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NOV 17 1937

NOVEMBER 20, 1937

15 Cents

The Billboard

The World's Foremost Amusement Weekly

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JACK OAKIE

ROYAL DUO

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10th Week

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New York



After completing a Record Breaking 15 Weeks' Run at Leon and Eddie's, N. Y.— 4 Months Later—Record Breaking Return Engagement.

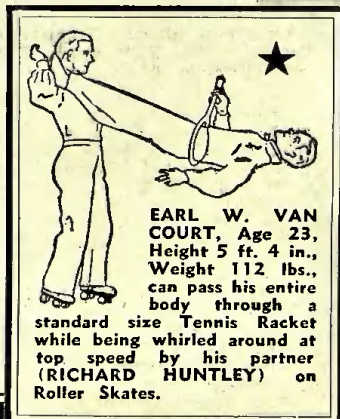


TED FRIEND—"N. Y. Mirror": A skating team that merits the word "startling."

ABEL—"Variety": Looking well in white tails the team whirls and whizzes through an arresting routine, the feature of which the light of the team passes his body through the frame of a Spaulding tennis racket while suspended around the anchor man's neck, which calls for much muscular control and speed. They zowied here.



Recently featured in BOB RIPLEY'S "Believe It or Not"



direction:
NATIONAL THEATRICAL AGENCY,
RKO Building, Radio City
New York

The Billboard

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The World's Foremost Amusement Weekly

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DAILIES WRONG ON RADIO

AGMA Drafts Salary Scales

Opera union sets minimums for \$2-top outfits—more agreements signed

NEW YORK, Nov. 13.—American Guild of Musical Artists, affiliate of the Associated Actors and Artists of America, has completed its scale of minimum wages and conditions for opera companies charging admission of \$2 or less. Basis is a division of the roles of standard opera repertoire into four classes, A, B, C and D. Top minimum is \$50 a performance outside New York, \$40 per performance in New York. AGMA has also laid down certain conditions for posting of fare and pay for small touring companies.

Committee which drew up the schedule includes members of the former Grand Opera Artists' Association of America, group which was recently absorbed by AGMA.

This week the guild, going ahead with its organization drive, announced signing AGMA shop agreements with Enzo Dell'Orefice, Enrico Odierno and Francesco Riggio, producers of grand (See AGMA DRAFTS on page 11)

Outlook Good In Deep South

NEW ORLEANS, Nov. 15.—A record-breaking cotton crop, the biggest rice and sugar crops in a decade, an oil boom that has carried the State from an inconspicuous place in the petroleum industry to that of foremost importance in the nation and the construction of nearly \$40,000,000 of new manufacturing plants as a result of a 10-year tax exemption feature by legislation tend to make the amusement outlook for the winter season unusually encouraging this year.

The biggest race horse season of the (See OUTLOOK GOOD on page 73)

Only Comics Page Beats Radio As Favorite Newspaper Feature

Survey of readers of Louisville Times, Courier-Journal and Sunday Courier-Journal shows reader-interest rankings—radio far ahead of sports, movies

By JERRY FRANKEN

NEW YORK, Nov. 13.—Only the comic pages of a newspaper surpass the radio news-program pages in reader interest, according to a survey made of the readers of *The Louisville Courier-Journal*, *Louisville Times* and *Sunday Courier-Journal*. The three papers, as well as *Station WHAS*, are owned by the same organization, headed by Robert W. Bingham and Barry Bingham. The general manager of the organization is Mark Ethridge, who was vitally active in the negotiations between the musicians' union and the network affiliated stations recently. Publication of these surveys herewith, it is believed, represents the first time any such definite figures have been offered to the broadcasting industry. The industry has long claimed, without being able to proffer any actual substantiation, that the average newspaper has failed to treat radio properly as an editorial feature. The industry has claimed, as well as argued, in both cases hopelessly, that radio columns and listings should not be buried as so many of them are. It is admitted at the outset that the results of the survey of the three Louisville (See DAILY READERS on page 6)

La. State Fair Midway Gross \$51,700, More Than Doubling '36

BEAUMONT, Tex., Nov. 13.—W. R. Hirsch, secretary and general manager of the Louisiana State Fair, Shreveport, declared the Royal American Shows shattered records for all time at this year's fair with its phenomenal midway gross. The Sedimay-Velare brothers' organization grossed more than \$51,700. Manager Hirsch said. The highest previous gross for that event, established in boom years, was slightly less than \$41,000.

The midway last year grossed approximately \$22,000, making an increase of approximately two and one-half times the 1936 gross.

Outstanding days of the engagement included Children's Day, the week-end, and Colored Day on the closing Monday.

One of the features to which Fair Manager Hirsch attributed this year's achievement was a preview of midway attractions and lighting facilities the night before the opening, when more than 15,000 visitors were attracted. All attractions were lighted, ballyhoo performers went thru their routines, talkers carried out their full line of business and visitors were given glimpses of the inside thru the entrances. Tickets were not sold, however, but riding devices were operated without passengers and the crowd's enthusiasm over the initial visit of Royal American organization launched the Louisiana State Fair in a whirl of business from the first day thruout the engagement.

Royal American Shows had an excellent opening and Children's Day at its initial visit to the South Texas State Fair, Beaumont, of which L. B. Herring Jr. is secretary-manager. "Joy Night," a masquerade event with prizes for contestants, was one of the featured events at this engagement Friday. Weather was ideal during the first three days and business is ahead of the expectations of the executives of the shows.

Four A Machinery Moves on Constitution, Tax Revisions

Sub-committees to deal with central body—per capita tax to be hiked, with concessions to smaller unions—voting and interchangeability also in cards

NEW YORK, Nov. 13.—Meeting of the Associated Actors and Artists of America yesterday set in motion machinery designed to revamp the Four A constitution and effect an increase in the per capita tax to \$2. Plan of constitutional revision details setting up of subcommittees by each of the sister unions for the purpose suggesting changes to a central Four A committee composed of Mrs. Emily Holt, the American Federation of Radio Artists; Henry Jaffe, attorney prominent in a deliberations; Ralph Whitehead, executive secretary of the American Federation of Actors, and Frank Gillmore. Mrs. Holt will chairman the committee with Gillmore acting in an executive capacity. Committee of each of our A branch will submit proposals reflecting its own particular angle.

Presence of Ralph Whitehead on the central committee is regarded as significant in view of recent Coast confabs between the AFA chief and Kenneth Thomson, of the Screen Actors' Guild, after Whitehead had been left out of the interchangeability pact. AFA has recently been very active in organization work.

Suggested change in the per capita tax, now at a \$1 limit, is an increase to \$2, with the probability that only \$1.50 will be used. Constitution in its present form sets a \$1 tax, but only 75 cents had been used. Reason for this flexibility inherent in the \$1.50-\$2 suggestion lies in the fact that no one knows exactly how much money the Four A office will absorb once it begins to function. Factors are Gillmore's salary of \$13,000 per year as executive director, transportation and other expense involved in legislative activities, rent for the Four A office, which is to be shared by Paul Turner, etc.

In line with Gillmore's statement some (See FOUR-A MACHINERY on page 11)

Scott, Ward Show Property Seized

NEW ORLEANS, Nov. 13.—Chancellor D. M. Russell at Gulfport, Miss., yesterday sustained a petition releasing the Louisville and Nashville Railroad from an attachment covering certain carnival equipment levied upon Monday when two Chancery Court suits were filed against C. D. Scott and J. R. Ward, carnival managers and owners, after showing in Biloxi last week.

Under the court's order the seized property, attached while in possession of the railroad, will be released and a receiver appointed for the remainder of the show's equipment. The seizure of the show property was based upon judgments obtained against it in Scott County, Miss., in 1930.

Ward and Scott claim that these \$4,000 judgments obtained seven years ago by residents of Scott County "were barred by the statute of limitations," but the complainants maintained in petition for seizure that the show company had not been in the State during the past seven years until recently and legal papers could not therefore be served.

The case will be heard on its merits at the chancery term of court, set to open Monday, it was understood.

Nine Buildings Burn At Rockaway Beach

NEW YORK, Nov. 13.—A fire of undetermined origin early last evening destroyed a 2,000-room bathing pavilion and eight one-story frame concession stands between Beach 100th and Beach 101st streets, Rockaway Beach, Queens. Four other stands near by were damaged. Total damage was estimated at between \$50,000 and \$75,000.

The fire was first noticed in the Steeplechase Bathing Pavilion at Beach 99-10 Boardwalk. From there it spread thru adjoining concession stands toward 101st street. Scene of the blaze was a block from that of the \$100,000 fire that destroyed 10 frame stands last July 3.

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MIXED BAND BOWS ON B'WAY

Mezzrow Takes Sepia & Ofay Swingsters Out in the Open

Harlem Uproar House brings in first interracial dance band—clarinet aces challenge Jim Crowing of swing—formerly sight unseen on records

NEW YORK, Nov. 13.—The history of American music makes much ado over famous conductors who rose above precedent and discrimination between sexes in the orchestral field by selecting a woman to fill a post in the symphony. And altho the adage reads, "God never made a woman to wrestle with a tuba," more than 20 years ago Leopold Stokowski mounted rostrum to extol the traits that should qualify the American girl for orchestral work. The conservative diehards and graybeards kept telling heaven and earth, apparently with adjectives for the printed page, that each was the first to recognize the artistic merits in women on the same basis as men musicians. But none have stepped forward, either in voice or action, to break down interracial barriers and discriminations that belie the belief in music as the Universal Language.

It remained for Benny Goodman to smash tradition and demonstrate that interracial orchestras, blacks and whites side by side to interpret the same art, can be accepted in person by even the best circles in the American public. And it goes beyond the pioneering spirit to point to another ofay maestro who goes a step further in following Goodman's lead.

Mezz Mezzrow, whom many will recognize as Milt Messerow, clarinet ace and swing king in his own realm since coming to Broadway a dozen years ago, debuts his new band for the blase bon vivants this Saturday (20) at the Harlem Uproar House.

Picking his personnel on the basis of good musicianship rather than skin coloration, Mezzrow makes his bid for a top position in the swing music heap. Not just a trio or quartet for the refreshing swing interludes as one gets it from Goodman at the Hotel Pennsylvania. But a white leader fronting a band stand that will show 13 musical swing stars culled from both the Caucasian and Negroed races.

A TNT Trumpet Trio

To give inspiration for the hoof on the waxed floor, the Mezzrow music will be the makings of seven ofays and as many septas. While his own clarinet excursions will highlight the instrumentalists, chief interest will center among the hot horns. The trio of trumpeters, each a kingpin of his own mouthpiece, shows Max Kaminsky and the sepia stars Frank Newton, formerly at the Onyx Club, and

(See SEPIA AND OFAY on page 15)

Rose's "Show of Shows" Looks Like Winner as Tour Begins

FT. WORTH, Tex., Nov. 13.—The Show of Shows, Billy Rose's musical autobiography, after a satisfactory world premiere at the City Auditorium here November 5, goes forth to dust off theater seats in towns and cities that have had no major road shows in years and to give showgoers chance to see the high spots of seven shows for the price of one.

Rose put his own money into a speedy musical revue that has beauty, semi-nudity, lavish sets and an all-round good cast to equal any musical sent from Broadway. John Murray Anderson should get much credit for staging and producing show, and Albert Johnson for the backdrops used for the seven scenes, which are taken from Aquacade, Cleveland; Casino de Paree, New York; Pioneer Palace, Fort Worth and Cleveland; Jumbo, 1937 Casa Manana Revue, 1936 Casa Manana and the spectacle-finale of 1937 Casa Manana and Aquacade.

Original cost was over \$1,000,000, but cost of this two-hour condensed version was a fraction of this. The sets are new, but many of costumes were originally in Casa Manana revues and bought by Rose for this. Most of the expensive tho scant costumes are seen in the Lost Horizon and Casino de Paree scenes. A few new costumes were designed by Tommy Mecher. Show nut is low excepting traveling expenses. Travels on 10-car special train, five cars of which contain scenery and costumes. One hundred and sixteen in cast and crew.

Rose wisely excluded high-priced "name" acts this time and elevated a number of stellar supporting acts to carry show. All come thru with good performances and were well received. Vulgarity, missing in the Rose revues here before, shows up in several comedy spots. Some of it didn't click and is to be changed, it is said.

Talent spotted thruout the scenes includes the Frazee Sisters and Everett West, featured singers; Art Frank, hinting his old-man characterizations; Hinda Wassau, in her strip-tease number; Willie, West and McGinty, with their house-building antics; Arthur La Fleur, the human top; Walter (Dare) Wahl and his partner, in their acrobatic comedy; the Stuart Morgan Dancers and

the Pioneer Palace varieties, offering Lulu Bates, singer; Bob Shelton and Bob Cooper, tap dancers; Billy Hess, bell ringer; Eddie Eddy, Renee and June Meiva, bottle players; George Jones and Tia Grannon, ballad singers; Curley Clarke, fire eater, and the Tiny Rosebuds. These acts, the chorus, showgirls and singers make up the show.

Musical numbers are from original shows except Shangri-La, which should be a hit, and Joe, Joe, the Cannibal Kid, both by Ruby Bloom. The 24 chorus girls, 12 boys and 16 showgirls are in each scene and are kept busy. Line girls are well trained by Lauretta Jefferson. Traveling staff includes Rube Bernstein, company manager; Carlton Winokler, technical director; Ray Steck, musical director; Arthur Barkow, stage manager. Bookings are thru Midwest to West Coast until January.

Spieler for Mass. Fed. Theater Project

BOSTON, Nov. 13.—Federal Theater of Massachusetts, for the second consecutive year, is employing a mouthpiece to make the rounds before colleges, schools and organizations to advance the interests of FTP's ultimate objective—a national theater, subsidized by the government.

Jon B. Mack, State director, is sending out Professor Eugene Keenan to speak by invitation. Spiel gives the lowdown on the FTP's accomplishments, its present and future plans in our national life and its important advantages to the public en masse.

Wash. Group Resumes Tour

SPOKANE, Wash., Nov. 13.—Washington State Theater's production of *Turning of the Screw* was well received here Tuesday night. Only acting company of its kind in the country, the State Theater is starting its second experimental year. Its fall tour will take it some 2,800 miles. Sponsored by State Department of Public Instruction, it reaches most of high school students thru matinees. Of the all-Seattle cast, William Grant, as Petruccio; Louise Hastert, as Katherine, and Cornelia Van de Kant, as Bianca, received best press notices.

Farros Rents S. F. Liberty

SAN FRANCISCO, Nov. 13.—Harry A. Farros, burlesque impresario, has leased the New Liberty Theater. House was dark about six months but has been redecorated and provided with new equipment to the tune of \$10,000.

Policy is three-a-day flocker and burly, with Saturday midnighters. Bunny Weldon, who has been recently producing for a Hollywood night spot, is stage director. Present cast has 14 in chorus and 12 principals.

Ben Abraham is orchestra director, Thillie Griffin, a North Beach favorite, and Alysia headlined.

Btz fair at opening matinee.

Giveaways Are Rapped At TIOA Convention

LITTLE ROCK, Ark., Nov. 13.—Operation of Bank Nights in theaters received considerable criticism here by G. Carey, theater owner of Paris, Ark., when he spoke at the annual convention of Independent Theater Owners of Arkansas, held at the Hotel Marion Sunday and Monday.

Carey said he believed popularity of prize nights will be short-lived. About 25 per cent of theater owners in Arkansas are holding Bank Nights, of whom many have been driven by competition to adopt the plan, he said.

G. Sterling, of Arkadelphia, Ark., was elected a member of the board of directors to succeed the late J. M. Ensor. One hundred and twenty-five delegates attended.

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EDITORIAL DEPT.

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

MARY JANE WALSH—singer now appearing in *I'd Rather Be Right*, Sam Harris musical at the Alvin, New York. Pretty and with plenty of personality, Miss Walsh is a song saleslady who can sell a song in the way it should be sold. Vivacious, charming and with a nice voice that is handled in a way to get maximum effect from pops, she'd be a welcome addition to the ranks of the screen's singing ingenues. She's better than almost all of them.

EDWARD GARDNER—former legit and stock director, who went into radio and became producer of several leading programs. Now with Bill Bacher on the MGM Maxwell House coffee show. Background and proven ability indicate him as an ace choice for a meg berth on the Coast.

For RADIO

EMILIO CACERES—swing violinist who guested for the Benny Goodman hour last week. A former leader of a big band and now heading a three-piece swing combo, Caceres is an outstanding trick and swing violinist who ought to make swing fans sit up and listen. His trio should be a natural for a hot program—and also, of course, for recording and night spots.

For VAUDE

CASTAINE AND BARRY—ballroom team caught recently at the Park Central Hotel, New York. Girl is a beautiful blonde, and boy is young and handsome. A young and very attractive couple, offering routines that are different enough to demand attention. Appearance makes them an especially good bet for de lusers or a spot in a vaude flash or unit.

JACK OAKIE (This Week's Cover Subject)

JACK OAKIE, Broadway song and dance man, who trekked to Hollywood, was born in Sedalia, Mo., November 14. Migrated to New York as a youngster, found a job in Wall Street and immediately began making a reputation as a humorist. Cracked show business thru the offices of May Leslie, society impresario who, when casting for the "Junior League Follies," suggested that he team up with Lulu McConnell.

The duo went along until 1927, during which time they appeared in "Innocent Eyes," "Artists and Models," "Peggy Ann" and with one edition of the "Follies."

Wesley Ruggles gave Oakie his start in pictures, the occasion being a small part in "Finders Keepers," starring Laura La Plante. "The Fleet's In," with Clara Bow, followed. Since then he has made about 50 films, among them "Street Girl," "Paramount Parade," "June Moon," "If I Had a Million," "Once in a Lifetime," "Call of the Wild," "Big Broadcast of 1936," "That Girl From Paris" and "The Toast of New York."

His next picture, RKO-Radio's "Fight Your Lady," is slated for a November 15 opening at the Criterion, New York. He is working on "Hitting a New High" with Lulu Pons, to be released by RKO-Radio toward the end of December.

On the air Oakie is currently doing a program for Camel Cigaretts over CBS.



A BROADWAY box-office lad is in a governmental jam—under \$5,000 bond—and he can't leave the country. . . . A funny thing happened at *The Times'* National Book Fair over at Mr. Rockefeller's Center when somebody remarked from the rostrum that in Americanization classes the wearing of a fountain pen in the outside pocket showed that the wearer knew how to write—whereupon Sam Hoffenstein self-consciously transferred his conspicuous pen to an inside pocket. . . . *Having Wonderful Time* threw itself a party to celebrate its 300th performance Tuesday afternoon. . . . The American Federation of Musicians has licensed agents in only one town in the State of Alabama. . . . Kyle Critchon, associate editor of *Collier's*, who leads a double life as Robert Forsythe, the Communistic wit, will get the facts and background for his forthcoming article on Negro blues singers from Dave Kapp, Decca records official. . . . Incidentally, Kapp will soon start on another of his trips to the South and Southwest with a portable recording truck to cut platters of hillbilly and primitive Negro music. He finds his materials in ginmills, honkytonks, private homes, street corners, plantation fields, and says that on some of the Negro records, altho English is sung, a white man can't understand the words, so idiomatic and guttural is the language. . . . Plenty of us have howled to high heaven about the ridiculous pictures of newspaper offices that are presented in films, but Bill Boehnel, of *The World-Telly*, in an article in *Editor and Publisher*, blames them on ex-newspaper men who are in Hollywood as script writers. . . . An editorial sign of the times: *The New York Post* has no financial page—figuring that its parishioners, largely liberals or labor unionists, don't play the market and aren't interested. . . . Also, altho financial advertising is profitable to several sheets, *The Post* couldn't draw enough of it. . . . Have you heard about the jockey who took a film test for a photo finish?

THE BROADWAY ALBUM: Tommy, the genial but deaf cashier of the Somerset Restaurant on 47th street—he's so deaf that he once had a nice old lady shouting till she was blue in the face that she wanted to go to the ladies' room—may keep a restaurant cash box for a living, but in reality he's an embryonic Irwin from *Three Men on a Horse*. Working, eating or sleeping, Tommy dreams about the ponies, and he picks them for his own amazement or for that of his friends. There's one "Tommy special" a day—and "Tommy specials" usually come in. Not always, but frequently enough to make it interesting and profitable. He gets his biggest thrill when somebody comes in and says, "Tommy, what have you got for today?" It's harmless enough as a pastime, and it would hardly rate a mention if it weren't for the fact that Andy Ponaras, co-proprietor of the restaurant, noticed that Tommy flipped up the rubber change-mat on the counter whenever he made change for a favored customer. Andrew looked under the mat—and found the name of a horse. Tommy is becoming an institution. Recently a couple of people from a big corporation stopped in, got a "Tommy special," played it, and won. The next day Ponaras was mildly surprised when someone from the company called him, asked what he had that day and was indignantly disappointed when the restaurateur began to read off a list of soups and entrees. It's only the spending customers, tho, who get the flip of the change-mat. A reporter who had had a cup of coffee paid in his nickel, waited a minute and then asked how come. Tommy fixed him with a fishy eye. "For a nickel," he said, "no special!" The change-mat remained unflipped.

GEORGE D. LOTTMAN press-agented himself a full-page blurb in last week's *Sunday Enquirer*, giving full credit in his life story to his alma mater, *The Billboard*. . . . The Strand got itself some freak publicity by taking teasers on the society pages of the dailies reading, "If it's love you're after call Circle 7-5900," with a few hundred phone calls a day coming in; the Strand's next attraction was Leslie Howard in *It's Love I'm After*. . . . In the otherwise grand production of *Richard II*, when the queen proposes to eavesdrop on her gardener and suggests stepping into the shadow of near-by trees, pointing to flats that are too thin to cast more than a hairline shadow, Broadway audiences guffawed; but the management either attributes the laughter to something else, or else it isn't keen to audience reaction, for on the tour a New Haven audience roared just as loudly at the same thing. . . . It's rumored that Jepino, the Fed Circus elephant, has joined the CPC; he picketed when the pink slips were flying around. . . . George Hale, night club producer, gets a full-page article by Helen Morgan (not the singer) in *NEA's Every Week Magazine* later this month, with the art reported of the wewish sort. . . . The New York office of *The Billboard* looked like an infirmary last week; a bunch of editorial athletes went up to Mac Levy's gym—and next day they needed help in opening doors.

AROUND THE TOWN: It looks as tho the female impersonators were making a successful if somewhat slow re-entry into the midtown night life scene. A West 52d street spot the becoming a regular hangout—and not only in its floor show. Jackie May, one of the better knowns, is currently ensconced at the Cavalier Club. And advance publicity men of the swishy set are already infesting the sidewalks handing out throwaways for a coming drag at the Rockland Palace, uptown, on Thanksgiving eve. The affair is described as "gay, bewildering and bewitching"—and there'll be \$300 in prizes to the best gowned "gals." . . . Speaking of come-backs, one is being made in a very different field; spaghetti seems to be making a terrific return to the Stem. The former mayor of Long Beach (Lou Rosner) owns a couple of spaghetti spots. A couple more—both called Romeo—are being operated by a pair of former coin machine boys. And Caruso's continues to hold its own. The inside angle is that spaghetti dishes are comparatively cheap, and their purveyors can compete successfully with regulation-type restaurants. Despite the two Romeos, there's as yet no spot named Juliet. . . . Speaking of restaurants, one of the next food discoveries seems likely to be those old-line Armenian spots in the upper 20s, on and right off Lexington avenue. More uptown faces are to be seen in them each week, tho they have been stand-bys for gourmets these many years. Shish kebab, adjem pilaf, rose jelly and the like may sound odd to you, but take it from Mr. Spelvin, they're palate teasers.

IN AN interview in *The Daily Mirror* Clifford C. Fischer says: "Nobody has to listen to my shows, because there is no talking—people don't like to listen while they eat." . . . The sign on the pitch store near Loew's State reads: "A Man and an Idea"—but almost always there's a gal speling. . . . Bill Voeller, now active in Coast radio affairs, left town last week after a quickie from Hollywood. . . . Nat Wolff is now with the Myron Selznick agency on the Coast. . . . Tex Fletcher, WOR singer, who is about the only "Lonely Cowboy" left in town, will depart coastward after New Year's to make an indie film. He recently completed a five-reeler at the Fort Lee studios across the Hudson. . . . Wonder whether those red-hot cartoons in the Sunday edition of *The Daily (red) Worker*, inked by James Dugan, are inspired by red-hot jazz. Dugan is a pronounced swing addict, having been president of the hot club at Penn State College. . . . Leon Leonidoff, of the Music Hall, has a namesake in Leon Leonidoff, vocalist at the Wivel. . . . George Givot hopes that he'll never have to do Grik dialect again, having gone dramatic in a straight role in *Conquest*.

Films Pay N. Y. State \$292,000 To Get Themselves Censored

ALBANY, N. Y., Nov. 13.—The New York State Motion Picture Censorship Division during the past year reviewed 1,937 films, 24 of which were rejected entirely and eight revised and approved. Eliminations were made in 162 films, according to the annual report issued this week by Irwin Esmond, director of the motion picture division of the State Department of Education.

The motion picture industry was obliged to pay the State the sum of \$292,435.62 for reviewing and licensing films during the past fiscal year, an increase of \$22,504.42 over the amount film producers paid the previous year for the censorship of their products.

The expenditures of the film division were \$64,921.46, and the net revenue to the State was \$227,514.16. Since the organization of the motion picture division in 1921 the total net revenue to the State has been \$2,297,896.80.

The report calls attention to the steadily increasing number of foreign films presented for review and licensing. More than 400 foreign-made films were reviewed during the past year. During the year three appeals were taken to the

commissioner of education from the action of the director. In two cases the action of the director was sustained, and in one it was reversed.

Director Esmond in his report recommends that four additional reviewers and five inspectors be employed.

Highbrow Is Hot Stuff for K. C.

KANSAS CITY, Mo., Nov. 13.—With night club and ballroom business at highest peak in several years, Kansas City is not forgetting to patronize the higher class musical offerings. Yehudi Menuhin packed the Music Hall last week when he appeared with Karl Krueger's Kansas City Philharmonic. It was the largest audience ever to jam the big hall. Others slated to be heard with the Philharmonic group this winter are Lawrence Tibbett, Grace Moore and Robert Casadesu, ducats at a \$5 top.

Also in Music Hall, the Kansas City concert series, sponsored by Barney Joffe, begins November 24, with Lily Pons, Richard Crooks, Jascha Heifetz, Ruth Sleszynski, Vronsky and Babin and the Jooss European Ballet will follow with a scale of \$5.55 to \$11.10 for the series. The Frischy concerts, held each winter here, brought Kirsten Flagstad and will (See *HIGHBROW IS HOT* on page 9)

Survey To Bring Shows to N'Orleans

NEW ORLEANS, Nov. 13.—A movement to bring outstanding theatrical attractions to New Orleans gains impetus this week with the joint announcement by Mayor Robert S. Maestri and Edgar M. Rea, manager of the Municipal Auditorium, that a comprehensive survey will be made at once to determine what presentations would most likely be induced to come here. Their announcement followed the giving out of contract to Carrier Corporation for complete air-conditioning of the \$3,000,000 auditorium.

In making his survey announcement, Rea said:

"The present-day theater is undergoing a change which leaves a large class of people without satisfying entertainment. It has been a very long time since New Orleans has been a visiting point of really outstanding attractions. In this we are not alone, as the same is true in many of our American cities." Commenting on Rea's statement, Mayor Maestri said that he was heartily behind the plan to bring good stage shows to the Crescent City. "Count on my office to do everything possible to help," he said.

Artist Union Opens 4 New Categories

NEW YORK, Nov. 13.—United Scenic Artists has made provision for four new categories to facilitate employer-employee relations. The groups are display and diorama painters, mural painters, costume designers and painters and Class B scenic artists. Initiation fee for the newly formed categories is \$10 as against \$50 for the usual union member.

On Monday the scenic artists will meet to nominate for the presidency of the organization. Post was held by the late Walter Percival. Polls will be open until December 13.

MORE FOR YOUR MONEY

600 ROOMS

\$2 SINGLE WITH BATH
\$8 DOUBLE

HOTEL

IMPERIAL

ONE BLOCK FROM PENN STATION

Truly "a preferred location"—this fine 600 room hotel offers the utmost in accessibility, comfort and economy.

32ND & BROADWAY

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OR FOR RENT

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

FOWLER SCENIC STUDIO, INC.
60 West 45th Street, New York City.
Phone: MUrray Hill 8-3643.

NEW DESIGNS for Stage Shows

CARRIED IN STOCK—OR WILL MAKE SPECIAL DESIGNS FOR YOUR SHOW

LOWEST PRICES—ORDERS SHIPPED SAME DAY Write for Samples

ONE SHEETS AND 14x22 WINDOW CARDS

U.S. PRINTING AND ENGRAVING CO. KANSAS CITY MO

"FASTEST SERVICE IN AMERICA"

<p>QUALITY STOCK TICKETS</p> <p>ONE ROLL . . . \$.50</p> <p>FIVE ROLLS . . . 2.00</p> <p>TEN ROLLS . . . 3.50</p> <p>FIFTY ROLLS . . . 15.00</p> <p>ROLLS 2,000 EACH.</p> <p>Double Coupons, Double Price.</p> <p>No. C. O. D. Orders</p> <p>Size: Single Tck., 1x2".</p>	<p>The Prehistoric Animal Has Nothing on the Modern Long-Necked Giraffe.</p> <p style="font-size: 2em; font-weight: bold; text-align: center;">TICKETS</p> <p>Of every description and with a guaranteed workmanship and satisfaction.</p> <p style="text-align: center;">The Toledo Ticket Co.</p> <p style="text-align: center;">TOLEDO, OHIO. Centralized Ticket Town.</p>	<p style="text-align: center;">SPECIAL PRINTED</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: right;">10,000 . . .</td> <td style="text-align: left;">\$ 6.95</td> </tr> <tr> <td style="text-align: right;">30,000 . . .</td> <td style="text-align: left;">9.85</td> </tr> <tr> <td style="text-align: right;">50,000 . . .</td> <td style="text-align: left;">12.75</td> </tr> <tr> <td style="text-align: right;">100,000 . . .</td> <td style="text-align: left;">20.00</td> </tr> <tr> <td style="text-align: right;">1,000,000 . . .</td> <td style="text-align: left;">150.50</td> </tr> </table> <p style="text-align: center;">Double Coupons, Double Price.</p>	10,000 . . .	\$ 6.95	30,000 . . .	9.85	50,000 . . .	12.75	100,000 . . .	20.00	1,000,000 . . .	150.50
10,000 . . .	\$ 6.95											
30,000 . . .	9.85											
50,000 . . .	12.75											
100,000 . . .	20.00											
1,000,000 . . .	150.50											

DAILY READERS WANT RADIO

DAILY COURIER - JOURNAL FEATURES

EDITORIAL PAGE	Percentage of Readers
1. The Point of View.....	58
2. Editorials.....	55
3. Toonerville Trolley.....	55
4. Grover Page Cartoon.....	50
5. Answers to Questions.....	45
6. U. Bell's "Let Freedom Ring".....	19
7. H. Agar's "Time and Tide".....	19
8. Et Cetera Column.....	08

COMICS	Percentage of Readers
1. Moon Mullins.....	73
2. The Gumps.....	70
3. Aunt Het.....	68
4. Bringing Up Father.....	65
5. Li'l Abner.....	65
6. Popeye.....	65
7. Dan Dunn.....	64
8. Hambone.....	62
9. Poor Pa.....	57
10. Little Orphan Annie.....	53
11. Blondie.....	52
12. Rollin' Stone.....	45
13. Nitties.....	41
14. Lala Palooza.....	41
15. Senator Soaper Says.....	32

PAGE 2	Percentage of Readers
1. Merry-Go-Round.....	35
2. Local Stories with Illus.....	30
3. O. O. McIntyre's Column.....	26
4. Damon Runyon's Column.....	18

GENERAL FEATURES	Percentage of Readers
1. Radio and Programs.....	50
2. Let's Explore Your Mind.....	40
3. Ask Me Another.....	38
4. Serial Story.....	33
5. Irving Cobb's Comments.....	29
6. Church Programs, Sermon.....	23
7. Reviews.....	20
8. State Charters.....	18
9. Boyd Martin's Reviews.....	17
10. City Statistics.....	17
11. Cross Word Puzzle.....	15
12. Arthur (Bugs) Baer.....	13
13. Anagrams.....	08

WOMAN'S PAGE	Percentage of Readers
1. Emily Post on Etiquette.....	35
2. The Woman Who Knows.....	35
3. Marie Gibson on "Foods".....	25
4. Your Figure Madam.....	23
5. The Social Side.....	20
6. Elsie Pierce on "Beauty".....	14
7. Your Figure Sir.....	13
8. Four Aces on "Bridge".....	10
9. Club Clock and News.....	07

FINANCIAL PAGE	Percentage of Readers
1. Grain, Live-Stock Tables.....	37
2. Stock, Bond Market Tables.....	24
3. Financial Briefs.....	24
4. Max Buckingham on Market.....	11

SPORTS SECTION	Percentage of Readers
1. Bruce Dudley's "Whatnot".....	29
2. G. Rice's "Reviews".....	23
3. Amateur Baseball.....	20
4. Horse Race Results.....	15
5. Earl Ruby's "Foreground".....	15
6. K. Taylor's "Sportsman".....	14
7. Bill Ladd's Race Selections.....	13
8. Bob Considine on Sports.....	12
9. Tennis News.....	11
10. Softball News.....	09
11. Bowling Scores.....	07
12. Dog Track Results.....	06

LOUISVILLE TIMES FEATURES

EDITORIAL PAGE	Percentage of Readers
1. Editorials.....	48
2. Robert York's Cartoon.....	37
3. Letters from Readers.....	36
4. Looking Backward.....	27
5. Mills Point to Big Sandy.....	23
6. Hogwallow Happenings.....	18
7. Kaiser's "Neighborhood Sketches".....	18
8. Col. of Our Acquaintance.....	16
9. Walter Lipman's "Today and Tomorrow".....	14
10. Keller's "Kellergrams".....	14

MOVIE PAGE	Percentage of Readers
1. Show Guide.....	34
2. Movie Reviews.....	24
3. "Hollywood News".....	20

RADIO	Percentage of Readers
1. Radio News, Programs.....	66

DAILY MAGAZINE	Percentage of Readers
1. Smitty.....	78
2. Dick Tracy.....	78
3. Believe It or Not, Ripley.....	77
4. Henry.....	76
5. Jane Arden.....	75
6. Tillie the Toller.....	75
7. Skippy.....	75
8. Page of Pictures.....	74
9. Little Annie Rooney.....	69
10. Dixie Dugan.....	68
11. Apple Mary.....	67
12. The Nebbs.....	66
13. "Off the Record" Cartoon.....	63
14. Big Chief Wagoo.....	61
15. You Be the Judge.....	59
16. "All in a Lifetime" Cartoon.....	55
17. Joe Palooka.....	55
18. Terry and the Pirates.....	55
19. "Life's Like That" Cartoon.....	51
20. Bloom's "Off the Record".....	49
21. Highlights of History.....	47

Percentage of Readers	
22. Tailspin Tommy.....	41
23. Times Serial Story.....	38
24. Walter Winchell.....	34
25. Tinney's "Just a Minute".....	25
26. Cook-Cook, by Ted Cook.....	21
27. Phillips, "The Once Over".....	19
28. Pegler's "Fair Enough".....	17
29. "And Another Thing".....	16
30. Crossword Puzzle.....	13

FINANCIAL PAGE	Percentage of Readers
1. The Stock Market by B. W. Gratzner.....	20
2. Live Stock, Produce Tables.....	17
3. Stocks, Bond Tables.....	14
4. George Hughes' Comment.....	11

TIMES HOME INSTITUTE	Percentage of Readers
1. Tiny Tips for Household.....	40
2. Manners.....	30
3. On Display (Shopping).....	19
4. Aunt Jane's Column.....	15
5. Horoscope.....	10
6. J. Culbertson on Bridge.....	05

SAT. CHURCH PAGE	Percentage of Readers
1. Ellis' Sunday School Lesson.....	20
2. Don T. Tullis' Inspiration Article.....	14

SUNDAY COURIER-JOURNAL FEATURES

EDITORIAL PAGE	Percentage of Readers
1. Editorials.....	60
2. The Point of View.....	50
3. "Horse and Buggy Days".....	40
4. Answers to Questions.....	36
5. Et Cetera Column.....	10

Percentage of Readers	
Little Annie Rooney.....	47
15. Van Swagers.....	46
16. Joe Palooka.....	46
17. Sappo.....	45
18. Blondie.....	44
19. Terry and Pirates.....	40
20. Ming Foo.....	27

SPORTS PAGE	Percentage of Readers
1. Bruce Dudley's "Whatnot".....	31
2. Horse Race Results.....	26
3. Amateur Baseball.....	24
4. Kenneth Taylor's "Courier Sportsman".....	19
5. Ladd's Racetrack Selections.....	18
6. Earl Ruby's "Foreground".....	17
7. Legion Softball News.....	16
8. Tennis News.....	15
9. Esquire.....	14
10. Golf News.....	14
11. Bowling News.....	11
12. Checkers and Chess.....	05

GENERAL FEATURES	Percentage of Readers
1. Page 1 Weather Forecast.....	68
2. This Week's Weather.....	60
3. Radio Programs, News.....	55
4. "Ask Me Another".....	36
5. Martin, Movies and Drama.....	35
6. "New York Day by Day".....	28
7. Merry-Go-Round.....	28
8. Serial Stories.....	26
9. Building Page.....	22
10. Automobile Page.....	20
11. School News.....	17
12. "Home Modernization".....	17
13. "Young America" Page.....	17
14. Home Craftsman.....	14
15. Crossword Puzzle.....	14
16. Music for the Week.....	14
17. Ky. Acad. of Social Science.....	15
18. Bills on "Landscaping".....	12

Percentage of Readers	
9. Kentucky Flowers.....	19
10. Book Page.....	18

WOMAN'S SECTION	Percentage of Readers
1. Society Picture Page.....	38
2. Society News.....	32
3. Personals.....	31
4. Emily Post on Etiquette.....	28
5. Kathleen Norris on Personal Problems.....	26
6. Alice Hughes on Fashions.....	23
7. Marie Gibson on Foods.....	21
8. Travel Page.....	17
9. "Your Figure Madam".....	17
10. Elsie Pierce on Beauty.....	16
11. Bygone Days and Bygone Ways.....	15
12. Alice Brooks on Household Arts.....	13
13. Lillian Timons on Interior Decorating.....	12
14. Scott's Shopping Column.....	10
15. Culbertson on Bridge.....	10
16. Random Notes.....	09
17. "Four Aces" on Bridge.....	09
18. Joan Littlefield on "Seeing London".....	08
19. Club Clock.....	07
20. Rose Patterson's Cosmopolitan.....	06

COMICS	Percentage of Readers
1. Moon Mullins.....	69
2. Dick Tracy.....	67
3. The Gumps.....	66
4. Tillie the Toller.....	65
5. Popeye.....	63
6. Bringing Up Father.....	62
7. Jane Arden.....	60
8. Toonerville Folks.....	56
9. Dan Dunn.....	55
10. Li'l Abner.....	55
11. Orphan Annie.....	52
12. Apple Mary.....	52
13. Rosie's Beauty.....	49
14. Vignettes of Life.....	47

MAGAZINE	Percentage of Readers
1. World News in Brief.....	51
2. Summary of Ky. News.....	50
3. "America Speaks" Roll.....	40
4. "From the State Capitol".....	31
5. Page's Cartoon Calendar.....	31
6. Feature Stories with Illus.....	28
7. Last Week 100 Years Ago.....	24
8. Bell's "Washington Letter".....	22

FINANCIAL PAGE	Percentage of Readers
1. Financial Briefs.....	26
2. Stocks, Bond Tables.....	20
3. Thomas Flanagan on Markets.....	19
4. Live Stock, Produce Quotations.....	22

Only Comics Top Radio Interest

Survey shows press policy toward radio does not answer readers' wants

(Continued from page 3)

Newspapers, the publishers of which are regarded as among the most astute in the newspaper industry, may not apply nationally. Nevertheless, it is indisputable that the results can be taken as largely conclusive; that the reader preferences of the three papers can be applied to many dailies throughout the country, certainly to the majority of the dailies.

The newspaper argument has always been that to play up radio means to play up the opposition. On the basis of the surveys herewith the argument advanced by broadcasters is undeniably strengthened. That argument has been that a good radio page means circulation and that a good radio page helps to get advertising from national advertisers. This advertising may be general advertising or more likely designed to call attention to radio programs and scheduled for the radio page.

Sports

Considering the amount of space and money devoted by newspapers to other departments, especially sports, where there is no direct advertising return, the radio page reader percentages shine especially brightly. The highest percentage of any sports feature recorded was 81 per cent. The lowest percentage scored for a radio page was in the case of *The Courier-Journal*, where the percentage was 50 per cent.

To put it another way, the average newspaper spends at least five times more on its sports department than it does on its radio department, even though the radio department has a minimum of 62 per cent more readers.

Following comics and radio are the editorial page and certain features thereon, such as *The Point of View*, there being just a shade of difference between radio and this page. For radio the average percentage of readers for the three papers was about 56 2/3 per cent; for the editorial page features 54 1/3 per cent.

On *The Sunday Courier-Journal* only the comics, radio, weather and world and Kentucky news summaries had more than a 50 per cent rating. On *The Times* only radio and comics bettered this mark and on *The Courier-Journal* editorials, *Point of View*, the Toonerville and editorial page cartoon, radio and comics went over 50 per cent.

Most significant from the amusement industry standpoint is that radio overwhelmingly outranks the movie page in reader interest. On the Sunday paper, for instance, Boyd Martin's film and stage page rated 35 per cent to radio's 55 per cent for the same paper. On *The Times*, the Show Guide ranked 34 per cent; Daugherty's movie reviews, 24 per cent; and Sheila Graham's *Hollywood News*, 20 per cent. Radio had 65 per cent, a staggering difference.

The daily *Courier-Journal* is a morning paper, *The Times* evening.

**Hitch Your
Novice to a Star**

By James L. Saphier

Will Be a Feature of the
Christmas Number

Of *The Billboard*
Dated November 27

P&G Radio Nut May Exceed '36's

Placements on CBS network and other increases to hoist expenditures

NEW YORK, Nov. 13. — Procter & Gamble, largest radio advertiser during 1936, with all of that year's network business going on the National Broadcasting Company's chains, now appears definitely slated not only hold that position this year but by placements on the Columbia network and other radio increases to increase its 1936 expenditures by a considerable extent. Information is that the gains being recorded in the radio budget are coming from other media budgets, notably magazines. P & G. now have an almost blanket coverage in New York, being on NBC, WHN, WOR, and going on WABC, CBS outlet. Station lineup for P & G's CBS network has not been completed, since time is still being cleared.

For 1936, in time alone on NBC, company spent over \$3,000,000. In addition, it had a considerable spot budget. For the first seven months of this year, on NBC, the firm has already spent \$2,455,169, compared to the 1936 year's total of \$3,308,873. This means that in the last five months the account has less than \$1,000,000 to spend on NBC to equal last year's total. P & G. are taking five hours weekly on CBS, but the time costs cannot be figured because the full network is not yet arranged.

For the first six months of this year on NBC the Procter & Gamble expenditures break down as follows:

Beauty Preparations	\$ 633,923
Food Products	384,901
Soaps	1,106,395

Sixth San Francisco Expo Show on Air

SAN FRANCISCO, Nov. 13. — A new weekly radio series, the sixth dealing with the Golden Gate International Exposition, has started over KSFO. Broadcasts are conducted by Art Linkletter, director of the exposition's radio division. Titled *Exposition Highlights*, the new program will keep the public abreast of the latest features planned for the fair.

Other programs now on the air for the exposition include a twice-weekly series of "vox pop" programs broadcast over KYA and the California Radio System from the new exposition building in Union Square, which houses a miniature model of the \$50,000,000 enterprise.

Titled *Exposition Showcase*, this series is planned to get the reaction of visitors from all over the world to the plans and progress of the exposition. A weekly type of program called *Your Exposition* is also broadcast over KLX. *Exposition Previews*, taking listeners backstage at the building of the world's fair, goes on the air each Friday over KFRG.

The sixth exposition air series is called *Treasure Island* after the fair site, and is broadcast each Sunday night over KFO and the Western division of the NBC Red network. Cliff Engle acts as narrator of the show.

Banks Take More Time; Tell About Service Features

NEW YORK, Nov. 13. — Increasing value of radio institutional advertising to build good will is evidenced by the American Bankers Association's first plunge into broadcasting. New stanzas to be aired by banks will mark the second radio program sponsored by commercial and savings institutions, as some 40 large banks in various cities are underwriting a symphony program.

Money Matters is the title of the new show, which will go out in 15-minute wax form. Banks will be advised to use two of the 52 discs weekly, though they may exercise their own judgment. ABA is producing the records thru World Broadcasting System, and is selling them at cost to member banks.

Money Matters will concentrate on service features that banks offer and will tell listeners of various services that they can secure. Show to start about first of 1938.

Vaudeville Calls

NIAGARA FALLS, N. Y., Nov. 13.—RCA-Victor pulled a freak stunt to test, it is said, a radio cabinet intended for its tropical export trade. Cabinet was thrown over the Falls and, RCA declares, came thru with flying colors.

In a release telling of the progress made, RCA declared (seriously!): "Bold adventurers have braved its (Niagara Falls) terrific force in barrels, while others have crossed above it on tight ropes. . . . It was into that raging, plunging river that RCA-Victor experimenters threw a small cabinet, etc."

RCA, it is reported, is trying now to book personal appearances for the cabinet.

KDKA About-Face Hypothesizes New Talent

PITTSBURGH, Nov. 13.—In an about-face of policy, KDKA will henceforth go out of its way looking for new talent, after spending several years of filing names of audition applicants into boxes that accumulated dust from inattention.

Announced this week by A. E. Nelson, manager recently imported from KOA, Denver, was a series of sustaining dramatic programs to run an indefinite period (minimum about 20 weeks) that will hope to uncover new radio actors. Produced by Derby Sproul, program director brought from Denver by Nelson to perk the "world's pioneer station," plays will use at least 10 people weekly and pay them. Previously sustaining actors were called as needed and received nothing but experience.

To further the hunt for air talent, Nelson has installed regular audition periods every Monday and the first Friday night of each month, open to all embryo entertainers.

FTC's Hoffman Order

NEW YORK, Nov. 13.—Federal Trade Commission has ordered the Hoffman Beverage Company, Newark, N. J., to "cease and desist" from using certain representations in its advertising. Brewery and beverage maker is not to state that "heat treating beer during bottling operations spoils the fresh taste" in connection with a statement that heat "is necessary to all other American breweries except Hoffman."

Account is on WOR and has been on other local stations.

Brace Beemer Enlarges Office and Staff Again

DETROIT, Nov. 13. — Brace Beemer, Inc., Detroit radio advertising agency of which Brace Beemer is president, has expanded its business and moved into larger offices.

Company now has King Bard, formerly with NBC, on its staff.

R. H. Eadsall, formerly with WXYZ, has been appointed comptroller.

CIO's Radio Union Enrolling Announcers, Writers; No Battle

NEW YORK, Nov. 13.—Non-technical members are being admitted to membership in the CIO's American Communications Association, altho it is not generally known that the industrial union is enrolling continuity writers and announcers. While the ACA is not waging an active drive for scribes and splinters, it has enrolled such members in various locals.

Altho the ACA is an industrial union and, as the name implies, theoretically seeks to enroll all members of the industry, it is not opposing craft unions, such as the American Federation of Radio Actors (AFL) or the non-affiliated industrial union, the American Guild of Radio Announcers and Producers. According to ACA spokesmen, it is only signing up members who desire unionization but whose stations are not organized by other unions. CIO affiliate's aim is to unionize radio workers, and union execs claim that they won't squabble over

Radio Actors' Union Signs With WCFL; Truce Made With Petrillo

NEW YORK, Nov. 13.—Station WCFL, Chicago, late this week agreed to sign a contract with American Federation of Radio Artists. Development, following negotiations between Henry Jaffe, counsel representing AFRA, and James Petrillo, of the local musicians' union, is a verification of story in last week's issue of *The Billboard* to the effect that AFL moguls have given AFRA carte blanche to proceed with organizational activity in Chicago.

With Petrillo a power in WCFL, the fact that he is amenable towards the station's contract with AFRA is indicative. It implies an amicable settlement of AFRA's first major jurisdictional dispute and a willingness on Petrillo's part to withdraw from troubling AFRA while waiting to see what progress the new union makes. Bears out, too, opinion in some quarters that Petrillo, when he first took his leap into AFRA's territory, had been misinformed as to the new union.

One heretofore unpublicized angle lies in the point that WCFL had probably been holding Petrillo as a threat

over AFRA's head, insofar as the station was cognizant that AFRA would probably jack up the wage scale.

Petrillo, when questioned some weeks ago in New York, intimated he took his step because AFRA had not as yet secured a contract. With WCFL in line, the AFRA and Petrillo truce is considered likely to become permanent.

Now awaiting submission of completed scales and working conditions from various committees, AFRA will probably be ready to negotiate with major networks in about six weeks.

Bring-Back-Coughlin Groups Are Formed

DETROIT, Nov. 13.—Mass organization to bring a program back to the air is reported in the formation of groups on a nation-wide basis to demand return of Father Coughlin. Original incident prior to his cancellation of broadcast plans for this year was apparently a minor difference of words or forms with Archbishop Mooney of Detroit.

Issues were thoroly aired in the press a few weeks ago and have resulted in formation of groups to demand some form of freeing the priest from censorship of his radio addresses by his own church authorities. It has been suggested that the Shrine of the Little Flower be constituted a "national parish," evidently taking rank as a special radio parish outside the jurisdiction of the local hierarchy, operating directly under the Apostolic Delegate at Washington, or even directly under the Vatican. The Catholic Church has cases of "personal parishes," occupied by priests without a church, and in some cases the priest is exempt from supervision by the local bishop in certain personal relations, creating precedents for the proposal.

Indication of what is happening is the report, from reliable sources, that Father Coughlin's former paper, *Social Justice*, which had a circulation reported at about 16,000,000 a year or more ago and recently dropped to about 4,000,000, has taken a jump of 3,000,000 in the past two weeks. Paper has just been purchased by a Toledo business man, who stated that the paper would be returned to Coughlin when he was free to operate it without censorship and informed Archbishop Mooney that the paper was to be free from church censorship, as it was not an official Catholic publication.

Civil Lib Union Scans Stations' Labor Slants

NEW YORK, Nov. 13.—Radio stations and their policies toward labor unions are to be studied by the American Liberties Union. Study is an outgrowth of charges made by various labor bodies that stations were discriminating against sale of time to them.

Altho there have been no recent flare-ups, both CIO and AFL unions have accused stations at different times of denying them time. The Lewis union, as a national organization, is not seeking to buy time at present, altho various affiliates have bought local time.

CIO, it is understood, has had occasion when it might have made issues of time refusals, but it is believed that records are being kept for future use. CIO did not ask for NBC time to answer Ohio's Governor Martin Davey, who tore into John L. Lewis. Instead, the CIO is keeping record of the time granted to opponents.

Lewis, it is understood, regards radio as a medium to be used only on more or less "state occasions," when he has dynamite to deliver. It is also likely that organized labor will shy away from radio until the outcome of the CIO-AFL peace parleys is known.

20 Grand Picking Stations

NEW YORK, Nov. 13.—Locally produced shows with native talent will be used by 20 Grand cigarettes as part of a new ad campaign. Home-made stanzas will be sponsored in New York, Detroit, Chicago, San Francisco, Miami, Boston, St. Louis and Milwaukee.

McCann-Erickson is picking stations for the dime smokes.

FCC Hands Out Plenty Decisions

WASHINGTON, Nov. 13.—After a seemingly long period of inactivity at the Federal Communication Commission, Wednesday afternoon saw a flood of commission decisions handed down. Commission, being tied up in hearing Segal-Smith case and other administrative business, had no time to hold division meetings.

Among the actions taken the following of interest were noted:

General Electric was granted a construction permit for a new international station near Belmont, Calif. Station was greatly desired by American interests in China, as a means of counteracting foreign broadcasts to the Orient. Order effective December 1, 1937.

Zenith Radio Corporation, Chicago, had its petition granted to remand its application for a construction permit of a "visual" station to the docket for reopening. Zenith wants more testimony on its legal qualifications to construct and operate a visual broadcast station to go into the record before the commission takes case for decision.

George H. Payne was granted permission to intervene in proceedings of a California license application—but it was a George H. Payne who lives on the West Coast and not Commissioner Payne.

WIP and WFIL, both of Philadelphia, were granted permission to intervene in the application of Young People's Association for the Propagation of the Gospel for a new station in the Quaker City.

Also in the week's roundup of commission action were grants for construction permits for numerous stations to operate in the newly opened "ether space."

jurisdiction, but will turn such non-technical members over to other new unions if members want to be transferred. No ACA unionizers are attempting to line up announcers, actors or writers.

Non-technical workers have for the most part been signed up in territories which have not been penetrated by other unions. Writers in Oklahoma and some West Coast radio people have been enrolled.

Altho AFL craft unions attempted to line up radio engineers in New York and other cities, they have not pressed a vigorous campaign. When the International Alliance of Theatrical Stage Employees pressed for jurisdiction over WHN's mike men it was thought that a battle for engineer membership would begin. Up to the present time, however, the CIO union has had little opposition from AFL craft unions in the radio field.

Radio Hikes Weekly Ad Budget Of Loan Firm From \$90 to 4 Gs

Personal appeal by announcers to call them at station used by Madison lending company—programs outdrawing spots except on WAAT

NEW YORK, Nov. 13.—A jump from \$90 to \$4,000 for its weekly radio budget within less than a year, has been made by the Madison Personal Loan Company. Account, placed by Atwood A. Klinger, advertising and in so doing has tested programs as well as the sales results of Madison has used a string of high as well as its list down to two stations, WMCA and Responses have convinced the account that the programs on larger indies have topped "sales" loans in this case. Programs consequently have been shifted from a long list of local stations to these outlets. Further studies have revealed that programs rather than spots are pulling in borrowers, with the one exception of WATT. Sponsor has found that the use of spots gets more business per advertising dollar on this particular station. Reason for this is not readily discernible.

Commercials urge listeners needing ready cash to pick up a telephone and get the station. Calls to stations are transferred via direct lines to a special office maintained by Klinger. Check is kept on the pulling power of programs. Calls coming in directly after a broadcast are credited to the program. When a potential borrower phones during an odd time when there's no program on the air, he's asked the station and program which told him of Madison's business.

Programs are for the most part live shows with records and transcriptions. Madison is now buying 58 15-minute programs, six 30-minute shows and one 60-minute production. Spots on WAAT several times daily and an occasional ride on a foreign language complete the loan firm's setup.

A factor in the programs' draw may be that the announcers tell would-be borrowers to call them personally on the phone, this meaning a possible capitalizing on the speaker's personal following, or the hokey kinship the announcers might establish with listeners.

Men Adopt Coast Council

SAN FRANCISCO, Nov. 13.—Members of the Coast chapters of the American Association of Advertising Agencies voted to adopt a Pacific Coast council at their annual convention here. Herebefore the Coast chapter has been part of the Western council. About 175 members were present. New officers are David M. Botsford, chairman, Botsford-Constantine & Gardner; Edmond M. Pitts, J. Walter Thompson Company; Mac Wilkens, Mac Wilkens & Cole, Inc.; August J. Bruhn, McCann-Erickson, Inc.; Hunter H. Vinton, Gerber & Crossley, Inc.

Shh! Godfrey Plans Program

WASHINGTON, Nov. 15.—Arthur Godfrey (Gentleman from Virginia) is reported readying a new type of commercial on or about November 30. Story here is that Godfrey will do a morning show on WABC in New York daily over a line from Washington.

Program is supposed to be the first of its kind to go on the air in the Metropolitan area, but plans are very hush-hush.

An Unfortunate Decision

Since Major Lenox Lohr decided against the speech which General Hugh Johnson had prepared for one of his network broadcasts last week, the speech dealing with the current campaign against venereal diseases, both Lohr, as president of NBC, and the network have been subjected to considerable criticism. Under ordinary circumstances there would have been much adverse comment, but in view, as has been reported, of a previous broadcast on NBC from *The New York Herald Tribune* Forum of a similar nature, critics had a painful parallel to shove under the corporate NBC nose.

The network gave as its reason for censoring the general's speech the "family group." Quite obviously this is silly, since the family group will benefit far more thru knowledge than they will if the century-old theory of darkness is allowed to obtain. Newspapers, magazines and health authorities have agreed on this. Possible fear of FCC action over such a broadcast cannot be offered as a valid claim. If the FCC took such action, it would make itself as silly as did NBC.

Worst part of it is that now a lot of stations thruout the country are given an inadvisable precedent.

AFM and IRNA Come to Terms

NEW YORK, Nov. 13.—The long-drawn-out negotiations between the executive committee of the American Federation of Musicians and negotiating committee of the Independent Radio Network Affiliates came to a conclusion this week. The two groups finally agreed on the terms of the contract to govern all but local conditions between the musicians' unions' locals and the stations. These negotiations had been going on for some months at the same time, the deadline which the AFM has often set back, has again been deferred. It is now December 1, having previously been November 15.

IRNA committee this week mailed letters to stations in the group advising them of the consummation of negotiations. It is now necessary for the stations to come to terms with the locals in their respective territories as to certain phases of working conditions, salaries, hours, etc. These contracts must be in the hands of the AFM by the new deadline date.

Next week the actual contracts will be mailed to the stations. Broadcasters, it is understood, have secured several major concessions, representing changes in the contract as originally outlined and as published in *The Billboard* when first drawn up.

Radio Scavenger Hunt Set

NEW YORK, Nov. 13.—A "scavenger hunt" is included among several new programs designed to pep up Hearst's WINS program listings. During a Sunday 2-2:30 spot, announcer will name 10 objects. Fans are to find 'em and get 'em to the studio soon's possible. First one gets a money prize, while 10 runners-up get RKO passes.

Other stunts already started or in the works include *Father of the Funnies*, comic strip session, and *Curious Careers*. Latter is the *Hobby Lobby* idea applied to careers rather than avocations. Series of special events and interviews is also slated.

Bradley Kelly, Hearst assistant close to King Features' Joe Connelly, is back at WINS after several years' absence.

Fire Levels Bowes' Home

OSNING, N. Y., Nov. 13.—A fire here last night destroyed the home of Major Edward Bowes and the art treasures he had collected during his lifetime were lost. Members of Bowes' staff in New York were unable to estimate the loss. More than 100 paintings were in the collection. A staff of six servants occupied the house in the major's absence.

Air Briefs

New York By BENN HALL

GENERAL FOODS and Boake Carter talking programs and it looks like a long-term contract for the speaker. It was but a year ago that NBC haled hooded fine things of the scripts that came out front in the contest limited to fairly well-known writers. Bona fide hams were out. Some scripts went on, but made no great splash in the radio-dramatic pond. Other winners kept waiting—NBC optioned them till November. Those who scripts weren't produced are plenty sore at the long wait. . . . Grace and Scotty slated for a Coast-to-Coast commercial for a soap sponsor. . . . Most of that added Procter & Gamble CBS appropriation came from what would have been their magazine budget. . . . Station rep Lester Blumenthal, of Kelly-Smith, developing into one of the few thespian time sellers. Ask him about the *Mad Poet*.

Citizensry of Jonesport, Me., after Phil Lord to revive the Seth Parker show. Production boomed the burg as a vacash resort, but demise of the show eased town's popularity. . . . Ida Bailey Allen, WHN's food expert, doing an eat column for *Simplicity Pattern* mag. . . . WMCA may air City Hall news. . . . Plenty of embarrassment for WQXR when Nazi papers listed Fritz Kuhn as a speaker. He's the local leader of Nazidom.

Charles Latour, producer of *Ave Maria*

program, WMCA, to the Shubert office; Donald Peterson succeeds. Station to air an expose of spiritualists, mediums, psychics and the like. Rose Mackeberg, formerly with Houdini, will have her experiences dramatized. Dr. J. Kraus, *Handicrafts and Mechanics* editor to assist. . . . WOR salesmen extra happy this week. Rate card goes up next week and a nice batch of renewals came in to beat the up. . . . Sam Wingfield presented Charles Michelson with the National Association of Accredited Publicity Directors' award. . . . Coffee account eyeing the WPA's TISH network show. . . . Marek, Weber, guesting on RCA's show November 28.

George Allen peeking at all the grid games as part of his Soonly job for J. Sterling Getchell. . . . Kitty Baring, of WHN, still being kidded about that mistake which put her off the air before time. . . . Herbert H. Hyman is now with Radio Events, Inc. Had been with Columbia, United Artists, Warners and Fox.

Closing of the Warner Brothers-Lucky Strike deal, at last, puts the future of the *Hit Parade* in doubt. If the show now being tested under the title *Melody Teasers*, on MBS, clicks, it will replace the Saturday night Parade session. Wednesday dance program goes off when the new Warner show starts.

Chicago By HAROLD HUMPHREY

HELEN JOHNSON, director of the American School of the Air, was in town all week confabing with Harold W. Kent, director of Chi's new Radio Educational Council, and H. L. Johnson, superintendent of schools, on planning air schedules. Superintendent Johnson's recent announcement on turning 80 per cent of all education into vocational channels has caused a furor here and it is reported he will take air time over a local station to explain his action. . . . Jack Fulton and Franklyn MacCormack, of the *Poetic Melodies* show, will fill a string of theater dates under Jack Kaldheim's management. . . . Morey Amsterdam left for Hollywood to fill a movie-writing contract with Ted Healy. . . . Sidney N. Strotz, NBC program director, taking a week off for duck hunting at Bath, Ill. . . . *Your Neighbor and Mine* is the title of the returning Council of Social Agencies' show over WBBM, to be aired twice a week. Kaye McLaughlin and Dick Lawrence are handling script and production for it.

Warren Brown, sports ed for *The Herald and Examiner*, doing double duty now since signing with WJJD's new two-hour verbal newspaper of the air. With Jim-

my Dudley, Russ Hodges and Al Hollander as reporters, Editor Brown dishes out regular assignments to be covered via the phone while he comments on various stidights in sporting-world history. Second hour is sponsored by Brown & Williamson Tobacco Company. . . . Frank Buck guest-starred over WIND Saturday while in town with his animal show at a local department store. . . . Larry Wolters, radio ed for *The Tribune*, has the camera bug and concentrates on his competitors, recently snapping Charlie Gilchrist, Hal Burnett and Frank Rand. He's threatening a banquet now to get a group shot. . . . Joan Blondell and husband, Dick Powell, were whisked around Thursday by photogs taking publicity pics.

Tommy Bartlett has his headaches on the *Meet the Missus*, vox-pop show. The other day he asked one of the fair tribe what she thought her husband might do if a chic blonde perched herself on his lap. Wife's comeback was too torrid for print here, but nevertheless it sailed out over the air lanes much to the embarrassment of everyone concerned except its author.

From All Around

RON JENKINS pinch-hitting as R WSO's program director. Charlie Hicks taking a month's vacash to ward off a threatened breakdown. Resting at home at Charlotte, N. C. . . . Charles Glenn and Lonnie McAdams new to KWTO-KGBX, Springfield, Mo. . . . McAdams had been with NBC's music staff in New York. . . . KGER, Los Angeles, has several new faces: Mal Bratton and Tex Richard are selling time, while Fred Henry, from KEL, is a new speler. . . . Les McCabe, KGVO program director, back at desk after a siege of the flu, and Tommy Atherstone is new chief engineer at the Missoula, Mont., station.

Herm Davis is in Illinois dickering with radio stations to air his *Collegiate Amateurs* from the University of Illinois.

Bob Stanton, Charles Gussman and several engineers will hike from WWJ, Detroit, to Alpena, Mich., for the *Hunters' Round-Up*. . . . Hal Nichols, of KPOX, Long Beach, Calif., nearly fainted when he found out that the winner of a station contest actually fainted when he won a prize. Winner, aged 7, won a red racer wagon. . . . Ruby Holland, of KPOX, busy as a judge in local parade.

Jim Curtis, of KPRO, Longview, Tex., appointed John E. Reagin as station rep for the Southeastern section of the coun-

try. . . . Wallace Ford, of CKLW, WREBW and KYA now news editor of KPRO. . . . John Young quit to freelance in Shreveport, La. . . . Plenty of excitement at KFRU, Columbia, Mo., over the coming Maude Adams broadcast. Barry Holmway preparing the broadcast. . . . Bill Haley's hillbillies on each morning at 6:15. Ed Mason and Hazel, of the Texas Blue Bonnets, also a.m. entertainers. Sally and Sue, of station, sending pictures and autographs to fans. . . . Don Lawrence now speling for KOIL, Omaha. . . . Al Piddly, KDYL, Salt Lake City, now a settled married man.

Bill Sutherland, KDKA mickeman, has been elected director of the Pittsburgh Kiwanis Club for a three-year term. He was program chairman during the past year. . . . Newcomer to the Hearst staff's announcing staff this week was Daniel F. Munster, formerly with NBC in New York on local programs.

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Boston Seeks Radio Spotlight; Newsmen Hit at Talent Gimmick

NBC plans to add to Hub's luster as program originating source—radio editors criticize manner in which radio acts seeking work get horsed around

BOSTON, Nov. 13.—WBZ and WRZA have started a "crusade" to bring New England back to a major status in program origination. Movement will probably gain momentum. Local radio men feel Boston has been neglected too long. Too many of its natives have left. A host of topnotch ether names got their experience here, it is claimed. Tradition that "talent must go to New York if it wants to get anywhere" has so long been instilled in the minds of air-minded folk that Boston has become an ignored place where "breaks never happen." John A. Holman, general manager of NBC in New England, this week told *The Billboard* that three additional NBC Blue network programs are scheduled to originate from the Boston studios. Currently, nine Coast-to-Coast network shows are being produced weekly from WBZ and WRZA.

"WBZ is rapidly becoming the Hollywood of New England as a source of production for network programs," Holman pointed out. "NBC is delegating to its Boston studios an increasingly important responsibility in providing radio entertainment for the entire country. New policy not only brings prominence to Boston as a radio center but gives our native New England artists an opportunity to gain national prestige." Trio of additional musical and variety programs will be added during this month and early December.

BOSTON, Nov. 13. — Hub newspaper radio editors let down their hair this week and discussed why Boston was lagging in radio and why radio was losing its force as far as talent finds are concerned. It occurred as the highlight of a Yankee network press party for Lester Gottlieb, Mutual Broadcasting System publicity co-ordinator, in town to spread the gospel of ballyhoo for Mutual.

John Shepard III, Yankee-Colonial proxy, headed the banquet table, with Roy Harlow, his assistant; Linus Travers, Yankee production manager; William Warner, WAAB sales manager; Charles J. Phelan, WNAC sales manager; Al Stephenson, Yankee press agent; Gerry Harrison, Yankee press relations chief; Carlton Pearl, of *The Microphone*; Frederick Hobbs, *The Boston Transcript* editor; Alice Quinlan, *The Boston Herald-Traveler* radio editor; Elizabeth Sullivan, *The Boston Globe* radio editor; John Neagle, *Radio Daily*, and Sid Palmer, *The Billboard*.

Lack of radio stations which take the dearth of real talent seriously was in-

formally assailed by the editors, who felt there is plenty of hidden talent in this area but no actual and initiative method to unearth it. One fern editor stressed the point that when talent approaches a program director, the form application blank is filled out and the gimmick, "We'll call you when we need you," is pulled and the act waits and waits.

It was also intimated that advertising agencies lacked the initiative or the foresight to attempt to sell live programs to clients or prospective buyers.

Consensus of opinion is that Boston is a fertile place for live show origination. Boston's cultural background, its homeground as a try-out spot for things theatrical, were brought to the fore as reasons why the Hub should not be backward.

Gottlieb purveyed his publicity to the radio editors and told of his plan to promote special events from various Mutual key cities. He cited the setup of Mutual, where each city station is its own dictator, aiding the others by feed-

Doubling in Dishes

ATLANTA, Nov. 13.—There's a WATL vocalist who really knows how to double. She's on *Petree Presents* and does double duty for sponsor. Rubye Newman broadcasts Friday nights for a sea-food firm. During the rest of the week she serves them at her restaurant.

ing to each other unlike the NBC and CBS chains where New York governs the links of the Coast-to-Coast webs.

Trade-paper men took a slap at the lack of interest displayed by local publishers in hyping the radio columns. Most local sheets have their radio setup buried in the fall end of the sheet, around the classified advertising section and obituary space. Repeating causes that condition, defended the editors. At any rate, it was felt that radio was not given the proper buildup and that radio will suffer for it.

Gottlieb said that radio needs to be glamourized like the movies.

Promotion Shorts

A hearty letter of approval is being used by International News Service to promote its radio sales. Atlanta Broadcasting Company's WATL wrote to INS complimenting its news coverage. Reprint also contains an office memo stressing that letter was voluntary.

KPRO, Longview, Tex., gets out an actually new "news letter" called *Flash*. The James R. Curtis station's bulletin consists of a single mimeographed page. Current issue contains paragraphs describing what advertising should do; stresses a service angle of the station; shows growth of the town and

other sales aids. Live job for a small station.

AGMA DRAFTS

(Continued from page 3)

opera at \$2 top. Recent agreements were concluded with the Southern California Symphony Association, George De Feo and the Century Grand Opera Company and Armand Barazony and J. Franklyn Viola, of the Columbia Grand Opera Company, New York. AGMA momentarily expects to sign Alfredo Salmagi, Amadeo Frazzer, George D'Andria and Fortune Gallo. When the three last mentioned are in the fold the organization of the popular-priced field will be complete, following which AGMA will concentrate on the Metropolitan, Chicago and San Francisco Opera companies. About 85 per cent of the Met is now in AGMA. On December 4 Queena Mario, the association's secretary, will hold a cocktail confab to discuss with Met members complete unionization of the company.

Ballet division of AGMA has also drawn up a scale, with a \$20 minimum provided for one appearance by prima ballerinas in New York. On the road the wage is upped to \$30 for a single and \$85 for an eight-performance week. Other members of the ballet will get \$40 a week, \$10 for a single outside New York and \$5 in New York.

According to L. Theodore Carr, AGMA official, the ballet field is tremendous and difficult to organize. Thus far ballet dancers have never had a union but have been affiliated with semi-unions or clubs such as the American Federation of Dancers. AGMA is interested in those ballet dancers working concert and operatic fields, Chorus Equity and the American Federation of Actors having jurisdiction over ballet girls in night clubs and vaudeville.

FOUR A MACHINERY

(Continued from page 3)

weeks back, revision of the per capita tax will take cognizance of the inability of certain of the smaller unions to pay. It was suggested therefore that unions with memberships of 350 or less be exempted from the hike. Those unions, however, will still have voting power.

Treasury Has Around 12 Grand

Four A treasury now has between \$10,000 and \$12,000. According to one office official, this, together with the current \$1 limit per capita tax, is figured as sufficient to carry the Four A office until the increase comes thru. Considered likely that in a pinch the leading branches would provide coin to bridge the gap. Detail of hiking the tax calls for the proposal to be passed by two-thirds vote of the memberships of a majority of the branches.

It is considered likely in some quarters that the Four A method of voting will be one of the first matters to be overhauled by the central committee. In cases of policy vote is taken according to membership strength. For amending the constitution each unit has one vote. In first method one vote is allotted for each membership block of 300; in second, minor and practically defunct organizations such as the German White Rats and Hebrew and Hungarian actors' unions have what is considered a comparatively high voting strength in view of their relative weaknesses.

A more facile method of interchangeability is also in the cards. Point was raised some time ago, and considered a likely development, that the minor groups would in due time be absorbed into the larger Four A units. Meeting yesterday did not touch on this question.

Meeting similarly did not consider matter of the Chorus Equity-APA incipient dispute over jurisdiction of night club field. Jurisdictional quarrel between APA and Burlesque Artists' Association was postponed until December 3, at which time the Four A will take up any additional matter that arises. Questionable whether the subcommittees on constitutional revision will at that time have already drawn up proposed changes.

Nine of the 11 sister unions in the Four A's were present at the meeting. Chief representatives were Kenneth Thomson and Mrs. Florence Marston, for Screen Actors' Guild; Guilmore, Turner and Alfred Harding, for Equity; Mrs. Emily Holt and George Heller, for AFRA; Leo Fischer and Henry Jaffe, for American Guild of Musical Artists; Harry Calkins, for the APA; Gene Greenfield, for the Hebrew Actors' Union; Otto Steinert, for the German White Rats, and M. Kriewer, for the Choral Alliance. Meeting was comparatively peaceful.

NCER's "Workshop" Will Test Plans Made by Radio's Critics

NEW YORK, Nov. 13.—Actual test of plans suggested by radio's critics will be made by the National Committee on Education by Radio. Thru co-operation of commercial and cultural groups, thru study of radio's "resources" and establishment of a "workshop," the committee seeks to make its policy practical for use in various sections of the country.

Declaring that advertisers neglect minority groups as well as certain regions of the country, the committee is attempting to "experiment" with programs to suit listeners and stations as well as critics. Rather than attempt to change the present commercial broadcasting system, the committee is now satisfied to attempt changes within such a system. To do this the org is trying to secure co-operation from all critical groups. After this is done the educational body will seek to "take inventory" of its resources and then to set up a "workshop."

Experiments conducted in the Rocky Mountain region and Texas are claimed to show that the committee's plan can be successfully applied in other regional or even national cases. The co-ordination of resources and workshop principles are claimed by the committee to have offered greater variety, programs "more responsive to needs" and opportunity to participate in discussions to listeners. To agencies which co-operated the advantages claimed are: Aid in selecting materials and talent, assistance in program preparation, advice on preparing supplements to broadcasts, e. t. service and technical training. Advantages for broadcasters, as seen by the educators, are: Responsible organization thru which they can work, greater scope and wider scope of program, no-expense shows, larger listening audience, clearing house for requests for time, talent source and an organization thru which to test listener response.

WOL Sit-Downers Win Six-Day, 40-Hour Week in 1-Day Strike

WASHINGTON, Nov. 13.—Spooky settlement of Thursday's sit-down strike at WOL, local Mutual outlet, was reached following the truce between engineering staff and WOL management. An attitude of reasonableness on both sides was attributed as the chief reason for the quick agreement.

Operating personnel, solidly aligned with the American Radio Telegraphers' Association, obtained a six-day, 40-hour week with salaries fixed between \$36 and \$46 per week. Original demand was a minimum of \$49.50 to a \$92 top, but this was shaved down by the union to a scale of \$37.50 to \$62.50 per week. Management on the other hand agreed to pay an over-time pay of time-and-a-half if in any work day an employee was kept on duty over six and one-half hours.

Following weeks of union activity, the labor group obtained a National Labor Relations Board supervised election among technical employees of the station. After finding all operators behind the ARTA movement, employees had confidence that their course could not be considered an "outlaw" strike. By the simple process of sleeping at the controls

and transmitter they were able to prevent the station from going on the air.

Station Manager William A. Dolphe, who also owns an interest in the station, did not feel free to sign an agreement unless LeRoy Mark, principal stock owner and president of the American Broadcasting Company which operates WOL, was in full accord. Only hitch to this turn of events was that Mark is in poor health and business headaches are barred from him as a medical precaution. Agreement signed yesterday does not bear Mr. Mark's signature, but nevertheless is considered acceptable to everyone concerned and will see service until a formal contract is signed. Terms of contract will be for one year.

Altho WOL is a link in feeding Mutual programs south and also is one of the major originating stations for both Mutual and Intercity, the sit-down was arranged for such time when no network programs were scheduled for a Washington pickup.

Buyers on the morning *Musical Clock* despised the station Thursday for an explanation of the silence. Dolphe refused to estimate the loss sustained by the station during the hours of silence.

ART SELBY, JOE KILCH et al

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



DAVE ELMAN

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

485 Madison Avenue
New York City

Dramatists' Guild Trains Guns On Pix-Financed Play Bureau

Guild meeting passes resolutions clamping down on Bureau activities of members—Connolly and Sherwood elected heads of Authors' and Dramatists' orgs

NEW YORK, Nov. 13.—Dramatists' Guild, at its annual election meeting this week at the Lincoln Hotel, verbally cudgelled the Bureau of New Plays, pix financed organization formed immediately after the conclusion last year of the dramatist-manager pact regulating the sale of plays to the screen. Pix companies at that time complained that the new contract did not sufficiently safeguard their interests and threatened to withdraw their financial support from Broadway. Pix moguls have thus far remained firm and have noticeably refused to shell out. Formation of the Play Bureau was regarded as a counter move of the Hollywood boys, aimed at the new pact, to create a stable of non-Guild playwrights. Theresa Helburn, of the Theater Guild, was named Bureau head. When Bureau distributed its first awards for plays last year, it received much adverse publicity owing to the nature of the conditions under which the grants were made.

Dramatists' Guild meeting this week passed resolutions involving revamping of the Guild constitution, the angle being to forbid active membership in the Guild to all associated with the Bureau. Resolutions also aim at calling for the resignation of active members of the Guild associated with the Bureau. While no names are specifically mentioned, one resolution calls for mulling over the matter of an officer of one organization (presumably Miss Helburn as a director of the Theater Guild) acting as the officer of another (presumably the Play Bureau) and at the same time using the Dramatists' Guild contract.

Guild has both active and associate members, and feeling is that it may be able to clamp down on participation by active members in the Play Bureau.

Entire list of nominees were elected, the new officers being Robert Edward Sherwood, president; Edward Childs Carpenter, chairman of the council; George S. Kaufman, vice-president, and Richard Rodgers, secretary. On the council are Paul Green, Philip Dunning, Rachel Crothers, John Howard Lawson, Elizabeth McFadden, Melvin Levy, Eugene O'Neill, Sophie Treadwell, Arthur Richman and A. E. Thomas.

Annual membership meeting this week of the Authors' League, parent body of the Dramatists' Guild, elected Marc Connolly president. Other positions are Elmer Davis, vice-president; Inez Haines Irwin, secretary, and Luise Silcox, treasurer.

OUT-OF-TOWN OPENINGS "Right This Way"

HANNA THEATER (Cleveland)

In more ways than one, *Right This Way*, which opened for six performances at the Hanna Theater Tuesday night, is interesting. First of all, the music is the work of young Brad Greene, who attained national publicity by composing an opera, enlisting in the navy, having his work accepted, and now by attempting to get out of the navy to enjoy the fruits (if any) of his musical genius.

Secondly, it is produced by Alice Alexander, a slip of a girl who came into money thru oil and who is making her first managerial flight as a producer. Finally, it enlists a number of names well known to Broadway.

To start with the plot, daughter of an old Back Bay family (Tamara) is dwelling in Paris with a young newspaper correspondent without benefit of clergy. Along comes comic relief and the pair are soon united and off to Boston. But marriage dulls the pleasures of the bed and young hubby strays away. Wife returns to Paris and, of course, everything is right in the end. The book is the least distinguished portion of the entertainment. It requires revamping and the need of a clever play doctor is evidenced if the production is to reach Broadway, whither it is headed.

More than anything else *Right This Way* requires speed. This may be attained before the end of the week, since the opening performance was a series of mishaps that would have tried the heart of the most hardened barnstormer. Scenery refused to function,

cues were missed, Blanche Ring forgot the words of a song and gestured it in pantomime, and Joe E. Lewis interrupted the middle of the first act to introduce Miss Alexander. These, as was said, are enough to try the soul and spirit of any producer and company.

On the other hand there is much that is favorable. The company is excellent. There is Tamara, who won recognition singing *Smoke Gets in Your Eyes*. Joe E. Lewis comes from the night spots and has the assurance and aplomb of long experience. There's no better trouper than Blanche Ring, while Thelma White, Leona Powers, Michael Doyle, Henry Arthur and Leonard Elliott deserve a word of praise. The chorus is sprightly and the production is lavish; gowns and dresses make a nice display. All in all, there is everything except the cutting and speed necessary to make the book stand up. Lewis proved a hero at the opening, ad libbing and filling in when scene shifting bogged down and stage waits intervened.

As to the music, Greene has written some numbers that may score. There is *Love Design* and *Don't Listen to Your Heart*, but what is probably the hit, *I Can Dream, Can't I?*, is an interpolation by Sammy Fain and Irving Kahal.

Miss Alexander has been more than lavish in her expenditures. She expects to present *Right This Way* on Broadway. It is to be hoped that she secures the services of an able play doctor before that time. With one, she should be able to make a hit out of what is now promising material but not sufficiently organized to click.

Harlowe R. Hoyt.

HOLLYWOOD, Nov. 13.—Miss Quis has opened at the Mayan Theater here under auspices of the Federal Theater Project. Martha Pawley has Peggy Wood's original starring role in the Federal version. Alvin Laughlin has the masculine lead, and other players are Lyle Clement, Hal Taggart, Joseph De Stefani, Frances Hall, Zena Baer and Henry Hall.

From Out Front

By EUGENE BURR

This column, which (like a slightly truncated case of seven-year itch) has been annoying readers with howls for revivals ever since it was saddled with its present occupant in 1931, ought to be pretty happy these days. Not only does the current season promise a bumper crop of old plays; not only did all indications last season point to an increasing taste for the great plays of other years; but even so eminent an anti-revivalist as Richard Lockridge, of *The Sun*, shows definite signs of weakening. Mr. Lockridge, in a long, entertaining and acute review of Elizabeth Drew's *Discovering Drama*, indicates that he is in agreement with Miss Drew's theories. And Miss Drew, on the basis of her book, is an enthusiastic supporter of revivals. Now about all that's needed is to convince a few more Broadway managers.



EUGENE BURR

For if Miss Drew speaks for any really large slice of customers, the customers are already convinced. It's always been pretty hard for me to see just why anyone paying out good money at a box office should prefer to take a chance on a new play rather than see something that even the iron years have allowed to pass into the realm of the timeless great. A new play, even if it happens to be the success of a season, seldom manages to achieve the quality possessed by the very great plays of the past. That is only logical—for the new play is the best of a single season only, whereas surviving old plays are the best on all the widespread plains of time. In addition, of course, there is the discomfiting thought that

only about one new play in 20 is really any good at all.

If I were forced to pay out those very scarce things known as shekels—instead of going down to the seats on slips—I'm afraid I'd be pretty sure first that I was going to get quality for my money. Even the bitter-ender anti-revivalists can hardly claim that so magnificent a modern play as *Journey's End* has quite the quality of *Hamlet*; that can hardly claim that the very fine theatrical season during which *Journey's End* was first presented in New York offered the quality that would have been offered by a season that consisted solely of classical repertoire.

Even greatness can become a somewhat unhappy diet, of course, if taken exclusively. This is no plea for the production of no new plays—it is simply a plea for the production of enough revivals to satisfy those theatergoers who qualify for that *King Lear* is perhaps a bit better than *Strange Interlude*, who feel, in addition, that there is no real reason to be afflicted with the tripe and terror that make up the body of any Broadway season.

It is also a plea to satisfy those theatergoers who have an odd and old-fashioned preference for acting rather than type casting and personality playing.

But to return to Miss Drew and her book. Despite its unhappy title—to which Mr. Lockridge very properly objects—it makes many excellent points, and it makes one chief point that has been howling for recognition for many years. Miss Drew attacks a theater that places undue emphasis upon directors and scenery, that considers the script merely as a springboard to display feats of an exhibitionistic directorial ego. To her the script is the most important thing; it naturally follows that good old plays are preferable to much-dressed-up but incompetent new ones.

Mr. Lockridge quotes with fervor an analogy wherein she sums up her arguments. It should be indelibly burned into the minds of every incipient Max Reinhardt, of every budding Bel Geddes, who presently infests the purlieus of the stage. "The midwife," says Miss Drew, "is not really as important as the mother."

The midwife emphasis in the modern theater is so widespread and so accepted that it's quite apt to be overlooked by anyone whose world is bounded by the gutters of Broadway. It is the influence that draws self-conscious acclaim to the horrible things done by Herr Reinhardt to a powerful, simple and lovely recital of (See FROM OUT FRONT on page 14)

AEA-Manager Buffer Angle

Use of resolution probably to be preceded by membership meeting

NEW YORK, Nov. 13.—Recent resolution passed by Council of Actors' Equity with the intention of making minority managerial groups conform to any plans the American Theater Council may concoct for the betterment of the theater will probably not be exercised without first calling a general Equity membership meeting. This slant is the interpretation given by an Equity official.

Passage of the resolution created heated comment last week both within and without Equity. Specific kick from org members was that councilmen were not informed that the association was planning such a drastic measure. Certain men had roles in matinee shows, could not attend the council meeting and therefore had no knowledge of what went on until the matter was a fait accompli. Claim is that consideration of so drastic a step should have been announced beforehand.

While resolution was regarded as one of the most drastic in the annals of Equity, Gilmore softened the sock with a statement that the measure was in no way intended to force Equity's will upon the opinion of a majority of the managers. Just to keep rugged individualists in line with their managerial brethren.

Despite the statement by Brock Pemberton last week to the effect that the Equity resolution would be okeh if not abused, the League of New York Theaters late this week began negotiating with Actors' Equity Association for a change in the measure. League regards the resolution as "entirely too broad and sweeping in scope," purporting to give Equity a hand in determining business which affects the managers.

League feels that while it was always intended that the American Theater Council, in which the managers have a voice, should have the power to generally determine matters affecting the theater, it was never intended that Equity's will, to the exclusion of the managers, should prevail.

Milton R. Weinberger, counsel for the League, is negotiating with Paul N. Turner, Equity counsel, to arrive at an agreement.

Paris Season Under Way

PARIS, Nov. 8.—With a new drama of the prolific Henry Bernstein drawing packed houses to the Gymnase, the Paris theatrical season can be said to be in full swing. Bernstein's latest opus, *Le Cap des Tempestes* (*Cape of Storms*), dissects the love affairs of a gray-haired doctor and a sweet young cutie whose mother has a deep crush on the meddler. Usual witty dialog and fine acting by excellent cast.

H. R. Lenormand's *Pacifique*, at the Ambassadeurs, is a picturesque slice of life on a South Sea isle, beautifully staged and full of exotic color. Jean Cocteau's *Chevaliers of the Round Table*, at the Oeuvre, is fare for the highbrows—very arty, brilliant dialog and all that.

Majority of the other plays on view are revivals of former hits or French versions of foreign plays, with the exception of Sacha Guitry's *Quadrille*, a usual type of Guitry comedy, at the Madeleine. Several new plays slated for early presentation.

Why You're "Not the Type"

By Alan Brock

Will Be a Feature of the

Christmas Number

Of The Billboard

Dated November 27

BROADWAY RUNS

Performances to November 18, inclusive.

Dramatic	Opened	Perf.
Abbey Theater Players Repertory (Ambassador)	Oct. 2	49
Far-Off Hills, The	Oct. 11	40
Katie Roebuck	Oct. 2	5
Plough and the Star, The	Oct. 4	4
Amphitryon 38 (Shubert)	Nov. 1	18
Anthony and Cleopatra (Manhattan)	Nov. 10	6
As You Like It (Ritz)	Oct. 30	17
Brother Rat (National)	Dec. 18	386
French Without Tears (Millon)	Sept. 28	55
George and Margaret (Morosco)	Sept. 22	62
Golden Boy (Belasco)	Nov. 4	12
Having Wonderful Time (Lyceum)	Feb. 19	307
Julius Caesar (Mercury)	Nov. 11	4
Lady Has a Heart, The (Longacre)	Sept. 26	57
Many Mansions (Biltmore)	Oct. 27	22
Places, Please! (Golden)	Nov. 12	3
Room Service (Cort)	May 19	208
Star-Wagon, The (Empire)	Sept. 29	64
Susan and God (Plymouth)	Oct. 4	44
Tobacco Road (Forrest)	Oct. 4	1,684
To Ouito, and Back (Guild)	Dec. 8	46
You Can't Take It With You (Booth)	Dec. 14	387
Young Mr. Dressall (Nov. 10)	Nov. 10	6
Women, The (Barrymore)	Dec. 26	372
Yes, My Darling Daughter (Playhouse)	Feb. 9	317
Musical Comedy		
Rabes in Arms (Majestic)	Apr. 19	247
I'd Rather Be Right (Alvin)	Nov. 2	15

FULTON

Beginning Wednesday Evening, Nov. 10, 1937

YOUNG MR. DISRAELI

A play by Elswyth Thane. Staged by Margaret Webster. Scenery and costumes designed by David Ffoulkes...

- Isaac Disraeli... Ben Webster
Maria Disraeli... Molly Pearson
Sarah Disraeli... Lora Baxter
Benjamin Disraeli... Derrick de Marney

SYNOPSIS: ACT I—Scene 1: Bradenham, Summer, 1826. Scene 2: Bradenham, Autumn, 1831 (Five Years Later)...

Nothing about Disraeli, that glamorous and romantic figure of the 19th century political world, can be entirely uninteresting; the mere presence of the man's name in a novel or a playscript seems, somehow, to create interest...

The play (let's call it a play for convenience's sake) simply offers five anecdotes concerning the figure that is called by the statesman's name...

Scene one shows Dizzy at 21, screaming like a frantic strumpet over an adverse notice on his first novel, and comforted by his father and sister...

Except for the undistinguished dialog in which it is clothed, that is the sum and substance of the entertainment at the Fulton.

Also to be found there, however, is as large and choice a collection of bad acting as is presently on exhibition, featured of course by Mr. de Marney's hysterical work in the title role...

New Plays on Broadway

Reviewed by Eugene Burr

the climax that ends the play. It almost seemed as tho one of the reviewers had been a bit premature with his opinion.

MERCURY

(Formerly Comedy)

Beginning Thursday Evening, November 11, 1937

JULIUS CAESAR

(Limited Engagement)

A play by William Shakespeare. Staged by Orson Welles. Setting designed by Sam Leve. Incidental music by Marc Blitzstein. Presented by the Mercury Theatre.

- Julius Caesar... Joseph Holland
Marcus Antonius... George Coulouris
Publius... Joseph Cotten
Marcus Brutus... Orson Welles
Cassius... Martin Gabel

That flaming young genius, Mr. Orson Welles—he must be a genius because everybody says he is—doesn't seem able to look on a work of the unfortunate Elizabethans without getting a murderous glint in his eye...

Last season Mr. Welles honored the Federal Theater Project by connecting himself with it and directing first the mannered Negro production of Macbeth, in which the script was badly massacred...

And to create confusion worse founded Mr. Welles has elected to play his Caesar in modern dress. No purpose is served thereby except to emphasize the self-consciousness of the production and to save the money that would have been spent on costumes...

It's all very self-conscious—self-consciously self-conscious it almost seems—and the general trend is carried out still further by Mr. Welles' direction, which places much emphasis upon group movements in dim lights and heavily theatrical buildups of group effects...

The entire emphasis is on the production as a self-conscious and separate entity rather than on the play. The play, as a matter of fact, takes a constant and brutal beating—it gets itself murdered far more thoroughly than its own Caesar—and the whole thing is an almost perfect example of that ridiculous "midwife emphasis" mentioned by Miss Elizabeth Drew...

rical midwife, managed to bring forth only an abortion.

There is some very nice acting in the brief course of the Welles-Shakespeare Caesar, but most of it is buried beneath the self-conscious rigmorole of the direction and production. Thus George Coulouris gives a really excellent reading of Antony's speech whenever he's not interrupted by the studiously mouthed mutterings of the mob or by the meaningless wanderings of the light cues...

As for Mr. Welles' Brutus, it is the quietest, most unobtrusive and certainly the most ridiculously ineffective Brutus I have ever seen. It is not Mr. Welles' fault, of course, that he looks like a slightly frenzied tabby cat—alho he fails to help matters much by wearing his hair in the approved Bunthorne fashion—but it is his fault that he gives the impression of being the most genial murderer in the annals of crime...

There is no doubt that the production, because of its insistently self-conscious artiness, will get raves from those costumers who are invariably taken in by genius that shouts its own pre-eminence from the housetops. That that pre-eminence consists solely of an ability to be ineffectively "different" hardly matters. It's self-consciously arty, and so to the boys it must, of course, be Art—with a capital A.

But the play—which after all is really what most people come to see—is wried beyond even faint recognition. And the idiosyncrasies of the production are theatrical oddities rather than theatrical effects. The atrocious perversions of Shakespeare perpetuated by Colly Cibber in the 18th century were acclaimed in their day, too. Despite the raves and despite the undoubted genius of Mr. Welles, in regard to which I bow gracefully to the majority opinion, I still have an uncomfortable hunch that Mr. Welles isn't quite as good as Shakespeare, and so long as a Shakespearean play is being done it might be just as well to emphasize the best. It's not emphasized very much at the Mercury.

MANSFIELD

Beginning Wednesday Evening, Nov. 10, 1937

ANTONY AND CLEOPATRA

A play by William Shakespeare, starring Tallulah Bankhead and featuring Conway Tearle. Adapted by William Strunk Jr. Staged by Reginald Bach. Settings and costumes designed by Jo Mielziner. Scenery built by Turner Construction Company and painted by Studio Alliance...

- Mark Antony... Conway Tearle
Octavius Caesar... John Emery
M. Aemilius Lepidus... Malcolm Dunn
Sextus Pompeius... Averell Harris
Domitius Enobarbus... Thomas Chalmers
Eros... Wilfrid Seagram
Scarus... Frederic Voigt
Dercetus... Richard Ross
Demetrius... Charles Bowden
Philo... Henry Adrian

- Thyreus... Stephen Fox
Agrippa... Ralph Chambers
Delabella... Henry Saunders
Proclepius... Wilton Graf
Menas... John Parrish
Candilus... George V. Dill
Alexas... William Barwald
Mardian... Robert Williamson
Diomedes... Fred Hanschi
A Messenger... Lawrence Fletcher
Cleopatra, Queen of Egypt... Tallulah Bankhead
Octavia... Regina Wallace
Charmian... Fania Marinoff
Iras... Georgia Harvey
A Dancer... Kamila Staneska

MUSICIANS: Sidney Halpern, Arnold Sattler, Alfred Ross. LADIES OF THE COURT: Virginia Spottswood, Derby Dale. CUP BEARERS: Barbara Ellis, Valeska Von Momery.

SLAVES: Mary Shannon, Miriam Cousens.

PART I—Scene 1: Rome—Caesar's House. Scene 2: Alexandria—Cleopatra's Palace. Scene 3: Rome—Caesar's House. Scene 4: Misenum—Between the Camps. Scene 5: Misenum—On Board Pompey's Galley. Scene 6: Alexandria—An Apartment in Cleopatra's Palace. PART II—Scene 1: Athens—Antony's House. Scene 2: Rome—Caesar's House. Scene 3—Alexandria—Cleopatra's Apartment. Scene 4: Actium—Antony's Tent. Scene 5: Alexandria—Cleopatra's Apartment. Scene 6: Near Alexandria—The Battlefield. Scene 7—Alexandria—Cleopatra's Palace. Scene 8: The Same.

A reporter who has a habit of howling for more and better revivals is presently faced with an unpleasant task—the task of making publicly evident an overwhelming distaste for the Laurence Rivers' revival of Shakespeare's Antony and Cleopatra, which came to the Mansfield Theater Wednesday night. It hardly affects the general plea for more and better revivals, however; Antony and Cleopatra in its present version may be one more, but it's anything but better.

Everything seems against it. The play itself is in both its drama and its language definitely one of the minor Shakespearean items, infinitely inferior to Dryden's All for Love, a magnificent rewriting of the same theme; the acting version used at the Mansfield is probably the worst acting version of a Shakespearean play to be offered since Colly Cibber stopped writing his ridiculous perversions of the bard back in the 18th century; the direction is practically nonexistent, and the acting of the chief character is flatly atrocious. In all the sumptuous welter of the Rivers production only the sets and costumes designed by Jo Mielziner rate unstinted praise. They rate plenty of it—but obviously they can't hold up the play.

Despite the inferiority (fight me if you want to, but I insist on it) of the play itself, it does offer a number of outstanding acting parts—and the story on which it is based cannot under any circumstances be entirely undramatic. But Prof. William Strunk Jr., who did the emasculation that is called adaptation at the Mansfield, comes as near to making it undramatic as anyone possibly could. Professor Strunk was hauled out of a college berth by the golden alarm clocks of Hollywood, and remained on the Coast as a sort of ex-officio but beneficent cultural sponsor of the recent Avon epidemic out there. It may be the fault of that old debbil, Hollywood influence, but the fact remains (See NEW PLAYS on page 14)

(48th Anniversary)

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WINTER TERM BEGINS JANUARY 17TH

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

SEPIA AND OFAY IN PERSON

Webb Signs for Records and Songs

NEW YORK, Nov. 13.—Decca Recording Company has renewed its contract with Chick Webb for three more years. Fact that the signing also includes Ella Fitzgerald precludes any possibilities of the swing diva being snatched away by another maestro.

Terms call for the making of 48 sides per year, with an additional eight for Miss Fitzgerald and the Savoy Eight from the band. Recording pact paves the way for four sides by the newly founded Chick Webb Quintet for immediate release. With Wayman Carver fingering the flute, Chauncey Haughton and his heated clary, Tommy Fulford at the stomp-box, Beverly Peers slapping bass, and Webb at the drums, the labels will unwind *I Ain't Got Nobody*, *Sweet Sue, I Got Rhythm* and *In a Little Spanish Town*.

Completing his contractual relations, Webb has signed with Famous Music Company, giving the pub the rights on all his future songwriting. Currently playing theater dates, Webb returns to his old stomping grounds, the Savoy Ballroom, December 4.

Shea Not Convicted

NEW YORK, Nov. 43.—Word has been received by *The Billboard* to the effect that a typographical error appeared in a story in the July 24 issue in which reference was made to Jack Shea. The story headed, "Hoffman, Pubs' Sleuth, Poison to Song Pirates, Gets Big Haul," dealt with efforts made by the music publishing industry to bring to justice printers, distributors and peddlers of bootleg song sheets. At the end of the article the following paragraph appeared:

"Most important recent arrest was that of Theodore Aaronson, alias Puggy Harris, convicted three times. Six months ago Harris was convicted, receiving a two-year sentence. Another recent conviction was that of Jack Shea, New Haven distributor."

The error that was made in the foregoing paragraph was the use of the word "conviction" instead of "arrest" in the reference to Shea. *The Billboard* has been informed that the Federal Grand Jury before which the charges against Shea were presented had returned a No Bill against him. At the time the article appeared in the July 24 issue Shea had been arrested and was awaiting action by the Grand Jury, which materialized in the form of the No Bill early this month.

Tunesmith to Pic Director

HOLLYWOOD, Nov. 13.—While Victor Schertzinger was the first of the song-writing guys to make motion picture history by becoming a director back in the silent screen seasons, Will Jason becomes the first to embark on a similar career since sound and screen joined up to each other. Jason, who is credited with the words and music for six MGM miniature musicals of last season, has been signed by the studio to direct short production. Tunesmith skyrocketed when his *Penthouse Serenade* made hit paradedom.

Gordon Back in Albany

ALBANY, N. Y., Nov. 13.—Herb Gordon, long a fave here, is back at the Band Box of the Hotel Ten Eyck, with Ethel Barrett on tap for the vocalizing. New Kennore's Rainbow Room also makes a band-stand change, Al Johns replacing Harold Stern, with Billie Arnold producing the floor divertimento.

Bruno Kern's Forecast

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

This week's selections:
HAVE YOU MET MISS JONES? from the musical production "I'd Rather Be Right" at the Alvin Theater, New York.

It's a Lot of Singing

HOLLYWOOD, Nov. 13.—If you ever thought the singer with the band has an easy time of it while the rest of the boys blow their horns all night, Skinny Ennis goes on record with figures to the contrary. During his 10 years as song salesman for the Hal Kemp Band Ennis estimates that he has had to learn more than 3,000 new songs which he has had to sing some 125,000 times.

Pill Peddlers Buy PW for Cuffo Prom

KANSAS CITY, Mo., Nov. 13.—Carlos Molina moved into the Hotel Muehlebach Friday to continue the parade of name units seen here in last month.

Molina followed Paul Pendarvis, who stopped here on way to Detroit's Hotel Statler for a seven-night stretch. Paul Whiteman in Municipal Auditorium tonight is a free party sponsored by local drug-store chain. Jan Garber, Ralph Webster, Floyd Ray, Little Joe Hart and Emil Velasco held forth at Pla-Mor Ballroom. William Shaw, prez of musicians' Local 627, is bringing in Andy Kirk and Count Basie later this month for one-nighters at Paseo Hall.

Club Continental opened its winter season Monday night with Lonis Conner's Band from the Blossom Heath Club in Oklahoma City. Six floor-show acts now being used at the spot. New policy calls for no admittance, covert or minimum charge at any time.

AFM Sponsors Rhythm Rodeo

POND DU LAC, Wis., Nov. 13.—First Annual Rhythm Rodeo last Tuesday at the Hotel Retlaw here, sponsored by the American Federation of Musicians, Local 309, attracted about 2,000. Twenty-one orchestras on hand, including Arch Adrian, Wally Beau, Earl Etta, Schmitz-Sisters, Chic Sales, Jimmy Faris, Dick Paigo, Simon's Swingers, J. L. Gibson, Joe Schneider and Bob Malcolm for the modern music, and Elmer's Harmony Kings, Lawrence Duchow, Shorty Hoffman, Tony Groschel, the Rhythm Airs, Kimple's Kentucky Kernels, Al's Arcadians, Frank Fischer, Starik's Streamline Serenaders and Barb and Pete's Rubetown Entertainers for the old-time stuff.

Eagle's Ballroom Opens

SHEBOYGAN, Wis., Nov. 13.—Edward T. Tecktonius, operator of Memorial Hall in Racine, Wis., has taken over the management of the Eagle's Ballroom here, the prem prom taking place tomorrow with Bill Hogan furnishing the music. An AFM licensed booker, Tecktonius has conducted dancing schools in Racine and Kenosha as well as ballrooms in those cities.

Gentry and D'Artega Add Flesh Turns for P.-A. Tour

LINCOLN, Neb., Nov. 13.—Tom Gentry has adopted the unit idea. Plays ballrooms and carries a floor show. On engagement at the Turnpike here (12) presented Burns Twins and Evelyn Price, hoofers, and the Great Marlow, the frog man, during the intermission. Is routed by Frederick Brothers.

NEW YORK, Nov. 13.—D'Artega, who formerly confined his wand waving to the airplanes, has formed his cork into a stage unit for a projected series of personal appearances thruout the East. With 21 tooters among the players, roll call will total 27 in addition to two vocalists.

Weeks Does Well on Solo

LINCOLN, Neb., Nov. 13.—Anson Weeks grabbed off one of the best ticket window takes of the autumnal season at the Turnpike Casino with \$700 last Friday. Also signed Jack Wells, KPAB-KFOR singer here, to join in Chicago-December 1. Date was sold at \$1.66 per couple on advance sale and \$2.20 at the door.

Mezz Mezzrow Sets Precedent Banning Color Line in Band

Goes beyond Goodman's pioneering—Frank Newton, Sid DeParis and Max Kaminsky for trumpet trio—Zutty on drums—nitery and recordings all set

(Continued from page 4)

Sidney DeParis, whose brother, Wilbur, is now sliding his vet trombone for Louie Armstrong. Among the trombones, Vernon Brown will uphold the traditions of the white race while John Haughton represents the colored.

Much ado will also be made in swing music section over the rhythm setters. Zutty Singleton, who for many years held forth at the Three Deuces, Chicago's citadel for cats, beats the drumnastics; Bernard Addison is on hand for the guitar strokes; Elmer James for the string bass pickings, and the single ofay in this section is at the Steinway, with John Nicollini responsible for the keyboard knuckling.

The sax section will be predominantly white, save for Happy Cauldwell, whose tenor saxing, along with Zutty's suitcases, were high spots on the old Louie Armstrong recordings. The remaining Buescher boys include Eddie Apple (tenor), Bill Herman (alto) and Merrill Fishman (alto).

Disciples of Swing

Since music recognizes no language save its own and the swing motif knows no race but its own rhythm, since there is no color line in the playing of swing music and that it disciples and followers are representative of every race, Mezzrow has aptly christened his new combo the "Disciples of Swing." No swing band worthy of its name as a swing band can give a true performance if the color of a player's skin qualifies his eligibility in the band, opined Mezzrow. Swing stars are characteristic to both races, he added, and save for blind prejudice there is no good reason why the cream of both should not combine for public performance.

Jay Faggen, operator of the Harlem Uproar House and breaker of precedent among employers in this direction, is most enthusiastic over the musical possibilities to be afforded his patronage. Declaring that no white swing band can be any too good without qualifying it with colored musicians, Faggen said, "Music, as one of the arts, is really art no matter what color or creed plays it." Anticipating the public's reaction, he added, "I see no reason why this mixed band should be cause for complaint. I think the public will accept it as true musical art. If you see a good piece of art, whether a painting or a piece of sculpture, you don't first ask who painted it and then decide its appreciation. Nor will you like it any less because an artist of another race folded it."

Goodman May Add Another

When Benny Goodman sought out the best men available, not just the best "white men," it took more than nerve when he handed the berths to Teddy Wilson and Lionel Hampton, both members of the Negro race. First the Reynolds Tobacco Company, his air sponsor, objected; California didn't want them, and taking into consideration the fact that to this day many New York hotels still make their all-white bands use the service elevators, it took a firm hand to bring them into the Pennsylvania. But Goodman braved the storm of protest, and now there is a possibility of another colored musician joining his organization in the person of Joe Turner, who has been piping the blues to his own pianology in Kansas City rug-cutters' row.

Some years back, under the guidance of John Hammond, Goodman had planned to organize a band along the Mezzrow lines. But not for American consumption, rather for the more cosmopolitan Europeans, where you found Benny Carter, Negro tenor sax ace, boast-

ing eight nationalities in his 11-piece band.

Nor was Goodman alone among the hot white musicians in stepping over the color line, altho not going as completely as Mezzrow. Jimmy Dorsey started tongues wagging when he added June Richards to his organization for the coon shouting. And even Joe Marsala, by coincidence also a swing ace of the clarinet, opened his engagement at the Hickory House with Henry (Red) Allen, now trumpeting for Louie Armstrong. Marsala, it is said, was even giving serious consideration to joining as a regular member of Lucky Millinder's Band to be near Allen, who he admits inspired him above others in bringing out the best of swing in him. And with Marsala blossoming forth with a large band next year, the success of the Mezzrow combo will undoubtedly influence the extent of its interracial linkage.

Victor Will Wax the Disciples

Interracial orchestras in the realm of dance music are not a founding of the swing craze, as the general public may suppose. There have always been mixed bands, but the back-water set in when attempting to present the ofays and sepals in person. It is a common matter of history that Victor, Okeh, Gennett, Columbia and other recording companies have been waxing discs of interracial bands for a dozen years and more. And in marketing them, the buyers, save the alert musicians, couldn't see who was doing the playing.

Alert to the possibilities of the Mezzrow musicians, the Victor Recording Company has already signed the "disciples" for a series of waxing sessions. Victor, incidentally, made a pioneer step last May in exploiting the personnel of *A Jam Session* at Victor record, what with the buying public being fully aware of the racial lines of Tommy Dorsey and Fats Waller.

Influenced by the musical success on recordings, we may expect other maestros tempting tradition in disregarding races. Billie Holiday, sepla swing diva, made many sides on wax using Art Shaw. And while it may seem that only the clarinet players have fostered this school of musical freedom, it is an open secret that Shaw was seriously considering an interracial orchestra when organizing his band earlier this year.

Come what may, be it storm and fury or peace and tranquillity, Mezzrow lends a tone of finality to his soliloquizing; "When it gets going I'm never going to let it go until it lets itself out."

All God's Chillun

Got Rhythm
Swingin' in
Sally's Army

By M. H. Orodener

Will Be a Feature of the
Christmas Number

Of The Billboard

Dated November 27

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

Abbott, Dick: (Waldorf-Astoria) NYC, h.
Aces, Four: (Stevens) Chi, h.
Adcock, Jack: (Manoa Inn) Manoa, Pa.
Alberto, Don: (El Chico) NYC, nc.

Baker, Fred: (Tropical Bar) Vero Beach, Fla., nc.
Banks, Clem: (Charlie's Rustic) North White Plains, N. Y., c.
Banks, David: (New Southern) Jackson, Tenn., h.

Barron, Blue: (Southern Tavern) Cleveland, nc.
Barron, Blue: (Southern Tavern) Cleveland, nc.
Barron, Blue: (Southern Tavern) Cleveland, nc.

Beck, Dave: (Westchester Tavern) White Plains, N. Y., c.
Becker, Bubbles: (New Penn) Phila, h.
Bember, Eddie: (Red Men's) Rochester, nc.

Brown, Betty: (Chittenden) Columbus, O., h.
Brunckley, Charley: (Log Cabin) Aurora, Ill., h.
Bruno, Al: (Little Old N. Y.) NYC, nc.

Burkhardt, Johnny: (Crystal Terrace) Louisville, Ky, re.
Busse, Henry: (Chez Paree) Chi, nc.
Calvet, Oscar: (Mon Paris) NYC, nc.

Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
Candide, Jerry: (Arrowhead) Cincinnati, nc.

Carnesi, Francis: (Gleam) San Antonio, Tex., nc.
Carvalle, Manny: (Blue Hills Plantation) Newark, N. J., nc.
Carroll, Frank: (Unionport Restaurant and Cabaret) Bronx, NYC.

Cassidy, Bill: (Place Elegante) NYC, nc.
Cline, Henry: (Arabian) Columbus, nc.
Clancy, Lou: (Reno's Plantation Club) Shreveport, La., nc.

Orchestra Routes

Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATION OF SYMBOLS: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

Fisher, Jack: (Stauben's) Providence, nc.
Fogarty, Gene: (Semler Tavern) Akron, c.
Fomen, Basil: (St. Moritz) NYC, h.

Gallo, Phil: (Moorehead) Pittsburgh, h.
Gant, Willie: (Brittwood) NYC, nc.
Gates, Jerry: (Pla Lan) Des Moines, nc.

Hackett, Bobby: (Nick's) NYC, nc.
Hagen, Walter: (Robert E. Lee) Winston-Salem, N. C., h.

Herbeck, Ray: (Blossom Heath) Oklahoma City, nc.
Herbert, Leon: (Royal Tavern) Brooklyn, c.

Hunter, Lloyd: (Mount Royal) Montreal, h.
Huyge, Tiny: (Cody) Grand Rapids, Mich., h.

Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.
James, Woody: (Palisade) Biloxi, Miss., nc.

Kampus Kids: (Bennett) Binghamton, N. Y., h.
Keating, Ray: (Murray's) Tuckahoe, A. Y., re.

LaMothe, Olivia: (Rosegarden) Middletown, Conn., c.
Lally, Howard: (Riviera) Ft. Lee, N. J., nc.

Leonard, Harold: (Show Bar) Forest Hills, L. I., c.
Lewis, Harry: (Del Mar) San Francisco, nc.

McDune, Will: (Bossert) Brooklyn, h.
McFall, Johnny: (Silver Cloud) Chi, nc.

McGraw, Ed: (Madura's Danceland) Hammond, Ind., h.
McHale, Jimmy: (Mayfair) Boston, nc.

Mayer, Ken: (Gunter) San Antonio, h.
Mayer, Johnnie: (Avalon Club) Hot Springs, Ark., nc.

Meadow, Herman: (Nixon) Pittsburgh, c.
Miller, Bob: (Midway Inn) Ft. Worth, ro.

Minsky, Howard: (Murray's Inn) Albany, N. Y., c.
Moline, Mauro: (Club Tivoli) Jaurez, Mex., c.

Murphy, Fred: (Stanley) Pittsburgh, h.
Norton, Bob: (New Garden Center) Detroit, h.

Pelti, Emil: (Savoy Plaza) NYC, h.
Pimston, Tom: (Manderin) Memphis, nc.

Ragins, Mischa: (Astor) NYC, h.
Ragon, Ike: (Rainbow Garden) Little Rock, Ark., c.

Roman, Phil: (Hollywood) NYC, re.
Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.

Sachs, Coleman: (Municipal Auditorium) Birmingham, Ala., b.
St. Clair, Charles: (Gunter) San Antonio, nc.

Shaffer, Ray: (Log Cabin Farms) Armonk, N. Y., ro.
Shelley, Lee: (Rosevelt) New Orleans, h.

Spencer, Irving: (Andy's Inn) Syracuse, N. Y., c.
Spence-Keefe: (20th Century) Appleton, Wis., c.

Starita, Al: (Hollywood) Warwick, R. I., nc.
Steck, Gus: (Robert's) Newark, N. J., h.

