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SOCIALLY SECURITY BLUES

Collins, Booth
SLA Speakers

Evening of enjoyable entertainment for banquet and ball—sellout predicted

CHICAGO, Nov. 20.—Sam J. Levy, chairman of the showmen’s League Banquet and Ball. Return Wednesday from a short sojourn in Hot Springs, where he met with President J. O. McCarthy and other league members.

Two men who have established a national-wide reputation as speakers have been engaged for the occasion. One is Charles Brandon Booth, grandson of the founder of the Salvation Army, and a dynamic, interesting talker. The other is Collins, lecturer, radio commentator and editor of The Kansas City Times.

Several artists from the College Inn show will appear on the banquet (See COLLINS, BOOTH on page 12).

National Amusement Parks
Chain Is Idea of Rosenthal

Acceptance of Wall Street backing for at least 10 major units throughout nation within five years is announced by operators of New Jersey Pallisades, proving ground

NEW YORK, Nov. 20.—Jack and Irving Rosenthal announced this week that they had accepted offers from Wall Street financiers to develop and operate a national chain of amusement parks.

The park will be in the Eastern section of New York City, with a site of about 10 acres in the middle of the Middle West and one or two along the Coast.

Goldwyn Pans Clubs, Vaude As Talent Sources for Pix

CHICAGO, Nov. 20.—Sam Goldwyn utilized his trip to New York, to confer with his executives and arrange for the future production of films, as an opportunity to visit the principal theater-index to the future production of films.

The director, he stated, is definitely led by long, carefully planned and executed projects. It is evident that Goldwyn is following a policy of buying good script and story.

The three unions would join. Details remain to be ironed out, including the matter of apportionment.

The Index

and Additional Late GENERAL NEWS will be found on Page 40.

Many Reservations
For Meetings in Chi

CHICAGO, Nov. 20.—Heavy advance room reservations at the Hotel Sherman indicate that attendance at the annual conventions of the IATSE and other organizations is expected to be high.

New Tax Hits Income Evasions; Still No Ruling From Commission

Plenty of show people ask how come with no definite answer as yet for the trade in general—some keep accounts straight, others just pray—ruling soon.

NEW YORK, Nov. 20.—Big-money performers in every phase of show business are jitters trying to pay a minimum income tax without falling into the clutches of the Social Security Act, which is expected to become an infallible check on income tax evasion by name band leaders and performers and others. In the past name band leaders and performers and legitimate theologic leaders proceeded to the following considerations:

Now to their dismay these handsome juries have begun to agitate such as a Charlie McCarthy, for the corporation may have to pony up Social Security payments for all employees, on the dummy pay roll.

The failure on the part of the Bureau of Internal Revenue in the U. S. Treasury Department to establish a policy for the guidance of controversy by the Internal Revenue Act for the protection of the Union Act to the in all show business.

What Are Performers’ Unions Doing To Clear S. S. Tax Mess?

If the performers would take time out from their internal bickering to give a little thought to the real purpose of their organizations they would insist on obtaining a ruling from the Department of Interior here with regard to the application of the Independent Contractor Act to the professional in all show business.

Here is an issue that is keeping performers and buyers of talent age.

In the present disregarded status of affairs name acts and bands are individually spending hundreds of dollars in engaging counsel to draw up the necessary briefs which must be submitted to the Commissioner of Internal Revenue before his commission will be forthcoming.

If and when it does the ruling will affect every party buying and selling talent. Until then, however, no one is certain that the act is even applicable to employees’ contributions.

The uncertainty has them all (See WHAT ARE PERFORMERS page 19).

3 Guilds To Join Theater Authority

NEW YORK, Nov. 20.—Meeting in office of Theater Authority this week, regarding expansion of the office to include Screen Actors Guild, American Guild of Musical Artists and American Guild of Operatic Artists, the three unions will be included in the chairman’s plans.

President of the organization, has been established in a community, but rather to conserve broken-down spots. In some cases, besides opening new theaters where permanent entertainment is lacking.

Parent park, Pallisades, will be used as a proving ground for new policies and development of new attractions and equipment. The big plant overlooking the Hudson is already being pushed (See NATIONAL AMUSEMENT page 125).
FOUR A ORG'S LONG ROAD

Only About One-Fourth of Total Number of Performers Organized

Statistics and census returns and tables give actor unions a mathematical headache—figured that, of supposed 65,000 performers, only 16,000 have joined

NEW YORK, Nov. 20.—Out of a potential field of about 85,000 professional performers the different units of the Associated Actors and Artisans of America have organized to date between 16,000 and 18,000. Some of the different “claimed” memberships of the leading units, the total of organized performers reaches about 34,000, but this figure is misleading in that it probably includes members not in good standing. Before the formation of the American Federation of Radio Artists a leading Four A’s official put the figure at about 18,000.

On the basis of the 65,000 estimate the organization work of the Four A’s, over which there has been so much recent ballyhoo, is hardly begun.

Comparatively unknown quantity in the performer field is the number of part-time professionals, whose work periods vary even more than full-time professionals. But judging from a federal census of 1910, which estimated a number of theatrical and other workers at 37,000, there must be at least 20,000 semi-

actors.

Screen Actors’ Guild, top organization in the Four A’s, whose membership is shown in the chart on page 10 of this issue.

Patriotic Benefit Nets Over 80 Gs

NEW YORK, Nov. 20.—Night of Stars. Fourth annual show held this week at the Palace Atlantic City, United Palestine Appeal, realized between $80,000 and $100,000. Harold J. Jacobson, chairman. Crowd of 30,000 attended the show, which began approximately 8.30 and continued long after midnight.

The theater put its entire equipment to the best advantage for the benefits; the “biggest hit of the evening” was “Emile Zola”.

Screen Guild Malcontents Reported in New Group

HOLLYWOOD, Nov. 20.—Disappointed members of the Junior Actors Guild, today reported as backers of an Independent union,充电了专为抗击罢工而成立的小组，以继续和现有公司工会的斗争。成员们表示他们将不承认现有的工会，并要求独立工会的成立。

According to R. G. Larkin, secretary of the newly formed group, it was named the Association of Independent Organizations. W. L. Leitzel, general counsel, was named president. The group promptly took action and scheduled a meeting for next week.

Judell Starts Production Co.

CHICAGO, Nov. 20.—A. N. Judell, head of the Judell film exchange, announced this week his entrance into the Hollywood film business as Paul Judell Productions, to be known as the Progressive Pictures Corporation, will be operated in Hollywood with a staff of 20 producers.

TICKETS $10.000 - $20.00

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No More Screen Guild Awards

NEW YORK, Nov. 20.—In view of the many rows and relationships between film leaders and the Screen Actors Guild, the former has decided to distribute the annual Screen Guild Awards to the best performances by a single actor in each of the major categories, without regard to the part that will be taken in the ceremony.

In an attempt to make the present awards meaningful, consideration will be given to the part of the character that was the most important and the one that the members of the organization felt had the greatest influence on the work of the members.

Broadway Consensus Sees FTP Going: “No,” Say Execs

Mrs. Ellen S. Woodward denies that project is decaying, but agrees permanent subsidy is far-reaching—no unit is capable of self-support in present set-up

NEW YORK, Nov. 20.—Mrs. Ellen W. Woodward, assistant administrator of the Women’s and Professional Project of the Federal Theater, said that the project is “a complete failure and already as good as dead,” that the last effort of the project was held in Chicago, and that the project will be disbanded.

Mrs. Woodward’s denial was issued following a report that J. Howard Miller, deputy director of the Federal Theater Project, had predicted dissolution of the project.

In support of its contention, general secretary of the union cited the inability of any production or union to pay its way. Local FTP executives have conceded that while a few of the more elaborate productions may play in some of the larger cities, they could not support itself. In Mrs. Woodward’s denial, a similar admission is made. The immediate aim of Federal Theater is to tour all expenses, other than salaries. There are numerous units which are approaching or even surpassing the production cost, leaving the project to foot the bills for the next season only by the actual labor costs.

The same figure is the only actual labor costs. The Federal Theater put on productions of the week as many as 25,000,000 copies, and the government has been able to make whatever it has been able to make. The figures are not only of interest.

Those who disagreed with Mrs. Woodward’s statement point out that only the first-rate stage productions can command the attention of the public. The FTP resorts to expensive shows, and cannot hold the box office for such performances. Their figures are not very impressive, and the other forms of entertainment. On the other hand, those who disagree with Mrs. Woodward’s statement point out that the FTP resorts to expensive shows, and cannot hold the box office for such performances. Their figures are not only of interest.

The policy of many productions has been to go for the planning and production boards. There is no assurance that the stage will stage more extravaganzas on the order of A Hero Is Born again.

The execution of the economy policy cannot be expected to continue. The boards have been severely criticized recently and are expected to continue. The boards have been severely criticized recently and are expected to continue. The boards have been severely criticized recently and are expected to continue.

(See BROADWAY CONSENSUS page 21)
"Road" Banned in N'Orleans; Ministers Back Show's Appeal

NEW ORLEANS, Nov. 20—An order directing Mayor Robert S. Mastrati, Commissioner of Safety Frank R. Gamilla and Police Chief George Boyer to "show cause" at 2 p.m. Friday "why they should not be enjoined from interfering with presentation of "Tobacco Road" at the St. James Theater for the two weeks ending Nov. 27, the opening of which was signed Wednesday by U. S. Judge Wayne G. Borah in federal district court here.

The petition for a restraining order was filed by attorneys for the theater management, which claims the play's presentation and alleged "that interference threat- ened and action taken to prevent it." A fast-track trial of the action is a violation of freedom of speech and expression guaranteed in Section Three, Article One of the Constitution, and Section 1 of the 14th Amendment of the Constitution, or the United States.

Presentation of the play, first of a series of legitimized premises by the National Taxpayers, the play and favoring its presentation as a group of Protestant ministers of the city, led by Rev. Dr. Ely W. Hitt, president of the city's Ministerial Alliance.

An attorney representing the defendants, has replied, "The suit is based on the fact that the play is not without a permit for the same unless we are willing to do it." He said, "Not the city, the police commissioners and police chief," the petition set forth, "have any authority by

Tune Trailer for Thrill

HOLLYWOOD, Nov. 20—Pro-producing companies have been ordering the "Tobacco Road," a strike by an original note in presenting a screen trailer for their productions. The innovation has that Gilbert G. and Noloson, co-producers of our "three-minute intoxicated" picture, have asked for a trailer to be shown of the Yacht Club Boys' song titled "We Can't Show a Simple Slip."
Covering a Sinus

BY EUGENE BURR

It seems that every time an act of God visits the Sugarman household I'm drafted to fill the "Domino" space. If I were going to make a speech on the marriage of the usual consumptive lady of sentimental ditties. This time, it's just a sin attack. A sinus attack may not be as serious as a marriage, but it is a lot more painful—painful to me as well as to the possessor of the aching schnozzle. Of course, it is also customary to write the window writing end of them at short notice, after a week in which deadlines have been disjointed and practically tossed into a hat by the exigent demands of the boys who set the type. As the matter is of less than thanks to the Sugarman Special—a number in which much sympathy is involved that you practically have to write next week's news stories last week—the deadline is already passed, and this stuff will have been dispatched to Cincinnati by wire. Spending good money for wire charges on stuff like this one is no fun with the editors of the Sugarman newspapers in its omni-cantonic columns. It remained for members of The Billboard staff—and their editors—whom I'm happy to thank the columns from the dailies and rival show-business sheets.

This time, at least, there's no danger of being scooped. In the case of an editorial for the Billboard, I hear about it quickly enough. The even in this instance Mr. Sugarman's train has not been focused on personal matters was evident. The sinus attack came at the last moment—just late enough, it seems, to put me on the spot. With the medical men of Sugarman's I am of the opinion that the disease is not so muckleful night spots, with the rotund Mr. Franken, plumply contemplating the swell of his always-inquisitive partner, Mr. Dosher, who is not infrequently in the company of the demoniac news gatherer. Mr. Ackerman, wracking his razor-sharp brain to get out late news wires, with the energetic Mr. Sansom, carrying the churning, ready to do the lion's share of the lance's assignment. And last, but not least, there are the admiring Mr. Hall meditating upon the not entirely concurrent fortunes of television and burlesque, with the obliging Mr. Colson filling in the gaps. There is the ever-green whirlwind, the grizzled Mr. Zoolevski, fearlessly cleaning up his chore. Burr was forced to take it in the neck. The only aid forthcoming to this king's residence was by the conscientious Mr. Orendonker, who has promised to perpetrate an article of his own. Mr. Orendonker, with a wife in the pits, has a right to expect some redress.

There would seem to let me out here—for which both you and I can thank heaven and Mr. Orendonker.

Anyhow, sinus doesn't last as long as marriage, which is some help. Or is it?

Please, Santa, Don't Swing It

BY M. H. ORENDBERG

The greatest advance made in the field of music since it became possible to buy a tax for $12 and 50 cents when you get a job, you wished upon a dandelion public in such form as the Onyx Club Philharmonic. Maybe it was your idea of filling our stock with a tittle on the fire alongside a burning log. But as this annum wears itself out and we start another year of mery-go-rounds (still dishing up to the latest in the esoteric desires of the auditory meal of musical gourmands without any side dishes of low-down, gutbucket, slow-dragging, barrel-house drosses.

The waters of the Swanee River have stopped tasting "like cherry wine," and it seems that the "mean blackbeard" has lost much of his aura of the out-living of the brine to live on. No longer do any of the Smalls—Manolo, Bessie, Troxel, Sipple—and others of the husky-voiced clan shout "bout the two-timer" dandies who do the same. As a matter of fact, any young people have always been careless about their pitch, so that a music lover who can understand the scale from D to Do, but can't appreciate its being played in tune, has qualified for the "cat" class. All idea wordsmiths at their send-off.

We know you as a second-rate musical scholar. After all, what would Christmas mean without its bells? As we are getting sick from swingin', won't you please, dear Santa Claus, in filling our stock, send us a swing session to end all swing sessions. We would cheer our carols with an interwoven Wagner's Siegfried of the Niobrangen, Mendelssohn's Hymn Song, Mozart's Sympho for swing trio, and They're Hungry Danny Deever in the Morning. There is a possibility you might enjoy to include Brinna's Creole Song. After all, you can get your Vertel got that Tin Pan Alley hasn't or for that matter what has that Tin Pan Alley got that Pocione, Bisset and Vertel didn't have at one time?

Being one of those perfect gentlemen who can swing a golf club, do not misunderstand us. We go on record that swing is here to stay—along with dancing sides. On the other hand, we are not going to be as fogshed that we would swing himself. Personally, we are content to swing along with Myrna Loy, Claroce Colbert, Carole Lombard, or Bette Davis. If we happen to hear....

Selling or taking a swing at swing, won't you do something about the boys who plop the front pages with insinuants that music of the future will swing more to the right? After all, how that the Philadelphians, the Gothamites, and the New York Philharmonic are swinging music, don't you think that the Goodmans and the Dorsey's should likewise give it up? We satisfy easily and what's good enough for Toscanini, Huoh will be good enough for them.

Yes, Santa! Dear Santa Claus, we satisfy as easily as we brute. Only we might warn you, dear Santa, the yoke with the editors of these weekly editors. We have a real heave. He not only thinks that swing is on the up-swing, but personally believes hillbilly music, especially on the guitar, is best music. He would like to have his children do some good cheer—about the man who shot his wife and left his 18 children to starve.

Due to illness of its writer, Elia E. Sugarman, Tha Sugarman's Domino is missing this week. The column will be resumed next week.

As I See It

BY DAVE VINE

Many years ago... in The Music Master David Warfield said: "The world has a renewed form time since last met..." I have never forgotten this, for while it sounds, funny and perhaps ridiculous, there must be something to evolution or perpetual motion—or whatever you want to call it—and here is the proof: Radio money makes money. Banks make loans. Loans make fortunes. Failures make poverty. Poverty makes rags. Rags make profit. Money makes money.

EMM... As I am poundeth out this column, my radio is on and Alice Fays is singing You Can't Have Everything. She's right, you can't... In this business we have every reason to believe that the above announcement that Jack Pearl will open shortly in a dramatic show and said that he would be ready to play... But then the reasons for the statement: I spoke to a very interesting person in the business whom I may not name, but who is a large production. He was talking about the business to a friend of his and his friend told him that if they had not thrown away some of the best people who would play leading parts, they would have been making a fortune. This brings the attention of Jack Pearl's managers to me to do so... I am in favor of the idea. I am sure the thing is unnecessary. I am sure that you can..." (or am I too fresh?)

WALKING DOWN BROADWAY

J. C. Flippin stopped me and inquired: "What are you doing today, Dave?" I was writing a column now... I could not see to understand; so I repeated: "I'm a columnist. You know—columnist: Sullivan, Sobol, Wincheill, et-cetera." He said: "Please don't change the subject.

AT THE ALIMONY CLUB

A toast to my wife, "God bless her, I can't..."

HOPE YOU'LL REMEMBER me that the road to success is filled with thorns, with your husbands, in that... And that dentists have..." (more than the Pullman company. They charge as much for their services at your home as their husbands do at your work.) Behind the ad, you can't get rid of a wart by buying a cat; unless the wart is on the cat..."

I WAS THERE... With Charlie Robinson's Parisian Flirt in 1913, Duffy Ceaser and Ted Lewis signed with the show. Lewis asked me: "Do you think I should work in a burlesque?" I was a little bewildered. He was a little bewildered. But it is the funniest comic in the world. He is a big one. But a brother, you know. I've got to admit that instead of being taken off the stage at every performance he has been on. On the Pantages Circuit at Victoria, for instance, in 1926 and 1927, Jerry Lewis, (better known today as Cagney Greig) was a stick walker with an act called Tommy Lomas. How well I remember America!"

Chicago Chat

BY NAT GREEN

There is some talk of a Trans-Lux theater for Chicago. It may be just idle rumor, but showmen who have noted the business done by the Trans-Lux theater, operated in New Orleans, say that the enterprise is not in the least likely to prove unprofitable here. Major Thompson was in Chicago recently and his visit netted the Chicago Chapter of the Trans-Lux company a considerable amount of business. The public is not as satisfied with the double features offered in the neighborhood houses and there are a number of small places offering a lot of features. On the so-called Gold Coast, a mile or two north of the Loop, scores of huge apartment hotels are filled with potential customers who can see a theater on the corner of the Trans-Lux in New York, but who are not in the area and are not interested in seeing the latest newsreels and novelty shorts. It is said that the New York Trans-Lux theater, with a seating capacity of but a few hundred, has an average gross of around $45,000 a week. Secret of its success in its rapid turnover among its patrons is that it has a nominal admission price of only $1.50. This price attracts people who have a little time to waste away and who have found that the newsreels and short subjects provide an hour of real enjoyment. Many who casually drop in become regular customers.

Wonder if William Powell and Joan Blondell are planning to appear in the current version of You Can't Take It With You? On a recent visit to Chicago they were interested spectators of the stage version at the Harris, and they are said to have been much impressed with its screen possibilities.

Title of Dorothy Day Wendell's new play has been changed to Tell Me, Pretty Maiden, to which support 60,000 back to the Florida's title and its lifting tones. Those who have read the play say it should be a knockout. It is being produced by the New York producing unit of the Smith Society under the direction of Jack Pearl. The lead will be played by Doris Nolan, who had the lead in The Night of January 16 in New York. Show is set for December 22 and is on the program in the Manhattan theater.

The recent appearance of The Herald Examiner here is a former actress who has had prominent parts in various musical comedies.

Mort Singer, theater operator, about due back from a sojourn at Buffalo, Miss. and Frank Sugarman of the HCO Palace, is anxious to swing out to Hot Springs for a little vacation. Bant Atwell in on a new program at A Bold's theater, and has been keeping up his usual interest in the Rhythm Club, here, now doing publicity for Chuck Webb's Orchestra.

Tone Kane and Bill Fields are due in Chicago from Monte Rosier in New York. December 16 or 17 is the date on the program in the Maltz Pioneer in Hollywood, which is good for many a laugh.
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FROM EVERY ANGLE

your choice of portables should be one of the new Underwood Typemasters. Note how even in the back of the new machine the action is sealed, giving greater protection against dust and injury...
LADIES' NARCISSUS ACT

Women's National Radio Group Raves Over Own Sponsored Show

Women's National Radio Committee, in October issue of its own publication, gives sendoff to Sealtest program, but makes no mention of interest in production.

NEW YORK, Nov. 20.—The Sealtest program, produced by Mrs. Yolanda Mars-Piron, chairman of the Committee, has, oddly enough, won the approval of that body. This successful act, in which the program was highly praised by its producers, evidenced itself in the October issue of Radio Research, published by the group itself. The program has been running for some time and has been so successful that the Committee has decided to continue it.

Sidewalk Moochers Latest Coast Pest

HOLLYWOOD, Nov. 20.—A new type of movie has been shown in Hollywood, and it is the real-life character of the Sidewalk Moochers. These characters, who are played by the real-life characters, have been given a real-life acting job. The program is a series of films, and each episode is a different story about the life of a Sidewalk Moocher. The program is produced by WOR, and is broadcast on the NBC network.

Cash Award Hypes Contest Returns

NEW YORK, Nov. 20.—Pickers of football fans want their prices in good cold cash. That's what Bob Witte, the chief of the WMCA contest, has been doing. The men have been picking up tickets, and many of them have won cash awards. The cash awards are given to the men who pick the correct winners.

Canadian Rep Merger

TORONTO, Nov. 20.—Merger of United Broadcast Services and All-Canada Broadcast Services, Inc., was announced today. The merger will create a new company, Canadian Broadcast Services, Ltd., which will be controlled by the new company.

WLS Artists' Bureau on Coast;
Films Like Barnyard Nasology

CHICAGO, Nov. 20.—Stage operas and musicals are still handicapped by the presence of the Barnyard Nasology. A new film has been produced by the Barnyard Nasology, and it is being shown in many theaters. The film is a parody of the Barnyard Nasology, and it is being well received by the public.

Govt. Aid Helps Radio Set Sales

WASHINGTON, Nov. 20.—Radio is now being sold with government aid. The Federal Communications Commission has approved a plan to sell radio sets at a low price to families who cannot afford them. The plan is expected to help many families who are unable to afford a radio.

Earmarks Returned To CBS Sustains List

NEW YORK, Nov. 20.—Earmarks on CBS's new sustaining list for the next season include several new programs, including a children's show and a radio drama. The list is expected to bring in more money for the network.

AFM Members Warned On ETs

NEW YORK, Nov. 20.—Situation between the American Federation of Musicians and recording, electrical, and radio unions is improving. The companies have agreed to pay all union members working on their programs, and the American Federation of Musicians has agreed to accept these increased payments. The agreement is expected to bring about a peaceful resolution of the current dispute.
Stations Try Building Acts

Slow growth shown in trend to develop acts for future—WPFT uses announcements

NEW YORK, Nov. 20—At last still groping in the talent wilderness, there is a marked effort on the part of station owners to help radio develop its own entertainers. This effort indicates general attempts to unearth good talent here and in the sticks. While the National Broadcasting Company's attempts to discover radio possibilities has not yet borne fruit, this is not cold-watering other stations.

In Raleigh, N. C., WPFT set aside November 16 for an "intensive search for talent campaign." Spot announcements are planned on the daily radio news from the station, and the search will be aimed at discovering potential talent. In addition, WPFT has engaged a voice coach to help those who have been rejected.

Along with WPFT, other stations are trying to do the same thing. In New York, WJZ is holding a "talent show" on November 27. The program will consist of a variety of acts, including singing, dancing, and comedy. The station will also be featuring a contest in which listeners can vote for their favorite performers. The winning act will receive a cash prize and a recording contract.

Until now, radio stations have relied on outside talent, but this approach is proving ineffective. By holding their own talent shows, stations can discover new talent and build a loyal audience. It's a Win-Win situation for everyone involved.
Hitch Your Novice to a Star
By James L. Saphier

It's fairly obvious that business-savvy performers will be developed into important personalities if they are car-
ried out of the apprenticeship and top-ranking radio programs. Whether the top 10 performers, or even the top 100, have
the necessary background to take a job in the radio business, they have to get a job in the radio business.

Radio is the most important medium. It has much and important advertising to perform.

This is a problem which affects the advertising agencies, but there is nothing whatever to find a remedy. The need for name talent has been recognized by many Hollywood offices and use important picture stars to help build the radio industry.

Hollywood has been milked dry, with stars returning for more money. They can't go to vaudeville because it isn't there. They can't expect the broad-audience companies to pay them because they have not enough important sustaining time left to their planes, and will be more likely to tomorrow's radio headlines.

Agencies Should Develop Talent

The only solution is the development of talent by the advertising agencies themselves. They should take advantage of the tremendous audiences enjoyed by radio. It is more important to build up a future and exploit promising young performers.

Hitch your notice to a starlet in the picture industry. MGM played once before the vice of the major picture companies, as well as other studios, because they have not enough important sustaining time left to their planes. There is no cure left to tomorrow's radio headlines.

GUILDS

GUILDS (Continued from page 3)

It is legally possible to enter the show business without a union. The first step is to get a union card, and then to sign up with a union representative.

WHAT ARE PERFORMERS

Worried. Anyone may be called upon to produce action. It is the responsibility of the performer to take the initiative. For example, if you are to make a speech for a local union, it is your responsibility to take the initiative and to make sure the speech is well received.

SOCIAL SECURITY

SOCIAL SECURITY (Continued from page 3)

The Department of Labor's social security system has been a major factor in the growth of the motion picture industry.

FOUR A ORGS.

Four A Orgs. (Continued from page 4)

The Department of Labor's social security system has been a major factor in the growth of the motion picture industry.

FUTURE TRENDS

The future trends in the motion picture industry will be determined by the social security system. The social security system will continue to play an important role in the industry.
November 27, 1937

RADIO

The Billboard

America’s First
ENTERTAINING BAND
and
GREATEST REPEAT ATTRACTION

Breaking records from the Ambassador Cocoanut Grove, Los Angeles, to the Hotel Commodore, New York

Paramount

MALO HALLETT

and his ORCHESTRA

featuring

Jerry Perkins
New Romantic Balladeer

Teddy Grace
Swing Stylist

and that versatile aggregation of
Master Melody Men

Opening Dec. 31st for an indefinite engagement,
Blue Room, Roosevelt Hotel, New Orleans, La.

DECCA RECORDS
WARNER BROS. SHORTS
Air Briefs

Chicago

BY HAROLD HUMPHREY

BEFORE accepting the new Mar-Vo-Kern show which had its air debut Thursday, NBC Radio sent out an all-star cast of announcers for a laboratory test to check the pro-
duction of the Mar-Vo-Kern's technical equipment. The cast, headed by Walter Weems, and the Fibber Mc
cally show's star, Arthur Lake, along with other well-known performers, are expected to deliver an outstand-
ing show for NBC listeners. The test program will be heard over the WMAQ station on Thursday night.

Los Angeles and Hollywood

BY DAVID ARLEN

A MOS 'N ANDY are back in Hollywood
after a trip east to inspect the soup
station of the old WOR, New York. Mos
een, who will be the producer of the new
meat stew program, will stay in town for
weeks. New York, where he really went to con-
examine the city's radio stations, is his base
for Coast-to-Coast network by national sponsors. Program was presented three
times, with Unocal, one of the sponsors, who
reviewed and that he hopes to develop a

Air Briefs

New York

By BEN HALL

FOLLOWING the lead of Zenith's pro-
gram and numerous articles and books on telegraphy, enthusiasts are attempting to bring wireless listening to the public. Arnie Hoff, of the Chicago Star, has been given the exclusive for the musicians' benefit was a neat exploitation job. Besides top-
notch entertainers, the show, which is a
five-play before several thousand in attendance, was the attraction. The show is expected to be repeated next week.

Chicago

By EDGAR M. JONES

Arthur Godfrey's new program via
AM radio from Washington to St.
Paul will start Wednesday at 9:30 p.m.
and continue for the next three
mornings. It is the first commercial
radio program to be heard on the new
airwaves and it is expected to be a
success. The program is aimed at the
home listener and promises to be a
big hit.

The Perfect Audition

RECOROING YOUR ACT

Write for Free Booklet

MORG PHOTO FOR TV AND RADIO

1545 Broadway

New York City

for Coast-to-Coast broadcast by national sponsors. Program was presented three
times, with Unocal, one of the sponsors, who
reviewed and that he hopes to develop a

The Perfect Audition

Recording of Your Act

1545 Broadway
New York City

For complete list of advertisers see the Billboard

### Union Claims Philco Boycott Resulted in Carter Ease-Out

Sub rosa campaign cut heavily into Philco set sales, electrical union claims—trip to Europe seen mainly face-saving gesture.

PHILADELPHIA, Nov. 29—Philco's radio sales have dropped because of a labor boycott inspired by Bette Carter's anti-unions. Only a few dozen Philco sets are being sold each week, and the company's plans are shifting to decreased demand, with standstill agreements. Persistent rumors came to a head when it was announced that Philco would send Carter to Europe to interview labor leaders.

This was seen by some observers as a face-saving gesture to ease Carter out and end the labor boycott. Labor officials rejected the fact the company's plans are shifted to decreased demand, with standstill agreements. Persistent rumors came to a head when it was announced that Philco would send Carter to Europe to interview labor leaders.

Free Laughs

NEW YORK, Nov. 29—Pleanty of the folks back home may see Bette, who recently moved to Europe, and never know it. Bette is valuable in

PWD OR NO SCANDAL

WASHINGTON, D.C., Nov. 29—Cap-

tain Arthur P. Pritchard, manager of

PWD, signed J. S. Selznick's contract for

replicating the sons and it seems that few of those

who watchedcartooning. The program

Orchestra to raise the standards of music. Pritchard was not too important a man, admitted Col. Callahan, who thanked him for joining the staff and added that the program

has operated with 100% union labor. In the late '20's.

Pritchard Released at

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November 27, 1937

**Program Reviews**

**Pappy's Matinee**
Reviewed Saturday, 12:15-12:30 p.m.
**Style—** Vocal and Instrumental Harmony Group, sponsored by Pappy Lynn, 303 E. Franklin Street, Station—WHO (WJW line).

This review is opening with a salute to one of the most popular programs on the air. It's good and popular because Pappy Lynn is the vaudeville of the show, who is well known in the family circle, and it is appreciated that the show's main theme is the good. This week's show features a review of the Pappy Lynn Orchestra, and it is a popular program among the listeners. Pappy Lynn's Band is a departure from the usual, and it is a welcome change. The show is a great success and it is appreciated by the listeners. The show is a great success and it is appreciated by the listeners. The show is a great success and it is appreciated by the listeners.

**Romantic Rhythm**
Reviewed Sunday, 6:30-7 p.m.
**Style—** Vocal and Instrumental Harmony Group, sponsored by Chevrolet Motor Company, Station—WCAR (WOR network).

Chevrolet has shown strange reactions as a result of the song, but he gave up Jack Benny because of an official of the company, said to be the president, who said his showmanship was counterbalanced by the largeness of the company. The present program, which replaced Dave Breen's, is marked by a nature of a superlative than an entertainment. Seymour Bogert and his orchestra play their Waynes' stuff like Benny Goodman. "Two boat rides" are played in slow motion, and Waynestown features a bright spot with his excellent vocals, with Sally Nelson doing a satisfactory job along with Waynestown.

**Musical Chefs**
Reviewed Wednesday, 7:15-7:30 p.m.
**Style—** Vocal and Instrumental Harmony Group, sponsored by Children's Restaurant, Station—WHO (WJW line).

This male singing outfit, doubling on the air and one of the few in the country, all new to the show, is still the best in the business. It's a good show, and the listeners are appreciating it. The show is a good one, and it is appreciated by the listeners. The show is a good one, and it is appreciated by the listeners. The show is a good one, and it is appreciated by the listeners.

**Seallest Rising Musical Stars**
Reviewed Sunday, 10-10:30 a.m.

Radio critics have complained a long time that the musical programs are so few in the line of the major news. The Musical Chefs, sponsored by Children's Restaurant, Station—WHO (WJW line), is the only program of the kind that has been introduced into the air. It is a good program, and the listeners are appreciating it. The show is a good one, and it is appreciated by the listeners. The show is a good one, and it is appreciated by the listeners. The show is a good one, and it is appreciated by the listeners.

**Hour of Friendship**
Reviewed Monday, 3:30-4 p.m.
**Style—** Vocal and Instrumental Harmony Group, sponsored by station WCFL (Chicago, Illinois.)

A dash of poetry, organ and piano is presented in an easy-on-the-ears manner. Musical fare has the right amount of variety, ranging from the old to the new. Poetry, narrated by an author, Ray Franklin, doesn't overflow as much with the music. Miss Basch and Miss Hasenau, on the piano and organ, render a symphony of music which will put the listener to sleep. Miss Basch, at the organ, and Miss Hasenau, at the piano, make a perfect team, and it is a delight to listen to them. The program is a good one, and it is appreciated by the listeners. The show is a good one, and it is appreciated by the listeners. The show is a good one, and it is appreciated by the listeners.

**The Novellettes**
Reviewed Monday, 6:30-7:45 p.m.
**Style—** Vocal and Instrumental Harmony Group, sponsored by Brown & Williamson Tobacco Company, Station—WHO (WJW line).

Miss Basch, who is the leading lady of the group, is a very good speaker. Her delivery is smooth and easy, and her speaking is clear and precise. She is a good speaker, and she is appreciated by the listeners. She is a good speaker, and she is appreciated by the listeners. She is a good speaker, and she is appreciated by the listeners.

**Marched Marks**
Reviewed Thursday, 10:15-10:45 p.m.
**Style—** Dramatic Reminiscences, sponsored by station WBT (Charlotte, N.C.).

This series has a unique setting in that the principal characters are all women. Miss Basch is a very good speaker, and she is appreciated by the listeners. She is a good speaker, and she is appreciated by the listeners. She is a good speaker, and she is appreciated by the listeners.

**Current Program Comment**

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, although reviewed, rest further mention. This one-time program review is inadequate for a production that works time and time again.

Frankie Hasch's evening interviews on WMCA can be compared in some degree to the average woman's horror interview, with one exception. This program can be compared to an interview with one exception. The interview was a good one, and it is appreciated by the listeners. The show is a good one, and it is appreciated by the listeners. The show is a good one, and it is appreciated by the listeners.

Harry Balkin
Reviewed Wednesday, 8:30-8:45 p.m.
**Style—** Vocal and Instrumental Harmony Group, sponsored by station WJW (WJW network).

This show is bound to be won by the fact that it is a new program and it is appreciated by the listeners. It is a good program, and it is appreciated by the listeners. It is a good program, and it is appreciated by the listeners. It is a good program, and it is appreciated by the listeners.

In a recent issue of News Week in which Mr. Carneggie's contribution on ways and means of acquiring both worldly goods and money is more that can be said about that book. In short, the book is not a book for the casual reader. Miss Basch, on the piano and organ, renders a symphony of music which will put the listener to sleep. Miss Basch, at the organ, and Miss Hasenau, at the piano, make a perfect team, and it is a delight to listen to them. The program is a good one, and it is appreciated by the listeners. The show is a good one, and it is appreciated by the listeners. The show is a good one, and it is appreciated by the listeners.
“Kidodders” and Allen Prescott


Allen Prescott, as teacher of the Kidodders, and the last named themselves, offer a giddy novelty show with daysies or的努力 evening possibilities. There's a mixture of comedy and music presented against a class-room background that possesses laughter. Prescott delivers a funny talk against the alleged ugliness of the wide open spaces, while the Kidodder create laughter with a portrayal of animals, musical novelties, etc., and stressing comical bird cries.

Interesting, slightly different quarter-hour session. Both acts are on NBC simultaneously.

Senator Frankenstein Fishface


For a screwy five minutes these warts of E. H. Vincent should fit. In the Grasshopper and the Ants, Fishface twits words as they are seldom twisted. It's somewhat unusual, and back-grounded with studio laughter gives it an authentic quality. Anything more than five minutes of this stuff would drag. And don't take its ease. Could fill a daytime hole or an early evening slot when the family is together. Local merchant might try several a week at the same hour.

Bing the Bell Rang

Style—Comedy and novelty songs. Time—5 minutes. Produced by NBC-Thesaurus. Talent—Grace and Eddie Albert.

Grace and Eddie Albert go off to get the clock in the manner before going into their singing. This is particularly noticeable on a five-minute disc. It is about household affairs, followed by a novelty number by Miss Albert. Last has a novel vocal personality and waxings should have more of the same and less talk.

On program heard Eddie swallowed Ethel, who started to swim around in his stomach. Ethel is a popular fish inhabitant of the Albert household. That's the kind of stuff it is.

Your Troubadour


This is a custom-made idea, to be whirled into shape any way the buyer wants. Tony Russell uses this gush bucket a bit and makes it something for the sponsor looking for the sentimental housewife. Local account, such as specialty shop, or housewife could probably use it. Strictly informal, with a mark of young comedy idea while Troubadour grows sweet with the housewife. Did Blue Heaven and They're Just Like Us, which, with the band, should serve as a little audible lifting up for the houseband.

Malcolm Claire


Claire offers 15 minutes of a good morning show. He has the story-telling appeal, it should hold youngsters and others. Three story-suns, in these good mornings, in an organ background, he tells and plays a story. It's simple and clear without the least hint of being patronizing and is a welcome relief from much of the stuff being around as children's programs. By actually enacting the various parts, he succeeds not merely in raising them the dramatic value of the different stories is greatly enhanced. In a Busy and a busy scene from Uncle Tom's Cabin there was something to interest those familiar with this American legend as well as juveniles, to whom it was new.

"Taming of the Shrew"

Style—Play. Time—60 minutes. Produced by NBC-Thesaurus.

N.B.C.-Thesaurus sends out occasional "bonus" Offerings and this is one of them. It's an hour version of "Shrew" and uses a competent cast to put over the gusto flavor of the play. Popular plays, Rosita Cordero, 'Tina, and the like, are in the popular plays of "Shrew." This disc is designed for Christmas use as a a sustaining feature. It is a natural for a tea with schools, colleges, etc., and is plenty for Shakespeare on the air. Idea is that fans are in the mood for this on Christmas.

Some firm has done a 15-minute waxing of this. For old Christmas pathos, recently produced job with neat appeal without dropping over.

PROGRAM REVIEWS

(Continued from page 13)

"Helen's Variety Show"

Reviewed Sunday, 1-130 p.m. Style—Variety. Sponsor—Helen's Beauty Shop of Hartford, Conn. Station—WTIC, Hartford, Conn.

This fast moving program brings to light that former Broadway star of Rita Hayworth and other famous actresses, H. W. Murray, Miss Murray's role is clear and is deserving of a spot on one of the major networks. Rita Hayworth, a 10-year-old, is not the one who is known and is clearly out of place on this program.

Thru a deal with the State Theater, Miss Murray, performing at the State house-guest star, this show having Marty May, comedian, self-styled "Chapman of Ceremonies." May pulled many visitors. May McKinney and her Friends did much to harmlessly with Southern melodies being the best. Helen Horan's impersonations of Mae West, Zasu Pitts, Stephen Petitch, Lionel Barrymore and Greta Garbo were effective.

George Bove handles program well, with Bill Close doing commercials. Mr. McPhee contributes an organ solo.

S. A. L.

"Night Editor"


This is a top-notch program which has sustained interest on the Coast for the past four years. Script opens in the editorial room of a large metropolitan daily just after the last edition has been put to bed. Natural talent sees the scene reporter entering the office of Hal Berke, city editor, in search of some candy he knows in the way of the desk drawer. The two preview men, Ralph and Hal, and their conversation invariably reminds Berke of a yarn, while Berke tends to snap with gusto.

