ola Music Exports Rise

CHICAGO, Oct. 29.—Robert E. Dillon, export sales manager Rock-Ola Mfg. Corp., reports that the music export division is steadily growing. Dillon stated: "In the past nine months our export business has trebled in volume. There is hardly a country in the world to which we have not shipped the latest 20-record phonographs. Due to the fact that an automatic phonograph depends not only on electric current but on a coin chute adaptable for the various foreign coins it is not always an easy matter to fill every foreign order. Yet Rock-Ola has been able to satisfy the varying requirements of each country."

Dillon continued: "While this is not a testimonial for the trade journals of the industry, we have found that our regular advertising is directly responsible for most of our foreign inquiries—in other words, it pays to advertise."

"Early this year we found it much speedier, as well as more economical, to create a special export division right in the factory. All export orders now receive immediate attention, emphasizing the requirements for each foreign order."

Detroit

DETROIT, Oct. 29.—Parking meters got off to a slow start this week as the second largest city in Michigan, Grand Rapids, tried them. Thirty and 60-minute meters were installed in the downtown district. Very few nickels were reported in the meters the first of the week, as motorists apparently went on other streets to park. City Manager C. Sophus Johnson predicted, however, that the meters would come into active use as soon as the public got used to the innovation.

Lawrence Durkee, of Flint, has been busy buying more Wurlitzer scales again. And the Coin Automatic Music Co., of Flint, just added 10 more Wurlitzer phonographs.

Harry D. Ryther, of Dearborn, was busy adding more vending machines to his route. He bought Mills this time.

The Melo-King Music Co., organized about two years ago as a music operating concern, has moved headquarters to the east side of the city at 12634 East Jefferson avenue. The company formerly shared space with the firm of See-Con, Inc. Robert D. Scribner and Fred E. Bradley remain as owners of the company, which now has routes of music machines in the metropolitan area.

Loren Stover has been engaged as active manager of the business, succeeding James Parmelee, who is now operating his own route of music machines in Detroit. Stover is one of the real old-timers in the local music field, going back some 10 years or more.

The Wayne County Music Operators has changed the weekly meeting program for the winter to one of bi-weekly

\$3.00 Average Weekly Return ON \$6.75 INVESTMENT

As Reported by Eastern Operators With

SHYVERS NEW STREAMLINED BAR AND WALL BOXES

Regardless of your past opinion or experience with antiquated out-of-date wall boxes, these new boxes will make you money. Original Steel Armored Cable manufactured for us and tested to pass Underwriters Laboratories at 650 volts, is furnished by us, enabling quick foolproof installations. We know the music business and how to get money from music machines without extra service calls.

Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have. YOUR INCOME GOES UP—YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 TO 20 NICKELS." People still like to sit down and people still have a few minutes to spend while waiting to be served. Open your eyes. See that change laying on that bar or table. How easy for a person to reach up and put it in a beautiful, attractive box. Will operate every known phonograph.

Open new locations where space forces the machine to be placed on the back bar or even in the basement. Secure added revenue from private rooms and establishments having two or three sections with STREAMLINE BOXES AND EXTRA SPEAKERS.

NATIONALLY PRICED
STREAMLINE WALL BOX, \$6.75; STREAMLINE BAR BOX, \$7.50.
CABLE, 5c PER FOOT. INSTRUMENT CASTING, 35c. "T" JOINT BOXES, 45c.

SHYVERS MANUFACTURING COMPANY
2315 West Huron Street Chicago, Illinois

PHONE: Armitage 0596.

24-Hour Service. Express Orders Receive Preference.

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to
WHAT THE RECORDS ARE DOING FOR ME,
THE BILLBOARD PUBLISHING COMPANY,
1564 Broadway, New York City.

seems to play every number in a manner which phono ops must applaud.

Another wrinkle some of us overlook is the spotting of a band's waxings on our machines when the band has made a personal appearance. Here in Kaycee such names as Jimmy Dorsey, Benny Goodman, Frank Trombar, Grin Tucker, Casa Loma and Horace Heidt have made recent appearances. Their platters are in demand as a result.

It takes much thought, careful planning and comprehensive studies of each location for an operator to attract the potential playing of persons who frequent the locations. Too many of us don't take the time to learn which records really will be in demand. This column is a great help.

DAVE COOPER,
President Peerless Distributing Co.

Kansas City, Mo.

New York City

October 29, 1938.

October 29, 1938.

To the Editor:

Unusual novelty tunes may have their followers, as I see it, but on the whole I'd much rather stick along with current pop tunes on my machines throughout the Kansas City trade area. They are the most consistent nickel grabbers providing they are recorded, of course, by bands with truly distinctive styles and vocalists.

As October nears its end I find several dandy discs proving winners. The group includes Heart and Soul, Summer Souvenirs, My Beesie and Change Partners, by Larry Clinton's Band; So Help Me, by Dick Todd and also by Mildred Bailey and Red Norvo; When I Go a-Dreaming, Benny Goodman; Stop Beatin' Round the Mulberry Bush, Don't You Miss Your Baby? and Doggie Around, all by Count Basie; You Must Have Been a Beautiful Baby, My Own, Ya Got Me and Stompin' at the Stadium, all by Tommy Dorsey; The Yam, Change Partners, Dusk in Upper Sandusky and I Haven't Changed a Thing, by Jimmy Dorsey, and I Let a Tear Fall in the Beer, the latter by the ever-consistent Chick Webb and Ella Fitzgerald combination.

Of that group, on virtually all locations, Stop Beatin' Round the Mulberry Bush, The Yam and When I Go a-Dreaming are slipping fast. Too many new fall tunes are rushing in to take over the top rankings. Likewise, the Webb-Fitzgerald version of A-Tisket-A-Tasket is definitely down the ladder. But what an ace that record was during July, August, September and even a part of this month!

Bing Crosby is invariably a winner for me, the more of his records at the moment are particularly hot. On Negro locations one can garner plenty of coins by playing just about anything recorded by Count Basie, Andy Kirk, Slim and Slam, Jimmie Lunceford and Benny Goodman, especially the BG trio and quartet offerings in wax.

On a few locations where musicians gather, or where "hep" jitterbugs hang out to play the machines, there are several slick sides which never fail to click handsomely. Goodman's Russian Lullaby, Wrappin' It Up, Jew Sesson and Ragle Cat Rag seem to have what the cats and alligators look for in the way of hot instrumental solos and stuff. Red Norvo and Mildred Bailey are another I-class as a musician's band because of the play the Norvo-Bailey conceptions of the Jump Jump's Here, Garden of the Moon and such old evergreens as Washboard Blues, Rockin' Chair and Born To Swing all get. Other bands with fare for the boys "in the know" are Jimmy Dorsey, Bob Crosby, Artie Shaw, Duke Ellington and Bunny Berigan.

Regarding Shaw, he has several new sides which border on the novelty but which are proving sensationally good coin grabbers on machines in night clubs and on locations near university, college and high-school campuses where the crowd is predominately jitterbuggish in nature. Shaw's Indian Love Call, Begin the Beguine and Back Bay Shuffle are the sides. I await each Shaw recording anxiously, for here is a band which is moving up rapidly and which

To the Editor:

This contribution to your "What the Records Are Doing for Me" column is going to be a bit different from the interesting reports I've been reading from other operators in the past weeks in that I'm not going to confine my story to what tunes are my current big money makers, but discuss instead the artists that go best for us here.

It has been our experience that outstanding artists are more important than the numbers they record. For example, recordings by Bing Crosby, Benny Goodman, Tommy Dorsey, Duke Ellington and others of equal renown always seem to go big for us irrespective of the name or type of number they make. Of course, there is the occasional bad re-

PHONOGRAPH HEADQUARTERS

600 PHONOGRAPHS
READY TO OPERATE

Every Machine Guaranteed!

WURLITZER P10	\$49.50
" P12	69.50
" 312	79.50
" 616	119.50
" 616a	139.50
ROCK-OLA No. 1	59.50
" No. 2	69.50
MILLS Dance Master	49.50
" Do Re Mi	69.50

WILL TRADE FOR LATE CONSOLES

GERBER & GLASS
914 DIVERSEY BLVD.
CHICAGO, ILL.

WANTED

National manufacturer of illuminated change-over Phonograph Cabinets desires to appoint representatives in principal territories. Cabinet now being sold widely throughout the country. Nationally advertised in leading trade publications.

We desire men who are now representing coin machine products. Phonograph experience desirable, but not essential. These men must be established, of good character and capable of furnishing high references.

95% of present phonograph operators' locations are prospects. Cabinet pays for itself in a few months. Profit possibilities are practically unlimited.

If you are one of the men we want, please write. State full qualifications and past experience in first letter. Also furnish references of character and ability. All letters confidential.

Box D-165

Care The Billboard, Cincinnati, O.

WHILE THEY LAST!
95 WURLITZER Model 412 \$69⁵⁰ EA.
GUARANTEED RECONDITIONED GOOD AS NEW
1/3 WITH ORDER, BALANCE C. O. D., F. O. B. N. Y.
SIMPLEX AUTOMATIC MUSIC CO., 656 BROADWAY
NEW YORK CITY

WURLITZER \$109⁵⁰ EA.
616

BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N.Y.C.

WANTED 300 USED PHONOGRAPHS

Of All Makes for Export Trade.
Highest Allowances Made in Trade on New Seeburgs—The World's Finest.
Visit One of Our Offices at Once.

SOUTHERN AUTOMATIC MUSIC COMPANY
620 Massachusetts Ave., INDIANAPOLIS, IND. 542 So. 2nd St., LOUISVILLE, KY. 312 West 7th St., CINCINNATI, O.

meetings. Meetings will continue to be held on Friday nights, with the next one slated for November 4.

Williams Specialty Co., downtown operator, is adding more Seeburgs to its routes. Other buyers active this week were Fred Gardella, who goes for Wurlitzers, and William O. Selsor, who is buying Mills phonographs.

H. A. McDonald Creamery Co. bought some of the Mills Novelty Co.'s vendors this week also.

Wesley R. Egan, who was formerly in the music machine business, is returning to the coin machine field. He is experimenting in the cigaret field. He has just acquired a consignment of Mills vendors. He reports he is placing most of his machines in the northern part of the State. Egan is also proprietor of a tavern on the west side of the city and divides his time between the two businesses.

Floyd J. Musser is operating Wurlitzer phonographs up-State. His headquarters are located at Coldwater, Mich.

Michigan Vending Service expects to do a big business within the next few weeks with its Trading Post machine. Since its entry on the market some weeks ago many improvements have been added, including a new-type lock, which has received much favorable comment.

According to Leon Wolock, company exec, it now has a machine which will give a lifetime of valuable service.

MORE THAN 4000 PLAYS PER NEEDLE

THE WALCO
GENUINE PHONOGRAPH
Sapphire NEEDLE

Flawless uniformity GUARANTEED! Every note filtered through a GENUINE Sapphire! Cut, ground and polished by diamond cutters! "The Greatest Achievement in Music History!"

60¢
SAMPLER NEEDLE
WICK LOWER NEEDLE OF QUALITY TYPE

WALCO DISTRIBUTORS
250 WEST 54th ST., NEW YORK
ALL PHONES: CIRCLE 7-1381

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Detroit Music Men Ban Competition One Month

Rigid ban on location soliciting tried by organized operators—plan builds good will—commission schedule recently adopted by group goes into effect

DETROIT, Oct. 29.—Wayne County Music Operators' Association appears to have done a successful job in Detroit recently in eliminating unfair trade practices. One favorable result is the unusual amount of good will which prevails in the trade, with most operators speaking well of their competitors. This situation crystallized recently in the experimental moratorium of one month on all location jumping by members of the association. So rigid has this agreement been that one member will not place a machine in one no matter how favorable the deal which can be arranged with the location owner.

Some few inevitable difficulties have occurred under this set-up. For instance, "mistakes will happen," and the operator may find he has violated the code. In other cases an employee may be responsible for a similar error. This happened with one of the most "ethical" operators in town, who is a leader in the movement for the moratorium. When a competing operator indignantly complained that the man in question was violating the principles of his own crusade, investigation speedily showed that a salesman for the operator had been too anxious to get business and offered to give better terms to get business. A severe calling down for the salesman was the result, and the refusal of the operator to take the location away from the first man.

The moratorium was established for one month only and is now ending. Operators at their meeting last week were strongly in favor of the experiment and there was some sentiment even for continuing it, but the majority opinion definitely favored a return to normal competition.

The situation was phrased by Joseph Brilliant, who is vice-president of the association, "We established the mora-

torium to establish an era of good feeling for one month. It was intended to eliminate chiseling, and it has done just that. We do not want to have the practice permanent, however, because we believe that the music machine business should remain a competitive one.

The association has also raised initiation fees from \$5 to \$100 and has raised the dues to \$7.50 monthly for each 100 machines or substantial fraction thereof owned by the operator.

Another agreement has been established to keep operating practices in the realm of fair trade by agreement of association members in regard to payments to location owners. Under the new schedule a maximum split of 80 per cent to the location owner is established, but only after deducting a minimum sum each week to go to the operator as a service charge for record costs. These minimum figures are adjusted to the type of machine so that they will be proportionate to actual record costs. Minimum is \$2 on 12-record models, \$3 weekly on 16-record models and \$4 weekly on those playing 20 or 24 records.

Operators in Detroit agree that the trade can make a reasonable profit even on a 50-50 split if these basic costs are taken care of in this way.

week for me, altho some operators tell me they still find it pays to keep it in their machines. Music, Maestro, Please is another number that is slipping.

JOSEPH BORISON, Detroit.

OFF THE RECORDS

(Continued from page 15)

For the same label, Dick Robertson, surrounding his singing with a barrelhouse gang, gets in a beat-up groove for *Tutti Frutti*. Platter is matched with a straight up and down song about the wide open spaces, *You're the Only Star in My Blue Heaven*.

Billie Holiday, for a Vocalion number, goes heavy on the husky monotonies for *I've Got a Date With a Dream* and *You Can't Be Mine*, which is strictly for fans who swear by her laryngeal outpourings, which we don't.

Among the maestri who depend on the vocal force to merchandise their music, Horace Heidt on Brunswick sets forth his entire vocal entourage for a listenable interpretation of Victor Herbert's *I'm Feeling in Love With Someone*. Plattermate is a casser for his triple-tongued trumpeters, three for Lillian, one of Herbert Clark's familiar brass band intermezzi. Eddie DeLange fares better when he has the boys lay down their horns for singing the *What Are Little Girls Made Of?* novelty on Bluebird, designed primarily for coin machine trade. In the least, they sound better singing than when playing the stomp *New Shoes*. And that isn't saying much for DeLange.

Red Norvo, ever rhythmic and refreshing on wax, is all the more righteous for the vocal complement in Mildred Bailey, making it all the more desirable for ballad doubling of *This Is Madness* and *Who Blew Out the Flame?* on Brunswick. Cab Calloway carries on his hide-bolms for Vocalion with *Miss Halle-lujah Brown*, a trite tune from the Cotton Club score as is its mate, *The Boogie Woogie*. Perhaps it's the listless songs, for neither Cab nor his band sounds enthusiastic.

For Dancing

STRICTLY for tripping the light fantastic, with a familiar distinctive touch added to their tootling, Bluebird offers *Blue Barron* for *It's a Lonely Trail*,

Nick Kenny's newest and a nicey, and *Angels With Dirty Faces*; and the Shep-feldish tic-toe rhythms of Gray Gordon for *You Can't Be Mine* and *Sixty Seconds Got Together*. Kay Kyser, true to his familiar form, never deviating, couples for Brunswick the rhythmic pop, *What Have You Got That Gets Me?*, with a lilting ballad, *You're Lovely, Madame*, both promising songs from the forthcoming *Artists and Models* abroad flicker. Sammy Kaye, sounding more and more like Guy Lombardo, couples slow and sweet sides for Victor, *Two Sleepy People*, a swell song from *Thanks for the Memory*, and *Have You Forgotten So Soon?*

Al Donahue adds a right rhythmic touch to his Vocalion tootling, making toe-tickling music for *Heart and Soul* and *Clap Hands, Clap Hands*. For the same label, it's stock standard stuff on the sweet side for the sides of Dick Barrie with *Summer Souvenirs*, *All Ashore* and Tommy Tucker with *Is That the Way to Treat a Sweetheart?*, *The Cute Little Hat Check Girl*.

In the waltz tempo, the waltz king, Wayne King, heralds his return to the Victor roster with Johann Strauss music from *The Great Waltz*, giving a classical tone to his three-quarter timing for *One Day When We Were Young* and *I'm in Love With Vienna*.