Sten, Elinore: (Casino) Lancaster, Pa., h.
Stipes, Eddie: (Blue Moon) Toledo, nc.

Swanson, Billy: (Edison) NYC, h.
Sylvester, Bob: (Seven Gables) Milford, Conn., nc.

Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Thomas, Eddie: (Nut Club) NYC, nc.

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

Herbeck, Ray: (Blossom Heath) Oklahoma City, nc.
Herbert, Leon: (Royal Tavern) Brooklyn, c.

Hunter, Lloyd: (Mount Royal) Montreal, h.
Huyge, Tiny: (Cody) Grand Rapids, Mich., h.

Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.
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TAR TOOTERS CASHING IN

Music Items

COAST CHATTER . . . Frederick Hollander, who gave *Moonlight and Shadows* for Dorothy Lamour, has now provided Mrs. Herbie Kay with *Lone Light in the Starlight* for her new pic posing. Musical background for Laurel and Hardy *Swiss Cheese* will be lyricized by Bonnie Lake. . . . *Sally, Irene and Mary* score is embellished with eight Walter Bullock and Harold Spina tunes. . . . team has also turned in *You Appeal to Me* for 20th-Fox's *Happy Ending*, the Sonja Henie musical also carrying a foursome of ditties fashioned by Sam Pokrass and Jack Yellen. . . . watch the punsters play with one of their titles, *Yonny and his Umph*.

Low Pollack and Sidney Mitchell locking heads for 20th-Fox's *Moonshine Over Kentucky*. . . . With Selma Hantzg writing the lyrics, Harry Puck, a producer's aid at Para, tried his hand at tunesmithing to make for *Let's Go to Pieces*, to be spotted in *Romance in the Rough*. . . . Clarence Muse and Elliot Carpenter collabed on the cleffing of six special songs for the forthcoming Joe Louis flicker. . . . Carpenter's own vocal group will appear in the film's musical sequences. . . . Sam Stept and Charles Tobias have a brace of ditties, *First Impressions of You* and *Nightly Night*, for RKO's *Having a Wonderful Time*. . . . *Come and Get Your Happiness* has been delivered by Yellen and Pokrass for Shirley Temple.

MAINLY MANHATTAN . . . The Tin Pan Alley parade at Madison Square Garden on Wednesday for the United Palestine Fund's "Night of Stars" will be designed to honor the memory of George Gershwin. . . . Squatting at the Steinway, songsmith Jacques Krakeur is singing his own tunes at the Hotel White. . . . Graziella Parraga, Cuba's foremost composer of the languorous Latin lullabies, entered the nitery ranks at LaRue's. . . . WOR's pianist, Pauline Alpert, and playwright Arthur Jones make for a new songwriting team, their initial collabing, already placed with the pubs, being *A Million Stars Just Can't Be Wrong*.

To Be or Not To Be

CHICAGO, Nov. 13.—Russell Glave, local musiker, applied to the union for a change of name for his band. If permission is granted the new listing on the union's docket will read: "Hinkey-Dinke-Pinke and Spinkey."

Attractive DANCE ORCHESTRA POSTERS AND CARDS

Oh! Boy! They're Knockouts! Newest Orchestra Designs, Four Flashy Colors: 200 14x22 Window Cards, \$6.00; 1,000 Paper, same, \$14.00; 3 1/2 x 22 in. Cards, 200, \$8.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Wire your order NOW, or write for samples. New Data Book and Price List.

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Don't you think it's bright here by the fire, Pa? Yes, but they say Broadway is bright, too, Ma. But they say actors and songwriters are always hungry and cold, Pa.

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

Ayer Agency Auditioning For Musical Newsreel

NEW YORK, Nov. 13.—Apparently satisfied with the program pattern, tested on the radio for the first time last season, N. W. Ayer agency is auditioning the band boys for a novel presentation of orchestra music.

Setting a march of time to a musical score, planned program calls for combining the topical news of the day with the current song hits. Joseph Chernofsky handled the radio commercial for Rogers' silverware last year, weaving the old masters with the new into the news.

New pattern calls for the out and out dance band, with Sammy Robbins the first one up in the agency's audition rooms.

Musicians' Club Elects

NEW YORK, Nov. 13.—The Society of Professional Musicians, formed to answer the need for a social center within the profession, gets its social activities formally under way with the election of Sterling Hunkins as proxy; Arthur Lief, vice-prez; Gerald Rudy, secretary, and Richard Benda, dues collector. SPM was sponsored by Teddy Wilson, Morton Gould, Louis Kievan, Zelly Smirnoff, Ruby Weinstein and a host of other prominent musicians, moving into their own clubrooms apart from the quarters of the local musicians' union.

Fair, Fat and 40, But "Nobody Loves Me," Cry the Musikers

NEW YORK, Nov. 13.—Dancing females who hover around a band stand to gaze fondly, and maybe with some passion, at different youthful-looking personages in the ork are very often off on a bum steer. This is unfortunate but true, for the fellow that sends them may be wearing a wig or toupee and what hair he has is probably dyed. Maybe the gal is even being sent by a set of phony molars. Walter Pitkin, wise guy who wrote *Life Begins at 40*, maybe meant college professors, presidents and old malds but not musicians. For whereas the classical musikers are going strong at that age the rank and file dance men are washed up.

But not for life insurance. According to one of the most reputable outfits in the business, a study of 16,000 musicians reveals that the life span is only slightly under normal. While the musician of 40 is a good risk, the insurance rates on young musicians are jacked up, the angle being that the boys work late hours in spots where liquor is sold and where the environment is conducive to what is quaintly known as burning the candle at both ends.

Once the 40 mark is arrived at, however, it is safe to assume the musician, as far as his health is concerned, is not going to go to the dogs.

But he can't get a job in dance bands. He can sit home with mama and wait for

AFM Flag Flies on High Seas; Working Conditions Improve

Al Donahue, leading boat booker, pays \$200 monthly for fronts—good grub, bunks and pay for musikers—but it's no go for trumpets and lovers

NEW YORK, Nov. 13.—Making music for patrons of American steamships is today a field offering steady, profitable work to musicians. At one time the field was completely unorganized, a happy hunting ground for college boys willing to play for fishcakes and broken-down musicians who fiddled for cakes and coffee (sometimes just coffee). Cabin accommodations for bandsmen were usually little better than stokeholes, and the food was only a shade better than garbage. Fred Birnbach, American Federation of Musicians' secretary, said that during the depression many musicians worked for less than \$35 a month and had to double as stewards or messboys to boot. Within the past six months the picture has changed. The AFM has finally signed the Munson, Columbia, Clyde Mallory and United States lines. Steamships now employ as many as 1,000 musicians during the season's height, with the scale ranging upward of \$90 a month, with \$128.75 for the leader. Standard of room and food must now equal second-class accommodations.

Donahue Orchestras, Inc.

One of the factors in changing the picture for steamship musicians is Al Donahue, who, altho better known for his Rainbow Room orking, is the foremost steamship band contractor in New York. He now books 21 units into Furness-Bermuda, Furness-Withy, Prince Line and Eastern Steamship boats. Incorporated as Al Donahue Orchestras, outfit employs 105 musicians and guarantees most of them 52 weeks of work at pay above scale, about \$100 a month and \$200 for leaders. In the aquatic business for nearly seven years, Donahue has made himself a tidy fortune, upping him among the five wealthiest ork leaders, with most of the profits going to build up his personally conducted band.

Requirements for steamship musicians, according to Donahue, are youth, good appearance, versatility on instruments and ability to play the most varying types of music. Brass instruments are no go on boats, the ship's roll playing havoc with a tooter's embouchure, so ship bands must lean heavily toward strings. Viennese waltzes and Spanish music are much in demand, and popular tunes call for a crisp, lively treatment with too much schmaltz subdued.

No Love Interests

Most of the bands have five men and a leader. Donahue picks all the men personally, rehearses them and supervises the arrangements, altho he prefers there be at least one arranger in each unit. Selection of tunes is based on current radio song plugs and passenger requests. Leaders keep check of the request tunes, filling them with the central office in New York, where a consensus is made of all the lists. Thus only the most popular songs are kept in the library.

Most ship bands have to play a combo of dance and concert music. On Eastern steamers it's only for dancing, but on other lines they work during luncheon, dinner and dancing. Musical tars are exempt from the Social Security tax. Ships today discourage mingling with guests, and musikers have to beware the wiles of wanton wenches inspired by the salt air and ocean moon.

Wally Nyberg, leader on the Queen of Bermuda, has been with Donohue for five years; Al Castow, leading the Monarch of Bermuda band for five years, and Henry Mallory, playing Eastern Steamships, has been with him for seven years.

Inspect Ships for Bands

An AFM national rep inspects every boat that leaves port with an eye to musicians' accommodations, and Donahue does likewise in the case of his bands. When the Queen of Bermuda was built in 1932 Furness called upon Donahue to design special living quarters for his tooters. On this boat the band has a special section with showers and bathing facilities, a sitting room with radio and phonograph and comfortable bunks.

Harry Eeser, ork leader, books six bands into Panama Pacific boats, and Charlie Davis also does considerable ship booking. Dollar Line vessels are booked from the Coast. AFM claims it has wiped out all non-union contractors.

Says Donahue: "Steamships offer today a good opportunity for solid employment to versatile, clean-cut musicians." Many of his men are married, and most of them save money because salary received is in addition to room and board.

his Social Security tax to keep him in ham and eggs.

Together with using hair dye, many of the boys go in for makeup—but without any sub rosa implication. Rouge and powder, however, never were used as widely as dye. One local musician is even known to have rubbed himself out with too many frantic applications of the stuff. Contracted arsenic poisoning, lingered only a short while longer in the land of wage scales and gave up the ghost.

Years ago, before jazz and swing made the burghers conscious that they had rhythm, excessively young musicians were n. g. Benny Goodman was kicked out of a band for appearing too youthful, the specific occasion being with Arnold Johnson in Chicago.

Name band leaders are the general exception to the 40-year rule, for usually a baton-slinger is crowding the 40 mark when he begins to be well known. While this is true and should appease the Armstrongs, Duchins, Calloways et al., they nevertheless watch the mirror and hairbrush with frank misgivings.

The inarticulate mass of musicians have not yet been able to put their sorrow into adequate words. What they really want, rather than phony hair dye and toupees, is Doctor Voronoff and those monkey glands.

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FOX-TROT ARRANGEMENT BY JACK MASON.
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Orchestra Notes

By M. H. ORODENKER

Wottaman Powell

More of the fanfare of from hooey Hollywood would have us gulp, but we only gasp at the thought that WILLIAM POWELL will pipe passionately to his own accompaniment on the accordion... not that The Thin Man has studiously mastered the biometrics of the bellows... rather he is reported to have explained to the blase boulevardiers with a naive nod, "It just comes natural... I never had one in my hands before, but no matter what keys I touch they are the right ones." BOB HARING is Coast-bound to exploit some of his radio and screen schemes... JACK (Decca) KATZ in town for a spell to supervise recordings.

The Vogue for Satchmo

LOUIS ARMSTRONG gaits into the New Vogue tonight, making his first Coast appearance in six years at this downtown dance spot in Los Angeles... follows JACQUES RENARD and set by Ed Fishman, of R-O-K, for a four-week... and on the morrow Fishman has arranged as much for DEL COURTNEY, who moves bag and baggage into the Wiltshire Bowl, while LARRY KENT bows out... the trumpet king is also working with BING CROSBY, but this time with his own band rather than stand-ins... in addition to LUIS RUSSELL, featured piano-thumper, the satchmo swingouts include "Pops" Foster, Lee Blair, Paul Barbarin, Wilbur DeParis, Jay Higginbottom, George Washington, Louis Bacon, Shelton Hemphill, Charlie Holmes, Al Nicholas, Pete Clark, Bingy Madison, and for those "hittin' the high Cs" duets, Henry (Red) Allen... Sonny Woods and Bobbie Caston share the lyricizing.

Doings in Dixie

The BILTMORE BOYS, a stroller combo developed by CRA into a full-fledged band, finish out the month at the Rice Hotel, Houston, moving to the Radisson, Minneapolis... CHAUNCEY CROMWELL, who just closed at Houston's Biltmore Hotel, is currently doing the dance doings at the Radisson... Atlanta's Biltmore has extended the contract for MARVIN FREDERIC to read until December 17... Look for JOE HAYMES and HAROLD STERN to give their respective downbeats for the December 3 eve at the William and Mary Hotel in Williamsburg, Va... Haymes will also make it a rip-shortin' time at the Fireman's Ball at New Bern, N. C., Christmas Day.

Another Chorus of Dixie

St. Anthony Hotel down in San Antonio starts using CRA bands on Wednesday... JACK DENNY opens the account, with BARNEY RAPP ushering in the new year... RAPP recently closed at Beverly Hills Country Club, Southgate, Ky., and is one-nighting it... REGGIE CHILDS followed at the Beverly and will stay on until the end of the month when he returns to New York for a recording session at Decca, squeezing in a dance date at the Arcadia Ballroom, Providence, December 4... JIMMY LIVINGSTON is back at the Hotel Charlotte in that city... Omos Club, San Antonio, brings in HERMAN WALDMAN on the 29th, with BERNIE

CUMMINS coming in on December 18 to round out the year... ARLIE VANDERHELT seems set for a long run at the Frances Hotel, Monroe, La., while the Roosevelt, New Orleans, keeps on JOHNNY HAMP for the rest of this month, with WOODY HERMAN and MAL HALLETT set to follow... a month to each.

Riffs Along the Rialto

Back from the Coast, ABE LYMAN is shopping along the Gotham skyscrapers for a location spot... There'll be jammin' on Wednesday nights, in addition to the Sunday afternoons, at the Hickory House, where JOE MARSALA rides the rhythms... IZZY GROVE has taken over the management of EUGENE JELESNICK, currently at New Haven's Hotel Taft... Don't say we didn't warn you, but for the real sending (even Benny Goodman got in the mood) keep an optic eyed on fiddler EMILIO CACERES and his swing three-some, comprising brother Ernie's clarinet and bary saxings and sock boxer-on-the-git, Johnny Gomez... OSCAR (Phil Baker show) BRADLEY is another dickering for a swank Gotham hotelerie... is adding violins and violas to woo the patronage, if and when, with classic stuff.

Clipped Along the Coast

JIMMY LUNCFORD starts this week on a tour of the Pacific Northwest to lead into Chi territory, mapped by R-O-K's Tiny Fishman... HARRY OWENS, whose Sweet Lellani started a thing or two anent the hula hula wave, is due back from Hawaii these days for pic and dance dates... Don't look too far forward to the opening of PAUL WHITEMAN at the Coconut Grove in the Los Angeles sector... Charlie (CRA) Green is trying to get a release of contract so that Pops can accept the call from Chesterfield to start doing its air show next month... in the meantime Mr. FW is headed for the Drake Hotel in Chi... IRVING STROUSE, his personal p. a., left New York for the Windy City to bally the Friday night opening.

Midwest Meanderings

EMERY DEUTSCH has renewed for an indefinite stay at the Book-Cadillac, Detroit... but not so for his canary, ANN KINCAIDE, who hopped the Broadway flier to be near her heart interest... and ere we know it we'll be harping on who's who among the hand-holders... It's good to see BOB GRAYSON back at the Mayfair Casino, Cleveland... The FOUR ACES make a cocktail combo for Chi's Stevens Hotel, a month's booking getting under way this week... And the CONTINENTALS start making syncopeation for the sipping on Monday at the Shawnee Hotel, Springfield, O... DUKE ELLINGTON will make a night of it on December 3 at the Douglas Casino, Indianapolis... but don't be surprised if you find the trumpet vacancy filled by JONAH JONES (see Stuf Smith's synco-stooge)... DON MALONE tells us that he's back at Dunn's Tavern in Harlem, Mont... "swinging Dixieland on the calfskins."

Mainly the Musical Manhattan

STAN ZUCKER, CRA general manager, grabbing the Pittsburgh express to attend a hotelmen's convention... and we wouldn't be a bit surprised if a depot reunion pans out with BERT GERVITS headed for the same conclave from the Chi office... LOU MARTIN will linger indef at Leon and Eddie's... and it may not be far off before we see LOUIE PRIMA on the same street... but this time at the Yacht Club... and by that time STUF SMITH will be back at the Onyx Club, either with JOHN KIRBY or heading a relief combo of new makings... but we still stick to our guns that 52d street as a swing alley is a gross exaggeration... fact of the matter, we find as much jam juice in the Village, what with BOBBY HACKETT at Nick's and SNUB MOSLEY and his slide sax at the Black Cat.

Dealings by the Delta

Since disbanding his band after a term at the Show Boat in Pittsburgh it's good to hear again from BERT NEWMAN... struck out a path to Edinburg, Tex., (See ORCHESTRA NOTES opposite page)

PANCHO and his Orchestra now LA CONGA, W. 57th St., N. Y. Mgt. MCA. PANCHITO and his La Conga Orchestra with Hilda Salazar

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

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Airing the Bands

By MAURICE ZOLOTOW

Commercial Bands Needn't Be Too Much So

Today's report concerns strictly commercial bands. Personally we find the sort of sweet music that's played as written uninteresting. But as far as the music business is concerned it's the down-to-earth bands that dish out bread and butter music, which are the staple. There is, however, a distinction to be drawn between a band of able musicians, not out to burn up the world, but simply to make a living by satisfying the desire of customers for entertaining, danceable music, and the combo, which in order to startle jaded dancers or cash in on the debased ears of the average person, goes in for cheap tricks and corny licks.

There Ought To Be a Law

Classic example is GUY LOMBARDO (WOR) from the Roosevelt, New York. So many other critics have been taking pot-shots and volleys at the Lombardo clan for years that we won't add our strain to the chorus. Except to report that he hasn't changed in the slightest since we first heard him eight years ago. The brasses still cackle, the saxes drip, the modulations are fake and the famous coda still goes merrily bouncing along. The Lombardos are an example of a band which found a formula the public liked and have faithfully stuck to it and held on to their popularity and drawing ability for a long time and show no signs either of deterioration in the kind of sweet they ladle out or in their popularity. Sentimentality is still the mainstay in the dance biz.

Another Case

JACK WINSTON (WJZ), from San Francisco's Bal Tabarin, is another disciple of the sweet school, with, however, none of Lombardo's velvet or unity. His music, featuring violins, is a whimpering sweetness that probably makes the gals go goggle-eyed when the lights get low. Winston, who also sings, plays most popular tunes without doing much with them except bleeding his strings. Strictly an outfit for a small refined dining room. The sort of place where people say "the food is more important than the music." Won't spoil digestions.

Zinn Arthur Better

For competent pleasant commercial jazz, played by musicians who understand each other, get an earful of ZINN ARTHUR (WHN) from the Roseland Ballroom, New York. Faced by some plenty solid drumming, they fork out a brand of lively varied ensemble work, with an outstanding sax section that gets a nice roll from the bary sax.

For radio their transition from hot to sweet is too abrupt and they need more sophisticated arrangements of the sweeter pops. Despite a first-rate trombone the brass section falters, especially when the trumpets close up. Zinn's vocals (he sings in six languages) are done with feeling and a special hoarse quality all his own.

Himber Rounding Into Shape

Another commercial outfit that not only gives out the solid dancing beats but is swell ether enjoyment is RICHARD HIMBER, minus the Mr. (WABC), from the Essex House, New York. The arrangements are sparkling, the sections blend into each other deftly and the rhythm section gives Himber's work just the right lift. Adrian Rollini's vibes set a smooth swing stamp on the music and make it something "different" without being screwy.

It would pay any band which aims for radio success to study how Himber plans his programs, providing for harp bridges between selections, so as to make for an unbroken series of melody during an entire radio show.

Wimbish Books Meadowbrook

NEW YORK, Nov. 13.—Paul Wimbish made a deal with Frank Daley today to book bands into the Meadowbrook Country Club, Cedar Grove, N. J., when Owner Daley is on tour. First band set is Lee Shelley, opening the 24th. Wimbish also has Harry Reser on Southern tour, and thru CRA, scheduled to come into the New Canaan, Pittsburgh, the 17th.

Sheet-Music Leaders

(Week Ending November 13)

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Position Last Wk. This Wk.	Title
1	1. Vieni, Vieni
2	2. You Can't Stop Me From Dreaming
3	3. Harbor Lights
4	4. The One Rose
5	5. Remember Me?
7	6. Roses in December
9	7. Blossoms on Broadway
11	8. Once in a While
6	9. That Old Feeling
8	10. Moon Got in My Eyes
12	11. So Many Memories
13	12. Josephine
10	13. My Cabin of Dreams
14	14. I Still Love To Kiss You Goodnight
14	15. Can I Forget You?

PHONOGRAPH RECORD best sellers will be found on page 86.

Moon, June, Mom Passe But Love and Kisses Tops

NEW YORK, Nov. 13.—In the race for supremacy among songs over the radio, *I Still Love To Kiss You Goodnight* jumped from fifth to first place last week, almost doubling its plugs, and hitting a new high record for most plugs

Weber Woos With Waltzes at Stevens

CHICAGO, Nov. 13.—Filling his first American engagement at the Stevens Hotel Boulevard Room, Marek Weber, distinguished European musician, listens as a suitable aggregation, where good dinner and concert music is desired. While the 16 instrumentalists were assembled in New York they cast a perfect impression of a Viennese tanzband thru the soulful direction of the maestro.

Excelling in the waltzes and classical pieces of popular appeal, their playing of the American style of dance music is surprisingly in good keeping with the more austere swing competitors. Weber himself is featured in violin recital, interpreting time-mellowed selections with the feeling of a true musician. Vocalists, however, have no place in this band. Weber presents his orchestra in two concert recitals nightly, in addition to the regular dinner and supper dance sessions, also for the afternoon cocktail periods at midnoon.

Instrumentation: Marek Weber, leader and violin; Sol Nenkowski, violin concertmaster; Bill Fantuzzi and Leo Gordon, violins; C. Elsenr, bass; Morris Blumenthal, piano; Joe Costa, accordion; O. Thielmann, drums; S. Friedmann, guitar; J. Read, trombone; P. Noriega and E. Marks, trumpets, and T. Miller, Bill Giese, E. Swan and T. Elias, saxes. *Hontigberg.*

with 41. Previous high was held by *It Looks Like Rain*, with 40, which was later tied by *That Old Feeling*.

Startling, also, was the gap between first and second place. *You Can't Stop Me From Dreaming* was a weak second with 27. Eleven tunes dropped out of the running this week, which was seven less than last week and one more than the average. Film tunes were getting nosed out for the leading places, as pops took four out of the first five.

Orchestra Notes

(Continued from opposite page)
where he is directing the Edinburg Junior College brass band. . . Crystal Terrace Restaurant, newest of Louisville's for dancing with dining, unshuttered with JOHNNY BURKARTH. . . his four weeks has been extended to six months and a WHAS wire to boot. . . PAT HALPIN playing for a series of teppies at the Edison Hotel Roof, Beaumont, Tex. . . HARRY MOSS has booked LEE ELLIOT and her 12 Queens of Rhythm into the Tantilla Gardens, Richmond, Va. . . belles strike up the band this Saturday. . . CHICK SCOGGIN takes over Noble Sissle's spot at the Chez Paree, Louisville. . . DAVID BANKS and his Memory Music are set for the season at the New Southern Hotel, Jackson, Tenn., WTJS wire et al.

A Coupla Bars for Breaths

The thumpin' on gourds and long accordion arpeggios made for the SHEP FIELDS rippings. . . now we get a note that BUBBLES BECKER and Bubbling Band will blow into Philly on Friday, where HERBIE KAY is doing his first week at the Arcadia International House. . . The SAVOY SULTANS are causing much talk among the cats up in Harlem. . . they are AL COOPER's septa swingouts who might be caught if you catch the Columbia musical short featuring PEG LACENTRA, *Penthouse in the Sky*. . . AND COUNT BASIE (reports have him rockin' the rhythm better than ever) will be back in Boston soon at a Hub swankerie. . . not the Ritz.

Broadway Bits and Beats

AUGUST GONZALES and GEORGE MENEN are the strolling git-boxers at the Hotel McAlpin. . . Half Moon Hotel, in Brooklyn sectors, will keep KEN CASEY for the snow season. . . PANCHO leaves the stem December 2 upon closing at La Conga. . . but returns January 10 to the Hotel Plaza, where he is set until July 30. . . and to make it a solid season he's skeddied to carry on at Saratoga's Arrowhead Inn. . . JOHN KELVIN, the Irish tenor (only he's Jewish), is now with DON (WOR) ALBERTS. . . That hot electric guitarist on the WNEW Sunday Swing Concert has been inked to limber his digits one of these Saturday

nights for the CBS Swing Session. . . STAN (CRA) ZUKOR is lining up theater weeks for RITA RIO. . . gals open Friday at the Palace, Cleveland; follow with the Oriental, Chi; make a return date at the IMA Auditorium, Flint, Mich., and have a Baltimore playhouse on the books for a New Year's Eve opening.

Buckeye Blabber

LITTLE JACK LITTLE is headed for the Palace, Akron. . . After a long sojourn DICK SNYDER is back at Akron's East Market Gardens, GENE FOGARTY becomes the new house band at Semler's Tavern and HENRY CINCIONE stays on at the Merry-Go-Round. . . Out Youngstown way HERBIE HOLMES is the new band at NuElms Ballroom and LEE LEAL holds over at Gray Wolf Tavern. . . Moonlight Ballroom, Canton, has EMERSON GILL and ACE BRIGODE for successive Sundays. . . and in the neighboring Western States we find BENNIE RIFFE entrenched at the new Melody Lane Ballroom, Macon, Mo. . . EDDIE TONAR and his Topeka tooters playing the Midwest spots. . . the town elected TONAR as director of its Municipal Band but had to resign because his ork activities demanded first call.

David Favored Davis

EDDIE DAVIS, the obliging maestro at Gotham's Larue Restaurant, showing his gold cigart case. . . taken from the former Prince of Wales in appreciation of his playing. . . in spite of other press agency, Davis played all five of the parties that the Duke attended when last on these shores. . . they'll be hearing bells at the Rainbow Room starting January 7 when BERT BLOCK moves in. . . It will be a Florida Christmas for ERSKINE HAWKINS this year with six holiday dates to the good. . . while the yuletide season will find LUCKY MILLINDER in Texan territory for a fortnight. . . The new annum will take TOMMY DORSEY to Pacific shores and attending movie lots. . . Is it true that PERCIVAL DOVE, of Ray Block's Swing 14, is an active professional grunt-and-groaner, even down to cauliflower side pieces? . . . And is it true what they are NOW saying about Dixie? . . . We mean the usual blooming in Florida that may fail to blossom this season.

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Campus Tour for Dean And Then to Beantown

RICHMOND, Va., Nov. 13.—Dean Hudson and his Florida Clubmen embark on one of the most complete tours ever booked in this section during any single month. Starting at Washington and Lee University Hudson plays for the proms at Hampton Sydney, William and Mary, Hollins College, Converse College, Duke, Clemson, winding up here at the University of Richmond on December 4. Swings from Dixie to Yankee on December 8, set for a month at the Normandie Ballroom, Boston.

Making Long Runs of It

NEW YORK, Nov. 13.—Without benefit of "cripping rhythm" adjectives or attending bally, two local bands are chalking up healthy and lengthy runs for themselves. At the Cafe Lounge of Hotel Savoy-Plaza, where Dwight Fluke delights with sophisticated stories, Emile Pettl sets the spot's record tonight in completing 18 consecutive playing months. At Larue Restaurant Eddie Davis rings up his 90th consecutive week tonight, a record run for any band at this spot.

Musicians Ask AFA Aid

NEW YORK, Nov. 13.—President Joe Weber of the American Federation of Musicians has asked the American Federation of Actors for co-operation in warning acts from going into the Jacksonville Cafe in Jacksonville, Fla. Weber's letter says the club has been put on the unfair list of the Bethlehem (Pa.) musicians' local and urges the AFA warn acts against accepting bookings.

Teacher-Emsee Combo

SALT LAKE CITY, Nov. 13.—Mel Flegal, formerly with Armstrong Flegal Dance Studios, is now emcee and manager of Art's Tropics, local night club, Flegal also manages his own dance studio. Max Bradshaw is now head of the Fanchon & Marco Dance School here and is also booking acts.

File Complaints With AFA

CHICAGO, Nov. 13.—Guy Magley, local American Federation of Actors representative, reports that two AFA acts have lodged back-salary complaints against the Ernie Young Agency here. Allen, Linda and Alene claim an amount of \$78.60 due them, while the Taketas report a shortage of \$177.50 for work during the last fair season.

Songplugger's Nightmare

HOLLYWOOD, Nov. 13.—Raymond Scott, who must stay awake at nights thinking up titles for his quintet tomes, has four more to frighten the typesetter. And with June-moon-typosetter backwoods for Tin Pan Alley, Scott has called his cleffings, *New Year's Eve in a Haunted House, Celebration on the Planet Mars, Parrot and the Penguin and War Dance for Wooden Indians*.

Reviews of Records

By M. H. ORODENKER

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

Bugle Call Blah

It was only last week that we took issue in the issue with Roy Smeck for abusing his plinky planks on *Bugle Call Rag* (D). And like the unparadigmatic that sends sinners to seek out salvation, our ears are deafened by the deadening din of HORACE HEIDT going swingeroo (?). And to add insult to its accompanying injury, he puts his fine ork thru the paces of this selfsame *Bugle Call Rag* (B).

The label gives billing to the trumpeteering trio, but even the saxers shift ad nauseam with triple tongue tricks. In short, here is a class, tho pitiful, example of how the *Bugle Call Rag* should NOT be played. However, the platter isn't entirely a flizz. For the folksies who do right by Heidt, and that includes your correspondent, the discmate gives the band in their tried and truer fashion for the identifying signature, *I'll Love You in My Dreams*.

Hampton Horrific

We have always winked an eye at LIONEL HAMPTON for his courageous yet regretful stabs at singing. But he'll never be able to live down this music he pours forth for *Object of My Affection* and *Judy* (V). The Benny Goodman boys are musical partners in this farce forced upon an unsuspecting public that buys on the strength of names. And save a piano interlude that has Jess Stacey coming out of a seeming state of lethargy, it's the vibe patron at his very worst for the jam juice.

And while panning out the pannings, BEN POLLACK'S "Pick a Rib" Boys fall to correct a first impression with *The Snake Charmer* and *I'm Coming in My Glory* (D). Boys pick their own ribs, doing right only by themselves but without any glory.

All of which makes it all the more welcome to cup an ear to the Chicago jazzpations cut for BOB HOWARD with *Beat It Out* and *She's Tall, She's Tan, She's Terrific* (D), and DICK ROBERTSON for *Getting Some Fun Out of Life*, and with dimishing enthusiasm, *Roses in December* (D).

The First Ladies of Swing

Claude Thornhill, Buster Bailey and a couple Baste boys blend their beats for BILLIE HOLIDAY, who runs in top form vocally for the bless-you-my-children ratings with *Trav'lin' All Alone* and *He's Funny That Way* (VO). MILDRED BAILEY takes over hubby Norvo's Band to waltz you with a lament ill for *Loving You* and *Right or Wrong* (VO). And while RED NORVO takes top billing on the higher priced label, it's the missus carrying on, laying it on like MacDuff, for *Tears in My Heart* and *Worried Over You* (B).

CONNIE BOSWELL, than whom there is no than whomer for us, brings a breath of her trio-in days. Only there is BING CROSBY beside her to mug the melodies, making for a happy combination that smashes thru with *Basin Street Blues* and *Bob White* (D). Their bit of peckin' vocalistics for the birdie chirps on the latter side is a classique. Connie and Crosby for the boy-belle twain is a natch to tonic the tills. And while John Trotter Scott is orthodox for the ork accomps, we think Decca is passing up a triple threat combo of beaucoup commercial appeal in passing up Jimmy Dorsey for their company. Bing and Jimmy are no novices in teaming for these arts, and the Boswell Sisters waxed to best advantage when Dorsey was on tap to give 'em the downbeats.

Slack on the Straight Stuff

Garnering new names regularly, Eli Oberstein scores another run in bringing the vibrapianistic DON BESTOR to discology's dance list. With a hyper-smoothness in his syncopation and Nell Buckley adding the vocal colorations, "Spats" Bestor makes an impressive and auspicious bow with four sides, *Sailing Home*, *True Confession* and the more melodic *You're a Sweetheart*, *A Strange Loneliness* (BL).

Making for maximum audience appeal with forthright dance incantiveness, rather than the scorchy tooting that's long on rhythm and short on melody, there is refined smoothness to be found in the tune-slinging of GUY LOMBARDO for *Everything You Said Came True*,

Maybe (V); LEO REISMAN'S fine flair on the four sides from the *Rosalie* flicker; *Close* (waltz), *Rosalie* (V); *In the Still of the Night*, *Who Knows?* (B); Lee Sullivan's well-modulated tenor pipes painting an attractive word picture for the Cole Porter tunes.

It's sweet rather than swing for the swaying SAMMY KAYE for *After You*, *If You Were Someone Else* (VO), Jimmy Brown and Charlie Wilson stepping up for the vocals; grating the guts, EMERY DEUTSCH bows it passionato for *I'd Love To Play a Love Scene*, and with Barry McKinley piping for both sides, backs for a peppery *I Want a New Romance* (B), and JIMMY GRIER paces the tempo in similar fashion for a couplet in *More Power to You* and *You're My Dish* (D), Julie Gibson and Dick Webster on tap for the chorus chanting. And for romance in rhythm there is a welcome reissue of HAL KEMP with Skinny Ennis 'fessin' up that *The Gentleman Obviously Doesn't Believe in Love* and Maxine Grey assuring that it's *So Nice Seeing You Again* (B).

Noble Is Nobby for Astaire

FRED ASTAIRE cuts his capers, from his *Damsel in Distress* screen tome for many refreshing platter moments. Projecting his personality into the tonsiling portions and tapping tunelessly, it gives four sides of wide appeal. And while the music isn't as refreshing, RAY NOBLE does yeoman work for the rhythmic backing. The swinglest dish, *I Can't Be Bothered Now*, is the best side, Astaire footloose while the horns blow hot. Backing in chanting for the smoother *A Foggy Day*. Tapistics to the beat of the drum characterizes *Nice Work If You Can Get It*, mated with lyricizing for *Things Are Looking Up Now* (B).

Georgie's Mass Call to Mamma

It's been a long time since Joe Miller was able to hear a play-back on his puns. We like to think of talking platters in terms of wakeful dreaminess and muse deeply about *Cohen at the Telephone*. But now this mournful slumber is perturbed and disturbed by GEORGE JESSEL doing his comedy (?) monologue, *Hello, Mamma* (D). He not only talks to mamma, but to Willie and Anna. And

Dave's Ruby and Her Violin

PITTSBURGH, Nov. 13.—Dave Rubino will soon be in a position to duet with his violin-in-law. His daughter, Ruby, and Bob Clayman, local band leader and violinist, applied for a marriage license earlier in the week. But being under 21, it's no go without papa's consent. Rubino is east-bound with parental sanction and blessings, according to Ruby, and the knot is due for a tying this Sunday.

worse yet, there's a Part 2 addenda to Part 1.

Another Run for Oberstein

Making it a habit of springing the unexpected, Eli Oberstein sizes up another personality, and the predictions are hardly necessary in this case, another star is born. And Tommy Dorsey better watch his laurels as far as the Victor label is concerned.

Having an established rep in the trade as a swing arranger, composer and musician, LARRY CLINTON shows as a serious contender for the kingdom of discomania. Already set as the house band for the company's air show, Clinton is sockeroo for the stumpy tunes. Preems with his own comps, *The Big Dipper*, dipping in Dixieland style, and getting in a right tight rhythmic roost, *Midnight in the Madhouse* (V).

Band is undoubtedly set for only radio and records, being the top drawer muskies culled from other combos. Label gives the lineup, viz.: Toots Mondello, Babe Rusin, Tony Zimmero and Fletcher Herford for saxes; Charlie Spivak, Rickey Traettino and Bob Cusamano, trumpeting; Alex Polascy and Cliff Heather, tromboning; and the rhythm section with Artie Bernstein on bass, Ray Michaels at drums, Ken Benford's guitar and Arthur Brodsky squatting at the Steinway.

Hotel Drops MCA Bookings

SAN FRANCISCO, Nov. 13.—Music Corporation of America loses the St. Frances Hotel, with the Associated American Artists setting Freddie Nagel to follow Red Norvo and Mildred Bailey November 21. Having handled all bookings here, the hotel gave MCA no opportunity to pick a successor. Hotel returned dance music September 7 with Norvo, but the attraction failed to live up to anticipations.

Hackett Brings Jam Juice to Village

NEW YORK, Nov. 13.—With Leo Moseley's Band, formerly of the Club 52d Street, holding forth at the downtown Black Cat, and Bobby Hackett, last seen with Joe Marsala's Hickory House swing men, opening his new jam combo at what is probably the last of the genuine jazz hideaways in these parts, Nick's Cafe, it begins to look like 52d street is abdicating in favor of Greenwich Village. In a few months, when they round into unity, Hackett's should be one of the most exciting hot bands in New York. He has that great clarinetist, Pee Wee Russell, and Charley Chostiane, drums; Clyde Yokum, bass; Dave Bowman, piano. George Brunies, who didn't go to Hollywood with Sharkey Bonano, adds his Dixieland trombone.

Hackett, they all say, sounds more like Bix than anybody since that master of the horn died, and this is the truth. He plays simply, without even cheek pockets, phrases with feeling and has the blues in his valve. However he's been playing guitar up in Boston during the past year and he told us his embouchure is still plenty weak. Hackett's tone is not yet as good as it will be.

Brunies trombone, while good in its own way and especially outstanding when he played in Bonano's Band, has that type of New Orleans vibrato and rolling approach to a theme which jars with Hackett's and Russell's purer style. The rhythm section, also, is far from being solid and often holds the others back from swinging out.

Opening with only two rehearsals, Hackett's Band gives promise, when it gets in the groove soon, of being one of the most interesting outfits in town.

Zolotow.

Southern Local To Act on Radio and Record Abuse

NEW ORLEANS, Nov. 13.—Planning to hear complaints and to judge the group's future action on misuse of recordings, made for one purpose and used for many others, representatives of the Southern musicians' union meet here tomorrow. The conference is primarily being held to cover all problems of radio work and salaries. Jack Pepitone, local president, revealed that discussions will center largely on oft-postponed music strike.

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed are those which received six or more plugs on the networks, WJZ and WEAF (NBC) and WABC (CBS), between 5 p.m. and 1 a.m. weekdays, and between 11 a.m. and 1 a.m. Sundays, from Friday, November 5, thru Thursday, November 11.

Also listed under Independent Plugs are the combined plugs for each song on WOR, WNEW, WMCA and WHN for the same period.

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

Position	Title	Plugs	Net	Ind.
Last Wk.	This Wk.			
1	1. I Still Love To Kiss You Goodnight (F)	41	9	9
2	2. You Can't Stop Me From Dreaming	27	32	20
3	3. If It's the Last Thing I Do	26	25	19
4	3. Vieni, Vieni	26	19	14
5	3. Farewell, My Love	26	14	19
6	4. Getting Some Fun Out of Life	25	19	12
7	5. Blossoms on Broadway (F)	24	12	17
8	6. Nice Work If You Can Get It (F)	23	17	17
9	7. Remember Me (F)	22	27	17
10	7. That Old Feeling (F)	22	23	17
11	7. When the Organ Played "Oh, Promise Me"	22	0	17
12	8. Once in a While	21	34	19
13	8. Roses in December (F)	21	17	17
14	9. You and I Know (M)	19	21	17
15	9. Ebb Tide (F)	19	8	17
16	10. One Rose	18	13	17
17	10. She's Tall, Tan and Terrific (M)	18	19	17
18	11. My Cabin of Dreams	17	14	20
19	12. Have You Got Any Castles, Baby? (F)	16	20	18
20	12. So Many Memories	16	20	18
21	12. Moon Got in My Eyes (F)	16	19	18
22	12. Everything You Said Came True	16	17	20
23	13. Mama, I Wanna Make Rhythm (F)	15	23	20
24	13. Harbor Lights	15	14	14
25	13. Foggy Day (F)	15	7	14
26	14. Tears in My Heart	14	17	8
27	14. Have You Ever Been in Heaven? (F)	14	8	14
28	14. Mission by the Sea	14	4	14
29	14. An Old Flame Never Dies (M)	14	4	14

Position	Title	Plugs	Net	Ind.
Last Wk.	This Wk.			
15	15. Rosalie (F)	13	10	13
16	16. Bob White	12	17	9
17	16. Whispers in the Dark (F)	12	9	17
18	17. Goodbye, Jonah (M)	11	17	14
19	17. Snake Charmer	11	14	14
20	18. In the Still of the Night (F)	10	14	10
21	18. Lady Is a Tramp (M)	10	10	8
22	18. Moon at Sea	10	7	19
23	18. I'd Like To See Samoa of Samoa (F)	10	7	11
24	19. It's the Natural Thing To Do (F)	9	19	11
25	19. If I Can Count on You	9	11	8
26	19. Sailing Home	9	8	5
27	19. Rollin' Plains (F)	9	5	5
28	19. I'd Love To Play a Love Scene	9	5	4
29	19. Josephine	9	5	3
30	19. Over There	9	4	3
31	19. I've Got My Heart Set on You (F)	9	3	12
32	20. Afraid To Dream (F)	8	12	10
33	20. I Want a New Romance (F)	8	10	5
34	20. Miles Apart	8	5	1
35	20. True Confession (F)	8	1	14
36	21. Caravan	7	14	7
37	21. Have You Met Miss Jones? (M)	7	7	6
38	21. Why Talk About Love?	7	6	5
39	21. Swing Is Here To Stay (F)	7	5	4
40	21. Love Me	7	4	3
41	21. I Want You for Christmas	7	4	3
42	21. Is It Love or Infatuation? (F)	7	3	12
43	22. My Secret Love Affair (F)	6	12	8
44	22. Life of the Party (F)	6	8	7
45	22. There's a Gold Mine in the Sky	6	7	1
46	22. At a Little Country Tavern	6	1	1
47	22. Perfect Song	6	1	0
48	22. Tune In on My Heart (F)	6	1	0
49	22. Beautiful Lady	6	0	0
50	22. Goodnight Kisses	6	0	0
51	22. Summertime (M)	6	0	0

Turn to our Amusement Machines, Music Section, for listing of the five best record sellers (Bluebird, Brunswick, Decca, Victor and Vocalion) for the week ending November 15.

N. Y. SPOTS, ON CRYING JAG

Scarcity of Names in Chi

Night clubs blame films and Coast spots—compelled to hold over headline acts

CHICAGO, Nov. 13.—Scarcity of good night club acts is increasing the number of holdovers here. Bookers of the better spots complain that not enough standard club acts are developed to fill the gaps made by the picture talent scout raids. Also blame the key spots in the East and West Coast for holding performers in demand, a condition which forces operators to give local headliners extended engagements.

Some notables and up-and-coming acts display a preference for offers in New York and Los Angeles, figuring their chances of crashing legit, radio and screen are more favorable.

It's been noted of late that bookers and agents have done their utmost to lure talent scouts into this area to look over up-and-coming youngsters. They want to establish the Windy City as a fertile field for screen material to open the way for an influx of acts.

Nightery Tab in Pittsburgh

PITTSBURGH, Nov. 13.—Aimed to compete with daily papers and stir night-life hawks, *Night Life in Pittsburgh* made its appearance here last week as a four-page tab published by orchestra leader Sid Dickler and George Blackwood, former men's clothing store owner.

Circulation of the first issue was 15,000, claimed Dickler, with distribution free to fraternity houses, sororities, nurses' homes, office buildings, hotel and night clubs, altho a line under the flag claims "5 cents weekly, \$2 a year."

Beverly Hills Shows Set

CHICAGO, Nov. 13.—Glenn Schmidt, managing director of the Beverly Hills Country Club, Southgate, Ky., was in town this week to set his shows until the holidays with Phil Tyrrell, of the Sligh & Tyrrell office. Bill, starting Tuesday for four weeks, lists Benny Meroff's Band, Hudson Wonders, June and Jack Blair, Kay, Katya and Kay, and Emil and Evelyn. Show coming in December 14 for three weeks will have Morton Downey, Roselean and Saville, Pansy the Horse and Mignone.

New Seattle Venture

SEATTLE, Wash., Nov. 13.—The Music Bowl, Inc., is new corporation for the purpose of operating entertainment establishments. Incorporators of this new venture, capitalized at \$5,000, are M. M. Lyons, operating one of the prominent First avenue niteries with elaborate floor shows, together with A. J. Wolfson and R. E. Doremus.

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

Ventriloquists in Demand

CHICAGO, Nov. 13.—Ventriloquists are in heavy demand by local stores. The boys are wanted in the doll departments for sessions between 10 a.m. and 5 p.m. One store placed a call with a booking agency for five ventriloquists, all to be used on the toy floor. The established acts poopoo store offers, claiming steady engagements in night clubs.

Names Click in Chicago Cafes

CHICAGO, Nov. 13.—Name show policy in Rush street niteries is clicking heavily. Reports point to an indefinite continuation of using stage and screen headliners to top the bills.

Dollie Weisberg's Colony Club, which has Gus Van this week, is following up with Aunt Jemima. The Falkensteins, El Hat ops, are enjoying a big success with Willie and Eugene Howard, but their run will be short due to their stated appearance in the forthcoming *Ziegfeld Follies*. Dickering for Olsen and Johnson as a coming attraction is reported underway.

Sonny Goldstone delights over the crowds attracted by Toby Wing into his Yacht Club. Screen starlet will remain here until called to Hollywood.

Smaller Cafes Down To 3 Nights a Week

CHICAGO, Nov. 13.—Trend among the smaller clubs and cafes is to offer shows three nights a week only, a move instigated by the poor business the early part of the week. Bookers here look upon this action favorably, claiming that the show looks bad when presented for only a few people and that it will eventually result in better profits for the operators.

Growth of the trend, bookers point out, will enable the owners to buy better talent and increase their repeat business week-ends. A few club ops have been complaining of poorly booked shows, neglecting the fact that a bill cannot stand up well when staged before a half dozen customers.

Cleveland Agency Adds Dates

CLEVELAND, Nov. 13.—Joe Mall offices here have added to their list of bookings the Back Stage Club, Regal Club and Roxy Theater here; Boulevard Cafe, Sandusky; Graystone Hotel, Elyria, and Wonder Bar, Mansfield.

Gaines-Dempsey Miami Deal

BOSTON, Nov. 13.—Ben Gaines, manager of the Club Mayfair, has joined in partnership with Jack Dempsey in the Dempsey-Vanderbilt, Miami. Understood that Joe Lindsay, owner of the Mayfair, backed Gaines.

Faggen Sees Night Club Hope In Variety Bills, Not Revues

NEW YORK, Nov. 13.—Having bowed for blase Broadwayites with a "nude deal" in debuting his Harlem Uproar House, nabob Jay Faggen now legislates a "new deal" in his fight to lick the depression that has hit niterie lane.

"New York night clubs have now come to the point where they fully realize that they can't depend entirely on transient trade," opined Faggen. "Never has the thought been brought home in stronger terms that a night club must develop a home following if it seeks institutionalism."

Rather than showing a floor-show production, Faggen will follow the presentation pattern. Where much money was put out for special material, special scenery and a big line with specialties in the hope of building a production

Business Poor and Going Is Tough; But There's Still Hope

International Casino, latest B'way bogey, starts some trimming, too—big spots hold on—visions of World Fair and convention crowds—77b as way out?

NEW YORK, Nov. 13.—With almost every big night club here crying that the International Casino has taken away its business, the big casino itself has started retrenching. The specialty acts have been asked to take a cut, most of them refusing, the management explaining that, altho the dining business has been excellent, the bar has been a disappointment. Meanwhile the French Casino has completed its financial reorganization, paying off creditors 25 cents on a dollar, and is now spending more dough for advertising than before. The Hollywood, despite rumors it was folding, has brought in Helen Morgan for two weeks and intends to change name acts every couple of weeks. Nat Moss, managing the Hollywood now, denies emphatically that the spot will fold. The Cotton Club continues to do good business, altho under last year's grosses. It claims it has grossed \$160,000 during its first five weeks. It is now in its eighth week. The Paradise has been holding on, offering a spectacular show. The Harlem Uproar House is going thru a Section 77b reorganization, with new money coming in and a variety bill replacing the production revue. The El Dorado folded suddenly last week without paying off completely its talent and music. But it reopened Thursday with a smaller show, after making adjustments with musicians' Local 802 and the American Federation of Actors.

Full Week Grand Opening New Gag

PITTSBURGH, Nov. 13.—Stretching a cafe "grand opening" from the traditional first night to a whole week is the latest stunt here.

Under the management of E. W. Herold, the Jacktown and Crest hotels fan-fared ads and free puffs announcing a week-long celebration as a plug for the spots that have been closed for several months.

The Crest will feature ice skating this winter on its adjoining swimming pool water surface as a novel attraction for night-hounds. The Jacktown, a historic hostelry dating back to 1810, when it was built to accommodate stage-coach travelers, has Johnny Roberts and orchestra.

Paul Small Sets Names

NEW YORK, Nov. 13.—Paul Small, of the William Morris Agency, has spotted Morton Downey into the Beverly Hills Country Club, Southgate, Ky., opening December 14; Louis Prima and band opening the new Famous Door here November 25, along with Art Tatum; Three Cossacks into the Paradise, opening today, and Jerri Withes into the Yacht Club. Helen Morgan, Hollywood Restaurant; Bert Frohman, Paradise, and Eva Ortega, Riviera, are other late Small bookings.

N. Y. Vaude Still Slow

NEW YORK, Nov. 13.—Nothing set yet on the Brandt circuit's plans to experiment with vaude in four local houses.

The Criterion Theater, which had negotiated with the musicians' union for terms on a flesh policy, is still straight films. Harry Charnas, Criterion operator, appeared before the Local 802 board October 7, but has not announced any plans.

From Floor Show to Pulpit

SEATTLE, Wash., Nov. 13.—From niteries to evangelism, that is the step taken by Pauline Coffee, former night club entertainer. She is now Evangelist Pauline, conducting revival meetings at the Four-Square Gospel Church here.

Those clubs representing large investments are holding on for life, hoping they can cash in on the World Fair crowds. That's their big hope, along with the increasing number of conventions being held in this city.

The picture, *52d Street*, which opens at the Rivolt today, is expected to hypo Swing Street. Such promotion angles as the film short being made by the New York Central and steamship companies showing highlights of New York are expected to help. Some night club owners feel that the cloak of respectability which the Fusion election has brought to the city ought to help draw more visiting trade, especially conventions.

Right now, the La Conga has forged ahead as the newest rendezvous for the society crowd, pulling some trade from the El Morocco and the Stork Club. Leon and Eddie's continues to good business, while among the hotels the Pennsylvania is drawing the crowds (mostly students) with Benny Goodman's Band.

Def old debbil, the International Casino, has been doing almost capacity for dinner, good business for supper, but weak cocktail and bar trade. Waiters' tips—a good barometer of grosses—have been \$50 to \$60 a week for those working the night club and \$20 to \$30 a week for the cocktail lounge waiters. Jeanne Devereaux is leaving the show, the first important act to quit since the opening. The LeAzorros, now at the Hollywood Restaurant, go into the Casino next month. The Casino may also drop one of its three girl troupes.

Helbeck Restaurant, Inc., at 72 West 52d street (the old Onyx Club), filed a bankruptcy petition Wednesday. Meanwhile, a new spot debuts November 25 when Louis Prima and band open the new Famous Door on West 52d street, with Art Tatum, blind pianist, also in the show. Only other encouraging item is the plan of the Village Brewery to enlarge for 300 additional capacity this summer and the opening of the new Nick's Rendezvous November 20, both spots in the Village.

A New Field!

CHICAGO, Nov. 13.—Local funeral directors have opened a new field for small choral groups and organists.

Keen competition in the business is inducing the parlor operators to offer customers suitable vocal and instrumental music as part of the service fee. Some even advertise this additional attraction in their newspaper ads and street-car cards.

Normandie on the Park, New York

This smart spot in the Hotel Navarre facing Central Park is one of the finest looking dining rooms in town.

Just reopened under management of Al Deutsch, veteran restaurateur, it should be able to make the grade and attract the better spenders. Open for luncheon, dinner, supper and cocktail hour, it offers the finest food and liquor, with prices extremely low considering the quality. Dinner is as low as \$1.50 and the service is impeccable.

The club is a three-part affair—cocktail lounge, the Ballet Room and the Peasant Room. The main, Ballet Room, is a lovely spacious room giving a feeling of leisurely comfort and is dominated by the green-gold has relief figures of ballet dancers. The lighting is tasteful and the exquisite violin of

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Night Club Reviews

Maurice Shaw completes the atmosphere. Shaw, well known in the society spots, leads a small combo, his exquisite violin providing soothing melodies for idling patrons. Backed by a pianist doubling on guitar and a guitarist doubling on clares and vocals, Shaw offers thoroughly pleasing music. Other entertainment comes from a pleasant tenor, Roger Coleman, and a Russian vibrant baritone and guitarist. Elaine May, billed as "radio's queen of the blues," was not on hand when the spot was reviewed.

Eleanor Powell's cousin, Ethel, is set to make her local debut here as a singer soon. Jack Yarmov is doing the p. a. i. g. With the proper buildup, this spot should have no trouble becoming a favorite rendezvous. *Paul Denis.*

Chez Maurice, Montreal

Fred MacMurray, a lad with a flare for eating glowing cigarets and neckties, and a group of song and dance numbers played against a pert chorus provide the material for *Flashes of 1937*, the new floor show here.

Apart from the MacMurray number, this Boots McKenna production is routine. MacMurray, however, makes the patrons forget the high cost of drinking with his strange talents. He sings and eats lighted cigarets at the same time, boosting himself over a high note with a glowing cigar. When available a patron's necktie is included in his diet. Mac's gustatory predilections are not the sum total of his abilities. Blindfolded, he names articles held in the closed hands of patrons and rattles off serial numbers on dollar bills. His act is unusual and staged with brisk showmanship.

Other acts include a tap and singing number by Judy Duncan. A smart and engaging personality, she manages to communicate some measure of personality to the audience.

On the routine side the dance team of Ronald and Roberta go thru the customary evolutions. They are pleasant and engaging enough, but a dance team has to be on the "colossal" side to get a rise out of the local dead pans.

As the emcee Don Hooton turns in a tap and rope routine. He works hard to keep the show moving at a fast clip.

Alex Lajole still wields the baton for the dance orchestra. *Ted McCormick.*

Colony Club, Chicago

The problem child of the season, despite a most inviting atmosphere, reasonable prices and good shows. Business has been on a downward slope since its opening a couple of months ago, and not even the removal of the minimum halted its descent.

Bill caught had only three acts, but two of them were strong enough to hold up the entire season.

Gus Van makes a gracious emcee and holds up his own spot brilliantly. A swell act for night clubs, as his likable personality, veteran showmanship and material go best in front of diners.

Repertoire is topped with dialect songs that seem to improve with age.

Mildred Perlee is an exhilarating acrobatic dancer who executes an animated routine with an abundance of vivaciousness.

Barbara Parks, popular songstress, had little trouble scoring with a string of special arrangements sold with admirably expressive voice and gestures. Makes a commanding appearance and is capable of holding attention. Van and Miss Parks prolong the bill with a comedy bit prior to the melody man's own turn in the closing.

Frank Quartell and orchestra remain on the band stand. *Sam Honigberg.*

Tom Maren's Penthouse, Bradford Hotel, Boston

Looks like the new Tom Maren-Jerry Mann combo is slated for things smart if the current show, in for three weeks, is any measure. Spot has been redecorated and it's a pip.

Sixty-five-minute Collegiana show is the longest in town and it caters to the gridiron fans.

Probably the biggest item in it is Alma Bray's strip tease as she swings back and fro on the trapeze, peeling her clothes till the customers get a good-sized peek on what constitutes the wearing of a G-string. While swinging, an overhead baby foot loosened and smashed against her left jaw. Thru presence of mind, she held on and averted both herself and the heavy spot from crashing below. Miss Bray is but four feet two inches tall, but she shapes up well in the nude.

Ting Pin Soo, Chinese mystifier, clicked with all sorts of legerdemain. Fire eating in front of the patrons allowed them to obtain a closer look at the trick, which remained a mystery as far as they were concerned. Chicken disappearance bit is a good windup. Customer request gets him to the tables for card tricks following any performance.

Beatsie Donner is the unique-voiced warbler whose brand is best sung out on *You've Got the Wrong Rumba*.

Jack Russell emcees a good show, but his gags were too fast for the customers. Novelty song of *I Wanna Be a Milk Man* is tainted just enough to get over.

Line (10) of swell Boots McKenna shapers opens with a mechanical number which develops into a knee-doll dance as the damsels lift up their dresses, revealing a doll on each leg. *VooDoo* number comes midway, and the finale *Big Apple* and football production is fast and riotous. Girls parade, followed by a "football game" between Tom Foran and Bernice. Girls recruit patrons for a comical *Big Apple* dance, shouted by Russell. A lot of good-natured fun.

Tom Foran and the Tiffany Twins, his daughters, are out earlier for some soft shoe and gaggy bits of legerdemain, but their best is an umbrella number.

Frankie Ward's Ork, with Carmen Trudeau, the warbler, even better this season. Early dinner show had exceptionally big patronage. *Sidney J. Patne.*

Dorchester Hotel, London

New edition of Henry Sherek's *Laughter and Rhythm* has but one act replacement, Marion and Irma, coming in for Robins, who is fulfilling vaude engagements.

Still acting as compere, in addition to presenting his sure-fire magical act, Russell Swann is highly successful here. He has an ingratiating personality and a keen sense of showmanship. Pulling in the rest of the company to foil for him, he knits *Laughter and Rhythm* into one of the most successful shows yet staged at this classy establishment.

Marion and Irma are real class with their beautiful *Symphony in Motion*, which is attractive endurance balancing and bending at its best. Girls are lovely to look at and their wardrobe is particularly effective. No matter how strenuous the trick, the girls never shed any of their feminine grace.

Three Wiere Brothers, who rate as Europe's best comedy trio, enhance their reputation in this offering. Boys have a great turn that is laughter all the way. Merriel Abbott Girls win hearty ap-

proval for their slick line work and individual acrobatic dancing.

Jane Taylor stands out for a fast acro solo that's a corker and also acts as stooge for Swann in a smart bit.

Laughter and Rhythm is a great floor show that couldn't be bettered. *Bert Ross.*

Bali Bali, Chicago

Ben Lenhoff is back on his old hunting grounds aiming for trade in a beautifully remodeled club. The large triangular bar is still in the back. Dimly lit walls and lamped palm trees adorning the side aisles furnish the club with a quiet atmosphere.

At one time Bali Bali was the most prosperous club on the South Side. It stands a good chance of climbing back on its former pedestal, having on tap a good dance band, able performers and a reasonably priced policy that should even attract the stay-at-home neighborhood folk.

Initial bill features the Sherr Brothers and Yvette and includes James and Peltz and Sally Osman. The Sherrs are a couple of raving-mad chaps on the floor, quite suitable for after-dark crowds. Their comedy is good, a brand that attracts attention whether or not the room is noisy. Worked for a small house when caught, and it's tough, naturally, to make vacant chairs laugh. Carried on at full speed, nevertheless, with a comedy song, a funny pansy bit and Indian adagio number. Lou Sherr doubles as emcee.

James and Peltz do a passable modernistic tap routine. Girl is a striking eye-catching blonde. Return later for some hot strutting that was well done.

Sally Osman, swing songstress, is a good saleslady despite a none too forte set of pipes. She is in there pitching to the last note, and that is an admirable quality. Okeh on personality and appearance.

Yvette, the muff dancer, needed more than a muff in these anti-stripper-drive days to do one of her daring interpretative routines. Has a shapely figure, but the number itself requires no particular talent.

Barry Walker and his 10-piece orchestra are a greatly improved outfit. This youthful aggregation, imported from Florida last summer, displays a good number of danceable arrangements that blend harmoniously. Boys should prove favorites in this part of the town.

A songstress worth mentioning is Flo Dare, with the band. A dainty little brunet with a pleasing voice and natural attraction. Victor Graff is strolling guitarist. *Sam Honigberg.*

Terrace Room, Hotel Statler, Cleveland

Most important of any local night spot since the Mayfair Casino is that of the Hotel Statler Terrace Room.

For the past six months Statler has been engaged in remodeling the front of the first floor, removing stores and throwing the Pompeian Room into the bargain. The result is a fronting cocktail lounge with pounded goldleaf ceiling, teakwood walls, mahogany inlay and smart furniture. Adjoining is the Terrace Room. As the name implies, it has an elliptical sunken dance floor with adjoining rises which afford seating capacity for about 300 patrons. Color scheme is peacock blue, white and red, with gold metal work and changing lights in the ceiling. It is planned to make the spot a swanky one with cover charge. Dress, while not demanded, is approved.

Opening bill features Duval and Company. Silks are prominently featured, naturally enough, since Duval made this popular in the varieties some seasons ago. But there is in addition small magic that clicks—vanishing golf balls, self-smoking pipes, a destructive parol that rehabilitates itself and other entertainment to make a varied program. Duval has met with an enthusiastic reception in Cleveland, where he is well known and liked from previous visits.

Gower and Jeanne, intriguing dancers, offer ballroom and acrobatic numbers. Roger Stearns is back to fill in the interludes with characteristic piano selections. Sammy Kaye and band predominate for dance music.

In addition to the main floor Statler has opened a Euclid Ballroom above the Terrace Room and a Pine Room above the Lounge Bar. Attention will be given these when the new Terrace has been thoroughly launched.

E. J. Kelly, who assumed management

dawn and darrow now at ROXY theatre new york



direction: LEDDY & SMITH

of the hotel not so long ago, offers the Terrace Room as his first distinct movement to make the Stader one of the leading night spots of Playhouse Square instead, as in the past, a halt along the way during the cocktail hour.

Harlowe E. Hoyt.

Savoy Hotel, London

Only holdover at this popular spot is Una Cooper, who fascinates with her amazing acro-dancing which tops anything of its kind previously seen here. This gal has personality and sells her brilliant tricks to solid plaudits.

Making a first appearance in Europe, Ben Berrl, American juggler, is a riot. Combines okeh comedy with corking and difficult feats that punctuate his routine with hearty applause.

Gloves Brothers have several good tumbling and acrobatic stunts to offer, but their comedy is weak. Act badly needs tightening up.

Bert Ross.

Mayflower Hotel Tavern, Jacksonville, Fla.

Mayflower Hotel Tavern is a ground-floor spot downtown recently enlarged to 300 capacity. No minimum or covert except Saturday nights, when there is a buck minimum. As usual in such spots, large columns obstruct the view of some customers.

Buddy Sawyer's five-piece ork plays sweet music for the dancers and backs up the floor show 100 per cent, which is something.

Show when caught was a turnaway because of presence of thousands of visitors to annual Georgia-Florida gridiron classic.

Session opened with that dainty package of Dresden china, Dot Sheridan, who went over with *Dinah*, coming right back for the extra point singing *Marie*. The rah-rah boys fell heavily for her.

Franklin Sisters followed with a none too difficult tap routine, but they are lookers, personable and graceful—and that means a lot.

The Novelty Boys came on in cow-hand garb, one with a git box and the other with soup spoons and other kitchen addenda. The git strummer warbled a cow-hand ditty, whilst his podner whistled pretty well. No dice.

Buddy Lockhart, one of the orkists, brought his bull fiddle on the floor and proceeded to knock the stuffin' out of it, playing in various positions, including lying flat on his back on the floor. Big mitt.

Muse and Steele, cute fems, staged a nice Dutch dance in wooden shoes and garnered a big hand as much for their personality as anything.

Standout was Woodie Moser, 18-year-old tapologist, who sold a swell routine on a miniature stairway. Came on later on a toe tap and rope tap, his difficult wings while skipping the rope earning for him a technical show-stop.

Juddie Johnson, suave emcee, while adding nothing as an entertainer, is a swell builder-upper for the acts. The gang liked his easy way of running the show.

W. H. Colson.

Grill Room, Hotel Muehlebach, Kansas City, Mo.

Still the most refined night spot here, the Muehlebach Grill is offering the finest show yet to be presented this fall. Expertly handled, both acts and band were well received by the social elite the night the program was caught.

Star of the bill is Paul Pendarvis, who, besides presenting his excellent orchestra, serves as emcee and violin soloist. Also taking part in the show are Eddie Scope, personable youngster who has class in his singing style, stepping from the band stand to deliver his offerings, and Joey Reardon, diminutive youth who imitates singers and musical instruments, recruited by Pendarvis from Ben Bernie recently.

Scope and Reardon present nicely delivered numbers, cleverly arranged by Bill Collins, pianist and assistant director of the Pendarvis combo. Both well liked and forced to answer with encores.

Evelyn Adams and Frank Lischeron present a dance act interspersed with his vocal attempts. An okeh turn thruout, but not quite of topnotch caliber. Patsy Marr's acrobatic dance is acceptable, and Emil and Evelyn, teeter-board artists, win a good hand to close the show. Latter act is something unique, at least for this town, and was highly acceptable.

The show is all Pendarvis, however.

His band is excellent, his appearance and style engaging, and he has the advantage of already being a prime fave here. This is his band's sixth appearance at the Muehlebach.

Food and service excellent as usual. Shows at 8:15 and 11:30, with \$1 minimum in effect on week nights.

Dave Dexter Jr.

Village Casino, New York

New fall revue here produced by Val Vestoff is patterned along the lines of preceding shows and again features last season's attraction, Aileen Cook.

Show runs about 65 minutes, but is kept from lagging by the inanities of emcee Frank McCormick. Unlike many midtown spots, those of the Village, because of their intimate nature, absolutely require a ringmaster, who not only can intro acts but who can also pep up and carry along a noisy gathering.

A line of eight, seemingly hand picked for svelteness, frames decoratively the revue. Its several routines show the effects of the Vestoff tutelage.

Dolores Farris, appropriately enough, opens the bill singing *I Love a Parade* and does a short baton wielding routine broken up by Russian steps. Blond Miss Farris works on tip toe thruout and, tho voice is fair and stepping not unusual, she cashes in on novelty of offering and vivaciousness of delivery. Comes on later to put over a rumba.

Chiquita Venezia, pretty and shapely little brunet, does a tantalizing rumba before giving out with her speciality, a bubble dance in the nearly altogether. Ruth Klidd sings *Marvelous* without distinction, but pleasantly, and teams with McCormick for a soft-shoe double. Cordially received and returns for encore with short comedy skit with McCormick.

Newcomer to the local night club scene, Valerie Dumont, with a well-trained liquid lyric soprano to her credit, gathers top honors. To her enviable vocal accomplishments can be added a face and figure not hard to look at and enough of personality. Her selections were of the Italian folk song category and included *Chiri Bir Bim*, *Funiculi Funicula*, *Italian Street Song* and others.

The piece de resistance, to the greater part of the audience, was Aileen Cook with her so-called sophisticated parodies in double entendre very thinly couched. Starting off slowly, due perhaps to her temperamental attitude of demanding attention, she had them begging for more at the windup.

The Three Musical Maniacs (Tommy Bruno, Benny Martin and Joe Lane), singing instrumentalists, work during the show and between sessions as a strolling unit in straight and crazy renditions of pops and special numbers.

No small item in the scheme is the music for dance and show as dispensed by Ray O'Hara and his crew. Ray is using a six-piece combo.

Spot under personal direction of Jim Riley. Publicity handled by Ed Weiner.

Three shows nightly. No cover; minimum after 10 \$1.50 week days and \$2.50 Sundays and holidays. George Colson.

Berkeley Hotel, London

Two acts on view at this swanky spot. That Certain Trio (Anna De Nys, Patrick Waddington and John Ridley) are an English light vocal and comedy entry supplying topical lyrics that fit in nicely here. Act is bright and well produced and duly appreciated.

Gregory and Raymond, American musical comedians, are also made to order for this spot. Boys coax music out of everything from balloons to floor-sweeping machines. Act is well knit and made for hearty laughs, whilst Chlorisse, shapely and pretty brunet, assists the boys and adds sex appeal to a corking turn.

Bert Ross.

Village Barn, New York

There must be something to the type of establishment that Meyer Horowitz runs down in the Village, for when other spots in this locality are dying on their feet, the Barn remains one of the two or three drawing sizable crowds.

The atmosphere and the type of entertainment have no doubt a lot to do with it. The one, of course, is unalterable, and the other, once Horowitz found the happy combination of types of acts, has remained more or less stable. Square dances, musical chairs and turtle races continue as hayseed revelry.

Of the acts, Larry McMahon is still carrying on with his corny but thoroly

acceptable and eminently suitable manner of emseing.

The Flying Whirls, thrilling and entertaining skating trio of boy and a brace of gals, have been brought back after a lengthy stay here last season.

Almost indispensable is a hillbilly crew, and accordingly the departed Tex Lewis and his Hillbillies have been replaced by the equally capable bunch known as Denver Darling and his Cowboys. This outfit, numbering five singing and playing members, works along the standard formula of plains plainers and, in addition, has a number of novelties not in the usual bag of tricks.

Collette and Barry, youthful ballroom duo, are playing a return date after an absence of over a year. First of their two numbers is a straight ballroom cavort set in three tempos, emphasizing smoothness and precision rather than sensationalism. Second is a struttly turn, cute in its legitimate steps and hoked up enough in spots for some pleasing sight comedy. An encore, a Ted Lewis take-off, was not strong enough to add anything to the impression already gained.

Phil Goldfarb, picked off local sidewalks after many years as a blind singing accordionist, does not depend on the sentimental aspect of his introduction for his warm reception here. He is a musician of worth, and his dramatic voice did justice to the songs attempted.

Not to be outdone by the ritzier places, the Barn too has its gang of youngsters to further the mania for the Joseph's coat of dance crazes, the Big Apple. Six couples of flaming youth nearly shake their limbs off extolling the fine points of the 20th century war dance, and then invite the audience to do likewise.

Lively and full of personality, Miss Yerman, vocalist of the Johnny Johnson Band, proves that she is more than the customary decorative appendage. She did *Posita* and *Gone With the Wind* to a good hand.

The Johnson Band does yeoman work on the podium for both show and dance chores. Outfit (10) should have no trouble becoming favorites.

George Colson.

Jimmy Kelly's, New York

Spot seems not to be affected at all by the ups and downs experienced by most of the neighboring clubs in the Village. It continues to attract heavy droves of a certain element of patrons.

The compact little rendezvous can always be depended upon for a breezy, spicy and well-diversified bill. Talent is plentiful, if not exactly topnotch, and the display of female charm is practically unreserved.

Current show is paced by Gladys Faye, as wise in the ways of cajoling unruly and playful patrons as she is expert in making acts sound better than they are. One song she offered, *I've Got My Love To Keep Me Warm*, was dished out to the crowd's liking.

In rapid succession and holding the floor for a comparatively short time, a long list of entertainers includes Peggy De LaPlante, blond little tap artist; Tania, exotic purveyor of bumps and fewer dance steps, covered with still fewer spangles in several spots; Lee Leslie, auburn-haired and deep-throated songbird of many tempos and styles; Santos and Elvira, girl team dancing to Spanish tunes employing tambourines and sometimes substituting tantalizing weaving of shapely things; Joe and George, aided by a piano and strange affair that looks like a pogo stick with cymbals, tambourine and bass strings, sing comedy and satirical ditties; Georgeette, in a wild and sensuous jungle woodoo dance, ham-

(See NIGHT CLUB on page 28)

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SOPHIE TUCKER TELLS THEM

AFA President Raps Free Shows, High Commissions, Low Salaries

Hits night club gala nights, guest stars—says they lower salaries—gives performer viewpoint—AFA now has 16 New York clubs signed—6,000 members

NEW YORK, Nov. 13.—Sophie Tucker, on special leave from the MGM studios to attend certain charity affairs here, took enough time off to make a few whirlwind rounds of local night clubs this week in her capacity as president of the American Federation of Actors. She said yesterday that she was happy to discover that performers in AFA closed-shop clubs were confident that "at last they wouldn't wind up their week in hock." At the same time she said she was saddened to discover that salaries were still so low in AFA clubs. (The AFA contracts provide for a \$40-a-week minimum per person.) In an interview in the AFA office yesterday, she told the reporters that she was glad that at last something was being done to reduce free shows. She was sore, and made no bones about it, at people "who want to buy me a dinner" so that "they can get a free show out of me." But, she reflected, "We big-shot performers have helped spoil our game." Too generous in making appearances in "gala nights at night clubs," the big names have reduced their value to the bookers, she claims. Seen around town so often, their salary drops when they negotiate a paying engagement, she said.

Dropping her bolsterous "hot mamma" personality for the moment, President Sophie ripped into "those agents who charge exorbitant commissions on small salaries." "Can't something be done to abolish the 10 per cent or more commission on all salaries under \$100 a week?" she inquired.

Another evil that riles the energetic Sophie is the notorious practice of night club owners sending out performers to private parties run by big customers or local politicians. She admits most night club owners are afraid to refuse their more important customers, but Sophie insists the AFA and the Theater Authority should put an end to the practice. (The AFA bans free shows in its closed-shop contracts.)

Miss Tucker recalled the large number of standard vaude acts now working as extras in the Hollywood studios for \$7.50 a day and used this point to urge a betterment of conditions for vaude performers today.

Coincidental with Miss Tucker's vigorous espousal of the AFA cause, chief organizer Harry Calkins revealed that the AFA now has 16 local night clubs signed to closed-shop contracts. The Yacht Club, Versailles and the Gay Nineties signed Wednesday, and the Village Barn, El Chico and Jimmy Kelly's Monday. Others set are the International Casino, the Hollywood Restaurant, French Casino, Paradise, Cotton Club, Leon and Eddie's, El Dorado, Kit Kat Club, Rainbow Room and American Music Hall.

Negotiations with the Hotelmen's Associations are now going on.

Calkins says the AFA membership is now 6,000.

CHICAGO, Nov. 13.—The AFA, in its drive to bring in all night club operators under its wing, plans to use the same form of contract now in force in New York. Guy Magley, local AFA rep, states that none will be overlooked, regardless of the size of the show used in the club.

Simultaneously, the AFA will license bookers and agents, but eventually plans to weed out those who will continue to employ unfair practices. It is deemed a certainty that not all of the 80-some licensed bookers here will hold AFA licenses, as they cannot all continue in business legitimately and operate with a profit.

Emsee in Spokane Smashup

SPOKANE, Wash., Nov. 13.—Mickey Carroll, midjet emsee and impersonator with the *Seeing Double* revue, escaped serious injury last week when the automobile in which he was riding with his brother, Bud, skidded on a rain-soaked road near Ritzville and plunged 30 feet over an embankment.

The badly shaken and bruised, Carroll went on with his act at the Orpheum here the following day.

"Pagliacci" Set In Night Club

CLEVELAND, Nov. 13.—For 25 years Florindo Lucioni has been one of the leading restaurant owners of this city. Specializing in Italian food, his various spots were hangouts for visiting stars of Metropolitan and other operatic organizations. Celebrating his silver jubilee, Lucioni has conceived the idea of producing an opera in his little restaurant, *Pagliacci*, naturally, has been chosen as most adaptable.

Singers are Lois Hartzell, Norman Benson, John Dibello and Anna Carlini. Music will be furnished by a trio composed of Hazel Kay, David Erstein and Lucio Spano. Silver jubilee program will be continued thru the month.

Club Chatter

New York:

STANLEY MEEHAN, who originally opened with *Hilarities* at the Hollywood, returned there on the 11th to replace Granville Gaye as featured vocalist.

JACK KERR, formerly of Goff and Kerr and lately active as band leader, is back at the Rainbow Grill as vocal soloist.

JIM MOREHEAD is now in the Will Weber office as arranger and composer.

LA NOVA AND DE MASI, dance team, have concluded their run at Queens Terrace.

MARY RAYE and NALDI, who will open for the Coconut Grove, Los Angeles, November 22 for six weeks, will return to the Radio City Rainbow Room for a 20-week booking.

WILL MORRIS AND BOBBY traveled from Toronto to Texas and back here, a distance of 3,500 miles, to keep a four-day engagement with the circus.

BILLY JOHNSON, formerly Billie Johnson, will make her debut locally thru the efforts of Rosalie Harris.

VIRGINIA MCNAUGHTON has been added to the show at the Le Mirage.

RUTH GAYLOR, former vocalist with Mitchell Ayres Band, leaves next week for the Coast.

DECARLO AND DUBOIS, just out of the West, used Armistice Day for a starting point at the Merry-Go-Round Cafe.

Chicago:

THREE MANHATTANITES succeeded the Queens of Hearts at the College Inn.

AMES AND ARNO close at that spot next Wednesday and sail on the Queen Mary December 1 for the Grosvenor House, London, where they open December 9.

Gillette and Richards are succeeding them here.

CURLY DAVE ROSS now booking the Mounds, St. Louis. Bill, which opened Friday, includes Ruth Petty, Bob Edwards and Woods and Bray.

JO RUBENSTEIN, Warner talent scout, expected in town for another of his periodic hunts.

DANNY AND EDITH signed for a tour of Australia's Tivoli Circuit.

WILLIE SHORE, Hi Hat emsee, flew to New Orleans Monday to do a couple of convention shows for the Nehi Bottling Works, staged by Ray Coulson. Back

Have Some Hors Dogs

NEW YORK, Nov. 13.—The blue-bloods will put on the dog, figuratively and literally speaking, tomorrow night when the society and stage customers enter their mongrels in a show at the Le Mirage and follow up with a dinner menu consisting of hors dogs and after-dinner puppy-mints.

Jersey Night Club Owners in Party

NEWARK, N. J., Nov. 13.—Party tossed for the trade Monday night by Marty Horn and Roy Sales, co-owners of Pal's Cabin in West Orange, turned out to be the biggest thing in these parts in many years. Attendance was made up of night-spot owners and salesman catering to the trade.

Among the guests was C. D. Russell, creator of the Pete the Tramp comic, who is a resident of Newark. Called upon by emcee Tom Fitzpatrick to tell a few stories, Russell emitted stuff that—with a little cleaning up, of course—would prove sensational over the other waves. Here is a real bet for any major network.

Howard Marsh received nice applause for two numbers. Marsh now operates the Mayfair Club, West Orange.

Rockville Okehs Sunday Vaude

BRIDGEPORT, Nov. 13.—Common Council of Rockville, Conn., has voted to permit vaude and pictures Sunday afternoons and evenings. A State law permits local option on Sunday entertainments.

Midwest Cafes Are Doing Okeh

News from Akron, Youngstown, Canton, Oshkosh, Columbia—shows enlarged

AKRON, O., Nov. 13.—Completely remodeled, Hollywood Night Club has inaugurated its winter season. Currently are Yvette, Sunny Williams, Peggy Steele and Betty Bennett.

YOUNGSTOWN, O., Nov. 13.—Christy Delbel, veteran Eastern Ohio amusement park executive, has launched the Cellar, downtown night club. The spot has been entirely renovated. Crosley Marsh, for many months the maestro at Trails End, and his lads have been set in at the new club for an indefinite stay.

CANTON, O., Nov. 13.—The Embassy, ace downtown nitery, continues dark with no immediate plans for its reopening. Operated the past three years during the winter by George Sinclair and associates, the club location was abandoned when the park operators decided to keep the Little Hofbrau night club at the park open this winter.

OSHKOSH, Wis., Nov. 13.—Under new management, the Club Rauf is offering a weekly program. Opening show features Harvey and Haxton, Miss Pauline, Ann Baker, Phil Kesten and the Club Rauf Orchestra.

Bill Daufen is the new manager, with Fred Sayles as general manager.

COLUMBIA, Mo., Nov. 13.—Ed Dale and Rudy Horvath are set to open their new Quadrangle Club, located in the old YMCA building.

Former students here, Dale and Horvath outsmarted the city council when that body refused to allow them a permit on the grounds that the new club was outside the zoned business district. The two youthful managers forthwith formed a "club" and membership cards—easy to obtain—will be needed for admittance. Floor show and orchestra will be used.

being held over indefinitely. Will sign with CRA at the end of present run. LEE ELLIOTT'S all-girl band has put eight weeks behind them at the Stork Club, Providence. MR. AND MRS. SOUDERS just closed a tour with the A. D. Smith revue in New England and have signed for the 1938 season. Mrs. Souders is playing night clubs around Newburgh, N. Y.

JACK DALTON AND WALTER TUIE are in their third week at Tommy Thomas' Cocktail Lounge, Chicago.

Zudella, mentalist, is at the Normandie Club, Appleton, Wis., for an indefinite stay.

ORVILLE REVELL, former p. a. at the Lookout House, Covington, Ky., is on the staff of Station WKAT. (See CLUB CHATTER on page 28)

Here and There:

CAROL BRUCE'S engagement at the Normandie, Boston, as of November 5, represents her American debut.

GEORGE NIESEN does a strong-arm specialty and carries on as emcee at the Roxy Theater, Cleveland, since closing at the Zepp Club.

DEANA AND DEL CAMPO, having returned from Cuba, plan to open at the French Casino Theater, Miami Beach, November 17.

RICHARD AND CARSON are in their fourth week at the Park Plaza Hotel, St. Louis.

Having been at the 21 Club, Philadelphia, for six weeks, CORLIES AND PALMER have learned the management will exercise its two-week option also.

LEE VAL will offer her Sappho at McVan's, Buffalo, for four weeks.

JEANNE ROCHELLE has been booked at the Paradise Club, Wilkes-Barre, Pa., thru Joe Williams.

NELSON TINDALL, dancer, has opened his own studio for ballroom dancing in Seattle. ZIG AND ZAG, strolling duo, are in their fourth week at the Powers Hotel, Rochester, N. Y., and are

S. V. Casalero
presents

CARLO BUTI

Romantic Tenor

in his initial American
appearance

Now at the
CINE ROMA
53d St. & B'dway, N.Y.C.



Leaving November 27 for a tour of the Principal Cities of the East, including Boston, Lawrence, Worcester, New Haven, Bridgeport, Springfield, Providence, Portland, Philadelphia and Chicago.

Vaudeville Notes Newark Indie Vaude Clicks

RUSS MORGAN and band play the New York Paramount for their first Broadway stage appearance. They come in December 1 for two weeks.

TED LEWIS and band play RKO houses for consecutive weeks in Columbus, Chicago and Cleveland, beginning December 10. NTG is in Boston for the same circuit week of December 3. . . . JOE MALL'S office, Cleveland, now handles Rita Cozzell, Baker Beef Trust, Phil and Yvonne, Ted and Chico, Day Sisters, Four Music Men, Walcott's Dogs and others.

DOLORES CRUTCHLEY, six-year-old daughter of the former dancer, Mlle. Fifi, won first prize at the S. P. A. dog and cat show at Philadelphia for her entry of a blue maltese cat.

MARVIN WELT has joined Central Booking Office, Chicago, and will try to build a case circuit for the agency. . . . SAM ROBERTS, Chicago booker, off to New York for two weeks on a biz and pleasure tour. . . . HERBERT ROSE and his "Boots and Saddles" dog act stopped over in Chicago on the way from New York to the West Coast. Rose is filling several theater dates in the Windy City.

MCLAUGHLIN KIDS, rodeo act, coming into Chicago next month for theater work. . . . SHIRLEY RUST and Bill Bailey go into the Oriental, Chicago, November 26. . . . CASS FRANKLIN goes into that house week of December 3.

McKAY and LAVELLE join the *Three Cheers for Rhythm* unit at the Orpheum, Memphis, Friday. . . . DANNY RUSSO, in Hollywood vacationing for the last six weeks, returns to his old conducting post at the Palace, Chicago, Friday. . . . ROSITA ROYCE, now at Chez Paree, Chicago, penciled in for the Chicago Theater week of December 24. . . . BOILA-ROBERTS unit, *Can You Take It?*, is set for the Palace, Chicago, Christmas week. . . . HANK BROWNE, comedian, originally scheduled for the Oriental, Chicago, week of October 29, will fill the date starting November 19 instead. . . . DONAHUE AND LA SALLE just finished 13 weeks with George Hamid and are now joining Orrin Davenport for a string of indoor Shriners dates.

ASCAP Chief on Good-Will Tour

NEW YORK, Nov. 13.—John G. Paine, general manager of the American Society of Composers, Authors and Publishers, returned this week from a trip to Southern States, where he spoke before different assemblies interested in the advancement of music culture. . . . Talks were on the subject of ASCAP as the practical custodian of that culture. According to Paine, theory and practice of ASCAP was highly commended, and the support of music groups was pledged to the Society. . . . Specifically, Paine visited Montgomery, Ala., Atlanta, and Charlotte, N. C. Spoke to Parent-Teachers' Associations, State Federations of Musical Clubs, Women's Clubs, Philharmonic Societies and State Supervisors of Music. . . . Trip is in line with the Society's good-will campaign.

Rose Marie Auto Unit

NEW YORK, Nov. 13.—Rose Marie, ex-baby, is touring New Jersey with four other acts in Chevrolet dealer shows, taking in guest radio performances on the Broadway Melody Hour and Vitalis show and making transcriptions for the auto firm.

Gourfain Unit Opens Tour

NEW YORK, Nov. 13.—Harry A. Gourfain has a new vaude unit, *Star-Spangled Jamboree*, featuring Hardeen and a cast of 40. Opened at the Capitol, Binghamton, Thursday. Cast includes George Heller and Louise Riley, Five Elgins, Ken Witmer, Tom, Dick and Harry, Louise Lovely, Three Musketeers, 12 chorines and eight show girls. Hardeen was set thru Bill Shilling.

Shubert Theater does okeh with names—may force circuits to resume vaude

NEW YORK, Nov. 13.—Much to the surprise of rival circuit houses, the indie Shubert in Newark is holding its own with vaude and double features. In its fourth week of the new policy, the M. Leventhal-Al Dow house has been successfully experimenting with name acts heading quantity vaude bills.

The Shubert switched from a Sunday to a Thursday opening this week, the new bill being headed by NTG. The four-day bill was headlined by Betty Burgess and Sonny Lamont, film players, but did not do exceptional business. The opening bill, topped by Henry Armetta, grossed \$14,000, and the second, the *French Riviera* unit, grossed under that. Stepin Fetchit last week did okeh. Jack LaRue and Vince Barnett, from pictures, head the November 18 show, which will include Tex Lewis and Cowboys. The Three Stooges are set for January 6, while Deanna Durbin and Martha Raye are penciled in, but no date set.

The Warner Branford, across the street, running first and occasional stage attractions, had Ina Ray Hutton and band heading a vaude bill including the Trado Twins last week, grossing \$16,000. The Branford has no other stage show set, preferring to wait for a box-office band to come along.

Dow says he is on the lookout for names for the Shubert. The Loew, Paramount and RKO houses in Newark, all former vaude spots, are watching the Shubert closely.

Trahan Brags He's Good Golfer, Too

NEW YORK, Nov. 13.—Al (I wuz robbed!) Trahan comes forth with the most plaintive squawk of the week. Referring to the golf match between Bing Crosby and Bob Hope for the "championship of the amusement world," Al claims he can probably take both the aforementioned gents over, and maybe left-handed.

Telegrams sent by Trahan to both Hope and Crosby affectionately state, "When you two killers have eaten enough spinach to drive the fourth green at Lakeside and get home on your second shot on the 13th, make me an offer. Love and hisses."

Saddest part of all is that Trahan gets around the Lakeside course, where Crosby and Hope hold their so-called championship match, at par. Slugger Trahan, who points out he is actively engaged in showbiz and slated for Loew's State following engagement at Loew's, Washington, this week, is apparently in a terrible dither—aided by the Loew publicity folks. Looks black, folks.

Gus Sun-Betty Bryden Detroit Agency Merger

DETROIT, Nov. 13.—Merger of two local booking offices was completed last week when the Gus Sun Vaudeville Agency and the Betty Bryden Entertainment Bureau joined.

New setup gives the combined offices about 30 weeks of mixed work, according to Jack Dickstein, head of the Gus Sun office. Miss Bryden will specialize in club work, plus her line productions; Val Campbell will handle night clubs, and Dickstein will concentrate on fairs and theater bookings.

Reva Clamage remains as secretary, and the Model Department, for commercial motion picture work and professional artists, will remain under Charles Smith. Alex Agrenoff leaves the new organization.

Detroit Agency Dissolves

DETROIT, Nov. 13.—Metro-Polly-Ton Conservatory of Music, also known as the Metro-Polly-Ton Entertainment Bureau, conducted by Robert Bretland and Evangeline F. Farnum, has dissolved. Bretland and Miss Farnum are leaving shortly for Florida.

Does He Fill in at the B. O. in His Spare Time?

SPOKANE, Wash., Nov. 13.—"Lewie" Brock, local producer and dance teacher, is also emcee at the Post Street Theater. And besides introducing the Bert Levy circuit acts, he directs pit orchestra.

Walk-Thru Store Vaude

Detroit department store tries vaudefilms—acts on four weeks and options

DETROIT, Nov. 13.—What is believed to be the first walk-thru type of show ever spotted in a department store is being booked for Crowley, Milner & Company, large Detroit store. Idea was conceived by Clay Pollan, advertising manager, who was director of publicity for the Michigan State Fair for a couple of years. Acts are booked thru Henry H. Lueders, of the United Booking Association, Detroit.

Among acts already booked are: Chief and Princess White Eagle, knife and battle ax throwers; George Gould, ventriloquist; George Royal, Australian juggler, Milt Leamond, comedy magic; Black Ace, fire eater; Jimmy Fitzgerald, puppeteer; Alexander Troupe, midgets; Lester/Calvin, emcee.

Show opens November 18 to run four weeks with an optional fifth week. Entire affair will be held on the sixth floor of the store, and will be augmented by a moving picture show featuring Mickey Mouse cartoons and the cartoon production of *Snow White*.

Indie Op Sees Hope for Vaude

CHICAGO, Nov. 13.—A ray of hope for week-end vaude in several towns thruout Illinois is given by Fred Rosenthal, operator of a leading independent chain. He is bringing into the flesh picture his Morris (Ill.) Theater for a Sunday date, starting tomorrow, giving the house a combo policy for that day the first time in its history. Another Sabbath date is the St. Charles, St. Charles, Ill.

John Benson, local booker handling both the St. Charles and Morris accounts, reports that there is a strong possibility for the addition of houses in De Kalb and Woodstock, Ill., for week-end dates.

Agrenoff Joins Iodice

DETROIT, Nov. 13.—Alex Agrenoff, who left the Gus Sun office last week, has connected with Peter J. Iodice. Agrenoff will be associate booker.

Scandinavian Time Available

Minimum of 8 weeks—N. Y. rep set—theaters, cafes, parks—tax exempt

NEW YORK, Nov. 13.—Tleup was effected this week between Jack Waronowsky, European booker of Scandinavian theaters, cabarets and amusement parks, and Harry Norwood and Bert Wishnew, vaude agents here. Deal will establish Norwood and Wishnew as sole American representatives for the Waronowsky booked spots in Stockholm, Oslo, Copenhagen, Guttenberg and also the Wintergarten in Berlin. Present contract calls for representation between the period of May 1 to October 1, 1938.

Agreement was reached between the European and American agents following a 10-day first visit to this country by Waronowsky, terminated Thursday. He was impressed by the wealth of novelty and sight comedy acts on this side and expressed the opinion that it was exactly that type of attraction which the European stage lacked and which he was most interested in booking.

According to Waronowsky, foreign acts playing his dates would be tax exempt and a minimum of eight weeks could be assured. Bookings in Oslo, Copenhagen and Guttenberg each call for a four-week run, while the other dates are indefinite. One show a day is given at all spots.

Already set by the local representatives for a tour of the European dates are the Thos Reddingtons, Hector and his Pals, Edison and Louise, and the Riverho Brothers, now playing in London.

Local agents also plan the novel use of candid action films of the highlights of each act in selling them to the European booker. It is hoped thus to minimize the chance of misrepresentation.

Vaude Changes In Salt Lake

SALT LAKE CITY, Nov. 13.—A few weeks ago, Manager Andy Flor, of the Roxy Theater, changed from vaude to pictures, and the Utah continued stage shows. Now the Utah returns to first-run pictures, with occasional stage shows. Flor is bringing in Billy Barty, of *Our Gang* fame, with a revue including Billy's two sisters, Fat Leamon and the Four Rhythm Pilots. Next week Mickey Daniels, movie juvenile, will come with his own company.

Waring Cracks Record

COLUMBUS, O., Nov. 13.—Box-office records at the Palace here over the week-end were shattered by Fred Waring and his Pennsylvanians, bettering by several thousand customers previous marks. Since Friday the Waringmen have played to 31,342 people. Figure on Sunday was 11,142, with house compelled to give five shows for the first time.

Favorites of STAGE and SCREEN

HECTOR AND PALS

This Week NOV. 12th ROXY Theater N.Y.C.

FIRST NEW YORK APPEARANCE

DOROTHY ILES

Now Playing ROXY THEATER New York

LYRIC SOPRANO

Recognized as possessing a superior voice and outstanding personality.

Under Personal Management EDWARD RILEY, 1560 Broadway, New York.

Loew's State, New York

Dave Apollon has another fast show built around his own personality and a 10-piece Hawaiian string orchestra. Opens with Harold Aloha, guitarist, coming on to sing *Sweet Lellani* in a well-tempered, modulated voice. Max and Gang, dog act, follows.

Max precedes his poodles with a nice acro and soft-shoe turn. Also does a neat co-ordination trick, whirling four hoops in different directions. Dogs are fox-terriers, not at all nervous, and go thru their routines beautifully. Do back somersaults simultaneously with Max, play leap frog and do comedy work. Windup has Max revolving backwards, ball-fashion, with one of the dogs treading on top of him. It's flashy, expert and a sock ending for a good act.

Maxine Lewis, petite blond, sings two numbers, *Blow, Gabriel, Blow* and *That Old Feeling*. Voice is true and full, and easily gets all over the house. *Blow Gabriel* delivery the best of the two tunes, somewhat reminiscent of Ethel Merman's chore in *Anything Goes*. She could have encoored, but did not. Makes a cute appearance.

Five Hollywood Co-Eds is an acro-dancing act. Femmes do some singing in addition to their regular stint and go off well. Dancing is tap and acro, with members stepping forth for specialties. Back somersaults and other spins are technically fine and make a nice flash. Act in general is solid stuff.

Apollon, following another session of fun with one of his Filipino bandmen, a dead-pan type, plays his mandolin, accompanied by the string ork. Does a medley of Hungarian music, including *Second Hungarian Rhapsody*, *Dark Eyes* and others. Clicks, as usual, and then does a tricky stunt, simultaneously playing mandolin and piano.

Anna Van and her Gladiators is the second topnotch stinging adgio turn to appear here within a few days. It's a three-man-one-girl affair, and has skill, daring and aesthetic appeal. Girl is sometimes thrown almost clear across the stage, and makes a fine figure. A sock act.

Cass Daley closes, but not before bowing them over. Singing delivery is wild-eyed and abandoned, accompanied with

raucous voicings, posturings and general nonsense. Best bit is a medley parody. It all details an amour, and it's fun. Audience comes across with a terrific hand.

In addition, show has a line of 12 girls, whose best bit is a La Conga dance. They are lookers, steppers and send.

Pic, *Lost Horizon*. Excellent house.
Paul Ackerman.

Roxy, New York

(Reviewed Friday Evening, November 12)

Current F. & M. production, featuring Paul Ash and presenting a revue tabbed *Stars of Tomorrow*, falls a few minutes short of the average running time and a few notches short of average quality.

Pit band is again on the stage this week, Paul Ash directing, and entire bill is presented in one setting. As was his procedure with his first *Stars of Tomorrow* revue some months back, Ash retains identity of the different acts to the very end, working on the assumption that revelation of identity might bias frank criticism or approval. Question arises on the wisdom of the billing, for, with but one exception, all acts have been performing for some time.

Show is a little overboard with dancing, but Dawn and Darrow make most lasting impression with dainty ballroom work. Pair is of smaller than average stature, but nevertheless look well suited and the strong-arm overhead whirls executed by the boy seem so much more striking.

Very close behind in favor is the triple team of Lathrop Brothers and Virginia Lee in dignified taps. In team and solo offerings, their work is marked by an effortless air with a minimum of superfluous motion. Team has developed polish and precision to a nicety.

Still another combination whose major contribution was dancing is that of Ross Wyse Jr., assisted by June Mann. Young Wyse scores with a melange of comedy patter, acro and tapwork, the same sort of thing that earned him billing with ma and pa 10 years ago. Miss Mann lends able assistance in an adagio take-off and reels off some pretty good acro steps. The boy's closing whirlwind tricks are humdingers.

Raymond Baird, trick saxophonist, slapsticks the soprano in a *Carioca* offering to simulate heel clicking and then mouths soprano and alto simultaneously for *Ida*. His windup, the finale of the overture to *William Tell*, supposedly never before attempted, is impressive and gets appreciative hand.

Hector puts his canine pals thru several stunts, but spends much more time in incessant and unfunny remarks which cause the act to lag and become boring. The pups are cute, no doubt well trained, and they should and could be the act.

Only legitimate unheard-of is little Dorothy Iles, considered the stage's youngest coloratura. A dainty little lady with a dainty voice, she sings flawlessly, tho a trifle uncertainly. *Song of a Heart That Beats and Vieni, Vieni*.

Screen offering is *Second Honeymoon* (20th Century Fox). House good last show opening day. George Colson.

Palace, Youngstown, O.

(Reviewed Monday, November 8)

(DON REDMAN HARLEM SWING REVUE)

Don Redman, whose Harlem swing revue is current here, is showman enough to blend music and specialties with such skill that the audience is carried thru a highly pleasing program.

Don and the band bow in with a pleasing arrangement of *Sweet Sue* done in choppy fashion, with Don himself playing a trumpet. Next is *Sweet Lellani*, with less pronounced phrasing but with more soothing results.

Ella Mae Waters is a graceful prancer. Transparent black dress reveals a pretty figure.

Orlando Roberson, who until recently headed his own dance band, is a double-voiced vocalist whose tones register sweetly and at times a trifle too softly. His voice slips from high tenor to soprano, giving the effect of a one-man duet. *Sylvia* and *Trees* are his best renditions.

Show-stoppers are Chuck and Chuckles, with funny chatter, tunes and tapping. These boys are far superior to the average in making jokes click, in selling their

Vaudeville Reviews

eccentric dancing and in general professional department.

Tall Louise McCarroll possesses a low voice of such unusual quality as to sound like an instrument part of the time. Louise sings *Sailboat in the Moonlight* in conventional fashion, and then follows with some yodeling by way of variety.

Having been in Europe since their last stage appearance here, the Three Berry Boys rate in class and quality. Trio do practically the same routine. Smoothness in presentation and timing is the chief asset of this popular act.

There Goes the Groom is on the screen.
Rez McConnell.

Metropolitan, London

(Week of November 1)

Metropolitan Music Hall, tagged the "Met" by the locals, comes nearer to the conception of an old-time vaude theater than any other London house. Genial Manager Matthews still sports a silk topper and welcomes patrons and reviewers, whilst politeness to artists is a byword backstage. House is the key theater of the Syndicate Tour and is strictly vaude, offering eight or nine-act programs each week.

Current lineup is up to standard. Six Sherry Girls are just another girl line. No better or worse than any other small dancing troupe, but they work efficiently.

Foster and Clarke, English comedy and singing act, fares well. Team has several nifty gags that are taken up by the locals.

Three Matas, man and two femmes, are responsible for a neat gymnastic and balancing act. Well routined and admirably presented.

Nellie Wallace is typical of the old music-hall days. An eccentric comedienne who has been before her public for over 30 years, she's a riot here. Outfronters hang on to every word and roar heartily at every gesture.

Girls come back for another go, after which there's Steve Evans. As an impressionist and comedian Evans has something new to offer. His act is a corker, containing recognizable take-offs of lesser screen luminaries that are a welcome change from the usual hackneyed ones. He tops everything with his brilliant, study of a drunken Polish laborer and his impersonation of Lon Chaney. Local authorities requested him to delete his Mussolini take-off on political grounds. He show-stopped.

Walsh and Barker, two-man piano team, former American and the latter English, are a highly commendable entry. Boys dress well and offer a well-balanced program of topical comedy numbers and ballads. Clarity of diction enhances and they are good for three encores.

Ted Ray, English monologist, appears in smart-fitting street clothes and is England's nearest approach to an American comedian. He's fast and funny and his material is commendably new. Adds a session of fiddle playing, both straight and funny. Registers heavily in penultimate spot.

Three Nagels are Continental Risley acrobats. Heavy man and two boys, they have quite a number of smart and acceptable tricks, but the act is spoiled by too much stalling and a too ponderous type of would-be comedy that detracts from actual tricks. Bert Ross.

Chicago, Chicago

(Reviewed Friday Afternoon, Nov. 12)

Around the Town they call this week's diversion, using different spots of interest as background for five scenes. The introduction of each scene thru the medium of the screen is clever, altho shots of human interest should have augmented the mere picture of the street in which the particular city point is located.

Gold Coast, Windy City's Impression of Manhattan's Park Avenue, is portrayed in the initial scene with the male chorus of the Wayne Howorth Singers and the Evans Ballet interpreting on a shaded stage *Let's Have Another Cigarette*. A melodious vocal group, led by one member with an full, impressive tenor voice.

The Coliseum, housing indoor circuses, came next, with the aerial act of La Lage and Company its representative. Girl is a wiry ring artist of the Mickey King

caliber, displaying both strength and showmanship.

Harlem is depicted in a church setting, a choir in near vocal hysterics emoting a number of favorite Negro hymns. The Howorth chorus is used. Following in one is Peg Leg Bates and his strong dance specialty. His one-leg stepping still rates top mention.

In the Navy Pier scene the Four Kradocks went over big with their knock-about work and pantomimic comedy. Their tricks are smoothly executed and blend well with the bits of mischief carried on by their chalked-face member.

The closing Orchestra Hall number has the members of the ensemble seated in boxes listening to the prima donning of Kathryn Witwer. Carries high notes ably and sells a classical song with mass appeal. House line girls leave the boxes for a ballet routine that winds up to *Sweet Mystery of Love*.

House good first show opening day. On screen, *It's Love I'm After* (Warners).
Sam Honigberg.

Palace, Akron, O.

(Reviewed Saturday Night, November 6)

(LITTLE JACK LITTLE UNIT)

Current show, first in some time, shapes up as well-rounded entertainment. Little Jack Little, despite an annoying foot infection, moved springingly about the stage directing his band, crooning into the mike, then back to his piano. While he dominates the revue he doesn't deserve all the credit for its success, for the variety acts contribute substantially.

Little does acceptably as emcee, upon the Palace stage here this week being an even better entertainer than dance rhythm maker. The show definitely belongs to the maestro himself and his band. His arrangement of *Twilight in Turkey* and his melody numbers are hits, especially *Have You Got Any Castles, Baby?*; *Vieni, Vieni and I'll Still Love to Kiss You Goodnight*. Jack gives his bandmen plenty of opportunity to demonstrate their versatility, relinquishing the spotlight on several occasions. Jack does a couple of piano numbers which were well received by the audience. The band's impersonation of leading orchestra stylists, including Lombardo, Duchin, Fields, King and Goodman, is a clever specialty and got a big hand. There is an unprogramed drummer who injects a lot of comedy into most of the numbers.

Vaude contingent is headed by Ross Wyse Jr., a hard-working chap, who does eccentric dancing with ease and gets a lot of laughs, with the assistance of a foil, June Mann. Both are accomplished dancers and bow out with a nice novelty routine. For speed and control stepping Vera Fern is an eye-ful. She's on twice, and opening day crowds wished for more of her clever tap and acrobatics.

Torchy Hutchins and Kay Gallagher, announced as "champion show dancers," are a hot novelty duo and show-stoppers. The audience wasn't near satisfied with two encores.

Show runs slightly less than an hour without a sag in rapid tempo. Staging is better than most units which have played here this season, much attention being given to lighting. Judging from first two days grosses band may come near hanging up a new high. Pix, *There Goes the Groom*, is an entertaining comedy.
Rez McConnell.

Stanley, Pittsburgh

(Reviewed Friday Evening, November 12)

Spending too much time on informal small talk while minimizing their mass music making, Fred Waring's Pennsylvanians are not the crack entertaining outfit they once were. When they play they're tops; when the glee club sings it merits the award due pioneers in pop choraling, but genial Fred must have got speechitis, as the Pennsylvanians seem mostly a bunch of willing youngsters playing follow the leader, with Poley McClintock, always a favorite here, and a couple of microphone movers clouding the efforts of the rest of the gang.

Running 67 minutes, the show would have set more solidly with the elimination of the sometimes boring byplay. It started off with the band blaring on *Alabama Barbecue*. Next came the glee club on *Whispers in the Dark*, followed by young Al Bottorf on the marimbaphone. Latter won a hand with his good work and personality.

Two numbers that have been stock in Waring's rep for years were next.

Princess and Baby
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THREE MACKS
Now Playing
STATE-LAKE THEATER.
Direction: TOMMY BURCHILL.

brother Tom baritoneing *Ol' Man River* and Poley McClintock debasing *Let's All Sing Like the Birds Sing*, met with approval. Pretty Ferne, violinist, medleyed a *Tick Tock Tune*, supported by guitar and bass, after which Charles Newman, mouthing Ravel's *Boleto* a la Minevitch, with the orchestra and a combo of violet, red and white lights providing plenty of atmosphere.

Exactly Like You was the song debut of Ethelyn Williams, new lass with the Pennies. She gives the closest approach to musical cooing the Stanley has seen in some time.

Spot solos in *Runnin' Wild* and quiet harmonizing on *We're Working Our Way Thru College* by the Three Fellas were a pleasant change from the usual trios with trick arrangements. Called back for an encore, the lads sang to pop appeal with *Vieni, Vieni*.

Biggest hand of the show went to Betty Atkinson, who, after doing mild tapping while twirling a baton, wound up with a roof-banging finish, turning somersaults with the swinging stick while the boys played *Hall to Pitt*.

Next best reception went to Gordon Goodman, tenor, who registered nicely on *Was It a Dream?*, despite fancy facial grimaces and a slow tempo. His second number was *The First Time I Saw You*.

Scotty Bates' pantomiming bit while scratching fleas in embarrassment would have done credit to Lupino Lane. It set the fans in good humor for the flash finale on *Dancing Tambourines* and *Dancing Dominoes*.

Pennsylvanians score for effective light formations against a black background. If they'd only dig up their college medley that made them famous and ring in a couple new tunes.

On the screen, *Breakfast for Two* (RKO). Despite downpour, house nearly full. *Morton Frank.*

State-Lake, Chicago

(Reviewed Friday Afternoon, Nov. 12) (WAIKIKI NIGHTS)

In *Waikiki Nights* Anton Scibilia has one of the most unusual units he has ever produced. With most of its hour's time adhering closely to the thought of the title, the show proceeds to unfold in a disarming manner native and American entertainment with Hawaiian settings. While not lavish, it is something different and should please any audience.

Fittingly costumed, a line of 16 girls is used in lively routines, and while most of them are hula-fashion dances, the idea is not overdone.

Opening scene has the company arriving on the paradise island, Ginger Dulo leading the number. The Three Macks, in sailor outfits, follow with a knockabout and acro act that moves fast and is dressed with a good number of laugh-getting bits.

A Hawaiian production scene in the next spot features Princess Moana in a streamlined interpretative dance to the music of the Royal Hawaiian Orchestra, native outfit. Number leaves a pleasing impression.

Harry Savoy, featured comedian, is clean and funny. His stuff is good and his tongue-twisted delivery is a cinch for laughs. Makes three appearances, in one of them cutting up with Miss Dulo, who surprised as a good straight.

The Little Johns, regal-clothed brother and sister juggling act, fit in nicely in the succeeding spot, doing good sight work while balancing on two balls. Finish on them with an intricate little tap routine.

The legend of the princess who was offered as a sacrifice to Mount Pelee, the "Goddess of Fire" is presented with an impressive ceremony. While an off-stage voice describes the action, the superstitious natives and her father watch the girl fall into the lava-spouting volcano.

Another hula routine, featuring Vincent Yero in the manner of a teacher leading his class, precedes Ginger Dulo, who is introduced as the "Martha Raye of tomorrow." Girl has been steadily improving and is now a near-top salesman of swing songs and patter. Her high spot is a perfected Raye take-off. Big hand.

Also outstanding in the finale are Cortello's Hollywood Stars, clever canine act. Cortello brings them on one

by one and sells them individually. Is smart in playing up to the dog lovers. Among the ace members is a muscle-control dog, as easily handled as a piece of fur.

Good-by waving, with Savoy in front, folds the curtain.

Business was better than average second show opening day. On screen, *Bad Guy* (Metro). *Sam Honigberg.*

Bobino, Paris

(Week of October 31)

Altho only a nabe house, spot is offering most interesting vaude shows in Paris. Lys Gauty, pop songstress, heads current bill and registers her usual success. Betove, clever pianist-comedian, holds down feature spot easily.

Among the good novelty acts on the bill are Clemens Belling and his dog comedians; the Manginis, ace hand-to-hand act; Chandra-Caly Trio, exotic dancers; Three Bonos, acro comics; Sarthel, drink mixer; Didamas, equilibrist, and Barty Brothers, eccentrics.

Petit Casino has the Janine Quartet, adagio; Berty-Borrests, aerial; Borceto, musical clown; Luxor, imitator, and the Averinos, comics. *Theodore Wolfgram.*

Golden Gate, Frisco

(Reviewed Monday Afternoon, Nov. 8)

Major Bowes' *Jamboree* of 1937 is the best of the Bowes amateur units to play the Golden Gate to date. It is marked by originality and good talent. A young woman, Julia Bellew, who has already acquired a professional manner, is mistress of ceremony.

Mary Duddy, reputedly from Dublin, has a contraito voice of volume and quality. It is well placed. She could do something with it. Wanda Winsum, a soprano, who likes to sing coloratura songs, also has a voice above the average.

John Jewell, who can play the banjo with skill, contributed the *Orpheus Overture*, a swing number, and for good measure gave an imitation of how two banjos would sound while playing on one.

Roy Richards has a bent for imitating comedians, Henry Armetta affording him his best opportunity. Ned Sparks inspired Richards to give one of his better impersonations and a "top" story.

Harvey Mearns rang familiar music out of sleigh bells. The Four Nelson Brothers have a novel way of playing familiar instruments. Peggy O'Neill's line girls offered new dance routines.

Annapolis Salute was the film offering. *Eduard Murphy.*

Michigan, Detroit

(Reviewed Friday Evening, November 12)

Presenting an all-colored stage show, the Michigan's program this week is built to give emphasis to a series of selections from the classic comic operas by Eduard Werner's Orchestra. Violin and guitar solos and a solo by Florian Nellis add to this part of the show.

Don Redman's Band on the stage gives a sample of the free jovial swing style. Unique arrangements and vocalizations of popular numbers, like *Sweet Leland*, help also.

Ella Mae Waters, lively septia bit, opens the act schedule with Lily Brown, giving a song with effects and dance steps for good measure. Orlando Roberson, tenor, has a turn with *Once in a While* and *Trees*. His clear tone is good for these sentimental ballads.

Two Zephyrs open with a surrealist orchestra of washboards and boilers to the tune of *Tiger Rag* and then go into a perfect pantomime, with control dance effects, of a crap game followed by a quarrel, an exceptionally well-done number.

Louise McCarroll sings *A Sailboat in the Moonlight* and *That Old Feeling* in a melodious, full-throated contraito. Chuck and Chuckles, strutting comedians, have unique dance steps, varied by song and dialog. Rated an encore at this show.

Three Berry Brothers have a furious high-hat strut number by the two older brothers which nets a big hand, followed by the youngster doing some stuff on his own, and then a clever cane number by the trio.

Audience was exceptionally enthusiastic at this show, liking every act, judging by applause. Newspaper film, *Back in Circulation*, was a help, too. Highlight of the Redman music was the unique choralization of *Stormy Weather* with sound and scenic effects. *H. F. Reeves.*

Manhattan Madness?

LONDON, Nov. 8.—The Manhattan Six, girl dancers; the Three Manhattans, comedy dancers; the Manhattan Three, vocal trio, and the Manhattan Twins, singing and dancing kids, are all playing vaude and cabaret dates here this week. Similarity of names naturally causes confusion.

ABC, Paris

(Week of October 31)

Show caught, opening matinee, not up to usual standard due largely to failure of several acts to appear. In addition, the feature, a comedy skit by the well-known satirist, Rip, proves tedious and totally void of real wit. Spinelly and large cast try to put the skit over, but have nothing to sell.