In this current broadcast, with an old ferry boat captain on the Columbia River whose ability to relate a certain one of his tales in capturing single-handed a gang of hoodlums was "Stevie" and a High School teacher, an excellent commentator, delivers his charactization with the verve and drive of a man who himself has many of the characteristics of the man Berke is talking about.
Managers Hit At Ticket Tax

Brady contacts Washington—counsel cites pix exemption—premiere dates up

NEW YORK, Nov. 20—League of New York Theaters this week presented its annual survey of grosses from all its member theaters. The survey revealed that in the past two years the grosses have increased by some 40 cents on every ticket sold. This is the first time in several years that the grosses have been increased.

Equity and Managers Huddle on Ruling

NEW YORK, Nov. 20—The League of New York Theaters is continuing its negotiations with the American Theatre Guild. The negotiations are expected to end next week. The managers and Equity are currently discussing the possibility of forming a new union.

Cinex's Bookings Okeh, But Biz Off

CINCINNATI, Nov. 20—Cinex's only real hit, the Coop, has experienced a decline in business. The Coop, which opened last season, is now closed. However, Cinex is expected to reopen in the near future.

Equity Committees O Bills

NEW YORK, Nov. 20—Council of Equity has appointed a committee to study the financial status of Equity. The committee will report to the council on February 1 and will recommend any changes necessary in the financial policies of Equity.

Editors' Note

The editors of The Billboard would like to thank our readers for their support. We are committed to providing high-quality, accurate, and timely information on the music and entertainment industry. We hope that you will continue to support us in the future.
You're "Not the Type"

By Alan Brock

Alan Broak was born in Chicago and at an early age moved with his family to Harding's medicine, where he lived until he was five. He then attended Yorkville High School and began his career in the theater at the old Warrington's and Company in Yorkville as a young boy. His first Broadway appearance was at the age of 18 when he appeared with Ethel Chasind and Allyn Jones in The Man's a Fool. Later he appeared in papillary匀ts and later with Paul Whelch in The Pajamas with the help of the same play, the only one of the original cast signed for the production. While on the Broadway, he appeared in Falling in Love, playing with such stars as Gary Cooper, Miriam Hopkins and Minor Watson.

In 1932, he was a stock company in Halske PICK, N.J., with Eric Kalhurst. He also is a descendant of an author, interviewing stage and screen luminaries for American, International French paper. At present, he is the casting department of M. S. Bentham, where his duties require him to assist authors and producers in selecting candidates by leading plays. He also is casting director for all of Arthur Hammerstein's productions.

They Cast for Type

Aston and agency should know that today's producers and directors cast strictly for type. No experimenting; you are what you are and there it is. How you find your future by ridicule. A no-roles role is one that holds readings. It is the one role, if you have an appointment, don't waste your time and your time is being wasted. You can cast yourself into believing that you can do right by that part in The Stratified Forest. Why should we believe that you once played it in stock? Your material there, no, he is right for that part and you've got to learn your lines and inject little hints of business to help you appear natural and at ease with the other agents ease your work with less handicap and in all fairness.

Kansas City's Landmarks Go

KANSAS CITY, Mo., Nov. 20.—A noted restaurant in the Piano Bar business closed its doors here last week for the first time in 31 years, bringing in an end an era during which Charles D. Ogilvie, Eddie Foy, Marie Dressler, Bessie Love, and other frequent meat-eating visitors.

Savoy Grill, famous for its steaks, has been taken over by the Detroit Hotel Corporation. Its closing was the second show ever to close, but a week ago, for the last time in 31 years, we had six days ago the famous -- month of the end of the Great Northern.

Sarasota Group Starts Season

SARASOTA, Fla., Nov. 20.—Sarasota Players are opening their eighth season, which the main plays scheduled to be presented during the month of December, 17 and 18. Company president is John R. Biddle. Season under professional direction, which is to be held December 17 and 18. The last group last year numbered 605. Company's subscription-

Little Theater in Cincinnati, and Sarasota Players do original productions and study tech.
New Plays on Broadway
Reviewed by Eugene Burr

By JERRY FRANKEN

November 27, 1937

LEGITIMATE

The Billboard

ST. JAMES

Beginning Wednesday Evening, Nov. 17, 1937
FATHER MALACHY'S MIRACLE

A comedy by Brian Doherty, adapted from the play by the same name by Edward Montgomery, directed by Maurice Mann, set design by Kenyon Porcher, costumes by Agnes de Mille, lighting by Paul Sylvestre, and choreographed by Agnes de Mille. The cast includes Billie Burke, Ethel Merman, and Gene Barry. The play is presented by the St. James Theatre Company, directed by George M. Cohan.

BROADWAY RUNS

BROADWAY RUNS

The Billboard

November 27, 1937

Hudson

BEGINNING Wednesday Evening, November 15, 1937
TOO MANY HEROES

A play by Doris Speed and directed by Constance Collier. The play features a group of young people who are trying to save the world from destruction. The setting is a room in a New York hotel. The cast includes John Garfield, Bette Davis, and Joan Leslie. The play is produced by the Hudson Theatre Company, directed by Constance Collier.

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FOUNDED IN 1861 BY FRANKLIN B. SARGENT

The foremost institution for Dramatic and Expressive Training in the United States. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.
MADAME BOVARY

(Continued from page 17)

Joyfully, a page listing a cheerful and splendid revolatory exhibition provided by Phoebe Krass, a worthy and good example of the failure of so obviously sincere an effort as that now on the horizon.

There seems little need to go in detail into the story. All of it is there. Emma's marriage to a sturdy country doctor, her dreams for the future, her dissatisfaction with the life she led, and the final broken heart, all plod along, her early affair with Leon, her devotion to her daughter, and her friendship with the unfaithful Nachev. Dreyer, who wrote Keite Knecht, must have known the book well. The play is a faithful reproduction of the novel, even down to the most minute details, and the cast is well chosen and well directed. The setting is simple, but effective, and the acting is excellent. The production is a credit to the producers and the company involved.

The outstanding actors of the evening were Miss Lillian Emerson, as Emma, and Miss Gertrude Lawrence, as Leon. Both gave fine performances, and their acting was the highlight of the evening.

The play was well received by the audience, and the production is recommended to all who enjoy good drama.

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November 27, 1937

"Trapped by G-Men"


Altogether An air for a car, but without any of those extra ingredients that make a real B-movie. It's not even a very good B-movie, but it's certainly a lot of fun. The plot is simple enough: a group of gangsters, led by Jack Holt, tricks a man into helping them rob a bank, and then try to get rid of him. But the man, a detective played by William Collier, Jr., is smart enough to outwit them and turn the tables on them.

The acting is okay, but nothing special. The direction is adequate, and the photography is acceptable. The only thing that makes this movie worth seeing is the cast. Jack Holt is always fun to watch, and William Collier, Jr., is always dependable. The supporting cast is also good, with Henry Gordon and Jack La Rue doing their usual competent jobs.

In summary, "Trapped by G-Men" is a fun little B-movie that fans of the genre will enjoy. It's not great, but it's not bad either. The acting is okay, the direction is adequate, and the photography is acceptable. The only thing that makes this movie worth seeing is the cast. Jack Holt is always fun to watch, and William Collier, Jr., is always dependable. The supporting cast is also good, with Henry Gordon and Jack La Rue doing their usual competent jobs.

The movie was released in 1937, and it's still available on DVD. If you're a fan of the B-movie genre, this one is definitely worth checking out.
And That's Love Enough
NEW YORK, Nov. 20.—When a pal asked Lorna M. Smith what she thought about her new recording, she said definitely that she spoke to her brother's right hand about 'The Love Song' for the record label from memory's store.

You ey believe it, you know a lot of a punisher, says a one day said Cohen. When I lived in my first song, and I don't think you want to be a song, and I say, Yes. And when you have one instruction, if you have to have it, you can't think any lower.

Singles Rate Big
Dough for Unknowns
DETROIT, Nov. 20.—Ignore band leaders in this territory are earning 

stuff Smith Gets
His AFM Card Back
HOLLYWOOD, Nov. 20.—After appearing

at the American Federation of Musi-

The groundbreaking effort is a new

arts of the Symphony Association is even

in a new turn this week when the contract was signed. According to one of the foremen, the contract, new contract submitted by the Song-

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Dreamer with a Nightingale

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Court Bugaboo Again Plays
Music Pubs as Caesar Storms
Unumptenth ultimatum is mulled by tunemasters to inspire
John Hancock—West Coast writers are ready for action—Ira Schuster "remembers"
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: — auditorium; — ballroom; — cafe; — club; — concert; — convention; — dance; — hotel; — luncheon; — restaurant; — shoreboat; — theater.

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No Holiday for AFM's Weber
With Pictures Next Up To Bat

Stabilization of pit and pix employment pressed by Southern confab—gun may be first in Phillly—mechanization battle only begun

NEW YORK, Nov. 20.—In continuous months involved in new negotiations with radio, the company has probably to jump right into a huddle, according to Joseph N. Weber, AFM's amanuensis, will not even have benefit of a breathing spell before tackling Hollywood Independents next month. In New York conference of 13 AFM locals attempted to hypo the central office into quick action on pit and pix employment. Theoretically, these regional contours have no legislative, legislative or institutional power, but merely exist to function in the understanding for a resolution for Federation action on the pictures industry is significant. It indicates that the locals are not only, and will not be satisfied by any full followed the completion of the present radio hassle.

While AFMs of several occasions has indicated that pictures will be next in the firing line. Fact has brought home to the musicians at the last AFM convention in Louisville, at a regional conference of the Western Federation, that the time for new and more recently in reply to private appeal to the majors, there was no indication that one phase of the Federation's battle against mechanization and, as Weber once said, "there can be no going back now."

While AFMs offices this week again re
tested that the pix were slated for an overwhelming pit and pix employment is indefinite. If the radio negotiations for the majors are to be assumed that the campaign will be de
data, no appeal has been made to the studios and in the theater pit, but their letter mailing list is not a matter that will be the first gun fired in the forthcoming AFM-pix struggle.

For their formal self with I May Be Wrong, the backing better for Gene Gilford's impression of a Parsee (D).

For the I May Be Wrong catty, the backing better for Gene Gilford's impression of a Parsee (D).

BLUE SWEETHEART

TERRY SHAND'S SMASH HIT
A GREAT FOX-TROT ARRANGEMENT FOR ORCHESTRA BY LODGE AKRIDGE.

... PRICE 50c...

MY HYMN TO THE SUN

BY ROSSO AND TERRY
BASED ON KORSKAFF'S FAMOUS MELODY.
NOVELTY ARRANGEMENT.
MENT BY JACK MASON.

... PRICE 50c...
Swing Is “Stagnant” Syncopation

By Raymond Scott

Swing music today is in danger of slipping into a state of innocuous drudgery which, if permitted to continue in its rampant course, is certain to find itself lost as a dance incentive for the American dancing public.

Where once it offered new and interesting motifs in music, it has now become a rather listless and stereotyped source of raucous repetitions of everything that has been played in syncopated tempo during the last few years.

Swing music won most of its adherents and admirers on the promise that because of the primitive technique of many of the soloists in improvisations, creativity would be the keynote of the music and progressiveness a goal.

After three of the most hectic years in the life cycle of jazz, once giving semblance of furthering this type of music to a higher standard, swing music has offered little more than a duplication of stereotypes "licks" and "riffs" invented in the days when the saxophone was considered to be the only way to a new world in music, where instrumentalists could foster their individuality, but were handicapped by the limitations of mechanical forces.

Yet few recording ventures during the last two years as swing classics have been released, the new ideas, new solos, new "licks" or new "riffs", most of the musical tricks used in a non-musical way, are still used in the same form and the old jive recordings can be found in platter houses today.

Even the recent efforts of the United Home Club of America, fostering the creation of the instrumentalist as an "escape" for the musicians where they could find relief from binding arrangements, only added further incentive to close scrutiny of scores and orchestrations to make available the opportunity to open the way to a new world in music, where instrumentalists could foster their individuality, but were handicapped by the limitations of mechanical forces.

Amateur jazz, which is distinguished by melodic characteristics and harmonic progressions, is more than that by the rhythm. When swing music came to the fore in 1944 it held promise because of its rhythmic qualities and its instrumental freedom, to form a bridge between jazz and the more serious music. Swing music was based primarily on the instinct of creation. But only a few segregated instances has it carried out its potential, the primary prerequisite, brass against reeds, beating out a limited variety of tempo, blended and standard, caught the public fancy.

Rooted in sensationalism rather than in creative ingenuity, purely its own, in its public. The masses, educated by a brassy bombardment of local blareas, have been the appreciators of the more ambitious efforts being written today in the hopes of elevating the standards of jazz.

Advancement Instrumental Mostly

With one credit to our highly heralded orchestras, their musicians have exhibited a finer degree of virtuosity than has been known in the past. But whatever they have done to the advancement of jazz has been instrumental and not musical. And therefore their contribution solely can make no permanent musical value. The pity of it is that instead of being an impetus to the advancement of jazz has been instrumental and not musical. Therefore their contribution solely can make no permanent musical value. The pity of it is that instead of being an impetus to the advancement of swing music, has been a detriment and lessened the actual value of permanent musical value. The pitiful of it is that instead of being an impetus to the advancement of swing music, has been a detriment and lessened the actual value of permanent musical value. The pitiful of it is that instead of being an impetus to the advancement of swing music, has been a detriment and lessened the actual value of permanent musical value. The pitiful of it is that instead of being an impetus to the advancement of swing music, has been a detriment and lessened the actual value of permanent musical value. The pitiful of it is that instead of being an impetus to the advancement of swing music, has been a detriment and lessened the actual value of permanent musical value. The pitiful of it is that instead of being an impetus to the advancement of swing music, has been a detriment and lessened the actual value of permanent musical value. The pitiful of it is that instead of being an impetus to the advancement of swing music, has been a detriment and lessened the actual value of permanent musical value. The pitiful of it is that instead of being an impetus to the advancement of swing music, has been a detriment and lessened the actual value of permanent musical value. The pitiful of it is that instead of being an impetus to the advancement of swing music, has been a detriment and lessened the actual value of permanent musical value. The pitiful of it is that instead of being an impetus to the advancement of swing music, has been a detriment and lessened the actual value of permanent musical value. The pitiful of it is that instead of being an impetus to the advancement of swing music, has been a detriment and lessened the actual value of permanent musical value. The pitiful of it is that instead of being an impetus to the advancement of swing music, has been a detriment and lessened the actual value of permanent musical value. The pitiful of it is that instead of being an impetus to the advancement of swing music, has been a detriment and lessened the actual value of permanent musical value. The pitiful of it is that instead of being an impetus to the advancement of swing music, has been a detriment and lessened the actual value of permanent musical value.

Modern Orchestration Aids Soloists

That advanced orchestration is an advantage to the soloist can be illustrated by the fact that in the Ellington group, certainly did not possess the warmth nor emotionalism that has been so successful in his more recent orchestral efforts. Certainly the background arrangements must be given some credit for Benny's Bider's clarinet solo work. Ellington has, on more than one occasion, signified a true belief that a soloist should be given an absolute freedom, but given only a distinguished background, that the best in a musician can be brought out.

That Ellington is still a decade ahead of the times is evident from this recent contribution in the "hot" category. The harmonic inventiveness in New East St. Louis Toodle-Oo and the unconventional rhytiges for jazz in Creawn are illustrative of his advanced approach to swing music.

This year, more than in any other period, bandleaders, particularly the "hot" category, have recognized the need for new roads in rhythm music. My own contribution has been in the application of my conservatory training to swing music for the creation of descriptive music. The high-pressure pressure of the holocaust describes itself "as a musical mania," a primitive mad man."

While I have given it a descriptive form and have been most careful in its creation, the ultimate purpose was to further the understanding of the instrumentalists, as has been evidenced by Dave Harris's tender sax work in Dinner Music for Daisies and Dave Wade's flawless tone and technique in Swing Music for Daisies.

Goodman Arrangements Brilliant

Benny Goodman, too, has stepped on the beaten path, most of his arrangements being brilliant, rhythmic and enjoyable, especially his Swing, Sing, Sing.

Tommy Dorsey has made another effort by transforming the classics to rhythm. And by offering a variety of themes, his arrangements have achieved success in attempting to step forward. Bert Shaffer also features prominently in this advanced school of musical thought, organizing a group of young men to interpret his Locomotive, S & O, Burglary and Cheops's Ghost.

Several new rhythm groups are striving for the unusual, but it is mostly fear of offending the general public that prevents them from a quicker development of a new wave.

Even some of the other "jams" and "riffs" that are the danger of the coming revoit are resisting the use of orchestral music. Compare the original text with the subsequent years.

Says Kirby's group at New York's Onyx Club as a "meat and potatoes" type of music, but according to the co-founder, though the standards of rhythm and the use of the musical techniques are different in the first mentioned compilation, the ideas are still the same.

It is the general lack of knowledge by the public that is partially responsible for the decline of the music. But just as it has been weakened and reared on the blatant, sensuous, character of the day, so can it be taught to appreciate more ambitious efforts being written today. Even the worst serial of airtight passages, such as the standards of jazz to an acceptable form of universal music.

BROADWAY CONSENSUS

(Continued from page 4)

When the last of the "bandleaders" of the production of Karl Capel's Theorem's Universal Robots, which PTP maintains would be fudged when no one could be guessed, since the marionette presentations were made, according to the Buffalo, the stoppage was sudden and withheld cakes toward the bill. The obvious statement explained that the director failed to submit copies of the initial plan that he had gone ahead with work on 80 of the 175 figures he would have needed before the censure was given in time. The catches was going up. To the pounding of a new march, the orations from six to ten a dozen figures.

When Director Miller "spoke cooly of salvaging the wreckage" were first ascended, according to the local PTP workshops and offices, and accounted, seemed at once, Mrs. West, to reply to the public.

"There is no sign of a wreck of the Federal Government, the organization is more solid and efficient than it has been. If the system is not productive, the coming season will present a program of plays that will at least equal any in the past.

"The Federal Theater's man purpose, as part of the New Federal Administration program, is relief for unemploy- ed artists and the establishment of a permanent National Theater could only be a possible eventuality."

No official attitude has been expressed on the possible "bandleaders" or Koppa- man Goes to Coffee as a means of marking the 40th are presentations of the Federal Government, but some of the high-ups have indicated that the bill, however, handicaps in support of it have been distributed among the various groups, until the audience's congressmen to vote for its passage.
Yes-Men Go Musical
HOLLYWOOD, Nov. 20.—Jack Cher- 
cer, producer of MGM short sub- 
teques, has formed a feature for 
impressing Good Night, My Angel 
shorts. Would be his first for a song hit to originate in 
one of the two-reelers. To help in 
the promotion of his new man- 
his & Avalon Comes movie 
ally, all people on the lot from 
the prop boys up are singing the 
song to each other.

ASCAP Overcomes Legislative 
Barricades in Legal Victory

Society not waiving back payments in anti-state 
Federal anti-trust case still to be heard—AFM affiliation 
shelved for time being

NEW YORK, Nov. 20.—Altho case of 
the United States vs. ASCAP has 
been reported by the courts, Authors and Publishers, according to one 
of its attorneys, feels it has taken a decisive step out of the legal and 
injunction prohibiting the 
Society to operate in the State, is 
ASCAP has yet made, the opposing 
Court's admission that "grave doubt" 
 existed as to the constitutionality of the 
measure has made the Society jubilant.

While not necessarily binding upon 
the decisions of the courts in other 
States, law of society of Cohn & Frei- 
lich, ASCAP attorneys, in the opinion 
that such doubt as the issue is practically 
the same in the different States in which 
the anti-ASCAP legislation has been enact- 
ed, and in view of the court system be- 
ing similar, the opinion of the Nebraska 
courts will naturally be considered when 
final decisions are made. No decision 
has been handed down in Montana, 
where ASCAP sued the cities in April 
and Washington, where it was argued in 
June. Next fall will be inauguration of 
moves in Florida and Tennessee to get temporary injunctions.

The Society's holding back 
may, in one case, be said to 
nullify the effect of the State 
judgment. ASCAP has not been 
given a wrong interpretation 
the trade, according to ASCAP counsel. 
The Society, in short, while not vindictive, 
is doing nothing to hinder. 

Still, there is a trend towards 
anti-trust victory. ASCAP's old 
boards and officers feel that the 
treatment of ASCAP has been 
more to its benefit than to its 
side. The Society has been 
its own worst enemy.

Should ASCAP progress toward 
triumph, as it seems to think it will 
be, only an anti-trust case will 
be heard. The American Federation of Musicians may 
be shielded as long as the 
Society is immune to the 
Federal Government, but 
the Society is not immune 
immunity. It will be 
the test of whether the 
Society will be able to 
remain immune in the 
next round of legal 
challenges to the ASCAP 
operations.

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

No Names for Chi Ballrooms
But Biz Rooms on Low Admish

Chicago, Nov. 20.—Improved con- 
ditions among Chicago Opera Bal- 
lers have been noted in recent 
weeks. A recent survey of the 
14 leading dancing clubs, most of 
them favor unknowns and use names 
only on special occasions.

Ballroom operators familiar with conditions 
in the East and other cities noted 
that the Midwest is the most ac- 
ceptable to Opera Balloons. Environ- 
ments to the increasing crowds 
for dance are being patronized, as often as their need. 
Income permits.

Admission to Operas on 
weekends is when all the 
rooms are in operation. 
The better known places are also 
open Wednesdays, and only the 
first two homes on the 
short list are occupied on 
Mondays.

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 2 a.m. and 9 a.m., Sunday through 
Thursday, November 23.

Also listed under Independent Plugs are 
songs not covered by the plugs on WOR, WNEW, 
WHN for the same period.

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

Positions

Last Wk. This Wk. Title

1. In the Still of the Night (m) 12. "Swing Out!!"
2. Josephine (m) 13. "Swing Out!!"
3. Josephine (m) 14. "Swing Out!!"
33. "Swing Out!!" 34. "Swing Out!!"
37. "Swing Out!!" 38. "Swing Out!!"
41. "Swing Out!!" 42. "Swing Out!!"
43. "Swing Out!!" 44. "Swing Out!!"
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89. "Swing Out!!" 90. "Swing Out!!"
91. "Swing Out!!" 92. "Swing Out!!"
95. "Swing Out!!" 96. "Swing Out!!"
99. "Swing Out!!" 100. "Swing Out!!"

"SWING OUT!!"

With a HOOVER Jacket

Boltly styled orchestra jackets tailored for the 
orchestra business. Also complete line of Eton 
and assorted orchestra jackets. 

HOOVER

251 West 19 Street New York, N.Y.
Blue Barron
AND HIS ORCHESTRA
Southwestern Taverne, Cleveland, O., WTNM Radio Network.

Jerry Blaine
AND HIS STREAMLINED ORCHESTRA
WEAP-AM Radio-Tuesday & Sunday Even., 24 Year Park Central Hotel, N. Y.

Baltimore Boys
AND THEIR ORCHESTRA
Royal Hotel, Houston, Tex.

Jack Denny
AND HIS ORCHESTRA
Carver's Paradise, Cincinnati; carver's Paradise, AUTO-MOBILE SHOW, Omaha, Neb., WKN Radio Network.

King's Jesters
"The Biggest Little Band in America" AND THEIR ORCHESTRA
with MARGARET WHITNEY and NTC Network Favorites.

Barney Rapp
AND HIS NEW ENGLANDERS
featuring RUBY WRIGHT
WLW and other Networks.

Eddy Rogers
AND HIS ORCHESTRA
Rainbow Room, Rockefeller Center, New York.

Jan Savitt
AND HIS "TOP HATTERS"
KYW, Philadelphia, and NBC Network.

Jack Sherr
AND HIS ORCHESTRA
New Playing
WHITE MANSIONS, Pittsburgh, Pa.

SANDY SCHELL
AND HIS ORCHESTRA
On Tour.

By M. H. ORODESKY

Brewery Barreling
BOOGIE BLUES is back on the Broadway stage, coming in for a 2-week appearance at the Savoy, and to play a private party at the Hotel Astor December 1. B. H. Stone has done well by his young jazz band and is looking forward to the first of the year.

The Orkans Are Carrying On
Out Arkansas way CBA has set three dates to play the Little Rock Vine, in the Ozarks.

Brazilian Nuts and Music
Hope MLL BRITTIN and his musical arrangements made their boat out on Thursday, leaving for the Green Room for November, and that they were in California when they took off for Los Angeles.

Pacific Coast Patter
First got of the new year at Los Angeles are WALTER GRANTHAM and his orchestra, now playing at the Hollywood and trying to make a hit of the new film, "This Is the Life."

All Points South
CLYDE Mccoy is plotting his sugar bottom line as the ice cream maker, but until he gets a string of one-nighters on the West Coast to work up a good load of the "Peaches" type, he is going to continue with his Los Angeles schedule.

Morc Jazbo
We couldn't help giving a second thought to an Item in The Daily News

It Matters in the Midwest
That BLUE BARRON, currently at Southern Tavern, Cleveland, is going to be in Chicago this week, but no word has been received as to his plans.

Panchos and his Orchestra
Orchestra Notes

Century Orchestra Corp.
DON REDMAN and his Orchestra
With ORLANDO ROBSON and LOUISE McKEE
Now on Tour.

Joe Sanders
and his Nightwalkers
Now on Tour

HudSON and Delange Orchestra

Eddy HAYES and his ORCHESTRA
Harald OXLEY, 17 E., 47th St., New York.

PANCHO and his Orchestra
Director
HARRY LEWIS
With the Decca Orchestra

Bud WAPLES and his Orchestra
Featuring
CHAREE MOYSE

Tell the Advertiser in the Billboard Where You Got his Address

That feminine touch
Now that flicker has snared the lovely LADY LOU, and has set up a series of dates to play both uptown and downtown in the city, it is expected that there should be some unusual appearances of their kind.

Are you a stinger
That Slim TAPPEN is doing a great deal of work on the West Coast, and is booked to play the Los Angeles theater in the near future.
Denny Opens Ante Spot

SAN ANTONIO, Nov. 20.—Jack Denny and his band of original stockers at the Steak W. Hotel. Anthony is to be closed on Saturday night. The band is to play for the San Antonio Blossoms. The program is sold out at $1.50 per night. The band is under the management of Jack Denny, who is also the owner of the hotel. The band is scheduled for at least two weeks.

Citing the Bands
By MAURICE ZOLOTOW

Have You Met Mr. Jones?
The new band sponsored by Ira Jones (WIR), a recent addition to the New York hotel scene, will be on the scene six years after his time as the leader of the most popular band of the depression. But the band, he said, has all the elements of success. Its leader, as a whole, is a good musician, and the music, according to Mr. Jones, is good. The band is composed of experienced players, and all the musicians are skilled. The band's program includes a variety of styles, from the traditional to the modern. The repertoire includes the music of the 1920s, which is still popular today. The band's sound is pleasing, both in the rich tone and clarity of the guitar. Arranged by John G. and played by Ben B. the band is likely to appeal to a wide audience. The band's music is crafted to appeal to all ages, and its performances are sure to be enjoyed by everyone.

Canadian Copers

Heard from the club, the man to Toronto way, Trump Davidson (WIR) wants to cut a few American copers when his tour schedule permits. The boys, playing a subdued but lively swing of the group, are scheduled to appear at the club Friday night. The band, featuring a tenor sax, is likely to attract a crowd. The band is scheduled to perform a few times more in the coming weeks, and is expected to be well received.

Filling Songs for Radio
All-at-once radio is the answer to New England. The new band sponsored by John B. (WIR) is composed of experienced players, and all the musicians are skilled. The band's program includes a variety of styles, from the traditional to the modern. The repertoire includes the music of the 1920s, which is still popular today. The band's sound is pleasing, both in the rich tone and clarity of the guitar. Arranged by John G. and played by Ben B. the band is likely to appeal to a wide audience. The band's music is crafted to appeal to all ages, and its performances are sure to be enjoyed by everyone.

Orchestra Notes

Neb. Anti-ASCAP Law Is Enjoined

LINDON, Neb., Nov. 20.—Temporary injunction was obtained against the en-forcement of Nebraska's anti-ASCAP law. The matter was argued before the United States Circuit Court of Appeals, and the court ruled that the law was unconstitutional. The ASCAP organization in Nebraska is likely to be pleased with the decision.

Rhythm Riles Little Rock

LITTLE ROCK, Ark., Nov. 20.—The city council this week authorized the formation of a new band to replace the one that had recently moved to St. Louis. The new band, consisting of a dozen members, is expected to be well received by the public.

(Continued from opposite page)

The MYSTERY SWINGSTRINGS, an ensemble of four persons, will be featured on the new program. The band will consist of four persons, each of whom will play a different instrument. The program will include a variety of styles, from the traditional to the modern. The repertoire includes the music of the 1920s, which is still popular today. The band's sound is pleasing, both in the rich tone and clarity of the guitar. Arranged by John G. and played by Ben B. the band is likely to appeal to a wide audience. The band's music is crafted to appeal to all ages, and its performances are sure to be enjoyed by everyone.
J. H. Orendorfer, who served as correspondent for The Billboard on the Philadelphia front, makes this sharp comment in his Feature Editor. A fugitive from a jam session, having been accused of filing two consecutive notes of a melody, "Oor" dismissed him. From the Detroit Morning Journal, the old Ruggles from Franklin and Marshall College and the Graduate School of the University of Pennsylvania, he served the cause of humanity as social secretary for labor welfare agencies and penal institutions. His theme on "The Reliability of Social Data Contained in a Social Hygiene" is now finding his readership on the reliability of things musical in the world. Another reason to note is that his violin bow shall be fresh ink for his pen.

In his spare time, when not writing to new records, J. H. Orendorfer is playing papa to his first-born, a seven-month-old girl.

MUSIC

All God's Chillun Cot Rhythm--Swingin' in Sally's Army

By J. H. Orendorfer

Sneaks and Hollingers can think of all sorts of things to prevent the beat. For that reason and that alone, your feature story writers and big-time columnists aren't likely to write about the beat. Yet too much, too much, for the "angels" reeled from the Salvation Army. No self-respecting streets, no, not even the favored street just as the crassity in their theoretical reviewing gave the go-by to J. H. Orendorfer's introduction in the "Columbia" magazine, the crassity in their general light only the skirted segments of the Salvation Army.

Thus, as we take tongues in cheek, it is to these "forgotten men" of the Salvation Army, after the fashion of "Sally's Army," that we dedicate this story. Yes, the very same Joe Musician who tempers the natures temper on street corners. The Joe Musician whose sound of the trumpet and slide of the trombone is the answer, in his manner, courage to answer the call and "put a nickel on the drum to save your soul.

Street Corner Supts. Symphony Hall

"That wasn't a lady, that was my wife," is the old stand-by of Joe Vaudeville. Joe Musician, the old stand-by of the A.F.M. Joe Musician is always sure to evoke a sally laugh after the saxophone tune up and be half-left hands in the air.

"That's fine, girls, just about close enough for jazz." And from the raucous rhytymics eminating at jam sessions, especially when the vapors of gin hang heavy, their outlayings are no more fruitful than the jazz one gets from a cracked record.

Thus we take tongues in cheek. We poo-poo and fl-fo-to a propitious public who wrongly and unjustly think of the Sally Army only to groups of street musicians with little organization and jazz training. Rather we point to the masses that the very Sally Army bands hold a definite place in American musical life, presenting a highly efficient school of training for Joe Musician.

"South America's Council of the Salvation Army is a highly developed and functioning order of the Army. Not only only wandering bands, but also conducting regular courses of instruction in camps and holding their own annual conventions for topical discussions on adjutications for rating certificiates.

Vets of the Sidewalks

The novice to advance is there. As a training school, the smarter scholars step out as highly competent Joe Musicians. In fact, Sally's alumni present as impressive a list in the musical world as the war veterans among the fugitives from jam sessions.

A recent issue of Life would have it appear true that Sally's Army sent a dwarf of the Salvation sent with Benny Goodman, start the world's first Sally's Army band in Beaumont, Tex.

But the spotlight shows that this up-and-coming phenomenon is not the usual order of things musical. While many would prefer to see Joe Vaudeville, Joe Musician, who is quite possibly one of the country's finest saxophone players, leave his job in the Salvation Army and join the rest of the saxophone band, he so far has kept his mind on the trumpet and the trombone, and only a little mixed, by the light of the street lamp.

Joe Musician, the jazz-loving player, Jack Sherman, got his early training in the environs of Sally's precincts. Sherman's father is a Sally bandmaster in Pittsburg's home town, Cincinnati.

Erie Leidman, chief arranger for Edwin Griffin, Chicago's famous band, is a former Sally Army bandmaster and a son of an Army officer. Another outfit which has already been employed is the band supervised by the leading orchestra is Emil Rodensturm, who formerly wore the uniform.

Frank Simon, whose Arcomic Band is known to radio listeners from Coast to Coast and is prey to the American Bandmasters Association, first spread his wings on the cover of the March issue of the American Bandmasters Association. Again his band has been spotted in the streets of Chicago, often caught in the Chicago police's "whoopde-whoop" for the city's most colorful--and best--billed musicians.

Simon's whole life was in Sally. And Sally loved Joe.
UNIONS EYE N.Y. MITIES

NEVADA, Nov. 20—AFA’s 20 Contracts Encourage Other Unions To Tackle Field

Stagehands’ union wants electricians placed—porters are union ambitions—musicians set solid others are active waiters, checkroom gals and floor polishers

NEW YORK, Nov. 20—With the American Federation of Actors having already signed 20 local night clubs to closed-shop contracts, other unions are expected to follow suit.

Stagehands…...
Musicians...
Performers...
Floor polishers...
Checkroom......
Waiters...
Porters...
Cooks...
Chorus people...

Minimum Wage Scales

For the information of New York City night club owners, whom the current union drive may be quite new, the following is a list of union weekly minimum wage-craft being covered by an APL union mentioned in this story:

Stagehands...
Musicians...
Performers...
Floor polishers...
Checkroom...
Waiters...
Porters...
Cooks...
Chorus people...

Two More Clubs For Philadelphia

PHILADELPHIA, Nov. 20—Two new hot spots have been added to Philadelphia’s growing list in anticipation of the holiday season.

The Mirror Room at the Hotel Philadelphia, and the Continental, which opened last week in the Hotel Pennsylvania, provide new nightlife for the city. The Continental is owned by the husband and wife team of Robert and Charles Jaffe.

Elman Leaves S. & T. Agency

CHICAGO, Nov. 20—Lee Elman, who headed the press department of S. & T. Agency, is now publicist for the Chicago Tribune.

Elman is a former employee of the William Morris agency, where he was credited with the success of the Bill Gaither Agency. He has been assigned to the Chicago Tribune, where he is expected to continue his work on the newspaper’s entertainment section.

Chicago Agents and Bookers Again Planning Organization

Guy Magley, local AFA rep, is one of the leaders in the effort to form a new organization for the business. The group is expected to hold a meeting of its members and outline the AFA plans for the area. Whitehead, in Los Angeles for the last two weeks, has been working on the plans with the local AFA chapter.

Miami Season In Slow Start

NEW YORK, Nov. 20—General opinion among local bookers handling Florida bookings is that the season will be far behind that experienced for the same period last year. Bequests are few and far between, but recent statistics show that 15 per cent of the reservations have been made. Miami has two spots open at this time, Club Broadway and the Royal Palm, but the openings are expected to be filled in the near future.

Miami Beach and Daytona are yet not out of the running season, but it is reported that much of the business is concentrated in the Miami area. The season is expected to open in December with a big freshman season.

Ultra Dance Concert Goes Very Cabaretish

NEW YORK, Nov. 20—Arthur Meighen’s “Ultra Dance” concert at the Empire Theater this week, which was billed as the first dance concert in the city, failed to live up to expectations. AAFB, which is now in its 20th year, promises to be a very successful venture.

CINCINNATI, Nov. 20—The Cincinnati Opera Company is preparing for its annual fall season, which will be held at the Cincinnati Music Hall. The season will feature a variety of operas, including “The Barber of Seville” and “Aida.” The company is also planning a concert series, which will feature a variety of artists, including the Cincinnati Symphony Orchestra.

St. Clair and O’Dea Not Split

CINCINNATI, Nov. 20—In a letter to the Cincinnati Post, John St. Clair of the Cincinnati Opera Company has denied reports that he and his partner, Edward O’Dea, are planning to split their business. St. Clair and O’Dea are well known in the opera world, and their partnership has been a source of great pride in the city.

Robinson to Cotton Club

HOLLYWOOD, Nov. 20—Bill Robinson left to resume his spot in the New York Cotton Club. He is expected to open next week, and his appearance will mark the return of one of the leading stars of the Cotton Club.
Operating a Big Broadway Nite Club

By Nicholas (Nicky) Blair

(Nick Told to Paul Derlin)

Truly beautiful girls, starting production ideas to send the customers out talking, good food and the best of service at the price that hits the average pocketbook are the basis for success for a big cabaret restaurant like the Paradise. Nudity, ease and "clip" methods are not necessary at all.

Now take the "beautiful girls." Most big night clubs advertise "the most beautiful girls in the world" but don't really have them and the customers find out soon enough. But we at the Paradise advertise "the most beautiful girls" and have them, too. We bring in lovely girls from all over the country. They don't have to have experience. If they have natural beauty we send them to a beauty specialist to have their hair and makeup perfected. We teach them how to walk properly and how to wear clothes well. Our girls are so gorgeous that we can't and don't expect to hold them long. They usually graduate into pictures, legit or professional modeling. Four of our girls are now in Hollywood, two, Grace Bradley and Dixie Dunbar, have gone into the Jack Buchanan show, and four are with the new Ed Wynn show. Most of them double as Powers models and one is now at the Paramount talent school.

Our showgirls average two a show (each six months). Alto the turnover is rapid, we have a waiting list and can always fill the gaps. We don't ask our showgirls to do nudies. Nudity doesn't mean a thing when offered by showgirls. Only nudity by especially chosen models or dancers is effective. A gorgeous showgirl looks better when dressed up. But she must be dressed well-old-fashioned ideas in costumes are not sufficient any more. The public has become fashion conscious and motion pictures (featuring the very latest in clothing) compel a big night club to go to extremes in costuming that can hold its own under such circumstances.

$15,000 for Costuming

Costuming for the current show, for example, costs $15,000 and we must write this off in six months—the average run, for our shows. Ordinarily $15,000 would have sufficed, but in the current show we have a quartet of showgirls who make announcements, each time in different costume. Each costume costs $250 to $750. We buy our costumes outright and sometimes we can recover a small part of the cost by reselling them when the show has ended. We occasionally rent out costumes, too—such as the cowgirls, idea and exotic birds from our last show, which we rented to a Chicago club.

Altho we have used nudes in our shows, we find one good novelty idea is better than a nude display. We have done more business since we dropped nudes.

Novelties send the customers out talking—and that's the finest advertisement any night club can have. The current show, for example, features a number called Metropolis and in it there is a spectacular cage scene with showgirls.

Nicholas (Nicky) Blair is a newcomer to the New York night club scene. A young man still, he built the Texas Club during prohibition days and later operated the Helen Morgan Roof. He ran the Club Helen Morgan in 1928 and operated the Capella Club in 1929 and 1930.

During the past six years, he has been operating the now famous Paradise Restaurant Cabaret at 48th and Broadway. Under his direction the Paradise has featured some of the biggest names and name acts in show business, holding its own despite the keenest competition for night club patronage Broadway has ever seen.

Blair is a quiet, rather taciturn fellow. He is a native New Yorker and married.

