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The Billboard

The World's Foremost Amusement Weekly

OCTOBER 29, 1938

15 Cents

Vol. 50. No. 44



—Donald A. Harbeck—Photo

DON WILSON

on locations... on one-niters... on the air...

HOTELS

RALPH HITZ

President
HOTEL NEW YORKER
and the
NATIONAL HOTEL MANAGEMENT, Inc.

"The Billboard, to my mind, is an excellent publication in its field. It enables hotel men, who are vitally interested in amusement and entertainment, to keep abreast of the trend in public demand for various types of entertainment. Its complete coverage of the entertainment field in America is a fine example of good editorial work."

TOM J. MONTGOMERY

Advertising Manager
THE STEVENS
Chicago, Ill.

"The Billboard has always been my first source of information. It's always given me the inside track on what's what and who's who behind the scenes."

NIGHT CLUBS

WILLIAM R. JOHNSON

Owner
BON-AIR COUNTRY CLUB
Wheeling, Ill.

"The Billboard is of tremendous value to a night club owner, as it keeps one informed of how various acts and bands are going over in different clubs, and also gives one an idea of what certain acts are, especially when not familiar with the names. I believe the criticisms are quite sincere."

BALLROOMS

R. H. PAULEY

Manager
TURNPIKE CASINO
Lincoln, Neb.

"Naturally being a ballroom operator makes me most interested in The Billboard. Items dealing with ballroom operation, review of bands, air briefs and band routings have proved very helpful to me in buying the promotion of name bands."

PARKS

E. E. BERGER

President
FLINT PARK & AMUSEMENT CO.
Flint, Mich.

"When The Billboard comes each week it seems as though everybody in our park, including the management, wants to read it—a sort of habit—all looking for information. I personally have found many helpful leads by turning to it for guidance, etc."

RESORTS

JOHN J. DINEEN

HAMPTON BEACH CASINO
Hampton Beach, N. H.

"I am aware that The Billboard is the recognized leader in this field. We play many name bands at our resort ballrooms, including Jimmy Dorsey, Rudy Vallee, Paul Whiteman, George Olsen, Glen Gray, Ted Lewis and Shep Fields."

COLLEGES

JOHN F. GLICK

MASSACHUSETTS STATE
COLLEGE

"I enjoyed your article very much concerning college dance bands. I have been chairman of the last four big proms."

SPONSORS

FRANK R. BRODSKY

Advertising Manager
ELGIN NATIONAL WATCH CO.
Elgin, Ill.

"Thank you very much for the review of the premiere of Eddie Dowling's Elgin Radio Revue. We look forward to seeing additional comments in The Billboard covering this new Elgin series of broadcasts and are pleased to send along our subscription to this weekly."

ADVERTISING AGENCIES

INNES HARRIS

ERWIN WASEY & CO.
420 Lexington Ave.
New York, N. Y.

"Your news service has been improving steadily, but most important is doing something positive and concrete for the radio industry, which you are doing through your current audience surveys."

RADIO STATIONS

HAL NICHOLS

RADIO STATION KFOX
220 E. Ansheim Street
Long Beach, Calif.

"The Billboard carries all the radio news ahead of any other magazine or source. It keeps us posted on what's going on in the radio world. It is full of ideas which all radio stations ought to be able to cash in on. It keeps us posted as to the top tunes of the day and what is going on in the music world."

... these men and hundreds* of others who buy the bands, read The Billboard

... that is why orchestra leaders and booking offices get results like this from their advertising

* and we mean hundreds. Letters from hundreds of men in amusement industry, men who actually buy the bands are in The Billboard's files. These letters will be shown to interested parties upon request.

FRENCHY GRAFFOLIER

and his
SOCIETY SWING MUSIC

"Wish to advise you of the very favorable results received from the advertisement I ran in the Fall Special issue of The Billboard."



HARRY MOSS

formerly President, Associated Radio Artists, now in charge of one-nite department for the MUSIC CORPORATION OF AMERICA:

"I thought you would be interested in knowing the results of my inside front cover advertising campaign. The response has been most encouraging and on the recent FATS WALLER tour I can definitely attribute four important sales, totaling guarantees of about \$2,400, to this ad."

"We also received several bids for other of our attractions which were, however, occupied on location so that we couldn't entertain the bids."

"Thanking you for your co-operation."



JACK TILSON

and his
ORCHESTRA

"I have received letters from as far away as the St. Catherine's Hotel in the Catalina Islands, directly traceable to my ads in The Billboard."

P. S.—The Billboard has carried and continues to carry advertising of more orchestras and orchestra booking offices than any other trade paper in existence. Name bands, semi-name bands and lesser known orchestras have found that advertising in The Billboard pays.

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HICKS GETTING SHOW-WISE

N. Y. Parking Lot for Amusement Center With Eye on Fair Visitors

NEW YORK, Oct. 22.—A bit of Coney Island within a stone's throw of Broadway and Radio City is being planned to capitalize on visitors to the World's Fair next year. What has been a lucrative parking lot for several years between 50th and 51st streets, across Sixth avenue from Rockefeller Center, is being converted into a combined World's Fair bus terminal, information bureau and amusement midway.

B. J. Kallen and Teddy Altman, operators of the parking lot since their miniature golf game closed on the same site in 1935, head the new firm back of the 1939 venture. Permit has been awarded to conduct bus service between the location and the Flushing fairgrounds, and plans have already been set for erection of a one-story exhibit and concession building full length of the 50th street side. Additional concessions of the fascination, bingo and midway variety will be located inside the station, which

Three-Way Burn In Stage Relief-World's Fair Flop

NEW YORK, Oct. 22.—A considerable amount of squawking has cropped up as an aftermath of the Stage Relief Fund benefit held Sunday (16) at the World's Fair grounds, where the three-way proposition has now become a three-round battle.

The affair, which was supposed to have the triple benefit of bolstering the coffers of the Stage Relief, giving New Yorkers a preview of the fair and fattening the wallets of its promoters, now has each of the three at loggerheads, with everyone passing the buck. No one is expected to cash in, much less the promoters, who stand to lose several thousand dollars.

Frank Berends and George Clark, press agent, who promoted the affair at a reported 10 per cent cut of the net profits, were responsible for its inception, first selling the idea to Stage Relief and then making the proper World's Fair tie-ups. Now they claim the reason for the flop was that neither the fair nor the Fund gave the proper cooperation; the fair claims that the Fund and the promoters were lax, and the Fund, which will get nothing from the benefit, said that both the other parties handled the thing without proper organization. As a matter of fact, John Golden's auditor is going over the books of the affair to ascertain why and how the money was spent, because it was reported the benefit did do a \$15,000 gross business.

Dave Berends, cousin of Frank Berends, who worked on preliminary arrangements, denied that there had been an actual loss of money, but that it did prove "that the World's Fair isn't as big an attraction in New York as they think it is." He also said that the reason it wasn't a financial success was because the stalling around of John Golden and the Stage Relief Fund forced them to put the show on in five days.

While being questioned as to what the promoters' cut would be on the receipts, Berends said plaintively, "Everyone seems to think we had a mercenary attitude toward this affair." George Clark, who was the contact man on a per-

would otherwise be the terminal's waiting room.

Current plans call for operation of 100 de luxe busses direct to the fairgrounds at nominal charge. Hope is that not only bus patrons (20,000 a day when capacity) will patronize the concessions but that there will also be a play from tremendous amount of travel between Broadway and Radio City Music Hall, as well as out-of-town visitors to and from sight-seeing tours of the Rockefeller Foundation, which, since its erection several years ago, has made 50th street one of the busiest crosstown streets in the Times Square district.

Bowes Units Average 30 Full Wk. Stands Yearly; 5 Touring

NEW YORK, Oct. 22.—Epitaphs for vaudeville have not daunted the gong-conscious boys and girls trouping under the colors of Major Bowes. Tho there are only five Bowes units on the road this year, as compared with 14 in 1935, the ams have been booked so solidly that one unit had only eight days' layoff in two years.

Now in their fourth year, the units have been averaging 30 full-week engagements, in addition to one-nighters, each year. For the most part, dates have been played in regular theaters, many of which have since switched to flesh following the success of the Bowes' show. Units claim to have broken box-

LNyT Plans Central Agency For Distribution of Ducats

NEW YORK, Oct. 22.—A central distributing agency to allot brokers' ticket allowances on the basis of selling ability and past business may emerge to solve the disturbance obstructing the enforcement of the legit code. The move, now being surveyed by the League of New York Theaters following a joint meeting of the board of governors with the brokers yesterday, is likely to have an appealing effect on the producers and agencies dissatisfied with the present method, which they claim results in unfair and insufficient allotments.

The plan would first have to be approved by the League membership, but the outcome looks good in view of the fact that the dissenters have consented to the plan of surveying the new possibility. Consequently James T. Reilly, executive secretary of the League, has directed mail inquiries to all brokers asking for their allotments. If instituted the central distribution will provide for freer flow of tickets to obviate resale among brokers, which is now prohibited. The device, it was held, would be the League's easiest way of getting rid of ice and buys and also help business for other than sellouts.

Prior to the joint session Reilly reported to the board of governors a general compliance to the code. He also found abuses of the mark-up maximum among speculators involving sale of \$3.30 seats for *Kiss the Boys Goodbye* at \$9.90. The tickets, however, had been obtained by digging and little could be done

Radio, Papers, Mags Smarten 'Em Up on Music and Talent

Demand good floor shows—but don't spend big—budgets held down—smaller agencies have edge—small-town nitery owners developing showmanship

CHICAGO, Oct. 22.—Small-town rubes, ever conscious of a trim ankle and a purty face, are becoming more show-wise than ever. And instead of being satisfied with stranded acts and crum-bun singers, they are demanding "real talent" in night clubs. When they don't get it they start a word-of-mouth campaign that forces the operator to succumb to his customers' artistic standards. Consider the plight of two gentlemen who operate a night club in Iron Mountain, Mich., with a population of 15,000 sophisticates who demand the finer things

in entertainment, or else! The gentlemen in question, Jim and Rudy Muncel, owners of the Riverside Club in the Michigan hamlet, have had cultural contacts with other towns of similar tastes and claim that the once indifferent hicks have become as sharp as city slickers when it comes to entertainment fare.

Big-city newspapers and radio outlets that have infiltrated the burgo account for this rash of education and higher entertainment tastes. In the case of Iron Mountain, when the townfolk disapprove of what seems to them to be low entertainment value, the word-of-mouth campaign begins and the operators are compelled to book new talent that will fit in with that town's standards.

Most of the after-dark patrons take their shows far more seriously than the slickers, performers and bookers even suspect. Time was when the local rudies would froth at the lips when reading bills announcing the appearance of acts "direct from Broadway" or "direct from Chicago's hot spots." Now they're found out that the alleged hot shots are usually stranded fan dancers picked up for coffee and cake money. The small town "stage door" johnnies are now able to operate out in the open without incurring the wrath of long-haired critics and Carry Nations.

The young jitterbugs have also become (See HICKS GETTING on page 64)

office records scored by name bands in key cities.

Much of such success has been attributed to the booking technique of the office, which, following the manner of the circus and carnival operators and the old-time bookers, drives percentage deals when the local crops are good, when local employment is at least up to par, and simultaneously with local pay days. Bowes units, too, cash in on the prevailing trend toward spot bookings rather than regular stage-show policies. Due to spot bookings, theaters have been able to offer a bigger budget per unit, but they contract for fewer shows per year, filling dates only when business seems certain.

about it now. Also, unaccredited brokers averaged only three tickets a performance. Results, it was pointed out, were encouraging and might go a long way to help the League regulate itself without having to resort to an S O S to Equity. Some managers have been prone to believe that the actors' union was lying low, waiting for the League to fail, and then step in and use its own methods of enforcement. Equity spokesmen, however, deny such intentions. They are looking into the matter of the independent producers, which is their more direct responsibility, it was stated at Equity.

Leading brokers endorsed the central bureau idea as the first sign of consideration from the managers on their distribution problems.

Ukes and Mandolins Passe

WASHINGTON, Oct. 22.—Jitterbugs are also having an effect upon the manufacture of musical instruments, in addition to everything else, according to a report by the Census Bureau this week. Several erstwhile popular instruments, such as banjos, guitars, mandolins and ukuleles, have fallen off considerably, while sales of saxophones, clarinets, drums, pianos and violins have soared upward, the statisticians discovered in comparing 1935 and 1937 production. During the two-year period musical instrument production increased 75 per cent to \$33,877,936.

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DON WILSON

(This Week's Cover Subject)

DON WILSON was only a radio announcer, albeit a very capable and well-known one, until the spring of 1934 when he joined the Jack Benny program and shortly after turned into an actor, comedian and general Benny stage. Jack, of course, was responsible for the metamorphosis, and it has been so complete that Wilson has toured the country and appeared in pictures with the comedian. Their association was renewed October 2 with the start of the fifth season of Jello programs.

Don was born Donald H. Wilson September 1, 1900, in Lincoln, Neb., but his family moved a little while afterwards to Denver, where Don attended grade and high schools. His college days were spent at the University of Colorado, where he had four years of football and a Sigma Chi fraternity membership to his credit. Upon graduating, Wilson turned to salesmanship but gave it up very soon to become the baritone member of a trio singing over a local Denver station. When an opportunity came for a commercial program in San Francisco the trio went to the Coast, and Wilson joined the West Coast studios of NBC in 1929.

He sang only a few months, however, when he became interested in an announcing career. His football experience stood him in good stead for, given a chance at sports commentating, he soon became one of the country's leading pigskin announcers. In 1933 NBC sent him east to handle the network's football broadcasts for the season, and when that year's glitzy classics became only a memory he took over the Benny commercial.

The San Fernando Valley, north of Hollywood, is Wilson's permanent abode, inasmuch as the Jello shows originate on the Coast, and Don and his wife have built themselves a ranch home of which they are rightfully proud. Wilson's work for NBC is not confined exclusively to the Benny program, for he is heard on various special events broadcasts and recently he made an announcing appearance while riding horseback in the Santa Barbara fiesta parade.

Coast 4-A Heads Gather To Iron Mutual Problems

SAN FRANCISCO, Oct. 22.—First Pacific Coast conference of heads of the Four A's, arranged with the hope that the various representatives can agree on a course to follow in tackling problems now confronting the entertainment crafts, was held here yesterday.

Attending were Frank Gillmore, Four A's president; Ralph Whitehead, AFA executive secretary; Ken Thompson, SAG; Vic Connor, of AFRA; Richard Bonelli, of the executive board of AGMA, and I. B. Kornblum, of Theater Authority. All discussed a unified arrangement between their representative units. Meeting was along same lines as conferences already started in New York.

Out of yesterday's confab it is hoped that a unification of thought can be reached and a program outlined that will result in the unions, East and West, being in complete unity on all questions concerning the entertainment field, both in and out. AFA, SAG, AGMA and AFRA have a working agreement here of sorts which permits members of none of the unions to work with nonunionists in each other's field. The bond is believed further strengthened as result of yesterday's meeting.

Gillmore intimated that a move is on foot to include all performers in the various affiliates of the Four A's into one big union.

The Four A's is the International Union of the AFL under which the branches hold autonomous charters. It would not be a merger of members, Gillmore said, but a coalition of the various units.

Vaude Grosses

NEW YORK.—Strand Theater did its best business last week since the house reverted to stage shows two months ago. Horace Heidt and orchestra along with *The Sisters* grossed \$53,000. Since the new policy the average has been between \$25,000 and \$35,000. Music Hall did \$78,000 with a stage revue including Bob Williams, Red Dust and Gloria Hill and *There Goes My Heart* on the screen. Tommy Dorsey and Connie Boswell at the Paramount, in conjunction with *If I Were King*, registered \$42,000 in its third week. Sueda and Abbott and Costello and Mario and Florida accounted for a neat \$62,000 at the Roxy. The State also had a good turnover of \$30,000 with Freddie Bartholomew on the stage and screen fair *Boys Town*.

PHILADELPHIA.—Ted Lewis at the Earle last week, coupled with *Breaking the Ice*, took in \$19,000.

WASHINGTON.—Eddie Garr, Fred Sanborn and the Chester Hale Girls, along with *Straight, Place and Show*, grossed \$15,000 at Capitol. Average is \$16,500. At the Earle \$18,500 was achieved. (See VAUDE GROSSES on page 64)

MCA, Wm. Morris Want Casa Guarantee

FORT WORTH, Oct. 22.—Written bid of the William Morris Agency for putting on shows at Casa Manana here next summer, submitted to directors of the Casa Manana Association Monday, calls for a \$15,000 local guarantee. Plan of Music Corp. of America for next year's show also calls for local backing.

Both proposals are being studied by the directors, who will meet again October 24 to decide. Both agencies promise at least 70 chorus girls, name bands, five acts and occasional one-nighters of attractions.

Abe Lastfogel and John Hyde, of the Morris agency, were here recently to confer with Casa Manana officials. Lew Wasserman, of MCA, was here the week before to talk over show plans.

Joe Goetz Gets a Boost

CINCINNATI, Oct. 22.—Joe Goetz, manager of the Paramount and Orpheum theaters here, last Saturday was appointed assistant to Col. Arthur Prudenfeld, Midwest division manager of RKO Theaters. In his new post he will serve as supervisor of maintenance and personnel. Goetz's place has been taken by M. J. Kavanagh, formerly associated with United Artists, Inc., and before that manager of the Fox Theater, Brooklyn.

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

FAMOUS FIRST FACTS—compilations of odd, unusual and human-interest data on who first did what—when, where, why and how. Series is currently on WOR-Mutual as a radio show, based on Joseph Nathan Kane's books of the same name. Could be made into an interesting series of short subjects in the Ripley genre.

HERMAN GREENE—funny colored chap who does an entertaining job as Ko-Ko in the Federal Theater's streamlined version of *The Mikado* at the Great Northern Theater, Chicago. Speaks lines clearly and has a remarkable knack for pantomime and delivery of comedy songs. In films he could easily fit into roles similar to those given to Clarence Muse.

For LEGIT

MUSICAL

EILEEN O'CONNOR—lovely young brunet toe dancer now at the International Casino, New York. Is refreshingly youthful, has a fine figure and can dance excellently. Show-stops nightly at the Casino, and her ability and outstanding pictorial effect would enhance any legit musical—or any vaude unit, for that matter.

For ORCHESTRAS

BILLY KYLE—pianist with John Kirby's Band at the Onyx Club, New York. He is a potent personality who could be developed into a name among the colored orks. Style of keyboarding is fashioned for swing, but his playing isn't entirely for addicts by any means. His ability has already been recognized by the recording companies, which make much use of him for slap-together outfits accompanying singers. Personality and appearance are strictly on the plus side, and his musicianship is further enhanced by his composing and arranging ability.

Andy Rice in Singapore

SINGAPORE, S. S., Oct. 1.—First professional performer to appear at the recently opened New World cabaret is Andy Rice, American comedian. Rice's first visit here was with Rex Story's *Hollywood Revue* last year. After leaving Story in Calcutta he returned to the States for a short period. Upon his arrival in Singapore from Manila Rice opened at the Raffles Hotel for two weeks and then the New World for two weeks. He will play several good spots thruout Malay and then sails to Colombo, Ceylon.

802's Med Fund Benefit

NEW YORK, Oct. 22.—Local 802, AFM, is mapping plans for a benefit dance to be staged at Manhattan Center November 15. Available name bands will supply the music, proceeds going to the union's medical relief bureau.

Rufe Davis for One-Nighter

CHICAGO, Oct. 22.—W. H. Stein, of Music Corp. of America, is routing Rufe Davis on an extensive one-night tour. Success of this venture will undoubtedly result in similar engagements for other names. Davis will start from the West Coast, take in all available dates in Texas and work his way east. Will fill most of his personal appearances in theaters.

Thru Sugar's Domino

Three-Dot Melange

RECENT disclosures concerning the state of vaudeville present a more optimistic picture than even this enthusiast believed was the case. . . . And thanks to our capable assistant and vaude and night club expert, Paul Denis, whose yarn in last week's issue created a stir in booking and theater circles. . . . It was well that our Mr. Denis, whose Maïste is becoming as well known as the wartime gal, "Dere Mabel," gave credit where credit is due in the matter of mentioning the effect exerted by Major Bowes' amateur units on the flesh booking industry. . . . Now that we are enabled to survey the scene over the vista of several years we are ready to admit that the Bowes units are not the menace to the show business that they were depicted to be when amateur shows were on the upbeat. . . . When it is considered that the units booked by the Major's redoubtable Lou Goldberg have rung up in several years 2,000 different play dates it becomes a virtual impossibility to charge that the Bowes units are hurting flesh. . . . As a matter of fact, there were times during the darker days thru which we have passed when the units blessed by the gong-master represented about the only substantial segment of the flesh business. . . . We dare not say that the Major's purpose was altruistic in shooting his units out over the far-flung railroads and highways of the country. . . . But we are not examining into motives. . . . The important consideration is that the Bowes units have been on display in spots that had not seen flesh in a decade; that the units played towns that didn't even have available theaters. . . . Like Katharine Cornell, on a higher plane, the units seem to have played everything except outhouses. . . . And knowing Goldberg as we do it is highly possible that they would have played the Chic Sale stands if they were large enough. . . . All of this being strictly a business proposition it is not expected that grateful actors and citizens will erect monuments to Bowes and Goldberg. . . . But you can bet your last dollar that when flesh does get back into its old stride a good measure of credit will be due the Bowes organization for having made the public in many sections of the country conscious of flesh and desirous of more helpings. . . .

WE WERE awfully sorry to hear about Sally Rand's being involved in an assault and battery charge in Hollywood. . . . Charges were brought against her by a couple of candid camera fans who tried to click Sally in her working clothes. . . . As if this wasn't enough, Sally got herself in dutch with a policeman because she refused to pose for pictures with her while awaiting arraignment. . . . Maybe it can all be chalked up to publicity. . . . But maybe not. . . . Regardless of the background, it seems to us that Sally is far too temperamental and pugnacious for a young lady who achieved headline immortality via midway fan dancing. . . . Ever since Sally became a big name we have admired her poise and cleverness in speech-making. . . . And even her various attempts thru one means or another to impress the world with the fact that there is quite a bit more to her than the ability to manipulate fans on theater stages or night club floors. . . . It doesn't sit well on one who has made an equally good impression as a business woman and a performer to become querulous and peevish. . . . It doesn't fit into the pattern of the personality Sally has created from the impetus of World's Fair notoriety. . . . We would really like to see Sally become her old self again. . . . She was far more interesting—and better box office. . . .

OUR readers might recall that some months ago we revealed that a move is on foot in Hollywood to have film producers finance a string of vaudeville circuits. . . . Reasons were the obvious ones of solving the problem of developing talent for the screen and taking the load off producers' shoulders of grinding out floozie films to keep up the pace set by double featuring. . . . The latest from the inside on this interesting and tremendously important project is that the one gent who still stands in the way is the selfsame yokel who (See SUGAR'S DOMINO on page 64)



WHAT AN IMPROVEMENT

Maybelline DOES MAKE!

Eyes framed by long, dark, luxuriant lashes—twin pools of loveliness! They are yours instantly and easily with Maybelline Mascara, either Solid or Cream form. Here is the very essence of romantic charm.

Maybelline is harmless, tear-proof, non-smearing. Not waxy, heavy or gummy. Applies simply, smoothly, gives a natural appearance. Tends to make lashes curl. More than ten million beauty-wise women from Paris to Hollywood use Maybelline regularly. 75c everywhere. Black, Brown or Blue.

Use the smooth Maybelline Eyebrow Pencil and creamy Maybelline Eye Shadow in flattering shades that harmonize with the mascara. Generous introductory sizes of all Maybelline Eye Beauty Aids obtainable at 10c stores.

TODAY—discover this thrilling way to lovelier, more enchanting beauty—with Maybelline—the eye make-up in good taste!

208-10
South Eighth St.
PHILADELPHIA, PA.

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

UNPARALLELED QUALITY AND VALUE IN TICKETS

50 Rolls Stock Tickets \$12.50
20 Rolls Stock Tickets 5.00
100,000 Special Printed Roll or Machine Tickets 14.00
KANSAS CITY TICKET CO., Inc.
Dept. C, 1717 Wyandotte St., Kansas City, Mo.

VIRGINIA MORRISON

Formerly from Jamaica, N. Y. Have something that will interest you. Where can I reach you? Write, BOX D-163, Billboard, Cincinnati, Ohio.

Broadway Beat

By GEORGE SPELVIN

SOME of the hotel and restaurant owners on 47th street, between Broadway and Sixth, petitioned the police department recently to do something about the type of hanger-on that infests the thoroughfare—so the cops raided the street last week, and a couple of the lads went to the hoosegow. . . . Real-estate people are worried, claiming that something must be done to save the street from its rapidly growing reputation. . . . There's a p. a. for a local Latin nitery who takes fees from the acts for "special publicity," altho the dub management forbids the practice. . . . The Casa Manana lobby and its souvenir programs are filled with photos of undraped lovelies—but there's no information to be found anywhere that the gals aren't in the Casa's current show. . . . Jack Norworth, being bothered no end by touches since his smash click in *The Fabulous Faealid*, now issues gag meal tickets reading, "Courtesy Account With Jack Norworth"; the card is bordered with prices like a cafeteria tab, and when a friend asks for a loan Norworth asks how much and then punches a hole for the proper amount.

Various press agents are walking around with their chests out trying to grab off credit for the Elinor Troy-Jack Doyle stunt that garnered more newspaper space than a dancer could shake a fan at. Because the locale of the slipping was the *Midnight Sun*, the popular belief is that it was engineered by the spot (Jay Faggan, p. a.). But the truth of the matter is that the stunt came off prematurely, and there wasn't a press agent in the neighborhood. When the idea was germinating the first thought that came into the mind of Ed (See BROADWAY BEAT on page 61)

N. Y. AFRA OKES SCALE

N. Y. Local Sends Tentative Price List to Other Branches; Actors' Minimum \$25, Singers Set at \$40

NEW YORK, Oct. 22.—Problem of a commercial scale for its members still remains to be worked out by the American Federation of Radio Artists before a scale is presented to the advertising agencies. Reports published this week that AFRA had already decided on a scale and had presented it to the advertising Four A's are entirely erroneous. No scale will be presented until it is approved by all AFRA locals, and it will not be presented to the Four A's at all, it now appears. Four A's cannot make a deal for any of its members, and accordingly the union will deal with the agencies directly rather than waste time. The question of an acceptable national scale came closer to solution when the New York local's board approved one this week and sent it out to the other AFRA locals for consideration, revision or approval. More important, possibly, than the question of the scale, is the report as to AFRA's attitude when the scale is presented to the agencies. Inside sources indicate the union will be plenty stern and will insist on immediate approval. It is to be a question of prompt acceptance of AFRA's scale, some claim, or else the union will resort to drastic measures. This seems obviously to mean a strike, prohibiting AFRA members from playing on shows produced by agencies holding out.

Principal reason advanced for this attitude on the part of AFRA is that the scale, as indicated by the figures below, is a moderate one. That it is moderate is amply indicated by the attitude of numerous radio actors in New York. They protested that the scale approved by the New York board is too low, that in some cases it is less than certain agencies now pay and in few cases is it appreciably over the average. They further state the differences between the commercial rate, as on the tentative scale, and the sustaining fees are not as large as they should be, with the commences too low.

The scale as approved locally is divided into three parts, in accordance (See N. Y. AFRA on page 8)

The Mixing Problem

ROCHESTER, N. Y., Oct. 22.—The Mutual Entertainment Exchange here booked a novelty horse act into a Syracuse hotel but the hotel manager canceled it after the first week. The hotel man said he didn't hold the act over because "the horse wouldn't mix."

Pitt's Judges Act; Policemen-Ushers

PITTSBURGH, Oct. 22.—Novel drama entitled *Youth Trial*, written and directed by Prof. Alfred Golden, of Duquesne University drama school faculty, who last year scripted for 20th Century-Fox Films, enlisted cast of 4,000 in two-day presentation this week in Syria Mosque for benefit of Community Fund. Actor list so large because, reversing tables on usual courtroom drama, Golden made audience witnesses, paid a few pro actors to serve as cue givers, called Common Pleas Court judges and other political bigwigs to stage for testimony.

Show rehearsals were likewise unusual, with Golden coaching jurists by mail, directing their business with paragraphs and pictures on paper.

Uniformed city policemen were ushers, audience was admitted by tickets issued in form of subpoenas.

Glenn Schmidt Pens Ditty

CINCINNATI, Oct. 22.—Glenn Schmidt, youthful manager of Beverly Hills Country Club, Newport, Ky., just across the river from here, is giving his spare moments to songwriting. His initial product, *If You Ever Learn To Love, Love Me*, written in collaboration with Morey Davidson, has been placed with Mills. Consolidated Radio Artists' bands are slated to get behind the new ditty as soon as it's ready.

Joe Basile Band To Tour

NEW YORK, Oct. 22.—Madison Square Garden Band, with Joe Basile, the "Brass Band King," conducting the 30 musicians and soloists, starts a one-night tour of the South and East, playing concerts and dance music with the band broken up into two separate groups for the latter. Dick Collins, who directed the tours of the Royal Scotch Highlanders in 1927, is general manager for Basile.

NEW YORKERS

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NEW YORK CITY

at Following News Stands

- Broadway and 42d St., Times Bldg., News Stand.
- Broadway and 43d St., North End of Times Bldg.
- Broadway and 47th St., N. E. Corner.
- Broadway and 50th St., S. E. Corner.
- Broadway and 50th St., N. E. Corner.
- Broadway and 50th St., S. W. Corner.
- Broadway and 50th St., N. W. Corner.
- Sixth Ave. and 50th St., S. W. Corner.
- Seventh Ave. and 42d St., Rialto Theater Bldg.
- Seventh Ave. and 42d St., S. W. Corner.
- Seventh Ave. and 47th St., S. E. Corner.
- Seventh Ave. and 47th St., N. E. Corner.
- Seventh Ave. and 47th St., N. W. Corner.
- Seventh Ave. and 49th St., N. W. Corner.
- Eighth Ave. and 42d St., S. W. Corner.
- Eighth Ave. and 42d St., N. E. Corner.
- Eighth Ave. and 49th St., S. E. Corner.
- Eighth Ave. and 51st St., N. E. Corner.
- Eighth Ave. and 57th St., N. W. Corner.
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- 244 West 42d St.

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An address of prestige where the discriminating traveler may relax in an atmosphere of refinement. Under the same management as The Drake and The Blackstone in Chicago.

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Where You Can Sleep Anytime—DAY OR NIGHT
648 NO. DEARBORN ST., CHICAGO.
Single Rooms, \$5.00—Double, \$7.00 per Week.
Lunch Headquarters. 5 minutes walk to Loop.
Theatrical Booking Agencies located in Hotel.

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MOVING PICTURES, MACHINES, SOUND EQUIPMENT, SCREENS, WIRE RANGES, SPOTLIGHTS, STROBE LIGHTS, FILM CAMERAS, PORTABLE PROJECTORS, W. C. CAMERAS, GENERATOR SETS, THEATRE, REFLECTING AND LAMP, REWINDING, VENTILATING, FANS, JACKETS, FIRM CLOSET, THEATRE, WIGS, LAMPS AND SUPPLIES. EVERYTHING FOR THE THEATRE.

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MOVIE SUPPLY CO., Ltd.,
1122 S. WABASH AVE. CHICAGO, ILL.

ONTARIO HOTEL

Well-Known Theatrical House
\$1.00 Up Daily
\$5.00 Up Weekly
620 No. State St., Chicago, Ill.

"I'm no angel"

storms a customer

... just because I'm sittin' in Seventh Heaven don't mean I shouldn't hear the show! I had to do something. A theatre manager can't afford to play to half-empty houses, especially in these times. But good sound systems cost money—and I wanted a good one. So I looked around a bit.

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A Lafayette 30-watt Remotrol Sound System was installed at surprisingly low cost—and the power proved ample. Two 12" auditorium speakers provide enough clear-toned volume to cover the entire theatre. Provision is made for operating two modern "mikes", and the new Remotrol delights every orchestra on the bill with its complete control of volume at any distance from amplifier proper. Lafayette Remotrol Model 858-T is one of the Lafayette advanced line of sound systems featured in our new FREE catalog.



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ONE ROLL . . . \$.50
FIVE ROLLS . . . 2.00
TEN ROLLS . . . 3.50
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ROLLS 2,000 EACH.
Double Coupons,
Double Price.
No C. O. D. Orders
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T for **TICKETS**
T for TOLEDO, O. the place to buy them.
THE TOLEDO TICKET CO.
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SPECIAL PRINTED
Roll or Machine.
10,000 . . . \$ 6.95
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Radio Survey of Beaumont, Texas

ANALYSIS OF BEAUMONT SURVEY SHOWS HOUSTON STATION, KPRC, MOST HEARD OUTLET IN CITY... KFDM AND KRIC, LOCAL BEAUMONT STATIONS, RATE SECOND AND THIRD

By JERRY FRANKEN

Analysis of The Billboard radio program survey in Beaumont, Tex., relative to the most heard stations after 5 p.m. is presented herewith. All programs are totaled in units of 15 minutes. Thus, an hour program is regarded as four units, a half hour as two units and so on. Such five-minute spots as were reported were counted as one-third of a unit. This method offers the simplest evaluation system, especially since it uses as its common denominator the 15-minute program. Analysis gives the comparisons among the stations on both local and network programs.

KFDM, one of the two local Beaumont stations, leads in nighttime local listening, followed by KRIC, another Beaumont station. KRIC went on the air about three and a half months ago. KFDM received a total of 590 quarter-hour program unit mentions. KRIC a total of 169 1-3. The two Beaumont stations dominated completely this phase of listening in the Texas city, with KTRH, Houston, coming in third. However, there was a large difference between KRIC and KTRH, latter scoring only 16 local program mentions for its total.

In the nighttime network program

analysis, KPRC, NBC Red station in Houston, owned by The Houston Post, dominates by an overwhelming degree. KPRC had about 14 times as many network mentions as its nearest competitor, KTRH, which had 77 network units for its nighttime total. KFDM, a supplementary NBC outlet, had 51 mentions. KMOX, St. Louis, had 11, with KRIC, Mutual-Texas State outlet, 10. KRIC went network during the week. The Billboard survey was made by the Market Research Corp. of America. In other words, KRIC was not a network station for the whole week of the survey.

Totals

Altho KPRC had only four local program mentions at night in Beaumont, it leads as the most heard station in this city by a large degree. Second station is KFDM, with its 641 mentions, stacked up against KPRC and 1,071. KRIC finished third in the totals. KTRH is fourth.

Interesting to note that WLW, Cincinnati super-power station, had nine network program mentions.

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 mentioned 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
KFDM—590	KPRC—1,067	KPRC—1,071
KRIC—169 1-3	KTRH—77	KFDM—641
KTRH—16	KFDM—51	KRIC—179 1-3
KPRC—4	KMOX—11	KTRH—93
KTHS—1	KRIC—10	KMOX—11
	WLW—9	WLW—9
	WOAI—2	WOAI—2

STATION DATA

Station	City	Network Affiliation
KFDM	Beaumont	NBC
KMOX	St. Louis, Mo.	CBS
KRIC	Beaumont	Texas-Mutual
KPRC	Houston	NBC-Texas Quality
KTHS	Hot Springs, Ark.	NBC
KTRH	Houston	CBS
WLW	Cincinnati	NBC-Mutual-WLW Line
WOAI	San Antonio	NBC-Texas Quality

News Guild Strike Booms W-Barre Biz

WILKES-BARRE, Pa., Oct. 22.—The two local radio stations, WBRE and WBAX, have been enjoying "boom" activity for the past three weeks due to a strike by the Wilkes-Barre Chapter 120, American Newspaper Guild, which has shut down all four local papers, and the hot political campaign which is being waged in Pennsylvania. Reported that WBRE has experienced a 40 per cent increase, while WBAX has had a 50 per cent boost.

Unable to get their advertising to the public because of the newspaper shutdown, merchants have turned to radio, altho many of the firms never used radio before. Newspaper Guild is sponsoring a 15-minute program daily to give the listeners facts in the strike and local news. Program was started at WBRE but switched to WBAX when difficulty was encountered in getting a definite time every day.

New Sharon Station Set on Personnel

SHARON, Pa., Oct. 22.—Sharon's new station, WPIC, will go on the air early in November. It is owned by The Sharon Herald.

John Fahline Jr., of Sharon, is president and will act as station manager. A. W. McDowell, president of the Herald Publishing Co., is vice-president, and George E. Heiges is secretary-treasurer. Paul Gamble is program director; J. T. Van Swearingen and Ray Stewart, commercial directors; John McDowell will be chief announcer; Hugh M. Overturf, formerly of Philadelphia, staff and program announcer; A. C. Heck, of Fairmont, W. Va., chief engineer; Fred Randolph, of Sharon, assistant, and A. E. Heiges, of Sharon, consulting engineer.

Still in Fightin'

NEW YORK, Oct. 22.—While Sunday afternoon concerts of the New York Philharmonic Symphony Orchestra will be continued as a CBS sustaining feature, net is now trying to get program co-operatively sponsored as an evening show during the week. Plan to get a Sunday afternoon sponsorship is reported about in the ash can.

WMCA Drops Transamerik; Reopens Own Chi Plant

CHICAGO, Oct. 22.—WMCA, New York, has ended its deal with Transamerik Broadcasting and Television Corp. whereby the latter acted as Chicago sales rep for WMCA and the Intercity web, of which WMCA is the pa. Accordingly, station has reopened a Chicago office with J. M. Ward, formerly of Transamerik, and G. B. McDermott, formerly with NBC, in charge.

WMCA has had a Chicago spot before with Ray Linton managing. Linton is now en route to South America to enter a radio enterprise there. Sailed this week.

Peet Drops Heater

NEW YORK, Oct. 22.—Rogers Peet ends two years of sponsoring Gabriell Heater on WOR December 30. Forsaking radio for a while, Heater is left with a handful of sponsors, including General Foods, Kremi and Barbasol. Either Kremi or Barbasol may now give Heater additional news spots.

Attention, Comics

PARIS, Oct. 15.—Radio-Paris is about to start a series of broadcasts entitled *Radio-Moyen Age* (Radio During the Middle Ages) written by Pierre. It is to consist of the reconstruction of supposed programs, interviews, news reports, music, etc., which would have been heard had radio existed since the time of Noah, brought down thru the ages. Sketches with famous artists of the time, filling roles, ye old-time publicity and sports will have a large place on the program.

Reported that American radio comedians are avidly awaiting the program, expecting the comedy material will provide them with new gags.

Wage, Hour Rule To Affect Radio

NEW YORK, Oct. 22.—Wage and hour regulations effective Monday (24) provide that employees in industries in interstate commerce be paid a minimum of 25 cents an hour, with 44 hours in a week. In the case of overtime, 1½ times the regular scale is to be paid.

In radio very few broadcasters now are paying below the minimum, but in some cases the work week comprises more than 44 hours. Reduction of hours to 44, or the required overtime must be paid.

Some doubt still exists as to which types of employees are covered by the act. From preliminary studies it appears that men with "executive" titles, such as "chief of production" who double as announcers, etc., often come within the purview of the act.

Both CIO and AFL unions have mulled the proposition and claim all technicians are included. Chief engineer who does not stand a regular watch is excluded.

Status of staff musicians and artists is in doubt, but it is felt that all coming under this category work under conditions falling within the minimums.

Continuity scripters are apparently within the act.

WMCA Wants Jimmy Walker As New Program Emcee

NEW YORK, Oct. 22.—Donald Flamm and Bert Lebar, president and sales manager of WMCA, are trying to build a half-hour variety program around former New York Mayor James J. Walker. Exhibitions emceed most of the proceedings when WMCA opened its new studios several months ago and started off with a three-day celebration of special programs.

Report that Walker had been offered to Modern Industrial Bank as a news commentator is a phony. WMCA tried to sell the Walker variety show to this sponsor.

NBC Urges Blue Sale With Extra Discounts

NEW YORK, Oct. 22.—NBC this week announced plans for a major sales push on its Blue network. Network is arming its sales staff with a fancy array of sales statistics hoopla. Looks like the sale of Blue time will be an unequalled radio poobah event. In addition to offering advertisers special discount rates over the regular frequency cuts, NBC is claiming a new audience for the Blue, an "audience of 10,000,000" heretofore undiscovered. NBC discovered this audience as a result of tracing the signals of its Blue 50,000 watters up to the stratosphere and down again. Seems as tho they land someplace else and that's where the 10,000,000 were found.

Starting next month, advertisers buying NBC Blue supplementaries will be given a 5 per cent additional discount for each \$500 worth of supps they buy; \$1,000 worth brings a 10 per cent reduction; \$1,500 gets 15 per cent, and \$2,000 20 per cent. NBC is taking this cut out of its own end of Blue revenue, stations receiving same rates from the chain.

FCC Voiding of CBS Pact Seen As Stand Against Landlordism

WASHINGTON, Oct. 22.—Federal Communications Commission ruling this week denying Columbia Broadcasting System approval of a five-year leasing agreement with KSFO, San Francisco, is seen as setting the guideline for an FCC policy against absentee landlordism for radio stations. Network sought to set up KSFO as one of its two West Coast headquarters, the other being KNX, Los Angeles. Columbia, after splitting with Don Lee, felt it necessary to have its own Coast center. Associated Broadcasters, owners of KSFO, had agreed to the leasing deal subject to FCC approval. Decision was pending a long time, having been sought originally last year. As it is now, KSFO will continue as Columbia's San Francisco affiliate. Phil Lasky is KSFO general manager. FCC declared such operation as the chain sought was contrary to the Communications Act since altho CBS would operate the station, Associated

would remain licensee, request license renewals, etc.

Washington gossip is also discussing another FCC decision this week, granted license renewal to WNAX, Yankton, S. D., and sale of the station to the South Dakota Broadcasting Corp. Rumor is that Gardner Cowles is interested in the buying company. Cowles owns The Des Moines Register and Tribune, Look magazine and several Iowa radio stations. Luther Hill, Cowles' general radio manager, and brother of Senator Lister Hill, of Alabama, is also rumored interested in the company.

FCC, in debate, said that D. B. Gurney, WNAX owner, had allowed a broadcast contrary to public interest and in the interest of specific group when a program was broadcast to help farmers collect AAA refunds. Commissioner Craven dissented with the opinion allowing sale, charging it concentrated radio and press ownership.

Tops all Paramount Band Records

*"We owe 477,328
thank-you
letters!"*

"NO KIDDING, the 477,328 people who came to see us during our four weeks at the Paramount Theatre were swell, and we'd like to tell them so. Bob Weitman, head man down there, said that of all the bands they'd ever had there, they never before had so many customers for opening day, first week-end, first week, two weeks, three weeks, and four weeks. Wow! But they finally dispossessed us Tuesday and we'll be holding forth at the Hotel New Yorker. Also busy with our exclusive Victor recordings, and our BBDO-produced show for Raleigh and Kool Cigarettes every Wednesday night on the NBC Red Network. It's a pretty rugged schedule, but we love it!"



Tommy Dorsey and His Orchestra

Surface Peace Reigns at FCC; Press Interest May Have Major Bearing on Monopoly Hearings

WASHINGTON, Oct. 22.—Looking forward to the approaching hearings at the Federal Communications Commission on the chain broadcasting and monopoly investigation, which is now set for November 14, capital observers are speculating upon the tranquillity of the commission.

Conflicting reports continue to issue from commission sources, but the consensus appears to be one of peace—one of expediency—but peace nevertheless. Administration leaders are frowning upon bellicose statements on the future of the FCC and how the staff would experience a new drastic method to "clean house." With the extremely unfavorable press received from the Hampson Gary ouster and the implications that the WLW problem was entwined through the moves to "purge" the FCC, the chairman is believed to be thinking of ways to effectuate peace.

Full significance of the commission's troubles hardly ever reach the general public, but the spectacular news and disruptions which the FCC give to Washington frequently cause local reporters to run for the offices of various commissioners. Reports resulting from these reportorial excursions into radio regulation have more effect upon the commission than do the more penetrating trade paper reporters. Trade papers may condemn the FCC in every issue, but the commission ignores the barbs until the general press takes up the more pointed issues.

This factor no doubt will have some bearing upon the future of WLW due to the close connection to the Hampson Gary ouster given it by the general press. Daily papers carried the story that because Hampson Gary found no means to thwart the WLW hearing he was ousted. This last week with the issuance of a recommendation to deny the WLW experimental superpower, prepared by the unanimous efforts of Commissioners Case, Craven and Payne, observers could find no way for the balance of the commission to vote down the recommendations without lending further credence to the Gary-WLW report.

N. Y. AFRA

(Continued from page 5)

with the actor, singer and announcer AFRA membership. Actor scale follows.

Actors' Scale

For 15-minute shows, \$15 per broadcast. Four half-hour shows, \$25 per broadcast, and for hour shows, \$35 per broadcast. Rehearsal pay is set at \$6 per hour, with certain minimums and maximums on rehearsal time. This is to avoid shows being rushed thru in too short a period of time or too long a period. It is considered doubtful that any program involving straight dramatic casts will rehearse less than two hours.

Singers' Scale

Singers' scale ranges from \$40 for quarter-hour shows to \$75 for hour shows. There is no rehearsal fee to be paid, since the singers' pay is considered high enough to include certain rehearsal time. However, overtime is to be paid if the maximum rehearsal limit set by the union is exceeded.

Announcers

There is scant difference between the basic pay for announcers and actors. Major difference is that announcers are not required for lengthy rehearsal periods as are the actors. Another consideration is that when an announcer is set on a program, such as a five-time-a-week serial, he knows he is set for the run of the show, sponsors rarely shifting announcers in mid-contract.

Actors are to be paid 35 per cent of scale for repeat broadcasts, whereas announcers are to get 50 per cent for repeats.

Scale was mailed out to AFRA locals this week, with the New York board now awaiting word from the out-of-town branches.

CHICAGO, Oct. 22.—Chicago branch of AFRA has not yet acted on the scale as outlined by the New York City local.

Report issued by the superpower committeemen gives the Crosley station due credit for pioneering, contributing to the fund of information on the "art," but at the same time says that further experimentation is not necessary because the facts are known now. Crosley has reaped a profit from his endeavors and continued operation is at the expense of smaller stations whose existence depends upon a share of the national spot market.

Report is an important factor in the future of the FCC. It is the best effort ever turned out of the commission within recent days, the opinion and statement of facts are without any question of better quality than usual in the FCC. It will prove very difficult to hurdle either politically (for much of this depends upon publicity) or legally thru the courts. Thus the report forces an armed peace.

Monopoly hearing thus enters this period of tensesness. The flare-up of recent days has given birth to curiosity among the daily paper correspondents. Many plan to follow the hearings. With this audience the conduct of the hearings will of necessity have to be searching, thoro, orderly. Making doubly certain of exhaustive questioning is the present threat of Congressional investigation now appearing as a sure thing. Little doubt exists that the Congressional probers would sit as a court of inquisitory review when treating with the commission's effort to get behind the scenes in broadcasting.

If the peace does not live thru the monopoly hearings, however, the significance or value of the sessions will disappear, for the findings will be colored by the sniping of the opposition.

Ayer, Lord & Thomas May Drop In Web Billings; R. & R. Goes Up

NEW YORK, Oct. 22.—Survey of network billings of leading agencies to date indicates a probable realignment in the agencies' relative positions, with Blackett-Sample-Hummert and Ruthrauff & Ryan showing the greatest jump. From the standpoint of network time, B-S-H maintains its breath-taking lead in general radio business, with about 1,740 minutes per week on National Broadcasting Co. and about 255 on Columbia. Ruthrauff & Ryan currently has about three hours more than at a similar period last year, with much of the new stuff going to NBC. This includes *Oldie* Alone, for Quaker Oats; *Vox Pop*, for Penn Tobacco, and Tommy Riggs for Quaker Oats. Agency's Major Bowes program for Chrysler, one hour on CBS, is split with another agency, J. Stirling Getchell.

Two agencies showing decreased radio billings are N. W. Ayer and Lord & Thomas. Primary causes in Ayer drop are loss of portion of Kellogg account and reduced budget for Ford. Lord & Thomas still has the juicy American Tobacco account, but lost Lum and Abner (Horlick's) and several Quaker Oats programs. Also has no news program for Lucky Strike to fill in Ed Hill's time last year. Losses are partly made

J. Walter Thompson Decapitates Chi Radio Staff; Sniping Begins

CHICAGO, Oct. 22.—Radical revision of the J. Walter Thompson radio department in the local branch leaves a skeleton organization with all net and spot stuff originating from New York, it was learned today. New set-up, what there is of it, will be headed by Margaret Wiley, former assistant to Gene Promberg, who leaves JWT November 1 for an unannounced new post. Miss Wiley will be under supervision of George Pearson, black and white space buyer, Buckingham Gunn, who recently returned to JWT from Ruthrauff & Ryan, will handle production. Only shows handled here under new regime will be those of Bow-

Public Service

NASHVILLE, Tenn., Oct. 22.—WSM purchased three hours on WSIX, rival station, for tonight. WSM presents *Grand Ole Opry* barn dance every Saturday, come that or high water, and had to buy WSIX time to broadcast game between Vanderbilt University's Commodores and Louisiana State University.

New WFIL Mgr. Asks For Deal With NAPA

PHILADELPHIA, Oct. 22.—WFIL is negotiating with National Association of Performing Artists for a license to use phonograph records. As soon as the okay is obtained three recording programs will be aired weekly.

Station, now under the management of Roger Clipp, is also getting set to broadcast local remotes. Bands at the Anchorage, the Arcadia-International and Henri's, on 9th street, will be aired as soon as arrangements are made.

WCAU May Start Own "Consumers' Research"

PHILADELPHIA, Oct. 22.—WCAU is going in for the deep stuff in a big way with the formation of a 13-man advisory board to handle educational programs to be aired six days a week.

Programs will be under direct supervision of the board, including two of the leading educators in the city. In charge will be Norris West, announcer, aided by Dr. George H. Ivins, of Temple University, and Major Thomas Coulson, radio director of the Franklin Institute.

One of the shows under production is unique in the field of radio broadcasting, in the opinion of observers here. It is called *Consumer Plan* and will discuss materials in products a la *Consumers' Research*. However, no names of manufacturers will be used.

up by Bob Hope's 30-minute stint for Pepsi.

Young & Rubicam is pretty well up. J. Walter Thompson's comparison with last year will depend a lot upon whether the new Kellogg variety program gets under way this year. About even now.

Benton & Bowles are ahead, with analysis of the billings showing the agency using CBS almost exclusively, whereas time was almost evenly divided last year.

Blackett-Sample-Hummert line-up is very likely to exceed last year's billings of approximately \$7,300,000. Both last year and this year, bulk of these billings went to NBC Red network, the Blue and CBS showing very poorly in comparison. Figures show B-S-H with 13 five-a-week 15-minute serials, five programs of 45 minutes each, eight of 30 minutes each and the General Mills Gold Medal Hour taking up five hours on the Red. Lord & Thomas last year was in second position, with billings of about \$5,500,000; J. Walter Thompson was third, with nearly \$5,300,000; Young & Rubicam was fourth with about \$3,800,000; Benton & Bowles was fifth with over \$3,500,000; Ruthrauff & Ryan followed closely.

man Milk and Northern Trust. All spot stuff such as Swift & Co., etc., will be done from New York.

Economy is supposedly the motive behind this shake-up, but whether it will work out that way is a matter of conjecture, as several other local agencies are already pointing out to JWT's spot accounts here that it would be advantageous to work with a local agency having a potent radio set-up, rather than rely on a staff 800 miles away. Past two years have seen a tremendous rise in JWT's Chi spot buying, but by almost wiping out the radio end here this melon may possibly undergo a reapportioning by the advertisers.

Public, Stations Squawk to CBC Over Maritimes

OTTAWA, Ont., Oct. 22.—Maritime provinces have been giving heads of the Canadian Broadcasting Corp. continuous headaches, complaints deluging the CBC headquarters here. General Manager Gladstone Murray went the rounds in the three seaside provinces trying to patch up the CBC fences, but with little apparent effect.

A chief cause of complaint has been that the CBC is neglecting the maritimes in its network broadcasts. Not long ago a memorial to a pioneer soldier was being unveiled in a national park and the ceremony was cut off the network to bring a program of symphony music from the U. S. This action has raised a storm of protest all thru the three provinces.

Another big peeve is the fear of the owners of the private stations now affiliated with the CBC network that they will be left holding the sack when the new CBC broadcasting station is completed near Sackville, N. B., almost on the New Brunswick-Nova Scotia line. All the maritime stations are privately owned. The new station is expected to cover all of New Brunswick, Nova Scotia and Prince Edward Island.

Murray told station executives they will all be carried along after the new facilities are available, but a feeling of uneasiness continues to prevail. There are 11 privately owned stations in the maritimes, all but one being on the CBC network.

WOW's Free Radio Show Wows Cities

OMAHA, Neb., Oct. 22.—Station WOW is presenting the *WOW Follies*, a free show, in 10 near-by cities. Troupe made up of station talent, together with station manager John J. Gillin Jr., trekked to Atlantic, Ia., October 13 for the opener and then journeyed to Fremont, Neb.; Nebraska City; Denton, Ia.; Grand Island, Neb.; Norfolk, Neb.; and Council Bluffs, Ia. Plans are to present show at Lincoln and Omaha to round out the station's talent promotion. According to Gillin, idea is to build good will and enable people to see talent they have been listening to for years.

Troupe, made up of 80 people, included the studio orchestra, sophisticated Rangers, production manager Lyle de Moss as emcee, vocalist Lucille Lyman, Ray Suber, WOW mixed chorus, Three Maids and Their Mike, soloist Dorothy Delfs and announcer Ray Olson as male vocalist.

Show traveled by chartered bus.

WLW Shuffles Personnel In Promotion Department

CINCINNATI, Oct. 22.—Promotion and sales divisions of WLW and WSAI here have been reorganized, with John Kuelling resigning as sales promotion manager and Wilfred Guenther succeeding. Walter Callahan, salesman, upped to sales service manager of WLW. E. C. Krautters, of the WLW service department, becomes station's top salesman under Robert E. Dunville, general sales manager. Archie Grinalds succeeds Callahan.

John Conrad, of the WLW-WSAI special events staff, becomes promotion manager of WSAI. Jerry Burns now in the special events post. Beulah Straway is a new addition to promotion department and will handle chain grocery and similar accounts.

Reorg was set by James D. Shouse.

Scribner Co-Op Mebbe

NEW YORK, Oct. 24.—Jimmy Scribner, who starts a five-time-a-week stretch for Ramsdell's Sulphur Cream on WOR today, will be the object of a co-operative sales effort by Mutual stations. Efforts will be made to sell other sponsors in local MBS towns the idea of bankrolling him in their respective cities, as is done on *Show of the Week* on Mutual. William Irving Hamilton is agency for Ramsdell, Inc. Latter company is an offshoot of Daggett & Ramsdell.

SALLY WOODWARD, women's commentator on WWJ, Detroit, for the past six years, switched to WXYZ last week.

"Two on a Shoestring"

Reviewed Wednesday, 2-2:15 p.m. Style—Dramatic serial. Sponsor—Oakland Chemical Co. Agency—Langlois & Wenhorth. Station—WOR (MBS network).

To sell Dioxigen face cream sponsor has resorted to a staple—tale of local girls seeking fame and fortune in a big city. If the show maintains the dramatic pace set by this early installment Betty and Irene will click, because the show is really mature and earnestly projected by Peggy Zinke and Eleanor Phelps.

Having succeeded in their local town, the two embark upon achieving the equivalent in New York. They have already encountered the sting of an abrupt booking agent and a dubious and questionable hotel clerk in a plausible plot. Among other attributes in this Monday thru Friday arrangement are the performers' diction and smooth character interpretations.

The sales text is set at a good angle too. Wefas.

Fletcher Wiley

Reviewed Tuesday, 4-4:30 p.m. Style—Commentary. Sponsor—California Prune and Apricot Growers' Assn. Agency—Long. Station—KNX (CBS network).

Wiley manages to talk and hold the interest of the radio listener for half an hour sans script, working entirely from notes. This gives the program an informal air that is missing in many shows of this kind.

With backing from the Housewives' Protective League, Wiley's sponsors are investigated before being allowed to cut in on his programs. His sponsor plugs are delivered in a down-to-earth manner, in which he suggests you try his product rather than listing the numerous ailments which will befall you if you don't.

Covers various world affairs. Program caught had him advancing points as to why Germany will not regain her colonies lost in the World War; comment on the effects of censorship on books, plays and pictures, pointing out that most censorship is not detrimental as some people think.

Wiley speaks slowly, his diction good and style convincing. His sponsor spiel sells goods. Owen.

"Howie Wing"

Reviewed Wednesday, 6:30-6:45 p.m. Style—Dramatic serial. Sponsor—Kellogg Co. Agency—J. Walter Thompson. Station—WABC (CBS network).

Howie Wing, aviation story for kids, takes the air with suitable sound effects and an announcer who really seems thrilled by it all. Program has a box-top offer of "official" membership certificate to the Kellogg Aviation Corps—this offer including such perquisites as "official" chromium wings, handbook, information on how to win airplane models, etc. It's a very good come-on for the kids.

Story shapes up as a simple blood and thunder opus with a sneaky villain doing dirty work. Howie Wing, hero, is a commercial aviator. Bad man is Zero Smith, who socks Wing on the conk and messages thru his portfolio in search of papers with valuable information pertaining to a new clipper. Love enters at this point in the person of one Donna Cavendish, who means, "Oh, Howie, Howie, Howie" for quite a lot of perfectly good air time.

Tessier on the next installment is put over in regular fashion. Ackerman.

Golden Serenaders

Reviewed Wednesday, 6:30-6:45 p.m. Style—Musical. Sponsor—Charles Golden, Inc. Agency—Charles W. Hoyt Co. Station—WJZ (NBC network).

Golden's Mustard has been on the air in varying degrees since 1936, starting with 15-minute transcribed spot broadcasts in four Eastern cities, advancing to the sponsorship of a 10-minute musical program called *The Golden Melodiers*, and now graduating to its first network show. Coverage is limited, however, to six stations on the Atlantic seaboard.

Despite the insignificance of the program as compared to the host of new and returning radio titans, there is a surprising amount of musical entertainment to be extracted from the quarter-hour. Talent consists only of Peg La

Centra and the Jesters, male trio, called for these programs the Serenaders, and the word "talent" is used judiciously. Miss La Centra and the threesome have the happy faculty of being able to sing, an ability sadly lacking in other performers who stand up to a mike for that purpose.

A nice cohesion of numbers was also noted in the initialer, with Miss La Centra going into *So Help Me* on the heels of the Jesters' *No Wonder* without a break. Effect was different and interesting. *Girl Friend of the Whirling Dervish*, by the trio, was also effective, especially with the extra lyrics.

Commercials are old hat, dragging in the old sketch formula, and over-long for a 15-minute show. But outside of that it's a nice little item for dinner-time listening. Richman.

"Flashes From the Films"

Reviewed Monday, 3:30-4 p.m. Style—Gossip. Sponsor—Jordan's Clothing Store. Station—WHB (Kansas City, Mo.).

Here's No. 1,333 in the series of motion picture gossip programs now filling the ozone from Coast to Coast. It's handled by Betty Ann Painter and Norvell Slater, with Miss Painter doing the chatter and Slater the commercials. Slanted somewhat along the much-used Fidler-McCall-Parsons formula, *Flashes From the Films* nonetheless stacks up surprisingly strong. The Painter gal has a voice that would stop the most critical dial-twirler, and her gossip about screen notables is presented in a fresh, lively manner, better than the style employed by many of her colleagues on the networks.

Commercials are intelligently spaced and neatly presented, with Slater doing a superb selling job. He also adds a novel touch to Miss Painter's items by spicing an introductory "headline" to each of her offerings. Check this one off as a good bet for the daily mid-afternoon women's audience. Dexter.

"Camel Caravan"

Reviewed Monday, 7:30-8 p.m. Style—Variety. Sponsor—R. J. Reynolds Co. Agency—William Esty. Station—WABC (CBS network).

Eddie Cantor Camel show Monday ran very much to formula, with the studio audience apparently getting a terrific kick out of Cantor's lines. Over the air it did not sound particularly forte on the comedy end, judging from the standpoint of sustained effect. Script is written and show produced so as to give the impression of expectancy—an effect which is heightened by the program's rapid sequence of events. This is a good gimmick—in that it avoids monotony and makes a bid for continuous listener attention.

Cantor, of course, has most of the comedy assignment. He tries out his lines with varying success on an assorted crew, including Walter King, Edgar Fairchild, Sid Fields, Bert Gordon and others. Gordon, the Mad Russian, still packs plenty of low comedy laughs.

Guest line-up was strong. Deanna Durbin and Bobby Breen contributing vocals. Both good but Durbin much the better. Program's new feature—Cantor's interview with an engaged couple—possesses fair amusement possibilities. Fairchild leads a solid orchestra.

Commercials were sensible, not over-long and were well read by King. Ackerman.

Al Pearce

Reviewed Monday, 8-8:30 p.m. Style—Variety. Sponsor—General Foods. Agency—Young & Rubicam. Station—WEAF (NBC-Red network).

Judging from the second program of his newly inaugurated Grape Nuts series, Al Pearce hasn't yet hit the stride he had when last sponsored on CBS by Ford. Program caught was below the usual quota of laughs and with the exception of Ariene Harris lacked punch. Pearce's "Hope I hope" guy, Elmer Blurt, was off, and Tizzie Lish (Bill Compton) was even funnier than usual. I have never been able to see any merit to the Lish stuff at best. Miss Harris' chatter-

box routines are always good, with a sock delivery.

A newcomer to the cast is one "Haywire Mack," supposed to be a hobo singer. He may be a hobo. Carl Hoff's Band is good.

The Humber-Youngman co-operatively sponsored show is on CBS at the same time. Franken.

Fred Allen

Reviewed Wednesday, 9-10 p.m. Style—Variety. Sponsor—Bristol-Myers Co. Agency—Young & Rubicam. Station—WEAF (NBC-Red network).

Since this reviewer considers Fred Allen as the number one wit of the nation today, it shouldn't be difficult to figure out what this review will say. This suffices—the best comedy hour is back on the air. With Allen, return Portland Hoffa (Mrs. Allen), Peter Van Steeden's Orchestra, the Mighty Allen Art Players, with Minerva Protos, Charlie Cantor, John Brown and Helen Douglas; Harry Von Zell, announcer; the Merry Macs and a Lynn Murray choral group. They're all good.

Allen has consistently built his program to successive high spots. His interviews with strange people or people in funny professions—the oldest hot dog seller at the New York ball parks for instance—are replete with laughs. The Portie spot, especially when the ribbing starts, ditto. And the comedy sketches, whether burlesquing picture magazines or Charlie Chan, are usually grand nonsense.

Both vocal groups, the Macs and chorus, are strong, especially the swiny stuff dished by the first named. Background work of a small rhythm section from the band helps immeasurably. And to round out the plaudits, Von Zell's announcing, as Van Steeden's Orchestra, is forthright and punchy. Announcer also comes thru in his nonsense acting chores, if that's what they're to be called. Franken.

Joe E. Brown

Reviewed Saturday, 7:30-8 p.m. Style—Variety. Sponsor—General Foods Corp. Agency—Benton & Bowles. Station—WABC (CBS network).

It is obvious that Joe E. Brown's greatest asset in pictures is a visual attraction. He'll have to concoct a more audible adaptation of his wide-open face if he is to do well by his new sponsor, Post Toasties.

Comedian is doing theatrical agent routine. He is practically eclipsed by the team of Frank Gill and Bill Demling, script writers turned straight men. Even as concerns these two, the show is a staccato production wherein everyone is too self-conscious. Gags are poorly timed and aimed. Situation built around agent Brown trying to star some dame in pictures went flat long before the allotted time of the show expired.

None of the three product raves approached average standards. Worst of the lot was the Barbara Stanwyck testimonial which in no way aroused an appetite for the breakfast food.

Margaret McCrae, singer, and Harry Sosnik's Orchestra fulfill their requirements. Weiss.

"The Court of Human Relations"

Reviewed Sunday, 4:30-5 p.m. Style—Dramatic. Sponsor—Vadco Sales Corp. Agency—Lawrence Gumbinner. Station—WOR (MBS network).

The Court of Human Relations went into session again October 9, attempting to prove to its jury of listeners this time that the only thing to do when confronted by an approaching cold is run, not walk, to the nearest drug store and stock up on Quinlax Cold Tablets.

Style remains the same, but topic on the program heard was particularly psychoanalytically morbid. Dealing with a wife's delusions regarding her husband's fidelity and culminating with her complete mental collapse and subsequent years in an asylum, it was hardly the thing for a bright, balmy Sabbath afternoon. Tale, however, had a certain ele-

ment of suspenseful interest, altho it must have seemed pretty far-fetched to those to whom psychoanalysis is only a word in the dictionary. End was pretty phony even to the most devout believers.

Show pretends to hand out advice to those who ask, but the idea is refuted by the script itself, which goes on to recount the show that advice was followed and what eventually resulted. Even the description "true life" is applied to the stories, that's a bigger pill to swallow than the Quinlax tablets, but forgetting that and just concentrating on the dramatic angles of the program makes for a listenable half hour.

Paul Newton extols the virtues of the product well but too often and too long. Richman.

"Saturday Night Serenade"

Reviewed Saturday, 8:30-9 p.m. CST. Style—Musical. Sponsor—Pet Milk Sales Corp. Agency—Gardner Advertising Co. Station—WBBM (CBS network).

Return of this show for the third year brings a very pleasant half hour to the radio. Gus Haenschen and his ork are the backbone, giving out in a semi-swing style on pop and musical comedy numbers with verve and quality. Ork is abetted by the Serenaders, a choir group of mixed voices, which delivers with real sock and round, full tonal qualities. Tenor Bill Perry sang Kipling's *Mother o' Mine* for his only appearance. Work is similar to that of Don Novis, but this does not detract any from Perry. Mary Eastman, lyric soprano, warbled two selections. First was *You Leave Me Breathless*, which did not click, principally because concert singing cannot be reconciled to pop arrangements. Result was a very hashed-up rendition. Miss Eastman's second number, *Stars in My Eyes*, went off much better. Her voice is pleasing but without much feeling.

Entire ensemble finished off with *Who Knows?* and with the exception of a couple of too lengthy plugs, this reviewer was startled to find the 30 minutes ending so quickly. Humphrey.

"Dog Heroes"

Reviewed Sunday, 3-3:15. Style—Dramatic. Sponsor—Modern Food Process Co. Agency—Clements Co. Station—WJZ (NBC-Blue network).

Program, devoted to plugging Thrivo, a dog food, started off its third year this fall; general idea is good, but quality of material is beyond description.

Central angle is to award a National Dog Hero medal each week to some pooch which has done some particularly valorous deed. It's a swell gadget to catch dog-lovers—but instead of dramatizing the dogs' heroism, the body of the program is devoted to dog stories written by Harry Swan. From the example caught these might profitably be fed direct to the pups. Example was so puerile, stereotyped, snappy and impossible that it defies description.

Swan, a man of many talent-lacks, also plays all the male characters in the dramatization—and all the canine characters too. His human pretending is hammy enough. He's assisted by Effie Palmer, who at least is no worse than her material.

Commercials are long and dull, even for dog-lovers. There is organ accompaniment, and Pat Kelly does the announcing.

Award of the medal is held to the end of the program. On the show caught it went to Rags, who warned a family of fire. Burr.

"Night Editor"

Reviewed Sunday, 7-45-8 p.m. Style—Dramatic. Sponsor—Cardinet Candy Co. Agency—Tomaschke-Elliott. Station—KSFO-CBS (Pacific Coast network).

Hal Burdick writes the show and plays the part of "Night Editor." Scene is set in the conventional city room of a newspaper, during the "dog watch" when the night editor can sit back and spin yarns to "Bobby," the up-and-at-'em boy reporter.

Story was of the small-town liar, whose testimony could not be believed because of his reputation. This time his reputation keeps him from disclosing the truth concerning a jewel theft. A diamond is stolen and a local boy gets blamed. Only the liar knows he's innocent. The boy has to leave town due to persecution of the town's banker, whose daughter lost the ring. On leaving he notices the banker's grandson running to grab a grounded high-tension wire.

The wire is shot down, and the mother runs and picks up the baby; diamond is found in the baby's hand, and banker tries to redress the wrong done.

Burdick has a good voice and is a convincing story-teller. He enjoys tagging an O. Henry ending to his stories. Murphy.

"Dr. Christian"

Reviewed Tuesday, 10-10-30 p.m. Style—Dramatic. Sponsor—Chesebrough Manufacturing Co. Agency—McCann-Erickson. Station—WABC (CBS network).

Dr. Christian, after a summer layoff, is back with a smart script and good performers. Jean Hersholt leads the cast, playing a country doctor who finds a kid on his doorstep. Opening stanza had Hersholt attempting to rear the brat scientifically, and then, in a dramatic sequence, discovering the mother. It's a tear-jerker, with a kid squalling all along to let loose the flood gates.

Unlike most dramatic serials, Christian is a half-hour program and is aided immeasurably by the extra time. Script really gets a chance to unfold and develop a situation.

Hersholt, of course, is a natural for the lead and does very well. He is supported ably by Rosemary De Camp, Morgan Holden, Dorothy Farrar and Jane Gloria.

Commercials oked. Ackerman.

"The Inside Page"

Reviewed Sunday 12 noon. Style—News. Sponsor—Wise Smith's, Hartford, Conn. Station—WDRG, Hartford, Conn.

Presented by Ray Barrett, of the station staff, this period should prove a winner. Confining himself to the relatively unimportant news items that are found in the inside pages of a daily paper and which usually are not given much space, Barrett builds them up in dramatic form and gets the listener to wondering how in the world he ever missed such an important article. Diction and delivery oked.

Commercials entirely too forte. Lefkowitz.

"Happy Hank"

Reviewed Thursday, 7:45-8 a.m. Style—Children's program. Sponsor—Little Crow Milling Co. Station—WHO (NBC-Red), Des Moines.

This program is set daily except Sunday and is sure-fire for the kids and mothers who need help to get the children dressed at this morning hour. Happy Hank booms kid songs, many of which are his own composition, and intersperses dressing contests, pick-up parades, safety reminders with kid humor that appeals particularly to children from 5 to 10. In the comedy line he exploits the antics of "Squeakie" and "Sputters," on the side of Charlie McCarthy, which he plays.

Hank is Marc Williams, formerly at WGY, Schenectady. Moorhead.

"You, Too, Can Write a Song"

Reviewed Tuesday, 12-12:10 p.m. Style—Musical. Sponsor—Nola Music Publishing Co. Station—WMCA, New York.

The title tells it all. Except that it's even more ridiculous as it dribbles out of the loudspeaker. Oft-abused gullibility of such radio listeners as this spot may have had never quite had to endure the strain put upon it in this instance. For the price of \$1 you, you and you may learn how to write hit songs, and it doesn't even require six easy lessons. Just send for the book and open the doors to song-writing success. (There is also a small postage charge).

Three results of the book's teachings were dumped thru the microphone. My Heart Has Gone to My Head, I Think It's Love and Doodle Bug. Latter was announced as having been written by someone "who knows nothing about music." Announcement was superfluous. Richman.

Radio Talent

By JERRY LESSER

ALICE FROST has had a flower named in her honor. It's called Big Sister. Noel Mills will be old enough to vote on October 22. Vivian Small, around radio for several years, is just now becoming a very busy actress, appearing on Stella Dallas, David Harum, Gangbusters, Mr. Keen, Tracer of Lost Persons and others. James Church and Joseph Bell, of the NBC production department, are back at their desks after having been laid low with sieges of illness. Barbara Weeks and Joseph Julian appear on Her Honor, Nancy James, and Frank Lovejoy is on the new Bert Lytell show, Tams Theater. Dorothy Stays is now doing Trans-Radio news over WMCA. Frances Chaney is the ingenue on Seth Parker.

Lawson Zerbe celebrated his first wedding anniversary last week. Arthur Hughes starts his seventh year as the name part in "Just Plain Bill." Peggy Zinke, who plays the role of Australia in the NBC serial "Mrs. Wiggs of the Cabbage Patch," gave one of the shortest auditions on record. She recited a poem of four lines and got her job back in 1929, when she won a role on NBC's "Children's Hour." Johnny Kane, heard on "Pepper Young's Family," has started out to take off 30 pounds by dieting. Reason: He has a screen test set for the first week in November. Don Costello, who plays Rondino on "The Mighty Show," is in the midst of a screen test for MGM. Columbia has an option on a serial called "Nitsels in Love," written by Louis Barrat and auditioned by the Sam Hammer office. Cast includes Adelle Ronson, Carleton Young and yours truly. Jose Yovis and Floyd Buckley have joined the Hammer staff. Al Ochs, who also does radio, has started his own production agency. If his business

ever gets as big as himself he'll be satisfied. Jean Paul King sails for Miami October 30 on his boat. His wife and 5-year-old son will accompany him. Jack Negley, WINS commentator, is doubling at The Roxy with Bud Abbott and Lou Costello. Ed Jerome has completely recovered from having been kicked around by a horse. Mark Smith, Marilyn Erskine, Donald Lass and Al Swenson appear on the new NBC-er, "Nora, Ned and Peshies," which replaces "Mother in Law."

GEORGE LOWTHER, former NBC page boy, writes Dick Tracy and Terry and the Pirates. He also acts and announces on several other shows and recently returned from England, where he gathered material for a play which he is now writing. Adelle Ronson has closed her country home in Stamford, Conn., and is now living in New York for the winter. Raye Wright has returned from a three-month visit with her folks in Orwell, O. Alan Prescott, "The Wife Saver," is taking over a Saturday morning spot on NBC.

Better known men and wife teams on the air include Peggy Allenby and John McGovern, Seth Parker and Lizzie Parker (who are Mr. and Mrs. Phillips H. Lord), Jane and Goodman Ace, Mae Singh Ereen and Peter DeRose, Ozie Nelson and Harriet Hilliard, Jack Benny and Mary Livingston, Edith Meizer and Tom McKnight (radio writers and directors), Selena Boyle and Earle Larrimore, Lucille Wall and Louis Hector, Neil O'Malley and Jean Dahl, Agnes Moorehead and Jack Lee, George Burns and Gracie Allen, Marion and Jim Jordan (better known as "Fibber McGee and Mollie") and Fred Allen and Portland Hoffa.

Advertisers and Agencies

By PAUL ACKERMAN

LAWRENCE WITTE, publicity chief for L. N. W. Ayer in Philadelphia, a Gotham visitor this week-end. When Gospel Singer switches to National Broadcasting Co. November 7 it will go on five days a week, with Saturday replacing Friday. Log Cabin probably not to have a radio show this year. Kellogg likely to embark on a spot campaign for All Bran soon. John Taylor, Compton agency, back from Chicago this week. Jim Dillingham, Benton & Bowles, in St. Louis all week. T. E. Kruglak, of the E. Katz agency, is chairman of Radio and the Changing World, a course of lectures at Rand School.

Harry Holcomb, of William Esty, substituted for Dan Seymour as announcer on the Benny Goodman broadcast last week. Mason's Buda Baker, on the road with the Phil Spitzley show since October 10, due in town this week after a stop in Milwaukee. Mann Hollner, Lenzen & Mitchell, expected back from Coast at end of month for Benchley program. Adam J. Young Jr., formerly radio director of H. M. Kleewetter agency, now with sales department of Joseph Hershey McGilvra, Station reps. Paul V.

Funk, research director of Erwin, Wasey Chicago office, transferred to London branch. Frank Danzig, brother of WOR's Jerry Danzig, working in WNEW's continuity department under Doris Smith.

RALPH NORDBERG, WOR sales staff, being slapped on the back for selling The Johnson Family to Ramsdell. Show was a sustainer for three years. Ned Dobson joined William Morris agency's Coast radio department this week. Don Stauffer, Young & Rubicam, back this week after a two-month sojourn on Coast working on fall shows. Larry Nixon's baby thriving so well the doctor wants to use the kid as an ad. Ernest Hix, of the Raymond R. Morgan Agency, Hollywood, in New York to approve plans for the Strange As It Seems Building at World's Fair. John Schultz, Erwin, Wasey's radio department, developing into a regular announcer for the agency's shows. Now on Carson Robinson program. Theodore C. Strelbert, WOR-Mutual exec, father of a girl this week. National Association of Accredited Publicity Directors working on a code of ethics for the industry. Bill Benton is ailing.

Chicago Air Briefs

By HAROLD HUMPHREY

CBS's H. V. Kaltenborn had a peeve on this week because WBBM wouldn't pay him for a guest appearance on Prof. John T. Frederick's Of Men and Books stint. Pay-off is, the professor is going to review Kaltenborn's new book on the same airing—and probably give it a plug. NBC's publicity director, Bill Ray, became a pater Tuesday, but Bill says that rather than have junior follow his father's footsteps he will train the young'un to be a professional golfer so he can be out in the open more. No announcement yet from P. K. Wrigley on whether he will replace the Sunday Luxury Liner show which bowed out last Sunday. Radio publicist Earl Ferris in from New York this week to visit his local set-up. Vojta Benes, brother of Eduard, deposed

Czechoslovakian leader, spoke Saturday over WIND from the "Montparnasse," one of Chi's open forums. Eduard, who will arrive here shortly to take a post at the University of Chicago, is expected to also participate in the U. of C.'s Round Table broadcasts.

Theater Authority, Inc., has given its oked to AFRA local here to round up stage and screen celebs for its Armistice Day dance. EG Wood, WGN sales head, spent a week on the sick list. Air actress Anne Seymour is busy hobnobbing with Uncle John Seymour, who is here in the Gertrude Lawrence company of "Susan and God." WAAF is experimenting with a bridge players' program, giving tips and answering

problems. Jeanne Jeweller, radio actress, flew to New York for a visit with her mother, Bina Abramowitz, star of the Yiddish Art Theater. Radio gossip stunts are becoming quite the thing here now, and for the first time. Gossipers are finding it tough, tho, because most of the "names" around here are little known nationally.

DESPITE all gab to the contrary, the Loop hostility managers are not getting gray hairs over lack of radio wires; in fact, name bands have been such a disappointment anyway that innkeepers don't feel they're missing anything if a name outfit turns 'em down once in a while on account of no radio hook-up. Ruby Smith, age 16, and Robert Bloomfield, age 5, are the principals around which Lillian Gordon, Chi dramatic and radio school teacher, is basing her suit against Carl Laemmle Sr. and the National Talent Pictures Corp. Pic outfit was to produce an opus with Miss Gordon's proteges, but it didn't jell and Miss Gordon is asking \$14,920 for time and prestige lost.

From All Around

JOHN TIFFANY last week became chief engineer of WKRC, Cincinnati, replacing Frank Dieringer, resigned. Time on Ruth Howard's Your Radio Hostess, over WIBX, Utica, N. Y., has been doubled. Show has three new sponsors and expansion plans are in the offing. James D. Shouse, Crosley Radio Corp. exec, winner of the special five-shot free hand match of the Annual Muzzle-Loading Championships at Dillsboro, Ind., recently. Ployd Parr, KDYL, Salt Lake City, assistant program director, conducting theater-personnel interviews as promotion for Four Daughters, and Allen Gunderson, KDYL control engineer, is shooting ducks in Southern Utah. Wayne Richards, staff announcer of KSL, Salt Lake City, married recently to Lucille Cannon.

Clayton McMichen's "Georgia Wildcats," with Slim Bryant, now heard six days a week over WRVA, Richmond. WHIO, Dayton, O., was the first to interview Russ Morris and Bob McDaniel on the record-breaking endurance flight at Richmond, Ind., recently. Station did it with a mobile recording unit. Annabelle Lee, KSL, Salt Lake City, traffic head; Mel Wright, engineer, and Parley Saar, actor, all on late vacations. Bill Dyer, WCAU, Philadelphia sports commentator, now doing a seven-minute nightly talk at 7 p.m.

LOUIS GROH PIERCE, former WIPB announcer, has joined WIP, Philadelphia. Mary M. Kelley has replaced Edna Whittington as receptionist. Miss Whittington switching to the transcription-continuity department. Bob McKee appointed chief announcer at WCAE, Pittsburgh, by Station Manager Leonard Kapner, to fill place vacated when Cliff Daniel was named program director. McKee has been at WCAE two years. Richard Belt, formerly with WBNS, Columbus, is the new chief announcer at WSMK, Dayton. John Corcoran back at WPHN, Philadelphia, after recovering from an illness. Lois Hampton back at KYA, San Francisco, program department. Herbert May a new announcer at KNX, Los Angeles-Hollywood. Maurice Webster captain of the KNX hockey team. When he works he's an announcer.

WILLIAM A. SCHUDT JR., general manager WKRC, Cincinnati, has been absent from his desk for several days. He's suffering with the flu. Dorothea Kreimer, station's hostess, is another on the sick list, as is Gloria Gindel, of Savoy Sisters, station's rhythm trio.

RAY KINNEY

and his
Native Hawaiian Orchestra

NOW APPEARING

<p>Nightly at the Hawaiian Room</p> <p style="font-size: 1.2em; font-weight: bold;">HOTEL LEXINGTON</p> <p style="text-align: center;">New York</p>	<p>also with his</p> <p style="font-size: 1.2em; font-weight: bold;">ALOHA MAIDS</p> <p style="text-align: center;">in the new musical hit "Heilzapoppin"</p>
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Heat Hurts Barnett And Kay at Pla-Mor

KANSAS CITY, Mo., Oct. 22.—Herbie Kay's \$610 gross last Sunday at Will H. Wittig's Pla-Mor Ballroom was disappointing but not unexpected, for the mercury hovered at 90 degrees outside and made it tough for the 800 dancers, who were aware the ballroom is not air-conditioned. Ducats went at 75 and 85 cents.

Wittig said he would bring Kay back later in the season and was willing to wager the band would double the take on a cooler night. The extreme heat has played havoc with the Pla-Mor since it unshuttered early in September, and only Shep Fields, with a socko \$1,300 opening night, has lived up to expectations. Gene Krupa makes his first showing in the Kaycee corner at Pla-Mor Friday (28) en route to the Palomar, Los Angeles.

Jimmy Barnett, playing the Pla-Mor Thursday, Friday and Saturday nights and the Sabbath matinee, also was mediocre with a total of only \$821 for the four top seasons. Ralph Webster has been the best draw to date of the many territorial units staying at Wittig's palace for the entire week-end.

Kay a Killer With \$1,300

LINCOLN, Neb., Oct. 22.—More people than had ever before attended a public dance here turned out last Saturday for Herbie Kay at E. H. Pauley's Turnpike Casino. Gate was scaled down to 75 cents and attracted over 1,700 dancers for a \$1,300 take. It's the best gross Kay has chalked up in these parts and set a new attendance high for the ballroom. Gross was \$100 or so short of record set by Ted Fio-Rito earlier in the summer when ducats peddled at \$1 per. Worth plenty was the bally cooked up by Pauley. He had Kay drafted as guest conductor of the University of Nebraska Band, and between halves of the Nebraska-Indiana football game had the maestro introduced to some 35,000 persons in the stands. Stunt helped door sale plenty.

Craig Gives Jubilee \$1,500

PARIS, Tenn., Oct. 22.—Nancy Hall Jubilee at City Auditorium last Tuesday, promoted by Mose Keenan, had Francis Craig bringing out a capacity crowd. With ducats peddled at \$2.50 per couple, 600 sets were sold to make a \$1,500 take. Keenan has Larry Funk coming in this Tuesday (25) for the dance session.

Brown's \$600 Under Par

BUFFALO, Oct. 22.—Take of Gayle Brown and his Pennsylvanians last Saturday, promoted by the Buffalo Swing Club at Hotel Statler, was under par. With couples taxed \$2.30, only 300 sets were sold to make \$600, which was far below expectations. Band was booked by Ray S. Kneeland, and Ken Kaplan, Swing Club prez, was in charge of arrangements.

Mark Hopkins Mark of 699 Covers Set by Ennis

SAN FRANCISCO, Oct. 22.—Skinnay Ennis, current at Mark Hopkins Hotel, set a new high for paid cover charges at last Saturday's supper session. With the sit-down fee \$1, 699 payees were chalked up. Closing here November 26, Ennis returns to Victor Hugo's, Beverly Hills, for a six-month session.

New Det. Dance Promotion

DETROIT, Oct. 22.—Proposed Saturday Night Swing Sessions, new dance promotion planned for Motor City dancers, reached the starting stage with the formation of a partnership in the enterprise. Bernard Besman, of the Mike Palk band booking office, teamed with Morris Ravitz and Eugene Gillis. Combine is taking over Masonic Temple for Saturday solo stands, bringing in traveling swingsters during the winter season.

Kidding the Kitty

FORT WORTH, Tex., Oct. 22.—Tired of complying with requests for A-Ticket A-Ticket, Bob Chester, current at Texas Hotel's Den, put up a yellow basket on the piano with the notice, "We've found that little yellow basket."

It was meant as a gag. However, some of the customers, either near-sighted or just wags, mistook the basket for a "kitty" and started feeding it pennies, nickels and dimes. "Kitty" grossed over a dollar the first night on display. At this rate Chester plans to make the yellow basket a permanent fixture on the piano.

Burns and Tumino Start New Agency

KANSAS CITY, Mo., Oct. 22.—With Frederick Bros. Music Corp. planning to center booking activities in New York City, a new band agency was set up here this week by Bob Burns and John Tumino, widely known in local amusement circles. New firm will be known as Bob Burns Enterprises. Agency plans to blanket the Midwest, planning to open branches in Lawrence, Kan., where Will Mansfield will be in charge; Tulsa, Okla., with Dee Stephens at the helm; Columbia, Mo., with Matt Kenney as head, and West Los Angeles, where Les Taylor will direct activities.

Tumino, manager of Fairland Park Ballroom here last summer, grabbed off his first client for the new agency when he packed the Kansas City Club here, formerly serviced by Frederick Bros. Red Blackburn, fresh from the University of Kansas, draws the first assignment for the first account.

1,300 for Barron Okeh

WATERBURY, Conn., Oct. 22.—Making his first New England appearance last Sunday at Hamilton Park Municipal Ballroom for promoter Bill Derwin, Blue Barron came out on the safe side of the ledger, attracting 1,300 dancers. Was no record-breaking stand, high mark being held by Tommy Dorsey, who brought in 2,670 terp devotees.

DuPree Takes Henderson to Task on Showing at Dances

PHILADELPHIA, Oct. 22.—Ole Man Christopher Columbus himself, Fletcher Henderson, found his dance audiences as scarce as the original Chris Columbus found his welcome committee upon his 1492 arrival, according to Reese DuPree, foremost Negro dance promoter, who charges Henderson with ringing in mediocre tooliers in three recent dates under the DuPree aegis. His band, Dupree claims, was obviously a pick-up that Henderson rounded up for stands at Elks Auditorium, Trenton, N. J.; Odd Fellows Temple, Wilmington, Del., and Strand Ballroom, Philadelphia. The dancers at each affair were "thoroughly disgusted" with the slipshod playing, he charged, and in many cases demanded refunds.

DuPree celebrates his 37th anniversary as a band booker and dance promoter next month, undoubtedly one of the oldest in the dance promotion field in point of service. He registered a complaint against Consolidated Radio Artists, who sold him the band, protesting Henderson's tactics as a "black eye" to the dance promotion field.

The Trenton promotion, a Fair Dance, usually attracts 1,000 or so race dancers. For Henderson, about 300 turned up to make a \$225 take. In Wilmington he drew 600 customers for a gate of \$510, while in Philly about 600 shelled out \$390.

So much cat-calling and booing went on in Trenton, DuPree claims, he was compelled to hide away for the entire evening. "It was the biggest flop in my career," he added, "but certainly no fault of the promoter as every means was used

Negotiations Under Way for Rehiring of Pit Musicians

Opposite views of the situation are expressed during preliminary confab—eight major studios instead of the original five are represented

NEW YORK, Oct. 22.—Long-anticipated confab between Joe Weber and the executive board of American Federation of Musicians and representatives of the major motion picture companies on the matter of increasing employment of musicians in theaters controlled by the studios got under way Thursday (20). Opening discussion was confined to several hours and then adjourned to reconvene Tuesday or Wednesday. Preliminary meeting involved an exchange of views and a general survey of the situation, with the interim till the next get-together to be used to shape specific proposals based upon the opinions set forth at the initial discussion. It is expected that consideration of these proposals will occupy the conferees immediately upon resumption of the talks.

Shaw Jives Harlem For a Socko \$3,500

CHICAGO, Oct. 22.—Local Harlemites coughed up close to \$3,500 last Monday eve to swing and sway to Artie Shaw when the ork took its night off from the Chase Hotel, St. Louis, to play at the Savoy Ballroom here for the Negro Christmas Basket Fund sponsored by The Chicago Defender, Negro newspaper, and the Mayor of Bronzeville election committee.

All attendance records for the affair, the fifth, were broken; and Artie, with his septa songstress, Billie Holliday, had to work an extra half hour after pleading with the throng to go home. Two thousand ducats at 65 cents made up the advance sale, and another 2,500 were sold at the gate for 75 cents, leaving an extra few hundred to just drop their six-bits and pass thru the gate, since only 4,500 tickets were printed.

Shaw worked on a straight guarantee because it was a charity affair and topped by far the performance of his Rockwell-O'Keefe running mate, Jimmy Dorsey, who got the call on this job last year. The ebony lighters couldn't get enough of Shaw's jiving, which was somewhat of a surprise to the R-O-K office, as Shaw is still not a name in this sector.

Present at the opening meeting were Nicholas M. Schenck, head of Loew's; Leo Spitz, RKO prez; Major Albert Warner, of Warner Bros.; Nate J. Blumberg, Universal chief; Austin G. Keough, of Paramount; and Eugene Picker, representing Columbia. Sidney R. Kent, 20th Century-Fox proxy, was unable to attend due to other business, and Schenck acted for him. Kent will join future discussions. Pat Casey, producers' labor arbitrator, presided at the confab.

Harry D. Buckley, United Artists official, will augment the group in further conferences, which makes the coterie of movie firms total eight, whereas it had originally been planned to include only the five having national circuit affiliations. Weber was responsible for the inclusion of the three other majors, believing that field sales representatives of all the biggies might aid the union's plan to increase pit men employment if they urged such a measure in the course of their usual contacts with exhibitors.

AFM intention is to effect an appreciable upping of musicians' earnings from theater work. Yearly figure stands now at about \$8,000,000, as against the pre-sound picture era of \$55,000,000. Current income is \$5,000,000 above that of the all-time low, but Weber feels that it should be increased considerably more.

Johnson Joins Foster

DALLAS, Oct. 22.—Former band maestro Jerry Johnson and Frank Foster, local indie promoter and formerly manager of the Consolidated Radio Artists branch here, have combined efforts to establish a new band-booking agency to service the Southwest territory. Office will be known as the Johnson-Foster Agency, and headquarters have been established here. Billy Ebert is office manager, and Johnson will handle road assignments. In addition office plans to add two salesmen to the staff. Office claims 28 bands under contract and two lines of girls which it is booking on locations. Combo is now servicing five spots exclusively with floor talent and band-stand attractions.

Norvo \$700 Not So Forte

KNOXVILLE, Tenn., Oct. 22.—A gross of \$700 was fair for Red Norvo and Mildred Bailey at Chilhowee Park Ballroom last Thursday. At \$1.65 per couple in advance and \$2.25 at the gate, about 325 sets were sold. Dance was sponsored by the Swing Club, prez Jack Comer in charge of arrangements.

Joe Venuti Almost Doubles Capacity on Detroit Debut

DETROIT, Oct. 22.—Ushering in the fall season last Sunday at Book Cadillac Hotel, Joe Venuti made it a gala send-off when 400 persons tried to fit into the Book Casino that normally holds 275. Made it necessary to crowd every inch of the room with tables. Ethel Shutta, Dave Rubinoff and Phil Spitalny guest-starred opening night.

Court Dismisses Suit Brought By Members Against Local 802

NEW YORK, Oct. 22.—The spectacle of a couple of union members bringing suit against the union to which they belong was presented in City Court here this week when the long-pending case of drummer Abraham Klein and violinist Harry Littman vs. Local 802, A.F.M., finally came to trial. Action on the court's calendar since 1936, came up several weeks ago only to result in a mistrial, and was definitely settled yesterday (21) when Justice Louis L. Kahn dismissed the case, thereby upholding the union.

Plaintiffs charged that in September, 1936, they had contracted for a season's engagement at Joseph Stein's Old Roumanian Inn on the lower East Side, only to be told by the local's executive board, when they presented the contracts for approval, that the place was on the unfair list and that therefore they would not be allowed to play the engagement under the union's by-law which prohibits members from working for "unfair" employers. Klein and Littman charged further that the local "had it in" for them due to their campaigning against the current administration at the time of the last election and alleged that the reason for the Old Roumanian's being placed on the unfair list was to keep them from working.

Harry Sacher, Local 802 attorney, showed that Stein had been designated

as unfair before the date upon which the plaintiffs presented their contracts for approval, and that he was put on the list because he had refused to sign the union's regular agreement with restaurants. Trial, tho held before a jury, never reached the verdict stage, Justice Kahn dismissing the case under the union by-laws empowering it to forbid members from accepting employment from establishments on the unfair list.

Klein and Littman, who sued for the money they would have earned during the engagement, were half of the four-piece band contracted for by Stein. Harry Sperling, leader, was content to abide by the union rules but was subpoenaed by the plaintiff's counsel, Leo O. Gruber and Lewis J. Nadel, as a witness.

Francis Joins Vitaphone

NEW YORK, Oct. 22.—Vitaphone Studios, subsid of Warner Brothers turning out short subjects in Brooklyn, has added Milt Francis, writer and composer, to its production staff.

Penny-a-Dance Promotion

TACOMA, Wash., Oct. 22.—"In for a penny" is an old saying. And it was moderately applied to good effect by the Crescent Ballroom to hype the Tuesday evening dance sessions. Both for promotional and novelty purposes, dancers were admitted for a penny if they arrived at the b. o. before 9 p.m. and if they brought along the newspaper advertising the stunt. The power of advertising was ably demonstrated when a packed house was in evidence at the penny rate to shake a mean terpsichorean ankle to Brad Brannon's Band.

Will Mayton, long prominent in local entertainment circles, is again operating a ballroom, unshuttering Mayton's Coliseum in the downtown district. Joe Thomas makes the music.

Gaffney Redecorates Grove

SEATTLE, Oct. 22.—Gaffney's Grove, suburban danceant, called a halt to the fall dancing season. Management has ordered extensive remodelings and will reopen with a fanfare December 1 for winter terpsies.

Union, 10; Theater, 0

NEWARK, Oct. 22.—Terminal Theater here met up with unionism this week and came off a bad second. House augmented its pic policy with vaude and accordingly hired a five-piece band. Since the theater didn't boast anything as luxurious as a stage or pit, a platform was built and things were proceeding beautifully until the union came up with a demand that the ork be increased to 10 men or else.

House manager thought a band of 10 would be just fine if he had any way of paying for same. So in an endeavor to get out from under the house asked the union where it could possibly put five more musikers, what with its limited accommodations. The reply was brief but far from satisfactory. In the projection room, it said.

The Terminal is now showing pictures exclusively.

Mills Expands List Of Master Waxings

NEW YORK, Oct. 22.—Irving Mills is adding several new names to the roster of recording bands for his Master discs distributed by Brunswick-Vocalion. John Kirby, currently at Onyx Club, is the first of the new crop to wax for the forthcoming catalog. Sidney Bechet, including Zutty Singleton at the drums, and Clarence Profit's Trio, presently appearing at George's in Greenwich Village, are also slated. Phil Lang is another recruit to the Mills banner, and several of his new hot arrangements will be published simultaneously with his record releases. Bobby Hackett returns to the platter mart, and regular recordings by Duke Ellington, Cab Calloway, Johnny Hodges and Barney Bigard will continue.

Several changes at the waxworks find Jimmie Lunceford set to switch from Decca to Vocalion in January, while Tito and his Swinglet go over to the Bluebird label. Ambrose has patched things up with Decca in London, and his discs will again find their way to these shores.

JOHN FORTIS, erstwhile songwriter and arranger for Freddie Rich's Band, is organizing a combo of his own in Philadelphia.

Music Items

IRA SCHUSTER is no longer with Schuster-Miller. Bob Miller takes over the management reins. Other shiftings find Jimmy Colson West Coast rep for Green Bros. & Knight, and Jerry Keit, son of the late Joe Keit, a new contact man at E. B. Marks. The Mayer Music Dealers' Service merger is practically set. Max Kortlander may have another try at the publishing biz.

Song placements of the week include Kisses for Christmas (the first of the annual yuletide crop), which John Redmond and Lee David set with Mills, and The Road That Leads Back to Athos, Irish ballad Shapiro, Bernstein accepted from Joe White and Earl MacBoyle. Ken Hecht and Sid Bass, a new team writing special material, are now being handled by Chick Kardale. Art Schwartz, Western rep for Warner music interests, back on the Coast after a short New York vacation.

Irving Siegel, professional manager of 26th Century Music Co., working out of the firm's new Hollywood office. Modern Melodies Publishing Co. takes the University of Pittsburgh's new official march, Piff Victory Song, by G. Norman Reis, Louis M. Fushan and Dr. Benjamin Levant.

Miller Music is promoting a nationwide campaign on its books of children's songs, Raggedy Ann's Sunny Songs and Raggedy Ann's Joyful Songs, for the coming Christmas season. Johnny Gruelle wrote the lyrics for both folios. Will Woodin the music for the first. Charles Miller for the second. Miller also is releasing a folio of 15 Hawaiian standards, selected by batoneer Ray Kinney as being most typical of the Islands. Gene Krupa's new book, Drum Method, released by Robbins, features the complete tom-tom solo from the Benny Goodman disc, Sing, Sing, Sing. Robbins also issues Ferd Grofe's Hollywood Suite. Apollo Music Co., New York, gets started with I Love You Truly, With All My Heart, by George Buyukas and Nicholas Hatzipostolou. Shanty Boef, latest effusion of Clarence W. Leeking and Charles J. Kingsbury, being released by Rialto Music Publishers, New York.

Frederick Bros. Gets Chi Edgewater Thru MCA Deal

CHICAGO, Oct. 22.—A booking swap engineered between Music Corp. of America and Frederick Bros. Music Corp., indie booking agency, opens a wedge for the latter office to crash the local hotel field.

Following Dick Stabile's exit at Edgewater Beach Hotel next month, Lawrence Welk, first FBMC property to play an ace hotel here, takes over. Welk, currently at William Penn Hotel, Pittsburgh, bows out to make way for Stabile, an MCA band.

Alexander Scouts in KC

KANSAS CITY, Mo., Oct. 22.—Local Harlem haunts were all agog last Thursday when Willard Alexander, Music Corp. of America vice-prez, planned in from New York to audition several colored combos. He lent an ear to the bands of Harlan Leonard and Jay McShann and left the city a few hours later without comment. It was here that Alexander discovered Count Basie, and rumor is making the rounds that his sudden trip was to find a band for Lionel Hampton to take over. Leonard played sax in the old Bennie Moten Band that had Basie pounding the piano.

Tin Pan Alley Adds One

NEW YORK, Oct. 22.—New music publishing outfit, Distinctive Music Co., has opened offices here. Addy Amor and Frederick Farriess head the firm, which has Sky Without a Moon and Top Off Twice already printed and Pebbles in the Pond set for release soon.

Calling All Kennys

BOSTON, Oct. 22.—George C. MacKinnon, local Daily Record columnist who gets a big kick writing songs, has placed his Dream Rendezvous with Gem Music Co., Boston's only ASCAP pub. Dave Katz collabed. MacKinnon is his song's biggest booster in lining up national plugs.

Mrs. Kramer Bags the Air

NEW YORK, Oct. 22.—When Artie Shaw opens at the Blue Room of Hotel Lincoln next Monday Mrs. Maria Kramer will become NBC's biggest user of sustaining time. Between her Edison Hotel with Les Brown and her Lincoln hostelry, she will have eight NBC shots each week, in addition to four local WHN shots. In all, dance remotes will equal six broadcast hours weekly, a new high for any local hotel operator.

First Samba for U. S.

NEW YORK, Oct. 22.—Edward B. Marks is releasing Carlos Cobian's latest number, Brazilian Night. Song is the first samba to be published in this country, the samba being to Brazil what the rumba is to Cuba and the tango to the Argentine. Cobian is one of South America's most prominent composers.

London Pubs Banning Orchestration Clubs

LONDON, Oct. 22.—Several local music pubs are about to abolish the orchestration clubs which give members stock arrangements at less than they would pay if buying them separately.

Separate sales have been increasing, with club sales showing a decline, and Irwin Dash is leading the way to abandonment of the idea.

Songs With Most Radio Plugs

"Cigaretts" and "Pocketful" Hold Top and Place Positions

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, October 20. 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	Title	Publisher	Plugs
Last Wk.	This Wk.		Net
1	1. While a Cigaret Was Burning.....	Berlin	34
2	2. I've Got a Pocketful of Dreams (F)....	Santly-Joy	28
10	3. My Own (F).....	Robbins	28
5	3. So Help Me.....	Remick	25
4	4. Stop Beatin' 'Round the Mulberry Bush.	Bregman	24
9	5. All Ashore.....	Shapiro, Bernstein	23
3	6. What Goes On Here? (F).....	Paramount	22
3	6. At Long Last Love (M).....	Chappell	22
8	8. Lambeth Walk.....	Mills	22
8	7. Heart and Soul (F).....	Famous	21
—	7. I Won't Tell a Soul.....	Crawford	21
—	7. I Used to Be Color Blind (F).....	Berlin	21
6	8. Summer Souvenirs.....	Bregman	20
6	9. Change Partners (F).....	Berlin	19
8	10. Alexander's Ragtime Band (F).....	ABC	18
4	10. Small Fry (F).....	Paramount	18
7	11. I've Got a Date With a Dream (F)....	Feist	17
10	12. If I Loved You More.....	Words and Music	16
17	13. Simple and Sweet.....	Miller	15
—	14. Silver on the Safe (F).....	Famous	14
17	14. When I Go a-Dreamin'.....	Lincoln	14
16	15. You Go to My Head.....	Remick	12
16	15. I Haven't Changed a Thing.....	Mills	12
—	15. What Do You Know About Love?....	—	12
17	16. Sixty Seconds Got Together.....	Santly-Joy	11
—	16. Monday Morning.....	Witmark	11
18	16. Girl Friend of the Whirling Dervish (F).	Harms	11
—	16. Forget If You Can.....	Marks	11
8	17. Who Blew Out the Flame?.....	Feist	10
17	17. Garden of the Moon (F).....	Harms	10
17	17. Why Doesn't Someone Tell Me?.....	Shapiro, Bernstein	10

Sheet-Music Leaders

(For Week Ending October 22)

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.

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Last Wk.	This Wk.
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. So Help Me
6	6. Small Fry
7	7. I've Got a Date With a Dream
14	8. Heart and Soul
11	9. When Mother Nature Sings Her Lullaby
7	10. A-Ticket-A-Ticket
10	11. What Goes On Here?
9	12. Garden of the Moon
—	13. At Long Last Love
—	14. My Reverie
12	15. There's a Faraway Look in Your Eyes

No Dubbing Ups Pic Work for Musicians

HOLLYWOOD, Oct. 22.—Agreement between American Federation of Musicians and picture producers ruling out the dubbing of sound tracks for films has met with success. It was pointed out by Jack Tenney, pres. of the local musicians' union. Although this has been a very spasmodic year at the studios, there are indications that total salaries of musicians will jump more than a million a year when the film companies buckle down to their heavy production schedules.

Best news has come from the indie lots, where entire sound-track libraries were formerly used, musicians being called only when a musical was produced, which was rare. The recording bill of indies has been increased 75 per cent since the crew agreement, according to J. W. Gillette, Hollywood rep for Joe Weber, AFM prez.

Republic Pictures formerly had very few recording calls, but for the past two months this studio has produced 18,000 feet of sound track more than it did during the previous two years. Recordings have been slow at 20th Century-Fox, with Paramount off also. But indications point toward a general pick-up in film trade, thus cutting the musicians in for a nice salary slice. And while the sound-track agreement has not employed any more musicians to speak of, it has upped the salaries of those men already on studio call.

Orchestra Notes

By M. H. ORODENKER

Gotham Gab

IT'S a sore subject when you mention AL COOPER and his Savoy Sultans to MOE GALE, band impresario responsible for Chick Webb among others. . . . Gale had the Sultans at his Savoy Ballroom for some time but never thought them much to bother signing 'em up . . . not until IRVING LAZAR beat him to the pen, giving the Sultans an MCA banner and booking 'em for a six-weeker, starting December 9 at Detroit's Plantation Club. . . . HARRY LAWRENCE is again starting up Associated Radio Artists. . . . Lawrence was associated with HARRY (MCA) MOSS when the latter operated the band-booking agency. . . . CHARLIE GREEN, CRA prexy, leaves town for a swing around the CRA circuit of branch offices. . . . CRA has added ISHAM JONES to the roster and returned RUDOLPH FRIML JR. to the fold, junior playing the Syracuse (N. Y.) Auto Show November 34 to 19. . . . EDNA MAE HARRIS, sepiá screen and stage star, realizes a yen for orkdom first nourished when she sang for Noble Sissle. . . . is fronting her own band, handled by FREDDIE FULTON, pugilist turned percentor. . . . R-O-K has taken over the management of BENNY CARTER. . . . JOE GLASER has ANDY KIRK set for a January location, but is keeping the address under the hat. . . .

West Coast Clippings

IRWIN ZELTNER, Hollywood agent, has built a new fem band for BABE EGAN, now in rehearsal for theaters. . . . Babe fronted the original California Red-heads combo, then handled by Charlie Green, now CRA prexy. . . . REG MARSHALL leaves the Coast R-O-K branch, devoting his band bookings entirely to FLOYD RAY, who is being routed east again. . . . JACKIE COOGAN is again eyeing a band career, dickering for the Monte Carlo Casino stand at New York's World Fair. . . . GEORGE MORGAN, former maestro turned screen comic, signed by Para for a reporter's role in the forthcoming Gladys Swarthout Ambush pic. . . . BENNY MEROFF opens this week at Golden Gate, San Francisco nitery. . . . LOUIE PRIMA is housed in his own Hollywood haunt, aptly shingled as the Jitterbug House. . . . ARTHUR MICHAUD due in Los Angeles next week to get GENE KRUPA off to a flying start at the Palomar Ballroom. . . .

Salt Lake Shavings

THE Mirror Room of Newhouse Hotel in Salt Lake City opened for the season's Saturday night sessions with JOE CORNWALL supplying the downbeats. . . . Ross Sutton and Holman Waters, assistants to hotel manager Chauncey W. West, are in charge. . . . Guy Toombes, managing director of Hotel Utah, has installed Harry McKenzie in charge of the Rendezvous Room, who has brought in from the Coast the SPORTSMEN, a cocktail combo. . . . with Carl Ravazzo bowing out of Rainbow Rendezvu, Jerry Jones has brought in LARRY KENT to keep the music going at his nitery. . . . Andy Burgener is using localite ARNOLD BURGNER for his Melody Lane nitery. . . . ZAZA and CAMILLE, who also operate a booking office here, are playing theaters and club dates with their all-fem band. . . . Manager Covey is spotting the traveling names on Mondays at his Coconut Grove danceant. . . .