Dave Hacker and June Sidell are the only Americans on the bill. Click with neat acro dance and follow with clever dance parody which apparently is over the heads of the ABC public.

Choppy amuses by painting caricatures on the backs of nude cuties. Freddy Dosh scores with clever imitations of divers subjects.

Stetson, nonchalant hat juggler, show-stops with his clever tricks and nutty gags. Claire Franconay also rings the bell with realistic imitations of stage stars and amusing songs.

Gretl Vernon warbles sweetly. Romeo Carles puts across neat patter and Andre Myr offers usual French "cabaret" type of humor. Gilles and Julien, in ridiculous black sweaters and baggy trousers, dish out tedious songs. Leoluca Cuban Boys close the show with ork and vocal numbers. *Theodore Wolfgram.*

Grand, Albany, Drops Vaude

ALBANY, N. Y., Nov. 13.—Grand Theater here, a Fabian house, discontinued vaude which it had been running for the past six weeks and returned to a double-feature policy last week.

Ken Lockwood Joins Store

DETROIT, Nov. 13.—Ken Lockwood, press agent and ad agency operator, has joined the publicity department of Sam's Cut Rate, Inc., Detroit department store.

Bell Hawaiians Head East; Unit Set Until Next April

COLORADO SPRINGS, Colo., Nov. 15.—Bell's *Hawaiian Follies*, which tomorrow winds up a three-day engagement at the Trall Theater here, is headed eastward after an extensive tour of the Pacific Northwest.

Unit is routed ahead until April, 1938, including return engagements at the (See *BELL HAWAIIANS* on page 75)

Vaude in Oklahoma City

OKLAHOMA CITY, Nov. 13.—Admission price jumped from 15 cents to 25 cents at the Warner Theater as a result of the new, three-time-a-week flesh policy. *Stork Club Scandals*, a Cushman unit, comprising eight acts and 28 persons, opened last night.

Fisher Booking Casino

NEW YORK, Nov. 13.—Arthur Fisher will book Sam Briskman's Casino Theater, Brooklyn, when it switches from vaude to eight-act vaude and pictures beginning with November 21. Fisher is also booking the vaude into Cedarhurst, L. I.

Performer Wins \$3,000

NEW YORK, Nov. 13.—Gilda Paradise, who sustained injuries to her nose in an accident at the Monroe Theater March 12, 1934, was awarded a verdict Tuesday of \$3,000 against the Rhinelanders Theaters, Inc.

Miss Paradise had sued for \$100,000. Attorneys for the plaintiff were Broder & Brenfilber, New York.

Vaude for Cedarhurst, L. I.

NEW YORK, Nov. 13.—B. S. Moss, operator of the New Central Theater, Cedarhurst, Long Island, inaugurated a week-end vaude policy last night, with six acts supplementing the films. House band and name acts will be used.

Andre Lasky Opens Revue

CHICAGO, Nov. 13.—Andre Lasky's *French Revue*, 1938 edition, opened yesterday at the Rivoli in Muncie, Ind. Cast includes Bernice Ripley, Kicky Kye, Jess Libonati Trio, Franz and Fuller and Warner and Margie, plus a 14-girl line.

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Reviews of Acts

Danny and Edith

Reviewed at the State-Lake, Chicago. Style—Rope dancing. Setting—In three. Time—Four minutes.

A fast and clever rope-dancing act executed by a youthful colored team. Boy does most of the hard work, but girl is attractive enough to be a decorative asset.

Open swinging to *Sweet Sue*, rope steps followed by Danny alone. Both continue with a precision rope routine, mild but pleasant. Sock specialty comes in the closing spot, Danny doing killing rope-jumping steps. S. H.

Queens of Hearts

Reviewed at the Oriental Theater, Chicago. Style—Comedy singing. Setting—In two. Time—Six minutes.

Six Continental maidens doing satires of classical songs, flavored with charming European mannerisms. Five of the girls, all young and attractive, do the

warbling, the sixth accompanying at the piano.

A clean act, depending on comedy with their puppetlike actions and freak vocal impressions. Turn was only recently imported and has since appeared in New York's International Casino. Repertoire included comical take-offs of Liszt's *Hungarian Rhapsody* and some Tyrolean mimicry. Routines are perfectly timed and peppered with laugh-provoking bits. S. H.

Dixon and Pal

Reviewed at the Oriental Theater, Chicago. Style—Seal act. Setting—In two. Time—Seven minutes.

A clever if routine seal act. Animal is well trained, doing hand stands, razzing its master, playing a one-man-band contraption and shaking to the carol. Dixon has an amusing and clean line of chatter. Great kid act. S. H.

The Northerners

Reviewed at the State-Lake Theater, Chicago. Style—Singing. Setting—In front of band. Time—Twelve minutes.

A choral octet under direction of Harry S. Walsh, which has been a three-year radio feature for a Chicago bank. A mixture of good voices properly used in suitable songs. Men also make a youthful and colorful appearance in Canadian Mounted Police uniforms.

Their offerings here included *Vieni, Vieni*; just a *Song at Twilight*, *Song of the Vagabonds*, *Everybody Sing* and *Moonlight and Roses*, latter tune augmented with a production number by the house line.

More comedy would be desirable if outfit is considering theatrical and night club performances. Should be introduced either thru satirical songs or amusing bits developed in their current selections. S. H.

Allan and Hoover

Reviewed at the State-Lake Theater, Chicago. Style—Comedy. Setting—In one and in front of band. Time—Twelve minutes.

An act that needs bolstering in the material department to rate the time it consumes. Al Allan and Peggy Hoover do a hodgepodge of talk, singing and piano nonsense, but in its present form it is weak due to poor construction and even poorer comedy.

Come on with traveling piano, Miss Hoover satirizing *Head Over Heels in Love*, while Allan fiddles around the miniature. Following some chatter she undrapes to a brief costume for a Luke-warm tap routine and returns for a Helen Morgan imitation atop the piano. Piano beer-dispensing bit gets one of the few laughs. S. H.

Anna Van and Her Gladiators

Reviewed at Loew's State Theater, New York. Style—Adagio. Setting—Special. Time—Seven minutes.

One girl and three men adagio act. This is the second ace adagio team to play a top metropolitan house within a week. Act has flash and will click wherever an adagio turn can be used.

Material tends toward the sensational, with the men throwing the girl beautifully. Appeal is not only based on garing, for the turn, as in all good adagio acts, has a graceful, expert abandon that belies the careful precision necessary to an act of this kind.

Girl, of course, is slight and statuesque and most of the audience attention focuses upon her. P. A.

Raye Royce

Reviewed at Loew's State Theater, New York. Style—Acrobatic. Setting—Special. Time—Seven minutes.

Royce's drunk act can easily be spotted in most any band show to good advantage. When caught with Ted Lewis' *Ork* act was given nice lighting effects, which, together with appropriate music, lift the turn well out of the usual acro class.

Opens with a staggering routine and falls into positions from which he can do some swell-looking nip-ups, seem-

ingly using his head as leverage. It's tricky-looking work and Royce should have no trouble getting spotted. Received a fine hand. P. A.

NIGHT CLUB

(Continued from page 23)

pered in lithe movements by a couple of streamers of feathers; the Swank Twins, pert and peroxide blond team of tappers; Wahoo, in Indian costume and possessor of a cute style and personality, offering crazy Indian parodies and just as loony a recitation; Renee, who hides under two fans with graceful technique; Mary Lane, bubble and flower dancer; Suzanne and Christine, youthful girl tap team in a sort of Big Apple routine, and, lastly, the ever-popular Montmartre Boys, tenor and two baritones, with their trio harmonizing and solo specialties. Joe Capello and band provide all of the music.

Three shows nightly. Dinner, \$1.25 up. After 10 a \$2 minimum. George Colson.

Commodore Club, Detroit

Cliff Bell's uptown spot, with Joe Beauchamp as manager, continues as one of the popular intimate clubs. Class acts, booked thru Abe Schiller, of the Delbridge & Gorrell Office, are used. Schiller is also responsible for the ballet production.

House's policy is "something going on all the time," with such side-line attractions as a game room on the lower floor, cocktail bar adjoining the main dining room and a full-menu policy for the tables. A \$2 minimum bill for week nights prevails.

Ballet attired in black scanties plus silvered cigaret holders opens show with a sophisticated number. All are young and good lookers. They return later in maroon taffeta costumes and picture hats for a specialized tap routine.

Attractive Betty Townsend gives an expressive version of *The Moon Got in My Eyes*. Dorothy Matthews' sinuous dance number was well received.

Three Racketeers have a long variety number that holds attention, with a bit of comedy, slapstick songs, guitar and violin specialties, a Helen Morgan imitation, fancy dance steps and assorted hilarious incongruities. Sally Barr follows this with an acrobatic dance number.

Bill Anson, emcee, does a whole act on his own, featuring imitations of radio personalities with some smooth double entendres. He handles the show with an appreciation of the proper presentation of some unusual ideas in floor shows, such as the Racketeers' unique routine.

Frank Gagen's Orchestra furnishes music for the show and the dancers and proves good at both. Gagen's boys promenaded the floor between dances to serenade the customers. H. F. Reves.

Hi Hat, Chicago

Louis and Elmer Falkenstein are moving up their spot in the local night club map by buying names to head their floor bills. Only time will tell whether or not these ventures will prove profitable. The move, however, is giving the Hi Hat lots of favorable publicity and adding to its reputation.

On hand are Willie and Eugene Howard, who were set for a two-week engagement at a reported \$4,500. The boys have never been funnier than in this environment. Willie is most of the show, of course, with his rib-tickling countenance and scream material going over as well as in a theater. They do their standard act, but it's the type of stuff that can stand repetition and still be funny.

Willie Shore, in his 10th week as emcee here, stands up well despite this unprecedented competition. He follows them with more comedy and is well liked. To his credit is his apparent love for his work, giving his best while on the floor.

Zang and Todd, youthful dancers, is the other act on the bill. Were caught doing an acrobatic hand-balancing routine that is novel for cafes. Kids have pleasing personalities and show promise of developing into a standard act.

Line of four girls embellishes the opening and finale. The kids are Eunice Pritchett, Ruth Marshall, Berta Mae Hanson and Jackie Goodiet. A decorative asset.

Jimmy Cassidy continues as intermission pianist and makes an appearance in the Willie Shore turn. Sid Lang and his boys make a good show band.

Minimum in effect during the headliner days is \$1.50, a reasonable figure. Sam Hontigberg.

Mayfair Casino, Cleveland

Mayfair Casino has started something a little different in its newest floor entertainment, following its introduction of ball-juggling chorines and gals who romped on roller skates.

Now it is badminton that is featured, with Thelma Kingsbury and Kenneth Davison as the exponents of this fast battling with long-necked racket and feathered ball. Cleveland has gone in for badminton among the smarter set during the last two years, the University Club leading the way. Casino play is directed at the dress class and plans to stage contests between featured players and local celebrities. Looks like a good bet.

As for the rest of the program, there is the Honey Family, three acrobats who flipflop off springboards to the shoulders of three under-standing girls.

Billy Keston has a fast pace with his quips and a smart turn to his songs, all of which have enough suggestion to spice up the program.

Gae Foster's chorus works in three smart numbers, snappiest of which is an English dance in top hats and dress suits.

Bob Grayson (in Cleveland, his home town, he is known as Robert Geltman) brings his band back from a Western trip and makes a hit with his music. Jean Ayres, a throaty singer, does his vocal solos.

Other entertainment is found in the Patty Labatto duo, who stroll and sing; Bernice Rovin, lightning sketch artist, and Fred Heikel's musicians in the cocktail lounge. Harlowe R. Hoyt.

Barnes Tavern, Bronx, N. Y.

This is a typical New York neighborhood night club and one of the increasing number dotting the Bronx boro and drawing some of the trade that used to go downtown for night-clubbing.

Located on the Bronx Post road, it is a roomy place, not especially attractive from the outside. The main room, open only to mixed parties (men alone are not welcome), has an ample dance floor, with the colored band on a raised band stand. The band is Jimmie Smith's (five men), altho Leo Moseley's Band is still billed outside. Smith's outfit is a swell swing outfit that goes to town with verve. The string-bass man steps out for novelty vocalizing. Instrumentation includes bass, piano, drums, sax and clarinet.

Emcee is Billy Lee, who does a good enough job and also sings tenor. A couple of the other waiters double as singers. Page and Merrill, pretty brunets, offer lively tapping; Henkle and Bill Woods provide singing; Deedee Coy is the prima donna, and one or two other specialists provide additional entertainment.

The adjoining room has a bar, with prices moderate. As a whole the spot is informal and pleasant enough, but it could stand a coat of paint.

Other night clubs in the Bronx, which is essentially a residential district, are Maxine's, Red Mill, Embassy, Half Moon and the Boulevard. With rentals low and most of their help nonunion, the spots can offer entertaining shows at attractive prices. Their growth is definitely cutting in on the downtown spots. Paul Denis.

CLUB CHATTER

(Continued from page 24)

Miami, Fla. . . . JOHN GALLUS, juggling clarinetist, is current at the Claridge Hotel, Memphis, booked by Sigh & Tyrell. . . . BEVERLY HILLS COUNTRY CLUB, Southgate, Ky., sports a new floor layout comprising Benny Meroff's Orchestra; Kay, Katya and Kay; Jack and June Blair, Emil and Evelyn, Jay Hill, Miss Sonia, Peter Ray, the Waitzers and The Jambers. . . . Clare Hazel, James Gillis, Jean McCoy and Eddie Bracken, of the *Brother Rat* Company, doubled each night after the show in the Florentine Room of Hotel Gibson, Cincinnati, during the show's engagement at the Cox there last week. . . . EMIEL DECOSTER, after five weeks of theaters in Ohio, is current at the Savoy Grill, Akron. He opens at Twigg's Night Club, that city, November 22, and follows with Joy Gardens, New Castle, Pa., week of November 29. . . . DON TRAN-GER is being held indefinitely at Berghoff Gardens, Ft. Wayne, Ind., booked by Sigh & Tyrell. . . . VALDEZ AND PEGGY, after two weeks at Heng's Village, Columbus, O., opened a fortnight's stand at Lotus Gardens, Cleveland.

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Notes

New York:

JACK AINSLEE, manager of *Jolies Begere*, Hirst Circuit, planning to launch Valerie Parks, dancer, currently co-featured with Bob Ferguson, as an extra-attraction headliner at the end of the tour. . . . **MARJORIE FRANCE** forced to leave *Jolies Begere* recently in Washington to return to her home in Chi because of a severe cold. . . .

CRYSTAL COOK, dancing ingenue, same show, is a newcomer to vaude from Chi, and Bob Ferguson, chief comic, and his straight partner, May Murray, have a new bit, *Invisible Butler*, authored by Bob himself. . . . **GINGER SHERRY** proudly exhibiting a new wrist watch from Ukraina, her homeland. Moved from the Star, Brooklyn, to the Irving, New York. . . . **MARIAN JOYCE**, of the Wilner shows, became a godmother recently to her sister's (Mrs. Betty Zagrosky) baby, Mary Ann, in Philly.

CHUCK GREGORY exited as producer from the 42d Street Apollo, New York, to accept one of three offers. **MIT SCHUSTER** in Chi and the Daltons and Popkin & Ringer on the Coast want him. . . . **ALAN GILBERT** returned to the Apollo and will double between there and the Shubert, Philly. . . . **DIANE KING** held over for another two weeks at the Columbia, Boston. . . . **EDDIE GOODMAN**, manager of the Republic, New York, played the role of a hero when he extinguished a blaze in the Hotel Normandie on West 45th street, New York. . . . **MILLIE JOHNSON** and her title, *A Ton and a Half of Laffs*, left New York for Popkin & Ringer's Capitol, San Francisco. . . . **BEVERLY CARR** back to number producing at the Republic, New York, after a few months' absence in behalf of Hirst Circuit and other shows.

BILLY PITZER posts from the heart of Mexico that he played from Vera Cruz to Mexico City in night clubs with his own five-piece unit and adds: "Believe you me in spots no one ever heard of." Leave for U. S. A. to open with *Eilly Rose* and his *Show of Shows* in Fort Worth. Pitzer's last burly appearance was at the People's, New York, most of all last season. . . . **JOAN COL-**

(See NOTES on page 33)

Real Romance for Ex-Burly Stripper

NEW YORK, Nov. 13.—Burlesque booking offices may yet become meeting places for lovelorn nobles and beauties. Talent scouts may some day epiel, "This way for romance and wealth. Your passport to nobility is a strip-tease act that has class."

And to follow up with evidence that peelers have achieved such heights, surpassing competitors from the finishing schools, the lads will cite the tale of Rosezell Rowland, and repeat the tune labeled "Gypsy Rose Lee and Ann Corio make good."

Rosezell was a Brooklyn lass who lived home with the family, including sisters Diane and Betty. Her start in show biz was in amateur participation in high school plays. Then she broke away to try vaude and night spots. Later she went into burlesque at the Irving Place. She was the Golden Girl. Today, nine years later, she is literally a golden girl, wife of Baron Jean Empain, multi-millionaire Belgian, whose income is said to be more than \$10,000,000 annually.

It all happened when Rosezell received offers better than 14th street was paying. She hit for the Broadway trail, made good, and went to the Old World to show them how. Prince Charming sat in among the anxious audience of a London house where Rosezell was to introduce her golden number. It was a story book romance. The "I do's" were uttered this week. Sisters Diane and Betty, night club performer and burlesque dancer, rejoiced.

Other strippers in the limelight constantly are Ann Corio, who nets her couple of hundred dollars a week. So high and mighty is the station of ex-stripper Gypsy Rose Lee that it behooved her to revive her Christian name, Mary Louise HoVick, for the picture contracts that are hers.

Union Tangle Holds Up Republic Show

NEW YORK, Nov. 13.—Another curtain was held up this week by the American Federation of Actors because of money squawks. Republic's show was held Wednesday evening when the AFA claimed that Ed Brady was doubling as stage manager and actor at \$20 weekly, \$20 below scale. Management came across with the AFA's demand to up salary to \$40.

Further friction developed when the AFA insisted that William Wolf, stage manager succeeding Brady, be a union man. Management insisted that as he was not an actor he was not included in AFA jurisdiction, but actors' union claimed that, as he was not a stagehand, he should be in the AFA. He joined. Another squabble, but a minor one, ensued over a rehearsal dispute involving Boots Burns, but this was amicably settled.

Moss Still "Considering" Those License Renewals

NEW YORK, Nov. 13.—License status remains the same as it has been for the past few weeks, according to Commissioner Paul Moss. Fate of the Apollo, Eltinge, Republic and Oriental is still up in the air so far as actual license renewals, altho houses have been operating since the expiration of their licenses.

Last month it was said that "several days" would be needed before deciding whether licenses would be renewed. At that time observers believed that the administration did not wish to commit itself because of the approaching election, but preferred to shelve the issue till after the ballot count.

Moss stated that he is still "considering" the renewals.

One for Toronto Now

TORONTO, Nov. 13.—An agreement reached by Gerston Allen and Lou Appleby, Casino and New Broadway managers, resulted in the withdrawal of burlesque from the New Broadway. Field in that territory is now in the hands of the Casino, which is operating with Hirst shows under Appleby's management. New Broadway is continuing with a picture policy.

Bumps Instead of Stock For Miami Beach's Pier

MIAMI BEACH, Nov. 13.—Contrary to previous reports, burlesque and not stock will go into the Million-Dollar Pier. The Weinstein and Hertzog house is slated to admit cash customers December 10. Beverly Carr, Republic, New York, producer is lining up 16 kids and eight show gals for rehearsals.

Decision to use burly instead of plays was reached after Joe Weinstein made a week's study of local conditions.

42d St. Apollo, New York

(Reviewed Wednesday Evening, Nov. 10)

This was a dull show. It wasn't the fault of such topnotch burlesque entertainers as Georgia Southern, Carrie Finnell, Slats Taylor, Ermain Parker, Floyd Halliway, Herby Faye, along with Mary Joyce, Jack Kline, George Tuttle, Bert Grant and Lew Black.

Performers had plenty to give; but it was, nevertheless, a dull, routine job, surprisingly colorless for an Allen Gilbert show. Choral work was unimaginative and the long row of 21 gals was none-too-well trained. Because of the flat production numbers and hit-or-miss work from the chorus, the principals suffered. It's probably all a reflection of unsettled box-office conditions; but the cash customers aren't interested in this.

Funnymen and straights put over such familiar bits as auto ride, dentist's office; Hello, Bill, and the complaint office. Night in a hotel, with Slats Taylor adorned with a chastity belt, took a large laugh. Comics and Carrie Finnell did plenty to give the show whatever life it

Smile When You Say It!

NEW YORK, Nov. 13.—Cute kidding of the administration's banning of that naughty word "burlesque" was pulled at the Apollo this week.

In an introduction of principals at the finale, Carrie Finnell and Georgia Southern brought the men and strippers out for bows. After this was done, Carrie thanked the cash customers for their attendance at "the bur . . ." when she was interrupted by Georgia. Miss Southern broke in just as Carrie was saying burlesque to inform the folks that "We're in the *Follies* now."

Gag was well timed and got a nice laugh.

Union Battle Slated for Dec. 3; Both Sides Arm

NEW YORK, Nov. 13.—December 3 has been set by the Four A's as the date for the BAA-AFA trial. Tom Phillips will seek to regain local jurisdiction over burlesque and ex-burlesque houses from Ralph Whitehead's AFA. Understood that feud will definitely be aired December 3, whether Whitehead's in town or not.

Union battle was postponed from last week because of Whitehead's absence and Paul Dullzell's illness.

Vaude Reopens Casino Nov. 21; Century Deal On

BROOKLYN, Nov. 13.—Title of the Casino, ex-burly spot, has been changed to New Casino, and house will turn on the lights November 21.

Sam Briskman will operate, and he has engaged Zack Friedman to manage. Charles Brane, ork leader, and Joe Babbit, treasurer, continue. Arthur Fisher books.

Milwaukee Spot Shuts Doors

MILWAUKEE, Nov. 13.—Empress Theater, formerly the Gayety, closed Monday. Jack Kane, operator of the house, is reported to have relinquished the lease. Empress originally was the outlet for Hirst shows here, then switched to a stock policy and finally folded due to poor business.

Hope for Chi's Rialto

CHICAGO, Nov. 13.—Reports have it that N. S. Barger will reopen his Rialto Theater shortly with a stock policy. Attempts are being made to straighten matters with local authorities who recently revoked the theater's license.

Burly Back in Des Moines

DES MOINES, Nov. 13.—Burlesque, giving Jade Rhodora top billing, returned to the President here yesterday under direction of Matt Kolb, manager of the theater. Burlesque played a short stand here last season after being absent from the city for eight years.

Review

had. Slats has a happy combination of a sophisticated yet corny delivery which sells comedy, while Ermain Parker served as an excellent talking woman and delivered lines with poise and self-assurance. Her piping is a bit thin, but her intriguing personality sold the numbers. Her *If You Can't Get Five, Take Two*, done with a tantalizing strip, was liked by the boys.

Carrie Finnell, billed as bigger and better, took a greater reception than ever. Loads of personality and puts over the slightly off-color stuff with just the right touch. That beatific, grinding dynamo, Georgia Southern, went to town with her dance routines. Mary Joyce is still trying hard to improve her vocals, which can stand plenty of polishing. Her languid dancing routines and personality, however, got her a good share of the palm-pelting.

Woodland number, floral scene and a Big Apple exhibit were included in the productions. Apple was done with the gals in tasteful red and white costumes, but the actual dance execution was weak. Finale was classy, with principals introducing each other. *Benn Hall*.

Apollo To Go Pix; Flesh Out

Burlesque to be replaced by dual flicker policy — two stands for 42d street

NEW YORK, Nov. 13.—Apollo Theater, 42d street ex-burly spot, is slated to drop flesh and swing into a double-feature grind house. It will be operated by the Brandt Circuit and, according to Martin Levine, of the picture house chain, the Apollo will go pictures within "the next three or four weeks." Levine will add the Apollo to the string of houses he supervises. He now handles the Times Square, Galety, Liberty, Selwyn, Central and Park. Republic and Eltinge will continue as 42d street burly spots.

Apollo has been doing poor business since the city's edict banning burlesque, but has struggled to keep going. Landslide by Fusion has dimmed hopes of local operators for a return of the title burlesque and a subsequent business gain. Persistent rumors have it that other houses would follow suit.

Apollo management did not comment on this statement from the Brandt office.

Peelers and Comics Swap Places; Other Switches

NEW YORK, Nov. 13.—Current changes in casts in various spots include: Frank X. Silk and Joe Lyons in place of Jan Murray and Jimmie Walters at the Eltinge November 12. Jeanne Fardou, Ann Smith and Loye Astride now at the People's. Dona Davis booked Billie Rogers, billed as Lillian, at the Eltinge. Comes from night spots and is new to burly.

Jewel Sothorn, Joe DeRita and Frank Scennell replaced Jack Heath, Fred Binder and Jack Rosen at the Star, Brooklyn, November 12. Harry Landers switched uptown from the People's to the Irving. He and Sammy Spears replaced Frank Penny and Scratch Wallace. Evelyn Gray in for Ann Valentine who choo-chooed off to Detroit.

After three weeks at the Oriental, Helen Troy went into the Irving November 11. Bert Marks took Mac Dennison's place at the Republic November 12. Herbie Fay moved from the 42d Street Apollo to the Oriental, while Fred Walker went into the 42d Street spot. Boots Burns in at the Republic November 12, replacing Lillian Murray. Marjorie Royce and June Taylor joined *Stage Scandals* November 22 in Rochester, replacing Lea Howard and Irene Cornell. Julie Bryan returns to the Oriental, opening November 19.

Phil Rosenberg booked Margie Hart for a return to Boston's Howard January 10, while Countess Nadji will add attraction there week of November 22. Republic gets a new face in Herbert Harris, who opens November 19. Steve Mills takes a fling at stock, opening at Buffalo Palace November 14 for a four-week run. Rhythm Brown booked at the Republic November 12. Amy Fong going to the Roxy, Cleveland, November 12 as an added attraction, while Joy St. Clair does the same at Toronto's Casino November 26.

New Peanuts Bohn Lineup

NEW YORK, Nov. 13.—Cast for the new Peanuts Bohn show, *Peek-a-Boo*, which opened at Toronto yesterday, includes Peanuts Bohn, Jim Coughlin, Johnny Cook, Billy Crooks, Delores Leland, Kenza Vinton and Marty Watnet. Charmaine will be with the show for a week, November 19, but will remain in Toledo as a house woman. Sunny Slane opens with *Peek-a-Boo* November 26, Cincinnati, as featured attraction.

The Gay New Yorkers WANTS

For Best Musical Stock Engagement in the South, Young Experienced Chorus Girls and Chorus Producer, Union Piano Leader with Libary, Adagio Dance Team, A-1 Comic capable of doing Back occasionally. Useful people write or wire. Opening Thanksgiving. **HARRY BENNETT, Mgr.** St. Andrews Hotel, Mobile, Ala.

Thru Sugar's Domino



E. E. SUGARMAN

FROM the standpoint of its commercial importance in theatricals radio runs a close second to the standard-bearing film industry. The ranking is the same as regards the size of the market for writing talent in radio. With this point being conceded, it seems to us that there is something definitely wrong in the broadcasting industry if it has not as yet developed its writing talent resources to the point where it need no longer be dependent on men skilled and trained in other fields and for whom radio is a by-product of open time or experimentation at best.

With the exception of two major ether shows, radio stems from Hollywood. The capital of radio has moved from the East to the city of picture factories. No longer dependent on grabbing big names that happen to be sojourning in the East for its talent and no longer engaged in a death struggle with films for personalities that attract listeners-in to programs, it would seem that radio should have finally arrived at the stage where nothing is wanting in its drive for public attention. But the picture is not quite as rosy as the theorist would paint it. The sad fact is that radio is hardly less better off from the standpoint of quality and other factors that are involved in public response than it was when the major shows were being broadcast from all points of the map with New York retaining the edge. Now that radio has every advantage as regards talent it is obvious that the cause of the falling lies in material.

One who pays close attention to the content of the major shows cannot fail to deliver the verdict that these shows are generally so bad that accurate descriptions of one's reactions should be withheld from the hearing of polite society. The fault is not with the talent, altho radio, more than any other theatrical branch, needs a constant flow of new talent to accelerate its march towards the goal of commercial success. What is essentially lacking in the shows that fall into the class of stinko is material. From a comparative standpoint radio spends plenty of shekels for material, but the spending is injudicious; the pace is too fast to permit a condition to exist whereby those who do the spending get the most for their money.

They tell us television will soon be here. They've been telling us that for several years. We are eagerly awaiting practical television and realize full well the changes that will be wrought by the new medium. Until television is here, however, radio remains as an aural medium. With broadcasters having so much at stake it seems to be foolhardy that they should still depend for material on ex-vaudeville actors and screen writers—men whose background and training have been primed to excite response from seeing audiences. There are exceptions, of course, but the average artisan of facile gags for vaudevillians and the screen writer cannot write for radio. Radio needs men who have been trained to appeal thru their material to unseen audiences that depend solely on their ears to respond to situations and humor.

With material being the most important item in broadcasting outside of talent, it is a pity that the field is so disorganized at present in this branch. The big chains have enough at stake to warrant action being taken along the line of encouraging younger men to make radio script writing their careers. This would be one way to achieve consistently better material.

The improvement of radio material can be brought about in many other ways, with the network, advertising agency and sponsor factions co-operating. Yet radio can do more towards retaining its hold on the public than thru any other move if only the pace would be slowed up. Among the screen writers who really can write stuff for the air that hits the right spot there is a general apathy towards air assignments because of the ephemeral quality of the shows. A writer works several months on a picture and his work is perpetuated thru several series of runs in the gamut from downtown houses to triple-feature bargain shows on slum streets. When the same writer does an air show his work is cast into the garbage heap of the past after a few moments on the air. And he is paid proportionately. It is this death-dealing pace, this ephemeral quality of radio, that discourages real writing effort, that makes the man who can possibly do a good job in radio give his preference to other fields.

There is nothing except cockeyed figures concocted by and for smooth-tongued time salesmen to interfere with a policy being inaugurated in radio of putting major shows on the air 26 times a year instead of the present 52-time schedule with possible summer layoffs. There isn't a personality on the air today who would not be benefited by a longer interval between broadcasts. The public will like it better, will respond more enthusiastically; the strain would be lessened on the writing forces and there would be less unhealthy competition for so-called choice spots that change with the whims of the men who decree that they are blessed with the magic of more intensified public interest. The films learned long ago that it is impossible to put creative effort on a factory assembly line and turn out a product that will click. Radio should profit from the experience of its sister industry in the amusement capital of the world.

As I See It

By DAVE VINE

SO HE WAS TIRED. . . . As I was passing the automat a little excitable picket was screaming at the top of his voice; "Don't buy any shoes in this place, it's unfair. Don't buy any shoes in this place, it's unfair." I walked up to him and said, "This is a restaurant. What's the idea of yelling, 'Don't buy any shoes in this place?'" The excited picket looked puzzled for a moment and then replied: "You're right, mister; it's my mistake. You see, I'm doubling—I was picketing a shoe store this morning!"

IF I HAD MY WAY. . . . I'd make it against the law for one performer to steal another performer's material or mannerisms. . . . I'd sign Babe Ruth to manage a major league ball club. . . . I'd star Judy Garland in pictures and make her sing more songs like *You Made Me Love You*, which thrilled this writer when he heard her sing it in *Broadway Melody of 1938*. . . . I'd expose any agent who got acts to play supposed benefits while he (the agent) received money. And while I'm thinking of it, I'd also expose any organization that runs benefits for "charity" and keeps most of the money for organization purposes. . . . And I bring out television (which I understand is almost perfected at the present time) so that there would be a demand again for real performers. . . . Of course, you know I can't do these things, but I would (so help me) if I had my way.

AT ONE OF THE LATE SPOTS. . . . Jack Pearl draws the writer's attention to a sign hanging on the wall reading: "Youth must be served—then carried out." (So all right, there was no sign like that. There wasn't any wall. So Pearl wasn't with me. So all right—so I made it up.) . . . At the same club Estelle Taylor compliments one of my friends with, "What beautiful hair you have. Does it cost much to keep it?" The hairy one replies, "No, I have 10 weeks toupee." . . . The waiter greets Joe Lewis with, "Good evening. It was a beautiful sunrise we had this morning. Did you see it?" "Sunrise," answers Lewis, "why, I'm always in bed before sunrise." . . . In a cab going downtown later Jerry Mann questions Lou Holtz, "That's a queer pair of socks you have on, one is red and the other is green." "That's nothing," replied Holtz, "I have another pair at home just like it." . . . Later, at the 47th street police station. An actor rushes in and tells the lieutenant, "I sent my wife for a sandwich two weeks ago and I haven't seen her since. What will I do?" So everyone chirps, "Send out for another sandwich, you dope."

VINE'S PHILOSOPHY. . . . For the inside of your hat: If you are in doubt mind your own business.

FORGET-ME-NOTS. . . . The great job Jack Benny did in *Models for 1937*. . . . Paul Muni for his unsurpassed performance in *The Life of Emilie Zola*. . . . The laughable Ritz Brothers in *Life Begins at College*. . . . Barbara Stanwyck in *Stella Dallas*. . . . And the expression on Mary Astor's face in the fadeout scene in *Dodsworth*.

I HOPE YOU'LL REMEMBER. . . . That the whole world is a stage and it doesn't pay to be a bad actor. . . . Above all, two wrongs often make a riot. . . . Keeping your husband in hot water doesn't make him more tender. . . . It is proved that youth is a blunder, manhood a struggle and old age a regret. . . . And always remember, you can tell a girl she is becoming, but you can't always tell her what.

Chicago Chat

By NAT GREEN

THIS is the season when benefits blossom and cause headaches for just about everybody connected with them. Many performers feel obligated to donate their services even tho it may mean a sacrifice. The promoters of the benefits spring all sorts of arguments as to why this one and that one should co-operate—meaning work for nothing—and grow indignant at a refusal. We believe the musicians' union has come closer to the correct solution of such demands than anyone else. Not that we endorse all the promulgations of Jimmy Petrillo. He has made some rulings that we, looking on from the sidelines, considered out of line, but which may have been and probably were for the best interests of the musicians. But with his ruling on benefits we heartily agree, even tho it may occasionally work to the disadvantage of a worthy cause.

A case in point came to our desk this week. Charles N. Lum, acting president of the Green Room Club, wrote us concerning a proposed benefit for the Actors' Benefit Association. The Federal Theater, he states, donated the Blackstone Theater for the benefit, and many prominent artists promised their services. But the musicians, he said, demanded pay. "We would ask that you give some publicity to this fact," he wrote.

While the Actors' Benefit Foundation undoubtedly is a worthy cause, we can see the union's point in refusing to donate the musicians' services. If they should play this benefit free they would find it difficult to refuse to do likewise for others. Each promoter thinks his benefit worthy of support. For the musicians to donate their services to all would be a rank imposition, hence the ruling against benefits seems to us to be a wise one.

Dorothy Day's new play is to have an early production on Broadway. . . . John T. McCutcheon, noted cartoonist, who with his wife recently returned from a 20,000-mile trip by railroad, steamship, airplane and dirigible from Chicago to South America and Europe, was tendered a testimonial banquet a few days ago on the anniversary of his 50th year as a Sigma Chi. . . . Displayed at the banquet were cartoons by 16 of the leading newspaper pen artists, among them Fontaine Fox, H. T. Webster and Rollin Kirby. George Ade, Hoosier humorist, delivered an address. . . . McCutcheon, now in his 70s, still wields a virile pen. . . . Memories of the attempted bombing of the Auditorium Theater 20 years ago were revived last week when the Chicago opera season opened with *Aida*. . . . The same opera, with Galli-Curci in the title role, was being presented at the Auditorium just 20 years ago when a lighted bomb was placed in the aisle near the stage. . . . A fireman heard the sputtering fuse, rushed to the front and extinguished it. . . . The fireman, now Fire Commissioner Michael Corrigan, was a guest at the opera season opening last week. . . . Passing of Frederick Donaghey, author and critic, removes a picturesque figure from the Chicago rialto. . . . Before coming to Chicago 22 years ago from Philadelphia he gained a reputation as a playwright and producer, among his productions being *Louisiana Lou*, *Make Believe* and *The Intense Irene*. . . . Six years ago he left his critic's post on *The Tribune* to direct the Dramatic League. . . . Misfortune dogged him during his last years and of late he had been publicity man for the Federal Theater.

Attention, Music Pubs!

NEW YORK, Nov. 13.—The following report was received direct from Berwyn, Pa., and was inclosed with a letter from Mr. Croasdale himself. It is printed as written:

"Rowland Croasdale, a very talented Song Writer, recently made a bet with a friend, that he could hitch hike to California from Philadelphia in 8 days, he succeeded in doing it, and winning a bet of \$50 When he arrived in Kansas City, he soon got a job as a singer in a night club.

After he had finished singing his latest composition *Dixie River Blues*, The Applause was simply deafening, and he was forced to sing over the number several times to satisfy the big dance crowd in My home I have this fine number, and after I heard my wife play it over, I also raved about it. After thinking over the matter for sometime I think I realize why this *Dixie River Blues* number gets under your skin. In the first place, it has a certain sentimental quality, that typifies the old darkey. The melody and the words are also very thrilling This fellow Rowland Croasdale of Berwyn? Pa Chester county should go places with this fine number. If he only gets the plugs he deserves. The same applies to his Number *My Love Shadows You*. Of course this number is a love Ballad, but it is an unusually good one at that. After I heard this number played over, I realized that the biggest song writers of the day, couldn't offer anything better than this.

Here is more Power to you Rowland Croasdale, and I sincerely hope you get the breaks you deserve

Very truly
A Reporter"

Musicians' Medical Fund Benefit Set

NEW YORK, Nov. 13.—Entertainment and dance sponsored by musicians' Local 802 Monday at the Astor for the purpose of raising funds for the medical division of the local will have dance music provided by about 30 name bands.

Orks slated to appear are those of Merle Pitt, Russ Morgan, Woody Herman, Andy Kirk, Glen Gray, Benny Goodman, George Olsen, Isham Jones, A. Pancho, Eddy Duchin, Nat Brandwynne, Emil Coleman, Xavier Cugat, Tommy Dorsey, Al Donahue, Gity Lombardo, Horace Heidt, Cab Calloway, Lucky Millinder, Abe Lyman and Phil Spitalny.

In addition to acts from the French and International Casinos, schedule calls for appearances by Lou Holtz, Major Bowes, Benny Youngman, Sheila Barrett, Helen Morgan, Molly Picon, J. C. Flippen, Dave Apollon, Helen Charleston and Bee Saxon.

Currently 1,666 members of the local are registered with the medical department, which furnishes free medical treatment for the local's unemployed.

Flesh Back in Worcester

WORCESTER, Mass., Nov. 13.—Flesh returned to this city after an absence of several months when the touring company of *The Mulatto* played a three-day stand before fair houses at the Worcester Theater. House is being operated by Jules Levenson. John Garrison, resident manager, announces that for the week beginning November 15 the attraction will be Billy Watson's *Beej Trust*.

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 16-38-39) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

How about helping your friends in their efforts to locate you? This can be done only by keeping *The Billboard* Route Department informed of your whereabouts, and sufficiently in advance to insure publication.

ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O

ATC Reports On Progress

Auditions for young actors, drama festival, ticket distribution, talk subjects

NEW YORK, Nov. 13.—Committees of the American Theater Council at a luncheon this week reported to a group of managers, actors, union officials and playwrights. Antoinette Perry, chairman of the committee of the Apprentice Theater, designed to aid young actors and actresses, presented the following plans:

(1) A clearing house for auditions for those hoping to get into the theater.

(2) Assistance to be given to studio groups composed of full-fledged actors and actresses.

(3) Formation of Sunday night try-outs for new plays. Theater League has contributed \$350 toward the work of the committee.

Apprentice Theater committee has been the most active of the different ATC groups.

Other reports dealt with the proposed Drama Festival of 1938, plans for ticket distribution in suburban areas, co-operation with the WPA Federal Theater and improvements in box-office technique.

Managers discussed matters having to do with support of the ATC. Seventeen managers present included George Abbott, William A. Brady, Alfred de Lagere, Philip Dunning, Arthur Hopkins, Lawrence Langner, Brock Pemberton, Antoinette Perry, Marcus Heiman, Warren Munsell, Theresa Helburn, Herman Shumlin and Alex Yokel. Others there were Owen Davis, Augustin Duncan, Walter N. Greaza, Milton R. Weinberger, Augustus Pitou, Fred Marshall, Clare Tree Major, Alica Fischer Harcourt, Paul N. Turner, Frank Gilmore, Philip Loeb, Kenneth MacKenna, Peggy Wood and Blanche Yurka.

859 Take In Pitt Variety Club Party

PITTSBURGH, Nov. 15.—At the ninth annual formal banquet held here Saturday night and attended by 859 show business stags from thruout the country Variety Club Tent No. 1, inducted officers headed by John McGreevey, of Harris Amusement Enterprises, who was

(See 859 TAKE on page 75)

Leonard B. Cool Dies

CANTON, O., Nov. 15.—Leonard B. Cool, prominent Eastern Ohio and Western Pennsylvania executive, died Saturday at his home in Sharon, Pa. He had been manager of Warner Bros.' Columbia Theater, Sharon; the Grand here; Colonial, Akron, and the Park, Youngstown. He was district manager in the last-named city for many years for Feiber & Shea and also served as manager for several years at the Fulton, Pittsburgh. Cool went to Sharon five years ago. His widow and daughter survive. Funeral services today from McConnell's Funeral Home, Sharon.

New Four A's Office

NEW YORK, Nov. 13.—New offices of the Associated Actors and Artists of America will probably be ready for occupancy November 23, according to Actors' Equity. They will be at 25 West 45th street.

Pitt B.-O. Returns Better So Far This Year; Much Black Ink

PITTSBURGH, Nov. 13.—An upturn in box-office buying is noted here this year. At the Nixon, in the face of election excitement and smears of advance paper and billboard publicity for later shows, *Leaming on Letty*, with Charlotte Greenwood, pulled profitably after favorable reviews, enjoying an experience similar to *Tobacco Road's* third showing here a month ago and *Brother Rat* before that. None had the advantage of the luscious American Theater Society subscription list, this year heavier than

Really a Popular Guy

DETROIT, Nov. 13.—Joseph LaRose, manager of the Eastown Theater, and now the Roosevelt, is a bone of contention to local business men.

The Harper-Van Dyke Business Men's Association passed a resolution asking the circuit to keep him permanently at the Eastown, in their neighborhood, because his transfer to the Roosevelt, a mile away, was actually driving business away from their section.

On the other hand, the merchants of the new neighborhood staged a parade on the streets to welcome him to their midst.

Bldg. Service Union After De Luxers

NEW YORK, Nov. 13.—Building Service Employees' Union, Local 54, will next negotiate with Broadway de Luxers, according to Lou Conway, union exec, who claims for the union jurisdiction over workers in amusement houses.

Last week the Cinema Circuit agreed to increase wages 25 per cent and inaugurate a closed shop and six-day week. Palm Garden also recently reached an understanding with the local, oking a \$6 raise in pay, six-day week and closed shop.

Union's members include superintendents, janitors, watchmen and porters.

Arrowhead Inn, Cinoy, Closes Following Raid

CINCINNATI, Nov. 15.—Arrowhead Inn, located 20 miles from downtown Cincinnati and one of the leading night clubs in this area, hung out a "closed for the season" sign last night after a raid by Clermont County officials, who closed in upon the establishment early yesterday, confiscating \$3,000 worth of gambling equipment and impounding \$875 in cash on the tables.

Sam Nason, owner, was arrested and charged with exhibiting gambling devices for gain. He was later released on \$500 bond. The Inn had been using topnotch floor shows.

Vaude Unit Into Road Show

CHICAGO, Nov. 13.—Nick Bolla, local unit producer, is planning a legit road show production at the end of the season of his current vaude unit, *Can You Take It?* Intends to retain the same title and build a two-and-a-half-hour show around it for one-night stands in the Southern territory.

Back from a business trip over that area, Bolla reports that excellent tobacco and cotton crops this year make the South ripe for legitimate attractions.

Chorus Equity Notes

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Charlotte Davis, (See CHORUS EQUITY on page 74)

For the Cause

NEW YORK, Nov. 13.—Theater Committee To Aid Spanish Democracy on Monday at the Houston Theater is sponsoring a rally to aid China.

American League Against War and Fascism is supporting the affair, which is the Theater Committee's first espousal of the cause of China. Admission is cuffs.

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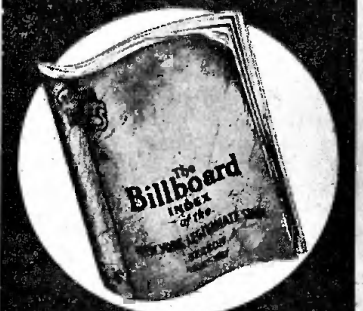
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Arrangers' Guild Called Press Stunt

NEW YORK, Nov. 13.—Attempted formation of an arrangers' guild in musicians Local 802 ran into a snag recently, with Joe Glover, head man, called before the executive board and asked to tell all. Glover explained the guild was nothing more than a publicity stunt designed to gain recognition for the "forgotten men" of music.

William Feinberg, secretary of Local 802, told the guild men that the local (See ARRANGERS' GUILD on page 75)

Social Security Rulings

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

Northwest is Good For Donella Show

PORTLAND, Ore., Nov. 13.—Donella Dramatic Company, touring the Northwest on one and two-night stands, presenting two and three-act bills interspersed with vaudeville, is rounding out a successful year's tour, playing under the sponsorship of clubs and civic organizations.

Don Taylor is director, and since June the leads have been carried by Leigh Hunt, formerly of the Duffy Players, and Rita Price, formerly leading woman with Van Cleve's National Shows.

Featured on the vaude end are Eleanor Deiwert, concert pianist, and LeRita Barbara, five-year-old performer. Another feature of the troupe is Taylor's Troubadours.

Advance and publicity are being handled by Guy Merrill and Paul E. Blackmon.

Kansas City Jottings

KANSAS CITY, Mo., Nov. 13.—Lola Oleson was a recent visitor here from the West Coast. She will return in a few days after making final arrangements to settle in Los Angeles, where she and her husband, Emil Oleson, both well known in the rep field, have entered commercial lines.

Davis-Brunk Comedians closed the tent season last week at Paris, Ark.

George and Ethel Adkins left here recently to join Ralph Nicol's Comedians in Texas.

Mr. and Mrs. Jack Schaaf, formerly with the Original McOwens Company, were spotted on the local radio this week.

Glenn and Donna McCord were in the city this week to engage people and plays for a circle which will open next week to play in and around Grand Island, Neb. Those engaged so far include John and Anita Soubier, Kenneth and Warda McGoon and Jay Cogshall.

Bill Wight is a recent arrival here after closing with the Monroe Hopkins Players in Texas.

Betty Zane, after closing with Davis-Brunk Comedians in Oklahoma, has signed with Ralph Denny's Comedians in California.

Harry and Mabel Pamplin, after winding up with Hilia Morgan Players, have signed with Jimmy Warren's Comedians in a Southern spot.

Billroy Briefs

VICKSBURG, Miss., Nov. 13.—As the end of the season grows near we are all feeling a little melancholy, for after all friendships are wonderful things, and when we each go our different ways on our closing date I imagine there will be quite a few tears shed.

Billy Wehle's pinochle game is way off, which means that the mutual machine at the race tracks at Miami will not realize as much money as last winter. In fact, we might hear Cohen on the Telephone in some of the better theaters this winter.

Things I would like to have seen: Cal West jumping out of the window in Wichita Falls, Tex., and Buddy Hawkins smoking up a storm under the bed in Columbus, Miss.

Visitors this week included Mr. and Mrs. Pierce Williamson and daughter, Lynda Lou; Letty Lorre, Red Fletcher and Ollie Hamilton and wife.

WAYNE BARTLETT.

Shavers on Va., N. C., Circle

MARTINSVILLE, Va., Nov. 13.—Shaver's Entertainers are working a circle of six Virginia and North Carolina towns, with headquarters at the National Theater here. Roster includes "Slivers" Shaver, "Soapy" Austin, Kenneth Dawson, Pete Peters, Gene Vaughn, Margaret Lee, Annabelle Austin, the Burnette Sisters and Irene Hall.

ANDREW LEIGH left the cast of the Golden Rod Showboat in St. Louis Sunday night (14) and returned to his home in Alton, Ill.

WANTED
NOVELTY ACTS OF ALL KINDS. WIRE
MANAGER ALL SOUTHERN REVIEW
National Theatre, Richmond, Va.
November 18, 19 and 20.



ELEANOR DEIWERT, Don Taylor, Leigh Hunt, Rita Price and LeRita Barbara (left to right), of the Donella Dramatic Company, now touring the Northwest, snapped during a recent vacation stopover at the Craters of the Moon in Idaho while making the hop into Ketchum, Ida. In the foreground is Mizzi, the company's curtain splitter.

Barnes Show Begins Trek of Texas Towns

SLAYTON, Tex., Nov. 13.—George F. Barnes Show, with a cast of 11 performers, opened under canvas here last week. Troupe is slated to remain out all winter and is now headed east and south. A brand-new top houses the show.

Cast includes Mr. and Mrs. George F. Barnes, Mr. and Mrs. Jack Blackwell, Pat O'Brien, St Parks, Barney Rowe, Gertrude Rowe, Marie Rowe, Gertrude Walsh and Dan F. Rowe.

Trend of the Small Dramatic Show

By E. F. HANNAN

FLESH entertainment in the form of vaudeville is gradually edging its way back into show business. In spite of sharp resistance from the powerful moving picture interests, there is a steady trend toward act presentation either in the form of the old-time variety or the later unit production. The interest in amateur programs, both in theaters and on the air, and the presentation of standard-type acts in night clubs are proof that the flesh branch of the entertainment field has not been abandoned. Magic and ventriloquism, two of the oldest forms of vaudeville acts, are being headlined in clubs and are creating wide stir on broadcasting programs. There is little new under the old sun of show business. Burlesque dressed up in musical comedy, and vaudeville with a stage hand is revue. I am glad to see vaudeville raising its head again, and perhaps with an increased demand from flesh-minded theatergoers it will move into its own once more. So much for vaudeville.

The dramatic end of show business shows no such resurrection. The small dramatic showmen are having their troubles (those few that are still carrying on) and their plight is one of the sore spots in the field of entertainment. Plays open and close in New York, and those that enjoy a moderate run turn back no profit to the producer. Less than a hit means nothing for the backer, and in most cases it means the loss of thousands of dollars. It has been pointed out many times that we have had too much Broadway. That is, too much stress has been laid upon type plays that offer appeal to but a small clientele of big-city theatergoers who favor a sophisticated kind of play. This so-called type play or intimate dramatic effort needs first a type star to bring out what the author aims at. Like the trained circus star or exceptional musician, an actor cannot hand down or delegate his talents, and so playwrights, the few that have had any financial success whatever in the Broadway field during the past few years, have had to first think of the actor and next think up the play. Instead of writing with only plot and dialog in mind the writer must first consider who will speak his lines or play his play. Like writers of

St. Louis Dads Seek To Oust Golden Rod

ST. LOUIS, Nov. 13.—St. Louis city dads will attempt to dissolve the present federal restraining order permitting the Golden Rod Showboat to show here at a hearing to be held tomorrow.

Local officials attempted to prevent the floating theater from showing here when the craft pulled up to the local water front some four weeks ago for an indefinite run, but Capt. J. W. Menke succeeded in halting the action by securing the federal injunction.

Golden Rod's business was only fair on its opening week here, but b.-o. returns have since built to satisfactory proportions. If St. Louis officials fail in their attempt to break the federal order Capt. Menke plans to keep the showboat here as long as the weather permits.

Morgan-Helvey Show Closes

TEAGUE, Tex., Nov. 13.—J. Doug Morgan-Neale Helvey Show brings its season to a close here tonight with the same cast which opened in March still intact. Equipment will be stored at the show's winter quarters in Jacksonville, Tex. According to Manager Morgan, the season just ended was one of the most successful the organization has ever enjoyed. Company went thru the season without accident or dissension, he says.

Hot Springs Is Eppes For Darr-Gray Troupe

HOT SPRINGS, Ark., Nov. 13.—Darr-Gray Company, which opened recently at the Auditorium here for an indefinite stock run, closed there this week after 10 days of poor business.

Troupe is now playing under canvas in Arkansas and will soon head southward for the winter.

Attention! Managers, Players

All managers and performers are invited to contribute news items to this page. Show managers who are anxious to keep their routes a secret and thus refrain from sending in news might be reminded that it is possible to contribute news items on their shows regularly without divulging their exact whereabouts. In sending in news items all that we ask is that you confine yourself to facts and that you keep your communications brief and to the point. It isn't necessary to write a long letter; a postcard will do. May we have your co-operation?

Rep Ripples

CAPT. J. W. MENKE spent a few days with relatives in Cincinnati last week en route from Pittsburgh, where he attended the funeral of his wife on Tuesday (9), to St. Louis, where his Golden Rod Showboat is now playing.

DAN F. ROWE and wife, Gertrude Walsh, and their kiddies, Barney, Gertrude and Marie, after the closing of the Norman F. Tate Show, joined the George F. Barnes Comedians in the Lone Star State.

W. S. MYRES and son, Maurice, and Frank J. Kuba, concessioners, well known in tent rep and other branches of outdoor show business, are now operating several sandwich shops in Ohio territory. They are also readying their equipment to make several winter dates beginning next month.

JUSTIN HULL, veteran rep player and director, the past summer with the Madge Kinsey Players, is back in Ohio after a several months' tour thru the Texas Panhandle with his mental turn, in which he is billed as Prince Yose. He plans to concentrate on clubs this winter. Hull was a visitor at the home office of *The Billboard* in Cincinnati last Thursday (11).

FORREST BROWN, agent with the Bud Hawkins tent show the past summer and now waiting at his home in Delphos, O., for the bluebirds to begin their warbling, recently set some dates in the Ohio area for the Great Nemar, magician, as well as a circle for the Kinsey Comedy Company. Infos that he's all set for next season.

HARRY (SLIM) WILLIAMS, who closed the season recently with the Milt Tolbert Show at Donaldsonville, Ga., joined Lew Childers in Montgomery, Ala., last week and the pair opened Monday (15) on a string of vaude dates in that territory. Slim says he's being kept busy these days trying to acknowledge all the cards, letters, gifts and flowers he received from friends during his recent confinement at St. Margaret's Hospital in Montgomery.

ROBERT BUTLER III, of Alice Richey and Company, touring the South for General Electric, writes from Sumter, S. C.: "Headin' for Florida and will spend Thanksgiving with the Butler relatives in Atlanta. Dad was happy all last week, having received letters from Bill and Lottie Chagnon, Art and Ruth Cavanaugh, Grace Wasson, Bill King and Bill Ferguson, all former co-workers in rep. Still enjoying our York Cruiser Trailer and if all goes well we'll purchase another in the spring. South Carolina seems to be good for all the shows we have seen recently. After four weeks in Florida we'll head westward, with the Coast our destination."

If used sparingly, but an overdose of oldtimers for audiences of today, who are radio-conscious, will not work. It might be well for the small show to have a few bills written with its own cast in mind and pay a moderate price for such bills. In fact, I have good reasons to believe that this idea is already taking root and will greatly assist tent and circle managers. Here is the Broadway idea worked down to the smaller repertoire show. This will work itself out if business warrants such a method.

Circle Groups Only Hopes

For some years repertoire in the East and Middle West has been dead. Stock (See DRAMATIC SHOW on page 74)

Small-Town Requirements

We can safely ignore such plays when we come to consider the matter of the return of the smaller dramatic company. On the other hand, we find in the West and Southwest a small number of so-called repertoire shows moving by tent in summer and working in the so-called circle stock manner in winter. New York plays find no place with these groups, as the audiences they play to do not take easily to the smart drawing-room or society play, neither do they warm to the modern Broadway farce, depending as it does on racy lines and risqué situations. Patrons of these smaller shows are drawn from the smaller cities and the towns, people of moderate means who like to laugh without wiping their mouths afterward.

These small shows have depended for play bills on a small list of so-called sure-fire plays that have run the gamut for many years and have answered well enough in their time. But while the small-towner may have been easily pleased in the past by such bills as *Ten Nights*, *Jesse James* and *Lena Rivers* (and they still have their place in working out a repertoire of bills for small troupes), there is a desire for something just a bit more modern. Not the New York idea, but along the lines of bills that these natives listen to on their radios and written for stage presentation where action means much and talk most always less. The main trouble that the small show manager has to confront him is that he can't afford to pay fancy prices. So he takes the easiest way out and sticks along with the old bills that cost him little or nothing, hoping to squeeze along with little outlay for plays. More than once this has meant the difference between success and failure. These older plays have their place and can be used nicely and to advantage

Magic

By BILL SACHS

(Communications to Cincinnati Office)

JACK GWYNNE and Company spent several days at their home in Pittsburgh last week before heading for Montreal, where they opened November 15 for two weeks with options, set by MCA. Jack was a visitor at the magic desk Monday of last week (8), his final day at the Taft, Cincinnati, as a feature of the annual Firemen's Show. . . . **JEAN FOLE** will be on the opening bill at the French Casino, Miami Beach, which opens its season soon. Jean sails from New York on a Munson liner, working the ship's concerts to and fro. Rajah Rabold set both bookings for him. . . . **VANTINE AND CAZAN** are back in night clubs after a season of fairs. Just closed at the Chez Maurice, Dallas, and will soon trek northward. . . . **JOHNNY PLATT**, Chi magish, has added a hair-raising effect that is said to top anything he has ever had. He got the idea from Jim McGill. It couldn't be a toupee, could it, Johnny? . . . **RAJAH RABOLD** is in his sixth week at the swanky Le Mirage, New York. . . . **GATHERING OF IBM** magicians at Kenton, O., the other weekend drew something like 40 members, among them Harry E. Cecil, Al Saal, John Davison, Everett E. Ingram, Dr. J. G. F. Holston, Dr. Nixon, Dr. Taylor, Syl Reilly, H. Adrian Smith, Bob Nelson, Howard Strickler, Bob Anderson, John Snyder Jr., Sam Mayer, Harold Rice, Walter Labermeier, L. L. Ireland, Jerry Furman and Caro (Cig) Miller. A farewell banquet was tendered Mr. and Mrs. Miller, who are leaving Ohio shortly to take up residence in California. At the conclave suggestions were made to re-write the IBM's constitution to limit the president's power. Under the proposal future IBM presidents would serve only one year, with the post a more or less honorary one. Under the plan an executive body would be selected to look after the business end of the organization. . . . **AL DELAGE** and Shirley were in Chicy for a few days last week en route to Memphis, where they opened Friday (12) at the Orpheum Theater. . . . **ADE DUVAL** is current at the Statler Hotel, Cleveland after a week at the Arcadia International, Philadelphia. . . . **GERALD M. P. FITZGIBBON**, hypnotist, is back in Philly after a year's absence. . . . **THOMAS THE MAGICIAN**, after a tour of the Texas country for the Dixie Lyceum Bureau, Dallas, jumps to the West Coast this week for a month of dates for Lecture Management of Los Angeles. From there he jumps home to Rushville, Ind., for the holidays, and the first of the year begins four weeks of Florida dates for the Alkalest office, to be followed by a tour of the East for the Nelson Bureau, Pittsburgh.

SAM MAYER, Cincinnati magician, last week was named chairman of the IBM's convention committee. . . . **BOSTON BLURBS**: Herma Hanson, formerly Thurston's right-hand man, is host to hundreds of kiddies weekly who stop in at his studio. Wee Willie Dee is current at LeVage's, one of the Hub's swankier spots. Magini (LeRoy) is playing Stueben's Restaurant. Ting Ping Soo, recent arrival in Boston, has just finished an engagement at the Inman Square Theater. Frank Lane has been very active since his return from Europe. The Floyds continue to play the Beantown's social events with their magic and mental turn. Bruce, Cameron and Ellis are working schools on the usual plan. Val Evans has forsaken Boston for a 90-day tour of New York State. Ralston is playing women's clubs with his magic show and lecture, *Unmasking the Medium*. . . . **HADJI BABA** and Company, presenting *Mysteries in Silks*, is playing auspice dates in Ohio, booked by Henry H. Lueders, Detroit agent. . . . **FROM LONDON TOWN**: Russell Swann, still an outstanding hit at the ritzy Dorchester Hotel, has been commissioned by H. R. H. the Duke of Kent to give him lessons in magic. Cecil Lyle, the "Magical Milliner," and his wife, Lucille LaFarge, recently returned from Australia, began their English vaude tour early in November. Joan Brandon, the "blond deceiver," has been held over at the Trocadero, London. Jasper Maskelyne, England's foremost magician, is headlining over the Gaiety British Circuit. Sirdani, South African comedy illusionist, is back in England after a tour of his native coun-

try. . . . **MR. AND MRS. HORACE MARSHALL**, of the Marshall Magic Company, were hosts to Mr. and Mrs. Harry Blackstone during the latter's recent four-day engagement in Akron, O. Others who took in the event were Mr. and Mrs. C. Orr, Mr. and Mrs. R. Mead, Ricardo and Cleo, Don Sherwood and Ward, Mr. and Mrs. B. Sweet, Mr. and Mrs. L. Miller, Mr. and Mrs. E. E. Springstone, Mr. and Mrs. R. Heiney, Elmer Spangler, Mr. and Mrs. R. Carrole and Bill Jones. . . . **GEORGE DEMOTT** shoots a few lines to hang some paper for Dietrich, lyceum lecturer and comedy magician. "He's a grand showman; does magic in a hilariously funny manner and really should be in pictures," DeMott pens.

NOTES

(Continued from page 29)

LETTE closed at the Duffield Club, Toronto, to return to burly as added attraction. From Casino, Toronto, to Roxy, Cleveland. . . . **JIMMIE VICTOR** now on a tour of North Carolina. Last postal from Raleigh. . . . **CHESTER RUBE NELSON** and Gertrude Parrish, former Columbia wheel features, are now building superintendent and New York Life Insurance rep, respectively, in Kew Gardens, L. I., and Charles Mac, former comic, is athletic instructor of the Community Club, Forest Hills, L. I.

DAVE ROSEN, former manager of the Oriental, shifted to the recently opened West End, Harry Brock's new house farther uptown, playing all-colored policy. . . . **TOM HALL** now at Oriental. . . . **MAC DENNISON**, comic, says now that he has played the entire Manhattan merry-go-round circuit, which takes in the Star, Brooklyn, and the Ettinge and Republic, one week in each, he is eligible for any Broadway house. **CRYSTAL AMES** is now at the Mirador nitery. . . . **HELEN TROY** and Roxanne, of the Oriental, and Nadine Mars, of the Republic, made several commercial photo poses for the Stardust Studio. Picked by Joseph Bonica, of Stardust, because of distinctive faces and forms. . . . **EDDIE LYNCH**, producer, left the Oriental November 4. Billy Kouss is doubling between Oriental and Ettinge. . . . **JOE LEVITT** is the new manager of the Peoples. Succeeded Johnnie Miccio. . . . **SHIRLEY O'DAY** recently closed at the Star, Brooklyn, and opened at the Frisco Club, Paterson, N. J., November 13. . . . **JOHNNIE KANE** and Loretta Martin, formerly of the Oriental, went to the Little Nut Club, Shickshiny, Pa., thru Dona Davis booking. . . . **MAE BROWN**, now in her sixth week at the Columbia, Boston, celebrated a birthday November 7 and had to hire a van to haul away the gifts. . . . **HERBIE FAY**, comic at the 42d Street Apollo, acclaimed a miracle man November 9 by co-players when every one of a six-horse parlay won and made him two centuries the richer. . . . **JOE LYONS** back from 15 weeks on the Coast for Popkin & Ringer

with amusing tales of burly doings there. *Uno.*

All Over:

BOBBY WATSON signed for the new Alice Faye Universal Flicker, *You're a Sweetheart*. . . . **APOLOGIES** to pretty Betty Rowland for omitting her name from the roster of principals in last week's review of the Republic. Betty's good work did much to make the show enjoyable. Sorry, Betty. . . . **PITTSBURGH'S** Casino wondering about future policy. Hirst show, *Gaities of 1938*, folded there. . . . Nat Mortan looking forward to healthy unit and legit bookings, as he sees bookings for burly way off.

SALLY O'DAY closed at the Grand, Canton, O., due to illness. . . . **MILTON SCHUSTER**, Chicago booker, made a business trip to Minneapolis last week. . . . **KITTY ELLIS** reports her mother seriously ill in Kansas City. . . . **JESS MACK** and Jean Lee and Paul Locke have opened at the National, Detroit. . . . **COLLETTE**, Babe Davis, Clyde Hodges and Bee Rogers were placed into the Roxy, Cleveland, by Schuster. . . . **GEM**, Chicago, reopened with a double-picture policy.

MILLE JEANNE (Jeanne Gilbert) is working San Francisco niteries with her new *Dance of the Leopard*. . . . **MICKIE DENNIS** opened Friday (12) at the Capitol, San Francisco.

Theater Science Elects

DETROIT, Nov. 13—First annual election of officers was held last week by American Theater Science, Inc., following celebration of the first anniversary by the new theater group. Officers were elected as follows: James F. Minter, Flint, president; J. C. Peck, Fenton, vice-president; W. E. Lyons, St. Clair, secretary and treasurer, and the following directors: Charles Sterns, Rochester; J. C. Gibson, Greenville; W. A. Cassidy, Midland; C. H. Schuckert, Caro, and George F. Smith, Lapeer, the last three continuing in office. One post on the board was left vacant. Frank Stuart was reappointed general manager. Plans for a membership campaign were announced, and Stuart stated that the organization, which has no Detroit members, will confine its activities to the up-State territory, outside of Detroit, entirely.

SESAC Acquires Catalogs

NEW YORK, Nov. 13—Recent repertory acquired by the Society of European Stage Authors and Composers (SESAC) are the catalogs of A. S. Barnes & Company, Inc., New York, and William J. Smith Music Company, Inc., New York. Society controls the copyright and performing rights of all musical compositions and publications in the catalogs.

Endurance Shows

(Communications to Cincinnati Office)

R. M. (DICK) EDWARDS, with the "Pop" Dunlap organization for some time, has returned to Canton, O., where he will devote his time to the operation of his vending machine business. Dunlap is in Canton for a short stay attending to business matters. Edwards formerly had charge of the exploitation for Meyers Lake Park, Canton, and conducted his first marathon at the park ballroom several years ago. He plans to return to the field last next spring.

DICK ROBINSON, who entered the endurance field in 1930 and who for the last three years has been working almost exclusively for Pop Dunlap, is now associated with the Modern Display Service in Union, N. J., and intends to remain in New Jersey all winter instead of going to Florida as originally planned. Dick has the idea, however, that he and the wife will get itchy feet before the season's over.

INQUIRIES HAVE BEEN received recently on Tex Swan, Chuck Payne, Joe Gruber, "Oofy Goofty" Webb, Joe Harper, Austy Dowdell, Jack Blue, John Pergunti, Buddy Ripley, Dot LaVerne, Buddy Fry, Jockey Williams, Lois Cox, Charles F. Noltmiller, Red Leinen, Pau-

line Jackson, Harry (Non Compus) Jarkey, Jack Freeman, Joe Solar, Wiggles Royce, Sid Rufus, Lou Burman, Tiny Schillinger, Corinne Mitchell, Fred Crockett and Buddy Ripley. Drop a line to the column and let your friends know what you're doing.

LOU AND JEAN WILLIAMS and Earl Clark are in Oklahoma City waiting for a show to open. They are anxious to read a line on Vera and Wesley Bryan, Oleta Bostic, Teddy Atkins, Marge Knowles, Fred Hartley, Billy LaMar, Tim Hammick and Phil Rainey.

JIMMIE HORAN, who recently finished in the prize money at the Topeka, Kan., show with Betty Hanley, has jumped home to Minneapolis, where he will remain until Christmas.

MANAGERS-CONTESTANTS: Shoot in a line on your show. We have frequent inquiries as to how the various contests are progressing.

EDDIE BEGLEY has returned to New York City after winding up with the George L. Ruty show in Baltimore. He reports that the engagement in the Monumental City was a pleasant one.

Minstrelsy

By BOB EMMET

(Cincinnati Office)

SAM GRIFFIN denies that he is pondering over the advisability of framing a minstrel to play high-school auditoriums, as recently reported here. "That idea is entirely foreign to my thoughts," writes veteran Sam from Frisco. "I have said to some of my friends that in my opinion one could fill in an occasional date where a theater was not available by playing high-school auditoriums. However, a route of that kind has never been considered by me."

SILAS GREEN SHOW, now making one-nighters in Mississippi, recently played Natchez, Miss., to a packed tent, using the East End Park lot. Show carries 27 people, including a band and orchestra.

JOHN H. KING, black-face comedian, born March 30, 1868, in Atlanta; did a double act with Harry MacDonald, Bert Swor, Walter McMahon, Tim Barrett, Frank Hammond, Fred Huber, Earl Benham and others; tramped with the following minstrel attractions: William H. West, West (Ricaby's), Haverly, Primrose & West, Frank Cushman, Billy Emerson, Harry Davis, Billy Rice, Cohan & Harris, Neil O'Brien and others. Address care The Billboard, Cincinnati.

AL RICHESON postals from Savannah, Ga., under date of November 9: "Met Stan Reed here the other day and we enjoyed a talk over old times when we both used to make the 11:45s together. We were with Cohen-Harris, Field and O'Brien minstrels. Stan is now ahead of the Stanley Bros.' Show. I am clerking in a large department store here, doing a little club work on the side. What has become of Lloyd Gilbert, Bart Crawford, Billy Henderson and Frank Gilmore?"

HOMER MEACHUM, minstrel oldtimer, has joined Owen Bennett's unit touring the South.

"NOTE WHAT Homer Meachum had to say about my feud with Sam Gill." writes Al Tint from the Windy City. "I wonder where Sam is hiding. Maybe he is doing a Rip Van Winkle. Come on, Sam, shoot in a line to the column."

JOHNNIE MALLABY, formerly with the Al G. Field show, is now settled in Texarkana, Tex., where his friend and also a former minstrel trouper, Lloyd Smelser, is a member of the law firm of Smelser & Smelser. The boys write that they were greatly distressed to hear of the recent death of Jack Richards.

HONORARY PALLBEARERS for the late John Roland (Jack) Richards, minstrel show veteran, who died recently at his home in Columbus, O., included many of his pals on the old Al G. Field show, among them Billy Church, his partner in minstrels and vaudeville; Billy James, Frank West, John Cartmell, Ed Uhrig, Harry Shunk, Ray Zirkel and Edward Conard.

A **MINSTREL SHOW** sponsored jointly by the Ohio Northern Band and the Business Men's Association of Ada, O., was held Wednesday and Thursday nights, November 3 and 4, in Lehr Auditorium there. More than 100 musicians and entertainers from the college campus and near-by towns took part. Three Swope Sisters presented song and dance numbers, Harry Poulson was guest soloist and the Imperial Hawaiians offered an olio specialty. Dr. J. T. John managed the show.

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The Final Curtain

ACE—Harold, 24, instructor at the Kehl Dance School, Madison, Wis., in a hospital in that city November 6. Survived by his parents and two brothers.

ALBAUGH—Thurlow K., widely known in Ohio theatrical circles, November 7 in Aultman Hospital, Canton, O., from complications. As a young man he built and operated the Grand Opera Houses in Akron and Youngstown, O. Survived by his widow and mother. Services and burial in Canton.

ALTERMAN—Louis L., 58, theater operator, November 9 at his home in Jamaica, Queens, N. Y., of a complication of diseases. A pioneer in motion picture operation, Alterman opened the Comedy Theater in Jamaica 25 years ago. He established the Biltmore Film Exchange and built the Rialto Theater, Long Island. Survived by his widow, two sons, two daughters and four brothers.

BECK—Clarence E., 63, November 11 in Augustana Hospital, Chicago, of heart trouble. From 1893 to 1914 Beck operated Chicago's Baltimore Inn. He later entered the theater business and until his retirement two years ago operated the Castle Theater in the Loop. Survived by his widow, Charlotte, and a son, Richard E., operator of theaters in Newark and Elizabeth, N. J.

BENSON—Mrs. Lottie, 70, recently at her home in Houston, Tex. Survived by her husband, G. A. Benson; a daughter, Mrs. W. A. Call, of Marshall, Mo., and two sons, Harry, of Houston, and T. J. Thompson, of Tyler, Tex. Burial in Houston.

BIENIEK—Andrew, orchestra leader, at his home in Elizabeth, N. J., November 10.

BOOK—Dr. R. D., 71, widely known coming, O., musician, in Grant Hospital, Columbus, O., November 6 after a brief illness. He was a graduate of the Cincinnati College of Music. Among his pupils were Harry and Sam Fox, now in the film business. A sister and two brothers survive. Services from the M. E. Church, Corning, and burial in New Lexington, O.

BRANCH—Margaret, 35, known professionally as Kitty Shannon, in Receiving Hospital, Detroit, November 4 of heart disease. She was a character singer and an emcee. Starting in San Francisco, her native city, she had been in vaudeville and musical comedy productions and in the last few seasons appeared in night clubs. She was in

Lima, O., when stricken. Burial in Mount Olivet Cemetery, Detroit, under auspices of the Detroit Variety Club. Survived by two sisters in San Francisco.

BRIGHAM—Ernest S., 69, November 8 in Kansas City, Mo., of heart disease. A theatrical manager for many years when the legitimate theater flourished in Kansas City, he entered the business in 1890 in Atchison, Kan., serving as manager and booker for playhouses in Wichita and Atchison; St. Joseph, Mo., and Hot Springs, Ark. Shortly after 1900 Brigham took over the old Gillis Opera House, Kansas City, and presented revivals of melodramas. He was well known to Richard Mansfield, Robert Mantell, May Robson, Charles Frohman and William H. Crane. During his time as Gillis manager he made that house one of the best known in the Middle West. Later he sponsored stock companies which traveled in small towns in that section. Brigham retired about 15 years ago. Survived by his widow, Mrs. Dorothy Oliver Brigham, formerly of San Francisco, and a daughter, Mrs. Dorothy Lockwood. Services November 10 in Kansas City and burial in Topeka, Kan.

BURKHART—Mrs. Edward, wife of Edward Burkhardt, 20th Century-Fox West Virginia representative, recently in Cincinnati. Survived by her husband and a daughter, Jean, identified with RKO Radio, Cincinnati.

BUTLER—Edward Joseph, 72, owner of a theater in Ishpeming, Mich., and for 49 years identified with the theatrical business, in Charles Godwin Jennings' Hospital, Detroit, November 3 after an illness of two weeks. He was a member of the Knights of Columbus and the Modern Woodmen of America. Survived by two daughters and two sons. Burial in Ishpeming.

CARROLL—John Lawrence, 78, director of the former Beloit (Wis.) City Band, November 3 at his home in that city. Before going to Beloit he directed the Elgin Watch Company Band, the Henney Band at Freeport, Ill., and the Oliver Typewriter Band at Woodstock, Ill. Survived by his widow, two sons and three daughters.

COCHRANE—Tom D., 68, screen executive, November 9 in St. Luke's Hospital, New York. Cochrane was Paramount general manager for the Orient and, altho his home was in Tokyo, he had come to the States for medical treatment. Cochrane had been associated with the film industry for 25 years and in 1909 produced Universal's first film, *Hiawatha*. In 1911 he went

MRS. LESLIE CARTER

Mrs. Leslie Carter, 75, one of the toasts of the theatrical world in the late '90s, at her home in Santa Monica, Calif., November 13 after a long illness. She suffered from a heart ailment aggravated by pneumonia.

Until long after the turn of the century, Mrs. Carter persisted in using the name of her divorced husband and rose to glittering heights with it. Her career was full of excitement and successes, as well as disappointments and heartbreaks, and a feud with her "Svengall"—David Belasco—that amused the Broadway crowd.

Born Caroline Louise Dudley in Louisville, Ky., June 10, 1862, Mrs. Carter was the daughter of Orson Daniel and Catharine Dudley. In 1880 she married Leslie Carter, son of a millionaire Chicago family, but after nine years the marriage ended in a divorce suit. When her husband forbade her the use of his name Mrs. Carter is said to have told him: "I will make it a byword."

To forget her grief she went to David Belasco and begged him to train her for the stage. She made her debut in 1890 as the star of *The Ugly Duckling* before dubious critics. Her next play was *Miss Heylett*, but it remained for her third vehicle, *The Heart of Maryland*, to make her a star. Belasco plays of importance that followed included *Zaza*, *Dubarry* and *Andrea*. Mrs. Carter's 16-year association with Belasco ended when she married W. L. Payne, her leading man, in Portsmouth, N. H., in 1906. She toured under her own management for the following seven years, but not too successfully. She returned from a nine-year residence in Europe to star in *The Circle* and was a Charles Dillingham star for one season.

Probably one of Mrs. Carter's greatest successes occurred when she appeared in *Zaza* in London. She was publicly recognized by the then Prince and Princess of Wales, afterward King Edward VII and Queen Alexandra, and complimented by them. Post-Belasco plays starring Mrs. Carter included *Two Women*, *Camille*, *The Second Mrs. Tanqueray*, *The Gay Lord Quesz* and *Madame X*.

In 1921 she returned to California, "sick and tired and ready to die," but later wrote *Shanghai Gesture* with John Colton. Still later she went into vaudeville. In 1933 she went back to the stage for *She Stoops To Conquer*. Her final retirement in 1934 was complete except for two unimportant motion picture appearances.

She is survived by her husband, W. L. Payne, and an adopted daughter, Mary Carter Payne. Burial in the family plot at Dayton, O.

to the East and in 1922 joined Paramount. Survived by his widow; two sons, Tom D. Jr. and Jack; five brothers, Robert H., president of Universal Pictures; P. D., secretary of Universal, and Witt, George and Negley, and a sister, Mrs. George L. Chapman, of Toledo. Services November 11 in New York.

DAVIS—Arthur (Jeff), 54, well-known New England booker, in Boston October 30 of a heart attack. He was one of the first Boston agents and for many years had been with the B. F. Keith office there, resigning in 1933 to become an artists' representative in New York and Boston. For the last two years he had managed a Federal Theater Project troupe. Survived by his widow and son. Services November 1 and burial in Pine Grove Cemetery, Lynn, Mass.

DE CROISSET—Francis, 60, well-known playwright, November 8 in American Hospital, Neuilly, France. He was born in Brussels, Belgium, but spent the major portion of his life in France, where most of his plays were written, either singly or in collaboration with Robert de Fieux. Leaving home when 17, De Croisset's first play, *The Cherubin*, was produced at the Comedie Francaise, Paris, and was widely acclaimed. For a time he served as overseer of French theaters in Russia. He wrote more than 50 plays, several of which appeared on the New York stage. William Faversham produced De Croisset's *The Hawk*, and his *Arsene Lupin* was also produced in New York. In 1919 De Croisset came to this country to study motion pictures and in 1925 he collaborated with Somerset Maugham in writing *Dr. Miracle* for the stage and screen. He spent four years in the French Army during the World War and twice was decorated for bravery.

DIETZ—Mrs. Minnie L., 50, widow of Paul Dietz, former dance hall proprietor in Bridgeport, Conn., in that city November 5 after a short illness. She was a cousin of Mrs. Elias E. Sugarman (Belle Baker).

DONAGHEY—Frederick, 68, former dramatic critic of *The Chicago Tribune* and publicity director of the Federal Theater Project in Chicago, November 8 in that city. His career as newspaper man and publicity agent had many highlights, among which were four years as publicity manager for the William A. Brady enterprises; Chicago manager for the Liebler Company, theatrical producer, and four years as assistant operator of Chicago's old La Salle Theater, where two musical comedies written by Donaghey were produced. He also held the position of music critic on *The Tribune* for three years. Survived by his widow, the former Lotta Ida Watson, of Brookline, Mass. Services November 10 and cremation followed.

FAILOR—James, 67, father of Harry Failor, electrician and agent for *The Billboard* with the Byers & Beach Shows, at Parsons, Kan., recently.

FINNEY—Frank, 63, well-known Spokane (Wash.) entertainer, in that city November 6 of kidney trouble. In private life he was known as James Whaley. He began his professional career at the old Coeur d'Alene Variety Theater in his heyday. Finney later became associated with Charles W. York, manager of the old Auditorium Theater, Spokane, in 1924 and produced shows under the banner of the Laughlanders that broke records over a long period. He produced, wrote and directed his own shows. Since his retirement he has been directing shows for the Spokane Elks' Lodge. Survived by his widow, Mary Eliza, and a daughter, Marge, of San Francisco; two sisters, Mrs. Agnes Hughes and Mrs. May Goelt, both of Alameda, Calif., and two brothers, F. R., of Alameda, and George, of Seattle. Interment in Elks' Rest, Greenwood Cemetery, Spokane.

FOSTER—Allen K., 58, well-known legitimate director, November 2 at his home in Santa Monica, Calif. Since closing in Fort Worth, where he staged *Jumbo*, he had been doing free-lance work in pictures on the Coast. During his career he staged a number of productions in New York for Henry Duffy and staged the original production of *Jumbo* in New York. Survived by his widow and two children. Services November 5 in Santa Monica.

FROECHTE—Leo, 46, conductor of the weekly *German Hour* over WHBL, Sheboygan, Wis., in that city November 1.

GRZESKIEWICZ—Helen, 32, well-known Milwaukee soprano, October 31 in a Milwaukee hospital following an illness of several months.

HODES—Adam K., 62, former theatrical booker and for more than 10 years identified with theaters in the Midwest. (See *FINAL CURTAIN* on page 70)

Martin C. Brennan

Martin C. Brennan, editor and publisher of *The Film Weekly*, of Sydney, Australia, died in Sydney November 6 following an illness that extended over a period of years.

Thru publishing his trade paper, *Australian Variety*, which title was later changed to *The Film Weekly*, Brennan became widely known among showfolk in the Antipodes. He also had numerous friends among show-folk of the United States whom he met or assisted when making engagements in his country. For about 25 years he had been *The Billboard's* Australian correspondent.

When his health became so poor several months ago that he was unable to continue with his trade-paper work his son, Kevin Martin Brennan, assumed these duties and his been handling them since. A daughter also survives.

In Memoriam



GEORGE E. ROBINSON

Our Partner and Pal

Died Nov. 22, 1933

BECKMANN & GERETY'S WORLD'S BEST SHOWS

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Letters must be signed with the full name and address of the writer and should be written on one side of the paper, exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Insincerity Is Seen in Theater Council Conduct

Whatever adverse criticism may have been accumulated in the name of the American Theater Council at the time of its first national convention last May, I was willing to withhold on principles of generosity lest I be classed intolerant toward innovations. Nevertheless the ATC was guilty of naive presentations. Its conduct was often unbecomingly professional men. Frankly, its approach did not sound sincere. The public was not convinced that producers, playwrights, managers, etc., would turn over a new leaf. In fact, the convention looked pretty much like a publicity stunt poorly timed at the end of a legit season. More than one

onlooker, however, refrained from this condemnation, attributing to the members of council a little more common sense than to stage such a rumpus—it were meant to be a sales campaign—in untimely May. Thereafter accounts of the council's doings were negligible. Laymen hoped, but with skepticism tugging at their hearts, that council's silence meant the members were men of few words but great deeds, and that simultaneously with the opening of the 1937-'38 season the council would have effected a few changes to eradicate the theater's shortcomings as emphasized last May. That luncheon the ATC tendered 71 club women October 18 blasted this bit of faith one had in the organization. If council were sincere it would have begun to clean house last June. It needed no female conclave five months later to recommend abolition

of lemonade in theaters. Secondly, if the council were set upon hearing the voice of club women, then why had it stuffed down their throats for repetition a summary culled from the convention minutes? And Brock Pemberton's reading before The Forum was just that. The council reeks with incompetency so far. If it can't change from this cheap press-agency setup it would do the legit stage a great favor by dissolving. SONDRRA WELLS.

Suggests Wider Scope for SLA Benefit Shows

Recently I had the pleasure and privilege of working in a benefit performance for the Cemetery Fund of the Showmen's League of America. The Billboard gave a fine account of the show. The Showboat cast presented *The Drunkard* with vaudeville acts from shows at the Pan-American Exposition. I have realized for a long time how important is this movement of the Showmen's League, not only for actors but for managers as well. The point that I have in mind is that some competent leaders should be selected to have all shows, especially those playing smaller towns, arrange more benefits for this worthy cause. I believe every suitable person should be willing to participate in from one to four benefit performances yearly. I think there is willingness to cooperate, but this movement could be advanced if there were more leaders. I think wonders have been done already, but more activity is needed in the smaller fields. ETHAN M. ALLEN.

Seeking Data And Photos of Colored Contortionist

I read C. E. Duple's interesting letter in the Forum of October 23 concerning old paper of minstrels in the South and note that he describes the act of a colored contortionist who performed with J. C. O'Brien's Georgia Minstrels. I wonder if this bender could have been Marsh Craig. I would appreciate having the correct information about this as well as any leads as to any means of obtaining any photos of this contortionist. BURNS M. KATTENBERG.

Radio Actor Should Not Be A Nonentity

The situation concerning radio actors is very little known, more's the pity. And that because, peculiarly enough, the glamour attached to this movie actor is not present in the brother medium, radio. This might seem a forcible argument in favor of sight entertainment to rebut those staunch standard bearers of sound who daily send over the ether waves the stuff designed to appeal to an audience's emotional pocketbook. The cry of "necktie salesman" had been leveled at radio actors, perhaps because some radio actors aren't too beautiful to look at. But some of the greatest actors in America are those selfsame unknowns who present their characters and personalities thru their vocal organs alone. Very often you have closed your eyes in a movie house and listened to the actors and actresses talk. Not infrequently have their words become meaningless because you cannot observe their facial contortions or characteristic mannerisms. For that reason many movie actors who are outstanding on the screen fail to make the grade in radio. It is more difficult perhaps to act on the air than on the stage or screen. The radio actor cannot utilize a costume to give "life" to his part; he cannot use gestures nor characteristic facial expressions to emphasize his emotion; he cannot pace up and down a stage nor remain silent for a moment to indicate his reactions to a given situation. In short, many of the media used so effectively on the stage and screen to assist the actor in displaying his art are obviously barred to those who act on the air. In spite of those apparent handicaps, however, the radio artist is able to play his part efficiently. Every emotion, characteristic and trait of the individual he is portraying must be revealed solely thru his voice. He cannot rely upon any other methods. Thru the spoken word he is able to give you a vivid picture of anyone ranging from a villain to a prince charming. You can shut your eyes and see the living character before you. To do that the radio actor must command every artistic resource that he possesses. The radio star therefore

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Vol. XLIX. NOVEMBER 20, 1937. No. 47

should be accorded the same treatment as the luminaries of both the screen and legitimate theater. He should receive feature billing in the newspapers. The autograph hunter should be convinced that the radio actor can sign his name in the same glamorous fashion as the movie star. The radio actor must cease being a nonentity to the vast American public. CHARLES MARTIN.

Saranac Lake

By T. BODWELL

I noticed the article in *The Billboard* a couple of weeks ago concerning hypnotic shows. I have been working in this Western territory for years and I find that a real hypnotic act goes over as well as it did years ago. I have been playing the same houses year after year. But you must use local talent on stage for the class—no traveling stooges. However, I have worked quite often for less than \$100 per week, as some claim to be making. H. A. MACKNIGHT.

- | | | | | |
|---|--|---|--|--|
| Goodman, Virginia
Harris, Monnie
Innis, Mrs. F.
Kay, Mrs. (Circus)
Keller, Mrs. L. O.
Kennedy, Ethel
Krichoff, Mary E.
Kort, Catherine
Kress, Rose
La Barge, Peggy
Lain, Ann
Law, Annie
Lennon, Pauline
Leslie, Mona
Lewis, Evelyn
Lorraine, Blanche
Malang, Peggy
Marlier, Zita
Martin, Alice
McKinney, Agnes
Miles, Mrs. Charles
Mitchell, Gerry | Montgomery, Audrey
Nina, Senorita
Pearson, Tiny
Pennington, Dorothy
Pennington, Mildred
Pine, Ruth
Ramsey & Murray
Raymond, George
Richards, Nellie E.
Richmond, Mrs. B.
Richmond, June
Rothschild, Irene
Smith, Edna
Smith, Edna
Stewart, Celeste
Talbert, Nora
Van, Sallie
White, Nellie Mae
Zara, Lilla | Perry, G. Herbert
Phelan, Phil
Portable Movie
Powers, Shows
Quigley, James
Ransauy, Harold
Red Cloud, Jack
Reese, M.
Rettek, A. J.
Reynolds, Jas. E.
Rice, Edw. Roy
Riddle, John I.
Rick, Johnnie
Robinson, Bob M.
Robison, Milton
Ross, S. G.
Saido, S.
Sarno, Nick
Savage, Ted
Sawing, Frank
Shepherd, N.
Sherman, Jack
Sherman, Al H.
Shibley, Walter K.
Sontag, Joe
Shorr, Nat
Singer, Ralph
Stanley, Frank
Stevens, Bob
Stewart, R. W.
Thomas, K. B.
Thompson, James
Tooper, Hymie
Trenholm, Jos. A.
Tryall, Billy
Uhlenz, Ted
Vickers, Matt
Vilkas, Charles
Vilparcino, Michael
Ward, J. William
Washington, Howard
Washburn, Powell
White, H. J.
Whitton, Wallace
Winters, Fritz
Wolfe, Joe
Zipsa, Stanley | Layman, Forrest
Leads, Gypsy
Legott, Fred
Levy, Samuel
Lewis, Nat
Loeffel, Albert
Markee, Vincent
Martin, Andy
Maxwell, E. and
McAttee, Mrs. Fred
McAttee, K. C.
McFarland, John
Miller, Russell
Millioconal, Harry
Nelson, Floyd
Newberry, Paul H.
Niles, Kineth
O'Brady, Jack
O'Brien, Don
O'Shea, Johnny
Ogle, Douglas
Palen, Bud
Patterson, Sam
Peterson, Dale K.
Pik, Carl
Powell, Albert and
Reinhold, Max I.
Rice, Billy
Rice, W. H. (Bill)
Rish, John
Rixford, Old | Ross, W. E.
Rowley, Stewart V.
Russell, George
Russell and Christina
Ryan, Johnnie
Saunders, Fred
Schauffer, Paul
Snider, E. Duke
Snyder, George
Snyder, Frank
Snyder, Harry
Snyder, Kader
Silver, Hal
Simmons, W. F.
Sontag, Joe
Starnes, Harry
Stoddard, Jack
Sylvia, Frank
Texas Tommy
Tiffany, Charles
Walden, Mr. and
Wallace, Morris O.
Webber, A. R.
Wetter, Everett
Wetter, G. (Cincy)
Wilbur, Frank
Wilbur, Orlie
Williams, Tommy
Wright, Earl
Zier, William |
|---|--|---|--|--|

- ### Men
- Ad & Lib.
Adams, Miller
Alexander, Russell
Ambrose, Charles
Buck (Midget)
Bardini, Charles
Barratt, Ruggie
Bell, Rudolph A.
Belleme, Howard
Bennett, Hugh
Bent, Arthur G.
Black, James
Blackman, Indian
Blackman, Frank
Blackie, Oklahoma
(Dogs & Hogs)
Breese, William
(Circus)
Brenck's Golden
Horse
Blondell-Remlins
Troupe
Owen, Richard
Perry, Harvey
Chief
- ### Women
- Ad & Lib.
Adams, Miller
Alexander, Russell
Ambrose, Charles
Buck (Midget)
Bardini, Charles
Barratt, Ruggie
Bell, Rudolph A.
Belleme, Howard
Bennett, Hugh
Bent, Arthur G.
Black, James
Blackman, Indian
Blackman, Frank
Blackie, Oklahoma
(Dogs & Hogs)
Breese, William
(Circus)
Brenck's Golden
Horse
Blondell-Remlins
Troupe
Owen, Richard
Perry, Harvey
Chief

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Beunmont, Peggy E.
Blake, Mrs. Etta
Campbell, Mrs. Louise
(Billie)
Campbell, (Dobbie)
Cattler, Mrs. H.
Carr, Bobbie
Darling, Phyllis
Davis, Jackie
Dennis, Mrs. Jack
Douglas, Dorothy
Emerson, Patsy
Floresque, Mrs. M.
Fontaine, Naomi
Gardner, Mrs. B.
Guss, Virginia
Hall, Mrs. Bessie
Hall, Mrs. Bessie
Harris, James J.
Harris, Ken, Orch.
Harrison, Ray D.
Henderson, Raymond C.
Henscher, Harry G.
Heron, Al
Hildebrandt, George
Himman, Carl
Sidney
Holm, Fred
Hoschelder, Cyril
Johnson, Hank
Johnson, James X.
Johnson, Robert
Kasson, Max
Ray, Lou
Ray, George
Kennedy, William
King, Fred
King, Harry &
Russell
Klein, B. J.
Knox, John
Krisler, John
Kunde, Adol
Lamar, Doc
Leslie, Jack
Lesley, Robert H.
Leslie, Lew
Lester, Harry E.
Lery, Harry

- ### Men
- Elliston, H. G.
Emmons, Mr. and
Mrs. H. H.
Fad, Mr. & Mrs.
Fink, Donald
Finch, John D.
Fisler, Steve
Georgian Family
Haley, E. E.
The Gibbons, Harry
Gregory, Wm.
Harper, R. W.
Hazzard, Mark
Healy and Mack
Heath, Ross
Hend, Joe & Bill
Howell, Wm. E.
Johnson, Emmett
Johnson, Charles
Joy, Billy
Kaji, Mr. and Mrs.
Karr, Dr. Frederick
Kennedy, H. D.
Keyes, George
Knorr and Kella

- ### Women
- Barrow, Miss
Beeson, Mary M.
Bowen, Mrs. M.
Brittain, Mrs. D.
Brooks, Malissa
Bryer, Mrs. Harry
Bugs, Mrs. Margaret
De Loris, Doris
Henderson, Mrs.
Henderson, Mrs. F.
Hoffman, Mrs.
Lake, Viola
Alford, R. E.
- ### Men
- Knox, Harry
Lamb, Capt. E. L.
Lynch Bros.
Lynch, Hank
Litta, G. P.
Balderson, George
Barton, Paul
Brown, Joe
Bryer, Bill
Bryer, Ollie
Buck, Lawrence
Carr, Wm.
Carpenter, Wm.
Carter, Wm.
Coffelt, W. R.
Corry, H. G.
Credit, George L.
Craig, Chas. F. C.
Craig, Cliff
Cutter, Louis
Daly, Thomas A.
Darling, George H.
Dennis, Jack
Dugraw, Steve
Dick, Billy
Donaldson, Richard
Doran, James
Dovey, E. E.
Easley, Frank
Ellie, John
Embree, George H.
Frenz, Maurice E.
Fuller, Jack L.
Gallagher, Jimmie
Goodlett, Howard E.

- ### Women
- Beeson, Mary M.
Bowen, Mrs. M.
Brittain, Mrs. D.
Brooks, Malissa
Bryer, Mrs. Harry
Bugs, Mrs. Margaret
De Loris, Doris
Henderson, Mrs.
Henderson, Mrs. F.
Hoffman, Mrs.
Lake, Viola
Alford, R. E.
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- Knox, Harry
Lamb, Capt. E. L.
Lynch Bros.
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Litta, G. P.
Balderson, George
Barton, Paul
Brown, Joe
Bryer, Bill
Bryer, Ollie
Buck, Lawrence
Carr, Wm.
Carpenter, Wm.
Carter, Wm.
Coffelt, W. R.
Corry, H. G.
Credit, George L.
Craig, Chas. F. C.
Craig, Cliff
Cutter, Louis
Daly, Thomas A.
Darling, George H.
Dennis, Jack
Dugraw, Steve
Dick, Billy
Donaldson, Richard
Doran, James
Dovey, E. E.
Easley, Frank
Ellie, John
Embree, George H.
Frenz, Maurice E.
Fuller, Jack L.
Gallagher, Jimmie
Goodlett, Howard E.

ACTS, UNITS AND ATTRACTIONS

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

A
Ace, Red (Crescent) New Orleans, nc.
Adami, Dell (International Casino) NYC, nc.

B
Bach, Richard (21) Phila, nc.
Bachelors, Four (Belmont Plaza) NYC, h.

C
Cagley Bros. (International Casino) NYC, nc.
Campbell, Roy, Ambassadors (Grey Wolf) Sharon, Pa., nc.

D
D'Avales, Rodolfo (El Chico) NYC, nc.
Delsis, Helen (Paradise) NYC, re.

E
Eddy & Eddy (Ponce de Leon) Dayton, O., h.
Ellinen, Lois (St. Regis) NYC, h.

F
Farrar, Jane (Locust) Phila, nc.
Farrell, Bill (Place Elegante) NYC, nc.

G
Gardner, Muriel, & Marvin Kane (Carlton) London, h.

H
Haal, Vers (Embassy) Phila, nc.
Hackett, Janette, & Twelve Delovelles (Capitol) Washington, D. C., t.

I
Ice Ballet (Boston) Boston.
Ice Follies of 1937 (The Arena) Cleveland, O.

J
Jackson, Roy (Normandie) Appleton, Wis., nc.
Jacoby, Anita (Follywood) NYC, re.

Route Department
Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATION OF SYMBOLS
a-auditorium; b-ballroom; c-safe; cb-cabaret; ce-country club; h-hotel; mh-music hall; n-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Cortello's, George, Hollywood Canine Mimics (State-Lake) Chi, t.
Corinne (French Casino) NYC, nc.

D
D'Avales, Rodolfo (El Chico) NYC, nc.
Delsis, Helen (Paradise) NYC, re.

E
Eddy & Eddy (Ponce de Leon) Dayton, O., h.
Ellinen, Lois (St. Regis) NYC, h.

F
Farrar, Jane (Locust) Phila, nc.
Farrell, Bill (Place Elegante) NYC, nc.

G
Gardner, Muriel, & Marvin Kane (Carlton) London, h.

H
Haal, Vers (Embassy) Phila, nc.
Hackett, Janette, & Twelve Delovelles (Capitol) Washington, D. C., t.

I
Ice Ballet (Boston) Boston.
Ice Follies of 1937 (The Arena) Cleveland, O.

J
Jackson, Roy (Normandie) Appleton, Wis., nc.
Jacoby, Anita (Follywood) NYC, re.

K
Kane, Allen, & Boys (Monte Carlo B&B Hotel) Chi, h.

Foun's, Lal, Chinese Wonders (Capitol) Washington, D. C., t.
Fox, Dorothy (Radio City, Rainbow Room) NYC, nc.

G
Gaby (Park Central) NYC, h.
Gale, Dick (Saks) Detroit, nc.

H
Haal, Vers (Embassy) Phila, nc.
Hackett, Janette, & Twelve Delovelles (Capitol) Washington, D. C., t.

I
Ice Ballet (Boston) Boston.
Ice Follies of 1937 (The Arena) Cleveland, O.

J
Jackson, Roy (Normandie) Appleton, Wis., nc.
Jacoby, Anita (Follywood) NYC, re.

K
Kane, Allen, & Boys (Monte Carlo B&B Hotel) Chi, h.

L
Lama, Henry (Gay '90s) NYC, re.
Lane, Norma (Monte Carlo) NYC, nc.

M
MacKay, Tom (National) Buffalo, N. Y., nc.
Madame, Marie, Musicales (Onesto) Canton, O., h.

N
Neal, Duke (Broadway Hofbrau) NYC, nc.
Nease, Lester (Carolina) Burlington, N. C., re.

O
O'Connell, Tom (National) Buffalo, N. Y., nc.

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

Dees, Mary, & Monty Blue (Earle) Phila, t.
Dein, Helen (Paradise) NYC, re.

E
Eddy & Eddy (Ponce de Leon) Dayton, O., h.
Ellinen, Lois (St. Regis) NYC, h.

F
Farrar, Jane (Locust) Phila, nc.
Farrell, Bill (Place Elegante) NYC, nc.

G
Gardner, Muriel, & Marvin Kane (Carlton) London, h.

H
Haal, Vers (Embassy) Phila, nc.
Hackett, Janette, & Twelve Delovelles (Capitol) Washington, D. C., t.

JACKIE GREEN
Second Week
YACHT CLUB, CHICAGO

Green, Al (Pioneer Nite) NYC, nc.
Francisco 17-23, t. NYC, nc.

JIMMY HADREAS
Now Playing
COLLEGE INN, CHICAGO

Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.
Hall, Vivian (Queen Mary) NYC, re.

Lewis, Ted, & Orch. (Earle) Washington, D. C.
Libusc, Frank (Palace) Cleveland.
Liedling, Tod (Lyric) Indianapolis 17-23, t.
Lindy Hoppers (Cotton Club) NYC, nc.

Paige & Parker (Cat & Fiddle) Cincinnati, nc.
Pais, Three (Normandie) Appleton, Wis., nc.
Palmer Sisters (Sak's) Detroit, nc.
Parker, Elmer (Brown Palace) Denver, h.
Parkerson, Lew (Savoy-Plaza) NYC, h.

Staford & Louise (Oriental) Chi, t.
Stapp Bros. (Met.) Boston, t.
Stewart, Jackie (Gay Village) NYC, c.
Still, Lois (Drake) Chi, h.

White, Danny (Windsor) Pittsburgh, re.
White, Moni (Nixon Bar) Oakland, Calif., c.
White, Jack (Gay '90s) NYC, nc.
White, Belva (Famous Door) Chi, nc.

McCabe, Sara Ann (Boston) Boston, t.
McCoy, Bob (Biltmore) NYC, h.
McClelland, Rex (Weylin) NYC, h.
McCormack, Frank (Greenwich Village Casino) NYC, nc.

Phillips, Wendell (Chicagoan) Chi, h.
Picks, Jane (Earle) Phila, t.
Pierce & Harris (Palmer House) Chi, h.
Pierce, Burton (Biltmore) NYC, h.

Tapia, Cesar (Havana-Madrid) NYC, nc.
Taubman, Paul (Ambassador) NYC, h.
Tauriol, Peter (Show-Bar) Long Island, N. Y., nc.

Wing, Toby (Yacht Club) Chi, nc.
Winston, Walter (Brittwood) NYC, nc.
Winters & Marano (Plantation) NYC, nc.
Winton & Diane (2 o'Clock) Baltimore, nc.

McKenzie, Red (Nick's Rendezvous) NYC, c.
McKell, Bob (Normandie) Appleton, Wis., nc.
McKinnon, Rudy (Gay '90s) NYC, nc.
Mae, Jim, & Co. (Princes) Nashville, Tenn., t.
MacArthur's (Park Central) NYC, h.

Rabold, Rajah (Le Mirage) NYC, nc.
Raeburn, Burt (Queen Mary) NYC, nc.
Ralph, Wynne (Wivel) NYC, re.
Ramon & Leinora (Trocadero) NYC, nc.

THE TITANS
(J. J. Ryan—A. J. Beck—F. L. Barker)
"RHYTHM IN SLOW MOTION"
RKO BOSTON, Boston, Mass.
Starting November 18
Direction MILES INGALLS,
International Theatrical Corp., New York.

Yanyego Voodoo Dancers (Le Mirage) NYC, nc.
Yerman, Miriam (Village Barn) NYC, nc.
Yon's, Ben, Varsity Eight (Riviera) Ft. Lee, N. J., nc.

Marion, Alice (Essex House) NYC, h.
Marita (El Dorado) NYC, h.
Marr, Patsy (Pere Marquette) Peoria, Ill., h.
Martin, Esther (Greenwich Village Casino) NYC, nc.

Raymond, Three (Jimmy Kelly's) NYC, nc.
Readinger Twins (Paradise) NYC, re.
Redman, Don, & Orch. (Michigan) Detroit, t.
Reed, Doris (21) Phila, nc.

TIPIAP-TOE
"You Can't Have Everything"
COTTON CLUB, N. Y.
Dir.: LEDDY & SMITH, N. Y.

Beef Trust: (Worcester) Worcester, Mass.
Cupid's Carnival: (Hudson) Union City, N. J.
Frispy Frolics: (Trocadero) Phila.

Meehan, Stanley (Hollywood) NYC, re.
Mein, Lou (Madison) NYC, h.
Melton, James (Pal) Cleveland, t.
Menchassi, Les (French Casino) NYC, nc.

Reis & Dunn (Club Greyhound) Louisville, nc.
Renard, Jeri (Chicagoan) Chi, h.
Renejo & Carlota (El Chico) NYC, nc.
Rene, Jack (Place Elegante) NYC, nc.

Tisdale Trio (Le Mirage) NYC, nc.
Tomack, Sid (Royale Frolics) Chi, nc.
Torres, Carmen (French Casino) NYC, nc.
Torres, Ralph (Cotton Club) NYC, nc.

Greenwood, Charlotte: (American) St. Louis.
Hayes, Helen: (Royal Alexandra) Toronto, Can.
House Master: (Chestnut St.) Phila 15-27.

Nations, Evelyn (Lexington) NYC, h.
Nausch, Irene (Oliver Twist) NYC, h.
Negrete, George (Yamur) NYC, nc.
Nelson, Nelle (Open Door) Chi, nc.

Sahji (Plantation) NYC, nc.
Salazar, Hilda (La Conga) NYC, nc.
Sargent, Kenny (New Yorker) NYC, h.

Wade & Wade (Levaggi's) Boston, nc.
Wahl, Dorothy (Harry's New York Cabaret) Chi, nc.
Waiman, Harry, Saxenettes (Princes) Nashville, Tenn., t.

Three Waltzes: (Boston O. H.) Boston.
Tobacco Road: (Majestic) Houston, Tex., 17; (Orph.) Phila 18; (Malba) Dallas 18-20.

Olympic Trio (Palmer House) Chi, h.
Omar (St. George) Brooklyn, nc.
Ortega, Eva (Riviera) Ft. Lee, N. J., nc.
Ortega, Rosita (Yumuri) NYC, nc.

Spears, Harry (Park Central) NYC, h.
Spec & Spot (Amer. Music Hall) NYC, mh.
Spirits of '76 (The Uproar House) NYC, nc.

White, Jack (Cavalier) NYC, nc.
White, Jack (Cavalier) NYC, nc.
White, Jack (Cavalier) NYC, nc.
White, Jack (Cavalier) NYC, nc.

MISCELLANEOUS
Bragg Bros.' Show: Rock Hall, Md., 15-20.
Birch, Magician: Fairmont, W. Va., 17; Folsoms 18; Wheeling 19; Moundsville 22; Cameron 23; McConnellsville, O., 24-26.

Gumpertz's Resignation From R-B Premature; Hathaway To Move Up

SARASOTA, Fla., Nov. 13.—Sam W. Gumpertz, still acting as general manager of Ringling-Barnum Circus, arrived at the show's winter quarters here Wednesday. He refused to comment on the statement given out in Miami to the effect that his resignation was in, except to say that it was unauthentic.

Mrs. Charles Ringling, arriving here with show, said that Gumpertz would remain until the Big Show's reorganization and board election Carl T. Hathaway would be made general manager.

Mrs. Ringling also stated that upon completion of the details of the reorganization and board election Carl T. Hathaway would be made general manager.

Another announcement from Mrs. Ringling, a vice-president of the organization, was that at the directors' meeting in New York successors to five high ranking officials will be chosen. She stated that those to be replaced are Gumpertz, vice-president and general manager; John M. Kelley, vice-president and general counsel; F. T. Fender, secretary-treasurer, and T. Grant Caldwell and William M. Greve, members of the board of directors. Greve returned hurriedly from a trip to Europe to be present at the meeting. Kelley has already tendered his resignation.

NEW YORK, Nov. 13.—John R. North, new figure in the circus world since change in management of Ringling-Barnum circus corporation last week, will remain in New York indefinitely, he stated this week. North and his brother, "Buddy," are cleaning up final details of the important transaction prior to the corporation's annual meeting.

Mrs. Charles Ringling and Mrs. Richard Ringling have departed for their homes but will return at time of meeting. North had no statement to make concerning setups of Ringling-Barnum and Barnes-Sells-Floto shows.

CINCINNATI, Nov. 13.—Carl T. Hathaway has already re-engaged a number of men for the Ringling-Barnum Circus next season. Dan DeBaugh will continue as manager of the Chicago office. J. C. Donahue, general agent and traffic manager, and Arthur Hopper, director of outdoor advertising, will continue in those positions. While there has been no announcement, it is said that Ralph Clawson will continue as legal adjuster, and J. F. Wadsworth, auditor.

There has been some talk of discontinuing the New York office inasmuch as the routing of the show, shipment of paper and other details are handled almost entirely from Chicago. Official statement probably will not be made until after the reorganization meeting.



J. T. (TOMMY) BURNS, who was equestrian director of Wallace Circus during the regular season, is directing program on Barnett Bros.' Circus, making a late fall and winter tour. Both under management of Ray W. Rogers.

H-W Winds Up Ahead of Time

Changes in tick quarantine boundaries in Texas counties given as reason

AUSTIN, Tex., Nov. 13.—Due to changes in tick quarantine boundaries in Texas counties in which the show was to have exhibited, Hagenbeck-Wallace Circus closed its season here November 8 instead of November 13 at Brownsville. Show went from Austin to Peru, Ind., where it will winter as usual.

Practically all of the performers, bosses and staff have signed contracts for next season, Manager Howard Bary stated after giving the above reason for the closing.

This was Bary's first season as a circus manager. H-W show was not on tour in 1936.

SAN ANTONIO, Tex., Nov. 13.—Hagenbeck-Wallace Circus failed to keep its date here November 9 after more than a week's advance fanfare on billboards and in press. One agent in Austin, where show appeared November 8, is reported to have said the show feared to take animals into lower part of State because of fever tick. County farm agent here said there isn't a tick in the county.

Ringling-Barnum and Cole Bros. played this city in the fall to packed houses. Cole hit the straw in a big way.

Vanderburg First At Forester, Ark.

CINCINNATI, Nov. 13.—Clarence Auskings, general agent of Vanderburg Bros. Circus, states that show played Forester, Ark., November 11 for PTA on school grounds, first circus to play there. It is a saw-mill town and mills are working day and night. Has population of 1,600.

Miller Bros.' One-Ring Circus is in that section, also Schell, now called Roberts Bros.' Circus.

Business with Vanderburg is good in that part of State. Will be in Arkansas until December, then into Texas. Auskings attended Russell Bros.' Circus at Hot Springs.

Paul M. Lewis Has No Other Connections

CINCINNATI, Nov. 13.—Paul M. Lewis, of Lewis Bros.' Circus, states that his attention has been called to orders being placed for small animals by a show in Southern territory—Lewis Bros.' Circus Side Show.

"All of our equipment," he adds, "is stored in Jackson, Mich., and we have no agents or connections with any other shows that are now playing under canvas."

Tower Show Breaks Record

Was at Blackpool 26 weeks — Bertram Mills has his best summer season

LONDON, Oct. 30.—The annual season of the Tower Circus, Blackpool, came to a close last Saturday after playing to capacity houses and breaking all records for the spot for 26 weeks. The program, booked by Stanley W. Watton, who has had the sole booking of this spot for the past 11 years, was headed by the Flying Codonas (Lalo Codona, Rose Sullivan and Clayton Behee) and Alfred Court's group of mixed animals (lions, tigers, bears, pumas and leopards).

Bertram Mills' Summer Tenting Circus closed a successful season this week. Show toured England and Scotland and paid visits to several out-of-the-way spots that had not seen a circus in years. Mills claims the season to have been the best to date.

Finney Handling Advance Of Internat'l Ice Revue

CHICAGO, Nov. 13.—Clint W. Finney, who recently closed with Hagenbeck-Wallace Circus, is handling the advance for the Black Forest International Ice Revue.

Immediately upon his return to Chicago Finney was offered several jobs, but after considering them he accepted the position with the R. J. Sipchen Company, producer of the revue. "I feel it is one of the biggest things in the amusement field," he said, "and one that should prove a big success."

Social Security Rulings

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

McCoy Wild West To Open in Chi

CHICAGO, Nov. 13.—Col. Tim McCoy's Wild West Show, now in process of formation, will open here next spring in the International Amphitheater, located adjacent to the stockyards on the South Side. The dates are April 14-24.