Two of the Paradise Restaurant's gorgeous showgirls shown in a typical night. The evening gowns are designed by Billi Livingston and executed by Brooks.

A group of showgirls wearing lace gowns. Four are in blue and silver; four in coral and silver, and four in jade and silver. Designed by Ed Morgan, model 2 and 3 are in blue; model 2 is wearing a blue feathered with butterflies, silk sash, and silver collar over it; model 3 is wearing a Prince Wales headpiece of ostrich and a metal net veil; model 4 has an adaptation of the Indian Sari made of lace edged in crystal beads; model 4 wears a blue and silver feathered headpiece with ostrich feathers, with off-shoulder collar of ermine; model 5 has a headpiece of tiny ostrich tips and a pearl necklace, and model 6 is wearing ostrich feathers.

A couple of comedy showgirls costumed for the "Gargo" number. They are wearing cellulose lace tips and hats trimmed with cellulose coronations. Lace caps with Spanish motifs. The design on the cellulose tips is picked up with rhinestones, spangles and pearls.
NIGHT CLUBS-VAUDEVILLE

Club Management

This will introduce a new column which will be a regular feature of this department. It will endeavor to be a meeting place for all those interested in club operation and will include a wide range of topics and viewpoints. 

TEATRE PLAZA HOTEL, New York: Pale Ferrick makes Dwight Frick's midnight appearances by playing the piano—automatically at 11:45 p.m. 

University theater society crowd to show up on the
tail

Dell Caspers of the International Caspian, New York, are being wooed by a new cabinet member, A. E. Babbit, of the Building Services (A.S.) union local 14. The local (of the International Alliance of Theatrical Stage Employees) is casting lustful eyes at the New York night club which it doesn't like the idea of contenders doing as a stage manager and wants to put at least one spot man in each club--at $765 per month. 

AGENDA. Local 16 (Hotel and Restaurant Employees) is meeting at 10 a.m. tomorrow to discuss the rotation of work for waiters. The union wants to add a seventh day to the work week on resolution to make rotation compulsory to all of its closed shops.

O'Neal New York club was raised to Cabbie status following a workout in a local 602. Some of the club's regulars cut out one man off its Hawaiian quartet and had only nine members of the regular band double into the Hawaiian combo--this being the band directing the music and giving the union a raspberry.

The amazing, but there are still spots like the Pennsylvania Hotel. New York, that are being closed by the department may be just a beginning, but are not almost to really advertise the attraction. The New York department has to be more careful in its handling of the matter.

Hattie Bateman and Gladys Oldham have signed a contract to keep General's secret. An old hat from the Boys' Club is being given to the new man.

At the time of the last year, John Higginbotham, former cabbie, was in the lobby.

PGA Tour, New York club has long been the site of a number of excellent performances, but it is not the only one that is featured there. In fact, it has become a virtual regular venue for performances by the likes of Lena Horne, Ella Fitzgerald, and Duke Ellington.

The PGA Tour, a well-known local New York club, long been a hangout for many prominent jazz musicians and performers. It is known for its innovative and diverse programming, attracting a wide range of audiences from music enthusiasts to those curious to experience the vibrant nightlife of New York City.

Philadelphia, PA: The state's largest and most prestigious music venue, the PGA Tour, has become a cornerstone of the city's cultural landscape. Its reputation as a hub for jazz and blues music has attracted both local and international talent, making it a popular destination for music lovers and enthusiasts alike.

With its rich history and continued success, the PGA Tour continues to play a vital role in shaping the cultural scene of Philadelphia and beyond. Its commitment to showcasing the best in music and entertainment ensures that it remains a beloved institution, offering a platform for artists to connect with audiences and inspiring new generations of music lovers.
When Balancing Your Ballroom Budget Don't Cut on Bands

By Moe Gale

Brooklyn born and bred and still in his early thirties, Moe Gale foresees great possibilities for a small palace in the heart of New York's Harlem as early as 1931. It was in that year that he and his associates built the Savoy Ballroom. Leaving his sociological studies at New York University possessed with a spirit of imagination and progressive, Gale evidenced a keen interest in race problems, which he readily applied in the operations of his business.

One of the first ballroom operators to capitalize on the current craze for swing music, the Savoy has been a starting point for many of the country's leading swing bands, and "stomping at the Savoy" served as inspiration for one of the most popular songs of the day. His interest and keen insight on the development of this music has made Mr. Gale a booking guide for ballroom operators throughout the country.

Know Your B.O. Values

It is my belief that an accurate understanding and appreciation of the box-office value of a theater, the number of hands and music and are of inestimable importance to the successful operator. The Savoy Ballroom is one of the few fortunate places that can lay claim to the possession of a tremendous box-office attraction. The Savoy Ballroom was the first to recognize and capitalize on this phenomenon. In Cab Culloway and gave him his first chance in New York City. We offered Cab a chance to front his own band and he became an instantaneous success.

Our strongest claim in recent years has been Chick Webb and his band. We have engaged this banding business and only a short three years ago Wednesday nights at the Savoy used to find their way to the coffee shops for a cheap drink and good music. Out of that the Savoy was unable to keep the customers. We had the largest crowd that the Savoy ever had.

B.O. Power Is Variable

There is another point with regard to box-office undertakings that common sense would tell us to observe. It is that an attraction will draw more in certain parts of the country than in others. A band will do good business in town A and will not do so in town B. The same attraction will draw well in town B. The operator in this regard must rely upon his own good judgment. He must be able to estimate just how great is the popularity of the attraction in the particular territory.

The operator should also take good care to avoid "walking" an attraction. In my opinion, no mistake is more frequent than allowing the bands to come in without a first appearance on the stand. The operators cannot go wrong in booking his feature. If he is not aware of it, then he should be taken to see that the attraction is not repeated. We are not responsible for bringing in a great crowd and the operator should be so aware of the tremendous value of the attraction upon the box-office draw.

HERE'S AN ACTION SHOT of the famed Savoy Ballroom, New York. You can see Chick Webb at the drums and Ella Fitzgerald singing at the mike, while in the background are some of the Savoy's patrons and are smiling happily while dancing thru another swing number.
**NIGHT CLUBS-VAUDEVILLE**

**The Billboard**

**November 27, 1937**

**Vaudeville Notes**

NICK LUCAS will play his first vaude gig in over a year when he opens at the Oriental, Chicago, November 19 for three weeks. Jim Proctor, Detroit, ... MARY DESS, Jean Brandt's daughter, is coming east this week at the Tuale, Philly, last Friday for FAM and will continue his round of the road to suitors. ... Proctor's, Detroit, November 29. ... PROCTOR'S, Kentucky. December 2 to 4, RKO, East Liverpool, Ohio. Jack Brandt is playing a two-week stand at the Casablanca, N.Y. ... Proctor's, Detroit, November 30. ... JACk FARTINGTON is back in town after a New Year's run on the coast. ... NATIONAL VARIETY ARTISTS, Inc., will hold its first dance and show as an end-of-the-season entertainment at the St. Mark, N.Y., December 31. ... LUCAS BROTHERS, Pepsi-Cola, is going on the road. 

**Even in Australia**

DAVID, O. H. Australia. This past week each to perform friends tourn-... Pencil and Ink. ... THE POST, Sanctuary, Kansas, December 8. ... FAM, Phoenix, Arizona, December 10. ... THE民主, Board of Trade, New York, December 11. ... CAROLINE MAY, Chicago, State, December 15. ... THE TIMES, New York, December 17. 

**Flash Acts Disappearing as Vaude Time and Salaries Slide**

**NEW YORK, Nov. 30.** Flash acts are on their way out. Third-rate vaudeville bookers and agents reveal due to the scarcity of the vaudeville circuit and the high cost of the acts. The act must be unique and must have something to sell to make it a success. The vaudeville circuit is over. Acts are not being accepted at all shows. 

**More Time For Cushman**

**Western section expands—30 days supplied by Fox Intermountain Circuit**

**LINCOLN, Neb., Nov. 29—Rick Rickson, division manager of the Fox Inter-... Coliseum, Circuit for Cheyenne, Laramie, Rawlins, Rock Springs, Ogden, Reno, and Salt Lake City. The additional films are to be shown in Proctor's and Kamenner and a one-night stand is to be made at the Denver, where Rickson has offices. 

**Radio Tryouts On Detroit Stage**

**DETROIT, Nov. 29—David M. Ideal, manag... Harry C. Smith, general manager of the Motown Theaters, Detroit, Mich., the last show in the Detroit area. 

**Geo. Hamid-F&M In Fair Contract**

**NEW YORK, Nov. 28—Options on the Geo. Hamid, acting as the manager of the F&M Fox, were renewed. Hamid has agreed to remain with the company for a period of one year.**

**Detroit Lines Up Holiday Acts**

**DETROIT, Nov. 30—Holiday bookings are already in progress with agencies, New Year's Eve, of course, being the all-important night. All the locations in the city are being sold for the New Year's, and the spots, as always, are being sold up weeks in advance of the event. 

**Hawaiian Units Click in Chicago**

**CHICAGO, Nov. 28—Hawaiian shows seem to know the new home. ... The Hawai... Disney World is first offered for that Kauai & Kauai house, but a proper agreement could not be reached. 

**ONTARIO HOTEL**

**Well-Known Theatrical House**

$1.00 Up Daily

620 No. State Street, Chicago, Ill.
NIGHT CLUBS-VAUDEVILLE

THE TITANS

(I. J. Ryan-A. I. Beck-F. L. Barker)

PANTOMIME

Opening November 18
International Theatre Ocean, N. Y.

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DRAMATIC AND MUSICAL

Boots are for current week as only dates are given:

Along Came Jones (Paramount) S. Lake Chick, 24.

Audrey (Paramount) N. York, 24.

The Show of Shows (Gayety) San Francisco 21.

Beggar My Neighbour (Paramount) S. Lake Chick, 24.

Billy the Kid (Paramount) S. Lake Chick, 24.

Cabin in the Cottonwoods (Paramount) S. Lake Chick, 24.

Drums ( Paramount) S. Lake Chick, 24.

Fickle (Paramount) S. Lake Chick, 24.

The Horror (Paramount) S. Lake Chick, 24.

The Arrow (Paramount) S. Lake Chick, 24.

Cotton Club (Paramount) S. Lake Chick, 24.

The Man from the South (Paramount) S. Lake Chick, 24.

The Date with Uncle Sam (Paramount) S. Lake Chick, 24.
Night Club Reviews

TRIANON ROOM, AMBASSADOR HOTEL, NEW YORK

Aristocratic but not austere formal as most Park Avenue spots are, this one is a throwback to the days of elegance in its richly colored upholstery and cream color scheme, offering a unique air of sophistication. One of the principal attractions is the restrained music of William Scott, dance team of John and Delilah Patterson. There are numerous sartorial attractions: Rajah, Rabold, mystic and throaty-voiced; Palomo, guitarist-vocalist.

Two numbers by the Venetians are enough to stamp this as one of the most interesting and unusual entertainment spots in the city. Owing to the varied and general well-roundedness of the show, one can hardly say that the show is without its particular excellencies. Team does not depend too much on sensational steps or tricks, meeting instead the requirements of the general public with a full repertoire of dance numbers.

The great INDIAN FAKER (Blacaman)

Always present at the present, this one is always the life of the party. The restraint of the music and the manner in which it is presented by William Scott, dance team of John and Delilah Patterson, enhances the appeal of the show. The Venetians are enough to stamp this as one of the most interesting and unusual entertainment spots in the city. Owing to the varied and general well-roundedness of the show, one can hardly say that the show is without its particular excellencies. Team does not depend too much on sensational steps or tricks, meeting instead the requirements of the general public with a full repertoire of dance numbers.

SINGLAND, CHICAGO

Another Harlem spot, now operated by Ben Skoller, using little known but very interesting package deal. It is something in competition from the more celebrated Grand Terrace, which is also located in this room. The club has been extensively remodeled and the result is very satisfactory with several songs popularized during the swing era. The record business is doing a business under the name of Swingland.

Bill's Gay Nineties, NEW YORK

This is one of the miracle spots of the city. With most night clubs-including the well-known night club in this room - Bill's is not only a great success but it has managed to keep Bill Hardy's two-floor renovation in peak condition. In the bar, Altho the number of customers seems to be about 180, he often clears 800 to 900 an evening.

The reasons are obvious. Hardy knows the night club game. He has built a clientele following: he knows his customers by name, and keeps on the understanding element. The workingmen run on a friendly, glad you-dropped-in atmosphere.

The club has a definite personality. The atmosphere is definitely planted with old-time blues and other memories of "the good old days," the G KYero atmosphere that is so successfully in the entertainment. There's always something going on, and everywhere, from the ground up. Many who would rather talk or drink than dance, or are just tired of the excitement, find this club too much trouble. In fact, the only time patrons are in a hurry is when the special show goes on at midnight.

This time his special presentation is an all-cast festival of entertainment, bringing out the entertainers in flowerin- ng colors, and giving a boost to the versatility, and the versatility of the performers. With Jerry White at the piano, the show is a tribute to the musical splendor of the group, with its easy-going tenor to lingering songs, an exuberant artistry to the group, and its easy-going tenor to lingering songs, an exuberant artistry to the group, and its easy-going tenor to lingering songs, an exuberant artistry to the group, and its easy-going tenor to lingering songs, an exuberant artistry to the group, and its easy-going tenor to lingering songs, an exuberant artistry to the group, and its easy-going tenor to lingering songs, an exuberant artistry to the group, and its easy-going tenor to lingering songs, an exuberant artistry to the group, and its easy-going tenor to lingering songs, an exuberant artistry to the group, and its easy-going tenor to lingering songs, an exuberant artistry to the group, and its easy-going tenor to lingering songs, an exuberant artistry to the group, and its easy-going tenor to lingering songs, an exuberant artistry to the group, and its easy-going tenor to lingering songs, an exuberant artistry to the group, and its easy-going tenor to lingering songs, an exuberant artistry to the group, and its easy-going tenor to lingering songs, an exuberant artistry to the group, and its easy-going tenor to lingering songs, an exuberant artistry to the group,
Le Coq Rouge, New York

This is one of the latest spots to try and is in the trendiest of all dance music. The Great Maurice, magician, is the experienced in the art of cutting and he is an easy drink.

Maurice is a man in a yellow smoking jacket and knows how to present an entertaining scene of belling-sight-of-hand tricks performed by the professional. He is a close-up trickster and an excellent magician. His tricks are perfectly executed, his timing is perfect, and his skills are beyond praise.

The club itself is a small, well-kept establishment, with a large mirror on one wall, a piano on another, and a bar in the center. The atmosphere is perfectly suited for dancing and enjoying cocktails.

Le Trianon, London

Dancing and socializing is held at Le Trianon, the newest and most exclusive club in London. It is located in the heart of the West End, near the famous West End shopping area.

Frank Sebastian’s Cafe International, Culver City, Calif.

Frank Sebastian’s Cafe International is one of the most popular and fashionable clubs in Culver City. It is located in a picturesque part of the city, with beautiful landscaping and a charming atmosphere.

The Cafe International is known for its cuisine, featuring dishes from all over the world. It is a great place to relax and enjoy a meal with friends or family.

The Betty Coeds

A different dancing line

Independent — Commercial Club, Detroit

Direction — SAMMY CLARK-WM, MORRIS AGENCY—CHICAGO

Bernard Productions

20 consecutive weeks booking
Night clubs & hotels

85 Riverside Drive

New York City

The Betty Coeds

Recognized as a tested artist of ability and talent and an asset on any program.

Le Coq Rouge, New York

The new spot...

Le Trianon, London

It is the latest spot...

Frank Sebastian’s Cafe International, Culver City, Calif.

A great place...

The Betty Coeds

Recognized as a tested artist...

Le Coq Rouge, New York

The new spot...

Le Trianon, London

It is the latest spot...

Frank Sebastian’s Cafe International, Culver City, Calif.

A great place...

The Betty Coeds

Recognized as a tested artist...
Loew's State, New York
(Reviewed Thursday Evening, Nov. 18)

A typical NGT show, with plenty of pretty girls standing on the stage. Audience seems to enjoy it, no matter what they are wearing. No NGS ever get tired of the same old act, no matter what it is. The crowd is on and off as a clock and appear in a variety of costumes.

Big Time Crip, one-legged Negro boy in sunglasses and wearing a cap, opens with a song and whis- tening, and goes on his way in a clean-cut, alert manner. His legs are on and off as a clock and appear in a variety of costumes.

High, Wide and Handsome. Business excellent at supper show.

Paramount, Los Angeles
(Review Tuesday Afternoon, Nov. 16)

Medicine in nearly every respect, the stage show here shown more little than a scene to the audience. Most of the feature pictures, routines are ordinary, the audience is not a large one, and which go to make a smash show.

Somehow, the Perfor-

in; a Shop. Opening dance number featuring the 5-8-8's, their routine in the Fifth Avenue Band's new song, "Dreaming of the Unknown," was given in early American, three contrasting groups and going into its dance using a black being used. The routines of the Orleans Harmonizers are good, but odd as the versatile girls.

Orchestra on stage of the Red, White and Blue Band. It's a stage and an aggregation; the boys play well, but their leader is a youngster who com- pletely spoils the show. The stage master of ceremonies. There is no one, no gawky to his conducting, and the situation is such that with the shoulder-statement which inveigh the audience's attention, the situation is reversed, however, was swell.

The Trojans, three young fellows in their usual costumes, do a good acrobatics—Nips, somersaults, hand- stands, etc. They are two quite different acts: one just okay, no more, and they have a favorite spot of the audience which takes them on, not by following each turn by facing the au- dience, but by facing the audience and doing a number. The audience liked them, but we've seen better.

Whitings are oldtimers in the business of giving laughs. They work a good angle, but put crat's like, "Yeah, folks, she's re- turn for the day, and you can be picked up."

"Punkin" Parker, a pretty little girl of a routine in her way of showing off. She gets a hot tap in pleasant and inviting clothes and liked her and deservedly. She got a nice hand and did an encore.

The dirtiest man in the world, which is perfectly correct. The problem number done to the music of the Bugle Boy was a hit and showed all the dirty, most of the liquid in the nature, the carefully measured and precise movements, and the pieces of the suit don't fit. Couple these with some other acts and you've got the ball for any spot.

Bob and Bunny wind up the show, with NGT conjuring a ter- ritorially far man into the festivities. It's a far man, for looking at the stage, it's good fun, with Entrance the calling the.

AVERAGE

Radio City Music Hall, N. Y.
(Reviewed Thursday Evening, No. 18)

This week's stage production, Tall-ly-Ho. If nothing else, it's a good idea of the Brown Maine settings and the ingenuity and naturalness of the idea. It seems to be a system as supervised by Eugene Krunz, and the result is a production which is works, one of the latest in the line of comedy shows. In fact, among the legions of guests are those who are afraid of being original. An act that was much discussed was the height of the art of acrobatics.

Bob and Ralph Darras present a small talk and a couple of box-office hits. They find the situation typical Continental clowning. Timing is fine and their bit witty and amusing.

Palace, Chicago
(Reviewed Friday Afternoon, Nov. 19)

This week's stage production, Tall-ly-Ho. If nothing else, it's a good idea of the Brown Maine settings and the ingenuity and naturalness of the idea. It seems to be a system as supervised by Eugene Krunz, and the result is a production which is works, one of the latest in the line of comedy shows. In fact, among the legions of guests are those who are afraid of being original. An act that was much discussed was the height of the art of acrobatics.

Kids are young and doing fine, but his six harmonicas lack an outline. The song is a 15-minute musical number, and when it finishes strong with a good version of "The Three Bears." It is only natural to compare the group with the original Mickey Mouse, which of course, is by such a comparison the punch line of all the other Fred's. The voice, however, of capturing its competitor's stand on the vaude stage and is a case against the stage. The line is fine in favor of Hollywood's gold.

Cine-Roma, New York
(Reviewed Tuesday Evening, Nov. 16)

Current material is with Alfred Court's Mixed Jungle Group headlining at the New York Follies.

Four Marxes, two men and two women, have a number of accom- pained malaxions of serial, troupes and dental tricks, including doing whir- ling tricks.

The Symphonic Orchestra, under Erno Bene, gives a fine interpolation of the Tannenbaum Overture.

Entertains offers Stand-In (United Artists).

George Cohn.
Oriental, Chicago
(Consumed Thursday Evening, Nov. 18)
This pre-Thanksgiving bill, ushered in a day earlier to make way for a holiday opening, is an unexpected treat. With the exception of a couple of weak numbers, the show is loaded with clean material.

A swing arrangement of Dark Eyes, following scenes piano work by Henry Winthrop, brings on the Dorothy Mills Ballet, with a live Russian dance routine. Black Hawk, bandleader, is neat and finds himself a spade to sell on a card that would go better later on. He held on with some charm and worked himself quite a hand with his lightning-lap top.

Ed Ford and Whitley (dog act) had little trouble. A trick act by Whitley was a well-trained rascal, his tricks embarrassing the rest of the outfit by permitting many a bally-ho.

Ford decayed his work, interrupting Whitley's offerings, which accomplishes something besides distracting and adding a note oforganic on the trainer's hand.

Wilson, Evelyn, and Betty stopped the show with a novel dance routine and proved once more than an audience will buy an act that has something new to offer. Doing their first stint here in several years, their Egyptian movements and old bits of comedy were amusing, and even the first of them adds to the picture of a group as it has been

Nick Lucas closed and scored with several trouble-doubtful styles. Making for a clean approach to the old-time material, he added more than any of his competitors. He did three acts from the movie, "Dreams," the Great American Hoedown, and "The Brotherhood of the Horsemen" to his stunt.

The Present Times has a technicolor picture, "Bube's Luck," combined with Redtales, Michigan's Horsemen and Frances Lordford.

Miss Lordford, a lovely eight-tapered gowndancer, was the star of the show, and was the one to open it. Without gushing, Hollywood star-making gowndancer, Miss Lordford has a technicolor picture, "Bube's Luck," combined with Redtales, Michigan's Horsemen and Frances Lordford.

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Paramount, New York
(Consumed Thursday Evening, Nov. 18)
Current show is one of the smartest and most unusual of the season. It is_Perd's work, and covers the entire show in five acts. The first act is a dance routine, done by the entire group. The second act is a dance routine, done by the entire group. The third act is a dance routine, done by the entire group. The fourth act is a dance routine, done by the entire group. The fifth act is a dance routine, done by the entire group. The show is a complete success, and the audience gave a standing ovation.

The show is the work of the entire group. The first act is a dance routine, done by the entire group. The second act is a dance routine, done by the entire group. The third act is a dance routine, done by the entire group. The fourth act is a dance routine, done by the entire group. The fifth act is a dance routine, done by the entire group. The show is a complete success, and the audience gave a standing ovation.

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**Reviews of Arts**

Geraldine and Joe
Reviewed at the Palace Theater, Chicago.

A very proficient and refraining team excelling in fine acrobatic work. Work hard and are too young to take advantage of the many comedy bits that can be developed from an act of their kind. Definitely promising, however.

In snake outfit with a career and human number, with a series of amusing and tricks, and Geraldine featuring with a cute and top. Routine. Both close with a vivid vaudeville. Joe's heads the spook of the act.

Both are clean personalities and the girl is quite attractive.

Sunny Rice
Reviewed at the Oriental Theater, Chicago.
Stills: Dancing. Setting—in one. Time—Four minutes.

A cute, natural-looking tap, working with a charming air of indifference that both suits her personality and accentuates the gracefulness of her work. She is a young, attractive, brunt and when caught it is a pleasant experience usually given a tapingle. Her taps are well arranged and the two routines on hand displayed a generous number of intricate steps.

Sally Rand
With Doris Humphrey Girls
Reviewed at the KKL Thorton Theater, Charleston. Style—Dancing. One and full stage (special). Time—Five minutes.

One of the most beautiful interpretations of literal expressions is the new dance which Sally Rand does here as part of her Graslified Scandals Revue. It is the first time Rand has done her own routine.

The King's Jesters, one of the best among the specialist combinations, are another season. The boys have seldom been better, thanks to their individual manner of presenting material. It is quite certain to be a dance tune, vocal selection or dance number. John Navecroft, Jr., and George Howard, the original jesters, are at the head of the Jesters, participating in most of the vocals and joining in with their "quen" (Marjorie Venable) in a number of the numbers.

Sunny Rice is a definite asset here, vocally and decoratively. A veteran rhythm-chorus and swing songs, delivering them with proper emphasis and soothing range of voice.

**NIGHTCLUB**
(Continued from page 35)

A good class of people, despite the popular music policy. Never a cover charge minimum on Saturdays only.

Business of late has been holding up well enough only. Party due, of course, to the generally poor conditions prevailing in some time in the 'after dark' area. It may also be due, in part, to the degree to which the attendance of floor shows. While the orchestra on hand has plenty to talent the audience is as good a combination as could be expected. It is not always the case that a quick setup reveals a dummy hand when doing a headstand. Work hard and are close to a look.

**GOOD WILL and GREETINGS**

EVERYONE—EVERYWHERE

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40-52 South Canal street, P. O. Box 411.
HAVERILL, MASS.

DANCERS, SINGERS and NOVELTY ACTS
With your Weekly Tours and Illustrations To Add Variety to Your Act.

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Always in the market for Strict Night and Novelty Acts.

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SECRET BARBECUE SAUCE
Makes any kind of meat or vegetables taste and remain different. Smells like the small kind of pepper. Thickens the sauce and imparts a spicy flavor. receptacle under the sauce. 25c. in bottles.

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AGRO going East or West can break your Jim and Andrews, Headliners and with all details.

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WRITE FOR OUR REGULAR CATALOGUE NOW!

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BE THERE!

Most Colorful Shoemen's Event of the Year
SILVER ANNIVERSARY
BANQUET AND BALL
Showmen's League of America

IN THE GRAND BALLROOM, HOTEL SHERMAN, CHICAGO

BANQUET COMMITTEE, SHOWMEN'S LEAGUE OF AMERICA
165 W. Madison St., Chicago, Ill.
CANTON, O., Nov. 20.—After two months of work, Bob Burch was bowling out Sunday night, Bob Burch, announcer, operated in the local bowling alleys. Burch has been sponsoring stock burlesque at the Grand Theater for the past several months. 

Burlesque has been the only attraction. In town. Despite the extra in-booth take, the theater is doing well. in place to play a larger role. Burlesque has a definite attraction in the municipal area. and the town is doing well. Burlesque has been a favorite in the theater for several years. and is now attracting a larger audience.

Censor Pleased, But He'll Go On

NEW YORK, Nov. 20.—Satisfied with the general behavior of burlesque managers, J. P. X. Masterson, censor, plans to continue his official supervision over the city's burlesque and burlesque palaces. Altho Masterson, who chairs the censorship board, has reported cases of managers who tried to kick up the truce, he reported that no arrests were made.

While many of the fencing election victories it was reported that the censorship committee would be forgotten as soon as the business ended. This time, however, denied this, and Masterson told the managers that the censorship committee was to stay, no matter who was election winner. The chairman stated that the committee was here to stay.

Altho the term "burlesque" is still in use, observers have noted no great difference in shows produced now by the managers and those of the past. Bins still get off the deep end into the white, while there's a mild red recital in every show in several houses at various times.

New Deal for Candy Butchers

There's just one thing that needs an injection of imagination even more than burlesque stage productions. And that is the hasty crisis of burlesque's candy business.

The boys who ballyhoo sweets and gadgets between acts are definitely a part of the action. They are charging a business offering jobs to many and profits to their customers.

But there's no reason for the boys to stick to the same old ballyhoo year in and year out.

Even menos gradually awaken to the fact that they don't get such Harlots in the act. They're sold to the boys who want to get the best possible bargain. In some cases the boys are willing to pay more for bigger services. More imagination and enterprise are needed. And such intelligence should pay greater profits. Some indication of new ideas is seen in the hawkings of 35-70 a month. While sales may not be terrific, they open the way for a sale of other novelties. The wholesale merchandisers are ready to order novelties.

Another concession will try something new to the burlesque business. And customers should at least come out of those tomes so many go in when the old grind starts. It's worth a try.

Cops Aid Burly At Benefit Show

BOSTON, Nov. 20.—Max Michaels, manager of the Columbia Theater, new burly house, held a midnight benefit December 17 to raise money to purchase shoes for needy children. The theater has obtained the co-operation of the police, which will distribute the money to the needy children.

Michael's feeders have been working on the set for several weeks. The theater has received co-operation from the police. The mayor was present and was recognized by a prominent captain of police for setting the following Sunday.

The Mayor is known for being the greatest fan of the Gayety and Park theaters and is now trying it at the Columbia.

"Indecent" Fine Appealed in Court

BRIDGEPORT, Nov. 20.—City Court Judge Samuel E. Hirst has imposed a fine of $100 on Mrs. Harry Hurst and costs this week in a case involving the "Indecent" appeal. Hurst was convicted on a charge of operating an "indecent" and "indecisive" at the Jacquet Theater, Waterbury burlesque house.

Mr. and Mrs. Hurst, of New York, have appealed the fine before the Court of Appeals. (See "INDECENT" Fine on page 126)
AFA Begins Negotiations With Agents, Cafes on Pacific Coast

HOLLYWOOD, Nov. 25.—Ralph Whitehead, executive secretary of the American Federation of Actors, is here to direct the organization of hundreds of actors and stagehands.

A meeting of nearly 100 performers was held here yesterday will be attended by the national organization of actors.

The meeting was called by the Central Labor Council, which has called for the participation of the American Federation of Actors and the American Federation of Musicians. Participation was indicated by the actors and stagehands in the organization.

The meeting was held in the offices of the Central Labor Council, where the organization has been working for the past two years.

Black Forest Ice Revue Gets Going

INDIANAPOLIS, Nov. 25.—The Black Forest Ice Revue has started its tour of the United States, and will be in Chicago next week.

The revue is a novelty show, and features a variety of acts, including ice skating, roller skating, and acrobatics.

The Black Forest Ice Revue was founded in 1936 by Louis Fuchs, a German immigrant, who had previously worked as a painter and decorator.

The revue has been touring the United States for more than 20 years, and has performed in many cities, including New York, Chicago, Los Angeles, and San Francisco.

The revue is a family-owned business, and is currently managed by Louis Fuchs' son, Michael Fuchs.

The revue is scheduled to perform in Indianapolis next week, and will be in Chicago for two weeks, starting December 1.

In This Issue

BROADWAY BEAT—(Continued from page 5)

explore and they just left... Gala will be happy to know that Robert Taylor keeps himself in perfect trim by taking milk delivered to him twice a day on the MGM lot—according to ads for National Milk Week.

TO KEEP THE RECORDS STRAIGHT: Leonard Lyons bears the brunt of the corrections this week, the Sid Skolnick did some to come there with one choice of bloom. The New York Times reporter, on his last visit to Sesame Street, said, "I'm happy to have you now ready to return to work. (film work) in Women Have a Way." But Mrs. Hopkins arrived in New York on her second day, and a couple of other publicity assistants to stay. Attendance was below expectations, and it was estimated 2,000 were on hand, because of a snowstorm.

The ice revue is of the novelty type and includes acts such as ice skating, roller skating, and acrobatics.

Another performer who caused a sensation was a young girl who was doing her first night's work. She was one of the few female performers in the show.

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Wolcott Trappe Ends Tent Trek

VICKSBURG, Miss., Nov. 22.—F. S. Wolcott's Rabbit Foot Minstrels, a traveling minstrel troupe, had a "satisfactory season" here tonight. The show began Monday, Nov. 14, and was to close Wednesday. The troupe left Oct. 31, 1936. The company has 1,800 persons in its ranks. It plays the small towns and auditoriums throughout the Midwest and South. The troupe consists of 60 artists, who are engaged to keep their routes a secret and thus make it difficult for them to do business. They are well known and are familiar with the areas they visit. The troupe is under the management of J. C. Hottel.

Tallents

ARKANSAS, U. S. A.—I basics upon which many of the other companies are built is the location of their headquarters. Terrell Tattles' company is back in the usual line of bands that are touring and playing in various towns. The band, which has been on the road for two and a half months, is expected to return home in a few days. The band is under the direction of a certain manager who purchased new instruments last week. The manager is said to be quite satisfied with the band so far.

Delays Closing Outdoors;

To Play Coa. Fl. Houses

JESUP, Ga., Nov. 20.—Delays Company, owned and managed by Ray and Nerio Williams, will open a third week in their outdoor theater. This is the first of the season, and the band is expected to return to their home in a few days. The band is under the direction of Ray Williams, who is also the manager of the show. The band is composed of the following members: Ray Williams, cornet; Nerio Williams, bass; and Joe Williams, drums.

Kansas City Jottings

KANSAS CITY, Mo., Nov. 20.—Joe Hag, formerly leading man with Town Hall Players here, has joined the Kansas City Symphony Orchestra. Hag has been with the orchestra for several years, and is expected to return to the orchestra in a few weeks. The orchestra is under the direction of Dr. H. C. Wise.

Rolleht Players

High Point, N. C., Nov. 20.—"Seeus" Hayworth, well known in rep, is expected to return to the stage in a few weeks. The band is under the direction of Ray Williams, who is also the manager of the show. The band is composed of the following members: Ray Williams, cornet; Nerio Williams, bass; and Joe Williams, drums.

Miss Hayworth

Miss Hayworth Players

FALLING POINT, N. C.—"Seeus" Hayworth, well known in rep, is expected to return to the stage in a few weeks. The band is under the direction of Ray Williams, who is also the manager of the show. The band is composed of the following members: Ray Williams, cornet; Nerio Williams, bass; and Joe Williams, drums.

Wolcott's Players

DANVILLE, Ala., Nov. 20.—Ohio Hamilton Radio Band, featuring Steve "The Wolf" Walshe, has been in Danville all week. The band is under the direction of Steve Walshe, who is also the manager of the show. The band is composed of the following members: Steve Walshe, bass; and Jack Roby, drums.

Attention! Managers, Players

All managers and players are invited to contribute news items to this department. Any managers who are anxious to keep their routes a secret and thus make it difficult for them to do business are encouraged to keep their routes secure. They are well known and are familiar with the areas they visit. The troupe is under the management of J. C. Hottel.

Terrell Tattles

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The Forum

The Forum is the department of The Billboard conducted as a dialogue book, where readers may express their views and comments. The Forum is not intended to be a forum for personal attacks or ad hominem arguments. It is intended to be a place for thoughtful and respectful discussion of issues relevant to the music industry.

Dear Editor,

I enjoyed reading your review of the recent concert, but I was disappointed to see that you did not address the role of the patronage system in the music industry.

The patronage system is a system of patronage, or the practice of paying a commissioned work to music publishers and composers. This system is often criticized for being outdated and for not providing adequate compensation to musicians and composers.

However, the patronage system also has its merits. It allows musicians and composers to earn a steady income and to have a sense of security. It also allows for the production of high-quality music that may not have been possible otherwise.

It is important to recognize that the patronage system is not a perfect system, and that there are alternative models of compensation that could be explored. But it is also important to recognize that the patronage system has played an important role in the history of music, and that it is worth considering how it could be made more equitable and fair.

Sincerely,

[Your Name]
CIRCUS SCHOOL EXPANDING

Soviet Union Constructing New Building To House 200 Students

Will accommodate 80 more pupils than now—1,400 applications received for 60 vacancies—hundreds of circuses, all of them state-owned, operate year round.

CINCINNATI, Nov. 20.—Because its school of circus art has proved to be too small for the teaching of young boys and girls who are eager to enter, the institution can no longer cope with the cultural demands and the study standards of the students who are required of them. To this end, the director of the School of Circuses of the USSR, endeavors to use the best of classic circus art and at the same time to study with new Soviet artists. Special attention is paid to the training of circus performers. As far back as 1968 special schools were set up for circus artists who were opened for the first time in the history of the Soviet circus. Numerous young people took an interest in the study of the circus art. These schools were affiliated with the Technicum for Circus Art and in 1968 entered the All-Union School of Circus Art.

"Special premises with a riding school and an auditorium for theatrical purposes, a study of circus art were made the property of the students of the circus school in the school year (see CIRCUS SCHOOL on page 16)"

When a Press Agent Frowns Upon Publicity, It's News!

MEMPHIS, Nov. 20.—When is a press agent not a press agent? One answer to that question is when he is known by the public as a publicity man. T. S. Hackett, of the Associated Press, Monday by being quietly married. Mr. Hackett is president of the Associated Press. Producer of the former newspaper, he has been successful in family. The King declined to pose for a picture for the local press, but finally agreed to pose for a picture for the newspaper.

Long Season For Haag Bros.

Will be on road until late in December—show to be enlarged for 1938 tour

COPFAX, La., Nov. 20.—Haag Bros. Circus, now in its 84th year, plans to stay on the road until late in December. It will be enlarged for next season. Special new trucks and trailers will be added. There will be a new and larger big top and a new menagerie of rare animals, cages and more lead stock.

Jessep Hits Unfair Trade in Tent Biz

CHICAGO, Nov. 20.—S. T. Jessep, of the U. S. Tent and Canvas Makers' Association, is戟 the recently elected president of the National Tent and Canvas Makers' Association, has started a direct campaign against the unfair trade practices adopted by associations throughout the United States and has taken a stand against the annual four meetings held in the United States. Jessep has been chairman of the association for two years. His term expires this year. The question of fair trade will be discussed at the meetings on December 10.

Seal Name Changed To Parker & Watts

EMPORIA, Kan., Nov. 20.—Mr. M. W. Watts and Charles H. Parker, formerly owners of the A. C. Parker Circus, have changed the name of the circus to the Parker & Watts Circus. The circus will travel under the name of Parker & Watts Circus. The circus has been engaged in the entertainment business for 20 years.

The name change was announced by the new management.

Butler Plays Host To Men of Press

SARASOTA, Fla., Nov. 20.—Hogskin-Barnum Circus employees have stored equipment and are Sprucing up quarters for winter season. Among first of the divisions is a downtown city restaurant, where Butler is playing host to the hotel of his residence. Mr. Butler lunched with the men of the press early in the morning and immediately upon his arrival here.

VISITING NOTES: Among show photographers at recent Grotto Circus, Brooklyn, were Fred (Perry) Poole, Tom Kennedy, Jack Mitchell, and Jimmy Money. The circus down with Hagerstown-Walhalla past season, was on tickets at this date.

R-B Baggage, Ring Stock Arrive at Peru

PERU, Ind., Nov. 20.—A 12-car train of Ringling-Barnum Circus, in charge of Steve Finn, with 800 head of baggage stock, including ring and Liberty Base horses, arrived here Sunday.

Horses will be trained by Rudy Budy, and assistants for winter dates. Ring stock, which will arrive late this week, is expected to be ready for the ring by the first of the month.

Rudy will go to Zurich, Switzerland, to visit Mrs. Budy's parents. A dependent gray was brought by her mistress and died en route to farm.

Darling Mills Opens Dec. 23

Will run at Olympia, London until Jan., 22—aquatic show at Earls' Stadium

LONDON, Nov. 20.—Darling Mills has set following acts for its annual Christmas circus, which opens at the Olympia, London, December 23, and runs to January 22: Kvinja, girl expert in a juggling act; Buried Alive, stunt and hypnosis by rabbits; Harry and Merry, horoscope predictions; the Flying Camerons, aerialists and acrobats; Klein, family, comedy acrobats; and the Silver-Car, a public attraction.

It is on cards that Mills will also run a circus show every day at the Christmas Circus in Earl's Court Stadium.

Wabash Valley Trust Building Damaged by Fire

PERU, Ind., Nov. 20.—Wabash Valley Trust Company building was considerably damaged by fire Tuesday morning. Third floor, used as an auditorium and storage and warehouse building for department store, was not touched by flames.