The Swingy Sides

BUNNY BERIGAN digs up two classics for a Victor doubling, *Livery Stable Blues* and *High Society*. Well chosen and well played to the tone of the band is set to ballroom blowing rather than for relaxed home consumption as Tommy Dorsey dishes out with his Clambake Seven for the same label on *You Must Have Been a Beautiful Baby*. Disk doubler, *Sading at Midnight*, is a soft, sweet ballad showcasing Tommy's soft, sweet sidling.

Duke Ellington offers dull unwindings on Brunswick for *Mighty Like the Blues*, which is mighty unlike anything worthy of Ellington. Makes up for it to some extent on the mated side with his own scored killer, *Buffed Flat*, a Duke diller.

Glenn Miller, debuting on Bluebird disks, bosets a righteous lift for his rhythmpations on *King Porter Stomp*, enhancing the platter with his sweet trombone glisses for *My Roubette*. Less

those which doesn't measure up to expectations.

New York operators enjoy a decided advantage over their more distant associates in that our proximity to the recording companies guarantees a steady flow of new releases almost daily. This sometimes is a decided boomerang, however, in that numbers that prove to be the biggest hits over the country are taken off our machines before they have clicked with the public. Consequently we bank more on the artist than on the number he records.

Among the artists that are most popular in New York locations are, in white spots, Bing Crosby, Bob Crosby, Tommy Dorsey, Benny Goodman, Larry Clinton, Mildred Bailey, Bunny Berigan and Dick Robertson. Colored spots seem to prefer Jimmie Lunceford, Chick Webb, Louis Armstrong, Count Basie, Teddy Wilson, Benny Goodman, Tommy Dorsey, Bing Crosby, Bob Crosby, Ella Fitzgerald, Billie Holiday and Red Norvo and Mildred Bailey.

ROBERT GRENNER, President Robert Grenner Music Co., New York.

Louisville

October 29, 1938.

To the Editor:

As I have charge of the music department of the Pan-American Amusement Co., it is my duty to see that all the phonos have the latest numbers in them. In selecting tunes that will be hits on music machines I find the radio a big aid. Usually the tunes that are getting the biggest play over the air are those that people like to hear.

Current favorites on phonos here are *Mercola Rose*, by Bing Crosby; *The Desert Song*, by Guy Lombardo; *Change Partners*, by Ray Noble, and *I've Got a Pocketful of Dreams*, by Kay Kyser. Also holding their own in the race of desired numbers are Al Donahue's *Les-beth Walk* and Ray Noble's *Alexander's Ragtime Band*. These numbers are all going well in taverna, restaurants and spots where dancing is permitted.

We also have a football song or two on most of the machines and they are getting a good play right now. The artists whose recordings are in biggest demand here are Benny Goodman, Fats Waller, Tommy Dorsey, Hal Kemp, Andy Kirk, Henry Busse, Bing Crosby and Sammy Kaye. A good portion of our spots are strong for swing. Of course, it would be poor judgment on our part to use all swing numbers, so we usually stick one of the Hoosier Hot Shot numbers on the machines together with a waltz or two. Of the Hoosier Hot Shot discs *My Dear* and *The Beautiful Lady in Blue* are still the favorites even tho they've been out for a long time.

HELEN L. HESS, Pan-American Amusement Co., Louisville, Ky.

Detroit

October 29, 1938.

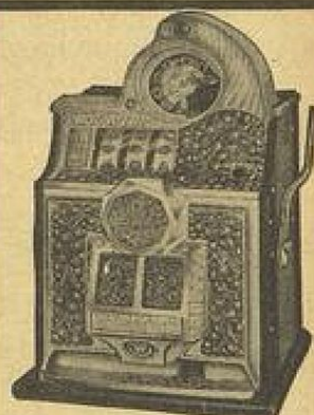
To the Editor:

Of all the numbers I have in my locations right now, *Tutti Frutti*, by Slim and Slam, is garnering the most nickels. The runner-up tune is *Change Partners*, by Jimmy Dorsey.

Quite a few of my locations are colored spots, and patrons of these spots are showing a liking for *Brown Gal* as well as *Boogie Woogie*, by Tommy Dorsey. This latter number seems to be typical of the type numbers colored locations seem to like right now.

Some of the big money makers of the past few weeks are on their way out right now. Play on *A-Ticket A-Ticket* has dropped noticeably during the past

MUSIC OPERATORS!
Save money! We reprint old phonograph needles for \$1.50 per dozen! Up to 2,500 extra plays per needle! Send a dozen old needles with \$1.00! Results will amaze you!
Operator's Service Supply Co., 2045 Carroll Ave., Chicago



DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1880—Tel.: COLumbus 2770. Cable address "WATLINGITE," Chicago.

truly amazing
VANAK

SLUG REJECTOR

Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your jobber or write

A. DALKIN CO. 4811-13 Ravenswood Ave., Chicago.

PLAY SHAK-O!

Free—Prizes—Free
Shak-O! Just out. Hottest game on the market. Increase your business up to 300%. Sensation for Slot Clubs, Ballrooms, Taverns, etc. Clean up while it's new. Don't wait, order today. Complete outfit.

ONLY \$6.50
Special Prices in Quantity Lots.
MIDWEST NOVELTY CO. 302 West 4th Street, Winona, Minn.

PEACHY
Best
NOVELTY GAME ON THE MARKET TODAY
Fully Metered \$79.50
1-18 Chicago
IMMEDIATE DELIVERY!
SEE YOUR JOBBER!
CHICAGO COIN
MACHINE MFG. CO.
1725 DIVERSEY BLVD., CHICAGO

desirable is the listless arrangement Les Brown gives to perennial *Star Dust* for the same label, falling entirely to do any justice to Pinetop Smith's *Boogie Woogie*, both sides strictly of stock orchestration standard both in scoring and playing.

DON'T ACCEPT IMITATIONS!

THERE IS ONLY ONE ORIGINAL "NEW REELS" AND ONLY ONE ORIGINAL "RED WHITE BLUE." DON'T ACCEPT INFERIOR IMITATIONS. DEMAND THE ORIGINAL AND GENUINE "NEW REELS" AND "RED WHITE BLUE."



AVAILABLE WITH OR WITHOUT JACKPOT CARD TO OTHER LABELS ARE AVAILABLE



STYLE A Takes in 1850 Tickets @ 5c. \$92.50 Pays out (actual) \$74.00 Profit (actual) \$18.50 81 Winners	STYLE B Takes in 1850 Tickets @ 5c. \$92.50 Pays out (actual) \$72.00 Profit (actual) \$20.50 90 Winners	2520 SIZE Takes in 2520 Tickets @ 5c. \$126.00 Pays out (actual) \$82.00 Profit (actual) \$44.00 97 Winners	2520 SIZE Takes in 2520 Tickets @ 10c. \$252.00 Pays out (actual) \$174.00 Profit (actual) \$78.00 97 Winners
STYLE C Takes in 2520 Tickets @ 5c. \$126.00 Pays out (actual) \$96.00 Profit (actual) \$30.00 120 Winners	STYLE D Takes in 1850 Tickets @ 5c. \$92.50 Pays out (actual) \$72.25 Profit (actual) \$20.25 162 Winners	1260 SIZE Takes in 1260 Tickets @ 5c. \$63.00 Pays out (actual) \$40.50 Profit (actual) \$22.50 97 Winners	1260 SIZE Takes in 1260 Tickets @ 10c. \$126.00 Pays out (actual) \$82.00 Profit (actual) \$44.00 97 Winners

READY FOR IMMEDIATE DELIVERY - UNIVERSAL'S FAMOUS PAD DEALS

5c PLAY Takes in 600 Tickets @ 5c. \$30.00 Pays out (actual) \$20.50 Profit (actual) \$9.50	10c PLAY Takes in 600 Tickets @ 10c. \$60.00 Pays out (actual) \$38.50 Profit (actual) \$21.50
5c PLAY Takes in 630 Tickets @ 5c. \$31.50 Pays out (actual) \$21.15 Profit (actual) \$10.35	10c PLAY Takes in 630 Tickets @ 10c. \$63.00 Pays out (actual) \$42.25 Profit (actual) \$20.75

UNIVERSAL MANUFACTURING COMPANY
 104 EAST 8TH ST., Dept. B.B. 11 (Manufacturers Only), KANSAS CITY, MO.

Klick and Zip Genco's Latest

(New Games)

CHICAGO, Oct. 29.—"One session at either of our two new games, Klick and Zip, and the player immediately understands why the games were named as they were," says Dave Gensberg, official of Genco, Inc.

"Following a policy of long standing, we are producing our games in pairs again," he stated. "This is to give operators an opportunity to use the same appeal on locations which require different types of play. Zip, a straight novelty game, employs five-ball play, bumpers, a brilliant light-up rack on which scores are tabulated as they are made. Skill lanes which give players extra scoring opportunities and the suspense provided by the scoring system have already established Zip as one of the outstanding successes in the novelty game field. Awards are based on the number of figures lighted on the back-rack, according to the way the contact of the balls on the bumpers and skill lanes causes those figures to light.

"The indicator advances with each contact of the ball on the bumper, and if it stops before a number the number remains lighted. After numbers one, two and three are lighted the player wins an award, with an increase should more numbers be lighted consecutively."

Klick is a free-game adaptation of Zip on which the player plays off the awards he wins. This game also employs five balls and the many other features described in its companion game, Zip. The play theme is the same as it is on Zip."

A. C. GALLE, 7-5c MULTIBELL, 5c, Used 3 Weeks, Like New	\$65.00
1 Jugglers 5c Chief, Serial One 125,000	30.00
1 Jugglers 25c Chief, Serial One 125,000	30.00
1 Cattle 10c Cadet, Latest Model, Used 3 Weeks	35.00
1 Mills 25c Skycraper	22.50
1 Mills 5c Skycraper	22.50
1 10c Lion Head	22.50
1 5c War Eagle, Like New	25.00
2 Tanteon Consoles, 5c, Used 3 Weeks, Each	35.00
4 Hound & Mare Bumper Games, Each	15.00
1 Bobo	15.00
1 Home Stretch	10.00
1 Running Wild	10.00
1 Exhibit Baseball, New	35.00

KENYON COMPANY

108 High, Canton, Ohio

WANTED

Man to operate Marble Tables, Country Games and Slots on Commission in South Carolina.
WEST COAST AMUSEMENT CO.,
 820 South Liben Ave., Tampa, Fla.

that it permits an operator to service many locations at a minimum investment. Carded fives, 760 coupons, units have proved one of the most practical games and outdistance all others in popularity.

"Before long we will introduce something new and revolutionary for the operator. We are preparing to assist the operator in blazing away to bigger and better profits."

Petition Delayed Till After Vote

PHILADELPHIA, Oct. 29.—The distribution of petitions for legislation affecting the coin machine business has been delayed by the Amusement Machine Operators' Association of Pennsylvania until after election. H. H. Westphal, secretary, announced this week.

It was the purpose of the State group to get at least 50,000 signatures urging the Legislature to pass two acts allowing prizes for "skill games" and equitable taxation.

"But because we are a non-partisan group we don't want to get in the middle with any political party before election by circulating petitions," Westphal said.

The public would be suspicious of signing any paper so close before election, he said.

Gay Games Plant In Capacity Runs

MUNCIE, Ind., Oct. 29.—"Gay Games, Inc., in bringing out E-Z Pickin carded deals last spring, rejuvenated thousands of locations into profitable operating spots, as evidenced by repeat orders coming into the factory," stated Guy E. Noel, president of the firm.

"The operator's response for carded deals and the fact that they are a fitting operating companion for the E-Z Pickin coupon jar game and salesboard line have resulted in the running of the factory at peak capacity.

"E-Z Pickin carded games are small in size, attractively designed in rich blended coloring. They have perfectly balanced payouts and are available in a variety of games. The cost is so small

WE BUY, SELL AND EXCHANGE

WANTED TO BUY Flashers Track Odds Mills 1-2-3 CONSOLES FOR SALE 1937 Kentucky Club, \$119.50 1938 Track Times or Skill Times 160.00 1937 Track Times 39.50 Derby Days 39.50 Liberty Bells 25.00 Rosemonts 44.50 Dark Horse 45.00 Big 7 Tracks, Like Serial 45.00 Exhibit Races 49.50 Triple Entry 210.00 Longshots 75.00	PAYOUT TABLES Grandstands \$132.50 Sport Page 110.00 Flashers 49.50 Pamco Races, 7-Coin Head 20.00 Fairgrounds 55.00 High Card 15.00 Derby Day 15.00 Turf Games 19.50 Center Smash 12.50 Winner 12.50 Mills 1-2-3 Improved 65.00 College Football 15.00 President 25.00 Photo Finish 17.50	Heavyweight \$ 15.00 Pinewood 50.00 COUNTER GAMES Reel 21, Like New \$ 5.75 Zephyrs, New 12.50 Foot Book 3.50 Big Game Hunter 3.50 David Cigarette Mach. 7.00 Peanut Machines 2.00 NOVELTY TABLES Zeta, Like New \$ 49.50 Daily Reserves 25.00 Choice Derby 15.00 World Series 125.00 Keeney Free Races 70.00 Dix 17.50 MISCELLANEOUS Mills FOX, 5c \$19.50
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CLEVELAND-CHICAGO AMUSEMENT SALES CO., 2721 PROSPECT AVE., CLEVELAND, O.

Gottlieb Markets Man-o-War Payout (New Game)

BROOKLYN, Oct. 29.—"A game as great as its name," says D. Gottlieb & Co., as their new one-shot payout, "with a host of revolutionary new ideas," made its appearance on the market. Said Dave Gottlieb: "The machine is of the console type, with a giant backboard. It boasts of such radical innovations as mystery payouts in multiples of three, illuminated win pockets that remain lighted for each selection, flicker light field, mystery daily-double pockets and a top payout of \$12. The game can be changed from single to multiple coin operation by the throwing of a switch.

"There was a good reason for choosing the name Man-o-War for the game," said Gottlieb, "and that was the record it made for itself on location tests. It is comparable to the grand records established by that old racing favorite and winner, Man-o-War.

"Besides the many features of the game and its new silent simplified mechanism, it includes every feature necessary for perfect mechanical performance. These features are the illuminated 10-coin escalator, new AET slot and many others. The cabinet is without question the most handsome we have ever built. Throughout, we feel, Man-o-War carries the Gottlieb tradition for quality. When you put it all to-

gether the game's revolutionary new features, its mechanical perfection, its tremendous player interest and its record-breaking earning capacity, there is but one name that does this great game justice—and that's Man-o-War."

Sun Never Sets On Triple Entry

CHICAGO, Oct. 29.—Ray Becker, Keeney sales manager, commenting on Triple Entry, said: "I heard recently from my brother BILL. Here's what he had to say: 'We were way up in the Northwoods country and spotted a trading-post hut on an island in one of the lakes.

"Yes, sir," we said to ourselves, "there's where we'll find real backwoods atmosphere. So we paddled over to shore and wandered into the log-cabin store. Imagine our surprise when the first thing that we saw was one of your Triple Entry console games—and were the lumberjacks, guides and hunters giving it a play!"

"There's more proof of my contention," argued Ray Becker, "that the sun never sets on Triple Entry. Friends write me of their seeing the game in points all over the world.

"Once an operator sees what Triple Entry will do he's forever digging up locations in which to spot this game. That accounts for there being no cessation in orders for our Triple Entry console game."

ADVANCE REGISTRATION FOR COIN MACHINE SHOWS

Readers of The Billboard may make advance registration for one or both of the Coin Machine Shows that have been announced in Chicago. Simply fill in the blanks below and mail to The Billboard.

MARK X BEFORE THE SHOW YOU PLAN TO ATTEND	
NACOMM ANNUAL SHOW December 12, 13, 14, 15, '38 Stevens Hotel, Chicago (National Association of Coin-Operated Machine Manufacturers)	CMMA ANNUAL SHOW January 16, 17, 18, 19, '39 Sherman Hotel, Chicago (Coin Machine Manufacturers' Association)

(Members of the trade may register for one or both Shows.)
 Advance registration is open only to bona fide operators, jobbers and distributors of coin-operated machines. Please write plainly.

NAME..... FIRM.....
 STREET..... CITY AND STATE.....
 Check whether OPERATOR JOBBER DISTRIBUTOR
 Check Types of Machines Used: Amusement Vending
 Music Service

To identify bona fide members of the industry, please enclose either Letterhead () or Business Card (). Also give the name of at least one manufacturer whose machines you have purchased during the past year.

Signed by..... Date.....

Note: Advance registration for the NACOMM Show must be received not later than November 30, 1938.

MAIL YOUR BLANK TO THE BILLBOARD,
 54 W. RANDOLPH STREET, CHICAGO, ILL.