No details as to size and character of the show have yet been released, but Colonel McCoy, who for several years has had the concert on the Ringling-Barnum show, has expressed his intention of putting out an up-to-the-minute attraction that will be first-class in every respect and will feature several innovations. It is understood that upward of \$200,000 will be spent on equipment and that the show will start the season with a \$100,000 bank roll.

John Powers, Colonel McCoy's manager, is expected in Chicago in a few days.

Coleman Succeeds Admire on Howe

FITZGERALD, Ga., Nov. 13.—C. E. Coleman, former brigade agent of Howe Bros.' Circus, took over duties of general agent when J. C. Admire left. Show will probably be kept on road until Christmas in Southern Georgia and Florida. Advance expects to remain two more weeks in Georgia and then go into Florida. It has been cut to six men, there now being no opposition.

M. B. Moore and Roy Roberts, opposition agent, visited Ringling-Barnum in Atlanta, also Charles Collier's show in Cuthbert, Ga.

Thomas Fall Guy At Fellows Meet

NEW YORK, Nov. 13.—Lowell Thomas, first president and one of the leaders in the organization of the Dexter Fellows Tent of the Circus Saints and Sinners' Club here, returned to the clubrooms at Hotel Commodore this week as Fall Guy for the day of the org's second luncheon-meeting of the current season.

Among visitors were Charles Cochrane, British producer, and international showman, and John and Buddy North, of Ringling-Barnum Circus.

Barney Bros.' Show Plans Long Season

HUNTSVILLE, Tex., Nov. 13.—Barney Bros.' Circus is now in its 33d week, doing near capacity business, and Owners John Foss and Carl Devere are well pleased with the season.

Show is scheduled to close about December 26. It has been in 13 States and has traveled 16,827 miles. Five trucks and additional seats have been added during the tour.

James Mathews has replaced Milton Herriott, who went to Washington, D. C., to assist Dr. William Mann at the National Zoological Park.

A minstrel troupe and Cuban Mack have been added to Side Show, managed by Ralph Noble. Joe Levine's repeat towns have been better.

Henry Bros.' Worst Season

GREENRIVER, Utah, Nov. 13.—Henry Bros.' Circus, dog and pony show, recently closed here after playing Oregon, Washington, Idaho, Montana, North and South Dakota, Nebraska, Colorado and this State and will be here for at least four months. Manager J. E. Henry states he has had a show on road 41 years and that this season was the worst, due to strikes, drought and bad crops in Dakotas and Nebraska.

Head Joins Rose Show

HOT SPRINGS, Ark., Nov. 13.—Following close of Ziegfeld's Follies Bernie Head left here Thursday for San Francisco to join the advance of Ned Alvord, ahead of Billy Rose's Shows of Shows. Head was a member of Cole Bros.' press staff past season and has been re-engaged for 1938.

Russell Closes 10th Tour; Trip Home Marred When Truck Upsets

ROLLA, Mo., Nov. 13.—With weather that was warm and dry but extremely windy, Russell Bros.' Circus brought its 30-week season to a close at Monett, Mo., afternoon of November 7. The occasion also marked end of the 10th year for Russell show, all of which time it has been under personal management of its founders, Mr. and Mrs. C. W. Webb.

Show was loaded after the matinee Sunday and home run to Rolla was made next day. Trip was marred by the overturning of a stock truck in which "Black Devil," one of show's most prized high-school horses, was killed and two men slightly injured. This was only serious mishap of entire season.

E. K. Webb, superintendent of quarters, had everything in readiness, including a new building for storage of canvas, poles and seats.

The tour, which was the show's first to the Pacific Coast, took in 192 towns in 16 States. All were one-day stands with exception of Salt Lake City, Utah, and the Panhandle South Plains Fair,

Lubbock, Tex., where show exhibited two days each. There were 17 Sunday stands, two of which were for matinees only. Banner day was at Bremerton, Wash. Bad weather caused cancellation of both scheduled performances at Greenville, Ill., April 21 and a breakdown of the prop truck caused loss of matinee at Salida, Colo., September 9. Longest run was 225 miles from Price, Utah, to Delta, Colo., and shortest was 12 miles from Auburn to Renton, Wash.

During final two weeks Ray Blankenship, general agent, replaced Ernest Whetsel as legal adjuster, latter returning to his home at Kingsport, Tenn. The former has gone to his home in Texas and will center his winter activities around Dallas. Bill and Edna Antes returned to their home at Evansville, Wis., Bill resuming his duties as editor of *The Evansville Review*. Bob and Irene O'Hara went first to Enid, Okla., and plan to spend some time later at Hot Springs. J. C. Webb went to his home (See RUSSELL CLOSES on page 71)

Better Circus Days Ahead If—

By Tom Mix

Will Be a Feature of the

Christmas Number

Of The Billboard

Dated November 27

Circus Vs. Motion Pictures in Animal Training

By BERT NELSON

WHAT animal trainer some time during his life has not said: "Boy, if I could only use some of my animals in pictures, I'd show them a thing or two—I'd show them lions or tigers or leopards that would really work." I know that I said that many times before I had actually worked with lions and tigers in a picture. There is some fascination about working in a moving picture, and most everyone has a secret ambition to "do his stuff before the camera," so I guess that it would only be natural for an animal trainer to want to show his wares.

Well, I had my chance and it taught me one lesson and that is that no matter how well trained or routinized your animals might be their routinizing is absolutely valueless. I should have taken into consideration that in a moving picture they would have no use for a wild animal to sit on a pedestal, jump thru a fire hoop or any of the other routines that are popular in a circus wild animal act. However, with the absorbing ambition of youth the only thing I wanted to do was to work my animals in moving pictures. I did.

Expects Much-From Animals

The average motion picture director expects more of his animal actors than he does of his human actors, and nine times out of ten his expectations are more than realized. I recall an incident wherein what is expected of an animal in motion pictures will illustrate what I am trying to explain. I will not mention the name of the picture or the director. The scene called for a lioness to enter the camera lines from behind a big tree. Once in the scene they wanted her to hesitate, then proceed directly towards the camera, then look right, hesitate again, look left, then exit—not directly out of the scene, but to turn and back track about two steps, then exit from the scene behind a small prop tree. I asked the director if he wanted it all in one take. "Why, certainly. Won't she do that?" "Why sure," I replied, "that's duck soup for her." I thought he was kidding me and that he would take the scene in two or three setups. I really had no idea that old Princess Pat would do it all in one take. However, I took the old lady to the appointed spot, and when "camera" was called I gave her an encouraging pat and said, "Go to it, old girl," and wonder of wonders she did it. You could have flocked me with a feather. "Fine," the director said. "Now on the next take I wonder if you could have her hesitate a little longer when she first enters the scene." I replied, "Mister, if you didn't get it that time you never will." And they didn't, altho we tried a half dozen times.

Amusing Incidents

I do not mean to infer that all shots required of animals in pictures are just one long-drawn-out ordeal. Most have their amusing incidents. While working in a motion picture being produced by the Metro-Goldwyn-Mayer studios I was called upon to "double" for a shot wherein the hero was to be chased up a tree by an infuriated lioness. Naturally the one that I wanted to do the chasing was a quiet one. (Being caught in a tree with any kind of a lion is no joke, provided, of course, you can get the lion to climb the tree.) Well, Margie was the lioness chosen for the job. There is no greater cat anywhere



BERT NELSON, wild animal trainer, has been a feature of the Al G. Barnes and Sells-Floto Combined Circus.

than Margie for moving picture work—reliable and trustworthy, as cats go, and a very willing worker. Well, for some reason the director didn't believe Margie to be the type for the role—too sophisticated, I presume—so Cleo was chosen. She was making her motion picture debut. The action called for the lion to make its way up the tree in pursuit of the hero. The scene was to be shot from several angles, but the most important one was to be taken from the bottom of the tree, with the camera "shooting" up. A low camera cage of solid wood was constructed just large enough to hold the camera man, his assistant and the camera. A hole about 18 inches square was cut in front of the box for the camera lens. (The whole box could not have been more than four feet square.) The box was then placed at the foot of the tree where the lioness was to enter and start action. Everything was rehearsed, the box was placed, and after the camera and the two men were inside the top was nailed down. This was done in case the lioness jumped on top of box, in which event she might knock the top off and leave the men at her mercy. Action was called. As Cleo made her entrance, for some reason she became very excited and started running back and forth. No one will ever know what sort of lion thoughts passed thru her head during this roaming, but she evidently decided to hide. "Ah!" thought Miss Cleo, "there is a likely looking hole in the side of that peculiar box. I believe I will crawl in there until the excitement is over." She put her thoughts into action, scrambled thru the hole into the camera cage, knocking camera, camera man and assistant galley west. In some unexplainable manner the assistant camera man made his exit from the box simultaneously with the entrance of the lioness. Some witnesses say he saw her coming and got out first, others swear he popped out just as soon as she disappeared on the inside. A few vow to this day that they passed each other in the opening. Some people may think it odd that a lioness could go thru a hole of that size, but go thru she did. And should you happen to be one of the people who consider it odd, consider it more odd that the lioness was able to get in and the assistant camera man out at practically the same moment. However, the box still contained the camera man, the camera and 300 pounds of startled lioness. The top of the box was instantly ripped off and under the lioness were the camera and the camera man. It would be a toss-up to say which was the more frightened, the man or the beast. As soon as the box was raised the lioness jumped out, but the camera man was not so active—he had to be helped.

Thrills for Everyone

This recalls another incident equally as startling and with its own share of thrills for everyone concerned. There was a picture in production which called for 50 male and female lions to be used in one scene. The director called at the Goebel Lion Farm, which is located near Hollywood. Mr. Goebel explained that he could furnish any number of

working male and female lions but that he did not have a group of 50 that were already mixed. I had previously been contracted to double for the star. I was standing on the side lines listening to this conversation and made the suggestion that we try mixing the animals at the farm before taking them to the location. This was done successfully.

At the location set there were no floors on the camera cages, and none of them were fastened to the ground. A blow, accidental or otherwise, from the bulky body of an infuriated lion would have upset any of the cages, leaving the occupants to face almost certain disaster. Director, assistant directors, camera men and assistants, script clerk and the still man huddled within these insecure fortifications in spellbound horror as the 50 lions charged roaring and tearing into the large jungle inclosure. Mechanically, and I'll venture to say almost unconsciously, the camera started grinding. "The show must go on." Electricians, carpenters and property men sought safety in altitude, climbing higher and higher on barrels. As the lions reached the center of the inclosure they melted into a huddle of snarling, slashing fury. Thru the chaos of the melee rang the sharp voice of Louis Goebel. "Let's stop them!" The spell was broken, frozen panic melted into flaming action. Armed with pistols loaded with blanks and further fortified with a chair each, Louis Roth, Louis Goebel and myself pushed our way into the middle of the fracas. It was like riding on the waves of a yellow sea, with the crest of each wave armed with a fang or a claw. I had to turn my back on Brutus to make Caesar call it a day—Louis Roth shoved Brutus away from me with his chair—shots rang out with such rapidity and bewildering proximity that Cleopatra actually tried to apologize to Helen of Troy for making that crack about Mark Antony. Louis Goebel was here, there and everywhere shouting and pushing. One by one the animals began to give up, and in a short time they were back in their cages, with peace and order restored, leaving three rather exhausted men happy and satisfied that none of the animals were any the worse for the encounter. Now that the animals were thoroughly acquainted and all on speaking and fighting terms, the original scene desired was quickly shot.

Such constitutes an animal trainer's day at the studio. However, there is one (See CIRCUS VS. M. P. on page 43)

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Under the Marquee

By CIRCUS SOLLY

BLACKY LOGAN has a cleaning and pressing shop at Hot Springs, Ark., which is a mecca for showfolk.

HAGENBECK-WALLACE received one of finest of light trucks when it was at Ft. Smith, Ark.

BERT RICKMAN will be with Seal Bros.' Circus as director. He formerly had his own show.

JAKE TYREE, manager of Car No. 1 of Hagenbeck-Wallace, has returned to his home in Lynchburg, Va.

AERIAL SOLTS (Carl and Babe) will be with LaPearl's Milk Fund Circus at Coliseum, Chicago, presenting double traps and perch.

MANY STARTLING surprises are in store for the 1938 season.

JOSH BAILEY, former circus man, now justice of the peace at Boothwyn, Pa., called on his old pal, Frank B. Hubin, in Atlantic City last week.

HAGENBECK-WALLACE used a new lot at Ft. Worth, Tex., November 6. Is on West Lancaster avenue in Arlington Heights, opposite Frontier Fiesta grounds.

TUDOR SISTERS and Avery and Eddie Keck, who were with Downie Bros., opened winter dates at Keith Theater, Indianapolis, November 7.

ROBERT T. STILES has closed his circus and fair season and is now selling furniture in Statesville, N. C. Will be with a big top next year.

HAROLD J. CONN, who was clown cop with Jack Hoxie Circus, opens at Vandervoort's Land of Toys, Lansing, Mich., November 20, his fifth year at store.

ED RAYMOND, who was producing clown with Wallace Bros.' Circus, is now at Cleveland in a department store, where he has entertained for past nine years.

CALVIN WHYTES, contortionist, returned to his home at Cressona, Pa., after playing a long season at parks, fairs and celebrations with Four Kressells.

LEW KISH, who was with Key Bros.' Circus, worked fairs in South after show closed. Will open in Snellenburg's Department Store, Philadelphia, November 18.

JAKE JACOBSON, who had a very

good season with novelties on Downie Bros.' Circus, was in Cincinnati last week, being treated for his eyes. Called at *The Billboard* offices.

ROY LENHART, clown with Downie Bros.' Circus, reported to Macon, Ga., police last week that his car had been broken open and a trunk and handbag containing clown costumes, grease paint and other makeup were missing.

WONDER what will become of the Snowflake Corporation now.

WILLIAM BACKELL, car manager with Cole Bros.' Circus past three years, is at Hot Springs, Ark., taking the baths. He and his wife drove from Philadelphia, Pa. Has been re-engaged for next season.

TERRELL and **DOLLY JACOBS** spent November 7 in Houston with Mr. and Mrs. Frank Walter at their quarters following Hagenbeck-Wallace stand in Ft. Worth. The Walters visited show at Austin.

WHERE MEMBERS of mechanical department of Cole Bros. went when show closed: Fred H. Seymour, superintendent; Charles Luckey, Charles Kies, W. A. Dyke and John D. Crane, Rochester, Ind.; Fred Farshler, Mansfield, O.

HOWARD KING, legal adjuster for Rice Bros.' Circus past season, spent a fortnight at Hot Springs, Ark., accompanied by his wife. They left last week for Austin, Tex., and will spend most of winter at San Antonio.

CHARLES PEARLY HOUSER states that he had a fine season as boss canvasman of Downie Bros.' Circus. Show did not have a late opening or miss a performance. Made 173 one-day and three two-day stands and was in 20 States.

WITH CIRCUSES in the barns for the winter the owners would like to see some dough from their season's efforts—not a lot of figures.

WALTER L. MAIN Circus is wintering on fairgrounds in Greenville, Ala. William Newton and wife are there. Mrs. Mae Newton (Grace Brown) and daughter returned to their home in Quenemo, Kan.

AERIAL BROCKS, after a successful season with Dan Rice Circus, are sojourning at Hot Springs, Ark., taking the baths and resting, after which they will return to their home in Huntington, W. Va., where they will get ready for winter engagements.

MORRIS KOHAN, Brooklyn costume maker, was recently the recipient of a swell publicity break in *Look*, the weekly photo mag. Two pages were devoted to pictures of Kohan at work in his establishment that's so well known to acrobats and dancers the country over.

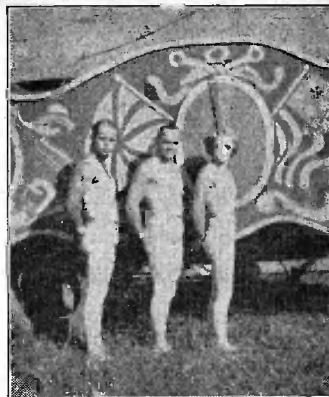
HAROLD HALL, clown, who recently closed with Howe Bros.' Circus, visited Harry LaPearl in Indiana. Hall was on his way to Des Moines, Ia., and will be at Store Toy Department until Christmas, making his sixth consecutive year there.

RAY DEAN JR., who started the season as announcer with Cole Bros.' Circus, concluded six weeks as tenor and juvenile with Bob Burch's stock burlesque at Grand Opera House, Canton, O. Will do press and announce with Nick Carter's indoor circus.

KEYES UNITED INDOOR CIRCUS had two capacity houses at Vincennes, Ind. Ulaime Malloy, contortion rings and muscle grinds, and Joe Hodgini family of bareback riders are featured. Robert's dogs and ponies and Harry LaPearl's clowns are big favorites with kiddies.

AL CLARKSON, circus agent, is promoting auto shows and dirt track thrillers in Texas. His promotion at Marshall, Tex., under auspices *Marshall News-Messenger*, was a big success. He will be back in circus business with the call of spring. He ran an advance car on King Bros.' Shows for eight years.

J. DUNN states that Wayne Larey, aerialist with Ringling-Barnum Circus, (See *UNDER THE MARQUEE* page 63)



JOE SIEGRIST FLYERS, one of the features with Seils-Sterling Circus, which recently closed at Mt. Vernon, Mo. Left to right: Orval Lindemann, catcher; Joe Siegrist, flyer, and Mrs. Siegrist, flyer.



With the Circus Fans

By THE RINGMASTER

President
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Secretary
Conducted by WALTER HOENADEL, Editor
("The White Tops," care Hoenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 13.—The regular luncheon of the Chicago John L. Davenport Tent was held in Hotel Sherman, Chicago, November 4. "The show was put up and taken down" time and again during the meal. Around the side walls were Col. Bill Sneed, F. H. Hartless, Gordon M. Potter, of St. Joseph, Mich., and John R. Shepard. Charles H. Bennett, of Chicago, was a guest. Remember, these gatherings are held at the Sherman the first and third Thursdays of each month at 1 o'clock.

Potter, while in Chicago, went to Berwyn and saw Bennett's model circus and to see Shepard's model shows on the west side. Potter is an enthusiastic CFA as well as model builder.

Dr. William Mann and Melvin D. Hildreth, president of CFA, visited Ringling-Bailey Circus at Danville, Va. Altho Dr. Mann had just returned from the jungles of Sumatra, he reported the thrill of his life when Alla Naito twice successfully did a forward at the matinee.

James Hoyer, secretary of the Bluch Landolt Tent, Hartford, visited President Hildreth in Washington recently and was entertained at lunch at the zoo by Dr. William Mann, chairman of the Cooper Top.

Frank H. Hartless, of Chicago, recently returned from a trip that took him over the Eastern section of the country as well as into the Southwest. He left this week to be gone about three months.

Sir Cedric Hardwicke, president of the CFA of Great Britain, will star in the Eddie Dowling production, *Shadow and Substance*, opening soon in New York. Members of the CFA of America will be very much interested in Sir Cedric's appearances.

Fred Schlotzhauer, of Oquawka, and A. T. Sawyer, of Monmouth, called last month on Irving K. Pond at the hospital in Monmouth, where he spent some time resting.

Del Rios Booked At Goldblatt's, Chi

CHICAGO, Nov. 13.—The three Del Rios, Paul, Carmen and Dolores, tiny folk who furnished concert portion of the Barnes show the past season, have been booked for a six-week engagement at Goldblatt's State Street Department Store here, starting today as a free attraction. Contract was made by Jack Tavlin, who is handling the trio.

Ora O. Parks is in charge of newspaper publicity for Goldblatt Brothers.

Christy Unit in Quarters

HOUSTON, Nov. 13.—George W. Christy's unit is back in quarters here after playing Arabia Shrine Circus. Gladys Forrest left unit and went to West Coast for a visit with her sister. Christy and Merritt Belew are buying horses, which Belew plans to break.

Daniels To Manage Lewis Bros.' Side Show

ROCKFORD, Ill., Nov. 13.—Lee N. Daniels has signed with Lewis Bros.' Circus as side-show manager for next year. He closed his side show with Beers-Barnes Circus latter part of August and joined Lewis in Southern Illinois for remainder of season.

Next season will be third time Daniels has been with Lewis.

Henrys Join Polack Bros.

ROCKY FORD, Colo., Nov. 13.—Arthur and Marie Henry closed their third season with Seal Bros.' Circus at Haskell, Tex., and immediately joined Polack Bros.' Circus, indoors, at Ft. Morgan, Colo.

Drukenbrod Back in Canton

CANTON, O., Nov. 13.—Duke Drukenbrod, side-show manager of the Barnes show, is back home here and will spend winter months with his parents. Reports season one of the best.

Donaldson Party Guests Of Film Studio Officials

LOS ANGELES, Nov. 13.—Mr. and Mrs. Andrew Donaldson, formerly of the Donaldson Lithographing Company, Newport, Ky., and Mr. and Mrs. T. Clarence Helsey, of Newark, O., while making a West Coast trip on business and pleasure spent a week in Los Angeles.

Steve Henry, outdoor representative of *The Billboard*, and his wife escorted the party on a tour of the movie studios. At Warner Bros.' Pictures, Inc., they were guests of Frank Mattison, production manager, looking in on scenes being shot and touring the immense plant. At 20th Century-Fox Studios they were guests of Publicity Director Harry Brand, viewing the sets and the grounds. At Paramount Studios they were guests of Terry De Lapp, publicity chief. Here following luncheon they viewed the sound stages where scenes were being shot, accompanied by Jack Mulhall Jr. At Metro-Goldwyn-Mayer they were guests of Frank Whitbeck and shown the sets where interiors were being shot, also given a view of the big outdoor scene in the forthcoming film *The Return of Arsene Lupine*.

The party either met or had close-ups of many of those famous on the screen at these four major studios. All expressed deep gratefulness to their hosts and also to Miss Espey, of the Will Hayes office, for the courtesies extended.

Will Rogers Tent Meets; Membership Increased

PETERSBURG, Va., Nov. 13. — Will Rogers Tent of Circus Saints and Sinners' Club held regular meeting October 25, with Rennie I. Arnold, president of Tent, presiding.

Maximum limit of membership in Tent was increased from 30 to 50, this being done due to large number of applications on file. Club celebrated election of Arnold to presidency of national organization. Arnold reported that a meeting was held at the Willard Hotel, Washington, October 15-16, with practically all Tents being represented, discussing ways and means of increasing the number of Tents.

Banquet and entertainment followed meeting.

Salagurs Crash to Ring

PARIS, Nov. 3.—The Salagurs, daring team of iron-jaw aerialists, who perform at extreme altitude, narrowly escaped death when they crashed to the ring while performing at Municipal Circus in Rouen. Girl member suffered broken ribs and bruises, while partner escaped with shock and bruises. Both recuperating in hospital.

Beattys, Kinko at Houston

HOUSTON, Nov. 13.—Clyde and Harriet Beatty are here visiting with Mr. and Mrs. Frank Walter. Kinko is with them. He came here for Arabia Shrine Circus, doing clowning and comedy contortion. Following Saturday night performance Kinko played midnight show at Texan Theater. Many fishing trips are being planned by the quintet.

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The Corral

By ROWDY WADDY

LEN SMITH, Colorado rancher and well known in rodeo circles, and his family are wintering in Mesa, Ariz.

GUESTS OF PAT CLANCY at the recent Madison Square Garden Rodeo included Al and Red Pilz, Gladys Reilly and Dora Mathewson.

CHIEF CLEARWATER, his wife, and sons, Little Bear and Running Deer, have been playing school and indoor dates since concluding a successful season with Jack Raum's show.

CHET AND JUANITA HOWELL are returning to their home in California after finishing the season with Cole Bros.' Circus. Chet says they plan to spend the winter working in Western pictures.

J. A. AKERS & Sons Rodeo Company has been contracted for a three-day stand at the Louisiana State Fair grounds, Shreveport, late this month. With the exception of opening day, two performances will be given daily.

DAKOTA BILL, who has his Wild West Circus in quarters at Crouse, N. C., is breaking a troupe of dogs which will be one of the features of show for 1938. Bill says work on new equipment and canvas will be begun shortly after Christmas.

DISTINGUISHED VISITORS at the National Frontiersmen Association convention November 7-11 in Houston were National President Major Gordon W. Lillie (Fawnee Bill), Ben Harbart, Al Jennings, Cy Compton, Baldwin Parker, Chris Madsen, Eliego Caca and Capt. Irving O'Day.

NEW FRONTIER DAYS Rodeo, sponsored by the Mounted Troops of America, is now in quarters in Muskogee, Okla., at the country home of its director, John A. Guthrie, who reports that the season was a successful one. He adds that he is readying a new presentation for the season 1938.

JOHN A. STRYKER, who has been doing advance work for John A. Guthrie's New Frontier Days Rodeo, reports from Paul Valley, Okla., that he has just concluded a long rodeo season which started June 15. He says he will return home for a vacation in North Platte, Neb., where he is secretary of the Annual Buffalo Bill Roundup.

WHEN THE TOM MIX Circus exhibited at Fayetteville, Ark., recently, Tom Mix invited John A. Guthrie to be his guest at the performance. Guthrie surprised Mix by presenting him with an additional relic for his collection of famous guns. The rifle presented was a No. 701 of the 1856 patent of Colonel Colt before the Colt Firearms Company was incorporated. It was one of the first consignment of repeating rifles purchased by the United States for soldiers during the Civil War. Inscribed on a silver name plate on the gun was the following: "Presented to Tom Mix by John A. Guthrie."

DAY MONEY and final winners at the Boston Garden World Championship Rodeo follow. All results are for night contests unless otherwise indicated. Bareback Bronk Riding—Third day (Tuesday, Wednesday and Thursday), Don Thompson and Paul Carney split first and second, \$93.75 each; Hughie Long and Shorty Hill split third and fourth, \$37.50 each. Fourth day (Friday, Saturday matinee and night), Paul Carney, \$112.50; Eddie Curtis, \$75; Canada Kid and Hoytt Hefner split third and fourth, \$37.50. Finals, Paul Carney and Eddie Curtis split first and second, \$115.00 each; Kid Fletcher, \$66; Hughie Long, \$33. Cowgirls' Bronk Riding—Fourth day (Wednesday and Thursday), Mildred Mix Horner, \$75; Rose Breeden, \$50; Rose Smith and Mary Parks split third and fourth, \$25 each. Fifth day (Friday, Saturday matinee and night), Mildred Mix Horner, \$112.50; Rose Smith, \$75; Mary Parks and Rose Breeden split third and fourth, \$37.50. Finals, Mildred Mix Horner, \$144; Ruth Woods, \$103; Rose Breeden, \$72; Mary Parks, \$36. Cowboys' Bronk Riding—Fifth day (Tuesday and Wednesday), Herman Linder, \$85; Kid Fletcher and Eddie Woods split second and third, \$62.50 each; Vic Schwarz and Jerry Amber split fourth and fifth, \$40 each; Paul Carney and Buck Davis split sixth, \$12.50 each. Sixth day (Thursday and Friday), Eddie

Curtis, \$85; Fritz Truan, Doff Abrams and Burel Mulkey split second, third and fourth, \$55.66 each; Herman Linder, \$35; Bob Walden and Eddie Woods split sixth, \$12.50 each. Seventh day (Saturday matinee and night), Nick Knight and Paul Carney split first and second, \$77.50; Buck Davis, \$55; Fritz Truan and Vic Schwarz split fourth and fifth, \$40 each; Eddie Curtis, \$25. Finals, Eddie Curtis, \$96; Bob Walden, \$72; Ray Maverty, \$48; Buck Davis, \$24. Steer Wrestling—Fourth day (Wednesday and Thursday), Hub Whiteman, \$125; Rusty McGinty, \$100; Dick Truit, \$75; Jack Quait, \$50. Fifth day (Friday, Saturday matinee and night), Everett Bowman, \$187.50; Hub Whiteman, \$150; Gene Ross, \$112.50; Mike Hastings, \$75. Finals, Gene Ross, \$415; Hugh Bennett, \$310; Dick Shelton, \$208; Hub Whiteman, \$129. Calf Roping—Fourth day (Wednesday, Thursday and Friday), Toots Mansfield, \$187.50; Roy Matthews, \$150; Roy Lewis and Bob Crosby split third and fourth, \$93.75 each. Fifth day (Saturday matinee and night), Harry Hart, \$125; Clyde Burk and Juan Salinas split second and third, \$87.50; Roy Lewis, \$50. Finals, Hugh Bennett, \$408; Herb Meyers, \$300; Everett Bowman, \$200; Ralph Bennett, \$125. Steer Riding—Fourth day (Wednesday, Thursday and Friday), Hoytt Hefner, \$93.75; Eddie Woods, \$68.75; Jimmie McGee, \$50; Allen Cameron, \$37.50. Fifth day (Friday, Saturday matinee and night), Paul Carney, \$93.75; Hoytt Hefner, \$87.75; Canada Kid, \$50; Terry Lockyer, \$37.50. Finals, Paul Carney, \$112; Kid Fletcher, \$84; Hughie Long, \$56; Hoytt Hefner, \$28. Wild Horse Race—Wednesday, Hank Mills, \$35; Goldie Butner, \$25; Jimmie Walls, \$15. Thursday, Allen Cameron, \$35; Jerry Ambler, \$25; Lyle Cottrell, \$15. Friday, Hank Mills, \$35; John Jordan, \$15; Saturday matinee, Jerry Ambler, \$35; Terry Lockyer, \$25; Floyd Shoemaker, \$15. Best Bucking Horse—Wednesday, Eddie Cameron, \$25; Thursday, George Mills and Kid Fletcher split, \$12.50 each. Friday, John Jordan, Eddie Cameron and George House split, \$8.33 each. Saturday matinee, Terry Lockyer, \$25. Saturday night, Floyd Shoemaker, \$25.

CIRCUS VS. M. P.

(Continued from page 41)

thing I will say about work with wild animals in motion pictures, every consideration possible is given the trainer and the animals. On locations where the animals are to be kept for any length of time cages are built and every facility to protect the animals from whatever elements the weather might offer, and the very best food is provided for them.

However, in the circus the only real tough time an animal trainer has is in the winter time when he is breaking new cats or mixing new cats with the old ones. Once his act is set and routinized and the first two or three weeks on the road have passed he has very little trouble unless some lion or tiger gives vent to some pent-up hatred he might have been harboring towards one of his arena mates, and then a good time is had by all—and may be the best man win.

Personally I love the circus and would much rather work with one. It is not only easier on the animals but on the man as well. Since 1835 on Wombwell's Menagerie in England, when Manchester Jack sat on the back of a lion and opened the lion's mouth, wild animal acts have been popular and my sincere hope is that they continue as long as there are circuses.

WPA Show Briefs

NEW YORK, Nov. 13.—The WPA Federal Theater Project's circus opened second of its week-end engagements at Jamaica Arena, Jamaica, L. I., last Saturday afternoon to a packed house. Biz at night was light, but Sunday matinee and night found capacity houses.

Visitors included William Hausberg II, circus fan; Miriam Baron, feature writer, and "Runt" and Teresa Davilla.

Managing Director O'Sullivan has prevailed upon "La-la," noted clown of a decade ago, to return to the tanbark. Local papers, particularly *The Long Island Press*, came thru again with plenty of space and Manhattan papers were also generous.

Mrs. Hazel Gardener, mother of Avonne Gardener, has been discharged from the French hospital, but it will be some time before she will be able to return to show, reports Wendell J. Goodwin.

WYATT DAVIES, clown, was guest of Wonder Club, New Orleans, Halloween.

\$12,300 Awarded At Boston Rodeo

BOSTON, Nov. 13.—Prize money totaling \$12,300 plus entrance fees awarded contestants at the seventh annual Boston Garden World Championship Rodeo, which closed an 11-day 15 performance engagement under the direction of Everett Colburn and Harry Knight, was the largest in the event's history, it was learned here this week. This despite the fact that the show wound up about 20 per cent under last year's figure as reported in last week's issue.

Final first-place winners were Mildred Mix Horner, cowgirls' bronk riding; Paul Carney, bareback bronk riding and steer riding; Hugh Bennett, calf roping, and Gene Ross, steer wrestling. Mrs. Horner and Eddie Curtis were awarded complete saddles, while Carney, Bennett and Ross received belt buckles, all donated by the Garden. Bennett also received an engraved stop watch and timer from the Plymouth Cordage Company. Top money getters were Mrs. Horner, with \$144; Gene Ross, \$415, and Hugh Bennett, \$718. Roy Matthews broke an arena record when he took the calf-roping contest in 16.4 seconds.

Young Brown Manager

Garden directors named Walter Brown, son of the late George V. Brown, general manager of the Boston Garden Arena Corporation on opening day, making him probably the youngest person in the business to handle that position. Contestants paid tribute to his father on opening night when a delegate from each event walked to the center of the arena and placed a garland over a pinto pony while Ray Whitley sang *Empty Saddles*. Delegation was led by Hugh Bennett, Hughie Long, Herman Linder, Hub Whiteman, Everett Bowman, Dick Truit, Everett Shaw, Tad Lucas and Florence Randolph.

Garden promotion staff was headed by Les Stout. Tom Kanaly assisted him. Eddie Cummings again aided the boys in the press box, while Harry Collier did the posting and billing. Harry McHugh handled the stunts and ballyhoo.

New features this year included Major Hiram E. Tuttle's dressage act; Ted Allen, world's champion horseshoe pitcher; Bob Mathews and Tom Hunt; Lou Tindall and his horse, Lad, and Carlene and Glorine Tindall. Prosser Martin did the announcing and Johnny Jordan, who formerly coupled that spot, returned at each performance to sing out instructions for the horseback quadrille. Everett Johnson's cowboy band serenaded railroad commuters daily at the North Station Terminal and Ray Whitley and his Six Bar Ranch cowboys took the town with their radio broadcasts. Sam Simon and William S. Hunt handled the concessions.

No Major Injuries

Altho there were no major injuries this year, a complete list of contestants treated by Dr. Patrick J. Mahoney, garden medic, follows: Florence Randolph, contusions, thigh and knee; Alice Greenough, contusions, Ruth Wood, slivered finger; Grace White, contusions, right abdominal muscles; Margie Greenough, sprained ankle; Everett Bowman, concussion of right eye; Floyd Shoemaker, abrasions; Walt Stevenson, knee concussion; Tom Perkins, lacerations and abrasions; Vern Goodrich, scalp lacerations; Jasbo Fulkerson, Saginaw, Tex., sprained ankles.

Tommy Horner, breast contusions; Smoky Snyder, contusions; Don Thompson, contusions; Hugh Bennett, lacerations to finger and sprained ankle; Hughie Long, abrasions; Terry Lockyer, finger lacerations and contusions; Jay Rhodes, knee abrasions; Ted Powers, rope burns; Paul Carney, lacerated eyebrow; Herman Linder, sprained elbow; Bob Mathews, bone contusions; Rock Fraker, hemoic tumor; Eddie Cameron, fracture nasal bone; Lyle Cottrell, knee lacerations; Mickey McCrorey, dislocated shoulder; Chuck Sheppard, mild brain contusion; Jimmie Hagen, sprained wrist; Jack Quait, eye lacerations; Jimmie McGee and Eddie Woods, sprained wrists.

Jack Kerscher, lacerations; Jimmie Wallie, internal knee injury; Jimmy Downs, elbow lacerations and contusions and sprained wrist; Shorty Hill, thumb abrasions; Ray Bartram, contusions and abrasions; George Mills, sprained wrist; Dick Griffith, muscle contusion; Carl Arnold, knee abrasions and contusions; Canaday Kid, sprained back muscles; Bart Clennorn, sprained wrist; Orville



A large cargo of wild animals arrived in Los Angeles November 2 on the American steamer Bearport from Singapore. Almost all of the animals were sold to A. G. Barnes. . . . Wiley Ferris, after a two-year absence, rejoined Great Keystone Circus following the closing of his moving picture show at Chester, Va., October 25. . . . Hagenbeck-Wallace Circus, after covering 13,203 miles during 27 weeks, closed at Trenton, Tenn., November 2. . . . G. W. Christy purchased a number of animals, a new steam calliope, one carload of wagons and entire equipment of the Grubbs Amusement Device Company's factory in Kansas City. . . . Howe's Great London Circus purchased six lions from Carl Hagenbeck Company.

Raymond Elder, of Ringling-Barnum Circus, was in Chicago after closing with show at Greensboro, N. C. . . . Charley Fisher, of Flying Fishers, was in the Windy City on business. . . . Bobby Zenero, of Aerial Zeneros, was recovering in Erie, Pa., from an operation. . . . George M. Burk, formerly with Walter L. Main Circus, was in charge of baggage stock on Rubin & Cherry Shows. . . . Frank Braden and Bob Hickey started press work ahead of the American Circus Corporation's winter circus. . . . Harry Turner, boss hostler of Aterbury Show, was working with the Watson Coal Company, Sioux City, Ia. . . . Mel Curtis signed as assistant manager of Raymond Daley's *Chocolate Town* Company, which was to open in Montgomery, Ala., November 18.

Charles Siegrist troupe of aerialists returned to Canton, O., after closing with Ringling-Barnum Circus. . . . Frank A. Goldie, manager of Cole Bros.' Side Show, returned to the circus after being home several weeks with his invalid wife, who died October 18. . . . Arthur Burson joined Pullen's Comedians at Chickasha, Okla. . . . Loos and Loos, aerialists, returned to their home in Canton, O., following a two-year tour of Europe. . . . Mrs. Emma Quinett, wife of William Quinett Hendricks, veteran circus trouper and who also was active in the profession for many years, died in Wooster, O., November 6.

Great Eastern To Open At Mansfield, O., Nov. 22

CANTON, O., Nov. 13.—Nick Carter, managing director of Great Eastern Circus, indoor, has announced Mansfield, O., as opening stand for eight days starting November 22. Show will be presented for eight nights and three matinees in Coliseum there, auspices of Baku Groton. From Mansfield unit moves to Madison, Wis., for 10-day showing for the Shrine, with other Northwest and Midwest stands to follow.

Carter informs he has assembled a strong indoor program, using acts of Cole Bros. Among them will be a five-bull act; Harold Barnes, wire; Homer Hobson's riding turn, Harold Vaise's flying act and a number of Cole clowns.

On staff are Pat Hanlon, general agent; Don Cooke, general superintendent; "Skinny" Dawson, advance press; Ray Dean Jr., press back and announcer, and Homer Hobson, equestrian director. For the Mansfield engagement seats, including blues, will be brought from Cole quarters.

Stanton, contusions and abrasions; Pete Martinez, sprained back; Hoytt Hefner, contusions; Tom Hunt, sprained wrist; Jimmie Nesbitt, crippled body and bruises.

ENOCH BRAFFORD has returned to York, S. C., after spending a week in Indianapolis, Ind., with Grover Nitchman.

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Best Promotion of Year Placed On Chicago Convention Program

Committee is completing six months of work to include paramount topics of industry—sellout of space indicated for trade show with greatest array of exhibits

CHICAGO, Nov. 13.—Following six months of strenuous work, the program committee, John E. Lambie Jr., chairman; Herbert F. O'Malley, vice-chairman; Paul H. Huedepohl and J. O. Ziegfeld, in close co-operation with President Harry C. Baker and Secretary A. R. Hodge, have about finished the program for the 19th annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman here on November 29-December 2. One of the most interesting and helpful items on last year's program was the contest for a substantial cash prize on the best promotion of the year. Chairman Lambie has accordingly repeated this subject and bulletins have been sent to all members requesting them to come prepared to lay their cards on the table and tell just how they did it.

Chairman Huedepohl, in charge of the pool program, has instituted the same contest feature in the pool session, and a lively time is expected during both of these sessions. Personal appearance will not count nor will eloquence or showmanship. The merit of the plan will be the determining factor and the audience will be the judges.

There will also be the following awards in connection with the program: Harry C. Baker award, for the best program appearance, matter of delivery and subject treated, particularly for parks; D. S. Humphrey award, for the best program appearance, matter of delivery and subject treated, particularly for pools; Fred W. Pearce award, for the floor captain who conducts the subject assigned to him most ably.

More time has been allotted thruout the program for discussions on all topics which delegates may wish to discuss, and discussion leaders, or floor captains, on these subjects have been arranged for. In addition, all present are encouraged to present their problems to the association in order that the numerous experts present can help individuals in the solution of these problems.

A Major Bowes gang is to be used to maintain a time schedule. There will be microphones scattered thruout the meeting room so as to encourage speaking from the floor. There will be door prizes awarded each day for early attendance at program sessions. There will be special periods for refreshment and relaxation and many innovations, including daily luncheons for all delegates to be served in the Grand Ballroom. Anyone who wants to come to the convention and has not received an invitation can communicate immediately (See NAAPPB AWARDS on page 48)

Cincy Man Political Winner

CINCINNATI, Nov. 13.—Wiley Craig, a dark horse politically, who astounded students of the municipal situation by being elected to the nine-man city council for a two-year term on November 2, is a former park manager. He was lessee of Tacoma Park, Dayton, Ky., season of 1935. He not only won a council seat in a field of 40 candidates but after his election he was named by the council to fill a vacancy until he takes his regularly elected seat on January 1.

Park Accidents and the Press

By Archie W. Colter

Will Be a Feature of the

Christmas Number

Of The Billboard

Dated November 27

NAAPPB Work Is Summed Up By Its Prexy

A letter from President Harry C. Baker, New York, to members of the National Association of Amusement Parks, Pools and Beaches, briefly reviewing the year's accomplishments of that organization.

Now that the hurry and bustle of the 1937 season are over and we are all looking forward to our forthcoming annual gathering, I should like to enumerate briefly some of the more important work done by your association during the present year and tell you a little of our plans for the coming convention.

1936 CONVENTION: The 1936 convention was one of the most outstanding in our history and proved beyond all doubt that our association is moving forward by leaps and bounds. We doubled our exhibits over the previous year and, all in all, had a most interesting and instructive show of devices, equipment and merchandise, our program sessions were equally outstanding and helpful, and a vast majority of members went away with the feeling that the time and money spent constituted an exceptional investment from which they would draw large dividends indefinitely.

PUBLIC LIABILITY INSURANCE: The (See NAAPPB WORK on page 49)

Dick Johns Recuperating

CANTON, O., Nov. 13.—F. D. (Dick) Johns, manager of Lake Park, Coshocton, O., widely known Eastern Ohio park executive, who has been seriously ill since close of the fair season, is reported much improved in health. At the close of the Ohio fair season he, accompanied by Mrs. Johns, went to Hollywood, Fla. He became ill shortly before close of the fair season and was bedfast some time, Mrs. Johns looking after his concession interests. He plans to return in the spring to ready the park for reopening and will again book his Arcade at fall fairs.

Popularity of Rides at Savin Rock Leads to Outlay of About \$80,000

WEST HAVEN, Conn., Nov. 13.—Encouraged by good patronage during the past season, Savin Rock Park ride owners and concessioners are planning many more improvements for 1938. Fred Levere, head of Savin Rock Park Association, said more than \$80,000 will be spent in preparing for the new season.

Among new installations at the "Rock" will be a \$15,000 Funhouse by Philadelphia Toboggan Company, to be built west of the Thunderbolt. Also on Beach street in the Thunderbolt section will be erected a building 90 by 125 feet in which will be installed a new Merry-Go-Round and a Penny Arcade. On the east side of the park will be built a new Water Skooter.



HERBERT F. O'MALLEY



A. W. KETCHUM

AMONG LEADING COMMITTEEMEN for the 19th annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on November 29-December 2 are Herbert F. O'Malley, director of Playland, Rye, N. Y., of the program committee, and A. W. Ketchum, Forest Park Highlands, St. Louis, chairman of the reception and social committee, which promises unusual activities this year.

C. C. Gives Details On Miami Park Site

CINCINNATI, Nov. 13.—Following publication of a report from Chicago in the issue of November 6 announcing acquisition of a site and plans to develop Liberty Paradise Park in Miami, Fla., by Gerber & Glass, widely known in the coin machine industry, The Billboard received a letter claiming exaggerations in the story.

To get an unbiased version of the proposed amusement spot The Billboard wired to the Miami Chamber of Commerce asking for details concerning size, location and possibilities for enlargement of the site mentioned. The following wired reply was received, signed by Caroline Duncan, of the Miami Chamber:

"Liberty Paradise Park colored project for colored only. Located outside city limits on Northwest 17th avenue between 70th and 71st streets. Property runs thru to 18th avenue, covering ordinary city block. Contains dance hall, 100 by 125 feet; swimming pool; pit alone 80 by 110 feet; roof garden for private parties, 30 by 80 feet. Plenty of ground for expansion, as surrounding property is undeveloped."

Will Improve Spot in Ohio

ALLIANCE, O., Nov. 13.—Lake Park, east of here, will have extensive improvements for the 1938 season, said Manager R. D. Williams, with new attractions on the midway. Season was reported one of the best in recent years. Dance pavilion has been converted into an all-year spot, with sessions Saturday nights and on special occasions. Manager Williams, former concessioner at Cedar Point, has been pilot of Lake Park more than a decade.

S. F. Midway Remains Open

Playland-at-the-Beach attractions not to close for winter—plan additions

SAN FRANCISCO, Nov. 13.—While most outdoor amusement resorts here are preparing to "dig in" for winter, Playland-at-the-Beach will keep its attractions and concessions on the midway open, said George K. Whitney, of Whitney Bros., owners of Playland. The old gift shop adjoining the Cliff House will be torn down and replaced by a larger structure, with a glass-front coffee shop overlooking the Pacific. Also the southeast entrance to the midway will be widened. Other improvements will be made.

Frank (Yorke) Warren, well-known figure at the beach, has been admitted to Laguna Honda Home. He passed 70 years of age, he has performed odd bits (See S. F. MIDWAY on page 49)



HARRY A. ACKLEY, Pittsburgh, chairman of the entertainment and banquet committee for the 19th annual convention of the NAAPPB in the Hotel Sherman, Chicago, on November 29-December 2. The park, pool and beach men will revive their banquet on December 2 after a lapse last year.

American Recreational Equipment Association N. Y. Talked For '38 Meet

Possibility called strong for NAAPPB conclave there and 1939 summer session

By R. S. UZZELL

Attention of park men centers now on the Chicago conclave. It is the subject uppermost in their minds wherever one meets them. Rex D. Billings was in from Montreal. He is pleased that we are to have a banquet this year all our own. He expects to defer his departure for Florida until after the assembly in the big city on the lake.

There is a strong possibility that the 1938 convention will go to New York City because of the New York World's Fair in 1939. It's almost certain to be followed by a summer meeting there in 1939 so that our members can enjoy the big show at its peak of operation.

Our exhibit in Chicago this year gains momentum as the time approaches for its opening. This New York exposition has stirred inventive genius from its apathy and directed it to our industry. Out of it good is sure to come. There are sure to be many new amusement device patents to add to our museum collection. Some may not be practical but will stimulate thought that will lead to something practical.

Small '37 Slump Seen

Director W. F. Mangels will be on the alert for copies of any new amusement patents that may be issued. Patent research is costly and moves at snail pace, while the American Museum of Public Recreation has it available to our members for the asking. Can there possibly be any doubt of this most valuable institution's being worthy of our support? Read the pamphlet on it and fill out a membership blank which you have, then

(See RECREATIONAL on page 49)

At Leisure

BRIDGEPORT, Conn., Nov. 13.—After selling his refreshment concession at Main street entrance to Seaside Park, which he built up from a tiny stand to an establishment reported to have brought over \$30,000 from purchasers, Harry Tomlinson is looking forward to a vacation trip to California. A new corporation, Seawall, Inc., of which Thomas J. Keegan is president and James V. Joy secretary-treasurer, will take over the concession on December 1.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Add Convention Data

A flash from the convention front reveals that the subject *The Possibilities of Sponsored Swimming Clubs*, which was to have been on the schedule of topics at the annual meeting of the National Association of Amusement Parks, Pools and Beaches in Chi., has been dropped and this tentatively substituted, *The Necessity of Greater Co-Operation Among Pool Operators*. While I would like to hear a discussion on the former subject, each topic slated for airing appears most interesting. According to the advance sheet, there will be 10 other papers besides the one mentioned. As outlined, the pool meetings look as tho they are going to be most interesting affairs. Take my word for it—they are going to be more than interesting. They are going to be enlightening. And don't be a bit surprised if many startling scientific revelations and many entirely new promotional stunts are inaugurated at the convention, all of which will tend to revolutionize the entire aquatic industry.

Pleasure and Business

Another innovation at the Chicago convention will be the stress that the committee in charge has laid on social activities. In other words, those in charge of activities have felt—and right—

(See POOL WHIRL on page 73)

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Weather ideal, with a consequential lift in biz slight but noticeable. Island night spots that have cleared out floor shows for winter number more than a score. Purification of Long Island waters for bathing set as one of problems for discussion by solons this winter.

Bob Sammis, pony-track king, plotting several spots for next spring. Freeport expects to gain more benefits from the World's Fair in 1939 than other Long

(See LONG ISLAND on page 65)



MAURICE W. JENCKS, president of the International Association of Fairs and Expositions and manager of Kansas Free Fair, Topeka, who will give a "Report of Progress and Conditions" before the annual convention session of the National Association of Amusement Parks, Pools and Beaches on November 30 in the Hotel Sherman, Chicago.

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Acts and Operas In Spots in S. S.

CINCINNATI, Nov. 13.—"There are at present 10 amusement parks in Malaya. Singapore possessing three and Penang four," Cheah Cheng Khoo, of City Park, "City of a Thousand Lights," Bunga Rava road, Malacca, S. S., writes to *The Billboard*.

"Each of the parks in Singapore occupies an area of about 10 acres. Those in Penang, Kedah, Taiping, Ipoh, Kuala

Lumpur and Malacca have only about two to four acres each. Patrons being most natives, Chinese and Malays, but mostly Chinese, the attractions in all the parks take the form of Chinese theatrical troupes and Malay operas.

"Occasionally free attractions are provided, whenever available. Peejay Ringens, American high diver, and Mrs. Ringens were last here during the early part of this year but had time to perform in only three parks before leaving for engagements in Sweden. I heard from Peejay recently from Paris that he would be in the United States about February 1, 1938. Most of the parks here have dance halls and talkies."

Over \$4000 NET Profit



That's what the books show a No. 16 Wheel in a Central West Park made in 1936, also its 11th consecutive year of operation at the same location. Park Men, why not a No. 16 BIG ELI for consistent, year-by-year profits?

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SOUTHERN FINALS HOLD UP

Shreveport Has New Record; Attendance Is About 300,000

Louisiana State Fair figures soar on gate and patronage, with 200,000 paid—grand-stand receipts gain by 60 per cent—RAS midway has an all-time mark

SHREVEPORT, La., Nov. 13.—At the 32d annual Louisiana State Fair here on October 23-November 1 new records in attendance and patronage were hung up, said Secretary-Manager William R. Hirsch. Altho figures have not been completely tabulated, enough is known to show that attendance was about 100,000 larger than in any previous year, the record heretofore having been hung up in 1929 with between 180,000 and 190,000. Compared with 1936, this year's attendance had a gain of about 80 per cent, there having been bad weather last year. Attendance this year was about 300,000. About 200,000 was paid at general admission charge of 25 cents. Difference between paid and unpaid attendance was largely represented by children.

In addition to kiddies who were guests on Children's Day, October 25, and on Negro Children's Day, November 1, about 25,000 white and 15,000 Negro children having attended on those days, juvenile bands participating in Music Festival activities, basket-ball teams taking part in a State Fair tournament and members of 4-H Clubs and Future Farmers of America and Boy Scouts were admitted free. There also were many football players as guests.

Four football games were played in the State Fair stadium. The Louisiana Tech-State Normal game was on October 23, replacing the classic between Louisiana and Arkansas universities, which, after running for more than 30 years and proving a stellar State Fair drawing card, was canceled this year.

Space Demand Great

Whether the Louisiana-Arkansas classic will be restored to the fair program is not known, but a movement was started for its restoration the night before opening of this year's fair at an annual banquet given by the fair management to officers of Louisiana State Press Association and association's Press Day committee. A resolution urging newspapers of the State and citizens to strive to have the Arkansas-Louisiana game restored was offered by Ed W. Rice, (See SHREVEPORT HAS on page 48)

Expansion Program Begun For Miss. State in 1938

JACKSON, Miss., Nov. 13.—Construction of a new and larger grand stand, erection of new cattle and stock barns, additional exhibit space and a number of other improvements are planned for the 1938 Mississippi Free State Fair, Mayor Walter Scott, head of operations, said this week.

J. S. Vandiver, State superintendent of education, has appointed a committee to take charge of the Education Day program on Friday of the fair and plans are being developed for this feature, Mayor Scott said. Several commercial exhibitors are already asking for preferred space.

City commission may okeh a bond issue to raise many thousands for expansion, the mayor said.

Flood Causes Three-Day Montgomery Postponement

CINCINNATI, Nov. 13.—Heavy rains caused postponement of Central Alabama State Fair, scheduled in Montgomery for November 2-11.

General Manager Max Gruberg, Gruberg's World's Exposition Shows, wired *The Billboard* on Thursday that a three-day postponement of the fair had been made "because terrific rains had put the new fairgrounds and the shows under three feet of water."

Social Security Rulings

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

Havana Expo Can Develop, Avers Hamid

NEW YORK, Nov. 13.—Provided the government and leading merchants retain their keen enthusiasm, the Cuban National Industrial Fair and Exposition, the first scheduled to get under way in January for a month in Havana, has excellent chances of developing into one of the finest annuals in the Western Hemisphere. So thinks George A. Hamid, New York attraction booker and showman, who returned this week from a flying visit to the Cuban capital. Mr. Hamid, called there by government officials, conferred with leaders of the fair, advised them on ways and means of operating the show and came away gratified that the event is practically a natural for huge success.

Plan back of the idea is to develop one annual fair in the nation to a point where it can adequately depict Cuban (See HAVANA EXPO on page 48)

Gate Biggest For Augusta

Fall Fair paid attendance estimated at 149,545—cut in admission brings rise

AUGUSTA, Ga., Nov. 13.—The 15th annual Exchange Club Fall Fair on November 1-6 broke all attendance records, said Robert L. Sumerau, vice-president and manager of the association. Estimates of paid attendance were 149,545, compared with 128,707 in 1936, and 125,000 in 1935. Monday, Governor's Day, drew 21,240; Tuesday, Children's Day, 28,995; Wednesday, 23,610; Thursday, 23,701; Friday, 24,509; Saturday, 26,490. Exhibits were 40 per cent larger than in the last two years. Weather was good except for showers Friday night.

Grand-stand receipts, reported largest in history of the fair, were estimated at about \$30,000, or about \$8,000 more than ever before. Midway called the most attractive ever presented in the city, was occupied by Johnny J. Jones Exposition. Free acts were presented twice daily by the Five Albanis. Fireworks nightly were by T. E. Weeks Company.

Since six acres were added to grounds (See GATE BIGGEST on page 48)

Biz Is Good In Anderson

Gate tops 165,000 at 17th annual—World of Mirth is contracted for next year

ANDERSON, S. C., Nov. 13.—Anderson Fair on November 1-6 scored total attendance of more than 165,000, reported Manager J. A. Mitchell, who called the 17th annual in Cater Park one of the most satisfactory in history of the 10-county association.

Exhibits were declared of higher caliber than ever before, more entries were recorded and displays were more diversified. A number of tents were left standing for the Negro fair to follow.

Peak crowd was present Saturday night, the midway being packed and shows and rides being heavily patronized until midnight.

Max Linderman, general manager of the World of Mirth Shows, which were on the midway, was given a contract for the 1938 fair, said Manager Mitchell, who expressed satisfaction with the attractions and who reported that business for the organization had been good.

Orangeburg Annual Comes Out in Black

ORANGEBURG, S. C., Nov. 13.—The 27th annual Orangeburg County Fair here on October 26-30 was successful, said Judge J. M. Hughes, secretary, who (See ORANGEBURG ANNUAL page 48)



JAMES A. CAYCE



JUDGE LITTON HICKMAN

ALL MEMBERS OF TENNESSEE STATE FAIR BOARD except Secretary J. W. Russwurm, who has been ill several months, will attend annual sessions of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on November 30-December 1. Above are James A. Cayce, director in charge of attractions at the Nashville annual, and Judge Litton Hickman, long chairman of the board. Photos, Dadswell, Royal American Shows.

Ionia Building Surplus and Fund For New Stand, Reports Chapman

IONIA, Mich., Nov. 13.—"The best profit, \$14,186.07, was shown since 1929 and in only two other years in a history of 23 was this profit exceeded," said Secretary Fred A. Chapman in his official report on the 1937 Ionia Free Fair. "It was a success financially and as to attendance. Early indications pointed to new records, but rain interfered on the last three days."

With \$2,500 rain insurance, grand-stand receipts were \$30,241.65, best in 23 years, with exception of 1929, when grand-stand receipts were \$31,640.61. Estimated attendance, based on 4½ times paid admissions to the grand stand, was 276,465. A new record was made in midway receipts. Total paid attendance to midway shows and rides was 269,558. Private parking lot showed a 10 per cent increase, with 13,792 cars parked during the week.

All departments were filled to capacity and farm machinery exhibit was largest in history, requiring twice as much space as in former years. Independent concessions showed an increase of 15½ per cent. Total receipts were \$61,608.77, exceeded only in 1928 with \$62,746.30 and 1929 with \$66,932.51. Total cash receipts were \$61,608.77, and total disbursements \$47,422.70, leaving profit of

\$14,186.07. This profit includes expenditure of \$5,040.11 for improvements, consisting of new performers' platform, starting judges' stand and new toilets. Net cash added to surplus account is \$9,145.96, making total cash in banks as of October 31 of \$31,755.37.

"Our new performers' platform worked out very satisfactorily and allowed us to put chairs on the track without interfering with the view of grand-stand spectators," said Secretary Chapman.

(See IONIA BUILDING on page 48)

Teter Is Booked in Havana

NEW YORK, Nov. 13.—Lucky Teter and his Hell Drivers, American thrill attraction, will leave the country for the first time when he plays an engagement on December 18-January 2 in Polar Stadium near Havana, Cuba. Teter, resting after a vigorous fair season, was booked into the arena by George A. Hamid, Inc.

KENOSHA, Wis.—M. M. Schnurr was elected president of Kenosha County Fair Association, succeeding James Brook. Other officers were re-elected: William Luke, vice-president; John Van Liere, treasurer, and E. V. Ryall, secretary.

Necessity of Professional Bands for Grand-stand Shows By Hiram Wright Will Be a Feature of the Christmas Number Of The Billboard Dated November 27

24 States In On G. G. Expo

20,000 square feet asked in building—whereabouts of P.-P. Stella mystery

SAN FRANCISCO, Nov. 13.—Twenty-four States have taken definite action to be represented at the 1938 Golden Gate International Exposition here, announced Brig.-Gen. William E. Gilmore, director of governmental participation. Legislation is pending in two other States, enabling legislation is anticipated in eight more at next sessions of Legislatures and remaining 14 States are being advised concerning exhibit features.

Six States, Arizona, Colorado, Nevada, Oregon, Utah and Washington, have asked for space reservations, a total of 20,000 square feet, in the Hall of Western States.

For persistency—and multiplicity—there is no one, it appears, quite like Stella.

The robust nude that was Stella made her debut locally during the 1915 Panama-Pacific International Exposition. She was a great success financially, if not artistically, for some 1,000,000 persons each handed over a dime to see this painting of the well-upholstered and scantily draped siren.

At conclusion of the expo the country broke out into a veritable rash of Stellas. Owners of each cried to high heaven that theirs was the only and original Stella. But whereabouts of the Panama-Pacific Stella is veiled in mystery and contradiction.

Revue Heads Leave Texas for New York

FORT WORTH, Tex., Nov. 13.—With the *Show of Shows* tour under way, members of the producing staff are leaving here for New York to resume activities there after spending parts of the past two years in Fort Worth.

John Murray Anderson, director of the *Show of Shows*, as well as the two Cass Manana revues here, left the road show in Denver for New York, where he will direct an operetta, *Mariette*. After that, it is said, he will be connected with the World's Fair in New York as head consultant for the amusement section of the fair. Lauretta Jefferson, ballet mistress until the show went on the road, goes to New York to take up ice skating to prepare for an ice carnival at the New York World's Fair.

Carlton Winckler, technical director, after a week with the show on the road, and Archie Bleyer, music arranger, will vacation in Fort Worth before returning to New York. The *Show of Shows* is being managed by Rube Bernstein, company manager, and Arthur Barkow, stage manager.

WHO in Fair Booking Field

DES MOINES, Ia., Nov. 13.—A fair booking department handling free acts, revues and standard acts in addition to radio units has been organized by WHO Artists' Bureau of Radio Station WHO here, announced Irving Grossman, director. After three successful seasons booking WHO Barn Dance Frolic and revue units for fairs in Northern and Midwestern States the bureau last season branched out into the free-act field and handled several fairs on spot-booking basis. Jack Wade has been added to the staff as assistant to Grossman.

WANT MORE REVENUE for YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

Fair Meetings

Canadian Association of Exhibitions, November 22 and 23, Royal York Hotel, Toronto. W. D. Jackson, secretary, London, Ont.

International Association of Fairs and Expositions, November 30-December 1, Hotel Sherman, Chicago. Ralph T. Hemphill, secretary, Oklahoma City, Okla.

Fair Managers' Association of Iowa, December 6 and 7, Savery Hotel. E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 8, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Western Fairs Association, December 16-18, Whitecomb Hotel, San Francisco. Tevis Paine, secretary, Sacramento.

Wisconsin Association of Fairs, January 5-7, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

State Association of Kansas Fairs, January 11 and 12, Hotel Jayhawk, Topeka. George Harman, secretary, Valley Falls.

Ohio Fair Managers' Association, January 12 and 13, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Michigan Association of Fairs, January 18 and 19, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

Massachusetts Agricultural Fairs' Association, January 20 and 21, Boston. A. W. Lombard, secretary, 136 State House, Boston.

Virginia Association of Fairs, January 24 and 25, John Marshall Hotel, Richmond. Charles B. Raiston, secretary, Staunton.

Nebraska Association of Fair Managers, January 24-26, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Texas Association of Fairs, January 28 and 29, Adolphus Hotel, Dallas. J. C. Watson, secretary, Graham.

SECRETARIES of associations should send in their dates, as inquiries are being made.

Much To Be Done On Paris Reopening

PARIS, Nov. 8.—Request of promoters of Paris International Exposition for permission to reopen next summer having been granted by the International Bureau of Expositions, before reopening becomes a certainty they must secure approval of the French parliament, arrange for financing and seek renewal of participation of foreign exhibitors.

Situation of the amusement park is even more uncertain as affairs of the operator, the C. R. C. C., are said to be muddled and that it will require considerable effort to satisfy concession holders, exposition officials and residents of streets adjoining the park who have objected to noise in the park.

Cold weather is affecting attendance at the expo, but Saturdays, Sundays and Mondays still bring good crowds. At end of October total attendance was 27,786,336, daily average of 174,756. Attendance on November 1 was 253,510, considered good for the late season. Business is dropping off in the amusement park.

Memphis Awaits Decision on Site

MEMPHIS, Nov. 13.—For the first time since 1929 Mid-South Fair is free of debt, President Raymond Skinner announced at annual fall meeting of the association last week. Fiscal year closed with a balance of \$1,800, he said, after debts, including a \$6,000 bank loan, had been paid off. Gross receipts at the 1937 event were \$74,848 and net \$11,250. Debts totaling \$9,500 were paid off.

With the park commission planning to extend the city's recreational use of the fairgrounds, preliminary plans for housing the 1938 fair were discussed.

Frank D. Fuller, renamed manager for 1938, said the commission was not yet ready to say whether grounds will be available next year and, pending a decision, the association will await final plans.

Fair Grounds

NORFOLK, Va.—Mrs. Vincent Hilles Ober, president National Federation of Music Clubs, announces appointment of Mrs. I. D. Cole as chairman of music at State and county fairs. She will function under the extension department of the federation. Primary purpose of the committee is to encourage presentation of high-grade musical programs at these events.

YOUNGSTOWN, O.—Mahoning County Agricultural Society, sponsor of the annual county fair in near-by Canfield, reduced debt to about \$500 after the most successful fair in its history. Receipts in 1937 were \$25,644 and profit about \$4,500, \$2,000 more than in any previous year.

WEST BEND, Wis.—Washington County Fair grounds here have been sold to a realty company, which is selling buildings, fences and other property and will plat the land for residential lots. Annual county fair will be continued, but a site has not been selected.

CIRCLEVILLE, O.—Chamber of Commerce here is opposed to any change in dates of the annual Pumpkin Show, an outstanding event in Southern Ohio. It has been held the week following Fair-

field County Fair, Lancaster, for several years. This year cold and rain curtailed attendance but merchants said they had good business. The association will meet soon to plan for 1938, said Secretary Mack Parrett Jr.

AERIAL ALCIDOS, home in Ghent, N. Y., after a successful season of fairs in the States and Canada, were tendered a reception and party by friends at Baron Van Deusen's estate. Eva Homons, only girl in the aerial troupe, was selected as queen. Other members are Syd and Wilfrido Alcidos and Nick Cossilino. Syd Alcidos, act manager, is going to New York City regarding a European engagement set for December.



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N. Y. World's Fair Activities of Week

NEW YORK, Nov. 13.—Names of leaders in the amusement business who will be members of the entertainment advisory board will be announced within the next few days, it was learned. Board, which will function as an aid to John Krinsky and staff, will be composed of about 100 show-world personalities. Invitations to join the committee were sent out and it is expected that acknowledgments will be coming into the Empire State offices early next week.

Men's Apparel Quality Guild, Inc., an organization of men's wear manufacturers, applied for 67,000 square feet of space in the main exhibit area for an exhibit building to cost about \$500,000. Building will be devoted to various types of men's clothing and Guild is considering advisability of enlisting services of leading figures in the sporting and athletic world to appear in conjunction with the exhibit.

Brazil joined the ranks of foreign nations participating in the 1939 event when Raphael Correa de Oliveira, representative of that government, signed a contract for 48,000 square feet of space. The Brazilian informed fair officials that his country plans to spend about \$1,000,000 on exhibits.

E. F. Roosevelt, fair commissioner, who has been touring Latin America in interests of the fair, revealed that during his five-month trip he realized that the big expo is being watched with widespread interest in that part of the world. Much participation and co-operation can be expected from those nations, Roosevelt said.

Beaumont Up 25% In Early Figures

BEAUMONT, Tex., Nov. 13.—Attendance at South Texas State Fair, November 4-14, during the first half was estimated by L. B. Herring Jr., secretary-manager, at 25 per cent higher than corresponding days in 1936. No official figures being ready, it was estimated that 225,000 people passed thru gates in the first four days.

President Howard W. Gardner said the fair from every standpoint was best in its history and he paid tribute to the amusements, including Bee Kyle, high diver, and Royal American Shows on the midway.

Harry A. Illions, ride owner and operator with the shows, declared his patronage had been biggest he ever experienced in East Texas. The auditorium offering, *The Drunkard*, was a big draw.

Second Golden Gate Expo Rep Is Sent to New York

NEW YORK, Nov. 13.—San Francisco's Golden Gate International Exposition, scheduled to open for a 10-month run in February, 1939, has transferred Stanley Beaubaire to the New York offices to handle public relations for Eastern territory.

He arrived last week, will meet newspaper, magazine and advertising men, arrange for publicity and promotion campaigns thruout this part of the nation and assist Guy L. Bowe in the exhibit end. Mr. Bowe, who handles exhibit and concession departments in New York, has been here nearly eight months.

HAVANA EXPO

(Continued from page 46)

Industry, commerce and government at its best. Sugar and tobacco leaders are naturally in accord with the movement, Mr. Hamid said, and with governmental indorsement the fair bids well to succeed.

More Prep Time Needed

On Mr. Hamid's advice, however, initial fair will be curtailed in size and scope, chiefly because of lack in time for preparation. In 1939 the government and committee will "go to town" in connection with it.

The ball will be started rolling with a midway of five newer-type rides, five shows and about 10 concessions. Tom Mix and a Wild West contingent—not the Tom Mix Circus as originally planned—will appear daily in an open arena; Captain Sol Solomon, high diver, and

another flash act will work as free attractions on the midway, and one of the larger Hamid fair units will appear in front of the grand stand. Unit will consist of a girl revue, about six supplementary acts, usual scenery and music.

A cabaret casino will also feature the girl show each night following final grand-stand performance. No matinee will be given except on week-ends and holidays. Gates of the grounds will be open all day, tho, and midway will operate about 14 hours a day.

Emissary Visits States

It is understood Mr. Hamid has contacted David B. Endy, Jack Wilson and Max Linderman concerning equipment for the midway, and it is likely those three carnival men will get the majority of stuff on the midway. Grand-stand show probably will take to the Cuban road following the month in Havana, playing theaters for several weeks. Tom Mix will return to California immediately following the expo.

Lieut. Col. Manuel Benitez, M. M., is prime mover on part of the government and has been put in direct charge by it. Capt. Belesario Hernandez, M. M., returned with Mr. Hamid to purchase show horses for a Horse Show in connection with the expo and to contact American showmen and operators. He will visit the Royal Winter Fair, Toronto; Chicago Live Stock Show and possibly the annual outdoor conventions in the Windy City. Captain Hernandez will visit Canadian National Exhibition grounds with Managing Director Elwood A. Hughes before leaving the Canadian city.

GATE BIGGEST

(Continued from page 46)

more parking space was available at 10 cents per car, from 1,000 to 1,200 autos being parked daily. Admission having been reduced to 10 from 25 cents, an increase of 30 per cent in gate attendance was reported. Premiums paid totaled \$559, an increase of \$140 over 1936.

IONIA BUILDING

(Continued from page 46)

New judges' stand was also very satisfactory, as it was possible to move it back of the scenery line, allowing an unobstructed view of the performers' platform.

"Aim of officials of the fair is to build up a cash reserve sufficient to rebuild the grand stand with a roof that will protect spectators from afternoon sun. With this thought in mind, an architect was employed to make preliminary plans for construction of a new roof over the present grand stand, constructed with steel frame. His preliminary estimate showed a total cost of \$37,000, higher than we anticipated and so we will defer this improvement for the present. It is planned to have a surplus of at least \$25,000 to protect the association against losses that might occur due to unfavorable weather, in addition to building up a fund for a new grand stand.

"The 4-H Club activities are becoming very important and more room will be provided for them next year in the National Bank Building. Art department will be moved to the Community Building. This will give the art department at least 60 feet of wall space and provide at least nine extra booths for the 4-H Clubs. We are grateful for co-operation from superintendents of departments and are all looking forward to a bigger and better 1938 fair."

Proposal to conduct the fair on seven days instead of the present six was vetoed at the annual meeting. Officers were re-elected on November 5, Secretary Chapman being renamed for the 24th consecutive year; C. B. Wardle, president; Fred Wortman, vice-president; Rose Sarlo, assistant secretary; Leo McAlary, treasurer; Howard C. Lawrence, John R. Todd, N. G. Ogilvie, Nels Strand, L. L. Swanson, Harry Glemuend, directors. Helen Callow was named superintendent in art and china exhibit department to succeed Elizabeth Essick.

ORANGEBURG ANNUAL

(Continued from page 46)

estimated attendance at 60,000, about the same as in 1936.

All exhibits were reported of an unusually high type and largest demand for exhibition space in history of the association was made. In addition to live-stock, poultry, household, flower and industrial displays, a number of State and federal government exhibits were features which appeared to attract more visitors than in previous years.

Grand-stand attendance was larger

than in 1936. Adult admission at night shows was reduced from 44 to 25 cents. Acts, of a high type, were well received and were mainly booked thru George A. Hamid. In addition to Pearl Haines' *Polly Ann Revue*, Laddie Lamont, Olympic Girls, Albanis and Rexolas presented pleasing numbers. Music by Smith's Superba Band was also of high type. The management was thoroly satisfied with the program, as were those who witnessed it, said Secretary Hughes. There were also nightly shows by Ohio Display Fireworks Company.

On Tuesday Bruce Thompson and troupe of pro auto racers staged races on the half-mile track before a disappointing crowd which came out for this innovation here. Thursday afternoon Flash Williams and his troupe staged a dare-devil driving show which was well received. World of Mirks Shows were on the midway for the first time. The show gross was as large as that of 1936, but should have been more, as the show was much larger, but this was due to economic conditions in this section, said Judge Hughes. It was necessary to considerably increase space allocated to the midway to accommodate the large number of shows and rides.

Valuable assistance was given the fair management by the highway patrol of South Carolina highway department, particularly on Friday, the biggest day. Gate receipts compared favorably with those of last year. A substantial profit was realized, leaving the association in good condition for 1938.

SHREVEPORT HAS

(Continued from page 46)

Bossler City, chairman of the Press Day committee, and seconded by Dolph Frantz, managing editor of *The Shreveport Journal* and representative of *The Billboard*.

On opening day and night weather was a little chilly, which caused a number of persons to skip the program, especially night grand-stand show. However, over night temperatures moderated and from then on to the end weather was "just right," with not a drop of rain. Improvement in number and quality of exhibits was in evidence. All space in all exhibit buildings was sold, a "no more space" sign having been hung out several days before opening. Outdoor space was also in much heavier demand, and that space occupied by machinery displays and demonstrations was declared to be three or four times larger than ever before. It was not possible to accommodate all machinery in one section of grounds. Large sales were reported.

In the agricultural building, filled to capacity, exhibits were selected and arranged to represent different definite projects. They pointed toward what goals farmers are moving and progress realized. Similar improvement was noted in exhibits of 4-H Clubs, Future Farmers, home demonstration and home economics. A number of sales were recorded in live-stock barns. At a feature auction of animals shown by 4-H Beef Club boys and girls prices higher than heretofore were offered for calves and there were more animals than in the initial auction last year.

Grand Stand Overflows

Grand-stand attendance and receipts showed a gain of about 60 per cent over last year and it was necessary at several performances to "straw" spectators. Besides seating some in the race track, bleachers were placed on each side of the grand stand and in the race track. Crowds were the largest on record here. Grand-stand program was furnished by Barnes-Carruthers Company, with music by Cervone's Band. Fireworks were by Thearle-Duffield Company. The revue was the *Star Brigade* and acts included Ruth Fryor, Lambert-Hild Dancers, Hill-Wilbur Cosmopolitan Octet, Helkivists-Paroffs, Hill's Baby Elephants, Carl Freed and Harmonica Lads, Wilson and Company, Seven Fredysons, Fortunello and Cirilino, Dick Mayo (Daisy, the horse) and George D. (Buck) Buchanan, lightning artist, appeared before stage attractions. Jack Klein, emcee.

A special attraction during the grand-stand show on the night of October 30 was Wiley C. Gibson, Shreveport, who appeared as a "one-man band" on Major Edward Bowes' Amateur Hour several nights before opening of the fair. Mr. Gibson appeared on the fair program as a compliment to Secretary-Manager Hirsch and Mr. Frantz, who had made it possible for Mr. Gibson to go to New York and seek an audition for the Bowes program, they having interested several other citizens, including R. T. Carr, first vice-president of the fair; Douglas Atta-

way, publisher of *The Shreveport Journal*, and Simon Ehrlich, theatrical magnate, both fair directors. Mr. Gibson arranged to appear on the fair grand-stand program and received an ovation. There were auto races each Sunday afternoon and horse racing on the other eight afternoons. The horse race meet, operated by State Fair Jockey Club, was in charge of O. M. Carmichael as general manager.

Midway Record Is Made

On the midway were the Royal American Shows, their first visit to Shreveport, with 24 shows and 18 rides. An all-time record for the midway was made. Midway attractions, like the grand-stand program, brought many expressions of commendation from patrons, who declared that both programs were the most creditable they had ever seen at the fair. Independent shows off the midway were operated thru the Royal American Shows, under the plan used at the fair here. Exception was Doc Sam Friedman, who had his headless girl show in a top on the opposite side of the grand stand from the midway.

Fair management used more publicity than ever before and covered a larger territory. It used sound trucks, direct mailing, billboard posters, space in many newspapers and radio time. Probably 200 newspapers carried publicity, including virtually all papers in Louisiana and many in East Texas-South Arkansas territory. About 700 newspaper folks who attended on Press Day were extended all courtesies of the grounds, including grand stand and midway attractions.

Best Yet, Says Hirsch

The management resumed its plan of selling merchants' and manufacturers' tickets, which this year were termed courtesy tickets. Blocks were distributed to many firms, which were charged only for tickets taken up at gates. Price was the same as regular admission. The tickets were put back in use at request of previous patrons. A feature attraction was an airplane crash by Capt. F. F. Frakes, stunt flyer, who thrilled thousands by driving a second-hand plane thru a frame house in the infield.

Not far from the permanent rides on the grounds, Miniature Railroad, Scenic Railway and Roller Coaster, operating in charge of John Keenan, is a State exhibits building in course of construction, to cost more than \$500,000. On eve of the opening some concession and showfolks raised a fund with which suitable offering was made in honor of Police Lieutenant and Former Police Chief Harry Semansky, Shreveport, who had just died. In his active years he had seen service and had many contacts on the grounds and many of those making the fair were friends.

Secretary-Manager Hirsch said he and his associates were gratified with results. "It has been the most successful fair we have ever had and it encourages us to go on and on, hoping to be able to have a bigger and better fair each year. We are already planning for next year."

RICHMOND, Va.—Lewter Fairs, Inc., with principal office in Norfolk, has been chartered to conduct and operate fairs, races, competitive exhibits, etc., with name of Bertha Lewter, Norfolk, given as president.

NAAPPB AWARDS

(Continued from page 44)

with Secretary A. R. Hodge, Suite 295, Hotel Sherman, Chicago, he announces.

Views Are To Be Shown

"As to the merit of the program it will speak for itself," said Secretary Hodge. "Paul H. Huedepohl, of the Jantzen Swimming Association, who will preside over the pool session, will do an outstanding job, as he has always done. Mr. Ziegfeld will be in charge of round-table discussions on pool subjects, and anyone who knows Mr. Ziegfeld knows that he, too, will turn out a perfect job. Harry O'Hare will be the official guide for pool men to outstanding Chicago pools. Many movies and still views of parks, pools and beaches will be shown thruout the convention."

In next week's issue of *The Billboard* the program and a complete list of exhibitors will be announced and the secretary's office states that from present indications there will be a sellout and a finer array of exhibits than ever before. Incidentally, this will be the 19th annual meeting of the NAAPPB and its predecessor, the National Association of Amusement Parks, which organizations have continuously done an outstanding job at running the association and staging annual conventions and trade shows.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

A NEW roller rink, ranking with largest in Eastern Ohio, is being constructed in Meyers Lake Park, Canton, O., by operators of the park. A portion of the building to house the rink was a government structure near Cleveland and has been dismantled and moved to Canton. Foundations have been completed some time and delay in receiving steel held up the project. Building will be 100 by 185 feet, with modern appointments and rink equipment. Construction is being rushed, looking to opening by the holidays.

SKATING HAMILTONS, American roller skaters, are at the Great Britain Cabaret in Khartoum, Sudan.

AT YOUNGSTOWN (O.) Automobile Show the Whirling Walkers were featured. The pair have been playing clubs in that district several weeks, on several occasions having been held over a second week.

OHIO roller-skating teams of Youngstown and East Liverpool will engage in race competition during the winter, Reyenwood team, Youngstown, being made up of Captain J. Pollock, J. Hague, C. Brown, D. Pappy and J. Teare. First inter-city meeting will be held soon.

A RECORD opening crowd was in at the bow of a rink opened on November 2 at Lincolnale, Fort Wayne, Ind., by Mr. and Mrs. Charles Sandy, operators of a portable. Lincolnale is said to have one of the finest dance floors in Indiana. A newly installed electric organ is popular, reports Mrs. Sandy.

LEE BROWER and Dollie McConnehey, of Monterey Rink, Spokane, Wash., put on a fast whirling act for Marcus (Wash.) Rink on October 21. Frank Harding, manager and owner, stated he had the largest crowd in his three years at this rink.

A ROLLER rink has been opened in Tekoa, Wash., by M. Sukor.

LOWELL CHRISTIAN, who conducted the skate room four years for Glenn C. Hubbard in Monterey Rink, Spokane, Wash., and played an engagement with Zelta Stebber in the Round-Up Room of the Dessert Hotel and went on the circuit to Winnipeg, has leased equipment from Mr. Hubbard and is running the Rollerdom in Coeur d'Alene, Ida. He reports business good and that Idaho people are enthusiastic about roller skating.

WILLIAM SEFFERINO, Sefferino's Rollerdom, Cincinnati, has joined the new Roller Skating Rink Operators' Association of the United States and shortly will ask sanction for a great speed-skating event and it is possible a nationwide skate dance contest will be a feature at the skating palace. The coming of Sefferino into the association and making his beautiful structure available for association events should add much to interest of roller skating all over the country. With ideal music for skate dancing and the long stretch of maple floor for accurately measured speed contests the place is ideal. One of the season's largest crowds visited the Rollerdom on night of November 10 to witness a 100-lap three-man team race with four teams facing the starter. The amateur boys went out to show their speed and stamina and several spills

that looked as tho they would eliminate the unfortunates were in evidence. At end of the 95th lap teams 3 and 1 were sole contenders, as, having been lapped, teams 4 and 5 were withdrawn. Final five laps was a battle royal until team 3 crossed the tape as winners. Winning team was Walter Olden, George Moore and Morris Wemer, closely followed by team 1, Bud Deters, Otto Prokatt and Homer Black. Team 4 comprised Joe Moses, Charles Kremer and Bob Jacobson, and team 2, William Osterbrook, Bud Schiemer and Nick Patillo, who were retired after being lapped in order named. Hughes High School skating party on November 10 was attended by over 1,600 students, feature being a one-mile dash between Nancy Flack and Vivian Bell, two of Bill Sefferino's proteges. It was a spirited race, Miss Flack crossing the tape first with Miss Bell following closely. Girls have been rivals since last winter, when they competed at the Detroit meet, where Miss Bell won the honors.

BEACHLAND Roller Rink, Racine, Wis., has been taken over under management of William McEvoy, who reports large crowds on the five open nights a week, with High School Night drawing 250. A lunch counter will be opened by Manager McEvoy, who has some novel ideas to try out. Hannah Krall is cashier and Herbert McEvoy ticket taker.

TWO SISTERS, roller-skating act, and Victor and Ruth, skating team, have been booked by Henry H. Lueders, United Booking Association, to play fairs in Michigan, Ohio and Indiana in 1938.

"I ARRIVED in Salem, Ore., okeh," writes Fred (Bright Star) Murree, 77-year-old Indian fancy skater. "After leaving Cincinnati I stopped off at the Chicago Skate Company and had a cordial welcome from Ware Brothers. My time was limited or I would have accepted another week in Cincinnati after finishing week in Sefferino's beautiful Rollerdom. While there I skated to a one-session crowd of 2,600 skaters. Since then he has added several hundred pairs of new skates and now has 2,500 pairs. I have a booking in Cincinnati on my way back east; My first booking out here was for one week in Oaks Rink, Portland, Ore., a very pretty rink. Next was in Renondo Rink, Washington's largest, under Manager W. J. Betts. Then in Salem Rink for Manager T. L. Keller, in Mellow Moon Rink, and also in his rink in Eugene, Ore. I may not return east for at least two months, as I expect to help prepare an act for a screen picture when I get to Los Angeles. Keller Sisters, a top-notch pair of fancy skaters, and myself, including the baby wonder skater, 19 months old, have been given a flattering offer and I think the people who want to sponsor this show will have a sellout. It seems to me that the public wants to see the old-fashioned exhibition figure skating. I notice in most rinks a lack of instructors to teach it. I think the fad is here and it seems to have hit all skaters. If more will turn their attention to figure skating it will benefit them and the public in the near future."

E. M. MOOAR, recently returned to his native city to become front manager of the Rollerdom, Cincinnati, has frequently been mentioned in amusement columns and on sporting pages all over the country, but a rather ticklish predicament in which he found himself on the night of November 8 was the means of getting him on front pages of all Cincinnati papers. Leaving for home Monday night and a short distance from the rink he was accosted by a Negro who demanded his money, but instead of turning it over Mooar swung a skate bag at the would-be robber's head which led him to a hasty retreat holding his jaw. Mooar reported the incident to the police and because of his former connection with old Music Hall Rink news men made a front-page story of it.

S. F. MIDWAY
(Continued from page 44)
for the Whitneys. Len Mendoza, shooting gallery operator, left last week on world tour, to be away five months. Gus Edwards, of School Days fame, was a recent visitor at the Cliff House, where he used to entertain when the building was a landmark more than 25 years ago. When he visits San Francisco, which is rather infrequent now, he always makes it a point to visit the old scenes along the beach front. Safeway Stores Week will be observed

on November 22-28 and is expected to result in a substantial boost in receipts.

NAAPPB WORK

(Continued from page 44)
work done by our public liability insurance committee was outstanding. A 30 per cent increase in premium volume over 1936 was achieved and a large list of satisfied policyholders added to our membership. Incidentally, last month our secretary's office mailed to the 1936 policyholders dividend checks due them, thru participation in the net profits accruing from the operation of the plan, and the responses received thus far give evidence of the great appreciation felt by members because of the benefits derived thru this plan.

Committees To Report
BUYERS' GUIDE: Shortly after the 1936 convention, for the first time in our history, the secretary's office published a complete list of exhibitors at the last convention.

REFERENCE LIBRARY: Printed proceedings of the association from its inception up to and including the 1932 convention were cross-indexed, beautifully bound in blue leatherette fabricoid and made available to members at a price of \$10, which practically covered only the cost involved. In my judgment, the offering of this reference library, which we have called *Modern Park and Pool Practice*, is one of the finest things ever done by the association, as it brings to our members the only authentic reference work on our industry.

BULLETIN SERVICE: Beginning early in the spring and continuing up to the present time the secretary's office has issued bulletins containing valuable information to all operators of parks, pools, piers and beaches.

COMMITTEES: A number of other committees have worked persistently and conscientiously in the interest of the association, each of them having a specific duty to perform. The results of their efforts are always looked forward to with eagerness and when we gather at the next convention their full report will be given to us.

Benefits Are Understood
WORLD'S FAIR COMMITTEE: As a result of a resolution adopted at our last convention, a World's Fair committee was appointed by the American Recreational Equipment Association, our affiliated organization, and they have been in close touch with the New York World's Fair situation, endeavoring to look after the best interests of the manufacturing members of our organization and those of us who may later become concessioners at that great exposition.

PRESIDENT: As your president, I have traveled many hundreds of miles, calling on parks, pools and beaches in the interest of our association, attending meetings of affiliated organizations and endeavoring at all times to serve the best interest of our members as well as the industry as a whole. I am happy to report that I find the "association spirit" constantly increasing and, from my observations, I feel that our next convention, which will be held in the

Hotel Sherman on November 29-December 2, will be the biggest and best in our history.

I say this because I am convinced that a greater number of park operators than ever before have become aware of the many benefits to be derived by attending. Discussions in subjects of universal interest, opportunity to exchange ideas and to learn of your fellow parkman's successes, his problems and how they were overcome, as well as seeing first-hand the exhibits of manufacturers and dealers showing the latest developments in our field, are just a few of the reasons having a tremendous magnetic appeal. You owe it to yourself, your business and your association to attend, and I feel confident you will. I am looking forward to seeing you and talking with you personally at the meeting.

RECREATIONAL

(Continued from page 45)
mail it in that envelope direct to our museum.

There is animated discussion now on the financial results of the season just passed. Often the locality determines the answer. Unlike banks, insurance companies and department stores, there are no published financial statements. Some sections did advance while others fell behind. Without authentic figures no one can answer for any large area, least of all for the nation as a whole. For all of the States on a consolidated return your writer's opinion would place the return about 3 per cent below that of 1936. In some well-informed quarters they are willing to hazard a guess of 5 per cent below last year. In the absence of a clearing house for this industry we are all humble guessers.

To Meet W. F. Officials
Those who operate widely have an advantage over the local operator and yet his device or ride could and sometimes does show a larger loss or gain than the park in which he is located can show as a whole. The industry did not go forward with the acceleration expected last May. Of this there is little doubt. That we have traveled far from the old gloom and despair furnishes the urge to go to Chicago and do things in a larger way again. A man who owns houses in New York City has raised rents without the loss of any of his tenants. Baseball and the circus went forward in 1937. Does this not afford a solid background for optimism?

Your World's Fair committee, consisting of Harry C. Baker, Norman Bartlett, W. F. Mangels, Maurice Plesien, William Rabkin and R. S. Uzzell, will meet on the grounds with officials of the exposition in the administration office for a dinner at 6 p.m. on November 18. Of course, George P. Smith Jr. will be with officials of the fair. This meeting will enable your committee to make a report at our Chicago meeting that will be up to date on the 1939 New York World's Fair. It is sure to be a live topic at our dinner meeting in Chicago Sunday night, November 28, at 7 o'clock to which our members and all exhibitors are especially invited.

RINK MEN WHO HAVE ONCE HAD A



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B & G Close Great Season

Show moves into quarters following the best season it has had in many years

SAN ANTONIO, Tex., Nov. 13.—With all-time records smashed at three State fairs and with the best all-round season experienced in many years behind it as history, the Beckmann & Gerety Shows closed the 1937 season at Corpus Christi, Tex., last Sunday night.

The show train moved direct to winter quarters at Exposition Park here Monday and immediately unloaded, after which the management gave out plans and assignments for the between-season activities of its regular staff of employees.

At the Illinois State Fair, Springfield; the Iowa State Fair, Des Moines, and at the Oklahoma State Fair, Oklahoma City, unprecedented midway grosses were hung up.

And as of record, the Oklahoma Free State Fair, Muskogee, and at the Kansas Free Fair, Hutchinson, better business was grossed than in 1936, and even the Nebraska State Fair, Lincoln, where the (See *B & G CLOSE* on page 59)

Cetlin & Wilson Back Home

Chief executives to winter in Greensboro — work started to enlarge for '38

GREENSBORO, N. C., Nov. 13.—The close of the season again finds the Cetlin & Wilson Shows wintering on the fairgrounds here. Everything has been put into the buildings and all people have departed except those who will remain at quarters or in this city. Ten men are now at work but the full crew will not be on duty until the first of February. The fair meetings will be attended this year by the entire staff. General Superintendent Frank Massick is again in charge of quarters. Several new fronts will be built and all the (See *CETLIN & WILSON* on page 59)

League Testimonial To Honor McCaffery

CHICAGO, Nov. 13.—A large attendance is expected at the Showmen's League of America on the night of November 27, when the President's Party, in honor of President J. C. McCaffery, will be held. Bernie Mendelson, chairman of the testimonial committee, reports that plans for the event are going forward nicely and a gala time is assured. All members of the League are invited to the party. There will be eats and drinks aplenty and an interesting entertainment program will be presented.

President McCaffery has been a tireless worker for the League during his year in office. Under his administration the organization has prospered and he has done much to advance its prestige. The testimonial party will be a fitting tribute to him and his accomplishments.

An Open Letter

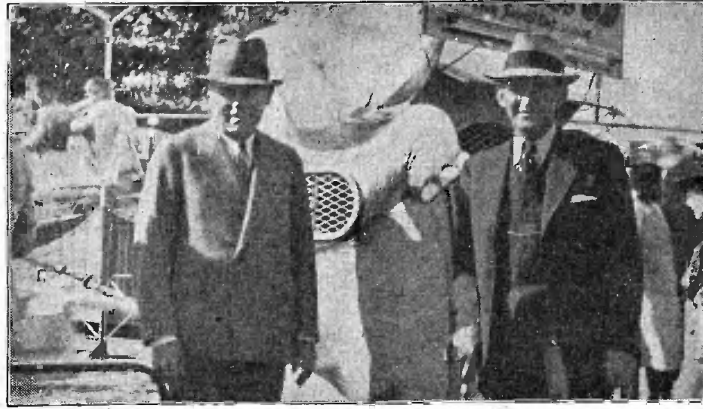
By Carl J. Sedlmayr

Will Be a Feature of the

Christmas Number

Of The Billboard

Dated November 27



MAX LINDERMAN, general manager World of Mirth Shows, and J. A. Mitchell, secretary-manager Anderson Fair, Anderson, S. C., standing in front of the ticket booth of the Baby Octopus ride. Photo taken November 2 by Green's Studio, Anderson, and furnished by Abner K. Kline, general factory representative of the Eyerly Aircraft Corporation. Note the elephant holding up the sign and guarding the ticket booth.

American Carnivals Association Makes Plans for 4th Annual Meet

ROCHESTER, N. Y., Nov. 13.—It was announced here today by Max Cohen, general counsel and secretary-treasurer of the American Carnivals Association, Inc., that the fourth annual meeting of the association will be held at the Sherman Hotel in Chicago commencing Monday, November 29, at 11 o'clock in the evening, Chicago time.

It is contemplated that the meeting will be held in either two or possibly three sessions, the first commencing on Monday, November 29, and continuing nightly until the business of the annual meeting is completed. All sessions of the annual meeting will be held in Room 118 of Hotel Sherman.

It is anticipated that the detailed program of the annual meeting will be announced in advance of the opening, but it is generally understood that the opening session will be devoted to a review of the activities of the association for the past year, and subsequent sessions will be devoted to the consideration and adoption of a program for 1938, the election of directors and officers for the ensuing year and the formulation of the association's future legislative program. Many of the items have been previously mentioned in the weekly column of the association in *The Billboard*.

Cohen explained that the association

was not sending individual invitations to the meeting, in accordance with a plan of operation in effect last year, but a general invitation was being extended thru *The Billboard* in addition to the issuance of formal notices of the meeting to the membership.

Out of respect to the memorial services usually conducted by the Showmen's League of America on Sunday afternoon, it has now become the established policy of the ACA to open its sessions on Monday.

Shows expecting to be represented at the Chicago meeting are requested to write the ACA home office to that effect.

Davis Southern Shows Call It a Season and Close

CAIRO, Ga., Nov. 13.—The John B. Davis Southern Shows closed the season here tonight at the Grady County Fair. The tour opened September 20 at Sylvester, Ga., and played stands in Georgia and Florida to exceptionally good business, Jack Mitchell, secretary of the shows, stated here today.

All the attractions, including shows, rides, concessions, free acts and bands, were booked independent and Manager Davis announced that the same policy will prevail for season 1938.

Kaus United Shows No. 2 End Season in Charleston, S. C.

CHARLESTON, S. C., Nov. 13.—Kaus United Shows No. 2, under the management of W. S. Kaus, closed a profitable season here tonight.

Jerry Thorne, who operated two shows and four concessions with the Kaus organization, is making ready to open his museum of oddities in this city at an early date for a winter tour indoors.

Blue Ribbon Shows Hold Farewell Fete

COLUMBUS, Ga., Nov. 13.—Members of the Blue Ribbon Shows were treated to a farewell dinner by Mr. and Mrs. L. E. Roth in the dining room of the Terminal Hotel here November 8. Toastmaster Art Alexander introduced Man-Quarters are maintained. Mr. and Mrs. (See *BLUE RIBBON SHOWS* on page 58)

Harry and Orville Hennies Start On Trip That Will End in Chicago

SHREVEPORT, La., Nov. 13.—With the season over the Hennies Bros.' Shows' train arrived in winter quarters Monday, November 1, in time for the members who rode the train to visit and fraternize with the members of the Royal American Shows at the State fair. Carl J. Sedlmayr, Elmer C. and Curtis J. Velare and wives were hosts and hostesses to Harry W. and Orville W. Hennies and wives. There was much celebrating in honor of the shows' home-coming.

A 10-car unit of the shows, in charge of Denny Howard, played the home-coming celebration at Baton Rouge, La., which closes tomorrow night. On its return here on November 15 work will start immediately at quarters, rehabilitating the entire equipment and actively preparing for the 1938 tour, which will start in April. The equipment

recently purchased from the Al C. Hansen Shows will be added to the midway and new wagons will be built. The show will be entirely repainted by Robert Wicks, artist, and corps of assistants. New Pullman coaches will be added and the show, as has been stated previously, will be 50 cars in 1938.

Harry W. and Orville W. Hennies left November 9 for an extended business trip, the first stop being scheduled for Kansas City, Mo., and thence to Chicago for the convention and banquet.

Recent visitors were Nat D. Rodgers, Max Goodman, Noble C. and Viola Fairly, Phil Little, Joe J. Tilley and Leon Blondin. All of the outdoor show world.

Will H. Hill, owner-manager of Hill's Society Circus, visited often while the show was being put in the barn. Reported by Walter D. Nealand.

Augusta Big For Jones

Shattered former records by Friday—two Children's Days exceptionally good

AUGUSTA, Ga., Nov. 13.—With ideal weather the annual Exchange Club's fall fair resulted in big attendance and midway gross business. At 12 p.m. Saturday, November 6, the band played *Auld Lang Syne*, thus terminating the season for the Johnny J. Jones Exposition. "Good-by and good luck, see you next year," could be heard on all sides of the midway. Then slowly the different shows and rides were dismantled and hauled to the quarters that has housed the equipment for the past three years.

This year the Jones organization really went over the top here, shattering all former records by Friday night, and still another day to go. Two Children's Days gave the midway exceptionally big grosses. Daily radio programs were given by different performers from various shows. Bob Edwards, manager of Miss America, and his brother, Jack, gave not only the listeners a pleasant (See *AUGUSTA BIG* on page 59)

Enfield Last Stand for Buck

Twenty-nine-week season successful—show now in Mineola quarters

ENFIELD, N. C., Nov. 13.—The O. C. Buck Exposition closed the season here last Saturday night after a successful tour of 29 weeks. The Cotton and Peanut Festival here was promoted under direction of Norman Y. Chambliss and was the last stand. Business was light due to very cold weather.

Immediately after the minstrel band played *Auld Lang Syne* troupers started scattering in every direction. The show loaded for the long trip back to Mineola (N. Y.) fairgrounds, where permanent (See *ENFIELD LAST* on page 58)

Sutton Shows Record Successful Season

BLYTHERVILLE, Ark., Nov. 13.—Tonight the band played *Home, Sweet Home* for the closing of the Great Sutton Shows' 30th annual tour, which ended a very unusual season. It was both good and bad, but the office is on the right side of the ledger. However, it was not another 1936.

The concessioners all had a fair season and are ready to depart for all parts of the country. Some are going home to spend the winter months with the folks back home. A few are going to other shows and some to Florida resorts for a few months' rest.

There has not been any announcements as to next season, but it is understood that the show will make many improvements in its new quarters. (See *SUTTON SHOWS* on page 58)

Barney S. Gerety Flies to Chicago; It's Historical

CORPUS CHRISTI, Tex., Nov. 13.—Barney S. Gerety, who has been most reluctant to leave the earth, took his first airplane ride from this city to Chicago during the Beckmann & Gerety Shows' engagement here last week. It was a big event in his young life and he enjoyed it immensely and will now doubtless become a regular patron of the airlines, as business engagements may require.

Barney S. always lays out the lot for the shows, and according to Walter Hale, the shows' press agent, it is possible that Starr DeBelle can take a tip from young Mr. Gerety and figure how to lay-out a lot from the air.

Kilonis in Barn; Had a Fair Season

MANCHESTER, N. H., Nov. 13.—John D. Kilonis' New England Amusements finished the season as follows: No. 1 unit closed at Manchester, N. H., October 12; No. 2 unit closed at Sandwich Fair, N. H., October 12. The season as a whole was just fair. No. 1 unit stored the rides and other equipment in the dance pavilion at Crystal Lake here, and No. 2 stored trucks and trailer equipment in a garage at Lowell, Mass.

Mr. and Mrs. John D. Kilonis are planning on a trip west to spend Thanksgiving with their daughter, Gloria Ann, who is attending St. Catherine's Academy in Kentucky. From there they will go to the Showmen's League convention, Chicago, and will spend the holidays there with Gloria Ann and Kilonis' folk. Frank Smith and Eddie Walsh are in Florida with the Octopus, new tractor and trailer, to play fairs after the holidays. George Zanis, secretary of the show, departed for Greece and plans to be back in April. M. Thebeaudeau stored his motordrome in Fall River, Mass., where he will spend the winter. Bill Reilley stored his concessions in Boston, where he will winter, and is looking for a location for winter bingo. Freddie Dean shipped his corn game equipment to Salisbury Beach, Mass.

Walter Ninimie, Eli Wheel foreman, gave the boys a thrill by giving a spectacular exhibition of diving and swimming here at the lake in icy water. A farewell dinner was given by Mrs. Kilonis at her summer cottage at the lake in honor of Rocco Supo, Merry-Go-Round foreman, who left for Maine to get married. Phil Bakalis stored his cookhouse here and will remain for the winter. Nick Paul, electrician, will spend the winter in Florida fishing. Manager John D. Kilonis says he will announce his plans for the coming season after the holidays. Fred Parker, high pole performer, and his daughter, Helen, an aerial performer, and all his side-show performers left for his farm at Norfolk, Mass. Both will start rehearsing and to improve acts by performing much higher than before. Jim Poulous, who was general agent for the show the last three months, proved very capable. He will join Kilonis after the holidays and attend fair meetings in different States. Poulous quit show business 10 years ago, but claims he is back to stay for good. Reported by Mrs. Lillian Poulous.

American United Has Profitable Season

SEATTLE, Wash., Nov. 13.—The American United Shows closed the season at Toppenish, Wash., October 16 to very good business, despite the fact that the evenings were very cold during the entire week. The show immediately went into its winter quarters here in a building new and fireproof. Manager A. B. Miller bought a new semi-trailer, the largest on the show, and also a new Kenworth truck. The show will be all motorized for the 1938 season. Raymond Carr sold his Merry-Go-Round to H. H. Avery, the president of the show company. Johnny Snowbar has started hauling coal for the winter season. Mr. and Mrs. Ray Bevins returned to California, where they have a contract for picking olives. Little Laura May Bevins, the show's sweetheart, also returned to California. Entire show staff wishes her an enjoyable winter, as she always brings cheer to the midway when everybody else is blue. Mr. and Mrs. Wayne Endicott went on a visit to Leavenworth, Wash. Orlando Allin is busy in winter quarters with a crew of eight men. He is adding three new shows and two rides and a continuous banner line around the entire midway, with over 1,000 lights. A. B. Miller busy building and will employ six of the ride boys for the winter, which holds the crew together. He will visit Los Angeles on business. Mr. and Mrs. Virgie Snow are preparing

their new home and getting set for the winter. Mr. and Mrs. Ray Holding will spend the winter in Tacoma, Wash.


George Allin says that he has enough detective stories to last the winter. Ferre Ouellette, general agent, has severed his connections with the show. Mr. and Mrs. Eddie Lane left for the South. Patrick Hogan has opened a concession in a public market. Show had a good season and all the concessioners with it made money. Reported by A. B. Miller.

Mrs. Barney S. Gerety Honored on Birthday

SAN ANTONIO, Nov. 13.—A birthday party was given Mrs. Barney S. Gerety at the last stand of the season for the Beckmann & Gerety Shows at Corpus Christi, Tex. The event was held in Alice Wilson's trailer on the lot, and guests were Dottie Wiess, Mabel Liondecker, Mrs. Sam Gordon, Babe Louis, Nevada Benish, Doris Belue, Mary Benton, Bertha Schaubb, Lorraine Huckley, Betty Hartwick, Gertie Miller, Beatrice Reese and Mr. and Mrs. Henry Knight and Mr. and Mrs. Boobie Obadal, of San Antonio. She received many beautiful gifts and Louis Elzman and Ed Neville attended to the floral decorations. A seven-decker cake was enjoyed by all with none left over.

Frisk Greater Shows Report Best Season Yet

MINNEAPOLIS, Nov. 13.—The Frisk Greater Shows now in quarters here report the 1937 season is now history and by far the most successful since the shows' inception. Twenty-four fairs and celebrations and 11 still spots were played. The small unit put out in August played five celebrations. Show opened May 1 in St. Paul and covered 3,724 miles, all in Minnesota except one stand in Wisconsin, and closed in a snowstorm at Hutchinson, Minn., October 17. Spacious quarters secured for all the equipment under one roof. Mrs. Grace Frisk bought a new Oldsmobile



"DADDY SAYS IT'S SAFE FOR ME TO RIDE THE NEW 1938 DODGEM"

Cars and Boats Shown at HOTEL SHERMAN CHICAGO Nov. 29-DEC. 2 Incl.

It Pays To Own A TILT-A-WHIRL



No Wonder Successful Ride Men Buy TILT-A-WHIRLS and More TILT-A-WHIRLS—YEAR AFTER YEAR.

FOR PARTICULARS WRITE SELLNER MFG. CO., Faribault, Minn.

sedan with the earnings from her bingo game. B. C. Frisk purchased another new G. M. C. tractor and 26-foot semi-trailer which will be built up to carry the entire Merry-Go-Round. Quarters are in operation and painting is being done. It is the intention to get the old work out first, as several new fronts and truck bodies will be built in the spring. The writer will remain in charge of quarters. Reported by Neil Lanigan.

Banquet and Ball Plans Progressing

CHICAGO, Nov. 13.—Preparations for the silver anniversary banquet and ball of the Showmen's League of America are going on apace. General Chairman Sam J. Levy is holding frequent meetings with the various committees and reports that all are working to put over the greatest affair in the League's history.

Chairmen of the principal committees are: Executive, Lew Dufour; tickets and reservations, Edward A. Hock; reception, Samuel Bloom; publicity, Nat S. Green; entertainment, Frank P. Duffield; program, A. L. Rossman.

Chairman Rossman states that the souvenir book will be a work of art that every recipient will want to keep as a memento. It will contain no advertising. Instead there will be a "sponsor's page" on which shows, ride manufacturers, showmen and others may list their names and addresses for a uniform charge of \$10 each.

Frank P. Duffield is making arrangements for a fine entertainment menu that will include a variety of unusual attractions.

Showfolk at Hot Springs

HOT SPRINGS, Ark., Nov. 13.—There is quite a large gathering of show people here. Included are Mr. and Mrs. J. W. Conklin and son, Jimmie; Mr. and Mrs. J. C. McCaffery, Mr. and Mrs. Eddie Hock, Mr. and Mrs. Mickey Doolan, Mr. and Mrs. Sam Levy, Mr. and Mrs. Max Goodman, Mr. and Mrs. Joey Goodman and Louie Leonard.

Whitey Davis in New York

NEW YORK, Nov. 13.—Whitey Davis, of the World of Fun Shows, returned here last week and stated that regardless of recent midway gossip the show would again be under the control of J. J. Steblar and N. P. Roland in 1938. Show is now in quarters, having closed its season recently. Roland is currently at his home in Alexandria, Va., Steblar in Stamford, Conn., and Davis will remain in New York for the holidays.

SHORT RANGE GALLERIES and LONG RANGE GALLERIES

We Sell Cash Awarded Targets No. 1 and No. 2. These Targets are perfect with all rules and regulations. Price \$10 per 1,000—50% with order. We Build Short Range Galleries. RED CIRCLE GUN CLUB or LOUIS GLOTH 43 Hanover Street, Boston, Mass.

TRUCKS AUTOMOBILES—MOTORIZE YOUR SHOW

Write CHARLIE T. GOSS with STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Transparent, Ga. Week ended November 6, 1937. Dear Red Onion:

This town's business and residential section really showed up our midway as far as illumination was concerned. The city's principal industry and only one was the manufacturing of neon tubing and light bulbs. For the last three years a big Trade at Home drive had been on, resulting in every citizen investing in their local products to not only decorate the exteriors of their homes and business houses but the interiors as well. Every street, pole, tree, shrub, water hydrant and signal lights were covered with a variety of ever-changing lighting effects.

The city is so neon-minded the schools did away with writing and taught the students to make letters out of glass. This made our daily report to our committee a bit hard to handle at first. Then our side-show glassblowers were drafted into service. An extra desk with fires and glass was placed near the check-up window and a sign was placed over the desk reading "Neon Scribe, Secretary."

Due to an over production of the product all the neon plants had shut down. This left the entire populace out of work and praying for a few earthquakes thru-out the land to stimulate business. Altho when General Agent Lem Trucklow signed contracts with the committee, "Burnedout and Gasless Neon Benders of Georgia," they convinced him that plenty of money was still in the hands of the workers.

Monday night the midway was well packed with committeemen, pass holders and ticket takers. Two orphan homes brought down their charges as well as a number who came from the feeble-minded institute. Then the press department paraded 300 newsboys thru the front gate to help swell the crowd. Each attraction reported a fair on "the cuff"

night's receipts. The cash gross was so small that when the neonized nightly report was blown and bent in the office for our auspices, they decided to not waste the gas that went in it and left it dark.

Tuesday, Pete Ballyhoo ordered a few concessions and shows torn down to leave a few openings for those that only had a dime to sneak in. This gave us a packed and jammed midway of free act and bally platform act seekers that raced from one to the other. Those that did have a few dimes in their pockets turned it loose proving that the date would have been good under normal conditions. Again the neonized daily report sheet was made out for the committee, but our secretary accidentally dropped and broke one figure which gave the show \$20 the best of the deal.

After checking up the two nightly grosses the bosses decided that something radical had to be done, so if there was no work there couldn't be any money. With no money the show couldn't move, so at 2 a.m. our general call siren awoke every person with the show. Then ran from the coaches, house trailers, living tops and hotels. Our 1,500 employees gathered in a circle to hear what the bosses had to say. "Go forth and make work for the unemployed," said Jake Ballyhoo, as he issued rocks and slingshots to all our personnel. By morning there wasn't a piece of neon in the town.

Every factory whistle blew at noon. Every idle person went back to work. To show their appreciation the neon factories allowed each employee to draw a day's pay, putting the show on a paying basis. The rest of the week's business was okeh. MAJOR PRIVILEGE.

P.S.: Pete Ballyhoo started something. Saturday night the committee put all our neon on the bum, thereby proving that the show won't take all of the money out of town. M. P.

Additional Carnival News Will Be Found on Page 3 and in the General Outdoor Section

Midway Confab

By THE MIXER

GOT YOUR folding and rattling money now!
EDDIE VAUGHAN—Be sure to be at the convention in Chicago.

MRS. BARBARA MCINTYRE—How are the Diggers doing and where are they now?

C. W. CRACRAFT, the 1938 general agent of Strates Shows, was a visitor at *The Billboard* office last week.

TWO COLLINS BOYS: Dick Collins and Carleton Collins, both press agents, but they seem to have dropped out of the limelight.

CARLO A. PETERSON letters from Lennox, S. D., that the Art B. Thomas Shows are members of the Showmen's League of America.

REX M. INGHAM cards from Reidsville, N. C., that Lawrence Wright, ride owner, visited him recently while en route to Washington, D. C.

R. L. LOHMAR—It might be possible to get 20 half wagons on three flat cars, but never 20 full-length ones.—Red Onion.

HARRY J. WARD letters from Lancaster, S. C., that he is at winter quar-

MAX GRUBERG'S World's Exposition Shows were under three feet of water last week in Montgomery, Ala., and the fair there has to be postponed three days from scheduled opening date. All hope Max will finally get a good break.

JOSEPH N. LAZARO letters from Buffalo: "How come we do not get much news from the World of Mirth Shows? What is the matter with the one who is supposed to write show letters from that show?"

THIS TIME in 1936 it was known that carnival would play the fairs at Jacksonville, Fla., and Nashville, Tenn., in 1937. Announcements for 1938 have not come in yet. Wonder why the delay.

IF IGNORANCE is bliss then Soap Glue and a lot of others should be very happy men.—Tillie Few Clothes.

MORE CARNIVAL press agents will work thru the winter of 1937 and 1938 than ever before in the history of the business. This is showing progress. Circus press agents have worked thru the winter for many long years.

JACK MELROSE, of the Keystone Shows, letters from Ocala, Ga.: "Wish to sincerely thank *The Billboard* for

as he advertised at the beginning of the season. They are 16 flats, 1 stock, 1 baggage, 1 day coach and 1 private sleeper. One thing about Strates is that if anyone asks him for facts they get facts, not exaggerations.

NOW IS the time to learn what the predominating color scheme for show tents will be in 1938. Can green and gray be improved upon for all practical purposes?

MIKE GRAVIS some years back kept a cookhouse tab book until the season closed and then tore up the book whether all the debts were paid or not. After that if anyone wanted credit Mike would say, "Am sorry, but I have no book now to charge it in."

"Uncle Jerk" Tells What A "Great McGonnigill" Is

Dear Bermuda: It is with great pleasure that you give me the opportunity to tell the entire show world my conception of a "Great McGonnigill" is, so here goes. He is a type of person who knows not what co-operation, reciprocity, good-fellowship, sportsmanship or showmanship is. The truth of the matter is that he is a kind of person who has a great liking for himself, his ability and an exalted idea of his standing in show business.