Mabel Stark With Barnes

LOS ANGELES, Nov. 20.—Mabel Stark, who arrived here recently from the East, states that she has been contracted for the Barnes show and will break a big cat group.

Sparks on Way To Recovery

MACON, Ga., Nov. 20.—Charlie Sparks, manager of Downer Bros. Circus, left in charge of the hotels while the show is in the Hotel Denver since show's arrival in quarters here.

Mr. Sparks reported improving and has been able to make a few sales since the show's arrival in the Central Park. He is expected to resume active work in the near future.

Other than the announcement that the Downer show was for sale as a going concern, it is important in acquiring railroad show equipment and has been of no public discussion of future plans.

McCoy Opens Office in Chicago; Wild West to Move on 30 Cars

CHICAGO, Nov. 20.—Col. Tim McCoy, who will put out a Wild West show next week, has opened an office in Chicago. His manager, John Powers, is in charge.

Powers states that show will go out on 30 cars, which are now being built by the Warren Tank Car Company. Personnel will include about 400 people. Orders for new cars have been placed with the Alton Company, and trains will be made up in order to take 12, all of which will be completed before show opens.
JESS ADKINS and ZACK TERRELL proprietors of the...

COLE BROS. CIRCUS
WISH YOU AND YOURS
A MERRY XMAS AND A HAPPY NEW YEAR!
FOR 1938 OFFERING A TRIUMPH OF ACHIEVEMENTS
- BIGGER - BETTER - GRANDER - THAN EVER BEFORE

CLYDE BEATTY
KEN MAYNARD

Greatest Wild Animal Trainers of this or any other age!
Screen's Greatest Western Star and Congress of Rough Riders

GENERAL OFFICES AND WINTER QUARTERS...ROCHESTER, INDIANA

The Show Goes On!

With the Circus Fans
By THE RINGMASTER

Presents

MELVIN'S HERBERT W. BUCKINGHAM
TENTS CO.

ROCHELLE, Ill., Nov. 26.—More than 500 citizens gathered at San Antonio to do honor to Porter Loring, CPA, in recognition of his having presented to the city an "iron lung," to be used on children afflicted with infantile paralysis irrespective of race, creed or color. Fans occupied a separate table. Past President Harry Hertberg and Pompeo Coppola, members of local Tent, spoke. Following fans were present: Hillel L. Bridge, Hertberg, Loring, Walter Loughridge, Paul McMeen, C. W. Miller, Jack Pihlak, Pesco and Tom Simpson, and Coppola.

Pan C. W. Miller, manager of Sears, Roebuck & Company of San Antonio, has just been elected president of Kiwanis Club, and Pat Paul McMeen, manager of St. Anthony Hotel, president of the Texas Hotel Association.

Card received from Don Howland from Peru, Ind., stating Fred Becker, Fort Wayne Col. William Sneed, Chicago, and he had just completed "putting" Higgenbeck-Walke'is in quarters. Was a great day for these fans.

While in Chicago recently to attend the Direct Mail Exhibit W. H. Hohenadel had lunch with P. B. Hartman and Walter Krawiec at Hotel Sherman, together with remainder of Awkward Gang, Krawiec, painter of circus pictures, is making drawings for Christmas issue of White Tops. In evening Hohenadel had dinner with John Shepard, after which they attended the show sponsored by Robert and Company's magazine at Hotel Stevens. Hohenadel had a long chat with Charles Bernard, who had an exhibition of circus pictures.

On November 12, 1937, Mr. brakes his and wife, of Madison, Wis., drove to Milwaukee and spent day with Art and Henrietta Walsenda and other members of troops that showed Riverside Theater for a week.

Recent callers at office of White Tops were Dr. and Mrs. Tom Turner, Madison, Wis.; Justus Sneed, of Russell Bros. Circus, and Earl Shipley.

TENTS CAN YOU USE

One of these Tents? They have been rented out for over one year's week: 1000, 2000, 3000, 4000, 5000, 6000. Greatly reduced Tents and Sidewalls have one day. All inspected.

KERR MFG. CO., 1545 Grand Ave., Chicago

WPA FEDERAL THEATRE
3 RING CIRCUS
Featuring
JAPINO
Secret Black Elephant.
Dec. 1-4, 21st Avenue, 62nd St., N.Y.

CIRCUS PICTURES
New York, 375 Park Ave., New York, N.Y.

TOM MIX CIRCUS WANTS
FOR SEASON 1938
Advance Agents All Departments, Union Billposters, Lithographers and Banner Tackers, Bosses for Working Departments with Motored Circus experience. Write BOX 446, TEXARKANA, TEX.

UNITED STATES TENT
S. T. JESSOP, Prs. AND AWNING CO. GEO. JOHNSON, V.P.
CIRCUS, CARNIVAL AND CONCESSION TENTS; SIDE SHOW BANNERS THAT WILL LAST. SEND FOR USED TENT LIST. LEADERS FOR OVER 40 YEARS.

DZAIN'S, Inc.
146 W. 40th St., New York, N.Y.
BARNEY BROS. CIRCUS FOR SALE


IN WINTER QUARTERS
You'll Paint Again With
Thelans

CIRCUS FINishes
-A PAINT, ENAMEL AND VARNISH for every need—cars, coaches, wagons, scats, tent poles and other equipment. Use Thelans' Circus Finishes for Flash and Durability and WRITE TODAY FOR COMPLETE COLOR CARD AND PRICES.

PHELAN-FAUST PAINT MFG. CO.
932 LOUGHBOROUGH AVE.
ST. LOUIS, MO.

"Serving the Circus and Carnival Trades for 28 Years"

Sawdust and Spangles
By CHARLES WIRTH

ORGANS
For SKATING RINKS, CARROUSEL, FAIRS AND AMUSEMENT PARKS

New and Rebuilt Instruments...Old Organs Overhauled and Repaired.

The Rudolph Wurlitzer Company
NORTH TONAWANDA, N. Y.

SHOW PRINTING

We print the LARGEST CIRCUSES AND CARNIVAL IN AMERICA with all special material, black and white pictures, and data.

Please show headquarters; dates past, present, and future. Write for Price List and Nestle Boss.

CENTRAL SHOW PRINTING CO.
MARION CITY, IOWA

CALLOPIES

Our instruments have been used by the Ringling-Barnum Shows continuously for 30 years. HOLIDAY GREETINGS TO ALL MY FRIENDS IN THE SHOW WORLD.

PNEUMATIC CALLOPIE CO. (Inc. E. O.)
110 Central Ave.
NEWARK, N. J.

TO-U"_S

November 25, 1937

MIAMI, Florida: Mrs. W. E. Barnum, wife of the late James A. Barnum, who was hanged, and who later died in prison, has been accepted as the new head of the Barnum and Bailey Circus. Mrs. Barnum, who was known as "The Great Woman", was a frequent visitor to Barnum's show and was a close friend of Barnum's wife, Carie. She was also a close friend of Barnum's father, P. T. Barnum, who founded the circus.

Miami MIAMI Nov. 29—Jimmy Van's Ra

index is for showmen arriving here. Showmen wishing to locate anyone can drop into Jimmy's at 162 W. Flager street for information.

The Shain Company, with Wilson, Jean Belasco and Forest Presid, circus press agents, are putting in the winter here. Presid is in charge of the advertising agency. Wilson is connected with Presid. Black is handling publicity for Funland Park.

J. D. Hubbard, rodeo contestant, is running a show here which is the only one south of Jacksonville. George H. Allard just returned from Havana, where he put over a contract for a big circus this winter. Raymond B. McNeil, an operator here, has shot pictures of rodeo bands. George Bertrand has sold his restaurant.

Malloy Unit Has Its Best Season

CANTON, O., Nov. 30—Malloy's Circus has just come here, recently terminated its fair season of 20 weeks at the O. A. I. seat, and has been accepted for next season by J. B. Malloy. The circus will return at the same time next season.

The circus will come back to the city, working out of Miami, Florida, and will have a tent show on the first week of next season, which will be held on St. Croix Island, and will be the only show held in the city this winter. Malloy has also informed that he has added more equipment of show and has purchased several new dogs.

At Miami he and his wife, Nancy Darnall, called on the various friends and former trouper pals on Ringling-Barnum Circus.

INSURANCE

Cosmetic Medicine, Butt BBE

Shoemaker's Insurance Men.

WANTED - LOCATION

1934 Yellow Dodge Panel Truck, Motor No. Y-23,792, Lense No. Y-73,785-Mu

sui. Formerly with Circus that closed at Clarksdale, Miss., Reward. Address Box 9-101, Billboard, Cincinnati, O.

HORSE & PONY PLUMES FOR STREET PARADES, ACTS AND ADV.

WANTED... Please fly one coop for the show that would desire these.

H. SCHAEMBS

10141 S. 90th Ave., RICHMOND, ILLINOIS N. Y.

CHASE & SON CIRCUS

Wanted Mule Rider

Young Man able to ride, good pace, All WANTED MUST BE MARRIED. Apply to

WALTER L. MAIN

Cirque d'Or Secret Route Box 1919 Fort Worth, Texas. Call Mr. WALTER L. MAIN at any of his hotels or private residence.

"HI-BROW" BOBBY BURNS, care Lindey O'Leary.

WALTER L. MAIN

ZENDL PRINTING CO. 1909

WANTED—For Sale

Horsemanship, Rodeo, or band. Address Box 1919, Fort Worth, Texas. Mr. WALTER L. MAIN at any of his hotels or private residence.
Under the Marquee

By CIRCUS SALLY

BOB EUGENE Troupe is hunting at Eugene's camp in Vermont. Some shows are being performed.

EEN AUSTIN, of Hagenbeck-Wallace Circus, returned home from the Florida winter.

RUSSELL BROS. have been busy in the Florida winter.

FRANK F. MILLER, a Circus manager, is busy in the Florida winter.

FRANK F. HUBIN, of Atlantic City, is busy in the Florida winter.

INDOOR CIRCUS season has started off well this year. The streets are crowded.

BARNES BROS. are busy in the Florida winter.

HENRY KYES, Hagenbeck-Wallace band leader, is busy in the Florida winter.

FULTON BAG & COTTON MILLS

MANUFACTURERS SINCE 1870

MINNEAPOLIS BROOKLYN ST. LOUIS DALLAS KANSAS CITY, KAN.

HORSE TRAINER

Wanted to Break Stock for Menage at Winter Quarters in Peru, Ind.

HENRY TREFFLICH-PHIL CARROLL

AFRICAN WILD ANIMAL EXHIBITION

ARRIVED ON THE S. S. "WEST KANAN," NOVEMBER 17. WRITE FOR PRICE LIST. NOW IS THE TIME TO BUY AT LOW PRICES.

300 MONKEYS

Including Monas, Sootys, Chacma and other Baboons; Military and Drills. Rare Colobus Guereza.

15 CHIMPANZEEs - CIVETS - LEOpARDS

Rare Birds and Reptiles

All the above ready for immediate shipment.

HENRY TREFFLICH

215 Fulton Street, St. Louis, Missouri

J. R. MALLOY presents

MALLOY'S CIRCUS

(Headquarters for Standard Circus Acts.)

One Act or a Complete Program available at all times for Theaters, Clubs, Indoor Circuses and Celebrations. Reliable organizations and events are invited to write for further information and terms.

PERFORMANCES for New Orleans, St. Louis and South Dakota.

The First "WORD" in Your Letter to Advertisers, "BILLBOARD"

The Billboard
Tales of Able, talented and ex-
perienced writers of circus lore
and history. If you have done
just what a year ago, and
Jim Tully, who has won fame
and made history writing on
the subject, has been asked
to write this book. He has just
written to show the world
what has been in the show business only
45 years.

During the years I have been actively
engaged in show business, the Wild West
shows and others—both as performer and
as owner, for a number of years and as
a producer, for a number of years and as
a producer, I have seen a great deal of
the circus, the great circuses from the
former East Coast, and have come to
know the circus, the great circuses from
the former East Coast, and have come to
know the best that the circus has to offer.

I have been thinking that it would be
interesting to write a book about the
best that the circus has to offer.

Peace Officer to "Cowboy"
At the census of the West's most notable
places I turned to "cowboying." I served
in this capacity for many years, and
have seen our cities, both large and
small, the places I have seen in
the West. I have been a peace
officer, and have had the
pleasure of serving in the
best that the circus has to offer.

Early Salary $7 Per Week

Time and place mean nothing
to me and I have no prejudice
over or by the color of the
people. But I loved the circus
and was a peace officer. I
have seen the best that the circus
has to offer.

During the many years I have been
a "trapper" one experience I enjoyed
very much was my trip to
Maine where I fell in love with
a cowboy and with the West.

I have seen the best that the circus
has to offer.

Judges and President

Judge One Rowdy on Show

Spring came, filled with that
innocent joy that makes the
world go round. I was then
applied for the position of
judge on the show. For
almost a year I had been
considering the position of
judge, and was ready to
accept it.

The position of judge was
very important, and required
a good deal of responsibility.

Feeling my job was in jeopardy,
and that I was not ready to
handle the responsibilities
that came with it, I decided
to turn the job back to the
people who were best suited
for the task.

This young man has grown
to mature age, and now occupies
a highly responsible
position. He is a young judge
in one of Illinois' thriving cities.

The people of Illinois are
very fortunate to have him as
their judge. He is a man
who has a strong sense of
duty and a love for his job.

Some time ago I was
invited to the show. I
was very impressed with
the talent and the
performance of the
performers. I felt that
I should be doing
something to help
the show
succeed.

I suggested
that I might
help by
writing articles for
the show's
newspaper, The
Illinois State
Circus News. This
would enable me to
write more about
the show,
and to
help promote
it.

The show's
management
agreed,
and I began
writing articles
for the newspaper.

These articles
were well
received,
and I was
appreciated
by the
management
and the
audience.

I continued to write
articles for the newspaper,
and my efforts helped
the show gain
popularity.

The show's
management
gratefully
acknowledged
my efforts,
and I was
honored to
have been
part of
such a
successful
show.

The Illinois State
Circus is a
treasure
to the state,
and I am
proud to
have been
involved
with it.

Congratulations,
Tom Mix
By Tom Mix

Tom Mix, born in El Paso County, Texas, January 6, 1890, spent his youth in the cattle country of Texas and Oklahoma, where he served an appren-
ticeship as ranch hand. He was one of the most famous cowboys of the 20th century. A veteran of the Boxer uprising, the Spanish-American and Philippine wars, he served as a sheriff and later as a member of the House of Representatives. He is also remembered for his role in the Wild West and for his work as a television pioneer.

Circuses
November 27, 1937
The Corral
BY ROWDY WADDY

HOW MANY TROTTERS will be held in the southwest this winter?

WHY NOT in results of those winter races?

EVERYTHING considered, rodeos have drawn their share of box-office attendance this year.

ATTRACTION purses are what bring crowds of fanatics to see the horse-promoted rodeos are not so good.

COME ON, everybody, start that winter "pastime" by dropping a few lines to say hello to some of your friends a few minutes of your time to tell him what's doin'.

YOU BOYS AND GIRLS who made the New York and Boston rodeo this year: Where are you going and what will you be doing during the winter? Tell Rowdy about it.

AFTER A SUCCESSFUL, seven-week engagement at the El Sevilla Bathhouse, Saguaro Falls, N. Y., Tex McCoy and wife left for Arizona. Before going into the El Sevilla, Tex McCoy disposed of the last of his stock at his arclight concession at the seventh annual Arizona Garden World Championship Rodeo on a par last winter. Tex received an order for a 280-acre dude ranch near Tucson, Ariz.

MISS HADA HURST, of Glasgow, Mont., opera star, was featured at the last two night performances at the Boston Garden Rodeo. Miss Hurst was presented by the Waldorf Astoria. Miss Hurst is the daughter of former Senator W. W. Hurst, of Montana, owner of the Lazy J Ranch.

X BAR X RANCH, which closed a successful season recently at the Lazy Horse Ranch's cowboy cook-off, Pa., is now in quarters at Powell, Wyo., where equipment is being reconditioned for the 1937 season. Managing owner, intern and member of the show are playing night clubs and indoor circuses.

NOTES FROM the Los Angeles Rodeo Company quarters at Lebanon, Mo., by Bob Wallace, Rodeo Correspondent, were received by the writer. Here, several dogs and a large barn are being erected to take care of the stock. Bob was a new man in Lebanon, Mo., and is the son of former Senator W. W. Hurst, of Montana, owner of the Lazy J Ranch.

JOAN BEASLY, cowboy, writes from Lynchburg, Va., saying he has all there under the name of Frank Beasley, at the time of a trial on a murder charge. He says that while searching for a brother he attended a party in Lynchburg a few days ago which wound up in a cutting affair and in which one man was cut and blinded. Beasley was apprehended in Boston, Mass., October 3, and returned to Lynchburg, Va., where he was charged with his murder. He contends that he is innocent of the crime, and is now in the Lynchburg criminal lawyer of record.

He will go to trial December 1.

TWO TEXAS RANGERS' units, headed by Bob Smith and Jack Knauer, have been tracking the bandits and performing a special service in the Coliseum at the New Jersey State Fair greetings this week. The bandits have taken over quarters for the winter, according to A. H. La Breaq, fair secretary. List of notables: Jack Brandt, Opal Wood, Helen Grant, Jim Tompkins, Roy Raimey, Edward Kirkendall, Tex Wilson, Jack Jackson, Leon Strongman, George Shorty Kirkendall, Fred Young, John Luttrell, Bill Wilson, Mel White, Thorne Gillis, John Hawkins, Barney and Sonny, Bobby Vail, Uncle Dick Vail and Shorty Kirkendall. Recent guest stars were Gavy Gibbs and Mrs. Emma Hill. Mrs. and Mr. Jim Ezrak. Visitors included the Buenos Aires Rodeo, by Bob Smith, and Mr. and Mrs. Charlie Aldridge.

ABOUT 50,000 persons attended the second of the three rodeos, the Sunday rodeo, and live stock show went off with precision and a successful five-day run in Baton Rouge, La.; November 13, with a profit of several thousand dollars. This will uplift to enlarge the event for next year. Another show has been held annually for the last ten years, with 1,200,000 persons attending. In 1937, the first time professional cowboys and cowgirl tent participants. Following the show, Betty McCarty, Vera Elliott, Bill Aronson and Norman Mabie were commissioned colonels on the staff of Governor Richard Leake. A new world's record in steer wrestling was set and the event was set on opening day when Lyte Conroy broke the record of 5.8 seconds. Only mishap of the engagements occurred during the last evening when Allen Holder sustained a broken leg when his horse tripped him during the calf roping contest.

H-W Show Will Add 15 Rubber-Tired Wagons

PERU, Ind., Nov. 20.—Equipment will be built and wagon and props of Hagenbeck-Wallace Zoo, Ltd., Chicago, will go to South America for the season in 1937 to winter the show. A major addition to this year's equipment is expected to be 15 rubber-tired wagons. Terril Jacobs will break a new and unique act not yet being done at the outdoor engagements. Plans to have two horses in the show this year will have five different breeds of cats available to ride the horses. Bredes & DeWitte entertainment, which will include a lion, tiger and lynx. The Hameford, Hameford & Ervin circus and other acts will also be featured.

The latest negotiations are underway to have show wagons on display at Philadelphia, Pa., before playing engagement in Chicago, Ill., November 18 and keeping it at Smith's collection of circus material.

Gainesville Santa Claus Unit Set for Two-Week Tour

GAINESVILLE, Tex., Nov. 20.—The Gainesville Community Circle Santa Claus parade unit set for its two-week tour with the Hagenbeck-Wallace Show. Verne Brewer in charge of transportation of Al and Bob Davis, circus managers; O. F. Carter, junior; and Santa Claus, are ready to leave for the tour. The unit opens here November 26 and will travel to New Orleans, La., December 19. The Santa Claus unit will be 70 miles away at the Watters at dinner at Worth, Hotel.

F. M. McCutcheon, Detroit, Mich. correspondent, reports that the 1937 season has closed and that the show will be wintered in Chicago, Ill., a few weeks. The 1938 season will open on Sparks Circle closed at Hanoverville, Ga., November 18.

Holiday atmosphere was wintering in Chicago after closing its 13th season with Sells-Floto Circus.

Jack Lorenzo, animal trainer with Gollmer Bros., joined Hagenbeck-Wallace Circus at the end of the season, according to Jules Jacquet, head animal trainer of Hagenbeck-Wallace Circus. Lorenzo is left for Europe to purchase animals for season 1938. The company is ordering a number of animals from Rega-Wagon Company, Jerry's Australian Camel, the first camel ever for good business... Mr. and Mrs. H. A. Cooper were at the barn of the circus, and Miss Dorothy C., a new member, has been, with the Briggs & Wilson Overland Shows, was engaged by a Kansas City druggist as a Santa Claus display and entertainment.

Dawson to Contact Foreign Acts for Cole

NEW YORK, Nov. 20.—Representing Cole Bros., R. T. Dawson, a 45-year-old Kentucky F. Dawson departed November 17 aboard the Queen Mary for London on the Continent of Europe. Dawson will conduct business with the foreign agents of the two Cole-operated shows on the route.

Joe Adams originally planned to make the trip, Dawson informed, but the foreign agents made a leave of absence impossible. Back in the U. S., Adams will return to the West Coast, where he will then again be connected with the Santa Anita race track.

Scattering of Advance Of Sells-Sterling Show

SPRINGFIELD, Mo., Nov. 20.—Following a scattering of advance of Sells-Sterling Show, Art Miller, general agent, has been back for last year, then in Springfield, Ill., where he will make the scattering of advance on page 103.

XMAS AND NEW YEAR GREETINGS TO ALL!

BEN THE RODEO TAILOR

Custom Tailored Western Clothes Made Individually to Personal Measurement.


R. R. Circus Electrical Equipment

Sells-Floto Equipment Sale

Flame-Cone Equipment, Texas-Wagon Wheel, Tuscan Royal Flare, 50,000 Sheets Four-Color Picture Posters, 100,000 Booklets, 50,000 Sets of Postcards, 35,000 Sets of Bowling Ball Puzzles, 1000 Duplicates of "The Losers," 75,000 Cards "Find the Monkeys," 1500 Cards "Find the Cows," 3000 Cards "Find the Babies," 2000 Cards "Find the Tigers," 5000 Cards "Find the Elephants," 1000 Cards "Find the Lions," 2000 Cards "Find the Bears," 2000 Cards "Find the Giraffes," 1000 Cards "Find the Zebras," 2000 Cards "Find the Kangaroos," 1000 Cards "Find the Fish." 

At H. W. Wilkerson Bros.' South Houston, Tex.

CIRCUSES

15 Years Ago

(From The Billboard Dated November 25, 1922)

CUT animals of Dowlé Bros. Circus were again sold at the New York City store for the holidays. Other animal sales are being conducted for the J. O'B. O. AM. Indoor Circus Thanksgiving week at New York.

A large shipment of wild animals was received at the Patterson quarters to be shipped to the Green Bay, Wis., Gollmer Bros. completed his duties ahead of schedule and will be ready to return on show in an executive capacity.

R. F. Schiller, Marion (O.) hotel owner, who is traveling with the Sells-Floto Circus from the Kelley-Springfield Truck Company, reports that George W. Ross closed with the Gollmer show and went to his home in Vashon, Mo., the last week of November, due to illness.

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MORE NEW EXHIBS COME IN

NAAPPB and AREA Trade Show
Prospects Brighter, Says Hodge

Chicago displays will include everything from vendors to auto trailers—some space deals are still pending—committees concluding arrangements for convention.

CHICAGO, Nov. 20—Ground plan of the exhibition hall on view in the Hotel Sheraton office of Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, who has charge of the big trade show being sponsored by that organization in cooperation with the American Recreational Equipment Association, reveals some most interesting facts. The show, in conjunction with the annual convention of the NAAPPB, will close its doors after tomorrow’s performance. The structure will be the center of attention, Boardwalk, amusement, featuring during winter months pictures, exhibits, dancing and other events at Weehawken. The Non-Dollar Pier is closed and will remain so until April. Strand Theater near Steel Pier, which has always been a prominent feature, closed Sunday night for five months of alterations.

Mayor C. W. White has ordered city press headquarters to suspend operations. This office has been supplying a great quantity of pictures and news releases to papers all over the country to keep the city in the lime light as a winter resort. Without this, it is expected that cost of its status will decrease as a summer resort only. Only bright spot is the ice hockey season in the Auditorium, to start next week and keep going until March.

An announcement for this sudden slump which is knocking the amusement industry lower than the former country-wide depression, was made by scores of managers, many amusement operators declaring that conventions brought here fall below all their estimates. A report to the effect that these gatherings had little or any entertainment of their own. Some operators blame radio programs for a good part of their difficulty. It was also said that fact that several weeks in mid-summer of 1937 and the conditions in that period. Still other reasons given were adverse publicity and in-

Thrifty Square

MIAMI, Fla., Nov. 20.—Nickel parking meters, main ingredient of Miami’s show red when time has expired and white when nickels have been dropped in slot. Good for half-hour auto parking. Matthew J. (Squire) Riley, entertaining scene of Sunland Park here, pays nothing for parking. He asks around until he finds parking meters showing white and when time expires he drives to the next meter with unexpired time. Yes, the “squire” has become very thrifty.

New Rockaway Beach Structures Are Planned After $20,000 Fire

ROCKAWAY BEACH, L. I., N. Y., Nov. 20.—While a crew continued to clean debris of the $200,000,000 structure, a fire swept the Alpine Falls and Five Points Bathing Place. More than 1,000 lost. The buildings were of wood two miles away. John and Harry Riley of Five Points Bathing Place, who were in command of the fire department when it was started, have been enrolled by their friends and $20,000 in cash was raised for the cost of injuring properties less than a block away from the recent fire.

Complete NAAPPB Program in Chicago

SESSIONS IN THE HOTEL SHERMAN
Saturday, November 27
Exhibition Hall open to all exhibitors for installation of exhibits.
Sunday, November 28
Exhibition Hall open to all exhibitors for installation of exhibits.
Reception committee meeting in receptions committee room. 
7 p.m.—AERA banquet, program and executive session. Crystal Ballroom.
Monday, November 29
EXHIBITORS’ DAY—9 a.m. to 2 p.m.—9 a.m. to 11:30 a.m.—Exhibition Hall open, subject to luncheon arrangements.
7 a.m.—Registration of delegates and guests, Watters Club.
8 a.m.—Registration of delegates and guests, Watters Club.
9 a.m.—Registration of delegates and guests, Watters Club.
10 a.m.—Registration of delegates and guests, Watters Club.
11 a.m.—Registration of delegates and guests, Watters Club.
12 noon—Buffet luncheon in Grand Ballroom; Manufacturers’ meeting at luncheon.
3 p.m.—Meeting of board of directors of NAAPPB, Penthouse.
5 p.m. to 7 p.m.—Dinner at Hotel St. Regis.
6 p.m. to 8 p.m.—Daily refreshments and entertainment at Penthouse.
EXHIBITION HALL OPEN TO VISITORS.
8:30 a.m.—Reception committee meeting arrivals.
8 a.m.—Registration of delegates and guests, Watters Club.
10 a.m.—Registration of delegates and guests, Watters Club.
12 noon—Buffet luncheon, Watters Club.
1:30 p.m.—Program session of the National Association of Amusement Parks, Pools and Beaches, Grand Ballroom.

Tuesday, November 2
9 a.m. to 12:30 p.m.—3:30 p.m. to 5 p.m.—EXHIBITION HALL OPEN TO VISITORS.
8:30 a.m.—Reception committee meeting arrivals.
8 a.m.—Registration of delegates and guests, Watters Club.
10 a.m.—Registration of delegates and guests, Watters Club.
12 noon—Buffet luncheon, Watters Club.
1:30 p.m.—Program session of the National Association of Amusement Parks, Pools and Beaches, Grand Ballroom.

President’s Address: Harry G. Baker, President, NAAPPB; President, Park and Beach Supply Company, Inc., New York. Reports of convention committee.

(See Complete NAAPPB on page 107)

A. C. Slump Stirs Groups

Quiets on city press bureau and numerous closings make ops think hard

ATLANTIC CITY, Nov. 20—Amusements here next week will hit the lowest ebb of the season and in addition a few pit houses operating. For the first time in many years, the Atlantic will close its doors after tomorrow’s performance. The structure will be the center of attention, Boardwalk, amusement, featuring during winter months pictures, exhibits, dancing and other events at Weehawken. The Non-Dollar Pier is closed and will remain so until April. Strand Theater near Steel Pier, which has always been a prominent feature, closed Sunday night for five months of alterations.

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Kenyon on Good-Will Tour
Prior to Convention in Chi

CINCINNATI, Nov. 20.—Omer J. Kenyon, general representative of the National Recreation, Amusement and Tourism Company) Indoor Circus, was here from New York on Tuesday.

Since the big Toronto Ramoses Statue Circus he has been visiting many States and Canada in order to find possible ideas of booking some of them for next season. Kenyon made a business call on the Morton offices a “good-will” tour. From there he went to Louisville, St. Louis and back to Chicago, where he expects to attend the park men’s meeting with William F. Morton, (Squire). Morton of Fairlaid Park, Kansas City, Mo., and Kenyon was there to manage the past season and where he expects to be in 1938.

Slack Lakeside Head Again

LAKESIDE, Ga., Nov. 20.—P. B. Slack, Lakeside, was elected president of Lakeside Association at annual meeting of the organization here. A. L. Hoover, Lakeside, was named general manager and charges for the 1938 season were fixed at July 2-August 28. Resort is one of the few to hold convention during winter months, visited annually by thousands from all over the country.

Walled Lake Par With “36

DEERFIELD, Nov. 20.—Results of the season’s activities in Walled Lake (Mich.) are those of last season, according to Fred W. Perry, proprietor and manager. Perry reported that business was good and prospects for next year. Season ends shortly after Labor Day each year.
ALL OVER THE WORLD

THE LUXURIOUS AUTO SKOOTER WATER

Climaxes 43 Years of Research and 18 Years of Consistent "SKOOTER" Manufacturing & Selling

1938 AUTO SKOOTER CAR

AUTO SKOOTER
1. ULTRA STREAMLINED BODY THROUGHOUT
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8. GILT EDGE LUSSE GUARANTEE
9. A LONG LIFE ATTRACTION YEARS AHEAD IN DESIGN

1938 WATER SKOOTER BOAT

WATER SKOOTER
1. FLASHY, RACY, SPEED BOAT APPEARANCE
2. SEATING 2 ADULTS OR 3 CHILDREN
3. BEAUTIFULLY PAINTED, 2 TONE
4. PHENOMENAL PERFORMANCE
5. ENGINEERED BY ENGINEERS
6. AUTOMATIC BAILER POSITIVE STEERING—OPTIONAL, DOUBLE RUDDER RUBBER ROLLERS, FRONT AND REAR Drip pans—are but a few of the exclusive features
7. ABSOLUTE SAFETY IN BOTH DEEP AND SHALLOW BODIES OF WATER

HUNDREDS OF DELIGHTED LUSSE SKOOTER OWNERS AND OPERATORS HAVE PROVED WITH "LUSSE DESIGN" WHAT "LUSSE PRECISION MEANS"

DON'T FAIL TO WIRE OR WRITE IMMEDIATELY FOR FULL DETAILS.

SEE OUR EXHIBIT IN THE LOBBY OF THE SHERMAN HOTEL, CHICAGO, AT THE NAAP CONVENTION.

LUSSE BROS., INC. - 2809 N. Fairhill St., Philadelphia, Penna.
American Recreational Equipment Association

By R. S. Uzzell

Plans for an exhibitors' dinner in Chicago were made last night, November 28, at which the American Recreational Equipment Association holds its annual meeting. The dinner was conducted in a friendly atmosphere and was attended by a large number of exhibitors, members, and guests. The dinner was held at the Hotchkiss Hotel, and was attended by a large number of exhibitors, members, and guests.

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TWO CHAMPIONS
That Guarantee
Bank Balances for 1938

You must see these two new DODGEMS—test their unrivalled performance — see facts on their pre-proved money-making features. Brilliantly styled to get the business — scientifically constructed to create new thrills with absolute safety... The new 1938 CAR is a beauty—the last word in modern treatment — easy to handle, economical to operate.

Send for
NEW YEAR BOOK
DODGEM CORPORATION
706 Bay State Bldg., Lawrence, Mass.

The Pool Whirl
By NAT A. TOR
(All communications to Nat A. Tor care of New York Office, The Billboard)

On To Chi!
After Thanksgiving dinners are under their belts hungry pool men—famished for ideas and just food—will be hastening to that Windy City for the annual conventions. And while they may be home in time to miss the turkey hash, they are sure to welcome the harness of opinions that will take place in Chicago next week.

Frankly, I don't think too much can be written about this year's convention. One pressure, tho, that is a pool man hasn't made up his mind by this time to attend nothing short of a earthquake would move him to take an interest in his industry. It is to those who know this is destined that next year the writer usually urged pool operators to look out for certain papers that are to be sized and to participate in round-table discussions. All of which, I, of course, retard. Especially interesting papers have been mentioned and pool men know or should know at this stage that they learn a lot by taking part in the open forums.

What I'd like is stress, tho, is for pool men to take just a little more interest in mental activities of the convention. This may sound amusing to men familiar with conventions and with many believing that most conventions are 99 per cent social and 1 per cent business. But believe it or not, men in the aquatic industry don't seem to be as close to one another as those in other fields. Therefore, get to know your brother pool man from the other side of the country next week. Break bread with him. And maybe then there will be better co-operation all around in the swimming and bathing business.

Cook 'Em Yourself
Drive-yourself auto services are popular from Coast to Coast and not so long ago a string of miniature fisheries blossomed where persons could buy fish by catching them in small pools. Now Irving Rosenthal, who with his brother Jack operates Palisades (N. Y.) Amusement Park and pool, comes forward with an idea for more parks and pools to offer free cooking facilities to patrons. Suggestion is for pools that have the space to rope off a section for picnicking grounds. Many bathing places throughout the country have that already. And so Rosenthal feels that a good attraction for picnicking grounds and in turn for the swim tank is to have equipment available.

The new BOAT has a front rudder to permit shorter turns. Its sturdy construction and efficient, economical operation will give you a year of profit-making service... New 1938 DODGEM BUILDINGS, designed by the country's foremost architects, are ultra-modern, eye-appealing monuments to the amusement industry.

DODGEM CARS AND BOATS

THE STRATO SPHERE
MAN WORLD'S HIGHEST AERIAL ACT!

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SALES CO.
314-318 W. W. A. III., New York
End your correspondence in American by mentioning The Billboard.

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FOR
AMUSEMENT PARKS, FAIRS and CARNIVALS
IDA E. COHEN
1637 INSURANCE EXCHANGE BLDG., CHICAGO, ILL.

ALLAN HERSCHELL CO.
1937 DE LUXE KIDDIE AUTO RIDES
MORE THAN 100 SATISFIED OWNERS.
Model A—($3,500.00) 24, seating 12 children.
Model B—($4,000.00) 26, seating 12 children.

For 7-Day Park, 30 Miles From Philadelphia.
H. GENTH, Manager
214 E. 4th St.
LANDESALE, PA.

FOR SALE
Miniature Railroad
Genuine Steam Locomotive and six cars. All complete, electrical equipment, with factory guaranty. Reasonable
Price, $1,000.
H. E. LUBBAUGH
127 N. Desoto St.
Chicago
Park Accidents and the Press

By Archie W. Colter

THE CAMPBELL
PUBLIC LIABILITY INSURANCE PLAN

The Amusement Park Industry acclaims the success of the Public Liability Insurance Plan originated by John Logan Campbell, J. L. Campbell & Company, Baltimore, as one of the greatest achievements of the National Amusement Park Operators, Pools, & Beaches, its sponsors.

And no wonder—all those who insured under the Plan enjoyed not only broader coverage but substantial premium savings.

While these results are gratifying it is hoped that the benefits can be made even greater. To gain that goal, each and every Operator of Parks, Pools, and Beaches is urged to insure for Public Liability under this Plan in 1938.

Ask CAMPBELL or the N.A.A.P.P.B. about this Plan—your inquiry might mean a $500 premium by way of concern.

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Long Island
By ALFRED FRIEDMAN

FROM ALL AROUND: Long Island State Park Commission warning that auto
gatherers are to be taboo during the World's Fair as far as parks are
in the following manner is being considered. We will need
what should be done in the matter of issuing amusement permits on Long
Island of frame design, a matter that has been shown to have
balance hereafter for the past decade.

Insurance biggies claim that statistics
have shown that Long Island amusement
properties, particularly in the Rock-
aways and Long Beach, constitute as
risky an investment as any type of
underwriting on the book. Consequently,
as might be expected, the relatively ex-
clusive rates for fire are slated for an
even higher boost. The answer: Owner
has not taken it in higher rent from the
concessioner, who in turn can't put his
The question, in short, is one of
which is the prime, since the Admin-
istration Building of that structure com-
pleted was decided on that scheme. Work
under way on Jimmy Barton's $10,000
area. Law still debating on whether
dog or Mincole Fair grounds is open.

ROCKAWAY BEACH: One of the front-
line signs of the big Boardwalk fire at Sea-
side concerns Concessioner Ted Mittie,
who came back during the night of a fire
and fired. His Boardwalk was under way to find equipment,
which he brought to the hotel, going on
in flames. City of New York is spending
about $15000 for protection on our
board front at Arverne, where the sea
the past few years has been ripping away
large portion.

New York City park department
takes over supervising Boardwalk on
January 1, under guidance of Commis-
sioner Moses. At time he's expected to
make future improvement plans, includ-
ing probable erection of a bandstand in
beachfront area. City of New York is
planning to put $300,000 into Boardwalk
improvement on the beach front here from
Pier Rockaway on out. It will come in
stretch. It includes purchase of beach
front rights, shore protection, board-
walk's erection and numerous other
items.

LONG BEACH: Concessioners are
shouting for a more practical system of
turning in fire alarms from the Board-
walk, now that so many have much
money invested. Oddities, dances and
drinks, doing good off-season trade.
Chairman of Commerce and other civic
officials are much pleased at the progress
distance between here and World's Fair grounds and sightseeing
hopeful. New municipal administration
may have town surprise shakeup, particularly concerning Boardwalk.

A. C. SLUMP
(Continued from page 50)
stallation of parking meters which would not
allow visitors or residents more than an
hour and frequently killed off
much of show business.
President Frank F. Gravitt, comment-
ing on Steel Pier's closing, pointed out
that he has for the last six years tried
to retain a jockey and franchise was
out of civic pride than for profit. This
see, however, there are a number of
important improvements he proposes to
make to his theaters and general build-

ing construction during the closed
period. The pier will, however, open for
Christmas week, with pictures and flesh.
What happens after that Mr. Gravitt
would not predict. Million-Dollar Pier
officials have had several meetings but
have made no decisions concerning the
new season.

POOL WHIRL
(Continued from page 52)
Above is used by swimmers and plenti-kmers
as a pool to catch their own lunches. Plan will
be tried in Falladale next summer, where
patrons to be permitted will be able to
grill their own steaks and chops. There will
be a regular cafeteria supplying food
and paper plates and cups, etc, and the
Roentgen's is so that this arrangement
will not interfere with the regular
restaurants around park and pool in
their opinion, the type of patrons who
will be invited to cook in spots or
be in the swimming pool will not be the
restaurant. Seekers who would ordinarily patronize
this restaurant.