New Orleans

NEW ORLEANS, Oct. 29.—The best sales of coin machines of all kinds in many weeks are being enjoyed by distributors of well-known makes in the New Orleans area this week. Every distributor in town reports a heavy influx of out-of-town ops who are anxious to get new ideas and order out stock in preparation for a big late fall and winter season. All of these operators are encouraged by a State-wide improvement in play, especially in the Sugar Bowl, where grinding of a record-breaking cane crop brings heavier circulation of money among farmhands. The sudden pick-up in sales during the past two to three weeks found most of the distributors short-handed, and good service men have been in demand.

Among the busiest distributors here this week is the O. & N. Sales Co., where orders have been pouring in so fast for pin games, consoles, slots and better known phonographs that F. W. King, owner, has turned to the ad columns of *The Billboard* for more seconds to fill the big demand that has accompanied the orders for new machines.

"Sales of new and second-hand machines have surpassed even the most optimistic forecast of two weeks ago," King says. "The improvement touches all types of machines from the penny claws to the most expensive phonographs. Operators thruout Mississippi, South Alabama and Louisiana are rushing us for merchandise so rapidly that we are now unable to get the equipment in shipping shape fast enough."

St. Clair Cocktail Lounge in Variety Alley, rear of the exclusive New Orleans Cotton Exchange, is one of the best locations for pin games in New Orleans. But all records for earnings at this spot have topped in the past week to 10 days, the management reports, since the installation of a new Mills machine. The players have been very jovial as they have stood in line watching the maneuvers of this new Mills idea and very often engage in friendly arguments over who is next to get a turn at the machine.

New Orleans is promised a house-warming party that should stand second best to none when the Bell Distributing Co. celebrates its formal opening of enlarged and better looking headquarters at 825 Poydras street on November 8. Officials of the O. D. Jennings Co. and the H. C. Evans Co., two companies represented in this section by Bell, are to be in town for the event, says Emile Iaconopelli, head of the firm. The offices and display rooms are among the most modern and largest in the South. A picture of O. D. Jennings personally autographed by the head of the well-known company has been placed on the wall of the front office.

W. F. Young, of the O. D. Jennings office, Chicago, left Monday for Chi after spending a few days in New Orleans on a business call.

A pretty Poydras street secretary was invited to go on a "yacht" party with a couple of coin machine operators the other night. She wound up in a skiff with an outboard motor. And to think that some of us are ashamed sometimes to call our jalopy an automobile.

Bailey Bros. and Roy, big phonograph



CLEAN UP WITH WIN-O!

Original Electric Bingo Game
The time-proven money-making sensation for larkies, raffish, holiday entertainments, churches, bazaars, night clubs, ballrooms, taverns, etc. Now at amazing low price! Operates by remote control. Individual or group play. Complete outfit, including 1000 cards, Blackboard, Advertising Salesmen, Displays, etc. Only \$7.50

H. C. EVANS & CO.
1520 West Adams Street, Chicago.

CLEARANCE BEFORE MOVING

Amazing Values in Used Games—Offering to Operators, subject to prior sale, our Warehouse Stock of Used Games below Market Price! Every one serviced, cleaned and guaranteed. All games in various ready to be shipped. One-day delivery.

- 25 Eurotopers \$5.00 Each
- 4 Clockers 7.50 Each
- 5 Peacemakers 5.00 Each
- 1 Bally Up 7.50 Each
- 10 Auto Derbys 6.50 Each
- 3 Sequence 4.00 Each
- 5 Home Runs 6.50 Each

Trouble Proof.

NEWER TYPE GAMES

- Silver Flashes \$17.50 Each
- 4 Clockers 7.50 Each
- 5 Hi Hi 27.50 Each
- Handicap 44.50 Each

NOTICE: Moving to 2833 W. Pico, larger quarters. Write! Telephone!

SOUTHWESTERN VENDING MACHINE CO.
2833 W. Pico Street, Los Angeles, Calif.
Residence 1421.

Maryland Votes On Lotteries

BALTIMORE, Oct. 29.—Legalized lotteries to provide public funds for the aged and needy is taking definite form here in the shape of a movement to repeal the anti-lottery clause of 1851 from the State constitution.

The question will come up for a popular vote on November 8 when an amendment will be offered to the people to repeal the anti-lottery clause. One of the candidates for governor at the November election is opposing the lottery amendment and the other candidate is favoring it. *The Baltimore Sun*, daily newspaper here, has editorially supported the lottery amendment. As the lottery question grows warmer churches have already started a State campaign against the lottery idea.

The Maryland Legislature in 1937 passed a State license law for amusement games and certain types of machines have operated since under this license. Questions concerning the license law, however, are now going thru the courts toward a high court test.



HERB SEIDEN, well-known in coin machine circles, looks over Bally's Thirtiedown, reserve-type one-shot.

100 SLIGHTLY USED SLOT MACHINES

AT A SACRIFICE TO MAKE ROOM FOR NEW STOCK

COIN SLOT MACHINES

- 15 Melon Bally, 5c play, \$49.50
- 25 Melon JPV, 5c with milco checks and skill control, 425000-432-000 55.00
- 15 Mills Mystery Book Fr., 5c JPV milco checks, skill control 39.50
- 10 Mills Bonus, JPV, 5c play, milco checks 55.00

1 Mills Reg. 1c, No. G. A. \$22.50
- 17-304 A. C. F. S., 5c 30.00
- 1 Mills Blue Front, G. A., 10c 30.00
- 1 Mills Red Front, 10c, G. A. 30.00
- 1 Pace Comet, 10 play, No. 26022M 30.00
- 2 War Eagles, 10c, No. 26053B-332451 25.00
- 1 Cattle Bell, 25c play 15.00
- 1 Mills Reg. G. A., 5c, No. 27630 30.00
- 10 Watling Twin J. P., 10c 20.00
- 3 Mills Silents, 5c play, No. 316473-333061-31847 20.00
- 1 Pace Comet, 5c F. S., No. 46820 35.00
- 3 Watling Rot A Top, 10c, Nos. 46809-68813-70185 25.00
- 1 Watling Rot A Top, 5c, No. 68328 25.00
- 1 Jann, Duchess, 5c, No. 20818 15.00
- 1 Watling Twin JP, No. 94053 20.00
- 1 Mills Red Front, G. A., 25c, skill control, No. 366203 45.00
- 1 Mills Blue Front, G. A., 5c, skill control, No. 366074 39.50
- 1 Mills Red Front, G. A., skill control, No. 366117 39.50
- 1 Mills Red Front, G. A., 25c, skill control, No. 366207 45.00
- 1 Mills Red Front, G. A., 25c, future pay, skill control, No. 379038 50.00
- 1 Mills Blue Front, 5c, G. A. 39.50
- 1 Mills Red Front, G. A., future pay, 10c skill control, No. 379038 39.50
- 1 Mills Blue Front, G. A., 10c 39.50
- 1 Mills 5c Red Front, G. A., 5c, skill control, No. 365968 39.50
- 1 Mills Blue Front, 25c play, G. A., Serial 377727 50.00
- 1 Mills Red Front, G. A., 5c, skill control, No. 366203 39.50
- 100 Mills Box Stands 4.50
- 25 Folding Stands, like new 2.50

CONSOLES

- 1 Keeney Track Time, 1938 \$108.00
- 4 Keeney Skill Time, 25c, sep., like new 55.50
- 1 Bally Skillful 60.00
- 1 Pacific Domelone 27.50
- 1 Paces Roommate 30.00
- 1 Rock-Ola World Series 110.00
- 1 Track Time, Perfect 90.00

5-BALL NOVELTY

- 1 Double Track \$ 5.00
- 4 Always 15.00

2 ZETA \$47.50

1 PALM SPRINGS 45.00

- 1 Fleet 45.00
- 2 Bally Reverts 29.50

1-BALL PAYOUT

- 2 Mills 1-2-3, Latest Model \$130.00
- 1 Bally Sport Page, F. S. 110.00
- 1 Mills 1-2-3, original model 52.50

PHONOGRAPHS

- 2 Gabel Charms, 18 Record \$ 60.00
- 2 Wurlitzer 412 80.00
- 2 Wurlitzer P-12 59.50
- 4 Mills Do Re Mi 27.00
- 2 Mills Deluxe Dance Masters 45.00
- 1 Rock-Ola Imperial 20, like new 110.00

FACES RACIAL AND RAYS TRACKS

- 5 P. R., check sep., light cab., No. 5719-5105-5070-4916-3370 \$170.00
- 1 P. R., 25c Play, cash pay, No. 3764 125.00
- 4 Mills Do Re Mi, 5c cash pay 27.00
- 2 P. R., brand new, 5c play, check sep. 290.00
- 1 Rays Track, cash pay 50.00
- 1 Rays Track, check sep. 50.00

Operators in Virginia, North Carolina, Maryland and Washington, D. C.
Write us for exclusive franchise on Bally Hot Vender.

The machines listed above are slightly used and like new and are offered subject to prior sale. The above prices are effective Nov. 5, 1938. All orders must be accompanied by 1/3 deposit in the form of P. O. Express, or Telegraph money order. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EXCH., Inc.

80 BROAD STREET,
Day Phone 3-4511

RICHMOND, VA.
Night Phone 5-5328

SPECIAL TICKET SALE

(LIMITED TIME ONLY)

COMPLETE DEALS, \$2.35 EACH (2250 Ticket, Card, Holder and Jar)
COMPLETE DEALS, \$2.60 EACH (2520 Ticket, Card, Holder and Jar)
Choice of Any Card Listed (Labels Included)



HOLLYWOOD

★

MAJOR LEAGUE
PLAY BALL
ARLINGTON
DOUBLE DRAW
BANK NITE

★

MAJOR LEAGUE
PIMLICO
BOARD OF TRADE
LET'S GO FISHING
BAGS OF GOLD

CARDS AND LABELS—\$6.00 Per Dozen

2250 Tickets Only \$12.00 Per Dozen.	2520 Tickets Only \$15.00 Per Dozen.
---	---

Be First. Send in Your Orders Today. 1/3 Deposit, Balance C. O. D.
MONARCH COIN MACHINE CO.
1731 BELMONT AVE., CHICAGO, ILL.

operators of Lake Arthur, La., came in town this week and placed an order with a Poydras street distributor for 14 phonographs to take care of growing business in Southwestern oil areas.

Among visitors seen this week in various distributors' offices were "Jo Jo" Cangelosi, of McComb, Miss.; J. E. Dalgre, Plaquemine; Jennie Coco, Thibodaux, one of the few women operators south of the Mason-Dixon line; Sam Lotelli, Napoleonville; Kelly Le Beau, Hammond; Ferdinand De Ville, Ville Platte; Claude Greenwood, Morgan City; C. Moran, Ville Platte; Mitch Denoux, Monroe; Eddie Danos, Raceland, and B. A. Blaise, Bay St. Louis, Miss.

P. A. Blalock, prominent Pensacola phonograph operator and Wurlitzer distributor in that area, spent a short time in New Orleans last week. Blalock reported a brisk demand for Wurlitzers in his section of Florida and Southern Alabama.

Buster Clei, head of the Great Southern Novelty Co., returned recently from a week's business stay in Dallas. Clei found the Texans very optimistic and lost an argument over whether Dallas or New Orleans was doing the better business.

Bally's new Palm Springs is making a great hit with operators from in and

PEACHY

Best
NOVELTY GAME ON THE MARKET TODAY

Fully Metered **\$79.50** F.O.B. Chicago

IMMEDIATE DELIVERY!
SEE YOUR JOBBER!

CHICAGO COIN MACHINE MFG. CO.

1725 DIVERSEY BLDG., CHICAGO

out the city, according to Jules Pace, president of the Dixie Coin Machine Co., Bally distributor. Pace says that Bally sales during October are at least 40 per cent larger than the previous month and close to the record-breaking volume of business done last fall.

USED

BUCKLEY TRACK ODDS

1938 Model

\$150⁰⁰

DIGGER MERCHANDISING CO.
111 North Leavitt Street,
CHICAGO

NACOMM Planning Big Entertainment

(NACOMM Release)

CHICAGO, Oct. 29.—The greatest array of red-hot entertainment in coin machine history is being arranged for the annual coin machine show by the show committee and the publicity committee of the National Association of Coin-Operated Machine Manufacturers. Among the good-time inspirations that will be staged to insure against any dull moments are swing bands, bevyes of belles, a radio broadcast right from the convention, vaudeville headliners and a floor show at the annual banquet and a special round of events for the ladies.

A wealth of new ideas and developments will be offered by the manufacturers in a single air-conditioned exhibition hall with an area of 32,000 square feet. The coin machine show this year will be the largest ever, more than 500 models, machines and new items of equipment engineered to make money and fit the operating needs of today. Color and light and new ideas that will keep collectors busy will be there in abundance, and that's all that it takes to bring in the profits.

Monday, December 12, at 10 a.m. the coin machine industry will "go on the air" from the North Ballroom of the Stevens Hotel with its new theme song, *We're Forever Boasting Business*.

Operators, jobbers and distributors will see and hear leaders of the industry in a rapid-fire round table before the microphone. And thousands of their customers listening in will hear the message of the industry in a half dozen brief pep talks.

"Our message packs a real wallop. Our industry uses huge quantities of American products. It gives the people things they want quickly, efficiently and at reasonable cost. It gives employment to countless workers and stimulates industry generally. We know all this but we will enjoy telling it to the world, and it will be a start at really getting our public relations story across," said one member.

In addition to the serious part of the radio broadcast program there will be music by real headliners, and a master of ceremonies who has personality plus will wrap it all up in a bundle that's nice to carry.

The celebrities' lunch will be pulled out of the bag on Tuesday. The best known names in all the country round, stars of the stage, radio, sporting and business worlds, will do their stuff for us in the Grand Ballroom for two solid hours Tuesday noon. One of the country's leading bandmasters and the star of his floor show are scheduled for this feature performance, as well as many others.

There is a mystery up the sleeve for Wednesday. What is it? Who has it? You'll like it. Don't miss it. But we are not telling until the third day of the show some time in the afternoon.

BARGAIN! Sale! SACRIFICE!!



"We're not very much in keeping with this practice of 'BARGAINS' or 'SALES' or 'SACRIFICES'. We're learned through long and sad experience that most so-called bargains are not at all what they're cracked up to be. Instead of blaring, glaring headlines, all we want to say is simply—YOU CAN BUY ANY GAME LISTED HERE WITH CONFIDENCE—AND BUY RIGHT!"

"George Ponsler."

- Chicoin's PEACHY**
 - Dava's ODD BALL and TALLY**
 - Keeney's HIT NUMBER**
- AND NEW SENSATIONAL, FREE PLAY FOOTBALL GAME! IT'S HOT!
- ### BIG TEN
- CLOSEOUTS ON BRAND NEW COUNTER GAMES! WRITE FOR FULL DETAILS TO NEWARK OFFICE.

GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY

11-15 East Runyon St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.

It will be a sensation of the first water. The annual banquet will be held in the Stevens Grand Ballroom, the largest and most beautiful hotel ballroom in the world. Three thousand coin machine men will have a swell dinner and a hot time in one room. Every seat is advantageously located for the dazzling floor show that will dim any two vaudeville shows in town. It will be a fitting wind-up for the biggest event in coin machine history.

Max Schubb Marries

DETROIT, Oct. 29.—Max Schubb, well-known Detroit coin machine operator and distributor, was married to Max Berman, of Muskegon, Mich., in the Occidental Hotel, Muskegon, October 28. Schubb's many friends have joined in wishing him and his bride happiness.



"LUCKY KICK" KICKS IN WITH EXTRA PROFITS

SUPERIOR FOOTBALL BOARDS CAPTURE APPEAL AND COLOR OF GRID SEASON.

One of THE Football Boards of the season, LUCKY KICK breathes the very air of the gridiron. Superior designers have built into this new board an appeal unapproached by any other football board. Even winning tickets are based on gridiron language as the award of \$25 goes to ticket reading TOUCHDOWN. Other awards graduate down and are named for the different football plays, such as FIELD GOAL, SAFETY, EXTRA POINT, ETC.

A colorful 2800-hole board, LUCKY KICK shows an average profit of \$41.30.

Write for Superior's latest colored bulletin describing other sensational new boards, and for SUPERIOR'S SOOPPS, salesboard trade paper.

SUPERIOR PRODUCTS, Inc.
14 NORTH PEORIA ST., ILLINOIS
CHICAGO

PRICES SLASHED ON FOLLOWING GOODS FOR IMMEDIATE DELIVERY

BUMPERS, CROSS LINE, DAYTONA, HOME RUN, BOO-HOO, BATTER UP, FORWARD MARCH, FIRE CRACKER, HOLD 'EM REPLAY, BRUDDY, TRACK STARS, ROLL OVER, \$6.00 Each.