Canadian Capers

TRUMP DAVIDSON back from England with his band, where RAY NOBLE did the fronting, is filling in at the Palais Royale, Toronto, but has no definite location set as yet. . . . Esquire Club, for many years Toronto's swing haunt, is packing 'em in with the schmaltz synops of OZZIE WILLIAMS, the band drawing a holdover ticket 'til next March. . . . in Ottawa the far-famed Gatineau Country Club is giving the traveling names the go-by for the first time. . . . call has gone to localite TED GRAY. . . . the sweet-Lombardo style bannered by LEN HOPKINS accounted for their banner opening at the Canadian Grill of Chateau Laurier, Ottawa. . . . and in the same town localite RENE DUBOIS has taken over the direction of the music makers at the Standish. . . . FAITH CARLTON, fronting male musikers, moved into Grand Theater,

Calgary, Alta., for a single week and manager J. B. BARTON kept 'em on for 14 additional days. . . . band closes the 29th and then takes in Edmonton, Lethbridge, Medicine Hat, Moose Jaw and Winnipeg before returning to the States. . . .

Coast to Coast

CHICK CARTER, originally set for a fortnight at Cincinnati's Cotton Club, are now in their eighth week with six more to go. . . . JACK CRAWFORD follows Eddie Varvas into Milwaukee's Schroeder Hotel November 4. . . . HOWARD LeROY locates at Hotel Orlando, Decatur, Ill., his third trip to this Van Orman hotel. . . . in the past four years LeRoy has played over 150 weeks for that chain of hotels. . . . Muehlebach Hotel, Kansas City, Mo., closes November 5 for refurbishings. . . . account still remains with STAN ZUCKER, who brings in another CRA band for the November 18 relighting. . . . Hi-Ho Club, Wichita, Kan., debuts with LOREN TOWNE for the tootles. . . . WALTER BARNES, with Doll Armenra, dusky canary, heads for the Kentucky solo stands. . . . PAUL CORNELIUS lingers 'til November 4 at the new Cooper Club, Henderson, Tex. . . . CHARLES FULCHER gets a holdover 'til April 1 of next year at Colonial Club, Augusta, Ga. . . . he has played this stand for four winters to date. . . . TIGE HALE is leaving the outdoor branches of show biz for dance promotion, taking over four Florida stands. . . . gets under way 'Turkey Day, using mid-bracket bands. . . . one of the fine Florida bookings has LEWIS BONICK opening December 26 in Miami at Dempsey-Vanderbilt Hotel. . . . managers may come and go, but JOHN NESCO carries on at the same stand, opening this week for an indef stay at Capitol Casino, Hartford, Conn. . . . Nesco has remained on the same site for years, first when it was known as the Patio and later as the Club Paroo. . . .

Notes Off the Cuff

JOE HELBACK, out as major domo of Onyx Club, 52d street in New York, is looking for another site on swing street. . . . HOWARD JACOBS, British band leader, debuts in New York at La Congo, opening December 7 for eight weeks. . . . MAL HALLETT takes over the Meadowbrook Country Club stand at Cedarbrook, N. J., November 26, Will Osborne bowing out. . . . Arcadia Ballroom, New York, brings in SLEEPY HALL for the season, booked by Rudy Vallee Attractions. . . . JOHNNY POLL, en route to South America, opens November 1 for six months at Embassy Club, Buenos Aires, set by Fermata, S. A. music pub. . . . NEAL OLIVER promotes a swing concert November 1 at Farmville, Va., the first time below the Mason-Dixon line. . . . TUBBY OLIVER serves as house band with guesters grabbed among the traveling tootlers. . . . CLARENCE FUHRMAN, studio director at WIP, Philadelphia, substitutes brass for strings in his radio band. . . . RAY KINNEY set for the New York World's Fair, bringing his hula-hula harmonies to a Hawaiian island village. . . . and so we send our cuffs to the cleaners. . . .

ROBERT A. HESS, Wisconsin counsel for ASCAP, was feted by friends at Schroeder Hotel, Milwaukee, in honor of his 50th birthday. Joseph Padway, AFL general counsel in the State, was toastmaster and presented Hess with a set of golf clubs. . . .

Conn. Locals Urge 1 A.M. Closing Law

DANBURY, Conn., Oct. 22.—A regional conference of Connecticut musicians' unions affiliated with the AFM, meeting here this week, adopted a resolution that the closing hours for night clubs, taverns, hotels and other places of entertainment where liquor is sold be extended to 1 a.m. A committee, including John L. Sullivan, Middletown; Frank Fields, Norwalk; Jesse Greenwald, Bridgeport; Martin Gordon, Stamford, and Louis Greenbury, Hartford, was appointed to draft a bill for presentation at the 1939 session of State Legislature providing for later closing hours. It is expected that if such a law is adopted additional work and increased wages for musicians will prevail.

The conference elected John McClure, business agent for Local 63 of Bridgeport, as president; Alexander Winnick, of New Haven, vice-president, and Thomas J. Sheehey, of Middletown, secretary-treasurer. Thirty-five delegates, representing 13 State locals, attended the meeting, held at Hotel Green. Fred W. Birnbach, national AFM secretary, was the guest speaker.

Liner New Hub Percenter

BOSTON, Oct. 22.—Eddie Liner, who for many years conducted an orchestra locally and later established a school of music here, is taking a fling in the band-booking biz. Has established local offices.

Ranny Weeks is back in town after a six-month Hollywood sojourn, rounding up a band again and set to debut at Club Mayfair, scene of his first orchestral triumphs eight years ago. Another home-comer, Sid Reinherz, for many years billed as "the man of a thousand tunes," is organizing his own band now and will also set up a school of jazz piano.

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AND HIS ORCHESTRA

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AND HIS ORCHESTRA

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Exclusive Management: FREDERICK BROS. MUSIC CORP., New York — Cleveland — Kansas City.

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chauncey CROMWELL

and his music

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Exclusive CRA Management.

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The BILTMORE BOYS ORCHESTRA and their

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BILLY SWANSON and his MUSIC

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AND THE FLORIDA CLUBMEN

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

Alberto, Don: (El Chico) NYC, no.
Alfredo, Don: (Caban Casino) NYC, no.
Alison, Orie: (Rosini) NYC, no.
Americo, Tony: (Club Plantation) New Orleans, no.

Aleousa, Harold: (Pepper Pot) NYC, no.
Andre, Russ: (Child's Rainbow Room) NYC, no.
Angelo: (Bertolotti's) NYC, no.
Apollon, Dave: (Casanova Club) NYC, no.
Ayles, Mitchell: (Murray's) Tuckahoe, N. Y., no.

Bachelors, The: (Community Lounge) Binghamton, N. Y., no.
Banks, Shorty: (Evergreen Gardens) Pittsburgh, no.
Barnes, Charlie: (Howard) Washington, D. C., no.
Barris, Dick: (Stalder) Cleveland, no.
Bartal, Jeno: (Piccadilly) NYC, no.
Bate, Count: (Famous Door) NYC, no.
Bauer, Charles: (St. Regis) NYC, no.
Becker, Dorothy: (Rinaldi) Canton, O., no.
Benson, Ray: (Montparnasse) NYC, no.
Bergere, Maxmillian: (Versailles) NYC, no.
Bestor, Don: (New Kenmore) Albany, N. Y., no.
Billmore, Guy: (La Salle) Chi., no.
Blaine, Jerry: (Park Central) NYC, no.
Blake, Lou: (Atlanta-Biltmore) Atlanta, no.
Bono, Americo: (Chez Ami) Buffalo, no.
Braddi, Eddie: (Neil House) Columbus, O., no.
Bradlow, Irving: (Jack Hanna's) Phila., no.
Brink, Les: (Edison) NYC, no.
Berkarth, Johnny: (Southern Mansion) Kansas City, Mo., no.
Bush, Eddie: (7 Seas) Hollywood, no.
Buss, Henry: (Earle) Phila., no.

Calvey, Cab: (Cotton Club) NYC, no.
Camden, Eddie: (Madura's Danceland) Hammond, Ind., no.
Cannella, Tom: (El Club) Peoria, Ill., no.
Candide, Johnny: (Seven Seas) Los Angeles, no.
Cappi, Jimmy: (Belvidere) Hot Springs, Ar.
Carter, Chick: (Cotton Club) Cincinnati, no.
Castro, Kimanda: (Netherland Plaza) Cincinnati, no.
Clark, Lowry: (Tropicana Gardens) Louisville, no.
Clinton, Larry: (International Casino) NYC, no.

Collins, Bernice: (Tutwiler) Birmingham, no.
Commandry, The: (Oak Grove Tavern) Lafayette, La., no.
Conrad, Judy: (Fox Tower) Kansas City, Mo., no.
Coquette: (Ausable Cham) Ausable Cham, N. Y., no.
Coombs, Paul: (New Cooper) Henderson, Tex., no.
Covato, Rust: (Halian Gardens) Pittsburgh, no.
Creeper, Mel: (Auld) Washington, Pa., no.
Crumbach, Chauncey: (Commodore Club) Detroit, no.
Crosby, Bob: (Blackhawk) Chi., no.
Cugat, Xavier: (Stalder) Detroit, no.
Curmina, Bernice: (Bismarck) Chi., no.

Davis, Eddie: (Larue's) NYC, no.
Davis, Milton: (Hamilton) Washington, D. C., no.
Davis, Ed: (Bertrand Island Casino) Lake Hopatcong, N. J., no.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., no.
Daw, Freddie: (Town Casino Club) Miami Beach, no.
Dawson, Ted: (La Conga) Hollywood, no.
De La Rosa, Oscar: (La Conga) NYC, no.
DeLange, Eddie: (Show Bar) NYC, no.
Del Mar: (St. Nicholas) Decatur, Ill., no.
Demaker, Paul: (Van Cortland Tavern) NYC, no.

Dism, Dick: (Olivia Palace) NYC, no.
DeVodi, Hugo: (Colony Club) Chi., no.
DeVodi, Don: (Piazza) NYC, no.
Do, Dudley: (Seven Ponds Inn) Southampton, N. Y., no.
Donahue, Al: (Rainbow Room) NYC, no.
Donath, Jeno: (Walton Roof) Phila., no.
Dorsey, Tommy: (Paramount) NYC, no.
Douglass, Tommy: (Antlers) Kansas City, Mo., no.
Driscoll, Murray: (St. George) Brooklyn, no.
Drummond, Jack: (Ips's Tap Room) Albany, N. Y., no.
Duchin, Eddy: (Pia's) NYC, no.
Duffy, Dolph: (Green Derby) Cleveland, no.
Duke, Felix: (Bismarck) Chi., no.
Durando, Ed: (La Conga) Hollywood, no.
Dworkin, Abe: (State) Columbus, O., no.

Eby, Jackson: (Roadside Rest) Miami, Fla., no.
Edwin, Earl: (Club Aste) Milwaukee, no.
Eichler, Fran: (Nixon) Pittsburgh, no.
Ellington, Duke: (Orpheum) Memphis, no.
Elliott, Bernice: (Riviera) Pittsburgh, no.
Ellis, Joe: (Queen Mary) NYC, no.
Ellis, Beger: (Sal Jean) Galveston, no.
Engel, Freddy: (Rest Ye Inn) Albany, N. Y., no.
Enea, Charles: (Harry's New York Cabaret) Chi., no.
Enis, Skinny: (Mark Hopkins) San Francisco, no.
Erte, Val: (Versailles) NYC, no.

Familliant, Mickey: (Silver Lake Inn) Cleveland, N. J., no.
Farner, Bert: (Netherland Plaza) Cincinnati, no.
Fassone, Sam: (Pleasant Inn) Red Bank, N. J., no.
Felton, Happy: (Arcadia-International) Phila., no.
Fezz, Don: (Stratford) Bridgeport, Conn., no.
Fisher, Johnny: (Piazza) San Antonio, no.
Fielding, Alford: (Adelphi) Phila., no.
Flo-Rita, Ted: (Topsy's) Southgate, Calif., no.
Fisher, Buddy: (Crystal Terrace) Louisville, Ky., no.
Fisher, Jerry: (Jack's) Toledo, O., no.
Fodor, Ernest: (Stork's Nest) Toledo, no.
Fomen, Basil: (St. Moritz) NYC, no.
Fornas, Lou: (President) NYC, no.
Frankie & Johnnie: (Sagamore) Rochester, N. Y., no.
Frank, Wee Willie: (Ye Old Tap Room) NYC, no.

Frederick, Marvin: (St. Paul) St. Paul, no.
Fredrick, Jan: (Boulevard Tavern) Elmhurst, Ill., no.
Fuecher, Charles: (Colonial Club) Augusta, Ga., no.
Fury, Wendell: (Casa Marina) Jacksonville Beach, Fla., no.
Furst, Joe: (The Brook) Summit, N. J., no.
Gable, Jimmy: (Eddie Peyton's Barbecue) Pittsburgh, no.
Garbis, Jack: (Lincoln Terrace) Pittsburgh, no.
Gardner, Dick: (Commodore Perry) Toledo, O., no.
Gasparre, Dick: (Ambassador) NYC, no.
Gates, Manasse: (Royal Palm Club) Miami, no.
Gendron, Henri: (Colosseum) Chi., no.
Gentry, Tom: (Park Plaza) St. Louis, no.
Gill, Joseph: (Biltmore) Dayton, O., no.
Goho, Billy: (Bedell House) Grand Island, N. Y., no.
Golden, Neil: (De Wht Clinton) Albany, no.
Gonzalez, Ralph: (St. Moritz) NYC, no.
Gonzales, Abram: (Bamba Club) Hollywood, no.
Goodman, Benny: (Waldorf-Astoria) NYC, no.
Goodman, Freddy: (Hollywood) Tonawanda, N. Y., no.
Gordon, Gray: (Syracuse) Syracuse, N. Y., no.
Graft, Johnny: (Benny the Bum's) Phila., no.
Grafesser, Frenchy: (Cocoanut Grove) Minneapolis, no.
Grant, Bob: (Troadero) Hollywood, no.
Grant, Antoine: (Hia Tabarin) NYC, no.
Griffin, Jack: (Little Katharine) Phila., no.
Gunter, Johnny: (Perkins Club) Kansas City, Mo., no.

Hall, Sleepy: (Arcadia) NYC, no.
Halshead, Henry: (Crystal Terrace) Louisville, no.
Harris, Phil: (Wildshire Bowl) Los Angeles, no.
Harris, Oliver: (Riverdale Club) Iron Mountain, Mich., no.
Hartigan, Dick: (Newman's) Saratoga Lake, N. Y., no.
Hasson, Joe: (Continental Arms) Baltimore, no.
Haynes, Joe: (Club Palorama) Schenectady, no.

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

Lang, Sid: (Hi Hat) Chi., no.
LaPorte, Joe: (Old Romanian) NYC, no.
Launcey, Babe: (Club Lido) Texarkana, Tex., no.
Layne, Leslie: (Crocitto's) South Beach, Staten Island, N. Y., no.
Le Baron, Eddie: (Rainbow Room) NYC, no.
LeCroy, Trent: (Dempsey Tavern) Macon, Ga., no.
Lee, George: (Brookside) Kansas City, Mo., no.
LeJulia: (Million's Tap Room) Kansas City, Mo., no.
Leonard, Harlan: (Hoselaid) Kansas City, Mo., no.
LeRoy, Howard: (Orlando) Decatur, Ill., no.
Lewis, Ted: (Stanley) Pittsburgh, no.
Lima, Johnny: (Lookout House) Covington, Ky., no.
Light, Enoch: (Taft) NYC, no.
Lombardo, Guy: (Palmer House) Chi., no.
Long, Johnny: (Bill Green's Casino) Pittsburgh, no.
Lopez, Vincent: (Casa Manana) NYC, no.
Los Gauchos: (Club Gachal) NYC, no.
Losa, Jimmy: (Club Gachal) Augusta, Ga., no.

LoveLand, Archie: (Olympic) Seattle, no.
Lowe, Clyde: (Stalder) Boston, no.
Lunneford, Jimmie: (Kit Kat) NYC, no.
Lynn, Abe: (Chez Parre) Chi., no.
Lyon, Bob: (Brant Inn) Burlington, Ont., no.
McCarel, Red: (Arcadia Grill) Canton, O., no.
McCauley, Will: (Bossert) Brooklyn, no.
McFarlane, Frank: (Chateau Moderne) NYC, no.
McGrath, Garrick: (Yacht Club) Chi., no.
McIntire, Dick: (Italia Hut) Hollywood, no.
McKay, Coyle: (Jefferson Beach) Detroit, no.
McKee, Brock: (Havana Casino) Buffalo, no.
McKee, Jerry: (The Olean) San Antonio, no.
McNann, Jay: (Martin's) Kansas City, Mo., no.
Maleville, Bud: (Rio Del Mar) Los Angeles, no.
Manson, Don: (Turks Club) Shelby, Mont., no.
Mansueti, Joe: (Colony Club) Chi., no.
Martel, Gus: (Club El Rio) NYC, no.
Marxala, Joe: (Hickory House) NYC, no.
Mariani, Hugo: (Club El Rio) NYC, no.
Martin, Lou: (Leon & Eddie's) NYC, no.

Martin, Freddy: (St. Francis) San Francisco, no.
Master, Freddie: (Nut Club) NYC, no.
Masel, Herbie: (Silver Moon) Pueblo, Colo., no.
Mays, (Monte Carlo) NYC, no.
Mayhoff, Eddy: (Governor Clinton) NYC, no.
Maylin, Jack: (Midnight Sun) NYC, no.
Mellen, Earle: (Coral Gables) Lansing, Mich., no.
Menking, Ray: (Casa Loma Gardens) Steubenville, O., no.
Meyers, Vic: (Trionon) Seattle, Wash., no.
Mickel, Joe: (Evergreen Casino) Phila., no.
Millander, Lokey: (Howard) Washington, D. C., no.
Miller, Glenn: (State) Boston, no.
Miller, Walter: (Copley-Plaza) Boston, no.
Miller, Gene: (Gladstone) Casper, Wyo., no.
Mills, Massey: (Club Tivoli) Juarez, Mex., no.
Mochitri: (Hollywood) NYC, no.
Mooney, Art: (Webster Hall) Detroit, no.
Moore, Eddie: (Eagles) Ithaca, N. Y., no.
Morjan, Russ: (Paradise) NYC, no.
Morison, Harry: (Warwick) NYC, no.
Morton, Hughie: (Anchor) Pittsburgh, no.
Moton, Bus: (White Horse) Kansas City, Mo., no.

Nance, Skipper: (Beverly Gardens) Little Rock, Ark., no.
Nagel, Harold: (Pierre) NYC, no.
Neibauer, Eddie: (Paradise) Chi., no.
Nelson, Owen: (Keith) Columbus, no.
Neseno, Johnny: (New Capitol Casino) Hartford, Conn., no.
Nichols, Red: (Showboat) Ft. Worth, Tex., no.
Nicola, Frank: (Log Cabin) Chandaiken, N. Y., no.
Niel, Bert: (Palais Royale) Toronto, Ont., no.
Nelson, Leighton: (Edgewater Beach) Chi., no.
Novak, Frank: (Biltmore) NYC, no.

O'Hara, Ray: (Greenwich Village Casino) NYC, no.
Oman, Val: (Belmont Plaza) NYC, no.
Olmes, Major: (Webster Hall) Pittsburgh, no.
Osborne, Will: (Meadowbrook) Cedarbrook, N. J., no.
Oswick, Harry: (Beverly-Wilshire) Beverly Hills, Calif., no.
Owenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., no.
Pablo, Don: (Palm Beach) Detroit, no.
Palmer, Skeeter: (Seneca) Rochester, N. Y., no.
Palmita: (Veranda) NYC, no.
Pancho: (Central Park Casino) NYC, no.
Parks, Bobby: (Yacht Club) NYC, no.
Patrick, Henry: (20th Century) Phila., no.
Pedro, Don: (Gramercy) Chi., no.
Pendavis, Paul: (Palace) San Francisco, no.
Perez, Chuy: (Club Zarco) Hollywood, no.
Perry, Hor: (Dapont) Wilmington, Del., no.
Petti, Emilie: (Bavoy-Piazza) NYC, no.
Peyton, Jimmy: (Piazza) Pittsburgh, no.
Pierce, Ross: (Gibson Sidwalk Cafe) Cincinnati, no.
Pickett, Russ: (Rendezvous Casino) Balboa, Calif., no.

Reagan, Ike: (Rainbow Garden) Little Rock, Ark., no.
Ramona: (Netherland Plaza) Cincinnati, no.
Ramon, Ramon: (La Conga) NYC, no.
Ramona, Carl: (Blackstone) Fort Worth, Tex., no.
Redman, Don: (Bavoy) NYC, no.
Reyes, Al: (Lenox) Troy, N. Y., no.
Reyes, Chico: (Continental) Detroit, no.
Richards, Jimmie: (Merry-Go-Round) Dayton, O., no.
Riley, Jack: (Show Boat) Orange, Tex., no.
Ritac: (Hollywood) NYC, no.
Rita, Hilo: (Moonlite Gardens) Saginaw, Mich., no.
Roberts, Billy: (Coronado) Worcester, Mass., no.
Roberts, Dave: (Wisteria Gardens) Atlanta, no.
Rodriguez, Nans: (Havana-Madrid) NYC, no.
Rogers, Harry: (Sbernan) Chi., no.
Rogers, Harry: (Half Moon) Coney Island, N. Y., no.
Roland, Don: (Utah) Salt Lake City, no.
Rollins, Adrian: (Piccadilly) NYC, no.
Rosen, Tommy: (Wisteria Gardens) Atlanta, no.
Royal Palm Boys: (New Willard) Toledo, no.
Ruland, Ralph: (Hi-Hat Club) Steubenville, O., no.
Russell, Buddy: (Community Coffee Shop) Binghamton, N. Y., no.
Rus & Her Swingers: (The Half Moon) NYC, no.

Sabin, Paul: (Chez Parre) Omaha, no.
Sachs, Coleman: (Bankhead) Birmingham, no.
Salamanca, Tony: (Blue Meadow Club) Lexington, Ky., no.
San Agustin, Manuel: (Court of Two Sisters) New Orleans, no.
Sanders, Joe: (Trionon) Chi., no.
Sapientza, George: (Silver Grill) Buffalo, no.
Schmickelrits Band: (State) NYC, no.
Scott, Chas: (400 Club) Wichita, Kan., no.
Scott, Lee: (Club Madrid) San Francisco, no.
Scott, Raymond: (Le Mirage) NYC, no.
Sears, Carl: (Child's Spanish Garden) NYC, no.
Sears, Walt: (Riviera) Sidney, O., no.
Sech, Artie: (Lincoln) NYC, no.
Shelley, Lee: (Hollywood) NYC, no.
Silvera, Buddy: (Casa Grande Dude Ranch) Berwyn, Md., no.
Skinner, Fred: (Capri) Hollywood, no.
Smith, Joseph O.: (La Rue) NYC, no.
Smith, Paul: (Pickwick Club) Birmingham, Ala., no.
Smith, Stuff: (Merry-Go-Round) Newark, N. J., no.
Snyder, Mel: (Beverly Hills) Newport, Ky., no.
Socarras: (Cotton Club) NYC, no.
Spitainy, Phil: (Riverside) Milwaukee, no.
Stable, Dick: (Edgewater Beach) Chi., no.
Stanley, Red: (Hollywood) NYC, no.
Steel, Leonard: (Fl. Shelby) Detroit, no.
Steele, Blue: (Westwood) Little Rock, Ark., no.
Steele, Eugene: (Arch Club) Sumner, N. Y., no.
Sterney, George: (Coo Rouge) NYC, no.
Strong, Benny: (Brown) Louisville, no.
Stroy, Joseph: (St. Francis Drake) San Francisco, no.
Swanson, Billy: (Lowry) St. Paul, no.
Sylvio, Don: (Bertolotti's) NYC, no.

Tatro, Bill: (Bridgway) Springfield, Mass., no.
Thompson, Grant: (Washington) NYC, no.
Thompson, Lang: (Muehlebach) Kansas City, Mo., no.
Three Shades of Blue: (Skyrocket Club) Chi., no.
Three Strings: (Blue Mirror) Baltimore, no.
Thurn, Otto: (Alpine Village) Cleveland, no.
Tisen, Carl: (Troika) Washington, D. C., no.
Tito & His Swingers: (Lincoln) NYC, no.
Tolte, Norman: (El Chico) Binghamton, N. Y., no.
Travers, Vincent: (International Casino) NYC, no.
Travers, Ted: (Old Vienna) Cincinnati, no.
Tromber, Frank: (Adolphus) Dallas, no.
Trucker, Orrin: (Chicago) Chi., no.
Two B's: (Vendome) Evansville, Ind., no.
Van Odell, Jimmy: (Club Village-Alma) Cincinnati, no.
Varros, Eddie: (Schroeder) Milwaukee, no.
Vennit, Joe: (Book-Cadillac) Detroit, no.
Versabilias, The: (Thomas Jefferson) Birmingham, no.
Villany, Bela: (Hungaria) NYC, no.
Vincent, Carl: (Club Mayfair) Detroit, no.
Vossen, Nick: (Coo Rouge) NYC, no.
Waldner, Herman: (Spinning Wheel) Kansas City, Mo., no.
Walker, Paul: (Yacht Club) NYC, no.
Walton, Vern: (The Tavern) Reno, Nev., no.
Waples, Bud: (Marquette) St. Louis, no.
Ward, Dick: (Black Cat) NYC, no.
Wardlaw, Jack: (Dempsey) Macon, Ga., no.
Warren, Arthur: (Narragansett) Providence, no.
Watkins, Waddy: (C. S. T. C.) Edmond, Okla.
Watkins, Sammy: (Holldens) Cleveland, no.
Wayne, Penn: (Cafe Loyale) NYC, no.
Weeks, Anson: (Roosevelt) New Orleans, no.
Welden: (Armada's) NYC, no.
Worcester, Lawrence: (William Penn) Pittsburgh, no.
Weems, Ted: (Palomar) Los Angeles, no.
Whalen, Tommy: (Queen's Terrace) World's Fair,ushing, L. I., no.
Wharton, Harry: (Village Barn) Phila., no.
Widmer, Gus: (Pia Mor) Chubbens, Wyo., no.
Williams, Griff: (Victor Hugo) Beverly Hills, Calif., no.
Williams, Ernie: (Subway) Kansas City, Mo., no.
Wilson, Sammy: (Coronado) St. Louis, no.

Lang, Sid: (Hi Hat) Chi., no.
LaPorte, Joe: (Old Romanian) NYC, no.
Launcey, Babe: (Club Lido) Texarkana, Tex., no.
Layne, Leslie: (Crocitto's) South Beach, Staten Island, N. Y., no.
Le Baron, Eddie: (Rainbow Room) NYC, no.
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Leonard, Harlan: (Hoselaid) Kansas City, Mo., no.
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Lombardo, Guy: (Palmer House) Chi., no.
Long, Johnny: (Bill Green's Casino) Pittsburgh, no.
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Losa, Jimmy: (Club Gachal) Augusta, Ga., no.

LoveLand, Archie: (Olympic) Seattle, no.
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Lunneford, Jimmie: (Kit Kat) NYC, no.
Lynn, Abe: (Chez Parre) Chi., no.
Lyon, Bob: (Brant Inn) Burlington, Ont., no.
McCarel, Red: (Arcadia Grill) Canton, O., no.
McCauley, Will: (Bossert) Brooklyn, no.
McFarlane, Frank: (Chateau Moderne) NYC, no.
McGrath, Garrick: (Yacht Club) Chi., no.
McIntire, Dick: (Italia Hut) Hollywood, no.
McKay, Coyle: (Jefferson Beach) Detroit, no.
McKee, Brock: (Havana Casino) Buffalo, no.
McKee, Jerry: (The Olean) San Antonio, no.
McNann, Jay: (Martin's) Kansas City, Mo., no.
Maleville, Bud: (Rio Del Mar) Los Angeles, no.
Manson, Don: (Turks Club) Shelby, Mont., no.
Mansueti, Joe: (Colony Club) Chi., no.
Martel, Gus: (Club El Rio) NYC, no.
Marxala, Joe: (Hickory House) NYC, no.
Mariani, Hugo: (Club El Rio) NYC, no.
Martin, Lou: (Leon & Eddie's) NYC, no.

Martin, Freddy: (St. Francis) San Francisco, no.
Master, Freddie: (Nut Club) NYC, no.
Masel, Herbie: (Silver Moon) Pueblo, Colo., no.
Mays, (Monte Carlo) NYC, no.
Mayhoff, Eddy: (Governor Clinton) NYC, no.
Maylin, Jack: (Midnight Sun) NYC, no.
Mellen, Earle: (Coral Gables) Lansing, Mich., no.
Menking, Ray: (Casa Loma Gardens) Steubenville, O., no.
Meyers, Vic: (Trionon) Seattle, Wash., no.
Mickel, Joe: (Evergreen Casino) Phila., no.
Millander, Lokey: (Howard) Washington, D. C., no.
Miller, Glenn: (State) Boston, no.
Miller, Walter: (Copley-Plaza) Boston, no.
Miller, Gene: (Gladstone) Casper, Wyo., no.
Mills, Massey: (Club Tivoli) Juarez, Mex., no.
Mochitri: (Hollywood) NYC, no.
Mooney, Art: (Webster Hall) Detroit, no.
Moore, Eddie: (Eagles) Ithaca, N. Y., no.
Morjan, Russ: (Paradise) NYC, no.
Morison, Harry: (Warwick) NYC, no.
Morton, Hughie: (Anchor) Pittsburgh, no.
Moton, Bus: (White Horse) Kansas City, Mo., no.

Nance, Skipper: (Beverly Gardens) Little Rock, Ark., no.
Nagel, Harold: (Pierre) NYC, no.
Neibauer, Eddie: (Paradise) Chi., no.
Nelson, Owen: (Keith) Columbus, no.
Neseno, Johnny: (New Capitol Casino) Hartford, Conn., no.
Nichols, Red: (Showboat) Ft. Worth, Tex., no.
Nicola, Frank: (Log Cabin) Chandaiken, N. Y., no.
Niel, Bert: (Palais Royale) Toronto, Ont., no.
Nelson, Leighton: (Edgewater Beach) Chi., no.
Novak, Frank: (Biltmore) NYC, no.

O'Hara, Ray: (Greenwich Village Casino) NYC, no.
Oman, Val: (Belmont Plaza) NYC, no.
Olmes, Major: (Webster Hall) Pittsburgh, no.
Osborne, Will: (Meadowbrook) Cedarbrook, N. J., no.
Oswick, Harry: (Beverly-Wilshire) Beverly Hills, Calif., no.
Owenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., no.
Pablo, Don: (Palm Beach) Detroit, no.
Palmer, Skeeter: (Seneca) Rochester, N. Y., no.
Palmita: (Veranda) NYC, no.
Pancho: (Central Park Casino) NYC, no.
Parks, Bobby: (Yacht Club) NYC, no.
Patrick, Henry: (20th Century) Phila., no.
Pedro, Don: (Gramercy) Chi., no.
Pendavis, Paul: (Palace) San Francisco, no.
Perez, Chuy: (Club Zarco) Hollywood, no.
Perry, Hor: (Dapont) Wilmington, Del., no.
Petti, Emilie: (Bavoy-Piazza) NYC, no.
Peyton, Jimmy: (Piazza) Pittsburgh, no.
Pierce, Ross: (Gibson Sidwalk Cafe) Cincinnati, no.
Pickett, Russ: (Rendezvous Casino) Balboa, Calif., no.

Reagan, Ike: (Rainbow Garden) Little Rock, Ark., no.
Ramona: (Netherland Plaza) Cincinnati, no.
Ramon, Ramon: (La Conga) NYC, no.
Ramona, Carl: (Blackstone) Fort Worth, Tex., no.
Redman, Don: (Bavoy) NYC, no.
Reyes, Al: (Lenox) Troy, N. Y., no.
Reyes, Chico: (Continental) Detroit, no.
Richards, Jimmie: (Merry-Go-Round) Dayton, O., no.
Riley, Jack: (Show Boat) Orange, Tex., no.
Ritac: (Hollywood) NYC, no.
Rita, Hilo: (Moonlite Gardens) Saginaw, Mich., no.
Roberts, Billy: (Coronado) Worcester, Mass., no.
Roberts, Dave: (Wisteria Gardens) Atlanta, no.
Rodriguez, Nans: (Havana-Madrid) NYC, no.
Rogers, Harry: (Sbernan) Chi., no.
Rogers, Harry: (Half Moon) Coney Island, N. Y., no.
Roland, Don: (Utah) Salt Lake City, no.
Rollins, Adrian: (Piccadilly) NYC, no.
Rosen, Tommy: (Wisteria Gardens) Atlanta, no.
Royal Palm Boys: (New Willard) Toledo, no.
Ruland, Ralph: (Hi-Hat Club) Steubenville, O., no.
Russell, Buddy: (Community Coffee Shop) Binghamton, N. Y., no.
Rus & Her Swingers: (The Half Moon) NYC, no.

Sabin, Paul: (Chez Parre) Omaha, no.
Sachs, Coleman: (Bankhead) Birmingham, no.
Salamanca, Tony: (Blue Meadow Club) Lexington, Ky., no.
San Agustin, Manuel: (Court of Two Sisters) New Orleans, no.
Sanders, Joe: (Trionon) Chi., no.
Sapientza, George: (Silver Grill) Buffalo, no.
Schmickelrits Band: (State) NYC, no.
Scott, Chas: (400 Club) Wichita, Kan., no.
Scott, Lee: (Club Madrid) San Francisco, no.
Scott, Raymond: (Le Mirage) NYC, no.
Sears, Carl: (Child's Spanish Garden) NYC, no.
Sears, Walt: (Riviera) Sidney, O., no.
Sech, Artie: (Lincoln) NYC, no.
Shelley, Lee: (Hollywood) NYC, no.
Silvera, Buddy: (Casa Grande Dude Ranch) Berwyn, Md., no.
Skinner, Fred: (Capri) Hollywood, no.
Smith, Joseph O.: (La Rue) NYC, no.
Smith, Paul: (Pickwick Club) Birmingham, Ala., no.
Smith, Stuff: (Merry-Go-Round) Newark, N. J., no.
Snyder, Mel: (Beverly Hills) Newport, Ky., no.
Socarras: (Cotton Club) NYC, no.
Spitainy, Phil: (Riverside) Milwaukee, no.
Stable, Dick: (Edgewater Beach) Chi., no.
Stanley, Red: (Hollywood) NYC, no.
Steel, Leonard: (Fl. Shelby) Detroit, no.
Steele, Blue: (Westwood) Little Rock, Ark., no.
Steele, Eugene: (Arch Club) Sumner, N. Y., no.
Sterney, George: (Coo Rouge) NYC, no.
Strong, Benny: (Brown) Louisville, no.
Stroy, Joseph: (St. Francis Drake) San Francisco, no.
Swanson, Billy: (Lowry) St. Paul, no.
Sylvio, Don: (Bertolotti's) NYC, no.

Pooley, Bob: (Deshler Wallick) Columbus, O., no.
Powell, Eddie: (New Riverside) Spread Eagle, Wis., no.
Pruess, Jack Arnold: (Berkeley Carteret) Ashbury Park, N. Y., no.
Prima, Louis: (Jitterbug House) Hollywood, no.
Pryor, Roger: (Roosevelt) NYC, no.

Ragon, Ike: (Rainbow Garden) Little Rock, Ark., no.
Ramona: (Netherland Plaza) Cincinnati, no.
Ramon, Ramon: (La Conga) NYC, no.
Ramona, Carl: (Blackstone) Fort Worth, Tex., no.
Redman, Don: (Bavoy) NYC, no.
Reyes, Al: (Lenox) Troy, N. Y., no.
Reyes, Chico: (Continental) Detroit, no.
Richards, Jimmie: (Merry-Go-Round) Dayton, O., no.
Riley, Jack: (Show Boat) Orange, Tex., no.
Ritac: (Hollywood) NYC, no.
Rita, Hilo: (Moonlite Gardens) Saginaw, Mich., no.
Roberts, Billy: (Coronado) Worcester, Mass., no.
Roberts, Dave: (Wisteria Gardens) Atlanta, no.
Rodriguez, Nans: (Havana-Madrid) NYC, no.
Rogers, Harry: (Sbernan) Chi., no.
Rogers, Harry: (Half Moon) Coney Island, N. Y., no.
Roland, Don: (Utah) Salt Lake City, no.
Rollins, Adrian: (Piccadilly) NYC, no.
Rosen, Tommy: (Wisteria Gardens) Atlanta, no.
Royal Palm Boys: (New Willard) Toledo, no.
Ruland, Ralph: (Hi-Hat Club) Steubenville, O., no.
Russell, Buddy: (Community Coffee Shop) Binghamton, N. Y., no.
Rus & Her Swingers: (The Half Moon) NYC, no.

Sabin, Paul: (Chez Parre) Omaha, no.
Sachs, Coleman: (Bankhead) Birmingham, no.
Salamanca, Tony: (Blue Meadow Club) Lexington, Ky., no.
San Agustin, Manuel: (Court of Two Sisters) New Orleans, no.
Sanders, Joe: (Trionon) Chi., no.
Sapientza, George: (Silver Grill) Buffalo, no.
Schmickelrits Band: (State) NYC, no.
Scott, Chas: (400 Club) Wichita, Kan., no.
Scott, Lee: (Club Madrid) San Francisco, no.
Scott, Raymond: (Le Mirage) NYC, no.
Sears, Carl: (Child's Spanish Garden) NYC, no.
Sears, Walt: (Riviera) Sidney, O., no.
Sech, Artie: (Lincoln) NYC, no.
Shelley, Lee: (Hollywood) NYC, no.
Silvera, Buddy: (Casa Grande Dude Ranch) Berwyn, Md., no.
Skinner, Fred: (Capri) Hollywood, no.
Smith, Joseph O.: (La Rue) NYC, no.
Smith, Paul: (Pickwick Club) Birmingham, Ala., no.
Smith, Stuff: (Merry-Go-Round) Newark, N. J., no.
Snyder, Mel: (Beverly Hills) Newport, Ky., no.
Socarras: (Cotton Club) NYC, no.
Spitainy, Phil: (Riverside) Milwaukee, no.
Stable, Dick: (Edgewater Beach) Chi., no.
Stanley, Red: (Hollywood) NYC, no.
Steel, Leonard: (Fl. Shelby) Detroit, no.
Steele, Blue: (Westwood) Little Rock, Ark., no.
Steele, Eugene: (Arch Club) Sumner, N. Y., no.
Sterney, George: (Coo Rouge) NYC, no.
Strong, Benny: (Brown) Louisville, no.
Stroy, Joseph: (St. Francis Drake) San Francisco, no.
Swanson, Billy: (Lowry) St. Paul, no.
Sylvio, Don: (Bertolotti's) NYC, no.

Tairo, Bill: (Bridgway) Springfield, Mass., no.
Thompson, Grant: (Washington) NYC, no.
Thompson, Lang: (Muehlebach) Kansas City, Mo., no.
Three Shades of Blue: (Skyrocket Club) Chi., no.
Three Strings: (Blue Mirror) Baltimore, no.
Thurn, Otto: (Alpine Village) Cleveland, no.
Tisen, Carl: (Troika) Washington, D. C., no.
Tito & His Swingers: (Lincoln) NYC, no.
Tolte, Norman: (El Chico) Binghamton, N. Y., no.
Travers, Vincent: (International Casino) NYC, no.
Travers, Ted: (Old Vienna) Cincinnati, no.
Tromber, Frank: (Adolphus) Dallas, no.
Trucker, Orrin: (Chicago) Chi., no.
Two B's: (Vendome) Evansville, Ind., no.
Van Odell, Jimmy: (Club Village-Alma) Cincinnati, no.
Varros, Eddie: (Schroeder) Milwaukee, no.
Vennit, Joe: (Book-Cadillac) Detroit, no.
Versabilias, The: (Thomas Jefferson) Birmingham, no.
Villany, Bela: (Hungaria) NYC, no.
Vincent, Carl: (Club Mayfair) Detroit, no.
Vossen, Nick: (Coo Rouge) NYC, no.

Waldner, Herman: (Spinning Wheel) Kansas City, Mo., no.
Walker, Paul: (Yacht Club) NYC, no.
Walton, Vern: (The Tavern) Reno, Nev., no.
Waples, Bud: (Marquette) St. Louis, no.
Ward, Dick: (Black Cat) NYC, no.
Wardlaw, Jack: (Dempsey) Macon, Ga., no.
Warren, Arthur: (Narragansett) Providence, no.
Watkins, Waddy: (C. S. T. C.) Edmond, Okla.
Watkins, Sammy: (Holldens) Cleveland, no.
Wayne, Penn: (Cafe Loyale) NYC, no.
Weeks, Anson: (Roosevelt) New Orleans, no.
Welden: (Armada's) NYC, no.
Worcester, Lawrence: (William Penn) Pittsburgh, no.
Weems, Ted: (Palomar) Los Angeles, no.
Whalen, Tommy: (Queen's Terrace) World's Fair,ushing, L. I., no.
Wharton, Harry: (Village Barn) Phila., no.
Widmer, Gus: (Pia Mor) Chubbens, Wyo., no.
Williams, Griff: (Victor Hugo) Beverly Hills, Calif., no.
Williams, Ernie: (Subway) Kansas City, Mo., no.
Wilson, Sammy: (Coronado) St. Louis, no.

Yates, Billy: (El Tirol) Dallas, no.
Young, Johnny: (Excelsior House) Snyder's Lake, N. Y., no.
Zito, Horatio: (Casanova Club) NYC, no.

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

ETHEL BARRYMORE
Beginning Wednesday Evening, Oct. 19, 1938
KNICKERBOCKER HOLIDAY

A musical comedy starring Walter Huston, with book and lyrics by Maxwell Anderson and music by Kurt Weill. Staged by Joshua Logan. Dances staged by Carl Randall and Edwin Denby. Settings designed by Jo Mielziner and constructed by T. S. McDonald. Costumes designed by Frank Bevan and executed by Helene Pons. Press agents, William Fields and Philip Stevenson. Stage manager, Alan Anderson. Assistant stage manager, A. J. Londin. Arrangements and orchestrations by Kurt Weill. Musical direction by Maurice de Abrevanel. Presented by the Playwrights' Co. (Maxwell Anderson, S. M. Behrman, Sidney Howard, Elmer Rice and Robert E. Sherwood).

Washington Irving Ray Middleton
Anthony Corleau Harry Meehan
Tienhoven Mark Smith
Vanderbill George Watts
Roosevelt Francis Pierlot
DeFoyster Charles Arnt
DeVries John E. Young
Van Rensselaer James Phillips
Van Cortlandt Jr. Richard Cowdery
Tina Tierhoven Jeanne Madden
Brom Broeck Richard Kollmar
Tennin Clarence Nordstrom
Schermerhorn Howard Freeman
Pieter Stuyvesant Walter Huston
General Poffenburgh Donald Black
Mistress Schermerhorn Edith Aronold

CITIZENS OF NEW AMSTERDAM: Helen Carroll, Iara Brotherton, Carol Dell, Robert Aronold, Bruce Hamilton, Ruth Marnel, William Marel, Margaret MacLaren, Robert Rouseville, Rufus Smith, Margaret Stewart, Erika Zaranova, William Wahlert.

SOLDIERS: Albert Allen, Matthias Ansmann, Dew Fonda, Warde Peters.

FIGHTERS: The Algonquins.

Washington Irving's Study, 1809.
ACT I—The Battery. A Morning in 1647.
ACT II—Scene 1: Interior of the jail. Evening of the Same Day. Scene 2: The Battery. The Following Day.

A musical comedy that is thoroly entertaining, that possesses a score outstanding not in a single season but for all time, that presents the fundamentals of the American character and the essentials of the American scene succinctly and rousingly, and that gives food for deep and serious thought thru the medium of powerful, biting and trenchant statement is really page one news—if not a flat contradiction in terms. This reporter would absolutely deny the possible existence of such an anomaly if he hadn't seen *Knickerböcker Holiday*, the musical with book and lyrics by Maxwell Anderson and music by Kurt Weill which the Playwrights' Co. brought to the Ethel Barrymore Theater Wednesday night. *Knickerböcker Holiday* is by long odds the greatest new work that I have seen this season, a fine, powerful, provocative and withal completely and spiritedly entertaining work—so fine, in fact, that it more than makes up for Robert E. Sherwood's incompetent, boring and juvenile *Abe Lincoln in Illinois*, which was the Playwrights' Co.'s first production.

Mr. Anderson's plan is simple. In a charming and humorous framework which shows Washington Irving writing his *Knickerböcker's History of New York* he presents the tale of a Dutch lad in New Amsterdam who was really the First American. The lad, it seems, obeyed commands well enough when he was home in Holland; but once he came across the sea and fed himself on wild turkey and Indian corn a strange something-or-other got into his blood that made him fight like mad whenever anyone tried to give him orders.

Naturally enough he gets into scrapes with the city council and in love with the head man's daughter. But then old Pieter Stuyvesant comes on the scene and takes charge of the town, and old Pieter Stuyvesant is the archetype of dictators, soothing the populace with honeyed words and then making them dance at the end of his formidable whip-lash. Brom, the lad, is thrown into jail, and old Pieter makes ready to marry Brom's sweetheart.

But Brom escapes during an Indian attack, and when old Pieter orders him to hide in the citadel with the rest of the populace he, being the First American, just naturally disobeys orders and goes out and cleans up the Indians. And then he defies Pieter in a speech to the people which, altho humorous and entertaining, is the most trenchant, pointed, powerful and altogether sensible and excellent fundamental political statement that I have heard in the drama in years. All government, says Brom, is bound to be unscrupulous, grafting, onerous and generally evil; but the rulers of a democracy are merely amateur and inefficient tyrants, while a dictator is both professional and efficient. Far better the democratic incompetents

New Plays on Broadway
Reviewed by Eugene Burr

who, thru their inefficiency, allow the ruled masses at least a fighting chance of fair play.

The populace swings over to Brom, and Stuyvesant trains his cannon on them—and then Washington Irving steps out of his frame and convinces the glowering old curmudgeon that posterity (in the persons of the audience, dimly visible across the footlights) is watching him. So Pieter calms down and allows Brom to marry the girl and the burghers to rule their city, and he also puts in a claim to be a real American himself—for he's never been able to take orders either.

It may not sound like much as, with pitiful inefficiency, I've tried to describe it. But I can assure you that on the stage of the Barrymore it is provocative, stirring, deep, powerful and all-fired entertaining. Mr. Anderson allows his piercing thought and penetrating wit to play upon dictatorships, democracies and government in general, and in a musical comedy says more important and more sensible things about them than anything else I can remember seeing on a stage. And he examines the American character with a rare combination of sympathy, humor and uncompromising good sense and offers conclusions that reach directly to the mad, warm, unruly, glib, fascinating heart of our land.

And, in addition, believe it or not, he has written a thoroly amusing show. His lyrics are probably the best this side of W. S. Gilbert, ranging from the lovely lyric sweetness of *If Nearer Was You* to the lugubrious humor of *Our Ancient Liberties*, to the biting bitterness of *Ballad of the Robbers*, to the workmanlike Broadway lyric writing of *There's Nowhere To Go But Up*, to the fine, rousing, spirited and yet intelligent rhyming of *How Can You Tell an American?* It's a grand lyric-writing job, filled with entertaining qualities, clear good sense and honest thought. A couple of patter songs would have helped, and a stronger build-up to the finale—but asking for them is like quibbling with perfection.

As for Mr. Weill's music, it is, quite soberly, magnificent. Some of Mr. Weill's work has seemed in the past shallow and incapable of carrying truly serious themes, altho at almost all times effective. Now it has achieved an added depth, an added richness, and since it is written for a musical comedy the sheer effectiveness of much of it, formerly at times a defect, becomes a glorious asset. It would be flatly unfair to single out particular musical numbers for praise; the entire score is on a plane higher than high C above the usual run of good numbers. Any single tune from *Knickerböcker Holiday*, I think, would be an outstanding tune in an ordinary above-average musical.

Add to this the splendid sets designed by Jo Mielziner and the typically perfect direction of Joshua Logan, smooth, spirited, intelligent and always effective, and you have some small idea of the treat in store at the Barrymore. And add still further the efforts of an altogether splendid cast and you can begin to glimpse the reasons for this reporter's present incoherence. That cast is headed by Walter Huston who, as Stuyvesant, does a completely grand job, charming, effective and excellent. Ray Middleton, as Irving, does outstanding work and unleashes a splendid baritone voice; Richard Kollmar, from the airwaves, is a spirited, altogether fine Brom; Jeanne Madden is cute and pretty as the girl in the case (her bad diction will be fixed, I'm sure, with further experience); the supporting burghers, led by Mark Smith, are complete humorous delights, and the chorus is both lovely and capable.

Knickerböcker Holiday, a musical, does more than any drama I can recall to bring into sympathetic light the fundamental character of America; it sheds the most intelligent and stimulating illumination and offers the most provocative and trenchant comment upon the general but burning questions of world politics, and at the same time it manages to be a thoroly and constantly amusing musical. In its sympathy for the American character and the depth of its thought it is worth several thousand banalities like *Abe Lincoln in Illinois*. As a matter of fact, I'd be willing to suffer all thru the Lincoln show again

if the Playwrights' Co. would give me another shot at *Knickerböcker Holiday* in return—and admiration can go no further than that.

NATIONAL
Beginning Tuesday Evening, October 18, 1938
A WOMAN'S A FOOL
(TO BE CLEVER)

A comedy by Dorothy Bennett and Link Hannah. Staged by Frank Merlyn. Setting designed by Donald Oenslager. Presented by John Wildberg. Scenery constructed by William Mollam and painted by Center Studios. Press agents, Helen Morrie, Stage manager, Burton McVilly.

Eddie Sommers Edwin Phillips
Major Eddie Green
Jeff Foster Ian Keith
Christine Foster Vera Allen
Minerva Himmelman Sandra Stanton
Nina Suffieve Hella Stoddard
Lew Lerner Donald Foster
Josephine Lerner Edith Meisar
Rosemary Littleproud Margie Ann Kaufman

ACT I—A Tuesday Afternoon. ACT II—Scene 1: The Following Monday. Scene 2: That Evening. ACT III—The Next Morning. The Scene is the Terrace of the Bermuda Home of Christine and Jeff Foster; During a Week in July.

Time—The Present.
A stage wait of an hour and three-quarters took place Tuesday night at the National Theater under the title of *A Woman's a Fool (To Be Clever)*. It was presented by John Wildberg and created by Dorothy Bennett and Link Hannah, who are somewhat impishly described in the program as "the authors."

It seems that when Jeff Foster, that great matinee idol, retired from the stage and married he went to Bermuda to write plays in collaboration with his wife, while embattled and stage-smitten dryads besieged the unfortunate island. But ever above Jeff's highest roof the banner of England blew. It blew, that is, until a scheming little trollop with a phony Russian accent blew in; and then Chris, Jeff's wife, blew up. Chris, being a clever woman (vide, the ravishingly subtle title), had maintained a hands-off policy up to that point. But when the disgusting little baggage twists Jeff around her finger and actually gets him to promise to leave his Bermuda lovenest and return to the stage to support her in one of his own plays, Chris finally fights back. Jeff resents the fighting and spends the night on the beach with his nauseating young doxy.

Let us get the idea that Miss Bennett and Hannah are impetuous playwrights, it might be well to explain that they take two acts to reach this not entirely unexpected point. In the last act, after a frightful night during which only sand has rested upon his heaving bosom, Jeff decides that maybe the delights of young love aren't what they're cracked up to be, particularly since Chris has returned to normal and again refuses to fight. So he palms off his young strumpet on an unsuspecting actor, and returns to the delights of Chris, Bermuda and playwrighting.

This is all, for some reason or other, supposed to be excruciatingly witty and clever, a supposition that fails singularly to be born out by the evidence of the lines. Possibly the mere fact that the characters are great actors and playwrights and producers makes them tremendously clever. Or perhaps, really, the play sets out to prove the undoubted but extremely unpopular truth that great actors and playwrights and producers are, in their private lives, really even duller than so many tired business men. If so, it succeeds admirably.

The daring little legend of dull and nasty folk is directed by Frank Merlyn as tho it were a vaudeville act—which is probably, except that at the National it's never followed by the acrobats. In any case Merlyn's players burlesque their characterizations and always seem to be waiting for an imminent blackout. Ian Keith, Vera Allen, Edith Meisar and various of the others all fall victims. The only exception, as a matter of fact, is a grand colored oomie named Eddie Green, who brings passing moments of humor without any aid from his lines.

Miss Bennett, judging from her play, took her own titular advice pretty seriously. As for her collaborator, Hannah, the program tells that he is not

really a playwright, but a well-known commercial artist. The statement comes under the head of unnecessary information.

BELASCO
Beginning Friday Evening, October 14, 1938
DANCE NIGHT

A play by Kenyon Nicholson. Directed by Lee Strasberg. Settings designed by Raymond Sovey, built by T. B. McDonald Construction Co. and painted by Bergman Studio. Press agent, Willard Keefe. Stage manager, Juan Varro. Assistant stage managers, Del Cleveland and Anthony Dwyer. Presented by Robert Rockmore.

Ella Gantz Malda Reade
Cliff Gantz Edward Hodge
Buz Johnson Del Cleveland
Winfield Stout Melbourne Ford
Homer Diltz Anthony Dwyer
Arlene Hooper Marlan Leach
Wallace Timman Edwin Mann
Grover Paxton Charles Mendick
Rhoda Carver Josephine McKim
Leonard Kerr Frank Maxwell
Irma Lucas Terry Fay
Frances Hight Judy Parrish
Lloyd Pedrick David Paul
Claude Swayze Perry Brunkin
Harvey Bodine David Wayne
Miss Spangelman Mary Curtis
Blanche Hendricks Mary Servos
Jesse Hendricks Lyle Bettger
Roy Titus Lillian Green
Reba Clark Darby Hinkley
Ruth Tabor Fred Herrick
Earl Hendricks Bert Corway
Hobie Morgan June Curtis
Dora Roach Richard Clayton
Marvin Kinney Robert Mayors
Albie Kline Frances Carden
Midge Godyke Gail de Hart
Otis Skillman Gordon Peters
Art Manson Harry M. Cooke

Dancing Couples at Gantz's Grove.
The Action Takes Place at Gantz's Grove Dansant in Hunterdon County, New Jersey, on a June Night.

ACT I—Scene 1: The Verandah. Scene 2: The Grove. Scene 3: The Verandah. ACT II—Scene 1: The Grove. Scene 2: The Verandah. Scene 3: The Grove.

After a tryout, revisions, title changes, changes in management and various other impedimenta of pre-Broadway sturm und drang, Kenyon Nicholson's *Dance Night* finally reached the Belasco Theater last Friday under the aegis of Robert Rockmore. When it was tried out in Philadelphia last year it was called *June Night* (absolutely no relative of the screen and musical comedy performer of the same name) and had a denouement that was more or less tragic; now it is called *Dance Night* (maybe Miss Knight quite explicitly threatened suit) and it ends more or less happily. Almost any end, however, would seem rather happy, just so long as it was an end. In any case, all the trouble and changes and excitement went to waste, because *Dance Night* closed the evening after it opened, which was probably the most sensible thing that happened to it in its long history.

There has occasionally been a suspicion in this precinct that Mr. Nicholson, despite several hits chalked up to his credit, is something less than a sterling playwright. Certainly *Dance Night* tends to prove the theory. It is a tale of New Jersey adolescents foregathered for a hotcha evening at the local dance hall, where they can indulge in the blatant delights of Terpsichore and the somewhat less conspicuous titivations of Bacchus and the neighboring bushes. Mr. Nicholson seems to smack his lips thru-out the play at these constant little excursions into the purlieus of stingo and sex, never offering anything that you can point out in particular, but constantly leering at the cheap peccadilloes of his prurient little characters. As a result his play seems filmed over with a thin coating of slime.

To the dance hall comes Hobie, who was sent to the penitentiary for shooting Roy, a nasty fellow, who had killed Hobie's dog. Hobie has been paroled on good behavior, but his behavior threatens to become not so good when he learns that Roy has in the interim swiped his best girl. The rest of the play describes the vacillation of that incipient young hariat, urged toward Roy and wealth by her guardian aunt, and toward Hobie and satisfaction by her own pounding libido. The nasty kids at the hall try to spur Hobie into forbidden conflict with Roy, but he, with sleazy rationalization worthy of a statesman or a business man, decides that he can hurt his enemy more by taking the disputed lass into the bushes. He does, and when Roy almost entrails him into conflict the girl rushes between them, exclaiming ecstatically that she now feels that she belongs to Hobie forever and forever and forever. That may be considered Hobie's hard luck.

A large cast of youngsters, many of them recently escaped from various dramatic schools, acts it out in an excess of youth. Never has a single stage been assaulted with such a variety of skips, capers, gambols, curvets, caracoles, gambades, bobs, flouncies and demivolts as was seen last week-end at the Belasco. The young players never walked when they could possibly bounce; they never bounced when they could possibly scamper. And the total amount of coyness, cuteness, youthfulness, juvenescence, immaturity and downright infancy on display would have swamped even a battalion of professional Southern belles. Baby Leroy, if he'd been in the cast, would have seemed like one of the adults.

Standing out from the general devastation, however, was the work of Bert Conway, as Hobie. With bad lines and a bad part, he created a believable, honest, forthright and effective characterization. And also scoring well was Mary Hoffe, as the girl in the case. Her voice is a bit unfortunate, but she showed revealing flashes of insight and understanding.

Altho Lee Strasberg, the director, allowed the youngsters to romp around like a Penn-Astor kindergarten, he did bring tact to the final scene, creating suspense and a momentary tension without much aid from the author.

PLYMOUTH

Beginning Saturday Evening, October 15, 1938
ABE LINCOLN IN ILLINOIS

A play by Robert E. Sherwood, starring Raymond Massey. Staged by Elmer Rice. Settings designed by Jo Mielziner, built by T. B. McDonald Construction Co. and painted by Studio Alliance. Costumes designed by Rose Bogdanoff and executed by Eaves Costume Co. Press agents, William Fields and Philip Stevenson. Stage manager, Elmer Brown. Assistant stage manager, John Tripps. Presented by the Playwrights' Co. (Maxwell Anderson, S. N. Behrman, Sidney Howard, Elmer Rice and Robert E. Sherwood).

Monitor Graham	Frank Andrews
Abe Lincoln	Raymond Massey
Ans Rutledge	Adele Longmire
Judith	Iris Whitney
Ben Matthingly	George Christie
Judge Bowling Green	Arthur Griffin
Ninian Edwards	Lewis Martin
Joshua Speed	Calvin Thomas
Tom Cogdal	Harry Levlain
Jack Armstrong	Howard Dalliva
Bab	Everett Charlton
Fergus	David Clarke
Leopold	Kevin McCarthy
Seah Gale	Herbert Rudley
Nancy Green	Lillian Foster
William Herndon	Wendell K. Phillips
Elizabeth Edwards	May Collins
Mary Todd	Muriel Kirkland
The Edwardses' Maid	Augusta Dabney
Jimmy Gale	Howard Sherman
Aggie Gale	Marion Rooney
Hubert Brown	Hubert Brown
Stephen A. Douglas	Albert Phillips
Willie Lincoln	Lex Parrish
Tad Lincoln	Lloyd Barry
Robert Lincoln	John Payne
The Lincoln's Maid	Iris Whitney
Criffin	Frank Tweddell
Sarick	John Gerard
Sherwood	Thomas F. Tracey
Ed	Harry Levlain
Phil	Kevin McCarthy
Kavanaugh	Glenn Coulter
Cavalry Captain	Everett Charlton

BROADWAY RUNS

Performances to October 22, Inclusive.

Dramatic	Opened Perf.
A Woman's a Fool (National)	Oct. 18 7
Alto Lincoln in Illinois (Plymouth)	Oct. 15 9
Backstage Drama (Cort)	Oct. 21 313
Case History (Lyceum)	Oct. 21 32
Damsel Nature (Booth)	Sept. 26 32
Fabulous Invaid, The (Broadway)	Oct. 8 17
Hamlet (St. James)	Oct. 12 12
I Have Been Here Before (Grand)	Oct. 13 12
Kim the Boys Goodbye (Miller)	Sept. 28 30
Lighthouse (Golden)	Sept. 15 44
Missouri Legend (Elmstree)	Sept. 19 40
On Borrowed Time (Lodge)	Feb. 3 303
Dear Wild (Fulton)	Oct. 10 16
Our Town (Menck)	Oct. 21 201
Tobacco Road (Forest)	Dec. 4 '35 2076
Victoria Regina (return)	Oct. 3 24
What's New (Hudson)	Oct. 18 253
You Can't Take It With You (Imperial)	Dec. 14 '36 730

Musical Comedy	Opened Perf.
Hellzapoppin (46th St.)	Sept. 22 36
I Married an Angel (Rivulet)	May 11 190
Knight's Holiday (Harris)	Oct. 19 5
Knights of Song (51st St.)	Oct. 17 8
What's Out the News (Music Box)	Sept. 24 33
You Never Know (Winter Garden)	Sept. 21 38

SOLDIERS, RAILROAD MEN, TOWNS-PEOPLE: Allen Shaw, Philip Caplan, David Hewes, Deacon Darnay, Harrison Woodhull, Robert Fitzsimmons, Joseph Wiseman, Walter Kapp, George Malcolm, Bert Schorr, Bette Benfield, Ann Stevenson, Dolores Williams, Ora Alexander, Alfred Jenkins, Emory Richardson, McKinley Reeves, Elizabeth Reiser.

ACT I is in and About New Salem, Ill., in the 1830s. Scene 1: Monitor Graham's Cabin. Late at Night. Scene 2: The Rutledge Tavern. Noon on the Fourth of July. Scene 3: Bowling Green's House. Late in the Evening. A Year or So After Scene 2.

ACT II is in and About Springfield, Ill., in the 1840s. Scene 4: The Law Office of Stuart G. Lincoln on the Second Floor of the Court House in Springfield. A Summer's Afternoon. Scene 5: Parlor of the Edwards House. An Evening in November, Some Months After the Preceding Scene. Scene 6: Again the Law Office. It is Afternoon of New Year's Day, a Few Weeks After the Preceding Scene. Scene 7: The Prairie at New Salem. Evening. Nearly Two Years After the Preceding Scene. Scene 8: Again the Parlor of the Edwards House. A Few Days After the Preceding Scene.

ACT III is in and About Springfield in 1858-'61. Scene 9: A Speaker's Platform in an Illinois Town. It is a Summer Evening in the Year 1858. Scene 10: Parlor of the Edwards House. Now Used by the Lincolns. Scene 11: A Day in the Spring of 1860. Scene 12: Lincoln's Campaign Headquarters in the Illinois State House. The Evening of Election Day. November 6, 1860. Scene 13: The Yards of the Railroad Station at Springfield February 11, 1861.

Robert E. Sherwood, the theater's perennial sophomore, has somehow found out that Abraham Lincoln was not quite the combination of St. George and the Lily Maid of Antioch that the school-boys have painted him, and has rushed to the Plymouth Theater with his discovery, spurred on by his classmates in the Playwrights' Co. who used the resultant script, *Abe Lincoln in Illinois*, as the first presentation of their new organization. Sherwood thus added another to the threatened flood of Lincoln plays and contributed nothing either to the Lincoln legend or the stature of the theater.

He has, in the approved form of the chronicle play, offered 12 scenes from the life of the legendary hero who has been built by the urge of a legendless nation upon the moldering bones of a backwoods political wardheeler; the scenes range from Lincoln's appointment as postmaster of New Salem, Ill., in the 1830s, to his departure from Springfield to Washington after the election in which he and his backers insisted on splitting the nation and forcing a disastrous Civil War.

The playwright has incorporated a large amount of Lincoln's own material—including a scene that depends entirely upon the "House Divided" speech—fitted together with language and ideas that seem very peculiarly his own. Evidently excited over the fact that Lincoln falls entirely to live up to the Galahadian

ninecompoery that has centered itself about him, Sherwood loses no opportunity to display his hero's procrastination, lack of decision, incompetence and various other "homespun" traits that endear him to the average men who share them. But at the same time he uses them to create a sentimental valentine based on Lincoln's "humanity." Nothing new is contributed, either to history or to the Lincoln legend. The attitude is the same worshipful slobbering upon the memory of a nonexistent figure that has created a comic valentine in the pages of our schoolbooks.

There is, similarly, no insight into what must have been the essential man; and this creates a deplorable gap between Sherwood's obviously worshipful attitude and the things that go on on the stage. Thus, in the Mary Todd affair, in his political dealings, in the conduct of the filthy campaign against Douglas, in the turning upon his own compromise views when the smell of possible power reached his nostrils, Lincoln emerges in the play as a groping, conniving, shrewd, unscrupulous, lumbering and not very bright politician of the backwoods. This may be true—but in conjunction with Sherwood's obviously idolatrous attitude it is peculiarly distressing.

With no insight in his writing, Sherwood has chosen his scenes with a complete disregard for the wealth of salty, homey, sympathy-bringing detail that might have brought the man into clear relief. The nasty Todd affair is offered in a surface version that merely makes it more of a muddle; Lincoln seldom if ever is allowed a characteristic action, most of the background being furnished by dialog of other characters; and all the revealing anecdotes of his law practice are entirely omitted. Sherwood, it seems, has brought nothing to his subject except a desire to write something about Abraham Lincoln.

So much for the author as historian; as a dramatist he emerges even less happily. There is little or no connection between his scattered scenes; his lines of interest are noticeable only because they are nonexistent; and his play is both ridiculously long and criminally boring. With two intermissions it takes almost three hours to play itself out—and the first act alone, with its interminably dull dialog, seems infinitely longer than Maurice Evans' five-and-a-half-hour *Hamlet*.

The writing (in those sections where Lincoln himself did it) is salty, pungent and alive. There is no doubt that Lincoln was the greatest rabble-rouser of his day, and this quality occasionally lends interest to the play at the Plymouth. But Sherwood, when he takes pen in hand to do a bit of writing of his own, succumbs to the usual sophistic urge to write with a capital "W." The result is some of the most stilted, flowery and phony dialog that has encumbered the stage in years. It sounds for all the world like the speeches in those paper-backed novels that flooded the country during the time of the play itself, and is hardly to be distinguished from the purple patches of such works as *Melissa* and *Alonzo* or *Six Nights With the Washingtonians*. If a script were available a couple of random quotes could clinch the point.

Raymond Massey plays the title role, swamped by the Lincoln legend and cramped by the baroque convolutions of Sherwood's prose. He is determinedly slow, determinedly sorrowful and determinedly earthy, and indulges in a delivery that is almost as boring as his lines. But, really, the only chance he gets is in the "House Divided" speech—and then he makes full use of it. In that scene he offers an altogether excellent performance. As for the many others in the cast, even so usually excellent a player as Muriel Kirkland is completely smothered by the material and by Elmer Rice's direction, which creates a series of caricatures rather than characters. About the only performer to stem the rout and offer a solid, believable and human characterization is Calvin Thomas as Josh Speed.

Unless a biography centers around an essentially dramatic event it belongs in a book rather than a play. Unless it sheds new light or offers a new viewpoint, it doesn't even belong in a book. *Abe Lincoln in Illinois* is dramatic only in its historical connotations; it offers no new facts to add to Lincoln's life and no new attitude to adorn the fantastic legend that has grown up around him.

Chi Still Likes "Blossom Time"

CHICAGO, Oct. 22.—Ninth showing of *Blossom Time* at the Grand will fare, on the average, as well as any new play, the following of Everett Marshall and Mary McCoy in the leads, not to mention the haunting Franz Schubert melodies, helping at the box office. The work of the entire company is commendable. House will remain in circulation after opera winds up the three-week stay. *On Borrowed Time*, with Dudley Digges and Frank Conroy, following in November 8 for an indefinite period.

Susan and God, in its third profitable week at the Harris, looks set for the next four months, mail orders now accepted thru February. Tallulah Bankhead heads south with *I Am Different* following tonight's closing performance at the Belwyn, and *O! Mice and Men* moves in Monday with Guy Robertson and Claire Luze in the leads. The Bankhead piece made a fair showing during its three and a half weeks. The Auditorium welcomes legit November 6 with *The Women* (two weeks) and *I'd Rather Be Right*. Erlanger relights November 7 with *Damsel Nature* for two weeks and on November 28 will offer American Theater Society contributions, *Amphitryon 38* and *The Sea Gull*, starring the Lunts.

K. C. Sets Stars In Legit Sked

KANSAS CITY, Mo., Oct. 22.—Kansas City Resident Theater's season opener, *Penny Wise*, with Erin O'Brien-Moore in the feature role, got under way to capacity houses this week. Show is set to run indefinitely, with W. Zolley Lerner directing and Jay Doten assisting.

Cornelia Otis Skinner, George M. Cohan, Ebel Barrymore, Alfred Lunt and Lynn Fontanne, Sir Cedric Hardwicke and other big names will be seen here later in Music Hall of Municipal Auditorium. The schedule includes *Edna, His Wife*, November 16; *I'd Rather Be Right*, January 2; *Whiteoaks*, January 12; *The Sea Gull* or *Amphitryon 38*, February 10; *Shadow and Substance*, February 28, and *O! Mice and Men*, March 27, to be seen at least three days each. George H. Goldman is in charge of legit productions here, with James H. Nixon assisting on the promotional end.

Pins and Needles grossed a sickly \$3,800 at four shows recently to launch the season shakily.

"Soliloquy" Tense Study Of Murderer's Thoughts

SAN FRANCISCO, Oct. 22.—A near-capacity audience tensely absorbed the swift action, altho a bit startled by its gruesomeness, of the Curran Theater's latest drama, Victor Victor's *Soliloquy*, which opened last week.

The plot is simple, even after its 27 changes of scene have been accomplished. It tells the story of a search into the soul of a murderer and is starkly complete, aided by a movie sound-track voicing his inmost thoughts.

Nothing is left untold of the character and fate of an office clerk who kills his slovenly wife, an expectant mother, for the love of an attractive clerical associate.

Helen Craig gives pathos and a touch of beauty to her impersonation of the clerk. Clarence Derwent, no stranger to the local stage, is suave as the prosecutor, and flawless performances are turned in by Alexander Lockwood, as a gambler and love rival, and by Ellen Lowe and Daisy Belmont. John Beal plays the murderer. Edward Murphy.

Cox, Cincy, Set Solidly

CINCINNATI, Oct. 24.—Cincinnati seems to be in for a healthy legit season, with the Cox Theater set solidly until Christmas with eight offerings. First in is *Pins and Needles*, which opens tonight, to be followed in order with *I Am Different*, *What a Life*, *I'd Rather Be Right*, *Blossom Time*, *The Women*, *Tobacco Road* and *Shadow and Substance*. Interior and exterior of the Cox have been brightened and a new marquee added. Nelson Trowbridge continues as house manager.

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WINTER TERM BEGINS JANUARY 16.

FOR CATALOG Address Secretary, Room 145, CARNegie HALL, NEW YORK

AFA Raising N. Y. Minimums; Reports Gains in Key Cities

NEW YORK, Oct. 22.—With the expiration of many night club agreements the American Federation of Actors is asking for higher minimum salary figures in several instances. The AFA shop pacts usually run one year. The union is taking the position that the minimums should be raised in view of the expected World's Fair boom and the rising cost of living.

The new pact covering the Cotton Club provides for a \$45 minimum for principals, compared with \$40 last season. The Paradise Restaurant agreement is ending and the AFA will ask for \$45 for principals instead of \$40. The Clifford Fischer show has a \$50 minimum for principals and \$40 for chorus, compared with \$40 and \$35 last year.

New spots signed by AFA are Zimmerman's Hungaria, \$40 minimum; Casanova, \$40; Maxim's in the Bronx, \$35. Meanwhile chief organizer Harry R. Calkins has been in contact with Charles C. Moskowitz, of Loew, representing the theater circuits, regarding an agreement on vaudeville houses. AFA is expected to ask for a \$60 a week minimum for principals for Broadway houses. The AFA is also negotiating with Kurt Robitsek for an agreement on his proposed New York Palladium straight vaude policy. A \$60 minimum is being discussed.

The musicians' union's new six-day week in certain hotels and night clubs at the seven-day scale is understood to be another reason why the AFA feels it should raise the minimums for its members, who continue to work the seven-day week.

BOSTON, Oct. 22.—The local AFA branch has signed its first night club, the Towne Club. It has put 10 deputies on the job checking on cafe conditions. Officials of the branch are conferring with Tom Maren, president of the Night Club Owners' Association, and promise "important developments."

PHILADELPHIA, Oct. 22.—Tom Kelly, head of the reorganized AFA branch here, this week started his drive to sign union agreements with local nighteries. He says picketing will be used when necessary.

CHICAGO, Oct. 22.—Threatened with picketing and withdrawal of the star performer, Louis Falckenstein, of the Hi Hat Club, signed an American Federation of Actors' agreement with Representative Guy Magley, Minuet Club, another North Side nitery, came into fold, but the Chez Paree managers, Mike Fritzel and Joe Jacobson, refused to sign an AFA agreement. Magley stated that the spot will be placed on the Four A's unfair list November 3, when the spot's new show opens.

AFA, for the first time here, put its foot down on benefits and managed to get \$50 for a "benefit" performance the Oxford Boys gave for a hotel men's association at the Palmer House. Entertainment committee was informed that since one of the boys in the act plays an instrument he will have to be paid the musicians' union scale, and the others the standard AFA club date scale.

PITTSBURGH, Oct. 22.—Announcing that the press of added duties necessitated larger quarters, the AFA this week moved to larger space in the Columbia Building.

George LaRay, local representative, says its drive for members among Western Pennsylvania entertainers is satisfactory.

James Loster, president of the rival Entertainers' Federation of America, re-

veals his organization is also planning to move into new quarters.

Some AFA members agree that they will probably be forced into AFA, but claim they will not sign until AFA grants the local financial autonomy that Ralph Whitehead refused them two months ago when he imported Dan Hurley to aid LaRay in a membership campaign.

In withholding support from the AFA, Loster asked, "What deals has the AFA made to help the actors' cause in Pittsburgh? What contracts?" Simultaneously LaRay circulated members advising them to work only for agents who offer written contracts and warning them to sign only with licensed bookers.

Dows Add Newark, Stamford Vaude

NEW YORK, Oct. 22.—The Dows resume spotting vaude bills into the Palace, Stamford, Conn., beginning with the Paul Whiteman 35-people show November 3 to 5.

Dows also resumed booking the Paramount, Newark, full week, beginning Wednesday. Hugh Herbert is penciled in for the October 26 week. Adams Brothers operate the house and Martin Depey manages it. The Dows had booked the house for years but last year booked the near-by Schubert, which this year will stick to legit and films.

Pavillon Caprice Opens Season

CINCINNATI, Oct. 22.—Pavillon Caprice in the Hotel Netherland Plaza bowed in its fall season Thursday night with formal early-evening dinner session which attracted a near-full house at \$4 per plate. Ordinarily the swank spot operates at a \$1 minimum, with \$2 on Saturdays and holidays. Two ork features are on tap, Ramona and her Men of Music, with Bobby Bradley, vocalist, and Elandro Castro and his combo, Enrica and Novello and the Arthur Murray Dancers (Delice Hazen and Jack Hoag) comprise the floor attraction. The Three Naturals supply the stroll entertainment.

Miami Floor Shows Scarce

MILWAUKEE, Oct. 22.—What with Club Bagdad closing and the Royal Palm operating only Saturdays for dancing, floor shows in the area are scarcer than pale tourists, the only entertainment left being some cheap week-end offerings which can hardly be designated entertainment.

La Paloma and Rainbow Tavern are presenting girl shows, but these are strictly in the horror class. Visitors, however, are really flooding the town. Five o'clock Club premiere (no show) is scheduled the end of the month.

Milwaukee Club Reopens

MILWAUKEE, Oct. 22.—New Blatz Palm Garden, renovated and redecored, has reopened under direction of Joseph Schweitzer and Ray Braggs. Spot offers nightly dancing to Louis Mason and the Singing Strings.

Only Bands for Stage Shows

DAYTON, O., Oct. 22.—RKO Colonial's stage bills for the next five successive weeks are being furnished by bands. They are Carlos Molina, Pepper Martin's Mudecats, Jan Garber, Count Berni Viol and Don Bestor.

Mich. Reports More Vaude

DETROIT, Oct. 22.—One more up-State Michigan house will use vaude for week-ends as a feeder for a more stable flesh policy. The Broadway, at Mount Pleasant, operated by G. A. and Lee Ward, will mark the "farthest north" house in the State to play vaude.

"Mother" Kelly's Enlarged

MILWAUKEE, Oct. 22.—Mother Kelly's bar, owned by Robert (Mother) Kelly, is undergoing alterations and will soon graduate to a full-fledged night spot with a band, strollers and small show. Jack Reynolds, pianist, and the Four Equires are slated to open in November.

Shall We Tell 'Em?

DETROIT, Oct. 22.—The career of a seven-year-old girl who might have been a dancer was valued at \$30,000, according to two suits filed by Edward P. Roberts on behalf of his daughter, Betty Lou, in Circuit Court here this week. The girl had taken dancing lessons and had already entertained other school children when she was struck by an auto, a broken leg curtailing her career.

Now professional dancers here are trying to figure out how much their actual talents are worth when a merely potential dancer is rated like that!

Ft. Worth Opens Two Class Spots

FORT WORTH, Tex., Oct. 22.—Two of the leading night spots here had their official winter openings last night, Blackstone Hotel's Venetian Ballroom, closed since early summer, reopened with Carl Ravazza's Orchestra and the Peggy White Rockets. The line of girls is for opening week-end only. Ravazza Orchestra was booked thru Consolidated Radio Artists' office in Dallas. CRA probably will handle all future band bookings. Rockwell-O'Keefe handled bookings last winter.

Other opening was the Show Boat, which shut down for two weeks during installation of air-conditioning. Chic Scroggins Orchestra, which played a record 12 weeks at the Ringside Club here several years ago, is holding down the band stand for the initial engagement.

These two places and the Texas Hotel's Den constitute this city's class spots. All use name bands.

Vaude for Mobile

MOBILE, Ala., Oct. 22.—Casino Mobile, newly built vaude spot, opened last Friday under local management. Shows will be presented twice nightly Friday thru Sunday, five acts. Matinees Saturdays and Sundays. Admission 50 cents adults and 25 children. First show is headed by Buddy Lake and Honey Chile, Helen McFarland, Cropley and Violet, Carney and McDowell and the Ensemble Girls (four).

Dub Taylor Makes P. A.

ALBUQUERQUE, N. M., Oct. 22.—Dub Taylor, former vaude xylophonist and harmonica player, stopped here for a two-day stand in advance of his picture, You Can't Take It With You, at the KIMO Theater.

Dub was on his way to the Coast. He also did specialties at State fair here one night, plugging the KIMO and Capra film.

Vaude for Batavia, N. Y.

BATAVIA, N. Y., Oct. 22.—Warner Bros. Family Theater here again using week-end acts, in addition to pix. First show, since an initial try-out this summer, opened last Thursday. Booked by George Kendall.

Nelson Unit for Kemp Time

JACKSONVILLE, Fla., Oct. 22.—Morris Nelson's Lingerie Girls, which closes an extended engagement in the Patio Grill of the Roosevelt Hotel here October 30, begins a swing of Southern houses for T. D. Kemp Jr. November 3. Nelson will carry 20 people for the theater tour, including a six-girl line and a five-piece ork.

Spokane House Resumes

SPOKANE, Oct. 22.—Post Street Theater last week resumed with Bert Levey vaudeville. Manager William L. Evans held each show a full week (with two first-run pictures) last year and continued policy 27 weeks, but new set-up calls for vaude only Thursday thru Sunday. Sid McNutt and band are back.

Another English Vaude House

LONDON, Oct. 15.—Former Gulliver Circuit vaude house, Hippodrome, at Willesden, near here, given over to pictures for many years, will revert to vaude October 31. Under direction of B. & J. Theaters.

Club Talent

New York:

ADRA COOPER, dancer, goes into Jimmy Kelly's club next week. . . . PEARL FERN AND CO. have filed complaint with the AFA that they were booked for two weeks into the Raven Cafe, Meadville, Pa., but were not permitted to open by the club owner, who was holding over the previous show.

LINA BASQUETTE followed her four-week run at Leon and Eddie's with an engagement at Benny the Bum's, Philadelphia, opening there October 19. . . . MARITA ELLIN, a summer feature at the Old Roumanian, is ensconced at the Bal Tabarin for the fall months. . . . PLANTATION CLUB'S new show coming in October 30 will star BARRINGTON GUY, singer and dancer, who returns from Hollywood. Musto and lyrics will be by Donald Heywood.

Chicago:

MARION JEAN ODMARK is the new editor of This Week in Chicago, succeeding Louise Lawson, who has left for Hollywood. . . . JERRY AND TURK have moved to New Orleans for a fortnight at the Jung Hotel.

ROLLY AND VERA PICKERT go into the Drake November 4. . . . BOB HANNON, tenor with Buddy Rogers' Band, will leave the outfit next month to emcee the new Chez Paree show.

TOD LIEBLING and Jimmy Bartik, after a long absence from the niteries, are in the running again, this time at Harry's New York Cabaret. . . . JACKIE GREEN is due in town any day for a spot in the new Hi-Hat show. . . . BILLY AND JOY SEVERIN are in town after playing dates on the Coast. . . . GYPSY FOUR have closed at the Milwaukee Athletic Club after a month's run and have come into the Laiglon Restaurant.

IRIS WAYNE has left for Columbus, O., to open a two-week engagement at the Neil House. . . . BILLY RAYES goes into the Stevens Hotel November 4. . . . WILLIE SHORE and the Prasse Sisters will head the initial Rose Bowl bill.

Here and There:

MARCO AND MARSHA, appearing at the Jung Hotel, New Orleans, are offering a dance novelty, Minuet in Jazz. JULES J. FREELEY is now emceeing the shows at the Domino Tavern, Baltimore.

GLOVER AND LAMAE have had their stay at the Arcadia, Philadelphia, extended another three weeks. They leave for the Copacabana, Rio de Janeiro, after that. They were set by MCA. . . . JACK LEYSTON'S Stars on Parade unit opened October 11 at the Club Lido, Youngstown, O., for an indefinite run. It features Jaquaxo Mahra, Tommy Andrew and Jerry Daye. . . . HENRI THERBIEN left last week for Florida for his third consecutive season in Jacksonville. . . . DOTTIE DEE has just terminated a four-week run at the 25 Klub, Dallas, and has moved across to Hobbs, N. M. . . . GENE DANA, impersonator, is resting following the 11½-month run at the Club Pinocchio, San Francisco. . . . WATKINS TWINS are touring Europe. . . . RAY FRANCIS and John Lonas are in their 16th week at the Spinning Wheel, Seattle, offering burlesque imitations. . . . DOTTIE EDDENS, assistant to Brandino, magician, is confined in St. Peter's Hospital, Charlotte, N. C., her home town, as a result of a nervous breakdown. Brandino is working with Linton DeWolf's unit, Everybody Sings. . . . FRANCIS AND LONAS are set for a return engagement at Variety Hall, Portland, Ore., after 18 weeks at the Spinning Wheel, Seattle. . . . HEWITT AND NEALE closed a 10-month run at the Gibson Hotel, Cincinnati, October 21 and left for Buffalo. . . . THE KEWPIE DOLLS opened Monday (24) at the Cat and Fiddle, Cincinnati. . . . TED LEWIS will head the new show at Beverly Hills Country Club, Newport, Ky., beginning October 26. With Lewis are Eddie Leonard Sr., Shelton Brooks, Charles (Snowball) Whittier, the Gale Sextet, Johnny Coy, Ted Lewis Quintet and Johnny's own band. . . . FONDA AND ST. CLAIR are in their second week at Saks, Detroit. . . . MARINO AND DEVOL, ballroomers, are enjoying a hold-over at the George Washington Hotel, Jacksonville, Fla.

WALTER LIBRACE, pianist, current in the Plankinton Arcade, Milwaukee, will play a concert with the Wisconsin Symphony Orchestra November 12. . . .

Free Plugs

PHILADELPHIA, Oct. 22.—Jack Lynch's club is getting lots of free advertising thru a fur fashion show that's being put on at the spot currently.

Fashion show is under the auspices of Maasson and DeMany Forbes, fur dealers, who advertise over the air via 12 stations. Each radio program plugs the Walton Roof show.

Show also getting free plugs in display advertising of the fur shop in all the local dailies.

Night Club Reviews

Chicago's College Inn Show Too Padded for Class Hotel

Housing some of the nation's largest conventions, this hotel spot should have all the reason in the world to offer spectacular floor shows. Famous from Coast to Coast, it can hold its reputation only by furnishing unusual talent that would make visiting firemen gab about the spot for weeks.

With most of the entertainment budget going to the band, the new fall show is disappointing. There is no use making spectacular revue pretenses when there are no sock acts to hold up the frame. It would be best to limit the bill to a good act or two and let it go at that. As is, the apparently small talent budget is stretched into an hour show and, as a result, the sum total is on the wrong side of the entertainment ledger.

Catering as it does to a transient trade, a good show here should come first and then the band. Name acts can be heard almost everywhere these days. A good show also proves a strong selling point in attracting conventions into the hotel. If expensive orchestras must be used here the show should not be sacrificed to buy them.

A line of nine Boots McKenna Girls appear for three fairly pleasing although lengthy numbers. Open in pilot outfits for a "trip around the world," appear midway in a slow feathered costume parade that spots Mignone's endurance control routine. Their finale is liveliest of all, a novel impression of Popeye cartoon characters.

Eight Singing Marines, local choral group, doesn't stack up as a truly professional act. Octet has possibilities, however, for some pleasing voices stand out and stronger arrangements with more commercial routining will increase their possibilities. Tony Marks, magician, works deftly with cards, and the ring-riders can appreciate his dexterity. Acts are being tested for next-to-closing spot, but because none has been retained at this writing no comment can be made.

Buddy Rogers and orchestra are back on the band stand for show and dance sessions. Buddy's right arm is in a sling as a result of a recent auto accident and his hand is not up to its usual par. During the show outfit comes in for a novelty band number, and vocally, throughout the evening, Bob Mannon, melodious tenor, and Elizabeth Tilton, sandy-haired swingstress, pitch in with capable work.

Don and Audrey LeMaire teach the Lambeth Walk at 10:30 p.m. and Karl Marx, clown, is still on hand to cause giggles around the room with his harmless pranks. Prince Omar makes the rounds for fortune-telling sessions.

Al Trace and his swing band pinch-it for Rogers Mondays and play all the College Inn matinees. Saturday evening they move into the Old Towne Room. Baby Abbott, lively songstress, holds the vocal honors.

Never a cover. Dinner \$2.50. Supper minimum \$1.50. Sam Honigberg.

Palomar, Los Angeles

Ted Weems and ork continue to be the big draw here after a successful summer run at Catalina Island. Palomar still packs them in with sock entertainment, also show caught did not come up to past bills.

Emil and Evelyn, teeter boarders, did some fancy work. Series of back flips leads to a strong finish, with femme leaping and landing on Emil's shoulders.

Williams and Charles, clowns, sit at banquet table to handle glasses, knives, forks and spoons as musical instruments. Flayed tunes while "eating." Got a nice band.

Palomar line girls have been cut, only femme steppers being a quartet called the Four Co-Eds. Straight hooding, with some flips thrown in. Nothing spectacular, but nice show closer.

Weems and his outfit provided most of the entertainment, with Perry Como getting the attention of the femmes. Como sounds more like Bing Crosby than Bing himself. His best number was *Where or When*. Elmo Tanner came in for his share of applause as the whistler. Did some intricate stuff.

Band did one gag with ventriloquist and dummy, entitled *Apple Tree*. Went over fairly well. *Wreck of the 97* and *Martus and the Coys*, stock Weems num-

bers, got the big hands. Weems himself took no part in the entertainment except baton waving. Dean Owen.

Leon and Eddie's, New York

A new revue has been assembled, but word certainly must have gotten around by now that a "new revue" here is but the appearance of a few new faces and perhaps a similar number of new tricks. But for the rest it is always a Leon and Eddie's show—fast, spicy, novel and punchy, with every portion of it somehow tinged and molded by the Rebelesian cloak of the bistro and especially of its high-priest, Eddie Davis. And in that last there lies perhaps the secret of every Leon and Eddie show, the reason why the place has fared so well the past 10 years. For to have missed Eddie Davis is to have missed the most representative spirit of a blustery, rollicking night club aura that predates Repeal; and to leave the presence or the influence of droll Eddie out of a show at his place is to leave the meat and potatoes out of your stew.

The outside talent of the present lineup features a most beautiful young lady named Terry Walker, who, we are told, has been featured by Paramount in singing roles. We must report that her delicious presence outshines by a couple of miles her vocal accomplishments. In weak, uncertain tones she essayed *Small Fry* and *Body and Soul*.

The Carlyle Sisters are a cute pair of youngsters who display their good points, among them a bit of fancy rumbaing, with vim and abandon. One step further in showing her good points goes tall, statuesque (and socko) Elinor Troy, recently playing a lead part in a night club publicity stunt imbroglio, who parades show-girl fashion for a bit and then strips to the waist.

A novelty for niteries is the offering of Midge, the Wonder Horse, a high-school pony that can count numbers, tell colors, sexes, etc. His stay on the floor, tho, is a trifle overlong.

A line of six chorines, Wally Wanger Dancers, in Scotch kilties, do to standard line routines what Ella Logan did to *Loch Lomond*.

Iris Adrian is still around, dishing out her hoydenish lyrics and supplying, most indispensably, the necessary "bad woman" straightening to Eddie Davis' burlesque of *Rein*. Tho Miss Adrian's material has been picked on constantly for its sameness, it has reached the point where she has become a fixture of the place and atmosphere, and, worn-out songs and sketches to the contrary, she would be sadly missed were she to leave.

Ford Crane handles a meager emceeing chore efficiently. A sepien trio, Haines, Tate and Simpson, two gals, a boy and a piano, entertain with vocal and piano renditions.

Lou Martin's Band is still the dispenser of show and dance music.

The rest of the show (or is it the show?) is taken up by Davis. There is one more item on the bill, a complete and stunning surprise, which of necessity must be left unrevealed. Everyone got a kick out of it.

The other half of the guiding spirit of the place, Leon Enken, is always at hand to greet old and new faces affably, while Harry Davies sees that the press gets the right dope on all activities. George Colson.

Walnut Room, Bismarck Hotel, Chicago

This spot, still interested in attracting the fathers and mothers of the jitterbugs, is making a splurge with Bernie Cummins' Band, the first expensive outfit here since Ted Weems was in during the World's Fair. While it is a fine sweet-music dispensing attraction, it will probably not net much profit for the management during its four-week term. It will, however, please the trade and start off the season impressively.

Cummins is a pleasing, still amazingly youthful personality who, during dance sessions, keeps the dancers on a steady merry-go-round. The music has a rhythm of swing, but is of the soothing variety that is both danceable and easy

on the ear drums. Sings a popular tune with gusto, and his sharp-voiced, attractive femme vocalist, Connie Barlow, is a decorative assistant. "Dippy" Johnson, of his company, lights up for entertaining comedy selections.

Miss Barlow opens the floor show with a couple of hit numbers, and Ruth Pryor, dainty ballet dancer, follows with two graceful routines that fit nicely in classy hotel rooms. Johnson holds a comedy spot with his vocal nonsense and, at the dinner show, was good for an encore.

The smooth dancing of Manno and Strafford is the high spot of the bill. Their numbers have variety and are commercial. Team is well built and makes a fine appearance. Jean Strafford's wardrobe is tops; when caught she worked in a well-fitting iridescent gown. At dinner show they pleased with a combination opening that included waltz and tango moods with a fast finish, continued with a lively cakewalk and finished with a gay strut. In the second show they glide thru a waltz, rumba, imitation and a whirlwind bow-out.

Betty Grey's organ melodies and the soprano work of Darlene O'Day fill in intermission and show spots daily except Tuesdays. Art Kassel's Band returns here next month.

W. T. Padgett handles the press job. Sam Honigberg.

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

The fall season was inaugurated here last Tuesday night, with Richard Himber continuing as the star and only attraction. Himber has been at the spot since the summer and is set to remain thru the winter months. Fall "opening" was more in the nature of a formal declaration of the changing seasons (with the hotel apparently desirous of taking its place in the parade of gala night club premieres) than a bona fide debut.

Lane and Carroll, dance team, appeared for the night, but the only dancing since has been done by the customers. Hotel is supposed to be looking for a suitable terp duo, and it is to be hoped

that when and if it finds one it's possessed of a bit more talent than the one caught.

Himber's new pyramiding rhythms, with Stuart Allen supplying the vocals, make for enjoyable dancing, wining and dining, and the room's soft decor aids materially. Food is good and service impeccable.

Henry Miller doing publicity for the Casino, Ken Lyons for Himber. Daniel Richman.

Sans Souci Grill, Hotel Bennett, Binghamton, N. Y.

Spot is featuring the Four Ink Spots, colored musicians and entertainers, for a three-week period which commenced October 9. Ink Spots appeared here a year ago.

Their music consists of low Southern comedy, Harlem lingo, popular music and the hottest swing. Costumes are flashy and boys are neatly groomed in all respects. Broadcasting every day over WNDP. G. H. Berlow III.

Yacht Club, New York

Two hundred pounds of solid jive and jitterbug that can be heard out in the street settled down with a thud in week in the person of Fats Walker, who has just returned from a tour of Europe. The fat boy is personality and showmanship personified, and the only thing wrong with his stint is that it comes in too small doses.

His scrambled version of *Flat Foot Floogie*, which he works on the piano, then accompanied by his six-piece crew.

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RUTH DENNING

Popular Singer
of Popular Songs

HELD OVER
YACHT CLUB
CHICAGO, ILL.



Ruth Denning, an attractive and personable singer, goes out with a strong voice. Should be recorded as one of the more talented features on this bill. Billboard, Oct. 8, 1938.

TOMMY MARTIN

The Nonchalant Magician

HELD OVER

EMPIRE ROOM

PALMER HOUSE, CHICAGO

(Thanks to Merriell Abbott and Lou Wolfson)

MANNO & STRAFFORD

HELD OVER

BISMARCK HOTEL, CHICAGO

(Thanks to DAVID P. O'MALLEY.)

Direction: EDDIE SLIGH.

MISS MIGNONE

CONTROL DANCER

NOW — THIRD WEEK

COLLEGE INN, CHICAGO

Direction: CUY PERKINS

turns into a jam session that sells itself. The Waller personality shines all over his expansive map. Then he goes into what he describes as "something soft, sweet and very ridiculous," namely, *Gonna Sit Right Down and Write Myself a Letter*, which is also a song he sells rather than sings. But he stops there to the dismay of all, just at the moment the crowd is worked into the Waller mood.

The rest of the show's a little cold, comprising two additional singers and a tap dancer who does a creditable turn. Both vocalists, Lee Wiley, with a radio background, and Mildred Fenton, are capable singers, but just stand before the mike and display no personality. The former was unimpressive, dishing out portions of vocal saccharine in lumps without twitching an eyebrow from what is her saving grace, an attractive face. The latter, with a fairly pleasing voice, was stiff and seems to be in need of much experience. Pretty Janice Williams, the dancing end of the bill, does a fast Eleanor Powellish tap routine that scored solidly. Tom Halligan is emcee.

Hal Hope and his band provide danceable music for the self-appointed clowns who inhabit this spot and also use a novelty machine, the "Theremin" (named after the inventor), which draws musical sound by the motion of the hands. The customers are invited up to play and it's always good for a laugh.

The spot, which was dark since the latter half of last season, is still in the ownership hands of Gene Gelger and Joseph Rickman. *Sof Zett.*

Club Yumuri, New York

Popular Cuban night spot has reopened after a summer shuttering. As expected, the Latin-American motif is stressed in entertainment and vitals. Spanish food, if the *arroz con pollo* (chicken and rice) can be taken as an example, is good. Price range is fairly moderate, cocktails around 50 and 60 cents, with a week-day minimum of \$1 and a week-end holiday minnie of \$1.50.

Spot has two bands, *Fantasia Nova* and *Her Rumboleros*, and Don Mario and his rumba outfit. On the straight Spanish stuff, Miss Novova's group, altho smaller, seemed the better, with Mario's group evidencing lack of rehearsal. Miss Novova plays a good rumba, but in her singing gets too close to the mike and sprays the spot with too loud vocalizing.

Floor show could be a good one, with typical Spanish-Latin American type acts, but someone will have to reroutine affairs to pull the show tighter. Don Mario, who does the emceeing, is largely responsible for many of the lags. Rather than essay humor, he should stick to a straight announcement type of emcee. His gags were pretty bad, and in most cases he didn't know what act was up next. Lack of rehearsal again indicated.

Los Marineros is a good dance team. Do several numbers in the genre expected and were well received. Nena Montes,

Spanish dancer, is okeh and handles the castanets well. Cortez and Maids, another dance team, are not especially impressive, altho the girl is good-looking and has plenty of umph appeal. One number, a "tropical dance," is a sort of Spanish apache routine that's pretty good.

Duo los Aztecos are two Mexican singers who accompany themselves on guitars. Potentially a good act, the predominantly Latin trade like them a lot and the inexperience they evidenced should be lost soon. Vocal quality is all right and the string-picking ditto.

If the show is staged with more showmanship Yumuri will more than please the trade.

Frank Martin is manager; Curt Weinberg, press agent. *Jerry Franken.*

Pepper Pot, New York

A Greenwich Village landmark for more than 20 years, this spot resumes its fall activity under management of Harry Schecter, a slight change of policy and almost continuous entertainment going on in two rooms.

The Polynesian and Cosmopolitan rooms, as they are politely called, each has its own band, the former with a Hawaiian orchestra and the latter with a thumping swing band, with the acts doubling between doors.

Show is strictly informal, consisting of a hula dancer, a fan dancer and a singing emcee. Aloha Shaw, a gyrating hip swinger, appropriately attired for her hula work, doubles in grass between both rooms. This girl is a competent hip singer, such as they are, and clicks heavily.

Fan dancer Iris Ray does several turns of feather twirling, and Boyd Heather, a Cherokee Indian sans feathers and war whoops, emcees and sings in a deep baritone voice and entertains generally.

The orchestras are Harold Aloma's five-piece Hawaiian crew and Joseph D'Andrea's Band for the hot stuff. Aloma's music is of the romantic and mellow type that is easy on the ear and quite pleasing. The latter outfit is okeh, too, for the jazz assignments, but of the grip of the music mill variety.

Blon Berovoid is press agenting. *Sof Zett.*

Old Roumanian, New York

This is a real surprise show. You don't expect a lively, nicely costumed and talented floor show down on the Lower East Side—but here it is.

Al Davis and Mildred Ray staged the affair, which is headed by Murray and Alan, who do a swell job singing comedy-lyrics and giving the show good continuity with their emceeing and skits. Their voices blend well and they sing with a smile, doing much to impress gaiety into the proceedings.

Sadie Banks, who has been here for years and years, scores with her vigorous

song-talks that are sexy but inoffensive. Ethel Bennett, vivacious little brunet, is still swinging Jewish ditties here. She's a good performer.

Ronnie De Camp, a snappy little blonde, comes thru with interest-holding acrobatics, spins, kicks and taps. A good dancer. Mara, an exotic-type brunet, sings Russian songs in soulful manner. In native costume, she makes a colorful appearance.

Wilma Novak, a vivid brunet with a facy shape, is strictly a sex item. She sings rhythm ditties and shakes in alluring manner. An easy applause getter.

Night girls give the show body. They're a sexy, blooming lot (fleshy in the right places) and sport neat, revealing costumes. Don't do much real dancing, rather mostly formations and time steps to give the customers a good chance to look them over. The cuties are Lorraine Godick, Jean Krantz, Olga King, Lillian Hudson, Jean Bryant, Estelle Keir, Ann Belle and Doris Palmer.

Eddie Hahl and Sidney Heller did the snappy music and lyrics. Heller also press-agents. Jack Silverman is the proprietor.

Joe La Porte (violin) leads the small but adequate band, and a girl accordionist does between-show strolling. Dinner is \$1.25; food and service are okeh. Atmosphere is congenial. *Paul Denis.*

Beverly Hills Country Club, Newport, Ky.

Altho conditions over which the management has no control have served to put a crimp in business here the last five weeks, this de luxer continues to give its class clientele the best in floor talent, as is evidenced by the current layout, which jointly highlights Georgie Jessel and Cross and Dunn, with excellent support coming from Freda Sullivan, Troy and Lynne and Truly Juelson's 12 lovely ladies.

Miss Sullivan cracks the ice with a totally different bit of acrobatic terping. Discarding the short wardrobe for formal attire, she has geared her routines to appeal to the more sophisticated masses. Offers two distinctive routines, and the ease and grace with which she sells the novelties won for her several sound mittings.

Troy and Lynne, mixed pair of legomanics, offer a pair of eccentric nifties that stack up as the epitome of precision. As a finisher they do a take-off on a couple of jitterbugs cutting loose at a public dance hall. Their appearance and refreshing manner of working are all in their favor. Registered in swell style.

Cross and Dunn, those grand sellers of songs, playing a return engagement here, copped the evening's applause honors with their distinctive harmony work. Lads, tops in their line, uncork an unusually powerful assortment of song specials, their best being a nifty arranged around *Music, Maestro, Please*. Audience was reluctant in letting them get away.

Georgie Jessel, in addition to handling the emcee duties in his usual effective manner, fills this spot on his own, perched alongside a miniature piano manipulated by his accompanist. He opens with his familiar phone conversation with his mother, still sure-fire stuff, and follows with more solid laugh material, all of which clicked. Gives a fair warble on *Now It Can Be Told*, winding it up with a familiar gag. Jessel, unfortunately, was forced to cut his running time to prevent the show's cutting into the o'rk's scheduled broadcast period.

The Truly Juelson Girls (12), gorgeously garbed and well schooled, proved as effective as usual with three novel routines. The girls lend much to the production.

Mel Snyder Ork, a local crew in for two weeks, furnishes suitable dance melodies and with "Deacon" Moffett welding the stick goes exceptionally well with the show tunes. Moffett also wrote the ditties used by the Juelson cuties in the show. Bob Siddell Trio is an exceptional stroll combo. Lads wield a bass fiddle, guitar and accordion in excellent style and sing well with it. *Bill Sachs.*

Rancho San Pablo, El Cerrito, Calif.

Starting the fall with a policy of names, this spot seems destined for a very successful season. Latest line-up has Helen Morgan, Rose and Ray Lyte, Lew and Les Sherr and Lou Ashe.

Show opened with ballroomers Rose and Ray Lyte doing the usual waltz embellished with nice lifts. Pair took two encores. Lou Ashe next with a

medley of Irving Berlin hits, followed by *It Ain't Necessarily So*. Both well received.

Lew and Les Sherr are next with good sock comedy routines and hits. However, some of the lines could stand a little whitewashing.

Helen Morgan closes the show, receiving a big ovation. Did several pop songs, followed by her perennial *Show Boat* numbers. Did an impromptu duet with Ashe, *Why Do I Love You?*, which scored heavily. Had to beg off.

Carlton Achley's Orchestra, augmented to 10 men for the new policy, is a little rough in spots but should shape up nicely in a short time. Ashe's straight emceeing is fine.

Two performances nightly, six nights a week. *Edward Murphy.*

Hollenden Vogue Room, Cleveland

Magicians are rampant in Cleveland this week, no fewer than three holding forth at the various downtown niteries. It would be unusual if Manager Dick Marsh of the Hotel Hollenden missed out on a magic act, so this week he presents Stuart Cramer, who is offering *Seeing With the Mind*. Cramer is a reasonable young chap who performs all sorts of stunts while securely blindfolded. Not only does he identify objects in the hands of patrons but to prove his ability to sense things without sight he describes picture cards chosen without his knowledge. For a finish a picture is drawn on a blackboard; the board is reversed. Cramer is led to it and reproduces the sketch on the opposite side. The act is one of the best of its kind, introducing a variety of stunts heretofore not attempted under these conditions.

Highlight for the visiting dairymen (See NIGHT CLUB on page 25)

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

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.

- A. B. C. Trio (Paradise) NYC, nc.
Arzona & Oliver (Waldorf-Astoria) NYC, h.
Ace Red (Silver Slipper) Louisville, nc.
Adams, Marguerite (Midnight Sun) NYC, nc.

- B. Bailey Sisters (Chicago) Chi, t.
Babe, Pearl (Kit Kat) NYC, nc.
Baker, Benny (State) NYC, t.
Baker, Bea (Chicago) Chi, t.

- B. B. B. (Chicago) NYC, nc.
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- Daniel, Jean (Plantation) NYC, nc.
Dario & Djape (Casanova) NYC, nc.
Darril, Dorothy (Midnight Sun) NYC, nc.

- D. D. D. (Chicago) NYC, nc.
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- Oliver, George (Casa Manana) NYC, nc.
Oliver & Lamas (Arcadia) Phila, re.
Omara & Menen (McAlain) NYC, h.

- O. O. O. (Chicago) NYC, nc.
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- Kordova, Natalia (El Gaucho) NYC, nc.
Kosoff, Alexis (International Casino) NYC, nc.
Kramer, Leon (Zimmerman's) NYC, re.
Kreiss (International Casino) NYC, nc.
Krupa, Gene & Band (Palace) Milwaukee, t.

- L. La Congo Revue (Colonial) Dayton, O., t.
La Mingolista (Yumurt) NYC, nc.
La Toure, Nita (Lafayette) Rockford, Ill, h.

- L. L. L. (Chicago) NYC, nc.
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Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Actors

- Hillington, Duke, & Band (Orph.) Memphis, t.
Hilf, John (Gay Nineties) NYC, nc.
Hilf, John (Gay Nineties) NYC, nc.

- H. H. H. (Chicago) NYC, nc.
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Actresses

- Hill, Florence (Plantation) NYC, nc.
Hill & Dale (Essex House) NYC, h.
Hilliard, Jack (Royale Frisco) Chi, nc.

- H. H. H. (Chicago) NYC, nc.
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- McArthur, The (Boulevard Tavern) Elmhurst, L. I., nc.
McGowan & Mack (Pan-Pacific Rink) Los Angeles, a.

- M. M. M. (Chicago) NYC, nc.
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State, New York

(Reviewed Thursday Evening, October 20)

Hybrid 75-minute show this week takes in practically everything from one of Europe's foremost puppet shows to a mass roller-skating act, with the Schnickelfritz Band and Benny Baker thrown in for good measure. No gain-saying the variety of the hodgepodge, but with the exception of Freddy Fisher's many crew of instrumentalists it doesn't spell entertainment in any too large letters.

Helen Reynolds' girl skaters make a production out of their opening bit. Eight girls do all the standard tricks, in twos, threes, fours and en masse, but the frenzied fury with which they go thru the routine only partly disguises the fact that they lack the grace and ease usually brought to this type of act.

Joe and Jane McKenna follow with a conventional turn. Brother and sister have some amusing stuff in their rough-house comedy, in particular the burlesque adagio, but it's hardly sock stuff.

Schnickelfritzers occupy the middle position on the bill and really deliver. It's pure, undiluted corn, but the boys make no bones about it, and the opening-night crowd (surprisingly unresponsive for this spot) ate it up. Outside of Ellington's *Soldado* it's screwy stuff, not the least funny of which is Fisher's dead-pan announcements. Changes of hats, clothes shedding and the fantastic washboard-horn "instrument" all add up to strong entertainment.

Benny Baker's routine seemed to have

been thought up on the spur of the moment—after he got out on the stage. Sometimes casual, apparently unrehearsed and spontaneous chatter can be quite effective, but Baker makes it sound inane. Screen player is assisted by Jeffrey Gill and Lew Spencer for singing and dancing interludes.