Further, he wants all he can get for nothing from any and everybody; plainly, he is an arch moocher, takes but never gives. He relishes free publicity and thinks he is entitled to it just because he happens to have a show or is in some way connected with show business. He is the kind of a person who is willing to give three cheers for anything that does not cost him a penny, the kind no one would ever have heard of if it had not been for a certain amusement trade paper.—Uncle Jerk.

ROY E. LUDINGTON, general manager Crafts Shows, cards from San Pedro, Calif.: "Season closed November 14 at Santa Ana, Calif., and moved to San Bernardino, Calif., where all of the Crafts shows will winter. O. N. Crafts, Mrs. Ludington and myself sail November 20 for a month's vacation in Hawaii."

PROF. L. LEVITCH cards from New Orleans: "After playing the cream of the fairs in North Dakota, Minnesota and Iowa I made the Louisiana State Fair at Shreveport and had good business. Here now for a mental rest and will then play theaters for the winter with my new mental act."

"WHAT DO you think of that carnival manager who has only a letterhead wanting to letter the title of his show on my house trailer just because I happened to have my concession booked with him?"—Uncle Jerk.

G. C. MCGINNIS, secretary Heart of America Showmen's Club, Kansas City, Mo., deserves the co-operation of the officers and members of that organization. However, from this distance it does not look as tho he is getting much of it.—Red Onion.

W. V. REESE cards from San Francisco: "May and Bill Reese arrived here after closing a pleasant season with Curly's Greater Shows at Brookville, O. Spent a profitable week with Crowley's United Shows at Weatherford, Tex., while en route to the Pacific Coast. Plan on working out this way in 1938."

DON'T THINK we need have any more "At" shows. They should be either Athletic Arenas or Physical Culture Exhibitions. Those "At" shows are what came near putting Soapy Glue on the retired list.—Tillie Few Clothes.

BOB LeBURNO, well-known general agent, cards from Lake Village, Ark.: "They said it could not be done, but the Keystone Amusement Company played in this city. The first show to make this town in seven years and there are many people in this burg who had forgotten what carnival folk looked like."

CHRIS M. SMITH early this season observed that the Rubin & Cherry Exposition's "Silver Jubilee" special train passed thru Finger, Miss., one Sunday

Think and act in terms of friendliness . . . not for what you can get out of it, but what you can put into it. You will not only discover a change in your business but also in your disposition. *Broad Hint.*

WHEELS
Park Special
 30 in. in diameter. Beautifully painted. We carry 12-15, 20-24 and 30 numbers. Special Price.
\$12.75
 Including Tax
BINGO GAME
 75-Player, complete, \$5.25.
 Send for our new 1937 Catalogue, full of new Games, Dolls, Binkets, Lamps, Aluminum Ware, Candy, Pillow tops, Balloons, Paper Hats, Banners, Confetti, Artificial Flowers, Novelties.
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 Instant delivery. Send for Wholesale Prices.

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 The Chairplane is a favored ride on the Midway, states E. J. Thal, of Tyrone, Pa. Erected and taken down in a short time. Light to transport and always excellent returns on the small capital invested. Write at once and we will tell you all about it.
SMITH & SMITH, Springfield, Erie Co., N. Y.

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 FULL 1938 ASTRO DAILY, HOURLY FORECASTS
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 \$175 Men's White Buckskin Skate Shoes, all sizes.
 \$150.00 Kiddie Automobile Ride, Holds 8 Kids.
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ADVERTISE IN THE BILLBOARD
 YOU'LL BE SATISFIED WITH RESULTS



"SISTER SUE" AT HOME WITH NOTABLE VISITORS: This photo taken recently by Grant B. Smith shows Mrs. Grant B. Smith, Phil C. Travis and Mrs. Phil C. Travis in front of the home of "Sister Sue" in Crooked Creek, Pa. The automobile at the right is the one the Travises made the trip from Nashville, Tenn., in. It is a 1930 Chevrolet sedan, has been driven 111,000 and still behaves itself, according to Concession Manager Travis of the Tennessee State Fair.

ters of the De Luxe Shows of America and that his name is not Dan as the show's press agent sent in.

INDEPENDENT SHOWMEN and ride operators, kindly send in your winter-quarters address. If you intend organizing a carnival of your own please advise what the title will be.

VIRGINIA is not the only place that is famous for its "hams."—Leon Hewitt.

HARRY FITZ GERALD defines "rocket" carnivals as "dens of iniquity" and "cesspools of horror." We haven't heard from Harry since he went "modernistic" last summer.

WALTER DAVIS AND FRANK WINCHELL—Coming back to the field of carnival press agents in 1938? The business needs you two. Or did Florida get you boys for good?

RAY-RAYETTE letters from Bainbridge, Ga.: "Had a grand season with Sol's Liberty Shows. Worked in the annex of the Sex Show for Doc Wilson. Will winter here."

MR. AND MRS. PHIL C. TRAVIS passed thru Cincinnati recently en route from Crooked Creek, Pa., to Nashville. Phil C. will be at the Chicago meetings in company with directors of the Tennessee State Fair.

THAT WHICH is not in line with progress is doomed.—Red Onion.

courtesies and co-operation extended to all of us showfolk this and many past seasons."

LEO M. BISTANY is a most persistent man. For years he has been trying to set himself in Jacksonville, Fla., for an extended run on the lots of that city. It now looks as if he has finally accomplished this objective.

NOT SO HOT: Just learned that some carnivals have closed the season in several places. One place should be sufficient.—Soapy Glue.

MRS. ROSE HORNBECK letters from Cincinnati: "Mrs. Evelyn Archer, Frances Graham and Jack Graham, of San Antonio, Tex., were seen cruising in their new Buick here while en route to Philadelphia."

LATE HARRY B. POTTER originated the title "World of Mirth Shows." It has been used consistently season after season ever since. Today it is one of the outstanding titles in show business and has grown and prospered under the skillful guidance of Max Linderman.

L. C. MCHENRY, general manager Crescent Amusement Company, letters from Waycross, Ga., that he will play the Brookville, Fla., Fair and then close until after the new year, after which he will take up other bookings in that State.

JAMES E. STRATES has 20 cars, just

morning. It then occurred to Chris M. that Starr DeBelle should have the Ballyhoo Bros. play there. This town is probably on DeBelle's 1938 route.

BUGS BROOKS cards from Pittsburgh: "Will winter here. Connected with a booking exchange. Past season had a girl show with Spencer & Clark and was also on the Winters Shows. Wish all show people luck. Hear that Harry Winters has been sick down south. Hope him speedy recovery. All the carnivals of this territory are in for the winter."

SHOWLAND would make a good carnival title. As an example, "Wonder Bros.' Showland." All right, go ahead and use it.

WINTER QUARTER ACTIVITIES: They have really started in a great number of places and especially by those showmen who consider that their shows are never complete and that nothing is too good for the public.—Unkle Jerk.

A Constructive Editorial

(Big Eli News, Jacksonville, Ill., September issue, 1937)

On a recent September afternoon an unusual visitor walked into our office, introducing himself about this way: "My name is Davey, an amusement man of New Zealand. I have known of you a long time as a regular reader of Big Eli News. While passing thru your city it is my desire to look thru your factory."

We welcomed Mr. Davey and willingly pushed aside our work to exchange information with him during his stay here. Later admitting his first intention was to spend just a short time . . . this interesting visitor spent about eight hours with us. We were sincerely pleased with a personal meeting that had been produced by a long-time interest in this magazine.

Elsewhere in these pages we tell you about the amusement equipment owned by Charles Davey and his partner, Norman Miller, of Auckland, N. Z. Traveling about 7,000 miles to reach Los Angeles, Mr. Davey expected to travel about 7,000 miles in this country from Pacific to Atlantic, thru the Southland and back to California. Spending several weeks in the U. S. A., he was vacationing, visiting amusement locations, including piers, beaches, traveling companies, parks and expositions. By the time he returns to his native country and city the total of this trip will be over 20,000 miles.

Outlining his opinion of the necessary qualifications for successful business, Mr. Davey stated four requirements, later going into more detail to explain his experiences.

1. Character. Reputation is but the reflection of any man's real character. The public outlook upon any business is finally decided by the character of the men operating that business. The Miller and Davey amusements in New Zealand are well thought of because the men who operate the business believe in honesty, square dealings and high moral standards.

2. Frankness. When Mr. Davey and Mr. Miller became partners they agreed to be frank in all of their expressions one with the other. Their conversations tend toward brutal frankness occasionally, but this brings more complete understanding and better feeling when opposite opinions are stated and disagreements adjusted.

3. Clean Amusements. This was briefly mentioned in point No. 1. They operate clean concessions, well-finished and kept-up rides and do not attempt to fool the public. Most celebrations in New Zealand are of short duration, just a few days. The actual time for amusement patronage is reduced to a limited number of hours, but these are busy hours, taxing the capacity of all attractions.

4. Safety First. All of the equipment must be in first-class mechanical condition. The majority of operating hours are in daytime. Thus the finish and decorations on the rides must be outstanding. Good wages are paid the ride help and thus the management is assured of a high class among the laboring men and every possible attention to the equipment.

Thus instead of one-half the world not knowing what the other half is doing we get some insight into amusement halfway around the world; where the seasons are opposite ours; but where the interests of people are largely the same as in our country.

F. E. KELLY, business manager Dixie Model Shows, letters from Beckley, W. Va.: "Season closed at Bennettsville, S. C., Fair, then I went over to the World of Fun Shows. This show closed a successful season in Manning, S. C. Now I am in the West Virginia mountains until after the holidays, then I go to Florida to watch the dogs run."

BILLIE (JO-ANN) BURKE cards from Augusta, Ga.: "Enjoyed a very pleasant season with Carl J. Lauther's Oddities, making third consecutive season with the Johnny J. Jones Exposition. Will again be with Lauther's Museum as scenic artist and annex feature, with Paul Sprague as talker and Jean Rockefeller as cashier."

WILLIAM C. MURRAY letters from Douglas, Ga.: "Have been with carnivals for a number of years as agent; Smith Greater, Washburn's Mighty Midway, Dykman & Joyce and Krause Greater. This season general agent for Keystone Shows under management of C. A. Hartzberg. Remember Tod Calvert back in 1914."

HERMAN SINGER, side-show manager, letters from Detroit: "Closed season with Ben Williams Shows at the exhibition in Chatham, N. B., Canada. Best one in years with him. Closed my No. 2 side show with John Francis Greater Exposition Shows at Winona, Miss. Now framing a side-show act. Have about 14 weeks' work out of the Gus Sun office



OSCAR C. BUCK, owner and general manager of the O. C. Buck Exposition, an Eastern amusement organization which has been on tour for many years. The season closed at Enfield, N. C., November 6 and was successful. Jack V. Lyles was the general agent and booked eight stands in North Carolina, which marked the first trip south for the Buck enterprise.

and six weeks with Chuck Stanley out of Detroit. Best wishes to *The Billboard*."

EVER NOTICE that a lot of people never write a letter except to ask a favor? In view of this strange trait some feel that it would be a good idea if the letters they do write were written so they can be read. Typed double space we mean.—Wadley Tif.

DOC CAPELL cards from Okmulgee, Okla.: "Ben Nottingham joined Henry's United Shows with diggers, ball game and photos. Floyd Burns came on with two concessions. Ralph Johnston, Hi Ki, human fish show, also joined. I had him on Al Brown's Shows 20 years ago. He is still going strong as 'Fishey,' but says there is too much rain water to suit him in the winter operas."

L. E. ROBA COLLINS cards from Patterson, Mo.: "Closed with M. Shapiro's Side Show on the Eric B. Hyde Shows after two weeks in Georgia. Business not so good in Rome or Toccoa, Ga. Shapiro has a nicely framed show, but business in Georgia is down owing to low price of cotton. Bill Moore and Elsie Von Ritter also closed in Toccoa at the fair. Mrs. Collins and myself will play schools in Missouri for the winter."

HAVE WHAT you advertise AND ADVERTISE WHAT you have—is a good standard for any line of business to operate under.—Red Onion.

JOE V. PALMER letters from Miami: "Among the showfolk of the Conklin Shows seen daily at Miami Beach are

Mr. and Mrs. Max Herman, Mr. and Mrs. Joe V. Palmer, Al Cohen; Mr. and Mrs. Jack Schwible, of Montreal; Mr. and Mrs. Issie Broadskey and son; Archie Henderson, of Vancouver, B. C., and Mr. and Mrs. Charles S. Taylor, of Miami. Mrs. Margie Palmer is improving after her illness, and the sunshine of this section is causing her to gain weight."

Walter Culbertson Speaks a Good Word for Clint Roberts

LA FOLLETTE, Tenn.—In the Midway Confab, issue August 21, there was an item reading "Paul Wade, agent, what about Clint's Exposition Shows? And the statement that Elane's Exposition Shows had to take care of a number of the ride boys who were stranded in Brownsville, Pa., and went down the river to Stocksdale, Pa., for help."

I just want to say that there was no truth in this and want to take exceptions to the statement. Personally I have seen Clint Roberts feed the ride boys time and time again when the owner of the rides did not seem to care if his ride boys ate or not. Roberts closed his show in Brownsville, Pa., that week, but no one was left stranded.

Mrs. Culbertson and myself opened the season with Clint Roberts and closed when the shows did. We had ball games, p. c. and rack. All my dealings with Paul Wade, the general agent, and Clint Roberts were satisfactory and I do not know any squarer men than Wade and Roberts. Both of them would go out of their way to help those who played square with them.

MRS. GEORGIA W. MILLER cards from Coleman, Tex.: "Was born and reared in the carnival business but have settled down in Paris, Tex., as cashier in a theater. Little Bettie Lou Williams celebrated her 10th birthday November 4 on the Western States Shows. She was given a party by the few remaining children on the show. Those present were Richard Oliver, Ben and Jack Reid, Jimmie Dugan and Muggins and Juanita. All had a very nice time.

IT IS MY opinion that all the "racket" carnivals should endeavor to get all their people out of the "hoosegow" by Christmas and to then make a vow to not have that in 1938 which gets most of them in the "hoosegow".—Soapy Glue.

CHARLES A. KOSTER, agent for the theatrical production *Brother Rat*, letters from Detroit: "Note the mention of George Alabama Florida in Midway Confab issue November 13. George A. is agent for Billy Rose's Shows of Shows. He has had nothing but A-1 positions for the past 20 seasons and is very much in the Broadway limelight and has never been out of the running. Never knew that he was ever with a carnival."

A. J. WILLIAMS letters from Cuyahoga Falls, O.: "We gave a farewell dinner at my country home November 7 to Timothy Greene, better known as Tim among his showfolk friends. He is returning to St. Petersburg, Fla., where he is prominently known as a popular bartender and has been for several years. Greene has been connected with the Herman Bantly Shows for three years. This season he was known as Mr. President, holding that office in the well organized Goodfellows' Club on that show. Mr. and Mrs. Bennie Smith, of the Bantly organization, now at their winter home in Cleveland, were out-of-town guests at our dinner."

AIDEN F. PYLE letters from Tampa: "Had the pleasure of traveling with the Royal American Shows as far as Cedar Rapids, Ia., this season, building stage settings and decorations on the way up. Enjoyed every minute of the trip, even to the unusual rainy spring



LOADS ON ONE SEMI-TRAILER. **EYERLY AIRCRAFT CORP.**, ABNER K. KLINE, Factory Rep. LUSSE BROS., LTD., Blackpool, England, European Suppliers.

PARK MEN FAIR SECRETARIES CONCESSIONAIRES!

Visit us during the Chicago Conventions! We want to meet you and say "Hello". And we want to show you some sensationally new ideas in amusement equipment designed to make 1938 your top year in profits!

STOP IN AT BOTH PLACES.

Exhibit BOOTH 128, SHERMAN HOTEL. PLANT—1522-28 W. Adams St., (2 miles West of Loop.)

EVANS MONEY MAKERS

Rely on Evans 45 Years' Experience for Latest and Best Amusement Equipment.

SHOOTING GALLERIES IMMEDIATE DELIVERY. Complete Line of Shooting Galleries, Supplies for All Makes.

EVANS DICE WHEEL

One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS of All Kinds \$7.50 up

FREE CATALOG

H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

OCTOPUS

"World's Newest Ride Sensation"

Unequaled For Performance and Profits

SALEM, OREGON

ABNER K. KLINE, Factory Rep. LUSSE BROS., LTD., Blackpool, England, European Suppliers.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

weather. Have been a consistent reader of *The Billboard* for four years and wish to thank it for the many words of praise given in its columns concerning our decorative work. Sedlmayr and Velare brothers deserve a medal for courtesy, showman and sportsmanship. Hope to have the pleasure of visiting *The Billboard* office on our trip next spring."

SEEMS AS THO there are a greater number of shows on letterheads in the winter than there are on the lots in the summer. Think we should do something about this, especially those who claim the cleanest and most refined show in America.—Wadley Tif.

BILLY AND FLO CLARK, of the J. J. Page Shows, had a housewarming party down in Georgia recently. The idea was to break in their new trailer. They did and a good time was had by all who attended. Billy canvassed all the delicatessen stores in the town and brought home several armfuls of food and then went back for the cordials, wine and all that which is necessary for a party. The wee small hours of the next morning found the larders as well as the containers empty, says R. E. Savage. When R. E. says a thing that is the way it is, but he forgot to mention the town all this happened in. Billy Clark also knows how to put on a lobster party, too.—Wadley Tif.

Victor Zacchini First To Be Shot Over Big Eli Wheel!

WILLIAM WILNO, Great Wilno, human cannon ball, wrote from Richwood, W. Va.: "In reply to the question in *Midway Confab* issue August 7 as to who was the first man to be 'shot' over a Big Eli Wheel, when and where, I will give the correct information. Victor Zacchini was the first to be shot over a Big Eli Wheel, a No. 5, in 1935. However, I was the first to be shot over the largest wheel Eli makes, No. 16. This wheel was with the World of Mirth Shows at the Kenmore Centennial, Kenmore, N. Y., week of July 6, 1936."

THE HEAD of a big carnival committee in New England says he helped a carnival manager when he had a small show and now that he has a big show he does not even answer his letters. This man also says that he thinks the five biggest liars he knows are in the carnival business and play New England territory.—Tillie Few Clothes.

MR. AND MRS. JACK WILSON letter from Port Aransas, Tex.: "We are really catching the big ones down here, 'where we and the President fish.' Reviewed the Royal American Shows at Shreveport, La., and the Beckmann & Grety Shows at Corpus Christi, Tex., their closing stand. That boy Walter Hale has certainly turned out to be a real honest-to-goodness press agent. Sam Gordon, W. C. Smithy, Eddie Karns and a host of others plan to stay in Port Aransas and fish the winter away. We will be leaving here with greatest regrets and will go to the other side of the Gulf of Mexico to Fort Myers, Fla., to visit mother, then to Hot Springs, Ark., and



AL CARSKY, candy concessioner for several years with the Royal American Shows, broke all records for jam candy pitches in Shreveport during the Louisiana State Fair when he raised \$410.90 for the Cemetery Fund of the Showmen's League of America, of which Carl J. Sedlmayr is chairman. Sedlmayr, the shows' general manager, promoted and directed the fund benefit performance; Barnes-Carruthers Fair Booking Association provided the attractions, and W. R. Hirsch, general manager of the Louisiana State Fair, furnished the grand stand, illumination, stagehands and general help needed for this unique presentation. Photo courtesy Jack E. Dadsstell, RAS staff photographer.

Chicago. We shipped a small barrel of fish to Sam Solomon. They were mostly trout."

SOME OF the fair secretaries seem to have a profound understanding. That understanding is to book in all the questionable concessions they can so their local grafting officials can arrest and fine them. Horror of it all is that the general run of the operators of this kind of concessions are the "chumps."—Wadley Tif.

ALYNE POTTER MORENCY calls Dick Collins "pal of my cradle days." She notes that Art Lewis' middle name is Record Breaker and that Marie Kelly (Sweet Marie, fat girl) has sung Sweet Violets so often that they now spring up all around the tent she is exhibiting in. Newton Kelly, her husband, is a hard worker, says Alyne, and aside from talking on the show is kept busy trying to keep the public from trampling down Sweet Marie's violets. In speaking of the late Charles A. (Chick) Bell Mrs. Morency says: "Certainly grieved to learn of Chick's death. That just about takes the last of the oldtimers. Visited him when the Big Show was in Worcester, Mass., and at Webster he treated me royally. What a prince he was. There never were but three like

them and never will be, meaning Frank McIntyre, Pop McFarland and Chick Bell. All who knew them miss them and the Ringling-Barnum Circus misses them."

CORRECT ADDRESSES: What good does it do for a carnival manager to put his permanent address on his letter if that address is no good? Here is another thing that should be looked after too and that is mail sent to winter quarters addresses. When a show goes into winter quarters someone should go to the post office and telegraph offices and leave instructions for the delivery of mail and wires.—Unkle Jerk.

IVAN J. CHAMPION letters from Indianapolis, Ind.: "Dolen concessions, under management of Roy Dolen, and his assistants, Ivan J. Champion and Millard Caudill, closed the outdoor season. Had name on pennants, guess your age and jewelry stands. Worked at 75 celebrations and fairs, mostly in the Central Atlantic seaboard and South. This organization started in 1935 with two pennant stands and has grown considerably since. Thru the combined efforts of Roy Dolen, Olive Dolen and myself we employ 30 people at the large fairs. Among those with us the past season were Jack Whitney, Curley King, Pee Wee McIntosh, Red Neal, Joe Weiss, Darby Dodson, Leo Foreman and Joe Perry. The fairs at Memphis, Nashville, Knoxville and Birmingham were up to all expectations. We will play indoor events in Illinois, Iowa, Minnesota, Wisconsin and Indiana this winter. Many thanks to *The Billboard* for all the services it rendered us during the season."

It's Not So Long Ago, By L. C. Ted Miller

That George W. Traver, of Traver Chataqua fame, had the cream of New York State fairs in the palm of his hand, and then retired. It is understood that the huge frame of George's will once again grace the hotel lobbies at the fair meetings to bring back to his fold some of the fairs he gave up.

That L. Harvey (Doc) Cann, fast stepping agent of the World of Mirth Shows, had Frank West a little worried over a certain spring date in Delaware that Frank had opened in for years. However, the "ribb" was turned when West again played the date and immediately sent the "Doctor" a ham-bone wrapped in a cardboard box.

That Leonard Traube, who now signs himself as director of publicity, public relations counsel, advertising manager and art department head for the House of George A. Hamid, was once just press agent for the old Brown & Dyer Shows. Incidentally, it was my dear, dear friend Traube who sent me into the grand stand of the Trenton New Jersey State Fair grounds to meet Red Onion for the first time, only to find out after a half-hour's conversation that the man that Traube pointed out as Red Onion was the gardener of the grounds. "Dear beloved brother," as Harry Dunkel says. "That Izzy Cetlin, of the Cetlin & Wilson Shows, ran out of gasoline about five miles out of Greensboro, N. C., at 2 o'clock in the morning. After nearly wearing his thumb out and having his ears clipped off by whizzing cars an old Ford stopped and pushed Izzy to the nearest gas station. Shortly after that when comfortably on his way again he sighted a man hailing cars and seemingly in trouble. "May I help you?" asked Izzy, pulling up alongside of the troubled one, and added, "Say your face looks familiar." "Blinkety Blankety," shouted the man, "It ought to, I used all my gas pushing you around."

That George Hirschberg was a good show secretary and treasurer, but now look at him, just an old "Tom Collins" mixer. Perhaps George is going to run a juice stand next year and is practicing different concoctions on his friends.

WOODEN SIDE WALL? Don't laugh: It's a fact. Jim McSorley told Claude R. Ellis that wooden side wall was used on the old Francis Ferari "Noah's Ark" behind the animal cages and Jim used to help put it up. It was brought from England. In those days animals did not perform in an arena but in their cages. Jim said he often put the wolves and other varmints thru their paces and that the job wasn't difficult and the animals not so cantankerous as some people he met in later years on the front of a circus side show.

FRIED CHICKEN DINNER plays to capacity: "Jimmie Richards letters from Monticello, Ark.: "Birds mit one feeder,

they flock mid demself. So it was with all the showfolk on the McClellan Shows November 5, when Roy Goldstone gave a big free fried chicken dinner to a lot of his carnival people and others. It was a grand success and everyone with the show was filled to capacity. The dinner lasted from noon to 5 o'clock and nearly everything that was good to eat was served. At 4 o'clock J. T. McClellan furnished plenty of that which made Milwaukee famous and for one hour all present refreshed themselves aplenty. It was a great get-together party and put everyone in a good frame of mind to pull into winter quarters at Little Rock, Ark., the following Sunday. The shows have a spacious warehouse in which to store and work. The day of the dinner will be well remembered by all present."

SEEMS LIKE it would be a good idea for all carnival managers to announce their staff for 1938 about this time. A lot of exhibition and fair officials and committees would like to know officially who is with who. Of course there will be no radical changes in the staffs of the real leaders. Those who have made good thru the years, during the build up, will be "with it" as long as the present owners and managers have a show. Some of the smaller outfits might do well and announce their staffs too. You, too, may have a big show some day.—Red Onion.

MRS. MAE KELLY letters from Thorn-town, Ind.: "Now home after a fair season in Michigan, Indiana and Ohio. Played the Breeders' Street Fair at Bryan, O. The committee did not seem to be with the association nor the carnival folk. They had the show people check up in M. Weer's housecar, as they said they did not want any showfolk coming into their office, which was a borrowed Covered Wagon trailer. The mayor of the town announced over a loud-speaker from the courthouse steps to be careful with their money. They also advertised the home-guard stands and silence reigned supreme concerning the shows, rides and traveling concessions. We have Esau, trained chimpanzee. Will play one performance in Indianapolis for the Riley Children's Hospital and will play for the Knights of Columbus one night also. J. J. Kelly built himself a housecar this summer and Esau seems to enjoy it."

Mr. and Mrs. H. L. Bush Arrive East From Calif.

CINCINNATI, Nov. 13.—H. L. (Sheeny) Bush, accompanied by Dollie Dixie, the midget soprano, arrived here recently from Los Angeles after closing with Crafts' Shows. The lady, who is Mrs. Bush, is booked at night spots in this city and opens her first engagement the coming week at the Haunted House. Bush is a former circus man, has also seen long service in the carnival field as talker, lecturer and manager of independent shows and hardly needs an introduction to the profession.



BUDDY AND BOOTSIE PADDOCK, well-known concessioners with the Johnny J. Jones Exposition. This picture taken recently in Valdosta, Ga., was furnished by Starr DeBelle, the famous writer of *Ballyhoo Brothers'* weekly reports, and press agent for the Jones organization. Note the subjects are standing in front of the office wagon and that Mrs. Paddock has a big purse, but it is not known if they are going in or coming out. This season marked the 22d annual tour for Bootsie under the Jones banner.

PRICED FROM \$1,150.00 Up

ALLAN HERSHELL CO.

1937 DE LUXE KIDDIE AUTO RIDES

MORE THAN 150 SATISFIED OWNERS.

"Made in three different sizes, for 1937. Model 'A' De Luxe 10-Car, seating 14 children, sells for \$1,350.00 F. O. B. North Tonawanda. Model 'B' De Luxe 8-Car, seating 12 children, sells for \$1,150.00 F. O. B. North Tonawanda. Special 20-Car Model for \$2,250.00 furnished on special order. Also Manufacturers of Blue Goose Kiddie Ride.

ALLAN HERSHELL CO., Inc.
NORTH TONAWANDA, N. Y.

PENNANT SEWING MACHINE OPERATORS

Something new for the Holidays for 10c Stores, Department Stores, Indoor Drings, Duce Halls, etc. Pennant Silk Screen Stenciled, with photo of Santa Claus and Greetings. Send for free samples now.

SPECIAL—Pennant and Monogram Sewing Machines now only \$99.50, COMPLETE.

UNIVERSAL PENNANT CO., 1232 S. Wood St., CHICAGO

FLYING SCOOTERS

SURE MONEY—SAFE—SELF-CONTROLLED FLYING RIDE.

Carried on one semi-trailer. Can now be seen operating at Puntland Amusement Park, Miami, Fla. SEE YOU AT THE SHOW!

BISCH ROCCO AMUSEMENT COMPANY

3800 South Parkway, Chicago, Ill.

15 Years Ago

(From The Billboard Dated November 18, 1922)

James C. Simpson, formerly with the Wortham interests, was appointed general manager of the Rubin & Cherry Shows and immediately took charge of the organization, which was wintering in Savannah, Ga. . . . T. A. Wolfe's Superior Shows brought the season to a close at Augusta, Ga., and took up winter quarters there. . . . DeKreko Bros.' Shows returned to New Orleans for a three-week engagement after a successful engagement at the Florida Parishes Fair. . . . Jimmie Cooper and his Beauty Revue were the honored guests at a party tendered them by the Heart of America Showmen's Club and the Ladies Auxiliary, Wortham's World's Greatest Shows played a prominent part in inaugurating the new fairgrounds at Beaumont, Tex.

Cudney & Fleming Shows were playing up-town locations in Oklahoma territory. . . . Mrs. Con T. Kennedy was "back home" again on the Con T. Kennedy Shows after being confined in St. Anthony Hospital at Oklahoma City for five weeks. . . . Mr. and Mrs. Bloomfield returned to Cincinnati after a motor trip to California. . . . John R. Smith had just contracted three shows with the Canadian Victory Shows for 1923. . . . Jolly Babe returned to St. Louis for the winter after closing with Con T. Kennedy Shows. . . . M. P. (Maw) Tate, ride and cookhouse man, was making inde-

(See 15 YEARS AGO on page 60)

State Fair Shows Wind Up Season

EL PASO, Tex., Nov. 13.—The State Fair Shows wound up a 40-week season here this week with a six-day engagement under auspices of Veterans of Foreign Wars.

Winter quarters here have been arranged by Owner Mel H. Vaught, but most of the equipment will not be stored until after the Southwestern Sun Carnival, which closes early January.

Personnel of the show: Mel Vaught, owner and manager; Mrs. Pearl Vaught, secretary-treasurer; Phil Little and Floyd Shankle, corn game, shooting gallery and penny pitch; Melvin Little, ryo-lite game; Art Kline, cookhouse; J. D. Summers, blower and bowling alley; Buddy Thornton, Mel Harris, Blacky Tarkington, Dick Haven and Speedy Wilson, concessioners; George Shaw, merchandise machines; June Haven, ball game.

Bill Johnson, Ten-in-One; Sonny Boy Williams, Night in Harlem; Ralph Forsythe, Octopus and Loop-o-Plane; Paris Folles, monkey show and big snake show.

State Fair Show rides: Kiddie autos, Merry-Go-Round, Twin Ell Wheels, Tilt-a-Whirl, Ridee-O and Merry Mixup. The Flying Lesters presented the free act.

WANTED WANTED
FOR THE
GREAT BRUNSON FAIR
BRUNSON, S. C., WEEK OF NOV. 22 TO 27.
Can Place Concessions of all kinds. Address
HARRY BIGGS
Allendale, S. C., this week.

SUB. MEN SALESMEN
\$3 to \$8.00 per sub. No turn in—No call back—Entire new set-up—Meets approval of all. (No Racketers.) Wire or write **JACK GARDNER**, Sales Manager, Income Audit Service, Carry Bldg., Washington, D. C.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Missouri Show Women's Club

AMERICAN HOTEL

ST. LOUIS, Nov. 13.—The first regular meeting for the fall and winter program was held in the clubrooms on November 4 with President Norma Lang in charge. With the exception of a few who were suffering with colds and flu, all members in town and some from out of town, among them Mrs. Viola Fairly and Mrs. Jane Pearson, were present. Mrs. Fairly and Mrs. Pearson gave short talks.

Secretary Clela Jacobson has recovered from her recent operation. She gave a satisfactory report from the various committees, especially the Membership Committee. Mrs. Grace Goss was winner of first prize in the membership drive, with Mrs. Virginia Laughlin, Mrs. Mary Francis, Mrs. Jane Pearson each bringing a number of applications. Following the business session, a buffet supper was served. Mrs. Nell Allen acted as hostess. Petitions were presented for new members, Esther Davis, Edith Stock, Doris Belen, Mrs. Sam Gordon, Janet Wiretherick, Blanche Sullivan, Mary Benton, Juliana Haines, Mary Lewis, Alice Pyle Wilson, Lois Pringle, Fannie M. England, Mrs. Paul Ferriss, May Cunningham, Winifred Hattie, Alethea Mathies, Christine McKee, Pearl M. Van Wert, Patricia Moore, Vesta Aline Hatton, Virginia Lovell Statler, Bessie Broadwell, Lucy E. Arenz, Esther Schaffler, Dixie Boydston, Annie May Rowe, Elizabeth Campbell, Marguerite Osborn, Evelyn Stone, Winnie McKenny, Ellen Cramer, Hazel Day, Rose Hennies, Cella Martin, Alice Strout, Stella Regan, Nellie M. Findley, Ann Layvin and Mildred Laird.

KATHLEEN RIEBE.

Rhoades Grateful for Help; Trial Postponed Indefinitely

CINCINNATI, Nov. 13.—Dusty D. Rhoades, concessioner held in the county jail, Augusta, Ga., on a murder charge, has written a note of thanks to *The Billboard* and his friends in show business for the help given him. He feels much encouraged over his case.

"If it had not been for *The Billboard's* letting my friends know I was in this serious trouble I dread to think what might have happened," Rhoades writes. "I have received many letters and personal visits."

Rhoades thanked the following shows and individuals for donations: E. E. Farrow, \$50; Art Lewis, \$30; Paul Frell and De Luxe Shows, \$30; Dick Harris, E. B. Braden and Model Shows, Inc., \$28; John E. Davis Southern Shows, \$8; Barfield's Cosmopolitan Shows, \$11.50; World of Mirth Shows, \$14, and Morris Lipsky, \$5. Total \$176.50.

The trial, originally set for October, has been postponed indefinitely, Rhoades stated. The murder indictment grew out of an automobile accident in December,

1932, in which John C. Rae, of Augusta, was killed.

"I am trying to raise around \$300 to pay the funeral expenses," Rhoades wrote. "The widow and other relatives have offered to go to the front for me and help get me released if I pay for the funeral, which under the circumstances I believe is fair. Since *The Billboard* became interested in my fate there has been a much more favorable attitude. God bless *The Billboard!*"

"Asleep at the Switch!"

MANNING, S. C., Nov. 13. — In the movement here from Lumberton, N. C., the World of Fun Shows had the misfortune to have one of its trucks landed in a ditch five miles out of Florence, S. C., Sunday.

The semi-trailer loaded with J. J. Steblar's Big Ell Wheel left the road and turned over into a six-foot ditch, doing considerable damage to the truck and contents. Four men were on the vehicle at the time but none were injured. Whitey Davis, the wheel foreman, who was riding in the cab at the time, stated that the mishap was, in his opinion, caused by the driver falling to sleep.

General Agent Murray Stops Off in Atlanta

ATLANTA, Nov. 13.—William C. Murray, general agent Keystone Shows, of which C. H. Hartzberg is manager, returned here for a few weeks' rest following the closing of the season at Ocala, Ga. This marks Murray's third season with Hartzberg during which time the show has played in Pennsylvania, Maryland, Virginia, North Carolina and Georgia. This season was a prosperous one altho it encountered rain and cold following the opening and closing stands.

General Agent Dollar Visits Cincinnati

CINCINNATI, Nov. 13.—Billie Dollar, general agent, formerly with the L. J. Heth Shows and other carnivals, was here this week and visited *The Billboard* office.

He was ahead of the Alabama Ride Company this season and following its closing stand came up from Birmingham via Louisville. He plans to advance an attraction playing schools and auditoriums thru Ohio for the present.

Important Carnivals in France

PARIS, Nov. 8.—Among the important street fairs under way, all running entire month, are those at Arles, Cambrai, Champigny sur Marne, La Seyne, Pau, Perpignan and Rouen.

Street fair under way along the Boulevards Pasteur and Grenelle in Paris has 250 rides, shows and concessions, including 15 kiddie rides, 5 Auto Scooters, Water Scooters, Pretzel, Speedway, Caterpillar, Cirque Fanni, musee of anatomy, Funhouse, freak shows and three open-air circuses.



Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, Mo., Nov. 13.—Club's first meeting Friday after a summer vacation. When W. H. Duncan called the gathering to order the rooms were well filled. There were many old and some new faces present and a lively, interesting business meeting was held.

President Jack Ruback was not able to get in for the first assembly of the winter months, but will be in the city soon.

Many interesting stories were related by the show owners and how they raised money for the club's monument fund. The benefit performances put on for the raising of money for various funds has spread to a great many of the shows. Art Brainerd, who is chairman of the monument fund, reports that altho he has heard from many of the shows, several (See HEART OF AMERICA on page 66)

Philadelphia

PHILADELPHIA, Nov. 13.—South Street Museum continues to good business with the following attractions: Billy Cornell's colored revue of six people; Chief Redwood, novelty musical act; Lewis Thompson, trained pigeons; Ponce de Leon, magician; Gilbert Tracey, sword swallower; Johnnie Woodards, accordionist, and Mme. Orva, mentalist. New girls in annex are Greta Ford, Dolly Eddy and Kivie Kay.

Eighth Street Museum has the following bill this week: Ted Burgess, rope spinning and impalement; Eddie Moren, magician and ventriloquist; Jack Garrison, glass blowing; head illusion and Poses Plastique. Dancing girls in "Dead End" street.

Leo Hirsch and wife, of the De Luxe Shows, spent a few days in the city visiting friends.

Bill Hasson, who was assistant manager of the De Luxe Shows past season, returned to his home here recently.

Tattoo Van arrived in the city during the week from the South and will book with one of the local museums for the winter.

Los Angeles

LOS ANGELES, Nov. 13.—The downtown haunts of the showfolk begin to show a lot of activity. Several shows have closed, with the deadline for all of them at the end of next week.

Golden State Shows had a very good week at Inglewood, a still date, and moved to Maywood for this, the closing week. This show goes to the orange show building at San Bernardino to winter with the other two units under the Crafts ownership. Orville W. Crafts left (See LOS ANGELES on page 60)

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 1938 if definitely set



BETTER HEALTH FOR OUR BOYS AND GIRLS

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

BUY and USE CHRISTMAS SEALS

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

Kaus United Shows

Woodland, N. C. Week ended October 31. Auspices, Roanoke-Chowan Fair Association. Weather, two days rain. Business, fair.

Show experienced difficulty getting wired up, which caused a late opening. Rain Wednesday morning and until mid-afternoon affected attendance for the day. Thursday rained again until late afternoon, so practically there were but two days in which to get business. Money was not so plentiful as it was in the tobacco belt, but making allowances for weather a fairly good amount of business was done. Sam Sisson, who has been O. F. Mack's agent on the bowling alley, and wife, Margariete, called it a season and left for their home in Amsterdam, N. Y. Sam Mechanic, after closing a successful season with his rides, has taken permanent residence on the show, acting as cashier on Mr. Michaels' cookhouse. Bustness Manager George Whitehead says it has been a good season and he proved it by purchasing a new Aladdin trailer and has contracted for a new Dodge sedan. Reithoffer brothers, Pat, Julius and Eddie, of the Reithoffer Shows, were visitors. They finished their season in Pennsylvania and stopped on their way to Florida for a few weeks' hunting and fishing vacation. LESTER KERN.

Bob Hurst Carnival

Linden, Tex. September 27-October 2. Cass County Fair. Weather, fair. Business, good.

New Boston, Tex. October 4-9. Bowie County Fair. Weather, fair first part of week, cold and cloudy Saturday. Business, good.

Show was given competition by the Boy Scout Circus held at Texarkana, Tex., Friday and Saturday. Contract for 1938 fair was signed, making fourth consecutive time.

Quitman, Tex. Wood County Free Fair. October 11-16. Weather, cold and rain. Business, bad.

Lone Oak, Tex. October 18-23. Weather, cold. Business, bad.

Greenville, Tex. October 25-30. Location, Jordan street. Weather, fair. Business, good.

L. J. Heth Shows

Americus, Ga. October 23 to 30. Sumter County Fair. Weather and business, bad.

Extremely cold. Fair Manager O. P. Johnson, being local billposter, had fair well billed. Children's Day proved biggest gross for week, as weather warmed up some during the afternoon of Thursday. All city and county schools participated. Show made short move to Cuthbert, Ga., home of Doc Barfield, owner of the Barfield Cosmopolitan Shows. This engagement being under sponsorship of the P. T. A., located in the heart of town. Howe Bros' Circus day and dating here. Circus located on outskirts of city limits. Frank Andrews paid visit to show as did many of circus folk. At one time three adjusters were seen on the lot, Frank Andrews, of Howe Bros' Circus; M. Cox, of Barnett Circus, playing Eufaula, Ala., 27 miles from here, and Al Fine of the above-named show. Seen in our group on Howe Bros' Circus lot this afternoon were Manager Atkins of Howe Bros.; Charles Sparks, of Downie Bros' Circus; Charles Southgood, bannerman of Downie Bros.; Ray Daly, manager side show, and Kokomo Andrews, legal adjuster for Howe. J. F. Sparks and wife, Dorothy, are guests of Mrs. L. J. Heth, as are Mrs. T. J. Tidwell and daughter, Patsy. JOE J. FONTANA.

Elite Exposition Shows

Sallisaw, Okla. Week ended October 30. Location, Athletic Field. Auspices, Black Diamond Booster Club. Weather, good. Business, fair.

First spot in Oklahoma for the show. Licenses were purchased for all trucks and trailers, enabling show to stay 30 days in the State. Owing to sickness in the family, Alvin Spildo closed his cookhouse and returned home. General Agent Reed purchased a house trailer. Sam Grammer is working gues-yweight scales. Visitors: Frank Chvala, Tom Benedict, Rooney Ferris, Bill Stra-

Full Date Carnival Show Letters

(As Reported by News Representatives for the Shows)

der, all of the J. L. Landes Shows, and Mr. and Mrs. Kenneth G. Clapp, owners of the K. G. Amusement Company. Writer received word that J. R. Baldwin, who for many years operated shooting galleries, died in San Antonio, Tex., last spring. Lucky Ball, sword swallower, joined the Pit Show. Much credit for success of Blackie Pike's geek show goes to Doc Canaga, whose interesting lecture never fails to hold the tip. DON H. FOLTZ.

World-of-Fun Shows

Plymouth, N. C. Week ended October 16. Auspices, fire department. Location, Main street. Weather and business, fair.

It was a tight fit to put the show on the lot. First fair ever held here by the fire department. Committee gave the show full co-operation and newspaper carried daily writeup on front page. Crowds unusually large came early, stayed late and spent freely. Thursday rain at opening time and night was lost. Friday, Children's Day, rides did fair. Saturday an all-day play and everyone seemed to be satisfied with the date, including General Manager N. P. Roland.

Ahoskie, N. C. Week ended October 23. Location, high school grounds. Auspices, American Legion. Weather, cool. Business, poor.

This being the first white fair ever to be held in Ahoskie, everyone with the

Mr. and Mrs. C. E. Meadows, Mr. and Mrs. Johnnie Walsh, Mr. and Mrs. Gifford Roberts, Mr. and Mrs. Lonnie Karr, Mr. and Mrs. Raymond Gibson, Mr. and Mrs. L. A. Newland, Mr. and Mrs. Austin Newland, Mr. and Mrs. Jack McDaniels, Mr. and Mrs. Claude Williams, Mr. and Mrs. Jimmie Farnell and George Pritchios. Following is show roster: Staff—C. E. Meadows, manager; Mrs. C. E. Meadows, secretary; C. E. Meadows Jr., electrician; Lonnie Karr, lot superintendent; Mike Jones, canvas man. Concessioners: Mr. and Mrs. H. B. Birkes, photo gallery; Mr. and Mrs. Lee Baker, jingle bard and ball game; H. E. Benson, roll-a-ball; Clarence Blackburn, scales; Bert and Florence Brown, ball game; Russ Campbell, string game; Sam Carson, novelties; Mr. and Mrs. Carsari, hoop-la; Mrs. C. H. Cudney, penny pitch; A. M. Dunlap, cigar gallery and slum wheel; Glen Flock, cigar gallery; Carl Fritz, mentalist booth; Raymond Gibson, ball game; Glen and Carl Cummings, agents; Marie Gibson, slum wheel; E. Rome, ball game; Ray Hershey, slum wheel; Mr. and Mrs. Robert Harkins, hoop-la; Juanita Mitchell, agent; Mr. and Mrs. Elmer Harlan, ball game; Lou Harlan, wheel; Mrs. Louis Johnson, snow cones; Lonnie Karr, cane rack, grind store; Beulah Karr, ball game; Marion Keener, ball game; Bert Lazzar, ball game; S. J. Logan, lead gallery; Dewey Lorey, big tom; Pat McGinnis, cigar

C. Murray, general agent, was here ahead to look after show's interest and to assist committee. School Day brought out several thousand children, giving midway a big gross business. Public wedding of two show persons Wednesday drew a large crowd. Several showfolk of Art Lewis Shows who were passing thru stopped for a visit. Members of this show visited the Lewis show at Fitzgerald (Ga.) Fair. Siegrist Flying Acts went over big here.

Ocala, Ga. Week ended November 6. Irwin County Fair. Location, school grounds. Weather, clear and cold. Business, fair.

Trip from Douglas was short. Children's Day, Wednesday, brought out a thousand or more and helped to swell midway receipts. Howard Herman, concessioner, left. This was last spot of season. Considering a lot of bad weather, season was successful. Show was routed thru Pennsylvania, Maryland, Virginia, North Carolina and Georgia. Newspapers co-operated in all towns played. Show winters here. Manager Hartzberg and wife returned to their Florida home, as well Red (Amos) Hartzberg, Kurt Bauer and wife and Earl White, electrician. William C. Murray, general agent, left for Atlanta. JACK MELROSE.

Kaus United Shows No. 2

Columbia, S. C. Week ended October 30. State Colored Fair. Weather, good. Business, profitable.

Columbia Daily State and fair officials praised the midway W. C. Kaus brought in. Free gate Monday, Tuesday and Wednesday. Crowds very light. Thursday and Friday, pay gate, and crowds thronged the midway, rides, shows and concessions doing near capacity business. Saturday, free gate, business light. Practically a two-day engagement; however, business in general for entire week was satisfactory. Plantation Melodies topped shows and Octopus the rides. Carl Hall opened a girl revue titled A Night in the Orient. Mimi Garneau, sword and neon tube swallower, joined Jerry Thorne's Side Show, coming from Ripley's Odditorium, of Great Lakes Exposition, Cleveland. Fred Garneau, tattoo artist, also new addition. H. Decker is a reliable ride foreman. Merry-Go-Round is always up and ready in time. His crew consists of Joseph A. C. Sauerland, second man; Walt Jones, third; Leslie Colman in ticket box. H. G. Moore is always alert as chief electrician. Nick Otte, lot superintendent, lays out artistically long before arrival of show. LeRoy Prince combined business and pleasure over the week-end visiting the folk at home. Pearl Harman, as Serpentina, holding crowds with Jack Coleman on front. Fred Mimes receives autographs from police officials who break rocks on his chest. Jerry Thorne busily engaged in assembling attractions for museum and vaudeville dates at the closing of season. Mr. and Mrs. George Britt, ride owners, were visitors. Visits were exchanged with Bunt's Crystal Exposition Shows. Writer renewed acquaintances with Mae-Jo Arnold, Johnny and Mary Webb and Murphy Midgets. BOBBY KORK.

Miller Bros.' Shows

Lawton, Okla. Week ended November 6. Location, Meadow's Park showgrounds. Auspices, Veterans of Foreign War. H. C. Nelson, carnival chairman. Pay gate. Weather, one night rain, rest of week cool and warm. Business, bad.

Smooth movement Duncan to Lawton. Hundreds watched unloading. Merry-Go-Round and did not come. Gertrude Parker Allen and sister, Lucille Parker, its owners; ride foreman and assistants returned to Leavenworth, Kan. The Hamiltons, Great Knoll and Bovey, free acts, checked out at Duncan. George Berton, wife and people with bird circus and illusion exhibition left. Opening night rained out. Tuesday, Wednesday and Thursday cold. Showgoers remained home. Friday night warmed up, with fair business. Children's matinee nil. Saturday receipts almost a blank. When performances ceased Saturday night showfolk assembled in "Believe It or Not" Tent. Oratory, gifts, a Harry Miller last-night banquet, all singing *With Lang Syne*, with finale by band playing *Home, Sweet Home*.

Writer baptized little son of Mr. and Mrs. John Delaport. Story of it, with picture, in all Southwest papers. *Daily Afternoon and Morning Constitution, Daily Press* and its *Fort Still Guidon* and *Weekly News-Review* liberal with space



A NEW GENERAL MANAGER AND GENERAL AGENT SETUP: James E. Strates and G. W. Cracraft, of the Strates Shows. Cracraft, right, was recently engaged by Strates to pilot his shows for the 1938 tour. Following a week's rest at his home in Covington, Ky., C. W. will leave for Chicago and from that city will take up the duties incident to his new affiliation.

show looked for a nice week, but the natives did not turn out at all. Show did not open Monday night as all electric wires had to be in the air. A nightly band concert was given by the school band. Committee did everything possible to make it a success. Friday was Colored Day, but no colored folks showed up. Saturday show started to tear down at 10 p.m., as it was very cool and no people.

Lumberton, N. C. Week ended October 30. Auspices, Kiwanis Club. Location, baseball park. Weather, cold. Business, none.

Show did not open Monday night owing light company failing to have transformers ready. There were no people at all during entire week as weather was very cold. Sam Prell, manager of De Luxe Shows of America, was a visitor. W. DAVIS.

Regal United Amusement Co.

Orange, Tex. Week ended October 30. Location, fairgrounds. Auspices, Fair Committee. Weather, ideal. Business, bad.

Committee did everything possible to make the event a success, but the sheriff's ideas did not click with the showmen's. Tuesday, first night of the fair, several concessions, including bingo, were closed for the week. A party for Mrs. Al (Ma) Nation was given by her husband and Mr. and Mrs. Claude Williams at Showboat night club Sunday night. It was her 53rd birthday. She received many gifts. Those present were

shooting gallery; Jack McDaniels, percentage; L. A. Newland, slat rack; Mr. and Mrs. Austin Newland, jingle board and ball game; Al and Ma Nation, pop corn and snow cones; Mrs. L. A. Newland, bingo; Bud Meadows and Raymond Newland, agents; George Pritchios, cookhouse; Ralph Glen, griddle; Oscar Cardwell and John Nelson, waiters; E. L. Recker, carnal corn; Skipper Joe, hamburger stand; Lee Timer, ball game. Rides: Mr. and Mrs. C. H. Cudney, Big Eli Wheel; Bill Calloway, clutch. Virgil Grovenburg, Chair-o-Plane; Juanita Meadows, tickets. Joe Voraz, Merry-Go-Round; Christine Meadows, tickets. George Nelson and Leonard Beck, kiddie ride. Shows: Jimmie Farnell, Athletic Arena; Clara Bell Ashley, tickets. Earl Behee, Minstrel Show; Mrs. Behee, tickets; Sonny McMillan, stage manager. Claude Williams, Girl Show; Gifford Roberts, assistant. Cowboy Stevens, Honeymoon Hotel; Harold E. Lewis, Freak Show; Dad Lewis, tickets; Jack McDaniels, buried alive. Earl Behee (Flying Behee), tree act. MRS. L. A. NEWLAND.

Keystone Shows

Douglas, Ga. Week ended October 30. Coffee County Fair. Weather, fair. Business, good.

Show made a 200-mile move here and had everything ready for opening Monday night. Fair was put on by the county agent and Lions' Club. Officials supported it strongly and it consequently went over with a bang. William

Popular editorial writer, Hon. Ewing Hedges, part owner *Daily Press*, devoted half-page editorial to show preaching of writer. Bennie Wells, York (S. C.) painter and banner artist, repainted all show property. Turned out new banners for the Morris Miller indoor museum, which opened in Oklahoma City November 8. Writer with it as publicity agent, John Houchin, sound wagon expert, to St. Louis. Dr. C. P. Hughes in Lawton. M. A. Wirt, former showman from Antwerp, O., assistant manager Lawton Hotel. These, Houchin, Dr. Fetterling and Rex O. Morrison, principal Ada (Okla.) high school, famed as magician, given banquet by showfolk. Milton D. Durham joined with shooting gallery. Into building for winter. J. P. Giles to his Dyersburg (Tenn.) home. Roland Davis, Oklahoma City billposter, joined. Mrs. George Morgan and John and Ellen Hamilton banqueted. Also Lottie Davis, formerly with Camp Girls on midway, now Lawton resident, and Charles Tyler, bandmaster Fort Sill government band. Tyler famous trombone player with band on Walter McDonald wagon circus out Abilene, Kan. Visitors: T. F. Wallace, Nell Johnson, Ed Radcliff, W. R. McFetridge, Bill Cantrell, Florence Batsford, Father Ben, Rev. Frank Wilder, W. E. Gifford, Clara Long, Dortha Rush, Lauree Hoyle, Lee Manion, M. A. Wirt, John Fabick, Stella Dallas, Gertrude Clark, Perry Shanor, John P. Laurie, Madame Felka, Hon. George Pennell, Mr. and Mrs. Harry Dawson, Elizabeth Malone, Emily Wagner Swentzel, Mrs. A. F. Dorrell, widow Albert Dorrell, carnival secretary; Joe Gould, wife Snooky and child, and Mabelle Jurgens. DOC WADDELL.

Beckmann & Gerety Shows

Port Arthur, Tex. Week ended October 30. Merchants' Fall Festival and Exposition. Sponsored by the Junior Chamber of Commerce. Weather, fair. Business, good.

This was a commendable effort toward establishing an annual Merchants' Fair for Port Arthur Junior Chamber of Commerce officials, headed by Mac McInnes, worked hard and long to arouse public and commercial interest. Louis Eisman, special promoter, did creditable advertising and the result was far from a disappointment, altho equally distant from a real fair. An automobile show and a beauty contest were highlights of the week, while a masquerade Joy Night proved a strong drawing feature. Miss Port Arthur was awarded \$50, while 100 simoleons were distributed among the costume wearers. Since only nine days remained before the season's end at Corpus Christi all hands went to yawn, finger bulky bank rolls and plan vacations. Showfolk will doubtless scatter to all points of the compass, but many plan to remain in the immediate vicinity of San Antonio, where the show will winter as usual. Altho San Antonio is admittedly a very desirable place to hibernate, many probably have a still better reason for remaining near the Beckmann & Gerety fireplace. WALTER HALE.

Dodson World's Fair Shows

Alexandria, La. Week ended Sunday, November 7. Auspices, American Legion. Location, City Park. Ten-cent pay gate. Weather, cool. Business, fair.

Entire show set up here and never looked more brilliant or inviting than this week at City Park, a beauty spot of Alexandria. A special order was issued by mayor and city council granting permission to exhibit on this favorable location. Show got off to a good start opening night. Days were warm and clear, turning cool by night. Rides and shows did biggest bulk of business. William Durant, advance agent, finished his work ahead and is now in charge

of front gate for balance of season. Mrs. Myrtle Speight rejoined her husband after a five-day visit to her home in Cairo, Ill. Welcome three-day visitors were Judge Kyle Vick and Mrs. Vick, who motored from their home in Waco, Tex. Both are old friends of Dodson show family and had a big reunion with their many friends along midway. Mrs. Max Montgomery, daughter of Special Agent Ed Bruer, spent three days on show. Came on from her home in Fort Worth, Tex. Mrs. Mel Dodson, Mrs. Jessie Clark, Ruby Dodson and Paul Osbourne Jr. on visit to Waco, Tex. Fred C. Clements, concession operator and ex-service man, left to enter local Veterans' Hospital for eye treatment. General Agent M. G. Dodson off on business trip. Instead of holding one big party benefit Showmen's League Cemetery Fund Ray Balzer is staging a number of bingo parties on lot each evening between 5 and 8 o'clock. Parties are being well attended by troupers. Cash prizes are offered and a good sum no doubt will be realized before the season comes to a close. Show secretary Vernon Korhn has decided to spend the winter months with his mother and father at Miami, Fla. Visitors: F. S. Wolcott, manager Wolcott's Rabbit Foot Colored Minstrels; Jules Bagarry, Dick O'Brien, Norman Spencer, Mike Mule, Mr. and Mrs. Joe Dellmon, Mr. and Mrs. J. C. Cronin, Thomas E. Jewell, Henderson E. Reynolds, Tom Wilson and Jerry McCormick. DAVE CARROLL.

Stanley Bros.' Shows

Savannah, Ga. Week ended October 30. Auspices, Police Department. Business, fair.

Show arrived here in good shape after its trip to New England States and back. Mabel Mack's trained mule show was featured. Bob White has girl and minstrel shows. Bob St. Clair is concession manager. Al Porter, who has been ahead of the show, closed here and was replaced by Stanley Reed. Crinio's Band joined here. Manager Curtis Bokkus says business has been fair all season. Writer had a visit with Harry Winters, who has a Chairplane on the show. H. O. WILSON.

Fairly-Martone Shows

Springfield, Mo. Week ended October 16. Empire District Free Fair. Weather and business, good. Season ended and show changed title to Fairly & Little Shows.

Closing of fair here Saturday night also marked the closing of the Fairly-Martone Shows after a season of 29 weeks. Entire show had a very successful season regardless of the fact that 34 nights were lost on account of rain. Clay County Fair at Spencer, Ia., showed biggest week's gross business of the season. Spencer engagement was marred by cold weather and wind, but the people did not seem to mind the bad weather and from 9 a.m. until midnight the midway was packed with people. Springfield, Mo., fair was first fair held there in 20 years and nothing was left undone towards making it a big success that it was. However, fur coats were in vogue all week, but rain held off until the day after the fair had closed. At midnight, October 16, in Springfield Tony Martone gave up his interest in the show and sold out to Phil Little. All equipment was stored at the fairgrounds and work will begin early in 1938 to rebuild a new show which will take the road as the Fairly & Little Shows. Earl Strout and wife went to Chicago. Johnnie Bejanio and son, Paul, will remain at quarters all winter. John Ben and wife to Shreveport. Dan McGugin to Kansas City. C. D. Scott and wife to Hannibal, Mo. Fred Bond to Dallas. Buster Shannon and wife took their Octopus ride into Louisiana to play fair dates. Mr. and Mrs. Tony Martone to Kansas City, where Tony will take up business interests for himself. Noble C. Fairly and wife to Shreveport and Dallas for a short visit. Visitors: Fred Meeker and wife, Denny Fugh, Harry W. Hennies, John R. Castle, Harry Wilbur and Slim Johnson. MORIA VAN HORN.

J. J. Page Exposition Shows

Lanett, Ala. Week ended October 23. Chambers County Fair. Downtown location. Weather, rain and cold. Business, fair. Twenty-five-cent gate.

Incessant downpour for three days. Opened in fair weather. However, cold showed over night, so business had a setback. Mr. Stearns, secretary of this fair, has handled all details for the fair over

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HENNIES BROS. SHOWS

Owing to replacement with steel railway equipment we have for sale several Semi-Steel Flat Cars and a fine Stock Car. Also a Lindy Loop Ride and large Motordrome used this season. We have several Wagons, eight Fronts and an Assortment of Show Property in excellent condition for sale, as we are building all new equipment.

HENNIES BROS.' SHOWS, INC., P. O. Box 144, Shreveport, La.

a period of years, but this time he had assistants that were unacquainted fully as to the requirements, so the show had a two-day wait to get on the grounds. A different location was chosen, as the other location held a show on it for two weeks owing to the condition of that lot. Exhibits were fine and even with rain amusement-hungry folk from the mill districts in the Chattahoochee Valley visited. Felix Knight joined with a fishpond.

Madison, Ga. Week ended October 30. Morgan County Fair. Uptown location. Weather, cool with one rainy day. Business, fair.

This fair is a comer but there will have to be a better market for cotton as the bottom fell out of that commodity, so there was very little money to spend. However, a nice crowd attended during the week. They have built an exhibit building that is a credit to the fair and its management. Mr. Chiles, secretary, left nothing undone to put the affair over but had too many odds against him. Eli Wheels got first money for rides. Tilt-a-Whirl ran close second. Minstrel show and Red Swamp Devil attraction ran neck and neck. Concessions did well fore part of the week. Pete Bruno joined with mentalist booth. Mr. and Mrs. J. J. Page and Mrs. R. E. Savage made a trip to Athens, Ga., and while there Page negotiated a trade with the Buick people and drove back a Buick 61.

Dublin, Ga. Week ended November 6. Laurens County Fair. Baseball park. Weather, fair and cool. Business, good.

Attendance grew each night. Friday, Children's Day, had ex-Governor Talmadge for the speaker of the day. Folk arrived in automobiles, buggies and

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$8.75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 8 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

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Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Lapboards, white cards, 8 1/2 x 14, Per O. \$1.50. Stapling Bingo Cards on same, extra Per O. \$0.50. Bingo Card Markers, in strips, 25,000 for \$1.50. Send for free sample cards and price list. We pay postage and tax, but you pay O. D. expense. Instant delivery. No checks accepted.

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Department

THIS WEEK and EVERY WEEK

wagons to hear their old leader. Dr. Charles Hodges, secretary, and several members of the fair board made the trip to the ex-governor's home town to induce him to speak and it easily put the fair over. E. B. Braden and W. R. Harris, Irvin Kaw and wife were in evidence and talked over old times. Writer and Page made trip to Augusta, Ga., on business and also paid the Jones Exposition a visit at Lions' Club Fair. Many jackpots were cut up, especially with Starr DeBelle, who is ever on the alert for a piece of news. Visitors: Mr. and Mrs. Roy B. Jones, of the Marks Shows; Harry Ramish and wife; Whitney Thompson, of the Southern Distributing Company, and many of the personnel of the Wallace Bros.' Shows, which were closing the season in a near-by town.

R. E. SAVAGE.

Nail Shows Closed Early Because Owner Was Ill

MONROE, La., Nov. 13.—Owing to the illness of Capt. C. W. Nail, the shows bearing his name closed in Opelousas, La., October 31 and all show property stored here. Nail left Wednesday for Hot Springs, Ark. Several of the concessioners joined the Snapp Shows at Lake Charles, La., but some closed and came back here. Mrs. C. W. Nail sold her hotel and is living home on Layton avenue. During the winter all rides and shows will be painted.

Mr. and Mrs. Atchison, Earl and Gladys, went to their home at Anna, Ill., but he will return to attend several fair meetings with Manager Nail.

While at New Iberia, La., Captain Johnson, who was pilot of the Sargasso; a showboat owned by Nail, visited him here from Jeanerette, La. Reported by L. M. Brown.

World of Mirth Ends Tour; Gets Anderson Fair for '38

ANDERSON, S. C., Nov. 13.—The World of Mirth Shows closed its season here last Saturday at the Anderson Fair. The show was again awarded the contract for the 1938 midway, according to an announcement made by Fair Manager J. A. Mitchell. Mitchell expressed himself as well pleased with the attractions and the gross business done on the midway at this year's event.

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P. O. BOX 212, Haymarket, Sydney, Australia. Can particularly use Small Colored Midget, if reasonably well formed. FEMALE, and must be small.

MOTORDROME RIDER WANTED!

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For Season in BUENOS AIRES

Good proposition for capable Rider. Write, giving qualifications, salary and other information, to

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WANTED CURIOSITIES and ODDITIES

FOR SIDE SHOW IN BIG STATE ST. DEPARTMENT STORE IN CHICAGO
Good looking Fat Lady. Big Mouth McWilliams wire immediately. Other Acts not repulsive, that will fit in large department store. Pleasant working conditions and short hours. Booked solid until January 8.

Wire immediately to

JACK TAVLIN, Croydon Hotel, Chicago, Ill.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Nov. 13.—Attendance at the meetings has been picking up since many of the shows on the Coast have closed. There were 112 members present Monday night. It also marked the first meeting at which President Will Wright presided for some time and the members gave him a rousing round of applause and a vote of thanks for the splendid manner in which the organization has functioned under his leadership. Seated with him were Dr. Ralph E. Smith, first vice-president, and Ross Davis, treasurer. Usual business procedure was followed.

Only report of particular moment was the announcement that headstones had been ordered and would be set before the annual memorial service slated for December 12 in Showmen's Rest. Ted Le Fors, chairman of the charity Banquet and Ball, stated that only 500 tickets will be sold for that event. This decision was reached, he said, after going over the allotted space for dining tables. He believes that if this plan is carried out there will be ample space for all. He also announced that Patrick Francis Shanley, who emceed the first event, would again fill that position. A name band has already been contracted and LeFors reports that the floor show will be an outstanding one. President Wright asserted that ticket sales on the Cemetery Fund Drive have been satisfactory and stressed the fact that the fund merited the support of every member.

Communications: Austin King came thru with an interesting letter and reported that he was heading westward. W. C. Huggins mailed a letter and check for new members. Mrs. John J. Klein forwarded a note of thanks to club members for a recent courtesy. Capt. Dave Barnett also penned an interesting letter.

New members: Raymond Patrick Huth, credited to Dr. George W. T. Boyd and Theo Forstall; T. D. Newland, Roy C. Peterson, Roy Wilson and W. G. Tremain, credited to W. C. Huggins, H. L. Gordon and Ed Smithson; George (Buddy) Kelly, credited to Ted LeFors and Chet Bryant.

Speakers for the meeting included Charley Davey, Frank Curran, Charley Albright, J. Ed Brown, Al Fisher, Dr. Ralph E. Smith, Harry Hargraves, Frank Forest, Sam Brown and Joe Glacey. Herb Usher won the weekly award.

Ladies' Auxiliary

The regular meeting held November 8 found President Peggy Forstall presiding, with all officers seated with the exception of Second Vice-President Frances Klein. About 40 members were present and four new names added to the roster.

Birdie and Cecelia Kanthe, Rose Rosard, Frances Godfrey and Grace Asher were welcomed back and were high in their praise of the club's progress.

Membership is rapidly increasing—and remember the prize offered by Marlo LeFors and Peggy Forstall for the one bringing in the most new members.

President Will Wright of the men's club has given permission to hold the Home-Coming Tacky Party in the men's clubrooms November 24. Grace De Garo, Blossom Robinson and Virginia Shaller, of the entertainment committee, have promised a unique program.

The financial report read and applauded. All bills paid.

Communications: A nice letter from Rose Clark, of Clark's Greater Shows, thanking the club for flowers and good wishes during her recent illness. Letters from Betty Coe, of Hilderbrand's Shows; Edith Walpert and Florence Webber were also read.

Sister Martha Levine wired her regrets at inability to attend the meeting.

Contributions to Cemetery Fund were received from Betty Coe, \$7; Rose Rosard, \$10; Marlo LeFors, \$50, and Rose Clark, \$100.

Secretary Ruby Kirkendall and her husband will leave this week for a visit with friends and relatives in the East. Bank award went to Aetna Henry.

Lunch was served, and as the Auxiliary had been invited to the PCSA clubrooms to welcome home the Barnes Circus members we signed off until next week.

INEZ WALSH.

BLUE RIBBON SHOWS—

(Continued from page 50)

ager Roth, who thanked everyone for his work with the show and hoped to see them all back next year. Mrs. Roth also expressed her appreciation.

Mike Rosen, business manager, who had not yet closed his season, made a long jump to attend the banquet. As the dinner progressed each was called upon for a brief talk, and all responded with thanks to Mr. and Mrs. Roth for the farewell. The social closed with the singing of *Auld Lang Syne*.

Mr. and Mrs. Roth, after their return from the Showmen's League banquet in Chicago, will return here to quarters and begin work. Show is on the fairgrounds and has several large buildings to work in. Jack Gallupo, after a trip home for the holidays, will return to quarters and build a new cookhouse.

Those attending the dinner were Mr. and Mrs. L. E. Roth, Mr. and Mrs. Art Alexander, Mr. and Mrs. Pop Wheeler, Mr. and Mrs. Pope Hudgins, Mr. and Mrs. Bert Melville, Mr. and Mrs. Roy Woods, Mr. and Mrs. H. Lamrock, Mr. and Mrs. Cecil Gust, Mr. and Mrs. Lloyd Clifton, Mike Rosen, Mr. and Mrs. Happy Lumeral, Jack Gallupo, Mr. and Mrs. Chester, Amos McFee, Roy Moore, Oliver Eddy and family, Harvey Sandler, James Porter, Charles Peters, James Padon and Lamon Morgan. Reported by Jack Gallupo.

ENFIELD LAST—

(Continued from page 50)

O. C. Buck returned to their home in Richmond Hill, N. Y.

Altho in business 25 years, this was the first time the organization ever came south, playing six fairs and two celebrations. Business was fair thruout except during periods of inclement weather.

Among the departures recorded and their destinations: Mr. and Mrs. Roy Van Sickle, Tampa; Mr. and Mrs. Mark Graham, with Mrs. Graham's sister and brother, to Elberton (Ga.) Fair; E. C. and Mrs. Evans, agents for several concessions, to Savannah, Ga. All the above arranged for their return next year. Pete Thompson to Columbia, S. C.; Ray Rehrig, manager Bill Jones' bingo, home to Leighton, Pa.; Thomas Heffernan, ride superintendent, Brooklyn; Dick Tolman, office assistant, Chicago; Ethel Roland, motordrome, Chicago; Jockey Roland, manager drome, to tour the South; Al and Mary Crane, New York; Mr. and Mrs. Wendell Kuntz and son, with side-show troupe, to go indoors; A. L. Sykes, destination unannounced.

Wilbur Yons, chief mechanic, to Mineola, N. Y.; Larry Updegraff, chief electrician, and wife to New York; Cornelius Stapleton, brother of Mrs. Buck, will winter at the family home; Mr. and Mrs. Ray Anderson, Miami; Mr. and Mrs. T. C. Davis, Richmond; Frenchy St. Germain, Emil Page, Joe Wilcox, Harvey Roberson, Jimmy Allen, Ted Simmons and Ralph Manning, ride foremen, all to Mineola, N. Y.; Nick and Mrs. Annetto and Al Lawrence, concession operators for Buck, to New York; Mr. and Mrs. E. G. Collins, concessioners, to South Carolina.

Visitors during the engagement here were James E. Strates, of the Strates Shows; Bill Jones, bingo operator on several shows; Izzy Cetlin, of Cetlin & Wilson Shows; Norman Y. Chambliss,

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 13.—Plans for the fourth annual meeting of the association are at present being formulated and completed. Altho the programs of the various affiliated bodies which are meeting in Chicago simultaneously with the association have not been fully announced, the plans for our association call for the fourth annual meeting to be held at Hotel Sherman commencing on November 29 and continuing nightly until the business of the association is completed.

In accordance with the custom in vogue during previous years, the meetings will commence nightly at 11 o'clock so as to give everyone 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 night, and if necessary, a final session will be held on Wednesday night.

Meetings To Be Per By-Laws

The detailed program for the annual meeting will be that specified in the by-laws adopted last year, in accordance with the routine followed at previous meetings, will include a review of the activities of the association for the past year, a discussion and adoption of a comprehensive program by the association for 1938, including such questions of legislation as may merit the attention of those in attendance. It is anticipated there will be further discussion of the subject of transportation and a plan of action determined in reference thereto.

Official notices of the annual meeting are being sent this week to the members of the association in accordance with the provisions of the by-laws requiring at least 10 days' notice.

Individual letters of invitation are not being issued this year, as it has been found practical not to do so, but a general invitation is extended to the industry thru *The Billboard* to attend the meetings, which are open to all members of the industry. We urge those who plan to be in attendance to notify this office so that adequate arrangements may be made.

well-known fair operator; Harvey Walker, secretary Williamston (N. C.) Fair; Max Gould and wife, former cookhouse operators for several years on this show; T. R. Walker, secretary Weldon (N. C.) Fair; H. D. Clayton, secretary Tarboro (N. C.) Fair, accompanied by Mrs. Clayton.

All in all the Buck Exposition has no complaint to make for 1937. Practically every concessioner and showman signified intention of returning for season 1938. Reported by Dick Tolman.

SUTTON SHOWS—

(Continued from page 50)

Manager F. M. Sutton says that he will keep most of the workingmen busy this winter painting and rebuilding fronts. He is now building a cafe and 24 cabins on the new winter-quarters location which will be ready to open about December 1. There will be a few of the showfolk who will spend the winter in the new quarters, which Sutton calls "Atlanta Place." The show has traveled about 3,000 miles in four States, playing several fairs and celebrations that the show has played for the past several seasons, carrying shows, rides, concessions, a 10-piece colored band but no free acts.

Altho the show suffered the loss of its electrician when he fell into the transformers at Festus, Mo., early this spring, it has much to be thankful for as there were no serious truck or car accidents to mar the season. Like most every other showman, Sutton will soon put 1937 in his memory book and start planning for 1938. Reported by Jimmie Boyd.

NEW YORK, Nov. 13.—Harry Witt, of the Boomerang Manufacturing Company, announced this week that the Cetlin & Wilson Shows purchased one of the Boomerang rides, to be delivered in the spring.

MUSKOGEE, Okla., Nov. 13.—P. Van Ault, operator of an amusement arcade with the Cetlin & Wilson Shows, arrived here this week following the close of the season at Clinton, N. C. Van Ault announced that he will winter here, where his son is attending school.

Official Social Security Rulings

(Section IV)

Before we go on with the official rulings on the questions submitted to the Treasury Department, we wish to quote another very interesting recent ruling. A circus wanted to know if the troupe of Indians among its performers was exempted from the Social Security taxes, because all Indians in this country are wards of the government. The official ruling states that Indians are not exempt, even if they are wards of the government, as long as all other conditions make them subject to the Social Security Act.

Employer as Well as Employee

CASE 16. "Mr. G is the owner of a side show traveling with the M Carnival and as such he is an independent contractor and employer. But Mr. G is working at the same time also as the manager of another side show which does not belong to him. As the manager of the second attraction he receives a percentage of the gross receipts of said show, which would constitute wages in the sense of the Act. Will Mr. G in this case be considered both as employer and employee and must he procure an employer's identification card for the show he owns, and also an employee's account number card for his work in the other show which does not belong to him?"

RULING 16. The information submitted concerning Mr. "G" is insufficient to enable this office to determine his status under Titles VIII and IX of the Act. It may be stated, however, that if he is, in fact, in business for himself with respect to one side show, and an employee with respect to another side show, he should file both an application on Form SS-4 for an employer's identification number and an application on Form SS-5 for an employee's account number under Title VIII of the Act.

Concession Value Is Wages

CASE 19. "A musician, Mr. B, a married man, is a member of the band which furnishes the music for the M Carnival. Mr. B does not receive a cash salary for his services, but in exchange for his services he is allowed to put up

a concession stand on the lot of the M Carnival. Mr. B's wife runs this concession for him. If the same concession would be rented out by the M Carnival on a cash basis, the rental would be \$20 per week. Is it correct that the equivalent of the rental value of the concession, in this case \$20 per week, would be considered as the wages of the musician B in the sense of the Social Security Act?"

RULING 19. As stated in Ruling 11, the term "wages" includes payments in money and all payments in media other than money. Accordingly, if \$20 per week represents the fair rental value of the concession, that amount should be reported as the amount of the individual's taxable wages under Titles VIII and IX of the Act.

Fraternal Organizations

CASE 25. "The M Lodge of a fraternal organization has the custom to give out several hundred Christmas baskets to deserving poor people. To raise the funds for this purpose, the M Lodge arranges a benefit vaudeville performance yearly in a public hall or theater. The entire net proceeds of this performance are used to buy said Christmas baskets. The entire advance work and all preparations for this affair are handled by members of the M Lodge as a charitable duty and without receiving any pay for it. The only ones getting pay are the vaudeville performers who are participating in the performance. No individual connected with the M Lodge receives any part of the receipts of this performance. Is our opinion correct that such an entertainment, with the entire proceeds going to charity, is exempt from the tax provisions of the Social Security Act?"

RULING 25. Under the provisions of Sections 811 (b) (8) and 907 (c) (7), service performed in the employ of a corporation, community chest, fund or foundation, organized and operated exclusively for religious, charitable, scientific, literary or educational purposes, or for the prevention of cruelty to children or animals, no part of the net earnings of which inures to the benefit of any

private shareholder or individual, is excepted from "employment" within the meaning of Titles VIII and IX of the Act. For the purpose of the exception the nature of the service is immaterial; the statutory test is the character of the organization for which the service is performed.

This office has consistently held that fraternal organizations are not organized and operated exclusively for one or more of the purposes specified in Sections 811 (b) (8) and 907 (c) (7) of the Act. Accordingly, it is immaterial that the particular performances arranged by the fraternal organization in question are given exclusively for charitable purposes. Therefore, the wages of the vaudeville performers engaged by the M Lodge under the circumstances stated are subject to the taxes imposed under Titles VIII and IX of the Social Security Act.

State and Other Fairs

CASE 26. "There are three different kind of fairs to be considered:

"A. The State fair—Grounds are owned by the State and the fair is run on an appropriation inclosed in the budget of the State and approved by the Legislature of the State. A State fair is not run for profit and all revenues if any are used for improvements of the fairgrounds.

"B. The county fair—Grounds are owned by a county or by a city. All conditions are the same as under A.

"C. A fair run by a private fair association, which is incorporated and usually has only local people as stockholders. If this kind of fair produces a profit on its fair, the profit goes to the stockholders in form of dividends.

"What is the status of these different fairs under the Social Security Act?"

RULING 26. Upon the basis of the facts stated, services performed in the employ of a State or county fair so organized and operated, come within the exceptions to "employment" accorded by Sections 811 (b) (7) and 907 (c) (6) of the Act, and the remuneration with respect thereto is not subject to the taxes imposed under Titles VIII and IX of the Act.

Neither the exceptions accorded by Sections 811 (b) (7) and 907 (c) (6) nor those accorded by Sections 811 (b) (8) and 907 (c) (7) extend to services performed in the employ of fairs operated by private fair associations under the circumstances described. Therefore, the wages with respect to such services are subject to the taxes imposed under Titles VIII and IX of the Act.

Conclusion

This concludes the special rulings which the Social Security Tax Unit of the Treasury Department submitted to *The Billboard* for the benefit of the outdoor show world.

This department is well aware of the fact that there are a number of important questions in regard to the interpretation of the Social Security Act still to be settled, as far as they can be applied to the amusement field. But this department also has the assurance of the authorities at Washington that all further questions submitted will find friendly consideration.

We shall try to get a definite ruling from the Social Security Tax Unit in regard to circus performers. We still believe—and our opinion is shared by some of the officials—that circus performers should be considered as professionals who should be exempt from the Social Security Taxes.

There are other questions on which the outdoor show world has a somewhat different opinion from the tax-regulating authorities, but we hope that these differences can be straightened out in future conferences at the office of the Social Security Tax Unit. Naturally, the officials in charge and especially the law department which has the final word on all rulings, are not and cannot be entirely familiar with all peculiarities of the outdoor show business. However, this department has found the greatest willingness on the part of the officials to learn our side of the situations in question, and therefore we hope and expect that the entire Social Security Act situation in regard to the outdoor show world will be ironed out and definitely settled before another outdoor show season opens.

B & G CLOSE

(Continued from page 50)

infantile paralysis scare kept the children's attendance down, the 1936 total was actually exceeded.

The still dates as a whole were very good, Racine, Wis.; Rockford, Ill., and St. Louis were particularly outstanding. Very satisfactory patronage was also recorded at Sault Ste. Marie and Iron Mountain, Mich.

As per its previously announced schedule the show will open its 1938 season, as it has for the past several years, at the Battle of Flowers celebration here on the streets in April.

CETLIN & WILSON

(Continued from page 50)

bers overhauled and all rides will be repaired and painted. Everyone that was with the show the past tour have signed contracts for the 1938 season.

Leo Carrell and Speedy Merrill are at Funland Park, Miami, for the winter. Duke Garfield will play store shows. Duke Cannette left for Hot Springs, Ark. Charles Cohen and Chet Dunn left for Miami. Kitty and Jerry, of cookhouse fame, will stay out all winter playing Florida fairs. I. Cetlin, J. W. Wilson, Harry Dunkel and the writer will make headquarters in Greensboro. L. C. Miller will winter in New York. Willis Johnson will spend the winter at home in Sanford, N. C. Orders have been placed for three new green tents and a new Boomerang ride and eight-car ship will grace the midway next season. Marquee entrance will be rebuilt on a more elaborate plan; also a new front on the Streets of Cairo and Hall of Science.

Harry Dunkel is already out booking still dates and John W. Wilson and I. Cetlin are making trips in the interest of the fair season and all will meet in Chicago for the convention.

The show opened in High Point, N. C., April 17 and closed October 30 at Clinton, N. C., having played 18 still dates under auspices, two celebrations and 10

fairs, including two State fairs.

Blair's Scottish Highlanders and Sammy Lewis' Syncopators furnished the music, as did Herschel Landers with the public-address system for the marquee and streets. Official staff was: John W. Wilson, general manager; I. Cetlin, assistant manager; Harry Dunkel, general agent; C. D. Crump and E. L. Eger, special agents; George Hirschberg, secretary; L. C. Ted Miller, publicity; Doc Hamilton, concession manager; Frank Masstick, general superintendent; Fred Uter, electrician; Morris Clayton, assistant electrician; Neil Hunter, trainmaster; Ray Mead, lot superintendent; Alfred Litzman, scenic artist, and Tony Lewis, mail and *The Billboard* agent.

Free attractions used during the season were the Flying Sensations, Sol Solomon's Water Circus, Foyr Laddies, Kimaris Troupe and the Wolandi Duo. Reported by George Hirschberg.

AUGUGSTA BIG

(Continued from page 50)

over-the-air treat but also the members of the Exchange Club at their weekly luncheon.

Other acts to entertain at the luncheon were members of the *Temple des Rumba*, and Rose Marie Wells, of the *Gay New Yorkers*. The local dailies, *The Herald* and *Chronicle*, laid aside their former policies and gave the fair and midway unlimited support.

A small crew of mechanics will remain in quarters and start work immediately, but the regular crew will not come in until after the first of the year. A 15-car unit left for Newberry, S. C., early Sunday morning to furnish the midway for the Newberry Fair.

Visitors during the week included Judge J. M. and Mrs. Hughes, secretary of Orangeburg (S. C.) Fair, and Mr. and Mrs. W. A. Schifley, treasurer. Max Linderman, general manager; L. Harvey Cann, general agent; Mr. and Mrs. Gerald Snellens, special agent; Earl Purta, Bill Brown and Charles B. Kidder, of the World of Mirth Shows. Roy B. Jones, special agent of the Marks Shows; Mr.

and Mrs. Charles Cohen, of Cetlin & Wilson Shows; J. J. Page, owner, and R. E. Savage, general agent, of the J. J. Page Shows; Mr. and Mrs. Bill Cowan; James E. Strates, owner; H. G. English, treasurer, and Pete Christopher, cook-house operator, of the Strates Shows. Harry E. Julius, Rubin & Cherry Exposition; Mr. and Mrs. William Hagerman, World of Mirth Shows; C. A. Herlong, manager of Greenville (S. C.) Fair; C. V. Starkweather, Spillman Engineering Corporation, and P. Z. Hoffman, special agent Rubin & Cherry Exposition.

Final Destinations

Director E. Lawrence Phillips and private secretary, Ralph Lockett, Chicago meeting; Hot Springs, Ark., and then to Orlando, Fla., his estate. Mr. and Mrs. Walter A. White, Chicago and home, Quincy, Ill. J. C. Simpson, Chicago, and then on the road. T. M. (Tommy) Allen will remain in Augusta in charge of show. J. C. Thomas, Chicago and Florida. Arthur Atherton, Owensboro, Ky., then Augusta. Mr. and Mrs. David Traugott, Augusta.

Mrs. Hody Jones to visit her sister in Tampa and then Chicago. Mr. and Mrs. Buddy Paddock to Chicago and Hot Springs, Ark. Morris Lipsky to Chicago and St. Louis. George Shannon, Augusta. Mr. and Mrs. Dave Sorg, Tarboro, N. C. Tom Salmon, Augusta. Larry Leer, Washington, D. C. James E. McElhaney, Augusta. Mr. and Mrs. Dell Lamplin and family, Tampa and then Augusta.

Marvin Dent, Oak Hill, W. Va.; Mr. and Mrs. Jack Lewis, Jensen, Fla.; J. T. Welch, Anderson, S. C.; Danny Boyd, Augusta; Mr. and Mrs. W. H. Noller, en route with Lauther's Museum; Mr. and Mrs. Carl J. Lauther and company, traveling museum; Lee Young, Florida; Al Mathews, Tampa; Mr. and Mrs. Carl A. Shultz, Tampa; A. L. Wolfe, Boston; W. H. Redman, Charlotte, N. C.; Jack and Ann McBride, Chattanooga, Tenn.; Mr. and Mrs. Robert Terry, Houston, Tex.; Mr. and Mrs. Buddy Veys, East Moline, Ill. and Florida; Pearl Harvey, Tampa; Mr. and Mrs. L. Weiss, Detroit; Leon

Reeves and Mr. and Mrs. Bob McAdoo, Augusta; Mr. and Mrs. W. R. Powers, Ft. McCoy, Fla.; Frank Hooper, Augusta; Bill Keys, Florida.

Edgar Hart, Chicago and Florida; E. Moyer, Tampa; Mrs. Gertrude Barr, Miami; Mr. and Mrs. Paul Kleiber, Tampa; Mr. and Mrs. Walter Lang, Buffalo; Mr. and Mrs. Sol Wasserman, Tampa; Billy Burke, museum tour with Lauther; Leo Mulvey, Miami; Mr. and Mrs. Cliff Barnell, Miami; Mr. and Mrs. Tony Ciresi, Louisville; Mr. and Mrs. W. E. Sincley, Miami; John Cole, Augusta; Mr. and Mrs. Bob Alexander, Hot Springs, Ark.; Mr. and Mrs. E. McDermont, Pittsburgh; Mr. and Mrs. Frank Siebert and Michael, Miami; E. E. Haney, demonstration tour with Stratoshop; C. G. Haney, Kansas City.

Bill Holt, Washington, D. C.; Mrs. Holt, Honolulu; Mr. and Mrs. Joseph Stiy, Bradenton, Fla.; Mrs. J. C. Simpson, Molton Hotel, Birmingham, and then to the farm; Mr. and Mrs. W. S. Couch, Tampa; Mr. and Mrs. Chester Cass, Wisconsin; Mrs. Bertha McDaniel, Cincinnati and Florida; Mr. and Mrs. Charles Larkin, Tampa; Charles Wren, Augusta; Baldy Everett, Tampa; Joe Pearl, Rochester, N. Y.; Mr. and Mrs. George Davis, St. Louis; Clarence Hunter, Birmingham; Eddie Jameison, road tour; Curly Thompson, Tampa; Charles Johnson, Miami.

Frank and Dolly Geyer, Orlando; Buddy Rush, Orlando, Fla.; Mr. and Mrs. Bob Edwards and Jack Edwards, Tampa; Royal Russian Midgets, Montgomery, Ala.; Mr. and Mrs. Harvey Wilson, Owensboro, Ky.; Harry L. Wilson, Owensboro, Ky.; Mr. and Mrs. Carl Martin, California; Mr. and Mrs. Zeke Shumway and Louise, Dallas; Eddie Coe, Chicago and Florida.

Karl J. Walker, road tour with company; Mr. and Mrs. Floyd Hesse, St. Louis; Charles Lipset, Baltimore.

Mr. and Mrs. J. Lee Cuddy to Salem, Ore., and then to Florida. The writer undetermined. Will finish up the odds and ends of the press department and probably Florida. Reported by Starr DeBelle.

Salt Lake and Ogden Move for '38 Events

SALT LAKE CITY, Nov. 13.—Officers for the 1938 Covered Wagon Days Celebration here were re-elected at a meeting in the Chamber of Commerce when Gus P. Backman was renamed president and manager of the corporation; Charles N. Fehr, J. H. McCowan, Norman Sims, vice-presidents; W. E. Ryberg, treasurer. Kingsley Clawson and Sims were named to take charge of the rodeo, and the parade was placed under S. O. Bennion, J. F. Fitzpatrick, D. P. Reynolds and Ray E. Forsberg.

Manager Backman was instructed to provide free street shows similar to those which pleased crowds last year and was provided with an appropriation.

Mayor Harman W. Peery, Ogden, Utah, having been re-elected for the third time, Pioneer Days Celebration there is assured again. He will plan for Ogden's 1938 show, held at the same time as Salt Lake City's celebration.

Canton Event To Continue

CANTON, O., Nov. 13.—Re-election of Mayor James Secombe assures continuation of the annual July 4th Community Celebration on Stark County Fair grounds here. Since he has been chief exec he has been responsible for sponsoring the two-day event, which has attracted as many as 30,000 from all over the country. Programs include circus and vaude acts, radio numbers, fireworks, parades and contests. Near-by communities co-operated in making the event outstanding. Mayor Secombe indicates the 1938 promotion will be staged on an elaborate scale. L. J. Callinan has been managing director the past two years.

Krause Ride in Wayne, Mich.

DETROIT, Nov. 13.—Krause Amusement Company played an indoor date this week for three days, opening on Armistice Day in Community Hall, Wayne, Mich., sponsored by Odd Fellows and Masons. One ride, Autocar, was set up and other equipment by Frank Miller, of the Krause carnival, who played the town last summer at one of the major street fairs of Southeastern Michigan. Concessions were booked independently.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

Hamid-Morton Circus for Houston Shriners Has Turnaway Shows

HOUSTON, Tex., Nov. 13.—Arabia Shrine Circus, produced by the Hamid-Morton Circus Company in the new Coliseum here on November 3-5, played to about 80,000, according to box-office receipts. Crowds increased as the show advanced, second night performance drawing 11,000 with an estimated 7,000 turnaway. Friday night's attendance was called even bigger.

Matinees were fair, with underprivileged children from all the city's benefit homes being admitted free during the afternoons, as well as newsboys. Shows were given at Shrine Hospital Friday and

Saturday afternoons. Clowns entertained crippled kiddies on Friday and a show was given on the hospital lawn on Saturday.

Features of performances were George Hanneford's riding act; Proske's Tigers; Blondin Reilms Troupe, high wire; Will Morris, comedy panto bicycle act; Frank Shepherd, heel and toe catches on trapeze; Mickey King, aerialist; Slats Beeson, tight wire; Christy's Elephants and Horses; Harper's Ponies; Hungarian Freedsons, teeterboard; Kinkos, comedy contortionists, and Flying Valentines.

Klein Contracts His Unit At Numerous Indoor Doings

CANTON, O., Nov. 13.—C. A. Klein, who thruout summer and fall handled many outdoor promotions and free attractions in Eastern Ohio and Western Pennsylvania, has launched his winter indoor circus unit to play the same territory. He has already contracted for all of November and first two weeks of December, playing mostly school auditoriums under school group auspices. Unit will move by motor and will play from one to three-day stands.

Lineup includes Carmen and Crowley, comedy acrobats; Arnold's Barnyard Frolics, trained dogs, goats, pigs and monkeys; Lillian Strock, aerialist; Silvers Johnson and Company; Myrtle Meikne, aerial ladders; Barney Arnesen, tight wire; Jimmy Arnesen, clown, and Joe and Doll Richards, dance team.

Special Trains and Parade Floats To Feature Sun Fete

EL PASO, Tex., Nov. 13.—Verne Newcombe, amusement and concession manager of the third annual Southwestern Sun Carnival, will leave for Arizona next week to book additional concessions and shows for the event.

A special train of tourists from Chicago, under direction of Wolfe Tours, will arrive Christmas Eve, said officials. Another special train will accompany whatever football team meets champions of the Border Conference in the annual Sun Bowl game.

Forty-seven countries, territories and the United States will be represented by floats in the Sun Carnival parade this year, officials report.

Acts at Michigan Festival

WAYNE, Mich., Nov. 13.—First Harvest Festival, sponsored by business men, on November 11-13 in the former Graham-Paige motor plant, has 18 acts, three bills of six each, booked by Henry H. Lueders, United Booking Association, with Norris Sherwood in charge of the event for the committee. The festival is being watched with interest by showmen as typical of a new kind of suburban entertainment. Lueders is also organizing a circuit of cabaret nights under sponsorship of lodges in Ohio, first being in Findlay under auspices of the Elks, with a return engagement booked, and another opening in Belleville for the Elks.

HELP This Department by Telling Committees About It.

Shorts

NIGHT stage and floor shows at Salt Lake City Automobile Show on November 10-13 in Coconut Grove Ballroom were presented by the Haymond Sisters.

INDOOR carnival equipment of the Weinland Company is being used at Continental (O.) Free Community Indoor Fair, sponsored by Rebekah Lodge. Fair committee is headed by Mrs. E. E. Waterson and merchants are co-operating.

ROYAL ROLLERS, booked thru Jack Dickstein, Detroit Gus Sun office; Four Swingtime Girls, novelty tap dancers, and Three Kendall Sisters, harmony singers, appeared at Jackson (Mich.) Masonic Temple Fair, sponsored by Masonic Temple Association on November 2-6, reports General Manager D. T. Elliott. Event was held to reduce bonded indebtedness on the temple. An auto award featured final night. Dr. J. Kenneth Lyons was chairman; Dr. E. D. Roe, treasurer, and William Dunning, secretary. There were eight concessions.

Air Show for Chicago

CHICAGO, Nov. 13.—International Air Show, Inc., will stage an international airplane exhibition in the International Amphitheater here early in the new year. The show, officially indorsed by Aeronautical Chamber of Commerce of the United States, will be the only national show for the aviation industry in 1938. More than 75 planes will be exhibited. They will fly here under their own power. Charles R. Walgreen, wealthy drug-store chain head, is chairman of the show board of directors.

LOS ANGELES

(Continued from page 55)

for shooting trip in the North and had the proverbial Crafts luck, bagging a fine buck second day out. On November 20 Crafts, wife and Roy Ludington and wife leave on the President Pierce for vacation in Honolulu. The trip for the latter as guests of Mr. and Mrs. Crafts. Will return to the States about December 10. Crafts' Shows had fair week at San Pedro, near the bay front, this a still date. Moved to Santa Ana, Calif., for the closing week and report a very good opening Tuesday night. Crafts' Shows were hosts to the board of directors November 11 at the National Orange Show, city officials of Santa Ana and the board of directors of the Los Angeles County, Pomona, Fair. Venison dinner was served in the cookhouse.

Clark's Greater Shows came into town from Madera, Calif., the closing stand, and set up temporarily awaiting indoor winter-quarters location. Mr. and Mrs. Archie Clark are in town for a few days and will spend some time at Gilman Hot Springs, Calif. Al Fisher is in and tells of a very successful season for Clark's Shows, of which he is general agent. He stated he was re-engaged for 1938 with same show.

J. Ed Brown is in town on a business trip. It is reported that he with Pat

Shanley will try to emulate the late Luther Burbank in the production of a pineapple of a distinctively different flavor.

Harry Fink and Joe Glacey are working on several promotions.

Charley Albright, in from Foley & Burk Shows, reports very good season for that show and himself. Clyde Gooding has a midget revue working sponsored events. Twentieth Century Shows had a big week at Indio, Calif., and have the Blythe, Calif., date. Harry L. Gordon, during regular season general agent of the West Coast Shows, is piloting the Twentieth Century.

Bob Morris, in from the East and Midwest, will join the Coast defenders for the winter.

Charles Davey, New Zealand amusement purveyor, who has been in the States for two months visiting parks and outdoor amusements in the East and Middle West, sailed for home this week. Reports a most interesting trip and praised the shows in the States from the viewpoint of immensity and class.

Frank Curran in and out of town. His plans are indefinite on account of conditions in the Orient.

Sammy Coomas is back in town for the winter after recent trip north. George Silver disbanded the "flying squadron" for the winter and will make a few spots in and around Los Angeles. John R. Ward, who had the *Monsters Alive* and the *Cuero Turkey* at Indio, makes the Blythe, Calif., celebration. Mr. and Mrs. Harry Seber are in San Francisco operating a store show.

Charley Miller another addition to the trouper colony that will winter in Los Angeles. I. J. Miller back in town. Candy Moore, of Oceanside, is back in harness and made the Indio show and is playing the Blythe show this week. Ted LeFors, with Marlo, is doing a free act at Indio and Blythe and also operating concessions. He reported a big week at Indio, Calif. Harry Wooding has the pomies playing dates. Bill Dietrich, with his ponies and dogs, is working indoor dates. Tony Whitenack, in from the C. F. Zeiger Shows, is handling novelties and holiday card sales. Sam Abbott is making a series of appearances with the Oriental fileailet.

E. C. Breckenridge, formerly with Beckmann & Gerety Shows, is located here for the winter and has a contract to produce show for downtown department store. Eliot F. Curtis is up from San Diego for short stop. Robert Curtis, in from the Dallas Exposition, is being shown around by J. Ed Brown. Sam Brown, in from the Clark's Greater Shows, is wintering with the showfolk at Hotel Bristol. Ted Bearse, in from Boston, plans winter on West Coast. Morrie Morris and Sid Brothers are in from New York via auto, doing the beaches and then to San Francisco.

15 YEARS AGO

(Continued from page 55)

pendent dates in the Southeast. . . . Johnny J. Jones Exposition blew into Greenville, S. C., after a successful engagement at Spartanburg, S. C.

C. J. Sedmayr, wife and son, C. J. Jr., were domiciled at the Coates House, Kansas City, Mo. . . . Wade and May Shows went into quarters in Detroit after closing the season at River Rouge, Mich., under American Legion auspices.

Harry A. Rose left Fort Smith, Ark., for Live Oak, Fla., to join the Central States Shows as general agent. Stephen A. Kennedy, well-known showman, died at his home in Urbana, O., November 5. . . . That oldtimer, Isaac Monk, was still hibernating in Pittsburgh. . . . William H. McFarland, press representative of the Inter-Ocean Greater Shows, was spending a two-week vacation with homefolks at Brookville, Ind.

Indoor Exposition Circuits

A Symposium

Will Be a Feature of the Christmas Number

Of The Billboard

Dated November 27

WANT MORE REVENUE for YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

Wanted For Shrine Circus

MACON, GA., WEEK DECEMBER 6. Novelty Circus and Girl Acts. Largest Indoor Circus in Southeast. Can place few Concessions, Seals, Photos, Apples, etc.

D. C. FERGUSON, Chairman. Terminal Bldg., Macon, Ga.

WANTED

Independent Rides and Shows for Annual American Legion Reunion and Homecoming, Marengo, Ind. July 4-6-7-8-9, 1938. Write S. J. HAWKINS, Marengo, Ind.

WANTED FOR

INDOOR CIRCUS, NEW CASTLE, IND. CIRCUS ACTS that can work under 12-ft. ceiling. CONCESSIONS—Legitimate Stock Wheels, Eats, Photos, Cigs, Percentage or Flat Rate. GENERAL AGENT—Geo. Manchester, Pat Hanlon answer. J. MORRISON, 1433 1/2 Broad Street, New Castle, Ind.

We are ready to book a First Class Carnival

FOR THE

Western Pennsylvania Firemen's Association Convention

TO BE HELD IN FORD CITY, PA., DURING THE SECOND WEEK OF AUGUST, 1938

Plenty of grounds for the largest Show. Communicate with DR. A. R. PECHAN, General Chairman of Convention Committee, Box 88, Ford City, Pa. — Telephone Number 102.

Classified Advertisements

COMMERCIAL 10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) WEDNESDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

50 WORD (First Line Large Black Type)
20 WORD (First Line and Name Black Type)
10 WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

AGENTS — STICK-ON-WINDOW SIGN LETTERS; 500% profit; free samples and liberal offer. **METALLIC LETTER CO.,** 439 N. Clark, Chicago. 11fx

AGENTS — CANVASSERS — PITCHMEN — SELL Heal Kwik Plaster. A reliable remedy. 25c seller. Sample 25c. Write. **WOOD,** Box 437, Bedford, Pa. no27x

AGENTS—SELL \$1.00 PACKAGE LAXTINIC for 49c (your label). Dozen \$1.00. Gross \$9.00. Sample 10c. **VERIBEST PRODUCTS,** 4250 Easton, St. Louis. x

BIG MONEY APPLYING INITIALS ON AUTOMOBILES; \$1.45 profit on each sale. Write for particulars and free samples. **AMERICAN MONOGRAM CO.,** Dept. 20, Dunellen, N. J. x

CHINESE RING MYSTERY — CLEVER LITTLE Sales-Getter, and by clever, I mean clever. Write. **L. F. NEWLIN,** 1110 N. Euclid, Indianapolis, Ind. x

EARN WHILE TOURING — NO EXPERIENCE necessary. Sell Tinselled Christmas Metallo Mittens, Changeable, 9x1 Blue Signs. Original. Reliable. **KOHLER,** 335 Goetz, St. Louis, Mo. x

LOCAL AGENTS WANTED TO WEAR AND demonstrate Free Suits to friends. No canvassing. Up to \$12 a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. **H. J. GRAVES,** President, 1300 Harrison, Dept. Y-807, Chicago, Ill. x

MAKE YOUR OWN PRODUCTS—EARN AMAZING profits. 1059 Money-making Formulas, \$1.25. Circular free. **POPULAR MECHANICS PRESS,** M-200 E. Ontario, Chicago. x

MEXICAN FINEST FEATHER PICTURES—4x9 1/2 costs 25c, including duty. Retail \$1.00 (sample 20c, stamps). Embroidered Tablecloths, 36x36", with Napkins, cost \$1.15, retail \$2.50 (sample \$1.00). Free particulars. **MARQUEZ,** Apartado 1176-A, Mexico City. no27x

NO PEDDLING — FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE,** 214 Grand St., New York. no27x

QUICK CASH PROFITS SELLING PERFUMED Xmas Cards. Perfume Novelties. Particulars free. Sample 10c. **MISSION CO.,** 2328W Pico, Los Angeles, Calif. no27x

SELL BY MAIL! PICTURES, CHRISTMAS Goods, Books, Novelties, Bargains! Calendars. Big profits. Particulars free. **F. ELFCO,** 438 N. Wells, Chicago. 11fx

SPICY CARTOON BOOKS, MAGAZINES, Photos, Novelties. Sample catalog 25c or \$1. None free. **P. O. BOX 468-B,** New Haven, Conn. no20x

SURE VISION KEEPS WINDSHIELDS, EYE-glasses, Mirrors free from steam, fog, etc. Great demonstrator, free sample. **SUNNEBORNS,** 602 Fox Theatre, Philadelphia, Pa. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS,** 925 Broadway, New York. no27x

ANIMALS, BIRDS AND PETS

ACQUIRABLE — XMAS GIFTS THAT LIVE — Monkeys, Apes, Baboons, Chimpanzees, Puppy Dogs, all breeds; White Raccoons, Kittens, Persian, Angora, Siamese Parrots, Macaws, Finches, English Yorkshire Canaries, Comprehensive assortment Animals, Reptiles. **LINDEMAN,** 63 West Eleventh, New York City. x

ALLIGATORS, SNAKES AND LIZARDS FROM Florida, Cuba, Central America. 12 assorted Small Snakes, \$3.00; 8 assorted Large Snakes, \$10.00; 14 Water Snakes, \$6.00. **ROSS ALLEN,** Silver Springs, Fla. Wire via Ocala. de4x

ANIMALS, BIRDS, MIXED FIXED DEN'S Snakes, Boas, Dragons, Iguanas, Monkeys, parrots, Macaws; also Parakeets for Wheels. **SNAPE KING,** Brownsville, Tex. de18x

COLLIES, BOSTONS, SHEPHERDS, BULL PUPS, Yankee Terriers, Others. Guaranteed Mange Medicine. Ship anywhere. Live delivery guaranteed. **BOBB TONN,** Dallas, Tex. de18x

LIVE ARMADILLOS—PERFECT SPECIMEN AND Good Feeders. Each, \$2.00. Pair, \$3.50. All sizes. Prompt delivery. **APULT ARMADILLO FARM,** Comfort, Tex. no27x

PRIVATE COLLECTION MOUNTED BIRDS, Animals, Fish, Snakes, Preserved Curios. Your own price. **GEORGE C. DAY,** Port Huron, Mich. no27x

THREE TRAINED DOGS—TWELVE-FOOT LAD-der and other props, new. Changing business. **PAUL MORRIS,** 206 Broadway, Maryville, Tenn. x

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

HYPNOTISM — INSTANTANEOUS METHOD. Hypnotize anyone instantly. Send for this amazing new method. Guaranteed, \$5.00. **ACADEMY OF PSYCHIC & OCCULT SCIENCES,** Box 62, Hill Station, Harrisburg, Pa. x

LIQUOR CURE AND HOME BEAUTY SECRETS. Leaflets sent for 10c in coin. **STUDIO 17,** 320 S. 10th St., Minneapolis, Minn. x

MEN—WOMEN NOW ENJOY INDEPENDENCE writing classified ads. Free lance (all or part time) service produces fine income. Or hold important job with newspaper. Learn by mail quickly. Free circular. **S. S. ELAM,** Lexington, Ky. x

TAP DANCING MAIL COURSE, 50c. SEND stamps. Tap Shoes, Mats reasonable. Special Tap Music 25c. **HARVEY THOMAS,** 3600 Addison, Chicago. x

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. **BALDA ART SERVICE,** Oshkosh, Wis. no27x

6 & 7 BOOK MOSES — POW-WOW BOOKS. Parchments, Oils. Circular free. **STAR BOOK CO.,** Dept. A, Camden, N. J. de4x

BUSINESS OPPORTUNITIES

FEW STATES OPEN FOR OPTION CARD RULES. Copyrighted. Real advertising medium. Produce on royalty basis. **P. O. BOX 842,** Denver, Colo. no20x

HAVE THAT BUSINESS YOU'VE ALWAYS craved. Establish Janitor Supply House. Profitable, repeating, continually grows with your efforts. Makes you independent financially. We start you on few dollars. Supply goods, instructions. Write quick. **MILTON MFG. CO.,** Dept. A, Drexel Bldg., Philadelphia. x

MANUFACTURERS, ATTENTION!—OPEN FOR Distributorship in all Coin Operated Machines. What have you? **MICHIGAN MUTUAL DISTRIBUTING COMPANY,** 4424 Woodward Ave., Detroit. de11x

MEN—WOMEN — GET OUR AMAZING SALES Plan. \$1.00 investment should bring you \$3,000 in commission. Spare time only. Address **MASTER-KRAFT,** Box 191, Jamaica, N. Y. no20

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A-1, LIKE NEW—ROCK-OLA'S WORLD SERIES Baseball Games, \$150.00 each, uncrated. **AMUSEMENT SERVICE CO.,** 2606 Detroit Ave., Cleveland, O. x

ATTENTION—WURLITZER 412s, LIKE NEW, \$145.00 each. **COIN MACHINE CO.,** 6244 Carpenter St., Chicago. Phone Wentworth 1181. x

ATTENTION FLORIDA OPERATORS! — NON-Payout Bargains: Homestretch, \$32.50; Skooky, \$19.50; Ricochet Electric Scoreboard, Booster, \$12.50; Wizards, Bumpers, \$11.50; Hold 'Em, Mad Caps, \$10.00. Try one; you'll want more. 25% deposit. Other bargains. Write **MARKEPP,** Cleveland, O. Established 1927. x

BOWLETTE, \$39.50; TURF CHAMPS, \$59.50; Carom, \$49.50; Classics, \$69.50; Golden Wheel \$79.50; Derby Day Clocks, \$59.50; Slot Machines, \$10.00; Blue Fronts, \$45.00; Advance Cigarette Venders, 120 packs, \$19.50; new, \$45.00; Jungle Dodger, \$45.00; Tournament, \$35.00; Mercury, \$35.00; Penny Packs, \$7.50; Reef Dice, Reef 21, each \$7.50; Zephyrs, \$9.50; Nugget, \$6.50; Home Stretch, \$45.00; Bumper, \$15.00; Pok-O-Lite Bumper, \$29.50; Dival Derby, \$17.50; Trio-Pak, \$12.50; Boo Hoo, \$32.50; Dival Bumper Bowling and World Series, Latonia, \$74.50. Write. **LEHIGH SPECIALTY CO.,** 2d and Green Sts., Philadelphia, Pa. x

BUMPER PIN GAMES — RECEIVED FROM closed territory. Includes latest types, \$6.00 up. Detailed list on request. **MUNVES,** 555 W. 157th, New York. x

CLOSE-OUT — 825 NEW AND USED AMUSE-ment Games, Merchandise Machines, Cranes, Bowl-A-Games, Pookerinos, Hockeys, Arcade Machines, many others. At lowest prices to clear floor space. Write for list. **MUTOSCOPE,** 518 W. 34th St., New York City. x

DOUBLE JACKPOTS—SOME GAWARD MILLS, Jennings, Wetlands. Pace Penny Vendors, \$15.00; Nickel Play, \$17.50; Lots Five, \$15.00 each. **COLEMAN NOVELTY,** Rockford, Ill. x

FOR SALE—WURLITZER P-12s, \$100.00 EACH; Seeburg Models B. & C., \$90.00 each; Wurlitzer P-30s, \$85.00 each. **SOUTHERN VENDING CO.,** 8 Third St., N. W., Atlanta, Ga. no27

FOR SALE—25 D. ROBBINS 2-IN-1 VENDORS. Now on location in Providence. Sold as a lot or single. Send offer to **BOX 826,** Billboard, 1564 Broadway, New York. x

FOR SALE—A NUMBER OF PENNY PEANUT Machines, in good condition, cheap. Write **STANLEY STOWE,** 206 Hackett St., Jackson, Mich. x

FOR QUICK SALE — LATE MODELS RAYS Tracks, Check Separators, \$125.00; Paces Races, \$125.00; Classics, \$65.00; Rosemonts, \$85.00; Gottlieb Hi Cards, \$40.00. Send for list. **CHARLES PITTLE,** New Bedford, Mass. de11

FOR SALE—25 ROCK-OLA REGULARS, \$124.00 each; 17 Wurlitzer P-12, \$124.00 each; 1 Mills Dance Master, \$95.00; 2 Rock-Ola Multi Selectors, \$100.00 each. **C. GEORGE,** 202 E. Mellen St., Phoebus, Va. x

FOR SALE — 30 JENNINGS GRANDSTANDS, same as new, \$28.50 each. Will ship subject to examination. **WAYNE SALES,** 207 Pine, Greenville, O. x

FOUR WURLITZER P-10 PHONOGRAPHS, \$75.00 each; four Style P-12, \$100.00 each; two Seeburg Symphonolas, \$80.00 each; two Wurlitzer Jumbos, Style 35, \$225.00 each. Excellent condition. **F. O. B. WILMINGTON,** third deposit, balance C. O. **C. L. WHITEHEAD,** 1205 Market St., Wilmington, N. C. no27

GOODBODY'S BARGAIN LIST IS WAITING FOR you. Will sell or exchange. **GOODBODY,** 1824 East Main St., Rochester, N. Y. no27

GUARANTEED IN GOOD CONDITION COM-pletely refinished and rebuilt: All Stars \$12.00; Peerless, \$9.00; Roundup, \$9.00; Pamco Bells, \$18.00; Straight Eight, \$3.50. Will buy Harmony Bells. **WINONA DISTRIBUTING SERVICE,** 702 West Fifth St., Winona, Minn. x

HIGHEST CASH PRICES FOR YOUR PENNY Packs, Tri-O-Packs, Tit-Tat-Toes, Reel Spots. **BLACK NOVELTY CO.,** 1127 Kinney, Corpus Christi, Tex. de11

LOOK — 5 MILLS POST TIME, LIKE NEW, \$37.50; 5 Classics, guaranteed perfect, \$42.50; Skippers, \$15.50; 5 Bumpers, \$12.50; 1 Mills D. Reel, like new, \$130.00; 2 Mills Deluxe Dance Masters, \$75.00; 1 Rhythm King, 16 record, cannot tell from new, \$140.00; 1 Rays Track, cash pay, serial 4503, like new, \$170.00. 1/3 cash deposit. **MOSELEY VENDING MACHINE EX., INC.,** 00 Broad St., Richmond, Va. x

LOW PRICES — MILLS AND PACE SLOTS, Bumper and Automatic Tables, Wurlitzer Phonographs, Paces Races, all type Counter Machines. Charms, one gross 80c. No metal toys. **MARION COMPANY,** Dave Marion, Wichita, Kan. de11

PENNY ARCADE MACHINES — 60, IN A-1 shape. Newly painted. **BRADFORD,** Maple Ave., Falmouth, Ky. x

PHONOGRAPHS — ROCKOLAS, LAST YEAR'S Model. With or without locations. Excellent condition. Sale or trade for World Series, Bumper Games, etc. **MUNVES,** 555 W. 157th, New York. x

Q. T. ONE CENT DOUBLE JACKPOTS, \$25.00; Five Cent Q. T. Double Jackpot, \$27.50; Mills Tickette, \$3.00. **O'BRIEN,** 89 Thames, Newport, R. I. x

REAL MONEY MAKERS — IN FIRST CLASS condition. 1 Classic, \$65.00; 1 Derby Day, \$50.00; 3 Preakners, \$50.00 each. **D. KELLY,** 1908 Marion St., Columbia, S. C. x

TEN 9-F. ROLL SCORES \$47.50 EACH; Marksman Ray Gun, \$19.50; Blue Bird, one ball, \$19.50; All Stars, one ball, \$9.50. Machines in good condition. **AUTOMATIC AMUSEMENTS,** 1127 E. Washington, Ft. Wayne, Ind. x

THIRTY CLAW MACHINES FOR SALE OR trade for late model Slots, Domino or Liberty Bell Consoles. **HOUSNICK,** 1305 E. St., N. W., Washington, D. C. x

TOYS FOR BULK VENDORS — SMALL LEAD Toys, \$1.00 thousand; Celluloid Charms, great variety, low prices. Get our list. Jayhawk Toy Pack, 300 pieces, \$1.10 delivered. **COLUMBIAN VENDING COMPANY,** Parsons, Kan. x

TURF CHAMPS, \$40.00; ONE RAYS TRACK. Serial 2100, \$125.00. Hi-De-Ho, \$25.00. Credit, \$10.00; Ricochet, \$22.50; Traffic, \$5.00; Diggers, Merchantman, Flaps, \$25.00. **RYDER AMUSEMENT,** 1107 Fountain, N. E., Grand Rapids, Mich. x

WANTED TO BUY—LATE STYLE NOVELTY Games and Cigarette Reel Machine. Price must be right. **WESCO,** 1206 Farnam, Omaha, Neb. x

WANTED—500 USED DIGGERS, MUTOSCOPE Cranes preferred. Give serial numbers. State best price for cash. **BOX 825,** Billboard, 1564 Broadway, New York City. x

WANTED—DUCK PIN ALLEYS. CAN USE four if in A-1 condition. Prefer Brunswick. Write or wire particulars, giving best proposition. Can also use late Novelty Games. **WM. F. HAMPTON,** Box 271, Gainesville, Fla. x

WILL TRADE MILLS DANCE MASTER AND Seeburg Selectophone and Symphonola, Phonographs, Late Model Pay Tables and Pin Games for 5c Selective Candy Machines, Small Scales or Rotary Merchandisers. **LANSING AMUSEMENT CO.,** Box 348, Lansing, Ill. x

"5/8" BALL GUM, FACTORY FRESH, 12c BOX: Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING, M. Pleasant,** Newark, N. J. no20x

SEEBURG 1936 A MODEL SYMPHONOLA Phonographs, \$90.00 each; 25 Electric Eyes for Gun Targets or Five-Ball Type Games; 1 Smiling Sam Novelty Gum Vender, \$3.00. 1/3 deposit. **AUTOMATIC NOVELTY CO.,** 900 Oakhill Ave., S. W., Atlanta, Ga. x

TO APT 1c BIG GAME HUNTER PISTOL Targets with Floor Stands, \$12.00 each; 10 Mutoscope 1c Old Mill Toy and Candy Vendors, with Floor Stands, \$8.00 each; 25 Double Column 1c Spearmint and Peppermint Stick Gum Vendors, \$4.00 each. **ROBBINS CO.,** 11418 DeKalb Ave., Brooklyn, N. Y. no27

COSTUMES, UNIFORMS, WARDROBE

BEAUTIFUL CYKE WITH LEGS, 20x40, PER-fect, bargain, \$75.00. Musicians' Jackets, \$2.00; Orchestra Coats, Costumes, Tuxedos, \$10.00. **WALLACE,** 2416 North Halsted, Chicago. x

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices leads. **GIBSON LABORATORY,** Chemists, BH-1142 Sunnyside, Chicago. 11fx

EXPERT CHEMICAL ADVICE ON MANUFAC-turing Problems. Analysis. Ideas developed. Automobile Specialties. Polishes that excel. Tendrine (meat tenderizer). **ASSOCIATED CHEMISTS,** Indianapolis, Ind. x

FORMULAS — GUARANTEED, LABORATORY tested and approved. Latest fast sellers. None better. Lowest prices. Catalog free. **KEMICO LABS,** 65 Parkridge, Ill. x

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. **H-BELFORD,** 4042 N. Keeler, Chicago. x

MONEY-MAKING FORMULAS SINCE 1919—Customers in 54 countries. Request catalog with 529 different offers. **B. GRINSTEAD,** 505 Fifth Ave., New York. no27

SPECIAL—SIXTEEN MASTER FORMULAS, \$2.00, plus one year's subscription to mail order magazine free. **GIRARDIN ECONOMY SALES,** 6913 Benson, Detroit, Mich. no27

AGENTS AND SALESMEN

read

DIRECT SALES STUFF

A column about Specialty Salesmen, working house-to-house and store-to-store

In the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—GASOLINE, ALL ELECTRICS, Rotary, heavy aluminum 12-quart Popping Kettles, Caramel Corn equipment. **NORTH SIDE CO.,** 1528 19th, Des Moines, Ia. 1a1x
1/2 HORSE, 110 VOLT, INDUCTION, ALTER- nating Motors, \$8.50; 1/4 Horse, \$4.90. Generators and larger Motors at bargain prices. **ELECTRICAL SURPLUS CO.,** 1885 Milwaukee, Chicago.