AUTO DERBY, CHICO DERBY, MERCURY, RUNNING WILD, TOURNAMENT, \$8.00 Each. DUX, \$14.00; REGISTERS, \$18.00.

CHICAGO CLUB HOUSE, HORSES, TURE FLASH, HOLD & DRAW, REEL DICE, REEL 21, 21 VENDER, \$8.00 Each.

GROETCHEN'S GINGER OR DOM-INOES, Each \$10.00
JENNINGS CHIEF, No. 128,000, 30.00

MILLS FUTURITY, No. 384,000, \$40.00
Practically New 10c GAILLE, 35.00

MILLS REGULAR DANCE MASTERS, SEEBURG 1935 TELEPHONES, \$19.50 Each.

ALL ABOVE MACHINES READY FOR LOCATION.
1/3 Cash With Order, Balance C. O. D.

SOUTHERN AUTOMATIC MUSIC CO., 542 S. Second St., Louisville, Ky.

LOOK OVER THESE NEW LOW PRICE BARGAINS

All Reconditioned Ready To Operate. 1/3 Cash With Order, Balance C. O. D.

Western Baseballs, Late Models, \$79.50	Wurlitzer 1937 Model 616, \$124.50
Bally Fale Geonoids, Large Pecks, 49.50	Wurlitzer 1937 Model 718, 124.50
Bally Eagle Eyes, Late Models, 79.50	Rock-Ola 1937 Imperial 20, 124.50
Pomco All-Star Baseballs, 49.50	Seeburg 1937 Melody King, 109.50
Kirk's Jigsaw Slow Ball, 49.50	Rock-Ola 1937 Rhythm Master 18, 79.50
Paco 1937 All-Star Mystery, 50-100-250, 24.50	Wurlitzer 1936 Model 312, 77.50
Walling 1937 Rotary Tops, 24.50	Wurlitzer 1936 Model 412, 77.50
Mills Q. T., 1c Play (Blue), 19.50	Rock-Ola 1937 Rhythm Master, 12, 69.50
Northwestern Porcelain Midway, 1c, 4.50	Mills 1937 Do It MI, 89.50
Push-Hour Match Machines, 1c, 2.95	Mills 1936 DeLuxe Dance Master, 39.50

Write for Our New Bargain List Listing Over 500 Reconditioned Machines.

BADGER NOVELTY COMPANY, 2546 N. 30th St. Milwaukee, Wisconsin.

Western's RACE MEET TRACK ODDS

WITH

DON ANDERSON, sales manager for Western Products, Inc., proudly poses with the firm's new console release, Race Meet with Track Odds.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

EXCLUSIVE TO OPERATORS



24x19 1/2 GOLD BEVEL EDGE PHOTO FRAME BOX THREE POUND CHOCOLATES

Choice of many attractive and glamorous pictures. Over 5,000 sold in 30 days in Dallas Territory.

NOTHING LIKE IT!!!!

Your profit \$1.00 per box.

Operators making \$15 to \$30 a day. Works on 12 Hole 1c to 39c Push Card. Full particulars and confidential prices on request. Write nearest office shown below.

KIDD SALES CO.

2201 S. Harwood, Dallas, Tex.

FOLSOM BROWN CO.

2206 S. Harwood, Dallas, Tex.

KIDD SALES CO.

18 S. Walker, Oklahoma City, Okla.

EASTBURN SALES CO.

362 Dauphin, Mobile, Ala.

NACOMM Schedules Ladies' Programs

(NACOMM Release)

CHICAGO, Oct. 29.—The ladies are not being neglected in the annual Coin Machine Show program of the National Association of Coin-Operated Machine Manufacturers. Two events have been scheduled exclusively for them—a card party and a tour of Marshall Field & Co., the world's largest department store.

The pre-Christmas card party for the ladies will be held in the North Ballroom of the Stevens Hotel on Tuesday afternoon. Preparations are for a crowd of 400, and there will be 100 surprise gift table prizes from Marshall Field's. Bridge, pinochle and other card games and bunco will be on the program. Which is free to wives, women relatives and friends of all operators, jobbers and distributors.

The Marshall Field tour is planned for Monday afternoon and will make a program full of interest, novelty and thrills. Special escorts are provided by the store.

Lane Rushes Back To Fill Orders

NEW YORK, Oct. 29.—Newlywed Bert Lane, head of Seaboard Sales, New York, had to rush back from his Atlantic City honeymoon in order to take personal charge of the orders for the new Genco game, he reports.

"Klick is a tough game to describe in print," Lane states. "It has to be seen to be appreciated. Once you've seen it, if you're like the many jobbers, distributors and operators who have already seen it, you'll certainly agree in saying that Klick is a natural winner."

Fred Iverson, regional sales manager, reports that there is a demand for Klick throughout up-State New York, New England and Connecticut. "It's going like wildfire," asserts Iverson.

3-Up Clicking In Minnesota

ST. PAUL, Oct. 29.—"Despite the recent big snow, business going on as usual," reports the LaBeau Novelty Sales Co., Rock-Ola distributor. According to N. L. Nelson, sales manager, "business is doing more than the storm in snowing us under—with orders for coin-operated games."

He continued: "We're having a fine re-order business on Rock-Ola's 3-Up and Across the Board payout table. We are glad to recommend this game to any operator who wants a good return from this type of table. It's one that will keep the customers interested for a long time."

LaBeau, president, says: "I've never seen anything quite like this game. The change of back panels and award charts making an entirely different game are indeed inducements to the wise operator who wishes to make money with a good game for a longer period of time. 3-Up, or with the other back panel Across the Board, keeps on earning and earning. We've handled the game since it was introduced by Rock-Ola and we are going to handle it for a long time to come."

Ponser Comments On Pre-Testing

NEW YORK, Oct. 29.—Says George Ponser: "I am proud of two reports received this week from grateful customers to whom we shipped new games on the firm's usual guaranteed policy. For some time we have arranged with factories for advance shipment of their new games prior to general trade announcement. In this way we can check the games carefully to see if they meet with the standards imposed by the ops in this part of the country."

"Upon arrival the games are examined by our own mechanics. Then we call in some of our operators and the games are sent out on their locations with instructions to give the game the works. After a week or so of practical location testing we know just what troubles there are with the game if any from a mechanical as well as a playing standpoint. In this way we can suggest changes in production at the factory."

"The result of this pre-testing system has been that we are now able to guarantee our customers just what each game they buy from us will do and just how well it will work."

Harry Hoppe Makes Happy Trip to Chi

CHICAGO, Oct. 29.—Harry Hoppe, Eastern representative of Exhibit Supply Co., was here at the home office recently to report on trade conditions and also to



HARRY HOPPE

see the new machines ready for announcement by the factory.

Hoppe took time to say, before leaving for New York, that he really enjoys his visits to this crossroads town, that the drinks are good with the exception that there are not enough of them.

He reports business to be good in the East and also says the new Exhibit machines will meet a widespread demand for something new.

Super Zeta

STONER Corp

AURORA, ILL.

CLEARING OUT ALL GAMES TO MAKE ROOM FOR NEW WINNERS

Write for Complete List of Used and New Games at Lowest Prices.

● **STONER'S RITZ:** Immediate Shipments. Jobbers and Operators Write for Prices. 174 S. Portland Ave., BROOKLYN, N. Y. Tel: NEVINS 8-7828

BUDIN'S SPECIALTIES, Inc.

E-Z PICKIN TWIN REPEAT

New—Different
Many Other New Games Ready

OPERATORS
Cash in with the Latest Proven Money Makers. Write — Wire — Phone.

SLOT OR COMBINATION COUPONS.
2520 Coupons @ 5c Take In\$126.00 Pay Out.....\$0.00
Average Profit ...\$46.00

E-Z PICKIN CARDED DEALS ARE THE SENSATIONAL PLAY GETTERS

1939 HIT
Get on the Box With Carded 5s.

1939 HIT
760 Carded 5s Takes In\$38.00 Aver. Payt 20.00
Av. Profit, \$18.00

Combination Coupons.
PROTECT YOUR LOCATION WITH E-Z PICK-IN GAMES.

MOEL'S Gay Games
MUSIC INDIANA

BALLY SPORT PAGES	\$119.50
MILLS 1-2-3—USED 3 WEEKS	\$124.50
(New Model—Bally Unit—Reverse Reels—Animal Glass Strips.)	
BALLY GRANDSTANDS	\$139.50
(Like New.)	
CONSOLES.	
EXHIBIT RACER	\$52.50
ZETA (New Style)	64.50
TRACK TIME (O. N.)	60.50
DARK HORSE	42.50
TRACK KING	62.50
FAVORITE	60.50
SKILL FIELD	64.50
PAYTABLES.	
AK-BAR-BEN	\$69.50
BALLY ENTRY	37.50
BALLY RESERVED	29.50
PRESKRESS	34.50
FAIRGROUNDS	58.00
BALLY STABLES	44.50
BIG RACE	42.50

MODERN AUTOMATIC EXCHANGE, Inc., 2618 Carnegie Ave., Cleveland, O.



AMERICA'S
COUNTER GAME KINGS
MAKE THEIR

MOST SENSATIONAL OFFER!

**\$5 ALLOWANCE FOR ANY
USED COUNTER GAME**

OF ANY MAKE OR
CONDITION IN TRADE

ON A NEW
**GROETCHEN
GINGER**

TOKEN PAYOUT
GIGARETTE GAME

"Certified" payout protection through
tokens redeemed. Mechanically perfect
Clear-proof glasscase coin chute,
1c or 5c play. Specify with order.

Regular Price **\$27.50**

LESS \$5 ALLOWANCE



**WE WANT THOUSANDS OF
USED COUNTER GAMES!**

Any game—any condition! Send 'em in for \$5 allowance on
brand-new Gingers! We pay the freight! (Not liable for express
shipments.) No waiting for your new games—just send us bill
of lading on shipment! No limit—one or a thousand! Offer based
on machine for machine. This is your chance to cash in on old,
unprofitable games and get money-making Gingers! Take advantage
of it NOW!

Remember! A G. & C. Endorsement is a Genuine Guarantee
of Satisfaction or Your Money Refunded!

GERBER & GLASS DISTRIBUTING CO.
914 Diversey Boulevard • Chicago, Illinois

CRYSTAL GAZER

All Electric Dice Machine
2 Thrills With One Play
Tells Your Fortune and Pays Out From
1 to 10 Pkgs. Cigarettes for 1c. Players
Are Going Wild Over This. Be First in
Your Territory With This Big Money-
Maker.



Actually 5 Machines in One, With 5 Different
Payout Setups. With New
Thrills . . . New Pulling Power . . .
New Payout Charts . . . No Expensive
Changing of Machines Necessary
. . . All for Only **\$14.75**
1/3 Deposit, Balance C. O. D.

WINNER SALES CO.
"Pick a Winner With Winner"
3307 Armitage Ave. Chicago, Ill.

London

LONDON, Oct. 29. — Britshers love their cup of tea and those patronizing Reliance sportland in Tottenham Court Road, one of London's largest, may have all the cups they want free during mid-day session. Empty cups are placed on table, and patrons help themselves from jugs of piping hot tea.

Latest British machine is Forecast, by Major Automatics. Designed for counter, wall or stand operating, it is in striker class. Player strikes to shoot a ball up each of three columns—first two carry labels of English League football teams, third labels win, draw and lose. Is non-electric and prize given by attendant or site owner if play successful.

As result of part exchange or trading-in many British jobbers carry excessive stocks of used table machines. Keen competition to clear makes impossible anything in nature of stabilized prices for used games.

Automatic hair driers are being installed in Deptford (East London) municipal swimming baths for use of woman bathers. Penny in slot brings warm air current into operation; flexible tube enables bathers to manipulate drier around head.

Important lawsuit over alleged infringement of patents is likely to be heard in High Court in near future. Parties are well-known manufacturers in England; dispute concerns mechanical action of rotary-type merchandisers.

Dick Scott, of Scott, Adickes & Co., Ltd., agent for Exhibit and Bally, has returned to work after absence due to eye trouble. Doctors report improved condition on part of "Sir" Arthur Burrows, but it will be some time before he gets about again.

AT LAST! A COUNTER GAME THAT'S REALLY NEW AND DIFFERENT

EXHIBIT'S "36" GAME

New Action—New Cabinet Design—New Thrills—New Suspense—New 100% Perfect Trouble-Free Mechanism.
Here's a counter game that looks like a high-grade table—Play a penny—nickel or dime—Push down the plunger and away spins the glass enclosed case—add 'em up—only 12 losing numbers and 10 winning numbers—Constant—Fascinating Suspense. A guaranteed long-term money maker. Order yours today—quick and put new profit life in your COUNTER GAME SPOTS.



ONLY \$18.50

EXHIBIT SUPPLY CO. 4222 W. LAKE ST., CHICAGO

**Peachy Scoring,
Says Ginsburg**

CHICAGO, Oct. 29.—"Peachy still continues to hold an envious position in sales among our operators," reports Morris Ginsburg, head of Atlas Novelty Co. "We are indeed very happy to make a report of this kind, since it indicates not only that our customers are very much satisfied but it vindicates our judgment in recommending the game to them.

"Reports of earnings from operators prove that in offering Peachy to them we have given them a winner on all counts: appeal, durability and mechanical perfection. We also have a winner in Peachy because it upholds our personal service policy of providing operators with money-making equipment.

"We consider ourselves fortunate in being representatives for Chicago Coin equipment," continued Ginsburg. "Especially so in light of the fact that Peachy is but one of a string of successful novelty games the Chicago Coin group has turned out."

**Hercules Handling
Game Parts Line**

NEWARK, N. J., Oct. 29.—Irv Orenstein, of Hercules Machine Exchange, Inc., reports that his firm now carries a complete list of parts for the Target Roll bowling games.

"We have taken over the complete lot of parts for the Target Roll bowling games," Orenstein stated. "Many of these games were sold all over the country. Operators who have these games and need parts will be able to obtain them from us at regular factory prices.

"We also have on hand a complete assortment of bowling games which will interest many operators who have found this branch of the business to be one of the best."



J. E. VALLILLEE, manager of the Vend-Rite Systems, San Francisco. Vend-Rite handles the vending of hygienic specialties.

RECONDITIONED BARGAINS

NOVELTY GAMES

Bally Reserves	Dur	\$17.50
Sweepstakes	Rolls	19.50
Zeta	Truck Meet.	17.50

SPECIAL

See Hoe, Long Beach, Jig Jig, Outdoor, Speed, Round World, Elco Blazer, Auto Derby, Ohio Derby, Ohio Express, Stoners Races, Scoreboard, Day-Look, Home Stretch, Short Sex, Oval Baseball

\$9.50 Each

AUTOMATICS

Gold Wheel	Racing Club	\$27.50
Entry	Lafonia	19.50
Pinewood	Peeknash	32.50
Flicker	Daily Road	12.50
Arlington	Multiple	12.50

CONSOLES

Track Times, R. H.	Long Champs	\$134.50
Roy's Track	Pace Race	\$72.50
Dark Horses	Gal. Domino	95.00
	Club House	54.50

3 Rotary Merchandisers A-1 Condition **\$57.50**

COUNTER GAMES

Daval Races	\$4.00	Daily Races	\$11.00
Til-Tal-Too	4.00	Event Rally	4.50
Reel Spots	6.50	I. O. U.	3.00
Reel 21	4.50	Sweepstakes	4.50
Stat. 'Em	4.50	Club Vendor	12.50
Hit Me 21	5.50	A.B.T. Target	12.50
Bally Baby	6.00	Club House	4.50

PHONOGRAPHS

1—Wurlitzer P-10	\$ 59.50
2—Wurlitzer P-12	69.50
3—Wurlitzer 212 A 412	99.50
5—Wurlitzer 616	139.50
2—Wurlitzer 716	139.50
2—Wurlitzer 244	209.50

TERMS: 1/3 Certified Dep. C.O.D.

AUTOMATIC AMUSEMENT CO.
1000 Pennsylvania St., Evansville, Ind.

JUDGE A DISTRIBUTOR by the COMPANIES REPRESENTED

Eastern Distributors:

MILLS NOVELTY CO.
A. B. T. CO. GROETCHEN MFG. CO.
BALLY MFG. CO. H. C. EVANS & CO.
COLUMBUS VENDING CO.
CHICAGO METAL MFG. CO.
DAVAL MFG. CO.

KEYSTONE NOV. & MFG. CO.
26th & Huntingdon Sts.
PHILADELPHIA, PA.

SPECIAL FOR SALESBOARD OPERATORS

25 COLLECTION BOOKS **\$3.00** PREPAID IF CHECK WITH ORDER

HANDLES COLLECTIONS FOR ALL DEALS.