Salici Puppets have an enviable European reputation, and justifiably. Ten scenes cover every possible kind of string manipulation, with the concert pianist bit a stand-out. Audience is let in on how it's done during one number, a clever bit of showmanship.

Paramount's *Spawns of the North* on the screen. House just short of capacity late show opening night.

Daniel Richman.

Chicago, Chicago

(Reviewed Friday Afternoon, October 21)

Orrin Tucker and his band, in for a fortnight, will probably draw a good share of business, being a leading candidate for the name class and having recently closed a long-run engagement at the local Edgewater Beach Hotel. To its advantage also is the strong screen companion of Ronald Colman in *If I Were King* (Paramount).

Ironically, the band's best asset, the singing department, holds the weakest link. Boys go overboard on song, with every other band offering crowded with vocal arrangements. While the outfit can proudly boast of fine voices, pleasing Glee Club efforts and entertaining femme vocalists, the sum total suffers thru overgenerosity. Substitution of straight and strong musical numbers, particularly for stage purposes, will greatly enhance the value of the organization.

It is a populous company and as an aggregate makes an auspicious appearance. Tucker is a handsome chap, handles the emcee job capably and generally makes himself useful in most of the ork contributions. They open with Jerome Kern's *Who and Smoke Gets in Your Eyes*, slow but melodious tunes. Bailey Sisters, swing duo, give out with two pop hits and make a favorable impression.

Paul Sydel and Spotty, his muscle-control canine wonder, had little trouble scoring. The balancing feats, executed with amazing ease, are apiced with comedy. Band next goes into elaborate versions of *Change Partners* and *Musio, Maestro, Please*, and ends with a comedy dance bit.

For novelty the boys do *Zwei Herzen und Sweet Lotion* on a dark stage. Electrically lighted musical notes to denote various instruments are flashed on and off for unusual effects.

Bonnie Baker, sweet-dimpled songstress, singularly scored with a batch of swing tunes. She works with a charm that is highly pleasing. When caught she sold *I'm Gonna Lock My Heart, The Men I Love, Especially for You* and *How'd You Like To Lose Me?*

Harris and Shore, probably the most popular comedy dance team around here, stopped the show with four routines. Their satires are not labored and are exaggerated just enough to bring salty humor. Have a strong exit offering in their *Nightmare of an Adagio Team*.

The Tucker outfit, at closing time, again pitches in collectively for *The Curse of an Aching Heart*, a take-off of an old music-hall tune with modern trimmings.

Downstairs nearly full and a healthy balcony trade first show opening day.

Sam Honigberg.

Vaudeville Reviews

Music Hall, New York

(Reviewed Thursday Evening, Oct. 20)

Accompanying *The Mad Miss Manton* on the screen, current stage show is built around an all-Tchaikovsky motif, all the music used for the numbers being from the pen of that great composer. That makes it only natural to have the orchestra play the *1812 Overture*, but play it not especially well. Presentation lacked sweep, color and feeling. Except for one number, Beatrice Joyce's contralto handling of *None But the Lonely Heart*, and the general costuming, the stage show has scant entertainment value. This, of course, excludes the music.

Choral group opens with a special arrangement by Maurice Baron of *Humoresque*, pleasantly done, followed by Miss Joyce. The *Nutcracker Suite* is used for five successive dance numbers. First is a toy dance (*Dance of the Mirlitons*) by the Rockettes, in a typical Rockette precision number. Leon Fokine, Alma Lee and Alice Young have a brief but good spot in the *Chinese Dance*, followed by Norma Gallo, dancer, and the ensemble in *Arabian Chant*. Miss Gallo is a good contortion dancer, but suffered from unpleasant lighting. A white spot was used, resulting in Miss Gallo's assuming a most unpleasant, deathly white pallor, and her comparatively brief red and black costume did not help.

Russian number, which followed, was strictly a nothing routine, seven dancers, two girls and five men in red costumes coming out for a scant session of the customary Russian hocking. Dancers were Hilda Eckler, Maxine Williams, George Kiddon, Fred Nazinoff, Valu Gueal, Carlos Peterson and Igor Meller.

Ballet corps closed in a typical Music Hall number, graceful and dull, to the *Waltz of the Flowers*. Business quite spotty.

Jerry Franken.

Shea's Buffalo

(Reviewed Monday Evening, October 17)

Ray Sinatra has been piano-playing conductor of the pit orchestra here since early summer. His swing music is done in a rather unusual manner, the novelty arrangements being unique and refreshing. Patrons are very expressive in their pleasure.

Opening number is *A Pocketful of Dreams*, nicely executed. *Chopsticks* highlights the performance, each instrument being featured in its own version. Finale is a series of excerpts from Gounod's *Faust*.

The featured singer, Gertrude Lutzel, a Shea's Buffalo pillar for the past few years, has an average soprano voice. Her chief asset is an exceptionally high range, but when she hits the top notes she invariably puts on full steam and blasts away like a factory whistle. Specializes in operatic and semi-classical renditions. When she keeps her volume at a low pitch her delivery is sweet and melodious.

The Eight Men of Manhattan are well-blended singers with the pep of a college glee club. Their best number is *Hey, Chico*, a composition of Buffalo's Sam Mineo.

Program is well balanced as a whole, ranging from newest swing to classic operatic productions. Men in orchestra are Maurice Nicholson, Vincent Impelitter, Gene Bishop, Laurence Alano, Fred Dittmar, Santalo Carriero, Stephen Lisfeld, Donald Whipple, Nicholas Allico, Jules Pillar, George D'Anna, Simon Nieman, Max Miller, Frank Plage, Meyer Balsom, Harry Slick, Walter Michalaki,

Anthony Millitello, Theodore Mayer, Bert Lapetina and Norman Wullen, and Cal Janowitz and Ivan Beatty, arrangers. Eight Men of Manhattan are Claude Ratliff, Gene Greenlaw, Jack Phillips, Bill Parker, Roger Gerry, Lippman Duckat, Walter Lewis and Ted Daniela.

Vincent R. McPaul is general manager of all Shea's theaters. William Brett is manager of the Buffalo. Theater just signed Sinatra for the entire winter but has out-of-town name bands from time to time for week stands.

H. J. Warner.

Palomar, Seattle, Wash.

(Reviewed Monday, October 17)

Opening to a packed house, the new bill introduced by genial Jerry Ross, emcee, had a real kick-off in Kee and Tuck, Oriental team. Tuck kicks a mean barrel and is said to be the only Oriental foot juggler with regular walking shoes.

As "Miss Versatility," Trixie (Bag o' Tricks) McCormick, in very brief cow-girl costume, presented tricks in lariat spinning. Aided by a cactus "dog," she gave an impersonation of Will Rogers, whirled a lariat in either hand, played the harmonica and tap danced all at once.

John Gallus played the clarinet with one hand, manipulated dancing girl marionettes with the other and raised the roof when he had the cuties do the kooch.

Rich and Adair presented a veteran act that continues to give maximum pleasure and pull heavy applause. The blond Adair lent considerable "it" to the large quantity of "was" in the rubber-kneed comedian, who caused no end of merriment trying to get the knots out of his legs.

The Three Arnolds, two fall guys and a buxom brunet, closed with a series of muscular activities and acrobatics.

Screen has *Down in Arkansas* and *Wanted by the Police*.

G. M. Littelfohn.

State-Lake, Chicago

(Reviewed Friday Afternoon, Oct. 21)

A comedy show all the way. Even the Seven Preyshows, who open with their springboard novelty, go in for laughs and net quite a few with pre-trick quirks. The boys do flashy work and close with a four-man-high somersault thriller.

Ward and Milford, piano and talk act, stand out with amusing bits, such as Wally Ward's vocal take-offs of instruments and particularly his impression of a dog in pain. Turn can stand some brushing of lines.

Clyde Hager is a cinch for this house. His pitchman sketch went big, the line of patter smooth and funny. The soap-lathered stooge with the classic lines of "That's all, brother" and "Get away

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from me, boys, you bother me" still remains a highlight.

Tyler, Thora and Post furnish a variety of dancing, successively including a competition tap and acrobatic opening, the mixed team's impression of a minuet in tap and a comedy knock-about finish. It is a smooth and pleasing turn.

The Three Variety Boys, Bits Brothers and Yacht Club Boys editions, are a good combination in delivering special song lyrics. They are pleasant-looking chaps and know what to do with their material. Response was warm to their nutty *Toast of the Coast* and *In Spite of What Science Can Do*.

For an encore they do the *Covina Roll*, a dance craze innovated in the neighboring Blackhawk Cafe. They bend and hunch in the company of Verne Buck, the house ork leader, and then are joined by the State-Lake Sweethearts for a more lengthy session of this nondescript strut.

Earlier in the bill the line kids appear in a toe number in which several of them are singled out for stock but fairly intricate steps.

Business fair second show opening day. On screen, *Girls' School* (Columbia).

Golden Gate, San Francisco

(Reviewed Wednesday Evening, Oct. 19)

The Minsky touch is absent from Gypsy Rose Lee's *Merry Whirl Revue* at the Golden Gate. Miss Lee is a well-designed young woman who takes her clothes off in public and does it like an artist. Her peeling act is a refined one, so refined, in fact, that many in the audience professed to be disappointed. Lacking the brazen boldness of a true burlesque performer, she has seen to it that there is ample coverage during the crucial moment that climaxes the act.

Makes her first appearance in a screen skit showing her saying farewell to Hollywood. It was a good idea, but there is a noticeable letdown later when Miss Lee and Jack Durante, emcee, exchanged some pretty forced badinage. There is some amazing juggling in the

show, performed by a 16-year-old girl named Trixie. Her dexterity is remarkable. She can balance a rubber ball on her head, keep six discs whirling thru space and twirl a hoop around her ankle all at the same time.

Then there's Carla and Fernando, who know how to make a Spanish dance exciting. Jack Williams' tap dancing has its merits, and so has the singing of the Golden Bear Sextet.

Mr. Doodle Kicks Off, football farce, is the screen offering.

Edward Murphy.

Palace, Akron, O.

(Reviewed Sunday Evening, October 16)

Hollywood in person delivers the sock for the stage entertainment this week (See VAUDEVILLE REVIEWS on page 65)

Reviews of Units

"Thurston's Miracles of Magic" With Will Rock

(Reviewed Sunday Afternoon, October 16, at the Rialto Theater, Cincinnati)

Will Rock is the magician who recently purchased the tricks and equipment of the late Howard Thurston and the latter's brother, Harry, and from the assortment he has concocted a pleasant magical melange that with a bit more polish will be fit for big-time consumption. Rock features a number of the late Thurston's mysteries and a string of riddles from his own bag and sells the works in tiptop fashion.

Capable of and equipped to do a full evening's show, Rock on this showing had to trim to 40 minutes. Altho unable to hang anything here and forced to omit several of his major effects, Rock overcame these handicaps by a nimble and personable performance that clicked with the patrons of this neighborhood house. Show is nicely dressed, equipment is in A-1 shape, and Rock and his assistants make a good appearance. Single drawback is Rock's weak voice, only the front-rowers being able to hear (See REVIEW OF UNITS on page 26)



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Vaudeville Notes

LEE POSNER's new unit opened at the RKO Coliseum October 21. . . . JOE GLASER's new unit, *Harlem Folies Bergers*, will open at Proctor's Schenectady, N. Y., November 3. Show includes George Dewey Washington, Cooke and Brown, Jesse James, Tanya, Seal and Williams, Ace Harris and band and others. . . . JOE TERMINI closed his engagement at the London Coliseum and returned to this side last week. He goes back there for another run, starting April 17. . . . ARREN AND BRODERICK just completed another short for Warner and will begin their Eastern tour at the New York Strand November 4.

GIL LAMB, completing a four-week run at the New York Paramount, has been set for Kurt Robbitchek's New York Palladium by the William Morris office. Has a contract as running comedian of the house, with a minimum stay of two months. House is expected to open around the middle of November. . . . MRS. HARRY KAY LEWIS, ventriloquist, was reported so dangerously ill last week that her son and daughter had to be recalled by the father from their unit, *Hollywood Varieties*, at that time playing Nampa, Ida. . . . JOHN J. MARKMAN writes us that he is sole owner of *Mark Lee*, used in ice shows, and Crawford and Caskey are his agents. . . . PAULINE ALPERT, radio pianist, last week achieved the rare record of being held over for a second week at the Fox, Detroit.

DALE WINTHROP, dancer, who suffered dangerous burns eight months ago from a hot stage light while appearing on the Fox Tower Theater, Kansas City, returned to the boards last week here for the first time since her injury to show with Orrin Tucker's Orchestra. . . . G. DELIBERTO, manager of the Four Clovers, who underwent an appendectomy in St. Francis Hospital, Topeka, Kan., October 17, is reported by Mrs. G. Deliberto to be getting along fine.

ELENORE WOOD is with the NIG revue at the Brooklyn Strand this week. . . . VELOZ AND YOLANDA go into Billy Rose's Casa Manana, New York, November 8 for four weeks. . . . MARTY WHITE is new secretary of the New York Boys' Association and Bobby Randall is now on the group's entertainment committee. . . . JACK Gwynne heads the bill that reopened Fay's, Providence, Friday. House was closed due to damages resulting from the recent hurricane.

PINKY LEE, with Tangstfoot and Patzy Dell, leave for Australia late in December and after a round of the Tivoli Circuit there will head for England. . . . VELOZ AND YOLANDA have been offered another engagement at the Chicago, Chicago, next year and team is asking a guarantee of \$10,000 a week.

SONJA HEINE ICE REVUE will open a week at the Sam Houston Auditorium, Houston, November 12. Preparations for building and setting up a huge ice rink began this week. William M. Weber, technician of the Heine troupe, is directing the construction job, which calls for 40,000 feet of 1½-inch pipe for freezing the 11,200 square feet of skating space needed for the show. Weber is forced to wait completion of the South Texas Exposition November 8 before he will be able to remove existing floor of the auditorium to install freezing apparatus. . . . ELMORE VINCENT (Senator Fishface) returns from Hollywood to join Johnny O'Brien's *Hi Hats* unit in Kansas City, Mo. Will tour the Middle West and South. . . . LARGE AND MORGNER, after 11 weeks of fair contracts, sail November 8 for a tour of Australia, South Africa and Europe.

Comedy Sight Acts Scarce

CHICAGO, Oct. 22.—Some idea of the shortage of comedy sight acts is given by Eddie Ekort, of MCA, who reports that out of 140 acts here listed by agents not one suitable act could be found.

A couple of out-of-town possibilities who were contacted took advantage of the situation and asked for a sizable salary increase.

Burlesque Review

Columbia, Boston

(Reviewed Monday Evening, October 17)

Max Michaels and Ben Bernard outdo themselves this week.

Show packs a good 135 minutes of entertaining sketch business, excellent line work and lots of girlee-showy. Comic material is new to the crowd here, dished out by Charles (Tramp) McNally, Herbie Pave and Mandy Kay. Each lad is tip-top, genuinely funny—and clean while at it. Pave, in addition to sketch biz, solos with parody tunes that register.

Top strip is Helen Greene, out twice, prefacing her shudder and bump strip with okeh vocals. Fast style. Gorgeous creature is Gladys Fox, her somewhat Oriental physiognomy adding a mysterious appeal; her fast trucking manner of stripping fits like a sausage skin. Gal sells, and does well with vocals. Nora Ford, in her fourth week, is a dynamic lass with her peeling and leg-angular kick-bump work. She warbles to good advantage.

Bobby Diamond and Five Tiny Tots are out for a couple of specialties, but their bulk isn't used to advantage, although that of the beef trusters have some talent. On the whole, their purpose is freak, and with the aid of the comedians, gets laughs.

Interesting act is the Adrienne Sisters, nifty hoofers made to order for musical comedy. They work a fast tap, first as whites and then as blacks (green spot), and another dainty routine. Kids have sweetness and showmanship.

Floyd Halley is an ace straight. Eddie Yube and Bobby Burns are the show's warblers, working straight also. Helen Wells needs a pedal on her voice and rein to steer her vocal course.

Line is well drilled and has much stage space with various routines. Pat Evans, pony captain, solos for a neat tap. Wardrobe and scenery extremely colorful. Joe Reisman's pit band works hard and adequately. Ginger Waldron, line gal, is used in bits.

Two shows a day, with two pix. Biz when caught very good.
Sidney J. Paine.

Hirst Route Revamped

NEW YORK, Oct. 22.—New route of the Hirst shows, following the week at the Hudson, Union City, N. J., is composed of Lyric, Allentown, Pa. (Monday and Tuesday), and Orpheum, Reading, Pa. (Wednesday), and then full weeks at Garrick, St. Louis; National, Detroit; Capitol, Toledo; Casino, Pittsburgh; Gayety, Washington; Gayety, Baltimore; Trocadero, Philadelphia, Empire, Newark, N. J.; Werba's, Brooklyn; Howard, Boston, and Triboro here.

Milwaukee House To Burly

MILWAUKEE, Oct. 22.—Empress Theater here, after one week of pics, switched to burlesque and films Saturday, with Fritz Wick and her *French Frolies* and Jack LaMont, comedian. Harold Hansen is managing.

Burlesque Notes

(Communications to New York Office)

DIANA REDBERN, a new Nat Mortan "find," who opened at the Galety October 21, comes from the Canadian National Exposition, which, for the first time, gave in to a peeler. Also appeared for three years for the Dalton and Popkin & Ringler houses on the Coast. . . . EDDIE GREEN, former burly comic, is now playing a butler's role in *A Woman Is a Fool To Be Clever* at the National. . . . DAVE COHN books all the extra attractions into the Howard, Boston, direct thru Al Somerby, operator, as in the recent cases of Margie Hart and Georgia Sothorn. . . . SUNYA (SMILES) SIANE, extra-attractioning in Hirst shows, opened at the Howard, Boston, October 23; thence to Union City October 30. Ditto Nora Ford, who debuts at the Galety, Washington, October 30. . . . ART GARDNER and Paul Ryan replaced Fred Walker and George Rose at the Republic October 21. . . . VERA WALTERS, former chorus captain on the Hirst circuit, is now operating her own nitery, *The Lounge*, in Valley Stream, New York.

BABE DAVIS moved from the Star, Brooklyn, to the Columbia, Boston. Ginger Britton followed the week after.

SALLY KEITH, extra-attractioning at the Star, Brooklyn, shifted from there to the Galety and to the Eltinge. After that returns to the Columbia, Boston, for an indefinite stay. . . . DOROTHY DEE extra-attractioned at the Triboro October 16 week. . . . SANDRA LANDI, acro dancer, has taken up magic taught her by Shandru. To combine both arts in future engagements. . . . BOBBY MORRIS, comic heading a Hirst show, considering an offer for an Australian revue. . . . BOOTS BURNS and Saul Fields leaving their Hirst show in Reading, Pa., November 3. . . . RAE LEANSE, former Columbia wheel ace soubret, has returned from a four months' European vacation and is on her way back to Kelly's Ritz, Panama, where she managed and produced the shows the last few years. . . . HARRY EVANSON, comic, filled a last-minute engagement at the Star, Brooklyn, in place of Mooney Mills.

NAT MORTAN'S latest bookings include an epidemic of redheads. Heretofore it was blondes. In the collection are Dorothy Charles and June Hewitt, soon to emerge from showgirl ranks into strip principals; Diane Raye at NIG's Midnite Sun nitery; Diane Redbern, at the Galety, and Virginia Warren, now with Jules Leventhal's company of *Beads and Red Lights*. She was formerly Nina Nixon in burly. . . . MOLLIE GORMAN now doubling in the line-up and in dance specialties at a Roumanian nitery on the East Side. . . . PATRICIA PAIGE, on a butter-milk diet, opened at the Eltinge October 21. . . . BERT PECK is no longer connected with the Mit Schuster office in Chicago. George Hall is the new affiliation. . . . MURRAY AUSTIN is the ork leader at Werba's, Brooklyn, and Joe Babbitt, former chief usher at Loew's Gates, Brooklyn, is assistant manager at Moe Costello.

UNO.

Chicago:

GAYETY, Milwaukee, is now the Empress. Zonia Duvall is the new featured woman there, while Frankie Ralston replaced Scott Humbert in the production post. . . . WHITE SISTERS moved on to Gayety, Minneapolis, this week. . . . CHARLES COUNTRY is back at the Rialto here this week with a road show, as is Mary Sunde. . . . MARY MURRAY rejoined the Bob Ferguson show in Buffalo. . . . MANNY KING goes into the Rialto next Friday. He replaces Slat's Taylor in that road show.

From All Around:

JACK KRAUS, xylophonist, was added attraction with the burly at the Galety, Cincinnati, last week and is set to continue around the Midwest wheel.

MRS. DANNY JACOBS joins her straight man hubby at the Roxy, Cleveland, this week, after spending some time at her home in Baltimore due to ill health. . . . JAY AND JACKIE MASON have left the cast of the Billy Armond show at the Roxy Theater, Knoxville, to launch their own tab burly troupe, *Rhythm Frolie Girls*, at the Rialto Theatre in the same city. . . . MORRIS

ZAIDINS, manager of the Gayety, Cincinnati, handled arrangements of the Bulky-Taft political debate which pulled an overflowing crowd of 3,500 people to Music Hall, Cincinnati, last Friday night (21). Affair was under auspices of the Cuvier Press Club and League of Women Voters. . . . STANLEY NOVAK, "harmonica wizard," is current at the Princess, Youngstown, O., after a week at the Roxy, Cleveland. . . . DOTTY WAHL, stricken suddenly ill during her engagement at the Rialto, Chicago, last week, was forced to cancel out of the Gayety, Cincinnati, this week. Her place at the latter stand is being filled by the White Sisters. . . . SALLY WALKER, stripper-chorine, who closed recently at the Club Wonder Bar, Cincinnati, has joined the burly at the Grand, Canton, O. . . . MILDRED DEVOE, erstwhile burlesque feature and for the last several months mistress of ceremonies at the Casa Grande, Cincy nitery, was forced to lay off last week due to wisdom-tooth trouble.

HINDA WASSAU was under the doctor's care last week in Baltimore with a severe attack of ptomaine poisoning. . . . CHARLES SCHULTZ, straight man, after being out of the business for two years, is again back on the indie wheel with *Hinda Belles*. . . . A newcomer to indie, also on the same show, is Jean Carter.

LEON DEVOE, straight man, is now on the Western wheel, currently at the Avenue, Detroit. . . . Les Sponsler, extra-attractioning, is at present an operator and matchmaker of the National Athletic Club, Baltimore. . . . JOAN COLLETTE has been at the 606 Club, Chicago, for the past 20 weeks.

JOE DEVLIN, straight man, has made good in pictures. Recently signed a seven-year contract with Warner. . . . THE FORMER TAB TEAM of Catrel and Lane is now in burlesque with the *Oriental Girls* on the Hirst circuit under the tag of Elaine, James and Judy.

ALEXIANNE, bronze girl, is now playing night clubs as added attraction. VALARIE PARKS was ordered to Washington last week, where she opened with the Bozo Snyder Show as added attraction.

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By BILL SACHS

(Communications to Cincinnati Office)

DANTE THE MAGICIAN, international mystifier, writes from London under date of October 6: "We are still going strong and have had a most wonderful success in England. Have 40 more consecutive weeks to play, most of them return dates; and some are our fourth time back. Have been thru a most trying time, but now things seem to be settling back to normal. After we finish in England July 15 of next year we have a contract to fulfill at the Scala Theater in Berlin. During a recent visit to the Glasgow Exhibition we had the pleasure of spending a few hours with Carmo, who had a very entertaining show at the amusement park there." . . . ADE DUVAL, the silk expert, took his troupe into the Lookout House, Covington, Ky., Friday (21) for a fortnight's stand. Duval, who calls Cincinnati his home, plans to put in his spare moments browsing around his boyhood haunts for the next two weeks. . . . MYSTERIOUS PAY, who has been playing vaude and night clubs in the Bay Region of California the last several months, pipes in to tell us that he's heartily in favor of a professional magicians' society and that he's hoping someone starts one soon. Pay info, too, that he had a bang-up time at the recent Pacific Coast magi conclave in San Jose, Calif. . . . WILL ROCK, now presenting the Thurston mysteries in Midwestern houses for the Gus Sun office, had a host of magician visitors during his one-day engagement at the Rialto Theater, Cincinnati, Sunday of last week (16). And the lads we bumped into were loud in their praise of the Rock performance. A review of the Rock show appears under Unit Reviews in the vaudeville section, this issue. Rock was a visitor at the magic desk Monday afternoon before departing for his next stand, Portland, Ind. . . . GROVER G. GEORGE (The Great George) jumped into Cincinnati last Saturday to play the Shrine show at the T&T Theater. He has just concluded a string of 15 Southern fairs, and at the Donaldsonville, La., Fair last week he gave a special afternoon performance to 35,000 kiddies.

DR. HARLAN TARBELL was a visitor at the desk last Saturday (22), while in town to do a show before the Library Institute Association in convention. Tarbell reports that he's set on a long string of fat bookings thru the fall and winter. . . . ANOTHER OLDTIMER to visit the desk last week was WILL H. Coffin, better known to his host of magic friends as St Stebbins, originator of the St Stebbins system of cardology. St and his wife are still presenting their Men-Telo-Card-Ology as a good-will and publicity stunt for wholesale baking companies in various parts of the country. . . . MR. AND MRS. GROVER GEORGE, in a visit to *The Billboard* office last week, informed that they will soon embark for South America. They expect to reach there in time to permit Mrs. George to spend New Year's with her relatives. George plans to make the same South American territory he covered 12 years ago. . . . THE JOHN WORTHEN HILLIARD magic book, of which so much has been spoken off in recent years, is finally on the press and will be ready for the market before many more weeks have passed. The 1,200-page book will carry 1,111 illustrations, and the work will sell for \$15 and not \$10, as somebody recently announced. . . . PAUL HUBBARD is making public and parochial schools in Cincinnati. He's doing fairly decent, considering that he has to buck free shows being given in schools and institutions by the local WPA actors. . . . A FEW ISSUES AGO it was mentioned that Frakson opened the recent 21st annual show of the Los Angeles Society of Magicians. It should have read Frakson, professional name of Frank Stratton, L. A. magheb. . . . LYNN M. PARKS, manager for Marquis the Magician, writes that the show begins its 11th consecutive month of its present

tour November 1. Upon completion of the show's present route next June, Park plans to take the Marquis attraction to foreign climes. . . . PAUL STADELMAN, magician-ventriloquist, who on August 1 signed to present his Windy Higgins vent turn in Southern theaters under sponsorship of Acme Mills, has had his contract for nine more months.

NIGHT CLUB

(Continued from page 20)
and ice-cream men who throng hotels this week is Lester Cole and his Eight Midshipmen. It is a bang-up octette with plenty of pep and melody. Well drilled, fast working, it specializes in the songs of the '30s and college medley arrangements, surefire stuff and applause getters from the word go. Bernhard and Graham are graceful ballroom dancers and hold attention. The Romany Trio makes itself agreeable to table patrons during odd moments, and Sammy Watkins is at his best not only in directing his band but at emceeing as well. *Harlowe R. Hoyt.*

Bungalow Cafe, Sacramento, California

A small but entertaining floor show offered at this spot on the outskirts of the town. Jerry Dunn, emcee, handled the mike well and was a definite hit with his impressions, especially with that of Mrs. Roosevelt. Lois Feeley got off a couple of songs in acceptable fashion. Helene, the "Girl With the Italic Mind," assisted by Tommy LaRose, provided the show's high spot with some excellent psychic work. Her ability to read cards and name articles while blindfolded made a terrific hit. Dan Luis Banuel, Mexican, warbled well in operatic fashion. Evan Selby's Band could stand a little rehearsing. Place doing excellent business. Chicken dinners at 75 cents. *Kirt MacBride.*

Club Tivoli, Juarez, Mexico

Jimmy Oakes, registering solidly in his 10th week as emcee at this popular border spot, deserves better support than current show offers. He and Norma Padilla, tiny dancer, carry the show. Meroff and Merovia, ballroom duo, are on first with a fox trot. Girl is shapely brunet and team makes good appearance,

alho offering nothing unusual in dances. Manuel Araiza, Mexican tenor, offered two semi-classics, *Granada* and *Guadalajara*. Listeners were hardly enthusiastic. Miss Padilla followed and got good reception for two Mexican dances. She is beautiful, has gorgeous costumes and is an accomplished dancer. Oakes is a youthful baritone who really sells his songs. Also handles show smoothly and has built up good following here. Meroff and Merovia were back again to close show with a bolero for fair hand. Mauro Molina's Orchestra continues on stand. Roberto Holguin manages spot. *Hal Middleworth.*

Berkeley Bar, Berkeley, Carteret Hotel, Asbury Park, New Jersey

Continuing its schedule of an added attraction every week-end, the Bar presented for the sixth time this year *Symphony in Rhythm*, featuring Evelyn Van and Fred Cameron. Jack Arnold Press and orchestra furnished the music. Dance team is well known in area and always draws applause. Miss Van and partner make flashy entrance and exit. Their numbers are fast and distinctive, rendition of *The Sophisticated Shag* being tops. George Camfield manages spot. *Sam Abbott.*

May Fair Hotel, London

Newcomer here is Lyle Evans, English singing monologist, with good topical numbers that register. Act is neat and appealing. Maurice and Maryea, young American dance team, remain. Couple are successful with a lovely offering that is versatile, polished and rhythmic. *Bert Ross.*

Cafe de Paris, London

First timer here is Paul Draper, who combines tap with ballet. He does a great act and is plenty liked. Should merit a holdover. Almost a fixture here is Beatrice Lillie, who offers a new cycle of comedy songs and satires with usual success. *Bert Ross.*

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Zeke Youngblood Walkathon Has 8 and 1 Still Going

CENTRALIA, Ill., Oct. 22.—Walkathon being staged here by Zeke Youngblood has passed the fourth week, with eight couples and one solo remaining. The show is aired over Station WGBF, Evansville, Ind. Staff of the show, which has been kept practically intact the past two years, includes Ernie Young, at the mike, assisted by Eddie Leonard and Wiggles Royce; Jackie and Eloise Youngblood and Mrs. E. Royce, cashiers; Joe Puccinelli and Lou Barnett, judges; Kate Trimble and Mary Jane Collins, nurses, and Johnny Anderson and Pete Trimble, trainers. Concessions are managed by Frank Major. Orchestra is under direction of Oil Dickerson.

DeCorrados Cop First Money In Pughe's Green Bay Contest

GREEN BAY, Wis., Oct. 22.—George W. Pughe's Derbyshow came to a successful close here October 17 after 1,274 hours. Show played Columbus Club auditorium under sponsorship of the Sons of the American Legion. Winners of first prize of \$1,000 were Larry and Hilda DeCorrado; Jack and Mary Duval were second and Ruth Johnson and George Harrington third. Archie Gayer handled the top emcee role and the broadcast, and Rajah Bergman and Kenny Neidl handed comedy and midnight show, respectively. Music was furnished by Dave Ackerson and orchestra. Pughe had a three-column page-length farewell ad in *The Green Bay*

Press Gazette October 18, giving his indorsement to the city as being "the biggest little city in the country" and thanking the locals for their co-operation and support.

TONY MARSH is now at the Club Roxy, Chicago, after finishing a seven-week engagement as emcee in Oshkosh, Wis. Reports that Johnny Hughes is in the Coliseum show in Chicago and doing fine.

WE HAVE HAD INQUIRIES recently on Tim Hammack, Mickey Sheres, Bobbie Bauer, Frenchy Seymour, Peggy Williams, Stanley West, Margie Bright, Teddy La Marr, Billie Gonzales, Leroy Powell, Patay Osborne, Roy Meyers, Millie Bongers, Bus Stewart, Bonnie Lucas, Joe Blake, Mary Blatt, Fred Hartley, Margie Knowles, Jimmy Perenzi, Minnie Falvo, Billie Steele, William Dukes, Dorothy Kress, Vance Bendo, Ken Carter, Victor Sussman, Archie Gayer, King-Kong Wright, Buddy Berkshire and Harold Lindy. Drop in a line, folks, and let us know where you are and what you're doing.

WOODROW WEBSTER and Louise Kraft, erstwhile endurance contestants, have been retired from the field for a year or more, the last report being that they were residing in Detroit, where Woodrow was reported working in an auto factory.

MAKE IT A HABIT to watch the Letter List in each issue of *The Billboard*. There may be mail advertised for you.

EVEN THO YOU are not in the game now, drop in a line once in while so your friends will know that you are still alive.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

DOUG FLEMING, of Doug and Dot Fleming, writes from Gary, Ind.: "Just a line to let you know that the missus and I closed our picture and vaudeville show (Fleming Bros. Show) recently near my home town, Fairmont, W. Va. We played theaters and auditoriums in West Virginia. Had a fair season; in fact, good, considering conditions in the coal-mining sections. We are back playing night clubs, filling in eight weeks in and around Cleveland, then we go back to Chicago. Doug recalls that it was 25 years ago when he joined his first minstrel show at Washington, Pa. It was John W. Vogel's Big City Minstrels. Doug says he recently had the pleasure of visiting with Byron Gosh and his tent-show gang in West Virginia a few weeks ago. Byron has a nice show and is still the king of the country-stole salesmen, says Doug.

BOB DAVIS, black-face comedian from Georgia, is now an agent in Akron, booking several night clubs.

CECIL HITZFELD, who formerly worked in minstrelsy with Grant Richards and Joe Cotton, is now in the advertising department of *The Miami Daily News*.

HOMER MEACHUM posts from Fort Worth, Tex., that he's working the Interstate houses in that State with his *Haunted House* turn. He has with him his old partner, Jean Conlin, who has been out of the business the last 10 years.

WALTER BROWN LEONARD'S minstrel poem, *The Old Gorton Show*, is being copied by several newspapers in the vicinity of Friendship, N. Y., which was the home of Joseph Gorton.

PROF. GEORGE F. DUNBAR, who was featured with his euphonium solos on the Vreeland and Arthur Denning minstrels during the late '80s, now leads and coaches the school band in Friendship, N. Y.



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Bryant Showboat Ends Cincy Season

CINCINNATI, Oct. 22.—Bryant Showboat whose players have been regaling local audiences with their hoked versions of old-time mellers since July 12 last, concluded its season tonight. It marked the close of the craft's eighth summer at the foot of Lawrence street here. Business on the season was surprisingly good, Manager Billy Bryant reports.

Bryant, who had planned touring colleges this winter with his showboat troupe, has tentatively shelved the idea, pending the recovery of his wife and daughter, Betty, seriously injured recently in an auto crash. They left the hospital this week and are at present convalescing at the Palace Hotel here. Mrs. Bryant is able to be up and about, but Betty will be confined to her bed for at least four more weeks.

On the Bryant boat roster when the season ended were Sam and Violet Bryant, Billy and Josephine Bryant, Betty Bryant, Milton Haskins, Gordon Ray, William Clark, Jane Schrader Walters, Louis Fitzroy, Leo Hartwell and Morris Siegfried.

Haskins has organized a small unit, labeled the Showboat Players, to play theater dates in this section. Clark has gone to his home in Portsmouth, O., for a few days' vacation before continuing on to Pittsburgh, where he expects to work this winter.

Heffner-Vinson Hi-Lites

CEDARTOWN, Ga., Oct. 22.—This town was okeh, altho Robbins Bros.' Circus, only 20 miles away at Rome, Ga., gave opposition. Most of our show caught the Robbins matinee, Earl Warman, formerly with this show, is now with Robbins Bros. George and Jo Ann Colbert, who closed recently with the Madge Kinsey show in Ohio, visited here, the home town of the Colberts.

Calhoun, Ga., gave us two days of big business. Most of Bob Brasfield's show visited there. Among those noted were Neva and Bonnie Brasfield, Bob and Ruth Kent, Slat and Alice Randall, Beale McNabe and O. C. Lam Jr.

Griffin, Ga., was a successful date, with a 30-minute broadcast by the Rhythm Boys over WKEU helping to draw in the natives. Town was a repeat date. When played last spring the weather conditions were bad. L. J. Heth Shows day and dated us at Griffin.

Hoxie and Betty Tucker are sporting a new trailer, which adds to the appearance of show's rolling stock.

Jack Vinson visited his daughter, Dorothy, at Jackson. Jack is now with Joseph Sellman's Avon Players, a Shakespearean troupe playing colleges and universities.

Nearness to Atlanta, Chattanooga and Rome found most of the troupe spending Sunday in one of the cities. The writer spent the day visiting Robbins Bros.' Circus at Atlanta. Woodrow Hoffman, who was on here the first of the season, rejoined here after closing with Robbins Bros. AL PITCAITHLEY.

Powell Family Moves Indoors

GREENSBURG, Ky., Oct. 22.—Powell Family Show, after a successful canvas season thru Indiana and Illinois, is playing theaters and halls thru Southern Kentucky and Tennessee. Troupe includes Berry Gaskill, Dorothy Powell, Virginia Gaskill, Earl Powell and Earlean Powell.

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Rep Ripples

THE LAVELDAS, acrobats, are appearing as an added attraction with Walters' Comedians, presenting Jesse James thru Oklahoma. . . . FRANCES COWDREY, rep and stock actor, has signed with a Boston concern to promote amateur shows thru New England. . . . WILBUR FAMILY SHOW reports business satisfactory in the Idaho country. . . . BILLY BRYANT, showboat impresario, last week enjoyed a pleasant luncheon session with his old friend Lou Holtz, headliner at the Lookout House, Covington, Ky., the last fortnight. . . . RICHARD HAYNES, formerly teamed in black with Skinny Kimbling on the Jimmie Hull show, is now an announcer on Station KRIC, Beaumont, Tex. Haynes is a nephew of the late Jack McGreevy, popular in vaude nearly a quarter of a century ago. . . . WHITCHURCH COMEDIANS, now in rehearsal in Winston, Mo., will tour a Northern Missouri circle this fall and winter. Charles B. Whitchurch is company manager. . . . HART PLAYERS, now circling in Nebraska, have the following in the cast: Eddie and Mona Hart, Conway Cruze, Edward Renger and Luis Nethaway. . . . RALPH R. MOODY, who recently wound up the season with his Hazel McOwen Players, is preparing to launch a circle troupe to play in and around Hastings, Neb. Unit will do one bill a week. . . . EDDIE AND TILLIE PLAYERS report business satisfactory on their Alabama circle. . . . LLOYD AND LOLA CONNELLY, with the Jack Kelly show in Michigan the past summer, are framing a tab unit in Detroit, where they played vaude and club dates the last three winters.

JACK SCHAAP, who presented his educational feature in and around Kansas City, Mo., last winter, is now showing schoolhouses in the Chicago district. He will return to Missouri and Kansas later. . . . BOB WILLIAMS and Harry Clarke have formed a partnership for a circle to open at Fort Scott, Kan., soon. . . . HARRISON AND LOUISE AULGER, of the Aulger Bros.' Stock Co., spent a few days in Kansas City, Mo., last week, en route to Arizona, where they will spend several months. . . . FRED TWYMAN, veteran manager of the Hazel Hurd Players, who retired last year from the rep field to operate his ranch near Kingman, Kan., is now campaigning for sheriff there. . . . DAVID AND HAZELMAE REECE sojourned briefly in Kansas City, Mo., recently en route to Denver, where they will visit with relatives and friends. . . . GENE STUTTSBERRY, former repertorian, is now director of the high school band at Pasadena, Tex. . . . NEIL AND CARO-

LINE SCHAFFNER, after a highly successful season with their Schaffner Players thru Iowa, are now with Station WMT, Cedar Rapids, Ia. . . . Jack and Grace Bell, Midwest rep folks, spent last week in Kansas City, Mo. . . . EDDIE AND LOIS LANE, after a long season with the Aulger Bros' Stock Co., are vacationing with the homefolk in Western Kansas. . . . RAYMOND COX, former Midwest stock and rep actor, is now heading his own magical show in Colorado.

LESTER (LEW) AYERS, after another long season with the M. and M. Players under canvas in the Dakotas, has accepted a position in commercial lines in Kansas City, Mo. . . . RAYMOND JACOBS, formerly with the Fred Jennings Players on the West Coast, is now in his 90th consecutive week of demonstrating in downtown drug stores in Kansas City, Mo. . . . CHICK BOYES has opened the fall and winter season with two circles in Nebraska. No. 1 unit is managed by Chick, and No. 2 unit is handled by Harold Gaudin. . . . HARRY GILLIAM motored into Kansas City, Mo., recently to purchase movie equipment to play a circle of 21 towns in North Texas. He will show in theaters, halls and schools. . . . JESS AND LEOTA SUND, after closing the season with Tilton-Guthrie Players, are resting at their home in Nebraska. . . . DON HOWELL, formerly with Aulger Bros. and J. Doug Morgan shows, had his saxophone and clarinet stolen in Kansas City, Mo., last week. . . . TILTON-GUTHRIE PLAYERS have opened a rotary stock in Illinois. Besides managers Tilton and Guthrie, cast includes Tillie Tilton, Laura Guthrie, Dot McClure, Gus Reid, Grady McClure, King Cole and, as an added attraction, Weenie, bubble dancer. A six-piece orchestra is featured. . . . ETHAN ALLEN left Kansas City, Mo., recently to advance the Kennedy Sisters stock in Texas. . . . EDITH AND JIMMY ERIXON have signed with the Paramount Players in Kansas.

Billroy's Briefs

POPULAR BLUFF, Mo., Oct. 22.—Mr. and Mrs. Charles Underwood dropped in on us in Helena, Mo., for a brief visit after having been discharged from the Missouri Methodist Hospital, St. Joseph, Mo., where they had been confined for a some time due to injuries sustained in a recent accident. They were en route to Mrs. Underwood's home in South Carolina. Incidentally, Charles is driving a new Studebaker.

We gave our last Sunday performance of the season (we believe) at Morehouse, Mo., last week. Several members of the Frank Smith Show were in the audience that night, among them Mr. and Mrs.

Frank Smith, Mr. Falge, Mr. and Mrs. Moore and Hazel Williams.

In Cape Girardeau, Mo., recently, Dave Davidson, former Billroyan, and his business partner, Willie Green, were on hand to welcome us. Dave and Willie are located in that spot with their own five-piece swing combination and otherwise daily with a local commercial tie-up.

Harry Swank, recently of Barnett's Circus, is on from Pittsburgh for a short stay as guest of Mr. and Mrs. Eddie Mellon. Harry failed to bring his camera this trip, but we'll expect his composite photo card as usual this Christmas.

Thanks to Billy O'Brien, of the Van Arnam Show, we know at long last our closing date. If we can now convince "Mr. Billroy," we'll be okeh.

JOHN D. FINCH.

Van Arnam Notes

NAHUNTA, Ga., Oct. 22.—Business has improved in Southern Georgia, where farmers have sold their tobacco at a higher price. Show will remain in this section another week before heading in to Florida for five weeks, which will mark the end of the tent season.

It has been a long, hard season for tent shows. We opened in Florida in March and will close in December. Despite unfavorable conditions thruout the country, members of this organization believe the weather was the difference between a winning and losing year. Mr. and Mrs. Rudy Hoff (Libby Mack) joined last week. This is their first season out in several years.

Charles (Dome) Williams, our featured comedian, was popular in this territory. Dome, a Nashville boy, seems to understand just what they want in the comedy line. He had a hard time getting grits up in New England, but they are plentiful down here.

Many will remember Robert F. Demarest, of the Original Williams Stock Co., and later manager of his own show. We will soon play Starke, Fla., his home town. Bob has given us his lot free, arranged for the council to cut the road and is giving us 100 per cent co-operation. If all troupeurs would try to help one another instead of the other way, all might do better.

This year only on three occasions have tent shows covered our paper. But the funny thing, the offenders were rained out on each occasion, so, perhaps, it's better to live and let live.

BILLY O'BRIEN.

Douglas Has Three-Nighter

KANSAS CITY, Mo., Oct. 22.—Vern Douglas, after spending several days here selecting a cast and plays for a three-night stand show, has left for Colorado, where his troupe is scheduled to open in theaters next week. Route is planned to take them to the Pacific Coast. Besides Manager Douglas, cast includes Marcia Douglas, Charles Arthur, Bobby Caprice, Billy Farrel, Evelyn Farrel, J. B. Plesner and Clarence Klein. Abe Lowder is blazing the trail.

The Road of Tomorrow

By E. F. HANNAN

ALMOST everyone who happens to mention the subject is sure the road is dead. There is some truth in the assertion, but don't make plans to attend its final burial or you may be fooled in the manner of the Irishman who rose in his coffin and said: "How did I get in here?" Yes, in the sense of the road of the larger cities, it is literally dead, but with over 600 small shows—legit, variety, family affairs and the ever-active magic show—flitting around in the so-called sticks, the road of the wide-open spaces is not quite ready to be interred.

There is a good chance that the road of the sticks will hang on until it wears out the octopus that has killed the road of the larger places. In every State in the Union small troupes are hustling from one little town to another playing on their own in this town and under auspices in the next place, but always moving. These small but game outfits will not die. They know little about press-agentry and care less about Broadway, their object being to keep eating, sleeping, and more important to keep on offering entertainment. And don't underrate them in the last matter.

Most of them are pretty good as entertainers. They have to be. It takes no great stacks of a performer to make good with a \$50 script in one hand and a thousand-dollar band at his back to be chased as a wow. And the most ordinary actor possessed of a well-cut

profile and a pleasant smile can carry on nicely with a million dollars' worth of film helping him carry the ball. But all the little fellow of the sticks has to offer is talent, and what is talent but ability?

These fellows won't be killed off because they love show business, and just that sort of show business that they are in; show business of small towns. The trouble with most of us is that we think nothing good can come out of the small town, and the residents of New York, Chicago and Boston have a way of trying to believe that the United States ends at their city borders and does not exist outside the centers of large populations. This is especially true as far as show business is concerned. But the State of Maine is still on the map, and so is Arizona; and the natives must be entertained, even to the smallest hamlet. That's what these little shows of the sticks are doing—bringing flesh entertainment to these out-of-the-way places.

They have a way of their own of getting around, and if sheer grit and perseverance will bring back the road to larger places these small outfits have all that it takes to do the trick. The road of the sticks is not dead; it's not even seriously ill. It's had a setback, but what's a mere thing like that to a tribe that has show business under its skin? The road of today of the sticks bids fair to hang on until it blows strong enough to be the road of the city. Show business, take notice!

REVIEW OF UNITS

(Continued from page 23)

his patter. He could use a mike to advantage. Show totes 16 people, including a fair four-piece ork, which at this viewing worked crowded on one side of the stage, distracting no little from the regular performance. Claude H. (Kid) Long handles the show's advance.

Rock makes his entrance after a brief song introduction by two of his femme assistants and opens with the production of several fishbowl, a bowl of oranges and sundry items. Program thereafter ran as follows: Production of rabbits, ducks and guinea pigs, winding up with hypnotizing the duck; production of two girls from an apparently empty cabinet; pigeon vaniah and recapturing of birds in net; an unusually good Doll House illusion; Hindu Basket, with the girl-to-boy transfer; *Girl Without a Middle*; girl's disappearance and reappearance in trunk; an unusually effective guillotine illusion with an original and novelty finish; the six-card trick; Thurston's card fling to audience; *Saving a Lady in Two*, practically a duplicate of the trick as performed by Thurston, with the usual byplay and committee on stage; an effective egg-bag routine, with a sucker effect for the kids; transferring of girl from trunk to box suspended from the flyleaf.

Show moves speedily, packs a fair share of laughs and is thoroughly pleasing. Rock cannot be accused of using the old master's name in vain. Bill Sachs.

The Final Curtain

AMES—Muriel, 20, night club and burlesque performer known in private life as Muriel Smith, at her home in New York October 14. Survived by her mother and brother.

ANDERSON—Mrs. Annie E., 77, in past years one of the world's greatest woman circus bicyclists, in Los Angeles October 14. During her career she was known as Annie Sylvester and was credited with being the first woman to ride a unicycle.

BAKER—Bonnie, 4, daughter of Mr. and Mrs. George L. Baker, who were with the John T. Wortham Shows in 1933-36, in Larimer County Hospital, Fort Collins, Colo., October 7 of lockjaw caused from losing a finger.

BARNARD—Eimer J. (Barney), Indianapolis branch manager of Paramount Pictures, in that city October 9. He joined Paramount in 1924 and had formerly been employed in Chicago and Cincinnati offices in various capacities.

BORISKY—Samuel H., 47, formerly of Atlanta and well known in motion picture circles there, in Johns Hopkins Hospital, Baltimore, October 14 of a kidney ailment. After the World War he established himself in Chattanooga as operator of a chain of neighborhood theaters and was vice-president of Independent Theaters there.

BRUESER—Albert G., 66, Detroit costumer and member of the firm of F. Brueser & Co., October 6 in Detroit. Survived by his widow, Louis; two children, Mrs. Russell King and Albert G. Jr., and a sister, Sabina Brueser. Burial in Lutheran Cemetery, Detroit.

BULL—H. Whorlow, 66, founder and director of the Scottish Choir, Windsor, Ont., and of several choir organizations in Detroit, in the latter city October 11 of a heart attack. He was for the past quarter century supervisor of music in the Windsor public schools. Survived by his widow and four children. Burial in Windsor Grove Cemetery, Windsor.

COLEMAN—Thomas L., 34, member of Paul Zimmerman's Orchestra, suddenly in Kansas City, Mo., October 15. He suffered injuries in an auto accident a year ago which affected his hearing and the last three weeks had experienced considerable pain. Survived by his widow and three children, all of Kansas City.

FEARS—Mrs. May, 64, mother of Peggy Fears, New York actress and theatrical producer, found dead in a gas-filled bedroom at her home in Dallas October 19. She had been in ill health for several months. Survived by her husband, E. P. Fears, Dallas, and her daughter, Peggy.

PONDA—Charles (Doc), 71, manager, lecturer and ventriloquist, in General Hospital, Syracuse, N. Y., October 11. Ponda left home when 15 and joined the Nathan Circus. Later he had a Punch and Judy act with the Frank A. Robbins Show. During his career he had been connected with the Walter L. Main, Johnny J. Jones, King Bros., Brown & Douglas and many other shows. He was one of the forerunners in the popularizing of the ventriloquist act. Survived by his widow. Services October 15, with burial in St. Mary's Cemetery, Syracuse.

POWLER—Jack A., 43, of a heart attack October 1 in his trailer on the fairgrounds at Marshall, Tex., while playing

there with the Bill Hames Shows. Survived by his widow, mother, three sisters, two brothers and also two sons by a former wife. Burial in Valley Cemetery, Marietta, O.

HALE—Mrs. Gardner, 28, better known as Dorothy Hale, former chorus girl and actress, was killed when she fell from her hotel window in New York October 21. Survived by a sister and a half-brother.

HAMILTON—Mrs. Laura Cows, 52, wife of Joe Hamilton, veteran minstrel man and mother of Kay Hamilton, actress, at her home in Camden, Pa., October 5 after a long illness. Survived by her husband, three daughters and two sons.

HARTMAN—George P. Jr., 52, projectionist, at the Cameo Theater, Youngstown, O., in that city recently of a heart attack. His widow, a daughter and brother survive. Services and burial in Youngstown.

HEED—Ambo, head of the MovieScope Development Co., in Detroit October 15 after three years' illness. He was also proprietor of one of Detroit's best known cafes, Heed's Chop House. Survived by his widow. Burial in Columbus, O.

HOUDINI

OCTOBER 31, 1926.

Eyes of Memory Never Sleep.

MRS. HARRY HOUDINI.

JANNEY—Reynolds, 80, father of Russell Janney, New York theatrical producer and grandfather of Billy Janney, film actor, October 8 at his home in Chillicothe, O.

JONES—James B., 59, head of Michigan State Fair in 1933-34, October 12 in Harper Hospital, Detroit, after several months' illness. He was president and general manager of a large department store. He was a member of the State fair board of managers several years, and in 1933, when the State abandoned the fair, he headed a group which staged the Michigan Farm and Industrial Fair. He was also in charge of fair organization the following year. Survived by his widow and three children. Burial in Detroit.

KEMPPIE—Hal, trumpet player and orchestra leader, October 19 while playing with his band at the Oriental Club, Kansas City, Mo. Death was believed due to a heart attack. Kempie and his band had been featured at the club several years and he was widely known in Kansas City music circles. Survived by his widow and father.

KUMMER—Gustave Sr., 79, for 15 years a member of the Manitowoc Marine Band, October 10 at his home in Manitowoc, Wis. Survived by two sons, a daughter, a brother and three sisters.

LEVY—Joe, former vaude trouper who later became a film company manager

MAY IRWIN

May Irwin (Mrs. M. I. Eisfeldt), 76, widely known vaudeville and legitimate stage star from the 1870s until she played her valedictory in 1922 in *The 48ers*, died October 22 in a New York hotel after a week's illness. Born in Whitby, Ont., Miss Irwin made her stage debut in vaudeville February 8, 1875, at the Theater Comique, Rochester, N. Y. Tony Pastor saw her some time later in a skit with her sister at a Detroit variety theater and engaged them to appear in burlesques at the Metropolitan, New York, and subsequently at his 14th Street house. In 1882 she left Pastor to become a member of Augustin Daly's company, in which she played a variety of roles, creating many, in New York, London, Glasgow, Edinburgh, Hamburg, Berlin, Paris, Liverpool and Dublin. In 1886 she returned to vaudeville and two years later joined the Howard Athenaeum Co. in Boston.

There followed appearances in *Home Rule* (which she produced), *Fashions*, *The Junior Partner*, *Poets and Puppets* and *His Wedding Day*, last named in the Garden, New York. After playing in *The City Directory* and *A Country Sport* Miss Irwin was starred as Beatrice Byke in *The Widow Jones* at the Bijou Theater, 1895-96. Among other shows in which she had principal roles were *Courted Into Court*, *The Snell Miss Fitzwill*, *Kat Kip*, *Buser*, *Sister Mary*, *Madge Smith*, *Attorney*, *Mrs. Black Is Back*, *Mrs. Wilson*, *Mrs. Peckham's Carouse*, *Getting a Polish*, *Widow by Proxy*, *Washington Square*, *The Pie Bats of Penn Yan* and *Dollars and Sense*.

Miss Irwin's home in Clayton, N. Y., was a haven for celebrities of the theater, who would drop in to chat and stay a week or two. At one time she owned several block-long stretches along Lexington avenue, New York, and frequently loaned money to producers to keep their shows from closing. Her private charities were said to have been large. Her husband, Kurt Eisfeldt, and a son, Harry Irwin, survive.

and owner of the Special Attractions Co., Kansas City, Mo., October 14 at the University of Kansas Hospital, Kansas City, Kan., after an illness of three weeks. Levy was born in New York and at 16 entered show business as a part of a vaude act which toured theaters in the Middle West. Before the World War he became associated with the old Fox Firm Co., later serving as manager of Warner Brothers, Kansas City; United Artists, St. Louis; Columbia, Des Moines, and other firms at Cincinnati and Indianapolis. Survived by his widow, son, daughter, two brothers and two sisters. Services October 17 and burial in the Mount Washington Cemetery, Kansas City, Mo.

LOOS—Mrs. Minnie Ellen, 79, mother of Anita Loos, playwright, in Los Angeles October 9. Surviving besides her daughter, Anita, are her husband, Ralph Beers Loos; a son, a brother, a sister and a granddaughter, Marie Anita Loos, of Hollywood.

LUND—Ralph, 47, on the advertising staff of RKO Radio Pictures, New York, of a spinal infection in the U. S. Veterans' Hospital, Bronx, New York, October 17. Survived by his widow, parents and two brothers.

MANVILLE—Mrs. Beatie, 79, mother of Charles Edward, for many years of Manville Bros. Comedians, at her home in Appleton, Wis., after a long illness October 3. Burial in St. Joseph's Cemetery, that city.

conducted for the Chicago Opera Co. Born in Asti, Italy, he had conducted in Leipzig, Berlin and Athens before coming to this country. Survived by his widow, known professionally as Olga Saga, singer, and a son, Sidney.

SCHOENBERGER—William, 10, Kansas City (Mo.) organist, of tuberculosis October 10 at Leeds Sanitarium, that city. Survived by parents, a brother and eight sisters.

SEGAR—E. C., 44, cartoonist, at his home in Santa Monica, Calif., October 14 after an illness of six months. Segar was the creator of *Thimble Theater* and *Popeye the Sailor*, comic strips.

SMITH—William A., formerly connected with Johnny J. Jones Exposition, in Columbia, N. C., October 17 of diabetes. Survived by his mother.

STONE—John, 80, English clown, famed for 30 years in both England and France, suddenly in a public park of suburban Le Vallois, Paris, October 15.

TIDWELL—Mrs. A. J., 70, mother of Tommie J. Tidwell, owner of the T. J. Tidwell Shows, October 6 in Sweetwater, Tex., after a paralytic stroke. Survived by two sons and six daughters. Burial in Sweetwater Cemetery October 8.

WILLIAMSON—Oscar H. Jr., superintendent of Municipal Auditorium, Atlanta, when he fell from a riding device at the Southeastern Fair there recently.

WRIGHT—William Henry, 72, theatrical manager and press agent, of a heart ailment in City Hospital, New York, October 12. He was at one time president of the Hot Air Club for theatrical managers and press agents. Survived by a son.

ZABST—W. E., 76, former bandmaster, in a Madison, Wis., hospital October 15 after an illness of several weeks. Survived by his widow.

D. G. (MAC) McDANIEL

In Memory of My Beloved Husband
Died in Spartanburg, S. C., October 29,
1938.
Bertha (Gyp) McDaniel

MERRILL—Guy, member of the old-time vaudeville act the Avon Comedy Four, of a heart attack in Dallas October 20. Merrill was at one time associated with Chic Sale as agent during the early part of Sale's career. At the time of his death he was advance agent for the Great Virgin, magician. Services in Dallas October 21.

MOSSEY—Billy (McHatten), 65, burlesque performer for many years, of pneumonia in Milwaukee September 23. Burial in that city September 26.

MYERS—Zibe B., 78, builder and operator of the Lusella Theater, Chillicothe, Mo., for 20 years, recently in that city after a two weeks' illness. He also owned and operated theaters in Moberly, Brookfield and Chanute, Kan. Survived by his widow and two children. Burial October 14 in Chillicothe.

NUGENT—Hazel, wife of Fred Nugent, formerly manager of Metro Pictures branch, Detroit, and now sales manager for Monarch Pictures there, October 7 after several months' illness. Survived by her husband and a son, Fred Jr. Burial in Toledo.

RICE—Stanley P., 73, for 40 years active in live-stock judging thruout Ohio, at his home in Elyria, O., October 17 from injuries sustained while fighting a brush fire at his farm. His widow, a son and daughter survive. Services and burial in Elyria.

SACERDOTE—Eduardo, 55, vocal instructor, composer and conductor, in Hollywood October 18 of pneumonia. He taught in Chicago for 20 years and had

Marriages

ARMSTRONG-SMITH—Louis Armstrong, orchestra leader, and Alpha Smith, former Cotton Club dancer, September 11 in Houston, Tex., Civil Court.

BRANDENBURG-BEECHER—Raleigh W. Brandenburg, manager of Carl J. Lauther's illusion show on the Johnny J. Jones Exposition, and Mary Beecher, of Indianapolis, in Raleigh, N. C., October 12.

CHRISTIANSON-SIRBAUGH—Clifford Helmer Christianson, lecturer with the Marine Hippodrome, and Edna Sirbaugh, nurse with the same show, in a public ceremony on the show October 13 during organization's engagement in Fort Worth, Tex.

GOODWIN-CLANCY—Henry Daniel Goodwin, WBZ and WBZA, Boston-Springfield, Mass., news editor and Esso Marketer reporter, and Priscilla Rose Clancy, Arlington, Mass., in the latter city October 12.

HERBERT-SCULLY—Larry Herbert, of Eric B. Hyde Shows, and Dolly Scully, of Havana Reuse on same organization, in a public wedding on the midway in Thomasville, N. C., October 13.

JOHNSON-McCAULEY—Harold Johnson, concessioner with Roger's Greater Shows, and Maxine McCauley in Charlotte, Tenn., October 9.

LORTIE-LANE—John E. Lortie, non-pro, Schenectady, N. Y., and Dorothy E. (See MARRIAGES on page 70)

FRED A. CHAPMAN

Fred A. Chapman, 60, widely known fair manager, died from a shotgun wound at his home in Ionia, Mich., October 18. His pajama-clad body was found at 4:45 that morning in his garage, an automatic shotgun at his side. A charge had entered his forehead and physicians said death had been instantaneous. Coroner Harry Myers said Mr. Chapman had shot himself. Ill health and overwork were said to have threatened him with a nervous breakdown for some time.

Mr. Chapman was born in Leeds, England, October 16, 1878. He went to Ionia 35 years ago, becoming associated with the late Fred W. Green, former governor of Michigan, and later became president of the Ypsilanti Reed Furniture Co., remaining a director until his death. He was a director of Ionia County National Bank, alderman for many years, mayor four years, member of Ionia County Road Commission from its creation, warden of Ionia State Reformatory two years, past exalted ruler of the B. P. O. Elks' lodge and active in Knights of Columbus and other organizations.

For 23 years he had been secretary-manager of Ionia Free Fair and credited with much of the work that has made it internationally known. He was also manager of Western Michigan Agricultural Fair, Grand Rapids; president of International Association of Fairs and Expositions, 1933-34; manager of Michigan State Fair, Detroit, 1927-32, and 10 years a member of the board, and was re-elected president of Michigan Association of Fairs for the 14th consecutive year last January.

Survived by his widow and three children, Mrs. Edward B. Finley Jr., Grand Rapids, and Fred A. Jr., 9, and Aurelia Catherine, 5, at home. Funeral October 21, attended by numerous fair officials and showmen, was held from 8S, Peter and Paul Church, with a requiem low mass and Rev. Fr. Ralph J. Kelly officiating. Interment was beside a former wife, a sister of the widow, in Mt. Olivet Cemetery, Ionia.

Hartmann's Broadcast

IF THE people of Beaufort, N. C., didn't know the Art Lewis Shows were in their midst the week of October 10 it was not the fault of *The Beaufort News*. In its issue of October 13, for instance, there were several publicity items and an editorial about the late Jack V. Lyles (who was general agent for the Lewis show last year) and the tribute to his memory which the members of the show were planning to hold the following week at Tarboro, N. C., Jack's home town, and where his body is buried. In the same issue also appeared a by-lined story of the show by Aycock Brown in which was included a paragraph about how money is raised on the show to pay hospital bills when a fellow showman is injured or burial expenses if a showman dies. This was especially interesting to us and we feel that other showmen should know about it.

"Once each week the showmen play bingo," the paragraph reads. "Probably you saw the showmen playing yesterday afternoon if you were on the midway about 5:30 o'clock. They do not play for prizes but for money. If 40 persons are playing the winners would receive \$2 of the \$4 paid in. On Wednesday a total of \$58 was taken in. Half of that amount was placed in the treasury of the Art Lewis Benevolent Charity Fund. Capital of this fund at present is about \$500. It is used to pay hospital bills when a fellow showman is injured or burial expenses if one of the showmen dies. Most every week they also stage a benefit or jamboree in the largest tent on the midway. Receipts are added to the charity fund. Such a benefit show was scheduled for last night."

It would seem that this charity fund-raising plan is a good thing for other carnivals to adopt.

HARRY A. ILLIONS, widely known riding-device owner and operator, was afforded a real thrill a few days ago when he was personally conducted by W. P. Mangels on a tour of the American Museum of Public Recreation in Brooklyn that lasted more than two hours, with much still to be seen.

"Every showman and everyone else in the amusement field should see this museum," writes Harry. "It is inspirational."

"For instance, I knew Capt. Louis Sorcho, who passed away some time ago, as a showman and deep-sea diver and one of the most prominent men in Coney Island for years. But what I did not know was that when the U. S. battleship *Maine* was sunk at Havana Harbor with many men on board Captain Sigbee could not find any divers until he went to New Orleans. There a young man was pointed out to him as being daring, on occasions doing diving work. Captain Sigbee made arrangements with him and the young man died in Havana Harbor, bringing up 22 bodies from the *Maine*. The young man's name was Louis Sorcho. The museum has the original diving suit used by Sorcho, as well as the Congressional medal and the watch which Captain Sigbee gave him for that deed."

"There are many such stories. Mr. Mangels, the founder and director, has many patents in his own right. One of these is a late idea, a machine gun for, of all things, a shooting gallery. I also noticed a wall covered with the letter-boards of every carnival owner I ever heard of or knew, and many I never knew about. I should like to see Gilbert Moon contact Mr. Mangels on the machine-gun idea, as Gilbert is one of the most prominent shooting-gallery operators in the world today."

ANOTHER good example of the necessity of a midway as an adjunct of a fair was the Southern Maryland Fair at Upper Marlboro. After about 12 years' absence the carnival features were restored this year. In an illustrated article in *The Washington (D. C.) Times* of October 13 George M. Green gave the midway a send-off in these words: "Fair officials readily admitted that, since Southern Maryland exhibited 'prime' live stock, poultry, vegetables, fruits and various kinds of home work, many potential attendants were looking more for amusement than for such exhibits. With this thought in mind,

it was decided to sponsor a midway with all the glorious carnival attractions. And attractions are the answer to the decision."

WILLIAM (BILL) BARIÉ is apparently having a lot of fun out of the "ezeemunny" certificates (illegal tender for private debt) being distributed in California in connection with the "30 Thursday" propaganda. "Just tell all the boys and girls who are hovering around the 50 mark not to worry any more," he advises from Los Angeles, "but to pack up and come right out—nothing to it—and they won't even have to bring the old fishing pole."

STRANGE but true, all of the big hit riding devices invented by Hyla P. Maynes came out during periods of general business depression. Hyla now has about all of the "bugs" eliminated from his new water ride.



NEW YORK, Oct. 22.—For fun and frolic and genuine tomfoolery there is nothing quite like a luncheon of the Dex Fellows Tent, Circus Saints and Sinners Club. This month's installment, held Wednesday in the spacious East Ballroom of the Hotel Commodore, was one of the saniest of them all—and thoroughly enjoyable. Led by former Governor Harold O. Hoffman of New Jersey, a satirist in his own right when the occasion calls, proceedings were in a constant state of hilarity for nearly two hours as Jim Crowley, Fordham's football coach, was made the chief object of ridicule—by far the center of interest.

Few speakers, too, can match the profuse phrase throwing and uncanny timing of Tex O'Rourke, who's been introducing fall guys high on to two years now. In a word, CSSCA's luncheons are fun—even though there's a minimum of circus horse building heard about.

As our Windy City contemporary told you last week, the circus dopsters are at it full blast this fall with all sorts of reports shooting about like the little white ball in a Jai Alai game. Rumors concerning Ringling-Barnum are enough to keep the New York contingent of jack-pot cutter-ups busy. Right now it's two 60-car shows for the big corporation next year—one titled Ringling Bros. and the other Barnum & Bailey. First to open in Chicago, the second here. Barnes-Sells-Floto equipment would be combined with present Sarasota stock, and Ringling's Hagenbeck-Wallace paraphernalia would carry the Barnes title up and down the Pacific Coast. Because of its distasteful trek this year the Hagenbeck-Wallace title would remain dormant.

Supposedly Jess Adkins and Sam Gumperts have been talking all season about a new show—their own—there's constant rumors here and there of little shows to make their debut in the spring. As it's been said before, the dopsters should have a lively winter.

William P. Dunn Jr., secretary of the Ringling-Barnum circus interests, has joined the Saints and Sinners. Earl Lindsey, Cole and Robbins exec, in town for the second time in as many weeks. Howard Y. Bary reported at the Lincoln for a day, but apparently off again 'ere anybody contacted him. Frank Miller, the concessioner,

The Cincinnati offices of *The Billboard* have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to *The Billboard* Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

back in the Hospital for Joint Diseases for the second time this year. Markwell Bar and Grill, with Buddy Hutchinson servin' 'em up, has been enlarged and completely redecorated—sans foliage. Vernon Reaver, last season with H-W, in for a chat and to say he'll have a theatrical road show this winter. . . . What's become of Ed Kelly, the photog? . . . Back to a position he held for years, Jack McCloskey is special investigator for a transatlantic steamship line. For the winter, anyway. . . . Capt. Billy Reid, who has been training cats at the Prank Buck Jungle on Long Island, out of the hospital and looking for more work of the same type. A tiger got him recently. . . . And T. A. Loveland, general manager of the Buck enterprises, out of circulation temporarily with a neck infection.

Maurice Mermey, director of exhibits and concessions at the World's Fair, laid up with bronchial pneumonia. . . . George Traver installed four rides at the fair Sunday for the Stage Relief Fund benefit, collected his guarantee and hopped off for the South and Florida. He'll be back for the NSA banquet November 17. . . . W. D. Bartlett, the Miami coin machine and night club impresario, in for a chat prior to returning to the southland. They're expecting big things down there this winter—possibly a return of gambling. . . . Here for the sights and such this week were Will Davis, wife and daughter. He's secretary of the Rutland, Vt., Fair, and dean of Eastern fairdom. . . . They say Charlie Nash and Milt Danziger are experiencing difficulty with insurance companies. Their Eastern States Exposition apparently was covered for rain, snow, wind and storm—but not hurricane. What's a hurricane if it isn't a storm—or a wind?

Mrs. Harry E. Tudor, wife of the late amusement park veteran and showman, arrived from her native England this week to take up life in her adopted country.

Harry C. Baker will be off for San Francisco before long to supervise attractions he has at the fair there. . . . John T. Benson in for a hurried visit before returning to his wild animal establishment in Nashua, N. H. . . . Max Schaefer did his best to obtain the expugilist, Benny Leonard, as a winter headline for his 42d street musee. Which, incidentally, seems to go on and on to the best of biz. . . . And over at the Garden the rodeo boys and girls are still ridin' them high, wide and handsome to business that has surprised everyone. This town can really "go west" in a big way.

Notes From the Crossroads

By NAT GREEN

THE carnival men of the country have a few complaints on the season that is just closing. The fairs came thru in great style, making up for a poor spring season and evening up the score on the season as a whole. We have a feeling that next season will see many improvements in midway shows. Carnival men are learning that they must have something worth while to offer to gain and hold the confidence and patronage of the public. Leading shows have recognized this fact for many years and have consistently striven to improve their attractions. But there have been too many who thought they could get by with "any old thing." They, too, are seeing the light, and the results are bound to be beneficial to the business. Good healthy competition is a powerful stimulant to improvement.

Outdoor showmen are speculating on what effect the amalgamation of three major shows will have on the business in general. We believe the effect is

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

Biographies

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already apparent in the announcements of some of the independent shows. It is going to put everybody on his toes. There is plenty of open territory for everybody if he has something to offer that the public wants.

The Stadium rodeo boys must have their fun. In the steer-riding competition two of the orneriest steers were tagged "J. C. McCaffery" and "Harry Bert," and in the bronk riding a vicious sidewinder had the moniker "Nat Green." Sort of a dubious honor, but it was all in fun. Several of the boys, by the way, have wondered if Fred Kressmann can really ride a horse. We're surprised that they should doubt his ability. Fred straddles his mount like a son of the range and makes an Apollo-like figure aboard a bronk.

Ted Vella, international pitchman, back in Chicago from the Legion convention, wonders why someone has not thought of bringing over a Sudanese troupe for the New York World's Fair. The Fuzzie Whuzzies, with their ballooning hairdress, would make an outstanding attraction, Vella believes.

As an aftermath of the frontier town and dude ranch scheme of Al D. Young, which collapsed almost before it was started, Young has been indicted on several counts by the Du Page (Ill.) County grand jury. . . . Beverly White, back home in Chi, reports a pleasant season as press representative with the Goodman Wonder Show. . . . The untimely passing of Fred A. Chapman of Ionia, Mich., brought sorrow to his legion of friends in the fair and outdoor show fields. . . . Several friends from Chicago attended Chapman's funeral in Ionia on Friday. . . . Doc St. Clair, circus car manager, saying hello to the boys in the Windy City.

Ralph E. Ammon, Wisconsin State Fair manager, back from the New York Dairy Show, where Charlotte Muller, 17-year-old Wisconsin dairy maid, reigned as Queen of Dairyland. . . . Leo and Ethel Hamilton are back in Chicago after a long fair season in the East for the Hamid office. . . . J. C. McCaffery off on another of his commuting trips to the Deep South. . . . If he gets much bustle he'll have to buy himself a plane. . . . For the first time in years we ran across Tom Gorman, former operator of Gorman Bros.' Circus, at the Stadium rodeo the other night. . . . Tom is now with the Chicago RKO office. . . . Bobby McLean, veteran speed skater, and Eddie Kelly, another 'vet of the ice, now have a vaude unit and last week at the State-Lake they packed 'em in.

Robbins Bros. Closes Two Days Ahead of Schedule; Turnaway Had In Atlanta; Other Houses Good

CINCINNATI, Oct. 24.—Robbins Bros. Circus concluded its season at Decatur, Ala., October 22, two days ahead of schedule. The show was to have been at Columbia, Tenn., today and Hopkinsville, Ky., tomorrow. Business was exceedingly good at Decatur, there being a three-fourths house in the afternoon and packed house at night.

Raymond B. Dean, who was on the press staff, left for Cleveland, where he is working this week at the Hamid-Morton date.

Rex de Rosselli, also in the publicity department, became ill in Birmingham, Ala., and will remain there for a few days.

ATLANTA, Oct. 22.—Robbins Bros. Circus left this city well satisfied with two-day stand, October 17-18, while Atlantans sang loud the praises of a fine, well-presented program. The first matinee was a full house. At the night performance the routine had to be changed because of the crowds. The ticket wagons were closed at 7:45, many people being turned away. Second matinee also brought a good house and capacity at night.

The Al G. Barnes-Sells-Floto-Ringling Bros.-Barnum-Balley wait signs seemed to be ignored by the parade-hungry crackers. For weeks the poster men of this combination have been plastering the town with "Wait" signs near or over the Robbins posters. War reached a new high when advance men for Robbins found their signs handled in this manner so they used every possible means of clean advertising to combat the situation.

Much time was bought from Station WATL, interviews lined up for the celeb-

R-B Not Certain To Be at Boston Garden in Spring

BOSTON, Oct. 22.—Something which is bothering the management of the Boston Garden is whether or not the Ringling-Barnum circus will come here next spring as usual.

Since the Garden was opened in 1929 the Ringling show has had from a week to 10 days there each year, opening usually the first of May or thereabouts. Now there seems no certainty that the Big Show will wish this date; at least that is the impression gathered in talking with the Garden officials, who fear lest they be left in the lurch.

To guard against this negotiations are being carried on with George Hamid, Bob Morton and others, who may, in the event the Ringling show does not come in here, place a circus of their own in the Garden at that time. In the event the Ringling show does fill its usual dates here then the Hamid-Morton combination is expected to put on a big circus in the Garden next fall, perhaps under the auspices of the Aleppo Temple of the Mystic Shrine.

Walter Brown, who succeeded to the management of the Garden upon the death of his father, George Brown, is one of the best known of the younger generation of showmen. He is this week in Chicago and while there is expected to book several big attractions. Under his management the past year the building, with its seating capacity of some 18,000, has shown remarkable increase in revenue and patronage.

New Series of

Legal Opinions

In this issue, in the Wholesale Merchandise-Pipes Department, is the eighth of a new series of legal opinions of special interest to pitchmen and streetmen. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

rities. Everyone co-operated, even stations not selling time plugging Robbins on snappers broadcasts. Atlantans, who had not seen a parade in 12 years, jammed the streets. Johnny Clarke, of WATL, had interviews with Clyde Beatty, Hoot Gibson and Esma Wilson, Atlanta serialist with the circus, and Harry Pomar gave a word picture of the parade as it passed along Peachtree street.

13,000 Miles for Show

BIRMINGHAM, Oct. 22.—As the season of the Robbins Bros. Circus approached its closing, railroad time tables were (See **ROBBINS BROS.** on page 51)

Russell Bros. Finishes Tour

Has more bad breaks than previous 10 years combined—covers 8,000 miles

ROLLA, Mo., Oct. 22.—Russell Bros. Circus brought its season to a close last Sunday (16) with a matinee performance at Fredericktown, Mo. The home run of 120 miles to winter quarters at Rolla was made that night.

In common with circuses in general, the show experienced business considerably below normal expectations and had more bad breaks than in its previous 10 years combined. Manager and Mrs. C. W. Webb did not hesitate to characterize it as the roughest season in their experience.

However, due to a fine spirit of loyalty (See **RUSSELL BROS.** on page 64)

Santa Parades for Thatcher-Stanbery

FT. DODGE, Ia., Oct. 22.—The Thatcher-Stanbery Productions of this city are preparing for a four weeks' run of Santa Claus pre-Christmas parades which they will operate in 12 Central States, visiting more than 60 cities. More than 50 people are employed by the organization. Parades will consist of floats, Eskimo dogs, camels, reindeer, etc. More than 100 local people will be used in each parade. One route will open at Waterloo, Ia., November 23 and another at Dubuque, Ia., November 25.

The organization will employ 20 people from various circuses and use considerable equipment from Russell Bros. Circus.

H. S. Stanbery was connected with county and district fairs in Iowa for 25 years, having built plants at Ft. Dodge, Cedar Rapids and Mason City.

AFA Files Suit To Enjoin R-B From Violating Contract Terms

NEW YORK, Oct. 22.—The American Federation of Actors this week filed suit in Federal Court to enjoin the Ringling Bros. and Barnum & Bailey Combined Shows, Inc., from violating terms of its contract entered into May 31, 1937. Papers were served Wednesday on William P. Dunn Jr., vice-president of the Manufacturers Trust Co. and secretary-treasurer of the circus corporation.

Ralph Whitehead, executive secretary of the union, charged that John Ringling North, president of the circus, has broken the contract repeatedly since June of this year when he administered a 25 per cent wage reduction to employees without consent of the union. Contract, one of four under which the show had been operating, was signed by Sam W. Gumpertz, representing the former management of the circus that relinquished control to North and present set-up last December. The suit charges



WHEN DOWNIE BROS. CIRCUS resumed its tour, Arthur W. (Art) Miller went out as contracting agent. Prior to that he was general agent of the Sells-Sterling Circus, having been with the Lindemann Brothers for 10 seasons.

Crowley Initiation At CSSC Luncheon Heavily Attended

NEW YORK, Oct. 22.—With former Governor Harold G. Hoffman of New Jersey presiding, nearly 375 leaders in business, finance, the newspapers and sport assembled October 19 in the Hotel Commodore to initiate Jim Crowley, Fordham University football coach, into the Dexter Fellows Tent, Circus Saints and Sinners Club. Luncheon was one of the heaviest attended functions in the org's history and the usual fun-making and horse-play kept the group in constant hilarity.

Program, studded with such theatrical personalities as Olsen and Johnson, stars of the current hit *Hellsbopppis*; the Four Norsemen, stand-out radio vocalists, and, of course, Tex O'Rourke, hit a new high in CSSCA entertainment offerings. Coach Crowley received the usual perfunctory introduction from O'Rourke, had his official picture taken, with sports columnist Bill Coram as a partner, and was recipient of numerous appropriate gifts from the membership. Hoffman was assisted (See **CROWLEY INITIATION** page 61)

Excellent Biz For Barnes Show

BATON ROUGE, La., Oct. 22.—The Al G. Barnes and Sells-Floto show had an excellent day here Monday—a good matinee and a lot of straw at night—an unusual day's business for this town. New Orleans, October 15-16, also was good, despite Saturday opposition from a football game, a Tibbett concert and the Eucharistic Congress' various planned and programmed activities.

The show had unusually good business in Texas.

WPA Closes Tent Season

Beat last year's attendance record—preparing for indoor tour

SPRINGFIELD GARDENS, L. I., N. Y., Oct. 22.—The WPA Federal Theater Project's circus closed its tenting season here last Saturday afternoon. Business was excellent. Charles Hunt, manager of Eddy Bros. Circus, was a visitor.

Most of the paraphernalia was removed to the show's winter quarters at 40th street and Ninth avenue, Manhattan. Ralph Finney, traffic manager, directed the transfer of all properties to quarters. Joe Wall, superintendent of properties, and his crew are preparing for the indoor season, which will probably open at New Rochelle, N. Y., Thanksgiving night.

It was announced by the executive staff that the show has beat last year's attendance record.

Managing Director Burns O'Sullivan is working on the book for a new spectacle which has been titled *America*. It will depict the rise of America since its founding as a nation.

Celebrate Third Anniversary

The personnel celebrated its third anniversary October 10 with a banquet in Streiffers Restaurant, New York. John Jarret, the show's contracting agent, was toastmaster. Principal speakers were (See **WPA CLOSES** on page 64)

Admire, Whetten Open Indoor Show

MARTINSVILLE, Ind., Oct. 22.—The Admire & Whetten Indoor Circus opened season at Shelbyville, Ind., night of October 14 and also gave two performances there the following day. Promotions saved the day. Jack McFarland, late of Sells-Sterling Circus, handled them there. At Plainfield October 17 biz was big, with Gladys Admire handling promotions. Martinsville promotion taken care of by Jake (Sonny) Admire.

J. C. Admire, who has been doing the contracting, will be moved back to handle the promoters and superintend the billing and press.

The line-up: J. C. Admire and Fred D. Whetten, owners; Admire, advertising manager; Whetten, manager; Jack McFarland, Gladys Admire, Jake Admire, promoters; Howard Sylvester, billing agent; Lee Hale, press; Pinkey Hollis, equestrian director. The program: Pinkey and Bessie Hollis, Winfred and Molly Whetten, Ira Resnor and hillbilly band and ork of seven people; Gus and Irene Canada, Carmen's Circus Revue, Eva Moore Kelly, Raymond Duke; the Smiths, Australian whip crackers; Lord and Lord and Carpenter's animals.

It Was All a Mistake

NEW ORLEANS, Oct. 22.—Nobody seemed to know exactly what it was all about here this past week-end, but 80 hands of the Al G. Barnes-Sells-Floto show spent several uneasy hours in the Second Precinct here Saturday night. Stories went around that "the chief of detectives" asked circus officials for about 400 free ducats and when he was refused arrests were made right and left. One worker crossed a path near the main tent without the proper salute to a policeman and went to jail. One was judged for jaywalking. Another because he had a funny look in his eye. However, no one was booked at the precinct, except on "white paper," a police term for being in jail for nothing in particular.

Chief of Detectives John J. Grosch said: "Why, it's all absurd." Finance Commissioner Jess Cave, sitting in the first row at the circus, said: "I have heard that some circus workers were arrested, but all have been paroled. It was all a mistake."

Rumors said that Chief Grosch "just wanted to show what a good fellow he was to the kids around his neighborhood."

With the Circus Fans
By THE RINGMASTER
CFA

President: MELVIN D. HILDRETH, 716 Evans Bldg., Washington, D. C.
Secretary: W. M. BUCKINGHAM, 1100 Broadway, New York, N. Y.
General: WALTER HOHNENADEL, Editor, "The White Tents," care Hohenadel Printing Company, Roanoke, Va.

ROCHELLE, Ill., Oct. 22.—George Duffy, of Fort Plain, N. Y., recently visited Dan E. Fox at his home and barracks in Sidney, N. Y. He was shown about the barracks and spacious grounds of the famous Spotted Horse Troop of Captain Fox. Former circus stars Bill Mesman and Cody Compton were introduced to Duffy. Fox and Duffy talked circus and conversed about the CFA for several hours in the unique private office of Fox, the walls of which are adorned with pictures of Wild West and circus stars, past and present. Tom Mix, Hoot Gibson, Ken Maynard and other Western stars have visited Fox's barracks. At present Tom Mix's wonder horse, Tony Jr., is being established in Sidney. Fox witnessed the opening of the World's Championship Rodeo at Madison Square Garden and again the following day. Says it was a marvelous show.

Melvin D. Hildreth, national president of the CFA, returned from Europe and in a recent letter said: "As president of the American group I was honored in England way beyond my deserts. The meeting with the British Fans at Great Yarmouth was an experience which I shall always treasure, and in France the group there arranged for me to speak to the entire nation over Station PTT, and The Paris Soir had an interview about our work in the United States. The beautiful friendships which are being developed all over the world are a sufficient justification for the continuation of our activities."

E. L. Williams and John R. Shepard spent October 15 on a visit to the Brookfield Zoo.

Christmas Shows For English Cities

LONDON, Oct. 12.—The Stadium Circus, Liverpool, will open fifth annual season December 24, under new direction—Ringside Entertainments (Liverpool), Ltd. Directors are Willie Rubinstein, former publicity agent of Manchester Belle Vue, and Tom S. Brayshaw, publisher of The Sandiast Ring, Circus Fans' Association magazine. Season to be four weeks with option of one extra. Bookings remain in hands of talent spotter, Stanley Watton.

Christmas circus at Belle Vue, Manchester, will run for at least seven weeks. Watton is handling bookings for 10th successive year.

Ada Chapman, sister of late George B. Chapman, founder of the Chapman circuses, will again run Christmas circus at Bingley Hall, Birmingham, biggest city in England after London. Season to run from December 26 to January 21, with bookings by Chapmans (Birmingham), Ltd.

Bernard Mills is well on way to recovery after suffering acutely from pneumonia, jaundice and pleurisy. Too early yet to say definitely if likely to be completely recovered in time to take active part in Olympia Christmas season. Will probably go to south coast to convalesce.

The elephant which killed an employee of Hosenade's Circus at Crowland, Lincolnshire, October 11 was originally one of the world-famed troupe presented by Lockhart and took part in stampede which caused Lockhart's death at Walthamstow (London) early part of this century.

Fredericks Estate to Widow

WICHITA, Kan., Oct. 22.—Susie W. Fredericks, widow of the late Charles B. (Butch) Fredericks, former circus man, has left his entire estate, valued around \$40,000, under the terms of his will, which was filed for probate October 15 with Judge Clyde M. Hudson. In addition to property which he owned here, she also had farm property near Cheney, Mo. Fredericks is to serve as executrix without posting bond or making an accounting.

15 Years Ago
(From The Billboard Dated October 27, 1923)

A prohibitive license of \$5,000 a day for circuses and \$500 a day for carnivals was passed by the city council of Savannah, Ga. . . . Hagenbeck-Wallace Circus canceled its stand at Hattiesburg, Miss., due to rain and windstorm, October 16. . . . Al F. Wheeler, after more than five years' connection with the Rose Kilian Shows, joined the M. L. Clark & Sons' Shows October 20. . . . Lee Clark closed his overland minstrel show and added the stock that had been used with that show to the M. L. Clark & Sons' Shows. . . . Fred Morgan was new special agent and 24-hour man on Tom Atkinson's Circus.

Advertising car No. 1 of the Ringling-Barnum circus closed its season October 13 at Richmond, Va. . . . Australia put a ban on the exportation of kangaroos. . . . C. W. Sells, clown, was working fairs in Virginia and North Carolina. Ringling-Barnum No. 2 brigade closed at Memphis, Tenn., with Doc St. Clair, agent; Clyde Willard, Eddie Brennan, Thomas Bowby, Jesse White, Rhea Strain, N. Curry and E. McEwers. . . . Mrs. James Patterson was forced to leave the Gentry-Patterson Circus at Monroe, La., because of illness. . . . Rolfe and Kennedy closed with Gentry-Patterson and went to their home in Grand Rapids, Mich. . . . Mayfield and Mayfield closed their circus side show and went into quarters in Dayton, O.

Marvelous Lenard, contortionist and comedian, joined the Bonhomme Bros. Show October 14. . . . J. C. Admire, general contracting agent for Golden Bros. Circus, closed his season at San Antonio, Tex., October 18. . . . Chick Hess, who was on the No. 1 brigade of Ringling-Barnum circus, which closed at San Antonio, Tex., October 10, was ahead of the Barney Google Co. . . . Ray O'Wesney and wife, Lola, closed with Christy Bros. Circus, and Don Darragh, who had just left the Walter L. Main Circus, joined as equestrian director. . . . Al G. Barnes Circus lost Wichita Falls, Tex., October 13 due to a rainstorm encountered at Frederick, Okla., where show did not get off the lot until noon the day after its showing there. . . . Lew S. Barrett, son of S. H. Barrett, veteran circus man, and nephew of the famous Sells brothers, died at his home in Knoxville, Tenn., October 15.

Malloy Unit To Play Western Pennsylvania

CANTON, O., Oct. 22.—J. R. Malloy Circus unit will be at the Columbia Theater, Erie, Pa., October 31-November 2, first of a string of Western Pennsylvania theater bookings, including several Warner Bros. houses, which have been set by J. J. Clifford, general agent for Malloy.

Malloy revealed that the unit will have 16 standard circus numbers. A five-piece band will be on the stage. Personnel includes Nancy Darnell, aerialist; Ruth and Jack, Roman rings; Tinker Toy and his Pala, dog and pony act; Viola Hauser, head-balancing trapeze; Bob Merrill, acrobat; Johnny O'Tari, soloist and comedy; Barney and Jimmy Arsenen, clowns and acrobats; the Hooks, high perch, and the Six Whirlwinds.

Three Weeks on Sparks Circuit for Fla. Show

SARASOTA, Fla., Oct. 22.—A group of Ringling-Barnum performers who have been touring the State as the Florida Circus Supreme have been signed for three weeks on the Sparks Theater Circuit, Fred Bradna, troupe manager, said this week.

The group, which includes Fred and Ella Bradna, Maximo, the Cannestrellis and Lou Jakob, will open in Fort Pierce November 1, then play West Palm Beach, Melbourne, Daytona Beach, Palatka, Orlando, Sanford and Lakeland. The schedule for remainder of the tour will include St. Petersburg, Tampa, Bradenton, Fort Myers, Sarasota and other West Coast points.

The troupe will present a "miniature circus" on the stage, Bradna said, shifting rapidly from one act to another without intervening curtains.

Performers' Club
By CHRIS CORNALLA

CHICAGO, Oct. 22.—Now that the outdoor season is waning the club will soon be the mecca for outdoor performers. Right now the club smacks of activity, with units like Harry Clark's, Earl Taylor's and Mike Taffin's rehearsed and on their way. The Jordan Troupe, having closed its fair season, opens with Taffin unit, Jackie Teeters, formerly with Paul Lorenzo's high act, will open, doing a single iron-jaw act. Speaking of the Lorenzos, they are back in town, having finished a successful fair season.

Beverly Britton and her Hollywood (See PERFORMERS' CLUB page 61)

Greenhaw To Pilot Parker Watts Show

PARIS, Ark., Oct. 22.—Manager Ira M. Watts of the Parker & Watts Circus announced here that he had engaged L. B. Greenhaw as general agent for next year and Claude Morris as manager of the advertising car. Greenhaw was car manager the last half of the season.

Greenhaw started in show business more than 25 years ago with the J. H. Boyer Show out of St. Louis. From there he went to Cole Bros. Circus, J. Augustus and Edmer H. Jones managers, where he rose to position of contracting agent. Was next with Rhoda Royal Circus as general agent, then went to Sparks and Sells-Floto shows as contracting agent. Last year he was general contracting agent for the Barnes-Sells-Floto show. This spring he started with the McCoy show and when it folded joined Parker & Watts.

The show, which closed here today, will be enlarged. More horses and elephants will be added and street parade made more pretentious.

SEARCY, Ark., Oct. 22.—The advertising car of Parker & Watts Circus closed here Wednesday. The opposition with Downie Bros. Circus here had delayed the closing three days as the car returned from closing stand, Paris, Ark., to take care of opposition.

L. B. Greenhaw, car manager, went to La Fayette, Ind.; Claude Morris, Detroit; Herb Goerke, Cornell, Wis.; William Durant, Cincinnati, O.; Glenn Edwards and Harry Bailey joined Brunks' Comedians; Fred Huet to Ft. Wayne, Ind.; Steve Kuzmic, Shamokin, Pa.

Hoot Gibson Is Sued For Breach of Contract

ATLANTA, Oct. 22.—Hoot Gibson, with Robbins Bros. Circus, was sued here October 18 for breach of contract. The Macon Circus Equipment Co. and associated enterprises filed the suit in Fulton County Superior Court and service was made on him on the circus lot.

The petition charges that Gibson made a contract with the Macon concern last year (he was with Wallace Bros. Circus), calling for his appearance beginning April 18, 1937, for not more than 20 weeks at \$750 a week. It charges also Gibson left the show about June 20, 1937, and that the petitioners lost \$4,800 in printing and advertising and had to refund about \$3,800 to ticket purchasers. Date for a hearing was not set.

Crowson's Condition Serious

LOS ANGELES, Oct. 22.—The Billboard representative went to see Billy Crowson at the General Hospital and found his case most pathetic. He was injured while doing his wire act with the Hagenbeck-Wallace Circus in Hollywood. He is but 23 and it was his first year in circus business. Hospital attendants stated that he will be crippled for life. Chart showed that there was an injury to the dorsal vertebrae and spinal cord. It will be at least two months before he will be able to leave.

The hospital authorities had reported his case to the California State Accident Division of the Industrial Commission. However, it was learned that Manager Howard Y. Bary had not taken out workmen's compensation insurance.

Crowson is paralyzed from the waist down, without hope, it was said, of ever walking again. Knowing this, he tries to take a cheerful attitude, saying, "I want to go back to Columbia, S. C., among those who know me. I am not thin. Others have done well in wheel chairs and so can I."

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Acts doing two or more. Clowns write. Don't give, giving full details. State lowest salary first letter. No time to discuss. Walter Jenner, Clarkston, Wis.
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FOR LATE SEASON IN MISSISSIPPI.
Novelty and Comedy Acts for Big Show that do two or more towns. Sidshow Acts and Colored Minstrel for Minstrel Shows. People in all departments wire or come on. Address **MANAGER TRUCK CIRCUS**, Ruleville, Oct. 28; Drew, 29; Yuba, 31; all Mississippi.

Government Tax Claim Against Ringling Estate

SARASOTA, Fla., Oct. 22.—An internal revenue tax claim of \$850,588 was filed against the estate of John Ringling in county court here last week by J. Edwin Larson, collector for the Florida area.

Notice filed by Larson described the claim as representing unpaid internal revenue taxes of \$820,658, plus \$29,929 interest. The notice did not specify what taxable period was represented in the claim but did call attention to the statute which gives such claims priority to all others and makes an executor failing to observe this fact liable to criminal prosecution.

Federal tax liens against the Ringling estate filed during the past year total several millions of dollars.

Under the Marquee

By CIRCUS SOLLY

THE MELL KIDDIE SHOW is headed for the South. Business in Minnesota has been swell, says Mell Russell.

MASCHINO TROUPE has been touring Europe since the close of the Ringling-Barnum show. Is now in Denmark.

IN A RECENT issue it was stated that Robbins Bros. presented a short street parade at Lakeland, Fla. This was in error. The full parade was given.

HORACE LAIRD, clown, closed with Robbins Bros. Circus at Atlanta, Ga., to play Bob Morton winter dates, opening at Toronto, Can.

LAVELDA DUO, after playing six weeks of fairs, joined Walter's Comedians, a rep show playing three-day stands. Doing contortion, chair-balancing trapeze, web and comedy acrobatics.

MARK HAZELRIGG, musician, left Robbins Bros. Circus in Valdosta, Ga., to join Ray Gosnell and Norman Hanley in Greenville, N. C., where they are organizing a municipal band.

IF SUCCESS has inflated your head, pause a moment in recollection.

AERIAL ROMAS (Roy G. Valentine and Mary Atterbury), double trapeze, formerly of the Flying Valentines, opened indoor season with Polack Bros. Circus at Rochester, Minn.

FRANK P. MEISTER has sold his property in Norwood, O., and taken residence on his orange and pecan grove near Apopka, Fla. He is playing occasionally in and near Orlando.

A READER want to know if the report that Big Bill Erickson died last winter is true. Solly would appreciate any information on this from anyone able to furnish it.

PARKER & WATTS Circus was at Searcy, Ark., October 19, and Downie Bros. the 20th. Both billing crews had every available space covered in town and country.

M. H. GRIFFIN, of Rome, Ga., advises that Robbins Bros. Circus had very good business there October 19, streets were packed for parade and the customers enjoyed the performance.

THERE IS NOTHING wrong with the circus business as a business, but there are some people in it that just don't belong.

BOB EUGENE cards from North Adams, Mass., that he returned from a week's fishing trip on Lake Champlain and caught plenty of pike, pickerel and bass, also that he expects to line up 10 weeks of indoor shows for his troupe.

SID HEARN cards that George McKett, comedian and who does trick house act; Otto Nemon, contortionist and acrobat, and Ha Ha, juggler and who does comedy magic and table rock, will be at the New York World's Fair.

RUBE EAGAN, clown cop, who closed with Russell Bros. Circus, left for El Paso, Tex., to play the Shrine Circus, following which he will go to his home in Oakland, Calif.

PERCY SMITH, dialect comedian and clown, is in Toronto for Bob Morton's Shrine show, writing radio script, as Omer J. Kenyon, general representative for the show, has several big tie-ups for Smith to work prior to the opening.

HARRY V. MORRISSEY, vice-president of the National Circus Syndicate, informs that Beaumont and Galveston, Tex., are not on the route, as mentioned in last week's issue, but that two other Southern cities will be booked. The show's agents are on the Pacific Coast working in the upper part of the Coast.

BOB COURTNEY, E. W. Adams and Seibel, all living in Atlanta, Ga., were on the lot both days Robbins Bros. Circus was there October 17-18. Governor Rivers was a visitor Monday night. Show received plenty of publicity in the three papers. Adams made the parade on the band wagon with Rodney Harris' Band.

A MANAGER should not look after all the duties with a show. Let your department heads attend to them.

PAUL EDWARDS, administrator of the Federal Arts Projects in New York City and a member of the Circus Fans, attended the dinner of the Circus Saints and Sinners in the Commodore Hotel October 19. Edwards was the guest of Fred Pitzer.

LUIS MARTINEZ, of the team of Pedro and Luis, was badly hurt at the Metropolitan Theater, London, recently when catching Pedro Morales, who does a slide down a rope from the gallery. The slide was so steep, they explained, that Martinez was knocked out by the catch.

WAYNE LAREY, after closing at the Keokuk (Ia.) Fair September 24, went to Georgia, opening September 28 at Lawrenceville. Will play eight weeks of Georgia fairs. He expects to be in Southern territory until December 1. Reports conditions good.

HAVE WHAT YOU ADVERTISE. Do not mislead your customers as there will be plenty of squawks.

SNOOKIE LOROW, of the Lorow family, visited Billy Dick, manager of Barney Bros. Circus, at Grand Saline, Tex. The Lorow brothers, Snookie and Skeeter, have the slide show on Hennies Bros. Shows. The Lorows and Dick trouped on Christy Bros. Circus in 1924 and with Barnett Bros. Circus in 1929.

JOSEPH (WHITIE) ROSS is now in Chicago, where he will remain for the winter. Played fairs since closing of Ringling-Barnum at Scranton, Pa. Ross states that he will be back with a railroad show in the canvas department next spring. He has been in circus business for 25 years.

CLARENCE AUSKINGS, agent for Chief Rolling Cloud's Dog Town Follies, was recently in an auto accident in Dayton, O. Was in Miami Valley Hospital there for a week. He is now in Kokomo, Ind., where he will remain until he is able to resume work. Auskings lost his car in the crash.

MEL SMITH wired from Albuquerque, N. M., October 17 that "I am booked solid. Just finished New Mexico State Fair." Among other things about his 1938 circus tour—and hot ones, too—contained in his wire, he expressed himself as agreeing that "experience is a great teacher."

VICKI GIRARD visited the Barnes show when it played his home town, Alexandria, La., October 18, enjoyed the performance. (See *Under the Marquee* opposite page)

Dressing Room Gossip

DOWNIE BROS.—To enter Arkansas our route brought us thru Memphis, Tenn. A number of the folks stayed over to shop and to take in the theaters. Lou Grabbs claims to have seen the most shows Sunday. Johnnie Bossler has discarded his starched white clown suits and has taken up the role of tramp character and is beating the bass drum in clown band. Howard Bryant is working the "come-in." Mrs. Howard Bryant, Omaha Indian, known as Silver Pawn, has added a number to the musical concert before each performance, singing semi-classics and popular numbers. Jim Tarver, giant, and wife caught the show recently and renewed acquaintances. Mr. and Mrs. Archie Silverlake and daughter also visited. Mr. and Mrs. W. C. Clark, of the original M. L. Clark circus family, visited with Bert De Aro and others.

J. C. Webb, Mr. and Mrs. Francis Kitzman, of Russell Bros. Circus, were guests of Charles Sparks October 19. Mr. and Mrs. T. A. Mehl joined Doc Oyle's side show, replacing Mr. and Mrs. Fred Robinson, who recently left for their home. Mayme Butters has added a new dance in her wire act as well as a complete set of beautiful wardrobe for the entire troupe. Isobel Gilligan is making dresses during her spare time. Harry Cress was highly praised for his quick thinking and administering first aid to a woman motorist who was in a wreck on the highway. During a recent broadcast which was scheduled for 15 minutes by the show's daily broadcasting group, time was extended an additional 15 minutes because the program contained many human-interest stories. The names of those broadcasting, Martha Karsay, Chief

Three Trees, Chief No Knife, Princess Red Bird, Corinne De Aro and the writer. CHESTER (BOBO) BARNETT.

ROBBINS BROS.—Now that show has closed Hoot Gibson will go to Hollywood to make pictures, Billy Hammond going along with him; Clyde and Harriet Beatty to Cleveland for an indoor circus date, then to California to make a picture; Prince Paul, Boston; Otto Griebing and wife, Peru, Ind.; then St. Louis to work in a store for five weeks; Charles Luckey and wife, Denver; Harry McFarlan and wife, Rochester, Ind.; Betty Stephens, Fort Wayne, Ind.; Captain Benard with Beatty; Capt. John Smith, Rochester, Ind.; Carl Larkin, Mickey Lund and wife, Evansville, Ind., for Shrine date; Bose and Leo Kerns, home to Havre de Grace, Md.; Paul Jerome to the John Brown Store, Oklahoma City for five weeks; Tommy and Harry Ross, North Hollywood; Kinko and Mary, Detroit night clubs; Prince Sultan, New York City; Frank Gilbert, Denver; Homer, Juanita and Herbert Hobson, Chicago; Clayton Rose and Bob Behoe, New York City; Fernin Oliva and daughter, Sally, Los Angeles; the Velarde Family, Los Angeles; Ralph Swisher and wife and Mike Swisher, Peru; Mooren Troupe, Jeffersonville, Ind.; Harold George, Oklahoma City; Freddie Freeman and wife, London, Ont., to spend a few weeks with Freddie Jr., then to play Orrin Davenport's winter dates; Helen Sharon, Jean Evans, Gene Jacyna, Jeannie Teeter, Kay Brown, Chicago; Peggy Leonard, New York City; Norma Rogers, York, S. C.; Rodney and Ella Harris, Longwood, Fla.; Willie, my porter, Rochester, Ind.

FREDDIE FREEMAN.

Howard Y. Bary in Chicago

CHICAGO, Oct. 22.—Howard Y. Bary, operator of the Hagenbeck-Wallace Circus, flew to Chicago from the East Friday for a business conference.

The Corral

By ROWDY WADDY

LONNIE ALLEN, cowboy from Silver City, N. M., suffered a broken nose and lacerations about the head and face Friday night when he was gored and trampled while bulldozing a steer at the Chicago Stadium Rodeo.

WALTER COMER and R. Lunsford since the close of their fair season have been producing rodeos at Springfield, O., each Saturday and Sunday. Line-up, in addition to Comer and Lunsford, includes Rene Lunsford, Coy Lee, Hank Vissen and Sid Smith.

STUART HAMBLIN made his debut as a single producer of rodeos at Pasadena (Calif.) Rose Bowl October 15. Altho this form of entertainment is a bit new in the bowl, which in a measure kept business below expectations, the Saturday show is reported to have drawn in excess of 10,000.

SIX-DAY eight-performance rodeo in connection with the Arkansas Live-Stock Show, Little Rock, Ark., did not get under way October 8 as was erroneously reported in a recent issue but will be held early next month. A new feature this year will be the cowgirls' steer riding contest. Event will be staged by T. E. Robertson Rodeo, Inc., with T. E. Robertson, manager and producer; Eddie Curtis, arena director; Huey Long and Lynn Beutler, assistant arena directors, and Harry Williams, live-stock superintendent. Rodeo will be conducted under Rodeo Association of America rules and sponsoring committee includes T. H. Barton, president; Raymond C. Higgins, secretary, and W. H. Williams, treasurer.

FRED BEEBE advises from Philadelphia that he has some propositions pending. He has not staged a rodeo for the past three years, but prior to that time, for more than 15 years, he contracted for many large ones. It was Beebe who was the originator and producer of the first World Series Rodeo at the new Madison Square Garden, New York, in 1926. It was presented by the late, Tex Rickard from November 4 to 13 for the benefit of Broad Street Hospital, and \$40,000 was offered in cash prizes, plus more than a dozen gold and silver trophies. The attendance was estimated at 123,000, and the contestants numbered about 125. The 1926 rodeo was not the first one seen indoors in New (See *CORRAL* on page 61)

N. Y. Garden Rodeo Biz Continues Good

NEW YORK, Oct. 22.—Good weather, clever publicity and a generous advertising budget, plus New Yorkers' natural enthusiasm for Wild West stuff, has been responsible for the 13th annual World's Championship Rodeo's apparent success at Madison Square Garden here this year. Altho not quite up to last year's record — breaking attendance, they're pouring into the big Eighth avenue arena at a rate more than satisfactory. Event has another week to run, closing its engagement October 30.

Consolation sales are good, the nothing to rave about, and advance sale is adequate, officials report. Stock is still hitting it up in fever and guts and downright meanness. The boys are being pitched off with clock-like rapidity, and the gals are finding it hard to remain intact. Consensus around town is that the bulls and steers are about as tough as they have ever been for the Garden engagement, which is apparently borne out when glancing over scores and time of this and last year. Calf roping; fastest time made last year, Roy Mathews, 14-1/5 seconds; fastest time this year, Clyde Burk, 16-1/5 seconds. Steer wrestling; fastest time last year, Rube Roberts, 5-2/5 seconds at Port Worth; 1935, 3-3/5 seconds. Highest score made in cowboys' bronk riding this year, Burel Mulkey and Jackie Cooper, tied with 336 points each. Highest score in steer riding, Buttons Yonnick, 250 points, and highest in cowgirls' bronk riding, Vivian White with 459 points.

Personnel made its usual trip to Bellevue Hospital on Thursday to entertain the crippled children, and received nice amount of newspaper space and pictures.

Results for Second Week

Day money winners for second week are (results in all events are for night contests unless otherwise indicated): Bareback Bronk Riding—Third day (See *N. Y. GARDEN* on page 61)

Attendance Holding Up at Chi Rodeo

CHICAGO, Oct. 22.—Chicago Stadium Rodeo, now in its 10th day, is going along satisfactorily, with attendance only slightly under that of 1937. First three days drew excellent houses, but Sunday and Monday were light, due in part to the extremely warm weather prevailing. A change to cooler weather brought increased business for the remainder of the week, and Vice-President Arthur M. Wirtz and Manager Donald MacLeod are confident that the closing week will hold up to a satisfactory level.

Contests and exhibition numbers are better than last year. Half a dozen or more cowboys have been injured in the bronk riding, steer riding and bulldozing contests, one seriously, and there have been several freak accidents that gave the customers a thrill. Ray and Maudie, well known for their rodeo and vaude exhibitions, give an outstanding exhibition of trick rope-spinning. Major John A. Guthrie's congress of juvenile riders and rope spinners, ranging in age from 5 to 20, is a picturesque feature that wins plenty of applause. Major Guthrie and John R. Agee add color with their hackney ponies.