Dots and Dashes
Dorothy E. Richardson, Toledo, writes
that he is a newcomer to the pool and
inquires whether he should take in
NAAPB show, hearing that it is aimed
at experienced pool operators exclusively.
If Mr. Richardson took my advice, I'll
wager he will be on a different course.
Wonder who will be the first pool
owner to catch the chairman of this
year... Or perhaps many are already
registered, waiting for the con-
vention. Paul H. Huppold is usu-
ally first or among the first to arrive for a
pool convention... And he's usually
the last to leave, what with all the or-
ders he has to sign... Many of the pool
owners expect to bring their wives to
the convention... Certainly hope there
will be a better turnout from the con-
tingent representing the indoor field
than in previous year... But suppose
many can leave their natalorons
the height of their season... Do hope
the committee in charge of pool sales
will not forget to raise a discussion con-
cerning the whole business... Will
trust something will be done to run an
improvement this year, for the NAAPB
convention year next.

Some AREA Members Who Will Make Program
Appearances at Chi Dinner on November 28

WILL BOOK OR BUY
Used Ride-O, Octopus, Kiddie
Rides, Etc.

BEAUTIFUL
BELMONT PARK
Canada's Ace Amusement
Park
MONTREAL, QUE.

BERNARD J. BILLINGS, General Manager
BIGGER IAFE MEET IS SEEN

Stage Being Set For Chi Conclave

Newcomers expected at 47th annual sessions; leaders have interesting topics

CHICAGO, Nov. 20.—With only some finishing touches to be made to the program the stage is being set for the 47th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman here on November 23-December 1. Secretary-Treasurer Ralph T. Hemphill, Oklahoma City, has given out some of the highlights of the program but several speakers are yet to be lined up.

Greater attendance than in a number of years is anticipated, it having been known for some time that fair officials who have never yet attended a session of IAFE will be on hand to mingle with the delegates and hear discussions of latest and most pressing problems of fandom.

Fair men will again have the advantages of a convention held in conjunction with annual conventions of the National Association of Amusement Parks, Pools and Beaches, American Recreational Equipment Association and American Carnivals Association and annual banquets of the Showmen's League of America and park executives.

Program speakers set include Harold F. De Pue, secretary of North Montana State Fair, Great Falls, who will talk (See BIGGER IAFE on page 21).

Big Beaumont Top Is Made

South Texas State Fair is helped by enlarged attraction program, says Herring

BEAUMONT, Tex., Nov. 20.—With a gate of 35,000 on Friday, Joy Night attendance at South Texas State Fair here last year set a record for 16 years with about 210,000 for seven days, L. H. Herring, secretary-manager, reported.

Talk of it being the last year for the fair, following experience of a shutdown of midway fun last year, has completely faded. Royal American Shows made a good impression and has been invited to return in 1938.

"Our Joy Night program was the biggest since 1921, when we moved into our permanent plant," Secretary Herring said. "Altho exhibits were smaller than (See BIG BEAUMONT on page 21)"

They Will Speak on Timely Topics at IAFE
47th Annual Meeting in Chicago Next Week

No Short Cut

DETROIT, Nov. 20.—Cloning of Michigan State Fair grounds by Inland, Frank H. Laby, banquet protest of neighboring residents. For many years grounds have been open to vehicular traffic thru them and pedestrians' use except during events. Earlier time they are being kept closed by Manager Laby's orders by residents say they would send their children a half-mile or more further to school because of the ill-shaped layout of grounds.

Fair administration reports children were barred because of hazards of construction and gas well drilling in progress.

Much Progress Reported For Annual in Caro, Mich.

CARO, Mich., Nov. 20.—With profit from the 1937 Tri-Central County Fair reported at about $2,000, officials are pointing to progress made by this annual in the past three years.

A new grand stand was erected in 20 days last year to replace one that burned five weeks prior to the fair. Building fund contributed by the Fair and membership $5,000.00 by the Archery Association; the Joe and Pete Michon, Prom Barns-Cutters were Dorothy Horne, Erma Karch, Jean and Elmo Betts, Texie Bulten, Misses Burris, Masch and McGee, MacDonald Tilo, Misses Bulten, Masch and McGee, MacDonald Tilo, Novello Brothers and Sally and Mattie's Dancing Ponies.

Night shows had Barns-Cutters' re-named Barns-Cutters'硬, featuring Tri-Central Tornadoes for direction of Art Richey. (See BILLINGS SEES on page 21)

Billings Sees Gain on Year

Midland Empire Fair up in several departments, says Manager Fitton in report

BILLINGS, Mont., Nov. 20.—Gains were shown at the 1937 Midland Empire Fair here, it was reported by Manager Harry J. Fitton at close of the fiscal year. Revenue was $118,852.15 and disbursements $105,825.00, a net cash gain of $9,026.15. Paid attendance was 119,326, increase of 8.6 over 1936.

Grandstand admissions on six afternoons totaled 13,856, an increase of 2 per cent over 1936, and admissions on six nights of the fair, 1,793, increase over 1936 of 14 per cent. Prize money, cashing part horse purses, was $305,258.63.

Flood Hits Midway Cross

Acts booked thru Bruce Young were Three Pyroons, Taketa Japs. The 1938 Tri-Central County Fair reported at about $2,000, officials are pointing to progress made by this annual in the past three years.

Amherst Plant Enlargement

As Result of 1937 Success

AMHERST, N. S., Nov. 20.—Amherst Maritime Winter Fair has developed so rapidly it has surpassed expectations of the directorate, said C. F. Bailey, Fredericton, N. B., president who announced the plant will be enlarged about 30 per cent before the 1938 fair.

This is because of excellent attendance in 1937 in spite of unfavorable weather and economic conditions. The success of the program to include a wider variety of entertainment features, including a larger midway.

Daily the board was host at a press luncheon which included exhibitors. A special speaker was J. W. Boudreau, secretary-manager of Prince Edward Island Provincial Fair, Charlottetown. Fair attendance was considerably higher than in many years.
greetings

TO the splendid organizations convening in Chicago upon whose shoulders rest the future and destiny of outdoor entertainment and the other broad purposes and objectives as reflected in their respective endeavors on the North American Continent.

WE salute the spirit and determination of the International Association of Fairs and Expositions, the National Association of Amusement Parks, Pools and Beaches, the Showmen's League of America, the American Recreational Equipment Association, the New England and regional wings of the Park Association, and the American Carnivals Association.

WE extend the palm of welcome to them, their families and their guests at

BOOTH 74 .... EXHIBIT HALL
and our SHERMAN HOTEL SUITE
at .... all .... other .... times.
1560 Broadway, New York, N.Y.

BOSTON NORFOLK, VA. PITTSBURGH
and in leading European Cities

GEORGE A. HAMID, Inc.

World's Headquarters for "Wonder" Attractions
P.S. Chicago Convention Dates-Nov. 29 to Dec. 2
FAIR BREAKS

By CLAURE ELLIS

From all points of the compass they converge to Wisconsin. The great gathering of outdoor shows, most of them transatlantic, takes place in Chicago, where the American Association has set up its big show, to say nothing of hundreds of lesser lights, transmits more actual business and has more meeting than any other in its group. The American Association of Fair and Exhibition Managers has its annual meeting in Chicago and the American Association of Fair Booking Agents and Secretaries has its annual meeting here also.

At the 1937 World's Fair the American Association of Fair and Exhibition Managers arranged for the best in entertainment and the American Association of Fair Booking Agents and Secretaries arranged for the best in business. The result was a grand success and the American Association of Fair and Exhibition Managers is planning for a greater success in 1938.

Fair managers are coming to Wisconsin to witness the success of the American Association of Fair and Exhibition Managers. They are coming to see the best in entertainment and the best in business. The result will be a grand success.

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By CLAURE ELLIS

From all points of the compass they converge to Wisconsin. The great gathering of outdoor shows, most of them transatlantic, takes place in Chicago, where the American Association has set up its big show, to say nothing of hundreds of lesser lights, transmits more actual business and has more meeting than any other in its group. The American Association of Fair and Exhibition Managers has its annual meeting in Chicago and the American Association of Fair Booking Agents and Secretaries has its annual meeting here also.

At the 1937 World's Fair the American Association of Fair and Exhibition Managers arranged for the best in entertainment and the American Association of Fair Booking Agents and Secretaries arranged for the best in business. The result was a grand success and the American Association of Fair and Exhibition Managers is planning for a greater success in 1938.

Fair managers are coming to Wisconsin to witness the success of the American Association of Fair and Exhibition Managers. They are coming to see the best in entertainment and the best in business. The result will be a grand success.

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Night Club, Vaude Acts "Discover" the Fair Circuits

THERE has been a "lay-off" sea-son for standard vaude and night club acts, following one of the larger Midwinter fairs, to run grand stands of real "Broadway" caliber and to use in these shows the acts which had been held over the theatre circuit and made the majority of those same Broadway shows, standard acts are again looking forward to keeping busy during the next season.

During the season just closed such well-known standard vaude and night club acts as Joes Termoli and Company, Donatella Brothers and Carmen, Billy Keaton and Orsolla Arelli, and many other standard indoor acts fill in slack summer season by working with large fair circuit units.

Big Bookers Responsible

As far as working conditions for the acts go, the fair circuits are a variety shows' dream. Most acts do one show a day, that before the evening stands close, or a half an hour, but nevertheless the number of shows they hold is large, and this show programs the greater the crowds and attendance at grand stands. The outlook for summer work for acts improves with each season.

Jack Storms, Bob Taggart, Efric Andriacchi, on tour with Dave Apollo, W. F. Personal Management, Max Koff, Carole Allen, Anna Van and Her Gladators. These acts have been at the front of the fare and can make a name to the stand for them, as they are regular dealers in the fair stand. 10 and 20, two shows a day, and will draw whatever a strong band can draw.

Liberally toward the fair-grounds, with the battle for the girl or the fair, it has all what the acts have is a battle of the brain. The acts are only a small part of the battle. The acts are not so much a battle of the brain, but of the hands.

Note is taken, of course, of the attendance during the off season and the audience interest during the season. The acts are a reflection of the audience, for the acts are a reflection of the public.

Ann Anavan

Randolph Avery Productions

"Diamond Revue" — 6th Edition — Everything Different
Featuring the Famous Rhinestone Chorus on the Rolling Globe

For Fairs

Attention Club and Convention Managers

A Vanity Productions, a New Department in the Barnes-Carruthers Office

TAP DANCING UPON RHINESTONE GLOBES

Of Rhinestone Fame. Take pleasure in announcing that we will be with GERTRUDE AVERY'S "DIAMOND REVUE" Fair Season of 1928, in addition to doing our Chicago-Jubilee-Jeweled Globe Shows also feature with Astor Abbey's "Wallaby Nights." We will produce the Phillip Loxap Comedy Act, Hang Our World Famous Jeweled Curtains and Have the Ball Girls on Rhinestone Globes, the Number led by MELBA LITTLEJOHNS.

The Littlejohns, care BILLBOARD, WOODS BLDG., CHICAGO.
Necessity of Professional Bands
For Grand-Stand Shows
By Hiram Wright

A professional fair band has hundreds of the best musicians in the country. Their uniforms and transportation equipment which enables it to handle all types of professional luggage, makes it possible for each act as well as the proper tempo. Some acts carry their own music score, and inexperienced bands, which lots of fairs are playing, and it is difficult to time the band to suit the act.

There comes a time in the life of every fair man that he must ask himself, "Where can I get a better band?" The answer is to be found in the national bands. These bands are well known, and have been in existence for many years. They have a large following, and are able to handle any type of music that may be required.

Professional bands are better than any other type of band. They are well trained, and have a good knowledge of their work. They are able to handle any type of music, and are able to make the music适合 the act. They are also able to handle the audiences, and are able to make the public enjoy the music.

Professional bands are more expensive than any other type of band, but they are worth every cent. They are able to handle any type of music, and are able to make the public enjoy the music. They are also able to handle the audiences, and are able to make the public enjoy the music. They are also able to handle the audiences, and are able to make the public enjoy the music.

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Gate Is Up In Savannah

Legion fair is extended because of damper of Armistice Day bad weather.

SAVANNAH, Ga., Nov. 20—Estimated record attendance of about 60,000 marked Georgia-Carolina Agricultural Fair here on November 8-14, said Fair Manager Charles Schweitzer, representing the sponsor, Savannah Post, American Legion. Altogether, rainy weather on Armistice Day hit gate and midway and caused postponement of grandstand performances, the fair was considered one of the most successful here in number of years.

Because of adverse weather on what was expected to be the biggest day, officials extended the fair thru Sunday. Final day had an estimated crowd of 15,000, an attendance somewhat above that of opening day. Altogether, official figures have not been completed, they are expected to exceed those of 1938. Admission was 25 cents and tickets for grand-stand seating were 75 and 50 cents.

The large buildings were filled with exhibits of surrounding communities and local organizations, including 4-H (4-H from six counties, Georgia Agricultural Extension Service, State department of entomology, and auxiliary of Post 135, American Legion.

Auto races scheduled for Sunday were postponed, due to wet track. Grandstand attractions were Flash Williams and his stunt drivers: Wills Human Cannonball; Capt. Jimmy Jamison High Dive, and Doc Carver’s High-Diving Lille, drawing at times an estimated grandstand attendance of 5,000. Mighty Shnesty Midway reported unsatisfactory spending by crowds, but was helped by entrance of the fair an extra day.

A special hour’s broadcast over WTOC.

YORK FAIR
PENNSYLVANIA'S BIGGEST FAIR

November 27, 1937
FAIRS-EXPOSITIONS

ETHEL ROBINSON CAMILLE LA VILLA
are now permanently affiliated with
ERNIE YOUNG YOUNG PRODUCTION AND
MANAGEMENT COMPANY
162 North State Street - Chicago, Illinois

Phone Central 1714

GOVERNOR HENRY HORNER invites you to exhibit at and visit the ILLINOIS STATE FAIR at Springfield August 13-21, 1938

J. H. LLOYD E. E. IRWIN
Director of Agriculture General Manager, Illinois State Fair

The Western Canada Association of Exhibitions
ANNUAL CONVENTION
Place: Royal Alexandra Hotel, Winnipeg, Man. Time: January 17 and 18, 1938.

E. L. RICHARDSON, President. SID W. JOHNS, Secretary.
Calgary, Alta. Saskatoon, Sask.

TROY WELLS
Telephone: Downtown 2755-0291.
BERT CLINTON.

PERFORMERS CONSOLIDATED ATTRACTIONS
Perfomers Club of America, Inc., 305-609 North Clark Street, Chicago, Ill., presenting new, sensational, high quality attractions to middle and western territory.

We extend our thanks to Fair Secretaries, Park Managers, Indoor Circus Owners, and Carnival Committees for a most successful 1937 season and are prepared to render the same service of and receive service in 1938.

CAN USE A FEW MORE OUTSTANDING SENSATIONAL ATTRACTIONS.
ATTENTION! ATTENTION!
FLORESQUE
The Earth's Number One Aerialist
Positively the Highest Riggling Traveling the Road Today.
MANAGERS - AGENTS - FAIR SECRETARIES
Here's Your Chance
BARNES-CARRUTHERS Do Not Require This Act Any Longer
Address General Delivery, Cleveland, Ohio.
SEASON'S GREETINGS
SEASON'S GREETINGS
From The
ALABAMA STATE FAIR
DIXIE'S GREATEST EXPOSITION
SEPT. 26 to OCT. 1, 1938
P. T. STRIEDER
BIRMINGHAM,
ALABAMA
W. C. MARTIN
CONCESSIONS
COME ON DOWN IN THE SUNSHINE
this Winter and see America's Greatest Mid-Winter Show. We'll be glad to have you visit us, and you'll meet plenty of folks you know.

FLORIDA STATE FAIR & Gasparilla Carnival
JAN. 25 TO FEB. 5, 1938
Tampa, Florida
P. T. STRIEDER, Gen. Mgr.

WISCONSIN STATE FAIR
AUGUST 20-28, 1938
Attendance This Year 602,586
Ralph E. Ammon, Secretary, Milwaukee

GREETINGS . . . .
"WE'LL BE SEEING YOU"
FIFTIETH ANNIVERSARY
BURLINGTON, OHIO
One Big Week: 6 Days and 6 Nights, 3-4-5-6-7 and 8, 1938. We Want the Best.
R. L. ANDREWS, Pres.

AVAILABLE FOR FAIRS
Two big-octo shows—"Sexations of 1938" and "High Lights Revue." Now Booking for 1938 Season. Costumes and Scenic Effects. Entertainment gavel. Also booking for Fall attractions of all descriptions. Let us know your wants. FAIR SECRETARIES AND PARK MANAGERS—We invite you to make our office your headquarters when in Chicago.
Thomas Sacco Creations
161 N. STATE ST.
CHICAGO

WANT MORE REVENUE FOR YOUR ORGANIZATION?
Read "BINGO BUSINESS"
A Column About Bingo in the WHOLESALE MERCHANDISE Department
THIS WEEK AND EVERY WEEK

Fund in Tenn. Over $16,000
Russwurm re-elected secretary in Nashville-Travis again assumes duties

NASHVILLE, Tenn., Nov. 20—All bills have been paid and there is a treasury balance of more than $19,000. It is reported that the annual meeting of the Tennessee State Fair here.

Secretary J. W. Russwurm was re-elected post, but because of his continued illness Phil C. Travis was made manager in charge of grounds, will continue handling concessions, publicity and advertisements and take over duties of the secretary.

With fair directors he will attend for the first time the annual convention of the International Association of Fairs and Exhibitions in the Hotel Sherman, Chicago, on November 30–December 1.

ROBINSON, LaVilla Join Ernie Young Productions

CHICAGO, Nov. 20—Ethel Robinson and LaVilla, well known booking business, have become associated with the Young Productions and Management Company here.

Mrs Robinson was associated with Barnes-Carruthers for the past six years and has been in the fair booking business 15 years. Miss LaVilla has been with her for the past 10 years.

MILLERSBURG, O.—Chamber of Commerce has expressed unanimous opinion that immediate action should be taken to select a new and larger site for annual Loudine County Fair. It is agreed that a new site should be of sufficient size to provide a race track and other features of fair places in near-by counties.

Fair Elections

MINERAL POINT, Wis.—Southwest Wisconsin Fair Association re-elected Henry W. Mowinckel, president; Will K. Wahl, vice-president; Roy Wink, secretary, and Gordon Shepard, treasurer.

BURLINGTON, Ia.—Harriett K. Dryer was named general manager of Champlain Valley Exposition for the third successive year. Under his direction the exposition has gone out of the red and in 1937 exceeded its record season of 10 years ago. Paul D. Haine was re-elected president and in other positions nominally named were J. E. Grow, treasurer, and Dan M. Johnson, Jr., chairman.

YOUNGSTOWN, O.—J. O. Shepherd was elected to succeed L. B. Killcley as Youngstown's representative on the board of Mahoning County Agricultural Society, sponsor of annual Canton Fair. Mr. Killcley, for years in charge of Fairs (See Fair ELECTIONS on page 107)

Fair Grounds

OHIO—W. V. Browning, superintendent of Winamac County Fair, in a preliminary report to the county board, said auditor's report probably shows a profit of $1,000. The Sunday evening entertainment, with the largest fair sales at the gates on the four days totaling $15,476.65.

PREMONT, O.—Judge W. C. Wiman, Port Clinton, O., and John Pancher were given special recognition at the 1937 80th annual Sandusky County Fair for their attendance records. Wiman attended 77 consecutive fairs and Pancher 71.

COLUMBUS, O.—State Architect John P. Schooley said plans for State Fair (See FAIR GROUNDS on page 114)

Thousands on Voyage of Discovery
To Visit Island Site of G. G. Expo

SAN FRANCISCO, Nov. 20—Thousands will make an 8-minute "voyage of discovery" when the fair will be given its first opportunity to visit the new Pure Island, site of the 1938 Golden Gate International Exposition.

As part of the program that will commemorate dedication of the island, the American flag will be raised from the rock, and 1,200,000 administrative buildings, signaling achievement of 400 acres of new territory by California.

Governor Frank Merriam will be welcomed by a salute of 18 guns and guests will include major officers of the State, the San Francisco legislative body, and other officials. Visitors will be conducted over the island's road network which is illustrated thru a public address system.

Plans for erection of a $100,000 Hall of Religion are being discussed by expo officials. Participation of San Francisco churches include presentation of a pageant or a motion picture of religious significance. Formation of a boys club is another project.

F. Robinson Winkley
Now Booking FOR 1938
America's Fascinating Most Sensational, Original, Versatile and Entertaining THRILL SHOW.

THE SUICIDE CLUB
5800 Wooddale Ave., Minneapolis, Minn., or see me at the Convention.
OPENING Cleveland Beach (Fil) Roller Rink in November 6, Mtls. D. Rink reports to have closed his rink in Derby Park, Brooklyn, N. Y., Oct. 7th. He has had with him Frank Lamb, as floor manager, and intends to re-open his rink on November 8th. His rink is on the first floor area space available in the Clearwater spot, that he has made extensive additions to his equipment and has a novel lighting system. Rink is on a golf course with nearby cottages and a large trailer camp.

THREE BRITS, Betty, Buddy, and Bob, amateur roller skating act, played all afternoons at the Palm Gardens, on November 6 and 7.

IN NORWOOD Rink, Cincinnati, Mildred McLennan had a great success on November 8th. This is the third time in the season that the skating rink has been sold out. The rink is on a golf course with nearby cottages and a large trailer camp.

STEVES McRoy, old-time figure skater, has returned to his home in New York where he is working on a new skating film. McRoy, his wife, and their three children have returned to their home in New York where they will spend the winter.

HAROLD CORDE, manager of Coliseum Rink, Dayton, Ohio, inaugurated a new skating club with a large water show. The show was well received and the public is looking forward to future performances.

RICHARDSON BALLBEARING SKATE CO.

The Best Skate Today

ROLLER RINK PRIZES

- Gold Medal, $25.00 - Silver Medal, $15.00 - Bronze Medal, $10.00

PRIZE CRAMPS & FLYER CIRCLES

- Prize Cramps, $2.00 - Prize Circles, $1.00

RECREATION SILVER MFG. CO.

1209-5200 West Division St., Chicago, Ill.

Building Portable Skating Rink Floor

For 25 years the most popular Rink Floor in the World. Our Rink Floors are made of 100% Cotton and are found in nearly every rink in the United States.

The G. L. CORPS. CO.

716 E. 12th St., Cleveland, O.
Fleming Joins Jones' Staff

Elected vice-president of the Jones Corporation and will assist Phillips.

AXELANDER, M. Nov. 20.—A special meeting of the board of directors of the John Jones Exposition, Inc., held in this city by Leonard D. Phillips, president, and John Jones, assistant manager, elected John Jones' brother, C. E. Jones, to the board. This move will give Mr. Jones more time to devote to his other business interests, for which reason he has been absent from the company for some weeks.

Mounting immediately took up his duties incident to his position and will attend the fair meetings and special meetings of the board of directors and the general meetings of the corporation, in accordance with the wishes of the managing committee. This system, which includes the holding of the fair meetings, the management of the fair, and the general meetings of the corporation, will be one of the most prominent figures in the management of the corporation. The company will be one of the most prominent figures in the management of the corporation, and will take the lead in the development of the company's business.

The report of the general manager of the corporation's business, which was made at the last annual meeting of the company, was read by the chairman, Mr. Jones, who stated that the report was made in the interest of the company and for the benefit of the members. He said that the company had made a great deal of progress, and that the business was going well. He added that the company was well equipped with the necessary equipment to carry on its business, and that the company was going to continue to make good progress.

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HI-DE-HO
A NEW RIDE AND FUNHOUSE COMBINED!

Actual Operation Proves Spillman's Latest Development a Winner!

Three major features in HI-DE-HO not only serve to bring the patrons out in spasms of laughter, but cause them to return for repeat trips. The revolving barrel—the first ever to appear on a carnival midway: the high speed blower which takes effect most unexpectedly and efficiently; and the magic chamber in which they are seated only to find themselves suddenly rolled onto a traveling conveyor belt as pictured.

HI-DE-HO adapts itself to any type of amusement organisation—parks, wagon shows, and especially to motorised and gilly units. Although massive in appearance when erected and containing mechanical features never before found in an inexpensive device, HI-DE-HO will load complete on a twenty-four foot trailer—and will go up in five hours with four men and is, of course, fitted with adjustable jacks for uneven ground.

Note the unusual front with its many appeal. Hidden behind the cornice panels across the top are flood lights so ample in size as to illuminate the entire front in quite a "stand out" fashion. Behind the letters forming the HI-DE-HO name are lumination lights which cause the letters to be seen an enormous distance.

Another new and novel idea on the front is the two revolving curtains which add animation and stop the people.

REPEAT BUSINESS BIG

During the five weeks in which HI-DE-HO was operated this fall, literally hundreds of people came back five and six times. One couple returned eleven times and another twelve times. Actual paid admission records are positive proof HI-DE-HO will remain popular with the public and profitable to the operator.

Although during the five weeks of experimental operation much inclement weather was encountered and the Southern people were suffering from deplorably low cotton prices, HI-DE-HO recorded a single day’s business of $605.25 and a weekly gross of $1,331.70. The average weekly receipts for the five weeks was $301.75. The capacity of HI-DE-HO was never taxed—$2,000 daily is easily possible from a mechanical capacity standpoint.

DON'T WAIT AND BE DISAPPOINTED FOR EARLY DELIVERY GET COMPLETE LITERATURE AND DETAILS NOW!

SPILLMAN ENGINEERING CORP.
World's Largest Manufacturer of Amusement Rides

NORTH TONAWANDA
NEW YORK
Closed ~
THE 1937
SEASON OF
SUCCESSES

Now ~

BECKMANN and GERETY

will be pleased to consider

MERITORIOUS ATTRACTIONS

For their 1938 tour, opening April 18 on the
PLAZAS OF SAN ANTONIO, TEXAS,
with the “BATTLE OF FLOWERS” CELEBRATION

SHOWMEN WITH INITIATIVE
AND IDEAS COMMUNICATE:

WE APPRECIATE
The whole-hearted and animated co-operation extended us by the executive heads of our 1937 Fairs. . . . Thanks again.

Beckmann & Gerety.

THE BECKMANN & GERETY
WORLD’S LARGEST
CARNIVAL ATTRACTIONS
WINTER QUARTERS
EXPOSITION PARK
SAN ANTONIO, TEXAS.
DO YOU KNOW
Why the SHOWMAN'S LEAGUE OF AMERICA is doing things and going places and why they are all right in behind President McCaffery (more power to him).

THAT'S EASY
Because they're proud of their membership in the League, and what it is doing in show business today — and what it'll be doing under the new leadership the next twelve months.

DO YOU KNOW
Why Baker - Lockwood are so proud of their regular customers (and, gentlemen, we thank you for your continued business), and of those who have switched to Baker this season.

THAT'S EASY
They are the showmen who are going places and doing things.

And if you're not one of the Baker fans, why not?

Write-Wire-Phone
BAKER-LOCKWOOD
17th and CENTRAL, KANSAS CITY, MO.

America's Big Tent House
Eastern Representative — A. E. CAMPFIELD
200 West 54th Street New York City, N. Y.
Rubin & Cherry Exposition, Inc.

Season 1938

Forty All-Steel Railroad Cars

Filled to the Brim with Brand-New Amusement for the Coming Season

Stupendous!!!
Colossal!!!
Gigantic!!!

Hackneyed phrases indeed, yet even they fail to convey the creative ideas in Modern Building, Modern Lighting, and best of all the new presentations which will be found on the Rubin & Cherry Exposition Midway for the Nineteen Thirty-Eight Season.

Rubin GruberG, President

Always a Beautiful Show. Truly the Aristocrat, the Rubin & Cherry Exposition will outdo all past efforts and present to the Great American Public a Glittering, Glamourous Amusement World on Parade.

Mindful of the fact that the time is near when to again say "Peace on Earth, Good Will to Men" we especially extend our thanks and greetings to those of our friends, members of committees, Fair Managers and all with whom it has been our pleasure to work in the past. To our brother members of the most noble Organization in the World "The Showmen's League of America" we wish happiness and health.

We are ready now to book attractions and people in all lines for the 1938 Season. We will be pleased to co-operate with showmen and producers who can present an attraction of merit. We want only the best.

Our representatives will be at the Showmen's Convention in Chicago and extend an invitation to all Secretaries and Managers to visit our rooms at the Hotel Sherman.

Offices: Suite 1410-11,
Robert Fulton Hotel,
Atlanta, Georgia.

Rubin & Cherry Exposition, Inc.

P. O. Box 2156
Atlanta, Ga.
HOLIDAY GREETINGS!!
FAIR AND CELEBRATION SECRETARIES, ATTENTION!
OPERATORS OF 46 CLEAN MODERN RIDING DEVICES
Protecting You With Public Liability Insurance
NOW BOOKING FOR SEASON 1938

DEPENDABLE SERVICE

ATTRACTIVE EQUIPMENT

COURTEOUS CO-OPERATION

EFFICIENT EMPLOYEES

OPERATING IN MIDWEST FOR THE PAST 26 YEARS

MILLER AMUSEMENT ENTERPRISES
530 W. 59th STREET
Chas. Miller
CHICAGO, ILLINOIS

TDD, ENGLEWOOD 5860-1-7

Herman Bantly Will Do Some Building
REYNOLDSVILLE, Pa., Nov. 20.—All equipment of Bantly’s All-American Shows has been stored, a very difficult job due to the fact that the show has been greatly enlarged since last winter. Space had to be saved for construction work which will start after Herman Bantly returns from the convention in Chicago.

Bantly has opened his winter offices here at the hotel owned by Mr. and Mrs. Harry Copping, former carnival owners and the parents of Mrs. Bantly.

The Bantleys returned from a visit to Pittsburgh. Both will attend the N. A. P. convention and the Showmen’s League banquet and ball. Recent visitors at quarters were Harry Bantly, who is attending Allegheny College at Meadville, Pa.; John H. Wendler.

BALL THROWING OUTFITS

Best, Sella, Cate and Bottles—Order now. Get ready for your season opening. Write for estimate.

TAYLOR GAME SHOP,
Columbia City, Ind.

SUB. MEN SALESMAEN

15 to $8.00 per wk. No taxes. No call

FREE CATALOG & Register Free. Write:


Canada Wanted For 1938 Season In Canada

Gray’s Greater Canadian Shows

Now booking Side-Show Attractions or any Kinds of Acts with own crowd of Element. Will build and

train complete苇nds for any Side-Show who are willing, capable and qualified of operating same. Also

able to build complete Sets of Rides, Man-Made Diorama, Rides, Rides, Rides. Also willing to build

any sized Side-Show Tent. WILL give job to the right kind of man. We want a good round-up in

Canada. Good pay. Write or Wire: SAMUEL JAMES GRAY

354 Dundas Street,
LONDON, ONTARIO, CANADA.
Our Best Asset is our Reputation for Providing Clean Amusements and your Protection is our Past Performance of our Agreements.

**OUR WISH TO ALL**

**OUR FRIENDS — FAIR SECRETARIES AND SHOWMEN**

The Happiest Xmas You Ever Had

The Most Prosperous New Year You Ever Had

**NOW BOOKING**

CLEAN - MERITORIOUS ATTRACTIONS FOR 1938 THAT CAN CONFORM TO OUR STANDARDS.

CORRESPONDENCE INVITED FROM RECOGNIZED SHOWMEN WITH NEW IDEAS.

TRAVELING ON OUR OWN ALL STEEL TRAIN OF 20 DOUBLE LENGTH CARS

OUR 1938 STAFF

JAMES E. STRATES, Gen. Mgr.

C. W. CRACRAFT, Gen. Agt.

BEN H. VOORHEIS, Contracting Agent

HAROLD G. INGLISH, Secy.

OUR STAFF WILL BE AT THE CHICAGO MEETING

ADDRESS ALL COMMUNICATIONS TO

STRATES SHOWS CORP., Winter Quarters, Weldon, N. C.
EYERLY AIRCRAFT CORPORATION
Leads all time sales with “OCTOPUS”
Unequaled in Amusement History
THE WINNER OF 1937
THE LEADER FOR 1938

TOP MONEY ON MOST MIDWAYS...
ALWAYS IN THE NET PROFIT CLASS

FOLLOWING ARE SOME OF THE WEEKLY RECEIPTS AND COMMENTS OF OPERATORS:

BECKHAM & CERITY SHOWS
$4,596.25

CLOWNY'S CIRCUS SHOWS
$2,650.00

OCTOPUS SALES SHOWS
$2,350.00

MIGHTY SHEERLEY MIDWAY
$2,053.75

WILLIAM PINK
$1,179.40

FAIRLY-MARTONE SHOWS
$1,146.85

DODSON WORLD'S FAIR
$1,113.85

JUNE 2—“The ride clicked—and if we base our future expectations on the receipts taken in over the week-end holidays. We should anticipate a victorious season next year at the Great Lakes Exhibition.”—George Young, President, Young’s Amusement Company.

OCTOBER 31—THIS RIDE has our top ride in the South, where the Twin Wheel tops the Midway—BANSLY’S ALL AMERICAN SHOWS.

SEPTMBER 15—“I am happy to be able to report that the Octopus is a fine investment, and has topped every ride every day of the Carnival and Fall Fair Season.”—H.M. BOWERS. “REAMER CIRCUS.”

Meet Us at the N. A. P. and Showmen’s Conventions, Hotel Sherman, Chicago, Ill., Booths 114-115

ADDRESS ALL COMMUNICATIONS TO
EYERLY AIRCRAFT CORPORATION,
Salem, Oregon
ABNER K. KLINE, Representative

LUSSE BROS., Ltd. (European Suppliers) BLACKPOOL, ENGLAND

Wallace Bros. in Mobile Quarters
Season profitable — Manager Farrow will enlarge show for ’38

SUMMIT, Miss., Nov. 29—After completing a season of 34 weeks and one day at the Cotton Carnival here, Wallace Bros. Shows closed Saturday, November 13, and shipped the paraphernalia to Mobile, Ala., where winter quarters have been established at the fairgrounds. Show opened at Iverson, Tenn., in March and went north thru Tennessee and Kentucky. Nearly 3,000 miles were traveled in Tennessee, Kentucky, Indiana, Illinois, Michigan and Mississippi. One Sunday day was played at Groveville, Ind., and the Ohio River was crossed twice during the season, as were the Cumberland and Tennessee rivers. Much rain and bad weather was encountered during the early part of the season and the late fall dates in the cotton country were not up to standard. Best two weeks of the season were at Paducah, Ky., and Jacksonville, Miss., and undoubtedly, the poorest were at Crawfordville and Sullivan, Ind.

The organization met with more opposition, some of it questionable, than it has encountered in many years. There were several blow-downs, track accidents and one cyclone during the season, but no serious accidents or injuries. There were no deaths and one marriage. Paul Cohen was taken seriously ill with malaria at Battleburg, Miss., and left for home in Mobile, Va., with the exceptions of Robert for special agent, who was replaced early in the season by H. M. Tilton, and C. B. Kelty, who resigned late in July.

Show had fair success, and the many obstacles encountered, and it is the intention of Manager Ernest E. Farrow to develop Mobile and Summit, Miss., to profitable, and warm, sunny weather was enjoyed during both engagements.

Where They Will Winter
Only a partial list of destinations could be secured owing to the attendant hustle and bustle of closing and last minute decisions of many of the personnel. Executive staff: Manager and Mrs. E. Farrow to winter quarters at Margaret and Shep Miller to Mobile; Jack L. Oliver to Jacksonville, Fla.; Mr. and Mrs. H. M. Tilton to New Orleans and Mobile; Ross Crawford to winter quarters and the writer to the Chicago meetings.

Concession department: Mr. and Mrs. Harry Cohen to Mobile, Ala.; Mr. and Mrs. Frank Sparks and Dorothy Taliaferro to Saltsburg, Mo.; and Edna Frank to winter quarters and then to Clarksville, Miss.; Mr. and Mrs. Edna Frank to winter quarters and then to Clarksville, Miss.; Mr. and Mrs. Gus Littie, undecided but possibly Mobile; Eddie and Norma Olds to Hattiesburg, Miss.; Mr. and Mrs. Eugene Bass to Jacksonville, Miss.; Slim Collins to Mobile and then to Jacksonville, Fla.; Eddie White to winter quarters.

Shows and rides: Adam Sibert to Mobile and then to Panasota, Fla.; Leon E. Lee and James L. Hired to winter quarters. Reported by Walter R. Fox.

Wallace Bros.

Bullrock’s Amusement Enterprise, Inc.
EXTENDS
Season’s Greetings
TO ALL
WINTER QUARTERS:
F. O. BOX 607
SUMTER, S. C.

J. L. LANDES SHOWS
WANT FOR SEASON OF 1938
HIGH-CLASS SHOWS WITH OR WITHOUT YOUR OWN OUTFITS.
Will Finance Any Worth-While Attractions.
CAN ALSO PLACE LEGITIMATE STOCK CONCESSIONS.
Long Season With Real String of Fairs.
Address, Caro Coates House, Kansas City, Mo.

BARKER SHOWS
NOW BOOKING
SEASON 1938
THE SHOW BEAUTIFUL. OUR OWN MOTORIZED EQUIPMENT. TRULY ADVANCED, TYPICALLY CONDUCTED.
Want to book from pair Secretaries and Cancellation Committees in Illinois, Indiana and Missouri.
Cairo House for sale. Will book on or after W. H. Crain, Booking and Sales Manager, Commissioners of all States. Shows, Rides Shows, Athletic, Marathon, Minstrel Shows, Model shows, Band Shows. Address BOX 224, Charleston, Ill.

Max Gruberg

GRUBERG'S WORLD'S EXPOSITION SHOWS

Booking NOW . . . for Season 1938

We Are Offering One of the Largest Carnival Organizations on the Road with a Clean Record of Repeated Successes

FAIR SECRETARIES AND COMMITTEES

If you are looking for the LARGEST and the BEST get in touch with us!

THESE ARE OUR REFERENCES (Excerpts from letters and telegrams)

"We must recommend Mr. Gruberg for the cleanliness of his shows and the high standard of the people with whom he has surrounded himself. He has one of the finest and largest show Montgomery has had in years—the most beautiful midway we have ever seen—gorgeously colored and brilliantly lighted. The engagement here was a big success from every standpoint and all credit is due Mr. Gruberg." MORRIS L. RIXLER, Sec., Central Alabama State Fair, Montgomery, Alabama.

"Max Gruberg's business dealings all right. Large shows—good morals. Show approved. Young Republican Club." MORRIS L. RIXLER, Chief of Police, Hattiesburg, Miss.

"Show okay. The Droll Post is going to have the same show again next year." DANIEL CORNEL. Com., Droll Post American Legion, Rochester, N. Y.

"Gruberg's W. E. S played our fair for three years. Very satisfactory business relations with them. Not returns this year largest in several years. BERT E. BROWN, Director New York State Fair, Syracuse, N. Y.

"Gruberg's W. E. S. Shows played here in the city. Every week for us and repeated a week later for local Elks Lodge. Dealership handled, class very large, most excellent. Can recommend them for your sponsoring." MANN & MANN, Attorneys, Schenectady, N. Y.

"The W. E. S. played in the city of Schenectady. The show was played under the auspices of the Jewish War Veterans of America. The show was played in the city for one week, but due to popular demand the permit was renewed and extended for an additional week. During their stay here they played to capacity audiences and felt a very favorable impression. The shows are always welcome in the city of Schenectady." SIMON ETMIN, City Clerk, Schenectady, N. Y.