Original has printed merchandise report. Duplicate stays in book. Third Copy for location. Immediate delivery. Write to

**CHARLES FLEISCHMANN,
BALTIMORE SALESBOOK CO.**
120 West 42nd Street, New York City.
Standard Collection Books for All Coin Machine Operators.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**OPERATORS
GOOD
NEWS!**

NOW!

Direct From Factory
To You!
The New Sensation—

Changemaster

NEW FEATURES
IMPROVEMENTS
LOW PRICE

\$19⁵⁰ F. O. B. Chicago,
1/3 Down, Bal. C. O. D.
110 Volt D. C.

FORMERLY \$29.75, WORTH \$50.00

FREE TRIAL OFFER

Try the NEW Changemaster
for one week. If not entirely
satisfied return it and we will
refund your money.

**CROWN MACHINE CO., 2928 N. KENNETH AVE.
CHICAGO, ILL.**

Kansas City

KANSAS CITY, Mo., Oct. 29.—The new branch office opened on McGee street recently by the Decca Distributing Corp. is doing excellent business, according to Harry Miller, branch manager, who formerly was at the St. Louis office. Kansas City's new quarters handle all record sales for Decca in Western Missouri, Kansas, Colorado, Nebraska and portions of Iowa and Wyoming. The staff here also includes Randall Kenney, Harry Anderson and Jack Gorman. Phonograph ops throught this area are getting better service since the new office was opened by Miller.

Carl F. Hoelzel, president of the United Amusement Co., made the headlines in the local newspapers last Saturday night when he was met by two men outside the United plant shortly before midnight. Enforcing their requests with revolvers in their hands, the two men told Hoelzel to drive them about in Hoelzel's motor car—a demand that Carl did not hesitate to meet. After a short drive the bandits had Hoelzel stop his car. Then they took the cash from his pocket. Carl told police later that he ran thru a red traffic light while driving the bandits in a vain attempt to attract the attention of a police cruiser. The money lost was collected earlier that day by Hoelzel.

Much favorable comment is being heard here regarding the new Lucky Star penny skill game placed on the national market last week by the A. J. Stephens Co. It is unique in price and construction and has proved a hit on a dozen test locations.

Kansas City's coin-operated parking meters in the downtown business district continue to show sizable profits for the city, according to this month's report of Maurice Corey, city treasurer. Similar meters now are in use in Independence, a suburb a few miles east of the city.

Tim Crummett and Rue P. Mason, engineering heads of the Central Distributing Co. on Linwood boulevard, placed



- An Indispensable Change Fixture and a Fascinating Game—In One!
- Dash, Color and Appeal of Big Electric Consoles and the Staying Qualities of Bells.
- No Coin Chutes or Handles To Stick Out Like Sore Thumbs.
- Neat Opening Takes Pennies, Nickels, Dimes and Quarters.
- Built for Years of Service.

**Demand Is Heavy
For Midget Races**

(New Game)

BROOKLYN, Oct. 29.—"The instant acclaim won by Gottlieb's two new counter game hits, Midget Races and Steeple Races, is reflected in a flood of orders pouring in," commented officials of the Gottlieb company.

"In Midget Races," they continued, "the idea was to create a game that would put big game earnings on the counter. In other words, a game not with the usual kind of play, but one with red-hot realism of the kind obtainable only in large costly machines. Seven colored balls, representing seven horses, actually race down the course simultaneously, passing each other, nosing each other out of the lead like real horses. At start of the play, as coin is deposited, electrical mystery selection of a color, as well as mystery odds, show in illumination on the handsome sloping front panel. The correspondingly colored ball then becomes player's horse in the race, and if it comes in first at the finish position he is entitled to award of from 2-1 to 20-1 as indicated by the mystery odds. The machine has a combination 1 to 25-cent slot, with last coin visible.

"Steeple Races incorporates the same play as Midget Races in a non-electric award card model. A colored chart at finish position indicates the line-up of colored balls that must be obtained to win awards. The game otherwise has the same play appeal as Midget Races and sells for an exceptionally low price."

**Coimmen Return
From Hunting Trip**

NEW YORK, Oct. 29.—Joe Fishman, Marvin Leibowitz, Joe Hirsch and Al Schlesinger returned to their respective duties recently after spending 10 days in the Canadian wilderness hunting partridge and deer. The boys went back to a camp they had previously visited during the summer for fishing—Patterson Camp, Gracefield, Que.

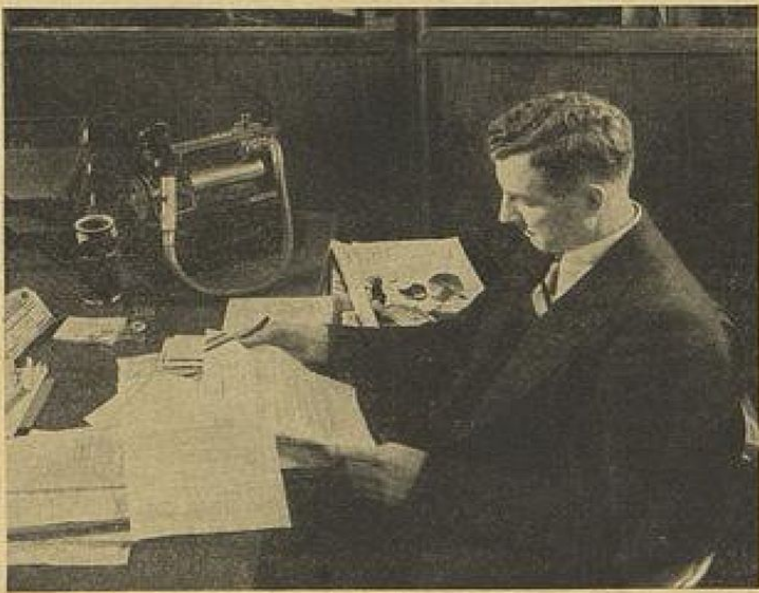
Their friend and guide, Raul la Premier, was there again to show them the ropes. Joe Fishman claims the going was so strenuous he lost 10 pounds in that short period. The result of the hunting trip was the bagging of two large deer and about a dozen partridges.

fall to be excellent. Peerless handles the new Wurlitzer models and they apparently are in great demand throught the Greater Kansas City area. . . . Universal's jar games are selling swiftly, too, according to Joseph Berkowitz, Universal executive.

another order for a carload of Wurlitzer phonographs. More than 100 units have been sold by Central since August and the demand for them continues, Crummett and Mason declare.

Kansas City's new 2-cent tax on cigarettes is adding plenty to the treasury. Figures for the last of October revealed more than \$63,000 had been taken in by the city since the impost inaugurated in mid-September. Many dealers are absorbing the tax.

Dave Cooper, president of the Peerless Distributing Co., reports business this



ART COOLEY, coin machine sales department, Mills Novelty Co., studies plans and ideas. He affirms the copy of The Billboard was not purposely included in the pose.

**C
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\$150⁰⁰

BUCKLEY'S

LATEST

**7-SLOT
CONSOLE**

BUCKLEY MFG. COMPANY
2160 Washington Blvd.
CHICAGO

DAVAL'S MONEY-MAKING MASTERPIECE

SALES SOARING HIGHER AND HIGHER!
THAT'S REAL PROOF THAT IT! ODD BALL HAS PLENTY OF IT!



Phenomenal 5 Ball Novelty Game with RESERVE BANK up TO \$50.95 and intermediate awards! ALSO STRAIGHT HI-SCORE MODEL!

Completely metered for your protection!



PRICE \$74.50
 F.O.B. Chicago
 With Reserve Feature \$10 extra

GUARANTEED 100% MECHANICALLY PERFECT

DAVAL MFG. CO., 315 N. HOYNE, CHICAGO

Pencil Award Is Bally's Latest

(New Machine)

CHICAGO, Oct. 29.—"All territory is now back on the big-money map," declared Ray Maloney, president of Bally Mfg. Co., as he released for shipment the first hundred Rainbow pencil award machines.

"Location tests," Maloney stated, "prove Rainbow's earning power to be equal to the average bell, console or pay table, thanks to the clever 'buy-back' idea. Yet in appearance and in operation Rainbow is definitely a merchandise machine, vending equal value for every coin deposited.

"Brilliant illumination, flashy colors and fascinating action combine to attract patronage without the aid of funny symbols to create unfavorable comment. The double revolving pencil display—studded with pencils in six different colors—is a legitimate animated advertising device, and at the same time the possibility of two pencils of same color lining up in the center of the display results in the kind of suspense that guarantees continuous repeat play and profits formerly expected only from bells and one-shots.

"I could go on and on about the Rainbow pencil idea. But I know that no smart operator needs a diagram to see the tremendous possibilities offered by the machine. However, I do wish to emphasize that the special code-marked pencils vended by Rainbow are available only thru Bally distributors, a feature which not only serves as a positive anti-cheat but also provides ideal protection for exclusive territorial operations. Several such operations are already under way and there is no question but Rainbow will be an outstanding route machine during the coming year," Maloney affirmed.

Exhibit Utilizes All Floor Space

(New Game)

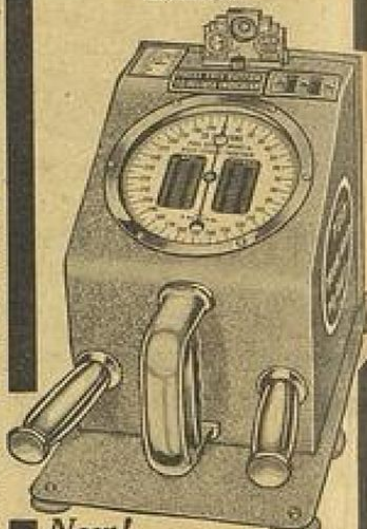
CHICAGO, Oct. 29.—All possible floor space is being made available in the factory of the Exhibit Supply Co. so that production can be raised to the highest point in many a month, according to officials of the firm. It was almost like a complete remodeling of the plant to move machinery into locations that would greatly increase the operating efficiency of the entire plant.

The newest offering announced by Exhibit is a counter machine to be called Exhibit's 36 Game. It is one of the machines that is responsible for the rush to boost production of the plant to its highest point. Appearance of the new counter machine will count for much, since it looks very much like a very modern table radio cabinet. It will offer the flexibility of penny, nickel or dime play. All the player does is to deposit his coin, then push down the plunger, and the glass-enclosed cage begins to spin. There are 19 winning numbers and only 12 losing numbers.

It is said by the makers to have a trouble-free mechanism and to have extra suspense for a game of its type.

PROOF OF MERIT! TOP RESALE VALUE!

Very Few Used Grip Machines Available!



New! DUO-GRIP

TRADE STIMULATOR PLUS
 3-Way Strength Tester!
 Besides testing strength of Push, Pull and Grip, CHARITTE REELS spin with each play . . . winning symbol entitle player to award according to award card! Has button indicator release; coin-dog slot, last coin visible; with button release which also closes shutter over reels; chrome handles and trim; belt adjustable to ring at any number; tension adjustable to suit location; anti-rill; 6 suction-cup base and other top-notch features. Also available with Fruit Bell symbols or numbers. **\$24.50**

IMMEDIATE DELIVERY
 DE LUXE GRIP SCALE
 3-Way Strength Tester
 Going Strong **\$19.50**
D. GOTTLIEB & CO.
 2736-42 N. Paulina St., Chicago



YOUR SIGNAL FOR BIGGER PROFITS!

THE BIGGEST MONEY-MAKING FOOTBALL BOARD EVER MADE

— GOAL POST —

No. 2402 2400 Holes
 Takes in \$120.00
 Average Payout 53.79
 Average Gross Profit \$ 66.21

PRICE \$4.94 EACH

Board Filled With Popular Tip Combination Tickets.

NEW LOW PRICES ON THICK AND SEMI-THICK BOARDS

HARLICH MFG. CO., 1413 W. Jackson Blvd., Chicago, Illinois.

3 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEALS

50 WINNERS
A 5c Salesboard
 42 Boxes of High-Grade Chocolate—1 Lb., 1/2 Lb., 1/4 Lb.
 7 Jars of Assorted Candy.
 Large Box Assorted Chocolates for Last Punch.
 A 300-Hole Salesboard.
COSTS YOU \$6.00. TAKES IN \$18.00.

Fast Moving Deal
36 WINNERS
 A 36-Hole Salesboard. Numbers run from 1 to 39. Every Punch receives a Box of High-Grade Chocolates. Name under Seal receives additional 2 Lbs. Chocolates in Beautiful Padded Box.
COSTS YOU \$5.50. TAKES IN \$12.00.

Quick Turnover Deal
24 WINNERS
 Every Punch Receives a One-Pound Box of Chocolate. Numbers Run From 1 to 39. 24 1-Lb. Boxes of Chocolate. A 24-Hole Salesboard.
COSTS YOU \$4.25. TAKES IN \$8.00.

CANDY FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates. 1/2 Doz. to Carton. **70c**

2-Lb. Box of High-Grade Chocolates in Padded-Top Box. Cello-Wrapped. 1 Doz. to Carton. Per Box. **50c**

Cordial Chocolates—1-Lb. Net. Packed 2 Doz. to Carton. Per Dozen **\$2.40**

20% Deposit With Order, Balance C. O. D. Send for FREE Catalogue of Assorted Box Candy.
DELIGHT SWEETS, INC. 50 EAST 11th STREET. NEW YORK. N. Y.

BALLY RESERVES

\$37.50

BLOW BALLS

Brand New in Original Case. New Price Was \$197.50.

Closeout Price \$25.00

MAGIC ROLLS

Used, But Like New. 9-Ft. Roll-Down Game.

Closeout Price \$25.00

Blue Front Melon Ball, Cherry Bell Counter Games at Real Prices.

Hawaiian, Philippine, Australian and other Foreign Ops. cable "Pingame" for Quotation on Your Requirement.

LOUIS WOLCHER CO.

1021 Golden Gate Ave., San Francisco, Calif.



HAROLD PERKINS, coin machine sales department, Mills Novelty Co., is busy on the phone telling someone about the Mills "Opportunity Line."

SALES BOARD OPERATORS!

You cannot afford to be without our latest catalog of money-making premium deals. Write today for your copy, also for big list of close-out cash and step-up boards.

H. G. PAYNE COMPANY
 312 Broadway, Nashville, Tenn.



... from Maine to Maryland operators who are taking advantage of our Special Deal all agree! If you haven't yet been told about our Special Deal —Write or Phone Today! (Now ready, your Free Copy of "The Bally Coin Chute.")

FITZGIBBONS DISTRIBUTORS, INC.
453 WEST 47th ST., (Tel: Circle 6-8343) NEW YORK

—Also At—
362 Mulberry St., Newark, N. J. 217-19 Elizabeth St., Utica, N. Y.
2178 Amsterdam Ave., New York 622 N. Eutaw St., Baltimore, Md.

Haste makes PROFIT!

That's right, PROFIT! Your haste in ordering machines today from Oriole will make you real profit in savings on price of all the new and used machines as well as in earnings by being first in your territory to operate these machines! Write for our price list today and learn why it pays to . . .

NEXT TIME TRY....

ORIOLE COIN MACHINE CORP.

Oriole Bldg., BALTIMORE, MD.

—ALSO AT—
Pittsburgh • Washington • Buffalo

McCALL'S WEEKLY SPECIALS

Mad Q&P—5	5.00	Home Run—5	6.00
Short Set—	5.00	Stoner's Vagab.	15.00
Excel—	5.00	Stoner's Races	15.00
Roadster—	5.00	Turf King	17.50
Pitty Grand—	5.00	Neck 'n' Neck	5.00
Reply	5.00	Electric Secre-	5.00
Home Stretch	10.50	board	5.00
Sequence—	5.00	Genio Nil, floor	10.50
Hold 'Em—	5.00	sample	12.50
Lights Out—	14.50	Genio Hoop, floor	12.50
Long Beach	5.00	sample	12.50
Roady	5.00	Bally Skill field	85.00
Pacific Major League	5.00	circle	85.00

WE BUY, SELL OR EXCHANGE.
2147 Locust St., St. Louis, Mo. **McCALL NOVELTY CO.**

SALESBOARD OPERATORS
Read "DEALS"
A column about new salesboard ideas, deals and personalities.
In the Wholesale Merchandise Department
THIS WEEK AND EVERY WEEK

New Machine With Cigaret Award Idea (New Game)

KANSAS CITY, Mo., Oct. 29.—Jules Samuelson, head of the Empire Mfg. Co., has announced placing on the national market a new unit which he calls Jingle Board and which has proved unusually successful on test locations in this area the last several weeks, he says. "Empire really has something in the Jingle Board," said Samuelson. "For it's not a Skillo, water or ticket deal. Yet we have proved it to be even more profitable and a sure money winner on virtually all types of locations.