Coast Circus, Rodeo Combo Is Successful

LOS ANGELES, Oct. 22.—Combined Wild West, circus and rodeo in Wigley Stadium here October 16, under direction of Larry Sunbrook, attracted 22,132 patrons at the matinee performance and 6,500 at the night show, which was considerably affected by cool weather. Ticket prices ranged from 40 cents for children to \$1.10 top. Circus and Wild West program consisted of 31 events.

Participants included Gordon Elliot, Western screen star; Ray Corrigan, Al Demaree; Dorothy Hall, Queen of Salinas (Calif.) Rodeo; Patsy McCoy, Victor McLaglen's Motorcycle Corps and Light Horse Girls' Troupe, Buffalo Bill Burkhart; Vera North, Lora Lane, Hazel McCort; Johnny Sonny and horse, King; Si Perkins and mule, Mud; Johnny Grimes and Brahma bull, Flying Gaskills, the McAfees, Jimmy LeFerre and Saddle Pals, Hank Darnell, Bob Scott, Gus Mack and Texas Rangers, Beverly (See *COAST CIRCUS* on page 65)

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

THE LIDSTONES, Jimmy and Joan, brother-and-sister British amateur figure and dance-skating champions, are finding their American tour a triumph, being enthusiastically greeted in the rinks in which they appear. Fred A. Martin, general manager of Arena Gardens Rink, Detroit, and secretary-treasurer of the Roller Skating Rink Operators' Association of the United States, which is sponsoring the visit of the English team, declares there has been a great demand among rink operators for the pair since their first appearance in Earl Van Horn's Mincola (L. I.) Rink on September 6-9.

Their itinerary since has included Fred Freeman's Winter Garden Rollerway, Boston; Ry Huhman's Rink, Pittsburgh; Cecil Milam's Rink, Wheeling, W. Va.; Bevin's Moxahala Park Rink, Zanesville, O.; Sefferino's Rollerdom, Cincinnati, October 22 and 23, and Wilgus Skateland, Dayton, O., October 25. With the Lidstones is Billy Watson, second runner-up in the English championships.

The visitors will be featured in Arena Gardens on November 8-10, and will participate in a revue staged by Fred and his son, Robert D. Martin, on November 8, when other participants will include several Michigan champions: Ennis Johnson, men's singles champ, and his partner, Grace Wilson, who jointly hold the Michigan pairs title; Helen Brundza, ladies' display champion, and Lloyd Young and Virginia Mount, akate-dance champions. It is expected the Manitoba akate-dance champions, Ed Penman and Jean McCullough, will be present. Among celebrities, in addition to nationally known skating figures, who have signified their intention of attending are Gov. Frank Murphy, mayors of Detroit and Windsor, Ont., and the British consul.

THE FORMER LEONIA Theater of Leonia, N. J. (1,200 seats), has been revamped into a roller-skating rink. Operated by Adams Brothers, of Newark, Martin Darcy is manager. It's the first New Jersey theater to be turned into a rink.

MORRIS B. SHOLES, whose 225-foot rink in Oakland Beach, R. I., was demolished by the hurricane on September 21, reports that he has bought Hills Grove Country Club, Warwick, R. I., and will remodel and operate it as a rink seven nights weekly after November 1. Building sets 100 feet back from a highway with circular concrete drive in front and trees and shrubbery in the centerfield. Neon signs will be erected on the building and along the highway.

FRED LEISER, proprietor of Armory Roller Rink, Chicago, plans to build a new organ pit which is expected to result in better tones, and the floor will be resurfaced, reports Bill Henning, Cliff Meid, of Carlin's Park Roller Rink, Baltimore, en route to Canada to sign ice hockey players for Baltimore Ice Arena, was a visitor on October 10. Joe Laury

has four roller hockey teams organized and games are held Monday nights. Wednesday and Thursday are waltz and high school nights, respectively. Kiddie matinees are held on Saturdays.

AFTER being vacant for 20 years, Cobleskill (N. Y.) Opera House was reopened recently as a roller rink under ownership of Harry Teets, operator of Palace Roller Rink, Schenectady, N. Y. Rink will be managed by Clayton Buhrmaster. Once before the house served as a rink. Work of renovating the building began last spring. A 45 by 100-foot hardwood floor was laid over the auditorium and stage surface.

FORMER Greystone Ballroom, Columbus, O., converted into a roller rink, has been opened under management of George Anagnost, who managed the dance spot for the past nine years. Sessions are held Tuesday, Friday and Saturday afternoons and nights and Sunday afternoon and night. Wednesdays and Thursdays are reserved for private parties. New equipment has been installed.

MARGARET and FARRAR O. Elliston, proprietors of Marfar Roller Rink, Austin, Tex., report that Marfar Roller Clubs' all-star hockey team has won from the South San Antonio team twice, once in each city. The Melotoast team, 1938 champions of Austin, tied in a game with San Antonio on October 11. The playoff was to be held in Marfar Rink on October 25. A wedding on skates, said to be the first one ever held in Austin, was staged in the rink on October 14.

ROBERT D. MARTIN, assistant manager and son of Fred A. Martin, general manager of Arena Gardens Roller Rink, Detroit, took some members of the rink's fancy skating club to Toronto on October 8 to assist Sidney Shaw and Mr. Dickson at official opening of the big Arena Rink in that city.

THIRD ANNUAL Halloween masquerade prize party will be held in Arena Gardens Roller Rink, Detroit, on October 29.

FRED (BRIGHT STAR) MURREE, Pawnee Indian figure skater, accompanied by his wife, celebrated his 78th birthday on October 7 during his engagement in Fred A. Martin's Arena Gardens Roller Rink, Detroit, October 7-9. He was born near Omaha in 1861 and in 1875 moved to Massachusetts, getting his first job in a small rink near Boston in 1878. During his 60-year career he has appeared before audiences estimated at 10,000,000. On September 18-20 he played Land o' Dance Roller Rink, Canton, O., now managed by Pauline Mayntner, and on September 21 skated for Jim Cloero, manager of Eobensburg (Pa.) Fairgrounds Rink. He played Arena Rink, Gloucester City, N. J., for the Borrelli brothers on September 30-October 1.

MOONLIGHT Gardens Waltz Club was organized at a meeting in Moonlight Gardens Roller Rink, Springfield, Ill., on October 11. Group will meet weekly and specialize in dance-steps. First club party was scheduled for October 23. Officers are Wayne Hale, president; Alvin N. Hyler, vice-president; Minette Mester, secretary, and Ted Wigginton, treasurer. Marge Quin, Ernest Hayes, Wigginton and Hyler are instructors.

WAVERLY Roller Club, Baltimore, will hold a prize Halloween party on October 29, reports Gordon B. Gibson, president.

ANDY IPPOLITO and son recently opened a rink in Abingdon, Ill. Rink is located in a former garage which was enlarged and equipped with a new floor.

ATLANTA (Ga.) Skating Casino, a new rink, will be operated by Louis and J. D. Well, who recently purchased a building and are having it remodeled along modernistic lines. Maple floor is being installed and 300 pairs of skates have been ordered.

WILLIE R. NORRIS and Wallace T. Brown, Savannah, Ga., recently bought a 80-acre tract in that city and plan to erect a Rollerdom on the property.

HARPER and MIN SPENCER are opening a new rink in Mt. Morris, Mich., near Flint.

RUSSELL BICE, organist in Arena Gardens Rink, Detroit, has a unique way of getting ideas for his program. A full-sized rural-type of mail box has been placed near the entrance inside the rink, with a mail flag and all accessories. A

generous-sized sign on it reads, "Organist Request—Russell Bice," and patrons have readily gotten the habit of dropping in their requests.

JOAN LEE has been booked by the Godfreys as featured organist in Madison Gardens Rink, Detroit. Feature is a Saturday matinee that is drawing a good patronage of younger skaters.

A. F. KARST, manager of Forest Park, Hanover, Pa., reports that the park rink had a successful summer season and reopened on October 23 after being remodeled for winter use. Bottom, sides and top have been inclosed and a heater capable of heating 15,000 cubic feet an hour has been installed. Restrooms have been provided, and the building has been redecorated. Rink will operate every night except Mondays and Fridays until after football season, when it will be open nightly, with matinees on Sundays. Management will cater to private parties. About 200 sets of Chicago fiber-wheeled skates have been bought, and a 35-watt amplifier with radio attachment will provide radio and photograph music. Claude Erisman has installed a lunch counter, and Ernie Wolfe has a photo machine. On the staff are Stanley Noble and John Harman, floormen and instructors, and John Wentz, skateroom.

B. W. MARTEN, manager of Roller-Drome, Inc., Trenton, N. J., reports that he staged a waltz contest on October 15. LeRoy Wells, Adella Woolman and George Brown, respectively, finishing first, second and third.

TED KRETZINGER reports that Karl Dweyer's Lincolndale Skating Rink, Fort Wayne, Ind., has been having good business since its recent fall-opening. Rink has a club membership of more than 200 specializing in roller hockey. At a recent meeting Paul Vaughn was elected president; Wayne Winters, vice-president, and Gladys Chandler, secretary.

LAKE NEBAGAMON Auditorium, Superior, Wis., under management of Vern Skelton, has roller skating every Tuesday night.

UNDER THE MARQUEE—
(Continued from opposite page)
formance and met many friends. Merle Evans permitted him to play in the band. Regardless of rainy weather, business was very good. Girard, who has been ill, has nearly recovered.

WHEN ROBBINS BROS.' Circus was at West Palm Beach, Fla., Joe Haworth and wife were guests of Joe B. Harwell and wife at their home for dinner.

CHARLES AND PEGGY KLINE (Eimer and Elvira) closed a season of 15 weeks

of fairs and celebrations at the Circleville (O.) Pumpkin Show last week. This week they are at Zanesville, O., for White Chevrolet Co. They have four weeks of Chevrolet dates, with the Indianapolis Auto Show to follow, and then to a store for the holidays.

DAKOTA BILL informs that things are quiet in quarters at Crouse, N. O., and that living quarters are ready to be occupied. Bill Cochran and the Baker family visited Campbell's United Shows at Elberton, Ga., October 18, and Mrs. Baker's sister, Mrs. Robbins, returned with them for a visit. Colonel Baker, wife and daughter played four nights at an auction sale in Lincolnton, N. C., beginning October 19.

WHEN ROBBINS BROS.' Circus closed the side-show department scattered as follows: Milt Robbins and wife, St. Petersburg, Fla.; Boston Towne, New Orleans; Barney and Vannie Cannedy, Los Angeles; P. O. Lowery and minstrels, Cleveland; Karl Kartrich, Decatur, Ala.; H. H. Parks, Nashville, Tenn.; Sadie and Vitorie Anderson, Columbus, O.; Duke Kamakus, San Francisco; Anton and Launa Sanchez and Thelma Williams, Miami; Leona Teodora, Willie Jones, Chicago; J. S. Critchfield, Atlanta.

THE VISIT of Robbins Bros.' Circus at Tampa, Fla., brought a reunion between two men who had not met for about 30 years. Rex de Rossetti met Oral D. Cloakey, now on the executive staff of the Southern Brewing Co., at the Tampa Advertising Club meeting and recalled that he had given Cloakey a job in the Al G. Barnes Circus band in Canada when Cloakey was a youngster. Reunion with Hoot Gibson was another surprise for Cloakey. While connected with the Universal studios in Hollywood, Cloakey was sent to Calgary, Can., to direct publicity in the making of The Stampede, Gibson's notable starring picture.

J. O. FORBES, of Baldwin Park, Calif., was a friend of the late Charles E. Cook for many years. They were first together on the Gaskill-Mundy carnival in 1901-'02. Cook was working dogs and ponies and Forbes was with the Leno Melnot and Leno Troupe of wire walkers and ladder balancers. When the late Al G. Barnes framed a show to take to Cuba Cook and Forbes were engaged. Later when Barnes organized his circus they went with him. Both remained with the show, rising as the years went by from the ranks of performers to officials. Cook became connected with the business department, while Forbes took charge of the mechanical department. After a number of years the former left the circus business to accept a technician's position in Hollywood. The latter is still in circus business.



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Living Cup on Skate, 1 1/2" . . . \$4.25
Special Engraving, 4c per Letter, Ballroom, Assorted Colors. Your Name and Address, Skate Couple Design, Printed, 800, \$7.50; 1,000, \$12.90. Medal, Medal Skate Design—Gold, Silver, Bronze Finish, Any color Ribbon—Fancy Design, \$1.25; Dor. Lash, \$1.00. Special Engraving, per Letter, 2c. Skate with order—Circular on request.

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Tramill Self-Locking Sectional Floors

Now and are being used in buildings as well as under tents. Send 10 cents for information on our sectional floors and special rink tents. They are getting the money everywhere. Have built portable floors over 25 years.

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The new CHALLENGERS are off the production line — improved in design — better shoes — beautiful new finish — they're really swanky. RINK OWNERS—Write today for now interesting prices.

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"IT'S THE SIZE OF REGULAR HOCKEY FIBRE"
ONLY \$1.00 PER SET (PLUS POSTAGE)

★ IT'S WIDE — IT'S TOUGH — FITS CHICAGO AND RICHARDSON SKATES.
SAMPLE SETS PREPAID \$1.25—ORDER YOURS NOW

NEW MAPLE WHEELS, 75c Per Set (Plus Postage). NEWOOD, 60c Per Set.

OMAHA FIBRE PRODUCTS CO., REFIBRE Your Old 2-Piece Bushings **75c** Per Set

5202 Maple Street, Omaha, Neb.

JACKSON AND RALEIGH BIG

Miss. State Receipts Up

Attendance estimated about 350,000—Young revue tremendous draw for stand

JACKSON, Miss., Oct. 22.—With ideal weather, the 35th annual Mississippi Free State Fair here on October 10-15 broke every record of the past several years as to attendance and receipts. Mayor Walter A. Scott, chairman, and Mabel Stire, secretary-manager of the municipally owned fair, said it was a money maker. Estimates of attendance run as high as 350,000, with more than 100,000 on October 14. Education Day, police and fair officials declaring crowds were largest in the city's history.

Heralded by the most intensive advertising and promotional campaign ever conducted for it, the fair opened with a spectacular Industry Day parade of scores of handsome floats. Gov. Hugh White, an ardent State fair fan, reviewed the procession from a stand on steps of the executive mansion. Opening parade was one of six staged during fair week, three cups being presented to sponsors of the three prize-winning floats each night in front of the grand stand. Editors of the State and families were honor guests on Monday, more than 200 being at a luncheon in the State Fair Auditorium. Presentation of prizes of \$100 and \$50 to two women writers for pen-

(See MISS. STATE on page 35)

Dallas Gets 685,381 Gate In Ten Days

DALLAS, Oct. 22.—Swinging into its second week, the State Fair of Texas, October 8-23, pointed toward a 1,000,000 attendance mark, when on its 10th day, October 17, it celebrated Negro Day with attendance of 68,544 and total of admissions for 10 days of 685,381.

Texas has had no State Fair since 1934, having missed the 1935 annual in preparation for Texas Centennial Exposition in 1936 and Pan-American International Exposition in 1937. Total attendance at the 1934 fair was 960,148.

(See DALLAS GETS on page 36)



DEATH OF FRED A. CHAPMAN, 69, on October 18 removed a notable figure from the field of fairs. As secretary of Ionia (Mich.) Free Fair for 22 years, his work attracted international attention. He was manager of Michigan State Fair, Detroit, 1927-'32; president of the International Association of Fairs and Expositions, 1933-'34, and was re-elected president of Michigan Association of Fairs last January for the 14th consecutive year. Further details of death and funeral are in the Final Curtain and elsewhere in this issue. His business partner, Fred W. Green, 64, former governor of Michigan and president of Ionia Fair, died on November 30, 1936.

Amusement Corp. Signs '39 Illinois State Fair

CHICAGO, Oct. 22.—J. C. McCaffery, general manager of the Amusement Corp. of America, announced that a contract has been signed by Illinois State Fair management for one of the corporation's shows for the 1939 midway.

This is the first State fair signed by the corporation, Minnesota State Fair having been signed by the Royal American Shows before the amalgamation.

CHELSEA, Mich. — Second annual Chelsea Community Free Fair drew about 50 per cent more than last year, said John L. Fletcher, treasurer. Exhibits were larger than a year ago and flower and hobby shows were added. At a recent meeting H. G. Schneider was elected president; Roland B. Watrous, vice-president, and Roy Walls, secretary-manager.

Mass. State Annual Near Boston Talked

BOSTON, Oct. 22.—That there is a strong probability of a Massachusetts State fair, to be staged at Suffolk Downs annually, was admitted today by several in the know.

That a serious effort to put Massachusetts into the ranks of States holding State-subsidized fairs is to be made became evident with the information definitely received that a bill will be introduced in the next session of the General Court—legislature to you—which convenes in December, asking that a grant be made providing for a fair.

There still exists a strong possibility of the building of a fairgrounds at Norwood, wooded suburb between this city and Framingham, but with \$3,000,000 worth of buildings already erected at Suffolk Downs and with stables to accommodate more than 1,500 head of live stock, it appears that the East Boston-Revere plant will eventually be the selection if a satisfactory deal can be made with the Eastern Racing Association, members of which own and operate the largest racing plant in New England at the Downs.

With the Brockton Fair giving up horse racing for a huge revue, the opinion prevails locally that the field is wide open for a fair to be held annually in or near Boston. It is indicated that Sheldon H. Fairbanks, president of the Campbell-Fairbanks Expositions, is vitally interested in the idea.

New Western Canada Circuit Is Considered

YORKTON, Sask., Oct. 22.—Possibility of four of the larger members severing connections with Western Canada Fairs Association, the Class B circuit, and forming one of their own is under consideration. Action may be taken in time to have the new circuit in operation next summer. Yorkton, Prince Albert, Moose Jaw and Lethbridge Exhibitions are suggested as nucleus of a new circuit. Should the change be made, these cities will hold four-day fairs rather than three-day events and will co-operate in securing higher class grand-stand attractions, it is said. Had Yorkton's 1938

(See NEW WESTERN on page 38)

N. C. Scores In Top Marks

Receipts soar and attendance climbs—fund to aid possible losses planned

RALEIGH, N. C., Oct. 22.—Sunshine and Lady Luck beamed on North Carolina State Fair here on October 11-15 to such an extent that every known record for receipts and attendance was shattered, officials said. Manager J. S. Dorton joined other veteran fair men in estimating that attendance increased from 25 to 40 per cent above last year. About 200,000 came thru the gates. Midway and grand stand reported record grosses.

So pleased was Commissioner W. Kerr Scott, Department of Agriculture, which

(See N. C. SCORES on page 36)

Bow Is Good In Albuquerque

Initial N. M. fair exceeds expectations — modern WPA plant to be enlarged

ALBUQUERQUE, N. M., Oct. 22.—New Mexico State Fair here on October 9-16 exceeded expectations for its first year when about 80,000 attended on free and paid admissions. Manager Leon H. Harms reported the first part of the week disappointing, but the last four days very good, attributing the slow start to rumors that the \$1,000,000 plant would not be finished in time to open. The WPA surprised by completing live-stock, agricultural, administration, poultry buildings, grand stand and race track. Tem-

(See BOW IS GOOD on page 37)

Dancers Rand and Lee Will Confer With G. G. Officials

SAN FRANCISCO, Oct. 22.—Both "rain" to dance at the 1939 Golden Gate International Exposition, Sally Rand and Gypsy Rose Lee were in the city on Wednesday, Sally to put on a show at the Athens Club, Oakland, and Gypsy to appear for a week at the Golden Gate Theater. While here they will talk with expo officials on prospects. Each wouldn't mind being a feature attraction at the fair, they admitted.

Progress in development of the Streets of the World is being made. Signed during the week were contracts for a Hawaiian Village and a Latin American Village. Twenty-five buildings will comprise the former. Milano Sisters, rumba dancers, are booked for the Latin concession.

B. D. Russell, managing director of Streets of the World, said applicants will not be engaged unless they are expert showmen.

Expects Big Beaumont Gain

BEAUMONT, Tex., Oct. 22.—With innovation of a 1,400-seating capacity theater-cafe, the 1938 South Texas State Fair here anticipates attendance of 40,000 in excess of the 180,000 last year. Secretary L. B. Herring Jr. said. Red Nichols and his Famous Pennies have been booked thru Hogan Hancock, of the Dallas MCA office, for the first week at the Harvest Club, selected as a handle for the spot in a newspaper contest, with Anson Weeks and his band playing the last three days. Dorothy Byton Dancers and three vaude acts have been booked for the floor show. Royal American Shows will be on the midway for its second season. Space for commercial, live stock, poultry and agricultural products has been doubled.



BEFORE AND AFTER FORCED TEAR-DOWN OF DINING HALL of Gabe G. Ailinger at the 1938 Eastern States Exposition, Springfield, Mass., where showmen and exhibitors went thru three days of heavy rain and then took a disastrous blowdown in the hurricane of September 21. Left: Dining hall before the gale, with personnel, left to right—Jerry Reeder, Seng Schmidt, Jim Meeley, Alma Klein, Louis Delano; Gabe Ailinger, proprietor; Chuck Ailinger, Bill Miller, Anna Duttula, "Marpe," Helen Watt, Mrs. Tom Farrand, Mr. Farrand, Antoinette Watt, Margaret Ailinger, cashier; Walter Soules, Winnie Syracuse. Right—What was left on the location after the storm.



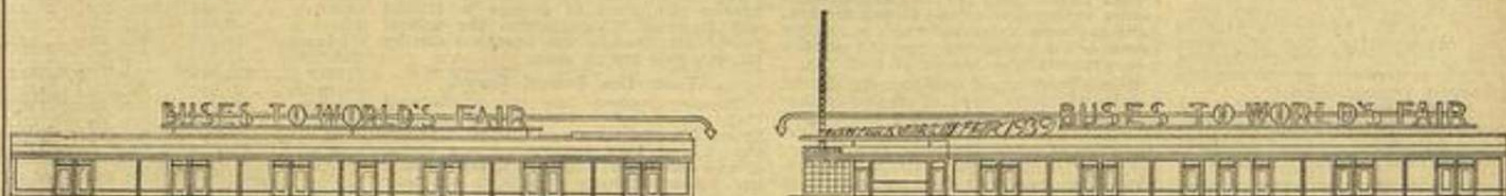
CONCESSIONAIRES ATTENTION**Important Announcement**

Grover Whalen has estimated that 60 million visitors will come to the World's Fair.

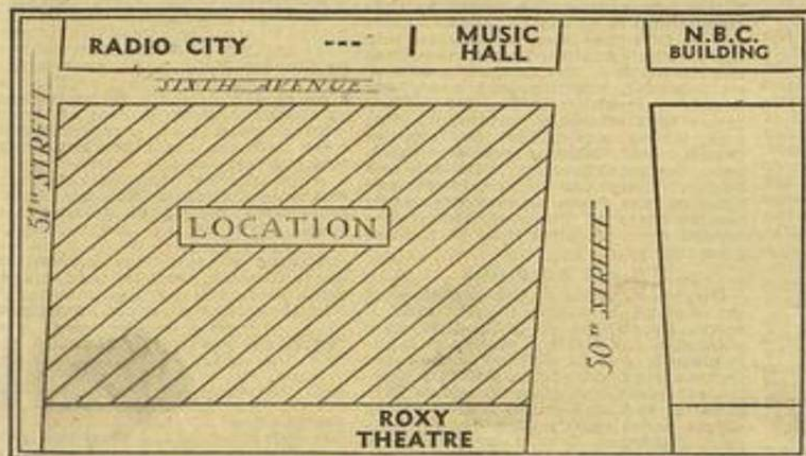
It can safely be assumed that at least 30 million will visit Radio City.

On the crossroads of the amusement world, located on 50th Street and 51st Street, between the Radio City Music Hall and the Roxy Theatre.

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WILL BE AVAILABLE TO CONCESSIONAIRES
TO BE USED FOR EXHIBITS, AMUSEMENTS
and FOR THE SALE OF MERCHANDISE**



50 New, De Luxe Non-Stop, Express Buses will be operated directly to and from the World's Fair from a terminal on a portion of the property. Millions of visitors are expected to use this type of transportation.



50th Street is now one of the busiest cross-town streets in New York City and is the Gateway to Radio City as well as the crossroad to the great amusement centers. Millions of visitors will pass **THIS** location during the World's Fair.

Plans have been filed and approved and ground will soon be broken to erect a modern building to be used exclusively as an official information bureau for all World's Fair activities. This information bureau will be manned and operated by a staff of World's Fair employees.

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Buildings, Fed Exhibits, Pageant Being Readied for DeSoto Expo

TAMPA, Fla., Oct. 22.—Back in Florida after his success with Alabama State Fair, Birmingham, General Manager P. T. Strieder, Florida State Fair, which this year flaunts the title of Pan-American Hernando DeSoto Exposition, has launched a comprehensive campaign to make the three-week event the South's greatest 1939 tourist magnet. More than 500 men are rushing the U. S. government's exhibition hall and modern flower show and Pan-American buildings to completion. Government building will have 28,000 square feet of floor space and the latter structures, which are joined, will be 485 feet in length and 70 feet in width.

John H. Boushall, chairman of the foreign trade committee of Tampa Chamber of Commerce, left this week by plane on a tour of Pan-American countries to close negotiations with Latin nations for elaborate exhibits. Contacts were previously made by the government thru invitations from President Roosevelt and the department of commerce. Dr. Alexander V. Dye, federal commissioner, who will direct the government's participation, has arranged for displays that will fill the U. S. building, including a valuable collection of paintings from the Smithsonian Institution that depict highlights of the DeSoto expedition thru 10 Southern States 400 years ago.

Representatives of the John B. Rogers Producing Co., who will present a five-day DeSoto pageant, are here making a research of historical data and preparing the scenario, in co-operation with E. D. Lambright, editor of The Tampa Tribune and chairman of the pageant committee. It was Mr. Lambright who 10 years ago conceived the idea of staging a DeSoto exposition in commemoration of the 400th anniversary of the landing of the Spanish Conquistadors.

A 300-foot scenic background and 750 participants will be in the set-up.

Postmaster J. Edgar Wall, chairman of the board of directors, is active with plans

to induce President Roosevelt and governors of 10 Southern States thru which DeSoto traversed to attend the exposition and Mayor R. E. L. Chanoy is issuing invitations to mayors of all principal cities of the South. On Gasparilla Day, feature of Florida State Fair since its inception, and Shrine Day mammoth parades are scheduled. Three days of auto races, two thrill days, nightly fireworks, a spectacular revue and more than a score of vaude, circus and hippodrome attractions are contemplated for the grand-stand menu.

MISS. STATE

(Continued from page 34)

ning the best editorials on the State fair was made to Mrs. Mary Mott, associate editor of The Yazoo Herald, and Hazel Brannon, publisher of The Durant News. The editors were guests later in the day of the Racing Corp. of America at auto races, Royal American Shows on the midway and Ernie Young at the premiere Mississippi showing of *Follies Internationales*. Jackson schools, dismissed for opening day, sent more than 10,000 students to the grounds.

Races Pack Stand

Tuesday was Agricultural Day, with a parade as one of its highlights. A record "Wednesday crowd" came for Health and Welfare Day, with one of the prettiest parades of the week. Thursday, in keeping with the exposition theme, "Know Your State," was given over to history, recreation and fraternalism. With schools dismissing for a hundred-mile rade, Friday proved the record breaker. Saturday was Veterans' Day, a feature being ground-breaking for the State's new \$272,000 War Memorial Building.

Emory Collins and Gus Shrader shared honors in three days of championship auto racing which attracted the largest afternoon crowds in years to the grand stand on Monday, Tuesday and Friday.

John A. Sloan, Racing Corp. of America, arrived for Tuesday's meet and remained until after Friday's run-off events. Art Swensen, who has been handling fair events here for several years, was again in charge of the track. Gaylord White was in charge of publicity. For the first time in years the grand stand was packed for Friday's races, with several hundred into the infield.

RAS Business Rises

Royal American Shows, playing the fifth engagement here, were more colorful than ever and the midway attracted record crowds from the start. Altho Monday's business was slightly off, Tuesday's receipts were better than those of last year, and from then on every day saw increased business over 1937. Francis and Gladiola Healy, in charge of publicity for the shows, co-operated 100 per cent with newspapers, radio stations and management. Thru courtesy of the shows' management, Zilla, of the Ripley Odditorium, entertained the editors at a Sunday night banquet in a hotel.

Ernie Young had the best engagement he has ever had here. Opening Monday night to an overflow crowd with his *Follies Internationales*, he gave two shows nightly, beginning on Tuesday, and by Thursday reported his gross in excess of last year's total. Three shows were given on Friday. Audiences acclaimed the show the best he ever brought to Jackson. California Varsity Eight captivated nightly throngs, with every act registering, including Professor Lamberti, who stopped the show on several occasions; the Reddingtons, the St. Johns and Lou Sellar. Pat Conway, emcee, handled the show in grand style. Armin Hand's championship American Legion Band played afternoon concerts in front of the grand stand and accompanied the *Follies*.

Flash Williams and his thrill drivers staged shows Wednesday, Thursday and Saturday afternoons to crowded stands, his second year here. Paul Goodnight, of the Williams troupe, suffered a leg injury in a roll-over on Wednesday but was able to leave the hospital within a few days. Elated over success of the fair, Mayor Scott, Miss Stire and staff immediately started preparations for 1939. It is understood the mayor has in mind a program involving additions to the plant, which was beautified this year by construction of a Colonial entrance and enlarging of the Court of Flags, down the center of which were

Fair Meetings

International Association of Fairs and Expositions, November 29 and 30, Hotel Sherman, Chicago. Ralph T. Hemphill, secretary, Oklahoma City, Okla.

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.

Texas Association of Fairs, January 27 and 28, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denton.

SECRETARIES of associations should send in their dates, as inquiries are being made.

placed new flower beds, stone benches and additional flagstaffs.

N. C. SCORES

(Continued from page 34)

operates the fair, that he announced on the final day a plan to take \$20,000 or \$25,000 of the profits to set aside as an emergency fund to absorb any losses that might come in future years. State budget bureau auditors are tabulating receipts and expenses and official figures will not be released for two weeks or more. Manager Dorton handled the fair for the second year since the State resumed operation after leasing the plant to George A. Hamid and Norman Y. Chambliss for several years. Mr. Dorton has operated Shelby (N. C.) Fair for 14 years.

Teter Has Record Crowd

Tuesday looked like the traditional "big Thursday" when Wake County School children were admitted without charge and they kept rides and shows of the Johnny J. Jones Exposition busy. On Friday, Young North Carolinians' Day, thousands of youngsters swarmed into the midway with money to spend. Manager Dorton sent 900,000 passes to the State's school children so that the price of admittance would not bar visits to the fair. Wednesday, when a record 18,000 saw Lucky Teter and his Hell Drivers, was perhaps the biggest day. Teter's show drew the largest grand-stand crowd in history of the fair, which for the first time turned spectators into the infield. Another record crowd was out for Ralph A. Hankinson's auto races on Saturday, which proved a big day despite competition of two big football games that afternoon and night. The race throng was almost as large as Teter's crowd. Harness races were afternoon features Tuesday, Thursday and Friday. Every one of the shows and rides on the Jones midway apparently got its share of Tar Heel money that seemed more plentiful than in the few preceding years.

Hamid Bill Pleases

George A. Hamid's presentation of grand-stand acts and nightly musical revue, *Revelations of 1938*, drew good patronage and left the customers highly pleased. Acts in addition to the revue routine consisted of the Balzano Family, accordion ensemble; Hoaglan's Hippodrome and high-school horses; Flying Otis, aerial septet; Olga Petroff, high pole; Kansasa Troupe, gymnasts and jugglers; Maurice and Vincent, knock-out comedians; Victoria Troupe, trick cyclists. Joe Basile's Madison Square Garden Band provided musical accompaniments and did its usual good job. Fireworks capped each night performance, furnished by Ohio Display Fireworks Co.

When Mrs. Harry Houdini, widow of the magician, visited Starr De Belle, Bill Mitchell and Owner E. Lawrence Phillips, of the Johnny J. Jones Exposition, the visit received front-page play in the local press.

Co-operating with Raleigh merchants, who have complained about the fair "taking everybody from downtown," Manager Dorton and show heads arranged for free morning performances of midway and grand-stand attractions on a platform in front of the courthouse daily.

Premiums for exhibits totaled \$15,000, an increase of \$3,000, and were limited to North Carolina producers. Exhibit space was enlarged by 14,000 square feet.

First Charlotte Colored Annual Declared Success

CHARLOTTE, N. C., Oct. 22.—First annual of Southeastern Colored Fair Association closed successfully here on October 15. The association, headed by Bishop Dale, Charlotte business man, put on a fair that drew praise from operators of Charlotte Agricultural Fair. Attendance was over 50,000, with school children admitted free on Tuesday and Saturday. Paid attendance was 27,309. Weather was good.

About 7,000 Negro school children attended free Friday and were given rides at reduced prices. Fair Manager Harry E. Wilson was unable to handle all exhibits in the 60-by-90-foot tent. There were 2,032 displays and all premiums were paid.

Bantly's All-American Shows, which reported a good week, furnished as free acts Ella Carver, high-fire diver, and Sensation Royals, high pole. A Negro amateur boxing tournament in conjunction with the fair drew much interest. Harry E. Wilson, assistant manager of Bantly's Shows, here in advance. With excellent co-operation of the fair board, Wilson was able to write results in black ink, despite limited time for preparations. Plans for a larger fair are being formulated and B. Arp Lowrance, manager of Charlotte Agricultural Fair, has promised the group use of the permanent plant to be erected before next season.

DALLAS GETS

(Continued from page 34)

Attendance figures for the 1934 and the 1938 fairs for first 10 days:

1938		1934	
Saturday	93,890	1st Day	83,190
Sunday	45,720	2d Day	42,685
Monday	7,446	3d Day	8,119
Tuesday	43,645	4th Day	66,580
Wednesday	11,266	5th Day	12,752
Thursday	10,620	6th Day	12,160
Friday	182,275	7th Day	176,440
Saturday	87,640	8th Day	119,660
Sunday	119,284	9th Day	120,310
Monday	68,544	10th Day	59,381

On October 14, Children's Day, with attendance of 182,275, school children from over the State were admitted free. Sunday, October 16, was second best day, with paid admissions totaling 119,284. Clear skies and warm sunshine in daytime and cooler temperatures at night kept attendance up, and warm weather boosted cold-drink concessioners' and midway business. All concessions and shows have had excellent business.

Barnes-Carruthers show, playing the Auditorium and billed as *Justice Follies*, played to capacity houses the entire past week and was held over from October 19 to October 19 for three more days and four performances. First week's attendance at the Auditorium was estimated at 35,000. Last seven days of the show were sellouts, with over 2,000 turned away from the box office last Saturday and Sunday.

A special benefit midnight show staged in the Auditorium on October 12 for the Showmen's League of America netted \$649, according to Denny Pugh, in charge of tickets.

Visiting officials have included Perry Reed, Lincoln, secretary of Nebraska State Fair, and Al Irwin, manager of Sam Houston Auditorium, Houston, Tex.

NEW WESTERN

(Continued from page 34)

fair been open four days the financial result would have been different, as it rained on all three days of the fair and the day following its close was perfect.

It is declared the present Class B circuit has become unwieldy, that there is too wide a difference in the status of the member fairs and that the class of attractions that the four fairs mentioned demand is beyond the means of most of the other 11 fairs on the circuit. Under the present set-up four fairs want the circuit to spend more for attractions, while 11 fairs want to spend less.

Another important factor is said to be the fact that carnivals refuse to again play the entire circuit, as they make money at some points but lose at many more. The larger fairs have been receiving smaller percentage of the receipts than they are entitled to in order to make it possible for the smaller fairs to have a midway, it is claimed. A discussion of the whole situation will be held by representatives of the four fairs at Saskatoon.

New feature was county progress exhibits, with four entries dividing \$1,700 in prize money.

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Department

THIS WEEK AND EVERY WEEK

Big Eatery Construction Begun; Grand-Stand Shows

Jap Cornerstone Laid at W. F.

NEW YORK, Oct. 23.—Construction on Ballantine Breweries' Three-Ring Restaurant, largest eatery in the amusement zone of the World's Fair, got under way this week when representatives of three charity agencies and officials of the fair and the brewing company shoveled concrete into wooden forms.

Ceremony took place at the corner of the restaurant where eventually will be exhibited \$5,000 in cash which the company will offer to charities voted most popular by the restaurant's patrons. Spot will seat 2,000, 1,000 in the main dining room, 500 in a bar-restaurant and 500 in a cafeteria. Building will be Continental in design, located near the amusement zone entrance, and will probably offer entertainment of some sort, although no announcements have been made.

The Japanese Government this week placed the cornerstone to its exhibit building, which will represent a Shinto shrine that symbolizes the fundamental idea of Jap philosophy, "simplicity is beauty and purity is divinity." Following laying of the stone representatives of the government and fair officials adjourned to the Terrace Club, where later they witnessed a pyrotechnic display over Fountain Lake. The lake was formerly known as Meadow Lake until it was discovered what a prominent part water fountains will play in nightly fireworks from an island off the shore of the amusement zone. Combination of fireworks, electricity and water accomplish heretofore unheard-of results, witnesses of the first experimental display ever.

SRF Benefit a Bust

Stage Relief Fund's benefit show last Sunday proved a bust, chiefly due to lack of showmanship and co-operation between promoters and the fair corporation. Although between 8,000 and 9,000 people were on the grounds, a small minority visited the benefit location. Event was a combined garden party.

Fair Grounds

COLUMBIA, Pa.—Columbia Fair here on October 11-13 had attendance of 160,000, biggest in 15 years, to make it one of the most successful in history of the Harvest Home and Grange Association, reports Charles Keninger, J. (Whittle) Gable had charge of the midway and free rides for the second year. Reithofers' acts and 48 concessions, including Al Bradle's Bingo, did good business. J. H. Horn's dog act, free attraction, drew crowds.

RICHMOND, Va.—Virginia Association of Fairs will hold its 22d annual meeting here on January 23 and 24. The membership embraces 29 counties. Charles A. Somma and Clarence T. Riddick, Virginia State Fair, Richmond, are in charge of the business program and entertainment.

YORKTON, Sask.—Yorkton Agricultural Association winding up about \$1,500 in the red on its 1938 free exhibition, a delegation from the association appealed to city council for assistance. Piea set the net deficit at \$2,151.

WOOSTER, O.—At a recent Wayne County Fair board meeting here Secretary W. J. Buss' report for the year was approved and it was voted to pay off \$2,000 of the fair's indebtedness from 1938 profits. Russell Stauffer was elected to the board.

YOUNGSTOWN, O.—Mahoning County Fair will erect three buildings on Canfield fairgrounds here, a 4-H Club building, pony barn and building for horse and dog shows, said Edwin Zieger, secretary.

MYRTLE BEACH, S. C.—John E. Lampton reports that he is handling arrangements for the five-day South Carolina Coastal Exposition to be held on Washington Park Race Track grounds under auspices of Myrtle Beach Racing Association. There will be three days of harness racing, and Morris Nelson's Reese Magnificent has been booked thru Southern Attractions as night grandstand show. A day has been set aside for school children, and there will be a carnival on the midway.

street carnival and theatrical talent round-up, with very little of the latter.

New headline performers appeared on the bill, Fred Stone, Kitty Carlisle and Olsen and Johnson being among the few who offered services. Majority of patrons wandered about taking in the vast half-constructed exhibit area. The fair is beginning to look like a World's Fair now, a point that seemed of more interest to the public than SRP's festivities back of the Administration Building.

Figures on the gross were not available this week, although it is generally assumed that the event broke just about even, with no dough for the fund and a loss to promoters. George Traver came in from Danbury with four rides on a nice guarantee and received same after promoters dug into their own pockets. Fred Phillips and Phil Isser had the games, all kinds, and did okeh considering the event as a whole. Dave and Frank Behrends and George Clarke, a press agent, handled the promoting; Dwight Deere Wiman and John Golden took care of the fund's end, and John Krinsky represented the fair.

Activity in the amusement zone this week, with exception of Ballantine's work launching, was very little. Concession department expects projects held up in the works this week to be consummated within a few days.

Donaldsonville Gate Down, But Stand Biz Has a Sharp Upturn

DONALDSONVILLE, La., Oct. 22.—Near-perfect weather failed to bring attendance at the 26th annual South Louisiana State Fair here on October 9-16 up to the record mark of 1937, although there was a sharp upturn in grand-stand patronage. Management was declared to have presented the best grand-stand show in history of the fair and officials expressed satisfaction with support in this direction. Opening day with 15,000, followed by the week's best of 18,000 on Friday, Children's Day, and a closing Sunday with 20,000 were interspersed with low attendance. L. A. Borne, president, and the new secretary-manager, Harrison Young, appeared satisfied with the smaller aggregate patronage in face of low returns this fall for staple farm products, especially cotton. Record yields of cotton, rice, sugar cane and native stock accounted for excellent exhibits, and the number of exhibitors and premiums of \$3,500 established a new high.

Barnes-Carruthers, with Ernest (Eube) Liebman in charge, presented what was pronounced the best array of grandstand talent ever seen at the fair. Liebman was announcer thru a newly installed ground-wide speaker system, with Col. Paul English, former stage star, as general emcee. Acts included Benteo Four, balancing and tumbling; Ernestos, with Naida and Ernie Perez, pole balancing; Peeyay Ringens, subbing at the last minute with his bike runaway and dive; Joe Melvin, boomerang; Art Le Fleur, human top, and Liebman, in a rube act. Two Sunday and Friday nights had Thearle-Duffield, fireworks. Grandstand seats 4,000 and the S. R. O. sign was out on Sundays, Thursday and Friday. Fair for the first time in several years held two days of harness races, but only two entries kept down interest. A horse show on Wednesday and a better baby show on Tuesday came on days that were poorly attended. Closing night drew heavily with cash giveaways.

John R. Ward Shows were on the midway with 10 rides, 12 shows and 30 concessions. Manager Ward said spending was not heavy except on Friday, when kids took to rides. Reports from concessions were a bit better than last year, but competition was keener. Midway was the biggest in several years. At a free Electrical Show in a special building George Pearce, magician, gave several 15-minute shows daily. The fair appeared to suffer for want of pre-event publicity. For the first time in several years pep meetings in leading communities, especially in New Orleans, were omitted. An opening-day motorcade, sponsored by a young business men's club of the Crescent City, brought the only support to the fair from the biggest city in the area.

SI AND PANNY OTIS and educated mule, Ebner, were at Carroll County Fair, Carrollton, Ky., October 11-14.

PLAYING Chattahoochee Valley Exposition, Columbus, Ga., October 10-15, were Watkins' Trained Animals, Mike Cahill, St Jackson and Mule, Great Michiel, Tarzen, Sylvia and Pals and the Deteros.

JOE BASILE'S Madison Square Garden Band played North Carolina State Fair, Raleigh, October 11-15, to evident satisfaction of the fair management and grand-stand patrons, reports Dick Collins. In addition to concerts daily Basile handled music for the George A. Hamid acts and revue, and cornet solos by Basile were one of the most popular features. Another unit of the band was at Frederick (Md.) Fair, closing on October 14, furnishing all musical entertainment and playing concerts and acts for Hamid attractions there. A third band participated in Columbus Day Celebration in Newark, N. J., October 10-12.

HIS Follies Internationale at Mississippi Free State Fair, Jackson, on October 10-15 broke every known record there in the face of a terrific drop in the price of cotton and generally bad economic conditions, reports Ernie Young. He said that it was necessary to give two grand-stand shows Tuesday, Wednesday and Thursday nights and three shows Friday night. For the week an all-time cash gross record for the fair was broken.

CHARLES A. SMITH, of the Great Aerial Smiths, underwent a major operation recently in City Hospital, Amsterdam, N. Y. Another operation was scheduled for October 22.

ED RAYMOND, of Raymond's Attractions, returned to his home in Jacksonville, Fla., after 14 weeks of fairs in Illinois, Indiana and Ohio with the Wigand Troupe, Roberts and Company, Flying Howards, Houghton and Houghton, LaVine and Mae, Bassett and Bailey, Olive Craig and the Raymonds.

V. A. DRUMB, aerial contortionist, was booked for Greenville (S. C.) Fair this week.

M. H. BARNES, president of Barnes-Carruthers Fair Booking Association, reported that his company's musical extravaganza, *Belles of Liberty*, did capacity business in Texas State Fair Auditorium, Dallas. The big building had overflow crowds on Friday, Saturday and Sunday, resulting in the show being held over for three days. According to Mr. Barnes, this marked the first time any show had been similarly complimented since the Auditorium was built. Acts in the *Belles of Liberty* are Valentine Vox and Emily Walters, Monroe and Grant, Muriel Page, Les Juvelys, Five Jansleys, Cervone's Band, Alexander Santos and Co.; Ross, Pierre and Schuster; Grenadiers Octet, Ainslie's American Beauties dance ensemble and the Aerial Ballet.

BOW IS GOOD

(Continued from page 36)

porary row was placed over the industrial building. Buildings of adobe construction in Spanish architecture, make a picturesque setting.

First-day attendance was estimated at 10,000. Cool weather cut attendance on Tuesday, when it was decided to inaugurate a free night gate and parking. Thirty-degree temperature drops from daytime highs, combined with 35-cent gate admission, had kept crowds from Matrello Bros' grand-stand show and also hurt C. F. Zeiger United Shows. Closing day, despite high wind and a sandstorm, drew 16,000.

Gross at the main gate was about \$20,000, held down by an apparent open-handed distribution of passes. Grandstand gross, also hurt by passes, was about \$20,000, including races, Matrello Bros' show and a horse show replacing grand-stand show the last two nights. Admission was 50 cents. Officials estimated \$75,000 to \$80,000 was wagered in pari-mutuels.

Acts Are Popular

Matrello Bros. were booked direct from Needles, Calif. Crowds were pleased by several Spanish acts and all acts clicked. Miss Concha Escalante and Company,

despite a recent accident in Hollywood in which one of troupe was injured, were favorites in their high act. Bill included Aletha, Bertha and Catherine, wire; Babette Thomason and Penny Parker; trapeze and heel catch; Clark Family; jugglers: Capt. Fred Foster's Canines; Walcott Duo, comedy ladder; Avalon and Calvert, contortionists; Foster and Matlock, high ladder; Clark Family, equestrians; Judy Foster's trained dogs; Owen Sheeler, upside-down walk; Chicarello and Company, knife-throwing and Australian whip-cracking; Capt. Louis Roth, tiger act; Pina Family, acrobats, and Clarkonians.

C. F. Zeiger United Shows reported fair business, Friday night three Ferris Wheels doing capacity for five hours. The shows will winter here, having leased old Orpheum building for storage of equipment and workshop. Good announcing was furnished by Mel Smith, of Seagrams, and formerly of Hagenbeck-Wallace Circus, for the races and grandstand show.

To Enlarge Plant

As soon as the fair closed plans for enlarging the plant were begun. U. S. Indian Service began construction of an adobe Indian building to house examples and demonstrations of Indian crafts. WPA tore off the temporary roof of the industrial building and began final work on the structure. A second industrial building is planned before the next fair. New live-stock pens and race barns have been decided upon. Capacity of the 2,000-seat steel grand stand will be doubled. Man-proof fence, sadly needed this year, will be built. A permanent administration building may be erected. The State is expected to complete its building. Fair Chairman Frank Shuffelbarger estimates attendance will increase from 50 to 75 per cent over this year. Much credit for success of the fair, organized in a few months with many handicaps, is being given Leon H. Harms, formerly of Kansas Free Fair.



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BANNER NAAPPB MEET SEEN

New Exhibitors At Trade Show

Popular convention features are to be retained—officials note interest

CHICAGO, Oct. 23.—Offices of President Harry C. Baker in New York City; executive offices of the association in the Hotel Sherman, Chicago, and presided over by Secretary A. R. Hodge, and those of Herbert F. O'Malley at Playland, Rye, N. Y., chairman of the program committee, and Paul H. Huedepohl, of the Jantzen Swimming Association, Portland, Ore., chairman of the pool section of the program, have all seen exceptional activity for many weeks in preparation for the big annual powwow of the National Association of Amusement Parks, Pools and Beaches here on November 28-December 1.

President Baker has been alling for a few weeks, but this has not deterred his determination to put over the 1938 annual gathering with as marked success as has characterized its predecessors, and, recently interviewed in his New York office, he stated that in his judgment the forthcoming convention would out-rank many of its predecessors in many ways. He declared it was most encouraging to him to see how the NAAPPB could ride the economic storm which has prevailed during the past season in so many parts of the country and still stage a convention with a bigger trade show than ever and more enthusiasm among its members.

Space Sellout Indicated

Program committee, Herbert F. O'Malley, chairman; Harry J. Batt, vice-chairman; A. R. Hodge, Paul H. Huedepohl and Charles P. Keller Jr., is putting finishing touches on what promises to be a most outstanding program. The three afternoon program sessions are to be shortened considerably so as to allow delegates and guests more time to visit the exhibition halls and for relaxation. Better arrangements have been made for handling special pool round-table discussions. These will be held in a room apart from the main dining hall, which will enable pool men to enjoy greater comfort during their noon sessions and use movies illustrating various subjects without any inconvenience to the rest of the diners.

Secretary Hodge reports the bloug advance sale of space in the association's history up to the present writing and everything indicates a complete sellout of the 130 exhibit booths considerably in advance of the meeting. At present there are only 15 booths available. The secretary also advised that an exceptionally large number of new exhibitors have been booked. Marked success of the plan of serving daily lunches at last year's convention has prompted the committee in charge of convention arrangements to continue that practice, and lunches will be served daily in the Grand Ballroom immediately adjoining the convention hall.

Special emphasis is also being laid on entertainment. There will be a period for refreshment and relaxation from 5 to 7 p.m. daily in the Penthouse, which has been set aside for exclusive use of the association during the convention. There will also be refreshments and special entertainment in the Penthouse nightly, commencing at 10:30. This novel feature inaugurated last year met with such outstanding success that the entertainment committee has been instructed to elaborate upon the plan and to see to it that everyone attending the convention uses these facilities.

Message on Insurance

President Baker reports that never has been so much enthusiasm previous to the annual meeting. Everyone seems to be "association-minded" and anxious to come to the convention and find out what is new in order to bring his park up to date for the 1939 season, he said. "There is, of course, one paragraph in the BANNER NAAPPB opposite page)



HARRY J. BATT, who with his associates is ready to start construction on a \$1,000,000 project in New Orleans, a resort to replace Pontchartrain Beach, their bid for a 20-year lease on the new site having been accepted by the Orleans Levee Board. He is vice-chairman of the 1938 NAAPPB convention program committee.

Batt's Bid Is Taken for New Site in N. O.

NEW ORLEANS, Oct. 22.—New Orleans was finally assured a million-dollar new lakeside pleasure resort this week when the Orleans Levee Board formally accepted the bid of Harry J. Batt and associates for a 20-year lease on a project site at Milneburg, about two miles east of the present location of Pontchartrain Beach.

Batt's bid was \$262,000, for which levee board promises to spend \$500,000 and Batt's backers an equal amount to give the Crescent City one of the finest lakeside resorts in the country. The present beach will be razed and turned over to the board for an exclusive residential area. It has been in use 11 years, replacing Spanish Fort, one of the first nationally famous pleasure spots.

Demolition of Pontchartrain Beach is in progress and mechanical equipment and concessions are being turned over to Batt for replacing at Milneburg. He promises to replace most of his present rides and build one of the largest salt-water pools adjacent to the fresh-water lake in the South.

Hamid Pier and A. C. Aud Set Scenes for Late Season Events

ATLANTIC CITY, Oct. 22.—Preparations for the Halloween week-end find the resort again in festive mood and a little more life on the Boardwalk and among the night spots. The big Boardwalk event will be the masquerade and dance at Hamid's Million-Dollar Pier. Kddy Morgan and orchestra will furnish music. Pier facade is changed into a barn front for the occasion with plenty of fixings. Immediately upon close of this dance, Friday night, the pier will rebuild and redecorate for the Auto Show opening on November 3. A number of other special events will be handled at the spot. The pier roller-skating rink will also throw a Halloween affair.

Municipal Auditorium, which has been featuring midget auto races on Fridays and Saturdays with more or less success, will tear down the track and replace with earth next week for sched-

Chrysler Plans Extensive Mall For L. A. Spot

LOS ANGELES, Oct. 22.—Plans are being made by Charles B. Chrysler, managing director of new Goldenwest Park here, to have a complete mall, including shows, rides, concessions, exhibits and free acts in time for opening date of the city's only amusement park.

Located two miles from downtown Los Angeles, the park will draw from the 3,000,000 population of the city and surrounding territory. Plans call for operation on a yearly basis.

Two of the city's main car lines will terminate at the front gate. Free auto-parking facilities near the gate will be provided for 1,000 cars.

Larrimore Concession Take Is Reported Off on Season

AKRON, Oct. 22.—Larry Larrimore, who for years operated a refreshment concession in Summit Beach Park here and in recent years bingo and other stands on the midway in Chippewa Lake Park, near Medina, O., and one of the largest operators of concessions in Northeastern Ohio, ended the outdoor season this week at Sandyville (O.) Home-Coming and returned his equipment to quarters here.

Larrimore's concessions have been working since early June, playing practically every fair and celebration of any size in Eastern Ohio and Western Pennsylvania, including leading Eastern Ohio county fairs. In most instances 11 concessions, including a big bingo game and six flashy Skee-Ball Alleys, were in his line-up.

"With the exception of bingo, which was the biggest money maker, the concessions' take for the entire season was off from 40 to 50 per cent, with practically the same fairs and celebrations played this year as in 1937," he said.

S. F. Playland-at-Beach Eatery Damaged by Blaze

SAN FRANCISCO, Oct. 22.—A spectacular fire, whipped by a high wind, did considerable damage to The Gables, Playland-at-the-Beach restaurant, on Monday.

The blaze threatened for a time to spread to the amusement zone and sweep an entire block.

Proprietors Thomas Burns and Maurice O'Dowd were in the building when the fire started but escaped injury.

MOOSE JAW (Sask.) natatorium, operated by Moose Jaw Industrial Fund committee, started on its seventh year of operation on October 11. In its six years of operation 312,697 people have enjoyed "a swim in the briny," 1,000 miles from the sea.

used University of Delaware-Penn Military College football game on November 3. Turf will then be removed for opening of ice hockey season, the hall program for winter.

Mall Dodson, of the big hall's press staff, is away recuperating from the gripe. I. Perlin took the auto bus for a vacation from Colonial Theater this week. Dick Bergeth is back at the Ventnor Theater after almost a year of illness.

Ventnor Pier closed for the winter over a flood of protests. Mayor Hodson declared winter dances and skating tried there before resulted in a loss. Atlantic City hotel men on the beachfront are shying away from all efforts to get the American Legion convention here next year, despite the fact that smaller hotels and restaurants are crying for it.

New Revere Plans Ready

Rejuvenation project will go to government—boardwalk and pier included

BOSTON, Oct. 22.—Plans for complete rejuvenation of Revere Beach to make of it one of the most pretentious in the country will be submitted to the federal government within the next month, according to officials of Revere city government.

For many years Revere Beach held a high place in New England resortdom but of late years many amusements along the beach deteriorated and fronts reached that state of weather-beaten decrepitude where one suspected a hurricane might have reached the beach long before the actual big blow of September 21. That, by the way, completed the effect and made certain the appeal of the civic-minded of Revere to WPA authorities.

Old Prestige Visualized

A plan has been worked out whereby amusement enterprises along the beach are to be moved back one block along a street running parallel with present beach attractions. Where present attractions are situated a boardwalk would be built extending four miles along the north shore and there is visualized a return of old-time prestige to Revere.

Plans include building a \$1,000,000 pier modeled after some in Atlantic City and already George A. Hamid, New York, has put in a bid, seeking to be identified with this new project when and if it becomes a reality. Hamid looked over the entire Revere project and waterfront while here in August with the rodeo at Suffolk Downs and gave it as his opinion that Revere possesses all of the natural advantages and all of the beach front necessary to make of it a rival of more favored New Jersey spots.

Is Election Issue

In an election fight on in Revere one of the issues is based upon the effort of citizens to interest the national government or other agencies in the project of rebuilding the beach attractions.

Suffolk Downs racing plant, a part of which lies in Revere, enters into the picture as planned by civic authorities. It is their hope and expectation that within the next year a grant for a State fair may be secured from the Legislature and that with this located at Suffolk Downs, Revere Beach within a stone's throw, walking distance from any part of the track or plant, would draw thousands during the fair period.

Philbert Plans for Opening

CHARLOTTE, N. C., Oct. 22.—Plans are under way for the January opening of Key West (Fla.) Amusement Park under direction of E. H. Philbert, reported Harry E. Wilson, of Bantley's All-American Shows, which were here for the Southeastern Colored Fair Association last week. He said free acts will be changed at intervals during winter and that shows booked include Speedy Merrill and his troupe of motordrome riders and wild animals and Leo Carrell and his Monkey Frolics, featuring Susie, chimpanzee. Sam Weiner has been contracted to furnish merchandise wheels, Charles Cohen will have his Palace of Bingo, he said, and Bantley's Shows will furnish numerous attractions.

Peters in Barn After Fairs

CANTON, O., Oct. 22.—Howard Peters, long a concessioner in Meyers Lake Park here, has returned his freak animal show to winter quarters after playing eight weeks of Ohio fairs and celebrations. He shows this season was greatly enlarged and presented several new attractions. At several fairs Peters had his pony track, ball game and other concessions, including a de luxe grab stand. For several years he has operated pony track, striker and kiddie rides on the midway in Meyers Lake Park.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Old Familiar Faces

Advance reports concerning papers and discussions slated for the forthcoming swim-pool sessions of the NAAPPB national convention bring to mind that the same old faces will again lead the proceedings. Not that those gentlemen aren't capable of delivering interesting speeches or presiding over the discussions. It's just that I had hoped there would be some new faces on the rostrum.

However, I realize that Paul H. Huedepohl, of the Jantzen Swimming Association; Herbert O'Malley, of Playland, Rye, N. Y., and Al Hodge, secretary of the NAAPPB, have a tough time each year trying to convince new members to relate their experiences. It just seems that the majority of park and pool owners like to sit back and let men like Julian Bamberger, of Lagoon Pool, Salt Lake City; or R. N. Perkins, of the Perkins Labs, Omaha; or J. O. Ziegfeld, of Meadowbrook Pool, Baltimore; or James Montleth, of University City (Mo.) municipality; or Bob Ferguson, of Capitol Beach, Lincoln, Neb.; or Norman S. Alexander, of Woodside Park pool, Philadelphia; or Harry A. Ackley, all of whom have repeatedly read papers at past confabs, dominate the pool meetings. They're the old familiar faces, and, believe me, it's a good thing the aquatic profession has such hard workers.

Another who will reappear is Chauncey Hyatt, of Illinois Board of Health. Since the convention has been held in the Windy City he has made some interesting speeches before the pool group and he is tentatively slated to participate in two discussions this year. One will be on *Shower Baths—Compulsory or Voluntary; Hot or Cold; Soap Dispensing; Outdoor Beach Showers and Experiences of Operators as to Their Effectiveness*. This subject should command a great deal of attention. The health official's second topic, which he is expected to tackle at the sessions with Julian Bamberger, who has also had quite a bit of experience in this work, will be *Building Public Confidence by Co-Operating With Health Authorities*.

That the powers that be are just as anxious to get new pool men to read papers at the meetings as is this department is evinced by the fact that R. N. Perkins is trying to get Joe Malic, of Peony Park, to read a paper on *The Value of Play and Gymnastic Equipment for Bathing*. One newcomer to the pool forum who has been lined up for a talk is D. Melville Carr, director of first aid and life-saving of Chicago chapter of American Red Cross. Director Carr will discuss *Safeguarding Parks, Pools and Beaches*.

It looks like a swell program that they are arranging for pool operators at Chicago. They even have scheduled a paper on *Experience With Regard to the Use of Trunks by Men Without Uppers*, a subject which has been written about here many times. Considering the mail that particular subject attracted, it appears as tho it will be one of the highlights. However, I think the paper that will entice the greatest interest is one on *Sand Beaches as Compared to Concrete, Brick, Tile or Grass Play Areas*, which hasn't been assigned to anyone as yet. I agree with Paul Huedepohl that Bob Ferguson, of Capitol Beach, seems the most logical man to lead a discussion on that topic.

Typ portraits

Joe Church, operator of Farragut outdoor pool, Brooklyn, N. Y., must have some friends who read this column, because two persons wrote in requesting that he be "typographed." Has yet to be sold on the value of publicity for a swim pool, altho he's not entirely against its use. Each summer he swears he won't go in for publicity and then al-

ways winds up staging various promotional stunts. Is a great believer in outdoor advertising. Is a great friend of Boy Scouts, playing host to thousands of them at his tank each summer. Very seldom gets excited. Personally supervises all construction and alteration at his tank. Runs private busses from near-by subway stations to the plunge and believes that more pool men operating in out-of-the-way areas should offer similar free bus service.

Dots and Dashes

In the midst of all the squawks that one hears from pool men and water performers, it was good to receive a letter from high-diver Frank Cushing from Robinsonville, N. C.: "Considering everything, I believe I had a darn good season. Will probably winter in Georgia." . . . The writer played host to charming Georgia Coleman, former Olympic diving champ, last week upon her arrival in New York City from the Coast.—Georgia has completely recovered from her recent illness and may stay in Gothamtown all winter. . . . Thanks to Christy Walsh, sports director of the New York World's Fair, for his prompt reply to my recent open letter.—And I hope to have some word concerning the marathon swim suggestions contained in that column after I have a proposed talk with Christy next week.

American Recreational Equipment Association

By R. S. UZZELL

Fred Fansher has made an extended trip thru the New England storm area and reports it not so bad as some of the first surveys led us to believe. Rocky Point, Providence, is not entirely blanked out but damage is severe. The Flying Turns is not demolished but the big clam-bake place is gone. Fansher said the eating places may not be rebuilt. Now comes the report that Castiglioni is dead. No report yet as to whether his sons will rebuild.

Danny Bauer's dine and dance was wiped out, but all of Acquahnet Park was not destroyed. All who know Lake Pearl at Wrentham, Mass., will regret to learn that most of those enormously large trees were toppled over. Mr. and Mrs. E. R. Engren were visiting at West Haven, Conn., and were compelled to stop over on the return trip because of impassable roads. They did not get thru until Friday after the gale of Wednesday, September 21, when they first learned of their damage, because all telephones and telegraph wires were out of commission. In true New England undaunted style Engren took off his coat and started rebuilding. Dartmouth College lost 150 of those stately elms on its campus, most of them over 100 years old.

Baker Back in Harness

Fred W. Pearce was here and told us his Coaster at Bridgeport, Conn., was only slightly damaged but the pier built last spring was swept away and much of the decking of the bridge is gone. A picnic shelter was wrecked and much damage was done on the grounds. Glad that Pearce escaped at Bridgeport, as not long ago he lost a Coaster in Lincoln, Neb., in a cyclone.

Harry C. Baker is back in the harness, going at speed again. He is rushing to New England and then will fly to California in connection with his work at the Golden Gate Expo. Executive committee meeting of AREA will be held in the latter part of October as soon as George A. Hamid and Baker return to the city. C. V. Starkweather, our program chairman, is about ready to send in his completed work. He is thoroly alive to the perplexities of a program chairman. We were sure he would go thru with his task and produce a program. Herbert O'Malley is quiet up the Sound but we know he is working on the program for the national association.

Harry A. Illions came in from Montreal and thru a visit to our American Museum of Public Recreation he has been thoroly convinced of its merits and has promised to take a membership.

Fred Pearce, our museum president, is also scouting for new members. No park man in America is more loyal to the museum than Fred. He is a worthy successor of our late lamented president, D. S. Humphrey. If everybody will boost a little we can have a most helpful institution.

Death Follows Gale

Wallace St. C. Jones, Boston, has just sent in a letter containing the following paragraph: "Rodman, down at Bridgeport, says that the city will have to spend upwards of \$42,000. Barney Williams has 16 tall cathedral pines left out of about 2,000. Arch Clair lost 65 very large trees. Danny Bauer lost about everything. Paul Castiglioni at Rocky Point, R. I., took one look at his park and 'cashed in his checks,' leaving it to our good friend, Paul Haney, and the lawyer to clean up the wreck, as his executors." Surely, storm insurance, added to fire policies, is advisable.

Leonard Traube has decided to come back into the fold. He rejoins The Billboard staff the last of the month. He is a good man and knows the field—but they always come back. Hartmann once took time out. Once your pen is dipped into The Billboard ink you become a member of a fraternity that does seem to last.

Long Island

By ALFRED FRIEDMAN

Flushing civic leaders would do well to encourage the salvage of some of the tumble-down shacks that surround the World's Fair grounds, where they'll leave a none-too-good impression in 1939.

The \$150,000 roller-skating rink scheduled for Lynbrook is further evidence of the increased interest locally in the rink pastime. If park department officials have their way about it Broad Channel's reign as an amusement center will cease in 1945, when it is planned to convert it into a public park.

ROCKAWAY BEACH: By early next spring Park Commissioner Moses will have more to say regarding his plans for a restricted amusement zone of which he spoke the past summer. By this scheme Commissioner Moses hopes to confine amusements to a single zone.

The toll on the Cross Bay Bridge to here will be either 10 or 15 cents, with natives debating about the amount of injury it will do in discouraging visiting motorists. Kenny Meekens plans to open a huge auto drive-in diner in Seaside next summer, after the manner of those operated on the West Coast.

With the Zoos

CINCINNATI.—Departure of three young lions from the zoo on October 19, gifts to Evansville (Ind.) Zoo, reduced the lion population to seven and will result in a saving of \$25.20 a week in food, it is said.

DETROIT.—William T. Barbour was reappointed by the mayor to another four-year term on the Zoological Park Commission, of which he has been a member since 1932.

MILWAUKEE.—Washington Park Zoological Society re-elected Louis Schneller, president; T. J. Bartel, Rudolph

Hokanson, Philip Orth Jr., vice-presidents; Albert C. Biernach, secretary-treasurer.

RACINE, Wis.—Racine Zoological Society purchased 230 birds and pairs of lions, tigers, jaguars, leopards and black panthers. The lions were purchased on option from Dallas (Tex.) Zoo six months ago and since then the female has given birth to triplets. Shipments were made the week of October 17, since cages in the new zoo building were finished before completion of the entire structure.

Projects To Pep Spending In Asbury Park Territory

LONG BRANCH, N. J., Oct. 22.—Sunny weather over the week-end gave the boardwalks in the Asbury Park area renewed vigor after several rainy, cold periods. News of the granting of about \$55,000 to Sea Bright for a new sewerage disposal plant aided business at Long Branch. The boro, it is understood, will spend about \$120,000 on the plant

and construction of bulkheads. Atlantic Highlands is seeking to get the State to allow an increase in boro indebtedness for building bulkheads and jetties. These things will increase spending along the boardwalks and concessioners will benefit.

Fred Stetter, who still has his Skooter unit open at Asbury Park, has operated it six years for Boardwalk Amusement Co. His usual season is from April 1 to November 1, but if present weather keeps up Christmas may find him on the job.

Herman Ruben is back at the mike at Ruben's Radio on Asbury promenade. Convention Hall Amusement Co., Pete Vetrano's biz, did not suffer any from the September hurricane.

Cayle Bonfield, who is on the job for Shore Amusement Co. at its Penny Wonderland in the Casino at Asbury, has been working for the firm about five years.

Natatorium, anticipating a great winter season, has had J. T. Post at the helm 12 years. It is open all year from 8 a.m. until 9:30 p.m.

BANNER NAAPPB

(Continued from opposite page)

mount question in the minds of many operators in the East as to what the New York World's Fair is going to mean to their resorts, and they are all coming to the convention to find out how to offset the competition of the World's Fair or perhaps to take advantage of the migration of such tremendous crowds as will penetrate the East to visit the fair," he added. "There is also the tremendous problem which confronts many Eastern operators for the rebuilding and rejuvenation of their parks and beaches because of the tragic havoc wrought by the recent hurricane which did so much damage in certain areas. These operators quite naturally are all coming to Chicago for new ideas, new devices and consultation with their many friends in the industry."

"Chairman O'Malley of the program committee has promised to release full details regarding the program in the very near future. Chairman N. S. Alexander of the public liability insurance committee, whose committee will also have an important message to deliver at the convention, may also be expected to have something most important to say to the entire industry previous to the convention," said Secretary Hodge. "Manufacturers and dealers of park, pool and beach equipment who have not as yet reserved space for the forthcoming trade show are urged to do so without delay, as a complete sellout of the 130 booths is anticipated well in advance of the convention. For full particulars regarding space address Secretary A. R. Hodge, Suite 295, Hotel Sherman, Chicago."



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Jones Combined Benefit Scores

Chez La Femme scene of NSA-SLA show — George A. Hamid assists

RALEIGH, N. C., Oct. 22.—Thru efforts of Johnny J. Jones Exposition and George A. Hamid, a combined Showmen's League of America and National Showmen's Association benefit performance was staged in the Chez La Femme show at North Carolina State Fair here October 13 to a well-filled tent of fair officials, visitors and showfolk, reports Star De Belle. Acts from show as well as those under direction of Hamid gave a pleasing performance.

Due to the short time between preliminary arrangements and date of show, the night's gross was perhaps not up to expectations. But the fact that those who did attend were enlightened as to the purpose of the new organization did much towards adding more members before the event was over.

Joe Casper proved a capable emcee, altho patrons had a few anxious moments when the stage collapsed. No harm was done, however, and the show continued. Dr. J. S. Dorton, fair's manager, spoke a few words which meant much to the many showmen present, making all feel as tho he was with them 100 per cent. E. Lawrence Phillips, owner of the show, in a brief talk impressed upon everyone what the organizations meant to showmen.

George Hamid made the final talk and his parting shots added more members to the Eastern organization. Regardless of the night's gross, event was a success from every angle.

Brydon Changes Title of Oddities

JOHNSTOWN, Pa., Oct. 22.—Museum, known for the past several seasons as International Congress of Oddities and now in Pennsylvania territory, under direction of Ray Marsh Brydon, will henceforth be known as the Look at Life Museum, according to announcement made by Brydon. Metropolitan Museums, Inc., recently formed corporation with David Resen, Fred Sindel, J. J. Stevens and Brydon as officers, will direct the unit. Show has been operating since October 3, when it opened in Altoona, Pa., to good business.

Rosen and Sindel, now presenting a side show on the Strates Shows, will be in active management of the museum at the close of their present contracted dates. J. J. Stevens, with Brydon organizations for the past 14 years, continues as treasurer. Brydon will handle all advance details. Bob Zell, advertising agent, is in charge of the billing crew. Tom McLendon has completed construction of new stages. A number of new acts have joined since opening. They include Big Baby Bertha and Slim Curtis, Prof. George Oram, London Punch and Judy and Charley McCarthy act; his wife, Nellie King, novelty musical act, and Walter All, torture and physical endurance. Roland, anatomical man, continues popular. Willard Backenstoe furnishes the pinhead people, featuring "Zippo." Prince Victor, sand diviner and astrologer, did well here. Little Lord Leo, said to be England's smallest man, in Altoona, Pa. Clarence Walters, steward, continues to appease with his appetizing menus. Howard, brother of Big Bertha, is being costumed for doorman. Mrs. Ruth McLendon, aside from being one of the members of the human art gallery family, has been enjoying good business with her Chinese torture chamber. Visitors here included Mr. and Mrs. Phil C. Travis, of Nashville Fair.

Starkey's Shows Add Rides

ROANOKE, Va., Oct. 22.—Frank Starkey, owner-manager of Starkey's Greater Shows, announced this week that he had closed a deal with Dick Sisco whereby he will furnish Sisco's rides, together with his own shows, at a string of Southern Georgia and Florida fairs and celebrations. Organization will remain on the road as long as weather permits, Starkey said.



CARL J. SEDLMAYR, veteran outdoor showman, is president of the Amusement Corp. of America, which recently came into existence thru amalgamation of the Royal American Shows, Beckmann & Gerety Shows and Rubin & Cherry Exposition. Sedlmayr, with Elmer and Curtis Velare, formerly owned the Royal American Shows. (Photo by Kenneth Wright, St. Paul.)

Roy Gooding Stores Rides

DOVER, O., Oct. 22.—Roy Gooding's five rides have been stored at Tuscarawas County Fairgrounds here. Paul Pickering, superintendent of rides for several years, was in charge of the work. Gooding reported that business this season was only fair, with few spots grossing anyway near that of last year. Some spots, he said, were from 40 to 50 per cent below 1937.

Along the Dallas Midway

By FRANK B. JOERLING

DALLAS, Oct. 22.—Present plant of the State Fair of Texas, October 8-23, is one of the finest in America. The beautiful buildings erected for Texas Centennial and Pan-American exhibitions are nearly all standing and house exhibits and live stock.

It looked like old-home week for showfolk, as almost every day brought prominent visitors, especially October 12, when many showmen were on hand for the SLA Benefit Show, a pronounced success.

Captain and Mrs. John M. Sheesley and W. H. (Bill) Rice, agent of the Mighty Sheesley Midway, were among opening-day visitors.

Phil Little, who was busy looking after his two big eating emporiums, departed on Wednesday for Shreveport, La., where he will again have some large

McCaffery Heads Regular Ticket of Showmen's League

CHICAGO, Oct. 22.—Nominees for officers of the Showmen's League of America on the regular ticket were announced at the league's meeting Thursday night. J. C. McCaffery, who has done much to forward the interests of the league in the two years he has headed it, was renominated for president. Frank P. Duffield was nominated for first vice-president; Frank R. Conklin, second vice-president; Carl J. Sedlmayr, third vice-president; Al Rossman, treasurer, and Joseph L. Streiblich, secretary. Streiblich has served as secretary for 11 years.

Nominees for the board of governors will be found elsewhere in this issue.

Page Shows To Return To Tennessee Quarters

JOHNSON CITY, Tenn., Oct. 22.—J. J. Page, owner-manager of the J. J. Page Exposition Shows, last week concluded negotiations to winter his shows here, reports R. S. Savage, of shows' staff.

Organization formerly had wintered here for many years, but the past three years saw it quartered in Augusta, Ga.

O R S in Taloga Quarters

TALOGA, Okla., Oct. 22.—All equipment and paraphernalia of Oklahoma Ranch Shows, which closed the season in Vic, Okla., on October 1, has been stored here for the winter in a new warehouse constructed by Manager Jimmy Ellis, reports Elizabeth Ellis, shows' secretary and treasurer. Mr. and Mrs. Frank Ames, cookhouse operators with the shows for the past three years, will winter in York, Neb.

concessions. Noble C. Fairly, partner in the Fairly & Little Shows, spent several days here.

Praiseworthy were the fine stands owned and operated by Denny Fugh, who had 35 concessions, all with new uniform fancy-striped canvas and each elaborately flashed. All visiting showmen pronounced it just about the finest concession line-up ever seen, 352 feet of tents on each side of the midway.

Jack Duffield, of Thearle-Duffield Fireworks Co., was on hand to superintend "shooting off" of the displays. Some showmen were wondering whether the "golden flitter" on his clothes was from the pyrotechnics.

Otto Herold, president, and Roy Rupard, secretary-manager of the fair, (See DALLAS MIDWAY on page 47)



TWO HIGH DIVERS WORK AS FREE ACTS on Crowley's United Shows, the dives being different. Left to right: Dare-Devil Kenneth Blake, high fire diver; G. C. Crowley, owner of the shows; Capt. George Webb, high net diver. Photo, submitted by Owner Crowley, was taken at Red River Valley Fair, Sherman, Tex., on October 7.

Ward Midway Big At So. La. Fair; Season Biz Okeh

DONALDSONVILLE, La., Oct. 22.—John R. Ward Shows gave the South Louisiana State Fair here, October 9-16, one of its biggest midways. Date marked shows' first appearance here, altho organization's winter headquarters are less than 50 miles distant. Good weather and location, Ward said, resulted in heavy attendance three days of the seven, but money was not so plentiful, with most of it going to concessions.

Show will go into quarters at Denham Springs, La., early in November. Ward plans complete renovation for 1939. Business for the year was fair despite disappointing patronage as the show moved south.

John R. Miller and wife visited here.

B. & G. Shows Open Well in Port Arthur

PORT ARTHUR, Tex., Oct. 22.—Beckmann & Gerety Shows attracted an estimated 3,500 at their opening here on October 13, first day of a 10-day stand. Don Kellogg, of the shows' staff, reports that the initial night's business was satisfactory inasmuch as Al G. Barnes-Sells-Photo Circus was showing in Beaumont, Tex. Attendance picked up on Friday, and Saturday night's crowd registered around 7,000, with all rides and shows realizing brisk business. Rain Sunday night and again Monday morning threatened to keep crowds away, but business held to the anticipated mark.

Shows are fortunate in keeping the showgrounds in good condition in view of the rains which come up at a time when workmen are able to pump off water from the grounds, which are only five feet above sea level.

Pete Kortez left early this week for Montgomery, Ala., to look over his circus side show on the Rubin & Cherry Exposition, but is expected to return soon. J. W. (Patty) Conklin, of the Conklin Shows, and Elwood A. Hughes, managing director of the Canadian National Exposition, visited the grounds on October 18 and were guests of Fred Beckmann and Barney S. Gerety.

MSA Opens Fall Meets In Remodeled Quarters

DETROIT, Oct. 22.—Michigan Showmen's Association celebrated opening of its remodeled clubrooms with a meeting Monday night. Rooms have been done in light buff with white relief and a conservatively modernistic style of decoration has been used. A dais has been installed at the west end for officers and speakers.

Monday night's meeting was the first at which political candidates have been permitted to speak. They were Representative George D. O'Brien and former Attorney-General Patrick H. O'Brien, Prosecutor Duncan McCrea and Sheriff Wilcox. Past President Leo Lipps was toastmaster. At the speakers' table were President Louis Margolles, Vice-President Harry Stahl, Vice-President Edgar McMillen, Treasurer Louis Rosenthal and Secretary George H. Brown. Harry Stahl, who had charge of the refurbishing of the new quarters, was highly commended for the fine job he had done.

New members accepted this past week included George Pappas, Max Herman, Richard Adams, Richard Lewis, Malcolm Webb, Walter Hackett, Lew Helpert, Al Kaufman, Harry Seber, Paul Olson, Charles F. Taylor, Al Cutler, Clarence Ramstack, Sam Meyers and Ozy Breger. All were credited to Harry Ross, who is fast nearing the 50 mark in the membership drive and attainment of a gold life-membership card. Arrangements are being made for the club's fourth annual dance, which will be held early in January. All visiting showmen are invited to visit the new clubrooms.

Goodman Releases Year Book

CINCINNATI, Oct. 22.—A nifty bit of literature in the form of the Goodman Wonder Shows' 1938 Year Book arrived at The Billboard offices this week. Compiled and edited by Roland W. Richards, the show's publicity director, the book contains a wealth of photographs of show officials and various attractions with the organization and a comprehensive report on show's itinerary for 1938.



Palace Theater Building,
New York.

NEW YORK, Oct. 22.—As promised last week, club is announcing names of new members obtained in Winston-Salem, N. C., at a membership drive held by the World of Mirth Shows and proposed by Vice-President Max Linderman. They are Lawrence Bowe, Carl A. Turnquist, Donald Clark, Jerry Greenlee, Jesse Edward Rhodes, William Thomas Lewis, Donald F. Murphy, Edward Cennamo, Homer Davis, Francis E. Anderson, Richard Lucas, James L. Edwards, Lou Cedar, Tom Giggins, Muri Deemer, Jack Gilbert, Frank J. Hill, James W. McHugh, B. H. Mathis, Alfred J. Kirsh, John E. Walker, Frank Schillizzi, Glenn H. Porter, Clifford S. Karn, Charles B. Kidder, Charlie Halliday, Pat Martino, John Leonard, Charles A. Lenz, Irwin Carl, Jack Murphy, Thomas W. Kelley, Joe Belmont, John Bennett, John Lessor, Henry Balabanow and Thomas W. Woodworth.

President George Hamid staged a benefit and membership drive on the John J. Jones Exposition, raised almost \$200 and sent in the following applications: Irish Horan, James C. Simpson, Carl J. Leuther, William C. Fleming and E. Lawrence Phillips, who in turn proposed David Bloom, Tom M. Allen, Harold Paddock and Max Maurice. Harry LeBrique, secretary of New Jersey State Fair, proposed by George A. Hamid, was also a new applicant. Banquet chairman Lew Dufour sponsored membership of G. H. Messmore, Bill Block proposed Herman Wolfe and Gene Hamid sent in Clyde L. Jordan's application.

Vice-President Art Lewis advises that he is sending in 18 applications to be credited to Gene O'Donnell, who still has a few more to go before he realizes his goal of life membership. These names will be listed next week. Banquet committee reports that things are moving, ticket sales are increasing and the sale of advertising in the souvenir program is more than satisfactory.

Members who have changed their addresses since joining NSA and who have been on the road this season are requested to notify the executive secretary as to their new addresses. Much mail has accumulated in recent months and the club is desirous of disposing of it. For the benefit of those members we repeat last week's announcement that the first meeting of the season will be held October 26 at the clubrooms and they are urged to attend. A meeting of the banquet committee will precede the regular meeting.

Remember, if your membership card does not read, "Dues paid to July 15, 1939," you are not in good standing!

Congratulations from the officers and brother members to the following on their birthday anniversaries: Adams Earle Reynolds, October 29; Albert Wilbur, October 29; Sam Berk, Elliott J. McKnight, Morris Finkelstein, November 1; Harry Howard and Eddie Viera, November 3.

Ladies' Auxiliary

Last week's meeting was a good one

USED TENTS

For CONCESSIONS AND SHOWS
Good Condition,
Priced Right for Quick Sales.
CAMPBELL TENT & AWNING CO.
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Important Announcement

New 1938 Chevrolet Trucks and Passenger Cars available for immediate delivery.
CHAS. T. GOSS
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WHY STORE YOUR OLD RIDES AND SHOW EQUIPMENT?

SELL IT TO
RALPH R. MILLER
BAYON ROUGE, LA.
(Largest Buyer of Second-Hand Rides and Distressed Show Property in the United States.)

and many members paid up for their award books, and President Dorothy Packman donated 100 open-face sandwiches and coffee. Everybody seemed to enjoy the meeting, some seeing each other for the first time in months.

Mrs. George A. Hamid came thru nobly, selling 34 award books. Club was happy to learn that Bobby Grant is fully recovered from her recent illness and expects to join us shortly. Lillian Tobias, proposed by Ida Harris and Vi Lawrence, is a new member. Anita Goldie, secretary, has been attending a convention in Atlantic City, but will be in New York for the next meeting.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 22.—Plans for the fifth annual meeting of the association are being formulated and completed and, altho the programs of the various affiliated bodies which will meet in Chicago simultaneously with our association have not been fully announced, our plans call for the meeting to be held in the Hotel Sherman beginning on November 28 and continuing nightly until the business of our association is disposed of.

In accordance with the practice of the past few years our meetings will begin at 11 p.m. so as to give each of our members and others interested an opportunity to be present without neglecting other interests. Such matters as are not completed at the Monday night session will be disposed of at the second session on Tuesday, and if necessary further sessions can be held Wednesday and Thursday nights.

Detailed program for the meeting will be in accordance with the by-laws adopted in 1936 and the completed program will be announced later. In accordance with the by-laws official notices of the annual meeting will be mailed to members at least 10 days in advance of November 28 and, altho notice of the annual meeting is confined to our membership only, we desire to mention that our meetings have always been open to any and all who are interested in attending them. We would appreciate receiving any suggestions from members in connection with the coming meeting.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Oct. 22. — Monday night's meeting set a record for fall meetings when 89 members answered roll call. Officers attending were First Vice-President Harry Hargraves, Second Vice-President Ted LeFors and Secretary H. C. Rawlings. Usual business procedure was followed and current bills were ordered paid.

Communications: Claude A. Barie lettered an inclosure for a new member. From Abner Kline came a letter of inquiry. New members: Mel Bennick, credited to Claude A. Barie and E. W. Coe.

John M. Miller reported club's finances were in a flourishing condition. John R. Ward reported on several ways and means committee plans now under consideration. Frank Downie, of banquet and ball committee, prefaced a report on the event with a request of an expression from the assemblage as their reaction to the chosen locale of the affair, the new Breakfast Club. He was given vote of confidence with full authority to handle the details of the ball. Weekly award went to Norman Peel and a banquet and ball ticket to I. J. (Baldy) Miller.

Board of governors reported that it decided to reopen the commissary October 24, with Harry G. Seber in charge. Committee appointed by Vice-President Hargraves to handle revision of club's by-laws and constitution included Phil Williams, chairman; Dr. Ralph E. Smith, Harry Pink, Pat Armstrong, Edw. E. Tait, John R. Ward, Ted LeFors, John M. Miller, Frank J. Morgan, Hugh Weir and Joe Olacy. Joe Olacy was named secretary. Committee is to report its progress to the board of governors at each meeting. Ted LeFors, second vice-president, and Mario LeFors made a contribution which is to be the nucleus (See PACIFIC COAST on page 50)

Here's 1939's Sensation

and year around business for you

THE 3-WHEELED MOTO-KAR

Talk about a natural for concessioners—for county fairs, recreation parks, resorts and roadside tracks. Nothing heretofore has even approached this low, racy, tip-proof 3-wheeled Moto-Kar. Long nosed, cowed like a fighting plane, with heavily padded racing driver seats and 3-point suspension that will out-handle and out-perform any 4-wheel vehicle. Supplied with all around bumpers for track rental service they are the safest, most thrilling, most universally appealing money makers yet developed.

BE FIRST—every day you've without Moto-Kars is costing you real hard money. Write now for catalog and proposition.



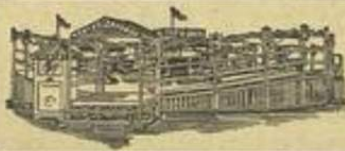
Wherever there is water there's a fortune for the man with a fleet of Scoot-Kars. It skims the surface like a hydro-plane—fast, flashy, thrilling. It's a day and night renter—has no "off" hours. It's an all-year renter, for with the first freeze off come the pontoons and on go the runners for Ice Scooting—the King of Winter Sports!

Don't delay on this; get all the facts NOW.

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ALL NEW MONEY-GETTING RIDES

RO-LO—FUNHOUSE AND RIDE COMBINED. A big money earner—a program loan, Coleman Bros., Gooding Greater, Hesperian, Bob's Liberty, Jopland, others.
KIDDIE AUTO RIDES—Over 150 sold—showmen everywhere say "The Biggest profit from the smallest investment." New modernistic design more attractive than ever.
STREAMLINED PORTABLE CARROUSELS, All Sizes. Complete information on Request.
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TILT-A-WHIRL
Flashy—Reliable—Money Getter
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S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.
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THE ACKNOWLEDGED RIDE SENSATION OF 1938
NO MIDWAY IS COMPLETE WITHOUT A BOOMERANG
Boomerang Mfg. Corp. 366 HAMILTON AVE. BROOKLYN, N. Y.
Send for Illustrated Circular
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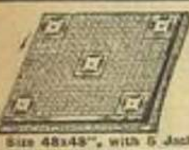
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All factories working full time. 100,000 population to draw from.
Can place legitimate Concessions of all kinds. Address
ART LEWIS SHOWS
ART LEWIS, Manager, Roxboro, N. C., This Week.

"GOIN' TO TOWN"

How's this for seven days on a No. 5 Da-Plex Unit as a 1938 Fair in Michigan? Monday (Train) \$4.00 Tuesday, \$178.50 (same rate); Wednesday, \$254.25; Thursday, \$189.49; Friday, \$102.50; Saturday, \$182.50; Sunday, \$109.75. Total \$1,042.50. You can depend on Da-Plex Wheels getting the money if anything does.



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Builders of Dependable Products,
800 Case Avenue, JACKSONVILLE, ILL.



PENNY PITCH GAMES
Size 48x48", Price \$20.00.
Size 48x48", With Pot, \$30.00.
Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
30" in Diameter, Beautifully Painted. We carry in stock 12-18-20-24- and 30 number wheels. Price\$12.00

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75-Player Complete\$5.00
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SEND FOR CATALOGUE.
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Games, etc.
SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

Single Sheets, 8 1/2 x 11 1/2, Typewritten, Per M., \$5.00
Analysis, 30p., with Blue Cover, Each, .03
Analysis, 30p., with White Cover, Each, .15
Forecast and Analysis, 30p., Fancy Covers, Ea., .05
Samples of the 4 Readings, Foot for 25c.
Rt., 24-Page, Gold and Silver Covers, Each, .30
Wall Charts, Heavy Paper, Size 28x34, Each 1.00
Gazing Crystals, Oulu Boards, Planchettes, Etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample, \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound, Sample, 25c.
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, 40, 25c.
ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.
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Shipments 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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19 West Jackson Blvd., CHICAGO
Instant Delivery. Send for Wholesale Prices.

THE NEW CHAIRPLANE

The Chairplane is now built in three heights, 22 ft., 20 ft. and 18 ft. The 22 ft. tower is our standard size ride. The 18 ft. tower takes a smaller space for operation but still has the same seating capacity as the other sizes. All 24 seats can also be hung on the outside if preferred.
SMITH & SMITH, Springfield, Erie Co., N. Y.

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Buddha Papers, 1-4-7 and 33-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Reading, Mental Magic, Spirit Effects, Mind Control, Books, Gemology Charts.
148 Page Illustrated Catalogue Ready.
Most comprehensive line of Apparatus and Supplies in the World. Catalogue 30c. None free.
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Horns, Frames, Kicks and Bottles. All \$12.00 Kicks, in 10 Doz. Lots, \$10.00 per Doz. Write for Catalogue.
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Second-Hand Show Property FOR SALE

\$2.50 all wool Khaki Gort. Blankets, worth \$10.00.
\$5.00 Carved N-G-R Horse Head, bargain.
\$1.00 Snake Skin, 5 ft. long, from South America.
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100 Salomon and Wendrope Trucks. Write your name on all kinds of HINK KATYON.
Second St., Philadelphia, Pa.
Send your correspondence to advertisers by mentioning The Billboard.

Midway Confab

By THE MIXER

Communications to 25-27 Opera Place, Cincinnati, O.

NEXT season better be better.

TO BE a successful showman one must live the part and not try to bluff his way thru.

BABE AND BILL REARICK, well known in outdoor show business, are operating a restaurant in Brazil, Ind.

MR. AND MRS. McLEMORE have joined Crowley's United Shows. They closed recently with F. H. Bee Shows.

MRS. ART HANSEN, who closed with Frederick Shows recently, has joined Crowley's United Shows.

BEING a successful showman is an art, not a lucky break.

CLYDE DAVIS and wife, Loota, are reported to be clicking with their girl show on Crowley's United Shows.

"HERE today and gone tomorrow." Remember, you may want to come back next year.



T. M. (TOMMY) ALLEN, manager of the John J. Jones Exposition, is widely known in carnival circles, having held like positions with other organizations. He arrived on the show to take up his duties in Norfolk, Va., the winter it became the property of its present owner. He has been with the show ever since and is credited with having done much towards building it up to its present status.

GEORGE GUBANEZ JR. letters that he has been living a life of ease on his dad's farm in Bergholz, O., since closing with the Ben Williams Shows.

MING TOI, of White City Shows, was one of the featured attractions at a night club during the organization's engagement in Pittsburg, Calif.

A **SHOW PASS** given to the press is never wasted.

A **CARNIVAL** manager once asked his employees, "Who is the greatest showman on earth, and why am I?" That show is now history.

THIS man, John Doe, must be a big operator with units all over the country. He was being paid on 10 different fairs-grounds last week.

LOUIS LEOS rejoined Krokos West Coast Shows in Madera, Calif., after a three-week deep-sea fishing vacation in Del Monte and Monterey, Calif.

J. H. (MESS AROUND) BROWN is the new comedian on George Harris' Blossoms of Dixie Minstrel on Crowley's United Shows.

THOSE who knock carnivals the loudest are generally the first to ask for passes.

THEO M. OEHMAN cards from Steubenville, O., that he has closed the season as manager of the Whirlwind ride for P. E. Gooding.

W. L. (SIG) SIGNOR, who recently closed a fairly successful season with the shooting gallery on Art Thomas Shows, has opened a gallery in Sioux City, Ia.

CLELON (HEAVY) HANNAH, who was in Brownsville General Hospital with pneumonia, is recuperating at his home in Daisytown, Pa.

BULLETIN: The wage and hour law will not affect the Unborn Show's human bottled actors.

ROBERT ATHON, veteran troupier, is now located in Silver City, N. M., where he is handling secretarial duties of Southwest Booster Association.

OUR idea of a real troupier, a talker who has not only his own craft but the whole of show business at heart, is Francis J. Bligh.

TROUBLE with some shows is that they have carried to the town people their troubles, woes and grief. When a business becomes anybody's business, then it ceases to be a business.

PAYING off on the commonwealth plan does not mean a small salary when a spot is a red one and a percentage if it is a bloomer.—Cousin Peleg.

SID FULLER rejoined Crowley's United Shows at Conroe, Tex., coming from



J. E. STEBLAR, manager of World of Fun Shows, has just piloted the organization to a successful season. At 31 he is probably one of the youngest managers in outdoor show business and apparently is progressing rapidly. He is already at work on plans for a much larger show in 1939.

Fort Worth, where he attended his parents' golden wedding anniversary celebration.

BERTHA BERT and Grace Whittier were the guests of Mr. and Mrs. Jack Moran during Crescent Amusement Co.'s stand at Pickens County Fair, Central, S. C.

MR. AND MRS. HERMAN J. BANTLY celebrated their 23d wedding anniversary during Bantly's All-American Shows' engagement at Southwestern Colored Fair, Charlotte, N. C., October 10-15.

"**THAT** man ah worked fo' all day sho was a bad man," moaned a colored woman. "He done gib me a lard can label an' told me it would carry me thru the fair."

WANTED—Performers, talkers, ride help and workmen in all departments. Out all winter. Bring blankets and straw ticks. We furnish cots. Gate and Banner Shows.

EOBERT IRONBENDER, a show's artistic and modernistic blacksmith, says, "Carnivals are doing more blacksmithing and using less hay wire since

tractors have taken the places of bag-gage stock."

JOE SANDERLIN, The Billboard and mail agent on a show, said, "You can always tell who is who among fair-ground concessioners on the day The Billboard arrives. If they buy copies they are not 40-milers."

THE SHOWMAN who hollers loudest that the office puts out passes to square the concessions is usually the one who has a show that needs the fix to keep it open.

"**THIS** has been an exceptionally short season," means Road Map Johnson, the hop-scotching troupier. "I've joined only 42 shows this season and there are still some 250 that I haven't made, with closing time upon me."

ADAM TESKA cards from Hannibal, Mo., that Joe Teska, who closed the season there with his Working Village on the Imperial Shows, is heading south. Adams adds that the season was good, but off a little from last year.

CLYDE GILBERT's mother is ill at her home, 1302 Grandview avenue, Pittsburgh, according to Mrs. Clyde Gilbert, who asks that anyone knowing his whereabouts inform him of his mother's illness.

WHY be a hamburger aristocrat with an ace-note bank roll today when you know that the Ol' Equalizer is bound to catch up with you tomorrow?—Col. Patch.

MRS. W. M. WILLIAMS writes from Monahans, Tex., that George Puryear, motordrome rider and operator of Western State Shows, is confined in Douglass Hospital there with injuries sustained in a fall on October 12.

ADDITIONS to concession row during the Kaus Exposition Shows' engagement in Chase City (Va.) Fair included Mr. and Mrs. G. C. Wentz, cigaret shooting gallery; M. Marcus, duckpond, and Julius Mechanic, ball game.

A **MAN** who has spent his life in the carnival business has a right to boast of the fact. But why should he not add, "I have kept pace with the trend of the times?"

SINGLE-PIT attractions of merit, known as grind shows, are an asset to any midway if properly located. If these small shows are used to separate two large bally shows, then they are of no value to the office from a financial standpoint.

FRED MEYERS inks from Memphis that he is still with the Morris Miller Shows as general agent and that the organization is doing okeh at its Southern dates. He adds that Maurice Miller is out of the hospital and recovering from his recent accident.

A **SHOWMAN** who had promised his employees transportation home when the show closed gave each one a compass, a road map and a pair of glue-on half soles.

MR. AND MRS. AL TOMAINI, giant and half girl, card that they have closed their season on World of Mirth Shows' side show, under management to T. W. Kelley, and are at their home in Long Branch, N. J., where they are enjoying the unseasonably warm weather and doing much deep-sea fishing.

JOYCE MAXWELL REYNOLDS writes from Hot Springs, Ark.: "Doc and I are taking a rest here after closing with the Royal American Shows. Despite the fact that illness kept me in a Calgary hospital during our Canadian tour, our business this year fell about 25 per cent only. In

Headache for Norton

MONAHANS, Tex., Oct. 22.—Several members of Western States Shows, including Sooty Norton, snake show operator, were grouped around the entrance to the Monahans Fair here one day last week discussing plans for the winter when a native tapped Norton on the shoulder and inquired, "Are you the man who runs the snake show?" Norton whirled and replied, "Yes, but I don't want to buy any snakes." "I ain't trying to sell you any snakes, mister," the native continued, "I just wanted to tell you that a couple of old man Larkin's cows just went laru a spacc by your tent and are eating the grass decorations you have strung across the front of your show."

many spots, tho, we beat last year's mark. Plan to remain here about three weeks and then head for Florida or California for the winter."

HUNDREDS of dollars' worth of shoe leather was worn out this season by showmen who kept busy running from one show to another asking their competitors, "How are you doing?"

MRS. C. E. BARFIELD, of Barfield's Cosmopolitan Shows, letters from Eastman, Ga.: "Our fair dates have started well and the weather man has been treating us swell. We will return to permanent winter quarters in Macon, Ga., at conclusion of present tour. Our new Schult trailer is beautiful."

RAE TERRILL, who joined Jack Hamilton's Hall of Oddities in Rosenberg, Tex., recently writes from Lorange, Tex.: "Show enjoyed a good stand in Houston; in fact, my annex had one of the best engagements of the season. We open in new quarters in Houston in about two weeks."

A REAL talker never stands on his bally platform and counts the number of patrons that another talker on a show across the midway puts into that attraction. He should be busy counting his own.

WALTER SAVIDGE, operator of the rides bearing his name, reports that he recently closed one of his best seasons in several years and that the equipment has been stored in quarters at Wayne, Neb. He adds that the organization wound up the season without mishap and only one day was lost due to bad weather.

RECENT ADDITIONS to concession row on Krekos West Coast Shows include J. Scott, glassblower; Jack Schaffer, grocery stand and boopla; E. McDowell, ball game; Joe Steinberg, string game; Jack Glasman, scales and guess-your-weight; J. Barton, novelties; Tony Sussman, pennants, and Polish Fisher, cigaret stand.

A REAL concessioner never plays to children. The few children who do usually soothe their consciences by saying, "if I hadn't taken it, somebody else would." The so-called lucky boys pride themselves in protecting both the very young and the old.

COUNT HARRINGTON, former Johnny J. Jones Shows troupier and well-known paper man, spent the week visiting many friends on the midway as well as attending to his duties, while the show was playing North Carolina State Fair, Raleigh. He calls the Jones show his alma mater, dating back to 1916, his former tutor being the late Neil (Whitey) Austin.

WHY PICK on the beginner? Everyone in the profession had to make a start at one time. This is often heard on a midway: "Too many first-of-May's are with the show. Why don't they get more of the oldtimers?" Many of the so-called Johnny-come-latelies have new and novel ideas that modern times demand. Many oldtimers are still living in the gasoline-torch days.

AN all-day grinder on a show front should not try to imitate a radio crooner. His words should be clear, distinct and to the point. A grinder who spends the company's time by entertaining himself in mimicking others is wasting words and the show's money.

MR. AND MRS. WHITEY LUTZ, well-known concessioners, had big weeks at Raleigh and Shelby (N. C.) fairs with their photo gallery. Whitey has been very successful during late years, having purchased two farms in Arkansas that pay nice dividends. He just sold 5,000 chickens from his poultry farm but has

Appreciation

CINCINNATI, Oct. 22.—Michael M. Goodwin, of the Mighty Sheesley Midway, in a letter to *The Billboard* this week, expressed appreciation of services rendered him in the following manner: "Thanks a million times for the service rendered me at the time of my father's death. My mother wired me in care of your Mail-Forwarding Department advising me of the death of my father. The telegram was forwarded to me immediately. Permit me to congratulate you and the Mail-Forwarding Department for the good work you are doing. I've read *The Billboard* for the past 25 years and you may rest assured I'll read it for the remainder of my life."



L. S. (LARRY) HOGAN, widely known general agent, who has become identified with the Amusement Corp. of America, having been working for the new amalgamation for the past two weeks as one of its general representatives. Since last December he had been with the Rubin & Cherry Exposition, one of the organizations now in the corporation.

the yen to make five or six fairs each fall.

EVERY show should carry a small lending library. Books on "How to Meet the Public," "How to Make and Hold Friends," "The Art of Salesmanship," "The Lady and Gentleman of Today" and many other good books would help further the education of their many employees in midway etiquette.—Mrs. Uphaw.

STILL THEY COME: The Mixer received several unsigned communications again last week. Needless to say, they were relegated to the wastebasket. Don't be backward about affixing your signature to news contributions. If they are worth writing they certainly are worth signing.

SERPENTINA, Serpent Girl, is now in her second season with the Animal Hippodrome under management of Hutton-Aufenger. Bill Gregory continues as Serpentina's manager, and Helen Metz, nurse, has returned from a New York hospital, where she underwent an operation several weeks ago. Clyde Snow is driving for Serpentina and Everett Bridge is assisting Mrs. Metz on lectures.

CARNIVAL managers should not blame their general agents if they do not contract all fairs that the managers desire to play. One manager thought that because his agent had signed the dotted line for another show previously that he should do it again. When it comes to business, friendship ceases. It's generally the show behind the agent that closes deals and tells the story.—Milo (Not So) McGoof.

AT CONCLUSION of T. J. Tidwell Shows' season, Lou Louette and Jack Hoffner again will take out their Look Museum for the winter, playing Texas territory. Line-up will include Lou Louette; Anna Bell, headless wonder; Chee-Chee, performing chimp; Jack Hoffner, magic; Madam Tell, mentalist; Jackie, armless wonder; Butz, clown, and Joe Young and John Dillen, boxes. Annex will have Lou Louette and dancing girls.

SHOW CHILDREN are talented, as a rule, and it is their natural desire to become actresses or actors. The broadcasting to the world of the talent of child movie stars makes these show kiddies even more performer-minded. Children who appear in wardrobe on fronts of shows and do so merely as a pastime make very cute appearances on bally platforms. Whether the public thinks that they are merely "play acting" or are forced to work is not known. But when such juveniles are used as a cover-up for an off-color girl show then that fact is a disgrace to the profession.

AMONG VISITORS to White City Shows' office during the engagement at Pittsburg, Calif., were Mr. and Mrs. Walter K. Sibley, he being assistant director of concessions at Golden Gate Exposition, San Francisco; Mr. and Mrs. Pierre Oulette, he being general agent Hilderbrand's United Shows; Mr. and Mrs. Ben Dobbert, Downie Bros., Los Angeles; J. J. Davis Jr., San Francisco; Manager and Mrs. Hal Barin, Sherman

and Clay's, Oakland; Mr. and Mrs. Bert Roulson, Foley & Burk Shows; Bud Cross, Helmie Herll, Ray Jacobson and Eddie Hill, Hilderbrand's United Shows.

A RIDE-OWNING carnival manager who does not want money-getting shows on his midway, believing the shows take money away from his rides, is making a mistake. Because he takes 100 per cent of the ride grosses and a smaller percentage from the shows does not mean that the shows are merely scenery. In many a town midway patrons are more show-minded than ride-minded, and vice versa. Both are necessary to make a midway a paying proposition.

MR. AND MRS. N. L. (WHITEY) DIXON, of Greater American Shows, who recently celebrated their 22d wedding anniversary, were guests of honor at a party tendered them by Mr. and Mrs. Clarence Katz and Mr. and Mrs. J. R. Green in Green Acres Club, Little Rock, Ark., in celebration of the occasion. Dancing and refreshments were enjoyed by Mr. and Mrs. Harry Brown, Mr. and Mrs. Clarence Katz, Mr. and Mrs. J. R. Green, Mr. and Mrs. Luther Harvey and Charles and Roy Allen, Al Ziedman and Clyde and Earl Glidden. The happy couple received congratulations and many handsome gifts from friends.

DOINGS among members of Michigan Showmen's Association, Detroit: Hymie Stone, House Committee chairman, has returned from a two-week visit in Chicago. . . . Secretary George H. Brown also has returned from Chicago, where he attended the funeral of his mother-in-law, Mrs. Frank Wilson. . . . President Louis Margolis is making ready to leave for a business trip in the South. . . . Harry Wish is busy with his new cocktail bar. . . . Herbert Pence and Walter Purdy have returned from their trip to the Carolinas. They report business there wasn't so good. . . . Max Herman and Dave Picard spent a few days in Detroit this week before leaving on a trip to Florida. . . . Joe Z. Palmer left for Toronto to enter a hospital there. . . . Jack Maxwell is in Marine Hospital, Chicago. . . . Brother Joe Exler visits M. S. A. new clubrooms nightly. He reports he plans to remain in the motor city all winter.

MANAGER of a show who had had a bad season was forced to winter it in the North. Seeing a Lindy Loop-For-Sale ad, he drove south to inspect the ride and do business if possible. After dickering several hours, the seller agreed to let it go for \$1,500. Said the buyer, "I'll take it if you will pay half the freight." "I'll do it," said the seller; "what will it cost?" The buyer replied, "\$400, so just hand me your \$200 now." "But you haven't bought the ride yet," interposed the seller. "Man, get your pencil out; I'll sign the notes," was the quick retort.

OCTOBER 12 being the natal day of Carl J. Lauther, side-show impresario and owner-manager of the Illusion and

Look shows with the Johnny J. Jones Exposition, in Raleigh, N. C., the employees of these shows and other friends gave him a birthday party, reports Tex Conroy. A buffet supper was served by Chef Milton Wright, assisted by Tommy Cobb. Dancing was enjoyed until the wee hours, with music by a local orchestra. Affair was a combination birthday party and wedding reception, as on that day Raleigh W. Brandenberg, manager of the Illusion Show, and Mary Beecher, Indianapolis, were married. Mr. Lauther and bride and groom received many beautiful gifts. Attending were Mr. and Mrs. Lauther, Mr. and Mrs. Brandenberg, Carl J. Lauther Jr., Paul D. Sprague, Tex Conroy, Pearl Ringer, Bill Keys, Mr. and Mrs. Bill Holt, Bertha (Gyp) McDaniel, Arthur Atherton, Jesse Franks, Frances Murphy, Mary McKennon, Larry Kouts, Iola Grass, Gilbert Brandenberg, Mr. and Mrs. Tex Yates, Pinky Snooks, Jack Stetson, Mr. and Mrs. Chet Hutchinson, Mrs. Grace McDaniels, Elmer McDaniel, Olive Thomas, Mr. and Mrs. Bob Schlosberg, Jean and Benny Rockford, Mr. and Mrs. Duke Edwards, Ida Mason, Herbert (Zip) Hinson and Clara Adams.