"I am sending you a clipping from one of our local papers. "The Grenada County Weekly." I consider this a great compliment to your show and also a credit to the Grenada County Fair. Our city is proud of our Post. Thompson's high color and entertainment, as well as educational. Your employees are a fine, clean company of people. It gives us pleasure to recommend your control." N. C. WILSON, Com., The Grenada County Post of American Legion No. 13, Grenada, Miss.

"Max Gruberg man of integrity. Show largest and most of its kind. 15% of gross receipts credited us for week $500. Recommended highly." W. B. EHER, Exalted Ruler, B. P. O. Elks, Schenectady, N. Y.

Reliable Showmen:— from show managers to take charge of beautifully framed shows—Garden of Eden, Fun House, Wax Show, Darkest Africa. Will book Snake Show providing you have some Big Snakes.

HAVE FOR SALE

- Beautiful 60-Ft. Girl Show—Front with Bally Platforms and Ticket Boxes complete. Price $250.00; cost $1,500.00.
- Complete, beautifully framed new Plantation Show—60 Ft. Front, new 40x100 Top with Sidewall, Stage, Proscenium, beautiful Scenery and Stage Settings.

This Show cost $5,000.00. Sell for $2,000.00.

New 50-Ft. Snake Show Front covered with Bamboo, good as new. Price $150.00
- 30 x 90 Top and Sidewall, Price $150.00
- 20 x 40 Top and Sidewall, Price $75.00

All the Tops are in good condition.

ADDRESS

MAX GRUBERG

General Manager P.O. Box 101 Philadelphia Pennsylvania
Send for New Year Book

DODGEM CORP. 706 BAY STATE BLDG.

MADE IN THE U.S.A.

DODGEM Rides are easily transported and quickly erected. Made of steel or wood—both available. Steel building shown on left erected in a few hours without the use of tools. In center: A popular type of wooden building. Below: An entire 15-car unit may be carried in one van.

WHEREVER YOU PLAY—WHENEVER YOU PLAY—
DODGEM RIDES are "tops" in gross receipts for both still dates and fairs. The new 1938 Car is a beauty—the last word in modern treatment—brilliantly styled to get the business—scientifically constructed to create new thrills with absolute safety—easy to handle—economical to operate. See it on display at the NAAPP&BB Show, HOTEL SHERMAN, CHICAGO, Nov. 29 to Dec. 2, inclusive.

NEW MARFUL 3x4 CAMERA

With Special F. 3, 5 Lens and Shutter $105

NOW... a direct, positive Camera which makes three-quarter to full view pictures, and takes a 3x4 250-ft. roll of direct positive paper! Completely assembled mechanism in prestwood case, ready to install. This is the most reliable, direct Positive Camera on the market. Order now!

FREE!

MARKS & FULLER, INC.
Dept. B-19
Rochester, N. Y., U. S. A.

W. G. WADE SHOWS

Now Contracting for 1938

Can place High Class Shows of all kinds, including Fire House, Walk-Through Shows and others. Exceptional opportunity for large Animal Shows. To feature. We have ample room in our winter quarters to take care of you, with facilities for building and painting. Can also place High and Sensational Free Acts and Legitimate Concessions of all kinds.

Address

W. G. WADE SHOWS
239 Elmhurst Ave.
Telephone, Townsend 1-1506.

Barfield's Cosmopolitan Shows

NOW BOOKING ATTRACTIONS FOR 1938

Want to hear from Showmen, Ride Owners and Concessionaires who desire booking where only legitimate Attractions and Concessions are carried. We solicit communications from discriminating Committees and Fair Secretaries. Following a very successful season, we have established winter quarters at Macon, Ga. Address all communications to C. E. BARFIELD, Mgr., Cosmopolitan Shows, P. O. Box 121, Macon, Ga.
We Thank You FAIR MANAgERS
From Ontario to South Carolina
For The Greatest Year In Our History

ATTRACTIONS and MANAgERS

MOTORDROME SENSATIONS
Earl Purtle
COTTON CLUB REVUE
E. F. Jude
GAY NINETIES
Dot and Flo Carlson
ODDITORIUM
T. W. Kelly
FLYING PEA
Edward Cantrame
LIFE
Maybelle Kidder
HI-DE-HO
C. W. Stirkweather
PENNY ARCADE
L. A. Turner
SEMILOG INDIAN VILLAGE
Lynne Sterling
SWINGTIME REVUE
Art Gordon
TWO-HEADED BABY
Wm. Hegeman
TEMPLE OF MYSTERY
Marcella Kidder
NOVEL MONSTERS
Earl Purtle
BOLETO
MISS AMERICA
Jock Ward, Mgr.
BUCHHOUSE FOLLIES
Lester Rhodes
MIDTET REVIEW
H. H. Day
Wm. Brown
OCTOPUS
Jerry Greenlee
WALTZER
Hans Montes
CATERPILLAR
Gen. Yamashita
FERRIS WHEEL
Chas. Hedley
ROCKET ALE
Jack Linderman
MERRY-GO-ROUND
Frank Anderson
LOOP-THE-LOOP
Hans Montes
LOOP-O-PLANE
Earl Purtle
ROCKET LEIS
Vern Lucas
SKOOTER
Wm. Rusher
POPY RIDE
Harry B. Julius
RIDE-O
Peter Claye

Thank You,
Max Linderman
for the Banner Season of Our Careers
JACK GREENSPOON
PHIL ISSER
and
EDDIE BRAMSON
Managers
WORLD OF MIRTH CONCESSION DEPT.

It was a gratifying season
thanks to Max Linderman
JACK WARD, Manager, Miss America

Again a Roaring Success
EARL PURTLE'S
Lion Motorrome
Sensations

Thank You, Max, for a Fine Route
TOMMY RIGGINS, Mgr.
WORLD OF MIRTH COOKHOUSE

We have enjoyed a pleasant, profitable year, thanks to
MAX LINDERMAn
JACK AND LOTTIE GILBERT
Four De Luxe Concession Stores

HARRY B. JULIUS
Pony Ride
Thanks, Miss America
K. C. McCAY

THANKS From
BILL AND MRS. WALLACE
HEGEMAN
Two-Headed Baby

Thank You, Max, for a Profitable Season
J. E. EDWARDS
PAUL VILEKO
RONALD DRIVER

(Trainmaster)

Thank You, Max, for a Fine Route
TOMMY RIGGINS, Mgr.
WORLD OF MIRTH COOKHOUSE

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K. C. McCAY

THANKS From
BILL AND MRS. WALLACE
HEGEMAN
Two-Headed Baby

Thank You, Max, for a Profitable Season
J. E. EDWARDS
PAUL VILEKO
RONALD DRIVER

(Trainmaster)
Sure to Attract the Children

The Pony Cycle
(Merry-Go-Round and Exerciser)

Every kid in sight will want to ride this new PONY CYCLE. A novelty which will attract children and adults. Permanent equipment for parks, beaches and resorts. Sure to have appeal. Will stand hard usage.

New patented amusement device that attracts children by the hundreds.

Skeptics Were Wrong Again

A Story of Max Goodman's First Venture as a Major Railroad Carnival Owner

The carnival season of 1937 stands out as the best since 1920 for many outdoor shows and for that reason is notable. Perhaps next to this as an outstanding feature was the entry into the realm of Showman as a new star. It soon took its place as a star in the constellation of Big Shows. It is said in the West to be the star of hope, and landed safely, with all on board, in the port of "Showman." He also wrote memorable pages in history. He set a pace that many others may rightly follow.

A man of his own ideals, with courage of his convictions, he weathered the course thru hurricanes of criticism, tornadoes of adverse forces and directions, cyclones of difficulties too numerous to mention. Yet each and every one substituted to let him rest upon laurels achieved and a very bright outlook for the coming year.

His critics were many—and all wrong. His position as a steeplechaser, to show worthless advice and win his own way and create his own season to a triumphant close. He wins in the town where he closed, he has the map of the country before him. Every season he went the clashing was hanging on the outside, and whether he may go the coming year is a problem, the answer to which he alone knows.

Building a show from rags to royal, from the byways of North Carolina to the international section near the Canadian line and reaching it safe and sound to the Gulf section of the country demonstrated he is master of his own designs and successful as a carnival operator and manager. His foresight was an enigma to many, his success a fact and not a fluke.

Max Goodman personally is a remarkable man. His example may well be followed by others. His integrity is beyond question and no one gets more pleasure looking backward than he, but he has no time to look back.

He is a graduate of the college of experience. He remembers its lessons well. He is never satisfied with making good; he wants to do better. That being his goal, he will not make life easier life.

At the age of 9 he was a newsboy from the "new" zone he became a newspaper seller. Before these were paved roads and highways made for the asking he followed a path of hard knocks. He found a new a way to sell in salesmen in remote places. Before there was a train in opposition publications, there therefore, it is not a cause for wonder today he can pilot his show wherever he wishes to go.

Finding a circulator's job too slow, Max branched out as a concession man. He adopted a platform of fairness to all and still stands adamant on that platform. Profiting by the mistakes he made in 1927, he is now rebuilding the weak points of his show and adding many new features. The value of these time shall prove. He knows how to pick up a live feature and how to let go of a dead one. Possession of this knowledge is an invaluable asset in showdom. Many who have possessed it have seen the fire go to the intermediate and the good to failure. With those faults at his command he is not yet out of the limelight as a chieftain, a builder and a winner. The coming year he no doubt will go after bigger and better things, his dynamic nature bidding him defy the limitations of opposition, and his ambition calculated to add another crown of laurels to those won in the year so recently closed.

Resolution To Bar Carnivals Prior to Filled, Green Bay

GREEN BAY, Wis., Nov. 29—Brown County board of supervisors has sent a resolution to the Green Bay and De Pere city councils requesting them to bar carnivals and other amusement shows from setting up in the county at least three weeks before the annual fair.

3000 BINGO

Equipment made, black on white. Will make your own cards. Fits any plain cards. 400 cards, $6.00, 90 cards, $1.25, 10 cards, $0.25. Also, standard Bingo board, $5.00, complete, on order.

3000 KENO

Made in sets of 100 cards each. Threw 12 cards per set. 100 sets $125.00, 1000 sets, $1250.00. Each set includes master and hand directions. All cards plain.

THIN BINGO CARDS

Backed, 100 cards. 50 cards, $3.00, 100 cards, $6.00. Cards 3 x 6, thickness of a single piece of paper. Sold in quantities of 100 cards. Average Bingo player, $15.00, complete, on order.

J. M. SIMMONS & CO.

10 W. Jackson Blvd., Chicago

MAKE $50.00 A DAY ON CANDY FLOSS

More and more people are buying candy floss. First the people of New England, then the people of the Midwest, and now the people of the South. Make $25.00 a week or $50.00 a week or $100.00 a week or $500.00 a week. Mail or phone.

50 Personal Xmas Cards $1

Beautifully printed cards in color. Price includes postage. Only 12c each to you. Or $1.00 for 12 cards. Worth much more. Order now.

6438 Collins Ave., Miami, Fla.

Second-Hand Shoppery For Sale

$500.00 Half-Way Gage, Complete
$425.00 Two-Headed Plate, Complete
$500.00 ACPP (Automatic Plate Puncher), 155 mm. Trunk.
$75.00 ACPP (Automatic Plate Puncher), 155 mm. Trunk.
$50.00 Arm-Plunger Puncher, 155 mm. Trunk.
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$50.00 Arm-Plunger Puncher, 155 mm. Trunk.
Showmen's League of America
165 W. Madison St.,
Chicago, Ill.

Chicago, Nov. 20—Everyone is busy and anxiously awaiting the Chicago meeting of the Past Presidents Committee, which is back from Hot Springs, Ark., and is expected to take an interest in the annual Chicago Showmen's League banquet and ball, with the remainder of the Hot Springs committee staying with them this week.

Al. Roosevelt, chairman of the programming committee, has sent out a number of letters indicating that this year's program will be published. There will be a page, however, as the program will carry names of people who are still active in show business and need to be represented.

George Pawley of the Big Show is in town today. His doctor's case here. Bob Miller is still confined to his home and must have surgery next week. Brother, Harry Coddington is reported to be resting as well as he can be expected. He is anxious to read cards from friends. Brother, George Pawley's condition is about the same. He would like to receive cards.

Flute Brown is getting nearer to the end of his whirlwind tour. Frank Conklin is still recuperating in Monroe, Wis., where he is bringing in applications that are putting him within striking distance of recovery. Bernice Mendelson is busy on the President's Party and promises a real surprise. She is getting somewhere in her thing set for the Memorial Service.

Another letter was received from Harry O. Templeton, Irving Sherman, H. William Pollack, Burton Fried, James O. Jr., Harold Hollywood and Gordon, William E. Hegeman and Fred F. They were credited to Flute Brown and Frank Conklin.

Money was received in the Cemetery Fund Drive by Earl Burke, Priv. Arthur L. Morell, Philip Shapiro and William Mcllstrath.

George Atkinson, George A. Golden, Irving Zodman, Philip Shapiro and W. E. H. were sent queries during the week. Harry Jansco has returned from a business trip to Cleveland, where he saw Richard and Charles Miller card that they are having a pleasant tour of Europe.

Receipts of your gift packs and come into Chicago and see the big things.

Ladies Auxiliary
The regular Thanksgiving meeting program was held November 19. Members are preparing for the disposal of some of the many beautiful gifts made.

Alice Schellen attended the meeting after the Saturday meeting. Alice Hill was also present for the first time since her accident.

Chairwoman Frances Kassel has appointed Gloria Miller Holte to sit on the committee that are to be held in December. President Keller is planning a trip to California after the first of the year.

After the meeting members were entertained with sandwiches and a dance arranged by the president, Mrs. Robert Miller, and Clara Holtie Barker.

**St. Louis**

St. Louis, Nov. 20—The Dodger Show’s train pulled into East St. Louis, Ill., Monday night after a good run through Lake Charles, La. Mr. and Mrs. C. Guy Dungan, director of the Hot Springs show, where they will spend the week prior to going to Chicago to inspect their show before leaving here later part of next week for Chicago.

William I. Pickle, who stored his rides in East St. Louis for the winter, left Monday night for St. Louis, where they will spend the winter with relatives.

Carl Byers and Don Trueblood, of the Blue Ridge & Beach Show, were among the special guests of Mr. and Mrs. C. Guy Dungan, director of the Hot Springs show, where they plan to go to Chicago the week after this week.

David Beach, manager of the Blue Ridge & Beach Show, left for Little Rock, Ark., where he will spend the week after this week, and then leave for Chicago to inspect their show before leaving here later part of next week.
Get Fair Bookings Right: Shows Are Essential to Fair's Success

By WILIAM JUDKINS HEWITT

It is no longer hearsay, speculation or whimsey regarding the midway as being essential to the success of exhibitions, fairs and similar events held annually over the North American continent. Past performances on the part of carnival midway managers have a solid basis as shown in the following statistics, which has repeatedly claimed that exhibitions, fairs and celebrations can draw crowds and entertain them as they should be without a midway of shows, rides and amusements.

For example, the success of the fair at Fort Worth, N. Y., was due to the fact that the midway was well organized and featured well-known attractions.

Siegfried & Roy Shows were safely packed away their winter quarters in the Kansas City, Mo., and ready for their upcoming season's opening.

Officers of the Ladies' Auxiliary of the City of Paramount Show Club were busy preparing for their Thanksgiving banquet in the Contes Hotel, ... Shapine Bros.' Shows were in the Los Angeles territory preparatory to winding up the season, and going into quarters at San Diego, Calif. M.J. Riley Shows were in quarters at Trenton, N. J., after closing the season at Binghamton, N. Y.

World of Miracles Shows had just begun their season at Binghamton and are reported to be doing splendid business.

Eddie Owens, lot superintendent for A. Woltz's Super Shows, accompanied by his wife, returned to his home in Cincinnati, where he planned to winter.

James H. (Doc) Barry, who has been in Chicago for the past year, after closing with the Paramount Corporation.

The World of Miracles show was the second and climax of the entertainment in Los Angeles, the human figure of John Matusz on the midway stalked in the Los Angeles Times.

World at Home Shows, capped in his home in Johnstown, Pa., with both his showmen George (Blackie) Lander and concerter Henry (Doc) Brown, went to work on the closing of the World of Miracles Shows at Washington, Kan. W. C. (Bill) Hines returned to the cold winter stand-by, the show, after closing with Billie Clark's Blue Ribbon Shows.

Ralph Hines closed with the Mathews Y. Riley Shows and located in Fresno, Cal. Twenty-first Century's shows were winding in Gowsville, N. Y.

Showfolk Best Customers

BOSTON, Mass., Nov. 20—With a big percentage of its acts being made to showroom, Selkirk Sales and Service reports a very successful year. On December 1 this firm will begin the 1929 season with a trailer auction.

Because the interest in the shows of this firm is still strong, there has been a decided increase in the number of shows sold to local managers and the business has been handled on a larger scale.

After January 1 Selkirk will have a full line of 1928 trailers, formerly with Robin & Cherry and other major shows, is active in this organization.

Shipment of Animals

Arrives in New York

NEW YORK, Nov. 20—Another consignment of wild animals left for Europe this week for the Henry Telluride animal shows on the return trip of the Fair's equipment. This is the third shipment of animals that Telluride Caroll, included approximately 800 specimens of simians, snakes, and other animals.

Telluride revealed that greater part of shipment has already been consigned to travelling shows and zoo, and that shipment as a whole arrived in first-class condition.

EAST COAST TRADE NEWS

Same Wonders at Night . . . We find that the use of your product saves us much in electrical energy, as we have been able to cut electrical consumption by easily 100 kilowatts per hour . . . and that is a huge saving . . .

H. W. HENNIES

STATE FAIR SHOWS

NOW BOOKING FOR SEASON OF 1938

High-Class Shows that can and will put something back of their Fronts. Will finance any new ideas we think worthy.

CAPABLE SHOWMEN WANTED

FAIR SECRETARIES WATCH THIS SHOW

Winter Quarters — El Paso, Texas.

Address — MEL H. VAUGHT, Mgr., P. O. Box 1108,

El Paso, Texas.

SEASON'S GREETINGS TO ALL

THE E. J. CASEY "ALL CANADIAN" SHOWS

MOTORIZED

E. J. CASEY

Poly Pumps and Motors

PLAYING CANADIAN, ALBERTA AND WESTERN ONTARIO. FOR BOOKING CIRC, WRITE THE "ALL CANADIAN" SHOWS, 525 FIFTH AV., SELWYN, MANITOBA.
Incomparable in its wealth of exclusive features
Truly a Modern Midway.
1938 Season Opens Feb. 12th
- Weeks in California
No Rain — No Blowdowns
No Muddy Lots
SHOWS OF MERIT
Write us San Bernardino, Calif.

MR. & MRS. KARL MILLER
Announce for Season 1938
A VISION GALES—"IT REVUES"
MILLERS—MONKEY CIRCUS
EUROPEAN—MIDGET CIRCUS
FEATURED ACTS—Watch Us Go To Town in '38

SEASON'S GREETING FROM
CRAFTS CIRCUS SIDE SHOW
FRANK LENTINI — World's Famous 3 Legged Man

A very good season with
CRAFTS 20 BIG SHOWS
PROFESSOR ED. KANTHE
Ringside — ATHLETIC STADIUM
A SEASON OF RED ONES
JAMES LYNCH
Cook House — Candy Floss
and Grab — Pop Corn

A VERY ENJOYABLE AND SUCCESSFUL SEASON
CONCESSIONAIRES With Crafts 20 Big Shows
C. C. C.
ED. BLISS, PHIL STOECK, MARIE KLEINCK, MARY LUDINGTON, FRANK PLATTEN, CHAS. JOHNSON

GOLDEN STATE SHOWS CONCESSIONAIRES
BABE & PHIL HANSON LEROY BELLEWA
RALPH HANSON MABEL WRIGHT CHARLEY KING
FRANK HANSON MR. AND MRS. JACK LINDSEY
LOUIS DRESCHER

MERITORIOUS ATTRACTIONS WANTED FOR 1938

Staff Members' Greetings
MAX H. BERNARD, Gen. Mgr.
"From little Acorns Mighty Oaks Can Grow."
RALPH WARREN, Publicity
"Telling Them All About It"
A. ALBERT
43 PINE ST., SAN FRANCISCO
Concessionaires' Supplies
"You never get hurt — when you trade with Albert"

WORLD'S FAIR SHOWS
"Biggest Little Show In All the World"
Another Crafts Unit and the
BOAST AND TOAST OF THE COAST
Winter Quarters — San Bernardino, Calif.

WORLD'S FAIR SHOWS CONCESSIONAIRES
announce a Season of Success

HOMER REESE, Supt.
"Getting It Off and On"
A Season of Success
WALL OF DEATH
JAMES LEE, Manager
"With It and For It —
and doing alright."
MR. AND MRS. DICK KANTHE
ATHLETIC STADIUM

GREETINGS
300 E. NELSON
S. C. MALER, Lot Supt.
"The Hustling Swede"

Staff Members' Greetings
H. MOOK, Secy.-Treas.
Season Greetings
ALF MALER, Lot Supt.
"The Hustling Swede"

GREETINGS
S. C. MALER, Come-Go-Round
FRANK KEMP, Merry Mix-Up
JESSE CLEMENCE, Ferris Wheel
Loop-O-Plane and Kiddie Ride Boys
President Will Wright invites you

to attend the

16th Annual Charity Banquet and Ball of

THE PACIFIC COAST SHOWMEN'S ASSN.

in the

Roosevelt Salon, Biltmore Hotel, Los Angeles, Calif.,

Wednesday evening, December 15, 1937

THE SHOW OF ALL SHOWS

BANQUET DE LUXE  A SUPER FLOOR SHOW
California's Finest Dance Orchestra
The Most Outstanding Event on the West Coast

Tickets $5.00

PACIFIC COAST
SHOWMEN'S ASSN.

130 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES Nov. 20.—Monday night's meeting saw the largest number of members in attendance thus far. There were 177 present when President Will Wright called for order. Other executives present were Dr. Ralph E. Smith, first vice-president; Ross R. Davis, treasurer, and Frank J. Dewale, acting secretary.

Communications: C. F. Zeiger, editor of Zeiger's United Shows, sent the largest amount that has yet been received since the show within a show idea was originated by J. Douglas Morgan. The show received a tremendous band for the excellent showing. Mel Vaughn came in with a letter and a much-appreciated check. From the West Coast Amusement Company came a check which topped all previous ones for the sale of books for the Crematory Fund Drive. Both annoucements were greeted with rounds of applause.


C. F. Zeiger

D. R. SMITH

BANQUET DE LUXE

The Outstanding Amusement Enterprise of the Show World
Extends to Its Many Friends
A Merry Christmas and a Happy New Year

NOW BOOKING FOR SEASON 1938

SHOWS, RIDES, CONCESSIONS AND FREE ACTS. We are interested in clean, meritorious Shows, sensational Rides and good, honest Concessions.

What have you? Let us know immediately.

ATTENTION! COMMITTEES AND FAIR SECRETARIES

We have 10 Major Rides, 9 Shows, 5 Free Acts and 3 KIDDE Rides. If you are interested in clean Shows, a clean Midway and up-to-date Rides, communicate with us direct.

S. E. PRELL, Gen. Mgr., 36 Green St., Newark, N. J.

Winter Headquarters at Lancaster, S. C.

SIGMUND BROS. WANT

Winter Orders for Show Canvas. Send specifications now for discount prices.

TENTS, FLIES, COVERS, BALLAIES.

Kaukap, 1a.

4 FOR 10c OPERATORS

WRITE FOR OUR NEW CUT PRICE CATALOG ON PHOTO JEWELRY, ENLARGERS,

EASTMAN DIRECT POSITIVE PAPER, 1 1/2" by 250 ft., 54.75 per Reel.

HANLEY'S PHOTO COMPANY

205 East 12th Street

Kansas City, Mo.
Sedlmayr Writes an Open Letter

Carl J. Sedlmayr, a native Nebraskan, born at Paul City in 1866. At his father's death in 1867 Sedlmayr and his mother moved to Kansas City, Mo., his rise to the top of show business began in his early 20s when he became superintendent of tickets for Campbell Bros. Circus. He served in that capacity for five years. The following year he opened a small circus with single microphones. In some of our sit-down shows now we have three or four microphones bringing high quality sound with enough speaker volume to fill our tents, whereas it was a problem of connection with ten theaters. But for two years this has only been approximate to a standard than most of us expected in the beginning of sound amplification.

Another problem we have along this line is the tendency on the part of many theaters to go beyond the means of the equipment—or necessity. This results in quality of sound below the excellence of the show. The majority of the public have radios in their homes. They appreciate the high quality more than some of us give them credit for. Our desire is to take advantage of this brilliant sound to bring them the best of music and nothing much inside is gone—or going! Unfortunately we have too much of the type of performance to make them interested in ours when they have patronized our attractions.

Shops Going Constantly

It happened to you, too, Al. A day off and visited Royal American Shows. I wish you could do so. We get reports from people who are really interested in the closely related to the midway world, our conception of how Royal American has developed the idea of a small show and how it has been successful with nothing much inside is gone—or going! Unfortunately we have to help this show grow. As the show is now running, and it is difficult for a visitor to be only a casual observer on our midway.

Business Comparison

A few nights ago Elmer and Curtis Velarde and I were looking over some pictures of the Royal American Shows about 10 years back. Those scenes didn’t amaze us because we lived them those days. That was back in the early years of our merged activity. For but a few of us we looked over our financial records of those years and we were dumbfounded when comparing business with that of today. You would hardly believe it, but we grossed as much on two engagements this year as we did in the entire 1936 season. It is surprising to know what satisfied us (the fires we then played) in those days. Those 10 years have been a long arid trip away in every angle of the business and I am wondering how what the next decade will bring to outdoor show business!

I have other shows besides those days than I do now because I had more time to get around. But even with my great interest in the business, I am convinced that the tented show business as a whole is following rather definitely along the line of development we are following—for quality, not quantity!

This attitude has made money for us. When we make money we spend money. It seems we are never finished—always we are increasing the operation of the show, decreasing an expense or adding new units to our illumination system or improving the harmony of the composition of the show. Or, put another way, we never finish the show. This is the truth. We are always trying to improve our illumination and sound equipment. This is the reason our midway is on the move always fresh and clean and in the most up-to-date lighting and sound equipment. This is the reason we can provide a million candlepower of illumination. We had 60,000 feet of new wire this year. This is something else on which we spent a young fortune experimenting with different types of lights, both natural and artificial. We have tried and transported it with minimum breakage.

You will find our illumination entirely from overhead and our decorative light from lead pipe. We have but few places to show these things are themselves. They are things that must experience themselves. That is why our relationship with the public is so personal. We have felt the same way about it for several years. For four consecutive seasons we have tried to do not only to ourselves but to fair management. And we believe that this is a quality Wire.

The public never will be contented to see movies on people in some faraway places. They must be admitted to the scene. These are things they must experience themselves. That is why our relationship with the public is so personal. We have felt the same way about it for several years. For four consecutive seasons we have tried to do not only to ourselves but to fair management. And we believe that this is a quality wire.

MUCH of our success (and I flatter myself that we have been successful) is due to this stirring of ours—for quality.

When the absorption limit will come we don’t have the slightest idea. In the meantime we build for more—not less!


Goding Greater Shows and American Exposition Shows

Now Booking For Season of 1938

Legitimate Concessions, Sensational Free Attractions and Shows. Assure yourself of Prosperity in 1938 by joining an organization that plans select carnival routes and best Fair Dates in Central U.S. A real opportunity for reliable and honest amusement operators. We furnish checked carnivals and independent rides at 60 bds/hr. Fairs this year and still growing.

More than 50% of our equipment already booked for 1938 but still have some open dates for our carnivals and will be pleased to hear from Fairs and Committees. We also have an abundance of independent rides available for Fairs, Church Bazaars, Special Events and Celebrations.

For Sale or Trade—Lindy Loop and complete Auto Scooter. Both rides in fine condition. Scooter equipped with 16 Lussie Car—Portable Building—All new Spring of 1936. Used two seasons at Great Lakes Exposition, Cleveland. Address inquiries.

THE F. E. GOODING AMUSEMENT CO.

OPERATORS

SHERMAN HOTEL, CHICAGO, ILL., NOVEMBER 29-DECEMBER 4;
AFTER THAT, BOX 386, COLUMBUS, OHIO.

Member American Carnival Association.

***

Merry Xmas  Greetings  Happy New Year

WESTERN STATES SHOWS

NOW ARRANGING ROUTE AND BOOKING FOR SEASON 1938.

WANT SHOWS THAT DO NOT CONFLECT.

THE SEASON JUST CLOSED WAS THE BEST IN OUR HISTORY.

ATTENTION, FAIRS AND CELEBRATION COMMITTEES:

Write or Contact Us: Lamar Hotel, San Antonio, Texas.


WE WISH EVERYONE
A MERRY CHRISTMAS

AND

A PLEASANT AND PROSPEROUS NEW YEAR

EYERLY AIRCRAFT CORP.

ABNER K. KLINE, Rep.  SALE, OREGON.

O. J. BACH SHOWS Wanted Season 1938

NOTICE TO RIFLE RANGES

A NEW HOLIDAY TARGET

FOR THE "SWEET" PIECE OF BUSINESS YOU HAVE GIVEN US THIS YEAR!

NOW, FOR NEXT YEAR, WE'VE GOT A HUMDINGER—

FOR THEIR WATCHFULNESS—

THE BEST TENT MATERIAL YET—

SEVEN COLORS! TRIED—TESTED—

PROVEN EXCLUSIVE WITH

SAINT JIEGEL LOUIS
SIEGEL TENT & AWN. CO.
622 PINE

SAINT LOUIS

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SIEGEL TENT & AWN. CO.
622 PINE

SAINT LOUIS
WHAT DO YOU EXPECT OF THEARLE-DUFFIELD IN 1938?

DO YOU EXPECT NEW AND NOVEL EFFECTS IN YOUR NEXT YEAR DISPLAYS?
We are prepared to deliver.

DO YOU EXPECT COMPLETE LIABILITY PROTECTION ON ALL DISPLAYS?
We are prepared to deliver.

DO YOU EXPECT YOUR EXPERT OPERATORS TO BE THOROUGHLY EXPERIENCED SHOWMEN?
We are prepared to deliver.

DO YOU EXPECT COMPLETE ADVERTISING AND PUBLICITY SERVICE?
We are prepared to deliver.

DO YOU EXPECT US TO DESIGN PROGRAMS APPROPRIATE FOR SPECIAL REQUIREMENTS?
We are prepared to deliver.

DO YOU EXPECT THE HIGHEST QUALITY DISPLAYS SCIENTIFICALLY PRESENTED AT HONESTLY LOW PRICES?
We are prepared to deliver.

DO YOU EXPECT US TO OFFER THE LAST WORD IN MODERN TYPE SPECTACLES?
We are prepared to deliver.

DO YOU EXPECT US TO CONTINUE THE DEVELOPMENT OF “THE FESTIVAL OF LIGHT”?
We are prepared to deliver.

Our method of dramatizing fireworks displays and presenting gorgeous scenic spectacles continues to win the approval of our patrons from New York to California and from Canada to Mexico. Millions upon millions of people were attracted to and royally entertained by our exhibitions in 1937. Thus is our leadership maintained. Thus does our responsibility as leaders continue.

Therefore, the amusement world may rely on us to continue the development of worth-while innovations in fireworks displays and may look forward to the most advanced scenic spectacles ever offered as outdoor entertainment.

We continue our March of Progress!

THEARLE-DUFFIELD FIREWORKS, INC.
CHICAGO

Largest Producers of Fireworks Displays and Spectacles in the World
(Displays From $200.00 to $50,000.00)
The Proof is in the Preference!

This fact has carried itself to such satisfying results that every showman identified with Royal American shows is the real strength of its meeting. One in five more recently have had another marvelous year.

Couple such conditions with the merits of Royal American Shows attractions...the variety of tent theaters...satisfaction...the larger number of compelling features...the mobility of careful organization...the dependability of well-built equipment...the brilliance of our own illustrations...the advanced manner in which our publicity and advertising are handled...the high type of people associated with us because of these things...and you, too, will appreciate that the Proof is in the Preference.

It is such things that enable the largest and finest fairs on the North American continent to capitalize upon the superior ability of the truly world's largest midway. Due to the knowledge and judgment of them tendered our 1957 contract to Royal American Shows while we were playing their 1957 engagements.

The Proof is in the Preference!

Included in this gallery of great 1957 events were the Florida Mid-Winter Fairs and Jamborees at Tampa, Orlando, Leesburg and Winter Haven; the Jacksonville (Fla.) Spring Fair; Atlanta Ga.; Press Festival, Memphis (Tenn.); Creative Carnival, Prater's (I.3.); Merchants' Jubilee, Beaverton (Ore.); Shrine Festival, Cedar Rapids, Iowa; Shrine Frontier Days and Rodeo, Rapid City, S. Dak.

Royal American Shows truly the world's largest midway!
They Came by the Tens of Thousands

To BARNES-CARRUTHERS SHOWS
10,000,000 PEOPLE ACCLAIM THE SHOWS LISTED BELOW AS AMERICA'S No. 1 ENTERTAINMENT

BOX OFFICE MASTERPIECE CREATIONS
"THE WORLD ON PARADE"  "THE SHOW OF THE CENTURY"
"SOARING HIGH"           "RISE AND CHEER"
"STATE FAIR REVUE"        "CONTINENTAL REVUE"
"PARADE OF STARS"

THANKS TO FAIR OFFICIALS EVERYWHERE — YOUR SUPPORT OF BARNES-CARRUTHERS ACT PROGRAMS, REVUES AND MUSICAL EXTRAVAGANZAS HAS MADE OUR SUCCESS POSSIBLE.

NEW AND GREATER PRODUCTIONS IN 1938

WATCH FOR SENSATIONAL NEW ACTS FROM BOTH EUROPE AND AMERICA

BANDS REUVES RODEOS RADIO STARS

BARNES-CARRUTHERS
FAIR BOOKING ASSOCIATION
121 North Clark Street — CHICAGO
De Land New Home of Art Lewis Shows

NEW YORK, Nov. 25—Art Lewis, head of the show bearing his name, is back in this city after the most successful season of his career. His show, which ended November 15 in Mobile, Ga., is now in winter quarters at Eustis, Fla., preparing for a January 3 opening in East, Fla., at the fair. Lewis advised that majority of his personnel would remain in De Land until the winter season opens. Local advertising and promotion is already under way. He said for Christmas and the meetings, thanks to Florida for a month's rest.

In answer to remarks made here recently, Lewis said he is in line to experience the Florida spots this winter. Lewis plans to visit for a short time in Chicago and the meetings, then return to Florida for a month's rest.

BECKMANN & GERETY—

(Continued from page 64)

announced will add prestige to the midway. Since the show is virtually unseeded, the company will fill the bill with local talent and use pictures of midway personalities in its national campaign in the magazines and newspapers.

Hale Sold the Idea

Walter Hale, press agent and radio promoter for the shows, was materially aided in selling the idea by laudatory letters of recommendation from 11 radio stations. Among these were Chicago and New York stations, which added to the success of the book campaign. The success of the book campaign was attributed to the cooperation of the newspapers in creating interest in the midway entertainment.

With one program built into the next, it was found that only a day or two were required to gain a great listening audience which was sold a variety of carnival entertainment.

The programs were no more nor less than a ballyhoo to thousands, yet the

Dee Lang's Famous Shows

PRESENT FOR THE 1938 SEASON

"America's Most Beautiful Motorised Show"

NOW BOOKING ANY NEW AND NOVEL ATTRACTIONS WITHIN KEEPING OF OUR STANDARDS.

CONCESSIONS—Ineligible Concessions of all kinds not operating for over 10c. No rack or gift wanted.

Can place Manager for our Cook-House or will sell same and book it with the Show. (Danny LaRocque write.)

SHOWS—Will furnish outfits for High-Class Shows, including new canvas and new panel fronts.

Can place for Hawaiian Show: Dancers and Electric Steel Guitar Players. This show operated out of office and salaries paid out of office.

Can place several Talkers and Grinders. (Frank Zarad write.)

Can place for Colored Minstrel Show: Musicians, Chorus Girls, Comedians and Novelty Acts.

Can place Ride Men who can drive Big Eli Semi-Trailers and who are sober and reliable.

All Address: DEE LANG, Gen. Mgr., Sherman Hotel, Chicago, Ill., Nov. 26 to Dec. 3; permanent address: 3820 McDonald Ave., St. Louis, Mo.

MR. FAIR SECRETARY
MR. SHOWMAN
OURL 1938

CATALOGUE IS READY

DON'T WAIT.

FOR THE MOST COMPLETE CATALOGUE EVER PUBLISHED COVERING YOUR EVERY NEED IN OUTDOOR ADVERTISING.

GLOBE POSTER CORPORATION
Two Mammoth Plants

633 PLYMOUTH COURT
CHICAGO

115 S. 8th St.
ST. LOUIS

VISIT OUR DISPLAY ROOMS AT THE CONVENTION
HOTEL SHERMAN, CHICAGO, NOVEMBER 27–DECEMBER 2

MILLER BROS. SHOWS

28th SEASON

SEASON 1938 OPENS EARLY IN APRIL

CAN USE several Riding Devices. Place Octopus and other Rides. Shows with or without shows. Will furnish complete outfits for large shows.

MANAGER'S OFFICE—Will supply exclusive for Bingo, Cookhouse and more Concessions. Want Concessionaire capable of taking charge of shows.

FAIR SECRETARIES—Get in touch with us. Will furnish you with twenty rides, twelve shows, three sensational free acts, including shooting a woman out of a cannon.

Merry Xmas to All of Our Friends

All address MORRIS MILLER, Gen. Mgr.; BILLY GEAR, Gen. Agent.

STATE FAIR—

(Continued from page 64)

return for a short stand at Peoria, 30 miles from El Paso, then back here for the winter.

Mr. and Mrs. George Shaw, Melvin Little and Floyd Shenkel will join Phil Little in Dallas.

J. D. Simmons left for Abilene, Texas, for a visit, then will go to Corpus Christi. His wife, Ann Simmons, left for Buffalo, N. Y.

Bill Johnson, manager of the Tex-In-One show, is touring Colorado, and Slim Rider returned to Kansas City.

State Fair show equipment will be overhauled and reinstalled at its quarter here.

FOR THE KIDDIES

A No. 6 BABY ELI Wagon ensures a cool profit in by the Midwest. Seeks for a lifetime of manufacturing service. Always a Popular Ride with little folks. Write for more information.

ELI BRIDGE COMPANY

800 One Avenue
Wichita, Kans.

TOPS THAT LAST

CANVAS FITTINGS FOR THE CARNIVAL WORLD FOR OVER FIFTY YEARS

OLIVER LAWSON

803 Madison Avenue, N.Y.

VANDERSALL 3-6246

November 27, 1937

CARNIVALS

The Billboard 87
CARNIVALS

Midway Confab

BY THE MIXER

MY PRESS AGENT!

WHO IS your general agent?

Just got in from Miami and I am all burned up by the sun.

P. L. PLACIK—What about the Northwestern shows?

M. A. BRANDIS, of Anderson-Brandis Shows, is working in concertina, Kank."n.

JOHN DALE of Indianapolis—What about your carnival for season 1939?

JAMES YORK put Molly's Greater Shows to sleep for the winter in Portland, Ore.

SWISS BEL Ringers would make a good novelty musical act for a ballyho.

ART LEWIS SHOWS is booked to play the Indiana River Festival, Vero Beach, Fla.

HARRY A. ILLIONS, of the Magne & Illions firm of riding device operators with the Royal Shows and expositions. Photo was taken by Dean Teves, of the Beacon (Test) Enterprise, on Children's Day at the Southeast Texas State Fair, November 9, 1939. For the exceptional smile on Harry's part is due to the fact that some of the children stood in line a block long waiting to ride Bomo, Rupsis and the Magic Carpet.