FOR SALE—SECOND-HAND SHOW PROPERTY

CHAIR-O-PLANE AND FUN HOUSE — IN Indianapolis, beautiful Broad Ripple Park. Excellent condition. Sacrifice both for eight hundred dollars. **HULSMAN, 138 South Bancroft, Indianapolis, Ind.**

COMPLETE CARNIVAL FOR SALE — STORED at Tampa, Fla. **Herschell-Spillman 3-Abreast Carrousel, Mangels 12-Car Whip, Smith Chair-o-Plane, Spillman Kiddie Auto Ride,** together with wiring and equipment. Everything in first-class shape. \$6,000 cash. **BOX 816, care Billboard, 4564 Broadway, New York City.** no20

FOR SALE—SIXTEEN SEAT ADULTS' CHAIR Plane, complete; Kiddy Aero Plane Swing, twenty-four capacity. **CALVIN GRUNER, Pinckneyville, Ill.** de11

PRACTICALLY NEW — NATIONAL CANDY Floss Machine. First \$75.00 takes it. **THE LA RENZ CO., 5713 Euclid Ave., Cleveland, O.**

REGULAR \$275.00 STRIP PHOTO OUTFIT— Perfect condition, complete ready to work, \$100.00 for quick sale. **HASSAN, Box 971, Parkersburg, W. Va.** no27

WRECKING GREAT LAKES EXPOSITION — Sacrificing Lighting Effects, thousands of Flood and Spotlights, Fixtures, Wiring, Switches, etc.; complete Circus Tent, 150x150, Tarpaullins, Flags, Pylons, Flag Poles, Plane, Ticket Boxes, Cash Boxes, one large Band Shell with Dimmer Bank, Nine Effects, etc., etc. **GLOBE WRECKING COMPANY, Great Lakes Exposition Division, Lake Front, Cleveland, O.** x

HELP WANTED

BOBBY BURNS BOOKING AGENCY CAN USE Singles, Doubles, Strollers and Novelty Acts. Give full details. Write or Wire. Club managers who desire better service contact us. 903 Federal, Cedar 4798, N. S., Pittsburgh, Pa.

BOOKING AGENT—MUST HAVE CAR. SOBER Has three attractions to book. Vaudeville and two Feature Pictures. Going South. **ANN MIX, 113 S. 7th, Dennison, O.**

CAN PLACE FIRST-CLASS ACTS — ENTER- tainers, Orchestras for theaters and clubs. Have several good weeks. **"POP" CAMERON'S UNITED THEATRICAL AGENCY, Elks Bldg., Watertown, N. Y.**

FRONT MAN FOR SEVEN-PIECE BAND—HAVE good personality, be able to sing. Location, steady job. **AREND, care Valencia Ballroom, Rochester, Minn.**

HIGHLAND THEATRE — LOCATED PUBLIC Square, Lynchburg, Ohio, wants Attractions for one or two weeks. Medicine Shows, Burlesque, etc. **W. H. PATTERSON, Lynchburg, O.**

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PIANIST—LOCATED IN NEW YORK THAT can sing, to demonstrate my comedy songs and ballads. **BOX 828, Billboard, 1564 Broadway, New York.**

WANTED — 4 OR 5-PIECE ENTERTAINING Night Club Orchestra. Must be exceptionally good singers and entertainers for a high-class location. **THE HI HAT, Mandan, N. D.** no20

WANTED—SWING DANCE MUSICIANS, ALL Instruments, who can sell. Must have personality. State all. Salary. **RAY KEYES, Fairmont, Minn.**

WANTED—FEMALE MUMMIE, SIMILAR TO Hazle Farris. **LEE BERTILLION, Mineola, Tex.** x

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A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1938 Forecasts, Graphology Sheets, Books, Crystals, Lucky Places, Palm Charts, Most complete line in world. New 148 illustrated page catalogue, 30c. Since 1921. **NELSON ENTERPRISES, 198 South Third, Columbus, O.** (Deal with known dealers.) de4

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PINKY PUPPETS—VENTRILOQUIST FIGURES, Punch & Judy and Marionettes. **PINKY, 1313 North Wells St., Chicago, Ill.** Illustrated Folder Free.

Show Family Album



THE bewiskered gypsy shown here, girded with horsehip and heaping invectives upon the unfortunate head of Marie Thompson (now retired), is none other than Guy Kibbee, now a featured film comedian. The picture was taken in 1909 when the two appeared in the play "Gypsy Jack," written by Edwin Weever and presented by the Hickman-Berry Company. Guy Hickman, then company manager, is dead. Weever still writes plays.

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.

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VENTRILOQUIST—PUNCH FIGURES CARVED to order. Acts (1 play theatres, clubs, etc.). **KENNETH SPENCER, 3240 Columbus Ave., Minneapolis, Minn.**

MISCELLANEOUS

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ROAD SHOW SOUND SPECIALS—WESTERNS, Actions, Features, \$15.00 up. Wire **APOLLO EXCHANGE, 117 S. 9th St., Newark, N. J.** no27x

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UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. **MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago.** de4

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MINIATURE TRAIN — ELECTRIC OR GAS- oline. Give all detail, exact condition and very best cash price to **BOX 303, Ottawa, Ontario, Can.**

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AT LIBERTY ACROBATS

AT LIBERTY—Trio, Two Ladies, one Gent, Doing three Acts. One Goulish Piano. Double Comedy Wire Act, Juggling and Heavy Balancing Act. Young lady Acrobatic Contortionist. Can join on wire. **ACE TRIO, General Delivery, New Orleans, La.**

AT LIBERTY AGENTS AND MANAGERS

AGENT — To Represent Free Acts, Minnesota Federation of County Fairs Convention, January 12-15, for 1938 bookings. Write at once. **BOX 081-44, Billboard, Chicago, Ill.** jan3

SOBER, RELIABLE AGENT FOR Motion Picture Road Show or Small Stage Unit. Can keep you working in Northeastern territory. Write **LOCKHART, 1388 Madison Ave., Toronto, O.** no27

AT LIBERTY BANDS AND ORCHESTRAS

OPEN FOR ENGAGEMENTS - FAST NINE-Piece Swing and Commercial Band. Fine Vocalists, Doubles, P. A., all special arrangements. Tuxedos for uniforms. All union, single young men. Have bus for transportation. Reliable. This is a good band. Ham bookers lay off. Hotel and club managers and license bookers write all. BOX C-375, care The Billboard, Cincinnati, O. no20

SEVEN MEN - FOURTEEN INSTRUMENTS. Union, large library, vocals. Can cut shows. Appearance, reliable, good references. Swing and sweet. VINCENT WEILERT, Conway, Mo. no20

SIX-PIECE DANCE BAND-3 SAXS, TRUMPET, Piano and Drums. Radio and floor-show experience. Well organized, all young, free to travel. ORCHESTRA, Box 124, Potsdam, N. Y. no27

ALL GIRL BAND-Open for Clubs, Hotels and Theaters. 12 pieces including leader. Worked three years together. Union. Special arrangements and dance. Write R. D. Hotel Alexandria, 250 W. 103d St., New York. no27

AT LIBERTY-Girl Band. Union. Club, Radio, Road and Theater experience. Available to open soon. Small or large combination, 3 to 9 pieces. Will cut or augment. Make best for you. State all in list. Care J. W. T., Room 201, Raleigh Hotel, Chicago, Ill. no27

SEVEN-PIECE BAND for Night Club. Uniforms. Latest library, sound system and feature singer. Argument or cut to suit your need. Only reliable managers answer. HARRY COLLINS, 2824 Dodge St., Omaha, Neb. no27

AT LIBERTY CIRCUS AND CARNIVAL

HIGH-CLASS SIDE SHOW ATTRACTION-Deaf Mute Comic. Also good Sign Painter. White man of 32. BRYAN BATES, 1811 8th Avenue, Bessemer, Ala. no20

AT LIBERTY-Horse, Pony, Domestic Animal Trainer. In charge of Kansas City Miller Bros. Show. Give all mail time to be forwarded. FRANK B. KELOS, Trainer, care Show, 1825 N. Kansas Ave., Springfield, Mo. no27

AT LIBERTY-Groom on Ring Stock. 28 years' experience. Steady winter job only. Salary secondary. Write immediately. LEWIS E. PLACE, General Delivery, Newark, N. J. no20

STEINER TRIO-America's Foremost Comedy Bar Act. Two Gentlemen and Young Lady. Comedy, Acrobatic Act and Big Scream Clown Number. Open for indoor events. Address 13802 Glenwood Ave., Detroit, Mich. no20

AT LIBERTY COLORED PEOPLE

THE OLD STAR BAND-Organized over fifty years. A colored group of 14 pieces, plays jazz, picnics, hotels and suitable for any occasion. Have been playing fairs in Southeastern and other parts in Kentucky for over 12 years. We play anywhere. No place too far. Write JOE DONOVAN, Met. HAYDEN BALLARD, Secy., Old Star Band, Bardonia, Ky. no20

AT LIBERTY DRAMATIC ARTISTS

ROY AND HELEN SEWELL-EXPERIENCED, sober, reliable. Work cast. Double orchestra, trap drummer, xylophonist. Two guitars, singer, specialties. Young, peppy. Will join at once. General Delivery, Richland Center, Wis. Phone. 629-W. no20

FEATURE VERSATILE ACTOR-Entertainer, etc., for Dramatic Musical Comedy, Radio, Clubs, Burlesque, etc. General Business, Dialectician, comedian, M. C., Characters, Straight Man, etc. Work as cast. Top Comedy, Singing, Hokum, Dancing (all styles), Specialties, Natural Comedy, Strong speaking, Singing Voice, Quartet Man, Lead, Fake Harmonizing Baritone. Understand harmony. (Read? No.) Rhythm Drummer (no outfit). Success several good double Vaudeville Acts for male and female. Willing to teach these acts, routines, etc. Twenty years' stage (all lines) experience. I do not direct. Wardrobe, music, dancing mat, personality, ability, etc. Quick and accurate study. No honor. Resemble Joe E. Brown. Age 40, weight 60, height 5 ft. 10 1/2. Speed, talent, hard worker. Salary? State it. Ticket? Yes. Been sick two months. Trucks secondary. References given. Reorganized actor, standard performer, drawing card, all engagements considered. Complete data, programs, etc. via mail. Private readings. "RALEIGH". THE KANSAS JAYHAWKER. 1601 Cone St., Toledo, O. no20

TEAM AT LIBERTY-Man, Characters, Comedy, General Business. Age 47, ht. 5 ft. 6; wt. 130. Woman, Characters, General Business or as cast. Double Piano. Age 39, ht. 5 ft. 6; wt. 120. Will do all double specialties. Have car. Address WILLIAMS LEROY, General Delivery, Bushnell, Ill. no20

AT LIBERTY MAGICIANS

MAGICIAN - MAGIC AND ILLUSIONS FOR Theaters, Night Clubs, Schools and Churches. Young, have car. State salary. FRYMARK, 723 Cedar Ave., Elgin, Ill. no20

FEATURE MENTAL ACT-Mindreading, Crystal, Magic, Theaters, night club, hotel attraction. Oriental presentation. Private readings. Salary by percentage on readings. PRINCE YOSE, The Billboard, Cincinnati, O. no20

MAGICIAN-Schools, Theaters. Programs for any occasion. Full evenings' show. Young, equipped to make money. Trumper Write PROF. Z. 104 Grand St., Brooklyn, N. Y. no20

AT LIBERTY MISCELLANEOUS

ABILITY-EXPERIENCE ALONG DIFFERENT line. Will travel for Med or what have you? MARIE HOWS, care The Billboard, Cincinnati, Ohio. no20

AT LIBERTY FOR WINTER SEASON-YOUNG man thoroughly experienced in following lines of show business: Motion Picture Operator, Billposter, Promotional Publicity, Exploitation. Have just closed a successful season with Russell Bros. Circus and guarantee satisfaction. Can join at once. Salary must be at least \$35.00. I pay my own. Write, wire or phone CLYDE HASKILL, 80 St. Clair St., Lapeer, Mich. no27

FOUR ENTERTAINERS-Sing, Tap Dancing, Ventriloquism, Punch Judy, Magic, Trick Dog, Union Musicians, play ten instruments. Club Juggling, Roping. Suitable for theatres, clubs, fairs, schools, children's parties. MANAGER, 3600 Addison St., Chicago. Keystone 8491. no27

MRS. NELLIE KING-Presenting Five Musical Acts in One. George King, Punch and Judy and Ventriloquial Acts. Real trouper. Experienced, singer, reliable. Address 316 Orange St., Henderson, N. C. Phone 1457. no27

PALMIST-Tea Leaf and Sand Reader. Lady of neat appearance would like work in New York or vicinity. Excellent references. Experienced high type clientele. BOX 816, care Billboard, 1514 Broadway, New York. no20

AT LIBERTY M. P. OPERATORS

AT LIBERTY-PROJECTIONIST, SOBER, NON-union. Eight years' experience. Western Electric, RCA. Will go anywhere. ELLSTON SMITH, Linder St., Rochester, N. H. no20

PROJECTIONIST-Licensed. Ten years' experience. Handle any equipment. Steady, sober, reliable, married. Now employed. Need three-day notice. Excellent references, anywhere. BOX 209, Gladwin, Mich. no20

AT LIBERTY MUSICIANS

DRUMMER-PEARL AND Gold Outfit. Fast ride, rhythm. Prefer night club or hotel band. All answer. Will go anywhere. BENNIE TOMPKINS, Throckmorton, Tex. no20

BANDMASTER-EXPERIENCED, CAPABLE. Go anywhere. BANDMASTER, Box 154, Orient, S. D. no20

BARITONE SAX-UNION. DOUBLE CRUDE Clarinet and Antagonistic Alto. Cut with any outfit making the oday. Also arrange for tenors and baritone. Panic and jerk bands lay off. SKEE ELDER, 411 Wash. Ave., Albany, N. Y. no20

DRUMMER-EXPERIENCED SWING, UNION, young, sober. Location. Cut anything. Sing, Marine Pearl Drums. State all. J. DEZSO, 120 E. Tutt St., South Bend, Ind. no20

DRUMMER-YOUNG, MODERN, NON-UNION. 11 years' experience. Dance and floor show experience. Flashy equipment. Like connections with small swing band, location. Must be steady. Write LEW THIELE, 5860 Wells Ave., St. Louis, Mo. no20

DRUMMER-UNION, WELL EQUIPPED, TEN years' experience, single. Now in Massachusetts, will go anywhere. Desire connection with good dance band. BOX C-379, Billboard, Cincinnati, O. no27

FLUTIST-THOROUGHLY EXPERIENCED. Factory matters also considered. Write particulars. BOX C-377, Billboard, Cincinnati, O. no20

GIRL SOUSAPHONIST-EXPERIENCED, young, union. Go anywhere. MUSICIAN, 5991 Domine St., Detroit, Mich. no20

HAMMOND ORGANIST-DANNY DANIEL, 515 N. W. 20th, Oklahoma City, Okla. no20

MODERN TRUMPET-GOOD TONE, READ. Single, union, 22 years of age, clean, experienced. Prefer Sweet Band. State all. No panics, please. CLAUDE CHAPMAN, Lincoln Hill, Cedar Rapids, Ia. no20

TENOR SAX, CLARINET AND FLUTE-GOOD reader, technique and take-off. Young, willing to go anywhere. State all in first. BOB HERZOG, Boonville, Mo. no20

TRUMPET-YOUNG, SOBER, DEPENDABLE. Modern take off, swing. Go anywhere. MUSICIAN, 105 Walnut St., Salisbury, Md. no20

TRUMPET MAN DESIRES CHANGE-EITHER First or Second. Range, modern takeoff. Union, age 22, sober, reliable. Notice required. WM. E. STUMPP, R. D. 7, Meadville, Pa. no27

VIOLINIST-DOUBLING STRING BASS. BOX C-380, Billboard, Cincinnati, O. no20

AT LIBERTY-Sousaphone and String Bass. Experienced Dance Man. Congenial and reliable. CARL W. SHOLL, Hicksville, O. no27

CLARINET AND SAX-Double Violin. Ten years' experience. Theatre, concert and dance band. MUSICIAN, 588 Courtland St., N. E., Atlanta, Ga. no20

HARPISIT AND VIOLINIST-Experienced. Classy team for cocktail lounge, etc. Offers invited. BOX C-384, Billboard, Cincinnati, O. no27

SAX-Tenor and Alto, doubling Cello and Voice. Read and take. Modern, take off. Age 33, neat appearance. HARRY STAUSS, Adler Hotel, 725 Union St., New Orleans, La. no20

TRAP DRUMMER-Ten years' experience dance, night clubs, road shows. Flash outfit. Go anywhere. Have ticket. Address MUSICIAN, 5083 Lake Park Ave., Chicago, Ill. no27

TRUMPET-Dance experience, good tone and range. Will take any band. JIMMY CUNNINGHAM, HAM, 1112 Central Ave., Hamilton, O. no20

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS-For Southern Parks, Fairs and Celebrations. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. no27

BALLOONISTS AND AIR-plane Parachute Jumpers. One unit in Southeast. Contact THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. Established 1903. no20

"DIVE OF DEATH"-THE World's Greatest Thrill Act. Booking 1937-1938 dates now. Write CLARENCE A. MCCONNEY, INC., 60 Washington St., Salem, Mass. de25

AT LIBERTY FOR DEPARTMENT STORES, Units and Clubs-The Sensational Wolters Trio, two men and one lady. America's Premier Novelty Balancers, Comedy Acrobats and Lady Contortionist. Three distinct acts. Write or wire care The Billboard, Chicago, Ill. no27

DAKOTA BILL'S Wild West Circus Acts-One man, two ladies. Contortion, Comedy Juggling, Swinging Ladder, Mexican Knife Throwing, Rope Spinning. State best. Croose, N. C. no27

TWO BOUNDING ROPE ACTS-Featuring two consecutive back somersaults. Second act ten feet in height. HENRY LINDSLEY, care of The Billboard, Cincinnati, O. no27

AT LIBERTY PIANO PLAYERS

PIANIST-YOUNG LADY. Prefers Cocktail Room or Stage Work. BOX 25, Vickery, O. no20

CARL WHYTE-PIANIST, EXPERIENCED ALL lines. Address General Delivery, St. Paul, Minn. no20

PIANIST-ARRANGER DESIRES CHANGE-Union. Notice required. DEX BULEN, 301 Randolph, Meadville, Pa. no27

RELIABLE PIANIST-READ, FAKE, UNION. All essentials. BOX C-378, Billboard, Cincinnati, O. no20

UNION PIANIST AT LIBERTY FOR VAUDE, Concert and Dance. JOE CRAWLEY, 525 Mass. Ave., Boston, Mass. de4

PIANIST-Union, Young Man, desires steady, reliable orchestra opening with salary guaranteed. Other offers considered. Wide professional experience. State particulars. RAYMOND DEMPSEY, Franklinville, N. Y. no20

PIANIST AT LIBERTY-Would like to join Girl Union, Med or Show playing halls and school houses. Experienced in all lines. HARRY McKENNEY, General Delivery, Charlotte, N. C. no20

YOUNG PIANIST-Read, fake, transpose, excellent rhythm, arrangements. Age 22. Radio experience. Good recommendations. One of State's fastest. OHET HICKLE, Sanger, N. D. no20

AT LIBERTY SINGERS

VOCALIST-EXPERIENCED, DESIRES WORK with orchestra, anywhere on reliable offer. Front band, act as M. C. State all. JACK PARKER, 39 Middle St., Hadley, Mass. no20

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY-MED LECTurer. Percentage. Will consider team with car. That can fix. DOC HARRY F. BURTON, General Delivery, Nashville, Tenn. no20

AT LIBERTY-SINGING AND DANCING. Blackface Comic for med or unit. Salary your best. Write or wire, stating full particulars to SMOKEY MILLER, Hardin, Ky. no20

AT LIBERTY-FEMALE IMPERSONATOR. Queen of Burlesque, Singer and Dancer. Beautiful costumes. Can send pictures. Open for Night Clubs or Theatres. WESLEY DAVIS, 9 W. Harrison St., Chicago. no20

PROFESSIONAL DANCER-TAP, TRICK AND Specialty Dancer wishes steady work and fair wages. Age 26, 135 lbs. Address PETE PETERS, 839 Fifth St., Lancaster, Pa. no27

CALVERT'S SOCIETY PUPPETS-(Punch & Judy). The Biggest Little Show in the business. For theatres, clubs, parties. Special advertising. CALVERT, 226 W. 50th St., New York. de4

DARWIN-Magician, Ventriloquist, Punch. Five other novelties. Fifteen changes. A-1 Parts, Tabloid Reviews, Museums, meet answer quick. Know acts. State it. Pay it. Tidouste, Pa. no20

PAMAHASIKA'S Dog, Pony, Monkey, Famous Bird Circus. Forty beautiful performing Birds and Animals. Particulars see, write GEO. E. ROBERTS, Mgr., Pamahasika's Stage, 515 W. Erie Ave., Philadelphia, Pa. Phone, SAgramore 5586. no20

PUPPETEER-With Portable Marionette Stage. Would like engagement for "Jack and the Beanstalk." Chicago territory preferred. Address MARY CARROLL, 2643 W. 31st St., Chicago, Ill. no20

VERSATILE NOVELTY TEAM for Indoor Circus. Med or head show. Salary by percentage. Write GLENNY AND FORD, Billboard, Cincinnati, O. no20

UNDER THE MARQUEE-

(Continued from page 42)

is spending a few days at Sarasota, Fla., deep-sea fishing before sailing with his act to Havana to join Santos & Artigas Circus, with which act (triple somersault will be done) will be a feature attraction.

FRANK BOTELER, advertising agent at Binghamton, N. Y., states that he was congratulated by Chamber of Commerce there for the way the Auto Show was billed and advertised. He has been in city for more than a year, doing everything possible to make Binghamton a real show town.

WILL IT BE possible to find for the 1938 season a few clowns with enough ingenuity to develop a distinctive makeup and general buffoonery a little different from that used by a great majority of the joes?

BILLERS' ALLIANCE No. 118, New Castle, Pa., has started a campaign at Butler, Pa., and has signed a year's agreement with Dumnyre Advertising Company, also Butler Posting Advertising Company. Negotiations for Alliance were conducted by Mark Must, business agent of Local 118.

CAPT. ERIC VAN DER WALL'S lion act is in Chicago after a season of fairs and indoor circuses. The captain's two six-week-old cubs recently were exhibited in Marshall Field's store in the Windy City. Act is planning to work in a leading department store during the pre-Christmas season.

MRS. WILLIAM KELLOGG, who recently suffered a paralytic stroke, is convalescing at home of Mrs. Elmer Case, 2017 Central avenue, Indianapolis, Ind. Letters from friends will be appreciated. Her husband, Bill Kellogg, legal adjuster, is with Haag Bros.' Circus. Show has had good season and expects to stay out until middle of December.

L. M. MONTROSE returned to Atlanta, Ga., after closing with the Big One. Saw Red Goehman, Paul Bononis and Bud Robins, billers, in Jacksonville. Caught Downie Bros.' Circus at Daytona Beach and ran into Lee S. Conaroe, of the R-B advance, who was with E. D. Parker, New Smyrna, Fla. Downie had nice house there in afternoon; fair at night due to drop in temperature.

CHARLES BERNARD had Booth No. 44 at Hobby Show in Chicago last week. Had an exhibit of circus photos, books and historic items that created much interest. John R. Shepard, Walter Scholl and a number of other members of CFA attended. C. S. Primrose, general agent of Lewis Bros.' Circus, and wife took Charley to their Oak Park home night of November 7 for tea. Mrs. Primrose is recovering from an illness of several months and is able to be out for ride in auto.

MARY METTLER, daughter of R. S. Mettler, who had family band on Bantly Shows this season, is taking a course in journalism at Indiana State University, Bloomington, and plans to be a circus press agent. Miss Mettler left high school as honor graduate last spring, winning scholarships from four colleges and accepted the one from Indiana State.

L. RAY CHOISSER, calliope player with Cole Bros.' Circus, is resting at Hot Springs, Ark., and taking course of baths at the Maurice. When in Memphis, Tenn., he had a visit with R. H. Miller and wife. Miller is auditor of Missouri Pacific and a great friend of circus folks. Joe Simon, formerly in Merle Evans' Band on Ringling-Barnum, is ill in bed in that city and Choisser and Miller visited him. Choisser will leave the Springs in a couple of weeks for points south in interest of Cole show.

VISITING NOTES: HARIO AND MARIO, knife throwers with Vanderburg Bros.' Circus, recently visited Bumpy Anthony and wife on Tom Mix Circuit. . . DON SWINK, of Cole show; J. J. Colley, carnival operator; John Grady, theatrical man, and Clarence B. Thomas and wife, of Barnes show, were recent visitors to Hagenbeck-Wallace. . . H. V. DARR, who again will be contracting agent with Chase & Son Circus, saw Russell Bros.' Circus at Mena, Ark. Had nice matinee and capacity at night. . . J. W. (PATTY) CONKLIN recently saw Russell Bros. for first time and visited with staff. Says that for a motorized show it is one of the finest he ever had the pleasure of looking at.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA JR. — Communications to 1564 Broadway, New York

TOP OPS HOP "FLOPS"

Action Makes the Crowd Grow Larger, Say Smart Bingo Ops

NEW YORK, Nov. 13.—Questioning of a number of successful bingo operators on how to draw, hold and increase attendance at bingo parties over a period of weeks indicates there is only one answer: Action! The word, however, covers a multitude of maneuvers.

Majority of operators agree that most important of these is to change merchandise prizes as often as possible. They argue—and soundly—that if a player has won a blanket or an electric toaster he loses interest in the particular games offering those prizes. It is not a long step, they point out, from the loss of interest in one or two scattered games in the course of an evening to a complete loss of interest in the proceedings.

Another school of operators, however, claim that action means keeping the players interested in every number called in every game of the evening. The way to create and maintain such an interest, they assert, is not so much to vary the merchandise prizes as to vary the rotation of special games, which break the monotony of the evening's regular "12 ways to win" games. For instance, if the fifth game on the program has been Round Robin, the 10th the Two Cards for One, the 15th the Sweepstakes, the rotation should be altered to fifth game, Two Cards for One, 10th Round Robin Rosie and so on.

A much better way to keep player interest in the parties at a high pitch is to constantly introduce new ways of playing the game. Difficulty with this plan, of course, is that only experienced operators have the background and the knowledge necessary for devising new playways.

Recent innovations under this heading are such unique game ideas as Sweepstakes Special, Get-Even Special, the Lucky Horseshoe Special, the J-Game

and many others which wide-awake operators are introducing from time to time.

In games where attendance has been falling off regularly operators have often called in veteran bingo men to doctor up the games and to get a renewed interest and bigger crowds. If the right man is secured he can, nine times out of 10, rejuvenate the sickliest of parties.

Smart operators pass on, in short, two necessities for conducting successful bingo parties over an extended period of time. First is to be ever on the watch for new merchandise items which can be used as prizes. Second is to burn a little midnight oil to figure new twists in the playing of the games. Or more breezily—give 'em something different every time . . . different merchandise prizes, variations in methods playing special games and anything else you can think of . . . look to "Action!"

EDITOR'S NOTE: We might sneak in a little advertisement here for "Bingo Business," the wholesale merchandise weekly bingo column. John Cary, writer of this column, keeps a watchful eye peeled for new merchandise items and new game twists. These are passed on regularly to readers of the column.

Big Boys Put Over Deals Begun And Discarded by Smaller Ops

Confidence in judgment and daring promotion basic factors in converting lemons into lulus—rotary clocks, early electric shaver deals perfect samples

NEW YORK, Nov. 13.—Top-flight salesboard operators have for years been taking deals given up as flops by smaller operators and converting such deals into record money makers. A small op discovers a new item and works it up into a deal he thinks will click. He puts the deal on the market and, hampered either by lack of cash or the imagination to see that the deal will require a certain expenditure for promotion and exploitation, watches it fizzle off into a dismal flop. He drops the deal and looks around for something new. The large operator now

mentioned the deal. Then it was reintroduced, this time under the sponsorship of a top Chicago operator. Sneers were seen and snickers sounded all over the trade, but the operator behind the clock kept plugging away.

Then in some inexplicable, incredible way the deal clicked. It wasn't long before the Rotary Clock layout was the talk of the trade and the most successful promotion in years. Story soon came out, of course, that smart, consistent and daring exploitation was the reason for the lemon's changing to a lulu.

Illustration of such a sequence of events is the case of the Rotary Clock Deal. Introduced in 1934 by small operating groups, it was ineffectually promoted and kicked around all over the country. Shortly it was given up as a prize lemon and for a three-month period operators held their noses when anyone

A variation on the same theme is the case of the nationally advertised electric shaver which several years ago was turned over to a small operator for distribution thru salesboard trade. Operator, hampered by lack of capital, worked overcautiously, nursing his nickels on promotion and exploitation, with the result that time passed and nothing happened with the electric shaver deal. Manufacturer killed the arrangement and decided to concentrate on other channels.

More than a year later a top-flight New York operator resold the manufacturers on the idea of setting up a salesboard deal featuring their shaver. He got behind the deal 100 per cent and made the electric shaver deal one of the biggest winners of recent years.

Lesson all operators are learning from countless experiences similar to those outlined is that if they think enough of an item to set it up on a deal they should back their judgment with proper exploitation. Penny-pinching policy never made a hit anywhere, particularly not in the salesboard market.

WATCH FOR

"BINGO BUSINESS --- Its Past, Present and Future"

By **JOSEPH E. WALSH**

and

"FROM ME TO YOU"

By **L. J. FISKE**

in the Big Christmas Special Issue—Next Week

BINGO BUSINESS

By JOHN CARY

One of the most popular game variations we have run across in recent weeks is the one called the Get-Even Special. This is generally run at the end of the evening and a ballied as the game in which all those who have been playing all evening and have not yet won have a chance to make up for their losses. Prize for this game is something out of the ordinary and worth much more than the total amount spent by the player in the course of the evening. When this is sold properly it is sure-fire as a wind-up game.

Did you know that in the early stages there were only 35 possible combinations of numbers in a bingo game? Corno and Tango were the popular names for the game at that time and the 35-combination setup meant, of course, that only 35 players could play at one time unless duplicate cards were used. Some difference between the 4,000-combination cards now in existence and (See BINGO BUSINESS opposite page)

PROMOTION BY CALENDAR

How good are you at figuring out merchandise promotion tieups with special events and holidays? Use this weekly feature and a bit of brain to line up some extra business for yourself. Dates are listed three weeks in advance to give you plenty of time to develop your plans and buy your merchandise.

DEC.	HOLIDAYS AND SPECIAL EVENTS
13 MON.	Battle of Fredericksburg, Civil War, 75 years ago.
14 TUE.	Alexander Dana Noyes born 75 years ago.
15 WED.	Toscanini arrives back in the United States. Will begin series of concerts Christmas Day. Payment due on war debts.
18 SAT.	Intersectional and local scholastic football games all over the country. (See your local papers for schedules.)
19 SUN.	Professional football games, exhibition baseball games featuring big league stars in various parts of the country. (See your local paper.)

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By **BEN SMITH**

The Rotary Clock has come back in a new dress. It is now the Canary Clock, a clever timepiece with all the earmarks of a winner. Here is a typical example of what a little ingenuity and application can do to an item which has outlived its usefulness and lost its appeal. Addition of the bird cage and animated canary was a master stroke and operators are showing their appreciation by placing sizable orders for the various Canary Clock deals being offered.

Manufacturers and distributors are becoming more sold every day on the idea (See DEALS on opposite page)

NOTES from SUPPLY HOUSES

At Christmas time mechanical toys are always at the height of their popularity. This year many new novelties are being introduced for streetmen, pitchmen and novelty stores by Harry Keiner & Son, well-known jobbers and distributors. Concern also reports there is a big demand for the Pooch Dog, which was such a big seller last year.

Wholesale Radio Service Company's Atlanta branch has leased a building in that city for use as its new head-

quarters after January 15, 1938. New building contains about 25,000 square feet of space and has been modernized. In line with Wholesale's effort to provide the latest in radios, test equipment, replacement parts and public-address systems, the new building will have a number of demonstration salons, a fully equipped service men's department and a modern sound auditorium.

Irving Miller, who heads the Atlanta branch, believes that the newer and larger quarters will enable him to provide even better service for his ever-increasing business. Jerry Russell will continue in charge of the purchasing department.

A little Gelardin, a boy, has become a permanent guest in the home of Mr. and Mrs. Al Gelardin. Father is president of the Micro-Lite Company.

Gordon Novelty Company has issued a new Christmas catalog featuring such items as Christmas tree lights, wreaths, bulbs, cards, etc. Jack Gordon, president of the firm, anticipates the biggest Christmas season in years.

item makes a good flash for Christmas display and should move on a card.

The Strip-Tease Cocktail Glasses, which are creating such a furor, dropped \$1,500 into the lap of a New Yorker the other day. He had had an artist hand-paint 1,000 glasses for him to tie up with a special promotion. The glasses weren't in his place a day when a society woman walked in, saw the glasses and liked them so well she bought the lot at \$2.50 a piece. She was planning a big party and decided to use the glasses as party favors. As the glasses had only cost \$1,500 profit on the transaction. And they say there ain't no Santa Claus.

Mills Sales Company's new 1938 sales-board catalog has just come off the press. Book contains 72 pages, showing a complete selection of boards and cards designed for all seasons of the year. Firm is factory representative for one of the largest salesboard manufacturers. Catalog is free for the asking.

M. B. Singerman, of S. & K. Sales, spent a few days in New York last week on a buying trip.

Harry Snyderman, formerly of Los Angeles, is now located in Minneapolis as general manager in charge of the Ace Premium office.

Seventy per cent of boxed candy manufactured is sold thru salesboards and salescards. Because of this many confectionery and candy jobbers have separate salesboard departments.

LONG ISLAND

(Continued from page 45)

Island towns, and judging from preparations it certainly should. Holmes Airport, Jackson Heights, once more comes forward with auspicious plans for the future. Central Theater, Cedarhurst, shaken by flames, reopened, fully re-gecked. Personal nomination for oldest and most reliable night club stand-by locally: Max (Richmond Hill) Fuchs, of Fuchs' Music Hall.

Ben (Long Island) Van Schaick going about preaching marvels of Long Island State Park Commish. Tightening up of license demands for spots selling beer and liquors, and it's tough getting permission for a new opening. Paul Little says there have been 14 songs written about Long Island in the decade past but not one has managed to endure. He hopes something to last will come into existence for the World's Fair.

ROCKAWAY BEACH: Riis Park alterations resumed and now the big job is carting top soil from other localities to cover the vast sand dunes. Local life guards, who are seeking \$7 per day instead of their present \$5, are ready to take a compromise figure. Jack Bennett, rotund and congenial, new addition to local tavern ranks. This resort is one of few near New York City with pure white beach sand, and it proposes to exploit that in boastful language during the World's Fair.

Federal government continuing survey of beach front in this locality to find out what makes for shifting of the sands. O'Donohue Park, Far Rockaway, talked of as a possible venture for a great number of things, seems destined to remain O'Donohue Park after more than 10 years of talking.

LONG BEACH: Amusement gentry continue to trek to Florida. As in the case of near-by Far Rockaway, the government is making a survey of the water-front area. New mayoralty administration pledges to keep after the matter of promoting the slogan "Long Beach, World's Healthiest City." How about the town as a play try-out spot for Broadway stage vehicles? West end taverns prospering. Tho the town is making forward strides as a summer locality, frankly, it's in reserve as a winter spot.

BRIDGEPORT, Conn.—City of Bridgeport was granted a foreclosure judgment in Superior Court here against Pleasure Beach Park Company and several other holders of interests in Pleasure Beach Dock property. Foreclosure proceedings were brought on tax liens totaling \$6,061.11 for 1932-'36. Law day was set as April 5, 1938.

PEEJAY RINGENS, American high diver, is in Berlin, Germany, presenting his bicycle dive at Deutschland Hall.

BINGO BUSINESS

(Continued from opposite page)

the 7,000 and 8,000 attendances at some of the largest games, night war?

Niftiest idea in many a moon for maintaining players' interest in every bingo game played at a party is Harlacker's double-card layout. Based on the principle that the player quickly loses interest in any given game if after nine or 10 numbers are called he hasn't scored one yet, the layout has two cards on it, the numbers of which are entirely different. Chances are that if a number called is not on one card it will be on the other. Player is kept busy watching both cards, marking his numbers and has no time to squawk about never getting a break, gossip with his neighbor and indulge in the numerous other distractions which make the game less interesting and appealing.

Gossiping at games, incidentally, is one of the most serious interest-destroyers extant. Every veteran bingo conductor knows that at least 75 per cent of the players are women and the fair sex's tendencies to gab are even more well known. So anything that can keep 'em too busy to chatter is a distinct help.

A new twist for making a game more interesting is the "J" game. In this game the player must get bingo any one of the accredited 12 ways and must in addition form the letter "J" with numbers called and appearing on his card. The "J" is formed by utilizing the numbers in the top line under "N," "G" and "O," all the other numbers under the "G" and the numbers in the bottom line under the "I" and the "N." One prize is given to anyone getting bingo the regular way and another and special prize is given to the player getting the "J."

What new games have you used? Drop us a line and let us know! If we all pass on new game ideas to one another we'll all be able to pep up our own games. How do you like "Bingo Business" generally? Let us hear from you!

DEALS

(Continued from opposite page)

that salesboards and salescards can perform an important service in the promotion and general distribution of new items. This form of merchandising serves a twofold purpose. It produces direct volume sales from the operator and indirectly speeds up acceptance of merchandise by retail outlets. Because of this smart operators are always on the lookout for new items and when found have no difficulty in selling the manufacturer or distributor on the idea of promoting this item thru salesboard channels.

Recent inquiries indicate there will be a heavy demand for 1-cent and 5-cent candy bar deals for the holiday season. And it is interesting to note that a large percentage of boxed candy manufactured is sold thru salesboards and salescards. Because of this many confectionery and candy jobbers operate salesboard departments.

Jack Greenberg, of Continental Mercantile, reports that many of the boys are going for his No. 102 tie, handkerchief and muffler combination. The

CHRISTMAS CATALOG
Now Ready!

OVER 700 BARGAINS

XMAS TREE LIGHTING OUTFIT—18c
 8 Series, Each
 XMAS TREE BULBS, Packed 100 65c
 Assorted to Box, 100
 No. 475—CHRISTMAS CARDS, 5 6c
 Assorted to Box, Each Box
 No. 725—CHRISTMAS CARDS 10c
 Packed 12 Cards to a Box, Each Box
 DON'T BUY XMAS GOODS UNTIL YOU SEE OUR XMAS CATALOG.
 OUR PRICES WILL SAVE YOU 25%.

BENGOR PRODUCTS CO.
876 BROADWAY, NEW YORK, N. Y.

PANDA BEAR

Sensation of the season. Salesboard Operators and Distributors make big money using this new one.

\$2.50 Each
25% With Order.
Balance C. O. D.
Height 27 in. Long Pile Plush; extra quality. Most realistic.

PERSIA MFG. COMPANY,
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Slip-Not-Ties

New fall line silk-lined fast 50c sellers. Send for Slipper Boxen, \$2.50 postpaid. Money refunded if not satisfied.

Free Catalogue
GILT-EDGE MFG. CO.
Original, Patented, 43 N. 18th St., Phila., Pa.

NOTHING Be a BUYER for Me TO SELL! **Furnish the MONEY!**

Steady work—Big Pay Daily! Run this highly profitable business with my money. Operate from your home, office or spare room—spare or full time. No experience. Full instructions furnished. Write for Money-Making details today. **FRUIT SALES CORP.,** Dept. D-14, 10 N. Clark St., Chicago, Ill.

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PRICED FROM \$3.00

Send for our Free Catalogue, showing you the Biggest Values in Robbitt Watches.

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WE WILL NOT BE UNDERSOLD on BINGO Supplies and Merchandise.

JOBBERS-OPERATORS
Send Today for Our NEW LOW WAR PRICE LIST and Information on Specials—Markers—BINGO Cages, etc.

WE GUARANTEE TO SELL YOU FOR LESS!
Regardless of What Price You Now Pay.

E. S. LOWE CO., INC.
"The Nation's Foremost Bingo Supply House."
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NOW YOU CAN GET A HEAVY DUTY INDUSTRIAL WELDER

WORKS ON 110-VOLT Electric Light CIRCUIT

At this unheard of price, you can get this marvelous DYNAMIC Super-Charged Welder—this welder is a radical departure from accepted welding practices. It will do the work of much higher priced types—efficiently cooled—light of weight—easily portable. Will solder and braze on the lightest material. Works on iron, steel, tin, brass, copper and all other metals.

WELDS Cylinder Blocks, Bumpers, Fenders, Tanks, Farm Machinery...
With this Dynamic Super-Charged WELDER, a man without previous experience can make as much as \$5.00 on a repair job that can be done in less than one hour. Many welding operators make as much as \$15.00-\$20.00 a day—Go into business—Open a Welding Shop NOW!

AGENTS: Make big profits selling to garages, factories, jobbers and mechanics above. Write TODAY and ask for our 10-DAY TRIAL OFFER.

DYNAMIC WELDER COMPANY
2225BD Silverton Road, Chicago, Illinois

NEW CATALOG
Send for IT Today

Showing Over **Seventy-Five New Models** from 4 to 12 Tubes

RADIOS for Auto Farm and Homes **from \$5.85 UP**

PLAYLAND SUPPLY CO., Inc.
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No. 8101—Case Metal, Assorted Colors, Snap or Trip Pictures, Size 1 1/2 x 1 1/2 in.

TEN FOR \$6.50

Send for New 1937 Catalog.

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OH BOY!
Toys That Get The Money

Spooky Spider (Crawling)	Per Doz.	Per Gro.
Running Turtle	20c	\$9.00
Swim Dolls	40c	4.00
Hawaiian Dancers	85c	8.50
Pecking Birds	75c	8.50
Running Mice	30c	3.50
Fur Dogs	85c	7.50
Fur Jumping Monkey	75c	8.50

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WRITE FOR XMAS CATALOG—New Toys—Jewelry, Watches Listed. Write for Copy.

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SALES SENSATION
A lovely lady in a colorful costume on the outside. Turn the glass around and ah!... gone is the costume. Fill up the glass and see what happens. Everybody wants a set. Sells over Cigar, Gift, Novelty and Bar Supply Counters. Size: 10 oz. Retail 25c Each. Packed 6 glasses with assorted figures to the Carton. Order No. B47. Per Dozen, \$1.25; Per Gross, \$21.00. Sample Box of 6, \$1.25. Postpaid, 25% Deposit, Balance C. O. D. Orders filled in rotation. Get yours now.

JOSEPH HAGN COMPANY, DISTRIBUTORS
223 West Madison St., Chicago.

FAST SELLING MECHANICAL TOYS

FOR STREET WORKERS, DEMONSTRATORS AND NOVELTY MEN

Let Our Line of Clever Wind-Up Mechanical Action Toys Make Big Money For You This Season. Everything That's New at Prices That Defy Competition. Be a Live Wire and Clean Up! Write for Our Big 1937 General Catalog Today!

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With Envelopes, packed in Attractive Boxes—Outstanding Designs

ASS'T No. 1—10 in Box. Doz. Boxes. \$1.05
Sample Box, Prepaid, 18c.

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All 3 Assortments—Sample Box of Nos. 1, 2 & 3, Prepaid, Only .65c

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EXCEPTIONAL VALUES IN NOTIONS, BLADES, TOILETRIES, KITCHEN TOOLS, ASPIRIN, GIFTS, CARDED GOODS, SALESBORDS, PREMIUMS, BALLOONS. No substitution. Write for Free Catalog and Free Sample Case Offer. 25% Deposit on C. O. D.'s.

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SELLING LIKE WILD FIRE

DEAL No. 1—Dental Cream, Giant Tube, Tooth Brush, Collophane. Complete Deal **10c**

DEAL No. 2—Shaving Cream, Giant Tube, Shaving Brush, Styptic Pencil, 10 Blue Steel Blades. Complete Deal **12c**

DEAL No. 3—Shaving Cream, Latherer, Giant Tube, Shaving Brush, Styptic Pencil, 10 Blue Steel Blades. Complete Deal **17c**

DEAL No. 4—5 Blue Steel Blades, Shaving Cream, Double-Edge Razor, Styptic Pencil. Complete Deal **11 1/2c**

DEAL No. 5—Shaving Soap, in Box, 5 Blue Styptic Pencils, Collophane Oil, Pair 27-inch Shoe Laces. Complete Deal **4 1/2c**

SALESBORD SPECIAL—1000-HOLE. Clear, Candy Cigar, Gasoline, Novelty or Plain Heading Boards. Big Variety. Your Choice, Each **70c**

ALKALINE SELTZER TABLETS each tablet in cellophane envelope, 20 envelopes on display card.
20 count (25 card lots) Card \$1.2 1/2
30 count (25 card lots) Card \$1.50
36 count (25 card lots) Card \$1.75

Order any amount of deals you want, from one to a thousand. Just state quantity and deal number, sending 25% Deposit, Balance C. O. D.

SPECIAL FOR HOLIDAY SELLING

CHRISTMAS FOLDERS, Etchings, Prints, Embossed, Beautiful Colors. Box of 10 Folders with Envelopes. Box **7c**

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CHRISTMAS CABINETS—Big Value Assortment. All French Folders with Envelopes. Neatly Designed and Highly Colored. 500 Complete Sets in Cabinet. Special. As always we guarantee NEVER to be **UNDSOLD.** **\$2.25**

72-Page Salesboard Catalog and 198-Page Novelty Catalog FREE With All Orders.

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We SHIP from COAST TO COAST for LESS

\$100.00 PER WEEK Guaranteed!

or we cheerfully refund your money. Our men earn up to 400 per cent profit with the New Life O-Phone cigar lighter. Business repeats from year to year with no additional investment, an unlimited field. Great Demand. Good open territories. Pleasant work among high class business men. A money maker without equal for you. Get full facts today!

M. W. M. Co. Dept. 28 Aurora, Missouri

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

DIRECT SALES STUFF

A Column for HOUSE-TO-HOUSE and STORE-TO-STORE SPECIALTY SALESMEN

By WALTER ALWYN-SCHMIDT

DEMAND for saleswomen and salesmen is heavy, with plenty of real money-making opportunities. Women and men take on even share. Christmas cards lead the women's procession. Educational books are finding interest before Christmas and lingerie is getting a look-in. Of interest is the increasing share which women take in selling thrift accounts. Christmas cards, too, play a big part in the demand for men.

Congratulations to Martin Purfelis, who has just joined Transit Advertisers as sales manager after making a successful plug for advertising and time clocks all over the New York market. M. P. will handle all clock advertising. Considering his wide experience, he should do a fine job. Good luck!

Just to remind you, ties make good sellers in office and factory buildings. When making your selection pick military stripes and the darker shades. A combination set of tie and socks to match is doing well. A new sales idea is to rent space on a share-profit basis from cigar and refreshment stands in large buildings and work each building for a few days until the market is exhausted. Not every building will permit it. Where arrangements can be made, however, this works better than canvassing offices and enables use of sales sign advertising bargains.

Emil Petersen, formerly with Wurlitzer, has joined the New York Band Instrument Company to organize and direct a new sales department. Plan is to sell course of instruction and required instrument at one inclusive price. House-to-house methods will be applied and good start as been made, many courses having being sold in formative stage of new department.

Bill King, of Kentworth Clothes, reports that he is offering a free suit or overcoat with each 10 sales during

November or a free pair of trousers with every 5.

If you have a successful sales story to tell, or an interesting experience, want a new connection, information about any article, advice on any problem concerning your sales activities, write to this column. Address Direct Sales Staff, The Billboard, New York.

Variety Displays announce a new line of tinselled Christmas and New Year window display cards. This type of Christmas display card has gained in popularity the last few years and many agents specialize in this line during the pre-holiday period. Variety Displays are essentially sign-card manufacturers and have quite a following among agents familiar with this line.

HEART OF AMERICA

(Continued from page 55)

have not sent their checks in. Donations both large and small will be gladly accepted and appreciated.

Jim Pennington and Jake Vetter each made a donation, and a letter was received from Elmer C. Velare pledging one. Morris Ventling also made a liberal donation. The membership drive is going just as fast as last week. Benny Hymen took the lead for a few days and then dropped back to second place. Harry Altschuler is now in first place. These two men have a host of friends working for them, and it looks like the race will be between these two. Send in new members and state who shall receive credit. J. L. Landes is in third place. Those who have received their new cards are: Kenneth Wayne, C. E. Cox, John P. Lynch, W. H. Duncan, Glen Hyder, Jack Parker, Sam Carroll, Henry Hakan, Jack Swartz and Steno Bondi. Membership drive will not close until December 31. Eighteenth annual banquet and ball will be held at the President Hotel December 31. Tickets are now on sale. Judging from the advance sale, a record attendance is assured. Entire 12th floor of the hotel will be reserved for the banquet and ball and the entire 11th floor rooms will be reserved for out-of-town show people that will attend.

Ladies' Auxiliary HASC

First meeting of the fall season was held Friday evening, November 5, in their clubroom at the Reed Hotel, formerly the Coates House. Twenty were present, with Myrtle Duncan, first vice-president, at the chair. The meeting opened with a salute to the flag, followed by a minute of silence in tribute to Etta Smith, who died since the last meeting. Mrs. Duncan then appointed a committee on resolutions consisting of Helen Brainerd Smith, chairman, Bird Brainerd and Hattie Hawk. They to write a resolution on Etta Smith and present it to the club at the next meeting.

Ivan Velare sent a \$20 donation and her dues. Following new members were voted on and taken into the club: Ruth Martone presented Vera Hakan, Marie Books, Mary Chiodo, Ida Hakan, Lettie White presented Lucille Hansen, and Viola Fairly presented Moria Van Horn and Inez Scott.

Definite plans were made for the rum-

mage sale to be given on November 20 and everyone was urged to bring all articles to the clubroom as soon as possible. Jackie Wilcox was appointed to take charge of soliciting names for the Booster Page in the New Year's program, which the ladies have this year. A men's committee then called and invited the ladies to come to their clubroom for a Dutch lunch and a good time was had.

HELEN BRAINERD SMITH.

Now! THE RADIO SENSATION PEE WEE POCKET RADIO

USES NO ELECTRICITY NO BATTERIES NO TUBES NO UPKEEP COSTS

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Here is the finest Svengali Deck ever manufactured. Made of new cards, bridge size, all die cut. Dozen, \$3.25; Gross, \$35.50. Sample, Postpaid, 35 Cents. Catalog of 300 Magic, Joke Novelties, Party Goods Free.

S. S. ADAMS CO., Asbury Park, N. J.

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FOR 1938 NOW ON SALE

Arranged Especially for Your Needs

Dated From January 1, 1938, to January 1, 1939.

The most-convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1938-1939, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

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ZIP! ONE PULL—IT'S FULL!
JOHN F. SULLIVAN
456 Broadway, NEW YORK CITY.

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Cameo and Whitestones, Highest Grade Rhodium and Gold Finish. Send \$2 for 20 Samples of popular styles. **OLYMPIC BEAD CO.**, 307 5th Ave., New York. Also Showing Latest Styles in Crystal-Rainbow and Novelty Jewelry. Send \$2.00 for Line No. 24 of pendants, crosses, bracelets and items for Engraving.



UNDERWOOD



PLUNGERS SPECIAL \$21.00 PER GROSS.
FREE: One Gross Boxes With Every Gross Order. 25¢ With Order, Bal. C.O.D. Send 25¢ for Sample. **GRODIN PEN CO.**, 336 Broadway, New York City.

PLUNGER PENS \$21.00 PER GROSS
Entirely new line of plunger pens and pencils. Quality merchandise. Quick sellers. Lifetime guarantee.



Immediate delivery of Xmas Merchandise. Real low prices. 3 different samples: 50¢ Postpaid. Write for lowest jobber prices. **NATIONAL PEN CO.**, 210 W. 8th St., Kansas City, Mo.

Christmas Card Agents
Large profits easily earned selling new 21 Folder Assortment. Sells on sight for \$1.00. Other Holiday Assortments. Write for particulars.

DOROTHA ANTEL,
226 W. 72nd St., New York, N. Y.

BANKER PENS
The only Pen just like a Banker, is another Banker. The Pen with the interchangeable "Silverlike" Pen Point. Lifetime Guarantee. Dependable Service. New Xmas Price List ready.

PLUNGERS-COMBINATIONS-SETS
JAS KELLEY, The Fountain Pen King, 487 B'way, N. Y.; CHICAGO, 180 W. Adams St. 784 Mission St., San Francisco, Calif.

MAGIC WINDOW CLEANER
Immediate Delivery. Unlimited Stock. 5" Long. \$7.50 Gr. 25¢ Retailer. Sample Dozen 75¢

SPECIAL PRICES IN QUANTITIES
25¢ with Order, Bal. C. O. D., F. O. B., N. Y.
S. S. JOBBING HOUSE, 659 Broadway, N. Y. C.

ELGIN & WALTHAM WRIST WATCHES \$3.95
In New Cases. Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.

H. SPARBER & CO.
108 North 7th Street, St. Louis, Mo.

PLUNGER PENS, \$20.00 PER GROSS.
Don't Buy Your Christmas Pens Until You See Our Samples.
No. 4—MOTTLED PLUNGER.....\$20.00
No. 4—PEARL PLUNGER.....23.50
No. 4—MARBLE CORK PLUNGER...21.50
No. 6—PEARL PLUNGER.....26.00
All 4 Samples, Prepaid, 75¢.

BENSON PEN CO., 347 Plymouth Bldg., Minneapolis, Minn.

REX HONES Now Less Than 3c Each \$4.25 a Gross
Send \$1.00, Bal. C. O. D., Plus Postage. Each Hone in flashy silver box, priced 50¢. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Home men are cleaning up. **ACT QUICK. REX-HONE MFRS.**, 1500 West Madison, BR-11, Chicago, Ill.



TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

DEWITT SHANKS inks that he is working still spots in South Carolina and can't complain about his takes. He says he hopes to be in South Georgia or Alabama before this pipe reaches print.

DOC OTIS BENSON is reported to be pitching spots in Sumter, S. C.

NINA SCOTT'S Jack Rabbit Minstrels played St. Stephen, S. C., last week to fair business.

SUCCESSFUL PITCHMEN generally agree that brains, personal magnetism and a good vocabulary are a trio that's hard to beat in any profession.

DR. ZIMMERMAN'S med show enjoyed a successful week's business at St. Charles, S. C., despite some cool nights.

DR. FRANKLIN has his med opry showing to fair-to-mid-dim' business at Mowks Corner, S. C.

PAT S. GRAHAM writes from Youngstown, O., that he has just concluded a four-week engagement with the cleaner in a local chain store there to good business despite the fact that the mills are running short time. He adds that he hasn't seen many pitchmen in that territory and suggests that E. C. Jamison and Alschuler send in a pipe.

CONDUCT your business in the same manner as the successful merchant, lawyer or banker and then watch the lucre roll in.

GENE FREDETTE comes thru with some information which he believes will be of benefit to the boys. Writing from El Paso, Tex., under November 8 dateline, he says: "Tulsa, Okla., is open to a \$6.25 reader and it's okeh. In Odessa, Tex., you can work the main corner free if you see the chief first. It's a good Friday and Saturday spot. El Paso has a \$2.50 reader which permits one to work in alleys and doorways. It's a Saturday and Sunday town, however. Pat Fahey and Shorty Grace are still with it. Expect to be in Globe, Ariz., next week. Let's have some more pipes from Carl Herron."

PAT FLINIKIN pipes from Pittsburgh that he read with delight J. H. McCaskey's recent communication. He reports that it was the first time he has heard from Mac for some time and wonders if Mac remembers when they worked the needles from house-to-house in Shinnston, W. Va., and Mac's celluloid collar caught fire at the supper table.

ONE OF BILL'S SCOUTS who has just concluded a tour of Kansas and Oklahoma pipes in the following conditions in those States. Kansas: Topeka, work on lots to a \$3 reader; Emporia, no reader; Newton, \$5 per day; Wichita, \$25 reader, but no street sales; Arkansas City, \$5 reader, which permits one to work on lots or in stores. Oklahoma: Newkirk has a \$2.50 reader and

the sales day, first Wednesday of each month, is good. You must also pay a cent a mile tax thru Oklahoma. In Perry the reader is \$3, and the sales day, first Wednesday, is good. Ponca City lots can be worked to a \$5 reader. Guthrie has no reader, but it's no good. In Ardmore they request \$20 for a six-month license which permits a person to work lots only.

A **SUCCESSFUL** pitchman is the creator of his own opportunities.

"**HAVE COVERED.**" the cotton and tobacco territory for the last two weeks and cannot recommend it for this season," shoots J. H. McCaskey, the long-range sheet worker, from Petersburg, Va., under date of October 28. "I believe I have the proper version on the situation. If you fellows don't want to do a Mahatma Gandhi you had better have a bank roll before you jump out of the frigid into the torrid, or there may be some nourishment postponed. I have an ace in the hole which permits me to go places regardless of conditions and consequently that enables me to gather information that is of benefit to the migratory salespeople."

COMES A THOUGHT: Any time you begin to feel that you are above your business just remember that some day you may find your business above yourself.

IT LOOKS AS THO many of the pitch fraternity are headed for Texas territory. Among those who passed thru Oklahoma City recently en route to the Lone Star State were Bob Laidlaw, Jack Hamilton and wife, Matt George and wife and George Beard.

DOC ED WHITE who closed his med show August 31, is at home in Syracuse, N. Y. He will reopen his show in halls after Christmas.

IT IS NO secret that great fortunes have been built on the profits of an individual pitchman.

NOTES FROM THE Sidewalks of New York, by Carl Herron: "Election Day was a huge success for the pitch fraternity. Forty-Second street looked like a big midway from river to river, with the boys working from early morning to late at night. . . . Emile, 'The Original Mouse Man,' is doing a swell business in front of the Commodore Hotel. . . . Saybrook Brothers have switched back to tie forms. . . . Charlie Bedford has returned to the lot on 23d street. . . . Most of the boys have returned for the winter. . . . A dime seller gets more money on the sidewalks than a quarter article. It seems to me that a fast dime with thousands of people to work to is better than a slow quarter."

BOB POSEY is now in Texas after working Mississippi and two spots in Louisiana to business that he says was not up to former years. Writing from Abilene, Tex., he shoots the following: "You can work a parking lot in the center of town in Longview on your o. m. Bank day is a good one, and you may also work on private property. Gladewater is fair on Saturday to your o. m. Kilgore has a \$1.25 per week reader and you can get a fair take on the street parking space. Reader in Gilmer is \$2.25 on private property but it's n. g. They have a law there which does not permit a worker to stop anyone on sidewalks or alleyways. Weatherford has a sale the first Monday of each month but it's n. g. Mineral Wells has sale and trade days the second Tuesday of each month but it's not so good. Breckenridge can be worked on private property. Very few are in the money, however, and it's okeh to cadge. Albany is fair on Saturdays. See the chief of police before you work. Abilene is free on private property and there is only one doorway in the money. It's 37 inches wide and three feet deep and the owner wants one-third of your gross.

OAK HYTEX BALLOONS



MICKEY MOUSE Stratosphere Balloon Sensationally popular! Here's a novelty that really sells. And here's your chance to make a lot of money.
Copyright W. D. Ent.
For Sale by Leading Jobbers.

OAK RUBBER CO RAVENNA, OHIO

BRILLIANTLY ILLUSTRATED XMAS SIGNS
Merry Christmas HAPPY NEW YEAR

AGENTS and JOBBERS WANTED
Buy Direct From Manufacturer. No Substitutes
These Will Not Come Off
Sample Set of \$4 Bill.
SIZE 11" x 14"—RETAILS 25c
LOTS OF 50, LOTS OF 100,
Ea. 5 1/2c | Ea. 4 1/2c

R22—Wishing You All A Merry Xmas.
R23—Wishing You All A Happy and Prosperous New Year.
R24—Wishing You All A Merry Xmas and a Happy NEW YEAR.
R25—Do Your Xmas Shopping Early.
R26—Let Us Help You Select Your Xmas Gifts.
R27—Buy Your Xmas Gifts Here and Save.
R28—Wines and Liquors—Ideal Xmas Gifts.
R29—A Small Deposit Will Reserve Any Article Until Xmas.
R30—Large Selection of Useful Xmas Gifts.
R31—Large Selection of Xmas Toys at Lowest Prices.

NEW SIZE 7" x 22"—RETAILS 35c
No. 46—(R24 Wording) Each 50
Lots of 100 Each 7c

SPECIAL 5c SELLER
No. 45—(R24 Wording) Each 5c
Lots of 100 Each 2c

SPECIAL XMAS BLADE DEALS
Original NORWALK (S.S.R.) S. E. Per 100, 88¢
VIM S. E. BLADES, Per Card 80¢
SPAN S. E. BLADES, Per Card 59¢
FREE—\$4.75 Gilbert Alarm Clock with Every 100 Wall-Known RID (S. E. or D. E.) Blades at \$17.75 per 100.
All Orders 50% deposit; Foreign full amount. Free Catalog on Signs, Gifts, Xmas Cards, Lights, etc.

LIBERTY SALES CO.
Dept. B, 24 East 21st Street, New York.

ACE BLADES
FACTORY PRICES. FREE DELIVERY.
Details FREE. (Samples 10c).
NATIONAL BLADE CO.
37 South Avenue, Dept. 1-Q, Rochester, N. Y.

EZ WAY STROPPER, Sample 35c
RADIO STROPPER CO.
Sandwich, Ill.



SPICY COMIC XMAS CARDS
Hot, peppy, laughable designs in flashy colors. Each card with envelope, fast 10c sellers. Eye-opening profits. Start filling your pocket-book for Xmas. No excuse for being broke. 100, \$2.50; 500, \$10.00; 1,000, \$18.00. Real sellers. No junk. Envelopes with each card. 12 samples 50c. None Free.

COMIC SHOP, Philadelphia, Pa.
2463-F Kensington Ave., Philadelphia, Pa.

RAZOR-RITE STROPPER



STEWART'S STROPS ARE TOPS
Lowest Prices on Stropps and Sets. Send \$1.00 for samples of Barber Strop, Automatic Strop, 2 Styles Stropping Sets and Blades.
STEWART MFG. CO., Ft. Wayne, Ind.

MEDICINE HEADQUARTERS
A complete Medicine Show, private label, and Office Special Line. **SUPREMACY REMEDIES.** Wholesale Catalog and Office Special Price List upon request.
GENERAL PRODUCTS LABORATORIES
Mfg. Pharmacists,
137 E. Spring Street, Columbus, O.


PLUNGER PENS AND PENCILS
Fine Line—Latest Colors.



Send 50c for Samples, Prompt Deliveries.
BERK BROS. NOV. CO., 26 East 17th St., New York City.

The H— It Can't Happen
By Ross Dyer
Will Be a Feature of the
Christmas Number
Of The Billboard
Dated November 27

NEW BEST SELLERS—Write for Catalog No. 21



Featuring big values in
 • Whitestone Rings
 • Games Rings
 • Engraving Merchandise
 • Photo Jewelry

HARRY PAKULA & CO.
 5 No. Wabash Ave.,
 CHICAGO, ILL.

Genuine--HURST GYROSCOPES--Genuine

The Leader for Demonstrations for Nearly Thirty Years.

BUY FROM YOUR JOBBER

Direct Shipments Only for All Cash With Order. No C. O. D. Shipments.

L. J. HURST MFG. CO.
 708 E. 16th Street., Indianapolis, Ind.
 J. H. CHANDLER, Owner.

Trindl ELECTRIC ARC WELDER

Works Off Any Storage Battery or Ordinary Light Socket...

This New Electric Arc Welder is made possible by the invention of a low voltage carbon. Auto batteries may be used without removing from car. Uses about same current as four household bulbs. Can be used on 110 Volt electric light socket or 32 Volt electric light plant by using a Trindl Converter in place of battery.

WORKS ON ANYTHING iron, steel, copper, brass, tin or galvanized metal. Permanent repairs made for almost nothing. Used by factories in many operations. Positive money back guarantee.

HOTTEST FLAME KNOWN
 Melts iron and steel instantly. Welds fenders, radiators, holes in bodies and milk cans, tanks and brazes broken castings.

AGENTS: Men with cars to sell mechanics, repairmen and farmers, factories, radio and battery shops. Free literature on request. Write for it today!

TRINDL PRODUCTS, 2229-YT Calumet Ave., Chicago, Ill.

WALTHAM

MEN'S WRIST WATCH—O Size, 7 Jewels, rebuilt new fancy chromium. Broken parts are leather strap in gift \$3.95 box. In lots of 3, Ea. \$4.00. Samples, 50c Extra. Send for Extra Money Making Watch and Diamond Catalog.

PLYMOUTH JEWELRY EXC
 183 Canal St., New York City.

CHRISTMAS CARDS

The greatest values ever offered. An assortment of 25 different designs. Prints and Embossings in beautiful colors. Made to sell for 5 cents each. 200 for \$1.00; 1,000 for \$4.00. 25 assorted samples, 25c. E. L. BELL, 181 E. 11th St., 25, 1141 Broadway, Dept. B, New York City.

ELGIN & WALTHAM

WATCHES \$1.75

7 Jewel, 18 Size in Engraved Cases

Send for Price List. Money Back if Not Satisfied.

CRESCENT CITY SMELTING CO.
 113 N. Broadway, St. Louis, Mo.

FOR PENCILS, PENS, Etc. FOR LEATHER GOODS, Etc.

MONOGRAMS

New discovery for transferring initials. Can be placed easily on any surface. Will rub off. No heat required. No machine necessary. Send 10c for three samples. State initials. Wholesale prices quoted.

Cleveland Pen & Monogram Co.
 8713 Euclid Avenue, Cleveland, O.

LATEST STYLE FUR COATS

Placed Seal semi-fitted, puff sleeves, Johnnie collar, etc. \$11.50

Sizes 18 to 42.

Write for latest price list of complete Fur Coat 1/3 Down.

M. SEIDEL & SON
 243 W. 30th St., N. Y. C.

RED HOT COMIC, SPICY XMAS CARDS

Comic Xmas Gifts, Jokes, Novelties. Cards from 2.00 per 100 and up. Send 25c FOR Xmas Catalogue, 48 pages. Check full of Fast Sellers. NONE FREE. We refund money will bring you 50c.

All items below are listed at Dozen Price.

FOR A BULL SHOOTER .70
NO NO A 1000 TIMES .75
FOR A GENT'S NECK FOR NITE WALKERS .85
FOR MILADY Xmas Bedd. Story .70
For Hot Baby .70

NEW--SERPENT MATCHES, Doz. .40
NO-NO With Snap Doz. .40
MAGNOTRIX NOV. CORP., 138 Park Row, N. Y.

I have also been informed that some spots near here have reasonable readers but the officials take your fingerprints when applying for a reader. If anyone has come in contact with this method pipe in and tell us about it. Would like to read pipes from Jack Curran, James Osborne, Skippy Davis, Tommy O'Connor and some news from the West Coast."

SUNSHINE ROGERS . . . blasts from Greenville, Tex., that he and his wife are up and at 'em again after a five-month layoff and rest. "This territory," scribes Rogers, is only fair, but we may stick around Dallas until after Christmas and get in that big dinner at home. We'll then jump with the remainder of the birds. There are many small shows in this section."

OUR CHOICE is the pitchman who will come up fighting. No one can beat a spirit that will not acknowledge defeat.

MADALINE E. RAGAN . . . of the famous pitchwoman twins, pipes from New York after a long silence. Writing from the Great White Way under date of November 8, she says: "Came into the big town after an absence of two years and am now working in Ike & Mike's store on 125th street. Worked the fairs this season and then made the tobacco markets, which are no good. I met Bobbie Dale and Doc Gilbert at South Boston, Va., recently. They were working a lot in the heart of the city, but there is a law there which will not permit ballying. Also worked in Dr. Callaway's store in Winston-Salem, N. C. The doc has the only store suitable for pitching there. Saw Doc Wilson and his med opera at the Bradford, O., Pumpkin Show. He certainly has a swell layout."

ROSTER OF IKE & MIKE'S . . . store on 125th street, New York, includes Thunder Cloud, Benny Platt, Rajah King, Dr. Bussard and Madaline E. Ragan.

JACK DAVID . . . is reported to be managing Ed Ross' stores at 48th street and Broadway, New York, and the one next to Loew's State Theater there.

YOU'LL FIND that the successful boys and girls in the profession need never ask anyone for a job. Nine times out of 10 they will create their own.

SIGHTED AMONG THE GANG . . . of workers now in New York were Arizona Bill, who just blew in from the South; Speedy Rose, who is sporting a new house trailer, and Pat Danna and Bob Steele, who are talking about heading west.

BRUCE FURSTENBERG . . . who has been residing in Omaha for the last eight months due to his wife's illness and death, writes from Phoenix, Ariz., that he is again working polish in that neck of the woods to fair business. He adds that he has just joined up with Jack Hilton and would like to read pipes from Del Canaday and Doc Hagerty.

AL SIEGAL'S STORE . . . at 43d street and Broadway is reported to be clicking.

CHANDO . . . has his own store on 125th street, New York, and is reported to be operating to some swell takes.

FAMOUS LAST WORDS: "That guy thinks I want to cop his pitch."

THAT THE RUMORS . . . which have been making the rounds in some quarters to the effect that Doc Reynolds had passed away are not au-

thentic is attested by the following pipe from the Doc's wife, Joyce M. Reynolds. Writing from Hot Springs, Ark., under date of November 8, Mrs. Reynolds says: "Doc and I had our show, *The Marriage Clinic*, on Royal American Shows this season. Doc isn't too well, but he's very much alive and we enjoyed a good year. We're taking a rest and the baths here before going into quarters for a winter of relaxation, fishing and sunshine. The lute string is ever out and the coffee pot ready for all our friends who may follow the bluebirds south this year.

OUR EXPERIENCE in Pitchdom has taught us that an exponent of the pitchman's art is rarely a gloom spreader. In most instances you'll find that he leaves his tip always smiling. This is an attribute that persons in other lines of commerce could use to good advantage.

"WHY GO SOUTH . . . when we have Florida climate right here in the Big Town?" wigwags Ray Herbers from New York under date of November 9. "Worked Harlem the last two weeks to good results. I'm working Greenwich Village at present and feel right at home. Delancy street still isn't the one and only pitch street. Maxwell street in Chicago takes the prize. Saw Madaline Ragan make a big passout in a store on 125th street recently. Also saw a fellow working a key-check layout on 86th street. He was using a bicycle for a tripod. When it's time to take a sneak he merely rides away. Five-cent workers who are content with coffee and still dominate 14th street. Pipe in, Doc H. A. Williams."

AL HELLER . . . is in Los Angeles after a successful fair season. Al, who plans to rest a bit before beginning his engagement with the hum-a-tones in a Portland, Ore., department store, reports that he expects to have one of the best Christmas seasons in many years. "There are," writes Al, "many pitchmen working parking lots here. Some of the layouts sighted were gummy, rad, peelers, magic, horoscopes, intensifiers and innumerable mechanical toy workers. I understand the reader here is \$15 for six months. San Francisco, which seems to be about the best town on the Coast at this writing, can be worked if you have tact and experience in handling the boys who pound the beats. You cannot obtain a reader, however. Would like to read pipes from Teddy Goldstein and Jack Andrews."

TRIPPOD OPININGS: The fellow who uses that "I don't care attitude" towards his tip usually winds up his talk with no customers.

DR. VICTOR B. LUND . . . shoots from Enid, Okla., under date of November 9: "Worked to fair business here Saturday. City has a \$2 per day or \$5 per week reader. The sale on Mondays at Tonkawa, Okla., is one of the best in the State to work. Reader is \$1 regardless of what you are working. Plan to work Enid and make sales days for two weeks and then head for the Southeast section of the State, which should be okeh during December. Chuck Wilson is working with me. Jack Dawson is headed southward. Don't pass up that Tonkawa, Okla., sale day which is held every Monday, fellows. Just work clean and you can always repeat. Would like to read a pipe from N. Shope."

NUMBERED AMONG . . . the pitch contingent now in Enid, Okla., are Doc Hatch, Dr. Victor B. Lund and Cliff and Dot Hayes.

DOC PETE THOMAS . . . and wife who recently closed their med show after a fairly successful season, are in Enid, Okla., for the winter, where the doc will look after his hotel interests. He has three of them operating there.

THINGS WE NEVER HEAR: You can rest assured that you'll have no trouble from us. Block traffic as long as you wish.

JOHNNY McLANE . . . after a long silence comes thru with a lengthy pipe from Philadelphia. Among other things he says that he has spent the summer in the Quaker City and has returned to the game and likes it. But let Johnny tell the story: "You would think that this town is plagued the way pitchmen have been avoiding it lately. And well they might. If there be any Cove de Lanes who think that the sleepy town's armor is pierceable, come on in. There are many advantageous lots from which to work to the invulnerable natives. I like to read those pipes that Carl Herron shoots from New York. Why can't we have something similar from

Next Issue LIST NUMBER

Will Feature the Following Lists:

FAIRS
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COMING EVENTS
DOG SHOWS
POULTRY SHOWS

Order a copy from your news-dealer NOW or mail 15c in postage or cash to

The Billboard

Circulation Dept.,
 25 Opera Place
 Cincinnati, Ohio

other big towns like Chicago, Detroit, Pittsburgh and those on the Pacific Coast. I suppose Gene Fredette and Shorty Grace are in the West by now. Pipe in, Gene, wherever you are and keep the old penknife sharp. Tom Kennedy worked a chain store here recently.

CAUGHT AT THE . . . recent Auto Show in New York's Grand Central Palace: Prof. John Wagner working cleaner and doing nicely, thank you; also Mrs. DuBois working eyeglass and windshield polisher and selling plenty with a smooth, dignified demonstration and sales talk. Dem's generally were scarce at the show and we've been wondering about the reason for this. Is the nut too high? Are show crowds too interested in free exhibits to spend? What is it? Do you know?

NOTES FROM HITHER AND YON . . . Ralph Pratt is demming necktie forms in Detroit. . . Shorty Grace left New York last month and is now on the Coast. The boys around 14th street, New York, where Shorty has for years built up a rep as one of the smoothest trick and magic stunt workers, will miss the little guy. And guess what about Shorty? The lad's got himself a new suit. . . Billy Eckert, back from the fairs, is working around New York with the perennially popular transferrine. . . H. J. Andrews, out at the Lorraine Hotel in Chi, handling demonstration crews for R. E. Maslo, of Reading, Pa., who has the eyeglass and windshield cleaner mentioned above.

IF YOU ARE looking for a good spot why not read the Pipes Column?

SANTA CLAUS, . . . is coming to town and with him are coming groups of dems with new to gadgets. The little shoe-scuffing Scottish Dog is still clicking. A simple and easy demonstration sells this one. You boys know it, of course. The whistling stunt that sounds like an angry pup's squeal. Number of the boys haven't yet lined up their stock for the big Santa season. Can it be possible they're waiting for *The Billboard's* big Christmas Special issue due next week? (Adv.)

LETTER FROM AN ANGRY DEM . . . "Your story last week, called 'Nosy Dems Sour Stores,' was all screwy. I've been working stores for 16 years and I have always mixed with the boys and girls in the store. You say it hurts the store's morale, but you don't know what you are talking about. It puts a friendly spirit in everybody and the customers feel this and spend faster and easier. Whoever gave you that stuff you write about don't know his business." The foregoing note was signed by Sam Ames. All right, Sam, you're entitled to your opinion and we're glad

NEON-LIKE XMAS AND TINSELED SIGNS

11" x 14" Cost 5c--Retail 25c. Every store keeper buys. Your opportunity to make Xmas money. Free! Buy direct from the original manufacturer. Free! Largest selection. Clean up this season. Free! Sample and Catalog of Full Line All-Year Signs.

L. LOWY, Dept. B20, 8 W. Broadway, N. Y. City.

you took the time to express it. We only print what we learn from dems who'll sit down and let us know what they think. Let's hear from some of you other dems who read "Nosey Dems Sour Stores."

ALLEN L. STEPP . . . reports from Valley Ford, Calif., that he has been working at a little of everything in that neck of the woods since leaving Kansas.

PIPES FROM THE CORNERS . . . Jim Barbee and Rusty Dugan are drawing big crowds in a department store on the main stem in Los Angeles and passing out plenty of disappearing dime tricks. Rusty is said to be another Charley McCarthy out California way and it is reported that he seldom fails to entertain with his funny gags.

ROVING AL BURDICK . . . scribbles from Navasota, Tex., that he has been working Central Texas for the last three weeks to a no good business. He says he saw the afternoon performance of the Barney Bros.' Circus in Navasota recently. Included among Al's friends with the organization are the Riggs Troupe and William Kempersmith, clown.

CALVIN HAMILTON . . . and wife are working Kinston, N. C., to fair business.

TOMMY ADKINS . . . tells from Sanford, N. C., under date of November 3. "Here's some dope on towns and the license fees in this neck of the woods which I hope will be of some benefit to the boys and gals. Kinston, N. C., has a \$1 reader. Here in Sanford you must pay a \$10 State, \$10 city and \$10 county license which permits one to work for a year. Those of you who are working merchandise can get by for \$1 per day, however. Windell has a \$2 per day reader. At Smithfield the reader is \$2 the first day and \$1 per day thereafter. It's closed to med, however. In Dunn and Tabor City, N. C., the fee is \$1 per day, while Coats has a \$2 per day reader. All the mentioned cities are Saturday spots. I'll send in a list to the Pipes column as I go along, as many of the spots are just like a door, very easily closed. Met Dr. Geyson in Atlanta after he returned from South Africa. Plan to show here until November 15 and then head for Florida."

FRANK BEACH . . . who formerly worked with Tommy Adkins is reported to be in business for himself in Columbia, S. C., and fixed financially for the remainder of his days.

WHERE HAVE YOU played for the winter?

IF YOU WORK this winter what will you be doing?

COME ON, EVERYBODY . . . shoot in some short, snappy pipes. It entails only a few minutes of your time.

PLEADING WITH some people toward aiding not only themselves but their profession as well does little good. In most instances it takes a jolt—sometimes a nervous shock—to bring about their better judgment.

WE'RE HOPING the winter snows won't discredit those summer "blows" for too many of the boys and gals.

BILL HAS RECEIVED several inquiries lately as to why some pipes were not published as soon as expected. Because of the makeup of the column it often becomes necessary to hold some over. If they are concerned with the welfare of Pitchdom in general they will be published in ensuing issues. While some names may appear more often than others, it is because the boys sending the pipes take an active interest in and are desirous of getting in news which is of benefit to all. For this they are to be complimented. There are too many who attempt to discredit this activity with undue expressions. Bill does not have any favorites.

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

Pitchdom Five Years Ago

Roy Easter, former master spot remover demonstrator, was in the circus business. . . . Chic Denton was in Metamoros, Mex., sampling some of James E. Miller's famous lemonade. . . . Several of the boys in Cleveland were attempting to resurrect the doughnut club, hobby of the late Mike Whalen. . . . Royal Dusty Rhodes was subbing it in Tampa, Fla. . . . Tom Sigourney reported from Houston that the South Texas Exposition—there was not so hot for some of the boys. . . . *The Southern Agriculturist* was the only sheet being sold at the Tennessee State Fairgrounds during the State Baby Beef Show. Those working the subs were Joe W. Keown, Jack Campbell and Walter Copp. . . . R. H. Marshall was doing okeh business in Minden, La. . . . Business was perking up in Temple, Tex., for A. Dell, leaf worker. . . . F. S. Hall was blasting away to good takes with gummie in Chattanooga, Tenn., while his wife was corraling her share of the luck with punch needles. . . . Earl Johnston reported from Omaha that Robert Two Eagle's six med stores were going at a great clip in that section. . . . Pitch fraternity making the South Texas Exposition included Ben Fried, J. Rottman, G. R. Baker, Mrs. Hubbles and Fido Kerr. . . . Doc George Bender was confined in the St. Elizabeth Hospital, Youngstown, O. . . . Robert (Blades) Cook was still in the Pine Tree State working hones and blades. . . . The Dallas Fair proved a red one for Mary Ragan. . . . Earl Crumley was making spots in Southern Illinois to some good passouts. . . . Razor Riley was holding down Jacksonville, Fla. . . . Slim Rhodes was making both ends meet in Baltimore. . . . Charles A. Scully was working paper in Canada. . . . Rajah King added Chief Thunder Cloud to the roster of his 125th street store, New York. . . . "Scenery is grand, but you can't eat it," was Patsy E. Ryan's summation of conditions in Seattle, Wash. . . . Al Siegel and his swell bally were still going over the top in his store on 14th street, New York. . . . That's all.

MEMORIES: Remember when the boys used to winter around Tulsa, Okla.? Remember, too, that that was the spot where the now famous "cork high" and "put and take" phrases originated. Guy Warner, Ed St. Mathews, Jimmy Miller, Martin Black, Frenchy Bertrand, Dog H. Kahn and Doc Lattell were as thick as the proverbial peas in a pod in those days.

BUNNY CARROLL . . . is going over big in Windell, N. C., according to reports emanating from that neck of the woods.

DR. JEWELL KELLY'S . . . store in New Orleans is reported to be going over big with the natives.

HAVE YOU CHOSEN . . . your stock, you specialty workers? Those pre-Christmas days are rapidly approaching.

BOYS AND GIRLS . . . make it a habit to peruse *The Billboard's* Letter List. Last week there were no fewer than five letters for one pitchman. Give it a gander each week, fellows.

IT'S ONLY A FEW weeks before Christmas. Are you ready for that holiday business?

WHAT ABOUT THOSE wintertime luncheonests and pipefests which we formerly heard so much about in cities where a few or many of the boys and girls congregated? They promoted increased friendliness among members of the pipes fraternity.

BOYS AND GALS in Pitchdom are believed by many laymen as having the cream of all professions. The job of protecting and elevating the profession remains with you.

HUSTLER'S TIPS: You coupon workers who are putting out perfume, powder and other cosmetics would be making a smart move if you would order a batch of powder puffs and use them as a business stimulator. Give them away with each purchase. Better still advertise the fact in all pamphlets explaining the deal.

DID YOU EVER SHOOT a lot of bull to one of your broad-minded friends and then go your way glorifying in the thought that you had

LOOK! JUST OFF THE PRESS. OUR 1938 GENERAL CATALOG. 180 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices. . . . Be sure and mention your Line of Business. MIDWEST MERCHANDISE CO. 1026-28 BROADWAY, KANSAS CITY, MISSOURI.

put it over on him? What a tremendous blow it must have been to your vanity when you finally learned that after your friend had listened attentively to your braggadocio he passed it on to others, thinking that you would take a tumble to yourself some time. How many of you have been sadly mistaken in your summation of a chump?

ROUTES . . . (Continued from page 39)
Ricketon's Show: Newington, Ga., 15-17; Oliver 18-20; Clio 22-24; Pineora 25-27.

CIRCUS AND WILD WEST
Bible Bros.: Bellevue, O., 16; Wadsworth 17; Cambridge 18; Martins Ferry 19-22; Steubenville 23; Marietta 24.
Great Eastern: (Coliseum) Mansfield, O., 22-28.
Polack Bros.: Pratt, Kan., 15-17.
United Indoor: Michigan City, Ind., 16; Valparaiso 17; Fort Wayne 18; South Bend 19-21.
Vanderburg Bros.: Anloine, Ark., 18; Okolona 19; Emmet 20; Waterloo 21-22; Olan 23.
WPA: (Main St. Armory) New Rochelle, N. Y., 25-27.

CARNIVAL
(Routes arg for current week when no dates are given. In some instances possibly mailing points are listed.)

Barfield's Cosmopolitan: Macon, Ga.; season ends.
Burke, Harry: Arnaudville, La.; St. Martinsville 22-27.
Carolina Ann. Co.: Hemingway, S. O.
Cotton Valley: Waldo, Ark.
Dixie Expo.: Mobile, Ala.
Dyer's Greater: Calhoun City, Miss.
Elite Expo.: Pittsburg, Okla.
Evangeline: Nashville, Ark.
Franks Model: Oaxton, Ga.
Greater United: Kingville, Tex.
Green's, Doc. United: Ruffin, S. C.; (Fair) Bowman 22-27.
Henry's United: Kiowa, Okla.; Boswell 22-27.
Heth, L. J.: Troy, Ala.
Heth Bros.: Southern: (Fair) Andalusia, Ala.; (Fair) Geneva 22-27.
Hughes Bros.: Wardell, Mo.
Hyde, Eric B.: Metter, Ga.
Iger: Swifton, Ark.
Lodge & Lane: Sledge, Miss.
Lawrence, Sam: Albany, Ga.; Waycross 22-27.
Miller Amusements: Morgan City, La.; Houma 22-27.
Nye's Indoor: Vidalia, Ga.
Orange State: Jacksonville, Fla.
Page, J. J., Expo.: Augusta, Ga., 15-20.
Pan-American: Hope, Ark., 18.
Rogers & Powell: Yazoo City, Miss.
Rogers & Poole: Houston, Tex.
Royal Palm: Mobile, Ala.
Siebrans': Calceico, Calif.
Smith Great Atlantic: Beaufort, S. C.
Smith Bros.: Pittsboro, Okla.
Spencer, C. L.: Anguilla, Miss.; Glen Allan 22-27.
Stenley Bros.: Estill, S. O.
Texas Kidd: (Fair) Hamilton, Tex.
Tidwell: Snyder, Tex., Ga., 15-20.
Wallace Expo.: Savannah, Ga.
Zeiger, C. F., United: (Fair) Buckeye, Ariz., 16-21.

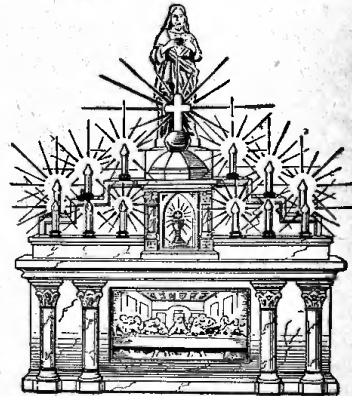
REPERTOIRE
Baxter-Leonard Players: Comer, Ga., 16-18.
Billroy's Comedians, Billy Wehle's: Biloxi, Miss. 17; Mobile, Ala., 18-20; Pensacola, Fla., 22; Chley 23.
Brownie's Comedians: Enigma, Ga., 15-20.
Delray's Comedians: Jessup, Ga.

Additional Routes
(Received too late for classification)
Almond, Jethro, Show: Centenary, S. C., 15-20.
Craig Bros' Show No. 1: Concord, Pa., 15-20.
No. 2: Blair Mills, Pa., 15-20.
Crowley Show: Sparks, Ga., 15-20.
Daniel, Magician: Quincy, Ill., 15-19.
Delmar, Hypnotist, Escape: (Liberty) Keiso, Wash., 15-20.
Gilbert Comedians: Reidsville, Ga., 15-20.
McNally Show: Wincanowa, N. J., 15-20.
Newton Magic Show: Springville, Pa., 15-20.

With the Zoos
MILWAUKEE—A buffalo calf born in Washington Park Zoo has increased the herd to 10, reported Director Ernest Untermyer. Plans are on for addition of several new animals, Louis Schneller, president of the Zoological Society, said.

MADISON, Wis.—Vilas Park Zoo lost

THE SMASH HIT DEAL



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the male of its ostrich pair by sickness. Work is progressing on a new home for deer and elk adjacent to the ostrich cage.

SALT LAKE CITY.—Hogel Gardens Zoo had a successful summer season under management of E. M. (Dutch) Shider. Thousands of kiddies and adults visited, and special free days for children were featured.

TOLEDO—An African gnu born in Toledo Zoological Park on November 10 is valued at \$800, according to market quotations, say officials. The parents have been in the zoo since 1936.

CINCINNATI—Dr. Sol G. Stephan, pathologist of Cincinnati Zoo, and Tecla Berling, who were married here on November 10, are on a transcontinental tour during which they will visit notable zoos in the South and Southwest, including an inspection of Scripps Research Hospital in San Diego (Calif.) Zoo. The groom is a son of Superintendent Joseph A. Stephan, Cincinnati Zoo, and a grandson of Sol A. Stephan, widely known general manager emeritus of the zoo.

FINAL CURTAIN

(Continued from page 34)

November 3 at his home in Fremont, O., after a brief illness. In 1917 he founded a manufacturing company at Fremont and was president and treasurer of the firm when he died. A daughter survives. Services and burial in Fremont.

IN LOVING MEMORY OF
RICHARD R. HENDERSON

Passed on November 15, 1935.
His Wife,
FANNIE A. HENDERSON.

HOLLINS—Edwin C., 39, New Orleans theatrical and radio station attorney, recently in that city following an appendectomy. Services and burial in New Orleans October 30.

KANE—John E., 38, business manager of the New Orleans motion picture operators' union, in that city November 3 after a year's illness. He was a projectionist for 15 years and a World War veteran. Burial with Masonic rites.

KASKEL—Nat C., 58, former vaudeville actor, November 11 at his home in Atlantic City of a heart attack. Kaskel, a whistler, used to be billed as Billy Swift, the "Human Mocking Bird." Survived by his widow, Jane Harrison, an Irish dancer.

KELLY—Katharine Wick, 49, for 22 years a leading actress at the Cleveland Play House, November 9 following a fall from the seventh floor of her Cleveland apartment, where she resided with her husband, Frederic McConnell, director of the Play House. She appeared in various New York productions and was associated with George Arliss and Walter Hampden. For a number of years she taught dramatics in Cleveland public schools. Later she became associated with the Play House when the movement for an art theater was started and appeared in many leading roles. Following a breakdown several years ago Miss Kelly returned in 1936 to appear at Play House but had to quit shortly thereafter. Survived by husband; a sister, Margaret, of New York, and a brother, Douglas, of Cleveland. Services in Cleveland November 9.

KENNEDY—Mrs. Anna, 65, mother of Roger M. Kennedy, vice-president of the IATSE and business agent of the Detroit local of that union, October 31 at her home in Springfield, O., after a month's illness. Survived by her husband and three children, including another son, Don, Detroit projectionist. Burial in Springfield.

KINGSTON—Gertrude, English actress, for a number of years prominently identified with Henry Irving and Beerholm Tree, November 8 in a London nursing home. Born in London, she made her debut in that city under the management of Tree at the Haymarket in *Partners* and later built the Little Theater in John Street, which opened in 1910. As Lady Cecily Bland in Shaw's comedy, *Captain Brassbound's Conversion*, she made her first New York appearance in 1915 at the Neighborhood Playhouse, and the next season at the same theater was seen in another Shaw piece, *The Great Catherine*, and a playlet, *The Inca of Perusalem*. In 1926 she appeared in the Earl of Latham's drama, *Red Hands*, at the Maxine Elliott Theater.

LAWRENCE—Charles E., 71, former operator of a movie road show, November 1 at his home in Weyauwega, Wis. Survived by his widow, a son and three daughters.

LONG—Tim, last of the Long brothers, for many years operators of Long's theatrical hotel, Hartford, Conn., in that city November 5.

LOVE—Thomas M., 68, former theater executive, November 11 at his home near Philadelphia. Formerly general manager of the Nixon-Nirdlinger Circuit, Love was well known to Broadway as well as Philadelphia. His career began in 1895 as ticket seller at the Broad Theater, Philadelphia. He later became general manager of the old Forrest, Garrick and Broad Street theaters. For eight years Love was head of the Philadelphia Board of Theater Control. He was also treasurer of the Edwin Forrest Home for Actors. He leaves his wife; four sons, Francis, Thomas Jr., Louis and

Robert, and two daughters, Mrs. Joseph Bernard and Mrs. Wallace Begley.

LUSTIG—Joseph, 71, father of David J. Lustig, former director of stock companies of the old Poll Circuit, recently in Bridgeport, Conn., after a short illness.

MCCLOURE—Mrs. Bessie F., wife of John H. McClure, business manager of Local No. 63, AFM, Bridgeport, Conn., in that city recently after a long illness.

MALLORY—Mrs. Ollie, mother of Marie Mallory, of the vaude team of Mann and Mallory, and Kathryn Kay Mallory, wife of Eugene Kane, both dramatic performers, at her home in Cleveland October 31. Burial in Moundsville, W. Va.

MARLOW—Charles D., 57, former stock actor, November 6 in Roneys Point, W. Va. For 20 years he played with leading stock companies in this country and made several tours of the United States with dramatic troupes, retiring when ill health prevented further stage activity. Services and burial in Cadiz, O.

MEDBURY—Lewis N. C., 56, actor, November 9 in Portland, Me. Born in Atlas, Mich., Medbury played in stock companies until his retirement in 1931. He had a leading part in the Broadway run of *Seventeen*. Survived by his widow, a daughter and a sister.

MENKE—Mrs. J. W., 37, wife of Capt. J. W. Menke, owner-operator of the Golden Rod and Hollywood showboats, in St. John Hospital, Pittsburgh, November 6, from intestinal adhesions. She had been ailing for some time and underwent an operation several months ago. Funeral from St. John's Cathedral, Pittsburgh, November 9, with interment in Calvary Cemetery, that city. Surviving are his husband; one daughter, Dorothy; a sister, Mae Edwards, and her mother, A. E. Edwards, all of Pittsburgh.

MILLIKEN—Amelia Ruth, wife of William B. Milliken and mother of Edwin W., Jesse A., Otto J. and William W. Milliken, November 8 at Winchester, Va. Services and burial in Cedar Hill Cemetery, Washington, November 10.

MORTIER—Alfred, French playwright and critic, in Paris October 24.

MORTIMER—G. H., 55, formerly well known to the legitimate theater as press agent and advance man and at one time publicist for the Keith theaters in New York, November 4 in St. Vincent Hospital, Hollywood, following an operation. For a number of years he exhibited the British Slave Ship. Mortimer retired five years ago. Survived by his widow and son.

MYCHO—Andrew, French critic and dramatist, in Paris October 19.

PAGE—Margaret, Kansas City (Mo.) radio singer, at her home in that city November 3 of a heart ailment after an illness of three months. For several years she sang on WDAF's *Song Matinee* and was widely known as a church singer. Survived by her brother, Lewis M. Page, of Los Angeles. Services and burial November 5 in Kansas City's Mount Washington Cemetery.

PRINZ—Mrs. Marie E., 60, mother of Leroy Prinz, Paramount dance director, recently in Racine, Wis., following a heart attack.

REBUCCI—Paul, violinist and band leader, suddenly November 8 in New York. Rebucci had been leading a band at the Vanderbilt Hotel. Survived by his widow.

REITER—John N., 63, veteran musician of Kansas City, Mo., at his home in that city November 7. He played with numerous club, civic and show orchestras in Kansas City. Survived by a brother and four sisters. Services and burial November 9 in Kansas City.

SAMMONS—Edward Hammond, 55, father of Peggy Shannon, screen and stage actress, at Hot Springs, Ark., October 30 after a short illness. Survived by his widow; another daughter, Caroline, also a film actress; two brothers and two sisters.

SHERINGHAM—George, 53, British theatrical designer, book illustrator and decorative painter, November 11 in Hampstead, England. He had worked in close association with Sir Nigel Playfair, actor and manager. Among London productions for which he designed sets were *Swimburne Ballet*, *The Duenna*, *The Pirates of Penzance*, *The Skin Game*.

The Clandestine Marriage and *Othello*. He won the Paris Grand Prix in 1925 for both theater design and architectural decoration. In collaboration with James Laver he published *Design in the Theater* and was the illustrator of a number of limited editions.

SIMMONS—John W., for many years a musician with orchestras at the Opera House and Colonial Theater, Newport, R. I., November 1 at his home in that city. Survived by his widow, box-office attendant at the Opera House; two sons by a former marriage and two brothers. Deceased was a member of the Newport Lodge BPOE.

SIMONS—Robert C., 21, manager of Butterfield's Bijou Theater, Benton Harbor, Mich., September 30. He was the son of Elwyn M. Simons, formerly a well-known Michigan showman.

SIMPSON—Capt. Fred J., 68, at his home in Detroit November 5. He was vice-president and general manager of Detroit and Windsor Ferry Company, operator of Boblo Amusement Park, Boblo Island, in the Detroit River, and a veteran navigator of the Great Lakes. Born in Oshawa, Ont., he joined Detroit and Cleveland Navigation Company as a young man, becoming commander of the finest steamers on the lakes. Survived by his widow; three sons, Fred C., Robert M. and Kenneth K., and a daughter, Mrs. W. F. Green.

SORDELET—Mrs. Frank, 73, mother of Henry (Turtles) Sordelet, former manager of the J. Harry Six Shows and at present connected with the Littlejohn Shows, at her home in Cicero, Ill., October 30. Survived by three sons and two daughters.

TRIVAUDEY—Eugene (Frenchy), 50, for the past five years cookhouse operator on Winters' Exposition Shows, in Savannah, Ga., October 31. Survived by his widow; a son, Alford, with the Sam Lawrence Shows; two daughters, Mrs. Rosser, of Raleigh, N. C., and Mrs. Howard Brayman, of Lockport, N. Y.; his mother and a sister and brother, residing in Torrington, Conn.

VON WYMETAL—Baron Wilhelm, 75, former stage director of the Vienna Opera and the New York Metropolitan Opera, November 8 in Vienna. He had conducted a course at the Curtis Institute of Music, Philadelphia; taught dramatic art in Vienna, and had been stage manager at the opera houses in Prague and Leipzig. Survived by two sons, Eric, now stage manager at the Vienna Opera, and Wilhelm Jr., stage director for Metro-Goldwyn-Mayer.

WHITE—Maude Valerie, 82, composer of scores of songs popular a few years ago, in London November 2.

Marriages

BRITT-CLIFTON—Johnnie Britt and Muriel Clifton, both of W. G. Wade Shows, in Blytheville, Ark., November 5.

DEXTER-TRENTON—Dave E. Dexter Jr., Kansas City correspondent for *The Billboard* and orchestra editor of *The Kansas City Journal-Post*, and Pat Evelyn Trenton, also of Kansas City, in that city November 12.

DOMAIN-MOCZYDLOWSKI—Albert Domain, manager of the Loew-Poli-Lyric Theater, Bridgeport, Conn., and Jean Moczydowski, usheret at that theater, in Bridgeport recently.

MONROE-MORRISON—Stanley Monroe, connected with the Bungalow Theater, Weatherford, Okla., and Eloise Morrison in Oklahoma City October 28.

PLAUT-HUNTER—Albert Plaut, non-pro, and Kate Hunter, night club singer, in New York November 9.

RUMBELL-DARLING—Ernest Rumbell, concessioner, and Phyllis Darling, entertainer, both of Sells-Sterling Circus, in Nowata, Okla., November 4.

STEPHAN-BERLING—Dr. Sol G. Stephan, pathologist of Cincinnati Zoo, and Tecla Berling, Cincinnati, in Cincinnati November 6.

Coming Marriages

Jeanne Manet, French actress, and Mal Sibley, Hollywood hotel executive, in the near future.

Louella Richards, daughter of E. V. Richards, president of the Saenger Theaters Corporation, and Elwood Roger Clay in the near future.

Jackie Coogan, actor, and Betty Grable, actress, soon.

Births

A 10½-pound son, Lawrence, to Mr. and Mrs. Malcolm L. McCormack at the Richardson House, Boston, October 25. Father is announcer for WBZ, Boston, and WBZA, Springfield, Mass.

A six-pound son to Mr. and Mrs. Bob Libonati in Frances Willard Hospital, Chicago, November 5. Father is a member of the Libonati Trio.

A daughter to Mr. and Mrs. Harry Eldred in Milwaukee November 5. Father is publicity director for Station WTMJ.

A daughter to Mr. and Mrs. Herb Mann Jr. in St. Mary's Hospital, Racine, Wis., November 8. Father is announcer for Station WRJN.

A son to Mr. and Mrs. Merve Robertson in Akron November 6. Father is a member of the commercial staff of Station WADC.

Divorces

Frances Heenan Hynes, the former Peaches Browning, from Bernard J. Hynes in Reno November 8.

Irene Wicker, the "Singing Lady" of radio, from Walter C. Wicker, radio actor and writer, October 30.

Mrs. Stella Martel, Cambridge, Mass., from Arthur Martel, New England theater and radio organist, now at the Metropolitan Theater, Boston, in Middlesex Probate Court, Springfield, Mass., October 29.

Mrs. Dorothy Tolin, of San Francisco, from George Tolin, Station KYA announcer and utility sports broadcaster, in that city October 28.

Marcelle Edwards Manville, former *Vanities* showgirl, from Thomas F. Manville Jr. in Reno October 29.

Virginia Lee Cady, dancer and former child film star, from Edgar Medley, actor, recently.

Meredith Howard, of the Howard sister team of musical comedy and vaudeville, from Albert Russel Erskine Jr., adopted son of the late head of the Studebaker Corporation, in Chicago recently.

Dolores Land from Charles E. Land, high-wire performer, in Ft. Wayne, Ind., October 28.

Letter From Stanley Dawson

COLUMBUS, O., Nov. 13.—Happening into Peru, Ind., last week met Butch Burkhardt. He and George Cutshall have made an alignment and are contracting for cellars and garages. At Nick Carter's night club everything was activity in preparation for the opening with Freddie Berger in charge. Tommy Poplin has charge of stage and lighting effects. Charlie Young was resting in his home. Scotty Brown and Adolf make a nightly visit to Peru and Logansport.

At Rochester met Noyells Burkhardt, who will go on a hunting trip with Jean Weak. Hilda Jane Nelson Burkhardt is visiting for a few days at Mt. Clemens, Mich. Captain Seymour and H. J. MacFarlan are at quarters, also Herbie Hobson and Homer. Percy Smith, after spending a few days at Rochester, went to Mansfield, O. Cy Hawkins and Howard Nicholson are at Barrett Hotel. Several of Doc Roberts' brothers have been inquiring for him and sent a round robin card of sympathy over having a fractured wrist. Earl Lindsey is the "greeter" at the office.

Mike Wissinger is in Peru. Dan Muttal represented Cole Bros.' Circus at football game at Columbus last Saturday. Saw Otto Griebling at Peru. He soon starts on winter dates. Around Columbus, troupers noticed are Nick Albanese, Eddie Richter, Bobby Gossans, Dick Cavanaugh, Amil Balz, Doc Fritter, Bill Boyer, Dan Mittal and Doc Blair. Russell Miller writes from Savannah that he saw Jim McCaul and Bill Rice in that section recently. John Lindsey is in haberdashery business at Jacksonville, Fla. Col. Leab when last heard of was in Johnson City, Tenn. John Vogel is at Park Hotel, Columbus.

Hartmann's Broadcast

NO DOUBT it is the financial angle that causes many fair men to do it, but the practice of selling the so-called toilet privilege is nothing short of abominable. Probably a better name would be the annoyance and nuisance privilege.



A. C. HARTMANN

Oh yes, there are large fairs the same as small ones that tolerate this objectionable feature, and it would be unbelievable if any fair executive would argue that there has been no unfavorable public reaction against it. We would sooner believe that those fairs which do not tolerate the toilet privilege have found the policy very beneficial. The loss of a few hundred dollars thru refusal to sell the privilege has been more than offset by public good will and favorable comment.

The York Interstate Fair, York, Pa., is a case in point. The management has repeatedly declined offers of \$500 for this concession, exclusive of supplies, etc., and on the contrary expends annually about \$400 for toilet attendants, who are prohibited from accepting, much less soliciting tips. Their sole function is to keep the comfort stations clean and render free and courteous service to the fair patrons.

There is a good example to follow, + + +

MAX GOODMAN, if you ask him, will tell you that the fellow who says "a legitimate carnival cannot live" is full of hot air or something. Shows of this kind, he opines, are very much needed to regain public confidence.

"Wherever we have shown this year," he says, "we have convinced the public that we had a show different from those which they have seen before. Of course, there are many handicaps to overcome. For instance, the enclosed."

Max's last statement refers to a clipping from The Arkansas Democrat, Little Rock, of November 5, telling about a judge in municipal court voicing his disapproval of the showing of carnivals in North Little Rock, this during the trial of a game concession operator who was charged with taking, thru trickery, \$95 from a Negro at a carnival that appeared in North Little Rock last week.

Max is now completing his first anniversary as a carnival owner and, although he had a good-sized railroad show season of 1937, he is not satisfied and is now making plans to add 10 cars for next year's tour.

+ + +
THE promise made by a concessioner to pay the Marietta Hospital, Marietta, Ga., \$20 for a week's ward service when placing Sherman Hayes in the institution has been fulfilled. This information came from Dr. G. F.

Hagood, who is on the hospital staff, under date of November 9.

"I wish to thank you personally for the interest you have taken in this unfortunate patient of ours," Dr. Hagood wrote. "I also wish to state that you are doing a wonderful work in broadcasting the information. I could not let this opportunity pass without expressing my personal views and appreciation for the service you have rendered us, for the show people promptly sent the \$20 they agreed and also an extra \$5 for Mr. Hayes, which was given to the city authorities here to buy small necessities for him. The city authorities provided a nice home for him temporarily and he is being cared for at the present time."

Circus Pickups From Europe

BRUSSELS, Nov. 8.—Boufflone Bros., operators of big tent circus and Cirque d'Hiver in Paris, opened a month's run at Cirque Royal on Friday. Program features big animal acts, the spec *Pearl of Bengal* and circus turns. The Toledo, acrobats; Sharkott, contortionist; Larry Kemble, comedy bike, and Cornalo and Eddy, acrobats, are at the New Varletes; the Runners, equilibrist, at the Empire. The Four U. S. A. Girls, acro-contortionists, are at the Forum in Liege; the Albertinis, perch and tumbling, at the Scala in Lyons; the Fratellinis, clowns, at the Casino in Pontarlier. Grock, clown, opened with Cirque Medrano road show at the Hippodrome in Lille.

REX ALLAN OAKHAM, after closing with Cole Bros.' Circus, went to Newport, R. I. Will go to Rochester (Ind.) quarters early in January. Says that William Simpson, front-door man on Tom Mix Circus, is at Rochester working at Capitol Cafeteria.

Paris Bill Lacks Circus Atmosphere

PARIS, Nov. 8.—Aside from the horse numbers presented by Strassburger and the usual amusing clown gags of Porto and Alex, the Catrol Trio, Boulicot and Recorder and Tony, there is but little circus fare on the new bill at Cirque Medrano.

Jules Ladoumeque, fleet-foot runner, is given top billing and appears in a neat but unexciting exhibition of physical culture, after which he sprays around the ring and races on a treadmill.

Only American act on bill is the roller-skating quartet, the Comets. Solo bits, lifts and spinning of the quartet are excellent. Best of circus acts, Two Linders, who offer good routine of daring perch tricks and amusing comedy gags.

Two Arnolds in well-presented routine of hand-to-hand stunts. Four Sphinxes are excellent contortionists and tumblers, but act is badly costumed. Mile. Roxea-Loyal juggles nicely, climaxing with novel bar spinning. Montal Ballet Girls do their usual kindergarten drills.

The Cubanos, aerial novelty, have been added to bill at Cirque d'Hiver. The The Berty-Borrests, aerial, and Averinos, clowns, are at Petit-Casino. Clemens Belling and his dogs; Manginis, hand-to-hand; Didamas, equilibrist, and Three Bonos, acro comics, are at the Bobino. Stetson, juggler, is at the ABC.