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 Make your Concession the LIVE SPOT! For the EVANS' 45 Years' Experience for the Latest and Best Amusement Equipment.

PADDLE WHEELS OF ALL KINDS \$7.50 UP
 Long Range Shooting Galleries and Supplies for all makes. Wheels of every type. Everything for the Midway.

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H. C. EVANS & CO.
 1520-30 W. Adams St., CHICAGO

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
 ABNER K. KLINE, Sales Manager. Lutz Bros., Ltd., Blackpool, England, European Suppliers.

TREFFLICH'S FINAL FALL SALE
 Lowest Prices of the Year

LIGHT AND DARK ROCK PYTHONS:

1—14-Footers, Each \$95.00	7—9-Footers, Each \$35.00
4—13-Footers, Each 85.00	5—8-Footers, Each 30.00
4—10-Footers, Each 40.00	4—7-Footers, Each 25.00

TOTAL VALUE \$1,090 — \$500 TAKES THE LOT
 Guaranteed Perfect Condition, Good Feeders and Fat.

2 Cassowaries, 5-ft. high, Each \$ 40.00	3 Mandrills, medium, Each 18.00
Chimpanzees, male and female, Each 250.00	Sooty Mangabeys, Each 18.00
Woolly Monkeys, Each 50.00	Baboons, Each 35.00
Ringtail Monkeys, Each 15.00	Agoutis, Each 15.00
Spidder Monkeys, Each 30.00	Kinkajous, Each 18.00

HENRY TREFFLICH, 215 Fulton St., New York City

WANTED--Unusual SIDE SHOW Attractions!

Wanted for all Winter's work, in Stores, Museums, Indoor Circuses, etc. If you can stand good treatment, splendid cookhouse and not afraid to work, please write, stating lowest salary, and make it winter salary, etc. to

HARRY LEWISTON
 3234 Grenshaw Street, Chicago, Ill.
 Show opens on or about November 1. P. S.—Ask someone that has worked for me.

Rainbow

Lezington, Ala. Week ended October 1. Location, schoolgrounds. Weather, good. Business, very good.

Favored with good weather and excellent attendance, show enjoyed record business here. All concessions did well, high honors going to ball games. Bill Strode's new 1938 Ferris Wheel did capacity business Friday and Saturday. Saturday night drew a capacity crowd. Mr. and Mrs. Kelly Grady visited Friday. Fair committee co-operated splendidly. FRED LEACH.

Johnny J. Jones

(Railroad)

Raleigh, N. C. Week ended October 15. North Carolina State Fair. Weather, ideal. Business, good.

Six days of ideal weather and record-breaking crowds enabled show to shatter the 1936-'37 midway gross records. Friday the midway registered the highest single day gross in fair's history. A section of the fairground fence had to be removed to make space for erection of several shows and shop departments. Rides grossed the heaviest, with each show and funhouse having the best week of the Southern tour. Visiting showmen included Elwood Hughes, general manager Canadian National Exhibition; Patty Conklin, owner Conklin Shows; E. K. (Brownie) Smith, owner Smith Shows; David Endy, owner Endy Bros.' Shows; Izzy Cetlin, Harry Dunkel and Ted Miller, Cetlin & Wilson Shows; L. Harvey Cann, general agent World of Mirth Shows, and Matthew J. Riley, general agent Endy Bros.' Shows. STARR DE BELLE.

Bantly's

(Baggage Cars and Trucks)

Charlotte, N. C. Week ended October 15. Southeastern Colored Fair. Location, new fairgrounds. Weather, ideal. Business, good.

The writer rejoined show here after being away for several weeks finishing up the Southern route and managing the above fair for a group of colored business men headed by Bishop Dale. Fair board co-operated splendidly and, altho this was its first attempt at conducting a fair, did a wonderful job. Business and weather here were something to write home about. Two kiddie days proved satisfactory, with Saturday the big day, when about 7,000 school children were admitted free. Amateur boxing tournament, Sensational Royals and Ella Carver, free attractions, were popular. Ride-O topped rides, with Octopus second and Ferris Wheel third. Visitors included B. Arp Lowrance, secretary Charlotte Agricultural Fair; H. W. Harky, county commission chairman; Grover Hill, Aladin Rosenberg and Sam Burgdorf and wife, of Ideal Exposition Shows. HARRY E. WILSON.

Crowley's

Conroe, Tex. Week ended October 15. Location, fairgrounds. Auspices, Montgomery County Fair Association. Pay gate, 30 cents. Weather, perfect. Business, fair.

Move here was delayed at Navasota, Tex., when railroad failed to pick up show train. Informal opening Tuesday night drew poorly. Formal opening Wednesday saw a decided increase. Thursday (Negro Day) was the big day. Friday drew light, but an increase was noted Saturday. Owner C. G. Crowley controlled all concession space to fair results. Hubert Hall rejoined with dining tent. Art Hansen is on concession row. George C. Crowley, Blackie McEmore and Otis Vaughan were guests of Ira Burdick No. 2 Show and Al O. Barnes Circuit at Houston. Jack Starlin, old-time Crowley Side Show manager, and wife are operating Cavalcade of Wonders. Remembrance services for Howard Lemuel Wilson, of Rochester, N. Y., and memorial services for Matt Snyder, killed by a train in Sherman, Tex., recently, were held here. Mr. and Mrs. Charles Whitehead are clicking with frozen sweets. George C. Crowley, Captain Webb, Kenneth Blake, Princess Red Wing, Leota and Doc Waddell participated in a special broadcast from Houston. Ruth Brown left to join Sheesley Shows. Frank Barrow was appointed general foreman of the kiddie rides. Stanley Stutzman is foreman of Otis Vaughan's Ride-O. Visitors included May Nolsch, Mary Bartlett, Ann Wilkins, the Valentinos, Ira Burdick, Capt. Billy Curtis, Waldo Brown, Marty

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

Dolson, Max Karkowski, Hon. John Lynch, Bob Cocks, Rev. E. S. Baker, Guy Millison, Pete Conklin, Bill Dearnin and wife, Madame Odus, Charles McDonald, Sam Williams, Hon. Bryan Blacklock, Frazier Baggett, Mrs. George Campbell and Jack Hamilton and wife, Mercedes. GEORGE WEBB.

Crystal Exposition

Camden, S. C. Week ended October 15. Kershaw County Fair. Weather, ideal. Business, good.

Opening crowd Monday was fair, but patronage increased daily and resulted in record-breaking gate receipts and attendance. E. L. Creed, fair's secretary-manager, deserves much credit for making the date a success. Concession row enjoyed banner business. Rides and shows held their own, but Alice the Alligator Girl topped them all. Birchman's Jungleground did well. Jolly Marie Rose, managed by Jack Perry, left here. Owen Webb joined with his side show and clicked. H. NELLA.

Krekos' West Coast

Madera, Calif. October 13-16. Madera County Fair. Weather, variable. Business, good.

Capacity crowds prevailed each day of this engagement. Children's Day drew well, but rain late in the afternoon drove almost all of the kiddies home earlier than usual. Unsettled weather and

Funland

Villa Rica, Ga. Week ended October 15. Weather, ideal. Business, good.

Another pleasant surprise for all. This annual festival exceeded most Georgia County fairs, thanks to Mr. Doyle, President Wilson, Secretary and Mayor Pope for splendid co-operation. Many enjoyable visits were exchanged with Cumberland Shows. Ellis Winton, Rocco Aleso and all the boys were here. Floyd Heth and others went to Carrollton (Ga.) Fair to visit them. J. L. Johns and Joe Sorenson left Thursday for Terre Haute, Ind., to bring back the Merry-Go-Round Mr. Johns purchased. William Tucker did not arrive with his Tilt-a-Whirl. TED C. TAYLOR.

Endy Bros.

Washington, N. C. Week ended October 15. Beaufort County Fair. Auspices, American Legion. Weather, perfect. Business, excellent.

Show enjoyed six days of perfect weather, the first in many weeks, and the natives were show hungry, coming out early and staying late. It resulted in one of the best dates of the season. Chuck Connors, trainmaster, had train unloaded by Sunday midnight and Eddie Lippman did a swell layout job on new fairgrounds. Fine co-operation was received from the fair management, including Frazer McDevitt, secretary, and Edgar



PICTURED HERE on U. S. Route 16 near Dover, N. J., is the equipment Endy Bros.' Shows utilize for their street ballys. Sound car was designed and assembled by Morris Clayton, its driver, who also handles the Great Witno announcements each night.

chilly evenings were drawbacks. Gov. Frank F. Merriman and party attended. Mr. and Mrs. Bob Perry joined with their animal show, as did Maurice, Ossified Man. Visitors were Mrs. Louis Leos and children, Mrs. Minnie Chufo, Frank Downie, Mr. and Mrs. Ben Dobbert, Mr. and Mrs. Ted Levette; Mickey Garrison, of Joyland Shows; Mr. and Mrs. Jack Schaller, Phil Williams and Lucille King. Bank Nights are still meeting with considerable success by Edith Walpert and Marie Jessup. Joe Zotter was awarded the prize here. W. T. JESSUP.

Buckeye State

(Baggage cars and trucks)

Yazoo City, Miss. Week ended October 15. Auspices, Yazoo Negro Fair Association. Location, Yazoo Negro Fairgrounds, edge of city. Weather, fine. Business, poor.

Organization moved in here to play the Negro fair, which followed the white fair the week before. Tuesday Downie Bros.' Circus was in town and pleasant visits were exchanged between staff and members of both organizations. Fair association co-operated well, but gate was too high for the territory and the people. Newspapers in town were pleasant, considering circumstances. Mrs. Mott, associate editor of *The Herald*, received her \$100 first prize for an editorial on the Jackson (Miss.) State Fair. Manager Joe Gallier and Press Agent Ted Johnson visited Royal American Shows at the Mississippi State Fair. TED JOHNSON.

Rowe, president, Fair Association, with M. J. (Squire) Riley as emcee, held an oyster roast Thursday night, with the show's staff as guests. Jack Meekens' Pimlico Printing Shop seems to be the mecca for all showfolk here. Johnny and Mrs. O'Rear tendered their son a party at the Knotty Pine Inn in celebration of his 22d birthday anniversary. Many members of show attended. President David B. Endy was away on a business trip almost all week. Visitors included A. J. Gray and party from Greenville, N. C.; Art Lewis, of shows bearing his name, and William Kaus, of Kaus Shows. Speedy Merrill has returned to his drome after his recent illness. Eddie Hollinger is still handling the office wagon in capable manner. Great Wilno and Wolandi, free acts, went over big here. GLEN IRITON.

J. J. Page

Randolph, Ala. Week ended October 8. Randolph County Fair. Weather, fair and cool. Business, fair.

A good crowd greeted the show at Monday night's opening, despite the fact that exhibitors failed to make the grade. Tuesday found everything in order and thereafter business increased. Altho nights were cool, rides, shows and concessions received good play. Flying Sulivans held crowds until 10:30 p.m., but immediately after the free act program they flopped home. Wednesday, School Day, drew well, but spending was light as King Kotton took a nosedive here. Mr. Muldrew ably assisted in putting the

fair over. A last-minute hitch at Lanett, Ala., kept Mr. Page on the jump. Chris Jernigan in charge of the spot, had done considerable advertising before the word went out there was a possibility that the date would be canceled. No alternative was left but to dig up a hurried spot for the following week. George Johnson, concessioner, had a bit of tough luck when after gassing his car and making ready for the Sunday trip he learned someone had left with it. Friends, however, hauled his trailer to the next spot.

Barnesville, Ga. Week ended October 15. Auspices, American Legion. Weather, fair. Business, none.

This was presumably a good spot, but it was a sorry endeavor. Everyone took it with a smile, however. Thursday, Colored Children's Day, drew well and the kiddies spent fairly well. Saturday night a fair crowd came out and spent a little money. An Alabama sheriff reported that he had located Johnson's car. Several folks made trips to Atlanta to see show. R. S. SAVAGE.

W. C. Kaus

Winston-Salem, N. C. Week ended October 15. Business, fair. Weather, good.

This date, Winston-Salem Colored Fair, gave shows fair attendance. Organization was in readiness Monday night, but few people attended as fair officially opened Tuesday. Kids' Day, Tuesday, midway was thronged with children and rides did capacity. Dodgem and Caterpillar, latter was brought over from Kaus Exposition Shows for the week, topped rides. Octopus followed. Remainder of rides did fair. Shows did a normal business only. Charles Johnson's Minstrel Show led the shows, with Ten-in-One and Geeko next in line. Concessions grossed a fair amount of money. Walter (Red) Cox once again scoring with his mouse game. Helen Owen's bingo also did well. DOT GORGRANT.

Eric B. Hyde

Thomasville, N. C. Week ended October 15. Weather, ideal. Business, fair.

Weather here was ideal altho on several nights it was cool. Shows and concessions did fairly well, but rides did little. Mrs. Betty Barratt rejoined here. One of the outstanding social events of the show's season was the public wedding on the show Thursday night of Dolly Scully, of Havana Revue, and Larry Herbert. Couple received many useful presents from members of the show and an elaborate wedding supper was served by Mr. and Mrs. Leaman, in the revue top, with almost all members of the show attending. WILLIAM C. EARLE.

Zimdrs

(Motorised)

Old Decatur, Ala. Week ended October 15. Colored Fair. Business, good.

A one-mile jump brought show here. Show was set up on a small lot and blocked streets and sidewalks. Colored folks were slow in responding, but business on the week was good. Minstrel Show did well and played a local night club several nights. Mr. and Mrs. V. Crawford, free act, joined, but due to lack of space had to postpone their performance until the following week.

New Decatur, Ala. Week ended October 8. Legion Annual Fair. Business, good.

Show played on the uptown lot next to the business district. Despite two night football games the crowds were good every night and larger on Saturday. Visitors included Sonny Bernet, of Globe Poster Co.; Ned Torti, of Wisconsin De Luxe; L. E. (Eddie) Roth, of Blue Ribbon Shows, and Page Brothers, of the Page Kiddie Band. BUDDY MUNN.

Strates

(Railroad)

Danville, Va. Week ended October 15. Weather, fair. Business, fair.

Altho not breaking any previous records established by the Danville Fair, show's business here was far from disappointing. Weather remained bright and sunny all week with the result that a fair week's business was recorded. Show arrived here Monday morning and with co-operation of City Engineer Scott and Police Department, wagons were speedily unloaded by Trainmaster Tom Evans and rushed to the fairgrounds over a special route. Show opened on Tuesday night to a small crowd, but Wednesday the midway was packed with spending folks. Thursday and Friday also drew capacity crowds. Fair officially

closed Friday night. Francis Whiteado, secretary, and his fair associates of the Gastonia, N. C., Fair toured the midway and visited with Manager James E. Strates, C. W. Cracraft, general agent, wired that he will visit the show next week.
BEN H. VOORHEIS.

Rogers & Powell
(Motorized)

Tchula, Miss. Week ended October 15. Auspices, American Legion. Weather, cool. Business, fair.

Moved from Inverness, Miss., was made in good time and everything was up early and ready to go. Good crowds prevailed on the midway but they failed to patronize concessions and rides. Shows did satisfactory business, however. Committee co-operated splendidly. Rides have been painted and new concessions and canvas added. Organization will be out until November 20. The writer has had splendid business on this organization handling *The Billboard*.
WALLY BANKS.

World of Mirth
(Railroad)

Spartanburg, S. C. Spartanburg County Fair. Week ended October 15. Weather, good. Business, very good.

This was the first time shows played this fair, and records for attendance and grosses were broken. Beautiful weather throughout made working conditions ideal. Free gate Monday night, to preview midway and grand-stand show, drew a big spending crowd. Small grounds made it impossible to place all shows and rides on the main midway. Some were located near the main entrance. Ferris Wheels and George Yamanaka's Caterpillar topped rides. Earl Purdie's Drome and Russell Judy's Creole Vanities headed shows. Latter enjoyed a big day Thursday, Colored Day. Marge Gordon returned from Tampa, Fla., where she underwent an operation. Johnny Luck, trick Drome rider, sustained multiple cuts and abrasions when his cycle slid from under him while he was performing. After treatment from Dr. J. K. Borenman, show physician, and a few hours' rest he was back on the job. Charles Bratcher sustained injuries Saturday night when the belt on the ride he was operating broke and struck him in the back. Fair board extended every courtesy to make date a pleasant and profitable one. Staffs of *The Spartanburg Herald-Journal* also co-operated splendidly.
JIM McHUGH.

Hilderbrand's
(Motorized)

Placerville, Calif. Week ending October 16. Eldorado County Fair. Weather, rain.

What has always been a winning date for this show was taken over by old man weather. Opening day, Thursday, skies darkened, and by Friday, one of the big days, rain had flooded the grounds and all decorations. Entire set-up was ruined. Mr. Anderson, fair secretary, and all officials look sorrowfully at the season's work, but O. H. Hilderbrand and E. W. Coe took them in the private office wagon and explained that it is occasions like this that make manufacturers produce waterproof canvas and raincoats. As this is a gold-mining town, the guarded gold exhibit here looked at the drenched showmen with a mocking smile as if to say, there is gold if you seek it.
CLAUDE A. BARRIE.

Kaus
(Baggage cars)

Chase City, Va. Week ended October 15. Auspices, Mecklenburg County Fair Association. Weather, good. Business, good.

Fair opened Tuesday to light attendance. Wednesday, White Children's Day, and Thursday, Colored Children's Day, produced excellent crowds. Friday and Saturday's attendance was confined principally to night. Fair had been a four-day fair, and this year's experiment of extending it to five days was worth while. Money was in evidence and people spent well. Cotton Club registered well on the week. Merry-Go-Round and Ferris Wheels topped rides. Scooter and Caterpillar were transferred to W. C. Kaus Shows for the week in Winston-Salem, N. C. Eating and drinking stands were popular. Carl Davis' cookhouse was augmented here with a grab stand. Newly created deputy sheriff George Whitehead kept the crowd orderly at all times. Mal Lippincott's Jungle (See *SHOW LETTERS* on page 57)



MEMBERS OF WALTER LANKFORD'S CONCERT BAND which recently joined the Southern States Shows for the organization's string of late Georgia and Florida fair dates. Early this spring the band appeared with J. J. Page Shows and later saw service with Bantly's All-American Shows and H. V. Rogers Greater Shows. One of the combo's features is Lester Lankford, 13-year-old trap drummer.

15 Years Ago
(From *The Billboard* Dated October 27, 1923)

Bernardi Exposition Shows were wending their way to the West Coast after successful engagements at State fairs in Helena, Mont., and Salt Lake City. . . . Mike Smith, a leading independent concessioner, was robbed of about \$200 at the close of a big Sunday at a street carnival on Chicago's West Side. . . . Baby Alice recovered from a serious illness and was released from American Hospital, Chicago. She rejoined the Rubin & Cherry Shows. . . . Mrs. Sam Burgdorf was in Beardstown, Ill., recovering from a severe foot injury. . . . Corey Greater Shows closed their season at Hughesville, Pa., and immediately stored their equipment on the fairgrounds there. . . . William K. Davison, well-known ride man, was in Cincinnati on business. . . . Greenville, S. C., proved a winning date for T. A. Wolfe Shows. . . . Inclement weather marred World's Fair Shows' engagement at Sherman (Tex.) Fair. . . . Texas State Fair, Dallas, turned

out a winner for World's Fair Shows. . . . Jake Nalbadian and wife closed with K. G. Barkoot Shows in Dayton, O., and returned to Cincinnati for the winter. . . . H. W. Campbell Shows furnished the midway attractions at Central Louisiana Fair, Alexandria, to lucrative results. . . . Bain played havoc with Snapp Bros.' Shows' engagement at Salina, Kan. . . . Greater Sheesley Shows played North Carolina State Fair, Raleigh, to highly satisfactory takes. . . . Ralph Pearson and Almee left Greater Sheesley Shows and became affiliated with a string of indoor promotions in the South.

Ray B. Stone and wife, Dorothy, were visiting in Waterloo, Ia., after closing with Broadway Shows. . . . J. J. Page and K. C. Cooley and their wives closed with Scott Greater Shows in South Carolina and joined Empire Greater Shows in Georgia. . . . Billy and Maud Yates, formerly of Zeidman & Polle Shows, were conducting a restaurant in Columbus, O. . . . L. C. Kelley resigned as general agent of Snapp Bros.' Shows due to the illness of his wife. . . . Florence (S. C.) Pee Dee Fair proved a winner for Brown & Dyer Shows. . . . Wade & May Shows closed the season in Lagrange, Ind., and shipped into quarters in Detroit. . . . Gertrude Poole, of Rubin & Cherry Shows, was in Huntsville, Ala., recovering from injuries sustained in an automobile accident.

Ballyhoo Bros.' Circulating Expo.
A Century of Profit Show

By STARR DeBELLE

Strait-Jacket Island. Four days. High seas, three. Week ended October 15, 1938.

Dear Mixer: Shipwrecking of our fleet was a loss in one sense of the word and a profit in another. The show opened here on Sunday and continued four days. This gave our shop departments ample time to repair the boats and have them shipshape, ready to steam out of port on a sheriff's notice. The event that was advertised by word of mouth as the Petting and Necking Gals Week proved to be a big drawing card.

On Sunday thousands of young people as well as an unlimited number of old maids, widows, bachelors, widowers and unhappily wed married people arrived on the lot not only to enjoy the amusements but to partake of the other festivities. The 10-cent gate didn't stop one, as they considered it a bargain price for that form of entertainment. The spirit of the day even struck the hearts of the trouper and they kept neck and neck with the local neckers.

On Monday the gate fell off a little due to a number of petty jealousies arising over the petting. We were informed that a bit of scratching and hair pulling had taken place on the town square during the day, but no show people were involved. But the few paltry

15,000 paid admissions that were on the lot gave the Rocky Road and Caterpillar their best night of the season. Before the night was over most of the rides had erected makeshift tunnels, and the funhouses ballyed. "Find your way out in the dark."

On Tuesday a big rush was on at the courthouse. Hundreds of couples stood in line for hours in a steady downpour of rain waiting for marriage licenses to be issued. The early edition of the evening paper carried a story regarding the rush, claiming the island would get out of the red if the show continued to get them together. It was then that the showmanship in Pete Ballyhoo showed up. He immediately demanded 20 per cent of the marriage bureau's take or else he would tear the show down. He also demanded a percentage of the justice of the peace's fees for uniting the couples. Rather than blow the scores they both agreed to let the boss muscle in, and a check-up man from the show checked the couples. The boss then began to aid the bureau by asking young couples on the show to take advantage of the opportunity, not only because he wanted them to be happy but the cut as well.

On Wednesday the bosses decided to bolster up the wedding market a bit (See *BALLYHOO* on page 57)

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 20 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 20 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

THIN BINGO CARDS

Bingo cards, black on white, size 5x7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c.

Automatic Bingo Shaker, real class, \$12.50
Lepards, white cards, 2 1/2 x 1 1/2. Per 100, \$1.50
Stapling Bingo Cards on same, 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.

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WANTED TO BUY

Ferris Wheel and Auto Kiddle Ride. State age, number and condition.

WILL PAY CASH

S. LACHMAN & SON
709 D St., N. W., Washington, D. C.

WANTED!

Men To Cash In On These
New Popcorn Machines

These thoroughly new, up-to-date Popcorn Machines set at the nickel and dime. They are improved big-capacity models with lights, color and motion that really get the business for you. All electric, safe cabinet size. Capacity: \$8.00 to \$16.00 per hour. Low down payments, easy terms.

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SOUTHERN STATES SHOWS
WANT

FOR THE FOLLOWING FAIRS:
CAIRO, GA. — LIVE OAK, FLA. — LAKE CITY, FLA.

A few more Legitimate Stick Concessions. Especially want Lead Gallery (no Jack Pot), American Palmetto, Floss Candy, Ball Games, Candy Apples and one Feature Show with own equipment and transportation. Positively no bar backs, no sticks, no croquet. Write or wire **JOHN R. DAVIS, Mgr.** Nashville, Ga., this week; then as per route.

WANTED

FOR CALIFORNIA'S GREATEST ARMISTICE CELEBRATION, AT PORTERVILLE, 8 DAYS AND NIGHTS, ON THE STREETS, COMMENCING FRIDAY, NOVEMBER 4, Legitimate Concessions, MIT Canteen, Shows with own outfits that don't cost. No exclusive except Bingo and Cook House. Wire or write

MIKE KREKOS
WEST COAST AMUSEMENT CO.
Porterville Hotel, Porterville, Calif.

WANT MORE REVENUE
for

YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the
WHOLESALE MERCHANDISE
Department

THIS WEEK and EVERY WEEK

Showmen Swing to Schult!

Nearly every midway has one or more Schult Trailer whose owner is enjoying the comfort and conveniences of home right on the lot. Opportunity to relax on comfortable beds at odd moments so much to nerves and general health. And money saved with a Schult makes a bigger roll at the end of the season.

Schult has 10 Standard and DeLuxe models, including the popular NOMAD for 4 persons shown below, and the CONCESSION VENDOR for 2, pictured above. Over 22 feet of awning-covered counter space makes it ideal for refreshments, games, etc. Plenty of room for personal effects, flash, equipment and occupants. Hundreds of these jobs are making more money with less work for owners all over the country.

WRITE FOR FREE CATALOG or send in your ideas for a special job and free estimate to C. R. SCHUTES, who personally takes care of showmen. Write today . . . or better still, call at the factory.

SCHULT TRAILERS, INC.

DEPT. 210 ELKHART, IND.

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Travel in a VAGABOND for COMFORT!

You must see this completely new 1939 "Challenge" Coach! There's comfort in every foot, good looks in every line. More head room. Safety, convenience, efficient engineering

throughout. 7 ft. width, 19 ft. over all length, for only \$745. Including complete equipment for four, or option of sleeping equipment for two with other equipment substituted. Beautiful cabinet work, modern finish and trimmings.

Send for 1939 "PRE-VUE" Pictures and illustrations of the "Challenge," also "Century" and popular big "Model 21." Illustrations of castor type hydraulic jack which is included with all models. Write us at once for this interesting (free) Pre-Vue Announcement.

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503 Grand River Ave. New Hudson, Mich.

FAIRLY & LITTLE SHOWS

CAN PLACE FOR

LITTLE ROCK, ARK., LIVE STOCK SHOW AND EXPOSITION, NOVEMBER 7 TO 13, INCLUSIVE, SHOWS THAT DO NOT CONFLICT WITH WHAT WE HAVE. LEGITIMATE CONCESSIONS OF ALL KINDS.

Address, Fort Smith, Ark., this week; then Little Rock, Ark.

W. C. KAUS SHOWS, INC.

Want for Charleston, S. C. (Colored) Free Fair, and Warsaw, N. C., Celebration. Want a man to take charge of Side Show for balance of season. Legitimate Concessions of all kinds. Eating and Drink Stands. Novelties, Scales, Palmistry, Arcade, Bowling Alley and Penny Pitches. Good price to everyone. Address communications to W. C. KAUS, Mgr., Columbia, S. C.

FEATHERWEIGHT BINGO SHEETS

Size 5 1/2 x 8. Very large numbers. Packed 3,000 to the Carton, Weight 13 lbs. Numbered from 1 to 3,000. Printed on white and 6 additional colors. Serial number in red. Sold in blocks of 1,000, 1,500, 2,000, 3,000.

PRICES: Minimum Quantity 1000.

Postage Extra.

Loose Sheets (not in Pads), per 1,000, \$1.25
Numbered Pads of 25 Each, per 1,000
Sheets 1.50
Largest Sheet on the market. Immediate delivery. Samples free.

J. M. SIMMONS & CO.

19 W. JACKSON BLVD. Chicago, Ill.

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Send your correspondence to advertisers by mentioning The Billboard.

J. F. Sparks

Center, Ala. Week ended October 15. Cherokee County Fair. Weather, ideal. Business, good.

With ideal weather prevailing show had another good week. Children's Day drew well. Zoma Show still proved the most popular, with the Snake Show a close second. Ferris Wheel again led rides. Jack Orr's smoke pictures were popular. J. C. Sparks visited from the L. J. Heth Shows, and Mrs. J. P. Sparks visited her daughter, Mary Elizabeth, who is in school at Cullman, Ala.

TOM SPARKS.

Baysinger

Rector, Ark. Week ended October 15. Location, downtown lot, Auspices, American Legion. Business, good.

Committee here was a tireless group of workers and shows' engagement proved a pleasant and profitable one considering conditions. Public wedding of Oren Harris, of the show, and a Paragould, Ark., girl on the Ferris Wheel drew huge crowds Saturday night.

HOWARD HARRIS.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Oct. 22.—Vice-President Joe Rogers presided at the October 20 meeting. Seated with him were Treasurer A. L. Roessman, Secretary Joe Streibich and Past President Edw. A. Hock. Attendance was large and discussions interesting. Nominating committee presented its report showing selection of officers for 1939. Those names are: President, J. C. McCaffery; first vice-president, Frank P. Duffield; second vice-president, Frank E. Conklin; third vice-president, Carl J. Sedlmayr; treasurer, A. L. Roessman; secretary, J. L. Streibich.

Nominated for board of governors were Percy W. Abbott, Fred Beckmann, M. H. Barnes, Jack Benjamin, Oscar Bloom, Samuel Bloom, Pitzie Brown, William Carsky, E. Courtemanche, Lincoln G. Dickey, Mel G. Dodson, M. J. Doolan, Walter P. Driver, Lew Dufour, Max Goodman, Nat S. Green, Rubin Gruberg, Morris A. Haft, O. W. Hennies, Lewis B. Herring Jr., Albert J. Moran, Elwood A. Hughes, Harry A. Illions, George W. Johnson, Lew Keller, L. Clifton Kelley, Johnny J. Kline, Fred H. Kressmann, Art Lewis, Lou Leonard, Rube Liebman, Morris Lipsky, Max Linderman, Donald S. MacLeod, Harry Mamech, Bernie Mendelson, Tom Mix, E. Lawrence Phillips, John P. Reid, Joe Rogers, Harry Ross, L. E. Roth, Harry Russell, Frank D. Shean, Fred W. Sims, Rudolph Singer, Sam Solomon, Lee A. Sullivan and Louis Torti. This is the regular ticket of officers which will be presented for ballot at the annual election November 28.

Applications presented for ballot and elected to membership were Albert La Beause, E. E. Irwin, Horace S. Cleveland, Anest Margaritis, Edw. B. Phillon, W. H. Haines, Harry H. Zimdars, Edgar D. Brown and Don I. Gibson. All were credited to Brothers Ned E. Torti and Sam Solomon. Brother Sam Solomon came thru with an interesting letter and an inclosure of two applications and check for \$272.50 for Showmen's Home Fund. Letters from Morris Miller and Al Pine advise that Zimdars and Miller Bros.' shows are planning benefits for this fund. Ned Torti pens that he is getting ready to make his final bid in an effort to obtain 100 applications, with a gold life membership card the object. There was no late news from Buddy Paddock and Fred Kressmann, both of whom are still in the running. Vice-President Frank Conklin writes that he is feeling much better and asks for all league news. Morry Brod advises that he is still on the go, now with the Zimdars Shows.

Nate Neiburger left here to join Polack Bros.' Circus, Edw. A. and Al E. Hock closed their show and were in attendance. Clinton Burke, new member, attended before departing for the Coast. Robert C. Banard came in from the South for medical attention at American Hospital. Others there include Edw. L. Karns, Jack Maxwell and B. J. Rodgers. Col. Owens, Tom Rankin and Tom B. Vollmer are still on the sick list. The Grim Reeper again invaded our ranks, this time to remove Brother Fred A. Chapman, of Ionia, Mich. President's party committee is busy on plans for that affair, which will be held November 28. Bernie Mendelson is in charge. Brother S. T. Jessop advises that his committee will offer a novel badge for registration purposes during the convention. Brother and Mrs. M. J. Doolan left for a visit at Hot Springs, Ark. Brother Louis Schlossberg, first member to make a pledge to Showmen's Home Fund, now asks to be placed on record as assuring the club that the day the first stone is laid for the home he will pledge to equip the first room in the home. Brother Jack Hawthorne was a regular caller at the rooms for a while. Maxie and Mrs. Herman left for their Florida home. Harty Russell attended his first meeting in some time. Larry O'Keefe is giving real attention to his duties as chairman of the relief committee.

Dues were received during the week from J. R. Strayer, James Murphy, George C. Olsen, J. B. Gore, Fran Edwards, Clifford Lapham, Charles Miller, Francis L. Deane, Edw. M. Foley, Arthur W. Wirtz, Morris Miller, William E. Hegeman, Lee A. Sullivan, Joseph S. Miller, H. L. Anfenger, Peter Pinder, Bernard Renn, B. L. Cronin, Fred N. Gar-

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Show folks all over America are making Kozy Coach their home year after year. There's lots of room for stretching out, and "man size" beds that will soothe your tired nerves and muscles—all kinds of luggage space and a full length wardrobe for ALL your clothes. Send for brochure—"You're Ahead With a Kozy Coach Behind" and learn why you should purchase a coach which is time-tested and backed by a company thoroughly responsible financially.

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Showmen's League of America



165 W. Madison St., Chicago

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NOW BOOKING FOR 1939.
Concessions all open except Open Game and Long Range Gallery. Cook House open for reliable party with own equipment. Guarantee Privilege in Tickets. Mechanical Show, Tanka write, Side Show room. John T. Hutcheson, have proposition for you. Will book any worthwhile Attraction, with or without

neau, Lincoln G. Dickey, Sam S. Sollinsky, Max Hirsch, A. J. Weiss, B. C. Backus, Frank P. Duffield, Ned E. Torti, Harry A. Paul, Sam Feinberg and Ray Belov. When making remittances to the league please see that they are made out to the Showmen's League of America. (See SHOWMEN'S LEAGUE on page 53)

Missouri Show Women's Club

ST. LOUIS, Oct. 22.—A number of members spent Wednesday night, October 12, at the home of Mrs. Gertrude Ladd. During their visit picking of the winner of the midsummer award was held. Mrs. Dan Burke, of St. Louis, was awarded the prize, two beautiful tablecloths.

Mrs. Jape Pearson was in town last week after putting her show in quarters in Ramsey, Ill. The writer wishes to correct a statement made in the last report when we erroneously reported that Mrs. Curtis Velare was seriously ill in East St. Louis. We should have stated that Mr. Velare was ill. He is much improved at present.

It will only be a short time until the regular business meetings are held since members are coming in one by one from their season's work.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Cincy Sesqui Pageant Draws Over 35,000

CINCINNATI, Oct. 22.—When Cincinnati celebrated its 150th birthday anniversary with a Sesquicentennial Celebration on October 2-14, a committee comprising more than 500 public-spirited citizens formed the nucleus of a mayor's committee, with Robert D. Van Fossen, president, and George C. Schiele, secretary, to handle all details of the various events staged.

Jerome H. Cargill Co. staged a mammoth outdoor spectacle in Nippert Stadium, University of Cincinnati, on the nights of October 11-14 to record-breaking attendance, with a cast of more than 1,200 men, women and children. Harry Walters and Jerald Novis, of the Cargill organization, wrote the script and directed the spec, while Burt W. Corbeyou handled business details, with Jason Howard on the press end.

School children, who sold tickets, disposed of a record number, total attendance exceeding 35,000 during the engagement. Officers and members of the mayor's sesquicentennial committee have signified their intention of giving the company a contract to stage a similar event during the coming year. A street parade on the day of the spec's opening was proclaimed by the dailies as one of the finest in the city in many years, the papers giving more than 80,000 lines of publicity in exploiting features of the celebration.

Wirth Circus Biz Is Good at Opener

WHITE PLAINS, N. Y., Oct. 22.—Frank Wirth's Indoor Circus opened its season with a four-day stand here on October 12-15, doing big business on Wednesday and Saturday. It was the second annual show in this city. Good results were obtained from an advance ticket sale.

On the bill were Proake's Tigers, Flying Siegrists, Reuben Castang's Chimps, Captain Spiller's Seals; Laddie Lamont, ladder; Nelson and Nelson, comedy acrobats; Bluch Landolf, Billy Rice and Frank Prevost, clowns; Dion and Dawn, aerialists; Harry Rittley, falling tables; Emerald Sisters; Moran and Wiser, hat throwers, and Rooster burlesque.

After-show featured the Del Rio Midgets, presented by Mack Knasow.

Colusa's Harvest Festival Breaks Even in 4th Annual

COLUSA, Calif., Oct. 22.—Altho about 40 per cent of the district went uncultivated because of floods last year, fourth annual Colusa County Harvest Festival here on October 6-9 broke about even, said R. G. Power, secretary.

Hilderbrand's United Shows were on the midway and furnished three free acts, Capt. J. B. Smith's Diving Horses; Hester Troupe, high wire cyclists, and Four Hollywood Rockets, aerialists. Fireworks were furnished by an oil company. Other features were a parade, football game, tennis matches, horse and fashion shows, dancing and premium awards for agricultural and commercial displays.

Pumpkin Show Crowds Down

WAYNESBURG, O., Oct. 22.—Pumpkin Show and Home-Coming here on October 4-8, directed by George Marlow, was moderately successful, a poor location and inclement weather curtailing attendance. Three Roy Gooding rides were on the midway with Larry Larimore's eight stores, Bob Keener's shooting gallery, Dad Dine's cotton candy and Barney Felger's cookhouse.

New Marks Set At Farmers' Show In Versailles, Ind.

VERSAILLES, Ind., Oct. 22.—Favored by weather, about 15,000 attended the 40th annual Farmers' Fair and Pumpkin Show here on October 7 and 8 to surpass all records, officials said. Sale of advertising space in a catalog and donations resulted in \$1,500, used for entertainment and premiums for live-stock and agricultural exhibits, said Mrs. Wesley Cole, secretary.

Free acts were Reynolds and Collette, equilibrist; Wright and Vivian, jugglers; Dallas Ends, radio entertainer, and Alvin Davis and Raymond Frost, musical turn. Rides, shows and concessions were on the midway.

Hayden's Band furnished music for a street dance Friday night and Don Phillips' Orchestra played the dance Saturday night in the Community Building. Other features were a parade and band concerts.

Ohio Festival Is Success

NELSONVILLE, O., Oct. 22.—Sponsored by police and firemen, Fall Festival here on October 19-15 was favored by weather and ended successfully. Five P. E. Gooding rides and attractions, in charge of Johnny Enright and George Boule, were on the midway as American Exposition Shows and included Ed Strasburg's Sammy, the Ape Show; Miller's Girl Show; Homer Moore's Life Show and Penny Arcade; Frank Ford's Armless Wonder Show; Oscar Mallory's cookhouse and frozen custard; William Leisure's photos; John Chapman's bingo and Enright's novelties, ball game and cane rack. Aerial Bauers were the free act.

Young Revue at Indoor Fair

GRAND RAPIDS, Mich., Oct. 22.—Ernie Young's *Follies Internationales* has been booked as feature attraction at a big indoor fair to be held in City Auditorium here for one week. It is believed the event will be the most pretentious of its kind ever attempted. Entire basement of the auditorium will be devoted to live stock and agricultural exhibits.

Grotto Advance Sale Big

PITTSFIELD, Mass., Oct. 22.—Frank Wirth's Indoor Circus did big business at the opening of the fifth annual Shiraz Grotto Circus in the Armory here this week. Advance ticket sale exceeded the previous high by 50 per cent.

Shorts

C. A. KLEIN, of C. A. Klein Attractions, recently completed his season of outdoor dates and plans to revive his indoor circus unit for appearances in schools and theaters.

J. A. GLACE AMUSEMENT CO. furnished attractions at the recent Kingwood (W. Va.) Buckwheat Festival, reports J. W. Hartigan Jr.

CARMENE'S Circus Revue, after closing a successful fair season, has joined Walter Gentry's Indoor Circus for the winter season.

DALLAS MIDWAY

(Continued from page 40)
high in praise of Hennies Bros.' Shows, were seen nightly parading the carnival midway.

Bill Hames, owner of the Bill Hames Shows, accompanied by his secretary, Miss Lamar, reported his fall dates were best in many years.

Mr. and Mrs. Mel Vaught, State Fair Shows, who stopped over en route to Midland, Tex., reported the show would go into winter quarters in two weeks.

Mr. and Mrs. Barney S. Gerety were visitors several days during the first

week. Others of the Beckmann & Gerety Shows seen on the midway were Mr. and Mrs. Peter Kortez, Mr. and Mrs. E. S. (Teddy) Webb, Dave and Nancy Miller and George Vogstead.

L. S. (Larry) Hogan, a general agent of Amusement Corp. of America, was much in the limelight during the first week.

Orville W. Hennies was voted the "prince of hosts," the genial part owner of the shows bearing his name entertaining large groups of friends nightly.

A furor was caused when Sunny (Funny) Bernet, Globe Poster Corp., and Ned Torti, Wisconsin De Luxe Corp., made their entry on the midway. This was the start of a world of fun, as these two popular emissaries of the Showmen's League of America have legions of friends on every show and their appearance always means mirth. Bernet, who has been emceeing at SLA benefit shows, outdid himself at the Dallas benefit show. Torti is making a strong bid for a gold life membership card of the league in the membership drive.

Even the "whalers" were represented. Walter Hale and Roy B. Jones, in the publicity department of Pacific Whaling Co., were midway visitors.

With Sunny Bernet as auctioneer, Lou Leonard as stooge and Ned Torti as stick, a candy pitch at the SLA benefit show went over to the tune of \$216.

Mike Barnes, Barnes-Carruthers Fair Booking Association, who was given a vote of thanks for sending such stellar acts to the benefit show, was busy looking after his Auditorium shows, declared some of the finest ever seen in the Lone Star State.

E. Paul Jones, affable and tireless publicity director of the fair, put in 24 hours a day on the grounds, snatching winks on a "shelf" in the rear of the publicity rooms whenever possible.

E. J. (Doc) Goodier, president of Universal Laboratories; John Thorwald, general manager Station WRR, Dallas, and Bert Willoughby, wrestling promoter, all residents of Dallas and popular in the outdoor show fraternity, were almost nightly visitors to the midway.

Dorothy and Rose Hennies, wives of the brother-owners of the shows, were hostesses nightly to many showwomen visitors.

Mr. and Mrs. Tommie Tidwell and their charming little girl came from Graham, Tex., to spend several days visiting with showmen in Dallas. Tidwell was grieved over the death of his father on October 6.

John D. Sheesley was host to a large party at the benefit show and spent several days in Dallas. Among those seen with him from the Mighty Sheesley Midway were Floyd (Whitey) Newell, Mr. and Mrs. Bill Murray, Ralph V. Ray, Mr. and Mrs. Harry Corry and William (Bill) Dolan.

Plain Dave Morris, who came on opening day from Los Angeles, where he spent the past six months, reported big business with his concession at Los Angeles County Fair, Pomona, Calif. It was his first visit to the Dallas Fair in some years. Dave is still proud of a 1905 railroad mileage book he carries.

Hyman (Hymie) Schreiber, of the B. & N. Sales, Inc., a daily fair visitor, is now in the Dallas branch of his firm and reported excellent business in Texas.

T. A. Fowler, of the Dallas office of the Fulton Bag and Cotton Mills, was a daily visitor, as was Lufe Levine, concessioner of Dallas, and Buddy Ryan and Jess Wrigley, of Southern Premium Supply Co., Dallas.

Among others frequently on the midway were Homer Gilliland, Robert L. (Bob) Lohmar, Johnnie Lavin, Lou Leonard, Jack Duffy, Jack Murray and Mr. and Mrs. Art Martin.

Philadelphia

PHILADELPHIA, Oct. 22.—Eighth Street Museum reported good business with these attractions this week: El Cayotte and Co. rope spinning, whip cracking and whistling; Kessler, magic and vent; Jack Garrison, glass blower; Musical Johnson and Poses Plastique and Spidora Illusion. Dancing girls are in

SHRINE COMMITTEES and INDOOR CIRCUS PROMOTERS

More Thrills Your Money Can Buy By Getting in Touch Immediately With

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FLORESQUE

THE EARTH'S No. 1 AERIALIST

His offer is 2 of the most thrilling acts the show business ever knew.

General Delivery, Sarasota, Fla.

Flexible Steel Pipe, 110 Ft. Double Rigging.

STILL FLYING HIGH

4 Sensational WISHARDS

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WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS" A Column About Bingo in the WHOLESALE MERCHANDISE Department THIS WEEK and EVERY WEEK

the annex. Jack Leeper is now on the front.

South Street Museum offered the following bill this week: Walter Smith's Plantation Club Revue, in new numbers; Kittle Smith, armless performer; Simma, novelty juggler; Professor Hall, magic; Mme. Marakeh, mentalist. Dancing girls are in annex.

Samuel B. Russell, president of Lewis-ton (Pa.) Fair and president of Pennsylvania Association of Fairs, is in Hahnemann Hospital here for treatment and observation. He has been in ill health for some time.

Richard (Dick) Fremont is in the city handling promotions in connection with the Shrine Circus to be presented by the Hamid-Morton Circus Co. in the Arena.

Mrs. Bob Morton, who underwent an operation at her home in Miami, Fla., last Monday, is reported recovering. She was injured while playing tennis, the injury necessitating an operation.

Earl Kern, who arrived here after the fair season, is on the front of South Street Museum.

Bob Morton passed thru on his way to Toronto, where he will direct the annual Shrine Circus.

Los Angeles

LOS ANGELES, Oct. 22.—J. Ed Brown, greatly improved in health, came in from Long Beach, Calif. He plans to leave soon for a visit to San Francisco. B. M. (Doc) Cunningham, also much improved in health, left General Hospital this week after a series of operations and is now recuperating at his home here. Frank Ward lettered that he closed with C. F. Zeiger Shows and will come into town for a short visit before beginning winter activities.

C. F. Zeiger United Shows closed at New Mexico State Fair, Albuquerque, October 16. Bad weather break kept down attendance, and show's business was correspondingly affected. After putting show in quarters Doc will return here to take up affairs of Pacific Coast Showmen's Association, of which he is president. I. J. Baldy Miller and Dan Pearlstein left for Lone Pine Rodeo, where they have the novelty contract.

Ted LeFors and W. D. Sinclair left for Cedar City, Utah, on a deer-hunting trip. O. H. Hilderbrand, owner Hilderbrand's United Shows, spending a few days here, reported that business with the show was satisfactory. Archie and Mrs. Clark visited here for a few days.

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AMERICAN POULTRY JOURNAL, 538 S. Clark,
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BE YOUR OWN BOSS—OPERATE USED-NEW
Clothing. Business from store, home, auto.
Up to 300% profit. Everything furnished.
Catalog free. **FORTNOY**, 566-B Roosevelt,
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CHRISTMAS CARDS—SELL 50 ASSORTED
Folders, name imprinted. \$1.00. Cost you
50c. Samples free. No investment. **DUNBAR**,
New Brunswick, N. J. X

**CHRISTMAS BOXES—21 HIGH-CLASS FOLD-
ERS.** Sample box, 25c; 5 boxes, \$1.00. 100-
Piece Package Tags, Seals, Stamps, 15c. Humorous
Postcards, Christmas, New Years, Flappers,
Views. Birthdays. 20 samples, catalog, 10c.
100, 40c. **ARTFORM CO.**, 1710 Undercliff
Ave., New York City. X

CHRISTMAS CARDS—CAN YOU SELL QUAL-
ity? America's finest assortment. Big profits.
Write for samples. **ROBINSON CARDS**, 412
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COSTS 2c - SELLS 25c—FAST-SELLING NECES-
sary for agents, crews, demonstrators. Sample
10c. Details stamp. **LINNEE**, Box 1963-B,
Cleveland, O. ftnx

DISTRIBUTORS - AGENTS - NEWLY IN-
vented Plastic Auto-Keytainer offers you un-
limited profit. Autoists, merchants, advertise-
rs grab it. Sample 20c, six "carded," \$1.00.
NELSON MFG. CO., 7338 Woodward
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EXPERIENCED PAPERMAN WANTED—RURAL
work exclusively. Attractive Club National
Magazines. Very liberal proposition. **PUB-
LISHER**, 630 Shukert Bldg., Kansas City, Mo.
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FAIR - CONVENTION MEN—PAPER HATS.
Blow Horns, assorted colors, best on the
market, \$4.50 gross, cash. Candy Apple Formula,
25c. **DELESSO**, 28 E. 4th, Bethlehem, Pa.

HUGE XMAS PROFITS IN CALIFORNIA DRIED
and Glazed Fruits. Packed fresh daily in
beautifully decorated California Redwood boxes.
Sell direct to consumer. Big profits, fast re-
fits, no competition. Quick action needed.
Full details write **ELLIS PRODUCTS CO.**,
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LORD'S PRAYER, TEN COMMANDMENTS ON
a Penny—Carded. Sells on sight; \$4.50 gross.
Samples 50c dozen. **PERKINS**, 1104 Lawrence,
Chicago.

LORD'S PRAYER, TEN COMMANDMENTS OR
Constitution on Penny sells on sight, \$3.00
per 100. Three samples, 25c; beautiful Gold-
Plated Bracelets, same engravings. Sample 35c.
RAYMOND HALVORSEN, 809 Race, Philadel-
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NEW ITEM—SELLS ON SIGHT TO EVERYBODY.
\$15.00 daily easily earned. Free particulars.
Sample 10c stamps. **MARQUEZ-BAH**, Apartado
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Cream Perfume. Sells on sight. Big profits.
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PERFUMED CROSSES—NEW. FAST CHRISTMAS
Sellers. Also Perfumed Christmas Cards.
Sensation. Particulars free. **MISSION CO.**,
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Sacred Motives now ready. Also 4-Color
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tures, Novelties, Signs, Bargains! Big profits.
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ticulars free. **ILITE**, 214 Grand St., New York.
oc29x

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LION CUBS—3 MONTHS OLD, \$50.00 EACH;
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Cody, Mangueya, \$20.00 each; Male Llama,
\$275.00; Male Kangaroo, \$250.00; Male Ostrich,
3 years old, \$300.00; Monitor Lizards, \$15.00;
3 Large Female Chimpanzees, suitable for pit
show, perfect condition, 9 to 11 years old,
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Rats, Mice, Parrots, Parakeets, Guinea Baboons,
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TRAINED MONKS—YOUNG MALE RHESUS.
Hind feet rollovers, flipflops, dive, play ball,
deposits coins in bank, beautiful somersaults,
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Zowiel and does howling finish. Greatest sure-
fire scream in the biz. Works for anybody.
A wow, \$50.00 cash. What I train is reliable.
Dog Acts, notice. Have 2 Double Decker At-
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ply source. Lowest prices possible. Only
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Costumes, Evening Gowns, Shoes, Bally Caps,
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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

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 Bill-
board.

AAA-1 BARGAINS—JENNINGS LIBERTY BELL,
\$39.50; Dark Horse, \$42.50; Zetas, \$55.00;
Packing Form, \$15.00; Bobs and Aurora, \$18.50;
World Series, \$95.00. Write **THE MARKEPP**
COMPANY, 3326 Carnegie Ave., Cleveland, O.

ABSOLUTELY BARGAINS ON PERFECTLY
Good Used Pin Games and Consoles—Gallop-
ing Dominos, Bang Tails, African Golfs, Fa-
vorites, Long Champs, \$49.50; Silver Hand
Track Times, \$75.00; Genco's Paddle Wheels,
\$35.00; Keeney 1938 Track Times, used two
weeks, \$150.00; Bally Reserves, Bambinos,
3 Slot Bowl Type Lite A Lines, Bally Basketballs,
Dominoes, Bang Tails, Line-Ups, Home
Easysteps, \$25.00; Mercurys, Line-Ups, Home
Stretchers, 3 Stars, Genco Footballs, Keeno
Rockets, Rosebowl, Turf Kings, \$10.00 each;
Cros Limes, Outboards, Flashlites, Ricochets,
Skippers, Boobos, \$7.50 each; Daval Baseball,
Bally Booster, Replay, Bumpers, Sequences,
Wizards, \$5.00; X-Ray Pokerinos, Shoot-A-
Lites, Targettes, \$25.00; Master 1c Peanut
Machines, lots of ten, \$2.00 each; Grand Prize,
\$20.00; Big Bam, Carom, Daily Limit, Monopoly,
Phantom, Royal Rales, \$10.00 each; De Lux,
Jumbos, Harvest Moon, Mammoth, Redwood,
Sportsman, Stampedes, Traffic, Tycoons, Ivory
Gobs, Bally Derby, \$5.00 each; Famous Brands
Candy Machines, \$15.00 each. Will trade for
Wurlitzer Phonographs or National Q-Colum-
ba Candy Machines. Terms: One-third down,
balance C. O. D. **M. FORMAN**, 509 State St.,
Watertown, N. Y. X

AN ADVANCE BARGAIN—IF YOU CAN USE
Slug-Proof Bulk Venders at a price, write or
wire **NATIONAL VENDING CO.**, 409 N. Broad St.,
Elizabeth, N. J. X

ATTENTION—WANT TO BUY MILLS FLASH-
ers, Late Automatics. Give serial numbers,
cash price. **BOYLE AMUSEMENT CO.**, Okla-
homa City, Okla. no5

BALLY RESERVES, \$23.95; ARCADE, \$55.00;
Five Star Reserve, \$45.00; Zetas, \$59.50.
Half deposit. **CLEVELAND COIN MACHINE**,
2336-8 Prospect, Cleveland, O.

BALLY RESERVES AND DAILY DOZEN—\$24.50
each. One-third deposit with order. **J. &
J. NOVELTY CO.**, 4840 Mt. Elliott Ave., De-
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BARGAINS—FIVE DELUXE SELECTOPHONES,
\$149.00; one Pamco Flying Duck, \$15.00;
Two Rock-Ola Series B, \$50.00 each; Bally Re-
serves, latest model, \$39.50; six Jumbo Ticket,
\$50.00; two Electric Eyes, \$27.00; one Snooker,
\$10.00; two Giants, \$27.00; one Rays Track,
\$78.00; Rock-Ola Rhythm Masters, neon front,
like new, \$145.00. One-half down, balance
C. O. D. **E. & R. SALES CO.**, 813 College, Grand
Rapids, Mich. X

BUCKLEY DIGGERS AND EXHIBIT ROTARIES
Finest condition, complete merchandise stock;
also good used merchandise at bargains. **PAT**,
care Grand Service Station, Chickasha, Okla.

CONSOLES—TANFORAN, \$39.00; LATE SERIES
Rays Tracks, \$35.00; Favorite, \$35.00; 1938
Kentucky Clubs, \$125.00; Keeney's Triple Entry,
\$215.00; Track Time, \$75.00; Red Head Track
Times, \$95.00; Rosemonts, Deluxe Bell, Bally
Balls, \$25.00. Half deposit. **CLEVELAND**
COIN, 2336-8 Prospect, Cleveland, O. X

FAIRGROUNDS—HEAVY DUTY PACKS, \$54.00;
Heelwoods, \$59.00; Sport Pages, \$110.00;
Proakems, \$2.50; Deluxe Preakness, \$27.50;
Bally Entry, \$45.00; Mills Big Race, \$49.00.
Half deposit. **CLEVELAND COIN**, 2336-8
Prospect, Cleveland, O.

FOR BARGAINS IN USED SLOT MACHINES
and Console Tables write **A. R. KISER**, 127 N.
Brevard, Charlotte, N. C. oc29

FOR SALE—ROCK-O-BALL ALLEYS WITH
Triple Scoring Device, Seniors and Juniors,
\$50.00. **BULLION**, Station "O," Box 118, New
York. no5

FOR SALE—TWO LATE TRACK TIME MA-
chines like new, \$125.00 each. **MIKE**
GNALL, 931 R. Union St., Taylor, Pa.

FOR SALE—50 PEANUT VENDERS, THREE-
pound capacity, beautiful deluxe chrome plate
model. Will sacrifice. Write **FIELDING MFG.**
CO., Dept. AB-43, Jackson, Mich. X

FOR SALE—PAGE A-1 BANTAM SCALES AND
Norris Masters No. 77 Confectionery-Novelties
Venders, chromium finish. **L. R. PORTER**,
Alexandria, Ind.

GOODBODY'S BARGAIN LIST IS WAITING
for You. We Buy, Sell or Exchange. **GOOD-**
BODY, 1824 East Main St., Rochester, N. Y. no5

LATEST MODEL BALLY RESERVES, \$37.50;
First Models, \$29.50; Late Zeta, \$59.50;
Mills Blue Fronts, Single Jacks, Late Series,
\$39.50; Cottlieb's 3-Way Clippers and Daily
Races, Jr., \$9.00; Dixie Dominoes, Cent-A-
Smokes, Coin Dividers, Track Reels, Penny
Packs, Zephyrs, \$8.00; Dice-O-Matics, Blue-
birds, Tit Tat Toe, Magic Clocks, Races, Kazoo,
Dice, Skillos, Select 'Em, Chicago Club House,
\$4.00. 1/3 deposit, balance C. O. D. **MILLER**
VENDING COMPANY, 615 Lyon, Grand Rapids,
Mich. X

NACS, \$47.50; FIESTA, \$44.50; SPLASH,
\$52.50; Spokes, \$49.50; Exposition, \$49.50;
El Toro, \$19.50; Bobs, \$19.50; Gaytime, \$29.50;
Swing, \$29.50; Snappy, \$29.50; Cargo, \$22.50;
\$39.50; \$49.50; Airway, \$27.50; Track Time,
\$12.00; Galloping Dominoes, \$95.00; Bang-
tail, \$95.00; Rays Track, \$95.00; Turf Special,
\$75.00; Paces Races, \$75.00; Dark Horse,
\$35.00; Jockey Club, \$75.00; Turf Champ,
\$25.00; Derby Day (Vanak Slot), \$65.00; Club
House, \$65.00. **LEHIGH SPECIALTY CO.**, 2d
and Green, Philadelphia, Pa. X

PACES RACES, TRACK TIMES—WE BUY AND
sell. We sell parts for Paces Races.
CHARLES PITTLE, New Bedford, Mass. oc29

ROCK-OLA PHONOGRAPHS—NOT TRADE-
ins, but from our own locations, complete,
ready for operation, \$59.50 each. **BIRMING-**
HAM VENDING CO., 2117 Third Ave., N.,
Birmingham, Ala. no5x

SACRIFICE—75 BOWLING GAMES, IN A-1
shape. Rockballs, Bowlettes, Bally Rolls,
Roll Scores, Magic Balls, Bumper Bowling, Wur-
litzer Skee Balls. **GRAND NATIONAL**, 2300
Armitage, Chicago, Ill. no5

SPECIAL SALE ON GAMES USED TWO WEEKS
—Grand Slams, \$35.00; Exhibit's Playbills,
\$30.00; Reserves, \$30.00; Lightnings, \$30.00.
NEW ORLEANS NOVELTY COMPANY, 238
Dryades St., New Orleans, La.

SPECIAL BARGAINS—LIBERTY BELLS, PAMCO
Exhibit's Races; Nickel Waffling Twins,
\$22.50; Nickel, Dime, Quarter Rotators. Re-
quest quotations. **COLEMAN NOVELTY**, Rock-
ford, Ill.

USED PHONOGRAPHS—1935, '36, '37 MODELS,
\$25.00 and up. Write for price list. **KANSAS**
NOVELTY COMPANY, 555 W. Douglas, Wich-
ita, Kan. no5

WANT PHONOGRAPHS—ADVISE QUANTITY,
model, pay cash. Also have large stock
Pin Games. Write for price list. **CANADA**
AMUSEMENT MACHINE EXCHANGE, 3353
Leslie Blvd., Verdun, P. Q., Canada. no15x

WANT TO BUY—FAIRGROUNDS, SPORT
Pages, Track Odds, Aksarbens, Track Times,
1938 Skill Times. Write **THE MARKEPP COM-**
PANY, Cleveland, O. X

WANTED TO BUY—COUNTER MACHINES,
Slots, Late Model Novelty Games and Pay
Tables. **GRAND NATIONAL**, 2300 Armitage,
Chicago, Ill. no5x

WILL EXCHANGE THREE MAZUMAS, ONE
McCoy for Hi-De-Ho Automatics, Columbia
Venders or what have you? **D. HAWLEY**, 800
1st St., N. E., Mandan, N. D.

WURLITZER TWELVE RECORD—LIKE NEW
condition, \$49.50; Paces Races, late models,
\$125.00; \$25.00; Merchantsman Diggers,
\$125.00. **NORTHLAND AMUSEMENT**, 1012
Oaktown, Grand Rapids, Mich.

YOUR NICKEL COIN CHUTES REBUILT FOR
American Play, 50c each, plus postage. **RICH-**
ARDSON NOVELTY CO., 15844 Twelfth St.,
Detroit, Mich.

2 U-POP-IT LATE MODEL AUTOMATIC POP-
corn Machines—Perfect condition, \$75.00
each, 1/3 cash. **WARD PETERS**, Box 1973,
Baton Rouge, La. no12

50 MASTER 77, 600, \$10.00; A. B. T. MODEL
F Targets, \$12.50; 15 Daval Smoke Reels,
used 2 weeks, \$15.00; 50 Penny King Ball Gum,
\$1.00 each. 1/3 deposit. **N. M. WELCH**, 1500
7th, Parkersburg, W. Va.

75 JERGENS 1c LOTION DISPENSERS—PRAC-
tically 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.

'35 BALL GUM, FACTORY FRESH, 11c BOX;
Tab, Stick, Midget Chicks, every Vending
Gum. **AMERICAN CHEWING**, Mt. Pleasant,
Newark, N. J. no26x

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices leads. GIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago. tfrx

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. H-BELFORT, 4042 N. Keeler, Chicago. oc29

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—GASOLINE PORTABLES, ALL-Electrics, Long-Eakins Rotary, Kettles, Caramelcorn Equipment, Burners, Tanks, Repairs. NORTHSIDE CO., 1303 College Ave., Des Moines, Ia. no19x

ELECTRO FREEZE CUSTARD MACHINE — Mounted on latest design Trailer, used five weeks. Most outstanding outfit on road. Illness forces us to sell. Write HAM'S TRADING CENTER, Broadway, Hudson, N. Y.

POPCORN MACHINES—CRISPETTE, CARMEL-CRISP, Cheezekist, French Toast, Potato Chip Machines. LONG-EAKINS CO., 1976 High St., Springfield, O. de3x

PORTABLE FLOOR—155x59, NOW USING. LEONARD J. SHOLES, South Coventry, Conn. oc29

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 HEADLESS NURSE MIRACLE—MARINE Exhibit, Crime Figures, Double Bodied Infant, Girl Fishbowl Illusion, Unborn Show, Swords, Pennants, Punch-Judy Figures. UNIVERSAL, 3238 S. State, Chicago. oc29

BLEACHER SEATS—2,000 FOR SALE OR RENT. In good condition, made by Universal. WM. ISETTS, Kenosha, Wis.

4 PAL CARS, FENCE AND TICKET BOX. THE first \$200 gets them. MRS. MCNEECE, Crewe, Va., this week; South Hill next.

75 LENS CABINETS—WITH 50 GENUINE WAR Views. Sacrifice, \$25.00. CHARLEY SCHEPP, 2079 Federal, Camden, N. J. x

HELP WANTED

AGENT WITH CAR — BOOK HIGH-CLASS Magic Show. Schools, organizations, etc. Good proposition for right party. MAGICIAN, 4 Otis Pl., Buffalo, N. Y.

COMEDIAN—YEAR-ROUND JOB, IF YOU'RE sober, reliable and know acts. Prefer single man who plays old-time fiddle. Not essential. State all in first letter. CHARLIE MONROE, WDBJ, Roanoke, Va.

EXPERIENCED FLOOR MANAGER FOR LARGE Skating Rink. Open all year. Located Central States. Must be capable promoting Stunt Nights and Teach Skating. BOX C-661, Billboard, Cincinnati, O.

WANT MUSICIANS — SPECIALTY PEOPLE. Scuffling, Board, room after joining. Fine outfit. Two night band show, dance. MAC SHOW, Hastings, Neb.

WANTED — VENTRILOQUIST, PUPPET OR Marionette Entertainer. Three weeks. Also Bugler to ride horse in parade. THATCHER-STANBERY PRODUCTIONS, Fort Dodge, Ia.

WANTED—MEDICINE PERFORMERS, TEAMS and Singers. Two Blackface Comedians that know the acts. CAROLINA MEDICINE CO., Four Oaks, N. C.

WANTED—DRAMATIC PEOPLE, INCLUDING Piano Player. Must have own transportation. Continuous work. Auditoriums. Age an asset. TOM WIEDERMANN, Calhoun City, Miss. no5

MAGICAL APPARATUS

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

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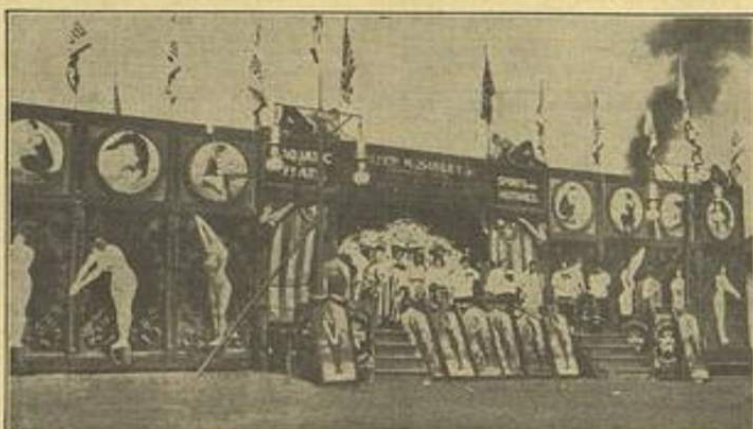
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PINKY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquist Figures, Punch and Judy and Marionettes. PINKY, 1261 N. Wells, Chicago, Ill. Illustrated folder free. oc29

VENTRILOQUIAL FIGURES—24-PAGE ILLUSTRATED CATALOGUE, 10c. FRANK MARSHALL, 5318 S. Loomis Blvd., Chicago, Ill. Used by all leading ventriloquists. no12

Show Family Album



WALTER K. SIBLEY, assistant director, Division of Concessions of 1939 Golden Gate International Exposition, San Francisco, operated the water show on the Herbert A. Kline Shows seasons of 1912-'14. On the platform, left to right, are Irene Wenonston, Bertha Lindberg, Sally James, Margaret Offer, Jennie Fine, Carlotta Vanesia, Sadie Curry, Josephine Fleming and "Chubby" Whitney. The man in the ticket booth was known as "Brownie." For many years now he has been muslin banner puller with Ringling shows. In the upper right-hand corner can be seen smoke from a boiler used to inject live steam into the pool to heat the water and to furnish steam for dressing-room radiators. The organ, a Ruth, was imported from Germany by Louis Berni. At that time it was said to be the largest mechanical band organ in the United States from the standpoint of number of keys, having 96. Show traveled on three cars, two flats to carry equipment and a coach for performers.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

VENTRILOQUIST—PUNCH FIGURES CARVED to order. Acts. Stamp please. (1 play theaters, clubs, etc. Six changes). SPENCER, 3240 Columbus, Minneapolis, Minn.

MISCELLANEOUS

ARMADILLO BASKETS, LAMPS, ETC. — THEY are different and distinctive. Write for our low interesting quotations. APELT ARMADILLO FARM, Comfort, Tex. no26x

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

BIG SACRIFICE SALE—GOOD TALKIE FEATURES, \$10.00 up; Shorts, \$5.00; Programs rented, \$7.50 a night; \$15.00 week; Serials, \$3.00 chapter. Silent Films, Projectors. SIMPSON, 1275 S. Broadway, Dayton, O.

FOR SALE 2 CELLO PROJECTORS—NEW SOUND. New Motors, New Amplifier and "Speaker." Complete with Projection Lamps, only \$195.00. INDEPENDENT MFG. CO., 427 Jefferson Ave., Rochester, N. Y.

LARGE LIST OF ACTION—WESTERN, GANGSTER and Drama Features. Also Shorts. Write JACK MARMARIAN, 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 Bulletin. Also 16MM. Sound Projectors. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York, N. Y. no12x

NEW LIST OF EQUIPMENT READY FOR DISTRIBUTION. Let us know what you need. Lowest prices quoted. ZENITH, 308 W. 44th, New York.

UNUSUAL BARGAINS IN USED OPERA CHAIRS. Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stenographic, etc. Projection Machines repaired. Catalogue 5 free. MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago. no12

2 ACME SVE TYPE G SEVEN, PORTABLE Picture Sound Projectors, complete, \$5M4, cheap. LORIN H. KIELY, Furniture Bldg. Evansville, Ind. no5

35 MIL SOUND ON FILM—WESTERN, ACTION, Drama, Sex, Gangsters. List. APOLLO EXCHANGE, 117 S. 9th St., Newark, N. J. oc29

PARTNERS WANTED

PARTNER — GENTLEMAN, MIDDLE-AGED, with knowledge of magic and small show experience. Must have car. MISS "LA RAE," care Billboard, Woods Bldg., Chicago, Ill.

PHOTO SUPPLIES AND DEVELOPING

ACT NOW — 4-FOR-A-DIME OPERATORS. New Eastman made Super-Speed Direct Positive Paper, 2 1/2 times faster than regular direct positive paper. Wire order now. Send for free catalog of complete line of money-makers. MARKS & FULLER, Inc., Dept. BC-11, Rochester, N. Y. oc29x

ALL 4 FOR 10c OPERATORS—SURE WE HAVE the new Superseed Paper; also full length Cameras. Write for reduced prices on Machines and Supplies. WABASH PHOTO SUPPLY, Terre Haute, Ind. oc29

REUCAL \$275.00 STRIP PHOTO OUTFIT — Makes 4 for dime, also 3 for quarter size photos. \$125.00 complete. HASSAN, Box 971, Parkersburg, W. Va. no5

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. no19x

SALESMEN WANTED

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Raincoats, Hats, Dresses, etc. Sales equipment free. Experience unnecessary. Write NIMROD, 4922-A, Lincoln, Chicago. oc29x

SELL BUSINESS CARDS, \$1.50 THOUSAND— Business Stationery, Xmas Cards, Calendars, Book Matches, Advertising Tape, Paper Towels, Pencils, Salesbooks, Rubber Stamps, Tags, Menu Covers. Free Sales Portfolio. 3% commission daily. Money making specials. WILLENS, 2130 Gladys, Dept. BQ, 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

TENTS—SECOND-HAND

BAKER-LOCKWOOD DRAMATIC END—52x138, 10 oz., khaki, waterproofed, good condition. Marquet, Proscenium, \$300.00. OTE SMITH, Hotel Windle, Jacksonville, Fla.

TENTS — SLIGHTLY USED. 20x30, \$74.00; 32x52, \$92.00. Used six weeks. Concession Tents and Sidewalk Bargains. KERR, 1934 Grand, Chicago.

THEATRICAL PRINTING

POSTERS AND CARDS FOR ALL OCCASIONS—Special designs for orchestras. Flashy 14x22 Cards, \$2.50 per 100. CATO SHOW PRINT, Cato, N. Y. no5

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50, 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna.

WANTED TO BUY

No. 5 ELI WHEEL—WITHIN TRUCKING DISTANCE of San Francisco. Pay cash for bargain. C. E. MONOLD, 2419 30th Ave., San Francisco, Calif.

OCTOPUS RIDE WANTED—WILL PAY CASH or buy your equity. Give complete information and price. First letter, NORTHLAND AMUSEMENT, 1012 Oaklawn, Grand Rapids, Mich.

PORTABLE SKATING RINK—GIVE ALL DETAILS in letter. State make and lowest cash price. RAY LEWIS, 407 Lynn St., Fremont, O.

PORTABLE FOUR ABREAST MERRY-GO-Round—Must be good condition. State price for cash. BOX 999, Billboard, 1564 Broadway, New York.

SIX ERIE DIGGERS—ALSO SMITH & SMITH Chair-o-plane. Will pay cash. HARRY SEIFER, 872 So. Vine St., Denver, Colo.

WANTED—PORTABLE SKATING RINK, complete or Tent, Skates, or Floor. Give price each. OTIS HOPPER, 1005 N. 15th, Waco, Tex.

WANTED—USED RIDES, DISTRESSED SHOW Property. RAY YARHAM, Newton, Ia.

WANTED TO BUY—ELI FERRIS WHEEL. GIVE number and condition. Lowest cash price. HARRY DOWNES, 1901 Chelsea Road, Baltimore, Md. no12

WANTED TO BUY — MECHANICAL SHOW. Also Good Illusion Show. No junk. Address BOX C-2, The Billboard, Cincinnati, O.

At Liberty Advertisements

So WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type). 1c WORD, CASH (Small Type). (No Ad Less Than 250). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

MAN—28, underlander for balancing act. Give full details. WILIAM X. ABIBORTH, care The Billboard, 1564 Broadway, New York.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT—Have you a small radio or novelty unit or family act suitable for schools, theaters, etc. I know how and where to keep you working. Have car. Can join now. State fully what you have, salary and percentage. H. H. BLACKBURN, 796 W. Center St., Milwaukee, Wis. oc29

ADVANCE AGENT — 20 years' experience. Can raise and book any attraction anywhere in the United States or Canada. Close contractor. Salary, reliable. BOX 335, Billboard, Chicago.

BUSINESS MANAGER — Nine years' experience show business. Expert accountant, typist, secretary. What can you offer? Weekly salary, \$7.00. G., 11 Glidden St., Beverly, Mass. no19

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 SOUTH—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 ENGSTROM, 1108 W. Second St., Grand Island, Neb. no5

EIGHT-PIECE BAND AND GIRL VOCALIST—Union. Special arrangements, vocalists, novelties, wardrobe, transportation, photo publicity. Recently completed twenty-two weeks' location. Ideal unit for night clubs and hotels. LOREN TOWNE, LeRoy Hotel, Wichita, Kan.

"MALL HALL" AND HIS ORCHESTRA AT Liberty—Modern Six-Piece Band, Swing or sweet. Fully equipped with P. A. system, flood light, color wheel, modern stands, uniforms, vocalists and trailer. Organized, reliable, young and efficient union musicians. Write or wire MALL HALL'S ORCHESTRA, 194 Drury Ave., Athol, Mass.

POPULAR DANCE ORCHESTRA—OPEN FOR one nighters in this territory. Seven men Union. Interested in schools, colleges, private engagements. Write wire, ISADOR BLOOMBERG, Hagerstown, Md. oc29

BILL ABHWORTH and His Orchestra—12 Pieces. Will cut to ten. This is a band that can put out the music it takes. Sweet or swing. Uniform and taste. Plenty of personality and here what it takes to pack those in. Will go anywhere on two weeks' notice. Write, wire or phone BILL ABHWORTH, 1016 Kroyer St., Memphis, Tenn.

CECIL KRISTAL'S ORCHESTRA—The band you all know about. Available November 15. 108 Montgomery St., Montgomery, Ala. mod

HI TALTON ORCHESTRA—Available on two weeks' notice. Eight experienced musicians, fully equipped. Write or wire H. F. CARPENTER, Mar. 494 E. Boone, Marshalltown, Ia. oc29

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. mod

AT LIBERTY CIRCUS AND CARNIVAL

SIGN PAINTER—A NO. 1 DESIRES POSITION with clean, reliable carnival. Young, sober and dependable. State nature of work and reasonable but sure salary. Am fired of motion picture business. Write DANIEL BAUCUM, Magnolia, Ark.

AT LIBERTY COLORED PEOPLE

AT LIBERTY—ED ROBERTS' HARLEMITES. Fast Colored Eleven-Piece Swing Band, now available for night clubs, hotels, etc. Reliable bookers write ED ROBERTS, care N. A. M. A., 107 W. 130th St., New York.

AT LIBERTY DRAMATIC ARTISTS

GENERAL BUSINESS MAN—DOUBLE PIANO, Violin, Clarinet in Orchestra. Specialties. Feature Blackface Comedy. For winter show south. Have car, need transportation. Wire W. DUNBAR MCKENZIE, Harrisonburg, Va.

AT LIBERTY MAGICIANS

MAGICIANS—Young man with five ventriloquist act wants to learn magic. Not afraid of hard work on or off stage. Can travel. Small salary, room and board. State all in letter. BOX 898, care Billboard, 1364 Broadway, New York.

AT LIBERTY MISCELLANEOUS

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, 35-44 N. Halsted St., Chicago, Ill. oc29

WANT WORK IN FLORIDA AS AMERICAN. Palmist, Talker, Publicity Man, etc. Have had carnival experience. Can give card and astro-numerology readings, etc. DR. E. J. IRVINE, General Delivery, Washington, D. C.

AT LIBERTY M. P. OPERATORS

AT LIBERTY—EXPERIENCED MOTION PICTURE Sound Projectionist. ROY M. BRACKENRIDGE, 136 E. Vine St., Bradford, O.

SOUND PROJECTIONIST—CAN REPAIR AND operate all types of projectors. Will consider anything. L. E. WEXMS, 99 W. Mount St., Columbus, O. mod

MOTION PICTURE OPERATOR—22 years old, single, reliable. Five years in theater and outside with Powers, Simpser and Holms. Go anywhere. WILLARD BIVILLE, care Geo. Lacker, Loda, Ill.

PROJECTIONIST—With Powers and Sound Equipment. Will furnish services and equipment if you have location, worth while. Don't underestimate. HARRY DENSON, Box 34, Chesteron, Ind.

AT LIBERTY MUSICIANS

EXCELLENT TROMBONE

Accurate reader, tone and take-off. Good voice. Age 30, sober. MOE STONE, 3236 Anderson, Kansas City, Mo.

A-1 TROMBONIST—GOOD READER, TAKE-OFF. Young, neat, no habits. BOX C-654, Billboard, Cincinnati.

ALL FLORIDA BOUND BANDS, NOTICE—SAX Man and Drummer desire connection with band going south this winter. Miami preferred. Good musicians with all doubles. Will answer all correspondence giving all details. BILL HOHLER, 83 Edmond, Detroit, Mich.

ALTO SAX—PREFER THIRD, SWEET AND Swing Band experience. CHARLES HAZELTON, Calmar, Ia.

AT LIBERTY—A-NO. 1 DRUMMER, EXPERIENCED all lines, reliable. Anything. AL KLEINSMITH, 1113 N. 6th St., Leavenworth, Kan. oc29

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. mod

AT LIBERTY—TRUMPET, FIRST OR SECOND. Read, execute, modern phrasing, beautiful tone. Location preferred. Union. Cut or notice. Age 27. This is a bona fide ad. RED DYE, 620 N. West St., Carroll, Ia.

DRUMMER—EXPERIENCED, UNION, 28, RELIABLE. Good habits. Single, Trouper. Anything considered. Now available. HOOPER MOORE, Casper, Wyo. mod

DRUMMER—YOUNG, UNION, RELIABLE. Good outfit, plenty rhythm. Go anywhere. BOB WALKER, 1922 Touhy Ave., Chicago, Ill. Phone, Rogers Park 6460. oc29

DRUMMER—EXPERIENCED, PEARL OUTFIT. Swing preferred. FRED CHRISTY, 606 Franklin Ave., Valparaiso, Ind. mod

EXPERIENCED DRUMMER—GO ANYWHERE. Union, car, sing, new Leedy tri-tone blue outfit, bells. Beat out a groove or lay back and boom. Habits ok's. Nine-man band or larger. Write or wire JOE ST. CLAIR, Box 792, Jamestown, N. D. oc29

GOOD SLOW SWING DRUMMER—CUT SHOWS. Good Singer. BOX C-562, Billboard, Cincinnati.

MODERN, EXPERIENCED DRUMMER—PLAY dance or shows. Strictly reliable. Good equipment, union. Write or wire TOM WRENN, 3 Orchard Place, Asheville, N. C.

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 FRYE, 283 Walnut St., Meadville, Pa. mod

STRING BASS—UNION, YOUNG, DOUBLE Violin. Can read, fake and experienced in playing both swing and sweet music. Prefer location but will consider tour. Can join at once. BOB SORIN, 4038 Coldspring Lane, Baltimore, Md.

TENOR SAX—CLARINET—2D LEAD, 4TH Tenor. Modern style, slight tritone. Read, take-off, tone. Medium name band experience. Union, 23, dependable. Can join immediately. Steady location bands wire, write all details. No road shows or panics. BERNIE BRYANT, 50 Shaw Ave., Newark, N. J.

TENOR MAN—GOOD TAKE-OFF, SECTION Man. Young, sober, Vocalist, some arranging. BOX C-663, Billboard, Cincinnati.

TENOR AND CLARINET—GOOD READER, tone. Modern go on both. Age 28, good habits, reliable. Plenty experience with good bands, large and small. State details. Write or wire BERT BICFORD, Eland, Wis.

TENOR—ALTO CLARINET—READ, MODERN take-off, tone, good intonation. Fake requests. No habits, reliable. MUSICIAN, 20 S. Carlin, Mobile, Ala. mod

TRUMPET AND ALTO SAX MEN—SAX doubles clarinet. Both experienced, well equipped, young, sober and reliable. Excellent readers. Prefer not to separate. Both available Oct. 28th. State all in first letter. BILL BROWNING, LYLE JOHNSON, 311 N. Adams, Lebanon, Mo.

TRUMPET—YOUNG, MODERN, READ, RELIABLE. Experienced all lines. Have car. Join immediately. Wire or write CABBAGE BURRAS, Jefferson, Mo.

VIOLINIST—UNION, SOBER, RELIABLE, 20 years' experience in theater, radio, dance. Age 38, go anywhere if steady. DAN SALAZAR, Hotel Palms, San Antonio, Tex. oc29

VIOLINIST—COMPOSER—TEACHER—UNION. Wishes steady position in orchestra or concert ensemble. HENRY BIRSH, 105 E. 97 St., New York. mod

3D ALTO CLARINET OR 2D, 3D CORNET—Read, phrase. No take-off. Single, age 30. Union. State all. JIM CURRIE, Murray, Ia. mod

ACCORDIONIST—Young, sober, experienced, desire connection with dance orchestra. South preferred. Consider anything. Passes lay off, please. Write HARRY HOLMES, Manchester, O.

AT LIBERTY—Six-String Guitar Man, doubling trumpet and violin. Young, sober and reliable. Go anywhere if job is good. CLARENCE E. NELSON, Box 325, Harrington, Neb. mod

AT LIBERTY—Old-Time Fiddler and Guitar Player. Would like a place with some good old-time string band. EARL JONLIN, 811 E. Main St., Irtztown, Ill. mod

BARITONE SAX—Girl, double other saxes. Excellent tone, good reader. Union. Specialize. Can act as mistress of ceremonies. BOX C-1, Billboard, Cincinnati.

DRUMMER-BARITONE SINGER—Six years' experience. Nice outfit. Played with name band. References. JAY F. LITTLE, 2121 First, N. W., Washington, D. C.

HAMMOND ORGANIST AVAILABLE—Young lady, pleasing personality, union. Plays classical and swing. Nice library. Just completed two-year course in well-known hotel. Write or write CHARLOTTE DEEBLE, Box 314, Bolzano, O. mod

NORTHERN SWING DRUMMER—Would like location; South preferred. Read, solo work or sweet, sing. Neat, sober, union, married. Prefer full or part swing band. Had years experience with full band. Parade picture of outfit. No panics so fakers don't write. FREDDIE JACKSON, 202 South Rutland, Watertown, N. Y. oc29

STRING BASS—Modern, experienced, read and fake. Swing if pay, otherwise commercial. Age 24, single, sober, reliable, union. Turnover. Steady job log preferred to very reliable road band. No panics. State all. Write or wire RAY L. CAMPBELL, 209 E. 84 St., N. W., Miami, N. D. mod

SWING GUITARIST—Solid rhythm. "Eight years' experience." Have 1400 guitar. Young, union. Join at once. Send packet. FREDDIE STEVENS, 828 W. Sawyer, Deatur, Ill. oc29

TEACHER—Spanish, Hawaiian Guitar, Violin, Sax, Clarinet. Over ten years' experience class and private instruction. Married, sober and reliable. Address UNIVERSAL, Box 1013, Warrensville, O. mod

STRING BASS MAN and Trumpet Man—Read, fake, swing. Ages 25 and 27. Union, experienced, reliable. Job near steady, reliable. Write, stating full. EMMETT KASHER, 1219 Twelfth St., Yell City, Ind.

TROMBONE MAN—Young, experience and have nice appearance. Have good tone, range and read well. Been with one band on the road for past three years. WM. F. MILLER, care Billboard, Cincinnati. mod

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS

Parachute jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. CLAUDE L. SHAFER, 4704 W. Washington St., Indianapolis, Ind. oc29

BALLOONISTS AND AIR

plane Parachute Jumpers. Maine to California service. Cash bond if desired. Established 1903. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. mod

FOUR HIGH CLASS ACTS—WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapezoid Act, Hand-Balancing and Acrobatic act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. mod

SI, FANNY AND TRICK MULE, EDNER—Available for indoor circuses, fairs, night clubs, theaters. SI OTIS, care Billboard, Cincinnati, O. mod

CHAR. AUGUSTUS—High-Class Trapezoid Artist. Committees wanting a real feature novelty act for indoor circus and other events, get in touch with me. I have complete and flashy apparatus and do a real act. Literature and price on request. Address: CHAR. AUGUSTUS, care Dealer Drug Co., 602 Robinson St., Ft. Wayne, Ind. mod

FRED AND MARIE GUTHRIE—Four separate acts. Novelty, Comedy, Tight Wire Act, Single Trapezoid Act, Lady Butterfly Iron Jaw Act and Double Trapezoid Act. Reasonable. Bradner, Ohio. mod

3 ACTS—Novelty Trapezoid and Web, Hand Balancing and Construction, Comedy Acrobats, Lady and man. After Dec. 1. LA VELDA DUO, Oklahoma City, Okla. mod

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—UNITS, CLUBS.

Capable, reliable, all essentials. BOX C-597, care Billboard, Cincinnati, O.

PACIFIC COAST

(Continued from page 42)

of a fund to have a large marble tiger set atop the monument in Showmen's Rest, Evergreen Cemetery. After much discussion general approval was given the idea. First Vice-President Hargraves appointed Ted LePors, Harry G. Seber and Ross R. Davis to handle the fund.

Harry G. Seber returned from Conklin Shows and spoke briefly on the busy season on the organization. Past President J. W. (Patty) Conklin was given a rising vote of thanks for the show-with-in-a-show at the Canadian National Exhibition and for the many generous gestures of the past. Others making short talks were Al Smith, Al Onken, Dick Kanthe, Frank Yagle and O. H. Hilderbrand, of the Hilderbrand's United Shows. Brother B. P. (Hap) Young offered to supply the turkeys for a turkey dinner for club members the Monday night after Armistice week. George Tip-ton is to be the caterer and Harry Seber will supply refreshments.

Pat Armstrong presented the check given to match the check that came from Conklin Shows. Club ordered appointment of a co-signer on checks drawn on Emergency Sick and Relief Fund. This was done to assist Chairman Charles F. Haley. Board of governors has ordered enforcement of that portion of the by-laws and constitution of PCSA setting the expiration date of all 1938 membership cards at October 31. So it

BLIND PIANIST—WANTS ORCHESTRA WORK. Well qualified. Will give proof. Age 22, neat appearance, good character and personality. FREEMAN BUSSARD, Box 12, Xenia, Ill. no5

PIANO—UNION, READ, FAKE, TRANSPOSE. Any size band. Location. Must pay good. JIMMY SHIELDS, 350 E. Wood, Decatur, Ill. mod

RHYTHM PIANIST—READ, FAKE, AGE 23, union, single. Location preferred. PIANIST, 1129 W. Superior St., Duluth, Minn.

AT LIBERTY—A No. 1 Pianist, any size. No less than \$25 per week. Union. Advance low fare. MICHAEL J. CATANZARO, 402 W. 24, Pittsburg, Kan. mod

AT LIBERTY—Pianist, double Calliopes. Would like to join girl, mod or shows playing schools halls. Experience, reasonable salary. Write or write. State all. HARRY MCKENNEY, General Delivery, Brookland, Va.

AT LIBERTY—Experienced Pianist. Read, fake, transpose, for vaudeville, unit, tab, night club or what have you. All offers considered. Good appearance, car. KAHIL SAPP, 405 E. Ohio, St. Vernon, O.

EXPERIENCED PIANIST—Solid rhythm, modern style. Prefer small combos. Join immediately. Write all first. Allow check forwarding. BOX C-261, care Billboard, Cincinnati.

PIANIST—For club, institution, tavern or art. No swing. Play novelty pieces that enthrall public. Play about anything on request. Reddy experience. Work alone or with singer. Age 39, married. Will go any place. Would consider go and use music for studio. State all. PIANIST, Box C-647, Billboard, Cincinnati. oc29

PIANIST—Union, experienced, Concert or dance. Want location with organized group. Day work with music as side line considered. Married. No desire to raise and board youngsters. State all. BOX C-560, Billboard, Cincinnati.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—TEAM FOR REVIEW OR WHAT

Have you Magic that you can feature. Plenty of changes. Also Bobb Singles. Wife small parts and assist in magic. Wardrobe good on and off. Name your sure best in first letter. ALO, MAGICIAN, 1805 Frances St., Jackson, Mich.

AT LIBERTY—Team. Anything, anywhere. Single, double acts, bits, piano. State salary. Have car. AL AND RANDA VALK, Western Union or General Delivery, Stratford, Conn. mod

AT LIBERTY—Lady Acrobatic, Piano, Singer, Pianist, Singer, Novelty, Comic Characters, Singles, double. Have Comedy outfit. Have car. Go where. SPECIALTY TEAM, General Delivery, Big Springs, Tex.

AT LIBERTY—For mod, vaude or clubs. Straight Men, Funnies. Feature voice and female impersonator. Straight or characters in acts. Specialties, double piano and reader. JACK JEWELL, Vine St., Columbus, O.

CALVERT'S SOCIETY PUPPETS (Modern Puss and Judy)—The Biggest Little Show in the Business. For cabarets, theaters, special advertising, etc. CALVERT, 226 W. 40 St., New York. mod

COMEDY—Musical, Dialects, Characters, One-Man Act. Play 10 rare novelty instruments and Swiss bells. Sing, clown, ventriloquist with walking 45 lb. ted dummy. Up-to-date wardrobe. West Philadelphia, Pa. and vicinity only. YENCKEN, 201 W. Wyoming, Philadelphia, Pa. mod

LINDSEY WILSON—The Xylophone Musical Clown. Real treat for the kiddies in toy department stores during holiday season. Three different double acts. Comedy, juggling, magical, acrobatic. Billboard, Chicago, Ill.

STRONG MAN—Cortortionist and Indian Fakir America's best. Only white man to master them. The Torture Act of India, the Power Act of Europe. Educational, wonderful for young people. No illusions or trickery. Carnivals, don't write. Wire or write. RAYMOND WELSH, Box 176, Broken Bow, Neb.

TRICK ROPE and Rope Seiner—All the best tricks, several original. Have driver's license. OSCAR GILL, care Billboard, Cincinnati, O. oc29

Ladies' Auxiliary

President Peggy Forstall presided at the meeting on October 10. Seated with her were Secretary Ruby Kirkendall, Treasurer Ines Walsh and Chaplain Mother Fisher, who led invocation and salute to the flag.

Communications containing dues and new memberships from members on the road are coming in each meeting. Sisters Fern Cheney and Leone Barie were credited with new members and dues this week. Mario Le Fors and Millie Dolbert are leading in the membership race.

Sick committee reports Jean Marshall recovering from a broken back sustained in a recent accident. Margaret Welch is reported improved. Brother Doe Cunningham is confined in a local hospital. Topsy Gooding, Mario Le Fors and Mary Taylor were welcomed back. Tillie Palmateer reports the afghan she is knitting will be finished next week. Yarn was furnished by the club. Plans for a Halloween party were discussed.

Bank award went to Mary Taylor, who donated it to the club's foundation fund. Club now has its own mail box, so please send all mail to the Ladies' Auxiliary, PCSA, Room 50, 730 South Grand avenue, Los Angeles, Calif.

Lunch was served at adjournment.

CONVENTIONS

Arizona - State Farm Bureau Fed. Nov. 21. H. Gray, Tempe, Ariz.
Arkansas - State Fair Bureau Fed. Nov. 17. W. Prater, Box 291.
California - Order of Deists. Nov. 2-8. Earl Beer, 374 Phelan Bldg., San Francisco.

Holyoke - N. E. Awning & Tent Mfrs. Assn. Nov. 14-15. H. J. Scantlebury, 11 N. Washington St., Boston.
Michigan - State Farm Bureau Fed. Nov. 10-11. C. L. Brody, Lansing.
Minnesota - State Fed. County Fairs. Jan. 10-12. L. O. Jacob, Rt. 3, Anoka, Minn.

Columbus - Soc. of Amer. Foresters. Dec. 15-17. H. E. Clepper, Mills Bldg., Washington 14, D. C.
Illinois - Int'l. Assn. Fairs & Expos. Nov. 29-30. Ralph T. Hemphill, Box 974, Oklahoma City, Okla.
Indiana - State Farm Bureau Fed. Dec. 5-6. E. T. Winter, 1134 P st., Lincoln - State Assn. of Fair Managers. Jan. 23-25. C. G. Marshall, Arlington, Neb.

Houston - Soc. of Amer. Florists. Feb. - Robt. H. Roland, Stevens Hotel, Chicago.
Utah - Salt Lake City - State Farm Bureau. Dec. - T. R. Welling.
Virginia - Petersburg - State Poultry Fed. Oct. 27. H. L. Moore, Blacksburg, Va.
Washington - Walla Walla - State Farm Bureau Fed. Nov. - H. Clark.

1938 FAIR DATES

Alabama - Dethan - Houston Co. Fair. Oct. 24-29. Mrs. L. J. Lunsford.
California - Imperial - Imperial Co. Fair. March 4-12. D. V. Stewart.
Colorado - Denver - National Western Stock Show. Jan. 28-Feb. 6. C. R. Jones, Stock Yards, Denver.
Florida - Lake City - Beach Pine Forestry Assn. Nov. 14-15. J. B. Hines, Waycross, Ga.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups: American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

Owings-Mt. Carmel Fair. Nov. 2-3. Andrew Saxton.
St. George-Dorchester Colored Fair Assn. Oct. 31-Nov. 5. L. R. Brown.

TENNESSEE
Clarksville-Cumberland Valley Fair & Live-Stock Show. Nov. 17-19. Louise Booth.

TEXAS
Beaumont-South Texas State Fair. Nov. 13-15. L. B. Herring, Jr.

CANADA
Amberst, N. S.-Maritime Winter Fair. Nov. 5-11. A. W. MacKinnon.

Dog Shows

These Dates Are for a Five-Week Period
CALIFORNIA
Beverly Hills-Nov. 19-20. Mrs. Jack Oakie.

CONNECTICUT
New Haven-Nov. 13. Mrs. Verne MacPhee.

ILLINOIS
Chicago-Nov. 13-20. A. W. Bow, Box 516.

INDIANA
Indianapolis-Nov. 13. John W. Hillman.

Coming Events

These dates are for a five-week period.

ARIZONA
Coolidge-Cotton Festival. Nov. 3-5. Community Enterprises.

ARKANSAS
Ft. Smith-National Home Show. Nov. 15-20. Edwin N. Williams.

CALIFORNIA
Huntington Beach-Fall Festival & Merchants' Fair. Nov. 18-24. William Le Gallienne.

CONNECTICUT
Hartford-Auto Show. Nov. 3-10.

DISTRICT OF COLUMBIA
Washington-Food Show. Oct. 31-Nov. 1. W. P. McLean.

FLORIDA
Bushnell-State Farmers' Market Opening. Oct. 29-30. H. E. Coverston.

GEORGIA
Dawson-Southeastern Peanut Festival. Oct. 31-Nov. 5. Dallas Spruick.

ILLINOIS
Carmi-Kiwanis Club Corn Day. Oct. 29. Roy Chappinger.

INDIANA
Evansville-Shrine Indoor Circus. Nov. 21-26. Arthur Mason.

IOWA
Des Moines-Nov. 12-13. Mrs. Emma Leost.

MICHIGAN
Benton Harbor-Nov. 5. A. W. Bow, Box 516.

MISSISSIPPI
Clarksdale-Nov. 7-8. B. W. Smith, RFD 1.

NEVADA
Reno-Nov. 6. Mrs. A. Haddock, 719 S. Virginia st.

NEW YORK
New York-Nov. 27. Foley, Inc., 2009 Broadway st., Phila., Pa.

PENNSYLVANIA
Harrisburg-Nov. 12. Foley, Inc., 2009 Broadway st., Phila.

TEXAS
Beaumont-Nov. 3-4. Walter J. Crawford, Box 2316.

CALIFORNIA
Dinuba-Dinuba Rodeo. Nov. 11-12. G. L. Berkant.

ILLINOIS
Chicago-Chicago Stadium Rodeo. Oct. 13-20. Donald S. MacLeod.

LOUISIANA
University-Rodeo & Live-Stock Show. Nov. 9-12.

NEW YORK
New York-World's Championship Rodeo at Madison Sq. Garden. Oct. 7-30. Frank Moore.

KANSAS
Lyons-Armistice Day Celebrations. Nov. 11. O. A. Wahl.

KENTUCKY
Louisville-Fat Cattle Show. Nov. 9-11. E. L. German.

MARYLAND
Baltimore-Auto Show & Motor Boat Exhibit. Nov. 19-26. John E. Raine.

MASSACHUSETTS
Boston-Auto Show. Nov. 12-17. Albert C. Gordon.

MICHIGAN
Banger-Fruit Belt Apple Show. Nov. 10-11. Hugh A. Seebek.

MINNESOTA
Detroit-Auto Show. Nov. 11-19. H. H. Shuart.

MISSISSIPPI
McComb-Armistice Celebration. Nov. 7-12.

MISSOURI
Bourbon-Dog Show. Nov. 5.

OHIO
Ada-Fall Festival. Oct. 27-29. H. J. Bousley.

PENNSYLVANIA
Philadelphia-Auto & Transportation Show. Nov. 11-19. W. P. Berrien.

SOUTH CAROLINA
Georgetown-County Exposition. Oct. 31-Nov. 5. Joel G. King.

SOUTH DAKOTA
Brookings-Farm & Home Week. Nov. 8-11.

TEXAS
Wilmington-Armistice Day Celebration. Nov. 11. R. G. MacMahon.

UTAH
Hatch-Hatch Days. Oct. 27-29. H. J. Bousley.

VIRGINIA
Huntington-Tobacco Festival. Nov. 14-19. Col. George S. Wallace.

WEST VIRGINIA
Martinsburg-Appalachian Harvest Festival. Nov. 16-17. J. M. Sellers.

WISCONSIN
Milwaukee-Auto Show. Nov. 12-19. Palmer E. Hanson.

CANADA
Montreal, Que.-Auto Show. Nov. 19-26. A. Levesque.

TEXAS
Beaumont-Dog Show. Nov. 3-4.

TEXAS
El Paso-Shrine Circus & Expo. Oct. 29-Nov. 5. Boston McLoughlin.

TEXAS
Gilmer-East Texas Jamboree. Oct. 27-29. Ed Goodch.

TEXAS
Houston-Arabia Temple Shrine Circus. Nov. 21-26. Rev. J. W. E. Alrey.

TEXAS
Rosenberg-Armistice Day Celebration. Nov. 11. Rev. P. J. Polk.

TEXAS
Waco-Armistice Day Celebration. Nov. 7-12. W. S. Foster.

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LETTER LIST

(Continued from page 28)

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Hackabay, Anon
Hudson, Henry
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Hudspeth, Tex
Huffman, Robert
Hull, C. S.

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Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

BIG XMAS SEASON AHEAD

Wholesale Merchandisers Look For 1938 Sales To Surpass 1936

Business on upgrade since termination of war scare—employment is up—practical items are expected to form backbone of prize and sale promotions

NEW YORK, Oct. 22.—While it is impossible to estimate how much the September war scare retarded business recovery, newspaper headlines the past week have had a heartening effect on members of the wholesale merchandise industry. News that the national income was at a new peak, headlines that General Motors would re-employ 33,000 men almost immediately and that salary cuts of last February would be restored, has caused almost everyone from pitchman to wholesaler and manufacturer to view the months ahead optimistically. While the effect of this upturn in general business conditions will not be noticed immediately, men are looking forward to a big Christmas season. How big is a matter of opinion. But with the General Motors re-employment program alone adding \$115,000,000 to the pay roll and with indications pointing to the fact that other unrelated fields are intending to follow the example of the motor company with similar drives for increased volume, there is every reason to believe, according to reports, that the 1938 Christmas volume will at least equal the 1936 figure and perhaps surpass it.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

When considering what merchandise to use during the Christmas season operators would be wise to check merchandise trends for the past few months. As we said last week, almost anything will move on a card while the holiday spirit is in swing. However, if the operator learns what items are most in demand in his locality and goes about filling this demand thru his Christmas deals, he should be able to turn over many extra dollars that would not come his way if his selections were made haphazardly.

John Public is in a spending mood during that season, but he will spend more if you offer what he wants. And it shouldn't be too difficult to dig up this information. Visit local shops. See what is being shown. Ask questions and before long you should have a good picture of what merchandise is receiving the greatest play. With this as a guide it is less likely that you'll make a mistake when you finally hit upon the merchandise to use.

It seems to us that with Christmas in the offing operators can go practical and still make money, especially with conditions the way they are. By that we mean that the operators are usually partial to novelty, specialty merchandise and items that have a new twist during the Christmas season, they can feature practical merchandise and still stand a good chance of winding up with a nice profit.

During most of the year John Public needs a special job to get him to patronize a card, but when the holiday spirit hits him he is likely to go for an item that can be used in the home or which can be used as a gift. Such items as electric juicers and mixers, lamps, radios, toasters and boudoir sets fall into the practical items classification.

However, we do not want to convey the impression that novelty and specialty merchandise should not be given a strong play for Christmas. When you run into an item in this group that you believe has possibilities by all means use it, but don't overlook the fact that you can also use practical merchandise to advantage.

Speaking of the holiday spirit, Thanksgiving is just around the corner,

Much Activity

With the hope of a banner season ahead, wholesale houses have been busy lining up merchandise they are banking on to attract Christmas trade. Salesboard ops are working out deals that will get the most play at a time of the year when most any type of merchandise will go on a board or card. Bingo ops are selecting their merchandise with an eye toward its suitability as Christmas gifts and are laying plans to give a Christmas twist to their games by promoting the "Win Your Christmas Gifts" angle. Pitchmen, streetmen and direct sellers are also making the rounds of wholesale markets lining up merchandise that will lend itself to a sure-fire sales talk that will result in good sales.

Type of Merchandise

As to the type of merchandise that will be featured this year, it is a bit too early to predict what will go and what won't. All wholesalers have some items which they are banking on to be hits; whether they will or not depends primarily on John Q. Public. However, the pinch of the recession is still sufficiently with us to indicate that such useful items as lamps, toasters, roasters, percolators, waffle irons and card tables will form the backbone of bingo promotions. The new-styled electric clocks, midjet radios, cameras, compacta, cigaret cases, dolls, stuffed animals and toys as well as such useful numbers as electric appliances, are being lined up for board deals.

It is expected that new numbers of the flash type will be making their appearance weekly during the next month. Most of the ops are keeping in close touch with their sources of supply so as to be able to place their orders early for any item that looks like it will be "hot." In this way they expect to avoid the headaches of the last-minute rush to obtain items that other men are cashing in on because they had the foresight to do their Christmas shopping early.

which means that plenty of turkeys will go the way of all flesh via the salescard.

During the holidays operators should find it possible to work up deals with a bigger take, thus giving them a wider selection of merchandise to choose from.

Doll of Peace

Something new in the way of dolls is the one created by a London firm in honor of Neville Chamberlain's part in the Munich peace treaty. Number is known as the Chamberlain fishing doll and is a figure of the prime minister in tweed fishing garb with rod and reel in hand. Perhaps the kiddies will be giving up their Shirley Temples and Charlie McCarthys for images of Roosevelt, Corrigan and others in the public eye if the London doll sets a new vogue.

BINGO BUSINESS

By JOHN CARY

AS THE NEW SEASON swings into stride bingoers seem to be greasing up the brain cogs and coming thru with some new and interesting ideas for improving equipment with which the game is played. Several weeks ago we discussed E. S. Lowe's Treasure Chest, a special game idea. We also promised you a story on Daniel Shea's Wheel of Fortune, so here it is:

SPOKES OF THE WHEEL indicate the numbers which the player must get to win the Wheel of Fortune Special. The tip of one spoke touches the top number under B, another touches the third number under B and still another touches the fifth number under B. Similarly one spoke touches the first number under N and another touches the fifth number under N. The center O, of course, is free. Under the O again, tips of three different spokes touch the first, third and fifth numbers. When the player has made all these numbers he has Wheel of Fortune. According to Shea, the game has been well received at the Knights of Columbus game in Hartford, Conn.

ANOTHER VARIATION on the good old game came to us from S. J. Block, well-known operator of Springfield, Mass. Block has his patrons playing Poker-Bingo. Instead of bingo cards, regular playing cards are used. Each player receives a board on which are 25 cards in place of the 25 numbers ordinarily found on a bingo card. The man at the mike shuffles a deck, then picks one and holds it up for the audience's inspection. Any player having the card picked marks his card. Winners are arrived at in the same way as in the regular game: five up, across or diagonal. According to Block, the game is exceptionally popular and is also much faster than the regular bingo game because there are only 52 cards (numbers) to deal with as against the 75 or 99 in the regular game.

IT IS EXTREMELY ENCOURAGING to see operators giving thought to new features in an effort to make their games more interesting. It is this kind of operation which insures and maintains interest in the game.

IN LAST WEEK'S COLUMN we mentioned Metro Mfg. Co.'s new Everlasting Bingo Ball. Next week we will discuss other interesting improvements in bingo equipment which certain progressive manufacturers have developed. In the meantime drop us a line and let us know how you are doing.

Big Demand for SS Plates and Stamping Devices

WASHINGTON, Oct. 22.—With the government planning to extend Social Security benefits to an additional 15,000,000 people not coming under provisions of the law at the present time, the market for brass permanent Social Security plates and portable stamping devices to make them is increasing to such extent that one manufacturer estimates it will take at least 10 years to supply permanent plates to present holders of Social Security cards.

At the present time the Social Security Board here is learning something of the carelessness of Americans. It is reported. The board is replacing lost and worn-out cards at the rate of 50,000 a month. It is the impracticability of the pasteboard card, plus the time and inconvenience of obtaining a duplicate from Washington, that is said to be responsible for the present popularity of this item. Social Name Plate Co., Moore's Electrograver Co., H. O. Striker and Social Identification Co., who supply plates and stamping devices, report increasing demand for their product as more and more people realize the need for a permanent record of their Social Security number.

A new twist offered by Social Identification Co. are brass plates similar to the Social Security plates. One of the two variations is a Catholic Identification Plate which bears a cross, a St. Christopher insignia and the lines, "In case of accident please notify nearest priest." Three lines are provided for engraving of the name and address of the purchaser. The other variation is along the lines of the usual identification plate, with three lines for name and address of the purchaser and the request "In case of accident notify the above address." Both plates have highly polished gold-like finish and are treated to prevent tarnishing.

Euclid, O., City Council Moves To Legalize Bingo

EUCLID, O., Oct. 22.—In a move to license bingo here, city council has instructed its welfare committee to draft an ordinance under which bingo may be regulated. "The measure will be designed primarily to help church and private organizations," Councilman Winfred L. Tench said.

A large group of residents applauded the council when it moved to legalize the game. It is believed council will insist that operators give merchandise awards and that cash prizes will not be approved under the proposed set-up.

Fair Enjoys Big Session

LEIPZIG, Germany, Oct. 22.—The fall session of the Leipzig Trade Fair that recently closed comprised 5,837 exhibits and was attended by 150,000 buyers from 74 countries.