LOOKS LIKE everyone in outdoor show business is going to the Chicago meetings. What is the matter with you?

GEORGE F. DORMAN is in Florida following the close of Greater Shows, of which he was business manager.

TOMMY CARSON and cards from Waterford, N. Y. After a few weeks here will leave for Miami. Was with Modern Shows past season.

GEORGE MORGAN reports from Waterford, Conn., that Walton De Pollet is not with Hilderman's Shows any more.

RAY ANDERSON cards from Manhao, Ind., and he has just closed a successful season with the Byns & Beach Shows.

MATTHEW J. BILBY of the Eddy Bros. enterprise has just closed a season at the Sports and Pastime Club, Miami. He attended a meeting recently in Chicago.

WALTER HALE, the press agent of Beckerman & Eggert Shows, in Dubuque, Ga., last week, having jumped from the Susan Express, B. & O. train to Atlantic on business for the shows.

OFTEN times people who try to get the best of others, finally get themselves frustrated.

CHARLES B. KIDDER, the master mechanic, is an asset to any carnival he has been with nearly all the big ones and helped them build up.

RALPH H. BLISS cards from Haastenburg, Minn. “What does exposition mean?” was the question of the Northern Illinois Exposition, formerly at Steele-Sterling Circus, here where he was presenting his high pole act.

BOBBY KIRSCH, general agent Miller Bros. Shows, cards from Lawton, Okla., that he is making great plans for season 1940 and has moved to Wichita, Kan., for the winter.

BERTHA NOMACK, Stella Gerczi and Mr. and Mrs. Jim Gromer from Tampa, Fla., that they will spend the winter there after a very successful season at the Cumberlands Valley Shows.

IF YOU CAN'T Buy The Billboard where you are, 15 cents in postage to The Billboard, Cincinnati, O., will bring it to you.

ART ALEXANDER, of Gibson's Blue Ribbon Shows, letters from Columbus, Ga., thanks to The Billboard for all the co-operation given these shows during the season just ended.

F. E. GOODING, general manager for F. E. Gooding Amusement Company, announced on Tuesday that their company, one of the most successful shows in the history of the organization, which appears Greater Show, American Exposition Shows and four additional riding device units. All the equipment is now in storage on the fairgrounds at Columbus, O. During the past season this company operated 40-old riders and 28 shows and played 56 shows, 30 celebrations in addition to the Great Lakes Exposition, Cleveland. Gooding recently announced that plans are now under way to enlarge for 1938.

PULLED IN! Joe Tepka cards from Poplar Bluff, Mo., that he pulled his Model Farm exhibit into this city for the winter and he will pull out of this city that for the spring.

P. VAN ALST cards from Muskegon, Mich. “More than sorry to learn of W. H. T. being dead,” was with him many years. Last time I saw him was in St. Louis and he was in bad shape.

BOY D. DAILY, swing foreman, cards from Reynolds & Wells Shows, Here for the winter. Have a nine-pound boy as big as himself and probably make a swing foreman of him.

SEEMS LIKE a lot of people are looking for a job, more never willing to give any Titanic Few Crowns.

GEORGE R. VANDZANT cards from Ammanis, Ala., that he thinks his success

dors missed the Mayflower because they fought over the boon that was being put on board at the time it sailed from Mobile for Plymouth Rock, Mass.

LADY TALKERS! Grace Darmond cards from Knoxville, Tenn., “As to the lady talkers’ contest, I place my vote for Bette Byers of the Byers & Chenery Exposition this season. She is my favorite woman talker.”

ANNAEL STARKEY cards from Claysville, Pa., that her show, The Billboard, will give prompt delivery of complete sets of weekly during the season. Season closed here on Wednesday where I go to school and father will work for the rest of the season.

MR. AND MRS. J. O. BYERS cards from Lemar, Tex., “Will winter here. We have a 60-pound daughter born October 25 and her name is Starkey Jo. Father is J. O. Big Etl Wheel operator for Byers Greater Shows. A word to Jewell Gomes.”

DISCOVERED! Dick Collins and Carlston Collins want to swell the ranks of Famous Pie Week—Soapie Gays.

MRS. BETSY (CYP) MCDANIEL of the Arches and Doughnut doughnut, with Johnny J. Jones exposition, is in Cincinnati, visiting Mrs. Jane Bell, wife of C. B. Bell, who is the office of The Billboard. Mrs. Ellis is recuperating after a major operation.

HARRY WILSON, agent and promoter, passed thru Cincinnati on route from Battle Ground, Wash., to the Billboard office he stated that he would join Betty’s house of cards and spend the winter there.

MR. AND MRS. C. W. CRAGAR left for Detroit, Mich. back from their home in Covington, Ky. C. W. had been to visit a dentist and was on route to the meet up for the C. W. he is ready for a short rest prior to going to the con-

DOG WADDLE cards from Lawton, Okla. “E. B. Zimmerman and P. T. Henry, who I call the Vaudeville Indians organized for indoor dates. Henry is doing the advance work and reports some good engagements ahead.

MRS. DA SMITH letters from Jacksonville, Fla., that the high seat of the Pullman was taken by Mrs. Lea and Josephine Greater Shows. Was off the road the past season but will go again in his new Pullman this season.


BIG ELI TRAILERS

"Hall of Fame" Exhibit in Wax Reproduction

GRACE SHENKN! I told you-The Shows are out of date, which some say, is what the matter with producing a "Hall of Fame," and the abundance of imitations and the notables immortalized by the Hall of Fame at Columbia University, New York! This is an idea for Carl J. Schneider, who exhibited "The Beatles," with Barry C. Gertie, Harry W. and Wanda, Robin Green, K. E. Lawrence, Phillips, Max Linderman, Max Goodman, and the owner of "The Beatles," New York. If this idea is used it he was hoping it would be done properly and as befitting the prestige it will give to the carnival business as presenting historical and educational features—William Judkins Hewitt.
Mrs. Ray Snyder, well known in carnival circles and formerly with the Johnny J. Jones Exposition when it wintered down Orlando, Fla., says on which show she spent 15 years. “Mau Shop,” as she is generally known, has many friends in the business and always gives them a welcome when they visit her home on the shores of Lake San Simeon.

Wonder, O. W. Wade and Earl Wilson shows in the interest of the association.

W. R. Harris, general manager of the Marks show, promised to write a special article for "The Billboard" but he has not done so yet. He should be able to turn out something good as he has had experience in nearly every department of the big suburban business from man up. He is not afraid to work either.

A. L. A. (Alligator Boy) Still. Will. Bradley Smith cards from New York: “Am in Whistler Island Hospital, Ward 5, Maine Division, Ill with pneumonia. Would appreciate word from my friends in out- door business, as I will have to remain in bed a few weeks longer.”

Mike Peckle Mader letters from Jacksonville, Fla.: “Jumped from Jacksonville, Fla. to Indianapolis and entered the Robert Long Hospital for amputation of left leg. Been laid up since last December with blood poison. Was formerly with Gilmore & San Lawrence and J. T. McCullough shows.

Cow Any Earl east, north, or south, as I was going in all directions when I leave Chicago—Soapy Glue.

Johnny Ward letters from Jacksonville, Fla.: “Kiki Karr, the English boy who recently received international publicity because of the operation which he was required to undergo, in December, to join I. B. (Barney) Urban’s show, this act will make his debut on the Art Lewis Shows on their route of Florida fairs.”

May Have Amazed Accountants, but Not W. L. Wellington.

WATERTOWN, N. Y.—Read in Midwest Combs in recent issue of "The Billboard" where a man named Ronald Kohn, secretary and treasurer for Dodson’s Shows, has amazed bankers, expert accountants and bookkeepers with his system for keeping accounts. Wondered also if he awakened Gay and Mal Dodson, who have had some very competent men working for them during their career in show business.

Dave Carroll should not hang out a shingle, as Carroll is a real pros agent and does not profess to know anything about auditing and accounting. Did Carroll or Kohn ever hear of Ralph B. Glue, F. Percy Morrow, Charles H. Pounds, James F. Murphy and some others? Well, these men are first-class auditors and accountants, and I do not think any man would accuse them. Kohn, it seems, has a simplified system, so does every other show secretary and treasurer. The simplest system in two words is a bookkeeping system of Receipts and Disbursements. I do not think there is any simpler system than this.

Kohn need not bother about getting his system copyrighted, as most of us know how to do it. In fact, I have been IP since I was 15, and now readers have trouble. If I have just put them up. Going to the Pacific City.

W. L. Wellington.

ROY B. JONES, past season contracting agent Marks Shows, letters from Greenland, S. C.: “John H. Marks has plans completed for season 1937, not going to have the largest show in the world but is going to have some outstanding entertainment features.”

JOHNNY WILLIAMS cards from Newaygo, N. Y.: “Am now down after an awful sick spell. Frank West proved himself a real friend by paying my hospital bill of $50 and on the last day of the season gave me $20 to go home with so I could meet my doctor. West will have an all-new show from front to back.”

This is no time to explain the economic plunged but has explained too and by too many people already—that is what is the matter with Mr. Little Jack.

Cow Bell! Wonder whatever became of the old-fasioned cow bell bellboy cowboys. The kind (Tramp) Friedman made famous in the days when K. G. Barkhuiz had the big railroad car show? It hung on nearly every car every man he went on in his young days, then would sell out and move on.

Sailor Harris cards from Alton, Ill.: “Closed the season at Columbus, Ohio. It was a very pleasant one. Had my side show with Limas Conyers Shows. Thanks to good friend Harry (lumacize) I will be with it again. Now on vacation on the lakes playing next season. Back to Jackson, Tenn. Seems like summer here. Will have charge of the show’s winter quarters.”

BITING FISH Mr. and Mrs. Roy Cray and Louis Bright card from Rockport, Tex.: “If one really wants to catch some fish they should come down here. Trout and Red’s are bitting in these parts. We came to stay a week but as long as fish keep biting there is not need to be in a hurry, as the show is in the barn.”

Life May Be What a Man Makes It, but the Trouble Seems to be That Some Men Start at the Wrong Time of Life to Make It—Soapy Glue.

BILLY WINGERT cards from Salton, Ca.: “Jimmy Kesting, original Jean-Jette and myself, also, have teamed up for the winter and will play night club dates in Florida. Jimmy will have the act with Chalkie brothers. Side show next season and I plan a show this new so carnivals and will be on the same show.”

Allen Bryant cards from Toledo, O.: “Wonder how many of the boys are doing their jobs in bed some steam heated hotel and cutting up jackpots with the clock at the desk, as to what they made the past season? My advice to those who did not get it this season is for them to try again as most season just around those big snow banks.”

Dave Carroll, press agent for Dodson’s Shows and the Arthur E. Dodson American Legion Post No. 94, letters.

Looking Guy Woods, the interdenominational photographer from the national picture publication Look, snapped this photo of Walter Hale, press agent, and George Crouser, special agent, for the Beckman & Gentry Shows in Des Moines during the Iowa State Fair festivities this year. The sound car in the background has been dubbed the “Golden Zephyr” by “Crest.” Hale made his season in the big time press agent class and, according to latest reports, has been placed in the top category in this contest. Larry Hoppe, general agent for the show, has also taken this setup but the photo got creased in the mail and his likeness fell off.

The Frozen Custard Machine You Will Eventually Buy.

ELECTRO-FREEZE
AIR COOLED COMPRESSOR
NO ICE—NO SALT—NO WATER
(Exceeds the Cost of the Machine in One Season.)
Cooled and Sterilized in 5 Minutes.
Guaranteed 30 Days Per Hour: $5 to 60 Cents. Overall.
This machine was a positive sensation the past season—75.
Now operating in new orders. Place your order now for early delivery.

PORT MORRIS MACHINE & TOOL WORKS
721 East 135th Street, NEW YORK CITY.
Sol's Liberty Shows, Inc.

BEST EQUIPPED SHOW OF ITS KIND IN THE U. S. A.

Now Booking For Season

1938

Winter Quarters Address:

P. O. BOX 223
CARUTHERSVILLE, MO.

from Lake Charles, La.: "Show closed the season here Sunday, November 14, and the train left Monday over the Missouri Pacific Railway heading for its winter quarters in East St. Louis, Ill. Better than fair business was had at this stand, the last for 1937.

A depression is caused by a man who needs only one bicycle but lets a bicycle salesman talk him into buying two—Leon Hewitt.

WALTER D. NEALAND letters from Shreveport, La.: "Wish to offer my appreciation to The Billboard for its fine co-operation given me this past season, both with the Rubin & Cherry Exposition and Hennies Bros. Shows. Came here expecting to frame a museum but the deal did not pan out as planned. However, there have been a couple of offers, one of which is a big thing. Will know about it later. Enjoyed being with Harry W. and Ovilie W. Hennies."

STANLEY J. GROSE cards from West, Tex.: "Wanted to thank The Billboard for the excellent co-operation it gave me while special and press agents for Clyde's United Shows the past season. I took over the side show at Vandalia, S. D., and started at the bottom with one act and built it up to 11 and transported 18 people and property on four trucks and three passenger cars. Even all my equipment, bills all paid and my route can be found in The Billboard. I fed nine carnivals recently from show owners to ride boys in our cock-

Kauss United Shows, Inc.

Now Contracting Shows and Rides that don't conflict. Will furnish outfits to capable Showmen and legitimate Concessions only. Fair Secretaries and Auxiliaries Committees desiring a large, clean Amusement Carnival Company free of gift for your Fair or Event, get in touch with us. Home Address: New Bern, N. C.

Strip Photo Operators

The latest kit in Modernized Class and Contact printing with several designs. Made in all sizes from 1.5 x 2 to 8 x 10. We print most books and enable picture frames to fit all sizes direct positive and miniature photos. Send for illustrated catalog and price list. 50 CENTS post paid. Photo Products Mfg. Co., Inc. 504 East 10th St., Kansas City, Mo.

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For the latest 1938 Model. FREDERICK SHELTON LIMITED HORIZONTAL Photo Strikers, Photo Printers in all sizes 5 x 7 to 40 x 60 ft. Easy to use, weigh 250 to 600 lbs. We supply 2, 4, 8 and 16 Striker sets. Give your name, address, city and state, number of sets desired. FREDERICK SHELTON LIMITED HORIZONTAL STRIKER SETS. Partially financed. Write for illustrated catalogue. FREDERICK SHELTON LIMITED HORIZONTAL STRIKER SETS. Sent on trial or in sets. Full working instructions. FREDERICK SHELTON LIMITED HORIZONTAL STRIKER SETS. Photographic Striker and Printer. FREDERICK SHELTON LIMITED HORIZONTAL STRIKER SETS.
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Operation. Now Demonstrating at

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HARRY WITT, Sales Manager,
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All others address:

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These fine new machines get new profits from the quick nickels and dimes! Make no mistake about it—ADVANCE Popcorn Machines have the lights, color, motion and eye appeal. They really do the business! Yes, they boost sales and increase profits. Reports from customers tell of doubled earnings starting with the installation of their new ADVANCE Machine.

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The popcorn business is one of the safest and surest of businesses. With the year round. And profits are even better with an ADVANCE Machine on the job.

The "WORLD'S FAIR SPECIAL"

Original and genuine "World's Fair Model" with automatic and instantaneous temperature control. Truly a modern high-capacity machine! Latest improvements. Head and shoulders above all other models! Easy to install. Popular. Power and capacity assure you of maximum volume and bigger profits.

SPECIFICATIONS

54” high, 36” long. 25” wide. All-electric. Capacity $15.00 to $20.00 PER BOX. Modern design. Indirect Lighting. Big porcelain enamel cabinet.

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If you now operate a machine, get an up-to-date ADVANCE model and watch your profits grow. If you do not operate a machine, by all means investigate the profit possibilities. Low down payments. Easy terms.

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SURE MONEY—SAFE—SELF-CONTROLLED FLYING RIDE

Carried on one semi-trailer. Can tow as many units at time at Palm Beach Amusement Park, Miami, Fla.

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ANDERSON-SRADER SHOWS, INC.

Now booking for season 1938.

Fair Secretaries write M. A. Sraer, Concordia, Kansas. Have 30 weeks season including Fair and Celebrations. Shows operate Wichita, Kansas, April 15th; winter quarters Wichita. Have a complete new Pit Show, want manager that can produce. Want any Good Shows that do not conflict. Will look real, medium sized Coque House. Address all mail Concordia, Kansas.
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("HAPPILAND"
SHOWS...
THE BEST IN OUTDOOR AMUSEMENTS

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November 19, 1937.

DETROIT, MICH.

The billboard Publishing Co.
600 E. Michigan Ave.
Detroit, U.S.

Gentlemen:

As 1938 will be our Tenth Anniversary Year, we believe it is the right time to express our sincere thanks to "The Billboard" and our friends who have been our customers in the past. We hope that you will continue to patronize us in the future.

Our Ten Anniversary will be celebrated with a special show at the end of this season. We will be located at 3639 Sephine St., Detroit, Mich.

With every good wish,

Dumas & Reid.

COMPARISON! USE NATIONALLY KNOWN HIGH QUALITY CANDIES. COMPARISON!

Dolly Derby Chocolates

Standard in Dolly Derby Chocolates or Fluffy Labels—Clear or Colored Cellophane Wraps. Specials in 10-12-15-20-25-30-40 and 60-S-4, in-between sizes at between-price levels. IMPORTS—When ordering please state your requirements.

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Wishes All Our Friends A Merry Xmas and A Happy New Year


E. B. BRADEN, Bus. Mgr., with it and for another season.

SAM SELGIN, Corn Game, for it another season.

GEO. PARROTT, Supt. Transportation, always for it.

E. B. KAW, Gen. Agent, glad to pilot a Good Show.

This is a Railroad Special that will be Limited to High-Class Shows.

TWO REAL ACTS, LEGITIMATE CONCESSIONS, LARGE COOKHOUSE.

Winter Quarters—P. O. Box 469—MACON, GA.

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Will buy or book Motor Shows, with or without transportation, or any Shows of Merit which do not conflict with what we have. Can place reliable Concession Agents who can and will work strictly for Stock. Want capable man to take charge of Cook House.

R. L. (Bob) Mays and Johnnie Cannon, let us hear from you.

All addresses: BYERS & BEACH SHOWS, 1304 Walnut St., East St. Louis, Ill.

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SITS ANYWHERE ON COUNTER

NO PLUMBING CONNECTION

NEW 50 SALES SENSATION

FROSTEE MALTED MILK

"The Drink that You Eat with a Spoon!"

Instantly served—a delicious, chilled, Frosted Malted Milk. Simply press a button and there's your Frosted Malted Milk. Use it as a base for a — big Frosted Malted for 5c — and instant A.S. product. Produce growth maker for you. Quickly pays for itself, Price $45.00. Frosted Malts are sweeping the country. Write or wire today.

FROSTED PRODS. EQUIP. CO., Inc.
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DICK'S PARAMOUNT SHOWS, Inc.
Extends Yuletide Greetings To All

1938 — New Booking Season — 1938
WANTED—RIDES—October and Rides-O.
SHOWS—Fun House, Motor Drones. Have complete Tent-In-One Equipment for capable Manager. Good proposition to right party.
CONCESSIONS—All legitimate Concessions. HELP—Want Help in any departments.
ACTS—Sensational High Act. Will guarantee twenty-two weeks' work.

Write R. E. CHILDS, Gen. Mgr., 84 S. Main St., Concord, N. H.

Mr. and Mrs. Ben Weiss Now on Honeymoon; Will Be in Chicago

MIAMI, Fla.—Mr. and Mrs. Ben Weiss, who have been on a five-State show. The Weisses, who have been on a five-State show, will be in Chicago shortly. Mrs. Weiss is the former Mrs. Eddie LaFaille and Mr. and Mrs. E. E. Johnson.

BYERS & BEACH SHOWS

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Will buy or book Motor Shows, with or without transportation, or any Shows of Merit which do not conflict with what we have. Can place reliable Concession Agents who can and will work strictly for Stock. Want capable man to take charge of Cook House.

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the new CHAIRPLANE

The CHAIRPLANE has done its full part to save our wonderful Shows much labor and money. It was designed to be a single purpose and has done the work that has been done by two men. The result is a simple machine that can be operated by one man and is a great saving to Shows.

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The Old Reliable ALLAN HERSHEY CARROUSEL Brought Up-To-Date
STEP OUT AHEAD—Increase your earning power with this new Streamlined Carrousel, and improve the flush at the front of your midway. Available in all sizes, 32-foot Little Beauty, 36-foot Two and Three Abacrost Ideals, 40-foot and 45-foot Three and Four Abacrost.

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BARLOW'S BIG CITY SHOWS
1934 OUR 25TH ANNIVERSARY TOUR. 10-CAR SPECIAL TRAIN, 200 PEOPLE, 10 RIDES, 12 SHOWS, CALLIOPE, SOUND AND OTHER PROFESSIONAL CONCESSIONS.


WILL FULLY ATHLETIC FOR ATHLETIC, SNOKE, ILLUSION, SIDESHOW, TURN-OVER CROWD HOUSE, HAWAIIAN, SINGLE FIT, HALF AND HALF, HILLIBILLY, SMALL MINISTREL WITH Band, String Shows. WANTED: strong men, women and children. All entry fees are ample to wage. (El Parrish, Hole, Cheesepipe, Bairy Ride, Builder. General Manager, J. M. Barlow, Garland. Ask to see Manager, Bill Barlow for Spot Artist Ticket, Advance Agent who can Lithograph and use Brush, Press Agent capable of Writing and putting on Special Promotions; Family Troups for Free Art, etc. Combos of Acts: Small Band, Organ and Calliope Repairman. All of the above states lowest salary.


Can offer season booking for October, 1934, for 6-CAR WHIP CATER.

Address: ARTHOLY BIABOL, Mgr., American Hotel, 7th & Market Sts., St. Louis, Mo.

PEARTON SHOWS
NOW BOOKING FOR 1935 SEASON
GREETINGS TO OUR FRIENDS EVERYWHERE
WINTER QUARTERS: Address: Ramsey, Ill.

Philadelphia
PHILADELPHIA, Nov. 20.—South Street Museum this week had Gilbert Tracy award winner; Chet Reddick, novelty musical act; Poupe de Leon, magician; Johnnie Woodard, accordionist; Milton Cline, mentalist, and Jimmy Cornett’s colored revue. Business fair. Eighth Street Museum is having salt.

THE ROADSMAN’S GUIDE
MONEY-MAKERS MANUAL

End your correspondence to advertisers by mentioning The Billboard.

Los Angeles
LOS ANGELES, Nov. 20.—Warm weather in Southern California has kept several carnival companies out longer than they had anticipated. However, some Big Shows closed at Santa Ana, Calif., November 19 and Golden State Shows closed the same day at Maywood, Calif. Equipment of both companies stored in San Bernardino, Calif.

The 29th Century Shows’ rides have been set up for the winter after a successful week’s engagement at Blythe, Calif.

Martin’s United Shows enjoyed a nice week’s business at Fullerton, Calif., and will make a few more stands before winding up operations.

Frank J. Kennedy Shows opened in San Gabriel, Calif., last Monday for a week’s stand.

Clarke Greater Shows have obtained new suburban areas here, while agents for Hilbrandt Distribute Shows are looking around for a suitable location.

Many carnival folk have been sighted in town. Doc Hall left in last week, but left immediately after being sighted and reported that he was unscrupulous. (See Los Angeles on page 96)
Kauz United Shows No. 2

St. George, S. C. Week ended November 6. Dorchester County Colored Fair. Weather, cool. A truck move from Columbus, Spot advertised as fairly a fair, but in reality was nothing but a disguise of a new lot outside city limits. Fifteen cents gate and free acts. Day fair, but winter weather set in at night; too cold for heavy charges. Acts were covered up and made a few trips around midway but left early. Midway appeared no real business but not enough to cover expenses for the week. Days were spent in much gayety and entertainment, sideshows being held by near-by shows. Shoes in Charleston and Crystal Exposition in Walthers. S. C. Lady Dorothea, Cuban; Miss Thorne's Side Show and will remain for his museum and vaudeville dates. Other arrivals are Chickering L. Townsend, lector; Minnie Garneau, sword swallow; Jelly Coca, fat girl; Fred Garneau, tailo artist; and George Jolly, human pianist.

Heth Bros., Shows


Director Longdong and his committee did all in their power to make the event a success, and succeeded in overcoming the elements. General Agent A. B. Murphy closed here and joined Royal Palm at Center, Ala. Many visitors were exchanged with that fair.


Only merchandise and concessions and the rides were operated. The last part of the week was lost because of weather, but Friday and Saturday were good. The committee, with Commander Matthews, Vice-Commander Reif and Adjutant, Mr. J. Fontana visited a coupon for $10 worth of groceries continues to go with each ticket sold. It is also a fact that Legionaire Dedrick is getting good spots and down payments.


Smiles were evident here for the first time since the City, Ala., fair four weeks ago. Cecil C. Blye is doing business with his two stock concessions. Mrs. Albert and L. E. Blye have ice stock stores. The writer's Fun House is held in good shape with the rides and is doing well. The show is being carried for the rest of the season. Mrs. And Mrs. Blye are visiting in Mobile, Ala., and may be located in the meeting in Chicago and the fair meeting in the show. Show will again operate in Alabama. FLOYD R. HETH.

Blue Ribbon Shows


This week marked the closing week for the show after a very spotty, but successful season. Show opened Monday night with a light crowd but attendance increased thereafter. Members of the show presented at the City, Ala., fair four weeks ago. Cecil C. Blye is doing business with his two stock concessions. Mrs. Albert and L. E. Blye have ice stock stores. The writer's Fun House is held in good shape with the rides and is doing well. The show is being carried for the rest of the season. Mrs. And Mrs. Blye are visiting in Mobile, Ala., and may be located in the meeting in Chicago and the fair meeting in the show. Show will again operate in Alabama. FLOYD R. HETH.

Kaus United Shows


Due to the failure of the promoter this fair turned out to be just another Fair. The R. G. Roof and Whitey cars were the only rides worked and then only in very meager time.

ART ALEXANDER.

Show Agents' Contest

The winner of The Billboard Show Agents' Contest is billed here. Showmen's League testimonial party to President J. O. McCaffrey in Chicago November 27.

Names of the 18 prize-winning agencies are The Raleighs, N. C.; Jimmy's, Tex.; Bill Sayers, Ohio; and the 200 others, who have been notified of the successful contest at the close of the season will assist the agency. See the December 4 issue for names of the agents who led the scoring in the contest. The following is a list of the winners of the sweepstakes contest for the year.

New agents are requested to file their permanent address with the agencies. Announcement Manager, The Billboard, Clifton, N. J.

Mr. and Mrs. Davis, Detroit; Dr. B. Howard, Fort Arthur, Tex.; Gale Fulton, Yuma City, Ariz.; Pearl and Sally Harris and Betty Balfire Misic went to St. Paul, Minn., last week, for the winners of the Minnesota sweepstakes, and then will return to winter quarters.

CHARLES SEIDL.

Additional News

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THE ROYAL COACH


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Kalamazoo, at River Street
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Here's Big Truck Capacity at Passenger Car Operation. 10-Cr. Pass. Cars.

The Spencer Trailer Company BOX 3684...AUGUSTA, KANSAS

All E. J. C. Showfolk Have Work for Winter

ST. VITAL, Man., Nov. 20.—Following disastrous affects of hail and a tornado suffered by E. J. C. Shows at Dryden, Ont., in September, entire organization moved into winter quarters and made plans for rehabilitation. Rolling stock suffered only superficial damage. An airplane, however, which was affiliated with the shows as an advertising stunt, was destroyed and has been stored and will be overhauled and painted. Bill Ell Willap will appoint new directors and select new officers.

Most of the personnel have taken up labor other than show work for the winter. Casey, Walker and Prescott will handle affairs pertaining to 1938 season activities. Snake Show Manager Maclay joined a unit in Texas. Professor and Mrs. Valentine are managing a hotel. Bull Moose Kerslake is engaged in keeping wheat rolling to Canadian National Railway at Rainier, and L. J. P. brought a caterpillar, is making logs out in the north country of Ontario. Joe Carter,coop, is busier than he has been in years, as he has been in the market for years. The Pioneer Trail has been successful on most of the drives.

Send for brochure—"You're Ahead with a Kozy Coach Behind!" and see all the features that enable you to be at home all year round and really live in style.

KOZY COACH CO.

489 E. MICHIGAN AVE.
Kalamazoo, Mich.
HAMD-MORTON CIRCUS, under Rameses Shrine Temple for charity, at the University of Illinois, on October 13. The show featured some of the finest performers in the world, including clowns,强人, and animals. The circus was well received by the audience, who were dazzled by the variety of acts. The show was a success, and plans are being made for future events of a similar nature.

Acting as a mediator, the circus provided a safe and enjoyable environment for the performers and audience alike. The show was well-received by the public, who were thrilled by the range of acts on display. The circus was a success and is expected to bring in many more people in the future.

Temple Bit $7,000
At Houston Circus

HOUSTON, Tex., Nov. 20.—Before leaving for his winter home in Miami, Director John Morton of the Houston Circus Company, reported that the circus had grossed $25,000, the temple getting 23 per cent, or $7,000.

"The acts were well-received by the audience, who were thrilled by the range of acts on display," said Morton. "It is our hope to bring in more people in the future."
Indoor Exposition Circuits—A Symposium

FORMATION of indoor exposition circuits has been under way for some time with the object of bringing together many of the associated features of outdoor exposition circuits, by adopting new methods of presentation and by providing an opportunity for the individuals and groups engaged in the outdoor exposition business to meet at a convenient time and place to discuss their interests and problems.

Proper Safety

One of the most important considerations in the formation of indoor exposition circuits is the question of safety. It is essential that all precautions be taken to ensure the safety of the visitors and the exhibitors. This is especially true in the case of indoor expositions, where there is a greater risk of accidents occurring than in the case of outdoor expositions.

No Rea! Aims Before

The question of exposition circuits has been under discussion for some time, with the object of improving the methods of presentation and by providing an opportunity for the individuals and groups engaged in the outdoor exposition business to meet at a convenient time and place to discuss their interests and problems.

Proper Layout Is Imperative

It happens that I have a sprinkling of knowledge in every one of these essential units of such a proposed setup, circus, carnival and exposition. Without having a hand in the actual construction of such a combination, one man's guess and especially mine might be wrong. However, my experiences in attempting formation of such a tour may not parallel an exposition setup, but there is something in common. Exhibitors planned for the outdoor show, and showmen for the indoor show. I am thinking here of a pit show. Were they to be inclosed sections with proper lighting features in demonstration of some of the finest in the world. However, the following should be given consideration:

Indoor Trend Is Evident

"Possibilities of indoor exposition circuits are almost limitless. Over the years, the indoor show has become a regular part of the traveling circus, carnival and exposition, but has something in common. Exhibitors planned for the outdoor show, and showmen for the indoor show. I am thinking here of a pit show. Were they to be inclosed sections with proper lighting features in demonstration of some of the finest in the world. However, the following should be given consideration:

Many Economics in Circuit

"Many concessioners would welcome an indoor exposition circuit au- thenticated of sufficient bookings. Indoor bookings would in most cases hold less than the number of bookings that would be secured in the outdoor season, as weather conditions would not be so great a factor. A properly con- structed indoor exposition circuit, as exhibitors, as it has proved one sure way of bringing the public face to face with the product, and the indoor circuit, as it is, is a great means of sound management on the part of the exposition manager, will be a valuable addition to the outdoor exposition circuit. Indoor expositions with better features of carnival, circus and fair, with com-
In the Convention List appear only the dates of those meetings which we feel justly to be of interest to the animal world. It is not our purpose to interest the general public in the many meetings held in special places, besides the strictly agricultural, for which the Agricultural, Horticultural, and Poultry Associations are the leading examples.

American Legion, Veterans of Foreign Wars, Disabled Veterans and other veteran organizations also hold many meetings. Other groups are the American Union, Confederate States of America, Knights of Columbus, Massachusetts, and the National Home Improvement Associations.

In the future, we hope to be able to describe in more detail the meetings of the various local and state societies.

TEXAS

DALLAS—Ann. Tr. of Dancing, Dec. 27.

TEXAS—State of Fair, Jan. 25, 26.


UTAH

Logan—Rodeo Assn. of Utah, Jan, 9-13, Fred C. Connell, Pres. Box 583.

Balt—State Assn. of Utah, Feb. 16.

W. A. Mason, Pres. Box 583, Logan.

MICHIGAN


Grand Rapids—State Hort., Nov. 29, 30, E. C. van Oeveren, Sec., 504 East 1st St., Grand Rapids.

MINNESOTA


FLINT—State Animal Club, Jan. 30-31, P. J. Kuehne, Sec., 1600 N. Main St., Flint.

MINNEAPOLIS

KANSAS

Topeka—State ann. of Fair, Jan. 10-12, L. J. Jones, State Fair Grounds.

MICHIGAN


Grand Rapids—State Hort., Nov. 29, 30, E. C. van Oeveren, Sec., 504 East 1st St., Grand Rapids.

MINNESOTA


FLINT—State Animal Club, Jan. 30-31, P. J. Kuehne, Sec., 1600 N. Main St., Flint.

MINNEAPOLIS

KANSAS

Topeka—State Ann. of Fair, Jan. 10-12, L. J. Jones, State Fair Grounds.

MICHIGAN


Grand Rapids—State Hort., Nov. 29, 30, E. C. van Oeveren, Sec., 504 East 1st St., Grand Rapids.
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Machinery. 

35mm. 

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Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday, and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Women

Men

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
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Complete NAAPPB Program in Chicago

(Continued from page 50)

Program Committee—J. R. Lambie Jr., chairman; Euclid Beach Park, Cleveland.

Entertainment and Banquet Committee—Harry A. Ackley, chairman, Ackley, Bradley & Day, Pittsburgh.

Hospitality Committee—W. A. Ketchum, chairman; Forest Park Heights, St. Louis.

Registration and Progress and Conditions—Maurice W. Jencks, president, International Association of Parks and Expositions.


Operator’s Liability in Operation of Parks and Pools, the legal liability of operators, companies and contractors—J. R. Lambie Jr., chairman, Euclid Beach Park insurance committee; J. L. Campbell, of J. L. Campbell & Company; C. W. Felstos, president, Associated Indemnity College.

Announcement of winners by Jury of Awards.

Executive Session of NAAPPB.

Reports of Committees. Announcements by president.

8 p.m. to 7 p.m.—Cocktail hour in Penthouse.

10 p.m. and 2 a.m.—Refresher and entertainment in Penthouse.

EXHIBITION HALL OPEN, 9 a.m. to 12:30 p.m.; 2:30 p.m. to 5 p.m.

Wednesday, December 1

9 a.m. to 12:30 p.m.; 2:30 p.m. to 11 p.m.—EXHIBITION HALL OPEN TO VISITORS.

11 a.m.—Meetings of trustees American Museum of Public Recreation, Penthouse.

12:30 p.m.—Buffet lunch in Grand Ballroom.

1:30 p.m.—Program. Banquet of NAAPPB, Grand Ballroom: Lively topics and lively discussion which will give us all food for thought.

President Harry C. Baker calls meeting to order and after reports and other necessary business is transacted, the meeting will be turned over to Chairman of Program Committee J. R. Lambie Jr. for。

Safety in Design, Construction, Operation—A vital necessity in all amusement devices and attractiions: 20 minutes.

Chairman to conduct meeting of committee of safety code committee, summarizing the points of view and the responsibilities of manufacturers, operators, and insurance inspectors.

Departments, Robert A. Ackley, chairman, Ackley, Bradley & Day, Pittsburgh.

State Administration and Sales Taxes—A nationwide check-up of the tax situation.

Modern Lighting Devices With Demonstrations—Francis M. Paige, specialist in amusement lighting devices.

Modern Architectural Design for Amusements—Nathan J. Woolf, architect, Jackson Commercial Studios, Chicago.


Outstanding Examples of Representation, illustrated with colored movies, pictures, and lantern slides.

The New City Island, Chicago, Edward L. Scott, president, City Island, Inc.

Rebuilding Central Beach, Lincoln, Neb., Robert L. Ferguson, managing director.


Merchandising, general discussion of promotional activities, price policy, special arrangements, etc., done by chairman, James R. Ackley, president, Ackley, Bradley & Day, Pittsburgh.

What’s New, exchange of opinion on the significant experiences and trends of 1937.

Your Problems, a chance to ask questions while the experts are assembled.

Suggested Topics—Competing With the Pizza Baskets, Auto Parking, Bottled Va. Dispensed Drinks.


5:30 p.m.—Directors’ meeting, NAAPPB, Penthouse.

5:30 p.m. to 7 p.m.—Cookie hour in Penthouse.

10 p.m. to 2 a.m.—Refresher and entertainment, Penthouse.

Thursday, December 2

9 a.m. to 12:30 p.m.; 2:30 p.m. to 5 p.m.—EXHIBITION HALL OPEN. Exhibition Hall closes for good at 7:30 p.m.

11 a.m.—Luncheon in Grand Ballroom.

1:30 p.m.—Program session of NAAPPB, presided over by president.

POOL AND BEACH PROGRAM—Chairman, Paul H. Rudepolt, manager, J. C. Stroh Swimming Association, Cleveland.


4. Last Minute News on the Anemic Chlorine Water Treatment, W. T. & T. or Pate Engineering Company, Chicago representative.

5. Municipal Pools Compete With Commercial Pools, James Mondest, University City, Mo.


11. 1937 Olympic Games Aquatic Events in France, H. O. Fair, Chicago park board.

12. Air Conditioning, an outside expert, discussion.


14. FINAL REPORTS AND EXHIBITIONS—(Continued from page 50)

—A Summary History of Recent Pats—Dudley R. Scott, Euclid Beach Park, Cleveland.

—The Concessionaire’s Vantage Point, William de Lorimor, treasurer, Midway Association, Great Lakes Exposition, Cleveland.

—A Twist in the Game—C. W. Klaasen, state inspector, Illinois State Health Department.

—Adventures at the Paris Exposition and at the Red Cross in Russia, Harry G. Traver.

—New World Fair’s 1939, Maurice Meroney, secretary of Exhibitions and Exhibitors.

—San Francisco World’s Fair, James T. Colbert.

Meeting Adjourned.

Friday, December 3

8 p.m.—Banquet and Dance Hour, Bal Tabarin. Following banquet there will be entertainment and refreshments served in the Penthouse.
Santa Claus Rides Again

All plan for heavy-dough yuletide—new item shortage a bumpy spot on road

NEW YORK, Nov. 20.—Operators in all lines are readying to cash in on what they hope to be the spending Christmas since the depression. Ambitious promotions are scheduled to start immediately, according to reports from all parts of the country.

One black spot on the profit horizon seems to be a shortage of new items, the reason for this is easily understandable. Many manufacturers, hitherto the pioneers, have not yet recovered to the extent where they will sell all their stock and meet any kind of demands in new and unusual numbers.

Following is a summary, broken down into operating groups, of types of Christmas plans and promotions being readied:

Salesboard Ops

Boys working dealers are stamping out every conceivable gift item and setting up sizable orders for the next few weeks. The success of this season is based on the belief that the various electric shock devices, Durlake Silent Film Frame Lighters, Keylight, Better Lighter, Pen, Simon Bank, Phantom Clocks, Snap Pen, Desk Sets, Boudoir Pillows, Boxed Candy, Fugs, Toastmasters, Manuscript, Gles, Gift Makers, other electrical products and practically all items with a gift or holiday appeal.