"Little Colonel" Dies; Youth Was Circus Lover

CINCINNATI, Nov. 15.—"We have lost a fine little pal." This sad news concerning Colonel Linard Jones was received by *The Billboard* by wire this morning from Tracy (Bozo) Hager, a

very dear friend of the youthful circus lover.

"The Little Colonel," as young Jones was intimately known, passed away yesterday morning at the Harry-Anna Home, Umatilla, Fla. He was 14 years old and for about 11 years had been bedfast, suffering from tuberculosis of the spine. The boy took a great interest in circuses and in the last few years, after his case was brought to the attention of readers of *The Billboard*, he made many friends among circus people.

George Lux, of the Erie Lithographing Company, Erie, Pa., is another man who took a great interest in the little fellow. To show his appreciation of Lux's kind deeds the youngster compiled a book known as the "Lux Book" which just a week or so ago was presented to Lux on behalf of the governor and Elks of Florida.

Funeral services will be held at the Elks' Lodge, Eustis, Fla., tomorrow (Tuesday) afternoon.

RUSSELL CLOSES

(Continued from page 40)

at Newport, Tenn., and Justus Edwards to Oquawka, Ill., both having closed back on show after completing their duties on the advance. L. Claude Myers plans to winter in Hot Springs, A. G. Hardin went to his home at Hominy, Okla., and Milton Syndow to St. Louis.

The performing personnel scattered in all directions. Walter and Ethel Jenner went to Florida to prepare to sail for Havana November 20 to appear in Santos & Artigas Circus; Bob Fisher and his Five Fearless Flyers, Bloomington, Ill., to make ready for winter dates to start in about 10 days; Conner Trio had five weeks of indoor dates awaiting them, starting at Okmulgee, Okla.; Six Lelands started at once for New York and Grace Orton Troupe planned to go east for engagements after a visit at Ottumwa, Ia. The Rebras Duo went to Chicago, after which bookings were to take them to Calgary, Can., and the Pacific Coast.

Fred and Irene Ledgett went to Rockford, Ill.; Frank B. Miller, Wright City, Mo.; Vee Powers, Corry, Pa.; Hazel King, Rolla; Fred and Doodles DeMarr, Chicago; Bobbie Warinner, New York; Genevieve Hughes, Fort Madison, Ia.; Betty and Ginger Willis, Pittsburg, Kan.; Marion and Jean Wallick, Dover, O.; Shelby Jackson and Willard Nix, Lexington, Ky. Chief Keys and family, of Wild West department, went for a visit at Centerville, Ia., before returning home at Fort Towson, Okla., and Logan (Johnny) and Fern Jarnagin will spend winter at their home near Harrison, Ark.

E. A. Peterson, superintendent of transportation; George Werner, lot superintendent; James Decker and Wayne Fish, canvas bosses; Louis Schmedeke, mechanical superintendent, and Charles Webb, of electrical department, came into quarters with show. Frank Dungan, steward, and wife returned home in Oklahoma.

Francis Kitzman, manager of advertising car No. 1, and his wife, secretary, completing their sixth consecutive year with show, spent several days at close of season with show after taking the advance units to quarters. This department put in 30 1/2 weeks, with only one change in personnel and going thru season without any mishaps or delays. A closing banquet was held at Monett and Kitzman was presented with a fine fountain pen. Mr. and Mrs. Kitzman went first to their home at Rochester, Minn., and then to Florida; Abe Adelman, boss billposter, Maiden, Mass.; Mike Grabola, New York City; Louis Hadley, Wichita, Kan.; Ray Long, Des Moines, Ia.; W. S. (Doc) Ladd, Oklahoma City; Harry (Snuffy) Hevener, Swoope, Va.; Mike Kitzman, Minnesota and Florida; Claude Poe, boss lithographer, Hot Springs, C. E. Rosecrans, Wichita, Kan.; Clyde Haskell, Lapeer, Mich.; William Wilson, Louisville.

Visitors in Arkansas

Mrs. Billie Cate and young son of Memphis spent the final week on show. She is a sister of Mrs. C. W. Webb and Mrs. Robert O'Hara and was formerly an aerial performer. Show was the mecca for many visitors at Hot Springs. Among them were J. W. (Patty) Conklin, J. C. McCaffery, Howard King, W. L. Mellor and party from Baker-Lockwood; James Newsum and family, of North Little Rock, and Alex Brock Troupe, Julian Rogers, and Wanda Wentz, of Cole Bros. Circus, with a party from Prairie Grove, Ark., visited at Rogers, Ark., and H. F. Fellows, of Springfield Wagon and Trailer Company, was a visitor on closing day at Monett, as well as Roland Smith with his brother, Dr. Smith, and party from Springfield, Mo.

Why Should Indoor Promoters Flounder When The Next Move Is: "Vaudeville Under Auspices!"

By WILLIAM JUDKINS HEWITT

"What will I do next" is being asked of themselves by amusement promoters by the hundreds scattered over the United States and Canada. They need no longer rack their brains in an endeavor to solve this problem. The answer is: VAUDEVILLE UNDER AUSPICES!

The idea is not new, but has been laying dormant for lo these many years and as the cycle revolves during the course of time the indicator now points to: *Vaudeville Under Auspices!* Many of the latter-day generation will want to know just what it is that their fertile brains have so carelessly neglected. The plan is so simple that it seems this promotional idea hardly needs any detailed explanation or elaboration.

However, the first thing to do is to seek an auspices that needs funds and one that has tried out various forms of presentations, such as bazaars, minstrels, home-talent shows and other kinds of entertainment. All of which in many instances no longer finds a public response, hence these forms of entertainment have become impotent as far as exciting any great amount of public patronage.

The next move is to have the auspices secure a theater, hall, auditorium, skating rink or any other suitable show shop that has a stage or is suitable for a portable stage to be erected therein. The next move is to set the dates for the first presentation and from this other auspices and dates can be secured. When at least six of these events have been tentatively booked it is then time to lay out your *Vaudeville* program. This program should be made up of sight and sound acts of at least 12 short, snappy turns to run a stated time of one hour and a half, the acts to consist of black-face comedians, sister teams, musical mokes, jugglers, acrobats, clown tumblers and various other acts from the old school. The reason for the selection of this kind of vaudeville acts is that vaudeville in its true sense is essentially a form of entertainment that requires skill, talent and peculiar artistry that is to be found in great abundance at this time. This situation is due to the demise of too much dress-suit and evening-gown vaudeville of yesteryear and to the development of talent under the disguise of "amateurs." The latter having been promised the moon and instead were given the sidewalk. These men and women deserve a chance to make a living and if live promoters will take hold and present *Vaudeville Under Auspices* that chance can be given them.

The remainder of the plan for the promotion of *Vaudeville Under Auspices* consists in exhilaration of the spirit of the auspices to sell tickets in advance, talk and live the event until it has been put over to a successful artistic and financial conclusion. The usual channels of publicity as now pertain in the promotion of bazaars and such should be rigidly followed. The method is too well known to need elaboration. Rather it is a new promotional idea, basically, but on the whole adheres to the tried and true forms used by promoters to please auspices and public and to make money for both themselves and sponsors.

Try *Vaudeville Under Auspices*. The additional revenues can come from the sale of concessions of the legitimate kind, pop corn, crackerjack, peanuts, candy, soft drinks, song books and so on. Then there can be a bingo game in the theater lobby just as well as in a hall. When space is available even dancing, straight and in costumes, can be put on as part of a full evening's program of various kinds running from 7:30 o'clock to midnight six nights a week and for a season from October to April in many sections of the country.

So why should indoor promoters flounder when the next move is *Vaudeville Under Auspices?*



HEWITT

Out in the Open



by
Roger Littleford Jr.

Along the Stem

NEW YORK, Nov. 13.—Showfolk have been drifting back this way, some to remain for a day or two and others to spend the off season. Indoor prospects look surprisingly good and many performers as well as staff men who spent the outdoor season under canvas are looking forward to winter work



R. S. Littleford Jr.

before the tents go up again in the spring. The Frank Wirth office has had one indoor circus winner after another, and Hamid - Morton started off with a tremendous bang in Toronto.

Omer J. Kenyon, general representative of the Hamid-Morton indoor units, in town from Toronto, where, he says, "We doubled the Omer, conferring momentarily at 1560 Broadway, will be off again ere long and is due in Chicago for the annual meetings. He said he will manage Fairyland Park in Kansas City again next summer.

Lou Delmore, side-show exec of the Cole show, back for the winter and already lining up attractions for next season. Cole Bros' second unit is taking form, with a nice canvas contract having been issued to Arthur Campfield, the tent seller, and John McCloskey in and around town in the interests of show No. 2. We understand that Jess Adkins will ride the new show train in 1938, while partner, Zack Terrell, remains with Cole.

Arthur Hopper, Bill Conway, Frank Braden and funnyman Felix Adler in from Ringling-Barnum, with others arriving daily. The Big One had a grand season, they all say. Fred Smythe here from the Tom Mix Circus and brimming over with optimism and confidence in the season to come. Floyd King, Cole general rep, expected in shortly, and George W. Smith, late of the Big Show, on his way from Worcester, Mass.

Buddy Hutchinson, who's been off the road for several years, definitely plans to leave the stem next spring for the circus trail, but won't announce which show he'll be with. Tex Sherman writes from Miami that he plans to spend the winter there. Arrived in time for the Ringling closing.

Charles Cochrane, the British theatrical producer and showman, making the big town before visiting other U. S. cities. Few people know, incidentally, that Cochrane, one of the foremost figures in the show business today, at one time worked in a minor capacity at the old Huber's Museum on 14th street. And that Joe Hughes, who sells fair attractions now, broke into the business at the same establishment.

East Ballroom of the Commodore became a madhouse once again last Wednesday, with the Dexter Fellows Tent of the Saints and Sinners in session for the second time this season. Among visitors were Lowell Thomas, Cochrane, John and Buddy North and Harvey Mayer.

FRED LA REINE, whose real name is Fred O'Hara, writes from French Hospital, New York, that the time has finally arrived for the amputation of his legs. Fred, one of the most likable and respected museum and side-show men in the biz, has had some tough sledding of late—experiences that would well nigh put others out of commission. But he's carried on admirably, and his note this week is typical of the spirit driving him on. "I will be happy," he says, "when this is all over so that I can get back to work. Please convey my deep appreciation to those who have helped me from time to time.

"Especially thank George Hamid, Max Linderman and Frank Bergen. They treated me swell when things were tough on the show (La Reine spent last season with World of Mirrh) and when I failed to make the nut they merely said to 'forget about it.' I most

certainly want to hear from my friends while I'm confined here and sincerely hope that a few come to see me."

MARVIN NELSON, the nationally famous, professional distance swimmer who has won several of the big-money contests in recent years, in town for financial help for a two-way non-stop swim of the English Channel. Hopes to have things ready by early spring. . . . R. S. Uzzell, the park entrepreneur, went on the air last week as a guest of a WOR afternoon program. Was interviewed by a commentator and revealed some of the details of park business to John Q. Public. . . . And we discovered this week that R. S. and Lucky Teter, the auto driver, are cousins. . . . That was Mike Barnes, of Barnes-Carruthers, Chi, entering the Bond Building yesterday. He's been in town all week.

Harry C. Ritter Company, of Williamsport, Pa., is bringing out a new kiddie Merry-Go-Round, to be displayed at the park convention in Chicago. . . . And Music Corporation of America, one of the very largest and wealthiest of indoor booking houses, will be represented at the Windy City conclave. An attractive booth, we understand, will depict type of entertainment MCA is offering parks and fairs next season.

Max Linderman, head man of the World of Mirrh Shows, expected on Broadway today. Will confer with Hamid office on Cuban National Industrial Fair and Expo and prepare for the Chi meeting. . . . L. C. (Ted) Miller back from the Cetlin & Wilson Shows to report that he has been signed to press agent that midway again next year. . . . Will attend Chi conven and might join Art Lewis in the South afterward. . . . Jack Wilson and Issy Cetlin resting in Greensboro, N. C., prior to the meeting.

Thomas F. O'Connell, formerly press agent on Rubin & Cherry, writes that he has joined the local sales staff of Station WNOX, Knoxville, Tenn. . . . Walter Brown Leonard, the writer and producer and former minstrel man, a visitor early in the week. . . . And 43d and Broadway nearly overflowing with other boys back from the 1937 carnival wars. Yes, the old town is full of show business—and it's fun to be around.

Klara Knecht Completes Ninth Year as Broadcaster

CINCINNATI, Nov. 13.—Klara Knecht, dean of heads of circus radio departments, as educational director of the Al G. Barnes-Sells-Ploto Circus, completed her ninth season of this work with circuses. During that time she has been with Sells-Ploto, Hagenbeck-Wallace, Cole Bros. and Barnes. In addition to broadcasts, in advance, she has given talks in schools, colleges and clubs and has also arranged for dismissals of schools.

As an example of her work this past season, which was exclusively in the West, no further east than Central Missouri, she made 186 towns of which 89 had radio stations. In 67 towns she arranged with 99 radio studios for broadcasts by herself and gave 150 broadcasts in the 99 different studios. This amounted to 36 hours and 20 minutes on the air. She talked in 40 stations this year in which she had never been before. School months permitted her to talk in schools in 63 towns, having had 41 of those school systems close for the circus. In addition, she arranged for stars of the circus as Bert Nelson and others to broadcast, arranged for arrival and backyard broadcasts and also parts of the performances under the big top. She also arranged for a number of contests for children over the air from studios.

Miss Knecht also assisted press department and handled newspapers in 104 towns past season.

Pop-Corn Firm Improves Plant and Methods

MUNCIE, Ind., Nov. 13.—R. J. Kem Sr., of the Indiana Pop Corn Company, announces the completion of a modern plant for the conditioning and handling of its products. The new building is equipped with heating and storage facilities, and new cleaning mills have also been included in the new setup.

General Manager Kem of the firm sees a bright outlook for the future and an increased demand for pop-corn products in the carnival and general outdoor field.

Off My Chest

By LEONARD TRAUBE

The still young in years, Leonard Traube has been a newspaper man, press agent, artists' representative and for several years associate editor and columnist of The Billboard. Since leaving the paper he has been connected with the George A. Hamid office in New York City, where he is in charge of general promotion and advertising, edits the firm's winter house organ and supervises production of the annual catalog of attractions.

With this issue Mr. Traube contributes the first of a series of articles describing his personal feelings on various matters affecting the outdoor show business. Further contributions will appear from time to time in other outdoor departments.

RECENT occurrences in and out of the public prints have given rise to a mild sort of controversy affecting the function and maybe the fate and future of the press agent. The question revolves around whether or not the blurb bouncer in the pay of a client or employer should sneak his own name into print as part of the publicity in behalf of that client or employer.

Client and employer are not exactly synonymous. Let's make a distinction. A p. a. whose services are not sold exclusively and who generally maintains his own office calls the people who hire him by the fancy name of clients or accounts. He is an employee when he functions exclusively as a staff man out of the employer-owned office. The distinction may not bear up under legal or formal scrutiny, but it will do for the subject at hand.

The definition seems to be an important cog in the controversial wheel because the claim is put forth by the publicity contractor that it is necessary for him to exploit his own name to promote his interests as a publicist and to attract more clients. That would make the employee p. a. just another hired hand born to blush unseen, thus leading to the inevitable assumption that the staff man is a kind of slave worker whose interests can never go beyond his immediate duties.

Show business seems to be a perfect spot for the blurbist who desires to enhance his personal batting average. The trade appears more of this type than the commercial and industrial fields. In the non-show brackets the boys who peddle the pearly phrases are nothing if not anonymous characters. (This excludes sports, which is neither theatrical nor commercial nor good red herring.) The usual exceptions come to mind, notably the late Ivy Lee, whose prominence stems from the newspapers themselves. They considered him news by virtue of his position as public relations counsel for the late John D. Rockefeller. That he himself desired press mention is doubtful.

So, too, in show business, there's Dexter Fellows, dean of the Ringling Bros. and Barnum & Bailey Circus publicity staff. Mr. Fellows is as modest, actually, as they come. His buildup was developed by friendly feature writers and reporters over a long period of years. He is news, an exceptional personality. Too many other courtiers have tried and are trying to emulate him, without any success, of course.

Quite recently The Billboard's own Broadway Beat snickered at the p. a.'s who type in their own names in publicity releases. It's a question of whom they are exploiting, themselves or the hand that feeds them. Press agents for government-subsidized projects of a theatrical nature are particularly guilty of thrusting themselves into the publicity picture as if they are attempting to elevate their own positions at the expense of the projects and in violation of good taste, good sense and good newspaper practice.

It is assumed that press agents with important positions carrying authority

do not need censoring or checking up. The assumption does not have Mr. Ego in mind.

Wielders of the blurb that bounces seem to forget that when they do break into the publicity news the man at the other end—the newspaper man—is more often than not satirizing or chiding the product being exploited by the simple technique of inserting a quote from the p. a.

Mr. Ego may be forgiven when the reporter chooses to slide in the name of the p. a. strictly on his own, but when Mr. Ego, deliberately and with malice aforethought, inserts his name he is guilty of an unethical practice and, what is more important, stupid tactics; unethical practice because he is not being paid to enhance his own reputation; stupid tactics because the smart reader "smells" publicity when he sees the p. a.'s name in the story. Until such time as the advance couriers are wholly believed, or when their status is at a higher level than it is at present, it is imperative that they do their best to remain in the background.

If your correspondent were a bossman he would crack down on the boys who seek the sweet perfume of publicity in the same breath with the product. Stretching the metaphor, it's a no good bill of fare, however tempting the dishes might seem.

London

LONDON, Oct. 30.—Lord John Sanger's Variety Circus fills the current program at the Palace, Huddersfield, where it is playing to okeh business.

Beatrice, girl wire walker, and Two Percellys, unique gymnasts and acrobats, are prominent features in a strong vaude bill at the Palace, Blackpool.

Andos Family, Japanese acrobats and entertainers, featuring a daring "slide for life," are current headliners at the Dominion, Harrow.

Sisters Wetzel, German aerialists, are recent arrivals in England. Act is currently clicking at the King's Theatre, Preston.

Royal China Troupe headline with a sensational act over the Terence Byron Tour.

Stanley, Eddie and Mae, American aerial sensationalists, who appeared in a Royal Command Performance, proved a riot as headliners at Theater Royal, Dublin, Ireland's premier vaude house.

Ellen Kauer and Partner, a swell plastic acrobatic act now playing Gaumont British halls, have offers for America. Act may sail for the States in February, 1938.

Seveno and June, Britain's foremost sensational equilibrist, are still scoring at the premier halls and getting rave notices in the London daily press.

Savona, foot juggler; the Sloans, circus pantomimists, and Duncan's Colliers, dog act, are on same program at the Hippodrome, Lewisham. All three register solidly.

Five Herzogs, daring girl gymnasts, are featured at the Hippodrome, Norwich.

Myrna and Karinoff, one of the best and most unique acrobatic novelties to visit England, are featured together with Roy Fox and his band, Will Fyffe and Renee Houston at Holborn Empire. Le Pomme and Partner, wire act, Ray and Eddie, comedy acrobats, and Damsell and Boy, jugglers, are on same program.

Charles Judge's chimpanzees top a strong bill at the Palace, Plymouth.

D. R. Drange, Carnival Employee, Reported in Serious Condition

SHREVEPORT, La., Nov. 13.—D. R. Drange, 23, attache of Hennes Bros' Shows, in winter quarters here, is in a critical condition in a local hospital with a pelvis fracture and ruptured bladder, caused when he fell beneath a trunk and the wheels passed over his body. Drange's home is La Crosse, Wis. Little hope is held for his recovery, is latest report.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Notes From the Crossroads

By NAT GREEN

THE Showmen's League of America, rounding out 25 years of usefulness, finds itself in most favorable financial circumstances. The last two years, during which time many carnivals have held benefit shows, have added thousands of dollars to the league's cemetery fund. The recent purchase of additional



NAT GREEN

space in Woodlawn Cemetery will take care of the league's needs for years to come. Taking these matters into consideration, many of the members have recently expressed the opinion that the league should inaugurate some new charitable activities. They point out that if all of the receipts from benefits continue to pile up in the cemetery fund, that fund is going to become unnecessarily top-heavy. It would be much more wise, they say, if some of the league's money were used to establish some sort of benefits for needy living members. Suggestions have ranged from the establishment of a showfolks' home to renting space in an already established institution. It is quite likely that there will be a general discussion along these lines when the outdoor showfolks gather for the annual meetings a week or two hence. The league has many untapped potentialities for good. Its leadership is in capable hands and we would like to see it continue to grow, prosper and become a still stronger factor in the show world.

Classiest—as befits "The Circus Kings of All Time"—of the season's route books has just come to our desk. It is that of the Ringling Bros. and Barnum & Bailey Circus. Handy pocket size, in pebbled duobonnet leatherette cover with gold lettering, and printed on tinted supercalendered paper, it is extremely attractive. Carries complete roster of the show, the program, season's route in detail and condensed routes for 1935-'35-'36. Just enough photos in it to lend atmosphere.

With the official start of the holiday season in Chicago department stores November 20, many outdoor acts are getting a break. The Goldblatt store, a comparatively recent comer to State street, is going in for circus stuff in a big way. They have signed Jack Tavlin's Del Rio Living Dolls for six weeks and in addition will have Virginia Butterfield, palmist, and a complete side show. The Fair store is bringing in Frank Buck's animals and will present an elaborate show. Joe Coyle (Ko-Ko), the clown, will hold forth at Mandel's, where he has appeared for a number of years and is a great favorite with children. Ted Tosky, just back from the Ringling show, goes into the Sears, Roebuck State street store. Several other department stores are readying holiday shows that will use circus acts.

Peru, Ind., was a scene of activity last week. Considerable stock from the Ringling show arrived there and Hagenbeck-Wallace Circus pulled in Friday night. It is reported that property belonging to Howard Y. Bary was set off at St. Louis, while the leased property was taken on to Peru. Jack Beach and wife left for Los Angeles Saturday and will spend the winter on the West Coast. John Powers, manager for Col. Tim McCoy, and Eddie Johnson, McCoy's press representative, arrived in Chicago last week and are opening offices. Louis J. Berger, Detroit carnival man, in Chi for a few days and reports that a number of the Michigan boys will be in for the big Showmen's League doings. Vernon Reaver and W. B. (Bill) Naylor, of H-W, are back in Chi and report a pleasant season. Arthur Hopper, of the Ringling show, arrived in Chicago a

couple of days ahead of the show's closing and expects to remain in the Windy City for some time. Mr. and Mrs. George Cutshall came in for a short stay, then returned to Peru. Among others reporting on the Magic Carpet are Al Martin, Mark T. Kirkendall, Jack Polk, Leo Hamilton and Dud Lawrence. Mazie C. Stokes, of the Mississippi Valley Fair, Davenport, Ia., reported much improved after a five weeks' serious illness. E. W. (Deak) Williams, secretary Iowa Fair Managers' Association, back at his home in Manchester, Ia., much improved, but will have to return to the hospital shortly, and for the first time in years he will be missing from the annual Iowa fairs' meeting at Des Moines.

Government Files Claims Against Ringling Estates

TAMPA, Fla., Nov. 13.—A claim for \$3,045,049 was filed in court here and one for \$1,100,000 in New York by the federal government against the estates of the Ringlings for income taxes. The actions in this State were for \$2,277,942 against the estate of John Ringling and \$767,107 against that of Charles E. Ringling. The liens in New York were for \$500,000 against the estate of John Ringling, \$300,000 against that of Charles E. Ringling and \$300,000 against the estate of Richard T. Ringling.

NEW YORK, Nov. 13.—It was stated here this week by Assistant United States Attorney Joseph Burns that the government's suit to collect more than \$3,000,000 in alleged tax arrears from the Ringling estates would be deferred until January.

OUTLOOK GOOD

(Continued from page 3)

century is promised with an increase of over \$100,000 in purse awards at the Fair Grounds, the meeting due for opening Turkey Day. Enlargement of the Tulane Stadium promises seating for close to 50,000 for the New Year's Sugar Bowl climax, the entire stands already completely sold out despite fact that citizens of the city were left out in the cold. A full week of sports is promised between Christmas and New Year's Day, including water, land and air matches. Season will climax late in February with the Mardi Gras celebration.

The Deep South is not worried over the 18,200,000-bale cotton crop, for the government has insured payout of 9 cents a pound and planters are leaving the worrying to the insurer. Nine-cent

Where Chlorine Should Be Applied

Paul H. Huedepohl, manager of Jantzen Swimming Association, Portland, Ore., and chairman of the beach and pool program committee for the 1937 convention of the National Association of Amusement Parks, Pools and Beaches, has issued this bulletin thru courtesy of "The New Swimming Hole," Illinois State Department of Public Health.

WHERE chlorine should be applied is a perplexing question on the very important item of safeguarding swimmers. In some pools chlorine is applied continuously and others intermittently. However, application should be governed by maintenance of a definite chlorine residual in pool water. This emphasizes the importance of not only having an orthotolidin testing outfit but using it.

Hair Strainer Important

In the majority of installations chlorine is applied as the water leaves the filters and just before entering the pool. There are many advantages in applying chlorine not after, but ahead of filters. Application ahead of the filters keeps them free from a high bacterial count and gives a longer contact period for sterilization before water returns to the pool. The additional amount of chlorine at this point of application will be in some instances double that used if otherwise applied. If cost is the reason for your not making this change sit down some time, sharpen a pencil and prove to yourself that it will mean only a few cents additional. This investment of a few cents daily will bring increased dividends in water quality thru maintaining a cleaner filter by precaution against the building up of a high bacterial count and pollutional load in that particular unit.

An important piece of equipment

WANTED

Pit Shows, Walk-Through Shows, Fun House, Penny Arcade, Kiddie Rides and other Attractions of merit for Indoor Winter Garden to open December 2 and operate all winter CAN ALSO USE String Cane, Bowling Alley, Fishpond, Palmistry and Legitimate Concessions of all kind. Everything must be up and ready for inspection November 30. Merry-Go-Round, Tilt-a-Whirl and Motordrome already booked. CAN PLACE Party with 500 Pairs of Roller Skates and Music. Have large Pavilion and you can work on percentage. Address

W. G. WADE SHOWS
289 Elmhurst Avenue, Detroit, Mich. Townsend 81506.

cotton insures profit and a billion-dollar circulation of cash.

POOL WHIRL

(Continued from page 45)

ly so—that pool men who come from all over the country for a week's meeting with others in the industry should do a certain amount of fraternizing. All work and no play would make the meetings dull. And so in addition to the regular big banquet, which is an annual event, various dinner and special parties have been planned.

Outstanding among this phase of the convention will be a tour of swimming pools arranged for visiting pool operators. Inspection will include several of the outstanding indoor and outdoor pools in Chicago and vicinity. This trip will take place Tuesday and Wednesday mornings of convention week. Harry O'Hare, supervisor of the golf links and bathing beaches in the Chicago park system, will be in charge of this tour.

The round-table discussion which will take place every day, as recorded here a few issues ago, will be held in the Grand Ballroom of the Hotel Sherman at special tables assigned to swim-pool operators. J. O. Ziegfeld, manager of Meadow Brook Park pool, Baltimore, will be chairman of this portion of the program. These two events have just been verified and are now officially part of the program.

Dots and Dashes

Frank Plunkett, of Brooklyn Central Y Swim Club, was elected prez of the Associated Swimming Clubs of New York, which comprise 21 swim pools thruout Greater New York. He succeeds A. R. Waity.—Ray Steck, Oklahoma pool man, has revealed that he was practically out of park and pool biz last summer, devoting his time to traveling rides. He has taken over Lakeside Park, Wichita Falls, Tex., and it will be known as Crystal City on Lake Wichita, a most unusual name for an amusement center.

often overlooked and slighted is the hair strainer. Its purpose and function is to take out hair, lint and other foreign material which enters the pool. It has a decided economic value in any pool installation in that it protects the pumping unit. If this foreign material is allowed to pass thru the recirculating system it not only causes excess wear on the pump, but becomes embedded in the filter sand to such an extent that back washing will often not remove it. Then there is added expense of opening the filter and removing, cleaning or replacing the sand.

Guard Against Delay

It is important that the strainer be cleaned at frequent intervals. If accumulations are allowed to build up, efficiency of pumps is reduced because of the additional friction head created. If dirt is allowed to build up in the strainer over a long period it will form such restrictions that the suction of the pump may tear the wire mesh in the strainer.

In the basket-screen type two screens should be provided so that a clean one can immediately replace the dirty one when removed. Dirt and lint are much easier removed when dried, and by having two or more basket screens operation is made easier and more effective. In some installations it is necessary to remove eight or 10 large bolts requiring some time to extract the screen. Here the human element enters in operation in that an operator has a tendency to postpone the job under such conditions for such a long period that poor operation results. It is possible to have this type cover changed to one held down with a single screw clamp, making the work easier and more effective.

FOR SALE

Two 4-Abreast Parker Merry-Go-Rounds, one Portable, one Stationary. Lindy Loop, Air Plane Ride. Cars, Motors and Mechanism for Large Coaster Ride. Stored at Box 511, Route 1, Dallas, Tex. Address

Wortham Riding Device Co.
114 Princess Pass, San Antonio, Tex.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

A Skating Vacation

By CYRIL BEASTALL

DERBY, Eng.—I have returned from a short vacation, spent with roller skating folk of Lancashire, most populous county in England, with 4,000,000 people and 14 rinks. Only new rink in this section is Armstrong Bros'. Birch Park Skating Palace, Manchester, with a splendid surface, 105 by 55 feet, well conducted to high-class patronage. Sunday hockey is a big draw.

Empress Rink, Burnley, in its eighth season, is a luxurious rendezvous with Percy Cobb as manager and W. Jacques in charge of floor, 140 by 65 feet. While skating here I met John Taylor, a late patron of Riverview and Madison Gardens rinks, Chicago, who asked to be remembered to his old friends in the Windy City. Floor Manager Jacques is to be complimented upon his methods.

Causeway Rink, Warrington, is operating two nights a week. Floor is 100 by 60 feet. Spring Bank Rink, Nelson, is not yet in full swing; floor measures 135 by 65 feet. William Kehoe at Astoria Rink, Rishton, father of Kehoe Sisters, one of our youngest exhibition trios, has great hopes of his hockey boys this season, with Jack Brown as skipper. Floor there is 90 by 35 feet, but well patronized.

I saw Les Sharples (Accrington) one of our most talented exponents of free skating, give a pair-skating exhibition with June Halstead, Preston, and a solo display of free skating in James Mercer's Savoy Rink, Great Harwood. That is one of the nicest rinks in Lancashire, floor 100 by 52 feet. Edna Mercer is one of the most promising local products as a fancy skater, while Brother Don is a useful lad with the hockey stick.

Billy Rowland is floor manager in majestic Rink, Preston, reopened after six years, with floor 110 by 65 feet. Rink is well patronized, with music by a band. Arthur Dalton said business remains okeh in his Jubilee Hall Rink, Chorley, with floor 85 by 35 feet.

Smallest rink in this country is at Stacksteads. Mr. Bacup's, 45 by 35 feet, under direction of Charles Evans. I was surprised to find a band much in evidence. I spent a night in Spotland Bridge Rink, Rochdale, with Jack Bramwell, an Australian skater of 32 years' experience and a fine coach for fancy steps, and Walt Schofield. Surface is 100 by 50 feet, with some useful performers on view. Bramwell has a desire to visit the States and, being fully capable of demonstrating advanced dance steps, would be a very useful asset to most American rinks. Manager Siddall, in his Bolton Rink, 65 by 55 feet, continues to do business.

I was much impressed with the very friendly atmosphere in every rink visited and, altho small rinks were in the majority, business was indicative of a satisfactory state of affairs.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Nov. 13.—As Vice-President Frank Duffield was unavoidably detained, conducting of the meeting fell to Brother Lew Keller, who did a good job of it. Duffield arrived later and insisted that Brother Keller continue to the end.

Committees are all hitting the ball and the chair complimented them on the reports given. Frank D. (Doc) Shean and his committee report that they are planning something new for the Memorial Service. Benny Mendelson is plenty busy these days and says he may have to temporarily forget all about his duties in the tent factory in order to put over a real affair for the President's Party.

President McCaffery phoned that the boys had held an auxiliary meeting at Hot Springs, Ark., and had asked him to report ere we got in session. Says the roll call there included Brothers Ed Hock, Sam Levy, M. J. Doolan, Patty Conklin, Max Goodman, Sam Solomon, Oscar Bloom and Lou Leonard.

Work at Showmen's Rest has been completed. Markers have been moved and excess shrubbery cut away. This is done with the intention of adding to the beauty of the plot. Banquet and Ball committee is going along in good style. Don't forget the date. It's December 1. The place is the Hotel Sherman. Be on the lookout for your mail. It will include a schedule of events for convention week and literature of the Banquet and Ball.

Brother Harry Coddington is back in the hospital. He has been ailing of late and believes a good rest might help him recuperate. Brother Colonel Owens is still confined in his home. He will

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 1938 if definitely set

welcome visits or a card from his many friends. Sam Dollinger was released from the hospital and Brother Bill Carsky attended after having recovered from his illness. Bob Miller is still at home and feels cheered by the calls and messages received. Late report of the condition of Brother George North has not been received altho we know his condition is very poor. Applicants presented for ballot and elected to membership were Frederick Weddleton, Wallace C. Manrow, Robert Wilson, Joseph M. Tilley, Edward A. Comstock, Elmer W. Persky and J. Warren Leach. Cards will be mailed at once.

Brother James P. Sullivan lettered with an inclosure of \$50 for the Cemetery Fund. Brother Max Goodman did the same with check for \$71.25. He reports that more will follow. Other welcome messages came from Frank D. Shean, Harry Bernstein, George W. Johnson, Bob Miller, Morris Lipsky, Fitzie Brown, Harry F. Logan and Jess Adkins.

House committees is going great guns and will have the rooms in fine condition for your arrival. Get here early. Frank M. Daniels and Jack Auslet attended their first meeting. Andy Craig also attended his first meeting in a long time. Dave Robbins and Sparky Gilson have returned from the South. Dave Picard is still here and will stay until after the convention. Fitzie Brown is getting closer to the coveted Gold Life Membership card and it looks as tho he will be sending in enough applications in the next few days to make the grade. Frank Conklin is creeping up and the boys think he will go over with flying colors. Morris Lipsky is resting on his laurels as he has already made the grade and his card has been ordered.

Jack Paige in town for a while is a regular at the clubrooms. Walter Sibley is still with us and says he is enjoying his visit. Check arrived from Fulton

Bag and Cotton Mills as a donation to the Cemetery Fund. Other contributors were Grover McCabe, Norris E. Winn, J. F. Murphy and William Hetlich.

Dues received from Fred H. Cotter, Grover McCabe, Isador Reiser, Earl Kurtze, John Quinn, Pete Burkhardt, D. K. Baldwin, Fred F. Donnelly, Elwood A. Hughes, Robert B. Hancock, Wilfred Bernard C. Backus, Norris E. Winn, James P. Sullivan, Gus Wodall, Al Carsky, Fred A. Chapman, Terry Turner, James Rounds, H. C. Boyles, William D. Bartlett, Francis J. Bligh, Edgar I. Schooley, Izzy Steier and Maurice O'Hearn.

Whitey Léhrt returned from a trip to Peru and reports that Nick Carter is going places with that new pafe.

Ladies' Auxiliary

A regular biweekly social was held November 11 in the Sherman Hotel. Mrs. Bob Brumleve was hostess. A pleasant evening was spent at bunco and cards, with lovely prizes for the lucky ones.

A welcome letter was received from Mrs. Abner K. Kline. Letters were also received from Mrs. Martone and Mrs. A. J. Weiss, with the applications of Mrs. E. J. Landes, of the Landes Shows, and of Mrs. R. L. Lewis. Board of Governors voted favorably on these applications, and membership cards were ordered sent at once. Inaugural dinner has been set for December 2. Cordial invitations have been extended to Heart of America Showmen, Mississippi Valley Showmen and the Pacific Coast Showmen.

Mr. Harry Coddington and Mr. Walter F. Driver have been invited as guests of honor. Open house will be held in rooms during the convention. President Frances Keller will appoint an entertainment committee at the next meeting. The 1938 membership cards are now ready.

DRAMATIC SHOW

(Continued from page 32)

has been tried time and again in small cities and has usually folded after a short trial. The death blow to repertoire came when picture interests gobbled up the show houses and left the small show with nothing but the tent to turn to, and tents do not work well in sections of the United States where summers are short and winters long. At one time I had visions of the summer theater, as found in the resort sections of the East, offering a way for revival of the road dramatic show, but they labor under the difficulties of short seasons, weather conditions and the whims of the resort section in which they operate. Few make money, and this in itself is a blow to year-round show business. In a few spots where they have aspired to be proving ground for New York plays they have by heroic efforts kept going and offered schooling for aspiring actors. But I wonder how they have courage to keep on with all the work that goes into such an undertaking with such slight hopes of anything permanent. This leaves our only hope with the circle groups, the small tent show and what few dramatic offerings we find making their living working under auspices. With so many theaters closed to flesh shows, there is some hope that the small troupes working in circle fashion and mostly under auspices may help to revive old-time weekly repertoire. However, the semiprofessional groups that I have seen working out from cities are not thoroly experienced actors in most cases and do not have the professional interest that the small tent-show trouper shows. The trend of the smaller dramatic show seems to rest with the small tent show of the South and West until theaters are again available to give the business a chance to test its strength with the movies or until the latter die from overdosage. Vaudeville is not dead, and perhaps the same may prove true of the small dramatic show when all the hurrah, paid publicity and ballyhoo of the movies becomes better understood by the public. It's but a step from rags to riches, and it's not even a step back, just a kick.

CHORUS EQUITY

(Continued from page 31)

Lila Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marlon Hylan, Fred Holmes Lorraine Janeo, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

Four new members joined the Chorus Equity Association in the past week.

Members who are paid to November 1, 1937, owe \$6 dues to May 1, 1938. The constitution defines a member in good standing as one who on May 1 or November 1 of any year has paid his dues six months in advance. While the delinquency fine of 25 cents a month does not become effective until December 1 this does not mean that the member is not in bad standing until that date.

Remaining in good standing is your responsibility. Don't wait for a representative of your association or for your deputy to come to ask for your dues. When you place a claim with your association you and you alone expect to get the money collected for that claim. The obligation to remain in good standing is equally your sole obligation.

In mailing dues to the office do not send cash; send a money order or check made payable to the association. Membership cards are always mailed out on the day dues are received. If you don't get your card within a reasonable time after your dues have been paid, get in touch with this office immediately and find out the cause for the delay.

Chorus Equity members are reminded of our campaign for organizing presentations and clubs. Every Chorus Equity member working in these fields should not only keep up his dues but should aid his association in organizing. The council has made a special concession to persons working in presentations or clubs. Instead of the \$15 initiation fee, upon the payment of \$5 and dues at the rate of \$1 a month, these persons may become members of the Chorus Equity—they pay the \$10 difference in initiation fees only at the time of entering the legitimate theater. It is the hope of Chorus Equity that with complete organization we may get an established contract such as that in the legitimate theater which will carry a minimum salary, no layoffs, a bond covering salaries, etc. Remember, if we are to obtain better working conditions we must first get a 100 per cent organization.

CHORUS EQUITY ASSOCIATION.

THERE ARE "SCORES" of REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

You have promised yourself to be a member. Why delay—Do it Now!

"MAC" McNALLY

Formerly Allentown, Pa.
Now With CHUCK SAUTER, Selling CHEVROLETS.
SOUTHLAND MOTORS, Inc.
Miami, Florida.

WANTED QUICK

Join on wire for Circle Stock, Piano Leader, young Rep. Leading Man, General Business Team, Character Man. Prefer those who double Orchestra and do Specialties. Long, pleasant engagement to right people. Belmer, Art Reese, Ray Klinker contact.
SEABEE HAYWORTH ATTORNS, 402 West Broad St., High Point, N. C.

CIRCUSES and CARNIVALS

If you have Animals, Birds or Snakes, we will winter free of charge. New Opa Locka Zoo & Monkey Jungle, Billy Woods, Trainer; Bryan Wood and Bill Kettow, Managers. Show Folks hunt us up when in Miami, Fla. Address
WM. KETROW, Opa Locka, Fla.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES



ADVANCE DEPARTMENT of Downie Bros. Circus, which closed at Albany, Ga. Left to right, standing: James Howell, Charles Burke, J. B. Schejfer, Mike Covitch, Walter F. Gibbey, car manager; Jerome T. Harriman, general agent; Fred C. Kilgore, contracting agent; J. Sherwood Upchurch (North Carolina representative); C. A. Upchurch (State editor Raleigh, N. C., News Observer); Ernest Prosser, Robert Styles, Philip Brockwell, Jim Ternery, Kneeling: Pete Sadovsky, Lem Stevens, Ernest Carr, Mike Haddad; Walter Skelton, boss billposter; Vance Kintner; Rex Beach, mechanic. Jean Belasco, general press representative, who was in Harriman's department, is not included in photo.

Improved Funland Opens This Week

MIAMI, Nov. 15.—Working in three shifts of eight hours each, Miami's only amusement park, Funland, under direction of David B. Endy, assisted by William J. Tucker and Ralph Endy, is nearing completion for opening of the 1937-'38 season November 20. A preview will be held the previous night, at which time State, county and city officials will be guests.

Matthew J. Riley, in charge of entertainment, is mailing invitations to his many friends throughout the country, and it is expected that a large delegation of park, fair and carnival men will be on hand for the preview that promises a new era in amusement park openings.

Four new rides will be seen here for the first time, in addition to 29 other rides and attractions, making a total of 33 attractions. A new entrance of artistic design has been built, neon lighting will be installed, a new open-air allroom is being completed and new walks are being laid.

Oscar V. Babcock will be the feature attraction for the opening.

Lalo Codona Badly Hurt

PARIS, Nov. 13.—Lalo Codona, of the Flying Codonas, suffered internal injuries and a broken shoulder when he fell in ring of Medrano Circus here last night. It was said by his physician that he probably would never perform again.

BITT B.-O.

(Continued from page 31)

Bertha Arnold reports b.-o. sales considerably ahead of last year.

In 1936-'37 the Playhouse was primarily playing for the social register rich, who subscribed insufficient thousands for a \$30,000 season budget. This year the board of directors changed policy, sliced the nut to \$12,000, hired W. W. Woodside as ballyhooser, promoted Miss Arnold from assistant and imported George Burleigh from Indianapolis as director. Actors get expenses and "a little extra." Stage Manager James Lindsay gets full-time pay, the crew show-by-show wages.

Currently playing Pursuit of Happiness.

The 400 and the 4,000

NEW YORK, Nov. 19.—When it comes to peeling the Big Apple the terpsie fruiting knows no class distinction. Neither does Howard Lane and his Big Apple dancers, who showed one both sides of the fence on successive nights. Last Sunday Lane took the boys and belles to Sing Sing, where they benefited for 4,000 striped suiters. Following night's booking called for the Madison Square Garden, where the Horse Show dinner for the 400 was in progress.

Nice Business

CHICAGO, Nov. 13.—Some agents booking small clubs have found a new method of protecting themselves with shows, but at the expense of acts.

If they need a blues singer, for example, they will engage the first warbler who comes in the office that day. Then during the course of the afternoon if they have a chance to secure a better singer they will use her and cancel the previously engaged performer.

Method is repeated for all other types of acts.

Business, the Playhouse will follow with Excursion.

ARRANGERS' GUILD

(Continued from page 31)

would not countenance such action on the part of the arrangers, adding that, if the arrangers had any grievances, they should be aired before the local thru regular channels. Glover's publicity man was warned he would get into trouble if he persisted in going counter to the local's policy.

Felt in some quarters that the action of 802 was precipitated because a statement issued by the arrangers' guild termed the organization a "union." Attitude of Local 802 has always been to discourage growth of organizations within the local, belief being that such groups constitute potential forces of discontent.

BELL HAWAIIANS

(Continued from page 27)

Oriental, Chicago, week of January 28; Lyric, Indianapolis, week of February 4, and Riverside, Milwaukee, week of February 11, with the Michigan, Detroit, and Palace, Cleveland, slated to follow.

Bob Hicks Page is now in his 108th week with the Bell organization as business manager.

Earl Long, of the Garrick Theater, Duluth, Minn., last week was awarded first prize in a contest sponsored by Bell's Hawaiians and the Minnesota Amusement Company for the best bit of publicity and heaviest business turned in by any manager during the run of the Hawaiians in the Minnesota firm's houses.

859 TAKE

(Continued from page 31)

named Chief Barker, succeeding John Maloney, MGM exchange manager. Club's goal for the December Milk Fund drive in co-operation with Station KDKA was set at \$56,000 at the meeting.

Speakers included U. S. Senator James Davis; Governors Harold Hoffman, New Jersey, and Harry Nice, Maryland; Pennsylvania Attorney-General Charles Margiotti, Commonwealth Secretary David Lawrence, Labor Secretary Ralph Bashore, former Pennsylvania Senator Frank Harris; Larry Kelley, Yale footballer; Senator

Ford and Joe Cunningham. Norman Prescott was toastmaster.

Entertainment portion included Dan Healy, ringmaster; Mario Cozzi, Shaw and Lee, Mary Small, Louise Massey and Westerners; Gloria Gilbert, Boy Foy, Pansy the Horse, Sylvester and Company, Peter Higgins, Dick Stabile's Orchestra, the Nonchalants, Jerry Mayhall's band and circus side shows. The club baby, Ward George Barker, was also presented. The 17th floor of the William Penn Hotel was converted into a big top, with sawdust, tents, peanuts, shows, etc.

"Tobacco Road" Hits Snag in New Orleans

NEW ORLEANS, Nov. 13.—Two days after Commissioner of Public Safety Dr. Frank Gomila announced that Tobacco Road, set to open at the St. Charles Theater November 22, would be banned, the Associated Theater Interests operating the house announced in a quarter-page ad in a local daily that "the play must go on." The city commissioner said that he instructed the chief of police not to permit the presentation, claiming that it was obscene.

The leader among a group of protesting churchmen was Monsignor Peter Wynhoven. The Catholic Archbishop of New Orleans is reported to have approved his move to ban the show.

The Times-Picayune, largest daily here, took offense at the move against the show's presentation, pointing out that there is room for too much reform in New Orleans in other directions.

Rev. Norman Maunz, president of the New Orleans Ministerial Union, took a stand in favor of Tobacco Road, saying that "the play is a fine vehicle on the true life of share-croppers." Rev. Maunz stated that he would take the pulpit in favor of the show going on.

Vaude for Auto Show

COLUMBUS, O., Nov. 13.—Standard vaude acts replaced radio entertainers at the annual auto show held at the State Fair grounds here. Heading the flesh is Dave Diamond's Band, Billie Hammond, the Three Joys of Harmony and Lillian Upp.

Vaude for Morris, Ill.

CHICAGO, Nov. 13.—Morris Theater, Morris, Ill., operated by Fred Anderson, started Sunday with a three-act policy for that day. Anderson has a small-town chain and is also using vaude in his Arcada, St. Charles, Ill. John Benson booking the new bill.

Patriots!

CHICAGO, Nov. 13.—The Shanghai Wing Troupe, Chinese act, is loyal to its country.

Refused several dates last week in order to remain in the city and fill local engagements for the benefit of fighting brethren.

WANT LEGITIMATE CONCESSIONS

Bill Game, Popcorn, Grab Joint, Cigarette Shooting Gallery and all Stock Joists for Indoor Carnival. We stay out all winter. Six Big Days, Lovington, N. M., November 22 to November 28. Wire, don't write.

THOMAS GASPER,

Lovington, N. M.

ISLER UNITED SHOWS

WEINER, ARK., NOVEMBER 11 TO 13, WANT Rides, Shows with own transportation. Also Concessions. Cory, you can have Side Show Acts for same; come on, Burns join with Athletic and Concessions. Out all winter.

WHITEY EMERSON, Assistant Manager.

WANTED FERRIS WHEEL

Positively all winter's work. Other Rides that don't conflict. Wire

BARNEY TASSELL CARNIVAL UNIT

This Week Jesup, Ga.



Cook to Warner Hollywood

HOLLYWOOD, Nov. 13.—Earl Cook has been appointed manager of the Warner Bros. Hollywood Theater by Lou Halper, theater supervisor, replacing Mel Murphy, resigned. Cook, for many years a district manager for Alexander Pantages in Kansas City, has been with the WB Circuit here for several years, moving to Hollywood from the Huntington Park Theater. J. D. L'Esperance transfers from the Forum to the Huntington Park in the shift, with Martin Kaplan, who recently resigned from Fox West Coast, going into the Forum as manager.



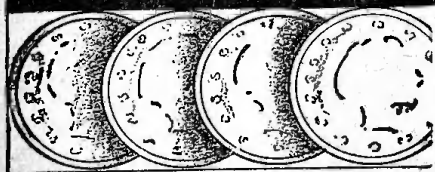
STAFF of Ringling Bros. and Barnum & Bailey Circus, which closed a very successful season at Miami, Fla., November 9. Left to right: Walter Wappenstein, I. W. Robertson, Tom Haynes, Ray Marlowe, Eddie Vaughan, Ralph Clawson, Mrs. Robertson, Sam W. Gumpertz, Carl T. Hathaway, Clyde Ingalls, Frank W. Braden, Fred Bradna, Chief John Brice. Pat Valdo was busy at time picture was snapped. Photo, E. J. Kelly, Century.

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A Department for Operators, Jobbers, Distributors and Manufacturers.

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

SMALL MERCHANTS

One of the most interesting jobs of factual reporting on slot machines appeared in The Miami Herald at the time of the end of the State license law. Many diverse factors entered into the slot machine situation in Florida and certainly the issues were quite muddled.



WALTER W. HURD

On October 1 the following news report appeared in The Herald: "The approaching ending of the two-year legalization of slot machines was taken with varying reactions by various sections of the community. The operators for the most part were steeped in gloom over the forthcoming prohibition, while small shopkeepers and corner-store owners were on the verge of tears over the prospective loss of a golden flow of slot-machine receipts. On the other hand, proprietors of the larger businesses . . . of the city hailed the end of the legalized era of slot machines with undisguised joy."

Here a reporter, whether he realized it or not, brought into the limelight a deep underlying issue concerning coin-operated amusement games of all kinds. It is a vital economic issue and legislative halls are reverberating to its challenge at every session. It is the struggle of the small merchant and shopkeeper for a chance to survive.

This article is not concerned with slot machines, as strictly games of chance should be placed in the same category as other popular forms of gambling like pari-mutuels, bookies, baseball pools, etc., and all given an equal footing before the law.

In the struggle to exist today the small merchant and shopkeeper cannot compete with the buying power of larger department store and chain store organizations. Legislation will not solve this bitter competitive struggle and all such efforts merely make the struggle more bitter between warring groups. But the situation could be greatly relieved by permitting the small merchant and shopkeeper to introduce some form of popular amusement into his place of business. The small merchant can compete with the larger organizations if he can have some form of popular amusement to attract his quota of customers.

Since the introduction of the modern pinball games into American life it has been amply demonstrated over and over again what such games can do for the small merchant. It has been demonstrated that there is a large percentage of people who like such games and will patronize a store where they can find them. In fact, it may be said very plainly that unless the small merchant is allowed to use adaptable forms of popular amusement, either coin-operated games or something else, his lot will become more bitter as time goes on. The effect of such devices is to persuade the customer to "buy with a smile," and that is an important factor in doing business today.

Big business is playing the idea for all it is worth and so we have contests of every sort and fashion. Many of these contests help the small merchant, of course, but he needs still more than that to attract and please his customers. The merchant knows, of course, that high-priced legal staffs have planned the contests so that they come within the letter of

the law, but the spirit of taking a chance is there. So the small merchant realizes once again that the odds are against him, because neither he nor the operator can hire expensive legal talent to defend the amusement games as contests are defended.

If the chain and department store organizations were wise they would insist that the small fellows be allowed to use popular amusements, such as pinball games, in their stores. This would tend to remove some of the bitter fights that small merchants are stirring up against the chains. Instead of that, however, there are cases on record where large department stores have opposed the use of pinball games in a city. In an Illinois city department stores instigated the agitation that led to the banning of pinball games from the city. It is well understood how such large business establishments can agitate churches, civic organizations, newspapers, Better Business Bureaus, Chambers of Commerce and others to start a crusade against pinball games. Public officials in such cases know what it is all about but the best that they can do under such pressure is to take action against the small merchant and the small operator.

There are enough cases on record now showing, where agitation against amusement games frequently starts so that the whole question can be brought out into the open for an airing. Trained reporters, like those of The Miami Herald, recognize the underlying issue, even tho the editorial columns of The Herald at the same time were taking the side of the big stores, of the racing interests, the bookies, etc.

In such a situation wise newspapers should give careful consideration before taking a position against the small merchants and shopkeepers. It is true that the small fellows contribute little or nothing to advertising in the local newspapers in the larger cities and towns. But the small merchants are an important link in the chain of distribution, and national advertisers may one day realize the situation well enough to support the small merchant in his demand for popular amusement games. Organizations of small merchants and shopkeepers will eventually begin to make their rights felt in more ways than one. They will realize that popular amusements mean their chance to survive and they will demand them.

In the meantime it would be good common sense for the heads of department stores, chain stores and their associations, Better Business Bureaus, Chambers of Commerce and other business organizations to do some clear thinking on an economic situation that demands fair play for the smaller fellow.

Most of all, newspapers which are the common agitators against amusement games need to be on guard against the pressure which larger groups bring to bear against the small merchant and shopkeeper. In so many cases newspapers permit themselves to be used as mere tools by large economic forces at war against the multitude of smaller business organizations. Newspapers should be the leaders in a compromise between the big and the small merchant. The coin machine industry wants to see a compromise and to that extent offers a wide variety of amusement games with an element of skill that will go a long way toward helping the small merchant please his coterie of customers.

Still
'way out in front'
of their many imitations

DARK HORSE

7-Play, Selective, Thru Single-Coin Slot, and with Daily Double Dial

Cash Payout or Check Sep. Model **\$179.50**

TRACK TIME

7-Play, 3 Spinning Dials with Awards of 10c to \$7

Cash Payout Model **\$279.50** Check Sep. or Ticket Models \$15 Additional

SKILL TIME

Same Play Principle as Track Time, but with Ball & Playing Field Arrangement for Operation in Payout Table Territories

Cash Payout Model **\$299.50** Check Sep. or Ticket Model **\$314.50**

KEENEY KONSOLS

J. H. KEENEY & CO.
"The House That Jack Built"

Sales Office & Factory—2001 Calumet Avenue
CHICAGO—Coin Game Center of the World

Isn't it true, Mr. Operator?

• that those games which have made the most money for you have been bought thru some one distributor and not direct from some one factory?

Patronize your Coin Game Distributor—he'll enable you to make and to save money on the games you buy.

truly amazing
VANAK

SLUG REJECTOR

Patented Check and Check Separator give extra protection. Individual checks available for each operator—on added income safeguard! See your jobber or write

A. DALKIN CO.

4311-13 Ravenswood Ave., Chicago.

Mills Sales Set Big October Mark

CHICAGO, Nov. 13.—A bright spot on the business sky this week was the report by Mills Novelty Company that October proved to be the best month for sales during the year. This report covered the entire business of the firm, which includes ice-cream freezers, fractional motors, etc., along with a full line of coin-operated amusement devices, vending machines and phonographs.

The prominence of coin-operated machines in this report may be judged by the fact that Vince Shay, representing the coin-operated games department, moved from fifth place in the firm's sales contest on October 1 to first place by October 25. Royce, representing phonographs, was fourth, and Rosebro, representing the Coca-Cola venders, was second on October 25. Since both phonographs and the drink venders are coin-operated, the automatic group is proving to be big business with the immense Mills firm.

James T. Mangan, advertising manager, said that the sales and advertising departments were getting full steam ready to push the sales of a number of new devices at an early date. "We will probably have two new consoles and three table games to announce in the near future. It is reported that there is a letup in sales on such devices, but when others begin to lose courage then we push forward with new enterprise and new ideas," Mangan stated.

Mangan expressed the view that the present drop in sales of games is an economic problem, due to the fact that operators were not making enough to buy the new games fast enough. Mills is in a position to help operators meet the problem, he said.

DARK HORSE PRICE RAISE
effective December 15th

While we believed we could offer the new improved model DARK HORSE (now with 7-play "selective") at the same price as the original model, we now find that a price raise is essential in meeting increased costs on certain units and materials used.

But so as to give those, who have already placed orders for this improved model DARK HORSE, the privilege of buying at the original price (operators \$179.50), the same will be maintained until December 15th, 1937. This will apply on all orders so far received and on all orders placed up to that date.

Until Dec. 15th - \$179.50
After Dec. 15th - \$199.50

J. H. KEENEY & CO., Chicago

B 4 "B" SPECIALS B

Dayal Races \$ 3.00	Home Run \$12.50
Scrimmage . . . 3.00	Lights Out. 10.00
Five & Ten. . . 4.00	East & West 27.50
Mad Cap . . . 5.00	Carnival . . 32.50
Tackle . . . 5.00	Outboard . . 32.50
Neck & N'ok 7.50	Grand Stand
Bally Baby. 8.00	(Jennings) .35.00
Elec. Score-board . . 12.50	Paddock (1-Ball Tkt.) 35.00

1/3 Deposit, Balance C. O. D.
 Send for Price List No. 250.

B BESSER NOVELTY CO. B
 4503 Manchester Ave., St. Louis, Mo.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

PREMIUM LEGISLATION

By CHARLES W. DUNN

General Counsel for the Premium Advertising Association of America, Inc.

(Editor's Note—The first installment of this article appeared in *The Billboard* July 3, 1937. In addition to premiums and novelties being of direct interest to the coin-machine trade, the boldly frank method of dealing with the subject of legislation should be a good object lesson to coin-machine trade groups.)

I have recited to you our experience so far in these three States. I might say that back around 1919, I think it was, the State of Wisconsin passed a drastic anti-trading stamp law which wiped out the trading stamp business and also the manufacturers' premium coupons where the coupons and the trading stamps were redeemable for merchandise and not for cash. In 1929, I believe, we proposed and were able to secure the enactment of an amendment to that Wisconsin statute which permitted the manufacturer to issue and redeem directly his own premium coupons provided they were a part of his original package of sale. That amendment we were able to secure, somewhat to our surprise, because of the strong anti-premium sentiment in the Legislature in that State which has always been there.

This year they have a new amendment. They are trying to amend that bill to provide in effect that a manufacturer who enters into a contract with his dealers, fixing a resale price for his product as sanctioned by the so-called State fair trade act, that that dealer shall not issue premium coupons; first the idea of not at all and then finally for cash.

You can see what the effect of that legislation would be and I will discuss these State fair trade acts a little bit later on. In order to have the benefit of using premium coupons in the State of Wisconsin where a manufacturer makes a contract with his dealer fixing a resale price for his product as permitted by the State fair trade act he would have to insert in that contract some sort of a permissive clause. As the bill was first drawn it made no difference whether he had a clause of that sort in his contract or not. The dealer who distributed merchandise subject to such a contract was prohibited from using any premium coupons at all. Then it was finally boiled down to the point

where he could not use premium coupons that were redeemable in cash, the theory being that he would use those coupons or trading stamps redeemable for cash to break down the resale price that he had agreed to abide by in this contract with the manufacturers.

Our Own Proviso

In any event that bill is now in the form where it contains our proviso, exempting entirely from this law the direct issuance and redemption by manufacturers of his own premium coupons for merchandise, which was our original proviso. In that form the bill has been passed by the Assembly and is now before the Senate in the State of Wisconsin. If it is enacted in its present form we are satisfied, but the difficulty is that the chairman of the Senate committee and other influential members of the Senate committee where the bill is now pending are opposed to all premium advertising for one reason or another and they want to see it wiped out. So our fear is that there might be some amendment adopted in the Senate which would qualify the exemption proviso which is now in the bill and which is copied from the 1929 law which we had enacted.

We are very much concerned by the situation in Wisconsin at this moment, not because the bill is not in good form at this time but because of the danger of a qualifying amendment because of this strong opposition to premium advertising by the chairman of the committee in particular, who now has charge of this bill in the Senate. So we don't know how we are going to come out in Wisconsin, but at the moment the situation looks rather satisfactory.

Then there is a bill pending also in the State of Florida which levies a tax upon any premium token which is sold. Therefore it would only apply to such things as trading stamps which are sold to dealers. The bill does not affect the manufacturers' premium coupons which he issues and redeems directly himself. We have employed local counsel in Jacksonville who is watching the bill to see that no amendment shall be made of this bill that will wipe out the manufacturers' premium coupons in the State of Florida. That has always been a bad State because, as you will recall, Florida and Washington are the two States wherein the original anti-trading stamp laws were enacted which were sustained by the United States Supreme Court in the so-called Trading Stamp cases.

In Oregon there was a strong trade effort made this year among the retailers to get up an anti-trading stamp and premium coupon law. That State also along with Washington is a very progressive State in legislative matters and therefore extremely difficult to handle, but we had the fortunate experience of being able to counsel with the retailers before they actually introduced the bill and we were able thru our representatives on the Coast to induce them not to introduce the bill at all. So that adverse law in the State of Oregon was nipped in the bud in the very beginning by contacting its proponents before it was introduced and persuading them that it would not be a fair and just thing to introduce a bill of that sort.

California Situation

Now there is an anti-premium situation that is potentially dangerous that is developing in the State of California. In that State there is a law at the present time which permits freely a manufacturer to issue and redeem himself his own premium coupons but which is intended to regulate the distribution of premium merchandise thru the retailers in certain respects.

Now the retailers in California have become increasingly opposed to what they consider the abuse of the distribution of premiums thru them and that is particularly so in the case of the retail grocers. That feeling in the State of California is becoming a national feeling and is giving me a great deal of concern. The manufacturers have not been wise in their premium plans where they distribute their premiums thru the retailers and they have developed this practice to the point where it has become, so the retailers say, oppressive to them by reason of the different circumstances of the premium distribution plan considered in the aggregate, and they have registered the complaint by resolution thru the National Association of Retail Grocers and thru addresses of their leading officials that something ought to be done legislatively to stop requiring the retailers to handle a lot of premium merchandise against their wish and, as they say, against their best interest.

Of course, that is an entirely different situation from the one presented by the direct issuance and redemption by the manufacturers of their own premium coupons. In any event that complaint has gotten so deep seated that there is now serious talk in California of legislation to control the distribution of premium merchandise thru the retailer and a bill is in the form of being prepared for introduction into the State Legislature.

Fortunately there again we have a very able representative in California who is on friendly terms and in close contact with the retailers' association and he is, so I understand, successfully working with them to develop a type and form of a bill which will not be unfairly oppressive. Just what is going to eventuate out of that situation I don't know, but at the moment it looks as if any resulting bill will be fair. We hope it will be. If it is not we will have to deal with it and it will present a difficult problem, because the retailers are very strong in California and they have a very strong organization and they have been very successful in enacting State legislation. The California Association of Retail Grocers started all of this fair trade act legislation in this country. They started all of the legislation along the line of a State outlawing of rebates and price discrimination, etc. Most of our State trade legislation in this country has originated in California and it is a State that has to be very closely watched accordingly, and, of course, where this legislation is sound it should be encouraged and where it is unsound it must be dealt with to correct it.

Washington Law

We also had a legislative experience in Washington that you should know about.

The Washington Anti-Trading Stamp Law has been the model and standard of all the adverse State legislation in this country since it was enacted in 1913, and because it was sustained by the State of Washington Supreme Court and also by the United States Supreme Court it is always quoted and always used as a standard for this legislation. So we have undertaken in three different sessions to get that law amended to exempt the manufacturers' premium coupon and we have not been successful yet. In our first two efforts we were able to get our amendatory bill, saving the manufacturers' premium coupons, thru one branch of the Legislature, but we failed in the other. This year we retained prominent local counsel in Seattle and we had the collaboration of the newspaper publishers' association in the State, a very strong lineup, and we had rather considerable hope that we would be able to get our amendment thru this year, but the political situation in the Legislature was so involved, it was so mixed up, that we were unsuccessful. If you have had any experience in trying to get an amendment thru to an existing law which will take something out which is in that law and which was prohibited by that law, you will know what a very difficult task it is in the face of the opposition of the proponents of that legislation who are determined to keep the legislation intact.

So we were not successful in that State, altho we made a very hard effort and we spent a great deal of money. And that brings me to the point of saying that this association this year has been required to spend many thousands of dollars in dealing with this matter of State legislation so that if you want to know where your money has gone and how it has been used I want to tell you. I think I am probably correct in saying that we have spent this year in the States outside of our own association organization more probably than we have received in dues from the associate members of this association. So you can readily understand that your contributions to this association are being used effectively to save your business and I may say, if I may say so, successfully up to the present time.

Now that briefly outlines the very difficult legislative year we have had so far since January 1 and which we are still faced with because we have two bad situations, potentially bad situations, three of them—in Oklahoma, Wisconsin and perhaps in Florida—right at this moment.

Federal Laws

Let me say a word about the existing premium law. What is the law in this country today on premiums? Let us take the federal law first. The federal law really breaks down into three parts. There is first the anti-lottery law and there is an anti-lottery law also in every State of the Union. That law prohibits the giving of merchandise by any scheme which involves the element of chance. It is what we call a lottery. The old and typical case of the lottery, of course, is the grab-bag lottery where you put in your hand and pull out some merchandise from a bag and whatever by chance you happen to get your hand on that is yours. That is a sort of primary illustration of a lottery in a common homely sense. Then you have the original sale of lottery tickets which is now going on in many other countries.

The Quaker Oats Company years ago in selling Mother's Oats used to put one of the letters of the word "Mother," in each of the packages of Mother's Oats, but one of the letters was not put in very often so it was all a chance as to whether you would get all of the letters of the word "Mother," but if you happened to be so lucky as to get all those letters in the course of time then you got a valuable prize. This is a lottery. That is something you cannot do under the federal law, that you cannot do under the State laws; whereas, on the other hand, it is not a lottery to have any premium plan or scheme that involves an exercise of judgment or involves an exercise of your intelligence. For example, a scheme where we will say you have to work out some sort of an intellectual problem, such as, "Who can name all of the presidents of the United States?" That sort of illustrates the idea I am driving at. You can have any form of a premium plan where the receipt of the premium depends upon the exercise of your ability, the exercise of your judgment as distinguished from the exercise of pure blind chance or lot. There is nothing objectionable to that. It is being done.

The first part of the federal law on

NOTICE!

Exhibit Supply Company wants operators who are alive to their operating opportunities to write for complete details on the new "FUTURE PLAY"

"TANFORAN"

the world's Biggest, Best and Lowest Priced Console.

Future Play "TANFORAN" opens territory everywhere. Also furnished with Skill Button—Mint Vender—Ticket or Check Payout, etc. Everything you need for successful operation.

Write, Wire or Phone today
EXHIBIT SUPPLY CO.
4222 W. LAKE ST. • CHICAGO

WANTED

COIN-O-MATIC RADIO RIFLES; ROCK-OLA'S TONIX WORLD SERIES AND ROCK-O-BALL JRS.

Any quantity. Must be in good condition and reasonably priced.

NATIONAL CONCESSIONS
3303 Armitage Ave., Chicago, Ill.



PART OF THE BABE KAUFMAN GANG lines up in review. A group of Babe's employees and part of her fleet of cars are shown in the above picture. Babe is sitting on the fender of the car in the center of the picture.

premiums is the anti-lottery law. The second part is the law contained in the Federal Trade Commission Act. That outlaws all unfair methods of competition from interstate commerce and it has been construed, and properly so, to outlaw any premium plan which involves the element of chance or the element of fraud or the element of deception or any other immoral practice which is wrongful. Therefore any manufacturer who makes exaggerated and untruthful representations regarding the value of his premiums or who uses any fraudulent or deceptive scheme whatever in the distribution of premiums is liable to have the whole thing stopped under the federal law as operated by the Federal Trade Commission Act in the exercise of its power under its organic act. So it is a good law and it is cleaning out the wrong in premium advertising.

FTC Complaints

You have seen many complaints by the Federal Trade Commission especially against the pursuit of a lottery plan of the sale of candy, putting a hidden coin in a bar of candy. You never know which bar contains that coin, but if you happen to get the bar that contains it you get a prize. That is a lottery and the Federal Trade Commission has been going its best to prohibit that. So there is a strong federal law which is against the misuse of premium advertising, the fraudulent, deceptive and gambling misuse of premium advertising.

The third law is contained in the so-called Robinson-Patman Act, which is designed to prohibit price discrimination in the sale of merchandise in interstate commerce. I happen to have had considerable to do with the enactment of that law because I am counsel for the Associated Grocery Manufacturers of America and we dealt with it in the very beginning and it contains several amendments which I suggested.

Now the Robinson-Patman Act does not prohibit or deal at all with the direct giving of premiums by a manufacturer to the consumer thru the use of premium tokens or otherwise. It only applies to the giving of premiums by the manufacturer to dealers and then only to the extent where that gift involves an indirect price discrimination which breaks down his offensive to the Robinson-Patman Act. If a manufacturer makes a premium offer to his dealers generally or to the clerks of the dealers generally so that they are all on the same basis then the law will not apply, but where he undertakes to give a premium to some dealers, to some competing dealers and not to others, or to give some premium merchandise to the clerks of some competing dealers and not to others, then the law steps in and he may make out a case of indirect price discrimination under the act, and whether it is a case of price discrimination depends entirely upon the circumstances of each case. So you must keep in mind this Robinson-Patman Act in giving premiums to your dealers.

Gerber & Glass Have Banner Week

CHICAGO, Nov. 13.—"Here's news that is news," declared Max Glass, who with Paul Gerber heads the house of Gerber & Glass here in the Windy City. The news I'm referring to is that in less than one week—in three days to be exact—we have disposed of over one-third of the tremendous amount of stock purchased from Bill Frey just about two weeks ago. As this purchase of machines was the largest in quantity we've ever made, getting rid of one-third of them in three days is no small feat. "There's no secret as to how we did it," Glass continued. "In fact, we are proud to tell the industry that *The Billboard* did it for us. We placed our announcement in the November 13 issue, announcing our big purchase. The issue came out on Tuesday, the 9th, and by Friday 17 orders had been cleared thru our offices which took care of over

one-third of the stock which formerly belonged to Bill Frey in Miami. "There's no doubt that the clean condition of this stock, plus the Gerber & Glass guarantee, have made a hit with the operators who have seen it. The word spread thruout the industry that the machines offered in this sale are real bargains in every sense of the word," Glass continued. "This quality merchandise, available at the low prices, coupled with our advertising in *The Billboard*, are a combination which we know will click with ops thruout the country.

"We are not guessing when we make that statement," Glass concluded. "In fact we made the most careful check possible to determine that those orders we received during the past few days were the direct result of our advertising in *The Billboard*. Long ago we decided to discontinue any further direct mail advertising and to concentrate, instead, on *The Billboard's* readers. The facts which this last ad of ours disclosed plus our own knowledge of the caliber of *The Billboard's* audience, have made us resolve to let *The Billboard* do our selling job for us. We'll get the machines and let the magazine sell them, for we know from experience that it is better equipped to do this task for us than any other means or media in the industry."

Glass then went on to say that while he has been busy taking care of the increased activity up here, Paul Gerber is still enjoying a leisurely life basking on the sands of sunny Florida.

Hotels Agree To House Show Crowd

CHICAGO, Nov. 13.—Headquarters of the National Association of Coin-Operated Machine Manufacturers issues a report that with the continued growth of attendance at the annual coin-machine shows held in Chicago hotel accommodations located within convenient distance of the headquarters hotel have been increasingly difficult to obtain.

This year in order to avoid many of the delays and annoyances which operators, jobbers and distributors have met during recent years at these shows three official hotels have been named in addition to the Hotel Sherman, which is the headquarters hotel.

The other three hotels, the Bismarck, LaSalle and Morrison, are all within two blocks of the Hotel Sherman.

These four hotels have agreed to furnish between 2,000 and 3,000 rooms, which will care for most of the visitors at the 1938 Coin Machine Show.

Each of these hotels has definitely agreed, on all reservations accepted by it, to have a room available on the date of arrival for the person making the reservation. Forms to be used in requesting hotel rooms are being mailed to all operators, jobbers and distributors who attended the 1936 or 1937 shows, and these men are urged to fill out these reservation forms promptly and mail them to the hotel of their first choice.

Milwaukee Assn. Active on Bills

"To the Editor: You will find inclosed copies of certain bills introduced during the last session of the Wisconsin Legislature to tax and otherwise legislate amusement devices, vending machines and kindred endeavors.

"Our association has for years been a militant force in preventing legislation adverse to the coin-operated machine industry. We played an important part in defeating the bills which are herein inclosed.

"We hope that other operators' organizations will follow suit and by taking a determined stand will swing public sentiment to our business.—Michael Klein, counsel, Milwaukee Vending Machine Operators' Association, Milwaukee, Wis."

Editor's Note: Six bills relating to coin-operated machines in Wisconsin were inclosed with the above letter, for which we thank Mr. Klein. The spirit of co-operation shown in the last paragraph of his letter, and the desire that other associations will share information concerning their work, is highly commendable.

There is a marked tendency among all associations to become "closed cor-

★ ★ ★ ★ ★

YES! WE HAVE NO LEMONS!

EVERYONE OF OUR 2,500 USED MACHINES IS A PEACH!
(ADMITTEDLY THE MOST COMPLETE STOCK OF USED MACHINES IN THE EAST)

These Precision Tested Rebuilts Are UNCONDITIONALLY Guaranteed By A REPUTABLE FIRM--which makes a difference!

★ PACES RACES	★ WATLING TREASURIES	★ MANY GOOD 1-BALL
★ BANGTAILS	★ WATLING ROL-A-TOPS	★ AUTOMATICS
★ RAY'S TRACKS	★ JENNINGS CHIEFS	★ COMPLETE STOCK
★ TURF CHAMPS	★ MILLS BLUE FRONTS	★ NOVELTY PIN GAMES
★ TRACK TIMES	★ GALLOPING DOMINOS	★ COUNTER GAMES.

WRITE FOR LOWDOWN PRICES!

We Will Not Be UNDERSOLD on Comparable Used Machine Values!

GEORGE PONSER CO. of PENNA., Inc.

900 N. FRANKLIN (Phone: 2856) PHILADELPHIA, PA.

★ ★ ★ ★ ★

CLEARANCE SALE

Special Close-Out on All Types and Kind of Automatic Payout Games. Make Us Your Offer. and Advise What You Want.

<p>NOVELTY TABLES.</p> <p>Skoopys \$17.50 Skippers 17.50 Double Actions 15.00 Home Runs 15.00 Gottlieb Baseball 15.00 Ricochet 15.00 Equalites 12.50 Makes & Breaks 12.50 Electric 21 12.50 Fire Ball 9.50</p>	<p>Bumpers \$ 9.50 Fire Crackers 8.50 Bolo 3.50 Rack 'Em Up 4.50 Roulette 55.00 1937 Rock-Ola World Series 117.50 Ray's Track 112.50 Shoot-A-Lite 45.00 Pop Master Corn Machine, Like New 50.00 X-Cavator 20.00</p>	<p>9-Column Goretta Cig. Venders \$35.00</p> <p style="text-align: center;">MUSIC.</p> <p>Mills Troubadour \$25.00 1936 Capchart Orchestras 62.50 Mills Dance Masters 85.00 Mills De Luxe Dance Masters 137.50 P-10 Wurlitzers 79.50 P-12 Wurlitzers 102.50</p>
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All Types and Kinds of Slots. Write for Our List. Must Reduce our Stock at Once. 100-Lot Novelty Games, 10 Ball, Will Clean Up for \$200 Each.

MID-WEST NOVELTY SALES CO., 107 N. C St., Muskogee, Okla.

CANDY SALES CARD DEALS

SPECIAL FOR THE HOLIDAYS.

<p>DEAL No. 1—100-Hole Card. Deal consists of 99 Half-Pound Boxes of 2-Layer Assorted Chocolates. 2 1/2-Lb. Gold Chocolate. Bring \$22.00 Cost of Deal Complete \$11.40</p>	<p>DEAL No. 2—100-Hole Card. Deal consists of 2 Very Elaborate 5-Pound Boxes of Hand-Dipped, High-Grade Chocolates. A Real De Luxe Deal. Bring in \$5.25. Cost to You \$2.00</p>	<p>DEAL No. 3—24-Hole Card. From 1 to 39. Every Player receives a 1-Lb. Box of Chocolates. Bring \$9.25. Costs you \$4.25</p>
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These are three Fast Deals—Sure fire money getters. Order Deal by numbers. 25% Deposit with Order, Balance C. O. D.

MARVEL CANDY CO., Inc., 101 WOOSTER ST., NEW YORK CITY

porations" or some kind of secret society, so that it is no wonder the trade is regarded as a bunch of racketeers. Newspapers and reform organizations are fully justified in fighting an industry if its leaders continually try to conceal the activities of even the trade associations in some mysterious cloak of secrecy. Those organizations whose leaders have come out in the open with a constructive program have in many cases obtained a sympathetic consideration from newspapers and officials.

Silver Chief Best Bet, Claims Haley

CHICAGO, Nov. 13.—"The next best thing to being born with a silver spoon in your mouth is to operate the new Jennings Silver Chief," maintains G. F. Haley, of O. D. Jennings & Company. In pointing out the reasons for his enthusiasm Haley stated that this machine has won the favor of all ops who realize that a bright new front always increases play. "That's why Silver Chief has a new chromium front," he said.

"The Silver Chief has more than mere good looks, however," Haley continued. "The improved mechanism guarantees years of operating satisfaction and loaded cash boxes. The new interlocking stop levers and the new heavy duty clock are standard features. Other features include one-unit mechanism, clog-proof escalator, large jacpot with a big reserve plus quiet, easy operation.

"Operators have learned to depend on our machines for dependable quality, for each Silver Chief is subjected to a 'run-in' test and two final inspections to insure complete perfection," Haley concluded. "From the players' viewpoint, it's a knockout, and from the location owner's viewpoint it's the keenest thing ever, and to the operator it means profits galore."

For **BIG LEGAL PROFITS**

It's the **Imperial**

BILLIARD TABLE

WRITE FOR CIRCULAR TODAY!

BIRMINGHAM VENDING CO.
2117 THIRD AVE. NORTH, BIRMINGHAM, ALA.

NOTICE! WARNING!

M. RAY JAMES

Formerly, Manager of the McCall Novelty Co., is no longer in our employ, and will take this method of publicly stating we will no longer be responsible for any debts or contracts made by him.

A. McCALL, President.

McCALL NOVELTY CO.

TURKEY PUSH CARDS

OUR PRICES THE LOWEST.

60-Hole PUSH CARD, Each	2c
75-Hole PUSH CARD, Each	3c
100-Hole PUSH CARD, Each	4c

With Turkey Seal.
Send for Illustrated Catalog. More than 700 Xmas Specials and Holiday Goods.

BENGOR PRODUCTS CO.
878 Broadway, New York City.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

WERTS NEW JAR-O-SMILES GUESS NUMBER



NO GUESSING ABOUT PROFITS WITH THIS NEW TICKET JAR DEAL

Werts Now, "Guess Number" Jack Pot Jar Deal has everything it "takes" to make a real "cleaning". A fascinating, exciting new deal that attracts big attention on every location.

48 SEAL JACK POT CARD Pays \$1 to \$10 and 2-\$10 Jack Pots \$50 GUESS NUMBER PRIZE

In addition to the regular play there are 12 tickets receiving one guess each on the Guess No. Jack Pot. The player guessing the correct number under the seal receives the Guess Number Prize which we recommend at \$50.00. Guess numbers under seal from 000 to 999.

NEW EXCLUSIVE OPERATORS' PLAN!

Jar-O-Smiles GUESS NUMBER is manufactured exclusively for operators. On our new plan, it will be sold to only one operator in each county. Here's your opportunity to "clean-up"! Introduce this new deal now knowing you are fully protected on repeats. Get the details quick! While territory is open.

2280 TICKETS—109 WINNERS! TAKE—PAYOUT—PROFIT

WRITE TODAY for full details about GUESS NUMBER and other new WERTS Ticket Jar Deals on our new Exclusive Operator's Plan. Attractive big profit discounts. Send NOW!

2280 Tickets at 5c takes in	\$114.00
Total Payout (Average)	83.00
PROFIT per Deal (Average)	\$ 31.00

Another Winner by the Originators of Ticket Jar Deals.

WERTS NOVELTY CO., Inc., Dept. BB-11A MUNCIE, IND.

Oomens Celebrate Pair of Events

CHICAGO, Nov. 13.—Walter Oomens and "all his boys" stopped work long enough this past week to have a wedding in the family and, incidentally, to celebrate the fourth anniversary as a Rock-Ola operator.

Oomens started business from his home with 10 phonographs. Today he is operating over 300 and has committed himself to more this coming year. In the early days, with his phonographs going out to an increasing number of locations, Mr. Oomens hardly had time to catch "40 winks." So with five fine fellows just "itching" to help dad, he put them to work. Oomens said, on a recent visit to the Rock-Ola factory, that he is general manager of Walter Oomens & Sons; Andy, the eldest, is road manager, with Larry, Peter and Jack as service, collection and record men. John, who was the proud bridegroom, is tabbed "trouble shooter"—fitting into any situation. Walter Oomens' daughter, Minnie, adds the feminine touch to the office.

Mr. Oomens doesn't solicit locations. On the contrary, he's selective about where he places his phonographs. Once in a location, tho, he steps right in to help iron out any difficulties that may stand in the way of gratifying returns. In discussing the Rock-Ola phonograph, Mr. Oomens said: "We don't get many calls to service Rock-Ola. My boys are pretty much collectors and record men now." The Oomens call on every location thruout the city of Chicago every week and make a complete change of records. The music tastes of people differ with each district, he said. A typically cosmopolitan section wants popular American swing bands, while a German section wants a 50-50 recording of the popular music plus a good sprinkling of their own native music. And Walter Oomens can fill their orders, for he maintains a circulating library of approximately 10,000 records. "We give every location good honest service," concluded Oomens. "We give them a good product too. It all pays us back in better business."

Gerber Develops Monster Machine

CHICAGO, Nov. 13.—A unique idea of applying a coin chute to an industrial

machine provided some unusual entertainment for delegates to an advertising convention at the Sherman Hotel here early this week. Lobby floor space was at a premium during the convention and display space was sought for a modern tractor made by the Gourd Motor Company of Detroit. Gerber's Game Room occupies a prominent place in the hotel lobby, with several of the very latest amusement games. During big conventions when extra space is needed, Gerber sometimes is asked to remove his games for the duration of the convention.

But Gerber, known to the industry as "Potash" of the Gerber & Glass firm, used his ingenuity for fabricating new ideas and soon had a plan for converting the Gourdson tractor into a coin-operated machine of the highest order. A coin chute operating on a dime was attached to the throttle, the tool box was converted into a cash box, a timer installed on the motor and an auto radio connected to the timer. Advertising signs were changed to exploit the "greatest coin-operated machine of the age," and the monster thing was ready for entertaining customers. Upon the deposit of a dime the tractor puffed for two minutes and the radio also automatically turned on during the same time.

Conventioners were so attracted by the novelty that it was kept in constant play, while streams of dimes rolled into the cash box. It is understood that the Gourd Motor Company heard of the innovation and considers using a coin-operated tractor at all future conventions.

Novelty Glassware Is Salesboard Hit

CHICAGO, Nov. 13.—Peek-a-Boos have been introduced by H. Fishlove & Company as a new hit for salesboards. According to officials, they are regular highball-size glasses bearing a neat illustration of a girl in a colorful costume. Turn the glass around and the costume disappears, leaving her... ? Then peek thru the liquid and see what happens. They're enough to put a kick in any drink... ask anyone who's seen them at the jobbers. They come six assorted in an attractive display box. They're priced very low, too, so you can make a good profit.



ARCHIE LA BEAU
1946 University Ave.,

RECONDITIONED GUARANTEED

HEAVY WEIGHT	\$40.00	HI DE HO	\$30.00
LITE-A-PAIR	25.00	PREVIEW	45.00
TRAP-LITE	35.00	SANTA ANITA	40.00
MAZUMA	30.00	PAMCO CHASE	25.00
ONE BETTER	22.50	BELMONT	25.00
CLASSIC	72.50	QUEEN MA	25.00
CASH	42.50	PAGES RACES	125.00
PADDOCKS	45.00	JOCKEY CLUB, Exh.	75.00
SPRINGTIMES	37.50	MULTIPLE DAILY RACES	20.00
BUMP-A-LITE	37.50	1937 ROCK-OLA	80.00
WHEEL OF FORTUNE	30.00	RHYTHM KING, 12.	175.00
TEN STRIKE	17.50	SEEBURG SELEOTO.	
FLICKER	22.00	PHONE	75.00

1/3 Deposit With Order, Balance O. O. D.

La Beau Novelty Sales Co

"HOUSE OF QUALITY" ST. PAUL, MINN.

SAIL ALONG WITH THE MAYFLOWER

ORIGINAL CRATES		Halahah	\$10.00	Rockota No. 2	\$127.50
Classic	\$50.00	Roundup	10.00	Mills Dance Master	49.50
Foto Finish	69.50	Mazuma	20.00	CONSOLES	
Arlington	79.50	Turf Champ	37.50	De Luxe Ball	\$ 67.50
Racing Form	69.50	Merchant Man Digger	\$30.00	Jannings Derby	90.00
Latonla	59.50	Erle Digger	40.00	Galloping Domino	130.00
				Chuckleto	70.00
USED GAMES				Doodle	80.00
Classic	\$35.00			Teaser	79.50
Phantom	30.00			Favorite	109.50
Osom	25.00			Silver Ball	130.00
Springtime	25.00			Bank Talk	130.00
Bump-A-Lite	25.00			Track Odds	190.00
Royal Race	25.00			They're Off (New)	39.50
Beat 'Em (Multiple)	30.00				
Preview	27.50				
Spot Lite	25.00				
Hi De Ho	15.00				
Lite-A-Par	20.00				
Ten Strike	15.00				
Pamco Chase	10.00				
Pamco Parlay	10.00				
Bally Derby	10.00				
Credit	10.00				

MAYFLOWER NOVELTY CO., Inc., 1507 University Ave., (Nestor 7284) ST. PAUL, MINN.

THE NEW 1938 LITTLE NUT TYPE C.



Classiest on the market, mirror polished aluminum, baked on cracked satin finish. This vendor is better looking, better balanced, better constructed, better workmanship, better money earner and a better bet than anything offered at double the money. Sample with 3-LB Bowl, \$3.50; 5-LB Bowl, 50c extra. Parcel Post 50c. If you are not satisfied with this vendor you may return it anytime within 10 days. Write us for quantity prices. Reference R. G. DUN, LITTLE NUT VENDOR CO., Lansing, Mich.

Robbins' New 2-in-1 Ready for Market

BROOKLYN, Nov. 15.—D. Robbins & Company, Brooklyn, inform that their new model 2-in-1 Vender is now in production and ready for immediate shipment.

In line with their policy of paying attention to operators' suggestions for improving their machine, the 1938 model will be equipped with two side glasses in aluminum frames, in addition to the two front glasses. This will give the merchandise better display and should result in greater sales.

Dave Robbins says that advance orders for the new 2-in-1 Vender are satisfactory. "More and more game operators are adding 2-in-1 Venders to their routes," says Robbins, "because of the steady income provided by the machine." The machine will vend over 20 different items, including pistachio nuts, salted peanuts, toy and candy and ball gum.



J. V. ROYCE, who heads the phonograph sales department of Mills Novelty Company.

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

"Marble Device Ballyhoo"

(An editorial reprinted from The Indianapolis Star, October 29, 1937)

A member of the city council has revived the discussion of marble machines, demanding an official probe to determine their legality. Councilman Edward R. Keating is seeking the right answer to the question whether a marble machine is an innocent amusement feature or a gambling agency. Attention to the machines was called by raids, followed by mysterious removal of the devices. They are said to have returned recently when it seemed generally understood that the "war is over."

Perhaps it also is time to cease the perennial agitation over operation of these marble machines. Some of them unquestionably are used for gambling, small sums. The majority perhaps sup-

ply harmless diversion. There is no reason for wholesale condemnation of the machines, which can be made the medium for innocent entertainment or illegal uses as the proprietor or customers prefer. A marble machine need not necessarily be condemned per se any more than a deck of cards.

Some civic groups have complained that children spent their lunch money on marble machines. A number probably did. The situation in that respect, however, was scarcely alarming. If the youngster diverted the lunch budget to the marble game he probably would invest occasionally in candy, sodas or other articles.

The police should have no trouble discriminating between harmless diversions and organized gambling. But surely it is time to cease the hue and cry being raised against machines that in themselves offer little that is objectionable.

WONDERFUL OPPORTUNITY

FOR INVESTOR WITH \$15,000. New Product and Profit-Sharing Plan ready for market. Patents, Trade-Mark and Copyrights filed. Investment can be retired in 8-month period. Will pay \$1.00 bonus on every unit sold after investment is returned. National Distribution assured. Sale of 800 units will retire your investment. Orders assured now. SOL BROWN, 288 Weequahic Avenue, Newark, N. J.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

AMERICAN SALES CORPORATION
CHICAGO, ILL.
950 WRIGHTWOOD AVE.,
OPERATORS!

YOU PROFIT MOST when you keep your locations supplied with games that have proved their worth. Hundreds of successful operators have found our Extended Credit Plan just what the doctor ordered. YOU CAN'T GO WRONG!

WRITE FOR CREDIT!
Lee S. Jones

P. S.—Let's talk turkey. It's Thanksgiving time!

Miami Grand Jury in the Middle On Muddled Gambling Situation

MIAMI, Nov. 13.—A recent Grand Jury report on gambling has caused quite a stir here.

It seems that a lot of people are touchy on the subject of gambling since the State-wide crusade that resulted in the Legislature passing an anti-slot machine act which put an end to the slot machine license law of 1935.

In the crusade against the slot machine license law there was a case of strange bedfellows all fighting anything that bore the name slot. Churches, civic groups, newspapers, bolita proprietors, bookies and pari-mutuel interests were all joined together in a fight against a statute that legalized slots. It was a grand fight. The bolita, bookie and pari-mutuel interests took care of much of the lobbying and of the personal work, while the churches, civic groups and newspapers carried on the public fanfare.

All that can be said for the crusade is that churches, civic groups and reputable newspapers threw their moral support to big gambling interests and thus disgraced whatever worthy motives they may have had. It is one of the clearest cases of how churches and other sincere people can be hoodwinked that have happened in recent years.

With this terrible background of misguided effort, the recent Grand Jury met to investigate charges of wide-open gambling in Dade County. The jurors were faced with the fact that pari-mutuels are legal in Florida and hence could easily recognize that underneath the whole affair was the competition of big gambling interests against small gamblers. It would naturally be difficult for a jury to strike viciously at small gamblers and at the same time say nothing about big-time gambling.

So when the report was made there

was a big outcry from the churches, civic leaders and others who had engaged in the slot machine crusade. Public officials were put on the spot in trying to decide where the most votes lay.

The *Miami Herald*, having changed ownership since joining in the "holy crusade" against slots with Moe Annenberg's publications, suggested editorially that the Grand Jury made about as fair a report as it could make under the circumstances.

Here is the report on gambling as a matter of record:

"This Grand Jury was requested by the local daily newspapers; thru their editorial and news columns, to make investigation of gambling conditions. After listening to the witnesses appearing before this body the Grand Jury was of the opinion that the county solicitor, who has charge of prosecuting criminal offenses of this kind, was duly performing his duty in all cases that had been brought to his attention.

"When given referendum on pari-mutuel systems the voters of Dade County were promised that legalization of this phase of gambling would prevent illegal gambling in all of its other phases. This promise has never been anywhere near fulfilled.

"This Grand Jury does not attempt to assay the will of the people.

"It does know that gambling is rampant and wide open and certainly a great part of it cannot be justified by any citizen as being a resort community attraction or in any way conducive to the expansion of tourist trade. The operators of gambling are becoming bolder, and when assured that they have no interference from the law will inevitably get into fatal contests for control of the 'racket.' In other words, 'gang warfare' and murder can only grow out of the illegal operation, as well as vicious political connections develop.

"It will take years of progressive work to suppress even a substantial portion of gambling in Dade County. Entire suppression is problematical.

"It is this body's belief that the 'bolita racket' should be suppressed with all the vigor that law enforcement can produce.

"It is questionable, in our opinion, that the 'bookie racket' is an attraction as a tourist recreation in the face of legal betting available at the tracks. We do not believe that very many bona fide tourists will stay away from Miami if a 'bookie joint' is not available within a half block.

"Night gambling in a lot of small 'joints' is far from being high-class entertainment. Perhaps it may be the opinion of the majority of the citizens of Dade County to favor a higher class licensed casino operation. We are not venturing to express the will of the people.

"We do believe that progressive enforcement of laws against gambling should begin with co-operation of State authorities. An investigator in the gambling operations is useful only for a short time. With this in mind it is our belief that aid can be secured from the State authorities that would be useful in obtaining investigators from without the county for short periods.

"Private citizens also can actually aid enforcement officers to a great extent if they wish to see suppression of gambling by volunteer testimony done in an intelligent manner. This can only be done by understanding from the enforcement and prosecution officers what is required.

HOTTEST SENSATION TODAY!



NEW HIT! — FOR PREMIUMS! GIFTS! SALESBOARDS! ETC.! ETC.!



▲ FRONT VIEW
BACK VIEW ▶



MAKE YOUR OWN DEALS

Sell Peek-A-Boos any way you choose. BIG profits and fast sales await you. Sell as Gifts, Souvenirs, Premiums; to Bars. Make your own Salesboard Deals.

PRICES: No. D841—Peek-A-Boos Glasses, Set of 6 assorted to beautiful display box. Single Sets, \$1.30; Dozen Lots, per Set, \$1.20; Gross Lots, per Set, \$1.10. Packed, if desired, in individual corrugated shipping boxes. 5c extra per Set. Sample Set, \$1.35, by express collect. TERMS: F. O. B. Chicago, 1/3 Cash, Balance C. O. D. Cash in advance saves fees.

SIX DIFFERENT SUBJECTS



\$1.10
SET OF 6 GLASSES

AT YOUR JOBBER OR ORDER DIRECT
WHOLESALE! PREMIUM JOBBERS! SALESBOARD JOBBERS—WRITE FOR CONFIDENTIAL QUANTITY PRICES

H. FISHLOVE & CO.

Since 1915 Manufacturers of Novelties That Amuse
1430 N. ORLEANS ST., CHICAGO, ILL.

FOR CLOSED TERRITORIES

- Ballyrolls \$39.50
- Bowlettes 47.50
- Keeney Targettes 99.50
- Flying Duck Targets 59.50
- All-American
- Baseball Games 65.00

All the above legal games are in good mechanical shape and appearance.
Wire your order and deposit for immediate shipment.

AUTOMATIC AMUSEMENT CO.
628 Madison Ave., Memphis, Tenn.

FREE! 1938 WHOLESALE CATALOG



Has 260 pages of World-Wide Bargains, 4,000 selections, 15 selling plans, new creations, outstanding values — at rock-bottom wholesale prices. This catalog is FREE. Send for a copy Today.

SPORS CO.,
11-37 Erie St.,
Le Center, Minn.

SAY YOU SAW IT IN
THE BILLBOARD



BRAND NEW FRUIT CAKE DEAL

100-Hole Card Takes in.. \$9.50
Cost Each Complete Deal... 3.25

Your Profit.....\$6.25
10-Deal Price

5 Complete Deals...\$3.50 Each
Sample Deal 3.75 Each

Easily a \$6.00 Value

This 3-lb. Fruit Cake is baked by a nationally famous bakery with generous portions of Figs, Cherries; Honey, Raisins, Pecans and Pineapple—A REAL TREAT. Displayed in high-quality tripe-plate chromium nut bowl with cracker packed in individual cartons for shipping. \$2.00 Deposit with Order, Balance C. O. D., F. O. B. Kansas City. Shipments made same day orders are received.

ROMO SALES CO., 1102 Broadway, Kansas City, Mo.

"There is no doubt that city authorities can do effective work.

"We believe that the enforcement officers will have their hands full trying to eliminate the more vicious forms of gambling before the next Legislature convenes.

"At the next Legislature it is our recommendation that acts allowing referendum be enacted—not legislation requiring recall—to determine the will of the people once and for all as to whether legalized gambling is favored by the majority of the people."

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

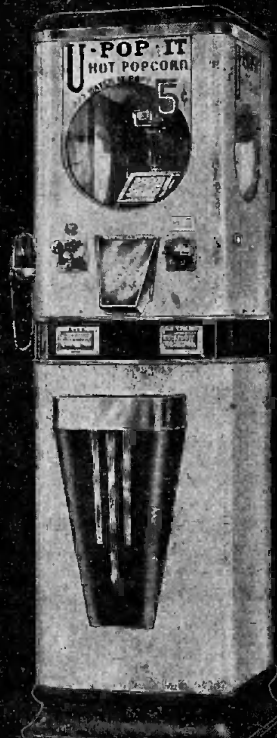
It Helps You, the Paper and Advertisers to Mention The Billboard.

NOW

IS THE TIME TO PLACE YOUR ORDERS

for

U-POP-IT



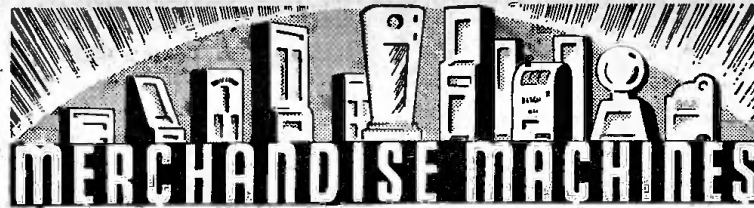
PATENTS PENDING

U-POP-IT IS . . .
the one and only thoroughly perfected automatic corn-popping and vending machine!

PRECISION-BUILT
to stand up and deliver years of profitable service in thousands of locations.

FULLY GUARANTEED
against all hidden defects, a product of DAVAL, backed by 29 years of successful manufacturing and business experience—plus fair dealing.

RANEL, INCORPORATED
315-325 N. Hoyne Ave., CHICAGO
Affiliated with DAVAL MFG. CO.
SOLD ONLY TO OPERATORS THROUGH DISTRIBUTORS



Detroit Firms Expect Pickup

DETROIT, Nov. 13.—Continued pickup in business in the vending machine field in this territory is indicated by conversations with various manufacturers of venders this week. While individual operators have reported a slight drop in business, all are viewing this as local and temporary, chiefly due to the lull in trade that always precedes the automobile shows here when the major factories as well as parts plants suspend activities until the new models are ready to go into production.

Typical report was made this week by the Venter Corporation, vending manufacturer. They showed a steady pickup in business, indicating that trade is expected to grow slowly from the long-range point of view, with vending machines getting their full share of business.

Swede Inventor of New Change-Maker

WASHINGTON, Nov. 13.—An automatic change-making machine is the recent invention of a Swedish engineer, according to an item in the recent bulletin of the Swedish International Press Bureau as reported by Thomas Burke, chief of the Specialties Division of the Bureau of Foreign and Domestic Commerce. The item ran as follows:

"A Swedish engineer has invented an automatic machine which gives change when the coin inserted is higher than needed for the article delivered. Machines of similar type have been constructed before, but this is said to operate on entirely new principles.

"At present a machine is installed at the Stockholm railway station for the delivery of platform tickets. These tickets cost 10 ore and with the new machine there is no need to seek the exact coin, for anything up to one krona may be inserted, the machine delivering the required ticket and also the correct

change. Thru a simple operation by the purchaser more than one ticket can be obtained if wanted.

"The inventor stated in an interview that his device works perfectly also with odd prices and it can be adapted for any system of coinage and for any size of coin. It is not confined to the decimal system and can, for instance, easily be made for English shillings and pence.

"So sensitive is the mechanism that it can detect counterfeit coins. If there should happen to be an epidemic of persons attempting to pass counterfeit money a device can be added which will give the alarm whenever a wrong coin is inserted and at the same time photograph the offender. The railway administration, it is stated, is considering introducing the machine for the sale of local tickets for which the price is under two kronor."

Cig Operator Speaks Against Overcrowding

DETROIT, Nov. 13.—"The cigaret business today is not as good as I'd like to see it," Abraham Bello, proprietor of the Cigaret Company, said this week. "The one difficulty is that competition is too keen and there are consequently conditions of overcrowding of locations.

"There is little the operator can do about it. The individual operator can only select his locations carefully. Too many operators are trying to undercut those in existing locations and get the business at any cost.

"The town is already pretty well covered and there are so many new men coming into the business that the only way they can get locations is by taking them away from someone else. It is largely these newer inexperienced operators who are causing the trouble."

Bello and Morris Nerenberg are now the sole owners of the Vendo Company, with the withdrawal of Daniel Levin from the business.

Trade Approves Advance Register

CHICAGO, Nov. 13.—An official bulletin of the National Association of Coin-Operated Machine Manufacturers says that the approval of operators, jobbers and distributors on the method of advance registration used at the last coin machine show has resulted in a decision by the 1938 show committee to use practically the same plan for advance registration and admission this year.

Season badges which will admit the person registered at any time during the show will be prepared and ready at the time of his arrival at the Hotel Sherman for each properly qualified operator, jobber and distributor who sends in the official advance registration form with suitable identification.

Announcement comes from the NACOMM office that these forms will be mailed within the next few days to all who were registered at the 1936 and 1937 coin machine shows, and these forms are to be filled out and returned immediately, as none will be honored if received after January 1, 1938.

Any persons registering after that date will be charged the regular price of \$1.00 for a season badge. All communications with reference to advance registration should be addressed to NACOMM, 120 S. LaSalle Street, Chicago.



AL DOUGLIS (right) and Ben Kulick, Daval Manufacturing Company, pose with the U-Pop-It popcorn vending machine recently introduced by Ranel, Inc., a Daval affiliate.

SALES MAN!

A good smart salesman can earn \$10,000 a year with our sensational fast selling low priced Vending Machine deal for the famous 1c Hershey Bar.
Address: SALES-MANAGER, Box 285, Minneapolis, Minn.

5/8" BALL GUM
ASSORTED—FACTORY FRESH
\$10.95 Per Case
10,000 Balls
TRANSPORTATION PAID

CASH WITH ORDER, NO C.O.D.

PEANUT & GUM VENDING MACHINES

NEW, DIRECT FROM FACTORY
Only **\$2.40** and up
Over 60,000 Sold
Write for Full Information Today

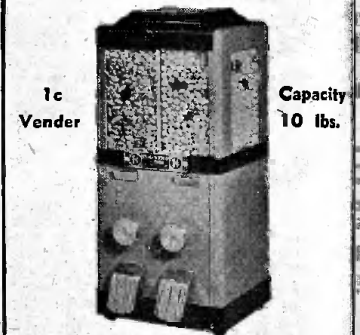
ROY TORR

2047A-So. 68th Street, Philadelphia, Pa.

DUO-VEND

THE OPERATORS' CHOICE

2—Compartments—Will vend all kinds of nuts and candies together with toy-mix. Removable merchandise compartment. Finished in a beautiful red with black trim.



Size—18" High—7" x 8"
Rejects Tax Tokens.
Shipping Weight 24 Lbs.
PRICE ON APPLICATION.

DUO-VEND SERVICE CORPORATION
85 East Wacker Drive, CHICAGO.

SELL MORE with SEL-MOR

THE GREATEST TOY VENDOR MADE!
Designed especially for TOYS, CHARMS!
Make yourself Big, Steady, Year-round PROFIT. Install a route of SEL-MOR 1c VENDORS!



SEL-MOR 1c VENDORS! SEL-MORs out-pull all others. Crisp, Chinese Red Baked Enamel Base, tamper-proof lock, chromium trimmings. 5 lb. capacity.

VENDS EVERYTHING
Nuts, Hard Candy, Toys, Saws—buy from our Factory! Guaranteed 5 years. Start YOUR SEL-MOR route NOW!

ONLY **\$6.25**
F. O. B. Kansas City. Less in quantities. Dep. Balance O. O. D.
STAR MFG. & SALES CO.
3911 Wayne Ave., Kansas City, Mo.

LUCKY BOY

Only **\$5.95**
World's Lowest Priced 5-Lb. 1c Vender. Vends Toys, Salted Nuts, Candies, Etc. Money Back Guarantee. 1/3 Deposit. Balance C. O. D.

KY. GUM CO.
3406 Garland Ave. Louisville, Ky.

Detroit

DETROIT, Nov. 13.—Russel E. Anger, superintendent of the American Dispensing Company, which manufactures a hand-soap vender, reports a rushing business at the plant here.

New local operating company was reported this week. J. Paris & Sons' Tobacco Company purchased a battery of cigaret venders from Weldman National Sales Company. The new firm operates from a downtown location on Michigan avenue.

Richard Griffin, who operates as the Midwest Amusement Company, has established permanent headquarters for his company at 2136 Putnam avenue. Griffin operates extensive routes of machines extending as far up-State as Owosso, Mich.

Ellsworth Farnham, who formerly operated a route of International machines here, has disposed of his routes and moved to Jackson, Mich., where he is engaged in another line of business. Farnham was practically born into the vending biz. as his father formerly operated a route of venders in Cleveland and now operates a gas station in Detroit, plus a salesboard and premium business on the side.

New Orleans

NEW ORLEANS, Nov. 13.—Operators visiting the city to buy new equipment in preparation for the winter season report better business thruout the "open" areas, especially in North and West Louisiana, where dozens of new oil wells are adding to the wealth of the communities and marketing of cotton, rice and sugar crops increases circulation of ready money. Lake Charles, Crowley, Franklin, Lafayette, Monroe and the Rodessa and Lisbon oil field cities all report larger patronage.

As usual the office and display rooms of the Dixie Coin Machine Company were the mecca during the week for dozens of out-of-town guests who came in to see the Bally, Mills, Chicago and Keeney exhibits and to add on a few machines for the bigger winter season.

In two weeks New Orleans' winter season will officially begin with the Turkey Day opening at the Fair Grounds, where purses have been increased \$100,000 this year. Already all hotels of the city are filled up far into the new year and the Association of Commerce is opening up new departments to take care of the overflow of winter visitors. Word is that pin games will be back by that time and operators are generally on edge waiting for the take-off. With Tulane Stadium capacity increased 15,000 seats this year, the New Year's Day Sugar Bowl game is already completely sold out.

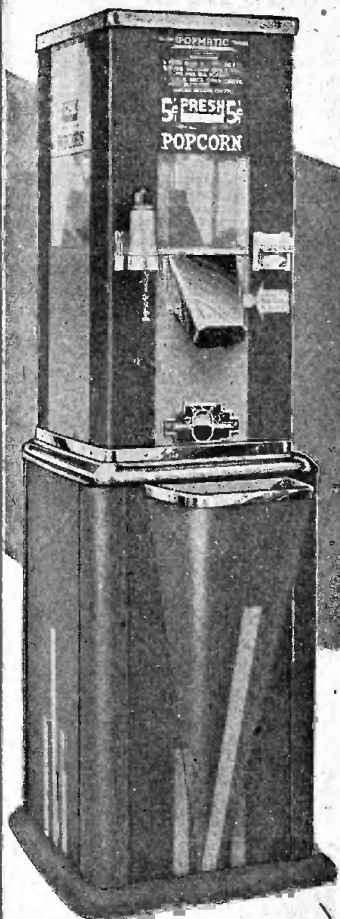
Clarence Saunders, former Piggly Wiggly operator, is planning to open several new coin-operated Keedoozle stores in Louisiana, Texas and Chicago, it was announced from reliable sources here this week.

"Keedoozle is a high-speed store and compared with the slow method of having clerks wait on patrons," Saunders says, "we're like a streak of lightning. This system of mine is eventually going to electrocute the chain stores and put out of business the old and slower methods of selling people the things they want. Our units will cost \$14,000 a store and we intend to start in the Lone Star State, where J. Weingarten, of Houston, is our State franchise holder. From there we intend to sweep out north and east as far as New England."

J. E. Gully, tax collector of Mississippi, has given the right to all sheriffs of the State to allow continued operations of slots and pin games but "insists that all operators must pay the license taxes, for privileges." The State has placed a tax on machines ranging from \$100 to a maximum of \$900, depending on locations and delinquency in payment of the license by the operator. In instances where a 5-cent machine tax is behind, the operator is to be assessed about \$150, Gully said. Penalties by operators on the Gulf Coast area of the State in 18 months have aggregated \$34,000, he said.

Frank Alessi, owner of a 32-foot yacht, one of the finest in Southern waters, is backing a habit of taking a group of Carondelet street operators out each week-end for fishing trips. On last Sunday a trio of ops returned with more than 100 speckled trout and reds.

**NEW
YES!
but 3
years old
and
FULLY
PATENTED**



5147 NATURAL BRIDGE AVE.
ST. LOUIS, MO

No need to
INVESTIGATE
if you **INVEST** in
POPMATIC

Trade Mark Registered U S Pat. Off

**FIRST AND BEST . . .
LEADER AND PIONEER**

POPMATIC is not an imitation - it's the **original** automatic corn popper and vending machine - the result of more than three years of development and testing . .

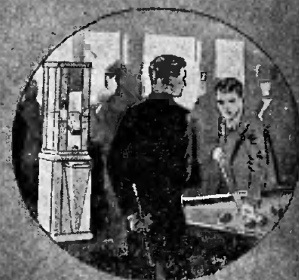
Fully patented features housed in an attractive modernistically designed cabinet - insure simplified, positive operation . . . POPMATIC is past the experimental stage - it is proving profitable in hundreds of locations. . . . POPMATIC offers a steady, legitimate business for someone in every town in the United States. Write, wire or phone **today** for details and prices!



Typical locations include:
Taverns, Theatre Lobbies



Drug Stores, City Garages, Railway Stations, Bus Stations



Tring Stations, Dance Halls, Pool Rooms, Skating Rinks

POPMATIC MANUFACTURING CO.

Seeburg Op Scores By Showing the Way

CHICAGO, Nov. 13.—“Our recent comments on merchandising ideas in music operation have roused considerable interest among the nation's music men,” reports H. T. Roberts, sales manager for the J. P. Seeburg Corporation. “Numerous suggestions have been received,” continued Roberts, “but one in particular remains in my mind because it is highly fundamental in good operating. The operator who told me about this is unusually successful in a territory where competition is keen and he attributes that success to a basic merchandising principle.

“As he explained, ‘I have been operating Seeburg instruments for several years. Whenever I bring one of these machines into a location the owner is properly impressed with its importance to him by the careful way in which it is handled. A good deal of thought is given to the placing of the phonograph. I tell my service men to be sure to spot it where it is not only prominent but so that it harmonizes as well as possible with the interior arrangement.

“This immediately puts across the idea that a Seeburg phonograph is not only a commercial asset but a fine piece of decorative furniture that adds to the appearance of his location,” he continued. “On subsequent calls the service men carefully dust and rub the machine with a soft cloth. Glass is polished inside and out, and any chrome or nickel-plated parts are also polished. This regular care at first eventually becomes unnecessary because after several calls the location owner gives the exterior of the instrument the same care we have been giving it. Better, in fact, because where we call but once or twice weekly he gives it a going over every day.

“That principle of teaching by showing gives me a route of clean, shining instruments that attract as strongly and profitably as they did on the first day of operation,” he concluded. “When you tie up the natural beauty and fine performance of Seeburg instruments with location owners' pride in them, then you have a profitable music operating business.”

Rigdon Wurlitzer's Missouri Manager

ST. LOUIS, Nov. 13.—Ralph E. Rigdon, veteran coin machine man, has been appointed district manager for the Rudolph Wurlitzer Company in Eastern Missouri and Southern Illinois. He fills the position left vacant by the recent resignation of Walter Gummerschimer, who recently was appointed general sales manager of Pop-o-Matic Manufacturing Company, St. Louis.

Commenting on the change, Homer E. Capehart, Wurlitzer vice-president, said: “We are happy to see our people progress. I take a lot of pride and joy in

Sheet-Music Leaders

(Week Ending November 13)

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

Position	Title
1	1. Vienl, Vienl
2	2. You Can't Stop Me From Dreaming
3	3. Harbor Lights
4	4. The One Rose
5	5. Remember Me?
7	6. Roses in December
9	7. Blossoms on Broadway
11	8. Once in a While
6	9. That Old Feeling
8	10. Moon Got in My Eyes
12	11. So Many Memories
13	12. Josephine
10	13. My Cabin of Dreams
..	14. I Still Love To Kiss You Goodnight
14	15. Can I Forget You?