Annually the mecca for a vast army of wholesale merchandisers, the general opinion of all attending was that a good Christmas trade is in the offing provided, of course, no new war scare develops.

A new record was hung up for toy exhibits, with 520 firms displaying wares. Sales were active to domestic and foreign buyers.

While shortage of raw materials had been expected to affect the supply of certain numbers, especially of a metal nature, the shortage was overcome, according to reports, and shipments are being made promptly.

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.

Illuminated Auto Mirror

A new flash item with plenty of appeal for women motorists is the new illuminated vanity mirror offered by D. F. Caracadden, Inc., according to reports. At the touch of a button the face of the mirror is flooded with light, making the job of make-up easy at night. Item attaches in a jiffy to car's regular wiring system, it is said, and uses no current except when the switch is on. Its suitability as a Christmas gift should make this a popular number in coming months, according to the manufacturer.

Foot Glove

The Athygenic Foot Glove is reported to be the answer to many foot ailments. As the name indicates, the item is a knitted glove of undyed, unbleached material shaped to fit over the foot.

2 Marvelous Values

KLEAN SHAVE



A. C. ONLY

Gives as close a shave as a blade razor. Life-time motor. No rotating parts. Requires no oiling.

No. B93J360. EACH 90c

Lowest Market Prices—Guaranteed Quality Considered.

Adams Candid Type Camera



No. B99J02

EACH \$1.25

- 16 Pictures From Roll of Film
- Super Speed Lens
- Fixed Focus
- Eyo Level View Finder
- Shutter Stops for Time or Snapshots

TODAY'S BEST BUY

N. SHURE CO.

200 W. ADAMS ST., CHICAGO.

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 Dazoo, postpaid - \$1

Prices F. O. B. Chicago.

H. Fishlove & Co.

1430 N. ORLEANS ST. CHICAGO

SPECIAL Short Time Only

ELGIN - ILLINOIS - HAMPODEN WATCHES — 7 Jewels, Like 12 Size. In New Yellow and Cheamo Cases. Ea. \$2.25

WRIST WATCHES - ELGIN & WALTHAM. 3-O Size. In Yellow Tornado Case with Strap. In box with price tag. Ea. \$3.25

Special Prices for Quantity Users. 25% Deposit, Balance C. O. D. Sample 90c Extra. Send for Catalog.

N. SEIDMAN

173 Canal Street, New York, N. Y.

from the toes to the beginning of the instep. Fingers of the glove cushion and separate each toe, thus preventing friction and absorbing perspiration, according to report. Fingers are medicated with Athygenic Foot Powder and are worn underneath hosiery, assuring comfort, it is said. Comes in three sizes for medium, small and wide feet. Item looks like a natural for pitch promotions at fairs where people do a lot of walking.

Auto Motor Heater

The new car engine heater introduced by King Mfg. Co. about six weeks ago seems destined to become hit item No. 1 of the season for demonstrators, the firm reports. Despite the absence of chilly weather, item is being demanded in all parts of the country, the maker claims. Hung under the hood or placed beneath the car's motor, heater replaces a heated garage, stops unnecessary drain on batteries, overcomes waste of gasoline and gives quick starts, it is claimed. One pint of kerosene lasts 24 hours. The fact that item has many other uses makes it a likely prize number, according to reports.

World's Fair Decals

Decalcomania showing World's Fair designs are now being marketed by the Consolidated Decalcomania Corp. Company claims it is specially licensed to distribute decalcomania with World's Fair buildings and symbols and indications are that the demand for this product will be lively as opening date of the fair draws near. Consolidated reports it is interested only in jobber trade and to those who can qualify it will send samples and details.

RAISE MONEY WITH BINGO

Entire Equipment and Personnel Available to Organizations Throughout the Country on Percentage Basis:

Only reliable organizations and groups considered. Write today to assure greater attendance and greater profits from your next series of Bingo Parties.

Write or wire

S. J. BLOCK ASSOCIATES

58 Bancroft St., Springfield, Mass.

Beautiful FUR COATS

FREE CATALOGUE

Of the smartest fall models in Coats, Scarfs and Capes. All fur, styles, sizes in the only line for repeat business. A typical H. M. J. example for top value. Priced Seal, Dyed Geney FUR COAT (Swagger or Fitted Style), all sizes. Terms: 1/3 Deposit, Balance C. O. D. Same day deliveries \$9.00

Genuine Lamskin **FUR RUGS** ABOUT 2x3 Ft. — In white, brown or gray. \$1.00 Big Flash, 95c seller in all Dept. Stores. Close out Price 1/3 Deposit, Balance C. O. D.

H. M. J. FUR CO

150 West 28th Street, N. Y. C.

WATCH

NEXT WEEK'S ISSUE

Evans will announce a remarkable new premium item that will be of unusual interest to every operator. Something utterly different, never before shown. Write for complete details.

EVANS NOVELTY CO.

946 Diversey, Chicago.

Here It Is At Last!!

Something New For Bingo Operators

The "EVERLASTING BINGO BALL"



ACTUAL SIZE

No more straining the eyes or wasting of time calling numbers on a soiled set of wooden Bingo Balls. Numbers on the "Everlasting Bingo Ball" are immediately visible and STAY THAT WAY. The "Everlasting Bingo Ball" is manufactured by a former bingo operator who knows what it needs. It is made of Hard, Black, Phonoic Material—Unbreakable—Unburnable—All with Beautifully Engraved Numbers—Filled With a Whiting That Won't Come Out. Balls are 1/2" and fit the regulation Bingo Cages.

Get a set of "Everlasting Bingo Balls" from your jobber today

GUARANTEED TO OUTLAST 10 SETS OF WOODEN BALLS.

SOLD THRU JOBBERS ONLY

Jobbers Write for Complete Information and Price.

METRO MANUFACTURING CO.

217 EAST 5TH ST. Telephone, Drydock 4-8447. NEW YORK CITY

IF WE OWNED THIS PAPER THIS AD WOULD BE ON THE FULL FRONT PAGE

TO INFORM YOU OF OUR BINGO SUPPLIES. WE CARRY THE MOST COMPLETE LINE OF 8,000 ITEMS ESPECIALLY SUITABLE FOR BINGO PARTIES, CARNIVAL AFFAIRS, ETC.

WRITE FOR CATALOG—PLEASE STATE YOUR BUSINESS.

WISCONSIN DELUXE CORPORATION

1902 NORTH THIRD STREET. MILWAUKEE, WISCONSIN

SPECIAL INTRO-DUCTORY DEAL ON STAMPEDE BLADES

1 Card STAMPEDE D.E. 20/5/10c	Retail Value \$2.00	ALL FOR 85c	1 Card STAMPEDE S.E. 20/5/10c	Retail Value \$2.00	ALL FOR 95c
1 Card Purity Aspirins 25/6/5c	1.25		1 Card Purity Aspirins 25/6/5c	1.25	

SPECIAL GET ACQUAINTED OFFER

SERVICE BLADES, 20/5's at \$2.25 per 1000. ALL ORDERS FILLED PROMPTLY.

25% Cash Deposit—Balance C. O. D.—Rated Accounts Sold Open. Sample Deals Sent Prepaid for \$1.00 Each.

M. B. SINGERMAN, 520 CLARK AVE., ST. LOUIS, MO.

HAVE YOU HEARD?—THEY'RE HONEYS!!!

1—WHITE PEN & PENCIL DEAL! 2—MIDGET KNIFE DEAL! 3—ATTRACTIVE ASSORTED MERCHANDISE DEAL!

EVERY SALE A WINNER! WRITE FOR CATALOG TODAY!

- Premiums, Sales Boards, Electric Clocks, Perfumes, Notions, Lotions, Blades, Soap, Extracts, Garden Goods, Sideshow Merchandise.
- Waggonmen, Pitchmen, Home, Office Gansvaters and Premium Workers.
- Turkey Cards—Xmas Cards and Weathos—Tree Lights.

CHAMPION SPECIALTY CO. 814-T CENTRAL ST., KANSAS CITY, MO.

ACT NOW!

The "SWING" Electric Pendulum Clock

The Biggest Hit of the Year

- MORE PROFITS
- MORE SALES
- MORE ACTION

ONLY \$2.95 1/2 DOZ. LOTS

SAMPLE \$3.25

Write or Wire

TERMS: 1/3 Dep. with Order, Bal. C. O. D.

G. B. NOVELTY MFG. CO.

1551 S. KEDZIE AVE. — CHICAGO, ILL.



A Big Seller Everywhere!

It's Natural To Wish Your Customers

GOOD LUCK with RABBIT FEET and KEY CHAIN NOVELTIES

INSIST ON THE BEST
PREPARED BY BREWER

SPECIAL PRICE TO QUANTITY USERS

Samples on Request 10c

J. E. BREWER, 230 West 26th Street,
N. Y. C.

FULL LINE OF GIFTS--FULL LINE OF TOYS --FULL OF SAVINGS

Our 1938 Xmas wholesale catalog now ready for mailing.
Write for your copy.

LEVIN BROTHERS, Terre Haute, Indiana



FOOTBALL PENNANTS

11 1/2" ASSORTED COLOR BACK-3 1/2" LONG
TINY 250. 3 1/2" EACH
Sovereign Pennants for Resorts, Fairs, Etc.
15 Deposit With Order, Bal. C. O. D.
AMCO EMBLEM CO., Inc.
PAINTED PENNANT DIVISION,
35 East 21st St., New York, N. Y.

FOOTBALL FOBETTES

The Original long plate with pinback and football attached with fancy hook, not cheap jumping. 24 Karat Gold Plated, Carded and Cellophaned. \$1.00 price marked. Gross \$14.25. Sample 15c postpaid! Names engraved on these 2 cents each.

MOORE'S ELECTROGRAVER CO.

651 South State, CHICAGO, ILL.

WILLARD JR. Electric Shaver



WE WILL NOT BE UNDERSOLD

Electric Shavers are selling hot and still have a big season ahead, and if they can be sold for less, Hagn will do it. Here is latest model dual head Willard Shaver, with straight A. C. motor, Bakelite case. Shows as well as shavers selling at \$15.00. Order No. 851. Complete in folding leatherette case. Each, 95c. Per \$10.00 Dozen. Sample, Postpaid, \$1.25.

WRITE -- WIRE TODAY.

25% Deposit on C. O. D. Jewelry, Novelty and Premium Cat. No. 383, or Sporting and Home Goods Cat. No. 382 sent on request. Mention your business. We do not sell retail.

JOSEPH HAGN CO.

Wholesalers and Importers Since 1911.
217-223 W. Madison St., Chicago, Ill.

SOUND EQUIPMENT and RADIOS

At Distributor Prices.
OGILVIE JOBBING CO.
Ogilvie, Minn.



SPECIAL VALUES ELGIN or WALTHAM

O. S. Jewels, Engraved Case.
With English Leather
S.T.P.S. Individually
boxed, with attractive
Price Tags, R. B., in lots
of 3 Each
Same--15 Jewels, in lots
of 3, Each \$3.75
50c Extra for Samples, Good for
Free Catalog.

25% Deposit, Balance C. O. D.
165 Canal St.,
KANE WATCH CO., New York, N. Y.

FUR COATS

SECURE THE BEST--PAY LESS

Form-Fitting, Sweater and Princes
Styles in all sizes. Your choice of:
Sealines Beaverettes
Lapins Persians
Coney Broadlains
Caracul Pooys
Marminka Mendosa
Kid Paw Beavers
and all other Fur Coats, Capes and
Scarves.

Act immediately to get full particu-
lars on these sensational Fur Bar-
gainings. Write today for price list and
complete details without obligation.
We manufacture Fur Coats exclusiv-
ely, which enables us to give you
greater value for your money.

S. ANGELL & CO. 230 West 27th St.,
New York City, N. Y.
MANUFACTURING FURRIERS.

ELGIN & WALTHAM

RENEWED &
GUARANTEED
SMALL SIZE
POCKET
WATCHES \$2.95 EACH

7 Jewels, New Yellow Cases,
25% Deposit, Balance C.O.D.
Never underbid.

WHY PAY MORE?
Send for Free Catalog.

LOU MALTZ, 133 S. 8th St.,
PHILA., PA.
WHOLESALE JEWELER SINCE 1912.

HOOPS 1¢ EACH FOR DARNING OUTFITS

BRIGHT SILVERY METAL
THREE INCHES IN DIAMETER
WITH SMOOTH ROLLED EDGES

MADE ESPECIALLY FOR
MACHINE DARNING KITS

1¢ EACH

WRITE FOR FREE SAMPLE
THE GIBBS MANUFACTURING CO.
CANTON, OHIO

New Moto-Scout Units For Summer, Winter Use

CHICAGO, Oct. 22.—Success stories in times like these are few and far between and one of the worth-while tales is that of the development of the Moto-Scout, according to the Moto-Scout Co. With the beginning of a national advertising campaign, rental agencies sprang up overnight, employing four, six, ten or more of the devices, which were rented by the hour or half hour. Within the last year many of the nation's department stores have built up Moto-Scout departments and plan to feature these devices for Christmas trade.

Seeing this had swept the country, the Moto-Scout Co. brought out in quick succession the Moto-Kar, the Sea-Scout and the Ice-Scout. "These three-wheeled vehicles just announced should prove as popular as the original Moto-Scouts," the firm states. "The Moto-Kar is a snappy miniature racing auto designed after the real racing models. It drives along roads, streets and highways at 30 miles an hour. Wide-spread front wheels and leaf springs give safety and balance, while single rear wheel permits easy control of direction. The Sea-Scout, which is driven by a rear air propeller, will skim the surface of the water in the manner of a hydroplane. It is astonishingly fast for a water craft. In the winter the three pontoons can be replaced with ice runners and the Sea-Scout becomes a motorized ice boat. There can be little doubt that these flashy units will be extremely popular along rivers and lakes and will play a big part in both summer and winter sports."

SPECIAL SALE!

ELGIN ELECTRIC SHAVERS, 110
Volt—A. C. Current Only, 1 Year
Factory Guarantee. Each \$1.00
COLORED BORDER HANDKERCHIEFS—
Size 19x15, Big Assortment. 20c
Dresser 25c
SHOE LACES—Frost, 27" Gr. 25c
DOUBLE EDGE RAZOR BLADES—
6 to Pkg. Cells, 1000 2.50
POCKET COMBS—Each with
Leatherette Pocket. Black only, Gr. 2.25
ALKALINE SALTZET TABLETS—30 Tablets to
Display Card, Quality Guarante-
eed. Each Card 18c
SEND FOR 1938 CATALOGUE.

BENGOR PRODUCTS CO.

675 BROADWAY, NEW YORK, N. Y.



PANDA or Honey Bears

Salesboard Operators
and Distributors Take
Notice

\$2.25 each
30 in. tall, each in
Cellophane. Long pile
fine quality Plush.
Most realistic.
Also other good items.
Write today. 25%
with Order, Balance
C. O. D.

PERSIA MFG. CO.
416 N. Sangamon St.,
Chicago.



REAL VALUE OPERATORS-- DISTRIBUTORS

GENUINE
PIG GRAIN
JACKETS

On Sale Cards.
Good Profits.

WRITE FOR
PRICES.

GRUND NOVELTY COMPANY, INC.
421 E. Walnut, Des Moines, Ia.



GET DOUBLE PRICES DECORATE YOUR TURTLES with DECALS

Beautiful World's Fair—Rosal
—novelty designs.
Prices Reasonable.
CONSOLIDATED DECAL CORP
184-50 Jamaica Ave.,
Jamaica, N. Y.



SUPER VALUE

\$1.25
EACH

The FLEETWOOD ELECTRIC DRY SHAVER

- DEPENDABLE SELF-STARTING MOTOR.
- DOUBLE-EDGE SHAVING HEAD.
- STREAMLINED CASE.



MASTER CRAFT COMBS

For
DEMONSTRATORS

- AMBER COL-
OR.
- UNBREAK-
ABLE.

Three fast-selling styles in the popular light
amber color. Excellent for demonstrating
purposes, as they are unbreakable and non-
combustible. Write for prices today!
SEND FOR FREE COPY OF OUR LATEST
360-PAGE GENERAL CATALOG.

GELLMAN BROS. 119 North Fourth St.,
MINNEAPOLIS, MINN.



SCOOP!

SPECIAL COMBINATION FACE POWDER, and Powder Base CLEANSING PADS

less than
12¢
each

NEW! SENSATIONAL! DIFFERENT!

At last . . . the ideal selling combination!
Twice cleaning pads specially treated with a
delightful powder base cleansing cream in a
mitty-looking black and white bakelite vanity,
together with a four-ounce sweetestest box of
waterproof fine texture face powder! A natural
if there ever was one, and you can be the
first to have it!

SEND FOR TRIAL ORDER OR SAMPLE

One Dozen, postpaid, \$1.80. Gross \$17.00.
F. O. B. Chicago. For Sample postpaid send
35c. Rush order or sample request to

LA PLAYA LAB., INC.
152 W. Walton Pl., Chicago, Ill.

ELGIN & WALTHAM \$2.75

RENEWED
GUARANTEED Wrist Watches

Wholesale Jeweler Since 1914.
We Offer You Wonderful Values
At Record-Breaking Prices.
Send for Free Catalog.
25% Deposit, Balance C. O. D.
LOUIS PERLOFF,
729 Walnut St., Philadelphia, Pa.

1014.
No extra charge
for Sample
Watch. 7 Jewels
New Case,
New Leather
Strap.

FUR COATS

Latest Styles. Lowest Prices. Best Quality.
Write for Free Price List.
CHAS. BRAND, 208 West 26th Street, New York.

NOTES from SUPPLY HOUSES

Plymouth Jewelry Exchange has just issued its annual Christmas wholesale catalog featuring watches and other jewelry. The catalog contains many bargains for the trade, it is reported. Sam Finkelstein is responsible for the data and make-up of the catalog.

Levin Brothers, wholesalers and importers, announce completion of their 1938 holiday catalog, consisting of 192 pages, listing the latest gift items in toy, jewelry, novelty and staple lines. They urge customers to write for a copy, as well as others handling such merchandise for resale purposes.

Officials of Ace Blade Co., Buffalo, announce that they have taken new and larger quarters at 60 N. Division street. Firm has been in the razor-blade business since 1926 and since then has ex-

panded to such extent that its blades are being sold in every State and 30 foreign countries. In some countries, officials state, tax on blades is more than their cost.

While the firm markets 12 different brands, it concentrates on its high-quality Ace brand. Officials maintain that they bank on quality to win friends for them. "But that's not all," they state. "We offer two features that we believe no other supply house or manufacturer has. We pay postage on orders as small as 10 cards or cartons of blades to encourage small business. In addition we give 100 per cent co-operation to distributors of Ace brand with window displays, free samples and newspaper space. We believe in the slogan 'Sell a good blade and you will build a good reputation,' and we're sticking to it."

BALLYHOO

(Continued from page 45) and offered any couple the use of the shows' public-wedding prop ring and the groom's suit, pressed free, if they would spend \$15 for a license and j. p. fees. This kept the marriage mill humming. The property man demanded a 50-cent deposit on the ring, giving him a chance to catch up with his back salary. The last night was masquerade night, which again packed the midway and reunited many married couples that discovered a new love in the dark.

The last three days were spent on the high seas. As this is being written the American shores can be seen in the distance. Will mail it on arrival and next week will let the world know about it. MAJOR PRIVILEGE.

SHOW LETTERS

(Continued from page 45) Oddities joined here. Mr. and Mrs. Harold Lucas and Mrs. Elberta and Dick Mack drove to Raleigh, N. C., Monday night to visit friends on the Johnny J. Jones Exposition. Visitors included Mr. and Mrs. Floyd Sheeks and family, of Bright Light Shows; Art Lewis and Mr. and Mrs. Barney Tassel, of Art Lewis Shows, and Sheriff and Mrs. M. S. Hodges, of Leaksville, N. C. LESTER KERN.

WALTHAM POCKET WATCHES

16 Size, 7 Jewels, in Yellow Engraved Case or Black E. P. on a 14 Case. Each \$2.65
Above Prices in Lots of 3. Samples 50c Extra. Special Price for Large Quantity Users. Send for Watch and Diamond Catalog. 20% Deposit. Balance C. O. D. PLYMOUTH JEWELRY EXCH., 163 Canal, N. Y.

1 STARTS YOU IN BUSINESS

SELLING TIES—OVER 100% PROFIT
Silk Lined Ties, Sample Tie 15c. . . . \$1.40 Doz.
Custom Made Ties, Sample Tie 20c. . . . 1.80 Doz.
Slide-On Ties, Sample Tie 25c. . . . 2.40 Doz.

Complete line of Beaded Novelties, Muffler, Tie and Handkerchief Sets. Send 25% Deposit with Order. Balance C. O. D. FREE DAY for Descriptive Wholesale Catalog, Gross Prices and Profit Margins. PHILIP'S NECKWEAR, 20 West 22nd St., Dept. B-4, New York.

Now! Bigger Play-Bigger Profits!
NEW ALL-IN-ONE
BINGO
LAP BOARD

At last! A real BINGO Board—complete in one unit. No separate number covers or markers needed. While numbers appear in square windows. When a number is called white number is slid out of sight and red/black square appears. Simple—operates with pencil, matchstick, toothpick, hairpin or finger. Players can hold on lap or in hand. No tables to set up—can be worked standing or seated. Strongly made. Trouble-proof, fool-proof. Bigger Profits From BINGO—Write for Sample. All-in-One BINGO Lap Board is first real professional type equipment for BINGO game operators. Handle more players in one space. Bigger play means bigger profits for clubs, schools, churches, fairs, carnivals, night clubs, amusement parks, taverns, beer gardens, etc. Write at once for FREE BINGO Lap Board, details and prices. KEMPER-THOMAS CO., Dept. 80, Cincinnati, O.

NEW! JUST OUT!

"ELMER"

THE DUMMY THAT ACTUALLY TALKS

The MOST SENSATIONAL ITEM TO HIT THE MARKET IN YEARS!!

I'LL MAKE MONEY FOR YOU!!

\$12.50 38" HIGH

The BIGGEST MONEY MAKER EVER OFFERED

SALESBOARD OPERATORS, BINGO OPERATORS, PREMIUM USERS, you have never had a chance to cash in on anything like this before.

"ELMER" is AMAZING. And you don't have to be a ventriloquist to work him. When you're talking things over with him, you manipulate his mouth and head while a stage way off in another room, as much as 500 feet away, speaks up for "Elmer." He'll delight the kiddies and drive the grown-ups wild. He's a grand item for any kind of get-together and is really something NEW and DIFFERENT. "Elmer" will make money for you faster than anything you have ever handled.

SEND YOUR ORDERS FOR ELMER TODAY!
1/3 DEP. WITH ORDERS • BAL. C. O. D.

PLAYLAND SUPPLY CO.

14 WEST 17TH ST., NEW YORK, N. Y.

YOU CAN MAKE BIG MONEY SELLING ROYAL ELECTRIC DRY SHAVERS

★ ONE OPERATOR SOLD 6000 IN 8 MONTHS WITH AN AVERAGE PROFIT OF \$1.00 TO \$2.00 PER UNIT



SPECIAL \$1.00 LOW PRICE EACH IN DOZEN LOTS

FACTORY DIRECT-TO-YOU
F. O. B. CHICAGO, ILL.
Factory Guarantee for 1 Year
Think what you could do in your territory. This A.C. Electric Shaver has never been advertised to Retail Dealers. The field is wide open. Thousands of satisfied users. MAIL \$1.25 TODAY for Sample—postage prepaid. Only financially responsible Operators who can do volume business will be considered. ACT AT ONCE before this liberal offer is withdrawn.

DUR-A-BIL PRODUCTS CO.
Sales Office: 6227 Broadway, CHICAGO
Factory: 11604 Front Street, Roseland Station, CHICAGO.

5000
ELGIN & WALTHAM
WRIST AND POCKET WATCHES RECONDITIONED LIKE NEW
FREE WALDEMER CHAIN WITH EVERY POCKET WATCH
Write for Our 60-Day Special Catalogue.
NORMAN ROSEN
Wholesale Jeweler
301 RANSON ST., PHILADELPHIA, PA.

TIES ATTENTION NECKTIE MEN
If you have not succeeded with your present neckwear line, try our non-wrinklable collars.
\$1.75 Sample Dtz. Prepaid. \$16.50 Doz
Catalog and sample watches free on request.
HERCULES NECKWEAR MFG. CO.
Dept. 883, 712 VERMONT ST., BROOKLYN, N. Y.

IT'S NEW!

"SWING MIRROR" VANITY CHEST

FILLED WITH DELICIOUS HOME-MADE CHOCOLATES

- ★ APPEAL ONLY
- ★ FLASH \$2.00 Each
- ★ BIG PROFITS Lots of 6.
- ★ LOW PRICE Sample \$2.25.

FREE—50-Hole Illustrated Push Card with Each Chest.

40c Extra 400-Hole Illus. Salesboard.
All Mirror, with Velour Back.
1/3 Dep., Bal. C. O. D., F. O. B. Chicago.

GOLDWYN CO.

2021 NO. HALSTED ST. CHICAGO, ILL.

Extra Value! \$2.25 Each

5 for \$10.50 5 for \$10.50

No. 88 9583—Ladies' Bracelet Watch. Exquisitely Styled 10 1/2 L. Chrome cases 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.

ROHDE-SPENCER CO.

223 W. Madison St. Chicago

LATEST STYLE FUR COATS

Genuine Fur Coats, all types, all sizes, P'd Seal, Swaggar or Semi-Fitted Models. Finest quality. A-1 workmanship. Excellent prices for BINGO and salesboard operators. Rush your orders today for immediate delivery. Lowest Balance prices in fur history. C. O. D. Send for New Illustrated Catalog Showing Coats We Sell You.

M. SEIDEL & SON

243 W. 20th St., New York, N. Y.

RAND

Close-Shaver

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

End your correspondence to advertisers by mentioning The Billboard.



Walt Disney's
SNOW WHITE and the SEVEN DWARFS
OAK-HYTEX BALLOONS

offer the only genuine Walt Disney characters in toy balloons. Beware of imitations. The Disney art gives these characters their popular appeal. Be sure you get **OAK-HYTEX** Balloons in the Blue Box with the Yellow Diamond Label.

Sold by Leading Jobbers.
The OAK RUBBER CO. RAVENNA, O.

LEVIN BROS., TERRE HAUTE, INDIANA
Wholesale Distributors of Oak Rubber Balloons and Toys—Write for Complete Catalog.

New Catalog
Showing Fast-Selling Newest Items in Whitelines and Games
Rings, Lockets, Crosses, Signet Rings and Jewelry for Engraving. Send \$2.00 for Samples.
OLYMPIC NOVELTY COMPANY
307 5th Ave., New York

SOCIAL SECURITY SENSATIONAL NEWS!!
Everyone Can Buy A Machine
CASH or TIME PAYMENT
PRICE LESS **\$50.00**
THAN

PORTABLE—Finest Low-Priced Machine on the Market. Economical—each character reproducible. Fast operation. THE GREATEST PROFIT OPPORTUNITY EVER OFFERED.
26-Gl. Rich Low Gold Effect. Highly Polished. **SOCIAL SECURITY PLATES, 3-7-16" \$5.00** Per Hundred
\$45.00 Per Thousand
1.25 WALLETS, Two Pockets. Metal Corners. 3.50 per hundred
Engraving Needles. 10.00
Hand Die Sets. 6.75
On Cash Terms—1/25 Down, Balance C. O. D. F. O. B. New York.
Salesmen, Agents, Operators, write for samples. Details, 10c.
SOCIAL NAME PLATE CO.
258 BROADWAY, NEW YORK CITY.

NEW \$18.50 Gro. PLUNGERS
LOWEST PRICE EVER!
Ink Gauge tells when to refill. Moderately Hard—47½ Top Bands. Beautiful Variegated Colors. Complete Sample Line 50c.
JACKWIN PEN 50 W. 23rd St., New York, N. Y.

CHewing GUM 22¢ BOX
RETAILS FOR \$1.00.
Each box holds 20 Colored hard for packs of Factory Fresh Gum! Specialty Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (free).
GREAT FIELD PAPEL AGENTS. Write AMERICAN CHEWING PRODUCTS CORP., 4th and Mt. Pleasant Ave., Newark, N. J.

MEDICINE MEN
Write today for new catalogue of Tonics, Oil, Salts, Soap, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, Ohio.

PITCHMEN

A Department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

H. S. CROWN . . . blasts from Macon, Ga., that he got off to a good start at the fair there. He adds that sheetmen are scarce and that only one other pitchman is working the fair.

COME ON, you delinquents, pipe in.

KEN AND GRETA . . . gold-wire artists, write from a trailer camp in Brinkley, Ark., where they stopped over on route to the Louisiana State Fair, that that part of the country is a panorama of small Negro sharecropper hamlets and baled cotton is standing in the fields. On their way south, after a successful season up north, they passed thru Dayton, O., and learned from Frank Thornton that "Billy the Jew" Lankhart had died. Ken says Lankhart was one of the few boys who worked whitestones successfully in Havana.

DR. F. STREET . . . of med fame, closed in Marshfield, Mo., October 13 and stored his trailers there for the winter. Writing from that point, Doc says, "Had a good season, which began at Mt. Vernon, Mo., May 2. After a run up the west side of the State we moved east to Higginville and Marshall, then south to Springfield for four weeks. My wife and son and I will take a trip to South Carolina and Missouri before going to Hot Springs, Ark."

TACT and courtesy go a long way in helping you sell yourself to your tip.

HARRY MAIERS . . . former mayor of Park Row, pencils from Montefiore Hospital, Bronx, New York, where he has been confined for some time, that his health has shown a slight improvement.

JACK GRIFFITH . . . manager of Mo Tee Na Remedy Co., opened his season in halls in Ohio territory four weeks ago after a successful outdoor season. Roster includes Buddy Mack, songs and straight; Margaret Griffith, parts and sales, and Jack Griffith, lecturer and toby come.

DO YOU combine pleasant and dignity in your lectures? Or do you try to fool your tip with displays of highness? The former method is better by a long shot, because there are few champs these days.

DOC H. J. CLAYTON . . . who has returned to Christopher, Ill., since closing his med opry in Wagoner, Ill., reports that business was rotten two weeks prior to closing. He adds that he will probably remain in Christopher for the winter and take out a med show in the spring if conditions improve.

WHO DO YOU think drifted in to the Pipes desk last week? It was none other than the affable Lew Peters and his wife. He reported that he would remain in the Queen City for about a month and probably undergo a tonsillectomy. His wife has been signed for a four-week stand at a local burlesque house.

ANYBODY working vegetable knives in Carolina territory?

CHIEF SILVER FOX . . . who closed the season with Doc H. J. Clayton's med opry in Wagoner, Ill., recently joined his brother, Chief Gray Fox, in Billings, Mont.

JOHN FRANCIS DALEY . . . pens from Omaha that he is out on the road again but business on his brass and stainless steel polish has been slow this year. Daley says he plans to head for Texas in about 10 days and adds that he hasn't seen many of the boys working around Battle Mountain, Nev., where he worked the greater part of the summer.

CHIEF GRAY FOX . . . wigwags from Exeter, Mo., that his unit is rolling along making a little money and heading into Texas territory for the winter. In addition to the chief, roster

now includes Billy Moring, Rusty and Ruth Swan, Ireland Clouse, Gaynell Swan, Cowboy Jack and Hilda Goodman.

TOBY'S FUNMAKERS . . . under direction of Toby Adams, are clicking right along in Tennessee territory. Organization just concluded its third week in the cotton belt. Toby plans to remain in that section until Christmas and then go into Southern Mississippi and Louisiana. He says he was in Illinois all summer but business was far from satisfactory. Great LeRoy, magician, joined the unit recently.

WHY IS IT that every now and then we must meet a loud-mouthed fellow who is ready to spout off at the least provocation?

BIG AL ROSS . . . wigwags from Meadville, Pa., that he is still clicking with Social Security plates there. But this is what he says he's up against: "I went into a high-class store and approached the clerk, and after showing him a sample plate, he gave me a hard look and said, 'Why I should call a policeman. The last man that pulled this on me collected 50 cents, but I never got the plate.' Due to the fact that I don't collect deposits, he cooled off, and when I told him to pay when the plate was delivered, everything was o.k. So far about 100 here have been clipped by the smart guy who runs thru towns with what he calls suckers' money. But who is the sucker? If they catch up with you in Pennsylvania it means two years in the jug. I hope some of those smart birds get caught, as it's tough enough to work without the public being against you."

TOM KENNEDY . . . seems to have hit upon a good idea on the matter of increasing his pen sales. The way this desk gets the story, Tom does a pen demonstration in a window and has a beauty contest winner give away a personally autographed picture with each purchase. Needless to say, Tom's idea is clicking.

RECENT REPORTS indicate that some of the novelty workers at the football stadia throuth the country are clicking to real fakes.

MORRIS KAINTROFF . . . reports that he's jamming the old-time way at the Sherman (Tex.) Fair. "Among the jam workers here," he says, "is Marvin South, who is connected with the Crowley carnival. He has a nice top and plenty of stock and is getting good results, assisted by Bennie Gross. Nate Golden is in from Bluffton, Ind. Mr. and Mrs. Leroy Crandall visited here on their way to Dallas. Weather here is very hot, but crowds and spending are good at night. Had a letter from Harry Maiers, who is getting over his ailments."

GENE FRETETTE . . . after a long silence, writes from Denver that he just blew in from Omaha, where he worked to good business. Reader there is free. Gene says he was disappointed at the Wichita Harvest Festival because of big tips and no business. He adds that he met Tom Matherson and wife in Omaha.

CAN I REPEAT in this town? Will they invite me back? Am I a business builder? You can answer these questions by asking yourself another: Does the public leave my tip with a good impression?

JAY HOBSON . . . of General Products Laboratory, Columbus, O., says business is picking up and that he's expecting a good fall season.

J. H. McCASKEY . . . comes thru from Hagerstown, Md., with the following information concerning recent fairs he has worked: "Pairs in this section have been below par, with currency as scarce as peafowl molars; and if my diagnosis is right, late ones will not be any better. My suggestion, therefore, is that if the b. r. is not flush enough to stand pressure and one has no desire to become dependant in a strange community, he had better stay where his

THEY'RE NEW | SPRING-O-MATIC PLUNGER VAC. | THEY SELL
TATTLE-TALE INK GAUGE 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 Bargains in Rebuilt Watches and underefined Diamonds in the country.
H. SPARBER & CO.
108 North 7th Street, St. Louis, Mo.

UNDERWOOD
PLUNGERS—Special \$18.00 PER GRO.
PENS • PENCILS • COMBOS
Buy Direct From Manufacturer.
GRODIN PEN CO., 633 Broadway, New York City.

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.

Every \$1.00 Gets you \$5.00
Yes, it's real profit. Goodrich Pens, V. O. P. & Co. always have dough, and when you sell good products there are made by the Goodrich Co., Est. 1884, they buy with confidence. Pitchmen, Window Workers, Dealers, write for low gro. prices. Best season ahead. Sample free.
GOODRICH,
1500 West Madison, Dept. BG-10, Chicago.

There's only one Pen like a Banker and that's another Banker. • Combinations-Plungers (You see the Ink.) Full line of Pens, including Pitch Pens.
JAS. KELLEY, The Fountain Pen King,
487 W'way, N. Y., CHICAGO, 180 W. Adams St.

DREXEL BLADES
Buy Direct From the Manufacturer.
20 MILLION DREXELS Sold in 1937. 50 Million Will Be Sold in 1938. Send 10c for Samples.
REGENT MFG. CO.
134 W. 32d Street, NEW YORK CITY.

PER GROSS \$18
BETTER PLUNGERS
ASS'D PEN, Mrs., 187 Lafayette, N. Y. C.

SOCIAL SECURITY PLATES - \$3.50 per 100
Cases 1 1/2c each
Sample with Name and Number Engraved, 15c. Without Name and Number, 10c.
ELECTRIC Engraving Machines work from light socket, on battery or 4 dry cells. Send for literature on Plates and Machines.
MOORE'S ELECTROGRAVER CO.
651 SOUTH STATE, CHICAGO, ILL.

Veterans Wake Up!
Note removal to larger quarters. Old-timers are back in line selling our Veterans' Joke Books, Memorabilia—2c to 5c. Sell 10c to 25c. Other wonderful features. Holiday Season. Patriotic Campaign. Write Moore's Electrograver Co., 2c to 5c. Send 10c for Samples. **VETERAN'S SERVICE MAGAZINE**, 169 Duane St., New York City.

SOCIAL SECURITY PLATES
Size 3 1/2 x 2
100 Plates, 5.00
1000 Plates, 45.00
100 Double Cases, 9.00
100 Single Cases, 2.00
Sample Plate 10c
with Name and Number, 25c.
Send for Circular, 311 Deegan Street, Brooklyn, N. Y.

SOCIAL SECURITY Machines and Plates

Hand Stamping Outfit, patented, plate holder, spacer. **\$19.95**

24-Gauge **Highlow Brass Social Security Plates**, polished front, back, Ea. **5c**

1,000 Lots, **\$45.**

Double Fold, Metal Edge Leather Cases..... **3c**

Leatherette Cover..... **1 1/2c**

Superior portable machine, stamping names, numbers on S.S. plates. No skill required. **\$65**

Wgt.—14 lbs.

Salesmen, Agents, Operators write for Special Introductory Descriptive samples, details 10c. Terms: 25% cash deposit with order. Bal. C. O. D., P. O. B., N. Y. C.

INQUIRE ABOUT NEW PLATES! CATHOLIC & GENERAL IDENTIFICATION

SOCIAL IDENTIFICATION CO.
1520 BROADWAY NEW YORK CITY

PENNANTS PRINCETON FOOTBALL PENNANT All Leading Colleges

100 Lots 1000 Lots

3x24" ... 5 050 100	... 5 80 00 1000
12x30" ... 11 00 100	... 100 00 1000

Embroidered Cases ... 1 00 100 ... 9 00 1000

Tinted Colors 1/2c Extra on Quoted Prices. Write for Prices on Specials. Deposit 1/3 on All Orders.

NORSID COMPANY, 17 E. 16th St., N.Y. C.

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, blgo operators, agents, salesman or storekeepers. Other Coats from \$9.00.

WAYNE FUR CO.
3761 Linwood Ave., Detroit.

CHRISTMAS CARDS

We are offering an assortment of Christmas Cards and Envelopes. They are attractive and modern. In each box, 25 in a box to sell for \$1.00. To receive the tremendous money making possibilities of these cards we are offering a special 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.
Dept. B.E., 248 Fifth Ave., New York City.

IMPROPER FUNCTIONING OF STOMACH, LIVER, BOWELS AND KIDNEYS

Many times causes high blood pressure, rheumatism, sea Monting, skin eruptions, dizzy spells, various stomach disorders, etc. Wayne Wenzel's Compound, made from roots and herbs, acts on the stomach, liver, bowels and kidneys, adding nature in her work of banishing poisons from the entire system. It is leading even when applied to external ailments. **Write for \$1.00 bottle postpaid \$1.00.** (Cash direct. Agents wanted, exclusive territory. Write for wholesale prices. **WAYNE HERB CO., New Paris, Ohio.**

BIG PROFITS

Place Our Silent Salesman Vending Men's and Ladies' Necessities in Rite Clubs, Restaurants, Gas Stations, Etc.

Money Back Guarantee.

KASCO, 1515 S. Kostner, Chicago, Ill.

FAST SELLING MAGIC!

Famous Rattle Disks... 25c Doz.; \$1.50 per Gro. Spin Back30c Doz.; 1.75 per Gro. Mysterious Mouse30c Doz.; 1.75 per Gro. Four Ace Trick30c Doz.; 1.75 per Gro. Two Card Monte ... 25c Doz.; 1.50 per 100. Magic Transference transfers Pictures, 60c Doz. 4-cz. Bottles \$5.50 per Gro. 1 \$1.50 per Gallon.

Send 50c for Samples and Catalogue.

KRINOD, 536 Sixth Avenue, New York City.

RED HOT SPICY XMAS CARDS

Over 200 different Cards, Folders and Novelties in stock. Prices from \$2.00 per 1,000 and up. Send 25c for Samples and Spec. Catalogue.

SQUIRRELL MAGNETIC GLASS, Doz. 45c
SQUIRREL LABEL BABY, Doz. 60c
Rolling and Tumbling MECH. MOUSE, Doz. \$3.00
WINK GODDY MONSTER (claw), Doz. 1.50
HOW TO RAISE A DOG, New 4-cz. Item, Doz. 1.35
THE HOPE CHEST (Standing Frank), Doz. 1.05
BARBACK HIRALL GLASSES, Assl. Doz. .80
BARBACK WHISKEY SIZE GLASSES, Doz. .75
SETTY BUBBLES (w/gle and how), Doz. .70
NEW COMIC FOLDERS, 30 Kinds, Per 100. 1.50
NEW FUNNY DIPLOMAS, 50 Kinds, Per 100. 1.50
NEW HORSOCOPE, 8-cz. Per 1000. 3.00

NEW COMPLETE CATALOGUE ready soon. . . .

Send 25c for same. We refund with first order, or we WILL SEND YOU 50 Samples of Best Sellers and Catalogue for \$2.00.

SELLING BIG—NOT GUM. A Harmless "Gotta Go" Gum, 5 in Env., Doz. Env. 95c
MAGNETRIX NOV. CORP., 138 Park Row, N. Y.

credit will stand pressure. This isn't advice, but merely a suggestion composed of odds and ends and extractions from hearsay. But I believe an individual on the leaf is in a fair position to judge existing conditions. If there were any good ones, I mislaid them."

FAMOUS LAST WORDS: "When I was a pitchman my talk had more distinctive features than anyone's in Pitchdom."

L. A. L. CASTRE comes thru with a lengthy pipe from Lakeland, Fla. Says he took a three-week flyer over Florida, working perfumes and novelties to rotten business. He says the fruit-picking season has opened and the pickers make real money and spend it, so he expects better business from now on. He saw several old-timers with Robbins circus when it played there October 6. "Southern Florida," Castre says, "is no good from May 1 to November 15, as tourists, fruit and vegetables are nil during that time. Business picks up after November 15, when the strawberry and tomato crops start moving. Biggest trouble is the paper racket and avoiding well-meaning deputies. Old order system works good. Lakeland, Plant City and Tampa are good towns after November 15."

MORE AND MORE pitchforks are realizing that it does pay to have a clean and flashy layout.

DUKE WILSON is working Social Security plates in a window in Meadville, Pa. The market there is reported good on Saturdays, but there's nothing doing in doorways.

BOB ROCHE is working in a State street store in Chicago, pitching cards for \$1. and getting it.

MAX WHITE is going okish down in Missouri.

MANY are the changes taking place these days. Are you keeping abreast of them?

MADAME MAYFIELD CO. closed its platform season at Craigsville, Pa., September 29, the best run the company has had since 1932. The madame has just returned to Kittanning, Pa., from a flying trip to Chicago, where she bought a new trailer. Mel Mayfield has had several days' good fishing around Kittanning and is ready to go back to work. Darwin, magician, left September 30 for parts unknown. The show reopens this week at Cadogan, Pa. Doc Mansfield is still conducting the Mansfield Cafe in Tidoute, Pa., and states that the lath string is always out for trouping friends.

MAXIE GELBSTEIN who has been making Pennsylvania farm sales, visited York (Pa.) Fair recently and says there was plenty of space there to rent. He's heading southward for Raleigh, N. C.

BEING UNABLE to stand prosperity is a general human weakness and is not confined exclusively to pitchmen.

H. M. (DUKE) DOEBLER ... Cotton squibs from Palestine, Tex.: "Cotton price is down to 7 cents per pound and the yield is very poor. Cotton gins that usually work until early November are already closed. Last year cotton was cheap, but there was a bumper crop and money was more plentiful than now. The jam, watches and blades were barred at the fair in Dallas, so all the boys are busy hunting spots. I am going to Kansas and Missouri from here to make the farm sales as long as the weather permits. Among the pitchmen I spotted around Dallas were Marvin South, Benny Gross, Morris Kahntroff, Whitey Nelson and LeRoy Crandall. Leonard Rosen, Jerry Russell and Bill Sherrick were at the fair in Muskogee, Okla. Ran into Whitey Christonson at Graham (Tex.) Fair. There are a few spots in Texas that have a little money, but they are too hard to find, so I would suggest that the boys think twice before heading this way. Jack Young was working transference downtown in Sherman, Tex., during the fair. Also spied Harry Lavan there."

TRIPPO OPININGS: "Forget about what you formerly did or should have done and go out now and get at least enough luccre to sustain you this winter."

RICTON ... lines from Bishop, Ga., that his indoor dog circus is now in its 10th week of school dates, playing two and three a day. But let's let the Barnum of the sticks tell it: "We just closed in Athens. (See PIPES on page 65)

MEDICINE MEN -- AGENTS -- PITCHMEN

SEND 10c IN STAMPS FOR NEW 1938 CATALOG.

We Are Offering Special \$5.00 and \$10.00 Deals That Will Mean a Real Saving to You.

MEDICINES—TONICS—PILLS—TABLETS and Other MED SPECIALTIES.

DEVORE MFG. CO. 511 East 72nd St. New York City

Manufacturing Chemists

REMCO PREMIUM DEAL

Genuine Leather **WALLET and KEY CASE SET**

FREE WITH EACH CARD OR CARTON OF

REMCO

MICRO TESTED RAZOR BLADES

100 Double Edge Blades (20/5 1/2) ... 69c
100 Single Edge Blades (25/4 1/2) ... 87c
100 Streamline Thin Blades (20/7 1/2) ... \$1.00

Above Prices Are Per Card or Carton.

Send 10c for Sample & New Catalog.

BEN'S CUT RATE SUPPLY
134 West Market Street, Louisville, Ky.

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.

CRESCENT CITY WATCH MATERIAL CO.
113 N. Broadway, St. Louis, Mo.

FALL PRICES ON U. S. A. PRODUCTS!!

Iodine, med. size, 6oz., 25oz gross \$2.50
Adhesive Tape, 1/2 in., 3 yds. gross 4.75
Combs, First Quality, 4oz., 20ct gross 2.00
Laces, Good Grade, 27". Per gross30
Vanilla, 8 oz. doz., 61oz gross 7.25
United States, per 1,000 25-28
Collar Holders, 4oz., 12oz gross 1.25
Gauge Bands, 6oz., 20oz gross 2.95

20% Discount Required. Catalogue free with order.

RICHARD MFG. CO., Flint, Mich.

Events for 2 Weeks

(Oct. 21-29)

ARK—Parkin. Cotton Harvest Ball, 28.
CALIF—Pasadena. Dog Show, 29-30.
San Francisco. Natl. Hobby Show & Home Appliance Expo., 29-30.
Yacolt. Rodeo, 29-30.
CONN—Norwich. Grotto Circus, 24-25.
ILL—Chicago. Food & Better Housekeeping Expo., 22-30.
KY—Paris. Fall Festival & Tobacco Show, 28-29.
MICH—Escanaba. Potato Show, 25-27.
Jackson. Dog Show, 29.
Lansing. Dog Show, 30.
MINN—East Grand Forks. Potato Show, 28-29.
MONT—Fort Shaw. Harvest Festival, 30.
NEB—Allamore. Fall Festival, 29.
N. Y.—New York. Rodeo at Madison Sq. Garden, 7-30.
N. C.—Concord. Elias' Charity Festival, 24-29.
Lewiston. Celebration, 24-29.
Jewett. Halloween Parade & Mardi Gras, 29.
O.—Ada. Fall Festival, 27-29.
Alliance. Fall Festival, 29.
Cleveland. Dog Show, 29.
Columbus. Jr. Live-Stock Show, 25-26.
S. D.—Yankton. Pioneer Day, 29.
TEX—Galveston. Dog Show, 25-26.
Gilmer. East Texas Yam Festival, 27-29.
CAN.—Toronto. Ont. Shrine Circus at Maple Leaf Gardens, 24-29.

(Oct. 31-Nov. 5)

ARIZ—Coolidge. Cotton Festival 3-5.
CALIF—Los Angeles. Food & Home Appliance Expo., 29-Nov. 6.
CONN—Hartford. Auto Show, 3-10.
D. C.—Washington. Food Show, 31-Nov. 5.
GA.—Dawson. Southeastern Peanut Festival, 31-Nov. 5.
ILL—Carmel. Kiwanis Club Corn Day, 29.
Pinckneyville. Halloween, Mardi Gras, 31.
MICH—Benton Harbor. Dog Show, 5.
MICH—Benton Harbor. Dog Show, 5.
Grand Rapids. Dog Show, 5.
Pontiac. Eastern Mich. Potato Show, 31-Nov. 5.
MO—Bourbon. Dog Show, 5.
NEV—Hend. Dog Show, 6.
O.—Ashland. Halloween Celebration, 31.
Cincinnati. Halloween Celebration, 31.
Cleveland. Indoor Circus, 30-Nov. 5.
Medina. Halloween Celebration, 31.
Cleveland. Dog Show, 6.
Dover. Halloween Parade & Mardi Gras, 31.
S. C.—Georgetown. Co. Exposition, 31-Nov. 5.
TEX—Beaumont. Dog Show, 3-4.
El Paso. Shrine Circus & Expo., 29-Nov. 5.

(Events for five weeks in advance appear in the last issue of each month. This week they will be found on page 52.)

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VALIDITY OF CITY ORDINANCES RESTRICTING USE OF STREETS

By LEO T. PARKER, Attorney at Law

WHEN considering the validity of municipal ordinances which control or restrict uses of streets and sidewalks it is well to remember that an ordinance is invalid that is not expressly or impliedly authorized by (1) the State constitution, (2) the State laws or (3) the city charter.

Generally speaking, unless these three agencies expressly authorize the city to regulate uses of its streets and sidewalks the ordinance is void. On the other hand, many higher courts have held that under the implied powers granted by these three agencies, to control streets, regulate pitchmen, hawkers and peddlers, carnivals and other traveling shows, municipalities have the power to regulate or prohibit any use of streets that are unreasonable, dangerous to the public or necessary to proper functions of municipal departments.

In other words, altho neither the State constitution, State statutes nor the city charter expressly authorize municipal lawmaking bodies to control or restrict uses of streets and sidewalks, an ordinance of this nature may be valid and effective which does not conflict with the State statutes, State constitution or the city charter.

For the benefit of readers who desire to review recent higher court cases involving various phases of the law on this subject, cases are cited as follows: *Sander vs. Blythesville*, 194 Ark. 434; *Colorado, Denver vs. Girard*, 21 Colo. 447; *Idaho, Keyser vs. Boise*, 90 Idaho 440; *Illinois, Goodrich vs. Busse*, 247 Ill. 366; *Indiana, House League vs. Indianapolis*, 204 Ind. 685; *Iowa, Edaburn vs. Creston*, 199 Iowa 869; *Louisiana, New Orleans vs. Fargot*, 116 La. 369; *Main, State vs.*

Barbelais, 101 Me. 512; *Massachusetts, Nightingale*, 11 Pick. 169; *Michigan, People vs. Keir*, 78 Mich. 98; *Minnesota, State vs. Rayantis*, 55 Minn. 138; *Nebraska, Pierce vs. Schramm*, 116 Neb. 263; *New York, Buffalo vs. Schleifer*, 2 Misc. 216; *Ohio, Rowe vs. Cincinnati*, 117 Ohio St. 383; *Texas, Wade vs. Nunnally*, 19 Tex. Civ. App. 256.

Implied Authority

Implied authority, from a legal standpoint, means that a municipality does not have expressed authority, but that authority may be taken for granted or implied by reference to the State constitution, State laws, city charter or regulations superior to a city ordinance. This explanation is given for the purpose of imparting information to readers who may unwisely decide to contest the validity of certain restrictive city ordinances on the ground that the municipal council had no direct or expressed authority to enact the ordinance.

However, a review of recently decided higher court cases probably will impart desirable information better than mere explanations.

For illustration, in *Hogg*, 156 S. W. 931, it was disclosed that a State law was passed which gave municipalities powers to enact ordinances and police regulations for "good" government. The law also provided that municipalities may control uses of streets, highways, public grounds and public parks.

It is interesting to know that the higher court construed this law to mean that municipalities had implied authority to enact valid ordinances prohibiting the sale or peddling of merchandise on the streets. The court explained that the ordinance did not unlawfully discriminate against pitchmen because there was no general law authorizing pitchmen to use the public streets for the sale of their merchandise. In other words, altho the State law does not expressly authorize municipalities to restrict the sale of merchandise on streets, yet, since no State law authorizes sale of merchandise on streets, the municipalities have implied power to restrict and prohibit use of streets for this purpose.

Also in *State vs. Barbelais*, 64 A. 881, a State law was enacted which broadly authorized municipalities to pass ordinances regulating its streets. A city passed an ordinance prohibiting any person or firm from carrying on a business of any kind on its streets unless the privilege of operating such business was especially authorized by a city ordinance.

It was contended that the ordinance was invalid because a single person could do no harm by standing on a sidewalk or street when selling goods.

However, a person who sold goods on the streets was held guilty of violation of the ordinance, irrespective of whether he obstructed traffic or created a nuisance. This court explained that while the operation of a business in the public streets by a single person might not obstruct or render public travel dangerous or do other harm, yet similar acts by many persons might create a serious obstruction, danger and nuisance, and therefore one person could be prohibited from doing what many would be prohibited from doing.

An important phase of this case is that the court further explained that the ordinance did not nor could not prevent one person from selling an article to another person on the street as a result of private negotiation, but that it did prohibit all persons from offering articles for sale to the general public, either from a permanent stand or other location. This court said that "a person offering for sale articles in this manner is using the streets not for the purpose of travel . . . in going from place to place, but as a place of business."

License Not Important

It is important to know that a person is not privileged to violate a valid city ordinance which forbids use of streets for sale of merchandise altho he possesses a license to sell merchandise within the city.

For illustration, in a leading case (77 N. W. 29) a city ordinance was litigated which provides:

"No person shall place or suffer to be placed upon or under any sidewalk in the city of Minneapolis or suspend over any street in said city goods, wares or merchandise for sale, show or otherwise. . . ."

A person who held a license to sell merchandise within the city contended that the license gave him a legal right to sell merchandise on the streets, and that an ordinance prohibiting him from doing so was void. It was further contended that the ordinance was applicable only to persons who used the sidewalks to conduct business transactions and who did not possess vendors' licenses. However, the higher court held the ordinance valid, saying:

"It would be a peculiar law that would permit such a street vendor to expose for sale his goods on the sidewalk and at the same time prohibit the abutting owner who owns the street from doing likewise."

Ordinance Discriminates

Generally speaking, a city ordinance is void which discriminates between sellers of merchandise. However, it has been held that a city ordinance may be valid which prohibits use of the streets by persons in designated classifications.

For instance, in *Bradshaw*, 159 S. W. 259, the validity of an ordinance was tested which made it unlawful to use the city streets for vending, displaying or peddling merchandise except by persons, as farmers, who sold produce raised on their own property. The higher court upheld the validity of this ordinance, saying:

"The farmer or other producer who brings his own raised products to town only comes occasionally and does not remain long; whereas the peddler takes his stand in the public street, or in the public square, in the early morning and remains throughout the whole day. . . . If, therefore, the city did not have authority to make such classification and prohibit peddlers from occupying the streets for their business they could practically take charge of the whole street every day, from day to day throughout the year, and thus maintain their places of business in the public streets, which were never intended for any such purposes."

Another important point of the law is that a person cannot avoid a valid city ordinance which prohibits using streets for the sale of merchandise, altho he may have used the streets for a long period and actually pays rent for this privilege to the owner of property which abuts the street.

For illustration, in *Denver vs. Girard*, 42 P. 662, it was held that a municipality could pass and enforce a valid ordinance prohibiting any and all uses of streets for the sale of merchandise. This court also explained that a person was subject to a new ordinance of this nature altho he had occupied a portion of a street for a number of years without interference by the city officials and had paid rent to the owner of the abutting property.

May Specify Streets

Under the ordinary and usual provisions of a State constitution, State statutes and city charter a city may regulate the uses of all or a few specified streets and sidewalks. In other words, the courts uphold the legal right of municipalities to regulate the uses of only specified streets and sidewalks provided the ordinance and its regulations are not unreasonable. The fact that the sale of certain kinds of articles is not restricted does not always render the ordinance void as being unreasonable.

For illustration, in *Chicago vs. Rhine*, 2 N. E. (2d) 905, it was shown that a city council passed an ordinance which prohibits the "selling, offering or exposing for sale any article on any street, alley or public place" in certain specified restricted territories. The ordinance further specified that the sale of newspapers was not restricted, altho the sale of all other articles was prohibited in the restricted district.

Suit was filed by a pitchman who sold articles other than newspapers. He contended that the ordinance was void for these reasons: (1) The city was not granted the power to pass and enforce the ordinance; (2) the ordinance was unreasonable and discriminatory, and (3) that the ordinance violates the 14th Amendment to the Federal Constitution, also the complaining pitchman contended that the ordinance was unreasonable because it permitted the sale of daily newspapers and prohibited the sale of other articles within the restricted territory.

Notwithstanding these arguments the higher court upheld the validity of the ordinance explaining important law, as follows:

"It was the city's obligations to arrive at, as nearly as might be, a practical remedy for the relief of the unfavorable travel situations in those streets overburdened with traffic. . . ."

Also in *Com. vs. Fox*, 106 N. E. 137, a State statute was litigated which granted to city police departments the right to specify certain streets or sections of the city and the hours during which pitchmen, hawkers and peddlers were prohibited from selling their merchandise.

Altho the validity of this law was contested, the higher court held that officials of the police departments could legally divide the city into a business section, a restricted territory and another section comprising the remainder of the city for the purpose of regulating and prohibiting sales on the streets.

Right To Authorize Usage

The higher courts have consistently held that city streets and sidewalks are dedicated to public use for purpose of travel and that municipalities have no implied power to authorize the use of public streets and sidewalks for private purposes.

For illustration, in *Schoop vs. St. Louis*, 117 Mo. 131, it was shown that a city charter gave the city the power to regulate the use of its streets. The city council enacted an ordinance which permitted use of spaces on the streets by pitchmen, hawkers and peddlers. The higher court held that such use of the streets was unlawful and a nuisance.

Also in *McDonald vs. Newark*, 7 A. 853, the court explained that it is invalid and illegal for a municipality to permit a portion of a city street to be used for a market place, particularly where hucksters are permitted to back their vehicles up to the curb and place their products on the sidewalks.

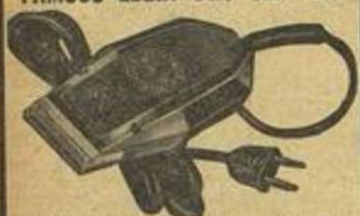
And again in *Chicago vs. Pooley*, 112 Ill. App. 343, the court held that a municipality was without power to authorize a candy and lemonade stand to be conducted on a sidewalk, altho the owner of the adjoining property had consented to use of the space for this purpose. In this case the stand in no way obstructed the use of the sidewalk.

Of course, if a State law is enacted which authorizes municipalities to license reasonable spaces on streets and sidewalks for private business, an ordinance is valid which authorizes the use of its streets and sidewalks for business purposes provided the usage is reasonable, not dangerous to the general public and not discriminatory. This is true because under these circumstances the city has expressed power. See *Silverstein vs. Princeton*, 104 N. J. L. 18; *McCoy vs. Apper*, 241 N. Y. 71.

For cases in which the higher courts hold ordinances of this nature void because no State law authorized the use of public streets and sidewalks for private purposes see: *Savannah vs. Markowitz*, 118 S. E. 558; *People ex rel Lopez vs. Wolper*, 183 N. E. 451.

Altho municipalities have, under ordinary circumstances, authority to pass ordinances prohibiting use of streets for the sale of merchandise, usually the ordinances permit use of streets and require pitchmen and other sellers to obtain licenses or permits. Frequently license laws are invalid whereby pitchmen and other sellers may use sidewalks and streets without payment of license fees and without liability for the purpose of selling their merchandise. Therefore in a forthcoming article we shall review newly decided higher court cases in which the higher courts have held license laws invalid.

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Fair, Amusement Men at Funeral Of Fred A. Chapman

IONIA, Mich., Oct. 22.—Ionia bowed in sorrow yesterday at the bier of Fred A. Chapman, whose tragic death early Tuesday morning by his own hand ended a life of which a third of a century had been spent in this community. He was one of the founders of the Ionia Free Fair and its secretary since its inception 24 years ago.

At 10 a.m. in the SS. Peter and Paul Church a low requiem mass was said, with the simplicity of the service being further marked by the absence of a sermon or music. An honorary guard of 25 Ionia Boy Scouts stood at attention at the church as the casket was borne within, following a brief prayer at the home of the deceased.

Preceding the funeral party into the church were the honorary pallbearers named from the Michigan Association of Fairs: Arnell Engstrom, of Traverse City; Robert P. Buckley, of Bad Axe; William A. Jahnke, of Baginaw; Mrs. Harvey Walcott, of Marne, and Robert C. Pryall, of Escanaba.

Several baskets of flowers surrounded the casket while great masses of floral remembrances were taken to the cemetery.

Pallbearers were Dr. John J. McCann, Harry H. McGowan, Clarence A. Koerber, Harry H. Gemund and G. Lee Yates, all of Ionia, and Howard C. Lawrence and Edward B. Finley Jr., of Grand Rapids.

Burial was in Mt. Olivet Cemetery here.

Numerous Tributes

Among the messages of condolence and floral tributes received were those from the Showmen's League of America, Racing Corporation of America, The Billboard, officers of the International Association of Fairs and Expositions, Barnes-Carruthers, Mr. and Mrs. M. H. Barnes, S. J. Levy, Thearle-Duffield, Mr. and Mrs. Frank Duffield, Regalia Mfg. Co., Deiles of Liberty, Mr. and Mrs. Rubin Gruber, Ralph T. Hemphill, H. B. Kelley, R. P. Buckley, Arnell Engstrom, Michigan Farm Festival Association, Lenewee County (Mich.) Fair Association, Northwestern Michigan Fair Association, C. A. Nash and Maurice Jencks.

Fair people and showfolk attending the services included Al Sweeney, Ernie Young, Ray Anderson, Sam J. Levy, J. P. Scheldorfer, Andy Adams, Harry Kelley and the honorary pallbearers.

Mr. Chapman had spent Monday in Grand Rapids, where he was managing director of Western Michigan Fall Festival, recently organized and to be held next month. Upon his return he was attended by a physician shortly after midnight. It is said that overwork and ill health had so affected him recently that friends had advised him to seek a rest and his family planned to influence him to accept treatment, symptoms having been apparent which gave them concern.

He had observed his 60th birthday anniversary on Sunday, when a few friends gathered at his home, and had spent Saturday, opening day of the hunting season, afield.

N. Y. GARDEN

(Continued from page 32)

(Wednesday, Thursday and Friday), Canada Kid, Fritz Truan, Bob Walden; Hughie Long and Jim Whiteman split fourth. Fourth day (Saturday matinee and night and Sunday matinee), Pete Orubb; Elmer Martin and Hughie Long split second and third; Fritz Truan and Jim Whiteman split fourth. Fifth day (Sunday, Monday and Tuesday), Eddie Curtis; Cecil Henley and Canada Kid split second and third; Buttons Yonnick, Cowboys' Bronk Riding—Third day (Tuesday, Wednesday matinee and night), Jackie Cooper, Burel Mulkey, Bill Greenough; stub Bartlemay and Nick Gordon split fourth and fifth; Alvin Gordon and Melvin Harper split sixth and seventh. Fourth day (Thursday and Friday, Saturday matinee), Jerry Ambler; Nick Knight, Burel Mulkey and Bill Greenough split second, third and fourth; Harley Welsh, Bill McShacken; Jackie Cooper and Bob Walden split seventh. Fifth day (Saturday, Sunday matinee and night), Fritz Truan, Pat Plasket; Jerry Ambler and Herman Linders split third and fourth; Eddie Curtis; Kid Fletcher and Cecil Henley split sixth and seventh. Sixth day (Monday, Tuesday and Wednesday), Cecil Henley, Eddie Curtis, Alvin Gordon, Vic Schwarz;

Melvin Harper and John Jordan split fifth and sixth; Burel Mulkey and Bill McShacken split seventh. Wild Cow Milking—Tenth day (Thursday), Toots Mansfield, Cecil Oswald, Carl Shepard. Eleventh day (Friday), Everett Bowman, Herb Meyers, Carl Shepard. Twelfth day (Saturday matinee), Cecil Oswald, Sonny Hancock, Harry Hart. Thirteenth day (Saturday), Ralph Bennett, Clay Carr, Bob Crosby. Fourteenth day (Sunday matinee), Jake McClure, Everett Shaw, Hugh Bennett. Fifteenth day (Sunday), Clyde Burk, Royce Suralt, Irvy Mundy. Sixteenth day (Monday), Dick Truitt, Joe Welch. Seventeenth day (Tuesday), Earl Moore, Hugh Bennett, Bob Crosby. Eighteenth day (Wednesday), Jake McClure, Everett Shaw, Royce Suralt.

Wild Horse Race—Tenth day (Thursday), Lyle Cottrell, Orville Stanton, Hank Mills. Eleventh day (Friday), Pete Kerscher, Bill Greenough, Bud Nelson. Twelfth day (Saturday matinee), Hank Mills, Hugh Clingman, W. E. Karman. Thirteenth day (Saturday), George Mills, Bud Nelson, Bill Greenough. Fourteenth day (Sunday matinee), Kid Fletcher, Lyle Cottrell, Orville Stanton. Fifteenth day (Sunday), Bill Greenough, Pete Kerscher, Carl Dossey. Sixteenth day (Monday), Kid Fletcher, Orville Stanton; Lyle Cottrell and W. E. Karman split third. Seventeenth day (Tuesday), George Mills, Pete Kerscher, Carl Dossey. Eighteenth day (Wednesday), Hank Mills, Orville Stanton, Hugh Clingman. Best Bucking Horse—Thursday, Orville Stanton. Friday, Bud Nelson. Saturday matinee, Hugh Clingman and W. E. Karman split. Saturday night, Bill Greenough and George Mills split. Sunday matinee, W. E. Karman. Sunday night, Carl Dossey. Monday, Hank Mills. Tuesday, Carl Dossey. Wednesday, Kid Fletcher. Cowboys' Bronk Riding—Fourth day (Thursday and Friday, Saturday matinee), Vivian White; Vaughn Krieg and Doris Haynes split second and third; Margie Greenough. Fifth day (Saturday; Sunday matinee and night), Margie Greenough, Mildred Mix Horner, Vivian White, Vaughn Krieg. Sixth day (Monday, Tuesday and Wednesday), Mary Parks and Gene Creed split first and second; Alice Greenough, Rose Davis Breeden. Calf Roping—Fourth day (Thursday and Friday; Saturday matinee), Clyde Burk; Cecil Oswald and Clay Carr split second and third; Jack Skipworth, Jake McClure. Fifth day (Saturday; Sunday matinee and night), Carl Shepard and Jake McClure split first and second; Juan Salinas, Royce Suralt, Cleve Kelley. Sixth day (Monday, Tuesday and Wednesday), Jake McClure, Buck Sorrells, Roy Matthews, E. Pardee, Cleve Kelley. Steer Wrestling—Third day (Wednesday, Thursday and Friday; Saturday matinee), Homer Pettigrew, Joe Welch, Fred Alvord, Tom Breeden, Joel Fleming. Fourth day (Saturday; Sunday matinee and night; Monday), Gene Ross, Hugh Bennett; Howard McCrorey and Dick Herren split third and fourth; Hugh Clingman and Tom Breeden split fifth. Steer Riding—Fourth day (Thursday and Friday; Saturday matinee), Hank Mills, Fritz Becker, Melvin Harper, Hughie Long and Buttons Yonnick split fourth and fifth. Fifth day (Saturday; Sunday matinee and night), Buttons Yonnick, Kid Fletcher, Joe Orr, Albert McKuen; Dale Adams and Elmer Martin split fifth. Sixth day (Monday, Tuesday and Wednesday), Frank Marion, George Mills, Eddie Curtis; Hoytt Hefner and Jim Patch split fourth and fifth.

Steer Riding—First go-around, Scott Carman, Johnnie Williams; Mitch Owens and Pee Wee Morris split third and fourth; second go-around, Mitt Moe, Bob Murray, Ken Hargis, Earl West, Johnnie Schneider. Wild Cow Milking—First go-around, Buck Standifer, Jiggs Burk, Dee Hinton, Hugh Ridley.

CORRAL

(Continued from page 32)

York, however. One was held at the old Madison Square Garden in 1923.

RESULTS for the first half of the Chicago Stadium Rodeo are as follows: Bareback Bronk Riding—First go-around, Buck Wyatt, Gerald Roberts, Fox O'Callahan, Roy Correll; second go-around, Stats Jacobs, Jimmie McGee; Smoky Snyder, Bill Hancock and Book Parker split third and fourth. Steer Wrestling—First go-around, Billy Kingham, Dave Campbell, Jim Irwin, Shorty Ricker; second go-around, Herschell Ross, Stats Jacobs, Billy Kingham, Oral Zumwalt. Saddle Bronk Riding—First go-around, Frankie Campbell and Gene Pruitt split first and second; Bob Boden; Jack Gordon and Ken Roberts split fourth; second go-around, George Yardley, Frank Van Meter, Doug Bruce; Ned Ferraro and Warne Louks split fourth. Calf Roping—First go-around, Allen Holder, Jim Snively, Oran Fore, Buck Standifer; second go-around, Buck Standifer, Henry Snively; Oran Fore and James Kenney split third and fourth.

FIFTH ANNUAL non-professional and non-profit rodeo in Victorville, Calif., October 14-16, under direction of Cal Goodshall, attracted some 14,000 persons despite the fact that it rained two days of the three-day event. Sunday, last day, drew 6,000, with close to 1,000 being turned away. Event is a Rodeo Association of America member. United Attractions, under direction of George Moffet, had the midway contract. Rodeo officials included Cal Goodshall, president and general manager; Roy Ray, secretary-treasurer; Bob Hitchcock, vice-president; Lee Dolch, in charge of races; M. M. Black, Lou Miller, Dr. Lloyd Gilliland, Harry Moss, L. M. Perkins, John Roy and Dr. Phil Lawler, directors; Rex Bell, Hugh Strickland, W. E. Hitchcock and Tommy Sutton, judges; Art Manning, arena director; Bertha Blacett, pick-ups, and Harry Allison, Keith Gunn and Bob Mullin, timers. Abe Lefson was emcee. Sam Fancher won the all-round cowboy championship award. Only two accidents were recorded despite the many spills registered. Izzy Cook was badly shaken when thrown in the bareback riding contest, and Tom Sheldon sustained leg bruises when his horse rolled on him in the bronk riding event. Results: Kid Cowboys' Steer Riding—Friday, Dave Eagleton; Saturday, Jim Keener; Sunday, Robert Lacy. Following are final winners in other events: Team Roping—John Odle and Sam Fancher, Don Campbell and Eb Davis, Joe Arnold and Curley Jones. Bulldozing—Mountain Bill, George Garfield, Lee Moore, Ray Cox. Steer Riding—Jack Warren, Bud Vanegas, Tom Cahoe, Frank Urton. Calf Roping—Jim Rodgers, George Rouff, Bob Juaregi, Izzy Cook. Wild Cow Milking—Joe Tyree and Charles Fancher, Jack Pittman and Joe Sanders, Gracian Juaregi and Bob Juaregi. Bareback Bronk Riding—James Poston, Pooch Lieber, Lawrence Cline, Gordy Moore. Pack Horse Race With Red Rolls—J. F. Wellman, Howard Whipple, Homer Urton.

PERFORMERS' CLUB
(Continued from page 31)

Ingenues have disbanded. Beverly is now doing a single, Eddie Ruton and his dogs stayed over for a few days on way home.

Hipp Raymond, clown, who played the Dairy Cattle Congress at Waterloo, Ia., is on his way to New York. Hans and Rosita Claire have just closed their fair season with De Waldo Attractions. Toyama Troupe and Charlie Riley are playing indoor circus dates for G. G. Gray.

The Atterburys, wire act, write that they had a successful fair season with Jay Gould Attractions. Jansley Yocarrony, high act, now building what they claim is the highest rigging ever attempted in this country for next season.

Will H. Hill and his elephants are playing indoor dates in the Southwest. Paul Armento and Arthur Chester open with a unit shortly. Madeline Hart, the club's stenographer, is convalescing from an attack of hay fever.

Harry Sykes, comedy cyclist, is back in town. He was with the Gertrude Avery Berne this summer. Harry will open a bicycle and rigging shop this fall. Roy Barrett, clown, left the Jay Gould Attractions on account of illness. Nothing serious, but Roy will enter a hospital for a general check-up.

ROBBINS BROS.

(Continued from page 30)

In demand as the employees planned to scamper to all parts of the country. Opening at Kokomo, Ind., April 30, the show has traveled about 13,000 miles in five Canadian provinces and 17 States, as far north as Sydney, Cape Breton Island, N. S., and south as far as Miami, Fla. No serious accidents have marred the season's tour. No days were lost and only several street parades were missed. While rain was a constant companion during the first half of the tour, the remainder, excepting one week in North Carolina, was not excessively wet. Manager Jess Adkins guided the show thru a season disastrous to all railroad circuses with exception of one other. In this he was aided by loyal employees, a number of whom have been connected with him for many years.

In Atlanta, Ga., William Randolph

Hearst Jr., publisher of The Georgian, visited. Paul Stevenson, well-known Southern newspaper man, was seen frequently around the lot. Joe Donahue, general agent of the Ringling-Barnum Circus, visited. Others noted were Bob Courtney, for 36 years connected with the ticket department of large circuses; Frank Ketrow, circus agent; Colonel Willis, manager of the Pacific Whaling Co., and wife, and E. W. Adams.

Frank Mayer, of the Joseph Mayer Program Co., New York City, joined at Atlanta for several days. He publishes the program used on the show. At Birmingham, Robert Kinsey, of The Birmingham News, renewed acquaintances. He spent several days on the show earlier in the season collecting material for a magazine article.

Ors O. Parks, general press agent, concluded his season duties at Atlanta and departed for his home at Marion, Ind. He was accompanied by his wife and plans shortly to leave for Miami, Fla., where he will winter. Floyd King, general agent, joined at Atlanta to spend several days.

CROWLEY INITIATION

(Continued from page 30)

in direction by Fred Pitzer, F. Darius Benham, Elmer Oliphant, Orson Kilborn, Tony Sarg, Jolly Bill Steinke and others. As special attraction Paul Del Rio, midget, made an appearance thru courtesy of the George A. Hamid office. East Ballroom was so crowded Wednesday that officials are considering moving the monthly meeting to the Commodore's immense Grand Ballroom for remainder of winter season. New members introduced included William P. Dunn Jr., vice-president of the Manufacturers' Trust Co. and secretary-treasurer of Ringling Brothers, Barnum and Bailey, Inc.

BROADWAY BEAT

(Continued from page 5)

Weiner (p. a. for the Hollywood and La Troy) was to link the chorus romantically with Wayne Morris, who was making a personal appearance at the Strand. But Morris nixed the stunt. Next came Doyle, whom she was to meet that night to announce their "engagement." However, Doyle didn't show up, and the showgirl went to NTG's spot, where she met Lee Mortimer, Mirror reporter, to whom she told the story, claiming that she'd slap Doyle's face if she saw him. Mortimer told her that Doyle was in the house but asked her to defer the slapping until he could get a photographer. Came the photographer and the slapping, and the rest is history. As a follow-up, the La Troy, accompanied by her p. a. and various cameramen, went to Doyle's hotel to stage a "sitdown strike for love." But Doyle had just come within the clutches of the immigration authorities and returned with a brace of detectives—and the detectives broke up the "strike" by chasing the "lovelorn" Amazon out of the room. The upshot of it was that NTG, Doyle and Michi Taki (Japanese dancer with whom Doyle is supposed to have sulked) got most of the space. Troy goes into Leon and Eddie's as a fan dancer, Weiner feels foiled and Pagan feels very proud.

Why - Trade - Paper - Editors - Go - Nuts

Dept. Press release received this week: "On Oct 22 at Lenox Hill Settlement Irving Bizman director of the Little Theater Players will show for a small group of interested Bway mgrs "Be This Freedom" by two young Californian who are short story writers their names are Marc Croel and Carlton Blake. They now reside in the Bronx among the mgrs who has been interested in the boys work is Arthur Mester and their agent Martin Rembek both have written two novels Maelstrom and Two Weeks With Play. If the play is sold it will be their first attempt on Bway Mr. Bizman plans two or three tryouts so all the mgrs will be ample satisfied." Mr. Spelvin is ample satisfied right now.

Speaking of the Casa Manana (see several paragraphs back), Paul Geritte' name is misspelled on the marquee. . . . Elissa Landi, who is a novelist, as well as a film and stage name, lectured before the Kenosha (Wis.) Education Association last week, thus adding another activity to her list. . . . Ed Hurley, former p. a. and newspaper man, is now teaching grammar. . . . A public-notice ad in last Wednesday's World-Telegram asked for a haunted house. . . . It sounds as tho a picture chain is on the market for more real-estate holdings.



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Seven More Dates

IN SOUTH CAROLINA AND GEORGIA, AND THEN FLORIDA PARK ALL WINTER.
 Route to Interested Parties Only.
 WANT Rides with own transportation, Octopus, Tilt or Roller-Plane, or any Flat Ride. On account of disengagement, can place Merry-Go-Round, Shows with own outfit, Flat Show, New Show, Unborn or any Grand Show of merit. Have good opening for Musical Shows with Band. Concessions all come correct Cook House. WANT Custard, Bingo, Diggers, Scales and Grand Shows that work for stock. All people visiting now will positively play Florida. Playing the streets of Williston, S. C., this week. Write or wire.
LEO BISTANY.

SAM LAWRENCE SHOWS WANT

FOR FITZGERALD AND WAYCROSS, GA. FAIRS.
 Side Show, Fun House, Kiddie Rides, Scales, Novelties, Photo Studio. All Concessions open except Bingo, Cook House and Custard. Ed Strassburger write me. All Address Chester, S. C., Fair, this week; Fitzgerald, Ga., Fair, next week.

WANTED FREAKS AND WORKING ACTS

To substitute Pit Show for two Fairs and then Menus all winter. Long season. Good concessions. Caldwell, Tex., Fair, this week. Address:
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DOC HOWELL
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WANTED
 Ferris Wheel, Erie Diggers, Leaned or Bob Wells wire, Hit or Miss, Fish Pond and others not conflicting. Out all winter.
MODERN MIDWAY SHOWS
 De Valls Bluff, Ark., October 24 to 29.

CAN PLACE
 SHOWS AND CONCESSIONS.
NYE & FRANCO EXPOSITION SHOWS
 This Week, Greensboro, Ga.; Vidalia, Ga., Week October 31.

PHONEMEN WANTED AT ONCE
 For long season's work. Address
CHAS. SCHAFER
 14 N. 7th, Richmond, Ind.

STARKEY'S GREATER SHOWS WANT
 For Lions' Club Tri-County Fair, Arlington, Ga., November 20-31. All kind of Shows except Gipsy Show, Flat Show, (Amusement) NYC, re. Schnitzliff's Band (State) NYC, t. Scott, Virgie (Black Cat) NYC, c. Scott, Hazel (Le Mirage) NYC, no. Serban, Gloria (International) NYC, no. Shauder (Buckingham) NYC, h. Challen, Anna (Roumantan Village) NYC, re. Shaw, Babe (Rainbow Inn) NYC, no. Sheer, Lou & Lee (Rancho San Pablo) Ill. Cerrito, Calif., no. Sheridan, Eleanor (Ruban Bleu) NYC, re. Shipstead, Roy (Pan-Pacific Rink) Los Angeles, Calif., no. Shore, Willie (Rose Bowl) Chi., no. Shyretos Trio (International Casino) NYC, no. Sides, Bob, Trio (Beverly Hills) Newport, Ky., no. Simpson, Lee (Plantation) NYC, no. Simpson Sisters (St. Regis) NYC, h. Simpson, Carl & Faith (General Motors Conv.) Detroit. Smarties, The (Century) Baltimore, t. Smiles & Smiles (Kix) NYC, no. Spencer & Pomeroy (Royale Fredies) Chi., no. Sperry, Frank (Roosevelt) NYC, h. Spiller's, Capt. A., Sea Lions (Indoor Circus) Norwich, Conn. Spitaler, Phil, & Band (Biverside) Milwaukee, t. Stanford, Virginia (Biltmore) NYC, h. Stanley, Irene (Whirling Top) NYC, no.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Stapleton, Ann (Cavaller) NYC, no. Star Diggers (Casbah) NYC, no. Stephanie & Ceag (Village Barn) NYC, no. Sterling, Wynne (Roumantan Village) NYC, re. Stroud Twins (Earle) Washington, D. C., t. Sullivan, Maxine (Onys) NYC, no. Sullivan, Freda (Beverly Hills) Newport, Ky., no. Suter, Ann (Harry's New York Cabaret) Chi., no. Swanson, Pauls (Edgewater Beach) Chi., h. Swift, Three (Cochet) Washington, D. C., t. Sydel, Paul, & Spotty (Orpheum) Minneapolis, t.

T
 Taka, Michi (Midnight Sun) NYC, no. Talbot-Martini, Elizabeth (Radio City Rainbow Room) NYC, no. Tate, Katherine (Queen Mary) NYC, re. Templeton, Alec (Radio City Rainbow Room) NYC, no. Tex & Shorty (The Top Tap) Sheboygan, Wis., no. Therpe Sisters (Cotton Club) NYC, no. Theodore & Denesha (St. Moritz) NYC, h. Thomas, Jackie (Swing) NYC, no. Thomas, Orlo (Biltmore) NYC, h. Thomashefsky, Boris (Rainbow Inn) NYC, re. Thon, Dolly (Palmer House) Chi., h. Timmie & Freddie (Cotton Club) NYC, no. Titan Trio (Paramount) NYC, t. Titan Trio (Paramount) NYC, t. Topchebt, Charles (Gay Nineties) NYC, no. Tracy, Pinky (Yacht Club) Chi., no. Troy & Lonna (Beverly Hills) Newport, Ky., no. Truly's Twelve Lovable Ladies (Beverly Hills) Newport, Ky., no. Tucker, Orrin, & Band (Chicago) Chi., t. Tucker, Frank & Norma (Marquette) St. Louis, h. Turner, Joe (Lone Star) Kansas City, no. Tyler, Thorn & Post (State-Lake) Chi., t. Tyler, Smiling Tree (Green Tree) Cincinnati, no.

U
 Uppercue, Virginia (Mon Paris) NYC, no. Usdonoff, Mischa (Russian Kretschma) NYC, no.

V
 Valdez & Corrinno (International Casino) NYC, no. Valentine's Sensational Flyers (Gran Circo Schwepel) Caracas, Dutch West Indies. Variety Boys, Three (State-Lake) Chi., t. Veloz & Yolanda (Tower) Kansas City, Mo., t. Villa, Celia (El Gaucho) NYC, no. Vilson, Rene (206 Club) Chi., no. Vine, Billy (Masters) N. Y., no. Vodery's, Will, Choir (Cotton Club) NYC, no.

W
 Wainwright, Helen (Leon & Eddie's) NYC, no. Wald, Tex (Chalet Moderne) NYC, no. Walker, Terry (Leon & Eddie's) NYC, no. Walker, Terry (Edgewater Beach) Chi., h. Wall, Clarence (Rubber Legs) (Open Door) Phila., c. Wally, Nathan (St. Regis) NYC, h. Walton & Jeanne (Zimmerman's) NYC, re. Ward & Milford (State-Lake) Chi., t. Ware, Peggy (Zimmerman's) NYC, re. Warren, Earl (Famous Door) NYC, no. Wayne, Iris (Neil House) Columbia, O., h. Wayne, Nanette (Donchester) London, h. Wayne, Muriel (Leona's) NYC, re. Wells, Morton (Chicago) Chi., t. Wences (Paramount) NYC, t. Wendling, Maryse (Zimmerman's) NYC, re. Wenzel, Eileen (Midnight Sun) NYC, no. Wessely, Hans (Pianotron) NYC, no. Whalen, Jackie, & Co. (Viking) Phila., no. White, Jack (81) NYC, no. White, Ann (Queen Mary) NYC, re. White, Jerry (Whirling Top) NYC, no. White, Eddie (Royale Fredies) Chi., no. Whitney, Gloria (Paradise) NYC, no. White's Lindy Hoppers (Cotton Club) NYC, no.

Y
 Yacht Club Boys (Versailles) NYC, no. Yarnell, Ira (Jimmy Kelly's) NYC, no.

Z
 Zang & Todd (Colosseum's) Chicago, no. Zorita (Wonder Bar) Cincinnati, no.

DRAMATIC AND MUSICAL

(Routes are for current week when no dates are given)
 Amphitryon & Seagull, with Lund & Pagananne; (Chevrolet St.) Phila.
 Blossom Time; (Grand) Chi.
 Golden Boy; (Plymouth) Boston.
 Great Lady; (Forrest) Phila.
 Herod & Marianne, with Katharine Cornell; (Nixon) Pittsburgh 26-29. (Case) Detroit 31-Nov. 5.
 I Am Different, with Tallulah Bankhead; (American) St. Louis.
 I'd Rather Be Right, with George M. Cohan; (Hanna) Cleveland.
 Leave It to Me; (Hubert) Boston.
 Love Me & Men; (Belwyn) Chi.
 Pins & Needles; (Ox) Cincinnati.
 Red Bumble Bee; (Curran) San Francisco.
 San Carlo Opera Co.; (Masonic Aud.) Detroit 31-Nov. 5.
 Shadow & Substance; (Wilbur) Boston.
 Soliloquy; (Biltmore) Los Angeles.
 Susan & God, with Gertrude Lawrence; (Harris) Chi.
 Tobacco Road; (Foc) Baltimore.
 What a Life; (Erlanger) Buffalo 26-29. (Hanna) Cleveland 31-Nov. 5.
 Whitecaps, with Ethel Barrymore; (Locust) Phila 24-Nov. 8.
 Women, The; (Case) Detroit.
 Yankee Pals, with Ina Claire; (Colonial) Boston.
 You Can't Take It With You; (Gladner) Lansing, Mich., 26; (Michigan) Jackson 27; (State) Kalamazoo 28; (Keith) Grand Rapids 29.

REPERTOIRE

Rythe, Billy, Players; Rockville, Pa., 24-29. Hugo Players; (Roswell) Okla., 24-29. Campbell Co.; Jackson, Miss., 24-29. Sadler's Own Co.; Brownfield, Tex., 29.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)
 Atlantic Coastal; Ridgeland, S. C.; Savannah, Ga., 31-Nov. 9.
 B. & H. Am. Co.; Turbeville, S. C., 26-29.
 Bantley's All-American; (Fair) Bishopville, S. C.; Georgetown 31-Nov. 5.
 Barfield's Cosmopolitan; (Fair) Buena Vista, Ga.; (Fair) Colquitt 31-Nov. 5.
 Beckman & Gentry; Corpus Christi, Tex. Base Ribbon; Albany, La.
 Bright Lights; South Hill, Va.
 Brown Novelty; (Fair) Adel, Ga.; (Fair) Quitman 31-Nov. 5.
 Brown Family; Cobbtown, Ga.
 Buck, O. N.; Littleton, N. C.
 Buckeye State; (Fair) Natchez, Miss.; season ends.
 Bullock Am. Co.; Cheraw, S. C.
 Burdick's All-Texas; (Fair) Caldwell, Tex.
 Burke, Harry; Kaplan, La., 24-30.
 Byers & Beach; Monroe, La.
 Campbell's United; (Fair) Dublin, Ga.
 Ceilin & Wilson; (Fair) Rocky Mount, N. C.; (Fair) Mebane 31-Nov. 5.
 Colley, J. J.; Hugo, Okla.
 Crescent Am. Co.; (Fair) Wadesboro, N. C.; (Fair) Waycross, Ga., 31-Nov. 5.
 Crystal Expo.; (Fair) Darlington, S. C.; (Fair) Walterboro 31-Nov. 5.
 Cumberland Valley; (Fair) Summerville, Ga.
 Dixie Model; Edenton, N. C.
 Dudley, D. S.; Hamlin, Tex.; Aspermont 27-Nov. 5.
 Dyer's Greater; (Fair) Houston, Miss.
 Evangeline; Hayze, La.
 Fairly & Little; Ft. Smith, Ark.
 Fider's United; Dermott, Ark.
 Fleming, Mad Cody; (Fair) Waynesboro, Ga.; Metter 31-Nov. 5.
 Florida Expo.; Ethel, S. C.
 Finland; (Fair) Madison, Ga.
 Golden State; Oxnard, Calif.
 Gooding, F. E. Am. Co.; Fortoria, O., 26-31.
 Great Southern; Tallahassee, Fla.
 Greater American; Searcy, Ark.
 Greater United; (Fair) Galud, Tex.
 Grove's Lovers; (Fair) Toccoa, Ga.
 Hames, Bill; Gonzales, Tex.
 Heller's Acme; (Fair) Gaffney, S. C.
 Hennies Bros.; (South Texas Expo.) Houston, Tex., 27-Nov. 5.
 Henry, Lew; (Fair) Loris, S. C.
 Keith, L. J.; (Fair) Hawkinsville, Ga.; (Fair) Moultrie 31-Nov. 5.
 Hilderbrand's; Hayward, Calif.
 Hippodrome; Catron, Mo.
 Hurs, Bob; Grand Saline, Tex.; Mineola, Nov. 3-12.
 Ideal Expo. Concord, N. C.
 Jones, Johnny J.; Augusta, Ga.
 Joyland; Pritchard, Calif.
 K. O. & Oark; Ada, Okla.
 Kans Expo.; Greenville, S. C.
 Kaus, W. C.; Columbia, S. C.
 Keystone; (Fair) Toccoa, Ga.
 Klime's Greater; (Fair) Carthage, Miss.
 Lang, S. Dee; Pamous; Crockett, Tex.; Groveton 31-Nov. 5.
 Large, H. P.; Coffeeville, Miss.; Olenora 30-Nov. 5.
 Lawrence, Sam; (Fair) Chester, S. C.; (Fair) Fitzgerald, Ga., 31-Nov. 5.
 Lewis, Art; (Fair) Roxboro, N. C.; (Fair) High Point 31-Nov. 5.
 Littlejohn, Thomas P.; (Fair) Brewton, Ala.
 Magic Empire; Isabel, Okla.; Broken Bow 30-Nov. 5.
 Marks; (Fair) Dillon, S. C.
 Mar's Greater; Atlanta, Ga.
 Miller Amusements; (Fair) Jennings, La.
 Model; (Fair) Douglas, Ga.; (Fair) Bailey 30-Nov. 5.
 Modern Midway; De Valls Bluff, Ark.
 Nye & Franco Expo.; Greensboro, Ga.
 Orange State; Williston, S. C.
 Page, J. J.; Johnson City, Tenn.
 Pan-American; Dyersburg, Tenn.
 Penny's; (Fair) Houston, S. C.
 Roberts, Jack C.; Lake City, S. C.; (Fair) St. George 31-Nov. 5.
 Reading's; Savannah, Tenn.; season ends.
 Rogers & Powell; Kosciusko, Miss.; Canton 31-Nov. 5.

Reband: South Port, N. C.
 Royal American: (Fair) Shreveport, La. 22-31; (Fair) Beaumont, Tex., Nov. 3-12.
 Rubin & Cherry Expo.: Mobile, Ala.
 Scott Bros.: (Fair) Talladega, Ala. (Fair) Selma 31-Nov. 5.
 Shugart: Doc: Blossom, Tex.; De Kalb 31-Nov. 5.
 Sir J. Harry, Attrs.: Halls, Tenn.
 Smith Bros.: Randlett, Okla.
 Smith's Greater Atlantic: Elizabethtown, N. C.
 Southern States: Nashville, Ga.; Cairo 31-Nov. 5.
 Southland: Dexter, Mo.
 Sparks, J. F.: (Fair) Sylacauga, Ala.
 Strates: (Fair) Charleston, S. C.; (Fair) Savannah, Ga., 31-Nov. 5.
 Terrill & Maroh: Covington, Ga.
 Texas Longhorn: (Fair) Gilmer, Tex.
 Texas Kidd: Coleman, Tex.
 Tidwell, T. J.: (Fair) Levelland, Tex.
 United Wonder: Kirbyville, Tex.; Buna 31-Nov. 5.
 Wallace Bros.: (Fair) Meadville, Miss.; (Fair) McComb 31-Nov. 5.
 Ward, John R.: New Iberia, La.
 West Bros.: (Fair) Vicksburg, Miss.; McComb 31-Nov. 5.
 West World's Wonder: (Fair) Dothan, Ala.; (Fair) Dawson, Ga., 31-Nov. 5.
 West Coast Am. Co.: Emeryville, Calif., 24-Nov. 1; (Fair) Porterville 4-11.
 West, W. E., Motorized: Pecosan, Kan.
 Western State: Big Springs, Tex.
 Tidwell, T. J.: (Fair) Levelland, Tex.
 Winters Attrs.: South Hill, Va.
 Wolfe's Am. Co.: Carnesville, Ga.
 World of Fun: Pickens, S. C.
 World of Myth: Orangeburg, S. C.
 Wright's Motorized: South Hill, Va.
 Yanders Greater: (Fair) Russellville, Ala.

CIRCUS AND WILD WEST

Barnes, Al G., & Sells-Photo: Jackson, Tenn., 25; Nashville 26; Chattanooga 27; Knoxville 28; Asheville, N. C., 29; Winston-Salem 30; Raleigh Nov. 1; Greensboro 2; Charlotte 3; Columbia, S. C., 4; Augusta, Ga., 5.
 Burns-Barnes: Ridgeville, S. C., 27; Varnville 28; Hardeeville 29; Estill 31.
 Devine Bros.: El Dorado, Ark., 25; Huston, La., 26; Minden 27; Mansfield 28; Natchitoches 29; Leesville 30; Lake Charles 31.
 Kelley, Al O., & Miller Bros.: Ravia, Okla., 25; Wapanuka 28; Millerick 29; Roff 29.

MISCELLANEOUS

Arthur, Magician: Grove Oak, Ala., 26-27; Greens Chapel 28-29.
 Bucker, Magician: El Dorado, Ark., 24-29; Prescott 31-Nov. 5.
 Birch, Magician: Casper, Wyo., 26; Sunrise 27; Laramie 28; McCook, Neb., 31; Oberlin, Kan., Nov. 1; Belleville 2; Beatrice, Neb., 3; Nebraska City 4; Auburn 5.
 Campbell, Loring, Magician: Franklin, Va., 26; Salsik 27; Emporia 28; Scotland Neck, N. C., 31; Tarboro Nov. 1; Rocky Mount 2; Washington 3; Wilmington 4.
 Carroll Show: Science Hill, Ky., 24-29.
 DeCoo, Magician: Hodge, O., 24-29; Deshler 26-Nov. 5.
 Delmar, Hypnotist, & Novelty Unit: (Neighborhood) Denver, Colo., 24-29; (Texas) Kansas, Tex., Nov. 1-3.
 Douglas, Dorothy: (Holbraun) Lawrence, Mass., 24-29.
 Dew, Daniel, Magician: Cortland, N. Y., 26; Gloverville 27; Munnsville 28; Ashburnham, Mass., 29.
 Fayson, Hypnotist: Bessemer, Ala., 26; Selma 31; Troy Nov. 1; Montgomery 2-3.
 Green, Magician: Georgetown, P. E. I., Can., 24-29.
 Hubbard, Paul, Magician: (Public Schools) Cincinnati, O., 24-Nov. 18.
 Jann, Ventriquist: (Falls) Sheboygan Falls, Wis., 26-29.
 Lippincott, Magician: New Market, Va., 26; Rameur N. C., 27; Providence 28; Staley 29; Balfour 31; Trinity Nov. 1; Randleman 2; Franklinville 3; Tabernacle 4; Asheboro 5.
 Long, Leon, Magician: Bogalusa, La., 26-27; New Orleans 28-31; Baton Rouge Nov. 1-3.

McNally's Variety Show: Lebanon, N. J., 24-29.
 Magram, C. Thomas: Burgettstown, Pa., 27-29; Carrollton, O., 31-Nov. 2.
 Malloy, J. R., Circus Unit: Dalton, O., 23-26; Canton 27-30; (Columbia) Erie, Pa., 31-Nov. 2; Meadville 3-4.
 Marlowe's Shows: Ripley, Tenn., 24-26; Hitting 27-29.
 Marquis, Magician: Ely, Nev., 26; Pioche 28; Caliente 29; Las Vegas 31.
 Margueta & Meace: (Washington Lounge) Washington, Pa., 24-29.
 Miller, Al H., Show: Dawson, Ga., 24-29.
 Ricton's Dog Circus: Union Point, Ga., 24-29.
 Stout's, L. Verne, Theater Workshop: Millville, Del., 26; Philadelphia, Pa., 27; Upper Darby 28; E. Greenville 31; Souderton Nov. 1; Alhol 2; Oberlin 3; Williamstown 4; Loyville 5.
 Thiele's Zoological Exhibit: Kingston, N. Y., 24-Nov. 5.
 Walker Family Show: Dixie, Ga., 24-29.

African Theaters Producing Show, Olympic, Indoors

MIDDLEBURG, C. F. S. A., Sept. 20.—Starting October 28, African Consolidated Theaters, Inc., will produce a stage show, billed as The Olympic Circus (SCT own and control 85 per cent of all theaters in the Union of South Africa, North and South Rhodesia.) Acts and artists are being imported from Europe and America and a program of no less than 25 numbers will result. A special band (circus style) and special lobby displays and decorations are being arranged.
 The show will appear for three or four weeks at the Empire Theater, Johannesburg; two or three weeks in the Albambra Theater, Cape Town; a week at Capitol Theater, Pretoria, and one or two weeks (See AFRICAN THEATERS on page 71)

Model Builders' Activities

ST. JOSEPH, Mich., Oct. 22.—L. C. M. Bloss, Providence, R. I.; Philip V. Crowther, Newport, R. I.; Joseph E. Miller, Charleroi, Pa.; J. W. Barrett, Essington, Pa., and Jerry Booker, Buffalo, N. Y., have joined the association.
 George H. Graf, Peru, Ind., and Ralph H. Miller, Memphis, Tenn., saw the Barnes show in St. Louis and visited with Terrell M. Jacobs. Walter W. Matthee, Long Beach, Calif., and Kenneth D. Hull, Los Angeles, saw the Hagenbeck-Wallace Circus in Glendale, Los Angeles, Hollywood and Long Beach. Matthee was visited by John Dvorak, of Cedar Rapids, Ia., who attended the Legion convention.
 Bert Backstein, Decatur, Ill., visited George H. Graf over the week-end. They looked over the winter quarters at Peru and Rochester. Graf has completed a new table-top wagon and a cage. Graf later visited Backstein at his home in Decatur.
 Robert D. Good, Allentown, Pa., saw Barnett Bros.' Circus in Easton. He was visited by Harold U. Moore, Reading, Pa. Frank B. Updegrave Jr., Boyertown, Pa., recently visited Moore, who has completed three wagons for his model circus.
 Russell T. Warner, Reading, Pa., saw Robbins Bros.' Circus four times. Le-

KEY WEST PARK
 OPENS JANUARY 1,
KEY WEST, FLORIDA
 PARK ESTABLISHED 1937.
 Come and look us over. Free Parking for Three Thousand Cars right in the Park. No admission charged to Park. Large Picnic Grove with Free Tables under Palm Trees. We have Herman Bantly's Rides and Shows under contract, and any one desiring to book in Park can join Bantly's Show as per route for balance of season. We have Merry-Go-Round, Whip, Octopus, Ferris Wheel, Ride-O and Kiddie Rides. Also Leo Carrel's Monkey Circus, Ten-in-One, Unborn Show, Wax Show, Motordrome, and want Roi-O-Plane with own Electric Generator, Glass Fun House, Minstrel Show, and Rolo Fun House. Portable Skating Rink will clean up here. Never had Risk before. Cigar Gallery, Photo Gallery, Fish Pond, Floss Candy and any Legitimate Concessions. Mable Mack get in touch with us.
 E. H. PHILBERT, Key West Park, Key West, Fla.

SIX-COUNTIES FAIR
 MEBANE, N. C., WEEK OCTOBER 31.
 Can place all legitimate Game Concessions and all Eating and Drinking Stands. Space selling \$3 front foot. All address, this week, Rocky Mount, N. C., Fair.
CETLIN & WILSON SHOWS

CRESCENT AMUSEMENT CO. WANTS
 WALTON COUNTY FAIR AND ARMISTICE DAY CELEBRATION, DeFUNIAK SPRINGS, FLA., NOVEMBER 9-10-11. BIGGEST ARMISTICE DAY CELEBRATION IN THE SOUTH. DOWNTOWN, FREE GATE.
 Concessions that work for stock and not wear 10c. No exclusive except Bingo, Photos, Popcorn, which are sold. Especially want Long Range, Novelties, Fish Pond, Penny Game, Penny Balloons, Penny Roll Downs. Will stay out as long as weather permits.
 Shows with own outfit to feature, Monkey, Lobstrum wire; Fat Girl, Mechanical City.
 Fair Secretaries and Committees, we have open since after November 12. Address L. C. McHENRY, Mgr., Waco, B. N. C., this week; then DeFuniak Springs, Fla., or SHERMAN HUSTED, with Strates Shows.

WEST BROS.' SHOWS WANT
 Concessions of all kind for Leflore County Negro Fair, Greenwood, Miss., October 31 to November 5; then Indianola, Miss., Armistice Day Celebration, week November 7. Out till Christmas. Concessions, come on. Vicksburg, Miss., this week.

Roy W. Sweetland, San Antonio, Tex., saw the Barnes show there. He visited with Terrell M. Jacobs and presented him with two model cages.
 Charles N. Sateja, Camden, N. J., saw the Ringling-Barnum circus five times, Eddy Bros.' three times and Robbins Bros., Downie Bros. and Newton Bros. once each. Charles E. Doelker, Harrisburg, Pa., has completed seven wagons for his circus.
 George B. Hubler, Dayton, O., recently went on a camping trip thru five Southern States. Gordon M. Potter, St. Joseph, Mich., visited Charles H. Bennett, Berywyn, Ill., and John R. Shepard, Chicago. Bennett has completed another fine cage for his H-W circus. Shepard went to the Brookfield Zoo recently to gather data for his notes in White Tops.
 White added another concession. Mr. and Mrs. Frank Forrest purchased a new car. WALTON DE PELLATON.
Ideal Exposition
 Petersburg, Va. Week ended October 15. Southside Fair. Weather, ideal. Business, good.
 Large crowds appeared every night and midway appeared too small to accommodate them latter part of the week. It was the second best spot of the season. Ferris Wheels kept going all day and were crowded to the limit. They topped the entire midway. Merry-Go-Round also got its share of money. Jim Hodges' Side Show was popular, as was the bingo. All in all it was a big money getter. Smiling Al Durante and his auto smashers held forth Saturday afternoon. Grand stand and bleachers were crowded.
 M. LASKY.

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 TUESDAY NIGHT
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 at Following News Stands
 Broadway and 42d St., Times Bldg., News Stand.
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 Broadway and 50th St., S. E. Corner.
 Broadway and 50th St., N. E. Corner.
 Broadway and 50th St., S. W. Corner.
 Broadway and 50th St., N. W. Corner.
 Sixth Ave. and 50th St., S. W. Corner.
 Seventh Ave. and 42d St., Rialto Theater Bldg.
 Seventh Ave. and 42d St., S. W. Corner.
 Seventh Ave. and 47th St., S. E. Corner.
 Seventh Ave. and 47th St., N. E. Corner.
 Seventh Ave. and 47th St., N. W. Corner.
 Seventh Ave. and 49th St., N. W. Corner.
 Eighth Ave. and 42d St., S. W. Corner.
 Eighth Ave. and 42d St., N. E. Corner.
 Eighth Ave. and 49th St., S. E. Corner.
 Eighth Ave. and 51st St., N. E. Corner.
 Eighth Ave. and 57th St., N. W. Corner.
 750 Eighth Ave.
 244 West 42d St.
 Clip the Above List for Future Reference

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 Cleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Oct. 22.—Harold Anfanger is presenting one of the most novel attractions ever seen here, one of the old "Whale" cars having been transformed into a unique exhibition of outstanding human and animal oddities, among which are Serpentina, Serpent Girl; Santata, headless woman, and at least 20 most unusual animals. Thrilling clever billing, excellent newspaper work and remote control radio announcements, thousands have been brought to the location at Fishermen's Wharf. Arthur Hoffman, assisting Anfanger in management of the show, reports San Francisco is proving one of the best stands of the season.

Roderick Seckel, here for the last four weeks perfecting arrangements for showing his Victoria Falls attraction at the 1939 exposition, left for New York City to confer with associates.

T. A. Wolfe and wife are slated to arrive here early in November. Tom will immediately start construction of a building to house his Holy City attraction on Treasure Island.

More than 10,000 automobiles visited Treasure Island on Sunday, October 16. As parking is not permitted within the grounds as yet, riders were not allowed to leave their cars, so there was a continual double line thru the roadways from 10 a.m. until 4:30 p.m., when gates were closed for the day.

Anton Eberhardt, of Paris, France, who is to have four large attractions on Treasure Island, advised by cable that he will arrive in New York early in November with 40 artists and workmen to aid in construction of his attractions here.

Harry Witt is negotiating with three different parties relative to the booking of a Boomerang at the San Francisco fair.

Harry A. Hillson may have a number of concessions at GOIE if his plans mature.

William P. Day, director of works, could give Aladdin cards and spades in the art of transformation. He made a metamorphosis of a barren sandy island into what is considered to be the most beautiful spot on earth, almost in the twinkling of an eye.

Frank Gilman, hale, hearty and chipper as a killy-woo bird, dropped into the office the other day. Tells me that he and son, Harry, had a fine season on the Foley & Burk Shows, now closed for the season.

Bill Bloch and charming Madge will probably be early visitors to the San Francisco Exposition.

Mrs. Bertha Melville is visiting in Los Angeles and Long Beach but will shortly take a trip to San Francisco to look over Treasure Island, where she will be interested in a number of concessions.

A. Joseph Geist, owner of Rockaway's (N. Y.) Playland, advises me that he surely will be one of the visitors to the expo.

RUSSELL BROS.

(Continued from page 3)

and co-operation on the part of the personnel in all departments, it was able to round out a season of 26½ weeks. Opening in Rolla April 14, the show was on the road 186 days and played 173 stands, of which 165 were for one day and eight for two. The show was idle only five Sundays out of 27. A total of 361 performances were given and none missed. Two performances were given each show day except closing day.

The first circus in many years to invade the neighborhood communities of Chicago, Russell Bros. played nine locations in Chicago proper, of which six were two-day stands, and 10 suburban towns. Most of the Chicago dates were handicapped by extremely adverse weather. However, the banner day of the season was in Brainerd on the far south side of Chicago, and the biggest matinee was in the suburb, La Grange, July 4.

Due to concentration in the Chicago area and other sections, the distance traveled was somewhat less than usual and totaled around 8,000 miles. Longest move was 127 miles from Benton to Batesville, Ark. Nine States were visited, the number of stands in each being as follows: Missouri, 20; Illinois, 51; Indiana, 15; Ohio, 1; Iowa, 17; Nebraska, 4; Kansas, 13; Oklahoma, 34; Arkansas, 18.