"Intended to be placed by ops with storekeepers on 60-40 percentage basis, the new unit makes payouts in awards amounting to about 20 per cent. The board has 23 red spots, all winners. When the player places a penny in the slot at the top he watches it fall and cover one of the spots. Coins which hit their mark bring the player either one, two or three packs of smokes. The game," enthuses Samuelson, "is 100 per cent chest proof and is finished in an attractive red wrinkle color. An outstanding feature of the Jingle Board is its rubber suction feet, making the jar sit securely on the counter and insuring its being immune to cheaters. The new game takes a space only seven inches square on a counter." Samuelson is a veteran in the coin machine field.

Fitzgibbons in New Sales Policy

NEW YORK, Oct. 29.—John A. Fitzgibbons, regional manager for Bally Mfg. Co., reports he has started a new sales angle for operators "by offering them cash price deals which gives them the chance to get the games they want at unusually reasonable prices."

He explained this by saying: "There are many ops who do not care to pay higher prices for equipment because of the present credit arrangements. We have found that operators who want machines at the best prices are willing to pay cash. We have made a special deal in this direction which has captured the fancy of the operators and is helping to move equipment much faster than ever before."

"They all state that they would much rather pay us cash than be charged the difference for credit. This opens a new sales angle for the industry which is most certain to improve conditions tremendously."

Distrib Joins in Crusade for Jobs

DETROIT, Oct. 29.—Michigan Mutual Distributing Co., operator and distributor, is co-operating with Detroit's current Crusade for Jobs—the local version of the Sales Mean Jobs campaign, with window posters in its Woodward avenue store advertising the drive. The company has plenty of reason to

EVANS' 1939 BANG TAILS

FIRST RACING CONSOLE-NEW LEGALIZING SKILL ATTACHMENT AVAILABLE!

EQUIPPED WITH EVANS' NEW 7-COIN HEAD!

Acknowledged by big-time operators as the greatest coin head advance in the industry! Positively eliminates overlapping and jamming of coins. Stops grief from thick coins, slugs, gum, string, steel strips, celluloid and other tricks of the gyp artist. Last 3 coins in each chute visible at distance. Patented and manufactured by Evans—available only on Evans' multiple-play consoles!



IMITATED BUT NEVER EQUALLED!

BANG TAILS is "tops" in class, performance and earnings! New Legalizing Skill Feature with Gold Award meets skill game requirements. Evans' NEW 7-Coin Head stops losses—increases your profits! New Steel Inner Wall prevents tampering with operating mechanism. Silent action precision mechanism, non-drop power pak and dozens of other NEW features make it the stand-out racing game for 1939!

OTHER EVANS' WINNERS: Galloping Dominoes, Rolletto Jr.

WATCH FOR EVANS' LUCKY LUCRE!

Sets a New Standard in Amusement Equipment!

• AT YOUR JOBBER or WRITE, WIRE or PHONE HAYMARKET 7630!

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO



NEW! "PLEASE PASS THE BISCUITS, PAPPY" "MR. OPERATOR"

Our new jar deal, "Please Pass the Biscuits, Pappy," is the greatest American sensation today. In Texas it is going over 100%. And orders are coming in from every part of the Union. If you really want to make money, all we ask you to do is to order just a sample of this new deal. You will then wire all your other orders.

Sample deal complete, including jar, stand, refill and card, \$3.50. Deal takes in 2280 tickets at 5c per sale, \$114.00. Average pay-out, \$70.00. Average profit \$44.00. Write for quantity prices. Express prepaid in U. S.

GO-GETTER JAR CO.
P. O. BOX 691, TYLER, TEX.



SURE HITS

HOLIDAY SPECIAL
1600 Holes. Takes in \$75.00.
Pay Out \$32.50 and 75 Packs of Cigarettes.
PRICE, \$2.20

TOUGH DOWN
918 Holes. Takes in \$40.80.
Average Pay-out \$23.22. A Step-Up Board.
PRICE \$2.80

GLOBE PRINTING CO.
1023 Race St., Philadelphia.



be optimistic about the future in this drive as well as in its own business, according to Max Marsden, who is manager of the company and secretary of the Wayne County Music Operators. "We have come thru a hard summer and have survived it. Now business is on the upgrade. In fact, last week was the very best from the collection stand-point that we have had since we started in business about a year ago. "I credit it to two factors. One is the fact that business generally has certainly improved. The other is the local association. We have co-operated to eliminate chiseling practices and this has also operated to prevent a lot of location jumping," concluded Marsden.

**\$10-\$20-\$40 JACKPOT
EITHER 4 OR 6 COIN MULTIPLE**

[Both Optional—May Be Easily
Changed By Operator]

**DERBY
KING**

**WESTERN'S NEW
1-BALL CONSOLE TYPE
AUTOMATIC with**

- MULTI-MASTER PAYOUT UNIT
- CHANGING ODDS for Win-Place-Show-Purse Awards
- 1 to 7 SELECTIONS each play.
- 100% O. K.!

Immediate Delivery!



WESTERN PRODUCTS INC.
925 W. NORTH AVENUE • CHICAGO, ILLINOIS

**Gerber & Glass
Offer Trade-In**

CHICAGO, Oct. 29.—“As a result of an insistent and daily growing foreign demand for American types of counter games, the firm of Gerber & Glass is making what may be termed the most sensational offer in the history of our company,” stated a company official.

Says Max Glass: “We can safely say that our offer is the most liberal ever offered by any firm in the coin machine business. Our foreign connections have advised us that there is a sudden popularity attending play on American counter games. Our export division is daily receiving orders for hundreds of these games. Filling these orders has exhausted all present sources of supply, and we are purchasing as many of all types of counter games as may be available among the nation's operators.

“To make it profitable for operators to turn in their old games,” continued Glass, “we are offering a liberal trade-in allowance for those games, regardless of make or condition, on brand-new Groetchen Ginger cigaret counter games. Most operators are familiar with Ginger, which is a token payout type of counter game that offers operators a definite check on awards thru the tokens. Ginger has been in steady production at the Groetchen plant for a year and a half, positive proof of its earning power and popularity on locations thruout the United States.

“Our offer enables operators who want more of these powerful money makers to get rid of old equipment without taking a loss on it; in fact, many of the operators will find our offer highly profitable! To operators who have not yet tried Ginger our trade-in offer presents an opportunity to try Ginger with an investment of only a nominal sum of money.”

**Changemaster Taken
Over by New Firm**

CHICAGO, Oct. 29.—Crown Machine Co. here announced this week that it had obtained exclusive rights to the Changemaster device and had arranged a new sales policy to sell direct to operators to be effective at once. Officials say that this policy will make it possible for operators all over the country to get the machines at an early date. They are being offered on the usual trade policy of one-third down and the balance on delivery.

Changemaster was offered to the trade not long ago and has many features which appeal to the operator, according to Crown officials. It is a change fixture to place on the counter in locations, and in addition to being a convenience in making change it offers an attractive game which the customer sees at the most opportune time—when he has small change in his hands. It is built to take pennies, nickels, dimes and quarters.

The firm also announces that other new ideas are in development and that details will be made known to operators as these ideas are ready for the market. A free trial offer of one week is being made on the Changemaster.

**NOW
TALLY
WITH
CIGARETTE
REELS
IN PENNY PLAY
AND
RESERVE
JACKPOT**

WHICH STARTS WITH \$1.00
AND ZOOMS TO \$10.00!



Think of it!—all the great money-making features of TALLY with the additional appeal of PENNY CIGARETTE PLAY! What's more, there's the excitement of the BIG, EXCLUSIVE TALLY RESERVE JACKPOT... the INTERMEDIATE CIGARETTE AWARDS which keep players glued to the game... the COIN DIVIDER AND TWO SEPARATE CASH BOXES which eliminates all misunderstandings between operator and location owner... and many other features pioneered by DaVal and demanded by location owners! You'll never believe that one little game can bring in as much money as TALLY does—until you see it happen! Order TALLY and watch these profits pile up!

ALSO AVAILABLE IN 5c PLAY, WITH INTERCHANGEABLE NUMBER STRIPS AND BELL-FRUIT STRIPS!

PRICE \$34⁵⁰
F. O. B. CHICAGO

DAVAL MFG. CO. 315 N. BOYME CHICAGO



FRED BROOKMAN (left), Mils district manager, and A. E. Wilson, Mils sales manager, are discussing the fine qualities of the new Trylon Scale (believe it or not).

**BAR, BELL & FRUIT
JAR DEAL TICKETS**

Tickets are printed in colors using slot-machine characters to designate the play.

TICKETS TO DEALS

2544 - 2592 - 2664 5c or 10c Play

All deals alike except the winners vary in number. Write for description and prices.

SOLD ONLY to JOBBERS

Wheeling Novelty Co., Inc. 37 Fourteenth St. Wheeling, W. Va.



**PAY LESS!!
GET MORE!!**

PAYTABLES.

As-Bar-Ben .. \$63.50	Golden Wheel (TAL) ... \$27.50
Stables 56.50	Hi Card .. 24.50
Flasher 54.50	Golden Wheel .. 22.50
Entry 47.50	Lite-A-Pair .. 13.50
College Foot-ball (Clock) .. 28.50	Wiseah 10.50
Speed King .. 24.50	Peelash 8.50

AMUSEMENT.

Targite .. \$45.50	Hollywood ... \$24.50
School Days .. 37.50	Jungle Dodge .. 18.50
Flying Duck .. 29.50	3-Way Grippers 6.50
Markman .. 25.50	

CONSOLES.

Track Time .. \$99.50	Jockey Club .. \$39.50
Big Play ... 69.50	They're OR .. 19.50
Dominoes .. 45.50	

Foreign Buyers—Cable us your needs. "ROY-COIN." Write for Prices on the NEWEST and HOTTEST Games.

ROYAL COIN MACHINE CO.

2212 No. Western Ave. CHICAGO, ILL.

BINGO

IS A STEADY MONEY MAKER



SALES INCREASING DAILY!

HERE'S WHY! LEGAL EVERYWHERE.

COMBINES CLEVER SKILL GAME AND GUM VENDOR.

EARN \$3.00 TO \$5.00 WEEKLY PROFIT.

LOW PRICE!

Only \$17⁵⁰

Terms: 1/3 With Order, Balance C. O. D. "LIVE" DISTRIBUTORS WANTED

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

NATIONAL'S BARGAIN COLUMN SLOTS

Mills Q. T., Serial 14,000 to 16,000, Green Feet, 1c	\$29.00
Mills Melon Balls, Serial Over 425,000, 5c and 10c	49.00
Mills Blue Front Single Jack, Serial Over 400,000, 5c	45.00
Juvenile Silver Chief	40.50
Para All-Star, Serial 10c	24.50
Mills F. O. K. Escalator, 5c	19.00
Walling Rollator, 10c, Serial 67,000 to 70,000	18.00
Walling Goose Neck, 5c	18.25
Safe Stand	5.00

NOVELTY GAMES

Dea	\$35.00	Coney Island	\$24.50
Foot, 3 Me-		Away	\$1.00
ters	\$2.00	Bally	
Foot, 2 Me-	49.00	Zephyr	22.50
ters		Zip-Hi	20.00
Roarers, 2 Me-	29.50	Top	20.00
ters		Bobs	20.00
Jungle	29.50	Silver Flash	18.00
Slappy	29.50	Hare-N-	
Spring	29.50	Hour	19.00
Cape	29.50	Chico Derby	9.00
Ball's Eyes	25.00	Ricochet	9.00

PAYOUTS

Full Grounds	\$59.00	Derby Day, Ticket	\$35.00
Flatwood	49.00	Golden Whl.	17.00
Peakness		Fast Finish	17.00
Ticket	37.00	Locals	
Derby Day	29.00	Ticket	20.00

COUNTER GAMES

Goetchean	\$9.50	Real Dice	\$5.00
Zobby	5.50	Real Races	5.00
Real Spot	5.50	Really Nugges	5.00

CONSOLES

Juvenile Liberty Bell	\$45.00
Pass Races, 20-1 Odds, Serial 4,000	69.50

PHONOGRAPHS

Whitner #19	\$132.00
Rock-Ola 1936 Model	42.00

TERMS: 1/3 Deposit, Balance C. O. D. F. O. B. Chicago.

First With the Latest New Games. Get Your Name On Our Mailing List.

National Coin Machine Exchange
1407 DIVERSEY BLVD., CHICAGO.

JINGLE BOARD

NEW PENNY CIGARETTE COUNTER GAME NO SKILLO, OR WATER, or TICKET GAME ENTIRELY NEW 23 RED SPOTS - 23 WINNERS



Place with Stockholders on \$5-40 Basis. HOW GAME WORKS: Coin rolls down thru Brass Pass on to Jingle Board, which has 23 Red Spots (20 Disks), which are smaller than the coin. For awards, the coin must cover a Red Spot Completely with One Penny. A clock is attached, each Red Spot, with a meter, by telling the amount of each award, such as: 1 PABLOZ 2 PABLOZ 3 PABLOZ OR TRADE Coins are dumped off Jingle Board into Bottom Jar with Spring Dump Rod in rear of machine.

Neat Tremendous Quick Profit Size: 17" x 17" 1st. Pending.

Rubber Section Feet Coat Proof Lock and Key **\$6.45** Write for Quantity Prices Each

EMPIRE MANUFACTURING CO.
322 EAST 19TH ST., KANSAS CITY, MO.

FREE Just Off The Press! FREE A NEW CATALOG OF FREE SALESBOARD DEALS FREE SIZZLING WITH PROFITS FOR YOU! FREE Operators! If you want to enjoy prosperity—send for your Free copy of this money-making catalog! It's chock full of the Season's newest Salesboard Assortment! Jammed with profit-making deals that are designed for fast play and will profit! Write today!

GELMAN BROS. 419 North Fourth St. MINNEAPOLIS, MINN.

See our correspondence to advertisers by reading The Billboard.

Eastern Notes

Leo Kravitsky, collector for Ace Vending Co., Newark, N. J., was seriously injured when his car was overturned in a crash. He's at St. Michael's Hospital in Newark. . . . Harry Pearl, also of Ace Vending, reports that they are placing more and more cig and candy bar vendors. . . . Sylvia Gottfried, of Hercules Machine Exchange, Inc., also of Newark, is to be married within a month. Sylvia is one of the best known girls in coin circles.

Izz Rothstein, of Banner Specialty Co., sometimes writes letters in three languages to friends. . . . George Pomer has become an expert billiard player since the installation of the Birmingham Imperial billiard table in the gameroom of his home in Maplewood, N. J. . . . Howard and Archie Kass are trying their best to get rid of that cabin cruiser they have docked at the Newark Yacht Club on the Passaic River. Report they're willing to let it go cheap, with a set of X30 Zeiss binoculars thrown in with the deal. . . . Schork & Schaffer's famed Sports Palace on Broadway at 52d street continues to get crowds of pressed noses against their windows day and night watching the chess and checker experts at work.

Sid Mittelman, Newark operator, is all aflutter o'er these coin rifles he's placing. . . . Dave Stern, of National Vending Co., Elizabeth, N. J., claims he's almost giving away the new Stewart & McGuire combination bulk vendors at the price he's advertising them. . . . Irv Sommer will be leaving for Miami Beach offices of Modern Vending Co. in three weeks, with Nat Cohn probably following shortly afterward. . . . N. Y. C. music operator organization, led by Lee Rubinow, will be throwing a big shindig within a few days with souvenir journal, etc.

Joe Calcott, leader of Vemco, of Fayetteville, N. C., has slashed prices to smithereens for month of November, according to reports. To top it off he offers 2 per cent off for cash orders. . . . Willie Blatt, of Supreme Vending Co., Inc., Brooklyn, is still thrilled over that shave given him with the new Bally Razor by Ray Moloney. He just can't get over it—claims he has an unusually tough beard and that this is the first razor that ever did the job right. . . . Jack Fitzgibbons has started a cash sales policy that may open a new angle for sales in the East, it is said.

That clumsy waiter act at Bert Lane's bachelor dinner in the Piccadilly Hotel penthouse still has everybody talking. Claim this is the best gag ever pulled at any party of common. Certainly was the most elaborate bachelor dinner ever seen here. . . . Paul Gerber and Max Glass, of the Windy City, dined with Nat Cohn and Irv Sommer at Longchamps new Empire State entry on champagne, no less. . . . A suggestion comes from Bill Gerah, of Byrde, Richard & Pound, advertising agency, that manufacturers get together to promote further popularity of coin-game play with ads on sides of Railway Express trucks. . . . Earl C. Backe, of National Novelty Co., Merrick, L. I., is not only getting a reputation for the firm's fine reconditioned equipment but is known thruout this area as a star tennis player who has taken many a trophy. . . . Dave Engel, of American in Newark, is a polo enthusiast and rides with the soldier boys' team in this tough sport.