EXACTLY 300,000 electrified farms, or one-fourth of the nation's total, are expected to be found within the boundaries of Pennsylvania, Ohio and Michigan by the end of 1937. This information, coupled with the fact that the number of wired homes has increased steadily this year due to bumper crops in most of the rural areas of the nation, means that more prospective locations are opening up all the time for phono ops in the sticks. With nickels and dimes once more jingling the song of prosperity in the pockets of the farmer boys, “courtin’” no longer means sitting behind the haystack and gazing at the moon—no, sir; it means “swinging it” at the nearest tavern to the toe-tingling tunes of the nation's best bands as played on a brand-new phono!

S. J., of Pennsylvania, inquires why there never seems to be any news from operators of music machines in European countries. The answer is a simple one: The small matter of a 60 per cent tariff stands in the way of a profitable export biz to most countries. This, of course, ups the price on new phonos to almost prohibitive levels.

From one old head in the biz comes this tip: “Drop in on prospective locations in the evening when business at the spot should be at its height. Of course, you won't have a chance to do much selling. You can observe, however, how well patronized the place is and judge whether or not it will be worth your while to install one of your phonos. Placing a phono on location only to find the spot to be a “lemon” costs a lot of money that need not be spent if the operator uses a mite of foresight to investigate potential earnings before the location owner is contacted.

With pop-corn machines leading the vending machine parade and *The Pop-Corn Man* predicted to be a coming hit on the discs, we wonder what shrewd op will be the first to sell a location owner who has both vender and phono on location on the idea of tossing some nickels into the coin chute to play the disc and promote the sale of the corn.

Things we sometimes wonder about: Why can't some operators who make a practice of chiseling locations by offering greater commissions realize they are only digging their own grave by such tactics? Inevitably, the location owner will play one op against the other until neither can make a single buffalo out of the spot in a month of Sundays. . . . Why don't some ops—and location owners as well—realize that we are living in a “sanitary age”? People have been educated to take an instinctive dislike to anything dirty or soiled whether it be a dusty phono, an unkempt service man, etc. . . . Where some ops get the idea that all they need do is place a phono on location and the nickels will start popping into the coin box? Music must be merchandised to the public the same as any other commodity. Make your “music” easy to buy by placing your phono in the right spot inside the right location; then, by means of signs, framed programs or any other means you choose, make sure every patron who steps in the location can't help knowing what discs can be played; in short, do everything possible to arouse the desire of patrons to “buy” your music—then watch your profits soar!

MAYNARD REUTER.

the fact that the Pop-o-Matic company picked a Wurlitzer man as its general sales manager. We wish Walter a lot of success, which he really deserves.”

Rigdon has been successfully identified with the coin machine industry for many years. Joining the Wurlitzer organization two years ago, he rapidly won many friends. In June of this year he was made branch manager of Wurlitzer's Chicago office. He has established headquarters in the Branscome Hotel here.

Wurlitzer company plans to continue with the Wal-Bli Novelty Company as distributor in St. Louis.

Reynolds Attends Simplex Openings

DALLAS, Tex., Nov. 13. — Earl E. Reynolds, district manager of Texas for the Wurlitzer Company, is reported to be keeping himself plenty busy these days dashing to different parts of the Lone Star State opening up new branches for the Simplex Distributing Company.

All of the openings have been well attended, according to reports. At the Dallas opening, John A. Backman, sec-



FANNY WURLITZER, president of the Rudolph Wurlitzer Company, congratulates Homer E. Capehart, vice-president (left), and Plant Manager Carl Johnson (center) on making October the biggest month in the history of the company both in sales and shipments.

retary of the Coin Machine Operators' Association of Texas, was on hand, together with Reynolds' representative, Bob Hunter, and Arthur Flake, the new manager of the office.

Reynolds reports that two other offices bringing Wurlitzer phonos, parts and service to all music ops in the State are now open. They are located at 310 M. & M. Building in Houston, and 507 Seventh street in San Antonio.

N. Y. Music Ops Form Assn.

NEW YORK, Nov. 13.—Operators of music machines in Greater New York, after six weeks of preliminary conferences, definitely organized last Tuesday at the Broadway Central Hotel under the name of Automatic Music Operators Association, Inc. Lee Rubbinow, who commands the respect of local coin machine men because of his sound judgment and constructive activity in other organizations, was elected president. William Suesens was elected vice president; William Alberg, treasurer, and Alfred Bloom, “King Al of Harlem,” secretary.

Board of directors was completed by the election of Messrs. Bogin, Dando, Feinstein, Wasserman and Tucker. First act of the membership after the officers were installed was to employ as counsel Sidney H. Levine, whose activities in the music machine business are well known to operators in this district. A constructive program of proposed activities was outlined.

See-Con Promises Phono Delivery

DETROIT, Nov. 13.—“We are now getting deliveries on phonographs at the rate of 50 a week from Seeburg and will have our back orders filled by December 1 at this rate,” Donald A. Coney, general manager of See-Con, Inc., said this week.

“We are pleased with the business we have done this year,” he continued. “We have met all the old operators and made many new ones. We have a record of sales of Seeburgs within the past two months to probably every operator in the city with the exception of a half dozen.

“With all the competition in the city between music machines, we haven't had a single complaint of one of these new models being ‘jumped’ on location. It is a good-looking machine and stays in the location.

“I think we can safely predict a doubling of business next year. Our quota this year was 500 machines, and we will sell a thousand next year. The new 20-record machines are sweeping the field in Detroit and operators are both pleased with and proud of them.”

Oct. Biggest Month Yet for Wurlitzer

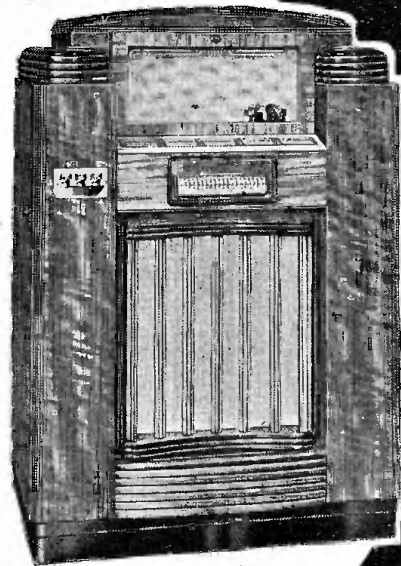
NORTH TONAWANDA, N. Y., Nov. 13.—Officials of the Rudolph Wurlitzer Company announced that the month of October shattered all previous monthly records for sales and shipments of Wurlitzer phonograph. Operators from Coast to Coast are said to have ordered and took delivery on more phonos during the past month than in any other single month in the company's history.

When plant manager Carl Johnson wired the good news to H. E. Capehart, vice-president, who was spending a few days on his 1,600-acre Indiana farm, Capehart replied: “Thanks and congratulations to you and every other individual in the factory organization for shipping more phonographs in October than you shipped in any other previous month. This is indeed quite a record in view of the fact that we have had many other very large months. Petering tells me that we closed the month with a backlog of unfilled orders for shipment in November. Please thank everyone for me.”



TED FIO-RITO
and his Orchestra
Management Music Corporation of America

THEY'VE GOT WHAT IT TAKES!



The Royale

A headliner dares not fall short of perfection! He remains a headliner to critical millions because his ideals permit no compromise with originality and flawless performance!

Seeburg instruments "headline" the automatic phonograph industry because in their construction there is no compromise with perfection! For Seeburg operators, the beauty and consistent performance of the Royale and Rex, Seeburg 20 Record Illuminated Multi-Selector Symphonolas with the original Lumalite Grille, are the basic factors in daily increased profits everywhere!



Makers of Fine Musical Instruments Since 1902

J. P. SEEBURG CORPORATION

1500 DAYTON STREET

CHICAGO

Sales Increase On Mills Phonos

CHICAGO, Nov. 13.—In a rising tide of business, phonographs marked up September and October as two record months in sales for the year, according to J. V. (Johnny) Royce, who heads the phonograph sales department of Mills Novelty Company. Royce himself is an optimist, and his ability as a good mixer no doubt helped to make the mark with phonographs, but he would declare that the Mills line of phonos is something to smile about. The phonograph department is a separate entry in the Mills sales contest, and Royce is "riding" the Mills line hard for the finish.

"Our great phonograph department is one of the oldest departments in the Mills firm, next to amusement devices,"

Royce says. "Mills phonos are sold by trained salesmen in all parts of the country. The present products of this division are the Studio Phonograph, producing music that you can see as well as hear, and the new popular-priced Zephyr. The phono division also sells penny weighing scales, and is doing a mighty nice job with them at the present time.

"Many a phono salesman feels that the race is over right now, and that the other four divisions might just as well take their hats and go home. For why not? This Sweepstakes is timed just right for phono men. A great new phonograph, the Mills Zephyr, is just getting under way. It's priced right, deliveries are fairly prompt and getting better every day, this is a great time of the year for the phonos—take it all in all this contest breaks just right for phono men."



C. O. CONRAD, operator of Lancaster, O., forwards a photograph of the interior of one of his locations illustrating the prominent position accorded the Rex, a Seeburg Symphonola.

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PHONOGRAPHS

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Wurlitzer P-412. \$145.00	Mills Troubadour. \$17.50
Wurlitzer P-12. 107.50	Natural Wood
Wurlitzer P-10. 75.00	Dancemaster .. 62.50
Wurlitzer P-30. 115.00	Mills Dancemaster 42.50
Rhythm Master	Seeburg Audiphone 15.00
(floor samples) 159.50	Seeburg
Rhythm King .. 155.00	Selectophone . 42.50
Rock-Ola No. 2. 109.50	Symphonola
Mills Model '875' 17.50	Model "A" ... 115.00

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IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS MO.

412 and 312 **WURLITZER PHONOGRAPHS**

\$135 ^{OO} IN LOTS ^{\$145.00} Each

Each OF 5 Single Orders

The Machines Are Guaranteed to Be Complete and in Perfect Condition thruout. Terms: 1/3 Deposit with Orders, Balance C. O. D.

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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

WURLITZER - \$129⁵⁰ Each
MODEL 412
 GUARANTEED PERFECT CONDITION
 1/3 WITH ORDER, BALANCE C. O. D.
TRI-BORO MUSIC CO., 773 CONEY ISLAND AVE., BROOKLYN, N. Y.

85 --- WURLITZER PHONOGRAPHS --- 85 FOR SALE
 P-12s — 412s — 616s — 716s — ALL ON LOCATIONS AND GUARANTEED TO BE IN PERFECT MECHANICAL CONDITION. WRITE FOR SPECIAL PRICES AND STATE QUANTITY WANTED.
 ONE-THIRD DOWN, BALANCE C. O. D.
WILLARD E. GORTNER, Manitou Beach, Michigan

New Orleans
 NEW ORLEANS, Nov. 13.—Attending the regular semi-monthly meeting of the United Music Operators' Association, it was gratifying to hear more optimistic remarks about the phonograph business. No less than six operators reported having bought considerable new equipment in preparation for growing demands for machines. The meeting was presided over by George Brennan, genial head of the organization. About 20 operators attended and enjoyed a fine get-together.

In a trial by a jury of six men and women in a McComb court this week a coin machine operator of that city was found not guilty of breaking the State's lottery or gambling laws. Charges were preferred by the sheriff, and the defendant called for a jury trial. After hearing the evidence the jury retired and came back with a mistrial. It was understood that the jury disagreed on full acquittal by a single "male" vote.

American Legionnaires of the First District of Louisiana, in conference in New Orleans Sunday afternoon, tabled a resolution expressing "appreciation" to an Evangelical pastor of this city for his "fine fight against the operation of slots and pin games." A very heated discussion followed the suggestion of a member of the New Orleans post that such a resolution be adopted at the meeting of the 10 posts of the area. With one or two exceptions, dozens of the Legionnaires quickly rose to their feet with strenuous objections. "We don't want to be embroiled in the arguments of others," was the consensus of those shouting to be heard. "The American Legion cannot take such steps without infringement upon the freedom of others," a commander suggested in turn. His amendment was adopted by a big majority.

The Great Southern Novelty Company, headed by Buster Clesl, has bought a dozen new Royal Symphonolas and a number of new Wurlitzers to take care of expanding operations in the city and over wide areas of Louisiana. "Our business is best for the entire year at present," Clesl says, "and we are pre-

paring for bigger business this winter. The holiday season, just around the corner, should give us plenty of encouragement."

E. M. Oertle, sales representative of most of the South for Brunswick and its subsidiary recording companies, reports the biggest record sales in this section since his start in the record business, and that is for a period of many years. "Music operators thruout the entire South are reporting a substantial increase in business as compared with volume of a year ago."

H. H. Horton, head of Stelle & Horton, Texas and Louisiana distributors of Rock-Ola products, accompanied by James Williams, prominent operator of Houston, was a New Orleans visitor this week. Horton and Williams spent several days renewing old acquaintances in the Crescent City and later saw the sights with Melvin Mallory, manager of the Louisiana Amusement Company, local branch office of Stelle & Horton.

Horton was highly enthused over prospects for the phonograph operating business in the South and believed that the big cotton crop and oil boom will have good effects this winter.

Johnny Wood, manager of the local branch of G. Shirmer Music Company, reports big sales of Columbia and Brunswick recordings. He said that sales of Columbia's master works recordings have tripled in the past several weeks.

Emma Lincoln has succeeded Marlon Scruggs as manager of the recording department of Philip Werlein Company, the South's biggest music store.

Edward L. Carlson, Cleo Hardy, Hazel M. White, Harry Wish and Mickey Powers, all established operators adding to their routes.

Eugene Avery, who started operating in this city over two years ago from headquarters down on Henry street, has now moved to State Fair avenue and Conant road, where one of the few city trailer camps is located. All service calls for his machines come into this location, altho Avery himself is now living out in the country a few miles from Detroit with his mother.

Detroit

DETROIT, Nov. 13.—Charlie Cole, of the operating firm of Oliver & Cole, is returning this week from a vacation in Northern Michigan. Don Burnish is handling Cole's business for him in his absence. Firm is specializing primarily in Wurlitzer operations.

While other parts of the coin biz are reporting seasonal slumps, the music end seems to be holding its own in good shape, says Samuel Rosenthal, of the National Novelty and Amusement Company, who is entering the music machine field in partnership with Max Schubb.

M. F. Stewart, head of the Automatic Musical Instruments Distributing Company, is in Texas making an extensive survey of that territory. Survey is expected to take nine weeks to complete.

Eddie Clemons, one of Detroit's largest music ops as head of the National Coin Machine Corporation, is reported to be adding some new Wurlitzers to his routes.

Donald A. Coney, of See-Con, Inc., reports the following customers for See-burg machines during the past week:



EARL E. REYNOLDS, Wurlitzer's Texas district manager, opens the first of three offices of the Simplex Distributing Company at Dallas. Other offices of the firm are now open in Houston and in San Antonio.

Tanforan Model With Future Play

CHICAGO, Nov. 13.—"Now," says Leo J. Kelly, sales manager of Exhibit Supply Company, who has just returned from an extensive survey of trade conditions in the East, "to make our console Tanforan game a greater location attraction for bigger play and intake we have added a new future play feature that indicates to a player before inserting coin in chute exactly what the results will be on the play. "This new feature," says Kelly, "refutes legal theory in many territories closed to console operation today, and we invite operators, if interested, to request complete details on the new future play incorporated with Tanforan, which is also furnished with skill buttons, mint vender or check payout in order to provide everything an operator needs, not only for big intake but to meet with legal phases of territories."

While on his Eastern journey Kelly was pleased to announce the appointment of Budin Specialties, Inc., of Brooklyn, N. Y., as distributor of Exhibit's products. "Our table games, Tops, for novelty and pay-out spots, and the one-ball pay table, Broncho, are holding their own for continuous demand, keeping production lines active," said Kelly. "We are enjoying a good business for the export deals as well as domestic requirements."

PERMO POINT
 The Only Long-Life Phono Needle with the Patented Elliptical Point. Provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output. Endorsed By All Leading Manufacturers and Record Distributing Companies. Standard for All Phonos. Double Ribbed for 1937 Models.
PERMO PRODUCTS CORP., Chicago, Ill.
 6415 Ravenswood Ave.

Five Best Record Sellers for Week Ending Nov. 15

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B7195—"Foggy Day in London" and "Nice Work If You Can Get It." Shep Fields Rippling Rhythm.	7976—"Shoot the Likker to Me, John Boy" and "Free Wheeling." Art Shaw and New Music.	1483—"Basin Street Blues" and "Bob White." Bing Crosby and Connie Boswell.	25693—"Dipsy Doodle" and "Who?" Tommy Dorsey Orchestra.	3747—"Vieni, Vieni" and "Once in a While." Bert Block and Bell Music.
2	B7184—"The One Rose" and "Doodle-Do-Do." Art Kassel Kassels-in-the-Air.	7977—"Once in a While" and "Sweet Varsity Sue." Horace Heidt Alemite Brigadiers.	1451—"Remember Me" and "I Still Love To Kiss You Goodnight." Bing Crosby.	25702—"When the Organ Played 'Oh, Promise Me'" and "Ten Pretty Girls." Guy Lombardo Royal Canadians.	3748—"Trav'lin' All Alone" and "He's Funny That Way." Billie Holiday Orchestra.
3	B7226—"In the Mission by the Sea" and "When the Organ Played 'Oh, Promise Me.'" Rudy Vallee and Connecticut Yankees.	7979—"When the Organ Played 'Oh, Promise Me.'" and "You Started Something." Emery Deutsch Orchestra.	1476—"Have You Ever Been in Heaven?" and "Mama, I Wanna Make Rhythm." Ben Pollack Orchestra.	25697—"The Big Dipper" and "Midnight in the Madhouse." Larry Clinton Orchestra.	3712—"Bob White" and "Just a Stone's Throw From Heaven." Mildred Bailey Orchestra.
4	B7240—"You're a Sweetheart" and "A Strange Loneliness." Don Bestor Orchestra.	7981—"I'll Love You in My Dreams" and "Bugle-Call Rag." Horace Heidt Alemite Brigadiers.	1441—"Harbor Lights" and "My Cabin of Dreams." Frances Langford.	25699—"Object of My Affections" and "Judy." Lionel Hampton Orchestra.	3714—"The Lady Is a Tramp" and "Getting Some Fun Out of Life." Bernie Cummins Orchestra.
5	B7228—"Snake Charmer" and "Dipsy Doodle." Jerry Blaine Stream Line Rhythm.	7954—"You Can't Stop Me From Dreamin'" and "Big Apple." Teddy Wilson Orchestra.	1473—"Smoke Rings" and "Always." Glen Gray Casa Loma Orchestra.	25689—"The Joint Is Jumpin'" and "A Hopeless Love Affair." "Fats" Waller and Rhythm.	3705—"On the Hoko-Moko Isle" and "Riding on the Old Ferris Wheel." The Kidoodlers.

PHONOGRAPHS
 First-Class Condition
WURLITZERS
 P-30 \$ 89.50
 P-12 99.50
 P-400 125.00
 312 and 412 139.50
 616 and 716 195.00
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MILLS
 Dance Masters ... 45.00
 Terms: 1/3 Deposit—Bal. C.O.D.
ORGAN SUPPLY CORPORATION
 P. O. Box 999 - - - Erie, Pa.

Bally Announces New Pinball Game

CHICAGO, Nov. 13.—“A novelty game with payout game appeal,” is the way Jim Buckley, general sales manager of Bally Manufacturing Company, describes Bally's new five-ball Line-Up game.

“By that I mean,” Jim explained, “that we have taken some of the ideas which have proved sensationally successful in the payout field and built them into a fascinating novelty hit. For example, Line-Up has the ever-popular changing-odds idea, with skill awards ranging from 10 to 100 points. These, of course, are not expressed in terms of odds, but as points or free games, and interchangeable backboard inserts are furnished with each game.

“Another bit of payout ‘psychology’ found in Line-Up is the ‘one-two-three line’ award system inspired by the ‘win-place-show’ idea of popular Bally payout games. Most important of all, we have used the famous mystery selection idea in the form of mystery free numbers.

“Line-Up is based on one of the most popular play ideas ever devised, the old carnival ‘corno’ game, which is familiar to everyone. From the lotto of our childhood to the modern version exploited by the movie theaters, this idea has always appealed. It is easy to understand, easy to play—and as a result Line-Up is going over big wherever it is placed.

“In Line-Up we have added a new element of mystery suspense. Instead of ‘mining up’ all numbers by shooting the five balls, player receives from 8 to 12 ‘free’ numbers. That is to say, from 8 to 12 numbers light up when coin is deposited, and it is then up to the player to light additional numbers by skill and thus complete one or more rows of numbers—horizontally, vertically or diagonally.

“Very often as many as three rows are completed with one ball by lighting up a missing number appearing in all three rows. Skillful shooting of the fifth and last ball may turn a hopeless game into a 100-point winner, and the many different ways to win stimulate interest and insure plenty of repeat play.

“First collection reports, now coming in show unusually strong play for a novelty game, and operators are confident that Line-Up is one of those rare games that continue indefinitely to give a good cash-box account of themselves.”

Ops Praise Novel Action of Ski-Hi

CHICAGO, Nov. 13.—“The regularity with which Genco, Inc., turns out hits has won countless friends with operators whose ears and pockets are filled with ‘jingle music’ from Genco games,” stated Dave Gensburg, official of Genco, Inc. Their newest addition to the Genco hit parade is Ski-Hi, a five-ball game that is reported to provide an unusual thrill and appeal.

“Operators advise that they are reaping huge profits everywhere,” said Gensburg. “The unusual bumper and pin arrangement provides unlimited ball and bumper action, and it's this extra action that makes players go for game after game. Ski-Hi has the exclusive Genco award adjuster in the backboard, so operators may check awards paid and adjust award system to requirements of the particular locations.

“The play principle is simple yet fascinating,” Gensburg continued. “Each time a ball played contacts a multi-pump cushion bumper a score of 100 registers on the progressive score light-up chart. Each 10th hit scores 1,000 on the total light-up chart; and at the same time the backboard flashes into unusually thrilling action as the ski jumper leaps down the slide.

“This suspense and action, together with the brilliant backboard and playing field coloring, make Ski-Hi one of the outstanding of the newer games,” Gensburg added. Partner Lou Gensburg, returning from a flying trip east, advised that Ski-Hi is especially popular on location along the Eastern seaboard. “Skiing has reached great heights of popularity among sport enthusiasts of this section,” he said. “Naturally, this enthusiasm is transferred to our game, which reproduces lifelike ski jumping action in the giant light-up backboard.”

The Jinx Is Off

If you see this in print it will be sufficient evidence that the jinx is no longer on Herman S. Budin, Budin Specialties, of Brooklyn. For three long weeks we have had news items about Budin fit for publication, but for some reason the items could not get into print.

BABY PRODUCTION. One important item related to Budin's contribution to baby production. It seems that a son was born to Mr. and Mrs. Budin on October 17, proof enough that Budin is still master of his fate. The boy was named Paul, but Paul insisted on spoiling a big wedding anniversary celebration for Mr. and Mrs. Budin which was scheduled for October 23. Paul insisted that it should be called off, an indication that Paul may be one of the future czars of the coin machine industry. We wish the young fellow and his parents well.

There should be another news item elsewhere in this issue concerning Mr. Budin.

Chicoin Appoints Gadco in Detroit

DETROIT, Nov. 13.—Sam Wolberg, official of the Chicago Coin Machine Company, on a visit to Detroit Saturday completed arrangements with Harry Chereton, general manager of General Amusement Devices Company, Inc., to take over distribution of its products in the State of Michigan, Chereton said.

“This will give our company distribution of a selection of outstanding novelty games,” Chereton went on. “One of the reasons we have decided to take on the line is because the Chicago company has the reputation of making nothing but the best. The new game, Dux, now being announced to the operating trade, in our opinion is going to revolutionize the industry in the same way that the Bumper machine did when it was first introduced to the trade several years ago.”

Chereton also reported, “The Michigan Reliable Operators' Association is gaining membership daily. We are going ahead on our original theory that our business is legitimate. Any operator desiring to have the petitions we are circulating is welcome to write in for them and is under no obligation to join us. We also invite members of other associations to work with us on these petitions.”

Bally Agent Has A Travel Record

CHICAGO, Nov. 13.—Art Garvey, roving ambassador for Bally Manufacturing Company, boasts that he has journeyed 25,000 miles in the famous Bally display-room-on-wheels. The specially built “coin-o-van” has visited every State east of the Mississippi and all the States

Clubs Petition Mich. Commission

DETROIT, Nov. 13.—Petitions for exemption of clubs from the ruling of the Michigan Liquor Control Commission banning any coin-controlled machines which can be used for gambling were one of the outstanding developments of the past week in Michigan.

At the commission headquarters a delegation formed of leaders of fraternal organizations pleaded for the right to operate slot machines, claiming that the loss of revenue from the ban on such machines seriously injured their financial programs. The delegation included the following representative leaders: Fred A. Sauer, Kalamazoo, president of the Loyal Order of Moose; Thomas P. Gilotte, Pontiac, president of the Elks, and M. A. C. Fox, Kalamazoo, secretary Fraternal Order of Eagles.

A separate investigation of the right of the commission to control gambling was also asked by Sauer. George A. Schroeder, speaker of the State House of Representatives, promised such an inquiry and stated that Senator Miles M. Callaghan, Reed City, and Representative Carl F. DeLano, Kalamazoo, were already nominated on the investigating committee for both houses of the Legislature.

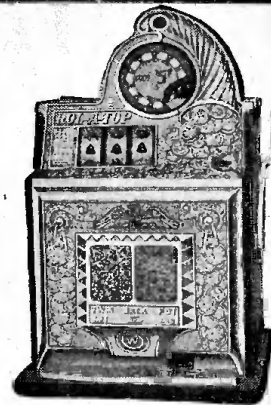
The claim that the Liquor Commission has the right to ban “gambling,” even to pin games, in places operated by its licensees is largely a development of the past year and has not been subjected to a thoro court test. Sentiment of Michigan operators has generally favored a policy of co-operation with the commission with the attempt to secure a reasonable interpretation of the term “gambling” which would exempt the common amusement games.

Atlas Salesman on Penny Sales Trip

PITTSBURGH, Nov. 13.—Phil Greenberg, manager of the Pittsburgh branch of the Atlas Novelty Company, forwards the information that Art O'Melia, territorial sales manager, is soon to leave for his final trip of the year thru the Pennsylvania territory before the approaching coin machine convention in Chicago.

“O'Melia is reckoned one of the most popular coin machine men on the road in the nation today,” stated Greenberg. “His many years of experience with coin operating equipment enable him to be of extraordinary service to the many operators whom he contacts and whom he knows intimately. He will be contacting Pennsylvania coin men with reference to the many fine new games we are now offering, as well as the excellent buys in reconditioned equipment available at present,” Greenberg concluded.

of the Southwest. More than 1,000 operators, jobbers and distributors have climbed aboard the truck to inspect samples on display. Art plans to start soon on a tour of the West with Bally's newest releases.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 3 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award. Built for 1c-5c-10c-25c Play Made Only By

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3 JAR DEALS COMPLETE FOR \$10.00

To acquaint you better with the outstanding 3 Jar Deals we are manufacturing, we offer you an assortment of 3 Jar Deals complete—one as pictured and 2 others similar; all have 2250 Tickets and beautiful Jackpot Cards for Card Holders and Jars included.

One-Half Deposit—Balance C. O. D.
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Racing Form, Nearly New	\$69.50
Classics	42.50
Royal Races	25.00
Golden Wheels	49.50
Foto-Finish, Floor Sample	58.50
Winner, Factory Rebuilt	45.00
Equalite, Non-Payout	17.50
Genco Paddle Wheel, Payout	95.00
Ginger, Sc. New Auto. Payout	18.50
King Six, Jr., Dice	15.50
A. B. T. Moving Targets	11.50
Cable, Junior, D. C.	65.00
Mills Dance Masters, Perfect	69.50
Vender Meters, Nearly New	1.25
Phonograph Records, per 100	3.75

E. O. LIKENS
924 Fifth Street, N. W., Washington, D. C.

SALESBOARD OPERATORS

Read “DEALS”

A column about new salesboard ideas, deals and personalities.

In the Wholesale Merchandise Department

THIS WEEK and EVERY WEEK



DOLLY FLASHER looks for the horse paying the highest odds on the new Mills Flasher table. Dolly says her money is on Bar King, which pays 20 to 1. Personally our money is on Dolly!

Game NOVELTY COMPANY

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MINNEAPOLIS, MINN.

These are only a few of many bargains
WRITE FOR - OUR NEW CIRCULAR

FAIR GROUNDS New in Original Crates	\$147.50
CLASSICS New in Original Crates	\$57.50
GOTTLIEB'S Derby Days Hit Parades	\$44.50
CLASSICS Like New	\$39.50
Carom Paddocks Royal Races Spot-Lite	\$27.50
Bally Baby--Sum Fun--Nugget	each \$9.95
Mills Blue Fronts Serials Over 350,000	\$37.50
Mills WAR Eagles Serials Over 365,000	\$42.50
Large Assortment of Mills, Jennings, Caille and Watling Slot Machines--5c, 10c, 25c Play	\$27.50
616 Wurlitzer Phonographs Like New	\$219.50
PHOTOMATIC Operated Only One Week	\$595.00

Northwest Leading Distributors and Jobbers
Representing Outstanding Manufacturers of Coin Controlled Machines

MEN MACHINES



R. W. (Dick) Hood, H. C. Evans & Company, Chicago, is creating a lot of excitement about his new amusement device. Those coinmen who get close to it seem to be very enthusiastic. The trade remembers how in the midst of the lull there were such games as Contact, Bumper and others that brought new life to the games business. Everybody will be hoping that Dick Hood has the amusement machine that will do the trick again. He says that it will be six months before the trade will discover the inner secret of the device and begin producing similar machines.

Mills Novelty Company has an interesting business philosophy. James Mangnan expressed it by saying that when others grow discouraged and begin to drop a certain type of machine, then Mills begins to make that type of machine. An interesting idea, but not every manufacturer of coin machines is in a position to live by that rule.

In the midst of a "crusade" against pinball games and other machines in Indianapolis *The Indianapolis Star* published a considerable editorial in its issue of October 29, 1937. Among other things the editorial says: "Perhaps it is time to cease this perennial agitation over operation of these marble machines. Some of them unquestionably are used for gambling small sums. The majority perhaps supply harmless diversion. . . . A marble machine need not be condemned per se any more than a deck of cards."

(Thanks to Leo J. Kelly, Exhibit Supply Company, for calling our attention to this editorial.)

The trade is listening for every bit of news from New York. Newspapers generally seemed to give a bad slant to trend of things respecting pinball games there. Only *The New York Evening Journal* interpreted the news favorably. But personal reports from coinmen who have recently visited New York are not so encouraging. Other coinmen are going east to see for themselves what conditions are in the "great Eastern market."

The October issue of *La Revue de L'Automatique*, French coin-machine trade monthly, reached the United States this week. It is filled with discussions of the legal situation in France. Indications are that cafe owners are making a strenuous protest to the government for banning amusement games.

Is Ray Becker (J. H. Keeney & Company) doing a dally double by playing the role of Titus Jaywood in *Yes, My Darling Daughter*, currently showing at Chicago's Grand Opera House? If not, these two guys should get together to determine which is Ray and which is Titus.

Miss Amber Wilson (Huber Coin Machine Sales, Chicago) is planning to lead the brunets in a grand march on the 1938 Coin Machine Convention. A "Brunet Day" is being planned, when no gentleman will be allowed to prefer blondes or redheads. "The blondes have been allowed to usurp the gentlemen at conventions too long," Miss Wilson says.

Starting with one solitary "Dutchman" a few years ago, Mills Novelty Company now has a brigade of them. The list includes Schlicht, Snyder, Schmidt, Zender and Sevarz.

G. J. Nelson (sales manager) and I. F. Webb (phonograph division), Rock-Ola Manufacturing Corporation, left this week-end to attend the Lazar celebration in Pittsburgh. Big doings were in store, they said.

Ben Kulich, sales manager of Daval, left for New York City this week-end. He plans to spend about 10 days in visiting various jobbers, etc. Those who know Ben's smile say that "etc." covers a multitude of sins.

Thanks to Columbus (O.) Amusement Association, which sent me a clip-

ping from *The Columbus Citizen* showing a cartoon in the series of "Columbus Hangouts." It shows a sketch of "Fountain Drugs" at 1846 Parsons avenue. One center of attraction in the drug store is a pinball game.

Jack McClelland and his wife (Los Angeles) arrived in Chicago this week to spend a few days. They came here from New York on the return lap of a month's vacation trip that included Panama, West Indies, Bahamas, Cuba, etc. McClelland is planning to go to Australia for about six months. He has an office there with about 1,000 machines operating.

Mrs. A. Ginsburg, mother of Eddie and Morrie Ginsburg (Atlas Novelty Company) last week joined Eddie in Miami, where she will see that he wears proper clothing when strolling on the beach. Eddie has taken a house in Miami and Mrs. Ginsburg will be there for the season. Eva Ginsburg is leaving Chicago soon for an unlimited stay in Miami. Then Eddie will make a sales tour of the State.

Dan Cristie, Little Old New York night club, has arranged for Arthur Behim, "the man of 5,000 songs," to play tunes familiar to coinmen who celebrate at the Chicago conventions. Prominent coinmen had a huge party at Cristie's club recently.

Jack Kay, Ace Vending Company, Newark, N. J., is writing manufacturers to compliment them on games that turn out to be mechanically perfect under operating conditions. He says this is the best way to encourage manufacturers to ship perfect games.

Birmingham Vending Company boys, Max and Harry Hurvich, say that foreign inquiries and orders for their Imperial billiard table (coin operated) are showing a good increase. The first anniversary of the introduction of these tables will find them in most countries of the world, they say.

Newspaper Report On N. Y. Situation

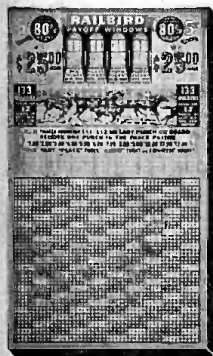
NEW YORK, Nov. 18.—With the eyes of the amusement game industry centered on New York, the following items appeared in a New York newspaper during the week:

"PINBALL FEES LOST BY CITY. Pinball games, profitable source of income to the city for the last few years, need not be licensed.

"A new ruling by License Commissioner Moss was passed on to the police today, advising them no machines are to be seized because they are unlicensed. The city formerly collected \$10 a year for each machine.

"Moss explained that Supreme Court Justice Rosenman had ruled the machines are legal if not used for gambling. Moss said:

"Police can interfere only when they witness gambling, which includes the awarding of prizes for high scores."—*New York Evening Journal*, November 9, 1937.



RAIL BIRD
A 2300 HOLE FAST PLAY BOARD

RAIL BIRD

A 2300 HOLE FAST PLAY BOARD

2300-RBFN (5c Play)
(Made Thin Only) (Size of board 934 x 17 in.)

Take-in: 2,300 holes at 5c \$115.00
Total Average Payout 73.16
AVERAGE PROFIT \$ 41.84

2300-RBTN (10c Play)

Take-in: 2,300 holes at 10c \$230.00
Total Average Payout 146.32
AVERAGE PROFIT \$ 83.68

Price **\$4.78** Plus 10% U. S. Tax.

Write for New Catalog—Please State Business.

GARDNER & CO.

2309 ARCHER AVE. CHICAGO, ILL.

Stanley Commends Recent Editorial

"To the Editor: 'Please permit me to congratulate you on your fine editorial in this week's issue of *The Billboard* (November 13, 1937), entitled *Strong Appeals*. I am hopeful that you have sent copies of this editorial to every newspaper in the country and that some of these copies will be read, and will have the effect of showing to the press the general unfairness of their attitude toward coin-operated machines.

"I am inclosing herewith advertising concerning a lottery in Cuba which came thru the mail and which I found on my desk this morning. I suppose that this is a general mailing and I was of the opinion that promotions of this kind thru the United States mail were unacceptable. These foreign lotteries are certainly taking a lot of money out of the United States which otherwise would be spent in routine channels of business, and I am interested in seeing you sponsor additional appeals to the press and the governing officials to be more consistent in their attitude toward coin-operated machines instead of favoring foreign lotteries, with the wide

and uncritical publicity that is given to them."—S. L. Stanley, Automatic Amusement Company, Memphis.

We consider that one of the most useful services *The Billboard* has performed for the coin-machine industry is the mailing of appropriate articles and editorials to newspapers and others who might gain a more favorable knowledge toward the industry. The big problem in this field of service is getting the editorials in attractive form so they will be read and also getting them into the hands of the right people. It is often probable that some local coinman could personally place appropriate articles with editors, civic leaders and prominent persons, where a little personal work would get the printed matter read. Under the auspices of the Coin Chute League some definite plans are under consideration for enlisting members of the trade to place publicity matter in strategic places.

We will be glad to have the names and addresses of newspaper men, civic leaders and other persons to whom we might mail appropriate matter on the coin-operated machine industry. With the proper co-operation and information from local coinmen we can make our work more personal and effective.

BARGAINS

1/3 Deposit With Order, Bal. C. O. D.

Mazuma . . . \$20.00	Arlington . . \$84.50
Preview . . . 21.50	World Ser. 165.00
Spot Lite . . . 22.50	Heavyweight Winner
High Card \$32.50	Paddock
Classico . . . 47.50	Pikes Peak
Golden Wh'l 59.50	Top 'Em

} \$24.50

MILWAUKEE COIN MACHINE CO.

3725 W. Center St., Milwaukee, Wis.

THE COIN CHUTE LEAGUE

AMUSEMENT • CONVENIENCE • EMPLOYMENT • CHARITY

Address THE COIN CHUTE LEAGUE, 600 Woods Building, Chicago, Ill.

FIRST CHICAGOAN: "Please enroll me as a member of the Coin Chute League and also kindly accept the congratulations of a group of operators in Chicago and myself for sponsoring the type of publicity that the coin-machine business needs most."—Henry A. Kaufman, president Alden Automatic Devices, Chicago.

Mr. Kaufman is the first Chicagoan to enroll in the Coin Chute League. He also brings with him a group of operators. That is the spirit which will make the league what it is intended to be—an association for the voluntary enlistment of all members of the trade who wish to give their moral support to a program of charity and employment for the industry.

VOLUNTEER WORKER: "Your article on *Charity* in *The Billboard* (November 6, 1937) was very interesting. I am anxious to interest several charity organizations here on the idea of raising funds thru lotteries and games.

"I was wondering whether you would be good enough to mail me any literature you may have available, such as a copy of above-mentioned article in *The Billboard* and other printed matter.

"I would greatly appreciate any advice and suggestions you may have to offer me in regard to this matter."—Max Moskowitz, Bronx, New York.

The editorial on *Charity* contains one of the basic ideas underlying the Coin Chute League, and it is encouraging to see that members of the trade have quickly recognized its merits and are planning to distribute it where it may do good. Privilege of using it, or reprinting it, is granted to all without writing us for permission. The ultimate purpose of the league, of course, is to be able to supply publicity material to members for promoting the best interests of the industry.

The Coin Chute League, being an enrollment organization, must naturally depend upon volunteer workers who undertake to do good deeds in their own territory. The above letter typifies the volunteer spirit and when active enrollment of league members is begun one of the prime objects will be to enlist members in some definite charity. The coin-machine industry should distinguish itself before the nation by a voluntary spirit of charity.

Fraternal organizations have a remarkable record for charitable work. Many members of the coin-machine trade are members of fraternal groups and thus contribute their personal support to them. Kable Bros. Company, Morris, Ill., prints many fraternal publications. The Kable bulletin also each month contains condensed news notes of the activities and charitable programs of many organizations.

It is an impressive fact that the coin-operated machine industry maintains an organization whose primary purpose is to educate its members in the facts concerning charity and employment in the country. These are two of the most vital problems facing the nation, and the coin-operated machine industry will do its bit by keeping informed on human needs and also on practical charity in many local fields.

UNEMPLOYMENT CENSUS. By the time this gets into print the national census of the unemployed will be under way. The fact that there are so many millions of people out of work or only partially employed should command the support of all people for any kind of a census to get at the facts, regardless of political affiliation. John D. Biggers, head of a large corporation and a Republican, has performed a miraculous service in his preparations for the census.

The United States Unemployment Census, November 16 to 20, is really a crucial national event, and the coin-operated machine industry, in sympathy with all movements to aid employment, should give full and conscientious support to the census.

The October issue of the *Fortune* magazine (anti-New Deal) contained a survey made by the magazine in five States at an expense of \$30,000 to determine the facts concerning people on relief, WPA, etc. It is the most ex-

pensive survey that has been made, up to the government census, and any person who wishes to be informed on actual conditions should read the *Fortune* survey. It shows something of the seriousness of present-day problems, and its facts should be shown to those who still prefer to crusade against such minor things as pinball games rather than give men and women jobs. The facts of that survey are too serious for any thinking citizen to waste time quibbling on whether a pinball game is a skill game or a gambling device.

The unemployment program under the Social Security Board will swing into action in 21 States on January 1, affecting 11,000,000 workers. That many will become eligible to draw unemployment benefits in the States that have qualified under the law. Then it will be possible to begin to judge the benefits of the law, correct its mistakes, etc. Many other civilized nations have had unemployment insurance for years, and it is expected that three to five years will be required for the United States to get its plan to working efficiently. Even Japan had a practical plan to aid the unemployed in advance of the United States. Before adopting a permanent plan to aid the unemployed the United States was among the backward countries of the world, a very disgraceful fact to face. Perhaps it can all be blamed to partisan politics.

Thousands of people of all classes have recently paid honor to Evangeline Booth, head of the Salvation Army. This "army" is somewhat of a modern miracle among organizations, devoting most of its efforts to helping the victims of the bitter competitive struggle rather than engaging in organized reform.

The nation at this time of year turns its attention to the annual Red Cross roll call. Members of the coin-operated machine industry will contribute their bit to America's most highly organized agency for aid in all kinds of emergency and distress.

Nine hundred and fifty lepers confined in a colony on lonely Cebu Isle in the Philippines get a full program of the best music regularly from the belfry of the only church on the island. A phonograph is used to supply the music. Which suggests to the music division of the industry that there are opportunities for the use of music to aid and cheer the needy.

Play-Ola Announces New Line Jar Deals

CHICAGO, Nov. 13.—A new line of Jar Deals comprising more than 50 numbers



BIG-TIME PHILADELPHIA COIN MACHINE OPERATOR takes out first shipment of 100 Rock-Ola "Imperial-20" and "Rhythm Master-16" phonographs from the B. D. Lazar Company warehouse. Left to right: David Specter (in driver's seat); Monty Spiegel, manager of B. D. Lazar Company; Frank Engle and M. Specter, of Automatic Amusement Company.

was recently announced by Play-Ola Manufacturing Company, according to officials of the firm. In describing the deals the officials stated: "The line consists of practically every type deal, including jars with striking jack-pot cards. There are many types of pay-outs to suit every demand. There is no need for any location to go 'dead' on a deal, for we have enough deals in our line for the operator to vary his deal just as often as he desires.

"Special attention has been paid to producing attractive displays and swindle-proof tamper-proof tickets," they concluded, "which give the dealer fast, safe play."

Says Good Word For Politicians

(From *The Chicago Daily Times*)

Editor Note: In the March 27, 1937, issue of *The Billboard* there appeared an editorial under the heading of "Politicians." Among other things it said: "Somebody ought to say a good word for the politician. In general, the politician serves a most useful purpose as a scapegoat upon whom we can heap all manner of abuse for all the ills, imaginary and real, that beset our country." The following item from *The Chicago Daily Times* shows the liberal Prof. T. V. Smith, of Chicago University, agreeing with the idea.

"Thank God for the dirty politicians—the poolroom, barnyard type of politicians."

The speaker was Prof. T. V. Smith, member of the University of Chicago faculty and the State Senate.

"Politicians in a democracy are custodians of the consciences of other people who are so good they can't compromise their consciences or their interests," he told 500 women attending the first of a series of lectures sponsored by the Women's International League for Peace and Freedom.

"The one place where the conflicting organizations of a democracy, all of whom think they're right, come together in direct conflict is the Legislature," he asserted.

"Here organized teachers, sociologists, labor unionists, taxpayers and unemployed find themselves diametrically opposed. It takes somebody less good than any of them to do the dirty work of getting them together.

"I have defined a politician as somebody who can compromise any issue without compromising himself. Democracy is impossible without these middle men who can compromise issues. They are the secular saints of our civilization."

He asserted "something like the democracy we have achieved is the sine qua non of any realistic hope of international peace.

"If we are going to have democracy we have got to have democrats," he added, "and if we are going to have democrats we must have politicians to enable them to get along together in peace."

Joe Calcutt's FINAL CLOSEOUT 2000 MACHINES NEW & USED GUARANTEED PERFECT HURRY! WRITE-WIRE-PHONE WHILE THEY LAST!

BRAND NEW MACHINES CLEARANCE

MILLS MELON VENDOR

The greatest machines in the industry today —MILLS CHERRY BELLS and VENDORS; MILLS GLOBE FRONT MYSTERY BELLS and VENDORS; the new Sensational Table Type Console—MILLS FLASHER; the new hit Novelty Pin Game—MILLS FORWARD MARCH. Also all latest NEW PAY TABLER Amusement Novelty game. Counter games, also INCLUDING the NEW WURLITZER and Seeburg Automatic Phonographs and MANY OTHERS. BE SURE TO GET THIS LIST QUICK!

PHONOGRAPHS

One complete lot Model "K" Seeburg Phonographs, Latest Production with Latest Improved Mechanism—used only 6 to 8 weeks and LIKE BRAND NEW at actually GIVE-AWAY PRICES! Also limited quantity of SLIGHTLY USED Model 616 Wurlitzers; Mills De-Ro-Mi; Mills Deluxe Dance Master; Regular Dance Masters; Model 20" AND OTHERS! AN UNUSUAL OPPORTUNITY TO SAVE MONEY — WRITE NOW!

GUARANTEED SLOT MACHINES

Perfectly Reconditioned by the WORLD FAMOUS "Vemco" FACTORY PRECISION METHOD in 4 to 50, 100, 250 and 500 Play INCLUDING EVERY TYPE AND MAKE! Approximately 1,000 on hand; WRITE QUICK!

275 ASSORTED GENUINE MILLS, JENNINGS AND

CHICAGO Metal Safe Stands—ALL FIRST CLASS CONDITION! Also Free for all standard make machines! PRICES LOWEST IN HISTORY! WRITE!

1-BALL AUTOMATICS

Every type and style to the Latest and Best at SACRIFICE PRICES! This is the greatest collection of Pay Tables we've ever had! BE SURE TO GET THIS LIST TODAY!

NOVELTY PIN GAMES

Obsolete and Latest hits INCLUDED in this lot. Everyone at a remarkably LOW PRICE!

COUNTER GAMES

Every type—SOME LIKE BRAND NEW USED ONLY 3 WEEKS! Here's a whole gang of real BARGAINS—GUARANTEED REGARDLESS OF PRICE!

SAVE MONEY

and at the same time get the latest and best machines! EVERYONE GUARANTEED PERFECT REGARDLESS OF PRICE! This is the GREATEST SALES EVENT in Vemco's HISTORY! WRITE - PHONE - WIRE FOR COMPLETE PRICE LISTS TODAY!

THE VENDING MACHINE CO.
205-15 FRANKLIN ST.
FAYETTEVILLE, N.C.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

SLOTS

MILLS BLUE FRONTS—Mystery 5c-10c-25c Play. With or Without Gold Award. Late Serials. \$45.00
 MILLS BLUE FRONTS—Mystery 50c Play. With or Without Gold Award. Late Serials. 60.00
 MILLS BLUE FRONTS—Mystery 5c Play Venders. Without Gold Award. Original Crates. NEVER USED. Serials from 335533 to 404989. 70.00
 JENNINGS CHIEFS—5c-10c-25c Play. Serials from 120113 to 127161. 40.00
 GROETCHEN'S COLUMBIAS convertible, 5-10-25c Play. 30.00

SLOTS

WAR EAGLES (5c-10c).....\$32.50
 EXTRAORDINARY (5c)..... 30.00
 WATLING (5c-10c)..... 32.50
 JENNINGS CONSOLES—10c-25c Play. Late Serials..... 65.00
 JENNINGS CHIEFS—50c Play. Serials from 126776 to 126789 50.00
 A. O. (CAILLE) MULTI (7) Slot Late Models, 5c Play..... 100.00
 A. O. (CAILLE) MULTI (7) Slot Late Serials, 25c Play..... 125.00
 OAILLE CADETS, 5-10-25c Play. 20.00

CONSOLES

Bally Favorite\$ 99.50
 Paces Races 109.50
 Evans Rolletto ... 129.50
 Galloping Domino . 129.50
 Chuckalette 89.50
 Roulette 59.50
 Pamco Bells 69.50

Phonographs

Mills Dance Master\$ 69.50
 Mills Do-Re-Mi .. 109.50
 Rock-Ola 1936 ... 119.50
 Wurlitzer P-12 .. 124.50

1-BALL AUTOMATICS

22 Caroms\$32.50 | 25 Golden Wheels \$54.50
 18 Classics 39.50 | 16 Previews 22.50

ELECTRIC RIFLES

Eagle Eye\$175.00 | Rayolite\$175.00

1/3 Deposit With Order

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

Paytable Operators!

Take this offer **QUICK**.....!

We have contracted for 150 Lady Luck payout tables, all of which we have taken delivery on and paid for in full. All but 28 are sold. Just 28 left!

Lady Luck is just a few weeks new. It is a splendid race horse pay table. Very popular. Makes real money. Our price (under our actual cost) only

FACTORY LIST PRICE TO OPERATORS \$147.50

OUR PRICE

LADY LUCK \$108.50

CHICAGO VENDING CO. 10323 S. MICHIGAN AVE. CHICAGO ILLINOIS

Western's Latest Named Ak-Sar-Ben

CHICAGO, Nov. 13.—Western Equipment and Supply Company today is releasing what is termed by officials of the organization the most unusual one-ball automatic pay table it has offered in the history of the company. According to Jimmy Johnson and Hugh Burras, owner and sales manager respectively, the new game, Ak-Sar-Ben, has definitely proved its earning ability on pay table locations throughout the country. As Burras put it, "Ak-Sar-Ben was placed on test locations in various territories prior to actual release in order to determine the strength of its appeal—as well as the durability and mechanical construction, of the game itself. Returns were amazing on these test locations, and the orders that followed bear out our contention that this game is the newest and finest in multiple one-ball automatics.

"Ak-Sar-Ben features a six-way multiple play thru a mystery coin chute," he continued. "Variable odds are indicated on the brilliant backboard, which is of unusual design. Win, place, show and purse odds are awarded according to the pocket into which the ball falls on the field. The one-ball play is extremely fast and offers operators an opportunity to provide locations with a game that will create additional business.

"Ak-Sar-Ben is named after the famous Omaha (Neb.) track," Burras concluded, "and the distributors who have placed heavy advance orders for the game have said that the appearance of this semi-console-type pay table is fully in keeping with the splendor and fascination of modern racing."

Gensburg Describes New Chi Coin Game

CHICAGO, Nov. 13.—"If Dux had nothing but the Chicago Coin score-set and payout recorder the game would be worth the price," claim distributors of the Chicago Coin Machine Manufacturing Company, according to Sam Gensburg, official. "Comment is not limited to the unusual payout checking devices which we have placed inside the cash door," states Gensburg. "The praise we have been receiving on the many features of Dux justifies our radical departure in novelty game construction and playing principle. That justification is further brought out by the reports on earnings which have accompanied heavy reorders.

"Play on Dux is utterly fascinating, over-worked as that word may seem," Gensburg continued. "The rotating ducks in the backboard within a brilliantly lighted background, the unusual bumper spring action, the addition of a repeater bumper spring and the fine assembly of the game are so well combined as to be universal in appeal. Play is simple and fascinating. As the ducks rotate the player shoots for the bumper spring in an attempt to strike them while a duck is visible in the backboard. Each of the ducks as they rotate is visible for a few seconds in the backboard thru the clear glass section. Bumper springs are 'alive' while a duck is visible and each hit scores on the light-up totalizer. If a ball strikes the repeater bumper spring while the light within is lighted, and while a duck is visible in the backboard the score is increased in units of 100. The repeater bumper spring need be contacted but once while lighted to score more than 100. A possible 800 may be registered on one contact on the repeater.

"Naturally the idea of the game is to strike bumper springs while ducks are visible," Gensburg concluded. "This requires a definite amount of skill. Because the game is so definitely a skill game many territories are accepting Dux with open arms."

Keeney Talks of New Console Games

CHICAGO, Nov. 13.—"Not to be outdone by the automobile industry in announcing new 1938 models of cars, we too are now bringing out two new 1938 models of our Keeney Console games," said J. H. (Jack) Keeney the other day in speaking of the new model Dark Horse and Track Time.

"Dark Horse," stated Keeney, "while originally a single-play single-coin console game, is now being produced with a seven-play selective single-coin slot and with an added daily double dial. There

is a new special-model Track Time, too, one with a ball plunger and playing field arrangement which enables operators to use this game in one-ball payout territories. The play principle of this special model is the same as the original game, but the player must now also shoot a ball into one of the four holes on the miniature play board in setting the game in operation. This new model of Track Time is opening up new avenues for profitable operation," he concluded.

Newspaper Sees Big Home Market

CHICAGO, Nov. 13.—A semi-humorous editorial appeared in *The Chicago Tribune* November 9, 1937, suggesting a new market for slot machines in lieu of the fact that authorities are trying to ban them from taverns, etc.

"SWEETENING HOME, SWEET HOME, Prohibition made home a barroom for the men and the speakeasy a home for the ladies. Since then American domesticity has had some difficulty in really finding itself and a student of our folkways would not know whether the altar of home life was in the poolroom in the basement or in the garage. There are Americans who know that home is where the trailer is and others are sure that it follows the bridge game. The idea that it is any place except where you sleep may be too sweeping a generalization.

"Domesticity in seeking to find whatever may be its new levels is assisted by many talented enterprisers among whom can be noted the purveyors of slot machines who would persuade the householder that his home can be as attractive as any tavern if he will add a machine to his private cocktail bar and give his guests this thrilling entertainment within his pleasant recreation room. "Frequent payouts and occasional jackpots will generate good feeling and add to your reputation as a perfect host."

"The machine, it is explained, will put hospitality upon a rational basis, returning to your friends 78 per cent of the money they put in the slot and retaining 22 per cent profit for you. If your friends alternate between your cocktail bar and the slot machine often enough a 22 per cent take ought to help with the bar and kitchen expense, do its part on the overhead and leave, as is suggested, something to take care nicely of your contributions to charity.

"Needless to add, you can compete with the tavern keeper, who is required to pay a license for operating. The tavern keeper may holler, but he has always been regarded as an enemy of domestic life, the man who kept the husband working too late at the office and seeing too many out-of-town friends. He can now bring his homework home and the husbands will also know where their wives are. They will be slipping quarters into the slot machine charity fund."

Jig-Saw Decision Interests Trade

WASHINGTON, Nov. 13. — Associate Justice Black, in the first session of the Supreme Court in which he took active part, voted against the government in a decision that will be of interest to manufacturers of amusement games. Newspapers featured the news concerning the new associate justice, and some of them gave the item concerning his vote on jig-saw puzzles a special display.

Justice Black joined with his eight colleagues in holding that jig-saw puzzles are not games and that the government therefore cannot levy a games tax on them. It was the first decision in which he participated. Justice McReynolds delivered the opinion, which was a victory for the Viking Manufacturing Company, Inc. of Boston, which sought to escape a \$37,021 tax on jig-saw puzzles it manufactured in 1932 and 1933.

Grand Rapids Passes on Parking Meter Contracts

GRAND RAPIDS, Mich., Nov. 13.—The contract with the city commission and the National Park-o-Graf Company for installation of 750 parking meters in downtown Grand Rapids has finally been sent back to the meter company for its signature. The contract was held up for several weeks in order to make a revision to protect the city from hazards of patent infringement.



FOOTBALL

600 HOLES—5c. THIN BOARD ONLY.
 Takes in.....\$30.00 **PRICE \$1.60**
 Pay out:
 1 \$5.00
 1 2.50
 1 1.00
 2 50c
 2 25c
 43 10c
 Total Pay Out 14.30
 Total Profit \$15.70

A Money-Maker for the approaching Football Season. A 1,000-Hole Set-Up Board. Colorful—Attractive—Inviting.
GLOBE PRINTING CO. 1023 Race Street Philadelphia, Pa.

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

Mrs. Must Use Heads, Says Becker

CHICAGO, Nov. 13.—"Coin game manufacturers must start using their heads," is the way Ray Becker, Keeney sales manager, recently sized up the present situation in the coin game industry. "There is a bigger market for coin games today than ever before in the history of this business," Becker continued. "Heretofore, however, it has been a manufacturer's market, and the factory heads were able to sit down and business would come to them. Now, with so many manufacturers turning out more games, it is rapidly becoming an operator's market."

"When it becomes an operator's market," he went on, "that's when Mr. Manufacturer will have to use his head in devising and producing games of sufficient originality, play appeal and perfection to cause his games to merit the operator's preference. Those manufacturers who have introduced new-principle games of fundamentally right play appeal have been enjoying good business. Their sales volume will keep up and show steady increases just as long as they design and build games of wanted ingenuity and perfection."

"While it sounds as if we were patting our own shoulder, our sales on our console games, Track Time and Dark Horse, and on our payout table, Handicapper, represent more individual operator purchases than ever in the history of this concern. And I don't think we would be enjoying this success if we were not using our heads, and just turning out another game."

Casmus Celebrates Silver Anniversary

BIRMINGHAM, Ala., Nov. 13.—Charlie Casmus, well-known operator in these parts, celebrated his silver wedding anniversary in a fashion that few common in this region will ever forget. The Tutwiler Hotel was the scene of activities and present at the reception were practically every one of the local operators, jobbers and distributors and their families.

One of the popular local orchestras supplied music for the evening and there were many, according to reports, who danced until the wee hours of the morning. Mr. and Mrs. Casmus were congratulated and toasted again and again as the common promised faithfully to be on hand for the golden anniversary celebration. As Max and Harry Hurvich, of the Birmingham Vending Company, put it, "Charlie looked just like a blushing bridegroom and we believe that he and Mrs. Casmus are going to continue to look like newlyweds for many years to come." Casmus is considered by many manufacturers to be one of the best testers of new machines in the Southern territory. He operates routes from here to Florida and is a familiar figure at the Chicago conventions.

Goodkind Visits Chicago Factories

CHICAGO, Nov. 13.—Sam Goodkind, Eastern sales manager of the American Sales Corporation, paid his semi-annual visit to Chicago last week and, accompanied by Lee S. Jones, visited all of the factories to look over the present-day crop.

Goodkind is a veteran. He has been traveling the same territory for 20 years and knows practically every operator by his first name. His customers generally give him blanket orders, and his purpose in visiting Chicago from time to time is to fill all these, using his own judgment on the selection.

It is now generally known that the American Sales Corporation is very particular with its customers, giving them the advantage of its recommendation, based on the fact that the firm is located in Chicago, right at the front doorstep of most factories.

Coinography

By THE COINOGRAPHER

Adam Buys a Dog

There are coon hunters and coon hunters, there are also coon dogs and coon dogs. Some of them actually find the festive raccoon and bring home the bacon after hours and hours of violent contact with all sorts of debris usually found scattered over the playgrounds frequented by this animal of song and story.

Adam Ehmann, of the Columbus Coin Machine Company, Columbus, O., was recently "taken for a ride" by Ted Snearly, of the R. & S. Sales Company, of Marietta, McConnelsville, Charleston, W. Va., and what have you.

Adam wanted a coon dog. Ted had a friend that had a dog. Surely the dog that Adam should have. So he invites Adam to go with him into the wilds of Morgan County, Ohio, to witness the performance of the best coon dog in the world, one that he alleges not only finds 'em but gets 'em.

Away they go. Up hill and down hollow till they reach the home of the owner. Old Bill is inspected. Not young, yet not too old, wise in the experience of hundreds of hours of following the scent that nature willed that he should always know. A little bleary eyed but a marvelous voice. So what.

Come nightfall, the hunt was started. Not 30 minutes and Old Bill gave tongue. Miles they followed him and he never failed to guide them. Finally in a small clearing surrounded by giant oaks the old dog stops and waits for the hunters. He has treed Mr. Coon.

Here they come. Adam in the lead. What does Old Bill do?

Walks right up to Adam, looks him in the eye, says, "Mister, here's your coon," and with that grabs him by the coat and drags him to the right tree.

Adam gives up \$250, takes the dog to Columbus and still swears the story is true. (Again, so what?)

End of Newark Price War in View

NEWARK, N. J., Nov. 13.—A lack of coin machines coming into this city seems to have done what arbitration has failed to do for many months past; namely, put an end to the price war which has been raging here for some time. With machines coming in slowly distributors and jobbers can't afford to cut prices. As a result the feud seems to have run its course.

For the most part jobbers and distributors seem to be quite happy over the change of events, and it is believed that they may get together in the near future, thrash out their difficulties and consequently better operating conditions in this area.

The price war seemed to flame up of its own accord as many local firms tried to unload large purchases of machines as quickly as possible. In the end it proved to be a headache to operators. Even tho they could purchase machines for less than established prices, their machines did not receive the proper service, which meant trouble with disgruntled location owners, loss of earnings, etc.

Now that the whole mess seems to have blown over, common in this section of the country are once more smiling. Conditions point quite definitely to the fact that the distributing and jobbing end of the business once more will function as a real business should.

Small Locations Do Big Business

NEW YORK, Nov. 13.—Good news for the smaller locations is to be found in a feature article in *Retailing*, a weekly trade paper, which said that "for some reason the small independent store has survived thru all the depressions and is still responsible for perhaps 75 per cent of the total volume of sales in the United States."

Under the title of "Little Fellow Has the Edge," Mr. Kaylin discusses the retail survey for 1937 published by Dun & Bradstreet, which shows that the smaller stores are getting good volume gains and better-than-average profits.

A point brought out by Mr. Kaylin is: The legislative tendency is all in the directions of bulwarking the little store-keeper against the bigger.

DERBY

CONSOLE WITH MULTIPLE 9 COIN HEAD

The Miracle Game FOR EARNINGS AND CLASS ASK ANY OPERATOR!



IMMEDIATE DELIVERY

See Your Distributor or Write

POWER PAK (AC) Equipped. TICKET MODEL EXTRA. CHECK SEPARATOR EXTRA.

D. GOTTLIEB & CO. 2736-42 N. PAULINA ST., CHICAGO



PLAY-OLA "PUT and TAKE"

This Jar Deal consists of 500 Tickets. Takes in \$21.25; Pays out \$11.00. Profit \$10.25. The payout is definite, no chance for loss. Available also with 1,000 and 2,000 Tickets. This simple, 5c-play, 500 Ticket Jar Deal costs you \$1.25 wholesale, plus transportation. Rush your order today. We'll include details of complete, original line of over 50 different Jar Deals—and low wholesale prices for quantity users.

Here's A Sizzling HOT JAR DEAL Sample Price For \$1.25 COMPLETE DEAL

NEWS! For Jobbers, Operators, Distributors

A giant company enters the Jar Deal field with a vast line of spectacular, colorful, original numbers that MOVE FAST, and pay big, quick profits. This 5c-play Put and Take Jar Deal is an example. "Play-Ola Games are the fastest-moving, biggest-profit games on the market."—J. A. SCHWARTZ, of National Coin Machine Exchange, 1407 W. Diversy Parkway, Chicago.

OVER 50 BIG NUMBERS

The Play-Ola line comprises over 50 different, high-powered Jar Deals—including many with Jack Pot Cards. All kinds of lures, colorful displays, Payouts and Tickets for every demand. Write today for latest Catalog and Low Quantity Prices. Please use your letterhead.

PLAY-OLA MFG. CO. 1944 S. Troy St. Dept. A-1 Chicago, Ill.

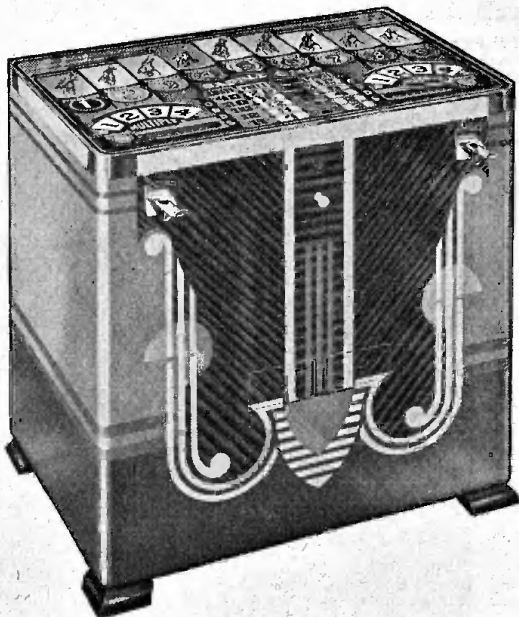
33 LARGE AND MEDIUM SIZE, FANCY PICTURE TOP BOXES CHOCOLATES \$7.95 50 BOXES KISSES AND 600-Hole 10 Lots 5c SALESBOARD. Takes in \$30.00 Each \$7.50

SALES BOARD OPERATORS SEND FOR OUR NEW LARGE CATALOGUE FULL OF NEW 1-2-5c SALES BOARD ASSORTMENTS SEE THE LATEST AT THE LOWEST PRICES LEE MOORE & CO. 180-182 West Adams Street Chicago, Illinois

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

BY BALLY

SADDLE CLUB



8-WAY DOUBLE MULTIPLE

Plays 8 coins per game, multiple payout, \$16.00 top! 1 to 9 Mystery Selections, awards for Win, Place, Show and Purse. THIRTY DAY LOCATION TEST proves Bally SADDLE CLUB fastest money-maker in console class today! BE FIRST with this DOUBLE PLAY, DOUBLE PROFIT sensation. Write for circulars on SADDLE CLUB, BALLY STABLES, CLUBHOUSE, AIRWAY, LINE-UP.

BALLY MFG. CO., 2640 Belmont Ave., Chicago

Business Is Good

The first 225 industrial corporations reporting for the third quarter of 1937 showed a 19.3 per cent gain in net income over September last year. More significant than all was the fact that 283 companies show a profit jump of 37.2 per cent for the first nine months of 1937. Practically all lines of business were represented in the report except railroads and utilities. United States Steel led in the cheerful news by reporting a net gain for the third quarter more than double the earnings for the same period last year. Net income of 23 steel companies for the third quarter, 1937, showed an increase of 72.4 per cent over a year earlier.

World Series Gets Big Biz for Ops

CHICAGO, Nov. 13.—While the baseball series is over and the clubs are inactive, interest is just as keen. Baseball "fans" are said to be demanding Rock-Ola's World Series game in greater numbers than before. With the new momentum given to the game operators are garnering a sweet business.

Because there is such sustained interest in the national sport, operators say that having the World Series game on the floor is about the best "draw" they could have, for naturally that means more nickels spent. One operator from Maine claims that the "boys" come in to hold a baseball "gossip" session and then they play the machine. "World Series," says an operator in Nebraska, "has it all over most games because it's essentially an amusement for a crowd—not just a one-man game. In several of our locations the fellows have organized teams and plan to play off a series this winter." A distributor down in Texas has placed a larger order than ordinarily because he writes: "The locations want World Series because it is the one baseball recreation for fans this winter." This high interest in World Series naturally brings more customers, and more customers mean more play on every amusement machine in the location.

The play stimulation of this game is having a telling effect on the Rock-Ola plant. Pressed to supply the steady demand for the World Series game, it is now speeding up the production line to fill rush orders.

Moseley Advises Operators To Gather Penny Profits

RICHMOND, Va., Nov. 13.—"Take the pennies as well as the quarters," is the advice of H. F. Moseley, of the Moseley Vending Machine Exchange. "You can count particularly on a steady flow of pennies from the Rock-Ola Lobby scale," Mr. Moseley tells his operators. He distributes Rock-Ola coin-machine phonographs and amusement machines and, while profits are higher on other equipment, he promotes the Lobby because it pulls the pennies every day of the year.

"Location spots for our Loboyes are everywhere—they only take up two square feet of floor space and they have a universal appeal," he adds.

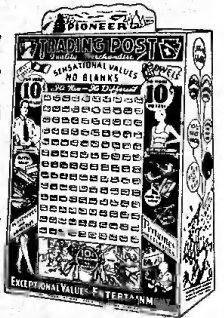
Mr. Moseley says that many of the operators report a Loboy paying for itself in less than a year. The five-year guarantee is particularly attractive to his operators. Trouble-free, attractive and convenient, Loboy, Mr. Moseley says, is just a standing invitation to step up and put in a penny.



EDDIE GINSBURG (left) lines up the Atlas Novelty Company's "personal service" employees in front of the firm's new office in Miami.

HERE'S A SALES DEAL WITH REAL PULL!

Everybody Goes for TRADING POST Because Everybody Draws a Prize.



THERE'S NO BLANKS

130 Pull Tabs on front of carton, numbered on back of each Tab to correspond to numbers on 130 sealed Packages of Merchandise in back of carton gives everyone a Prize for their money.

Deal Takes in .. \$13.00

No. BP 30 Per Deal \$6.60

N. SHURE CO.
200 W. Adams St.
CHICAGO

SAMPLE SAVINGS

In Our Liquidation Specials Sale!

COUNTER GAMES

New and Used . . . Automatic and Non-Automatic

- Reel Spot, new \$17.50
- Reel Spot, used 13.50
- Reel 21, new 7.50
- Reel 21, used 3.50
- Old Age Pension, new 9.50
- Old Age Pension, used 7.50
- Auto Punch, auto. pay 9.50
- Double Deck, new 5.00
- Double Deck, used 3.50
- Rithmatic, used 5.00
- High Stakes, used 5.00

Used Games Are in A1 Condition. Prices f. o. b. Dallas. Send 1/3 Cash with Order, balance c. o. d.

ELECTRO-BALL CO., Inc.
DALLAS TEXAS

McCALL NOVELTY CO.
GUARANTEED BARGAINS

COUNTER GAMES.	Win-A-Pack \$ 6.00	Mills Double Jackpot \$22.50
Reel Dice 4.50	Bluebird Dice 3.00	Front Vender 39.50
Reel Races 3.50	Puritan Balls 5.00	Mills Extraordinary (5c or 10c) 42.50
Reel "21" 3.00	Three Jacks 3.00	Blue Late Model or 10c 17.50
Bullet (Auto) 4.50	Mutual Sweepstakes 6.50	Pot Yellow Front (10c) 30.00
Midget (Auto) 15.00	Nugget \$45.00	Mills T. (5c or Front) 35.00
Mysterious Eye (Auto) 8.50	Mills Futurity (5c or 10c) 45.00	Mills Green (5c or 10c) 17.50
Darby (Auto) 8.00	Jennings Chief (5c or 10c) 22.50	Q. T. Cadet (5c) 42.50
Spark Plug (Auto) 6.50	Mills Skyscraper 32.50	Waiting Roll-A-Top (5c) 22.50
Baby Grand (Auto) 3.50	Goose-neck (5c) 17.50	Mills Dial (5c) 22.50
Royal Reels 3.00	Mills Single Jackpot 17.50	
Buckley Puritan 4.00	Goose-neck (5c) 17.50	
High Tension 4.00		
Die Dominos 3.00		
Tit Tat Toe 3.00		
Rithmatic Jennings Black Jack 3.00		

Balance C. O. D. cable Address: "McCallco." Phone: 3147
Send for our Latest Price List No. A-201. 3147 LOCUST ST. ST. LOUIS, MO.

\$5.00 RETAIL Value

OPERATORS DISTRIBUTORS Investigate Now!

TWO Genuine PIG GRAIN JACKETS FREE on THIS \$6.95 "Automatic Sales Card"

Yet Plenty Profit to You

Sales are just plain Automatically sure. You give two of these \$5.00 Genuine Pig Grain Jackets FREE, on each card. Right now, in the height of the outdoor season, these Sports Jackets are in big demand. For Football games, hunting, hiking, fishing, thousands of prospects eager to get one. Your Big Season on Now! Pocket Big Cash Profits Fast.

Write for full details about this original plan NOW! Most amazing quick-profit-making business of 1937-'38.

GRUND ART & NOVELTY COMPANY, INC.
424-E. WALNUT STREET, DES MOINES, IOWA

GUARANTEED BARGAINS

Roll Overs . . . \$10.00	NOVELTY GAMES	Track Meets . . . \$37.50
Gusher 6.00	Carnival 37.50	Out Board 37.50
Bolo 8.00	Sensation 22.50	Mad Cap 6.00
Auto Derby . . . 32.50	Mad Cap 6.00	Tackle 6.00
Hot Springs . . . 27.50	Home St'ch . . . 35.00	Beans 6.00
Home St'ch . . . 35.00	Track Stars . . . 37.50	R'nd World . . . 37.50
Track Stars . . . 37.50	Replay 19.50	Turf Kings 37.50
Replay 19.50	Mercury 19.50	
Mercury 19.50	Home Run 19.50	
Home Run 19.50		

COUNTER GAMES.

Reel 21's \$4.50	Deal Racos . . . \$4.75
Hit Me 21's . . . 4.50	Reel Races . . . 6.50
Tit Tat Toe . . . 4.00	Cont-A-Packs . . 6.00
All Win 7.50	Wagon Wh'is . . 6.00
Horse Shoes . . 4.75	Sportsman . . . 6.00
Heads or Tails . 2.50	Skipper 2.50

PHONOGRAPH SPECIALS.

7 Seaburg Selectophones, 36's, S . . . \$9.50
11 Wurlitzer Model 312 147.50

AUTOMATIC PAYOUTS.

Classic \$59.50	Hialeah \$22.50
Preview 32.50	S. S. Derby . . . 12.50
All Stars 12.50	Bowle 12.50
Palooka 12.50	Credit 9.00
Latonica 57.50	Winner 47.50

CONSOLES.

Paees Races, New Motors \$135.00
Ray's Tracks, Late Serials 127.50
Chucklette, 7 Play 139.50
Silver Balls, 7 Play 139.50
Electric Eye 22.50
Jennings Liberty Bell, F. S. 17.50
Rotary Merchandise 72.50

TERMS: 1/3 with Order, Balance C. O. D.

AUTOMATIC AMUSEMENT CO.
1000 Pennsylvania St., Evansville, Ind.

NATIONAL'S BARGAIN COLUMN

FOREIGN BUYERS
 Receive Front and Award Attention
 Through Our Export Department.
 Cable Address: **NATCOINCO.**
 FACTORY RECONDITIONED
 SLOT MACHINES

Exceptional Purchase from Florida Locations.
 Blue Front, Gold Award, 5c, 10c,
 25c Play . . . \$42.50
 Blue Front, No Gold Award, Single
 Jack, Late Serial, 5c, 10c 25c Play . . . 45.00
 Jennings Chief, 5c, 10c, 25c Play . . . 39.50
 Watling's Rol-A-Top, 5c, 10c, 25c
 Play . . . 39.00
 Paces Comet, 5c, 10c Play . . . 39.00
 Mills F. O. K. Escalators, 5c Play . . . 21.00

PAYOUTS.

Galloping	Dominoes	.\$135.00
Ray's	Turf	Champs . . . \$47.50
Exhibit	Hi-Card	No Clock . . . 42.50
Races,	Carom	Carom . . . 39.00
Console	Latonla,	Tkt. &
Arithmetic	Cash Play	39.00
Rotary	Grand Prize	Ticket . . . 37.00
Merchant	Royal Races	35.00
dizer	Preview . . . 34.50	
Paces	Winner . . . 34.50	
Races,	Heavyweight	32.50
Bik. Cab.,	Mazuma . . . 27.00	
20-1 Odds,	Center	
Check Ser.,	Smash . . . 27.00	
Ser'l 677	Hit Parade	27.00
75.00	Springtime	27.00
Paces	Daily Races	(Mystery) . . . 25.00
Races,	Skipper . . . 24.00	
Bik. Cab.,	Flicker . . . 21.00	
20-1 Odds,	Bally Multi-	21.00
Check Ser.,	Blue Bird . . . 21.00	
Ser'l 677	Challenger . . . 20.00	
75.00	Fence	
Paces	Buster	(Mystery) . . . 15.00
Races,	Sunshine Derby	15.00
Bik. Cab.,	Flying High	Fence Buster
20-1 Odds,	(Multiple)	
Check Ser.,		
Ser'l 677		
75.00		

NOVELTY GAMES.
 Batter Up . \$22.50 | Ball Fan . . \$17.50
 Cross Line . 22.50 | Ricochet . . 19.00
 Booster . . . 20.00 | Home Run . . 15.00

COUNTER GAMES.
 Darts . . . \$4.00
 Darts . . . \$4.50 | Real Races . \$5.00
 Real Dice . . . 6.50 | Rhythmic . . 5.00

PHONOGRAPHS.
 Rook-Ola Multi-Selector, 12 Records, \$115.00
 1933 Model . . . 50.00
 Dance Master . . . 50.00

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.

Detroit

DETROIT, Nov. 13.—Among the visitors at the offices of the General Amusement Devices Company during the past week were Paul Andre and his new bride from Grand Ledge, Mich. C. C. Johnson, of Flint, was another caller, who reported that operating conditions are improving in Flint and the future there looks very bright. Moe Fine, from Montreal, also dropped in at Gadeo headquarters while on a visit here to see his sister and brother-in-law. He is reported to have left an order with Harry Cherston for a solid carload of machines to be shipped direct to Montreal.

Just by way of showing the close connection which many ops have with show business in general: Will Romeson, local op, who is connected with carnivals in this territory during the summer months, has gone to Wisconsin for the winter. J. Robert Southard, veteran op in these parts, has left the city to go on the road with a motion picture road show. He will spend several months touring the South before returning to this city.

Alfred Groen, west side operator, has temporarily discontinued his routes but plans to return to pin game operation later on. He is now associated with a beer garden on Poplar street.

Ray Haas has taken over the management of the business of Keith V. Dressel, formerly known as the Ross Vending Company, and will operate it from the new location at 12460 Goulburn avenue. Dressel has left the city for East Jordan, Mich., where he expects to make his home.

A temporary injunction was obtained recently by Henry C. Lemke, of the Lemke Coin Machine Company, to restrain the officers of the city of Hamtramck, a north side suburb of Detroit, from molesting his machines in that city. Date of hearing is set for November 13 before Judge Callender.

Dasco Products Company, manufacturer of frames used in coin machines

for holding the glass in the registering device, is expanding its business. Firm has reorganized as a corporation under the laws of Michigan with a capital of \$15,000. Wilbur B. Hughes has joined Harry G. McKee and Burrell V. Hughes in the new company. Firm has moved to new quarters, where it has six times more space, and new machinery costing more than \$2,500 is reported to have been added. McKee reports business as being very good at the present time.

Lichtman Is New Rosenberg Manager

NEW YORK, Nov. 13.—Hyman Rosenberg, of H. Rosenberg Company, reports that Charley Lichtman is now manager of the new headquarters of the firm at 2178 Amsterdam avenue of this city. Lichtman is known thruout the industry as one of the oldtimers of the business.

Rosenberg revealed that he and Lichtman intend to stock the new headquarters with the newest numbers now on the market. What's more, they intend to feature them to the uptown operators in a new and novel fashion.

Both of the men are reported to be highly enthusiastic over their new arrangement and believe that big things are in store for both of them.

Injunction Allows Games To Operate

DETROIT, Nov. 13.—Resort to legal action to permit the continuance of amusement games in the city of Hamtramck was undertaken here recently by Henry C. Lemke, of the Lemke Coin Machine Company. A temporary injunction was granted against the city officials.

Hamtramck is a city of 50,000 population and is wholly inclosed within Detroit. With its huge industrial population it has been a center of coin machine activity for a long time. The restraining order allows the firm to place skill games or similar machines in restaurants, beer gardens, etc.

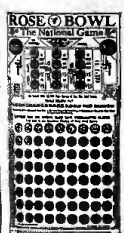
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This is no time to take chances! Order your tables from Mills Novelty Company and test them out on location with privilege of returning in 10 days if not satisfied. For safety deal with the World's Largest Manufacturers or our jobbers. We know how good Forward March, Flasher and Clocker are—but do you? Let us ship you samples at once—there's no risk on your part. Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Ill.

FORWARD MARCH . . . . . \$74.50  
 Best Novelty Table Now Operating Anywhere



## "ROSE BOWL"



"Plunging" and "Smashing" to record breaking sales! "Passing" all competition by its greater sales appeal and glamour! Without a question the greatest football jar Deal ever manufactured. A "Kick-Off" to larger profits at smaller investments!

Many Extra Features.  
 Special Protected Tickets  
 Takes in 2520  
 @ 5c . . . \$126.00  
 Pays Out (Av.) . . . 82.00  
 Profit (Av.) . . . \$ 44.00  
 SAMPLE DEAL - \$6.45  
 Dozen Lots Complete.  
 Cards, labels, jars, tickets,  
 holders, per dozen, full  
 discount deducted, NET  
 \$40.95.

(Express and Federal Tax Paid.)  
 1/3 Deposit — Balance C. O. D.  
**NATIONAL PRODUCTS CO.**  
 2460 Grand, Kansas City, Mo.

## OPERATORS

The Perfect Short Range Shooting Gallery  
 only \$125.00 complete. Target Cards, per  
 thousand, \$3.00. Target Shells, per thousand,  
 \$3.20.

Season just starting. One-third deposit.  
**L. H. HOOKER NOVELTY COMPANY**  
 ARNOLDS PARK, IA.

# The Big Annual XMAS SPECIAL

goes to press this week!  
 Advertise and get the benefits of  
 the wide distribution among coin  
 machine buyers.

**MAIL YOUR COPY TODAY**  
 Last Form Closes Saturday  
**NOVEMBER 20**

**The Billboard**  
 NEW YORK OFFICE  
 Palace Theater Bldg.,  
 Madallion 3-1818, 7, 8.  
 CHICAGO OFFICE  
 6th Floor Woods Bldg.,  
 Central 8480.  
 ST. LOUIS OFFICE  
 890 Arcade Bldg.,  
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 PHILADELPHIA  
 OFFICE  
 7222 Lamport Rd.,  
 Madison 6895.  
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OFFERING FOR IMMEDIATE DELIVERY

# AK-SAR-BEN

THE NEWEST AND FINEST IN  
MULTIPLE PLAY 1 BALL AUTOMATICS

featuring: • 6-WAY MULTIPLE PLAY  
• MYSTERY CHUTE • VARIABLE ODDS  
• FIRST, SECOND, THIRD AND PURSE AWARDS

A DELUXE HORSE RACE GAME

## WESTERN'S GUARANTEE

Your money refunded in full if 7 days' test fails to prove the mechanical dependability and earning superiority of this automatic table! AK-SAR-BEN will meet and exceed every operating demand!

\$207<sup>00</sup>

F. O. B. Chicago. Also available in single slot model at price of

\$174.50.

WESTERN EQUIPMENT & SUPPLY CO., 925 W. NORTH AVE., CHICAGO

## A KING PIN FOR PROFITS

A SENSATIONAL NEW HARLICH JACKPOT BOARD THAT'S BOWLING 'EM OVER

### KING PIN

No. 16006 600 Holes  
TAKES IN ..... \$30.00  
AVERAGE PAYOUT... 12.84  
AVERAGE GROSS PROFIT ..... \$17.16

HARLICH MFG. CO.,



PRICE **\$1.98** EACH PLUS 10% TAX

Get in on This New Number Now for a Real Profit Strike  
1401-1417 W. JACKSON BLVD. CHICAGO, ILL.

## Calcutt Enjoys Good Foreign Biz

FAYETTEVILLE, N. C., Nov. 13.—Reports of export trade media show that Joe Calcutt's Vending Machine Company is one of the prominent exporters of coin machines to the foreign markets.

"We have been doing quite a large business with foreign nations during the past months," Calcutt stated. "Some of our machines have gone to India, the Netherlands, France, England; in fact, to practically all of the larger nations in Europe and Northern Africa. We feel that the spectacular sales we have been staging for the past few months are responsible to a large degree for the increased business from far-away lands. Add to that the fact that we keep a large supply of machines of all kinds on hand at all times so that we can ship promptly and you have another reason why our export business has been steadily increasing.

We make it a point to inspect every game going to foreign ports carefully before it leaves our headquarters so that it will work perfectly when it arrives at its foreign home. This is undoubtedly one of the main reasons," he concluded, "why we have made so many friends in the lands across the seas."

## Exhibit's Tops Hit in East

NEW YORK, Nov. 13.—The first shipment of Exhibit's new novelty game, Tops, arrived in New York last week and Herman Budin, distributor in this territory, immediately was swamped with orders. Operators present when the shipment arrived immediately took those games. Word soon got around that the game was good and Budin started booking orders for future deliveries. Game looked so good to Budin himself that he left for Chicago the next day to get the factory to rush along more machines.

WHILE THEY LAST!

**WURLITZER** • P • **\$109<sup>50</sup>**  
12

ROCK-OLA—Late 1936 Model. \$119.50 | KEENEY BOWLETTES... \$49.50  
BABE KAUFMAN MUSIC, (CIRCLE 250 W. 54th St., N. Y. C. INC. 6-1642)

GET ACQUAINTED WITH AVON SERVICE

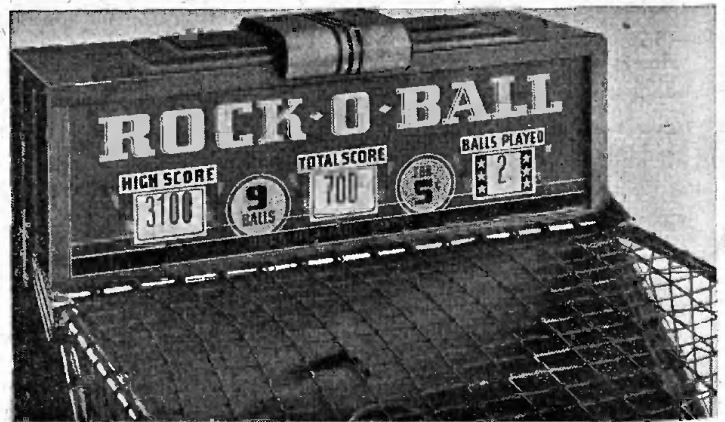
New or guaranteed reconditioned used machines—try them.

BUY FROM — SELL TO

AVON NOVELTY SALES CO.

5907 Euclid Ave.

CLEVELAND, O.



THE NEW MODERN SCORING UNIT on the 1938 all-electric Rock-o-Ball, illustrating the triple-score feature which has made Rock-o-Ball a favorite among bowling games.

When Writing to Advertisers Mention The Billboard.

# Stoner's RACES

Has proven its merit in actual location performance. **STONER'S RACES** keeps player's interest at high pitch.

**\$74.50**

If You Do Not Have **MISS AMERICA** ORDER TODAY!

**The Aristocrat Line**  
STONER'S RACES

# STONER CORPORATION

Aurora, Illinois

**IF STONER makes it**

**RACES HORSES!** **MISS AMERICA BATHING BEAUTIES!**

Immediate deliveries from all branches!  
FLORIDA: 1326 West Flagler Street, Miami.

**ATLAS sells it**

2200 N. WESTERN AVE. CHICAGO — 1901 FIFTH AVE. PITTSBURGH

IMMEDIATE DELIVERY

STONER'S **RACES AND MISS AMERICA**

GREATEST MONEY MAKING GAMES TODAY!

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

**D. ROBBINS & CO. 144-B DEKALB AVE. BROOKLYN, N.Y.**

2 in 1 Vendor for Nuts, Candies, Ball Gum, Etc.

1c and 15c Cigarette Venders.

- 15—Turf Champs. . \$55.00
  - 10—Golden Wheels. 50.00
  - 10—Flashers . . . . 65.00
  - 10—1935 Elec. Hoists . . . . . 50.00
  - 5—1936 Elec. Hoists . . . . . 60.00
- SAVOY VENDING CO.**  
406-08 W. Franklin St.  
BALTIMORE, MD.

*New England*

BOSTON, Nov. 13.—Sam Garnick, of Lowell, Mass., in town buying some records, dropped into an automobile sales-room and came away the owner of a Hudson, much to his own surprise. Purchasing a vehicle was the farthest thing from his mind. He'll utilize it to expedite his trips hunting locations for Seeburg music boxes.

Ben Palastrant, Wurlitzer distributor, off on another of his mysterious journeys, this time for at least a week. Ida Shapiro, his able secretary, handling the business in his absence. Incidentally Ida—sorry, Miss Shapiro) was a member of a bridge party that saw Joan Bennett in *Stage Door*. It was an en masse affair. Miss Shapiro broke a two-year-old record, which explains her reason for saying she did not like the play. It was the first time in two years that she took in a play without her fiancé as escort.

**COCK-A-DOODLE DOO!**

Superior's "Cock Fight", 2280-Hole, average Payout Card with accompanying Payout Card is ready for you! Lavish colors make this one even greater than all the rest! New ways to win. **NO STEP-UP!** Made in both thin and thick. Both 5c and 10c—longer profits.

5c DEAL  
Takes In 2280 @ 5c . . . \$114.00  
Pays Out (Average) . . . . 72.68  
Profit (Average) . . . . \$ 41.34

10c DEAL  
Takes In 2280 @ 10c . . . \$228.00  
Pays Out (Average) . . . . 155.19  
Profit (Average) . . . . \$ 72.81

Thin or Thick Board with easels, cellophane wrapped.

**SUPERIOR PRODUCTS, INC.**  
"World's Fastest Growing Salesboard Factory."  
14 No. Peoria St., Dept. C, Chicago, Ill.

**CIGARETTE SALESBOARDS**  
45c - TAX PAID

Will mail complete list of other Salesboards we have to offer at low prices. Write for copy.

**AKRON MERCHANDISE CO.**  
AKRON, OHIO.

Barnett Blatt, of Atlas Coin Machine Company, off to Chicago by airplane on serious business.

Norwich Inn, Norwich, Conn., one of the most elaborate dine and dance salons in Connecticut, opened its doors to the public last week. According to J. W. Gaffney, a Seeburg operator in that territory placed a Royal machine purchased from the Atlas Coin Machine after the inn proprietors insisted on a Royal job.

**HURRY!! HURRY!! WHILE THEY LAST!!**

|                              |                             |                                 |
|------------------------------|-----------------------------|---------------------------------|
| Auto Derby . . . . . \$32.50 | Carnival . . . . . \$39.50  | Home Run . . . . . \$ 8.50      |
| Ball Fan . . . . . 7.50      | Chico Races . . . . . 35.00 | Running Wild . . . . . 21.50    |
| Boo Hoo . . . . . 27.50      | Cross Line . . . . . 17.50  | Skooky . . . . . 17.50          |
| Buzzons . . . . . 10.00      | Equalite . . . . . 8.50     | Elec. Score Board . . . . 10.00 |
| Boosters . . . . . 9.50      | Firecracker . . . . . 9.50  | 1937 Sensation . . . . . 27.50  |
| Batter Up . . . . . 17.50    | Great Guns . . . . . 22.50  | Ginger, counter game. . . 10.00 |

ALL MACHINES GUARANTEED MECHANICALLY PERFECT CONDITION.  
1/3 Deposit Required with Order — Balance C. O. D.

**ACE VENDING CO., 1125 Broad St. NEWARK, N. J.**

**Largest SELECTION OF USED GAMES IN THE EAST!**

WRITE FOR LATEST COMPLETE PRICE LIST

**HERCULES MACHINE EXCHANGE, INC.**  
1175 BROAD ST., NEWARK, N. J. (Cable Address: "HERMEX")

Send your correspondence to advertisers by mentioning The Billboard.





IT'S ANOTHER GENCO EXTRA PROFIT HIT!

# Ski-Ju

## 5 BALL NOVELTY GAME

• BREATH-TAKING LIGHT-UP ACTION ON THE GIANT GENCO BACKBOARD plus EXTRA BALL ACTION AND SUSPENSE ON THE NEW-TYPE GENCO FIELD!

• Each time ball played contacts a MULTI-BUMP CUSHION BUMPER, score of 100 registers on progressive score light-up chart. Each tenth hit scores 1,000 on total score light-up chart, and at the same time backboard flashes into action as Ski-Jumper soars down the slide! BONUS, DOUBLE and combination SKILL TRACKS motivate Bonus and Double CAPTIVE BALLS each time contacted! 5 contacts on BONUS TRACK awards 2 FREE GAMES if winning score is registered. 5 contacts on DOUBLE TRACK doubles award for winning score shown! Unusual bumper and pin arrangement provides unlimited ball and bumper action—adds to already strong appeal!

Exclusive GENCO Award Adjuster Now in the Backboard!

It's the Extra ACTION-APPEAL that Earns Huge Profits Everywhere!

Immediate Deliveries

# GENCO, Inc.

2621 N. Ashland Ave.,

CHICAGO

ONLY  
**\$74.50**  
F. O. B.  
Chicago

## LADY LUCK

1200 Hole Form 4190

Takes In . . . \$40.00  
Pays Out . . . 19.00  
Price With Easel . . . 1.46  
Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

**CHAS. A. BREWER & SONS**  
Largest Board & Card House in the World  
6320-32 Harvard Ave., Chicago, U. S. A.



## Candy Bar Op Tells Of His Experiences

DETROIT, Nov. 13.—Norman P. Nowak, a Detroit operator for about 10 years, has moved his place of business to a new location on Glenwood avenue, one of the comparatively few operators living in that section. He is strictly a specialist in vending machines, operating the Snax Stores for several years.

"Business is a little slower than last year," Nowak said. "Lots of locations where we called every day to service machines at that time require only a call every second day now. The reason is that many factories in the territory are working fewer shifts than they did at that time, but conditions are expected to pick up remarkably right after the auto show now."

Nowak has a route of about 100 machines and specializes in industrial-type locations. Commenting on the one difficulty of operating in factories, he said:

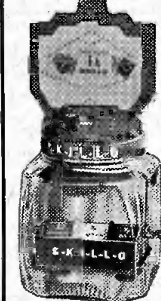
"We have lots more competition today than a few years ago. There are more operators in the business. One real difficulty of operating is that a coin box is a temptation to some people wherever you put it. I personally like them as inconspicuous as possible for that reason, right out of sight and not made a part of the front display. A few years ago a lot of machines had the visible-type coin boxes, but the trend is away from them. This type of box, however, is all right around gasoline stations or any locations where there is an attendant around constantly to watch them casually.

"There seems to be too big a chance on the industrial locations. We have practically all our trouble on the night shifts and rarely have a machine give trouble during the day. In fact, if the machine gets out of order during the day the men are likely to turn it around and protect our merchandise for us until we get a chance to service it.

"There is less supervision in the factories at night, and the tendency is for the men to play around and damage the machines when they are not being so closely watched. This is true even

## 7 DAY FREE TRIAL ON SAMPLE NOT A WATER GAME NOT A TICKET DEAL

### PENNY SKILLO



Fastest Penny Counter Cigarette Game ever produced — something entirely new and different. 40% for location, 60% for you. OPERATORS NOTICE! — Machine keeps accurate count of what merchant pays out in awards—cheat proof. Can play 1c, 5c, 10c. Nothing like it in coin history. Percentage regulator. Gets the money — big profits. Awards up to 15 to 1. Coin rolls thru brass pins into payout pockets. Tastes, proves on location, vast tremendous quick profit for you. Ball Gum can be used with each penny play if you wish. Lock keys.

Write for Quantity Prices. Patent Pending Size 7x7 1/2 DEPOSIT — No Personal Checks Please. **UNITED AMUSEMENT COMPANY** 3410-16 Main St., Kansas City, Mo.

## 2 CANDY SALESBOARD DEALS

### SENSATIONAL MONEY MAKING DEAL

**50 WINNERS**  
A 5c Salesboard

44 Boxes of High-Grade Candy—1 Lb., 1/2 Lb., 1/4 Lb. 6 Jars of Assorted Filled Candy.  
5 Lb. Box Assorted Chocolates for Last Punch.  
1 300-Hole Salesboard.

COSTS YOU \$5.50 TAKES IN \$15.00

### QUICK TURNOVER DEAL

Every Punch Receives a One-Pound Box of Chocolates. Numbers Run From 1 to 39.

**24 WINNERS**  
A 24-Hole Salesboard

24 1-Lb. Boxes of Chocolates.  
1 24-Hole Salesboard.

COSTS YOU \$4.25 TAKES IN \$8.00

20% Deposit With Order, Balance C. O. D. Send for FREE Illustrated Catalog. **DELIGHT SWEETS, INC.** 50 EAST 11th STREET NEW YORK, N. Y.

### CANDY FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates. Per Box. . . . **70c**

5-Lb. Box of American Mixed Hard Candy. Per Box. **60c**

All 5-Lb. Boxes Packed 1/2 Dozen to Carton.

## LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT. A 1,200-hole board with six genuine leather hand-laced purses containing the coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$60.00, pays out approximately \$30.00.

Sample \$5.00; Lots of 6, \$4.25; Lots of 12, \$3.75. Deposits required on all orders.

**H. G. PAYNE COMPANY**

312-314 BROADWAY,

NASHVILLE, TENN.

## While They Last

50 ROCK-OLA ROCK-A-BALL JR.,

**\$65.00**

1/3 Certified Deposit, Balance C. O. D. **ED. GEORGE NOVELTY COMPANY** 37 Ira Ave., Akron, Ohio.

tho the same men work both shifts. "All merchandise in a machine is likely to be lost if anything goes wrong with it on the night shift, as the men will tend to wreck it and remove the merchandise. Of course, there are a lot of impatient people, and if one of them happens to get an irregular nickel and puts it in, jamming the machine, he is likely to start pounding and keep on until he damages the machine instead of using more sensible ways of rectifying the situation."

**A WORD TO THE WISE**



**BEWARE OF "BARGAINS!"**

Horse Race Consoles, built to sell cheap, CAN'T deliver the performance it takes to make money! Unless they make money for you, they are costly at any price! Be Wise! EVANS' Games have the reputation of perfect performance—the PROVEN record of top earnings! Choose them and be SURE you'll make money!

INSIST ON *Evans'*

**1938 BANG TAILS!**

The King of Horse Race Consoles! Refined! Re-styled! New Master-Features! New Champion Horses! Drastically Simplified, fool-proof Mechanism! YET NOT ONE CENT HIGHER IN PRICE!  
Unmatched by any other game before—Today with New 1938 features this modern miracle game stands absolutely above every comparison!

New Cabinet in black walnut and quilted maple! Gyp-Proof 7-Coin Head! Foller prevents all cycling and synchronization! New Power Pak overcomes voltage drop! Cabinet ventilation eliminates heating! Coin Head and Mechanism entirely removable from cabinet! Entirely precision-engineered! SOLD ON FAMOUS 10-DAY MONEY-BACK GUARANTEE!

**EVANS' 7-COIN HEAD!**  
GREATEST IMPROVEMENT IN THE INDUSTRY! Guaranteed to positively stop the gyp-artist! Prevents grief of overlapping coins, thick coins, slugs, gum, string, metal strips, celluloid, etc. Last 3 coins in each chute visible at distance! Designed, patented and manufactured by EVANS, obtainable only on EVANS' Games!



**TICKET PAYOUT MODEL • CHECK PAYOUT MODEL • UNBREAKABLE GLASS PLAYING FIELD • EXTRA**  
5c OR 25c PLAY • OPEN PAYOUT CUP OR LOCKED DRAWER • OPTIONAL

Order from your Jobber or Write, Wire or Phone HAYmarket 7630

**H. C. EVANS & CO.**  
1522-28 W. ADAMS ST., CHICAGO

**BANG TAILS**  
Horse Race Payout de Luxe  
**GALLOPING DOMINOS**  
Superb Dice Payout  
**ROULETTE, JR.**  
Roulette in Super-Payout

**BARGAINS FROM DAVE MARION**  
LOW PRICES, HIGH-GRADE RECON-DITIONED SLOTS  
You Will Never Buy Them Cheaper  
2—5c Mills B. F. G. A. \$44.50 Ea.  
20—5c, 10c, 25c Pace F. B.  
All Star Mystery Bella . . . 47.50 Ea.  
3—5c Mills Ext. Bella . . . 34.50 Ea.  
2—10c Mills Ext. Bella . . . 34.50 Ea.  
2—5c Mills War Eagle Bella . . . 32.50 Ea.  
3—5c Pace Bantams . . . 17.50 Ea.  
2—10c Pace Bantams . . . 17.50 Ea.  
3—5c Mills F.G.K. D. J. . . . 27.50 Ea.  
1—5c Mills Skyscraper . . . 24.50  
1—5c Jennings Duchess . . . 19.50  
1—10c Jennings Duchess . . . 17.50  
1—Races Races . . . 124.50  
5—1c A. B. T. Target Skills . . . 14.50 Ea.  
3—5c Mills S. J.P. . . . 14.50 Ea.  
Will Trade the Above Equipment for PENNY PACKS.  
MARION COMPANY, Wichita, Kan.

**Elite Sportland Tests Prize Law**

SEATTLE, Wash., Nov. 13. — The splendidly equipped Sportland Amusement Company, just outside the city limits, has closed recently pending the decision of a test case in court. The sportland operated on a plan of requiring winners of certain scores on games to pick a final winner by playing checkers.

The policy was based on the fact that it is supposedly legal in the State of Washington to give prizes for the solution of checker problems. Attorneys for the defense are therefore building their case on this point that checker games were used to decide final prize winners.

Excellent business followed the opening of the amusement spot in August, and women often crowded the place in the afternoons. The management used local newspaper advertising to attract patronage, and the game of darts was also seen to be a big favorite with the ladies.



18.75 Tax Paid Each

**TWO MACHINES IN ONE ZEPHYR Cigarette Vender or Ball Fruit Vender**

Buy the smartly streamlined ZEPHYR Cigarette Machine and receive free of charge extra "Fruit Real" strips—thus getting the benefit of two machines for the price of one. Engineers designed an entirely new Mechanism for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken. Ball Gum Vender with visible display. Large Cigarette or Fruit symbols. 4 Reward Cards. 15c a Box (100 Pieces) | MINTS Case (1,000 Rolls), \$6.50

**SICKING MFG. CO.** 1922 FREEMAN AVE. CINCINNATI, OHIO

**\$350.00 FOR THE LOT**  
7 MILLS BLUE FRONTS — 389732 To 401089.  
All Mills Head, Gold Award, Mystery Vender.  
5 Nickels, 1 Dime, 1 Quarter Play.  
1 YELLOW FRONT Q. T. 1c  
3 MILLS SAFE STANDS, 4 FOLDING STANDS.  
About \$50.00 Worth Blue Front Parts.  
F. O. B., Baltimore, Md.  
**ROY A. CATES**  
889 14th Ave., N., St. Petersburg, Fla.

**SALE**  
OF ALL LATEST Used Games  
WRITE NOW  
**FITZGIBBONS DISTRIBUTORS, inc.**  
453 W. 47th St., New York  
362 Mulberry St., Newark, N.J.

**Orenstein Enlarges Service Facilities**

NEWARK, N. J., Nov. 13.—Irving Orenstein, of the Hercules Machine Company, reports that his firm had added to its service facilities for operators during the past weeks and are planning to release some more surprises in the near future.

Orenstein has added another new truck to the present fleet which the firm maintains. "This will enable us to get machines to operators even faster than before," he stated. "I am also planning to add a service man to the organization who will answer service calls and repair machines right on operators' locations. In this way we believe we will be of still greater service to our customers, since a lot of time will be saved by repairing machines on the spot instead of hauling them to our own repair headquarters.

**Slug Visible Slotted Coin Counter**



It Tubes and Counts.

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be our business. Our method of counting and tubing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.



Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Big Lot Prices. Accurate Coin Counter Co., Fatton, Pennsylvania

**EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY**

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.  
H. C. Evans & Co. A. B. T. Co. Western Equip. Co.  
Groetchen Mfg. Co.

**KEYSTONE NOV. & MFG. CO.** 26th and Huntingdon Sts. PHILADELPHIA, PA.



# NOTICE!

W. E. Slingerland, Indianapolis, says, "DUX is the cleverest novelty game I have seen." . . . Eddie Ginsburg, of Atlas' Florida branch, wires, "DUX is a bird of a game." . . . Banner Specialty's I. H. Rothstein phones, "You positively have a winner in DUX."

# DUX



**\$74.50**  
F.O.B. CHICAGO

## SOMETHING NEW FOR YOUR PLAYERS!

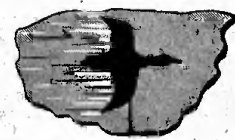
DUX is sweeping the country by storm—and there is a reason why! DUX is the only new type game in years! Interest compelling new play gets the players—new mechanical features sell the operators. CHICAGO COIN'S payout recorder and score-set permits operator to adjust awards to record on veeeder counter at any of 5 high scores.

### REPEATER ACTION SPRING



"Repeater Bumper Spring" lights up as long as duck is in view. If hit while lighted, a continuous number of hits are recorded until duck passes out of sight.

### ROTATING DUCKS



Hits are recorded only when rotating duck is in view in the giant sized "depth" backboard. If ducks are out of sight, bumper springs are "dead."

## CHICAGO COIN

MACHINE MANUFACTURING CO.  
1725 DIVERSEY BLVD. CHICAGO ILL.

**GEORGE PONSER** distributor for  
New York, New Jersey and Connecticut

There is still room for jobbers, new and old, throughout the United States and Canada in the CHICAGO COIN SET-UP. Write for details.

**CHICAGO COIN'S**  
**DUX**

... HAS JUST LANDED IN OUR SHOW ROOMS AND WE WANT YOU TO COME IN AND SEE IT!

5 BALL NEW TYPE NOVELTY GAME **\$74.50**  
F.O.B. CHICAGO

**THE GEORGE PONSER COMPANY**  
31 WEST 60TH STREET, NEW YORK CITY (Circle 6-6651)  
11-15 EAST RUNYON ST., NEWARK, N. I. (Bigelow 3-6272)  
1435 BEDFORD AVE., BROOKLYN, N. Y. (MAin 2-1297)  
Cable Address—"PONSER" N. Y.

*Come On In And See*  
**DUX**

WE THINK IT'S SWELL AND SO WILL YOU!

5-BALL NOVELTY GAME **\$74.50**  
F.O.B. CHICAGO

**McCall Novelty Co.**  
3147 Locust St. St. Louis, Mo.

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1530 Parrish St., Philadelphia, Penn.

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**ADVANCE AUTOMATIC SALES CO.**  
1021 Golden Gate Avenue, San Francisco, California.  
**WESTERN DISTRIBUTORS, INC.**  
S. W. Sixteenth and Jefferson, Portland, Oregon.

*Come On In And See*  
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F.O.B. CHICAGO

**MILLER NOVELTY CO.**  
925 N. W. Sixth Street  
Oklahoma City, Okla.

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**DUX**

WE THINK IT'S SWELL AND SO WILL YOU!

5-BALL NOVELTY GAME **\$74.50**  
F.O.B. CHICAGO

**ROXY SPECIALTY CO.**  
744 Notre Dame St., W. Montreal, Que., Canada

*Come On In And See*  
**DUX**

WE THINK IT'S SWELL AND SO WILL YOU!

5-BALL NOVELTY GAME **\$74.50**  
F.O.B. CHICAGO

**Atlas Novelty Co.**  
1326 W. Flagler Street, Miami, Fla.  
1901 Fifth Avenue, Pittsburgh, Pa.

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**\$74.50**  
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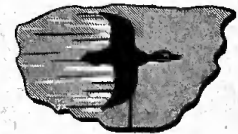
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MACHINE MANUFACTURING CO.  
1725 DIVERSEY BLVD. CHICAGO ILL.

**GEORGE PONSER** distributor for  
New York, New Jersey and Connecticut

There is still room for jobbers, new and old, throughout the United States and Canada in the CHICAGO COIN SET-UP. Write for details.

**CHICAGO COIN'S**  
**DUX**  
... HAS JUST LANDED IN OUR SHOW ROOMS AND WE WANT YOU TO COME IN AND SEE IT!  
5 BALL NEW TYPE NOVELTY GAME **\$74.50** F.O.B. CHICAGO  
**THE GEORGE PONSER COMPANY**  
31 WEST 60TH STREET, NEW YORK CITY (Circle 6-6651)  
11-15 EAST RUNYON ST., NEWARK, N. J. (Blgelow 3-6272)  
435 BEDFORD AVE., BROOKLYN, N. Y. (MAin 2 1297)  
Cable Address—"PONSER" N. Y.

*Come On In And See*  
**DUX**  
WE THINK IT'S SWELL AND SO WILL YOU!  
5-BALL NOVELTY GAME **\$74.50** F.O.B. CHICAGO  
**McCall Novelty Co.**  
3147 Locust St. St. Louis, Mo.

*Come On In And See*  
**DUX**  
WE THINK IT'S SWELL AND SO WILL YOU!  
5-BALL NOVELTY GAME **\$74.50** F.O.B. CHICAGO  
**Banner Specialty Co.**  
1530 Parrish St., Philadelphia, Penn.

*Come On In And See*  
**DUX**  
WE THINK IT'S SWELL AND SO WILL YOU!  
5-BALL NOVELTY GAME **\$74.50** F.O.B. CHICAGO  
**ADVANCE AUTOMATIC SALES CO.**  
1021 Golden Gate Avenue, San Francisco, California.  
**WESTERN DISTRIBUTORS, INC.**  
S. W. Sixteenth and Jefferson, Portland, Oregon.

*Come On In And See*  
**DUX**  
WE THINK IT'S SWELL AND SO WILL YOU!  
5-BALL NOVELTY GAME **\$74.50** F.O.B. CHICAGO  
**MILLER NOVELTY CO.**  
925 N. W. Sixth Street, Oklahoma City, Okla.

*Come On In And See*  
**DUX**  
WE THINK IT'S SWELL AND SO WILL YOU!  
5-BALL NOVELTY GAME **\$74.50** F.O.B. CHICAGO  
**ROXY SPECIALTY CO.**  
744 Notre Dame St., W. Montreal, Que., Canada

*Come On In And See*  
**DUX**  
WE THINK IT'S SWELL AND SO WILL YOU!  
5-BALL NOVELTY GAME **\$74.50** F.O.B. CHICAGO  
**Atlas Novelty Co.**  
1326 W. Flagler Street, Miami, Fla.  
1901 Fifth Avenue, Pittsburgh, Pa.



# The HOOSIER HOT SHOTS

*"turn on the heat" every night for  
America's pleasure on thousands of*

## WURLITZERS

Sensational favorites the nation over, every radio program by the Hoosier Hot Shots loosens a flood of fan mail, every personal appearance tour "packs 'em in" to applaud the unusual musical offerings of this famous foursome.

But . . . north, east, south and west, millions who have never seen the Hoosier Hot Shots, hear their red hot recordings with living accuracy on Wurlitzer Automatic Phonographs.

In taverns and restaurants, whose limitations make automatic music the ideal answer to the question of providing entertainment, Wurlitzers are producing the music of all the great modern masters with almost magical realism.

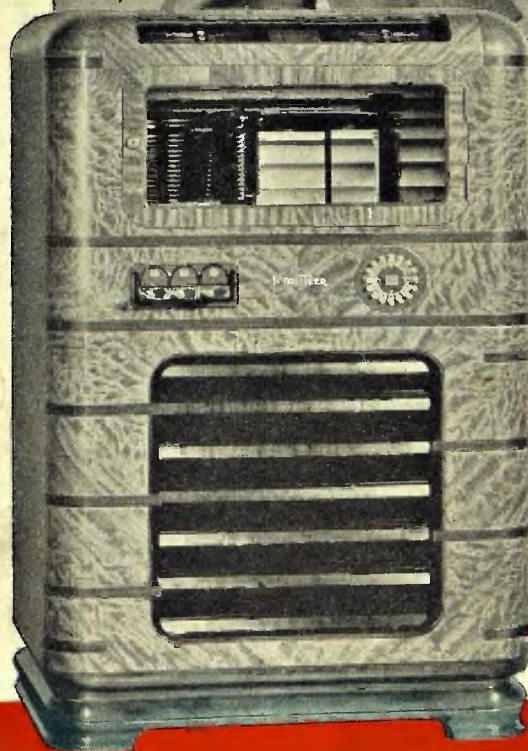
Here is an opportunity that music operators everywhere can turn to their advantage. Write today for particulars.

**THE RUDOLPH WURLITZER COMPANY**  
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