WPA CLOSES

(Continued from page 3)

Paul Edwards, administrator of the WPA Federal Arts Projects, and George Kondolf, director of the Federal Theater Project for New York City.

Mr. Edwards, a member of the Circus Fans Association, said that he felt he was almost one of the circus. He told the gathering about the "Save the Circus" movement of the Fans and lauded the efforts of Melvin D. Hildreth and Walter M. Buckingham in this fight.

Mr. Kondolf congratulated the personnel on the three-year record established in New York City and said he would do all in his power to help make it a bigger and better show.

In addition to the show personnel, the following guests were in attendance: Mr. and Mrs. Paul Edwards, George Kondolf, Alvin Robinson, Samuel Handelman, Frank Connolly, Walter Campbell, Rudolf Reese, Ralph Finney, Mr. Grimes, Victor Lampell, Syd Platt, Charles Paterno, Mr. Salmon and Mrs. Sue Ann Wilson.

Telegrams were read from Mrs. Ellen S. Woodward, assistant national administrator in charge of white collar and professional projects; Mrs. Hallie Flanagan, national director of the Federal Theater Project, and James Ullman, executive assistant of the Federal Theater for New York City, reports Wendell J. Goodwin.

SUGAR'S DOMINO

(Continued from page 4)

is held to be responsible for the suit brought by Uncle Sam against all of Hollywood. . . . But the idea is by no means sidetracked. . . . The repercussion of the suit—which we still insist will never be tried—will hasten the day of action, it is hoped by those who are keeping us informed of developments. . . .

THE smarter heads of Hollywood, since we are on the subject, blame the commentators who smell up the air waves and the press agents who wouldn't know what an idea is if they ran across it in their own clothes closets for the waning of public interest in films. . . . The commentators with fish to fry make the public expect too much. . . . The press agents carry on the same unimaginative method of feathering their nests and those who subsidize them. . . . The result is the obvious disgust of the public with Hollywood publicity boilerplated for their consumption locally and most varieties of chattering over the airwaves. . . . Hollywood's environment is poison to a good press agent and that is why there are so few real ones the other side of the Rockies. . . . The way our Coast agents tell it to us a good man sent on from New York (and this does happen occasionally) has a difficult time getting started. . . . Everything and everybody are against him. . . . Any good idea he advances is pooh-poohed and then wiped. . . . One of two things happens. . . . The furriner takes bag and baggage and treks back east or he remains to do as the Romans do. . . .

Movie Quiz is still with us and the film industry's propagandists are working overtime yelling to the trade (and kidding themselves) that box-office advances are resulting from the contest. . . . Let's see how the Goebbelsmen of moviedom play up the recent State court decision that the Movie Quiz is a lottery. . . . Yes, you are quite right. . . . We don't like the Movie Quiz business. . . . We don't like it because it is not suited to the needs of a great industry. . . . Because it seems to be a proposition that serves more the purpose of giving hubeans jobs than selling films as entertainment to the masses. . . . Because the contest was not as carefully thought out as it should have been. . . . Because the final result may be a black eye for the industry rather than a kiss on the cheek. . . . And because the same money could have been spent to supplement experimentally screen shows with stage shows, thus resulting in a break for filmdom, theaters and the thousands of actors and others who have been kept out of work by stupid management, double featuring, lack of foresight on the part of Hollywood and the money stake certain theater execs have in trade-marked screen gambling schemes. . . . The Movie Quiz is the 1938 version of misspelled words in programs. . . . The old idea added nothing to the quality of the entertainment. . . . Neither does the new. . . .

HICKS GETTING

(Continued from page 3)

especially discriminating thru their ether education. Small-town ops are going thru the painful experience of trying to hire good orchestras for little money by stressing long engagements. Good bands passing thru the territory and eager to pick up a date to keep the wrinkles out of the stomach sometimes park over for a while and give forth in behalf of the yokel rug butters; but, outside of that, they have to rely on small combos or local bands. This trend, too, has forced small-town musicians to be more resourceful in developing novelties and music libraries and arrangements. Entertainment budgets of the small-

town operators are necessarily kept to a minimum because of the spending habits of the local playboys, who are enthusiastic enough about their entertainment but consider a \$2 check pretty hot peekin'.

Therefore the club owners have to do a good deal of personal shopping for acts, using all sorts of lures, from free transportation to room and board and the privilege of cooking your own meals. Because of this condition small bookers have the edge, large agencies not wanting to deal in peanuts. But the acts are constantly complaining about these bookings because the best salary for a singing or dancing angle is around \$60, plus ulcers if you care to cook yourself. Sometimes it works in reverse, because one performer who chose the bitter pill of looking after his own culinary habits when playing a Peru, Ill., club has become such a wow at the sauceman that he's now looking for a job as a chef.

Club owners are also trying to cash in on the popularity of dish nights and bingo to garner trade from the neighboring towns. And lo, to their surprise, it seems to be catching on. Movie theaters are complaining that this type of showmanship hurts their trade, as they need the bingo games exclusively to prove that "Movies Are Your Best Entertainment."

Another business hypo that the Muppet boys are planning, with the aid of nature, is the erection of an artificial ski slide just outside of Iron Mountain to attract the winter sports crowd from Chi and lure them to his watering spot in the evening.

It may be showmanship in hicktime, small town ops claim, but they feel that once they've met local competition and so long as the radio and newspapers continue to keep the townfolk entertainment conscious they have a longer lease on life than the key-city night spots.

THREE-WAY BURN

(Continued from page 3)

centage basis, couldn't be reached for comment.

Stage Relief fears flop may react on its regular benefits, and Actors' Fund, which had nothing to do with it, also figures it may be affected thru confusion in public mind.

VAUDE GROSSES

(Continued from page 4)

counted for with Lucy Monroe and the Rockettes on the stage and You Can't Take It With You.

PITTSBURGH.—Stanley Theater grossed \$20,500 with the appearance of Johnnie Davis and Wayne Morris and Room Service on the screen. Normal is \$18,000.

CLEVELAND.—The Palace, with Duke Ellington and band and You'll Take a Fling, did \$16,000—a little better than average.

MILWAUKEE.—Velox and Yolanda almost doubled the house business week of October 13, grossing \$8,600. Campus Confessions on the screen. The Riverside did a normal \$5,800 with the Chester Hale Girls, some acts and Juvenile Court.

INDIANAPOLIS.—Ozzie Nelson and Harriet Hilliard, at the Lyric, grossed \$12,000 with the Mysterious Mr. Moto, of \$4,000 better than usual.

DETROIT.—Phil Spitalny and Fice of a Kind grossed \$23,000 at the Fox. Normal \$20,000.

KANSAS CITY.—At the Fox Tower, Glen Gray and Casa Loma Band did one-third better than average business with \$12,600.

DENVER.—El Brendel and Campus Confessions accounted for a normal \$6,000 at the Denham, and at the Denver Major Bowes' unit grossed \$12,000 along with Hold That Co-Ed. Average week is \$8,500.

LOS ANGELES.—At the Paramount Bill Robinson and King of Alcatraz fell \$4,000 below par, grossing but \$14,000.

SEATTLE.—The Palomar did an average \$4,300 with a vaude show headed by Johnny Hyman and Mr. Moto Takes a Chance.

MONTREAL.—Loew's with eight acts of vaude and Give Me a Sailor did \$4,000 better than average with \$12,000.

CHICAGO.—Combination of Deanna Durbin in That Certain Age and strong vaude bill featuring 24 Chester Hale Girls and Sybil Bowan pulled a sock \$24,300 at the Palace. Second week of You Can't Take It With You and four act stage show held on to a fair \$28,000, the fortnight showing an okeh \$72,000. At the indie State-Lake average stage revue, headed by Bobby McLean's ice carnival, drew a mild \$11,000.

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New Western Canada Fair Circuit Is Organized by Four Exhibitions

REGINA, Sask., Oct. 24.—Formation of a new Western Canadian fair circuit, the Canadian Mid-West Fairs Association, has been announced. Members are the exhibitions in Lethbridge, Moose Jaw, Prince Albert and Yorkton.

President of the organization is W. J. Cowan, secretary-treasurer of Yorkton (Sask.) Exhibition. A. E. Russell, secretary-manager of Lethbridge (Alta.) Exhibition, is secretary-treasurer. Other members of the directorate are George D. Mackie, manager of Moose Jaw (Sask.) Exhibition, and John P. Curror, manager of Prince Albert (Sask.) Exhibition.

Moose Jaw Exhibition will lead off the circuit in 1939, followed in order by Lethbridge, Yorkton and Prince Albert exhibitions. Officials said advantages in breaking away from the Class B fair circuit in Western Canada are twofold, as the original association was unwieldy and it had taken too long for carnivals and other attractions to cover the various exhibitions. Also, owing to crop conditions, it was necessary that the exhibitions in the prairie provinces be held in July. June was too early, as seeding was not completed during that month, and August was too late, as

harvesting operations were getting under way at that time. By forming a separate circuit for the four cities the other centers left in the Class B circuit, Western Canada Fairs Association, will be enabled to hold fairs in July.

By formation of the separate association the four cities hope to be able to contract for high-class attractions, and they will also be able to offer inducements to more carnival companies, it is said.

VAUDEVILLE REVIEWS—

(Continued from page 23)

by sending talented Ann Miller, drawing Stepin Fetchit and the laugh-winning Red Skelton to appear in front of Blue Barron's Band. It's one of the best variety bills to play the local house in months. Patronage was heavy, especially over the week-end.

Paced by Skelton as emcee, getting a laugh a minute all the time he worked, the bill, altho assembled here, runs as smooth as a month-old unit. The red-haired comic, most recently seen in *Having Wonderful Time*, has enlarged his emceeing turn with a generous assortment of gags. Audience responded warmly.

Miss Miller is a dainty dancer. As perfect in person as on the celluloid. Furthermore she presents a pleasing personality that gets across the foot-lights much better than that of the average dancer.

Stepin Fetchit, dusky comic, presents an elaboration of his "tired man" comedy, much the same bit as recent months with his own unit. It's an amusing routine and gets laughs.

Blue Barron is popular in these parts, having got his start at near-by Cleveland. His boys are well trained and his style is distinctive and ingratiating.

On the screen, *Campus Concessions* (Par.).
Rex McConnell.

Majestic, Paterson, N. J.

(Reviewed Tuesday Evening, October 18)

Half the show this week is strictly of the tried and true boke variety. In this town it's the favorite.

Consequently the Four Warners earned a good opening hand with their family show. The act has changed from that which they sold eight years ago. Son and daughter, grown up now, are not in themselves attractions as dance and song purveyors. Mama and papa, however, regale with their clowning. Even then the frau is the comic bulwark.

Along the same straight variety style follow Abbott and Arlene. Combo revived the old man-flapper bit. Despite antiquity of the number, it wasn't smooth even at this showing.

Andy Allen was next in line. His personal appeal rather than his style of tapping puts him over.

Acrobatic display by the Three Bonos is heroic, and their laugh-begetting devices, particularly the affected rabbit-like strut of one, are intrinsically capable, but the act needs better organization. Further, their physical strain is too obvious.

Three stunts which Harry Holmes used to wow New York Palace Theater patrons 12 years ago sent these enthusiasts for a loop, too. Dropping a dummy from a box, racing an illuminated skeleton up the aisle in a blackened house and burlesquing the *Amel* chorus from *Il Trovatore* under a pelting of horse-shoes still hold water.

Closing were the Yellow Jackets, dancing quintet, that never wear any yellow jackets. Girl and her male partners alternate at individual specialties which are a dime a dozen. Act would profit by a trimming.

Management continues to complain about difficulty of booking good pictures in an independent house, and had to be satisfied this week with *I Cover the Waterfront* and *Lightning Bill Carson Rides Again*. House full nevertheless during the live show.
Sylvia Weiss.

Philosophy and Landeur, Hungarian boys here for the first time, play twin pianos and put in some fine work. Joey Ross and Gladys Bennett, American wisecrackers, have an act full of bright chatter. Ross scores on his own with some slick footwork. Held over from last week—rare for this house—is Max Miller, England's premier monologist. Does 25 minutes of talk but seems all too little for the mob here. An ace showman.

Darvill and Shires, boy and girl dance team with modernistic steps, fit in nicely as intermission openers. Robb Wilton, English radio comic, with a pretty girl partner, chalks up belly laughs with his own line of humor. Good act, altho strictly for home consumption.

Olive White from America proves a riot. Girl is plenty versatile and sings her own compositions, plus pop numbers, with corking pipes. She's plenty good as an instrumentalist, too, doubling on the piano and violin. White show-stops. Max Wall pulls in laughs with a funny style. Highly original and works on American lines. Frank Marx and Iris, comedy jugglers, are an effective closer.
Bert Ross.

LITTLEJOHN FAIR CIRCUIT

BOOKING SHOWS AND RIDES FOR TWENTY PER CENT

Escambia County Fair, Brewton, Ala., this week, opening Tuesday night; then American Legion Frolics, Greenville, Ala., October 31 to November 5. Fire Department Fall Festival, Ozark, Ala., November 7 to 12. Opening for Grabs, Pitch-Till-Wins, Ball Games, Penny Pitch, Fish Pond, Cigarette Gallery, Scales, High Striker, Bumper. Want Small Band.

THOS. P. LITTLEJOHN, Manager.

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COAST CIRCUS

(Continued from page 32)

Hills Hillbillies, Pelay and Dalmatto, Florine Bale and Margaret Beal and Girls; May Lawrence and Prince Albert, menage boxes; Frontier Riders, Shooting Stars of the Golden West, Hopi Indians, Panco Reyes, A. Gomez, Chief Thundercloud, E. Harkens, the Torres, Curley's Fence Riders, Harry Wooding and Ponies; Hazel Burns, Tom Douglas and mule, Tex Cooper, Five Degrottis, Frankie Durro, Tom Tustin and H. Gregory.

Final results in the rodeo contests were: Calf Roping—Harold Mueller, Gordon Davis; Charlie Lynn and Charlie Shields split third. Wild Cow Milking—Joe Mendes, T. D. Paxton, John McFarland, Steer Riding—Felix Cooper, Chuck Haas; Pete Travis and Russell Ray split third. Bareback Bronk Riding—Eddie Duarte, Joe Mendes, Don Mitchell, Eddie Bronk Riding—Hungry Hoyle and Eddie Duarte split first and second; Felix Cooper, Sunbrok did the announcing, with Richard Bartlett, John Norton and Bob Lee assisting. Contestant lineup included T. D. Paxton, C. Helm, Charlie Shields, Holloway Grace, Lee Simon, Jimmie Campbell, John McFarland, Charlie Lynn, Len Perkins, Joe Russell, W. Willingham, Gordon Davies, Joe Mendes, Harold Mueller, Bill McFarland, Ovey Talbot, Jess Hill, Bob Harding, Nip Hogue, Bob Whitting, Slim Mackay, Bob Stephens, Chericle Alcorn, Russell Ray, A. Miller, Chuck Haas, Felix Cooper, Ernie Barrett, Frank Mendes, Pete Travis, Don Mitchell, Whittie Williamson, Eddie Duarte, Eddie Adams, Johnny Barr, Clarence Ritter, Bill Taylor, Hazel Burns, T. Barrett, Harry Woodside and Bill Gravello.

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Book Shows and Shows with own outfit. Frank Cooper, wants Girls for Girl Show. Salary certain. All winter work. Tickets, yes, to those we know. Committees in Georgia and Florida, we have open dates in November and December. All details FURLAND SHOWS, Madison, Ga., Fair this week.

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MEMAS CARDS—20 different to this assortment printed in Candy-colors. Post. Card size. OUR SPECIAL—\$2.50 per 1000. SEND 25c for 20 Samples... and Special Xmas Catalogue of Fast Sellers at special prices. T. R. PAYNE, 25 Cardinal Place, New York.

ing tricks are original as they are difficult. Rawicz and Landeur, Hungarian boys here for the first time, play twin pianos and put in some fine work. Joey Ross and Gladys Bennett, American wisecrackers, have an act full of bright chatter. Ross scores on his own with some slick footwork. Held over from last week—rare for this house—is Max Miller, England's premier monologist. Does 25 minutes of talk but seems all too little for the mob here. An ace showman.

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Bert Ross.

Philly's 1st Jitterbug Room

PHILADELPHIA, Oct. 22.—Benny the Bum has renovated his cocktail room and rechristened it the Jitterbug Room. George Clifford, former co-owner of Mayfair Farms, is now its host. Tommy LaBrum is back as p. a.

Herb's 1412 Club closed last week, only three months after it opened its doors.

Girl Lines in Favor

PITTSBURGH, Oct. 22.—Night spots are showing more interest in girl lines. Plaza, Nixon and Showboat now use chorines regularly, while John Harp Vaughan agency reports 12 weeks of bookings thruout New England and Mid-Atlantic cities for his *Five Darlings of Dance*.

PIPES

(Continued from page 59)

Ga., where we played to 900 children at 5 cents each. Our share was \$32.50. We played to 1,100 children in one day in Madison, Winder and Monroe, Ga., at 5 cents admission. I can't see 3-cent admissions, but if a fellow gets results, why should anyone complain? Five cents is my lowest, and I'm not burning up the territory. I was informed at Athens that a school show was there last winter—dogs and a pony—at 1-cent admission, but I'm not complaining. I'm just mentioning it. We are doing better than with the tent show and have fewer worries. Saw Arthur, the magician, recently. He has a fine show."

THE PITCH PROFESSION needs your support. Strive for better things, not worse.

Pitchdom Five Years Ago

Duane Hillman opened his season in halls in Illinois. . . . Dr. Edgar De

Hayes was manager and lecturer with Alvina Hall Medicine Co., playing the cotton territory in Southeastern Missouri. . . . Doc George Holt, Dale Brothers, Doc L. E. Ragland, Robert Hall and L. E. Kliner had their outdoor shows working Southeastern Missouri. . . . Kentucky Lee was piping along and getting his share of the lucre in Dayton, O. . . . Mr. and Mrs. B. Hartone brought the outdoor season for their Ideal Comedy Co. to a close and opened in houses. . . . Ed (Slim) Monroe was working the High Hat Club, Toledo. . . . W. S. (Dad) Parker was doing an okeh business horse-backing hither and you around San Diego, Calif. . . . Madeline E. Ragan concluded a successful stand at the York (Pa.) Fair. . . . Jean Eaton, a recruit in the store-demonstrating field, was clicking with cement in one of the Kresge establishments in Cincinnati. . . . Billy (B'Gosh) Howard left Chicago and headed for Texas to pitch soap. . . . While en route to Florida attaches of the Shambrook Beauty Salon on wheels were having a swell time stopping at places on the trip, including Mapleview, near Pittsburgh, reported Mrs. R. Heaton and Flossie. . . . Doc E. Johnston, lecturer with Mack-Murray Players, closed with that organization in Southern Ohio and launched his own show indoors in the opera house at West Carrollton, O. . . . Doc George M. Reed and wife were working a chain store in McKeesport, Pa., to fair business. . . . Bill Davis organized a med show and headed for Western Missouri. . . . Doc Marshall was still clicking with the late-season spots in Iowa. . . . Buck Capell and Jack Bowen opened a new med copy at Magnolia, Ark., to sell-out business. . . . Harry Corry's big auction store on Mighty Sheesley Midway was still functioning. . . . Dusty Rhodes played the Atlanta (Ga.) Fair to so-so business. . . . Silk-Hat Harry Downing was still clicking in Denver territory. . . . That's all.



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N310	Men's Quality Black Pocket Comb	1.98
V80	Assorted Charms	.85
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H308	Eight Dry Shaver, Each	.98
H503	Smooth Sailing D. E. Blades, 1,000	2.95
H504	Smooth Sailing S. E. Blades, 100	.50

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HEALTH

In all the fields of charitable work probably none is of greater importance or has greater interest than the field of health, public and private. Members of the coin-operated machine trade who have developed an interest in charity seem in a great majority of cases to aid the institutions that help the sick.

The charitably inclined can always help the sick or contribute to health movements with the assurance that there is plenty of room and need for both personal service and contributions. It is safe to say that with all the progress made in the fields of medicine and health work the field is yet hardly touched. So great is the need in many respects that city, State and the national governments are heavily burdened to meet the demands made upon them.

In addition to the vast field of work done by the various departments of government there are thousands of private charitable agencies and institutions that are engaged in helping the sick or promoting good health. These private agencies are all dependent upon private gifts for money to carry on their work, which opens up vast opportunities for aid to charity. Due to expansion of government health services in recent years there has been a tendency among many people to neglect the private agencies and institutions which need financial aid now more than ever.

While there is a tendency at present for the coin-operated machine industry to accept a reasonable tax on certain types of machines in order to provide revenues for old-age pensions or other helps to the needy, at the same time the rank and file of the industry should not forget the many private agencies which will still need money in order to continue much-needed operations.

The thousands of private agencies which are devoted to helping the sick make it possible for every member of the industry to find some agency in which he may cultivate a personal interest in its work. This personal interest makes it possible to get a much greater enjoyment out of any gifts or personal service rendered for the aid of the sick or needy.

Every city and county has its own local and private agencies which need help, so that every member of the trade can contribute his bit right in his own home territory. Many coinmen who contribute to local agencies prefer to keep their work secret and thus avoid any publicity. There are occasions where it is perfectly proper to accept publicity for such charitable work, and where it may even be sought in order to reflect deserved credit upon the coin machine industry.

A constructive move by the industry as a whole would be to contribute toward some well-known national charity, in the name of the industry, so that resultant publicity would help to break down some of the prejudices still held against the amusement division of the trade.

In this modern age it is encouraging to note that, so great is the need and importance of helping the sick, many private agencies have forgotten any prejudices that might have been

held against the amusement division and will gladly accept any help offered. There are indications that even laws will be changed in order to make it possible to support private charities thru popular forms of gambling. The coin machine industry had better be forward in developing such work or eventually we may find that some other form of amusement may have a government-protected monopoly of the field.

As public prejudice decreases against the charitable aid of amusement games, etc., the coin machine industry itself will watch with interest the present contest between the liberal and conservative fields of medicine. It all reverts back to the bitter struggle today between liberalism on the one hand and conservatism on the other. Coin-operated machines are a very modern development of the machine age and must depend a lot upon new liberal ideas to give the machines a chance.

Hence the idea has been advanced repeatedly on this page that members of the coin machine industry should be out-and-out liberal if they expect to stay in the coin machine business.

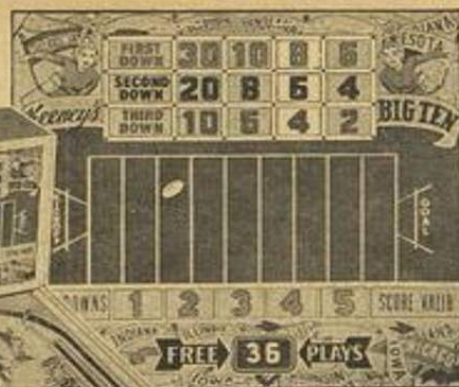
In the field of medicine and health today the conservative wing has as its standard bearer such organizations as the American Medical Association. But it is encouraging to note that even this conservative group has liberalized its attitude toward helping the masses of the people too poor to pay for medical aid. Drug stores generally, which are among the most popular types of locations for coin machines, may be counted as on the liberal side in the modern movement. That is, drug stores have shown a tendency to cater to the masses of the people and to change with changing times.

The coin machine trade should arm itself with definite information about the critical needs of the very poor today. This information can be used with telling effect in combating some of the narrow-mindedness found among many people. That is, in many cases we will be compelled to choose between using funds and revenues from games, etc., or neglecting many unfortunate people who need aid. The point to urge is that in an emergency a lot of ideas and prejudices need to be forgotten in order to help people in distress.

The emergency is most acute and has reached national proportions among the masses of the unemployed. Surveys by such agencies as Fortune magazine and The Chicago Tribune have indicated that almost half of the people on relief are physically unfit for future employment. This is a staggering situation in itself. Medical agencies have also shown that more pitiable still is the health of the children in relief families and among the poor generally. The lot of these children has grown steadily worse as to health during recent years. They are suffering from a lack of medical care and from a lack of proper food. It is fair to say that in some European countries children are starved to death in short order, but in this country we are now prolonging their misery over as long a period as possible.

The coin machine industry should put itself on record in favor of all moves for good health by whatever means possible.

**SINGLE COIN
FIVE BALLS**



Free Replay Units as incorporated in Keeney Replay Games, are patented with infringers held accountable.



Keeney's "best yet" Free Game with all the color, thrills and plays of a Conference Championship battle

BIG TEN has 'em throwing their hats in the air. Operators are "rooting" for it, because BIG TEN is drawing bigger crowds than even Free Races and Multi-Free Races did. • Locations are strong for BIG TEN because it attracts the football fans, and players like the "kick" it provides in exciting plays, last-minute touchdowns and award-producing scores. • You've been asking for a non-payout, football game that would "tear up the goal posts" in earnings. Here it is! One that offers several winners with each 3-ball play, aggregating \$3.00 in total possible free replay awards. • BIG TEN will "break thru" your past earnings line for a bigger score in profits than you've ever made from a non-payout game. Don't "fumble" sure profits by waiting until someone puts BIG TEN where your own BIG TEN ought to be.

Daily Volume Shipments Since October 24th

Your Keeney Distributor can supply you with BIG TEN, or, if you prefer, you can buy direct. Better wire now than have to "stand in line" for deliveries later on.

J. H. Keeney & Company NOT ORIGINATORS OF THE
INC. FREE REPLAY AWARD GAME
2001 Calumet Ave. "The House that Jack Built" CHICAGO, ILL.

Pennsylvania Operators Hold State-Wide Meeting

Consider two bills to propose to next Legislature—would seek popular petitions to support them—raising funds for program is big problem

PHILADELPHIA, Oct. 22.—The Amusement Machine Operators' Association of Pennsylvania met at the Hotel Majestic here as the guest of the Philadelphia local organization on October 19. The Philadelphia group served dinner to about 150 operators all told and then a general business session took up several hours. Martin Minick, of Philadelphia, president of the State group, presided and announced that the purpose of the meeting was to consider a constructive program for the next 60 or 90 days, looking toward the securing of more favorable tax legislation on games in the next Legislature. The mercantile tax of 1907 has been applied to pinball games in the State, which tax amounts to more than \$21 per year. Since only strictly novelty games are generally permitted to run, many operators contend the tax is too high for novelty games.

While officials stated that not all districts of the State were represented at the meeting, yet the important districts of Pittsburgh, Scranton, Reading and Wilkes-Barre were represented.

Legislative Program

The chairman called upon Attorney H. H. Wexelblatt, secretary of the State group, to explain the proposed legislative program. Wexelblatt said that two bills should be considered for introduction at the next session of the Legislature and that the organization should take the initiative by securing enough popular petitions to assure the consideration of the bills. One bill would provide for taxing bagatelle games at \$3 for the first machine and \$2.50 for each additional. He explained that Pennsylvania taxed "bagatelle" games back in 1915 and thus precedent had been established for the use of the word "bagatelle." Another proposed act would provide for giving prizes with games of skill. Discussion on this proposal raised the

question of whether it should specify merchandise prizes. Attorneys present said conditions in the statutes would suggest the general term of prizes.

Getting the Money

After the proposals were considered then the matter of membership dues and the financing of the proposed program came before the body. Here the Pennsylvania association ran into a problem which has baffled many another operators' meeting. And the Pennsyl-

vania operators followed true to the usual meeting to raise money. Many jobbers from over the State were present and they were requested by the operators to assist in raising funds by adding 50 cents to the selling price of each game. Much discussion pro and con developed around this question and the general sessions broke up so that the directors could meet with jobbers present to try to arrive at some solution of the problem.

The body voted thanks to the Philadelphia hosts, Frank F. Engel, chairman, for the fine dinner and other courtesies.

Leipzig Exposition Highly Successful

(Foreign News)

LEIPZIG, Germany, Oct. 22.—The 1938 German exposition of amusement machines had 32 firms exhibiting several hundred models of vending and amusement machines. Vending machines in Germany are accepted by the public and are located in most hotels, depots and retail stores.

The public has been initiated in the vending machine method of buying. Models shown at the exposition are attractive machines of large capacity, hav-

AN EYE OPENER

Compare your total net income for the past 5 years with the total net income of any of our PHOTOMATIC operators... we believe it will give you something to think about and INVESTIGATE International Mutoscope Reel Co., Inc. 518 West 34th St., New York

ing as many as six stages, each divided into compartments containing many and varied articles, such as photo films, razors, razor blades, stamps, candy, toilet articles, patent medicine, toys, etc. The venders resemble the well-trimmed show cases seen in the better shops and stores. With the Christmas season approaching, the venders should show large returns.

Of the amusement machines displayed, automatic targets, rifle and revolver ranges occupy over half the exposition space. The largest of these are targets for cannons, machine guns, bomb dropping and bombardment of buildings. All have electric scoring devices.

Others shown were of the bumper type in the vertical style, now in vogue in Europe. Boxing machines, which have been successful, attracted many buyers. They are equipped with indicators and a gong, marking head and body blows, fouls. The referee counts off 10 for a knockout.

Most games return small prizes, usually tokens for a glass of beer. Mechanical precision is notable in all games. More metal is being used than in past years. Target games are of chrome steel and are highly nicked. All are foolproof and appear to have very sturdy mechanism under their glorified exterior.

French Editor Coming Again

"To the Editor: After the frightful fortnight that we have just passed thru in fear of a war, the general situation is now looking so much better than in the past. The special situation of the coin machine business particularly looks for better days.

"I think that the tolerations are going to be enlarged very soon. "I am planning to make another trip to the United States and to attend your coin machine convention in Chicago. This will be the third time I have seen it, having attended those of 1936 and 1937 with great pleasure. I may even arrange for a French booth at the show."

"Will you inform your readers that I'll be very pleased to give them any information they may want about France or other European countries. They may reach me thru your publication or at the convention while I'm there. —Rene Godin, editor and publisher of La Revue de L'Automatique, Paris, France."

**PEANUT & GUM
VENDING MACHINES**

New, Direct From Factory

Only **\$2.40** and up

Over 60,000 Sold

UNIVERSAL

Designed to provide operators with maximum service and appeal at a LOW PRICE. Vends everything—candies, peanuts, pistachios, etc. Capacity 8 lbs.

\$6.95**Special Introductory Offer**

1 Universal
10 lb. candy,
1 1/2 lb. toy
All for **\$8.95**

1/3 Deposit With Order, Balance C. O. D. Send for circular and easy terms. Order Now Factory Distributor

TORR 2047 A-SO. 68 PHILA., PA.**New Cig Operator
Uses Great Care**

DETROIT, Oct. 22.—Wilbert J. Dean, operator of a neighborhood confectionery and sundry store, is one of the latest acquisitions to the ranks of Detroit operators. Dean has his operating headquarters at 7408 Chalfonte avenue.

Experience in selling to the neighborhood trade is largely responsible for Dean's choice to enter the vending business. He found that cigars were a very popular item in the store, and he decided that they would be a good thing for him to sell in other locations—and the logical medium was obviously the coin machines.

"There is a big turnover in cigars," Dean said. "I have learned that by experience in my own store."

Dean's first order went for a dozen Mills Novelty cigaret venders, and he is carefully placing them on locations now. Selection of the proper spot to place such machines is of the utmost importance in his opinion, and he not only makes a careful study of the potential spots beforehand, but is even planning to change a number of machines which he now has out because the locations have not proved to be just the type he believes he should have.

**Our Merchandise
Leads, Says Hart**

NEWARK, N. J., Oct. 22.—Frank Hart, of Eastern Machine Exchange, believes that his firm is leading the East in the sales of merchandise and supplies to bulk venter operators.

Hart says: "We have always made it our policy to buy in large quantity and to test all merchandise that we buy. In

this way we know what we are selling and we also know that our price is right. New merchandise has entered the field and we have been among the first to offer it to the operators at unusually attractive prices and of the best quality.

"We have one of the largest stocks of supplies in the history of the bulk vending business. We can take care of the needs of ops who have old machines as well as new types. In this way we can give the merchandise machine operator a complete service."

**Coin Machines
For Yellowstone**

CHICAGO, Oct. 22.—From the magazine Retailing we note this interesting item: "Yellowstone National Park, Wyoming, already trailer conscious along with other national parks, is going ultra-modern—coin machines will be installed for sale of electricity to trailer tourists in the mammoth campground.

"By dropping 25 cents in the meter the trailer tourist will be able to obtain electric current for a 24-hour period, its use limited only by the fixtures and gadgets the trailer contains."

**Universal Venders
Formed in Ohio**

COLUMBUS, O., Oct. 22.—Incorporation papers have been issued for the Universal Venders Corp., a new company with a capital set-up of 250 shares of \$100 preferred stock and 500 shares of common stock, to engage in the manufacture and sale of vending machines and other mechanical selling devices.

Incorporators are Harry P. Nestor, May J. Hearing and John A. Connor, all of whom acted for Columbus interests whom they refused to name.

**cigarette
merchandisers'
association**

Communications to M. Reuter, The Billboard, 1564 Broadway, New York City.

It is with extreme sorrow that this pillar announces the death of Milton H. Lewis, vice-president of the Cigarette Merchandisers' Association of New Jersey. Lewis passed away at Asbury Park, N. J., Sunday, October 18. Funeral services were held in the assembly rooms of Temple B'Nai Jeshurun on Tuesday and he was interred at the B'Nai Jeshurun Cemetery. He is survived by his widow, a brother and a sister.

Lewis was one of the charter members of the New Jersey group and much of the success of this group was due to the time and effort he put forth in shaping its policies when the organization was in its formative period. His loss to the organization is a great one since he was a member who could always be depended on to shoulder more than his share of the load.

Guard of honor from the New Jersey Association at the last rites included president, Sam M. Malkin; secretary, John Sharenow; treasurer, Leonard Ziegler; president-emeritus, Charles M. Stange, and members Nat Turkel, Michael Herman, Leon Eskin, Wallace, Counsel Kesselman and Manager Stein. Other members who paid their respects at the Temple B'Nai Jeshurun included Leon Rosenthal, Harry Greenberg, William Weiner and Sam Althoff.

The New York boys thoroly initiated Sam Yollen's new yacht, the Albatross, last Sunday on a cruise in Long Island Sound. Guests included Harry and Sam Malkin, of Malkin-Illion Corp., Newark; Aaron Gosch, of Supreme Cigarette Service, New Rochelle; Irving Wallstein, of Dublin Cigarette Service; Harry Kolodny, of La Peko Cigarette Service; Arthur Gluck, of Rowe Cigarette Service, and Matthew Forbes, manager of the New York CMA. While the trip was heralded as a fishing trip, Harry Malkin was the only one who cast a line over the side of the boat. The rest partook of the refreshments Yollen provided and spent their time playing cards. Complaints were many that Yollen hadn't acquired the boat earlier in the year so that the men could have used it all thru the summer. Now they are looking forward to spring and more "fishing trips."

Boston Note: As a result of the new Massachusetts Unfair Sales law which went into effect on September 12, the price of cigarettes sold over the counter in the State has been set at 14 cents, two packages for 25 cents, as against the former price of two for 25 cents. The small difference between the counter price and the vending machine price is a boon to the cigarette operators who already are reporting increased sales. A test case is now going on to determine whether the new higher price of cigarettes is actually required. The constitutionality of the law also is up for consideration in the State courts.

Alfred T. Butman, president of the CMA of Massachusetts, has been devoting all of his time since the recent hurricane to relief work in Rhode Island with the American Red Cross.

**Ventro-Seers in
Theater Tie-In**

SANTA MONICA, Calif., Oct. 22.—"During the presentations of Letter of Introduction, starring the world-famous wisecracking dummy Charlie McCarthy, Fox-West Coast Theaters made an unusual tie-up with Ventro-Seers. Preceding the run of the picture Ventro-Seers were placed in theater lobbies. Alongside, on an easel, was a sign announcing that the ventriquist figure in the case would not only speak players' fortunes but that lucky fortunes would win a pass to the attraction. The arrangement proved most profitable to operators of the machines, as well as being a perfect ballyhoo for the picture." Clayton W. Kirby, president of Ventro-Seers Co. informs us.

"Approach of Christmas time is bringing a demand from department stores for installation of Ventro-Seers with the smart-cracking seer. For the figure who doubled for McCarthy in personal appearances at theaters is also most appropriate character for Christmas.

"We have not only tested these machines in every possible type of location that the average coin device appears," continued Kirby, "but we have gone out to unusual locations for coin machines and found Ventro-Seers were welcomed by both managers of such spots and their patrons because they have such unusual player appeal.

"We have built Ventro-Seers to last and at the same time held price down to a figure within reach of every operator. Enthusiastic letters testify to the profitable operation of our machines."

Butman's wife and son were in the New York train that was wrecked by the tidal wave at Stenington, Conn. Fortunately they escaped injury. . . . There has been much interest among members of the Massachusetts group in the articles on the accounting side of the vending machine business that have been published in this column. Reprints of the articles will be mailed to members so that they may keep them on file for immediate and future use.

October 27 is the date for the next meeting of the New York group. It will be New Jersey night and all members of the New Jersey CMA are invited to attend. Speakers from the New Jersey Association include Manager Le Roy Stein, President Sam Malkin, John Sharenow and Charles W. Stange. . . . Martin M. Berger, president of the New York group, has returned from a trip to Havana, Puerto Rico and other Caribbean ports. He will be on deck at the Thursday night meeting. . . . Football fans of the association include George Vassar, who is a staunch booster of Fordham, his alma mater; Harry Pincus, an alumnus of Columbia, and Jack Bloom, of New York University. The fur really flies when these three get together and discuss the merits of their respective teams. . . . Bill Peek is still out at the golf course daily. He maintains it's going to take nothing less than a snowstorm to make him hang up his sticks for the year.

From Philadelphia comes word that the Automatic Cigarette Venders' Association of Pennsylvania is making a concerted effort to bring in all operators now outside the fold of the organization. President E. J. Dingley of the Pennsylvania group was authorized by the organization to act as delegate for the organization at the coming Interstate meeting of CMA's. Norman H. Fehrmann, attorney for the group, has been authorized to discuss with the officers of the Photograph Operators' Association of Philadelphia the formation of an agreement which would afford mutual protection and co-operation in their respective fields.

Operators of cigarette machines in Delaware met in Wilmington recently to discuss organization of a CMA. After prolonged discussion it was decided to accept the invitation of the Automatic Cigarette Venders' Association of Eastern Pennsylvania and affiliate themselves with that organization rather than go to the trouble and expense of forming an independent group. All details of organization and administration of the Delaware group will be handled by the present officers of the ACVA. Stickers will be issued to Delaware ops who are accepted in the Pennsylvania association which they can post on their machines and thus be assured the same protection that other members now enjoy.

**MODEL
"E" SEL-MOR****\$6.25**
SAMPLE

(CHEAPER IN QUANTITIES)

GUARANTEED FOR 5 YEARS!

The Automatic Toy, BALL GUM and Candy Shop that brings BIGGER PROFIT. (Specify whether BALL GUM or Candy Machine.)

**GREAT STATES MFG. CO.**
DEPT. E-1601-09 E. 39TH ST. • KANSAS CITY, MO.**TOPPER
GOES TO TOWN**

For Beauty, Quality, Performance and Price—The Operators' Choice is Topper. 16 New Outstanding Features. Positioned by "Mass Topper" "The Top."

Topper Vends Everything. Ch a r n e Ball Gum, Peanuts, Candies, Pistachios, Etc.

Capacity 5 Lbs. Ball Merchandise, 200 Balls of Gum. For Further Details and Low Prices Contact Your Nearest Jobber or Write Direct.

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago**Asco Distributor
For Burel in East**

NEWARK, N. J., Oct. 22.—Al Cohen, of Asco Vending Machine Exchange, whose jobbing business is exclusively devoted to vending machines, reports that his firm is now distributor for this State for the Burel Vender.

Cohen claims: "This is one of the best machines we have ever tested. It is really beautiful and it meets with the demand of the operators for the right type of vender for heavy operations.

"We are going to arrange for a display of this machine in our headquarters and believe that it will prove interesting to the operators to see it. Burel has proved that their machine is one of the most successful in the bulk vender field."

Lets Cigaret Sales Up to Vending Machines

McGinnis of Sheephead Bay Has 3 Venders in New N. Y. Spot

NEW YORK, Oct. 22.—McGinnis of Sheephead Bay! To New Yorkers that phrase means plates full of steaming oysters, oysters on the half shell, lobsters, crabs, Virginia ham, roast pork, French fries, tarty green apple pie, fluffy lemon meringues and the thousand and one other delicacies that make lovers of good food smack their lips, prepared in the famous McGinnis manner. Above all, that name stands for choice cuts of beef slowly revolving on spits before a charcoal fire. Anyone who has sunk his teeth into a McGinnis roast-beef sandwich will tell you that Stanley McGinnis deserves his crown as the "Roast-Beef King."

When McGinnis opened his new restaurant at 48th and Broadway this season he found that the fame of the foods served in his Sheephead Bay restaurant in Brooklyn had preceded him. On a street where eateries open and close overnight the word spread quickly that for roast beef at its best the spot was McGinnis'. During the first week after Ben Bernie opened the doors and threw away the key 2,500 pounds of beef a day were served over the counters.

The food at McGinnis' is not the only feature that has won the patronage of thousands, for the furnishings are as top to the minute as the food is tasty. The colorful murals that decorate the walls; the oval-shaped bar, around the top of which revolve the well-known Esquire cartoons; the special oyster bar that caters to lovers of sea food, the long counters over which a corps of white-frocked waiters serve the delicious McGinnis viands, the rows of tables with their red leather seats, all are evidence of the experienced planning which has created an atmosphere that makes food eaten at McGinnis' taste doubly delicious.

The Roast Beef King

A gracious son of Erin is this Stanley McGinnis, who came out of Sheephead Bay this season to open a new super restaurant on Broadway. The young in years, his experience in the restaurant business dates back to his childhood when he gave up his toys and began showing an interest in his father's restaurant at Brighton Beach.



Stanley McGinnis business during summer vacations.

McGinnis was anxious for a place of his own. Before his second collegiate year at Fordham was up the lure of the restaurant business became so strong that he quit college and went into business for himself.

His several ventures in various locations slowly but surely began to make his name synonymous with good food. Finally he decided on opening an establishment in Sheephead Bay. There he started with a small place capable of seating 18 persons. Today the seating capacity has grown to 475.

Through the years the reputation of his Sheephead Bay restaurant has grown. Consequently he was no stranger to Broadway when he opened his new restaurant at 48th and Broadway this fall. Crowds thronged his place from opening day on. During the day it is a favorite eating place for business men and women. At night screen, radio and stage notables mingle with Broadway personalities—all lured there by the famed McGinnis food.

One senses upon entering this restaurant that it is geared to maximum efficiency. The crowds that throng the bars and counters demand quick service. McGinnis gives it to them. Consequently it is not surprising to note that McGinnis has left the sale of cigars in his restaurant up to three nine-column cigar vending machines. One of these machines is located near the front entrance between the oyster and cocktail bars. Another is spotted at the far end of the cocktail bar, while the third machine stands alongside the 48th street entrance. The machines harmonize perfectly with the decorative scheme and impart an added note of efficiency to this up-to-the-minute eatery.

Silently but quickly these machines take care of cigar sales to some 10,000 customers daily. They stand as proof of the growing realization among restaurateurs, night club operators, tavern owners, etc., that the cigar merchandising machine is the efficient and economical way to handle cigar sales.

Importance of Cigaret Venders Shown by McGinnis Installations

By JACKSON BLOOM

Manager Cigarette Service, Inc., New York City

While I have received the commendation of many cigar machine operators on having placed three cigar machines in Stanley McGinnis' new Broadway restaurant, by do means do I look upon this installation as calling for any personal laurels. To me the presence of these machines in this famous Broadway spot is a manifestation of the progress we cigar machine operators are making in our constant drive to educate potential location owners to the fact that the best and most profitable way of handling the sale of cigars is thru the cigar vending machine.

There is no denying the fact that all of us have looked forward to the day when we would have our machines in the higher class restaurants, night clubs, etc., all over the country. Of course, taverns have long been profitable spots because they stay open until the early hours and the chances for sales are thus spread over a longer period of time. Restaurants, too, have proved to be profitable locations, since mealtime is the most convenient time to buy cigars. But for some time the larger and higher class spots have been tough nuts to crack.

It has taken a lot of argument and hard work to break down the barriers, but with cigar machines in such famous Broadway spots as McGinnis', Jack Dempsey's and Billy Rose's Casa Manana we have every reason to believe that our efforts are now bearing fruit and that we are definitely on our way to realizing our goal.

What are some of the objections we've had to overcome? Any operator who has tried to sell a night club or restaurant owner on Broadway or the thousands of other Broadways throughout the country knows them well. One of the big problems in the early days was that some of the better type locations labored under the delusion that they would be lowering the standards of their establishments by installing any device containing a coin chute. Others believed that they could make more money handling cigar sales themselves than by installing a machine sharing the profits with an operator. Fortunately, the pinch of the depression plus the growing acceptance of coin-operated devices on the part of the public did much to overcome both of these objections.



HERE IS A PICTURE OF McGINNIS of Sheephead Bay located at 48th and Broadway, New York. Three nine-column cigar vending machines are spotted in this restaurant, which take care of cigar sales to an estimated 10,000 customers a day.

They are a glowing testimonial of the fact that New Yorkers are becoming vending machine-conscious and are beginning to prefer to buy their cigars from a vending machine where they can serve themselves.

2-in-1 Vender Okeh, Says Robbins

BROOKLYN, Oct. 22.—Says Dave Robbins, head of the company bearing his name, "Since announcing our new low price on our 2-in-1 vender, sales on the popular multiple bulk vender have more than doubled.

"Our 2-in-1 vender is equipped with our patented attachment which allows the vending of charms without crushing or breaking. This same attachment also results in the perfect vending of pistachio nuts as well as other odd-shaped bulk nuts and confections.

"Our machine holds five pounds of nuts and confections or 700 balls of gum in each column. In the average location the vender sells its contents in about two weeks. Now that the operator's price for the machine has been reduced, every operator can afford to operate a large quantity of these steady money makers," concluded Robbins.

Offers Salesmen Tung Oil Estates

CHICAGO, Oct. 22.—J. D. Drushell Co. here has announced a unique plan of reward to salesmen that turn in quantity sales on the firm's vending machines. The plan is to give 10 or 20-acre shares in a Southern tung oil estate to salesmen that reach certain marks in quantity sales. Tung oil is a product coming from tung nuts, a tree that has been found to grow well in Southern States. The oil is used in paints and varnishes and for other commercial purposes.

The Drushell plan gives the salesman so many points on each machine sold, thus making it possible for every salesman to earn a tung oil estate. The machines which are listed include the nickel Hershey bar machine, the Automatic Store and the penny Hershey vender.

The company has issued a folder to its salesmen which explains the plan in detail.

SPECIAL! SUPER-BARGAIN! LIMITED TIME ONLY

BRAND NEW \$14.50 COMBINATION 1c-5c BULK VENDERS

STEWART & McGUIRE OUR PRICE \$9.50 Each

SLUG PROOF! ALL IN ORIGINAL CARTONS!

RUSH! WRITE OR WIRE YOUR ORDERS! 1/3 Deposit Bal. C. O. D.

NATIONAL VENDING COMPANY 409 N. BROAD ST., ELIZABETH, N. J.

1c PEANUT! HERSHEY! GUM VENDORS!

LOWEST PRICES IN AMERICA! Operate or Sell!

Salesmanager, P. O. Box 285, Minneapolis, Minnesota.

A Lifetime Record of Your Social Security Number

FREE!



FREE!

Your Name and Number Individually Engraved on an Etched Bronze Plate

Compliments The Billboard

By special arrangement we offer this permanent bronze Social Security Plate engraved with your name and number. We want EVERY reader to have the protection this PERMANENT Social Security identification record affords.

SOCIAL SECURITY PLATE COUPON

This coupon entitles you to your own permanent bronze Social Security Plate, engraved with your name and number, when mailed to Social Security Dept., The Billboard, 25 Opera Place, Cincinnati, O., with 10c to cover postage and handling costs CM

Social Security Number

Name

Address

City State

Here's All You Need To Do!

1. Clip the special coupon.
2. PRINT your name, address and Social Security number and mail with 10c to cover postage and handling.
3. Your own etched bronze plate will be mailed to you immediately, postage charges prepaid.
4. This offer subject to withdrawal without notice, so clip your coupon and mail it NOW.

-- SACRIFICE --

SNACKS VENDORS — 1938 MODELS

200—EVERYONE IN FIRST-CLASS CONDITION—LIKE NEW..	\$14.50 EA.
50—DE LUXE STANDS	2.50 EA.
50—ANGLE IRON STANDS50 EA.
10—LATE MODEL BALLY RESERVES	35.00 EA.

First Come—First Served
DIRECT SALES CO., INC.

425 SOUTH RAMPART ST. NEW ORLEANS, LA.

Football Gum Newest Bulk Item

PITTSBURGH, Oct. 22.—American Gigaret Machine Co. reports it has a new merchandise feature for bulk vending machines. It's Football Gum.

Meyer Abelson, of the firm, reports: "So many operators have been successful with this gum that they are changing over all of their machines to ball gum machines."

"The kids go for this idea in a big way. It is one of the best sales stimulators that has ever been featured. In our belief the users of Football Gum and the many operators that are sure to follow will find this one of the best ideas that has ever been originated."

New Jersey Ops Are Doing Well

NEWARK, N. J., Oct. 22.—New Jersey, it is said, has been enjoying one of the

longest and smoothest runs of any State in the country. Leaders here claim that this is due to the liberal practices of the majority of communities in this State. They claim that the reason most of the authorities have been liberal in regard to the coin games is because the operators themselves have been very careful to comply with rules and regulations.

Associations have made this type of work possible. They have urged their members to meet the regulations to the letter. This has created confidence in the trade.

The correct operating is leading to a better understanding between operators and the authorities everywhere in the State. Operators confine themselves to the type of games they know meet with official approval. In this way, the ops claim, they are assured a clean and continuous run in their business.

The one of the smallest States in the Union, the conditions here have been better than in almost any other State, many say. Operators have worked very closely together and because of their knowledge of conditions in most of the outside counties have confined themselves to the kind of equipment wanted.

MARRIAGES

(Continued from page 27)

Lane, ex-Albertina Rasch dancer, in Schenectady October 18.

RAYMOND-WINGARTEN — Michael Raymond, movie script writer, and Theresa Weingarten, nonpro, at the Con-

course Center of Israel, New York, October 30.

STEINKE-GUYETTE—Edwin E. Steinke, musician with Adrian's Orchestra, and Irene G. Guyette in Pond du Lac, Wis., October 17.

THOMPSON-MORGAN—Don Thompson, news editor and special events chief of NBC's Pacific Coast Division, San Francisco, and Kitty Morgan, of NBC's program department, in Virginia City, Nev., October 17.

Coming Marriages

Harry Lewis, musician with Tommy Rosen's Wisteria Gardens band, Atlanta, and Ruth Hughes, nonpro, in the Park Street Methodist Church, that city, October 30.

Louis Hayward, film actor, and Ida Lupino, film actress, soon.

Bernard M. Dabney Jr., Station WRIT continuity director, and Virginia Beal, of the Taylor Robertson advertising agency, soon.

Sally Clark, singer and night club entertainer, and George Xavier McLanahan, New York socialite, December 6.

Ben Blue, stage and screen comedian, and Leona Valce, nonpro, of Pasadena, Calif., December 10.

Gay Avery, announcer at Station WOW, Omaha, and Laura York, in the program department of that station, in that city soon.

Suzanne Vidor, daughter of King Vidor, motion picture director, and Earl Van Orman Armstrong soon.

Births

A daughter, Toni Suzanne, to Mr. and Mrs. Paul White in Doctors' Hospital, New York, recently. Father is special events director for Columbia Broadcasting System.

A 7½-pound daughter, Alice Jewell, to Mr. and Mrs. G. M. Lawless Jr. October 10 in Santa Monica Hospital, Santa Monica, Calif. Mother is the former Alice Lamont, of the vaude team of

Alice and Sonny Lamont and the Four Lamonts.

A seven-pound daughter to Mr. and Mrs. Murray McEachern October 9 in Hollywood Hospital, Hollywood. Father is trombonist with Glen Gray's Orchestra.

An eight-pound son to Mr. and Mrs. Bob Hannon October 8 in Chicago. Father is tenor singer with Buddy Rogers' Orchestra.

A daughter, Klarice, to Mr. and Mrs. Fritz Kuler in Ft. Worth, Tex., recently. Father is announcer at Station KTAF in that city.

A son to Mr. and Mrs. Theodor Strelbert in New York October 19. Father is general manager and vice-president of Station WOR and also vice-president of the Mutual Broadcasting System.

A seven-pound son to Mr. and Mrs. Robert Blaylock in Mercy Hospital, Des Moines, October 17. Father is a singer and emcee.

A 7½-pound son to Mr. and Mrs. Walter Comer, rodeo hands, in Springdale, O., October 17.

An eight-pound daughter to Mr. and Mrs. H. L. Odum in Dr. Luther Marshall Hospital, Geneva, Pa., October 17. Father is affiliated with the Holland & Odum Concessions and Amusement Enterprises, Conneaut Lake Park, Pa.

A son to Mr. and Mrs. (Nina) Maschino, formerly of the Naitos troupe, in Brooklyn recently.

A nine-pound son, Richard, to Mr. and Mrs. Tex Welsh in Madera, Calif., recently. Parents are associated with Krokos' West Coast Shows.

Divorces

Mary Tover, formerly Mary Korrmann of Our Gang comedies, from Leo Tover cameraman, in Los Angeles October 7.

Herman J. G. Goehlich, Cincinnati Symphony Orchestra musician and member of the Cincinnati String Quartet from Gertrude Goehlich October 10 in Cincinnati.

Adelina Poli Leonard, daughter of the late Sylvester Z. Poli, theater magnate from Francis J. Leonard in New Haven Conn., October 7.

Irene Shreve Valle, nonpro, from Ernest P. Valle, orchestra leader known professionally as Val Ernle, in West Palm Beach, Fla., October 18.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

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 in phonograph machines.

DUKE ELLINGTON

Edward Kennedy Ellington, Duke to anyone with the slightest interest in popular music, was born 30 years ago in Washington. His father was a government employee, and the Ellingtons owned their own home and an automobile in the days when automobiles were curiosities and not conveniences. Duke—he got the nickname in school because of his fastidious dress—went thru high school in the nation's capital and won a scholarship to Brooklyn's Pratt Institute. But before he started for the institute to become an artist he was playing piano in a dance band in Washington in the days during the World War when the capital was a crowded, bustling place, with orchestras kept continually busy at functions both public and private.

Putting off his departure for Pratt, the Duke played here and there with small Negro combinations until 1924, when he formed his own band, with Arthur Whetsol on trumpet; Sonny Greer, drums; Otto Hardwick, sax; Fred Guy, banjo and guitar, and Barney Bigard, clarinet. All, with the exception of Whetsol, are still part of Ellington's present 15-piece orchestra. The boys went to New York but were met with a steady stream of refusals in their quest for a job. Duke finally gave up, returned to Washington, but returned to New York to make one last attempt. This time he was successful, and 1926 saw the band playing at a place called the Kentucky Club. From then on it was up the ladder.

Ellington opened at New York's Cotton Club December 4, 1927, with his first large combination of 12 men, and since then he has held a unique place among Negro musicians as band leader, pianist and composer. His orchestra has met with success in theaters, ballrooms and night clubs too numerous to mention, and his music has earned him an enviable reputation among contemporary composers. Duke has written a lot of music in the last 10 years, and he figured out that his band could play three and a half days without exhausting the Ellington portfolio and without repeating any numbers. Among his better known works are *Black and Tan Fantasy*, *Mood Indigo*, *Sophisticated Lady*, *In a Sentimental Mood*, *Solitude* and the recently popular *I Let a Song Go Out of My Heart*. His greatest satisfaction from his writing came with the award of a first prize of \$2,500 by the American Society of Composers, Authors and Publishers for *Solitude*.

Ellington spent two months of the past summer undergoing and recuperating from an operation, but he is now back in harness and playing theater dates and one-nighters. He is also laboring over his most ambitious and pretentious composing job and has been off and on for the past five years. It is a sort of symphonic history of his race from its African origin to the current era of the killer-diller.

When he's in New York the Duke lives in Harlem's exclusive Sugar Hill section.

Sicking, Wurlitzer Party Draws Crowd

CINCINNATI, Oct. 23.—Phonograph operators of Southern Ohio were invited to attend a party and display of the new Wurlitzer models 500, 600 and 61 held in the spacious showrooms of Sicking Mfg. Co. here last night. The affair was well attended, local and out-of-town operators starting to arrive at 8 o'clock and remaining until the wee hours of the morning.

At 9 o'clock the assemblage was entertained with a floor show emceed by Morris Jones, local booker. After the floor show a brief and to-the-point talk, reviewing and explaining in detail the Wurlitzer trade-in plan, was made by (See SICKING, WURLITZER on page 74)



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.** Still plenty strong in over-the-counter demand and radio performances, and therefore necessary in the machines. Russ Morgan has an exceptionally good recording of it, altho there are plenty to choose from.
- So Help Me.** Taking an average of sheet music sales and air plugs, this is about the most popular ballad around today. Operators should be taking advantage of that. And with Mildred Bailey singing it to Red Norvo's accompaniment it's a doubly safe bet.
- Alexander's Ragtime Band.** Not until the picture has its day will this oldtimer be ready for the discard again. Bing Crosby, Connie Boswell and Victor Song do nobly by it with a clever, unequalled version.
- Small Fry.** Another film tune, and another Crosby number that's pretty high in public favor. Altho it would seem that the only record they'd care to listen to would be Bing's, Norvo and Bailey have waxed one that the nickel-droppers are going for.
- Lambeth Walk.** This English novelty dance caught on well over here, to the point where it's the fourth biggest sheet-seller this week. Russ Morgan enters the picture again with the smartest arrangement of the ditty, altho Duke Ellington offers a disc that isn't too far behind in listener appeal.
- Change Partners.** Still No. 2 among the glorified 15 best sellers of the week, altho it's following the downward trail as a radio song. But the former is the indication on how the public feels about it, and that's what counts in the phones. It's a toss-up between Jimmy Dorsey and Ozzie Nelson as to which band does a better job on it.

COMING UP—BETTER STOCK THEM

- Summer Souvenirs.** Maintaining a nice place among the most-played-on-the-air numbers and being reported as a potential seller by sheet music dealers, this looks good for operators. Several of them have been doing nicely with it already. Waxing in this instance is done by Larry Clinton.
- Heart and Soul.** Larry Clinton again, because the song comes from a Paramount short the maestro recently made. Altho it's strange for original music to be written for a movie short, and stranger still for it to become popular, that's just what is happening here. This is shaping up as one of the biggest fall numbers.
- Old Folks.** This one hasn't started to do much as yet, but when its publisher really goes to work on it it's likely to be plenty important. Its lyric twist makes it a natural for Southern operators, but its general appeal is universal. Bea Wain's vocal on the Larry Clinton *What, Again!* disc is enough to have them playing it all night.
- All Ashore.** Billy Hill, of *The Last Round-Up* and *Old Spinning Wheel* fame, turns out one in the groove of his *Lights Out*. This one looks particularly good, especially the way Sammy Kaye records it.
- At Long Last Love.** Cole Porter's hit from the Broadway musical *You Never Know*. Doing better than usual for a production number, notoriously difficult to plug into popularity. Ozzie Nelson delivers in the approved fashion with his smooth platter.

OPERATORS' SPECIALS

- Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.*
- Mexicali Rose.** This is one of the biggest phono numbers currently. Reason: Bing Crosby's waxing.
- My Reverie.** That Clinton man is here again with his lovely version of the Debussy classic.
- Jump Session.** Slim and Slam follow their *Flat Foot Floogie* and *Tutti Frutti* with another swell machine ditty. Very popular this week, according to reports.
- Martha.** This is positively the last time Larry Clinton is mentioned here—this week he's got the best plattering of the streamlined Von Flotow composition for anybody's purposes.
- Marie.** It made Tommy Dorsey and he's making it mean something to operators.
- Stompia' at the Stadium.** Another Dorsey item and a timely tie-up with the current football season and its attendant rah-rah spirit.
- Prelude to a Kiss.** The latest indigo ballad from the pen of Duke Ellington, played by a band composed of his star pupils and led by Johnny Hodges, the duke's ace sax man. Whole side is almost entirely given over to singing in the style of Ellington's *Sophisticated Lady*, but the mood here is even more blue.
- Mister Toscanini, Swing for Minnie.** When it comes to Minnie there's only one band they think of—Cab Calloway. Minnie is revived here in an amusing lyric number, well done in the usual Calloway hi-de-ho vein.
- Basin Street Blues.** Coupled with *St. Louis Blues*, this is a reissue of a Louis Armstrong disc made 10 years ago and just as good now as then. Where the Armstrong label goes strong this is a natural.

GOING DOWN—NOT WORTH PUSHING

- A-Ticket, A-Tasket, Ol' Man Moss; I'm Gonna Lock My Heart; Now It Can Be Told; You Go to My Head; There's a Faraway Look in Your Eye.**

Detroit Office of Atlas Remodeled

DETROIT, Oct. 22.—Remodeling of the new quarters for the Atlas Automatic Music Co. was completed this week. The company took possession recently. The old quarters on Linwood avenue were outgrown and a new location right near the heart of the city was thought more desirable for a distributing company of this type, according to Julian Kratz, manager.

The new spot is accessible from all parts of the city and is just on the edge of the downtown district, so that it is convenient to operators going downtown on other business. Parking space is available. Replacement of the original loading dock by a new concrete platform with a base six inches deep was made. The original dock was badly damaged by the heavy loading of trucks bringing in new Seeburgs to be sold thru the store.

A storeroom in front is equipped for display purposes, with general office adjacent. Neatly outfitted, this is destined to be, in Kratz's own words, "the hospitality center of Michigan." In addition, a two-story warehouse across the alley at the rear has been leased for use for carrying sufficient stock to serve all operators in the territory.

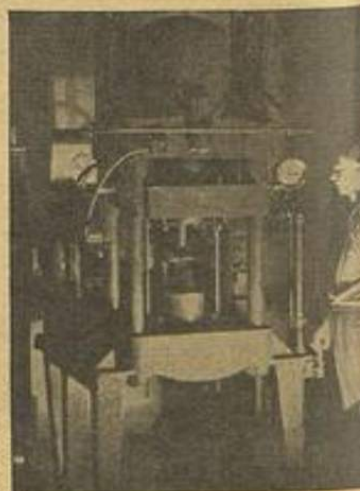
Playboy Orders Overtax Factory

CHICAGO, Oct. 22.—Announcement was made from the executive office of Rock-Ola Mfg. Corp. that the continuous demand for the Playboy coin-operated speaker has crowded factory production to the point that deliveries are behind schedule.

According to I. F. Webb, vice-president and manager of the phonograph sales division, many music operators have driven their own trucks to the factory to take out rush deliveries.

The Playboy coin-operated speaker was introduced early this year as a "running mate" for the Monarch-20 and the Windsor-20 phonographs. It is said, "The Playboy is an auxiliary speaker within an attractive cabinet—very similar to the big phonographs. You might call it a miniature copy—it stands 41 inches high. It has the same streamlined design, the same 99 per cent slip-proof multiple coin chute."

Says I. F. Webb: "Operators have learned from experience that the extra room can be made to pay good profits—particularly when the Playboy speaker is installed. It's a beautiful piece of furniture and it attracts the coins from the customers in the extra room who otherwise might not walk out into the main room and play the phonograph."



POWERFUL HYDRAULIC presses exerting a pressure of 150,000 pounds, such as the one pictured above, are necessary for the manufacture of such a small and delicate product as a Permo Point phonograph needle.

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.

Harlem, N. Y. C.

October 22, 1938.

To the Editor:
Since all of my locations are located in the Harlem district of New York City, I believe ops will be interested in the music that is going best in our "pic-nic-ops," as music machines are called here. While Harlemites prefer tunes close by men of their own race, they are not as "jitterbug crazy" as one would imagine. Bing Crosby's tune, *Music, Maestro, Please*; Duke Ellington's *Let a Song Out of My Heart* and several other numbers of the "sweet" type have been good money makers.

On the whole, however, our locations demand music of the type that will stimulate their patrons. They demand tunes that are solid in rhythm. That's why numbers recorded by Count Basie, Benny Lunceford, Chick Webb usually click. Cab Calloway, however, is no good at all. Most Negroes will tell you they don't like him because "he hollers too much." Pats Waller was a big favorite at one time but has been slipping of late, as have numbers made by Maxine Sullivan.

Among the white artists Bing Crosby leads. Tommy Dorsey and Benny Goodman are liked, as are Norvo and Bailey, Larry Clinton and Bunny Berigan. Numbers by Lombardo, Weems, Himber, Kay Kyser, Whiteeman and others of the "society" type are not worth putting on the machines. Crosby's numbers are peculiar in that it takes a long time for them to catch on. I noticed in the letters published in this column last week that Bing's *Mercola's Rose* is the universal favorite. Well, we've had that tune on our machines ever since it was released and it is just beginning to click now. It was the same with *One Rose and Sweet Lelani*, for they began to click with us just when most ops were beginning to take them out of their machines. Once a Crosby number catches hold, however, it's usually good for at least a three months' run.

Our present big money makers include *Jump Session*, by Slim and Slam; *Don't Make Me High*, by Blue Lu Baker, and *My Reverie*, by Larry Clinton. Chick Webb and Ella Fitzgerald's rendition of *A-Tisket A-Tasket* is a big one for us, as are some of the later tunes by Basie, Lunceford, Billy Holiday, the Mills Brothers and the Ink Spots. Slim and Slam's *Tutti Frutti* is holding up well, but their *Jump Session* is taking the big away from the former disc. Heard the Ink Spots do *My Own* over the air the other night and, take it from me, it will be a hit when recorded.

In selecting records for my machines my eight years of experience with Negro locations has shown me the wisdom of relying principally on the artist. I listen to tunes played by the bands. I know what to go on my machines and select those that my sixth sense tells me will click. Of course, there is one thing peculiar about Negro spots in that the

patrons do not tire of a tune they like very quickly. The average life of a "hot" tune on my machines is about three months, and we weren't able to take *I'm Going To Write Myself a Letter*, by Pats Waller, off the machines for six months after it was released. —AL BLOOM (King Al of Harlem), secretary Automatic Music Operators' Association.

Detroit

October 22, 1938.

To the Editor:
It's time that we woke up to the fact that we are selling music not phonographs to the public. According to my opinion as an operator, the top tunes here are the latest recordings by Bing Crosby and Tommy Dorsey. Bing's *Mercola's Rose* is little short of terrific. Colored bands also are big money makers here. *A-Tisket A-Tasket*, by Chick Webb, with vocals by Ella Fitzgerald, is the best number we've had in months. It is still going well in both colored and white spots.—HARRY GRAM, Marquette Music Co., Detroit.

October 22, 1938.

To the Editor:
Mercola's Rose, by Bing Crosby, is my big money maker at the present time. Many of my locations are beer gardens where older folks gather and like to sing after they've had a few drinks. The songs they know best are the old-time favorites and consequently I keep my machines well stocked with reissues of tunes that were popular 20 and 25 years ago. Of course, this policy will not pay everyone, but these are type tunes that make the most money for me in my locations.—FRED RICHARDSON, Detroit.

Oklahoma City

October 22, 1938.

To the Editor:
In the Southwest, where operators must keep a close eye on new string band and cowboy numbers if they want their automatic phono machines to get the best play, the motion picture success *Alexander's Ragtime Band* has put the machines on a busy basis. The best recording for general popularity in all types of spots is that by the Boswell Sisters, with Benny Goodman running a close second. The recording by Bob Wills and his string band gets a strong play in these parts, and operators who watch their spots can get a lot of extra nickels by placing this type of record in the right places. Altho *Alexander's Ragtime Band* sets the pace, other recordings from that production are getting a strong play in all locations.

Experience here has shown that it pays dividends to keep an eye on the movies and their box-office appeal in your various localities. When a picture shows in one location and demonstrates drawing power that's the time to stock your machines in that locality with songs from the show. It pays, and our receipts prove it. Out of *Alexander's Ragtime Band*, for instance, I've stocked most of our machines with *Merle*, by Tommy Dorsey; *Now It Can Be Told*, by Bing Crosby, and *My Walking Stick*, by Dorsey, in addition to the different recordings of the title piece, and they've gone over in a big way.

In this part of the country there are many taverns where string band and cowboy ballads will get a better play than the leading orchestra, and outstanding vocal numbers. We've hit pay dirt, for instance, by plugging the Bob Wills numbers. His *Spanish Two Step* has been one of my best numbers for a long time and is still going strong, and his *Steel Guitar Rag* is still bringing in the coins. Another good number for

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ROWE ARISTOCRAT (6 Columns) \$22.50
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this type of location right now is *New Steel Guitar Rag*, by Bill Boyd.

Bing Crosby's *Mercola's Rose* and *I've Got a Pocketful of Dreams* are doing equally well in all my machines. Two new numbers that have shown increasing popularity are *Yes*, by Larry Clinton, and *Charge Partners*, by Jimmy Dorsey. It looks as tho they'll both develop into real money makers.

For a general-drawing disc for all types of location Josephine, by Wayne King, continues to stay near the top. The same number by the Mill Herrin quartet is a good nickel getter for most spots. *Ole Man Moses*, by Eddy Duchin, is still hitting it strong as the best novelty number around.

Machines in the high school and college spots need particular attention so your records don't go stale on you. *Sixty Seconds Got Together*, by the Mills Brothers, and *So Help Me*, by Russ Morgan, are popular in those spots right now.—LLOYD L. BARRETT, Oklahoma City, Okla.

Count Basie, Andy Kirk, Harry James, Lionel Hampton, Tommy Dorsey, Duke Ellington and Bob Crosby, the latter with most any of his stirring Dixieland-styled swingaroes, always pan out profitably. Basie and Kirk are particularly faves in the Kansas City area, as both men—and members of their bands—hall from Kaycee. In Negro districts I find Benny Goodman to rate as well as the colored artists, also Jimmy Dorsey.

For the opposite type of people, as in cocktail bars and lounges, I find it difficult to ascertain what is wanted. If it's a strictly class spot Eddy Duchin, Al Donahue and Henry King can click. But on the whole I would rather gamble on the real fives awing units. The society combinations, with their fiddles and piano solos, somehow fall flat. Maybe this isn't a sophisticated town for such fare.

Occasionally a good race record goes well, also hillbilly tunes. Negro spots here use both. The so-called "dirty records" are not good and I refuse to bother with them. I am convinced they should not be used on any location.—TIM CRUMMETT, Central Distributing Co., Kansas City, Mo.

Kansas City, Mo.

October 22, 1938.

To the Editor:
Letters from other phono ops in the Middle West which were published in last week's issue of *The Billboard* proved vitally interesting to me as well as other ops in this area. But I have a few ideas of my own regarding the records which garner the coins best and am delighted of the opportunity to pass them on in this new column.

Current pop hits usually are the best, no matter what the location. In the group of current hits now doing okeh I should place *So Help Me*, *Small Fry* and *Now It Can Be Told*, all recorded by Red Norvo and Mildred Bailey. Kay Kyser's *At Long Last Love* and *Ya Got Me* also are proving strong draws, as is Larry Clinton's *Summer Souvenirs*, an up-and-coming ballad. Several raves of a month ago are fast losing ground. In that class I place *Alexander's Ragtime Band*; *Music, Maestro, Please*; *You Go to My Head* and *My Walking Stick*, all waxed by a dozen different bands. And if I may express a feeling, or call it a prediction, I look for *You're a Sweet Little Headache* and *I Have Eyes*, both from the picture *Paris Honeymoon*, to move up swiftly. Norvo also has a dandy double of these, but I suspect they will not be as successful as most of his are because Mildred Bailey's vocals are absent. At any rate I am banking on the tunes. Another which looks good is Skinnay Ennis' version of *Girl Friend of the Whirling Dervish*, paired with *Garden of the Moon*, which has slipped here slightly. The *Dervish* ditty has what it takes. And regardless of locations, it seems to pull the nickels.

It's a fact nowadays that an operator must pay strict attention to locations and the clientele of same. Near high schools and on college campuses a good swing band always will guarantee good returns, and the music doesn't necessarily have to be brand-new. Benny Goodman's *Margie*, *Roll 'Em*, *One o'Clock Jump* and *King Porter*, for example, are ace discs, as are Jimmy Dorsey's *Dusk in Upper Sadsusy* and *Kelly-Lee*, Johnny Hodges, Teddy Wilson, Chick Webb,

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New Orleans

NEW ORLEANS, Oct. 23.—The country boys are flocking to the city these days just like the ducks migrating from the North. Coin machine distributors say that out-of-town visitors have trebled in number since the first of the month and what at first looked like a normally good fall and winter season now appears to be pointing to one of the best years in the history of the industry. Sales are likewise decidedly better than some had anticipated, with operators taking high-priced material along with cleaning up the local market of all available good second-hands. Those who deal exclusively in second-hand pin games, slots and phonographs report the briskest turnover in many months, with some of the better known machines getting so scarce that "shopping" becomes necessary for machine-seeking ops.

Bell Distributing Co., local distributor for O. D. Jennings and H. C. Evans products, has moved into new quarters at 825 Poydras street. The firm plans a grand "housewarming" in the next week. Small Iscopanelli, manager, announced.

Ton Russo is from Belle Rose, La., and so he couldn't stand the temptation of buying a line of Dixie Belles when he visited here recently for operation in the old home town. "Belles belong together," Russo said when he handed out a check to cover the costs.

Bob Schwarz, of H. C. Evans Co., has returned to Chicago and home after four weeks in New Orleans, during which time the Evans company was rigidly trying out a new idea in console games. "This new machine has been put on the best location in Louisiana and made to compete with some of the better known games already marketed on a national scale," Schwarz reports. "The results have convinced us that we will be ready to show this new console off at the two shows this winter. We have already been taking orders for the new machine, although we have not as yet advertised it or officially placed it on the market. The Evans company wants to first make sure that the game will top all others now existing before putting it definitely on the market."

Schwarz, who insists that the "t" be left out of his name, is confident that the coin machine business will enjoy a big fall and winter season, especially in this area. He has completed a thorough study of conditions in the New Orleans section along with the Evans distributor, Bell Distributing Co., and is confident that his company will enjoy one of its best winter seasons in New Orleans.

At a gathering attended by practically every big phonograph operator in the city, members of the United Music Operators' Association Wednesday morning paid honor to its legal adviser, Clem Sehart. With Jules Peres, vice-president of the association, making the presentation, Sehart was given a new Wurlitzer phonograph which was rebuilt to turn off and on with a control switch instead of the usual slot. The party was held in the office of President George Brennan on Carondelet street. Record distributors and retailers of the city chipped in with a dozen of the best recordings to go along with the phonograph gift.

F. P. (Buster) Clegg, head of the Great Southern Novelty and Music Co., in Dallas on a business trip.

J. L. Ward, factory rep of the Stancor

Pack Co., Chicago, called on the territory representative for Stancor Packs, the Dixie Coin Machine Co., while on a tour of the Southern territory.

The Pace family, including Papa Julius Pace, local ops' prey, is very busy these days keeping up with social engagements. While sister Gerry features as solo singer for name bands in this section, Julius as vice-president of the Italian Union Association headed the committee for celebration of Columbus Day. Philip Pace, son, and recently joining his dad in business, headlined an all-star boxing card scheduled to feature entertainment for men delegates to the Eighth National Eucharistic Congress.

So great has been the demand for Bally's Fleets that the Chicago factory has turned out an extra round lot order for the Dixie Coin Machine Co., local distributor. A full car lot was sold in a single day recently and from the looks of the display room on Poydras street the "Fleet Is In."

Frank Allist, coin machine row's fishing champ, seen buying a lot of new Deval Tally counter games to get ready for the expected winter influx of visitors.

What must that Rampart street music operator have in mind when he stores a progue in the rear of his office? The funny part of it is that New Orleans has never before suffered such prolonged spells of dry weather and the Mississippi River is so far below flood stage that the Gulf's salt water has been backing in.

Sam Gentilich, of the Dixie Sales Co., has returned from a successful sales tour of the North Louisiana territory in the interest of the J. P. Seeburg line of phonographs.

It's a boy at the home of George Ross at Hammond. At the Ed Willie home, however, it's a girl born early this week. And only recently Willie's little four-year-old daughter said she surely didn't want a brother. What will child influence do to us next?

In and out they have been coming at the C. & N. Sales Co., on Poydras street. Joe Luccia, of the Capitol City Novelty Co., Baton Rouge; E. A. Price and W. J. Tortorich, of the same village, and Roy Morics, Litcher, all came in while this correspondent stood by. And every one bought some merchandise.

Leon Fontana came in from Bogalusa, La., and took on new equipment. E. J. Thoman, Slidell, La., op. also spent time on a shopping trip taking on a line of Evans and Jennings machines. Both were optimistic over fall prospects.

The Standke Music Co. has moved from 225 Baronne to 437 Baronne, opposite the Jung Hotel. The firm handles a full line of Decca, Brunswick and RCA-Victor recordings.

Death came recently to Theodore Bruning, 63, owner of a roadside inn at West End and a former coin machine op., but much better known for his fine reputation as a life-saver. The Brunings were among the first to settle on the edge of Lake Pontchartrain, north of the city, and many a thrilling tale has been written on the sheets of local dailies concerning the rescues of Theodore Bruning and his brother, John. To them has been credited the saving of no fewer than 100 lives.

Fort Worth

FORT WORTH, Tex., Oct. 22.—Fort Worth ops are feeling a slight increase in machine receipts due to the cooler weather which has hit Texas. The cool, crisp days and nights put more zest into the players and it seems that they shoot a lot of extra games, play a few more records and bang out additional numbers from the salesboards. The Big State Fair has also brought a lot of out-of-town folks thru the city who no doubt have been dropping some coins into the magic chute.

Operator Jensen, of Wichita Falls, was a Fort Worth visitor recently. He stated that things in his territory were only fair.

Lee Moore, active Fort Worth oper-

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at Following News Stands
Broadway and 42d St., Times Bldg., News Stand.
Broadway and 43d St., North End of Times Bldg.
Broadway and 47th St., N. E. Corner.
Broadway and 50th St., S. E. Corner.
Broadway and 50th St., N. W. Corner.
Broadway and 50th St., S. W. Corner.
Sixth Ave. and 50th St., S. W. Corner.
Seventh Ave. and 42d St., Rialto Theater Bldg.
Seventh Ave. and 42d St., S. W. Corner.
Seventh Ave. and 47th St., S. E. Corner.
Seventh Ave. and 47th St., N. W. Corner.
Seventh Ave. and 47th St., N. W. Corner.
Eighth Ave. and 42d St., S. W. Corner.
Eighth Ave. and 42d St., N. E. Corner.
Eighth Ave. and 49th St., S. E. Corner.
Eighth Ave. and 51st St., N. E. Corner.
Eighth Ave. and 57th St., N. W. Corner.
750 Eighth Ave.
244 West 42d St.
301 West 48th St.

Clip the Above List for
Future Reference

ator, is seen daily along the row. Lee has been operating in and around the Panther City for several years. He is a high-class op and a swell fellow.

Fort Worth operators were made sad upon hearing of the passing of Mrs. Jack Keeney. A number of the operators were acquainted with Mrs. Keeney, while others knew Mr. Keeney, he having paid Fort Worth several visits and also having met them in Chicago at the various shows.

Jimmy Trout, former Port Worth op and now an operator at Gainesville, Tex., is making good in the North Texas border town. Jimmy keeps equipment going in and around Gainesville and across into Southern Oklahoma. Gainesville is the home of the famous Community Circus.

Salesboards are still in favor with Fort Worth ops, as well as the smaller counter machines. Lots of this type of equipment is being used by cow-town ops these days.

Ernest Walker and family attended the big football game at College Station on October 15. Ernest is the sporting fan of the Fort Worth operators and attends all games of sports during the year.

Any Fort Worth operator will bet you his last dime that T. C. U. can whip Yale, Harvard, Army or Navy any day between now and Thanksgiving. If the game can be arranged let us know.

Kansas City

KANSAS CITY, Mo., Oct. 23.—Intense activity of phonograph operators in the Kansas City area was responsible last week for the opening of a local branch office of the Decca Distributing Corp. The new quarters are at 1406 McCone street, in the heart of the Kansas City business district. The move was greeted enthusiastically here by most ops, because formerly they were forced to order from St. Louis.

In the first four weeks of operation of the new cigarette tax of 2 cents a pack on all smokes sold inside the city limits the city realized an income of approximately \$50,000. Enforcement of the new law began September 28 in order to obtain funds to pay salaries of 3,000 city employees who in former years were forced to take 50 per cent salary cuts the last three months of each year. No cut will be instituted this year, H. P. McElroy, city manager, said. Officials are pleased with the showing to date, but citizens still grumble about paying the additional impost.

There's plenty of activity in the coin machine field here as October nears an end. Good business is reported by the

Central Distributing Co., United Amusement Co., Great States Mfg. Co., Universal Mfg. Co. and other manufacturers and distributors of coin-operated machines. Extreme hot weather has not helped things; however, leading observers to believe banner biz will be enjoyed once the cool rainy days of November set in in advance of winter.

SICKING, WURLITZER—

(Continued from page 72)

Harry Paine, Wurlitzer's district manager.

L. P. Branson, Wurlitzer's service director in this district, gave the boys some very good pointers on successful operation.

Everyone enjoyed the appetizing buffet luncheon and refreshments served thruout the evening. In fact, Bill Marmer and Ben Goldberg, of the Sicking firm, were voted splendid hosts by the operators in attendance.

OFF THE RECORDS—

(Continued from page 14)

Teddy Grace, former Mal Hallett vocalist, whose laryngeal outgivings are devoted to the coon-shoutings, gives full and lowdown voice to *Crazy Blues* and *Lose Me or Leave Me*. The musical back-up commands further attention, what with a black-and-white round-up of pianist Billy Kyle, solid Jackson Teagarden's tromboning, git-boxer Dave Barber, bassist Delmar Kaplan and skin-beater O'Neil Spencer.

For primary listening appeal, Decca has delightful albums played by Harry Horlick in the salon style, including such parlor-piano standards as *Melody in F*, Schubert's *Serenade*, *Träumerei*, etc., and harking back to his A & P. Gypsy days, 10 sides of Emil Waldteufel's Viennese waltzes. An album of tango music by Pancho and his orchestra is on the disappointing side. Next of that verve and color that the tango lends itself musically is captured by the maestro, giving nothing more than stock standard foxtrotology to the compe. For sentimentalists and fire-siders Stephen Foster Melodies get that homey treatment in the harmonizing of Frank Luther, assisted by the Lyn Murray Quartet.

The Victor Labels

BENNY GOODMAN reverts to the killer-diller type for Victor, digging out his old Fletcher Henderson arrangements to give that solid drive to *Merpis* and *Russian Lullaby*. Platter-mate Tommy Dorsey dishes out the pops for right rhythmic dandipation, Reinbo *'Round the Moon and Stompin' at the Stadium*. Bunny Berigan, characterized by some very sloppy playing, fails to justify his existence on the six-bit label with *Let This Be a Warning to You, Baby and Father, Dear Father*.

The moderately priced Bluebird line debuts the Eddie DeLange, former partner in the Hudson-DeLange coterie. Sides are styled primarily for the coin machine trade and are undoubtedly to those likings. Sides, *Willie the Weeper*, *Pop-Corn Man*, *Jump Jumps Here and Buffon*, *Buffon, Who's Got the Buffon*, are mostly novelty wordage, the best singing chorus ensembles to back shouting Elisse Cooper. Which seems like the right formula since the band sounds mighty weak as a single during its few instrumental passages. The label does offer a pleasant surprise in Shep Fields whose rippling rhythm has leveled out. *His Curly-Headed Boy* listens as smart and smooth, glasses and gourds minimized rather than predominating in dandipation.

The Brunswick Basket

WITH orchestrations rich in tonal effects, mostly stringy, Andre Kostelanetz offers his familiar radio arrangements on Brunswick. *Steamp Fire* and *The Man on the Flying Trapeze* are true to Kosty form but strictly for fans. Eddy Duchin cuts a dandy double, his smart symphonic swell-sounding for *My Reverie* and *How Can We Be Wrong*. Red Norvo gives a righteous lift to his movie songs, *You're a Sweet Little Thing* and *I Have Eyes for You*. The forthcoming *Paris Honey* is...

The Vocalion discs are highlighted by Nan Wynn's svelte singing, rhythmic and refreshing for *The Gandy Dancer* (an apropos name for the kids who hang around the swingmaster's band stand) and the ballad *Think It Over*. More exciting revolutions are waxed by Duke Ellington's Johnny Hodges, who has a jumper in *The Jeep Is Jumpin'*, right Plattermate is Ellington's *Prelude to a Kiss*, a soulful song sung by Mary McHugh, who captures the indigo mood of the tune.

WURLITZERS FOR SALE

178 Wurlitzer Phonographs, Model 412, in first-class condition, mechanically and in appearance, \$64.50 cash. F. O. B. Denver, Colo. Boxed. Any quantity.

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LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

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LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Operating and Maintaining

By FRED BESSERN

A department on the repair and upkeep of coin-operated machines. A year's subscription to The Billboard is offered for the best letter received from an operator each month on any phase of the subject.

Relay Adjustment

"Dear Sir: I have some of the mystery selection games that have proved so popular within the last year or so, the type that gives the player variable odds and mystery selections for each coin played. I have been having some trouble with the odds on these games. The high odds remain on the backboard until the ball goes into a winning hole and then the odds jump to another value, sometimes higher and sometimes lower. My odds selector seems to be in good condition. The wipers always make good contact and apparently there is no loose wiring. Even so, the above condition continues to exist, and I am at a loss for the remedy. —S. T. B. CUNHAM, Ohio."

Answer: On games of the type that you describe there is a relay that shifts the odds indicator light circuit from one set of lamps to another. This relay is inserted into the circuit to allow all the odds lamps to attain their normal brilliance while the odds selector is rotating.

In most designs this relay employs a single pole double throw switch which is nothing but a three-leaf switch arranged in such a way that the middle leaf is contacting either one of the two outer leaves. Thus when the relay is not energized (which is the condition usually existing when the selectors are not rotating) the middle leaf touches one of the two remaining leaves. In a great majority of designs this middle leaf touches the inner leaf which illuminates the regular odds. When the relay is energized it shifts the middle leaf, so that instead of contacting the inner leaf it makes contact with the outer leaf. This condition will illuminate the rotating odds, wired into the circuit so that the lamps will attain their normal brilliance even while the odds selector is rotated. Now here is where your trouble occurs. When the spin is completed the relay should return to the position that shows the regular odds, but it is either sluggish or dirty and does not return all the way. Thus the rotating odds are still being illuminated (whereas they should not be when the spinners are not rotating), and when a winner is hit the movement of the payout unit will jar the relay the remaining distance it should normally have moved and indicate another set of odds values. When the relay is jarred into its correct position it will shift the middle leaf from its contact with the rotating odds to the contact with the regular odds, and thus will occur the condition that you describe.

The remedy is simple. Separate the contact leaves sufficiently so that the middle leaf contacts either the outer or the inner leaf but never both at the same time. You might not have to adjust the switch leaves at all, as it might only be that the relay is dirty and should be cleaned to allow the relay plunger or armature to operate properly.

Condenser Prevents Switch Arcing

"Dear Sir: Some of the switches on my games are arcing quite badly when they break the circuit. The contacts become pitted and stick together frequently. I clean them often and file them to a smooth surface, but this does not last long with a heavy play on the games. Can you help me? —A. K. PELKEN, Texas."

Answer: From your description it is apparent that your switches are breaking a circuit containing a coil, such as a spinner coil. In arrangements such as this the coil circuit usually has a relatively large current drain, which causes the coil to generate a large "kickback" voltage technically known as a counter-electromotive force. This countervoltage tends to prevent the current flow in the coil from decreasing (or stopping entirely when the switch is opened), and thus forms a heavy current that must be broken by the switch. A simple method to reduce this arcing is to connect a condenser across the two terminals of the switch. The expression to connect the condenser across the switch terminals means to connect it in parallel with the switch. An average condenser to use would be one of about 10 microfarad capacity, rated at about 300 to 300 direct current, peak volts. Even the voltage employed to operate the unit might only be 30 volts, the above mentioned "kickback" voltage might be five or six times that high, which necessitates the high voltage rating.

Switch Adjustment

"Dear Sir: Here is a little trick that it took me some time to discover but which I wish I knew long ago. It is so simple that I am ashamed to admit how long it took me to discover it. I found that the players were shooting a ball and just before it lodged in a hole they would release the coin chute and catch the ball. Then as the spinners were rotating the payout unit would start and stop as the selections on the spinner passed over the contact connected to the hole switch in which the ball was lodged. The payout unit would not always pay out, but upon repeating the above procedure the next time in all probability the unit would kick out two coins. Not only did this occur on payout pin tables but also on my consoles. Then I finally discovered that all of my payout tables and consoles have a switch in series with the payout circuit that is held open while the spinners are rotating and does not complete the payout circuit until the spin is finished. With this knowledge it was an easy matter for me to correct my trouble. —P. G. SMITH, Indiana."

Answer: In most cases of trouble shooting the remedy is usually simple once the problem is thoroughly understood. This trouble shooting is like anything else, the more we know the easier it becomes, and the easier it becomes when we know where to look for the trouble. On a new game it is difficult to know offhand where to look, but an intelligent study of the wiring diagram of a game will repay the time spent on it in many ways. There is no great need for a thorough knowledge of electricity, but just to know that the current starts from one terminal of the transformer, is directed thru the payout circuit and must return to the other terminal of the transformer is really all that is basically necessary. I know that there are numerous terminals on a transformer, and it is no joke to have to choose the correct ones in the dark. A cheap pocket voltmeter will be of immeasurable help. It is then possible to determine where the current starts and where it ends. Some familiarity with the wiring diagram is the next logical requisite, because you can't travel without a map the first time.

It is not absolutely necessary to be entirely familiar with the insides of a game selector or an odds selector. To know how the wires should go in and how they come out is enough. The insides of all of them are about the same, with some variation on each game, and we are not interested in anything but why the current does or does not flow. To sum it all up, remember that the current starts from the transformer, passes along the wires thru the various units and returns to the transformer. The path it takes is shown on the wiring diagram, and 15 minutes' study of the diagram cannot but be of help when you want that quick repair during the "rush hours."

Bally Appoints Eastern Distrib

CLEVELAND, Oct. 22.—Modern Automatic Sales Corp. has been appointed distributor for Bally Mfg. Co. in the Cleveland area, according to an an-

nouncement by Jim Buckley, Bally general sales manager.

Said Jim Polizzi, head of the newly appointed distributors, "Bally has always enjoyed the confidence of Cleveland operators and they are pleased to have assurance of prompt delivery on Bally games. We will shortly start an intensive sales campaign on Bally games."



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CONSOLES. Keeney's Red Head Track Time \$124.50 Evans' Gangstalls 99.50 Evans' Gangstopping Dom- inoes 144.50 Keeney Ball Time (1938) 94.50 Jennings Derby Day (Latest Model) 79.50 Bally Teaser 39.50 Ray's Track 79.50 Bally Favorite 49.50	PAYTABLES. Fleetwood \$69.50 Ark-Sun-Mun Multiple 62.50 Bally Entry 39.50 Quinella Multiple 69.50 Arlington 31.50 Rover 30.00 Chassis 19.50 Gottlieb Football 26.00	Paces Races (Walnut Cabinet, Late Serials) \$150.50 Jennings Liberty Bell (Flat Top) 54.50	Gottlieb Derby Day \$29.50 Gottlieb Speed King 29.50 PHONOGRAPHS. Rock-Ola Regular \$ 59.50 Rock-Ola Rhythm Mas- ter (16 Records) 92.50 Wurlitzer 816 139.50 Wurlitzer 716 147.50 DeLuxe Dancemaster 59.50 Seeburg Model A 59.50 Seeburg Rex (Illumin- ated Grid) 155.00
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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, Sights, Counter Games and Phonographs.

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CLEVELAND - CHICAGO AMUSEMENT SALES CO., 2729 PROSPECT AVE., CLEVELAND, O.

Atlas Reporter Writes Again

CHICAGO, Oct. 22.—Atlas Novelty Co. observer at large, has penned several notes regarding Atlas activities taking place in various offices of the Atlas organization. They follow:

"Phil Greenberg, manager of the Atlas Pittsburgh branch, is convalescing from a serious cold and will soon be back on the job. During his confinement Art O'Melia, sales manager of the Pennsylvania territory, handled Greenberg's office duties. O'Melia plans an extensive tour thru the State upon Greenberg's return.

"From Detroit the Atlas Automatic Music Co. manager, J. Mike Kratze, advises that the headquarters and show-room have been moved to a more centrally located position. The new offices are now located at 3151 Grande River avenue.

"Morrie Ginsburg, recently returned to the Chicago office after a trip to Pittsburgh, is fully confident that Atlas is forging steadily ahead and regards the future as bright."

Schaeff Increases Factory Force

CHICAGO, Oct. 22.—"Due to an increased demand for our Topper and Universal bulk vending machines, we have found it necessary to add to our working force," said Harold M. Schaeff, of Victor Vending Corp., this week.

"This expansion in personnel will permit us to make shipments promptly and meet the growing demand for both vendors," he added.

Correction

In a recent issue of The Billboard, a story referring to Eddie Ginsburg, of the Atlas Novelty Co., attributed a quotation made by Ginsburg to Eddie Ross. To quote Ginsburg: "There is an Ed Ross in the coin machine business and it's a well-respected name. However, I still like the name the rest of my family wears and by which the boys in the trade know me, even though I've almost been 'roasted' out of my original identity by a host of jocular Billboard reader-customers."

200 RECONDITIONED USED MACHINES

NOVELTIES. Zeta \$55.00 Handicap 39.50 Bally Reserve 34.50 Jungla 29.50 Day Time 29.50 Airway 28.50 Bulls Eye 28.50 Topa 22.50 Chico Baseball 19.50 Vogue 18.00 Mare 18.50 Silver Flash 17.50 Dux 16.50 Ohio Derby 15.00 Stoner Races 14.90 Eds 14.50 Speed 13.50 Exhibit Basket- ball 12.90 Homestretch 10.00 Mad Cap 4.00	Sheet Box \$ 4.00 Electric Score- board 6.00 PAYOUTS Tarforan (Cash sale) \$40.00 Turf Champs (Ticket) 21.50 Finewood 59.50 Flicker (New Cabinet) 15.00 All Races (Ticket) 16.50 COUNTER GAMES Real Sport \$ 7.00 Daily Races Jr. 12.50 Wagon Wheel 7.00 Sportland 7.00 Kourder King 9.00
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PHONOGRAPHS
 20 Seeburg 1936 Selectophones \$32.50
 20 Seeburg 1936 Model "A" Sym-
 phonas (Walnut) 49.50
 5 Seeburg 1936 Model "D" Sym-
 phonas 69.50

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CONSOLES

TRACK TIME (Red Head, Late Model) \$129.50 TRACK KING (Mills) 79.50 STONER'S SKILL DERBY 75.00 SILVER BELL 64.50 PACES RACES (20 to 1) 69.50	AUTOMATICS PREAKNESS \$ 35.00 TURF CHAMPS (Ticket Model) 24.00 GOLDEN WHEEL 19.50
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A phenomenal hit! Makes small investment pay BIG profits! Gives players thrills of real 5-card poker with deuces wild! Has everything it takes to keep 'em playing! 5 spinning reels—7 winning combinations! Awards from 2-1 to 30-1, indicated on award card. Vends Ball Gum with each play. Get LITTLE POKER FACE in your locations quick... it's the best buy you ever made at only.....

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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. 2,132,444.

Pertaining to Amusement Device.

Application, February 12, 1936.

Issued October 11, 1938.

Number of Claims, 18.

Inventors' Names—Arthur Bulmer Smeal and Walter Kingsley Jull, Calgary, Alberta, Can.

Claim 6—In an amusement device of the class described, a plurality of vertically disposed channels, a weight for each channel and freely movable therein, means for imparting motion to each weight to project the same upwardly within its corresponding channel, a plurality of movable means disposed in back of each channel at predetermined levels thereof, each for catching and suspending the corresponding weight projected upwardly therein at the conclusion of its upward motion, means carried by each weight for visually indicating the position thereof within its channel, and means controlled by said movable means for separately recording the position of said weights projected upwardly in said channels when said weights engage therewith and are suspended thereby.

Patent No. 2,132,804.

Pertaining to Vending Machine.

Application, October 10, 1936.

Issued October 11, 1938.

Number of Claims, 7.

Inventors' Names—Myron H. Richardson, Chicago, and Albert E. Gebert, Wilmette, Ill.

Assigned to Advance Machine Co., Chicago, Ill.

Claim 1—In a vending machine, an ejector, check controlled mechanism embodying an oscillatable check carrier provided with a plurality of check receivers, a check inlet with which one of said receivers has communication, a check discharge outlet with which the other of said receivers has communication, means for oscillating said carrier, means for positioning a proper check with respect to one of said receivers to be delivered thereinto for actuating the said ejector, and means operating to direct an inserted magnetic check from said position to the other of said receivers to be delivered thru said outlet upon actuation of the check carrier and without actuating said ejector.

Patent No. 2,132,993.

Pertaining to Automatic Phonograph.

Application, August 24, 1936.

Issued October 11, 1938.

Number of Claims, 20.

Inventor's Name—John R. Mitchell, Dallas, Tex.

Assigned to Rudolph Wurlitzer Co., Cincinnati, O.

Claim 11—In an automatic phonograph, a tone arm, a turntable adapted to

support a stack of records, a vertically reciprocable spindle extending thru the record-stack and having laterally displaceable coupling means thereon selectively engageable with one or another of the records about its opening for supporting the same on the spindle to effect the splitting of the stack above the one selected to play upon the upstroke of the spindle and to provide an operating clearance space for the tone arm, said spindle elevating the split portion of the stack on its upstroke and lowering the same on its downstroke, an adjustable selector mechanism for controlling the engagement of the record-coupling means with that record above the one selected for play, and an operative connection between said coupling means and said selector mechanism for governing the displacement of the coupling means at a predetermined time in the movement of said spindle.

Patent No. 2,133,165.

Pertaining to Amusement Device.

Application, July 8, 1935.

Issued October 11, 1938.

Number of Claims, 17.

Inventors' Names—Irwin W. Eisenberg, Alhambra, and Fritz W. Falck, Hollywood, Calif.

Claim 1—In an amusement device of the class described, the combination of: a deck having a plurality of lanes thereon; shafts rotatably supported adjacent the ends of said lanes; a plurality of aligned sets of pulleys mounted on said shafts in parallel relation with said lanes; a belt member extending over each set of pulleys; a racing piece in each lane attached to a corresponding belt member; means for rotating one of said shafts in a belt advancing direction; a plurality of clutch elements secured to said belt advancing shaft and normally out of engagement with the respective pulleys; means for repeatedly and intermittently engaging the respective clutch elements with their pulleys independently of each other; means for varying the intervals of operation of the respective clutch engaging means thereby varying the rate of advancement of the respective belts and pieces; means for rotating the other of said shafts in a belt retracting direction; clutch means secured to said retracting shaft and adapted for engagement with the respective pulleys thereon; and means for simultaneously engaging all of said retracting clutches.

Design Patent No. 111,702.

Pertaining to Design for a Phonograph Cabinet.

Application, August 22, 1938.

Issued October 11, 1938.

Name of Designer—Paul M. Fuller, Chicago, Ill.

Assigned to the Rudolph Wurlitzer Co., North Tonawanda, N. Y.

The ornamental design for a phonograph cabinet substantially as shown and described.

Weinberger in Mexico

LOUISVILLE, Oct. 22.—Leo Weinberger, of Southern Automatic Sales Co. here, writes that he is enjoying the cactus, bullfights, donkeys and thatched-roofed houses in Mexico but will be glad to return to the United States.



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SLOTS.		Track Times		Daval's ODD BALL	
25 Jennings De Chiefs	\$38.00	Exhibit's Shoot the Moon	44.50	Genco's JITTERBUGS	74.50
20 Mills Blue Fronts	35.00	Pacific Rosemont, 5c &		Genco's RAGTIME	89.50
9 10c Mills Blue Fronts	39.00	25c Slot	44.50		
CONSOLES.		NEW NOVELTY GAMES.		USED GAMES.	
Galloping Dominos, 5c.	\$65.00	Stoner's RITZ	\$55.50	10 Bally RESERVES	\$24.50
Galloping Dominos, 25c	99.50	Exhibit's REGATTA	80.50	5 Zets (Like New)	40.50

TERMS: 1/3 Down, Balance C. O. D.

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Western Baseball, Late Models	\$75.50	Wurlitzer Model 716	\$129.50
Bally Fair Grounds, Large Packs	59.50	Rock-Ola Imperial 20	129.50
Panama All Star Baseball	49.50	Seaburg Melody King	119.50
Kirk's Jig Saw Blow Ball	49.50	Rock-Ola Rhythm Master 10	89.50
Stoner's Zeta, Like New	49.50	Wurlitzer Model 312	79.50
Pass 1937 All Stars Mystery, Sec 100-25c	24.50	Wurlitzer Model 412	79.50
Bally Baskets	22.50	Rock-Ola Rhythm Master 12	69.50
Northeastern Midway, Porcelain, 1c.	4.95	Mills De Re MI	69.50
Rush-Hook Match Machines, 1c.	2.95	Mills De Luxe Dance Master	39.50
Wurlitzer Model 618	129.50		

Write for Our Bargain List Listing Over 500 Reconditioned Machines.

BADGER NOVELTY COMPANY,

2546 N. 30th Street, Milwaukee, Wisconsin.

Biggers Resigns Census

WASHINGTON, Oct. 22.—John D. Biggers, president of Libbey-Owens-Ford Glass Co., who conducted the unemployment census of last November, resigned from his job as director recently. He served without pay and the census cost only \$1,900,000 of the \$5,000,000 that Congress had appropriated.

Biggers in his final report said there were 2,740,000 more women employed or seeking employment than had been anticipated. He urged President Roosevelt to continue investigation of employment of women, as it apparently was a vital point in the employment situation today.

The report estimated that there are 39,978,000 men and 14,496,000 women in the labor market.



BOB WARNER, Buckeye Vending Co., Columbus, O., tries his hand at Bally's Eureka, free-play multiple game. Charlie Katz (left), Bally factory representative, looks on.

New Mills Line Attracts Operators

CHICAGO, Oct. 22.—Close to 300 out-of-town operators visited Mills salesrooms last week to see the new Opportunity Line. Business is humming at the large coin machine factory. Most operators on seeing Mills' huge plant for the first time marvel: "I didn't think it was possible in this business." Then Charlie Schlicht will escort them to Plants Nos. 2 and 3, each of which is even bigger than they supposed the main factory to be.

Art Cooley, Harold Perkins and Charley Schlicht, territorial sales managers at Mills, are now spending most of their time on the telephone, writing up orders from customers hundreds and thousands of miles distant. Mills Opportunity Line has done wonders for the distributor, jobber and operator alike. "It's great to be able to get a machine you can run—Mills has just the right equipment for your territory," factory officials say.

The Mills New Hand Load Jackpot Bell guarantees a jackpot with minimum contents of \$8. The jackpot is always on hand, and goes away with those "dry spells" that have spoiled so many operators' earnings, Mills execs claim.

The Mills Drill Proof Brown Front Bell has a heavy steel lining which prevents drilling for the purpose of tampering with payout levers. Drill proof models, according to reliable source, are now out-selling all other types of Bells. Mills Novelty is specializing on this type of Bell protection.

Wild Deuces plays a nifty game of showdown poker. The machine is fast and a great money maker. Mills experts announce, accepting a penny, nickel, dime or quarter. Wild Deuces is built with Mills \$20,000 basic mechanism. Machine is equipped with finely engineered, solid mechanism.

The Mills Cash Register Spinner is said to be a trade booster, and many operators are reported to be buying them to loan to their better locations in order to get a stand-in. The location owner is grateful for a device which boosts his general trade and brings him new customers. The Spinner attaches to the cash register. Every sale gives it a spin. If its point stops on reward point, customer is given free merchandise to the amount of his last purchase.

Counterette has no slot on it, yet it has all the appeal of a full-fledged coin-operated game. Mills men report. It also is a spinner which the patrons play against the house.

Jitterbugs Like Swing Games

CHICAGO, Oct. 22.—Operators of novelty games the nation over are giving thanks to the baton wielders of popular swing bands, according to Dave Gensberg, official of Genco, Inc.

"From the reports of earnings being reaped by the two recent games inspired by the current taste for swing music we can well understand the enthusiasm shown," said Gensberg. "The games,

Jitterbug and Ragtime, were built to take advantage of a public trend in amusement. Our judgment in producing and releasing them at the opportune time is vindicated in the resultant profits.

"We are being complimented also not only on the features of the two games, but on the release of two games with a variation in appeal. Jitterbug, a straight novelty game, is also available in a jackpot model, and Ragtime, a de luxe cabinet game featuring free replay awards. They are a combination that have enabled operators to meet the varied requirements of location players."

Football Special Draws Wide Newspaper Comment

MADISON, Wis., Oct. 22.—Three slot machines were headlined by several newspapers that reported the "Gambling Special" train which carried about 150 people, most of them students, to the recent Wisconsin-Iowa football game.

But nothing was said about the gambling bets on the game itself. The attention of the public was carefully turned on the dice, roulette and three slot machines by newspapers which profit much from sports and the gambling that goes with it.

President Dykstra of the University of Wisconsin wisely said: "My own impression is that a good deal has been made of nothing."

Neff Firm Is Incorporated; Introduces New Ticket Deal

DANVILLE, Ill., Oct. 22.—Neff Novelty Co., formed to manufacture, buy and sell all kinds of vending machines, toys and novelties, has been granted a charter of incorporation in Illinois. Plant and office are located at 720 N. Bowman avenue, Danville. Officers are L. G. Neff, president; D. A. Neff, vice-president, and Lew Selby, secretary-treasurer.

Company's first product is a ticket deal in a machine marked King Row, with card and seals at the top. The machine is compact and automatic. It keeps an accurate check on all pulls made from seals on the card, pays all consolation automatically, eliminates shortages and the attendance of clerks, Neff officials claim.

Detroit

DETROIT, Oct. 22.—"September has been the biggest month for Wurlitzer sales since we took over the distribution," Harry Graham, of Marquette Music Co., said recently.

"We have had definite proof that the name of Wurlitzer means a lot, because location owners are demanding this make of machines. We have even had operators who had no Wurlitzers come in to tell us that we had better take over a particular location inasmuch as the owner demanded a Wurlitzer and they could not supply the demand."

Joseph Borison was a new name on the list of music machine operators.

Vending machine operators, previously unheard of, appeared in new numbers

too. Among them, John Devane, Meyer Saperstein and Charles Taylor, having all bought cigaret venders.

Max Schiff, who has operated routes of pin games in Detroit for several years, believes in first carefully selecting his locations and then placing in these selected locations the best machines. At the present time he favors the Genco and Bally machines.

Schiff is the proud father of a new family addition—a husky son.

Max Schubb, one of the city's best known distributors, is to be married at Muskegon, Mich., which is the home of his bride, Mae Berman, who comes from a leading family of the old lumbering town.

Sam Rosenthal, Detroit operator, is taking things easy in the operating field. He still has routes but is devoting a large part of his time to the Ringside Bar, downtown Detroit spot in which he is a partner.