Bert Lane, they tell us, is planning a Park avenue apartment for his bride.

Tommy Callahan is putting on weight. Seems traveling for Fitz is not so tough, eh Tommy? . . . Archie Berger reports that Philly isn't as blue as it used to be and is willing to prove it to us any night we care to visit with him at the Sylvania Hotel. . . . Lew Wolf is longest residing traveling man in colabix, still at Hotel Martin in Utica, N. Y., after all this time. . . . Most enthusiastic fisherman in the East is Irv Orenstein, who goes for the deep-sea finny denizens with real zest. He's Hercules Machine Exchange biggie. Watch those big merchandising machines for '39. Chocolate candy, Coca-Cola and others are set for a real boom, they tell us.

Mike Munves Finds Biz Good

NEW YORK, Oct. 29.—Mike Munves Corp., with an office on Park Row under the supervision of Mike Munves and another under the supervision of Max

MAN-O-WAR SENSATIONAL NEW 1 BALL CONSOLE Made by the Masters of Payouts!



MULTIPLE PAYOUT MYSTERY DAILY DOUBLE MYSTERY SELECTION MYSTERY ODDS

Gottlieb's newest triumph—the only 1-Ball payout developed in the past year with 3 radically new ideas! Injects fresh life into payout locations—more than doubles usual top earnings!

- ★ FIRST with Mystery Payouts in Multiples of 3. Far more desirable!
- ★ FIRST with Flicker Light Field and Illuminated Win Pockets! What a lure!
- ★ FIRST with Mystery "Daily Double" Pockets and TOP AWARD OF \$12.00 CASH! Red-hot come-on!

Mystery Selection—1 or more horses! MULTIPLE or SINGLE operation optional by simply throwing switch! Single coin odds: Track, 3-1 to 45-1! Daily Double, 18-1 to 60-1. Multiple 4-coin odds up to 240-1!

At last! . . . the features operators have long wanted! . . . incorporated in the greatest game of recent times! MAN-O-WAR marks a new era in payout! It's your sure-winner for the greatest earnings you ever made! Don't lose a minute—order at once!

Console-type Cabinet, 24"x48". Giant Back Panel, 10-coin Illuminated Excitator, simple adjustment for regulation of odds, dozens of new super-analysis New simplified silent mechanism, absolutely bug-proof

\$189.50

MIDGET RACES COUNTER GAME THRILLER!

ELECTRICAL SELECTIONS! MYSTERY HORSES! MYSTERY ODDS! INDIRECT LIGHTING!



Speed! Thrills! Insert coin, pull lever, and electrical mystery selection of 1 color representing horse and mystery odds flash on inclined panel. 7 brightly colored marbles representing horses thunder down the raceway—continually nosing each other out of the lead! The winner corresponds in color to the selection. Odds 2-1 to 20-1. Brilliant glass front with indirect lighting illustrated in full color. Beautiful, decorated case, 13 1/2" wide, 18" high, 8" deep. Large cash box. Combination 1c to 25c. **\$29.50** Slot, last coin visible.

STEEPLE RACE Award Card Model, Non-Electric, Colored Chart at FINISH indicates winning lineup with awards according to award card. Otherwise same features as Midget Races. Odds 2-1 to 20-1. **\$19.50**

IMMEDIATE DELIVERY
D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO

Munves, reports that they have been doing an exceptionally fine business on both new and used machines. "Our many customers thruout the United States and Europe are sending continual and repeat orders for new and used equipment. We have been selling many new machines and taking others in on trade-ins, thereby replenishing our stock of used equipment."

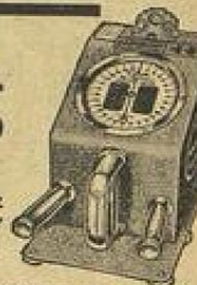
Herbert Ferrel Dies

CHICAGO, Oct. 29.—Word has reached here of the death of a Zanesville (O.) coinman, Herbert Ferrel. Death came after a 17-month illness caused by pulmonary tuberculosis with attributing diabetes and heart trouble.

He was until recently the operator of many coin machines in Zanesville. His operations were carried on as a sideline, he having been employed as a steel roller at the American Rolling Mills.

He was 55 years old. Final resting place at Greenwood Cemetery, Zanesville.

NEW DUO-GRIP TRADE STIMULATOR PLUS 3-WAY STRENGTH-TESTER



Gottlieb's New Sensational Combined Spinning Cigarette Reels with strength-testing for Push, Pull and Grip. Write for QUANTITY PRICES!

\$24.50

Alabama Distributor **BIRMINGHAM VENDING CO.**
217 Third Ave., North, Birmingham, Ala.

New GENCO'S KLICK

New GENCO'S ZIP



**DELUXE FREE GAME!
PLAYER PLAYS OFF
AWARDS**

A Clever New "Free Play" Game with a Novel Scoring System. Five-ball play. Each bumper hit advances light-up indicator one notch on clock-like backboard register. If indicator stops before a number, number lights. Lighting of three consecutive numbers wins award. Skill lanes add to scoring thrills. Fully motored.

\$ 89.50
F.O.B. FACTORY

GENCO, Inc.
2621 N. ASHLAND AVE. CHICAGO, ILLINOIS



**A NOVELTY GAME with
PLENTY OF ZIP--LOADS
OF APPEAL!**

A clever five-ball game that everybody understands and plays on sight! All the playing thrills and features of Klick in straight novelty play. Player hits bumpers with balls to advance light-up indicator on clock-like register. Awards won when first three numbers lighted consecutively—extra awards for extra numbers! Fully metered.

IMMEDIATE DELIVERY
\$ 79.50
F.O.B. FACTORY

SEABOARD SALES, Inc.
619 Tenth Ave., New York, Eastern Factory Represent.
European Distributors:
COIN AMUSEMENT SUPPLY, Ltd., London, England.

SMASH!

5c Bonus Balls, Venders.....\$42.50
5c, 10c, 25c Melon Balls, Venders... 42.50
5c, 10c, 25c Cherry Balls, Venders... 42.50
5c Blue Front Venders..... 22.50
5c Extraordinary Front Venders..... 22.50
Mills Blue-Brown Box Stands..... 2.50
Mills Folding Stands..... 1.50
Bally Stables.....\$ 35.00
Fairgrounds..... 45.00
Paces Races, check. Ser. 5314..... 125.00
1938 Skill Timer..... 150.00
Maryland State Licenses..... 5.00
Slightly Used—Perfect Condition.
TERMS: 1/3 Certified Deposit.

EXECUTIVE NOV. DIST. CO.
414 H STREET N.E.
WASHINGTON, D. C.

SLOTS at Sacrifice Prices

JENNINGS

SILVER DIXIE MELON BELLS—5c-10c.
SILVER CHIEFS—1c-5c-25c.
BLUE CHIEFS—5c.

MILLS

BLUE FRONTS—SINGLE JACK POT.
BLUE FRONTS—DOUBLE JACK POT.
MELON BELLS—CHERRY BELLS.
O. T.—1c PLAY.

PACE

1938 DE LUXE COMET—5c.
WRITE OR WIRE FOR PRICES!
"ANYTHING WITH A COIN SLOT—WE HAVE IT!"

SAVOY VENDING CO.

36-F W. FRANKLIN ST., BALTIMORE, MD.

OPERATORS

NEW LOW PRICES

on Thick and Semi-Thick Boards

Write for Quotations

CHAS. A. BREWER & SONS

The Largest Board and Card House in the World
6320 Harvard Ave., Chicago, U. S. A.



PRICED FOR SALE - CONDITIONED FOR PROFIT!

NOVELTY GAMES.	AUTOMATIC.	SLOTS AND RACES.
Stoner's Zetas.....\$40.50 Genco Double Truck..... 34.50 Palm Springs..... 45.00 Bally Racecars..... 29.50 Airway..... 19.50 Dix Mills Baseball Ohio Derby Stoner Baseball Sensation Long Beach Running Wild Stoner's Race Speed	Flashers, 1-2-3, With Latest Improvements Fair Grounds.....\$54.50 Fleeteroads Multiple Races Baby Entry.....\$44.50 Artiscope..... 27.50 Preakness..... 27.50 Golden Wheel Carom..... 17.50 Turf Champs..... 20.00	150 Pass All Star Comets, Mystery Payouts without cold awards, 1, 5, 10 and 25c play, refinished and look like new.....\$32.50 Jennings Childs, 5, 10 and 25c play, myst. payouts, \$32.50 Mills Cherry Bells, 5c, 10c and 25c play.....\$49.50 Paces Races, brown cabinets, serials over 4000.....\$147.50 Paces Races, one 25c, black cabinet, perfect condition, \$97.50.

TEAR SHEET
12.50
Each.

COUNTER MACHINES—Daval Track Reels, new, in Original Cabinets, Only \$14.50.
Be Sure and Write for Our Complete List. Send One-Third Deposit and Your Order Will Be Shipped Subject to Your Inspection.
WILL BUY: Penny Zephyrs, Centapacks, Lucky Packs, Deuces Wild, Penny Packs, Etc.
AUTOMATIC SALES CO.,
227 SECOND AVE., North NASHVILLE, TENN.

\$7.45 EACH
OR 3 FOR \$21.00

Airway.....\$18.50
Daily Dozen 31.00
Miss America 9.00
Speed..... 10.50
Turf King..... 10.00
Hi-Lo..... 38.00

ABSOLUTELY FREE
TO OPERATORS
NEW CATALOG
AND PRICE LIST
MAILED REGULARLY EVERY 2 WEEKS

EXPORT
"We Cover the World"
Cable Address:
"NATNOVCO,"
Merrick, N. Y.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

WHAT'S THE BIGGEST NOVELTY HIT TODAY?

KLICK

IS THE NAME!

KLICK

IS THE GAME!

It's Different!

RACTIME — TRIPLE PLAY
JITTERBUG — Still Going
Strong

SEABOARD SALES, INC.
619 TENTH AVENUE, NEW YORK, N. Y.
Phone BR 12-6300 7-5688

MUNVES' WEEKLY BARGAINS

BALLY RESERVE.....\$22.50

Bambino.....\$35.00	Boonville.....\$22.50
Cargo..... 24.00	Carrollville..... 10.00
Zephyr..... 18.00	Vogue..... 10.00
Hulls Eye..... 16.00	Sloneer Base..... 9.00
Tops..... 15.00	Ball..... 9.00
Airway..... 14.00	Long Beach..... 8.00
Silver Flash..... 14.00	Power Play..... 8.00
Here 'n' There..... 13.00	Turf King..... 8.00

1/3 Cash Deposit, Balance O. O. D.
Penny Arcade Machines (Large Assortment).
Every Machine Manufactured in Stock.
Fortune Telling Cards and Supplies.
COUNTER GAMES, CRANES,
SKEE BALLS, AUTOMATIC,
Illustrated Bargain Lists Free.

EXPORT—We Ship All Over the World.
Cable Address, MUMMACHINE, N. Y.

MIKE MUNVES CORP.
148 Park Row, New York, N. Y.

The Last "Word" in Your Letter to Advertisers, "Billboard".

TALLY

Bally Puts Midget "Bell" on Market

CHICAGO, Oct. 29.—The Bally Baby counter machine is now available with bell-fruit reels, according to announcement released by Jim Buckley, general sales manager of Bally Mfg. Co.

"The bell-fruit tapes," Buckley explained, "are furnished as extra equipment but without extra charge. Bally Baby may now be operated in four different ways. First, there's the penny cigaret style, in which cigarets are awarded for lining up two or three of the same brand. Second in favor is the spell-award style, in which various letters line up to spell T-E-N, S-I-X, etc. This is for penny, nickel, dime and quarter play. Also popular in four-coin play is the 400-to-1 Numbers game. And now we have added the bell-fruit symbols. Tapes and cards for all four styles are furnished with each machine.

"Altho Bally Baby has been on the market for three years, it still enjoys a steady sale. One reason for its popularity is the amazingly small amount of space required. It is by far the smallest machine ever built to use the old favorite bell-fruit style of play. One operator told me that whenever a merchant says he hasn't room for a counter game he simply asks the merchant to take his elbows off the counter—and make room," Buckley stated.



STRAIGHT 5c PLAY

AS AN INTRODUCTORY OFFER FOR A LIMITED TIME ONLY!
LIBERAL TRADE-IN ALLOWANCE ON ANY COUNTER GAME!

UNQUESTIONABLY THE GREATEST MONEY MAKER EVER BUILT! THE ONLY GAME OF ITS KIND ON THE MARKET! COMBINES THE MOST SENSATIONAL FEATURES KNOWN!

RESERVE JACKPOT as high as \$50.00!

INTERMEDIATE AWARDS of from 10c to \$1.00!

COIN DIVIDER AND TWO SEPARATE CASH BOXES!

SWIVEL TURNABLE BASE!

BUILT BY DAVAL!

PRICE \$34⁵⁰

Also Available With Cigarette Reels, 1c to 5c Play.

SICKING

1922 FREEMAN OINCINNATI, O.

Calcutt Announces November Sale

PAYETTEVILLE, N. C., Oct. 29.—Joe Calcutt, of the Vending Machine Co., reports he has started "one of the most sensational sales which Vemco has ever run. It will begin the first of November. The sale will last the entire month of November," said Calcutt.

"Not only have we slashed all prices, in addition we are offering a 2 per cent discount to operators sending full remittance with orders.

"We have been promising this sale to the ops," he continued. "Every type of equipment is included in this month's sale. In this sale, because of its size, deliveries will be started no more than 36 hours after receipt of orders. This is to allow us the necessary time to recondition every machine in keeping with our policy to give our customers only the best machines regardless of the price."



Mills ★ VEST POCKET BELL

A complete automatic Bell with spinning Bell fruit reels, automatic payout, silent operation. Uses push-pull chute instead of handle. Size 7 x 8 x 7 inches. Weighs only 15 pounds. 5c play. Doesn't in any way look like a Bell, but \$49⁵⁰ boy, how it resembles the Bell in action! F.O.B. Chicago

Mills ★ WILD DEUCES

Plays a fast game of showdown poker, with the wide variety of poker combinations all possible. Smooth and quiet in operation. All deuces wild. Accepts pennies, nickels, dimes and quarters. A great value. \$25⁰⁰ F.O.B. Chicago

Mills ★ FRUIT KING

A copy in miniature of the big Bell without automatic payout. Fruit reels spin very quietly and stop in one, two, three succession. All the fascination of a Bell, yet suitable to counter machine territory. Penny, nickel, dime and quarter operation. Cash box holds over \$65 in nickels. \$25⁰⁰ F.O.B. Chicago

★ KOUNTER KING

Mills The counter machine with the \$20,000 basic mechanism. Allows player to double up. New star reels make possible a maximum \$30 jackpot. Operates with penny, nickel, dime or quarter. No counter game in any way resembles Kounter King.

\$25⁰⁰ F.O.B. Chicago



★ IMMEDIATE DELIVERY

Order by Wire—Letter—Phone—Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.

We Have ROCK-OLA'S 3-UP

and ACROSS THE BOARD

One-Shot Payout Table

Its sensational and steady earnings make it outstanding. Don't wait. See us for 3-Ups.

IMMEDIATE DELIVERY

La Beau Novelty Sales Company, 1946 University Ave., St. Paul, Minn.



Change in 15 minutes on location.

MAKE BIG MONEY

From Now Until Christmas Selling JUMBO TURKEY BOARDS A Real Flesh that Readily Sells at \$1.00 Each 150 Males, No Numbers Over 15c BRINGS \$21.45 AND SELLS 1 Turkey, 1 Goose, 1 Duck and 2 Chickens PRICE \$3.00 per Doz., \$20.00 per 100 Sample, \$1.00 Remittance With Order or 50% on C. O. D. ARTHUR WOOD & CO., 219 Market St., St. Louis, Mo.



New . . . and by Bally!



RAINBOW PENCIL VENDOR WITH "BUY BACK" FEATURE

A merchandise machine in appearance and operation, a bell in earning power! Double Revolving Pencil Display—studded with pencils in 6 different colors—is a legitimate animated advertising device . . . and also packed with more suspense and thrills than a console dial! Equal value vended for each coin . . . yet the clever "Buy Back" plan—at merchant's discretion and depending on color of pencil—insures the kind of "repeat play" profits formerly expected only from bells and one-shots. RAINBOW puts ALL TERRITORY back on the big-money map . . . be first and be glad!