Julian M. Kratze, manager of the Atlas Automatic Music Co., sports the name of "Mike"—but says he's not Irish.

Tom Berdis, music machine operator, recently returned from a vacation trip combining fishing in Upper Michigan, Niagara Falls and Western Pennsylvania. Another operator-fisherman is Robert J. Emmett, whose headquarters are in Battle Creek.

Edward Grohocki, Detroit music operator, is the father of a baby girl named Phyllis Ann.

M. A. Ginsburg and Phil Greenburg, of the Chicago and Pittsburgh offices, respectively, of Atlas Automatic Music Co., were Detroit visitors last week; exchanged ideas with the Detroit manager, Julian M. Kratze.

Vince Crinal, who operates around the Saginaw, Mich., territory, was a visitor in town over Sunday to kill two birds with one stone—see the Lions' football game (professional) and to buy more Seeburg machines.

New Jersey

ASBURY PARK, N. J., Oct. 22.—Art Seger has returned from a trip down Wildwood way, where he looked over the Wurlitzer machines which the Casino Amusement Co. operates there. He is looking forward, he says, to meeting his friends in the coin game biz at the convention in Chicago.

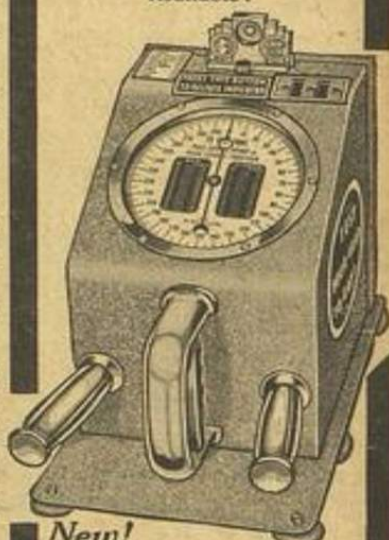
Lester F. Rooney is back at his post in the skill-game division of Casino Amusements. The site operated in the Casino Building on the Asbury promenade.

Harry Sink, manager of the Coast Cigaret Co., is planning a trip to the Camden territory. A subsidiary covers that territory.

Fascination is going good on the Asbury promenade. It and Pokerina vie for first place.

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, CIGARETTE REELS spin with each play... winning symbols entice player to award according to award card! Has button indicator, release, non-slip slot, last coin visible, with button release which also closes shutter gear rolls; chrome handles and trim; built adjustable to ring at any number; tension adjustable to suit location; anti-bill; 6 suction-cup base and other top-notch features. Also available with fruit, bell symbols or numbers. Met. at Stand, \$2.50. COMBINATION 10, 50, 100, 250 SLOTS. **\$24.50**

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DE LUXE GRIP SCALE
3-Way Strength Tester
Going Strong **\$19.50**
D. GOTTLIEB & CO.
2730-42 N. Paulina St., Chicago.

WE HAVE 87 "MASTER"

GANDY, PEANUT AND CHARM VENDERS. Used From 6 Weeks to About 3 Months, to Close Out at \$5.00 Each.

These machines are guaranteed as good as new and are regularly priced at \$9.25. Every one green porcelain enamel finish. Rush your orders now. Terms 1/3 Deposit With Order, Balance C. O. D.

STANDARD SALES MFG. CO.
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OPERATORS

Repair your machines with an Apollo Test Lite. Test kickers, coils, broken wires, light globes, fuses, circuits, etc. Worth its weight in gold to every operator. Complete with full instructions and convenient carrying case. Price, \$1.00.

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PEACHY Best NOVELTY GAME ON THE MARKET TODAY

Fully Metered **\$79.50** F-08 Chicago

IMMEDIATE DELIVERY!
SEE YOUR JOBBER!

CHICAGO COIN MACHINE MFG. CO.
1725 DIVERSEY BLDG., CHICAGO



HERE ARE THE DELEGATES TO THE AMUSEMENT MACHINE OPERATORS' ASSOCIATION of Pennsylvania banquet and meeting held October 19 at the Hotel Majestic, Philadelphia.

HOW DO WE GET MECHANICALLY PERFECT?



"Many times we've been asked how we can claim a new game to be mechanically perfect. Here's the answer: Every new game we receive is shipped to us prior to general announcement. This game is then location tested by experienced operators who are instructed to 'GIVE IT THE WORKS!' That's how we are able to remove every bug; correct every score; in fact, sometimes actually rebuild the machine. And you get a mechanically perfect game when production shipments start. That's why YOU CAN BUY ANY GAME LISTED HERE WITH CONFIDENCE—AND BUY RIGHT!"

George Ponser.

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PEACHY
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Exhibit's
REGATTA
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HIT NUMBER
MULTI-FREE RACES
CLOSEOUTS ON BRAND NEW COUNTER GAMES! WRITE FOR FULL DETAILS TO NEWARK OFFICE.

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33 WEST 60th ST.,
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It's a GOLD MINE

Groetchen's Ginger Penny Cigarette Game

with Automatic Token Payout.
100% perfect, will bring you the biggest, steadiest profits you have ever earned. Definite check-up on Payouts.



Rush your order for Gingers Today.
10-Day Free Trial Money-Back Guarantee.
AVON NOVELTY CO.
2923 PROSPECT CLEVELAND, O.

ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH RESULTS

History and Uses of Peanuts

Peanuts are known in various sections by different names; such as ground peas, goobers, pinders and earth nuts, but the technical name is "Arachis Hypogaea." Half of the population of the United States believes that the peanut grows above the ground, but as a matter of fact the peanut is not a nut at all. It is a pea that grows under the ground.

The origin of peanuts is shrouded in mystery. It is supposed to have originated in Brazil or Peru and to have been carried to Africa by early explorers and missionaries, but peanuts were known as early as 930 B. C. They were brought to this country by the slave traders in the early Colonial days and used as a food for the slaves while on shipboard, as they were cheap and of high food value. Peanuts were not extensively used until after the Civil War. It is said that the Union Army carried peanuts with it from the South when it went back home. For many years the crop was confined to the States of North Carolina and Virginia. About 20 years ago the farmers in Georgia, Alabama and Florida, due to the ravages of the boll weevil, were forced to find a substitute for cotton, and turned to peanuts. They were later very glad they made the change. In one Southern town a monument has been erected to the boll weevil on which is inscribed the following: "In profound appreciation of the boll weevil and what it has done as the herald of prosperity, this monument is erected by grateful citizens."

There are nine distinct varieties of peanuts grown in the United States, the principal being the Virginia jumbo, bunch and runner, the large peanut grown mostly in Virginia, North Carolina and Tennessee; and the Spanish, the small round nut grown mostly in the Southern States of Georgia, Alabama, Oklahoma and Texas.

Peanuts are planted during the months of April and May and under favorable weather conditions are harvested in October and in the farther southern States, where the Spanish variety is planted, are harvested in September.

At harvesting time the peanuts are plowed up, put into stacks around poles to permit the sun and wind to dry the peanuts sufficiently to enable the picking machines to separate the nuts from the vines. The peanuts are discharged from the pickers into burlap bags and then brought to the mills for cleaning, grading and shelling.

Without a visit to the mills it is a bit difficult to understand just why and how the peanuts has to be prepared for the market. Large mills, generally five stories in height, are equipped with various types of machinery to separate the dirt, sticks and small vines attached as they come from the farms and to clean and polish and grade the peanuts. The final picking of the peanuts is done over endless moving belts before delivery to chutes to convey the peanuts into bags ready for shipment. The common labor employed in the mills is largely male and female Negro labor.

The first salted peanuts appeared in



CHARLIE SCHLICHT, Western sales manager of coin machine division, Mills Novelty Co. He has added many fine ideas to the Bell.

1887, the first peanut vending machines and the first peanut candy just after the turn of the century.

It was about the end of the 19th century when the discovery was made that a very palatable butter or paste could be obtained by grinding peanuts, which later became known as peanut butter, and today is an important food item because of its high nutritional value. The first peanut butter to be sold commercially thru the grocery trade was manufactured in St. Louis, Mo., in the early '90s.

Uses for Peanuts

The peanut is used in making more than 300 valued products, including candies, cheese, instant coffee, pickles, oils, shaving lotions, dyes, lard, linoleum, paper, flour, breakfast foods, soap, face powder, shampoo, printer's ink, axle grease, butter, wood stains, insulating boards and even gasoline.

Most of us associate peanuts with circuses, fairs and holidays and do not appreciate the fact that they constitute excellent food for both man and beast. As a food every part of the peanut plant can be used to advantage. The vines, properly cured, constitute a hay with a feeding value better than clover or alfalfa. Shelled peanuts contain from 40 to 50 per cent of a highly digestible oil that compares favorably with olive oil and is often used as a substitute. The peanut meal which remains after expelling the oil from the peanut contains from 34 to 38 per cent protein. The peanut also contains a large volume of vitamin B as well as other chemical constituents which are valuable to the human body.

The uses of our little friend the peanut are too numerous to mention here, but more of them are used for peanut butter than for any other single purpose. Last year over 200,000,000 pounds were made into peanut butter. Peanuts are the best cure for the much-dreaded disease Pellagra, and peanut oil is being extensively used for the treatment of infantile paralysis. Convalescent patients in large hospitals are fed raw peanuts as a health builder.

Candy Makers Large Users

Candy production increased from 1,621,000,000 pounds in 1931 to 2,054,000,000 pounds in 1936. Production 10 years ago was 1,733,000,000 pounds. Nuts comprise 12 to 15 per cent of the materials used in candy. Over 200,000,000 pounds per annum are consumed. Peanuts account for 90 per cent of the nuts going into candy production. New York, Illinois, Pennsylvania and Massachusetts are the States notable for candy manufacture, providing close to 70 per cent of the total U. S. production. From May to August candy sales are slack; but with the advent of the winter months and the approach of the heavy Christmas trade candy sales reach their peak. October and November are the heaviest sales months of the year, as a rule.—Columbian Peanut Co., Norfolk, Va.

Turkey Prize Draws Players

SEATTLE, Oct. 22.—It's open season for "Turkey Shoots" and "Win Your Turkey for Thanksgiving" as locations aim for more business on coin machines. Amusement machine business is expected to be boosted many fold by this merchandising method of getting folks to play for larger and larger scores. Those with the highest number of points will be in line for the winning of the turkey. Location owners report many who have not played games, before are aiming at the big bird that makes the last Thursday in November the most beloved of American festivals.

Survey Favors Reserve Feature

CHICAGO, Oct. 22.—"The reserve or Bank Night feature continues to hold the rank of America's favorite play principle," according to Ray Moloney, president of Bally Mfg. Co., who bases his statement on a survey.

"Our survey," Moloney stated, "clearly shows that operators are finding our winner-take-all or reserve feature, as originated in the Bally Reserve novelty game, to be the surest money maker on the market today. Returns on our survey are supported by sales of current Bally games. For example, our Grandstand and Tristledown multiples are unquestionably the leading changing-odds one-shots both from a sales volume angle and from a collection angle. In the novelty field Bally Arcade still en-

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Best
NOVELTY GAME ON THE MARKET TODAY

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MACHINE MFG. CO.
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"ROLL-A-ROUND"

The New GUARANTEED SAFE Machine Cabinet

BUILT IN ONE PIECE OF WRENCH STEEL

STOP THE HI-JACKER

With Our Heavy All-Steel Slot Machine Cabinets.

We are closing out our entire stock of Slot Machines, Pay Tables, Novelty Games, Ray's Tracks, Paces Races, Bowling Games, All-Pop-It Machines, 5 Daily Fleetwoods, 500 each.

Distributor of Jennings Products.

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THE STARK NOVELTY CO.

1510 W. Tuscarawas St., Canton, Ohio.

WALTER ANGELI, Manager.

MACHINE CLOSEOUTS

Fairground, \$52.50 Entry (Bally), \$35.00

Fleetwood, \$50.00 Grand Prize, 17.50

Stables, \$44.50

Also 200 Reconditioned Novelty Tables.

Attention Canadian Operators

Will Convert Pin Tables to 25 Cycle at no Additional Cost.

ROBINSON SALES CO.

2905 Grand River, Detroit, Mich.

BINGO

SALES INCREASING DAILY!

THERE'S A REASON!

LEGAL EVERYWHERE!

STEADY MONEY MAKER

\$3.00 TO \$5.00 WEEKLY PROFIT.

MECHANICALLY PERFECT

Only \$17.50

Terms: 1/3 With Order, Balance C. O. D.

"LIVE" DISTRIBUTORS WANTED

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N. Y.

Joys a lively demand. This game is exactly like the original Bally Reserve except that it has a novel animated back board and out-ball return feature.

"Perhaps the most important reserve-type game at present, considering the job it is doing for operators, is our Lucky Strike reserve-type bumper bosting game. The strong manual skill element built into this type of machine has opened many new spots to reserve-type play and has enabled operators to transform their spots from fair income producers to genuine big money locations."

An Eye-Catcher

By H. R. PERKINS
Mills Novelty Company

To enable operators to handle all of the best locations in their territories we now introduce a brilliant assortment of colors in the Mills V-12 cigarette venders—coral, yellow, gold and silver. With the new colors operators can install cigarette venders that will harmonize with decorations in individual locations, meet demands for special machines or replace dull-looking equipment.

Machines which are removed can always be used to develop more locations. Established operators know the profit to be made from a unit and can easily figure what the installation of each unit will add to their gross receipts.

During the past few months we have heard of several operators who formerly had overlooked the possibilities of making money by operation of cigarette venders starting out with a few units to satisfy requests for them. They found each venter showed a net profit ranging from \$4 up to \$12 a month.

Every merchant likes the machine because it offers an opportunity to learn just what he makes from the sale of cigarettes. He is assured of no loss, no shortage, no theft, and he knows that the money is collected at the time the package of cigarettes is sold. In many cases merchants have even asked a cigarette machine operator to install a checking arrangement in their cigarette department without even installing a venter. They have done this because in their experience they have been unable to account for every package of cigarettes sold.

The venders have been installed in locations by many operators because they find it is built along the same lines as Mills coin machines. It is constructed so that a book of matches can be given free with each pack of cigarettes, or cigarette without matches may be released. This is a flexible arrangement, adaptable for every territory. Where matches are not released with the package machine is built to permit matches being sold separately—one or two packages for a penny.

Important, too, is the adjustment, which is very simple and can be made in a moment, permitting cigarettes to be vended at any price from 6 to 20 cents per package. Each column holds a separate brand of cigarettes and is entirely independent of the others.

The logical man to handle the cigarette venter is the operator who is already established. Don't overlook its profitable operation. This is a year-round, day-by-day, month-by-month business. The installation of a route of cigarette venders in any given territory enables an operator to keep in constant touch with his locations so that he can always serve the location 100 per cent and can take advantage of any opportunity to place other types of machines in the location.

Western Amusement Co. Opens New Headquarters

KANSAS CITY, Mo., Oct. 22.—Western Amusement Co., formerly the Western Novelty Co., has moved to spacious new quarters at 1010 Broadway, according to a recent company announcement. E. S. Brod, owner and general manager, states that he feels that they can take care of their customers better in their new quarters.

Brod says he: "The move to larger quarters was necessitated by the ever-increasing business this firm has been enjoying during the past year. The firm carries

a complete line of coin-operated machines. We buy, sell and exchange all machines. We also have a service department and carry parts for all makes of machines."

Paris Okehs Payout Game

(Foreign News)

PARIS, Oct. 15.—Roulettes, a wall-type machine, best known of French-made amusement machines, which has until recently been under ban in the police drive on payouts, are again allowable. Legalized, there is one or more spinning in every bistrot (saloon) in Paris. Playing colors, the machine returns two or three slugs for a winner. Slugs are convertible at the bar for drinks.

Nebraska Vote in News Limelight

The proposed popular vote on licensing slot machines to pay old-age pensions, which is to come before Nebraska voters in November, received considerable publicity in the Sunday editions of newspapers recently. The New York Times, September 25, 1938, published the story under the heading, "Pensions Bait for Gamblers." The same publicity release appeared in Sunday editions in many other cities about the same time.

The story as it appeared in the newspapers reflects a generally unfavorable attitude toward the movement. There are features in the bill or amendment that make it possible for newspapers to make a sensational fight against it, and the recent publicity may be the signal for a beginning of such a campaign. A story of the movement was published in The Billboard earlier in the year, but we refrained from criticism of the bill owing to its charitable purposes.

The movement first appeared as the Old Age Pension and Public Welfare Association, headed by J. E. Beltzer, of Lincoln, Neb. Mr. Beltzer was in Chicago recently on business. Newspapers report that the original association office has disappeared and that in its place has appeared the Old Age Tax Association, under the management of J. R. Bowby, of Lincoln.

The proposed amendment to the State constitution to permit the use of slots was put on the ballot by securing 80,000 signatures on a petition for such a vote.

Open To Attack

The amendment proposes a license fee of \$1,000 for the first machine of an owner, and \$40 a year for each additional machine. Thirty dollars of the \$40 tax is to go to the old age fund of the State.

This point and others has made it possible for sensationalism to be stirred up by its opponents. Opponents are now saying that the \$1,000 fee would place control of slot machines "in the hands of a racketeering syndicate." The coin machine trade itself has not been favorably impressed by the \$1,000 tax tried in Virginia.

Opponents of the amendment also say that the petition in the beginning was so cleverly drawn that many people who signed it did not know they were petitioning for slot machines. Many of them thought it said "vending machines," they charge.

Perhaps the backers of the movement thought the end justified the means, and if the people vote for it in November the wording of the bill will be forgotten. But the language used in many places leaves the way open to sensational charges of "trickery and clever language."

Now Open Issue

But apparently the issue will be brought out into the open now, and when the people vote in November they will know definitely that they are voting for or against licensing slot machines to help pay old age pensions. Since the issue has been brought out into the open, sentiment has been gaining in its favor. The people of Nebraska and the people of Oklahoma will be voting on a clear-cut issue in November. Even if the measures in each State fail to carry, the movement will be gaining momentum and much favorable public sentiment will be created.

Provided of course that the organizations and individuals openly conduct a real campaign. Many people today are willing to consider an open campaign to use slot machines as a source of revenue for old age pensions. But the coin ma-

100 SLIGHTLY USED SLOT MACHINES

AT A SACRIFICE TO MAKE ROOM FOR NEW STOCK

COIN SLOT MACHINES

- 15 Million Bucks, 5c play \$48.50
- 25 Million JPV, 5c with milco checks and skill control, 425000-432-000 . . . 55.00
- 15 Mills Mystery Blue Fr., 5c JPV milco checks, skill control . . . 35.50
- 10 Mills Bonus, JPV, 5c play, milco checks . . . 55.00

CONSOLES

- 1 Kenney Track Time 1938 . . . \$118.00
- 4 Kenney Skill Time, chk. sep., like new 120.00
- 8 Galloping Dominoes, 5c . . . 90.00
- 1 Bally Skillfield . . . 25.00
- 1 Bally Drawing . . . 27.50
- 1 Pamco Raceomat . . . 30.00
- 1 Rock-Ola World Series . . . 110.00

- 1 Mills Red, 1c, No. G. A. . . . \$22.50
- 1 7-Spot C. F. A., 5c . . . 22.00
- 1 Mills Blue Front G. A., 10c . . . 30.00
- 1 Mills Red Front, 10c G. A. . . . 30.00
- 1 Pace Comet, 10 play, No. 260228 . . . 30.00
- 2 Way Eagle, 10c, No. 260539-322451 . . . 25.00
- 1 Castle Bell, 25c play . . . 15.00
- 1 Mills Reg. G. A., 25c, No. 37639 . . . 30.00
- 10 Walling Title J. P., 10c . . . 20.00
- 3 Mills Silents, 5c play, No. 316473-333061-316475 . . . 20.00
- 1 Pace Comet, 5c F. S., No. 46885 . . . 35.00
- 3 Walling Red A Top, 10c, Nos. 66598-68819-70185 . . . 25.00
- 1 Walling Red A Top, 5c, No. 68328 . . . 25.00
- 1 Jenn. Doublet, 5c, No. 20018 . . . 15.00
- 1 Walling Twin JP, No. 54053 . . . 20.00
- 1 Mills Red Front, G. A., 25c, skill control, No. 365203 . . . 45.00
- 1 Mills Blue Front, G. A., 5c, skill control, No. 366074 . . . 35.50
- 1 Mills Red Front, 5c, G. A., skill control, No. 366115 . . . 35.50
- 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. 376008 . . . 30.00
- 1 Mills Blue Front, 5c, G. A. . . . 35.50
- 1 Mills Red Front, G. A., future pay, 10c skill control, No. 376334 . . . 35.50
- 1 Mills Blue Front, G. A., 10c, skill control, No. 366207 . . . 35.50
- 1 Mills Red Front, G. A., 5c, skill control, No. 365964 . . . 35.50
- 1 Mills Blue Front, 25c play, G. A., Serial 37727 . . . 50.00
- 1 Mills Red Front, G. A., 5c, skill control, No. 366051 . . . 35.50
- 100 Mills Box Stands, 4c . . . 4.50
- 25 Folding Stands, like new . . . 2.50

COUNTER GAMES

- 1 Jennings 25 Grand Stand . . . \$ 15.00
- 5 Greenback 21 . . . 7.50
- 5 Red 21 . . . 4.00

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 October 23, 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.

50 BROAD STREET, RICHMOND, VA.
Day Phone 3-4511 Night Phone 5-5328

IDEAL'S Big Clearance Sale

All Machines Thoroughly Reconditioned Before Shipped. Each Machine Has Our "Renewed and Reconditioned Guarantee"

AUTOMATICS	NOVELTY GAMES
<ul style="list-style-type: none"> Ace \$ 4.75 Al-Sar-Ben . . . 57.50 Bally Derby . . . 7.50 Bally Entry . . . 39.50 Beltment . . . 6.00 Bumpalite . . . 7.50 Caron . . . 12.50 Challenge . . . 4.75 Classic (Yat.) . . 17.50 Classic (Cash) . . 15.00 	<ul style="list-style-type: none"> Fair Grounds . . . \$59.50 Foto Finish . . . 17.50 Golden Wheel . . . 16.50 Grand Prize . . . 4.75 Jumbo . . . 4.75 Leatherneck . . . 4.75 Multiple . . . 7.50 Peelies . . . 5.50 Prospector . . . 4.75 Racing Form . . . 22.50
<ul style="list-style-type: none"> Alway \$19.50 Around the World . 7.50 Ball Fan (Bumper) . 6.50 Big Hit . . . 10.00 Bumper . . . 7.50 Chico Derby . . . 9.50 Dux . . . 16.50 Easy Steps . . . 19.50 	<ul style="list-style-type: none"> Equalite \$ 7.50 Home Run . . . 6.50 Horse Stretch . . . 7.50 Mercury . . . 6.50 Ricochet . . . 5.50 Sequence . . . 6.50 Silver Flash . . . 16.50 Skippie . . . 9.50
<ul style="list-style-type: none"> Red Balls \$ 4.75 Round Up . . . 4.75 Skippie . . . 4.75 Sunshine Baseball . 4.75 Spring Time . . . 4.75 Top Row (Yat.) . . 4.75 Turf Champs . . . 15.00 Tycoon . . . 7.50 Western Mys. Races . 9.50 	<ul style="list-style-type: none"> Shiny \$17.50 Stoner's Races . . . 14.50 Swing Time . . . 7.50 Tops . . . 16.50 Tournament . . . 7.50 Track Meet . . . 14.50 Wizard . . . 9.50

TERMS: 1/3 Deposit required on order. \$5.00 or less send cash in full. State whether 1c or 5c Slots and method of shipment preferred.

CABLE ADDRESS: "IDEALCO". PHONE: GARFIELD 0072

IDEAL NOVELTY CO.

1518 MARKET ST. ST. LOUIS 170.

BUY FROM THE LEADER

<ul style="list-style-type: none"> AUTO DERBY . . . \$ 7.50 AURORAN . . . 7.50 ATLANTIC CITY . . 25.00 ASCOT DERBY . . . 48.50 BOOSTER . . . 6.50 BATTER UP . . . 6.50 BEAM LIFE . . . 2.50 BULL'S-EYE . . . 19.50 CARNIVAL . . . 9.50 CHICO DERBY . . . 7.50 EASY STEPS . . . 12.50 ELECTRO . . . 14.50 FREE RACES . . . 64.50 	<ul style="list-style-type: none"> FLEET \$47.50 GAY TIME . . . 22.50 HORSE . . . 6.50 HOME STRETCH . . . 7.50 HIT . . . 12.50 JUNGLE . . . 29.50 LONG BEACH . . . 7.50 MERCURY . . . 7.50 PLAY BALL . . . 39.50 POWER PLAY . . . 7.50 ROCKET . . . 12.50 ROLL OVER . . . 6.50 RAY-O-LITE, Seaborg 97.50 	<ul style="list-style-type: none"> ROSE BOWL . . . 69.50 RUNNING WILD . . . 7.50 SYONER RACES . . . 7.50 RECORDER . . . 22.50 GWING . . . 27.50 STRAPPY . . . 27.50 VOGUE . . . 12.50 SENSATION . . . 7.50 SLUGGER . . . 12.50 VOGUE . . . 7.50 WAR ADMIRAL . . . 7.50 ZEPHYR . . . 13.50
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ACE DISTRIBUTORS 1125 Broad Street NEWARK, N. J.

ROD KNIGHT, Salt Lake City music operator, insists on prompt delivery, so J. A. Weinand, Rock-Ola assistant sales manager, offers to carry a Rock-Ola Playboy out on his back.

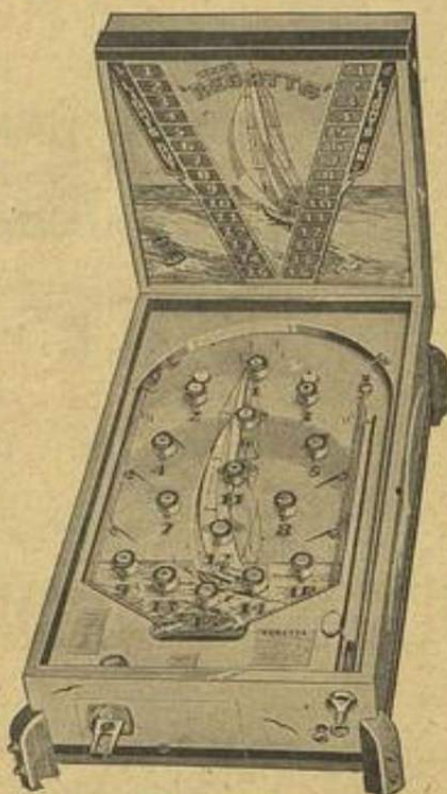
chine trade itself has suffered too many black eyes by trying to use "clever language" in putting something over on the public. The day is past when it is necessary to use such tactics in proposing means for raising old age pension funds. Even the critical newspaper articles say there is a probability the amendment will carry, for it has "the support not only of the sporting element and tavern keepers but of the aged and their relatives who are dissatisfied with the old-age assistance now granted. There are now about 26,000 persons on the old-age pension rolls with an average payment of about \$16 a month and a good deal of grumbling because of its meagerness."

EXHIBIT'S "REGATTA"

with
MYSTERY SELECTION
combined with
BIG BANK NITE FEATURE
and **INTERMEDIATE AWARDS**

- 15 RED PORT LIGHTS—15 GREEN STAR BOARD LIGHTS—LIGHTS ON—LIGHTS OFF—is the new fascinating play feature on the large 21"x21" back panel. 15 Bumpers to shoot at. Bumpers when hit—light up in varied colors—unlighted bumpers a guide for skill shooting.
- SPEEDY 5-BALL PLAY**—Just 1 to 3 Bumpers (Mystery Selections) to hit for low award—1 to 10 Bumpers for medium award—1 to 15 Bumpers for the **BIG BANK NITE AWARD**. (All awards adjustable.)
- ALL AWARDS accurately metered by 3 individual meters.
- Armoured Cabinet (42"x22") with coin chute on door.
- Two GAMES IN ONE. With slight adjustment "REGATTA" can be instantly changed into a straight Novelty game.
- 100% LOCATION TESTED—proving the most powerful location attraction offered today.

ORDER TODAY FROM YOUR JOBBER
EXHIBIT SUPPLY CO., 4222 W. Lake St. Chicago



ANOTHER HIT FOR BIGGER PROFITS BY AJAX
BIG BROADCAST

2560 HOLES — 181 WINNERS
TAKEN IN \$128.00
PAYS OUT (Average) 73.00
PROFIT (Average) \$ 54.10
BOARD FILLED WITH TIP STYLE COMBINATION TICKETS.
OUR LATEST 1939 COMPLETE CATALOG WITH LOWEST PRICES NOW READY. WRITE FOR A COPY.

AJAX MFG. CORP.

PRICE
\$5.20
EACH

110-125 N. 4th St., Philadelphia, Pa.

San Francisco

SAN FRANCISCO, Oct. 22.—William (Big Bill) Corcoran is doing things up right this time. His new establishment on Post and Van Ness may be "just comfortable" in his opinion, but from the viewpoint of his business associates it is the finest in Northern California. Big Bill is not only a distributor for Wurlitzer phonographs and manufacturer of the Corcoran cabinets but he is also the champion of lost causes for the Bay operators. Recently he helped make it possible for operators to climb out of a knotty legal problem, which sent his personal stock soaring to the stratosphere.

The new showrooms are twice the size of his old ones on Golden Gate avenue and operators are able to examine with plenty of freedom and light the new machines attractively placed about the room.

Big Bill has been in business in San Francisco for three and a half years and during that time has placed several thousand machines in all parts of California. His latest venture into the manufacturing field the latter part of 1937 was brought about by the demand of operators for a medium with which to dress up their outmoded but usable phonographs when the location could not realize enough for a new model.

Vance Mape, manager of the San Francisco office of the E. T. Mape Co., has ducks on his mind these days. In 40 minutes, he swears, he got the limit last week-end. His hideout is brother Ed's ranch on the San Joaquin River and by the time he had passed a picture around to prove his story he was out the door and into his car for another try. "Music is going by leaps and bounds," he admitted before he vanished. More than 2,000 Seeburgs have been sold by the Mapes since the beginning of the year. Recently the company added Nevada and Arizona to its Seeburg territory and plans to handle the Nevada section thru the San Francisco office and the Arizona thru the Los Angeles branch.

Mac McKee, of the Mutoscope Reel Co., of New York, visited San Francisco this week and, according to Leo Gerckens, president of the local crane association, managed to concoct a very pleasant combination of business and fun. McKee stated that Mutoscope is coming out with a new crane in the very near future which will help the local lads to pep up their routes. He has been carefully studying the crane business on his trip west and reports that in every locality where the co-operation between operators and the association is good the crane business is booming. President Gerckens modestly admitted that Mr. McKee thought San Francisco's crane business in ideal condition.

Jack McHeegan has deserted his stamping around in Modesto temporarily for San Francisco while the races are open. He doesn't brag about his winnings, but he's still buying new phonographs, if that means anything.

Walter Oswald and Frank Abel have opened the Automatic Machine Repair Shop on Golden Gate avenue this week and operators and jobbers alike are rejoicing. "It meets a very definite need in this field," said one jobber, and went on to explain that not every operator is able to repair his own machines and frequently cannot get immediate service in the jobbers' shops. These men know the table and phonograph mechanisms perfectly, he continued, and with a little sewing and washing machine repairing

on the side are doing a fine service to the operators.

Several thousand coin wrappers have been ordered by the Bank of America from Viking Specialty Co. for use in its new office to be located on Treasure Island, scene of the Golden Gate International Exposition in 1940. These wrappers are to be specially printed for the bank. Einar Wilslev, owner of Viking, also announced that he has added to his large charm stock the Walt Disney figures from Snow White. He believes his managerie to be the most extensive on the Pacific Coast now.

Believing that San Francisco is a natural distributing point to Hawaii, the South Seas and New Zealand, the Wolf Sales Co. has installed a new department in the mechanical division which will specialize in changing of coin chutes, current and cycles to fit the foreign requirements.

Art Brant, in charge of this division of exporting, has made a careful study for some time of these requirements and finds that foreign operators are enthusiastic about the service. This is a problem which has stumped phonograph operators particularly, for sometimes several months pass and a considerable loss of money before a machine is re-adjusted to fit the locality. "The proper place to make this adjustment is in San Francisco before the machine is shipped," says Brant, and waves a handful of fan mail from satisfied operators who seem to agree with him.

Fast-Stepping Bert Lane Slows Up for Wedding Bells

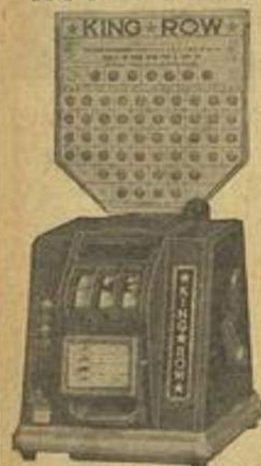
NEW YORK, Oct. 24.—In a colorful ceremony before 400 guests, among them the elite of the coin machine industry and business and social leaders from New York, New Jersey and Chicago, Bert Lane was married yesterday afternoon to Eleanor Sedall in the Georgian Room of the Hotel Piccadilly, New York. Eddie Lane, brother of Bert, was best man.

After a honeymoon trip the couple will return to their newly furnished New York apartment.



KITTY KELLY, Mills Novelty Co. stenographer, models new strapless gown and also holds the new Vest Pocket Bell on her lap to indicate its size.

ATTENTION JAR DEAL OPERATORS



KING ROW

A ticket deal in a machine. The one and only one on the market. Stop the shortage in your check-ups. Get every cent that is coming to you.

The Merits of the King Row Machine Are

1. An accurate count automatically made by the machine on Jack Pot which entitles player to make a pull on the KING Row card.
2. Consolation are all automatic.
3. Machine figures approximately the same percentages as the 2220 jar deal.
4. Nothing to buy but the King Row cards.
5. Machine is fool proof.
6. Machine is slug proof.
7. Machine takes only a space of 12 inches square.
8. No clerk needed to watch the player.

Priced complete with card, card holder and machine, \$44.00, Tax Paid. TERMS: 1/3 deposit with order, balance upon delivery. Liberal discount on dozen lots. Also built in 25c size at a slight extra cost.

NEFF NOVELTY COMPANY

730 N. BOWMAN AVE.,

DANVILLE, ILLINOIS

GIGANTIC SALE

SLOT MACHINES.
MILLS MELON (3 Months Old) \$70.00
MILLS CHERRY (3 Months Old) 60.00
PACE DOUBLE JACK-POT 40.00
MILLS CHURCH 40.00
MILLS BLUE FRONT 40.00
JENNINGS BIG CHIEF 25.00
MILLS STEEL CABINET STAND 8.00
FOLDING STANDS 2.50

PIN TABLES.
BALLY WORLD'S FAIR (New Novelty Tables) \$ 99.50
BALLY ARCADE (New Novelty Tables) 99.50

BALLY REVIEW (New Novelty Tables) \$129.50
BALLY THUNDERBOLT (New Novelty Tables) 109.50
USED BALLY RACE TRACK 200.00
USED GOTTIE and BALLY PAY-OFF TABLES, Many Different Kinds 50.00
PHONOGRAPHS.
WURLITZER DECEMBER MODELS, Flashed Fronts \$250.00
WOODEN PHONOGRAPH FRONTS 10.00
Very Flashy 10.00
LUMILINE METAL PHONOGRAPH FRONTS \$12.00 and 14.00

All machines guaranteed for one year and prices are F. O. B. Windsor.

DONALD FIELDING & CO.,

1106 HALL AVE., WINDSOR, ONT.

PHONE 4-3333

PEACHY

Best
NOVELTY GAME ON
THE MARKET TODAY

Fully Metered \$79⁵⁰
F.O.B. Chicago

IMMEDIATE DELIVERY!
SEE YOUR JOBBER!

CHICAGO COIN
MACHINE MFG. CO.
125 DIVERSEY BLDG., CHICAGO

'RED HOT' DEALS for OPERATORS!

Demand the Genuine
BAR - BELL - FRUIT JAR DEALS



The choice of
all "live-wire"
Operators!

- More Tickets
- Bigger Profits
- Fast Sell-Outs
- 5c or 10c Play

The most sensational Jar Deals of the year!
Offered in three popular numbers—2544
Tickets, 2552 Tickets and 2664 Tickets—
for either 5c or 10c play. Tickets are color-
fully printed with Bar, Bell and Fruit
jar-machine characters.

STOP & GO JAR DEALS

- 1800 Total Tickets
- 60 Red Winners
- 24 Orange Winners
- 6 Green Winners



Boost your profits with these fast selling
deals! Made in two popular numbers—Deal
No. 1 with \$24.00 profit, and Deal No. 2
with \$18.00 profit. Don't pass up these
money-making deals! Right now is the time
to get started!

WRITE TODAY FOR LOW OPERATORS'
PRICES AND DESCRIPTIVE CIRCULAR!

H. & H. NOVELTY SALES CO.
645 HAMB BLDG.--ST. PAUL, MINN.

A NEW WINNER

Legal Everywhere in U. S. A.
Be the first in your territory
and clean up with this new
smash hit that pays out with
amazing speed. Pick your Tie
and pay what's under seal. Tie
to 25c. No higher. Everybody
plays. Comes packed 12 beautiful
assorted new patterns silk
tailor-made ties in box. Deal
Takes in \$2.50. 1 Sample Deal
prepaid \$1.35, 6 or more
Deals, \$1.25 Each. Write today.

S & K SALES, Inc.
Dept. B,
100 N. Broadway, St. Louis, Mo.

SALESBOARD OPERATORS

Read
"DEALS"
A column about new salesboard
ideas, deals and personalities.
In the

Wholesale Merchandise
Department
THIS WEEK and EVERY WEEK

Ops Laud Click, Bert Lane Reports

NEW YORK, Oct. 22.—Hearty approval and heavy orders followed the introduction of Genco's new novelty hit, *Klick*, at the showrooms of Seaboard Sales, says Bert Lane, head of the firm. "I didn't get a single disapproving reaction from the many operators who came to take a look at *Klick*," says Lane. "Everyone predicted a brilliant run for the game and the initial orders taken were the largest for a long time."

"*Klick* features simplicity with hooks; that is, the principle of the game is easy to understand but the action of the ball on the brilliantly lighted board is so compelling that players are drawn to play again and again."

"*Klick* is no copycat game," he continued. "It's as different as day and night from any number on the market. It's a curious combination of skill and chance—a game that must be seen in action to be appreciated. It has a free-play unit and a very unusual backboard."

Roy Torr Tells Why Cent-a-Packs

PHILADELPHIA, Oct. 22.—Roy Torr, a prominent distributor here, is an enthusiastic booster of the counter machine *Cent-a-Pack* made by the Buckley Mfg. Co. in Chicago.

Among the reasons Torr ascribes for his confidence in the machine are, he says, that "back in 1934 when the market was flooded with this type of machine I tried them all, tore them down, studied their construction and tested their stability with long and hard service. Appearance and price came next."

"So I decided to handle *Cent-a-Pack*," continues Torr, "and after four years I have not regretted making that decision. Several hundred of the first machines I sold are still on the original locations, and operators say they have never spent a penny for repairs. My repeat business convinces me this is true."

What a Business! Say Chi Coin Execs

CHICAGO, Oct. 22.—Judging from letters and telegrams that are pouring in these days, you'd think we were in the fruit business," says Sam Wolberg, official of the Chicago Coin Machine Mfg. Co. "Look at them, 'Send 25 Peachys,' 'Need 50 Peachys immediately,' 'Ship fast freight 15 more Peachys.'"

"Well, in a way, we are in the fruit business. We're happy to be able to say that with our newest novelty game, *Peachy*, we're helping a host of operators to pick up some juicy profits, to reap a harvest of new locations that were ripe for the right game. That *Peachy* is the right game has already been well established by the acceptance it has received from our distributors and their customers. When we got the idea for *Peachy* we planted a seed that has sprouted into an orchard from which everyone is enjoying the fruit!"

Sam Genaberg, co-official at Chicago Coin, described the game as "the cleverest five-ball novelty game the market affords, packed with peppy, thrilling action from coin chute to backrack."



BILL COHEN, Silent Sales Co., Minneapolis, posing the new Tally machine (Daval) the "winner" inspection.

SUPER-ZETA

with

"LIGHT UP" BACKBOARD

STONER Corp
AURORA, ILL.

STONER'S RITZ NEW NOVELTY WINNER

GUARANTEED RECONDITIONED GAMES
SNAPPY \$26.00 | TOPS \$16.00 | HIT 'N RUN \$7.00
SWING 28.00 | VOGUE 9.00
1/3 Deposit, Balance C. O. D. Write for Complete List of Used and New Games at Lowest Prices.
BUDIN'S SPECIALTIES, Inc. 174 S. Portland Ave. BROOKLYN, N. Y.
Tel: Nevins 8-7526



BOZO-- The Wonder Dog

GETS LAUGHS AND EXCITEMENT
The Only Dog in Captivity That Can Be Released and Create Mirth, Wonder and Applause.

"I'm Telling You His Tail Tells a Tale That's in a Class By Itself."
300-HOLE BOARD, HIS and DOG, Deal Complete \$1.85
20-HOLE PUSH BOARD, HIS and DOG, Deal Complete \$1.50
Numbers—1 to 200. Takes in \$4.55. 1 BOZO DOG, Deal Complete

SPECIAL LOW PRICES IN QUANTITY LOTS.
IDEAL SALES, INC., 1316 Market Street, ST. LOUIS, MO.

GUARANTEED FASTEST SELLING DEAL IN COUNTRY

CAN BE USED EVERYWHERE—IT'S LEGAL—IT'S FAST.
12 Items on Display Board with 12-Hole Push Card. Every Push a Winner. Takes in \$4.00.
White Pearl Pen and Pencil Combination, Black and Gold Pen and Pencil Combination. Midget Pearl Handle Keweenaw.
SAMPLE ORDER, \$2.25—10 DEAL LOTS, \$2.10.
Deals also made up in Assorted Merchandise, same price. Write for Samples of our new fast moving Board Deals.

PEERLESS DISTRIBUTING CO. Kansas City, Mo.
301 West 9th Street.

WHY PAY MORE?

KEENEY'S FREE RACES \$75.00 | BALLY'S AIRWAY \$22.50
KEENEY'S MULTI RACES 85.00 | BALLY'S RESERVE 37.50
BALLY'S PALM SPRINGS 55.00 | BALLY'S FLEET 59.50
BALLY'S ARCADE 55.00 | KEENEY'S BOWLETTE 39.50

NEW NOVELTY GAMES, PAYTABLES AND CONSOLES
Jobbers Write for Prices.
AUTOMATIC AMUSEMENT CO.
628-32 MADISON AVE., MEMPHIS, TENN.

DAVAL'S MONEY-MAKING MASTERPIECE



SALES SOARING HIGHER AND HIGHER! BOY! WHAT A GAME!

ODD BALL

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. S. Chicago

With Reserve Feature \$10 extra

GUARANTEED 100% MECHANICALLY PERFECT

DAVAL MFG. CO., 315 N. HOYNE, CHICAGO

Peachy a Hit, Says Distrib

CHICAGO, Oct. 22.—"The new Chicago Coin release, Peachy, is fast becoming a must among operators in the New York territory," says the New York distributor for Chicago Coin Machine Mfg. Co.

"When Sam Wolberg and Sam Gensberg termed it a peach of a game, they made a gross understatement," said he. "But, maybe they're like the best of operators who have been swarming in for Peachys. They're chock-full of enthusiasm for the game. Even location players have been heard to comment favorably on it. It is a genuine pleasure to recommend a game like Peachy."

Seattle Biz Asks Parking Meters

SEATTLE, Oct. 22.—It is believed that the city of Seattle will shortly authorize the purchase of a large number of parking meters. Business men are circulating petitions asking the city council to revive the measure authorizing the installation of the machines. Since the parking meter plan has never been abandoned by the council the way is clear for immediate passage.

BREMERTON, Wash., Oct. 22.—Business men are demanding that city authorities remove the parking meters recently installed along Bremerton curbs. Commissioners are being besieged with petitions from business executives asking that the machines be removed.

To Study Liquor Facts

NEW YORK, Oct. 22.—What is proposed to be a fair, thoro and unbiased study of the national liquor problem was announced here recently by the American Association for the Advancement of Science. The organization has formed a council of prominent citizens, industrialists and scientists to amass facts on the subject and to make a final report.

It is probably the most thoro project of its kind ever undertaken and may help to dispel some of the violent prejudice against liquor when the report is finally made. The announcement says that both wets and dries recognize two big problems, that of chronic alcoholism and highway accidents. The friends of liquor locations and the liquor trade itself would like to see these problems solved.

City License May Await State Court Opinion

EAST LIVERPOOL, O., Oct. 22.—City council here is considering the licensing of amusement machines, an ordinance providing for an annual fee having been ordered drafted by City Solicitor Carroll P. Lynch.

At a recent meeting of the group an ordinance now in effect in Cleveland was read. It provides for a monthly license fee for mechanical amusement devices.

Solicitor Lynch earlier in the year delivered an opinion that licensing of pinball and other games is illegal. Recently he suggested that the council await a forthcoming Supreme Court decision on the Cleveland ordinance and expected court ruling on a similar Youngstown ordinance.

Drug Locations Report

WASHINGTON, Oct. 22.—More than 7,000 independent drug store locations throught the country, with aggregate sales in 1937 of \$174,674,000, have reported to the Bureau of Census of the Department of Commerce that sales during the first half of 1938 were within 3.8 per cent of volume in the same 1937 period. In the first quarter sales were down 3.2 per cent and in the second quarter off 4.4 per cent.

Compared with 1935, the last year covered by a regular business census, the 1937 sales of these stores represented an increase of 19.2 per cent.

Pay rolls in 1937 compared with 1935 rose 12.7 per cent, whereas in the first half of 1938, as compared with the same 1937 period, the increase was 2.5 per cent.

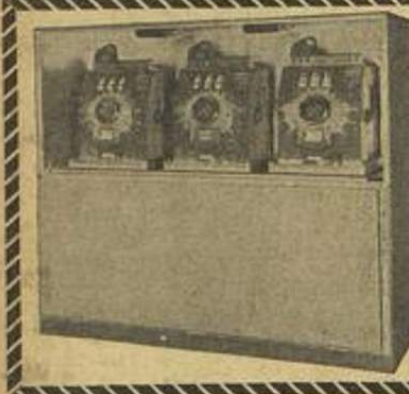
These figures were announced here today by William L. Austin, director of the Bureau of Census, in the first retail report issued in connection with the census survey of business for 1937-'38.

REBUILT MACHINES!!

EVERYONE RUNS AND LOOKS LIKE NEW, RAILS REFINISHED, COMPLETELY OVERHAULED AND CLEANED UP.

Domino, 1938 Model	\$129.50
Parlay Races, Jennings	124.50
Pick 'Em, Jennings	124.50
Track Time	79.50
Domino, 1937 Model	64.50
Rolling	64.50
Fisher	54.50
Thorsbred, Western	49.50
Exhibit Races	49.50
Ray's Trac	45.50
Favorite	39.50
Zeta, Stoner	39.50
Club House	35.50
Saddle Club	29.50
De Luxe Ball	22.50
Operation	22.50
Handicapper	\$12.50
Hayday	89.50
Across the Board	44.50
Big Race	39.50
Arlington (Proakness)	29.50
Rover	25.00
Bally Reserve	22.50
Daily Dozen	22.50
Feature DERBY DAY HIGH CARD SPEED KING	With Clock 19.50
PANCO RACES BALLY MULTIPLE TURF CHAMP COLLEGE FOOTBALL BLUEBIRDS	15.00
CHALLENGER BELMONT GRAND PRIZE SWEET 21 DERBY DAY, Blue Cabinet	12.50
CAROM ALL STARS TOUT PREVIEW HEAVYWEIGHT BUMPALITE SPRINGTIME PADDOCK MAZUMA SPOTLITE ROYAL RACES DAILY RACES, Castles DAILY RACES, Western	7.50
3 Shooting Galleries With Guts	\$16.00
1 Pop-Matlo	25.00
Track Rools, Like New	7.50
Prosto	7.50
Beer Barrel	3.50
Cent-a-Pack	11.50

One-Third Deposit. NATIONAL SCALE CO. 1415 Washington Ave., S. Minneapolis, Minn.



STOP HIJACKING WITH OUR HEAVY BUILT SAFES

Latest thing in safes with TURN-TABLE. Turns on ball bearings. Convenient for Operators. Saves time in collections.

Write for Circulars and Prices. Distributors wanted.

PALMANTIER-KING SALES CO.

1107 W. TUSCARAWAS ST. CANTON, OHIO

McCALL NOVELTY CO.

McCALL'S SPECIALS IN GUARANTEED USED EQUIPMENT

Stoner's Air Races (Txl.)	\$15.00	Sportman DeLuxe	\$18.00	Exhibit Ticket Game	\$ 5.00
POL 'N Take	65.00	Fortune	5.00	Repeater	5.00
AK-Sar-Ban	5.00	Fleekwood	22.50	Ass	4.50
King Fish	5.00	Carson	19.50	Fair Ground	35.00
Peerless	5.00	Turf Champs (Txl.)	5.00	Bally Entry	29.50
Every Golf	5.00	Panoco Red Balls	5.00	Golden Wheel	19.50
Sunshine Baseball	5.00	Mollywood (Labe Mod.)	42.50	Bally Derby	12.50
Replay	5.00	NOVELTY GAMES	\$17.50	Gance HR (Floor Sample)	\$22.50
Lone	14.50	Turf Kings	14.50	Batter Up	5.00
Carnival	5.00	Dux	15.00	Hold 'Em	5.00
Elec. Secured	5.00	Stoner's Vegas (Floor Sample)	15.50	Stoner's Races	22.50
Elec. 'N Neck	10.50	Home Stretch	5.50	Stoner's Races Page 71	22.50
Acid Derby	10.50	Short Sox	5.00		
See Our Other		Home Game, Sixes, Miscellaneous			

WE BUY, SELL AND EXCHANGE. Phone: Jefferson 1644. LOCUST ST. ST. LOUIS, MO.

KANSAS CITY

New Coin Machine Headquarters. We cordially invite you to visit our New Headquarters in downtown Kansas City. WE BUY, SELL AND EXCHANGE PIN TABLES, AUTOMATICS, SLOTS AND COUNTER GAMES. We carry in Stock New Power Packs, and Parts for most coin-operated machines. WESTERN AMUSEMENT CO. 1010 Broadway, Kansas City, Mo.

SLOT MACHINES

GIVE AWAY PRICES WILL ACCEPT TRADES. SAM MAY & COMPANY, 2011-13 Maryland Ave. Balto., Md.



CHARMS Not the Ordinary But an Extraordinary Assortment. Guaranteed Assured \$1.00 All Low as 75c Gross. Best Grade. All New Numbers—Just Arrived. IDEAL SALES, INC. 1318 Market St., St. Louis, Mo.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Stephens Introduces New Penny Machine

KANSAS CITY, Mo., Oct. 22.—A J. Stephens & Co., Kansas City, seem to have hit a natural in their Lucky Star, new penny machine. Pennies are dropped thru slots in the top and if coin completely covers one of stars in the platform below it is a pay-off. Suction-cup feet hold machine firmly to counter.

The new skill game, 11½ by 10 inches in size, is proving a hit for merchandising cigarets, cigars, drinks, candy and other items in drug stores, clubs, taverns, bars, hotels, lunchrooms, cigar stores and news stands, the makers claim. A. J. Stephens, president of the company, reports brisk sales throughout this territory. "In Lucky Star we have hit on a penny machine that takes in the dollars," Stephens says. "Lucky Star is a skill game, fascinating to play, attractive in appearance and a real coin getter. There is no machinery to get out of order, no merchandise to spoil or replace."

Recession Cause Known

NEW YORK, Oct. 22.—There has been considerable controversy as to what really caused the recession of 1937 which, in a few short months, proved to be the swiftest and worst business drop in the history of the country. About 4,000,000 people were thrown out of work in that short time.

The very conservative *New York Journal of Commerce*, September 30, 1938, in a leading editorial gives a very suggestive answer as to what may have been a chief cause:

"The business recession of the past year was caused, in large measure, by excessive inventory accumulations," says *The Journal*.

Which in so many words is saying that much of it was psychological on the part of business—and a little intelligence would have prevented most of it.

Jersey Op Lauds Robbins

BROOKLYN, Oct. 22.—After installing 25 Bingo games on locations as a sample test, a Jersey operator writes Dave Robbins, of D. Robbins & Co. here, as follows: "I want to congratulate you on producing a real winner in your Bingo game . . . I have had my Bingos for eight weeks and they are still in original locations and most of them are taking in more money than they did in the beginning. . . . You can expect my order for many more Bingo games." Dave says he will supply the name and address of the operator upon request.

makes it impossible for a city or county to license pinball games and similar devices, altho a few cities have passed ordinances. The Illinois trade has endeavored at one time to secure the passage of an "enabling act" by the State Legislature which would permit cities and counties to license games.

1939 TRACK ODDS

OPERATORS SAY—

"It's smart to pay more and make more"



5c—10c—25c Play
Immediate Delivery
FREE TRIAL on initial order. If not satisfied your money will be refunded if machine is returned within fourteen days, transportation charges prepaid.

BUCKLEY MANUFACTURING CO.
2160 WASHINGTON BLVD., CHICAGO



CLEAN UP WITH WIN-O!

Original Electric Bingo Game
The low-priced money-making sensation for turkey parties, holiday entertainments, churches, bars, 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 1000 Souvenirs, Displays, etc. **\$7.50** Only.

H. C. EVANS & CO.
1520 West Adams Street, Chicago.

JUDGE A DISTRIBUTOR by the COMPANIES REPRESENTED

Eastern Distributors:
MILLS NOVELTY CO.

A. S. T. CO. GROETCHEN MFG. CO.
BALLY MFG. CO. H. C. EVANS & CO.
COLUMBUS VENDING CO.
CHICAGO METAL MFG. CO.

KEYSTONE NOV. & MFG. CO.
26th & Huntingdon Sts.
PHILADELPHIA, PA.

Illinois Constitution Branded as Obsolete

CHICAGO, Oct. 22.—The constitution of Illinois was branded as "outdated" by Mrs. George G. Bogert, president of the Illinois League of Women Voters, in an article in *The Illinois Voter* for September. Mrs. Bogert declared that the document adopted nearly 70 years ago is "inadequate to meet the stress of a rapidly changing world."

"Since the constitution is made for man, and not man for the constitution, it would seem simple enough wisdom to amend it or draft a new one," she said. "Altho political scientists show considerable unanimity in their belief that places on the ballot should be limited to candidates for policy forming positions, our constitution makes it necessary to elect a large number of public officials whose duties are administrative rather than policymaking. As a result the voter is bewildered."

The Illinois constitution, like many other State constitutions, practically

YOUR SIGNAL FOR BIGGER PROFITS!

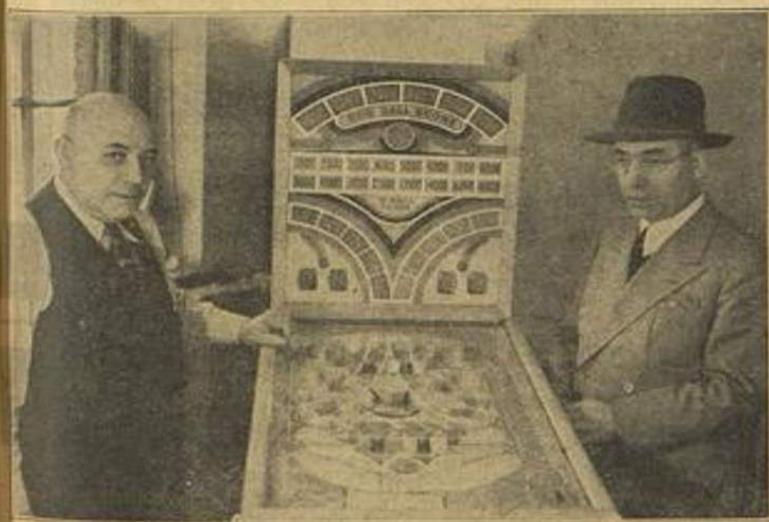
THE BIGGEST MONEY-MAKING FOOTBALL BOARD EVER MADE

— 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.



BILL (THE SPHINX) COHEN, Silent Sales Co., Minneapolis, right, tells A. S. Douglas of the rapid strides the Duval Odd Ball table game is making in the field.



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. 57 Fourteenth St. Wheeling, W. Va.

GRANDSTAND

RESERVE TYPE MULTIPLE ONE-SHOT
STILL IN VOLUME PRODUCTION

Yes, you can still get quick delivery on Bally's GRANDSTAND—with Win-Place-Show-Place Awards PLUS \$45.00 TOP RESERVE. Takes 1, 2, 3 or 4 coins per game and multiplies awards by number of coins played. Consistently earning 20 to 30 per cent more than Fairgrounds at its peak. Order from your Jobber.

54 IN.
BY
26 IN.



THISTLEDOWNS Bally's newest one-shot—offers complete flexibility: operate WITH OR WITHOUT MULTIPLE and WITH OR WITHOUT \$50 TOP RESERVE.

Write for circulars on BALLY BELL, EUREKA, THUNDERBOLT, WORLD'S FAIR, FOUR HORSEMEN, HOT-VENDER and other Bally hits.

BALLY MFG. COMPANY
2640 BELMONT AVE. CHICAGO, ILL.



... 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," October issue.)

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.

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.



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

Fort Worth

FT. WORTH, Tex., Oct. 22.—Ft. Worth operators are all excited about the new modernistic and unique cigaret venders being offered. Large and attractive folders showing the new models arrived in Ft. Worth and are now being studied by operators.

Morris Pinto's place, Southwest Coin Machine Co., on Jennings avenue, is the mecca for coinmen on the south side. There is not a busier coin machine headquarters anywhere in Texas.

New phonographs, scales, cigaret machines, counter games and console units are showing up on top spots weekly. The new Mickey Mouse vender and the Mickey Mouse charms and toys have also made their appearance on location in this town.

One can meet a dozen or more ops at one time when visiting the offices and showrooms of the Frankrich Distributors. The boys, and we might also say the girls, are busy keeping spots going with high class automatic equipment. They are located in the beautiful Medical Arts building, just west of Burnett Park, an unusually pleasant spot.

Miss Helen Ewing, Ft. Worth's girl operator of merchandise machines, is a busy girl these days. Between her operating, pipe organ recitals and golf she finds little time for actual work. She may attempt to deny the golf playing, but we have the goods on her. She was discovered with her car loaded with clubs and heading for the course.

Ft. Worth's parking meters have fallen off in receipts recently due to two busy streets, Main and Houston, being repaved. Merchants also claim that the tie-up decreased their receipts in automatic machines in their stores. The work will soon be completed and the streets reopened.

Renfro Drug Co., a Ft. Worth drug chain, will soon open a large and up-to-date store in the Riverside section that will afford space for no less than six or seven pieces of coin-operated equipment.

Warm weather; in fact, the warmest October this section has experienced in many years, is holding outside coin machine spots open almost a month longer than usual. This is pleasing the ops no little bit, as all taverns and roadside inns enjoy better business while the weather is warm.

King Cotton, the one money crop of the South and Southwest, has simmered down as a big fall business stimulator but is still able to cause lots of coins to jingle in pockets around this time of the year.

Cotton, grain, garden products, poultry, oil and cattle are the ops' salvation in this city.

A number of new bulk vending machine operators have entered the business in and around Ft. Worth during the past year. Most of these new operators are servicing peanut and ball-gum machines.

No fewer than five or six Ft. Worth ops have some sort of a side-line business, or perhaps we should have said they operate as a side line. They are either in the tavern or filling station operating business.

C. V. Smith, Ft. Worth bulk vending machine operator, has been adding a number of new pieces of equipment to his route in Riverside and rural section near the city. He is one of the pioneer merchandise ops of this city.

Ft. Worth's coin machine row is growing more lively every day. There is seldom a day passes that several out-of-towners are not strolling the row. Especially do the West Texas ops make this town their headquarters for purchasing new and used equipment.

Kenny Glen Gets Around His Area

ST. PAUL, Oct. 22.—Kenny Glenn, La Beau Novelty Sales Co. representative, is one lad that does circulate up in the North, according to N. L. Nelson, La

TALLY



STRAIGHT
5c
PLAY

DAVAL'S PHENOMENAL MONEY MAKER

The one and only counter game with Reserve Jackpot up to \$50.00! Frequent 10c to \$1.00 Intermediate Awards!

Coin Divider and Two Separately Locked Cash Boxes—One for Operator and the Other for Location Owner!

Precision built, silent, fool-proof and cheat-proof mechanism! Equipped with sanitary ball turn vander and twist turretless base! Order TALLY Now!

PRICE \$34.50
F. O. B. CHICAGO

ALSO AVAILABLE WITH CIGARETTE REELS IN 1c PLAY.

Covered by the Famous Atlas 10-DAY Free Trial Money-Back Guarantee!

ATLAS NOVELTY CO.
2200 N. WESTERN, CHICAGO

A NEW PENNY MACHINE that Takes in Dollars!

Sensational new scoring ideal Drop coin slot—If it completely covers a star it is a pay-off. Gets heavy play in Drugstores, Clubs, Taverns, Cigar Counters, Hotels, Lunchrooms, Bars, Newsstands, Etc.

Stephen's LUCKY STAR

A sure-fire hit for merchandising cigarettes, drinks, candy and all popular items. A spectacular money-maker at a sensational low price. Can pay for itself in few days. Small and compact. Takes up little space. Unusually attractive with chrome metal base and heavy glass top. Size 11 1/2 x 10 in. Equipped with large question cup feet. Fool-proof in operation.



INTRODUCTORY SAMPLE ONLY
\$9.75

Regular Retail Price \$19.50

BIG MONEY for operators who put it out on percentage basis.

ACT TODAY!—Send only \$9.75 for sample of this Sensational New Machine. (Retail price \$19.50.) See for yourself the big profit possibilities. Also ask for Complete Catalog of Sales Boards, etc.

A. J. STEPHENS & COMPANY
1321 CHESTNUT ST. - KANSAS CITY, MO.

Beau's general sales manager. "No matter where you go someone knows Kenny. He has an unbelievable number of operator-friends all over Minnesota and Dakotas and they keep him busy filling their coin-operated equipment needs. More than that Kenny is always ready to help them in a perplexing situation arises. He's done an especially fine job in supplying operators with Rock-Ola's two-in-one game—3-Up and Across the Board."

Kenny Glenn offers a word about the end of the business: "The coin-operated business is really my choice—it's great! It's a real satisfaction to see my friend up here well equipped with the right kind of amusement machines. I honestly think I'm as proud of the successes as they are. But if any one of the boys comes to me with a tough problem I'm only too glad to talk over, and very often we can both figure out a workable solution."

B-A-R-G-A-I-N-S

IN GUARANTEED COIN MACHINES RECONDITIONED THE "VENCO" WAY

(1 BALL AUTOMATICS)

12 Bally Fairgrounds	\$64.50
8 Bally Fleetwoods	64.50
3 Bally Rivers	34.50
3 Bally Freshets	34.50
3 Bally Arlingtons	37.50
3 Bally Stables	49.50
4 Bally Golden Wheels	24.50
4 Bally Racing Forms	25.00
2 Model "B" Traffic	7.00
4 Bally Entries	42.50
4 Mills Big Race	59.50
3 Mills 1-2-3 Tables	59.50
3 Mills Clockers	19.75

(NOVELTY GAMES)

1 Bally Line Up	\$12.75
1 Bally Sprint	12.75
1 Chicago Coin Cabot	27.50
1 Chicago Coin Dux	22.50
1 Bally Airways	19.50
1 Genco Silver Flash	19.50
1 Genco Stadiums	12.75
2 Stoner Avrocan	12.75
2 Exhibit Basket Balls	12.75

(SLOT MACHINES)

12 Mills 5c Blue Fronts	\$49.50
2 Mills 10c Blue Fronts	52.50
4 Mills 25c Blue Fronts	55.50
7 Mills 5c Skycraper Bells	34.50
4 Mills 5c Lionhead Bells	34.50
4 Mills 5c Cross Diamond	32.50
17 Pace 5c DeLuxe Comet Bells	53.50
21 Pace 1c DeLuxe Comet Bells	48.50
15 Columbia Jackpot Bells	49.50

SPECIAL IN ADDITION TO THE ABOVE SLOT MACHINES, WE HAVE ON HAND APPROXIMATELY 100 MILLS, 5c, 10c, 25c CHERRY BELLS, SERIALS OVER \$27,000. IF INTERESTED IN THESE, WRITE FOR SPECIAL PRICES AND COMPLETE INFORMATION.

(PHONOGRAPHS)

12 Mills 5c Blue Fronts	12 Records	\$ 99.50
11 Mills DeLuxe Dance Masters	12 Records	64.50
7 Model 316 Wurlitzers	16 Records	109.50
8 Model 318 Wurlitzers	16 Records	109.50
8 Model 916 Wurlitzers	16 Records	134.50
12 Model 918A Wurlitzers	16 Records	154.50
8 Model 24 Wurlitzers	24 Records	207.50
8 Counter Model 51 Wurlitzers	12 Records	69.50
1 Onasole Model 50 Wurlitzer	12 Records	79.50
11 Model "K" Seeburgs	15 Records	134.50

(COUNTER GAMES)

47 Bally Baby Cigarette Machines	\$ 8.75
21 Buckley Cent-A-Packs	10.75
1 Grand Best Spots	8.00
1 Exhibit Honey	22.50
7 Bennett Deuces Wild	16.75

TERMS: One-Third Certified Deposit With Order, Balance Express C. O. D., or Freight Shift Draft Bill of Lading Attached.

THE VENDING MACHINE CO.,
205-15 Franklin St., Fayetteville, N. C.

Qualified Is Western's Latest

(New Game)

CHICAGO, Oct. 22.—The new game produced by Western Products, Inc., Qualified, is achieving a high degree of success on location the nation over," say officials of the company.

"We attribute the popularity of the game among operators as well as location players to the various features which are out of the ordinary on a game of this type.

"Western's Qualified is a free-game model with single-coin five-ball play. The playing field is unusual in that it is not the ordinary standard novelty game size, but as large as the average payout table field.

"A further difference is that Qualified offers players a selection of possible winners, from two to seven each game. There are also odds, changing each game, for win, place and show awards, ranging from 2 to 1 up to 40 to 1.

"Simple, fascinating play on Qualified is based on the ever-popular horse-race theme."

Becker Finds Hit Number a Winner

CHICAGO, Oct. 22.—"You could have knocked me over with a feather," reports Ray Becker, Keeney sales manager, "when visiting in one of the biggest payout territories in the country the distributor told me our free replay award game, Hit Number, was taking in as much money as any of the payout tables on location there.

"Said the distributor: 'Hit Number packs so darned much play interest that players stand there and play the game by the hour. Once we put it on location they won't let us move it.'

"That a five-ball non-payout pin table offering awards in free replays should be able to hold its own in a one-ball payout territory is indeed surprising. However, in Hit Number every shot has its bearing on either securing or bettering a score and it is possible for a player to secure nine different awards with each five-ball play, awards totaling \$2.40 in free replays or games."

Orenstein Plans Hercules Building

NEWARK, N. J., Oct. 22.—Irv Orenstein, of Hercules Machine Exchange, Inc., will name a building soon to be purchased by his firm.

"Negotiations are now under way to take over the entire building in which the firm is now located. We plan to have it called the Hercules Building," said Orenstein. At the present time the firm is using almost all of the space in this building.

Orenstein reported: "It will be a proud day when we can name this building after our firm. With the growth of our organization we believe that we have reached a stage in our progress where we can use the entire space of this building. This will make it easier for our out-of-town and foreign customers, too. In every way we feel this will be to the advantage of the industry. The building will be called the Hercules Building and will be registered as such with the post office."

Slogan Featured By Fitzgibbons

NEW YORK, Oct. 22.—John A. Fitzgibbons, president of Fitzgibbons Distributors, Inc., regional representative for Bally Mfg. Co., is featuring a new slogan for the firm. The slogan is "2 to 1—It's Bally."

Said Fitzgibbons: "This is probably the best way to bring home to everyone the leadership of Bally products. For many years it has been Bally two to one in the East. We have many times noted this great ratio to the use of other products in our advertisements, but we have never before taken advantage of it.

"This slogan, '2 to 1—It's Bally,' carefully and honestly brings home a very well known fact. Every member of our firm is making use of this slogan. There is no doubt that it has already met with the approval of operators in the East, for they are in perfect agreement with us."

RAGTIME

GENCO'S FREE PLAY GAME DELUXE!

Has the same playing features, including the new Genco Extra Ball idea, as Jitterbug. Made with Genco's proven Free Play unit. Housed in a larger, beautiful deluxe cabinet.

"Plays Off" Winners with Free Games

LOW PRICED AT **\$89.50** F.O.B. Factory



and **JITTERBUG** with the **EXTRA BALL FEATURE...**

When score reaches 12,000, shuffleboard automatically releases ball for replay. Action is repeated at 14,000.

\$74.50 F. O. B. Factory.

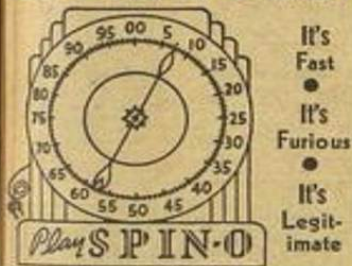
JITTERBUG IN JACKPOT MODEL, \$84.50 F. O. B. Factory.

SEABOARD SALES, Inc.
619 Tenth Ave. New York, N. Y.
Eastern Direct Factory Representative.

COIN AMUSEMENT SUPPLY, Ltd.
London, England.
European Distributor.

GENCO, Inc., 2621 N. ASHLAND AVE., CHICAGO, ILLINOIS

OPERATORS!



Spin-O pulls crowds and holds 'em breathless in Taverns, Theaters, Night Clubs, Billrooms, Fairs, and wherever people gather. Increases your take on other devices... makes money from the start! A real deal with long, STEADY profits covered by exclusive franchise in restricted territories for eight operators. Write or wire for full information without delay! Dept. B.

SPIN-O SALES CO.
208 SO. 11th, MINNEAPOLIS, MINN.

MAKE MONEY WITH SLOT MACHINES

Start your own SLOT MACHINES AND MAKE MONEY! Build your business out of the profits of your first machine. Start now! Write for our latest catalog of SLOT MACHINES, VENDING MACHINES, SALESCARDS, SALESBOARDS, ETC., ETC. Low wholesale prices. Send 3c now!

MIDWEST COMPANY
P. O. Box 1111-A, Milwaukee, Wis.

SWAP OR SELL NOVELTY TABLES

40 Genco Footballs, 8 Airways, 3 Silver Flash, 1 Skl... 2 Forward March, 2 Dux, 2 Top, 3 Beantails, 1 Bally's Eyes, 2 Genco Juniors, 4 Zephyrs, 2 Ch... 1 Duro, 1 Day's Hammer, Bowling, 4 Gattish... 1 Gally Reservoir, 1 Gaytime, 3 Memo... value number of counter machines. Make an offer, or what have you to trade?
SOUTHERN MUSIC CO.,
523 W. Central Ave., Orlando, Fla.

ANOTHER TWO HITS

SNOW WHITE
2100 Holes
Tip Tickets
127 Winners
Takes In \$105.00
Average Payout - 54.35
PROFIT - 550.65
PRICE - \$ 4.60

BALLOT BOX
720 Holes
Tip Tickets
Takes In - \$36.00
Average Payout - 19.44
PROFIT - \$16.56
PRICE - \$ 2.20

GLOBE PRINTING CO.
1023 Race St., PHILADELPHIA, PA.

BIG 1939 HOLIDAY GIFT DEAL



We guarantee this to be the **FATEST SELLING DEAL** ever offered at such a low price. Deal takes in \$4.00—Only 12 Punches—Each Punch Receives Choice of Gifts. All High Grade Gift Items—6 Different Assortments.

Sample Deal, \$2.50
50 Deal Lots, \$2.25
100 Deal Lots, \$2.00

Terms: Half cash with order, balance C. O. D.

Exclusive sales rights offered in some localities.

MIDWEST MERCHANDISE CO.
107th & BROADWAY, KANSAS CITY, MO.

WE HATE TO BRAG - but

TALLY

HAS MORE NEW AND PROVEN MONEY-MAKING FEATURES THAN ANY GAME ON THE MARKET!

RESERVE JACKPOT

Starts with \$2.50 and Zooms as High as \$50.00!

FREQUENT 10¢ to \$1.00 AWARDS Keep Players Literally Glued to the Game!

COMES WITH BOTH NUMBER STRIPS AND BELL FRUIT STRIPS WHICH ARE INTER-CHANGEABLE!



COIN DIVIDER AND TWO SEPARATE CASH BOXES

Enable Locations to Pay Awards Out of Their Share of the Take-In and Permit Operators to Collect His Net Share Without Any Check-ups or Settlements Whatsoever!

PRICE
#34⁵⁰

F. O. B. CHICAGO

ALSO AVAILABLE WITH CIGARETTE REELS IN 1c PLAY!
DAVAL MFG. CO. • 315 N. HOYNE AVE. • CHICAGO

Calcutt Vender Sales Reported Up

FAYETTEVILLE, N. C., Oct. 22.—Joe Calcutt, of the Vending Machine Co., reports that his firm's sales of vending machines have shown a very definite increase.

One executive of the firm reported: "For some time we have been receiving orders for vending machines which we have taken care of in our regular routine. But of late these orders have greatly increased. The Columbus machines have sold better than at any other time."

"We have therefore enlarged this department. We feel that any op who wants the best in new or used vending machines will certainly be pleased with the many great bargains which we have arranged."

Calcutt reported: "We have gathered in a great number of bulk vendors of every type which have been perfectly reconditioned and which are now being made ready for one of the largest sales we have staged."

Op's Profit Is Game Requisite

NEW YORK, Oct. 22.—George Ponser took time off recently to discuss the general price situation with leaders of the industry.

Ponser stated: "Price is not the main objective and never has been in the coin machine industry. The main thought that each operator wants foremost in the minds of the manufacturer and the sales agent alike is that of his profits."

"We have learned that whether a game cost \$74.50 or higher the operator is most interested in whether the game will earn enough to pay for itself and bring him a profit on his investment."

"Regardless of what the game is priced to sell for, we have made it our business to carefully check each game that we receive. We have arranged with some of the leading operators to have the games that we get placed on various locations. In this way we learn within a few days just what the game is really worth to the operator."

"Therefore, regardless what the price of the game may be, the main thought is to be sure that the game is mechanically perfect; that it meets player approval as well as the location's approval, and that it earns enough on location to take care of the price and the profit."

Western Rep Visits Illinois Ops

CHICAGO, Oct. 22.—Gus Sundman, a man with many years of experience

SAVE MONEY!

NEXT TIME TRY....

ORIOLE

COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.

—ALSO AT—

Pittsburgh • Washington • Buffalo

covering all types of coin-operated equipment, is contacting the operators in Indiana and Illinois in the interests of Western Products, Inc., of Chicago. The long-felt want and value of having such a representative calling on the operators has already been demonstrated. Altho he has been on the road but a short time, the large number of friends he has made and the volume of business he has already sent in to the home offices clearly indicates appreciation of the operators," said a company spokesman.

Sundman says: "Wherever I have introduced Derby Time multiple, our new six-coin multiple table, the operators state that it has proved to be the outstanding multiple table of all time. He goes on further to state: "Operators feel that when they purchase Western games it is an investment rather than a purchase due to the long life, trouble-free operation and high earnings which Western merchandise offers."

"Race Meet, new console machine, is setting new highs in earnings in the console territory. Operator in all territories are anxiously awaiting delivery of their Race Meets, the console that promises to eclipse anything in the field."

"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 unsurpassed by any other football board. Even winning tickets are based on gridiron language as top 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 colored 2500-hole board, LUCKY KICK shows an average profit of \$41.00.

Write for Superior's latest colored bulletin describing other sensational new boards, and for SUPERIOR'S SCOOPS, salesboard trade paper.

SUPERIOR PRODUCTS, Inc.

14 NORTH PEORIA ST., CHICAGO, ILLINOIS

3 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEALS

50 WINNERS A 5c Salesboard

42 Boxes of High-Grade Chocolates—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 \$8.00.
TAKES IN \$15.00.

Fast Moving Deal 36 WINNERS

A 30-Note 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 Chocolates.
Numbers Run From 1 to 39.
24 1-Lb. Boxes of Chocolates.
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

Cardinal Cherries—1-Lb. Net, Packed 2 Doz. to Carton, Per Dozen.

\$2.40

25% Deposit With Order, Balance C. O. D. Send for FREE Catalogue of Assorted Box Candy.

DELIGHT SWEETS, INC. NEW YORK, N. Y. 50 EAST 11th STREET



THE BOYS ARE ABOUT TO DRAW STRAWS for this Rock-Ola Three-Op game. J. M. Abrams, J. M. Novelty Co., Youngstown, O., in rear center, has that knowing look in his eye.

TALLY



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 \$34.50

Also Available With Cigarette Reels, In To Play.

1922 FREEMAN CINCINNATI, O.

SICKING

Keeney Has New Football Game

(New Game)

CHICAGO, Oct. 22.—"A baseball novelty game, if it's good, will attract play, even tho it is introduced in the middle of winter. But," says J. H. Keeney, head of J. H. Keeney & Co., "if the play principle of a good game ties in with the season, its attraction is much greater to players."

"This is what we have in Big Ten, our new single coin free-replay award game. It has more color, thrills and plays than a Northwestern-Minnesota conflict, and it is being placed on locations just as the football season is getting under full swing."

"Big Ten play makes it possible for the player to secure several winners on each five-ball play. Each of the five shots requires the player to go into a huddle with himself in deciding the most advantageous shot, either to secure a score or to increase it after a score has been made. The illuminated football on the backboard gridiron is advanced by the contact of balls on bumpers or on switches in forward pass runways. Points are likewise increased."

"Operators are still making big money with our Free Races and Multi-Free Races," said the Keeney prexy, "but they're finding Big Ten gets even a bigger play than those two famous money makers."

Race Meet Is Western's Newest

(New Game)

CHICAGO, Oct. 22.—Officials of Western Products, Inc., have announced the release of a new console game, Race Meet with Track Odds. "The game incorporates a number of novel features. It is said to be one of the lowest priced machines of its type available," said a company spokesman.

"Western engineers and designers have designed Race Meet with Track Odds as a seven-play multiple coin-head machine with a daily double feature. We have added a feature which will be of inestimable value to operators. That is, the game has all the mechanism mounted on a board which is easily removed in the event service is required. This is a precaution taken for isolated cases, inasmuch as all mechanism has been simplified and highly perfected."

"Another unusual mechanical feature found only in Western games is the Western multi-master payout unit, a fast positive-action mechanism that has been tested and proved on location. Race Meet with Track Odds is, as the name indicates, based on a horse-race theme and play is such that the game has met with instant player approval."

Advance Register Plan for NACOMM

CHICAGO, Oct. 22.—There is every indication that the NACOMM coin machine show to be held at the Stevens Hotel here December 12 to 15 will surpass all previous coin machine exhibitions in attendance, as well as the number and variety of exhibits and entertainment features, according to a statement by the convention management this week.

Early advance registration returns are piling in at the offices of the National Association of Coin-Operated Machine Manufacturers by the hundreds, it is said. After less than a week of such returns A. B. Coffman, show manager, predicted that last year's attendance of nearly 5,000 from 47 States, Canada and three foreign countries will be exceeded.

"The advance registration plan was adopted principally as a device to exclude the general public from the show and out from under foot. It has been found that making an admission charge of \$1 was a sure way to 'include out' 99 per cent of the sight-seers. At the same time NACOMM wants every genuine operator, jobber and distributor to attend the show free."

"Advanced registrations will be honored until November 30. Just fill in your registration blank and mail it to your registration office with your business card or other identification and you will

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!



Console-type Cabinet, 24"x48". Giant Back Panel, 10-coin illuminated Escalator, simple adjustment for regulation of odds, dozens of new super-features! New simplified silent mechanism, absolutely bug-free!

189.50

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 45-1; 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!

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.



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

JINGLE BOARD

NEW PENNY CIGARETTE COUNTER GAME
WITH SKILLO, or WATER, or TICKET GAME



REAPS Tremendous Quick Profits
Pat. Pending.
\$6.45 Write for Quantity Prices Each

EMPIRE MANUFACTURING CO.
202 EAST 15TH ST., KANSAS CITY, MO.

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.

receive a ticket which you can exchange for your badge when you arrive at the Stevens Hotel for the show," said Coffman.

Hearing Held on Cleveland Case

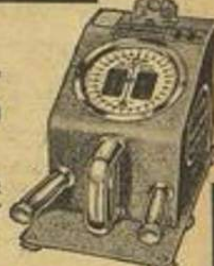
COLUMBUS, O., Oct. 22.—The Supreme Court judges watched two coin machines operate in court here and then took under advisement the appeal of the city of Cleveland from a reversed decision of the Common Pleas Court, which held that coin machines may be licensed.

The original action was based on a taxpayers' suit of William J. Kraus, who sought to enjoin Cleveland from enforcing an ordinance licensing the machines.

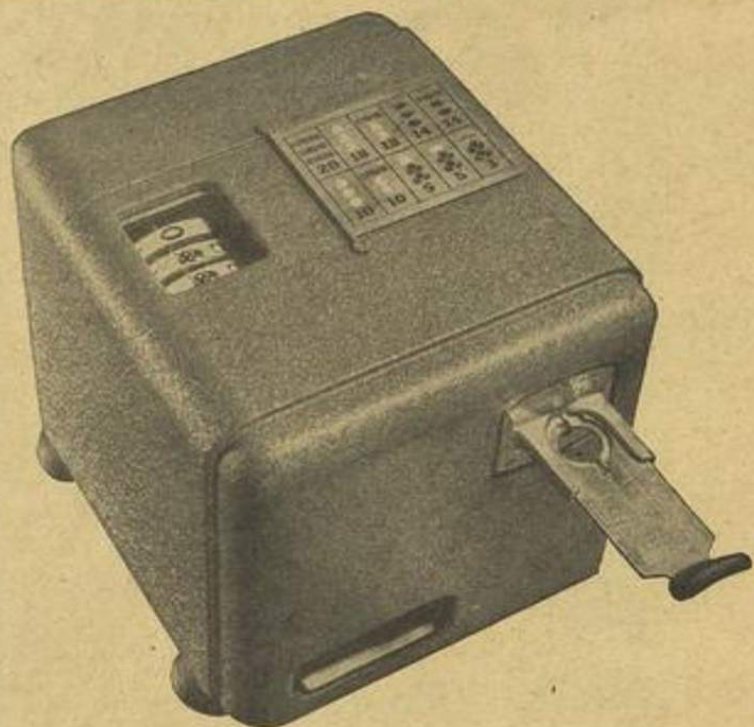
To illustrate his claim that the payout machines, for which the city of Cleveland has issued 3,200 licenses at \$36 a year, are gambling devices, Marvin C. Harrison, attorney for Kraus, played two exhibits in the courtroom.

NEW DUO-GRIP

TRADE STIMULATOR PLUS 3-WAY STRENGTH-TESTER



Gottlieb's New Sensational! Combines Spinning Cigarette Reels with strength-testing for Push, Pull and Grip. Write for QUANTITY PRICES!
Alabama Distributor
BIRMINGHAM VENDING CO.
2117 Third Ave., North, Birmingham, Ala.
\$24.50



OUR NEW BABY

Vest Pocket Bell!



Weight 15 pounds. This little machine is 8 inches high x 7 inches wide x 8 inches long. It is an automatic Bell, with complete mechanical action and payout. But it doesn't look like a Bell or any other kind of counter machine you ever saw before. No handle on the side, it operates with a push-pull slot. Three 10-stop reels with familiar Bell-Fruit symbols. Reels may be covered in one-fifth of a second at any time. 5c play. Cash box holds \$45 in nickels. Price, \$49.50. Orders filled in sequence in which they are received.

MILLS NOVELTY COMPANY, 4100 FULLERTON AVE., CHICAGO

New Fall Machines Need Of All Operators

CHICAGO, Oct. 21.—"For fall business, the coin machine operator can do nothing better than stock up on new machines," says Fred L. Mills, president of Mills Novelty Company, in an interview today. "I believe," said Fred, "that Mills is the first factory to realize the operator's condition comprehensively. Most of the machines he has been offered in the past are not appropriate for his territory today. He still wants to stay in business, wants to collect on the handsome revenue that coin equipment can bring if properly managed. For the past year we made an intense study of operator's wants and have been working since early summer on a brand-new line of Mills Machines for Fall. Every one of them is different. Every one of them takes operator's problems into consideration. We are sure there's not an operator in the country who can't make a great deal of money with one or more of these numbers."

Mills Novelty call their new Fall machines the "Opportunity Line." There's certainly a lot of specialized thought behind every machine, and we have never seen a more appealing line than these self-same Opportunity Numbers.

Vest Pocket Bell; Current Mills Sensation

Mills Novelty Company has been making Bells for 30 years or more, but probably no new Bell ever created the sensation equal to that of the current winner, the Vest Pocket. It's a Bell without any handle on the side; works with standard pin table push-pull slot. Three 10-stop reels, though small in size, are as visible and legible as the large standard reels. The machine makes all payouts automatically, with great frequency, speed and silence.

Already working in many cities and towns, the Vest Pocket has proven itself a worthy rival of the Big Bells. Here's one operator's net intake on two weeks' run, day by day: Sept. 3, \$5.40; Sept. 4, \$14.40; Sept. 5, \$6.90; Sept. 6, \$8.00; Sept. 7, \$6.60; Sept. 8, \$4.20; Sept. 9, \$5.40; Sept. 10, \$4.20; Sept. 11, \$10.20; Sept. 12, \$8.40; Sept. 13, \$16.00; Sept. 14, \$5.50; Sept. 15, \$8.40; Sept. 16, \$10.80. Total—\$114.00.

The Bell Has Been Turned Around

Mills Factory No. 3, Oct. 22.—"The Square Bell represents the most radical change ever made on the Bell machine," announces Vince Shay, forceful sales

manager of Mills Novelty Company. The Square Bell is a complete Mystery Bell with Jackpot, the same mechanism as found in the regular Mills Bell line. But it's placed in a floor console. That isn't all. The reels, which on regular Bells, revolve down and towards the player, now revolve in a counter clockwise motion to his left. The Bell has been turned around. No handle on the Square Bell—it operates on a small rest lever on front of machine. When rewards are hit on the Bell, it does not pay out immediately. Player is required to demonstrate skill on the play field by shooting a ball through skill channel. This field is entirely chrome plated, the first one of its kind ever used on a console. The Mills Square Bell should prove a better money maker than any other Bell or console simply because its individual design and its extra illumination increases the Bell basic appeal. Facilities of Mills Factory No. 3 at Kolmar and Dickens Avenue, Chicago, have been turned over to the entire production of the new Square Bell.

Mills Distributors Show New Lines Simultaneously

In salesrooms, showrooms, hotels, warehouses and distributing points all over the country a national showing of Mills Novelty Opportunity Line will open up

on Wednesday, October 25. New machines to be found in this line will be Vest Pocket Bell, Square Bell, Hi-Boy Payout Table, Fruit King Counter Machine, Wild Deuces Counter Game, Hand Load Jackpot Bell, Hand Load Q. T. Bell Counterette, Cash Register Spinner, Deal Proof Brown Front, New 1939 Recording One-Two-Three Pay Table. Never before in the history of the coin machine business have so many new machines, representing such a wide variety of uses and appeals, been simultaneously offered by one manufacturer.

Mills Gets Ready for 50th Anniversary Celebration

CHICAGO, Oct. 20.—At the Coin Machine Show December 12, in the Stevens Hotel, Chicago, Mills will start celebrating their 50th year in business. The Mills Novelty Company was founded by H. S. Mills in the year 1889 and is today owned and operated by his sons, all popular men in the coin machine trade, Fred Mills, president; Ralph Mills, vice-president; Herbert Mills, treasurer; Hayden Mills, secretary. According to James T. Mangan, advertising manager, Mills will concentrate its entire attention on the Coin Machine Show in the Stevens Hotel, December and will not exhibit at any other show.

★ *It's a Floor Console.* The Square Bell is a floor console measuring 29 inches wide, 21 inches deep, and 38½ inches high. Its beautiful mahogany case has matched grain in front with inset strips of East Indian rosewood.

★ *No Side Handle.* There's no handle on the side for operating this machine. The old familiar Bell handle has come in for considerable opposition in many territories. So we took it off the machine entirely. In its place we put a small short lever, placed inconspicuously on the front of the cabinet.

★ *Payout Cups Are Gone!* The Bell payout cups are gone; but in their place, you'll find a neat payout drawer, cut flat into the front of the cabinet.

★ *The Jackpot Is Invisible!* The Square Bell is equipped with regular Jackpot, identical with the Jackpot on all Mysteries. It's always ready to pay out on the right combination, but entirely hidden from view.

★ *Complete Mystery Bell Mechanism.* The Square Bell is equipped with the latest model Mystery Bell mechanism, with the three-five payout. "Knee-action" stop levers.

★ *Reels Close to Glass.* The reels are marked with number characters instead of fruit symbols. Three ones pay 20 and Jackpot, three twos 18, three threes 14, three fours 10, three fives 5, and two fives and anything pay 3. An illuminated reward card posts these awards and at the conclusion of a spin of the reels lights up the reward that is going to be paid.

★ *Deferred Payout.* When a payout is earned, it is not immediately delivered into the payout drawer. It now becomes necessary for the player to show his skill in order to collect his payout. To the right of the Bell section on the glass is a skill field with ball and plunger allowing the player one skill

shot to collect. This field is of good size, 9½ inches wide by 14¼ inches deep, to allow player an interesting shot. The most remarkable thing about it is that its panel is chrome plated steel.

★ *Milco Check Protection.* The Square Bell is made for 5c operation only. It is equipped with Mills 5-way coin detector, specially equipped for Milco checks. When run on checks, this slot throws all checks and slugs into cash box and refuses to pay out on any check except the Milco.

★ *Ready to Serve You.* Now you have a complete Bell ready to fit operating needs in your territory. It will do everything any Bell will do and much more. Even if you have no desire to change from the side handle and old familiar Bell silhouette, you will find that the new Square Bell, due to illumination and the new game played by its reels, will take in more money than a standard machine running side by side with it. Price, \$169.50.



MILLS SQUARE BELL

It's a Floor Bell!



A \$20,000,000 CONCERN • 50 YEARS IN THE BUSINESS

CHICAGO, Oct. 17.—The Hi-Boy is a new type of payout table made by Mills. It contains a complete Mystery Bell mechanism with Jackpot. If you win on the Bell you shoot a skill shot on a ball-size pin table to collect. If you lose on the Bell, you can still collect on the table by executing an even more difficult skill shot. The backboard is a complete flasher mechanism all by itself. The table is a swell layout, fascinating to play. The Bell needs no sign to speak for its appeal. Another happy feature of the Hi-Boy is the new animal characters—Purple Hippos, Yellow Pussycats and Red Monkeys appeal to the fancy of the players as much or more than the old-time cherries and oranges. Strange to say the new characters very much resemble the cherries and oranges (they were made that way).

CHICAGO, Oct. 18.—Mills Bargain Center is a store within the Mills Factory. It opens all day long, and you are invited to come in and browse around. Hundreds of second-hand machines of all makes are on display. These machines are priced from \$10 and \$12 up for Bells and makes other than Mills. All such machines have been greatly improved. Mills mechanics in the Mills reconditioning department. They are all in

National Showing of Mills New "Opportunity Machines" Starts October 26 in These Distributors' Sales Rooms

L. C. Cate, 866 N. Howard St., Baltimore, Md.
Atlas Coin Machine Co., 1209 Washington St., Boston, Mass.
Palmer King Sales Co., 1104 W. Tuscarawas St., Canton, O.
Moseley Vending Mach. Exchange, 00 Broad St., Richmond, Va.
Sicking Mfg. Co., 1922 Freeman Ave., Cincinnati, O.
Modern Automatic Exchange, Inc., 2618 Carnegie Ave., Cleveland, O.
Capital Novelty Co., 1506 W. First Ave., Columbus, O.
Southern Novelty Co., 108 W. Hill Ave., Valdosta, Ga.
Keystone Novelty & Mfg. Co., 26th and Huntingdon, Philadelphia, Pa.
Silent Sales Co., 204 11th Ave. S., Minneapolis, Minn.
Mayflower Novelty Co., 1507-1509 University Ave., St. Paul, Minn.
General Novelty Co., 521 N. 16th St., Milwaukee, Wis.
Union Sales Co., 407 N. Adams St., Green Bay, Wis.
Northern Sales Co., 306 Pine St., Green Bay, Wis.
Olive Novelty Co., 3020 Olive St., St. Louis, Mo.
Ideal Novelty Co., 1518 Market St., St. Louis, Mo.
Western Distributing Co., 3425-29 Main St., Kansas City, Mo.
Yellowstone Specialty Co., 228 Doody Block, Salt Lake City, Utah.
West Sales Co., Sioux City, Mo.
A. P. Saure & Co., 3002 Grand River Ave., Detroit, Mich.

Northwest Sales Co., 3131 Western Ave., Seattle, Wash.
The Marion Co., 564 W. Douglas, Wichita, Kan.
Vending Machine Co., 205-215 Franklin St., Fayetteville, N. C.
Atlas Coin Machine Co., 2200 N. Western Ave., Chicago, Ill.
Helen Novelty Co., 650 Linden Ave., Memphis, Tenn.
Dixie Coin Machine Co., 1000 Poydras St., New Orleans, La.
Automatic Amusement Co., 1000 Penn St., Evansville, Ind.
Mills Novelty Co., 926 N. W. Sixth St., Oklahoma City, Okla.
Boyle Amusement Co., 522 N. W. Third St., Oklahoma City, Okla.
Mills Novelty Co., Branch Office, 1182 Market St., San Francisco, Calif.
Bill Frey, Inc., 118 N. E. First St., Miami, Fla.
Mint Vending Co., 211 N. 17th St., Birmingham, Ala.
Triangle Music Co., 256½ Magnolia Ave., Knoxville, Tenn.
Automatic Sales Co., 227 Second Ave. N., Nashville, Tenn.
Eldred Mint Co., 711 Independence St., Erie, Pa.
Donald Fielding & Co., 604 Hall Ave., Windsor, Ont., Canada.
Quebec Coin Mach. Exchange, 1255 Guy St., Montreal, Que., Canada.
Coin Amusement Mach. Supply Co., Ltd., 42 Bethnal Green Road, London E-1, England.

excellent running order, and you know yourself it's a miracle to get a Bell in good condition at the prices above. There's also a wide range of Mills machines on display, from "as is" machines to converted brand-new models and rebuilt, as good as new. Converted brand-new machines can sometimes be bought considerably under the regular prices. That's why it is so important that you call in person and look over this tremendous stock of bargains. Jack Marku is in charge. If you can't visit the factory personally, write or telephone Marku at Capitol 2110.

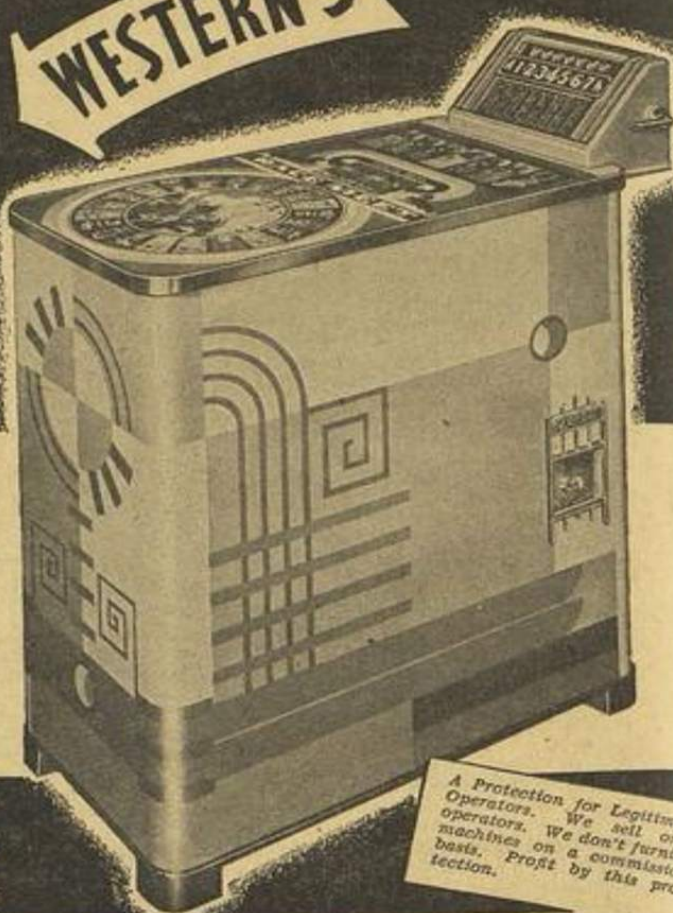
Fruit King by Mills is a counter machine with spinning reels. The reels have plums, cherries and all the other Bell Fruit characters. The reels are awfully small, but legible, and very smooth in action. For the non-payout type of counter game, we'll have to admit that Fruit King at \$25, P. O. B. Chicago, is the best investment an operator could make.

Some other Mills Prices P. O. B. Chicago — Hi-Boy, \$169.50; Counterette, \$27.50; Spinner, \$24.50; Fruit King, \$25; Wild Deuces, \$25; Recording One-Two-Three, \$145.00.

RACE MEET WITH TRACK ODDS

LOWEST PRICED CONSOLE WITH SEVEN COIN HEAD!

WESTERN'S



- Made with the famous Multi-Master mechanism. A reliable slug-proof multiple coin head. Used on more consoles than all other makes put together!
- No power pack with rectifier to burn out. 100% AC operation. Simplified—half the usual parts!

100% GUARANTEED!
Immediate Delivery!

WESTERN PRODUCTS INC.
925 W. NORTH AVENUE • CHICAGO, ILLINOIS

A Protection for Legitimate Operators. We sell only machines on a commission basis. Profit by this protection.

SLOTS

ANYTHING IN THE LINE OF A SLOT ONE OR ONE THOUSAND OF ALL MAKES READY FOR IMMEDIATE DELIVERY.

WANTED

GRAND STANDS, THISTLEDOWNS, DERBY CHAMPS, WINNING TICKETS.

SAVOY VENDING CO.
401-2 W. FRANKLIN ST., BALTIMORE, MD.

ROCK-OLA

The Best There Is In Music

★ EASY on Records and Needles

Rock-Ola's famous lightweight crystal pickup doubles life of records and needles.

★ HARD on Slugs (99% Slug Proof)

drop style coin chute is standard equipment on all Rock-Olas.

★ LET US TELL YOU how you

can MAKE more money with ROCK-OLA PHONOGRAPHS

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FISHER BROWN, 2206 South Harwood St., DALLAS, TEX.

Bert Lane recommends

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New Low-Priced, Free-Play WINNER by GENCO.

IT'S REALLY DIFFERENT!
RAGTIME, JITTERBUG
TRIPLE PLAY

Still Going Strong

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610 TENTH AVENUE, NEW YORK, N.Y.
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Best NOVELTY GAME ON THE MARKET TODAY

Fully Metered \$79⁵⁰ F-08 Chicago

IMMEDIATE DELIVERY!
SEE YOUR JOBBER!

CHICAGO COIN MACHINE MFG. CO.
1725 DIVERSEY BLDG., CHICAGO



MAKE BIG MONEY

From Now Until Christmas Selling **JUMBO TURKEY BOARDS**
A Real Flash that Readily Sells at \$1.00 Each
150 Holes, No Numbers Over 100
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.

ABSOLUTELY FREE

NEW, BEAUTIFULLY ILLUSTRATED 8-PAGE CATALOG FEATURING ALMOST 50 CURRENT GAMES! VERY SUITABLE TO GET NEW ACCOUNTS WITH—THEY CAN PICK OUT THE GAMES THEY LIKE!

SEND FOR IT TODAY!

NATIONAL NOVELTY CO., MERRICK, L.I., N.Y.

EXPORT

"We Cover the World"
Cable Address:
"NATNOVCO,"
Merrick, N. Y.

MUNVES' WEEKLY BARGAINS

BALLY RESERVE	\$22.50
ZETA (Stoner), Like New	\$45.00
Hi Lo	\$37.50
Swing	25.00
Snappy	25.00
Zephyr	15.00
Turf Queen	15.00

Always	\$14.00
Silver Flash	14.00
Beam Lite	15.00
Auto Derby	7.50
Scoreboard	5.00

Following are \$6.00 each: Booster, Buster Up, Equalize, Outboard, Replay, Rooter, Pameo Parlay.

Following are \$8.00: Mercury, Great Guns, Mystic, Stooky, Turf King, Long Beach, 1/3 Cash Deposit, Balance C. O. D.

ALL NEW GAMES ALWAYS IN STOCK.
Illustrated Bargain Lists Free.

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NEW DIAMOND BELL

NOTE THE NEW DIAMOND POT
3 BIG JACK POTS

The Diamond Jack Pot is not a dummy to fool the players; they really can win the contents of the Diamond Pot when the 3 proper symbols line up on the reels, just an extra reward for the player to shoot at. In other words, he knows he can win the Diamond Jack Pot or one of the regular Jack Pots.

The Diamond Jack Pot holds approximately \$7.00 in nickels. Built in 1c-5c-10c-25c and 50c play. Equipped with Watco Checks (same as Milco) on request. Mystery payout: 3-5-10-14-20 and Jack Pot and Diamond Pot.

\$60⁰⁰ MONEY DESIGN ROL-A-TOP
WITHOUT DIAMOND POT **\$60⁰⁰**

15-DAY MONEY-BACK GUARANTEE

Write For Special Sale Price On Diamond Bell

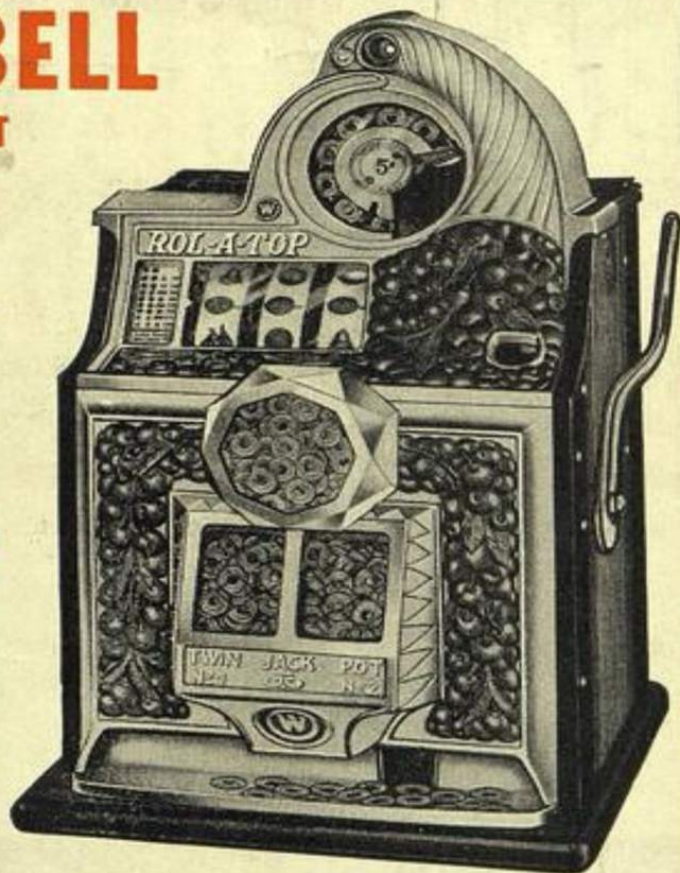
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WATLING MANUFACTURING CO.

4640-4660 W. FULTON ST., CHICAGO, ILL.

Est. 1889 — Tel., Columbus 2770

Cable Address, "WATLINGITE," Chicago.



15 Months Old

GOING STRONGER EVERY WEEK.

Ginger must be a good game when operators buy them by the hundred every day of the week. You should try it in your territory. Its steady earnings will be a pleasant surprise.



Operators gladly pay the small extra charge to obtain the "certified payout" fraction which redeemed payout tokens for them.

Mechanically perfect, with cheat-proof coin chute, Ginger turns in substantial profits every week.

Ideal for large route operation. Write for quantity price.

ROETCHEN TOOL COMPANY
10 N. Union Street CHICAGO

NATIONAL'S BARGAIN COLUMN SLOTS

Mills Melon Belle, Serial Nos. over 425,000, 5c, 10c	\$49.00
Jennings Silver Chief	49.00
Mills Blue Front Single Jack, Serial 400,000	45.00
Mills Q T, Serial 14,000 to 16,000, 1c	29.00
Jennings Chief, Serial No. over 120,000	22.50
Mills F. O. K. Escalator, 5c	19.00
Safe Stands	5.00

COUNTER GAMES

Sparks	\$19.50	Reel Dice	\$5.00
Reel Spots	8.50	Reel Races	5.00
Nugget	\$5.00		

NOVELTY GAMES

Zeta	\$56.00	Coney Island	\$24.50
Fleet, late model	22.50	Zephyr	22.50
3 meters	53.00	Airways Wheel	17.00
Palm Springs	49.50	Bobs	20.00
Daily Dozen Re	20.00	Tops	20.00
Barre	29.50	Sai-Hi	20.00
Bally Reserves	29.00	Hare 'n' Hounds	19.00
Jungle	29.50	Silver Flash	18.00
Snappy	29.50	Chico Derby	8.00
Swing	29.50	Nicochet	5.00
Cargo	29.00		
Mull's-Eye	25.00		

PAYOUTS

Fair Grounds	\$55.00	Latonla Ticket	\$20.00
Proakness Ticket	35.00	Golden Wheel	17.00
Derby Day	35.00	Foto Finish	17.00
Ticket	35.00		
Jennings Derby Day Console	\$45.00		

PHONOGRAPHS

Wurlitzer 6-16	\$132.00
Rock-Ola 1938 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.

EVANS' 1938 GALLOPING DOMINOS WITH NEW LEGALIZING SKILL ATTACHMENT

★ IDEAL FOR RESTRICTED TERRITORY

Again this "KING OF CONSOLES" scores a top hit! New, ingenious Legalizing Skill Attachment with Gold Award—now makes it a perfect "natural" wherever skill games are required! A host of other new exclusive 1938 features make this marvel absolutely incomparable to any other game regardless of claims!

Evans' NEW gyp-proof 7-coin head positively eliminates overlapping and jamming of coins. New steel inner wall prevents tampering with mechanism. New silent-action mechanism, giant power-pak and many other features, plus Evans' famous precision engineering. Perfect performance unconditionally guaranteed!



★ IT MUST BE RIGHT!

When you buy an Evans machine, that's only the beginning of that transaction! Evans stands back of you with unequalled factory service and full co-operation to help you get your money's worth out of that machine! Every sale must make a satisfied customer in every respect!

OTHER EVANS HITS!
Bang Tail, Rollette, Jr.
Improved Hialeah Special.
Write for Details!

★ TRUTH IN ADVERTISING
To prevent wrong impressions outside the industry, we publish no figures of earnings of any Evans Game!

AT YOUR JOBBER, OR
WRITE, WIRE OR PHONE
HAYMARKET 7630.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

DOUBLE *Your* PROFITS

IN LARGE OR "EXTRA-ROOM" LOCATIONS BY INSTALLING THE



Brilliant
COUNTER MODEL
WURLITZER
AS A SECOND PHONOGRAPH

A Great MONEY-MAKER

too, in

**SMALL BARS
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