EUREKA FREE PLAY NOVELTY GAME

OPERATE WITH OR WITHOUT MULTIPLE

Earn PAYOUT PROFITS in your novelty spots! EUREKA has all the proven profit features of Bally's famous payout games. ODDS CHANGE on each coin—or may be changed by skill! MYSTERY SELECTIONS—1 to 7 for each coin—or by skill! "Win, Place, Show" awards . . . plus a new "qualify" idea that's a real repeat play coxer. And the FREE PLAY CHUTE opens the door to countless new locations! Order EUREKA from your jobber today!

5, 4, 2 OR 1
BALL PLAY

METERED
For Your Protection



PAY
TABLE
SIZE



THISTLEDOWNS

BALLY'S NEWEST ONE-SHOT HIT

All the time-tested money-making features of Bally's famous one-shots . . . plus flip-a-switch flexibility enabling you to operate with or without multiple, with or without \$50 top reserve. You earned big money with Fairgrounds, bigger money with Grandstand. Now earn the biggest money in one-shot history with THISTLEDOWNS. Order today for immediate delivery from your favorite jobber.



DIXIE 7-COIN ANIMATED RACE TRACK CONSOLE WITH NEW "DARK HORSE" ODDS BOOSTER

All the realistic race-track atmosphere (real miniature horses) and "neck 'n' neck" suspense of Bally's famous \$500 Ray's Track . . . plus the beautiful flash and eye-appeal of the modern console! New "Dark Horse" Odds Booster (an extra non-selectable horse) is part of the main action—thus insures double suspense, double thrills—not merely at the start or finish, but FROM START TO FINISH AND EVERY INCH OF THE WAY! And that double dose of "what it takes" results in plenty of stick-with-it repeat play. Write or wire for NEW LOW PRICE and details on NEW SIMPLIFIED GUARANTEED CHAET-PROOF MECHANISM.

Write for circulars of BALLY BELL, GRANDSTAND, HOT-VENDER, FOUR HORSEMEN, LITE-A-PAX, MILLWHEEL and other Bally hits!

BALLY MFG. COMPANY
2640 BELMONT AVE. • CHICAGO, ILL.

ALL PRICES SLASHED!!!

TO LOWEST LEVELS IN COIN MACHINE HISTORY

PLEASE STATE IN OUR AD: POSITIVELY NO ORDERS ACCEPTED AFTER MIDNIGHT NOVEMBER 30 AT PRICES APPEARING IN AD. ALL EQUIPMENT SUBJECT TO PRIOR SALE. WRITE - WIRE - PHONE - RUSH ORDERS NOW TO INSURE GETTING DELIVERY.

SIGNED...JOE CALCUTT

AMERICA'S FINEST GUARANTEED SLOTS

MILLS 5c BLUE FRONT MYSTERY BELLS OR VENDERS, with or without the Gold Award Feature	\$49.50
MILLS 5c YELLOW FRONT MYSTERY GOLD AWARD BELLS OR VENDERS	39.50
MILLS 10c BLUE FRONT MYSTERY BELLS OR VDRS., with or without Gold Award	52.50
MILLS 25c BLUE FRONT MYSTERY BELLS OR VDRS., with or without Gold Award	55.50
MILLS 10c REGULAR GOLDEN BELL	36.50
MILLS 25c REGULAR GOLDEN BELL	39.50
MILLS 5c WAR EAGLE BELLS	35.00
MILLS 10c WAR EAGLE BELLS	35.00
MILLS 25c WAR EAGLE BELLS	35.00
MILLS 5c SKYSCRAPER DOUBLE JACKPOT BELLS	24.50
MILLS 5c LIONHEAD DOUBLE JACKPOT BELLS	24.50
MILLS 5c CROSS DIAMOND ESCALATOR FRONT VENDER	27.50
JENNINGS 5c JACKPOT SIDE VENDER	10.75
WATLING 5c TWIN JACKPOT FRONT VENDERS	19.75
WATLING 5c ROL-A-TOP MYSTERY GOLD AWARD FRONT VENDER	24.50
WATLING 5c CHERRY ROL-A-TOP TWIN JACKPOT VENDER	29.50
WATLING 1c TWIN JACKPOT FRONT VENDERS	17.50
PAGE 5c MELON BELL	34.50
PAGE 5c CHERRY BELL	32.50
PAGE 5c MYSTERY JACKPOT FRONT VENDER	27.50

SPECIAL CLEARANCE OF DE LUXE SLOTS

PAGE 1938 MODEL DE LUXE COMET MYSTERY BELLS, 5c Play	\$39.50
PAGE 1938 MODEL DE LUXE COMET MYSTERY BELLS, 1c Play	36.50
GROETCHEN COLUMBIA JACKPOT MYSTERY BELLS	\$39.50
GROETCHEN COLUMBIA GOLD AWARD BELL	39.50

The Columbia is compactly built, has flexible mechanism enabling you to change to either 5c, 10c or 25c play right on location and thus you have four machines in one. Also, it is completely slug proof, because last coins played are paid out first. A wonderful little machine.

BALL AUTOMATICS

BALLY PEERLESS	\$ 7.95
BALLY DERBY	7.95
BALLY MULTIPLE	8.75
BALLY BONUS	7.95
BALLY JUMBO	7.95
BALLY ROVERS	27.50
BALLY FAIRCOURDS	52.50
BALLY ARLINGTONS	24.50
BALLY STABLES	39.50
BALLY PRAEKNESS	27.50
COTTLEB LONG SHOT	6.75
COTTLEB MULTIPLE RACES	42.50
COTTLEB FOTO FINISH	17.50
JENNINGS RACING CLUB	9.95
DE LUXE SPORTSMAN	12.95
KEENEY NAVY	9.95
MILLS TYCOON	9.95
MILLS CLOCKERS	12.95
MILLS RAILROADS	12.95
ROCK-OLA THREE UP	37.50
WESTERN HEY DEY	42.50
BALLY DE LUXE PRAEKNESS	57.50
BALLY GOLDEN WHEELS	18.50
BALLY FLEETWOODS	49.50
BALLY CAROMS	13.75
BALLY RACING FORMS	17.50
BALLY CLASSICS	9.95
BALLY ENTRY	29.50
BALLY TRAFFICS (5 Balls)	4.75
BALLY ROCKET (10 Balls)	3.75
COMBINATION	4.75
MILLS 1-2-3 TABLES (These purchased about eight months ago—good condition)	36.50
MILLS DOUBLE HEADERS	7.95
MILLS POST TIMES	15.00
MILLS BIG RACES	33.50
PAMCO ROYAL RACES	9.95
PAMCO PINCH HITTER	9.95
STONER TURF CHAMPS	16.50
WESTERN QUINELLA	34.50

PERFECT CONSOLES

BALLY TURF SPECIAL	\$31.50
BALLY LINCOLN FIELDS	49.50
BALLY CLUB HOUSE (Upright Console)	36.50
BALLY SKILL FIELDS	49.50
BALLY RAYS TRACKS	42.50
EXHIBIT SHOOT THE MOON	34.50
EXHIBIT TANFORAN	37.50
EVANS KEENO	19.50
EVANS BANGTAILS	79.50
JENNINGS LIBERTY BELL	44.50
JENNINGS DERBY DAY	49.50
KEENEY DARK HORSE	34.50
MILLS RIO	42.50
MILLS 25c GOLF BALL VENDERS	89.50

COUNTER GAMES

ADVANCE SHOCKERS	\$ 6.00
BALLY LITE-A-PAX	16.75
BALLY BABY CIGARET MACHINES	6.75
BUCKLEY CENT-A-PACKS	9.75
DAVAL TRIO-PACK	6.00
DAVAL REEL SPOTS	4.75
DAVAL SMOKE REELS	12.75
JOKER WILD GUM VENDERS	13.75
JOKER WILD, without Gum Venders	12.00
DAVAL PENNY PACKS	9.75
EXHIBIT SKILL DRAW	9.75
HONEY	12.95
EXHIBIT TURF TIME	6.75
EXHIBIT HORSE PLAY	9.75
DUCK SOUP, Only	1.00
GROETCHEN ZEPHYR	7.00
GROETCHEN BLUE BONNET	9.75
7c GROETCHEN GINGERS	14.75
GOTTLEB TOBACCO PACK	11.75
GOTTLEB THREE WAY DE LUXE GRIP TESTERS	9.25
MILLS KOUNTER KING	10.75
PAUL BENNETT DEUCES WILD	12.75
PAUL BENNETT LUCKY PACKS	12.75
WESTERN HORSES	3.75
SCOOP, 1c PLAY	3.75

AMERICA'S FINEST RECONDITIONED PHONOGRAPHS

2 MILLS ZEPHYR PHONOGRAPHS—12 Records	\$ 79.50
16 MILLS DO-RE-MI PHONOGRAPHS—12 Records	49.50
18 MILLS DE LUXE DANCE MASTERS—12 Records	37.50
2 MILLS REGULAR DANCE MASTERS—12 Records	22.50
1 CONSOLE MODEL 50 WURLITZER—12 Records	59.50
2 COUNTER MODEL 51 WURLITZER—12 Records	42.50
12 MODEL 316 WURLITZERS—16 Records	89.50
14 MODEL 416 WURLITZERS—16 Records	89.50
2 MODEL 412 WURLITZERS—12 Records	59.50
17 MODEL 616 WURLITZERS—16 Records	99.50
24 MODEL 616A WURLITZERS—16 Records	119.50
4 MODEL 716 WURLITZERS—16 Records	99.50
27 MODEL 24 WURLITZERS—24 Records	174.50
24 MODEL "K" SEEBURGS—15 Records	88.50
3 MODEL "K" SEEBURGS—20 Records	149.50
3 SEEBURG REX PHONOGRAPHS—20 Records	119.50
15 SEEBURG ROYALE PHONOGRAPHS—20 Records	149.50
1 ROCK-OLA MULTI-SELECTOR—12 Records	42.50

\$10.00 TAKES THE 5 NOVELTY GAMES IN THIS BLOCK

- 1 BUDGET
- 1 FORWARD MARCH
- 1 TOT-A-LITE
- 1 MILLS NEIGHBORS
- 1 APT MARBL-JAX

NOVELTY GAMES IN THIS BLOCK \$75.00 A DOZEN (LESS THAN DOZEN \$10.00 EACH)

- 2 DAVAL SPEED
- 1 CHICO BASEBALL
- 1 STONER BASEBALL
- 1 BALLY BULL'S-EYE
- 1 PADDOCK
- 2 BALLY SKIPPERS
- 3 CHICAGO COIN DUX
- 1 BALLY SPRINT
- 3 BALLY LINE UP
- 3 EXHIBIT BASKET BALLS
- 7 STONER STADIUMS
- 2 STONER AURORANS

NOVELTY GAMES IN THIS BLOCK \$60.00 A HALF DOZEN (SMALLER QUANTITY \$15.00 EACH)

- 1 CHICAGO COIN FIESTA
- 1 DAVAL WAR ADMIRAL
- 1 CHICAGO COIN TURF QUEEN
- 1 CHICAGO COIN MARS
- 1 BALLY BAMBINO
- 1 STONER ELECTRO FLASH
- 9 BALLY AIRWAY
- 2 GEMCO HIT
- 2 CHICAGO COIN EL TORO
- 2 BALLY ZEPHYR
- 2 COTTLEB REGISTERS
- 2 CHICAGO COIN SPOKES
- 2 CHICAGO COIN NACS
- 2 GEMCO SILVER FLASH
- 1 GEMCO TALLY HO
- 1 GEMCO HARE 'N' HOUND

NOVELTY GAMES IN THIS BLOCK \$50.00 A QUARTER DOZEN (SMALLER QUANTITY \$25.00 EACH)

- 1 Genco Oscar
- 1 Chicago Coin Swing
- 1 Chicago Coin Coney Island
- 1 Genco Grand Slam
- 1 Genco Hi-Lo
- 1 Chicago Coin Snappy
- 1 Genco Splash
- 2 Chicago Coin Exposition
- 5 Genco Recorders
- 2 Chicago Coin Peppy
- 2 Chicago Coin Cadets

MISCELLANEOUS

BALLY FLEET	\$39.50
NEW SUPER CHARGER	49.50
BALLY PALM SPRINGS	49.50
STONER ZETA	49.50
BALLY RESERVES	59.50
DAVAL ROBIN HOODS, Reserve Model	49.50
BALLY RACER	37.50
BINGO MOVING PICTURE MACHINE—16 MM. Film—Originally sold for \$275. Now offered for only	49.50
MODEL ZMB COLUMBUS 5c GENERAL PURPOSE VENDER	4.25
MODEL M PENNY PEANUT VDR.	3.75
KEENEY TARGETTE RAY GUN	24.50
RANEL U-POP-IT—Floor Sample, never on location	77.50
BANG-A-DEER SHOOTING MACHINE—Shoots real bullets	79.50
NEW OK 5c BALL GUM VENDER	5.25
BRAND NEW SEVEN COLUMN STEWART & MCGUIRE CIG MACH	74.50
NORTHWESTERN MODEL 33 1c PEANUT VENDER	2.95
CALCUTY DE LUXE ARISTOCRAT POOL TABLE, size 4 1/2 x 9 feet	150.00
PAGE ARISTO SCALE	24.50
WATLING GUESSING TOM THUMB SCALE	39.50
JENNINGS VENDER SCALES	18.50
JENNINGS PREMIER DIAL SCALES	27.50
MILLS DIAL SCALE	27.50
ROCK-OLA LO-BOY SCALES	34.50

TERMS TAKE ADDITIONAL 2% OFF TOTAL IF YOU SEND FULL CASH WITH YOUR ORDER

To Speed Delivery 1/3 Certified Deposit Must Accompany All Orders. We Ship Balance C. O. D., F. O. B. Fayetteville, N. C.

ALL SHIPMENTS... WILL LEAVE WITHIN 36 HOURS OF TIME RECEIVED SO AS TO ALLOW US TO THOROUGHLY RECONDITION, INSPECT AND RECHECK ALL USED MACHINES TO SUPPLY OUR CUSTOMER WITH ONLY THE BEST AND HIGHEST CLASS MERCHANDISE REGARDLESS OF PRICE.

REFERENCE: DUN AND BRADSTREET; ANY BANK IN FAYETTEVILLE, N. C., OR YOUR OWN BANK.

GET *all* THE NICKELS IN *Every* LOCATION

WITH
WURLITZER

Streamline
**COIN BOXES and
AUXILIARY SPEAKERS**



**A MONEY MAKER
AT THE BAR**

Put a modern Wurlitzer Coin Box at each end of every bar in every location you have. Cash in on America's desire for music along with the refreshments. The handsome Bar Box is easy and quick to install—and you'll be amazed at the extra nickels each one will collect!

**A COIN ATTRACTOR
IN THE BOOTHS**

Make it easy for everybody to play Wurlitzer music. A Wurlitzer Wall Box in every booth or near every table is the sure way to appeal to folks who won't walk over to the phonograph. Give patrons this real reason to spend money and they'll spend it!



A BEAUTIFUL CONSOLE SPEAKER

Big, handsome, colorfully illuminated . . . 32 1/4" high, 22" wide, 14 1/4" deep—rich walnut finish. Powerful 12" permanent magnet dynamic speaker.



A HANDSOME WALL SPEAKER

Mechanically identical to Console Speaker, but mounted in a smaller walnut cabinet. Both have same rich tone of Wurlitzer Phonograph itself.

Multiply your phonograph profits with Wurlitzer Streamline Coin Boxes and Wurlitzer Auxiliary Speakers. Make one phonograph do the work of two or more. Make Wurlitzer Music easy to play and easy to hear from all parts of every location no matter how large or how noisy.

Wurlitzer Streamline Coin Boxes and Auxiliary Speakers have proven their

ability to get all the nickels from every location—to multiply profits from 20% to 100% for hundreds of Wurlitzer Music Merchants. They'll do the same for you. Order these money makers now!

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NORTH TONAWANDA, NEW YORK
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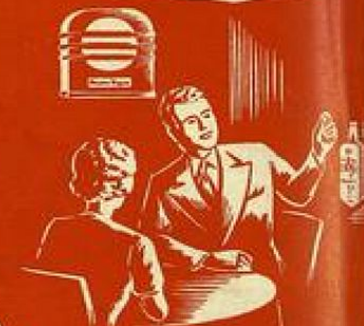
**DON'T MISS THESE
OPPORTUNITIES
FOR EXTRA PROFITS**



AT BARS



IN BOOTHS



**IN ROOMS REMOVED
FROM THE PHONOGRAPH**



**AT DISTANT POINTS IN THE SA
ROOM WITH THE PHONOGRAPH**

Cover Every Location COMPLETELY with
WURLITZER
STREAMLINE
COIN BOXES and AUXILIARY SPEAKERS