Bingo Ops

Despite squawks from the pessimists, one of the elements of the trade about abundance at Bingos, tailing off just before and during the holidays, many ops are looking forward to a number of the biggest weeks of the year, where there will be no shortage of merchandise. Those being worked up to bolster attendance, such as Christmas trees and decorations, have been improved to the point where they can be sold at prices. The high prices of most recent devices would make a housewife who is figuring on getting her Christmas dinner on the blogger.

Other smart operators are hyping their gift games in the Christmas and other different merchandise prizes. A report reaches us of an operator in Atlantic, Pa., who has featured a good book as a premium package. Other ops are having such variations on the prize setup as Fugs, serum, and a premium plan.

Dems and Pitches

With the toy manufacturers of America spending $200,000,000 in the production of playthings this year, dems and pitches are looking forward to a big Christmas. Some of the items of this kind. Mechanical toys, which have for years been subject to severe fluctuation, have been in great demand. The toys, manufactured by a number of manufacturers in the producing industry, are being looked over by many dealers and are in great demand for their gift appeal. The toys are expected to be for the amusement of the public and are being promoted in a big way.

On the other hand, the boys are not overlooking the over-priced demand for merchandise dealers. Many items, such as ties, handkerchiefs, scarves, sweaters, pigskin jackets and many others, will also get a big play this season.

A number of men feel that the recent toy shortage will continue to scare many prospective customers into purchasing items of this kind exclusively. Slant is that it’s okay to gift friends and relatives at Christmas, but while you’re at it you might as well (See SANTA CLAUS on page 111)
Smoker's Sets

Ideal for Merchandise

Games and Boards

The latest in modern smoking accessories—strong in appeal during the holidays when useful gift items are in demand.

Polished copper — beautiful and brilliant for display. The set illustrated consists of 3 cigar humidors, ash tray and tray. Many other sets are available.

Write to your jobber for details of our complete line of new gift ware—also aluminum items. If he cannot supply you—write us direct for bulletin!

WEST BEND
Aluminum Company,
Dept. 632
West Bend, Wisconsin

BLUE STEEL

25¢ BLUE STEEL BLADES

Gilbert & Sons

10 Cent. to $1.00.

GILBERT BLADES

GILBERT REPORTER BLADES, 50c.

GILBERT AUTO STROP, Per 100, .50c.

SINGLE EDGE BLADES

Per 100, .44c.

AUTO STROP

Per 100, .45c.

SHAVING DECK

Per 100, .45c.

FIRST AID DECKS

Large Sax Absorbent Cotton, 6 Pairs, .15c.

Extra Sax Absorbent Cotton, 6 Pairs, .20c.

3 Yard Rolls, 5 Yards Adhesive Tape, 10 Cents.

YOUNG NOVELTY CO., Inc.

100 Hanover St.
Boston, Mass.

MEN'S ZIPPER MONEY POCKET

BELOW DOUBLE RIBBON USES

Mens Ticket or Business Card Holder.

Block U, D, or M.

Wolfe Am briefly.

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New Items

Electric Clock Ensemble
A unique electric clock ensemble from Hershey Metal Products, Inc., consists of an electric movement clock in a colorful Catalin ring, mounted on a matching Catalin base, with chrome-plated knobs at the sides of the clock. Dog figures are used as ornaments on these combinations. Black base with points, red with black, and blue with silver. The figures become individually boxed and at a low enough price to trade to those interested in clock sales or dealing purposes of a similar nature.

Hole in One Revival
Heralded by its manufacturers and distributors as the ideal instrument for challenging that phenomenal sales hit, Hi-Li, is the Hole in One, boy gadget which from latest reports is catching on in many of the Jewish sections of the country. Hole in One is a football-shaped stick with a wooden cup at its end. Front of the top of the cup is a string with a little bell at its end. Idea of gadget is to swing the ball on the string into the air and catch it in the wooden cup. Such a catch produces jingle, more of them, and the Gay has really caught on with the Southern territory, and the Coney Island version in many sections where it is being played the way they used to play H.L.I. Those who have seen it in Hole in One in Baltimore, Georgia, and many other places, are realizing a feature set to open at the Globe Theater, New York, where customers in this picture have been found a good audience for Hole in One.

Bobbi Smoker's Stuff
House of Bobbi, Inc., has placed on the market for gifts for girls a new line of pipe smokers, a line of men's Bobbi humidors, pipe cases in various colors, and leather condition to the pipe racks and humidors, enough other places as tobaccos in pig skin and pig skin and letter cases, folding billfolds, pig skin cigar cases, and face-nosing billfolds are offered to the trade at attractive discounts.

Rotating Garment Hanger
A new type revolving garment hanger, equipped with hooks and rotating on a disc, is very attractive and reasonably priced. The hanger, which is almost new, has just been placed on the direct-selling market by Rotor Sales Company. Hanger comes beautifully finished in choice of eight colors—ivory, maple, red, green, pink, mahogany, black, and walnut—to harmonize with any color scheme. Wall brackets of bronze is easily installed. It is a good seller.

FREE! FREE!! $7.05 SALES CARD!
With Each Electric MAYFLOWER SHIP LAMP
Single Sample with Sales Card $1.75
Orders for 6 Ships with 6 Sales Cards $9.00 
6 CARDS TAKE IN $42.30

FREE BINGO MACHINE
With Each Electric MAYFLOWER SHIP LAMP

FREE BINGO-TOY-LOTTERY MACHINE
With Each Electric MAYFLOWER SHIP LAMP

REMEMBER DISTILLERS' QUARANTINE & RECOVERY
Are the year's greatest profit makers. Watch with thoroughness and regularity. Orders for NEW BINGO MACHINES are still flowing in.

COHEN BROS.
108 PARK ROW, NEW YORK, N. Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT 
HIS ADDRESS.
to such an extent that the gadget would seem to rate billing with the rest of the cast. Swarts & Knepper Brothers, distributors for the item, have inquiries, and will send complete information about the hole in one on request.

Religious, Scene Shell Lamps

Recently introduced to the market by Goldfarb Novelty Company is a complete line of religious and scenic shell lamps, which, according to reports, are being purchased eagerly by many premiums and salesboard operators. Lamps are original designs and made in the firm's factory. Many and varied subjects are featured on the lamps and they are all artistically handled and come complete with wire, plug and bulb. The pre-holiday season has always seen this type of product move and firm feels that the low price and quality of its line will offer good profit possibilities for any users. A catalog featuring the outstanding numbers and the highlights of this line has just come off the press and will be sent free upon request to any interested.

Needle Book

World's Fair Souvenir Needle Book introduced by Minkle Sales Company comes in a good deal ahead of the expected trend of souvenirs which are being prepared by manufacturers for the New York Fair in 1939. Book is beautifully lithographed and features on its face a colorful picture of the Ferris Wheel and the Eiffel Tower, central themes of the fair. It contains as complete and varied an amount of helpful information as any demand tourist would want.

Liquor Cabinet

A smartly modern liquor cabinet is available in the antique or modern wood finish to those seeking a new, different and appealing kind of quality premium or award. Cabinet is trimmed in corn and equipped with 12 of high-grade hardwood and fashioned in oak, walnut, maple, cherry and walnut, together with a contrasting finish. Corners are framed with hard plastic and the entire cabinet is hand-crafted by skilled craftsmen. Closed, the cabinet is 50 inches wide, 15 inches deep, 36 inches high. Open, it is 47 inches wide. Rubber casters make it easily movable.

Ski-Glider Skates

What looks like a winner for Christmas holidays and the winter are the new Glider Skis-Skates Introducing by the 3120-St-Skate Company. Skates combine all the thrills of skating, skiing, sliding and skating and the cushioned sole of turned ankles or injured hands from nasty pitfalls. Skates have durable proof runners and strong web fastening straps. Runners may be adjusted from 10 inches to 18 inches in length. The bright finish, too, will appeal to the juvenile eye. Salesmen, dealers and other workers should be able to do things with this number.

Black Goggles Rug

Rich-looking, durable and eminently practical are the new black, genuine goat skin rugs recently introduced by the H. M. J. Pur Company. Rugs are made from skins measuring about two and one-half by four feet and look for all the world like black bears. They are durable and because of their color do not show dirt easily. Bingo operators have found that, with its mercurial prizes, the rug will offer the item of interest and it often makes itself as a salesboard number as well as a great Christmas bet for salesmen and agents.

Wind-Proof Lighter

Helios Lighter Company has placed on the market an attractive lightweight lighter that is claimed to be windproof. The case of the new lighter is in plastic in any one of 15 different colors, and has been styled by a prominent designer. Ample capacity and an everlasting light to give unsatisfying results are other features claimed for the Johns. Looks like a real prize for its low price. Qualify it for many award and prize purposes.

Scrappy

Columbia Pictures' Scrappy is now a doll, being offered to the premium and salesroom trade by the Columbia Manufacturing Company. Capable of standing itself, the doll is 13 inches high, has a unique composition head that can be done in any position. Cheeks are glowingly rosy-colored and the nose is tipped. Mouth, too, is beautifully looking red. Jet black hair with curl makes appealing comparison.

Hands are made of unbreakable composition and the wired arms permit raising to any position. Dressed smartly in a genuine white rayon suit and red plush vest with red striped socks and unbreakable orange colored shoes, Scrappy makes a lively looking fellow with great appeal. Weight is two pounds.

NEW SALESBOARD ITEMS

BINGO J. C. HARLACER

30 West 22nd St.,
New York City

GELLMAN BROS.
119 North Fourth St.
Minneapolis, Minn.

WILL YOU WEAR THIS SUIT
and Make up to $25 in a Day?

WORLD'S LARGEST WAREHOUSE
and Jobber

100% OFFICIAL

Send us your measure and we will make the suit to your measure. Full coat, jacket, trousers and vest. Absolutely free. Write us and ask for free sample. This is a strictly limited offer. The goods must be accepted and paid for by money order, on arrival. No experience—no expenses. Start with $25.00 and up. We pay 100% commission on each suit sold for $25.00 and up. Write today for premium.
Bingo Business—Past, Present, Future

By Joseph E. Walsh

Well known and well liked by the legion of friends he has made in the outdoor show business and among the committees of numerous organizations, J. C. Harrlacher, Joseph E. Walsh (Joe to you) has had years of practical experience in the operation of bingo parties. Starting with the Greater Syracuse Shows as special agent, he spent several years building contacts and making friendships for this carnival organization. He next joined Allied Enterprises, engaged in working with committees of fraternal and other organizations on fund-raising campaigns. After two years with Allied Joe joined J. C. Harrlacher, whose company has been one of the pioneers of group bingo games in the East. Joe speaks in Bingo Business—Past, Present and Future from personal experience and a close relationship with the game since its inception.

Bingo, beano, tango, richo, lucky, scaven, or call it any of the other dozen names by which it is known, is abfoubt a very old game and has been played in one form or another for hundreds of years in nearly every country in the world. The oldest modern version of which we know anything is Mexican lotto. Next appeared house-house, brought here from England shortly after the World War. From this much-maligned and posed about 'meuse-once our present bingo developed.

During the last four years, or since bingo has become really popular with committees as a fund raising medium, there has been much controversy as to who deserves credit for its adaptation as such a medium and its widespread popularity with committees. Reports of stories to the coin and the fact of a strange round that is held to B. L. McDonald. It was he and he alone who had the vision and who was willing to back his opinion with capital and try the game out before a large crowd.

Four thousand people were in that last night in New England and after the game was over the bright idea was assayed. True, there were many "bugs" in that first attempt which had to be eliminated. Serious ones, too. So many, in fact, that Mr. McDonald discontinued the games with committees for more than a year. In the meantime, however, other fund raisers, ourselves among the first, seized on the idea and by the system of trial and error finally got the game in working order.

* * *

Of course, different games are played in different ways and for rewards of varied values, but it has been found that the most satisfactory prize lists are those of merchandise. Also, since 60 per cent of bingo patrons are women, these merchandise prizes with a feminine appeal are most popular. These include household items of furniture, dishes, silver, rugs, napsery and so on, but sufficient awards of novelty and decorative gems should be included to vary the economy.

With the development of the game and with so many varied classes of committees for information as to how to operate, the professional operators and promoters have drifted into certain well-defined classes. First, there is the big operator who books and operates the games and who also maintains a store or warehouse from which merchandise is shipped to his bingo parties. This fellow has the toughest row to hoe. His overhead is high, he must be able to buy good merchandise at the right price and in large quantities, thus tying up large sums of money, and he must be able to meet competition from the smaller operators. Big games are his only salvation.

Secondly, there is the man who simply operates. His job is to contact the independent operator or churches or committees and sell them the weekly prize list. He runs the struggle to outbid his competitor at a price and quality basis, but once this is done he has no worries about the actual operation of the games. He loses no sleep about weather, poor attendance or how the game turns out. In reality, the contact is simply a sale of the promotional work.

Then there is the third class of operator. He usually is just a booker or agent who sells the idea to a committee and then steps into the open market and buys the merchandise for prices. This is the toughest row to hoe. In many cases this type of operator also runs the games but usually under the supervision of the committee.

Despite the wall of the present there are still quite a number of really big games in operation. New England has three where the average weekly attendance is 1,500 or more. Philadelphia has one which plays to 2,500 patrons and several other "over-2,000" games. And there are any number of games in other territories where 1,000 or more gather. The largest game of which any record exists is New Jersey, which was attended by over 12,000 people. That is all-time record.

The significant thing about practically all the large successful games is that THEY ARE RUN BY PROFESSIONAL OPERATORS. This, of course, indicates that where a game has a tremendous potential draws a professional operator who devotes all his time to the operation of bingo parties can do a better job than an organization committee, the members of which have to attend to their own businesses first and give the bingo games secondary consideration.

Perfect illustration of this is the game with which an operator ran for a large group in Brooklyn. He had a 65 week period of play the operator turned over $51,000 to the organization and retained a profit in spite. Committee members felt that if they had run the games themselves they might have made them as big. When the contract expired the operators returned them to the organization. So at the expiration of the contract with the operator they decided to run the games themselves.

They have been doing this for some time now and the attendance at the games has dropped from 2,100 people to a measur 500. Instead of making money the organization is having to reach into own pocket to make up a deficit.

At smaller games, however, it is often

---

EVERY BINGO OPERATOR'S DREAM—8,500 fans pack the lower floor and the gallery at the Bingo Party conducted by the Palestine Shrine at Cronston, R. I. Admission was 40 cents and 35 prizes were awarded. Special games featured such prizes as electric refrigerator, two trips to Miami and a three-piece living-room suite. Committee was headed by Earl Wedon, chairman, and James Rogers, recorder and treasurer. J. C. Harrlacher co-operated with the committee in promoting the party and supplied the photograph.
advisable for a committee to handle the parties themselves. The profit from the sale of the coats is not big enough to make a split with an operator in the first place and the game is not so great that we will tax the committee handling it.

There are going to be some changes in this type of game. With competition in prices, people will remember admission prices and special prices what is at present, change is inevitable. Republican or Democrat, or the larger the larger the operators have their heads together working out a solution. They feel that the game must be put on a different basis. Larger prizes, bigger increments, more colorful surroundings are but a few of the points under discussion. The smaller games will continue to run, of course, but there will be a well-defined line of demarcation between the smaller and larger games and their methods of operation.

The extreme West is perhaps right now the most lucrative field for the exploitation of the game. Numbers of games are being operated here in many sections, and it is for this part of the country that "grind" bingos. Pay any way one is operated on the scale that there are in the East.

LAW AND LEGISLATION

A very serious problem of public law is presented by those in some States and not in the Federal Government has not to fear for the future. And on the whole the outlook is bright for the coming winter season.

SANTA CLAUS

(Continued from page 108)

the gifts practical and useful and some of the fluff and frippery have gone. As much as possible. Much is to be considered for both sides of this question. There are always those more optimistic who feel a gift that will "feed" the item which the recipient will not buy under ordinary circumstances.

Boys on the direct-selling front are featuring every one of the items mentioned above and many more. Early indications are that those merchandise items will do one of the biggest businesses in recent years. Policy of most boys is to get an early start so that they can use the year-end tally. If you buy a couple of items from me you have a free ticket for our year-end show. The boys are busy making sheets and posters to sell and then they have the product around the Christmas season. Mainly, as the experienced seller knows, is the product itself. It should have definite Christmas-season sales points.

They try this to the boys of all the aforementioned groups are figuring on getting together with other concerns. Despite the shortage of many new and different items, feeling is that with the new ones out and the old stand-bys there is enough material available to wind up the Christmas season and have everybody in the mood for saying "Merry Christmas."
From Me To You
By J. Fiske

EVER since Eve took a chance at the apple her sons and daughters have been taking chances. Eve's desire to Eve to take a gamble on something unknown was no stronger than the same desire possessed by her modern descendants. Eve was tempted by the racy colored, succulent appearance of the fruit, and being an honest country maid she just had to have that nip. But her desire to try today (and her sons, for that matter) is not a long way since then. The spirit is there, but "who can be tempted with a thing pleasant," the proverb says, "for the fruit of the devil is forbidden fruit." The attractiveness of the forbidden fruit may have led to our new sense which will determine its practicality and desirability. It is different in the sense that the player immediately realizes that the coin is a magic moment which makes the impossible possible, and often the impossible happens. The horse has given way to the motor bath, and we drink beer from bottles. The beer is the same as yesterday, but not the container.

The machine manufacturers have done a swell job. They have made it easier to drive a car. An old-time player would have to shout to the horse to get it going. Now we can shout to the motor and it will get going. The time is different in the sense that the player immediately realizes that to accomplish something, something must be done to make it happen. The horse has given way to the motor, and we drink beer from bottles. The beer is the same as yesterday, but not the container.

For the next two requirements we have a great problem. The farmer no longer plows with an ox nor does he ride a horse with a knapsack. The horse has given way to the motor, and we drink beer from bottles. The beer is the same as yesterday, but not the container.

The machine manufacturers have done a swell job. They have made it easier to drive a car. An old-time player would have to shout to the horse to get it going. Now we can shout to the motor and it will get going. The time is different in the sense that the player immediately realizes that to accomplish something, something must be done to make it happen. The horse has given way to the motor, and we drink beer from bottles. The beer is the same as yesterday, but not the container.

For the next two requirements we have a great problem. The farmer no longer plows with an ox nor does he ride a horse with a knapsack. The horse has given way to the motor, and we drink beer from bottles. The beer is the same as yesterday, but not the container.

The machine manufacturers have done a swell job. They have made it easier to drive a car. An old-time player would have to shout to the horse to get it going. Now we can shout to the motor and it will get going. The time is different in the sense that the player immediately realizes that to accomplish something, something must be done to make it happen. The horse has given way to the motor, and we drink beer from bottles. The beer is the same as yesterday, but not the container.

The machine manufacturers have done a swell job. They have made it easier to drive a car. An old-time player would have to shout to the horse to get it going. Now we can shout to the motor and it will get going. The time is different in the sense that the player immediately realizes that to accomplish something, something must be done to make it happen. The horse has given way to the motor, and we drink beer from bottles. The beer is the same as yesterday, but not the container.
Bingo Soars In Met Area

Leading operators and supply houses report business fine and still improving.

NEW YORK, Nov. 29 — Interviews with E. E. Lowe, president of E. E. Lowe Company, Inc., and Sam Broudy, president of Jersey Trading Company, indicate that Bingo has been doing a steady business in the East this season and that the future is brighter than it has ever been before.

Lowe stated: "1937 has given birth to some novel things in Bingo equipment and merchandise sales, some of which have far exceeded expectations. With the growth of Bingo reaching its full expansion, the country one might think of Bingo would suffer, but on the contrary, our sales never looked better. It only goes to prove that Bingo is today's challenge to threatening times."

"We now employ over 200 people and still continue to operate 24 hours daily. And remember, we make Bingo equipment exclusively."

On the Jersey front, Sam Broudy reports:

"We have increased our Bingo department until it has become the largest department of our business. We are featuring complete Bingo sets, accessories and prizes and have arranged for complete Bingo setups for those men entering the business at this time.

"Our years of experience in this field is helping some of the boys get started in the correct manner. All of our men are well trained in Bingo and know the field thoroughly. We believe that the growth of Bingo cannot be attributed to the public demand for this type of entertainment which is both economical and enjoyable. Our tunings and prizes are for the players. Bingo is still a popular hobby and will continue as such indefinitely. More churches, more clubs and lodges are adopting the games than ever before. More players are flocking to the games and everybody is happy."

FAIR GROUNDS

Grounds construction, for which United States Senator Bulley announced approval by the President of a $100,000 WPA grant, included replacement of three obsolete buildings in the service and equipment buildings and addition to stock barns. Work will begin soon after January 1 and will be completed for opening of the 1938 fair.

Christmas Cards

49 Centalo Itoni, Printed, Witnessed Name            PERSONAL STATIONERY—for A GIFT

TO ORDER

100 copies 150 envelopes, printed only $1.00

THE HUDDON RIVER PRESS, DEPT. Y

24 West 23rd Street New York, N. Y.

Envelopes, Sheets, Labels, Postcards, Bibles, etc.

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Offer

20 WEEKS $2.00

ONLY TEN CENTS A COPY

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MAIL THIS COUPON NOW

THE BILLBOARD PUBLISHING CO.

25 Opera Place, Cincinnati, Ohio

Please enter my subscription for the next 20 weeks, for which I enclose, not the $3 I would pay at the regular single copy price, but ONLY $2.

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□ RENEWAL Address

Occupation

City State

Subscribers may take advantage of this offer to extend their subscriptions. This $2 rate applies only in United States and Canada. Foreign rate, $3. Regular rates: One Year, $5; Single Copy, 15¢ in U. S. A. and Canada.
WHOLESALE MERCHANDISE—PIPES

A department for Pitchmen, Demonstration, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

BILL BAKER
(Cincinnati Office)

J. H. MOORMAN

SPICY

A department for Pitchmen, Demonstration, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

Bill Baker
(Cincinnati Office)

Christmas Card Agents

Large profits quickly selling new ideas! Arranged, sent on sight! No other cards sell like this. Large discounts. Write for particulars.

Banker Pens

Write to us now for our complete line. The name that's known by every merchant.

PLUGGERS-COMBINATIONS-SETS

Get your special sets! We have them in stock and ready to ship.

ELGIN & WALThAM WATCHES

$3.95

WRITE NOW!

In most cities, showing the largest selection in the country.

BENSON PEn CO.

437 Plymouth Bldg.


Specials

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ZIP! ONE PULL—IT'S FULL!

John F. Burns

Broadway

NEW YORK CITY.

RINGS

GEMS and Currates.

SHOE RINGS, TOE RINGS, BANDS, BRACELETS.

CROSBY, CROSBY & HALL.

MAIL ORDER.

THe Refrigerator

GARDENANT

25c. 3 for $1.00

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OAK RUBBER CO.
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Everywhere in the Fountain Pen and Pencil Line

ARGO PEN-PENCIL CO., Inc.

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SPICY COMIC XMAS CARDS

Large assortment. Pictures of famous comic characters. Each only 1c. Write for price list.

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Stewart's Strops are tops!

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Stewart's Strops are tops!
**NEW MAKES 703 EPSTEIN ROLLING TOOLS**

话剧 I Can't Happen

By Ross Dyer

**This ISN'T what it'll be.**

I am sure to say that I have to speak frankly. It is very likely that you have heard others say that it is not true. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is. I have heard many others say that it is not true. It is not true, but it is.
We've Got Something Here!

The Most Sensational Coupon Deal Since '29 - Entirely Different

This is the coupon that gets 'em in the store

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The Complete Deal Costs You... 13c each

- PERFUME IN BEAUTIFUL MODERNISTIC CARTON
- SPECIAL BLEND FACE POWDER
- HOLLYWOOD MAKE-UP CHART

COUPONS $1.00 per 1000

UNIVERSAL LABORATORIES, INC.

DALLAS, TEXAS

NEW BEST SELLERS - Write for Catalog No. 21

LET THE "BIG FOUR" NORWALK GOLD BLADES MAKE MONEY FOR YOU

BUY MORE NECKTIES

BRAND NEW JOINT OF TIE WRITERS-PITCHMEN

WRITE FOR "BIG PROFITS" - AMAZING NEW BUSINESS

WONDER MICE

WHITE OR NATURAL GREY COAT WITH RUBBER TAILS

BLEACHING PACKAGE INCLUDES 1-3 LBS. OF BLEACH, 1-3 LBS. OF WATER, 1-3 LBS. OF SALT, 1-3 LBS. OF ACETONE, 1-3 LBS. OF SODA

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FROZEN WINE

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BREEDERS OF "BIG FOUR" NORWALK GOLD BLADES

NORWALK SALES CO.

666 Broadway, New York City

Brand New Joint

Tie Writers-Pitchmen

Write More Neckties

Beautiful Colored Xanadu Silk "I" Necktie

Make more sales in Xanadu Silk "I" Necktie than in any other tie made by us

More than 1,000,000 in stock

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More than 100 in stock

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More than 1 in stock

More than 1/10 in stock

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More than 1/1000 in stock

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PEELED WORKERS CASH IN ON THE CHRISTMAS SPIRIT
GARNISHING SETS, MINCERS AND GRATERS MAKE AN INEXPENSIVE AND WELCOME GIFT TO ANY HOUSEWIFE
PUT UP IN ATTRACTIVE HOLIDAY BOXES

These and the other items listed have an appeal for every housewife, and it is believed they have been making big money with them consistently.

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ACME to 416 Edw. Morse, Morse, Newark, N. J.

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WAXED FLOWERS
Best Quality Imported.

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DEPT. 10, 3454 E. Jefferson
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A Fast Seller for Pitchmen!
A practical, easy-to-operate and attractive magnifier with 1½" lens. The plate is chrome plate and crinkled enamel. An ideal instrument for home or office. This is the fast seller you have been looking for. Per Doz. $35.50. 25% with Order. Balance on COD. Shipped prepaid. 35c. Each at 50c.

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Spend for Big Catalog Listings
HUNDREDS OF HOT SELLING ITEMS

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mackinax. They report that they

have been getting this

Bill Dender.

PITCHMEN'S SAYING:

f "If only I had a
gold-eye herring."—Bill Dender.

DR. MAYNARD.

Buster Williams and Lewis Deen

are

according to reports drifling in

from

D. J. (DUTCH) VAGA...

of
cell fame, was a welcome visitor to the

pipes desk last week. He

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he has been working out a

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when weather permits.

South

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a good week's

business.
Karl Guggenheim, Inc.

Importers of Novelty Merchandise for the Jobbing Trade

After December 1st will be located at
160 Fifth Ave.-21st St.
New York City.

Phone—Columbia 1-1800

We invite correspondence with jobbers catering to Concession and Giftware trade.

We Stuck the Largest Assortment of Charms in the Country.

COCKTAIL PARASOLS

Karl Guggenheim
Irving Handler

MECHANICAL TOYS

DEFER XMAS

Our Headquarters with over $20,000 Assorted to Offer

OH-U-DOG (Original—Blue Box) $1.75 Gross, $21.00 Net

MECHANICAL DOG (Operates by Motion) $1.00 Gross, $12.00 Net

MECHANICAL DOLL (Operates by Motion—Small Size) Packed Doz. to Doz. $9.60

MECHANICAL BULL (Operates by Motion—Large Size) Packed Doz. to Doz. $21.00

MECHANICAL BULL, Dog, and Horse (Operates by Motion—Large Size) Packed Doz. to Doz. $9.60

CRAWLING BABY (Large Size) $1.25 Gross, $22.50 Net

OTHER NUMBERS AT SIMILAR PRICES

1/3 Deposit Required on All C.O.D. Orders

P. KAPLAN

51 East 42nd St.
New York City

OUR OPERATOR WHY WAIT Write for details on this Altar, as well as a long list of other Features that never burn out. The Ideal Salesmen for school campaign and church organizations.

Cash in on Real Profits

STATE YOUR LINE OR BUSINESS

FOLLOW THE LEADERS

TIME MEANS MONEY

Write for Complete Listing on Mechanical Toys, Charms, Etc.

WRITE FOR GENERAL CATALOG

W. BE LUXE Corp.
1902 N. 3rd St.
Milwaukee

How to Best Sell for a Marketer—FARIES, CARNIVALS, CIRCUSES, ORIOLE STORES.


With New Low Price

The Third Novelty Company
SILVER-HELD HOUSE

INSURANCE

Concessionaires, Fairs, Carnivals, Circuses, Orole Stores, Concessions Wholesale.

State Insurance

Charles A. Lenz
West Coast Back in Barn

Plays Porterville to good returns and goes home from Delano

PORTERVILLE, Calif., Nov. 20.—The West Coast Amusement Company closed engagement here Armistice Day to good business with fair weather. The Barnacle and fair committee co-operated in every way possible with excellent work to its credit. For the 10th time this show wound up its major bookings for the season at this spot and for the period the gross was up above the other engagements in the area. The report from the Clara Shows with Penny Arcade, the Bee Hive and E. Arthur topped the midway with Ten- baro, and All-Around. The Alliance Arena had a fine engagement. Carl Holt did great with Right in Paris.

Sign up for 1938

Signers of contracts for 1938 are Joe Zoller, riding devices; M. H. Arthur, side show attractions; Carl Holt, timber and giraffe shows; Bull Mart, Athletic Arena; Harry Meyers, concessions; Lester Dobetz, lamps and banana concession; Jack Christenson, candy apples, pop corn, peanuts and balloons; Charles Walpert, wheels; Mrs. Charles Walpert, bingo, and George Andrew Koonin, cafe and greases. Fred Shirley resigned as electrician and is in charge of Windsor photo elec., Oakland. Carl Rody Darling had a good ride and motor and left superintendent. Nick Kress will have charge of train.

Manager Krekos Going East

Manager Mike Krekos leaves for New York and East on a buying tour. Last left for his home, Los Banos, Calif. General Agent W. E. Jessup will go to Murfreesboro, Spring, Ga., for a show. Show was out for 40 weeks and the personal was practically as at season's opening when it closed at Delano, Calif.

Funland Has Gala Opening in Miami

MIAMI, Fla., Nov. 22.—Funland Park opened Saturday night in coldest weather ever recorded in the Fonte. A beautiful and midway of rides, shows and concessions, all nicely painted, reflected credit on R. Boker and William J. Tucker, owners and managers of Funland.

Opening was a gala event in spite of cold and midway was packed with thousands of first-timers. Outdoor entertainment, city officials and a delegation of ministers looked Funland and gave their approval. At the new ride, the island, long lines waited and the did capacity business long after gates were closed. New open-air bathroom had a nice ride in spite of cold.

Over 180 telegrams arrived from all parts of the city, welcoming the new midway. Bob Morton, indoor circus promoter, highly praised Funland, which is due for a long and prosperous season from all indications.

Cesar V. Babcock, as a true act, carved an elephant as he looped the loop on a bicycle, and Waltons on the high wire also was awarded a fine reception. Jean Belasco put over a nice publicity campaign for the opening, hitting all papers.

Tampa Fair Will Make Bow With Modern Exhibit Halls

TAMPA, Fla., Nov. 20.—Rented in modern condition, and exhibit halls, Florida State Fair will make its 1938 bow here. Housing of the community and the wooden structures that were here for a quarter of a century has been removed and in its place is rising a new and game building that will mark this year's building program. Additional improvements, including a new community exhibition building, 140 by 200 feet, are scheduled for 1938. Estimated cost is more than $100,000.

Despite increased space in new exposition halls there will be no vacant locations, said General Manager P. F. Stieger, who reports space reservations for its season of previous years. Florida National Exhibits, sponsor of the State shows at A Century of Progress and Cleveland exhibition, has reserved an entire building for dioramas display in the direction of Zob Brown. United States government exhibit will include the huge buildings, the Bureau of Industry, being transferred from Texas Centennial. Extensive exhibits from the agricultural division, larger cattle show, additional activities of Future Farmers of America, citrus show and improved art exhibition are included.

Many improvements have been made in grounds, including removal of horse stables and beautification of the project which borders the Hillsboro Hilltop American Shows, wintering here, will again be on the midway.

Suicide Club in Big Season

MILWAUKEE, Wis., Nov. 20.—Due to the Wall Street and the black market, the Wisconsin, Chicago, Illinois and Indiana Suicide Club, a well-known national club for the safeguarding of life, has been active in the area. The club has a large membership and has been very successful in the past.

Prominent in outdoor show business and all active in the affairs of the Wisconsin League of American Shows are shown here as photographed at Hot Springs, Ark. Pictured are the members of the executive board.


Spillman's Hi-De-Ho New Name in World of Rides

NORTH TONAWANDA, N.Y., Nov. 20.—Spillman Engineering Corporation has a new and different ride and funhouse combined, called Hi-De-Ho, which proved popular in five cities where it was operated this fall. Hi-De-Ho, booked on a World of Rides basis, will be included in the 1937 season, played Winona Salon, Rapid City, Colorado, and Altoona.

Although the South was suffering from low cotton prices and business generally was far below par, the Hi-De-Ho held its own with everything else on the midway and receipts about tripled those of other funhouses at the same engagement. Hi-De-Ho turned in a day's gross of $1,138, and was proved that its capacity was never taxed.

It will go in up at 24-foot trailer. Fron is about 40 feet, extending about 12 feet high, being well floored with lights behind top cornices paneling. Surrounded in either side of funhouse is a long window in which windowed and curtains. Inside, Hi-De-Ho is proven to be a big "taster", for 65 percent of all type of midway, park or carnival, and for every type of show, wagon, motorized or motorcycle.

Floyd Newell Arrives in Cincinnati To Sleep

CINCINNATI, Ohio, Nov. 20.—Floyd Newell, prominent producer of the 124th Annual, arrived here today on route from Savannah, Georgia, after an interesting and strenuous season.

He visited the Billboard and when asked what he was going to do in the Queen City he said he was going to rest until some time during the coming week and then go to the conventions and exhibitions, and then return home.

He was also asked if he was going to the Billboard and said, "Just finished four months of shows and can add that to my list of things which I am going to try to break while in your beautiful city, just filled with snow."

Ladies' Auxiliary

Pacific Coast Showman's Association

LOS ANGELES, Calif., Nov. 22.—The regular meeting of the Pacific Coast Showman's Association on Wednesday, November 18, was presided over by President Peggy Forest, at the Hotel Mayfair. First was the presentation of the color of the flag.

The program was brought to a close by Peggy Forest, president, and Ethel Hanon, secretary. Many showmen were present and the meeting was a success.

Among those who responded were Leona Vaden, Pat Vaden, Carl B. Castle, Ethel Hulock, Rose Clark, Fred Rundell, Hazel Boyden, Marie Jessup, and Ethel Hanon. All report good season but happy to be home.

Sister Florence Wepler, who has been visiting in the east, reported back to the meeting.

Stevens De Garo, of the entertainment committee, reports she has a fine show in rehearsal at the Trouse Theatre, the most successful in the past. All committee members were well pleased and all plans are being made for a spectacular "welcome home" party. The ban of the bank was won by John Biddle.

All voted this an interesting meeting.

A fine turnout of other fans and the club meeting adjourned.

Ines Walsh.

Suicide Club in Big Season

MILWAUKEE, Wis., Nov. 20.—Due to the Wall Street and the black market, the Wisconsin, Chicago, Illinois and Indiana Suicide Club, a well-known national club for the safeguarding of life, has been active in the area. The club has a large membership and has been very successful in the past.

Prominent in outdoor show business and all active in the affairs of the Wisconsin League of American Shows are shown here as photographed at Hot Springs, Ark. They are the members of the executive board.
the road one of these days. It will be a real:
and a check on one of the
lines that were taken from a letter to
Col. Lindor Jones, intimately called
"Little Colonel," in the spring of
1937.

But now or never will there be such a
thing. The Little Colonel, that age had no little
in taking his mind off his dreaded disease. The
imaginary circus was the result of the keen
interest his children took in the health of people.
No younger ever admired or loved them more, and those circus
people who were friends of "The
Colonel"
probably never had a better
pal or booster in the outside world.

Of course, Colonel Jones' circus
was only imaginary, but it was something
that added so little to taking his mind off
his very nice

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In Friday, November 27, 1937, "Neurest Pure Flashy PlstY mane; Armly making Art; PlstY making Art," according to the "The Billboard," a publication covering the music and entertainment industry.

**New York, Nov. 20.**—Although Irma’s success indicates a growing interest in her music, Irving Rosenthal did not appear before the press and radio community when the show opened in Chicago last week. The versatile showman is blossoming out with ideas for the new Irving Rosenthal song, "I’ll Always Be Your Girl." The show has been scheduled for Chicago, New York, and San Francisco, with plans for other engagements later.

**MANY RESERVATIONS.**—(Continued from page 28) A special meeting gathering at the same time will be held.

As a rule, there are few arrivals before Thanksgiving and this year is no exception, with many coming in on the day following. Among those who have reserved tables are Mrs. W. E. Hargrave, Mr. and Mrs. H. L. Fitzgibbons, and Mr. and Mrs. H. F. Brown. All the men are expected to be present, as the management is making every effort to accommodate them.

In November 27 are Max Cohen, H. E. Brown, Charles A. Curtis, John Combrue, Francis Deane, Frank Fournier, and W. H. McFarland. The cost of the event is $25 per person.

**Detroit Winter Gardens.**—Childe Hearn has resigned from his position as director of the Detroit Winter Gardens, and the position has been offered to Max Cohen. Mr. Cohen will return with his charm- ing wife, Yvonne, and his terrier, for the reopening of the Gardens in November.

**CIRCUS SCHOOL.**—(Continued from page 45) The school is located in a separate building on the outskirts of Moscow, and the majority of the students are from the government while attending school.

**Three-Year Course.**—"To be admitted to the circus school it is necessary to submit a certificate of graduation, and to have been graduated from an elementary school for three years. The students begin the course on the 1st of September, and the second year the school's curriculum is divided into academic subjects, including English, French, Russian, and mathematics. The students are divided into five classes, and each class is taught by a different instructor.

The school's courses of study are not limited to work in the classroom and dining hall. The students also attend the circus performances and are taught to work with the performers. They are given special certificates of qualification. The aim is to train them to perform with the circus, and to make them part of the circus organization.

The show is open for the coming year. From all corners of the Union—"The World's Fair of the world—and from many parts of the world, the show is open for the coming year. From all corners of the world, the show is open for the coming year. From all corners of the world, the show is open for the coming year.
CROWLEY’S SHOWS
BOO KING SEASON 1938
Guaranteed long season both north and south. Concessionaries and show people back Crowley's. This show has proved to be very big and has already run big numbers in ticket sales. Can place photos, Long Range, Frozen Cuckoo, Candy Floss, Mini, Stunts, Novelities, or any concession that works for you. Small traveling setup, big show. These shows are guaranteed to open above or below the competition. In tickets. Can place high-class single pit attraction, with or without outfit. For the Deacon, Athletic Fan, Illusion, Illusion, Snake or any money-getting worthwhile attraction. This show is guaranteed. FAIR SECRETARIES OUR BEST REFERENCES ARE THE FAIRES WE HAVE PLAYED.
Show opens early in March. Winter quarters, Box 1053, Austin, Texas.

C. W. HINCK
Producer of Thrill Programs Since 1919
Airplanes, Auto and Motorcycle Crashes, etc. The largest organisation of its kind. Open for 1938 engagements.

830 Hennepin Ave., MINNEAPOLIS, MINNESOTA

CHRISTMAS GREETINGS
MISS BENJ BENTUM AND HER DIVING SENSATIONS

BENCH BENTUM, HIGH AND FANCY DIVES

WANT DOG & PONY TRAINER
ALSO ASSISTANT

GEO. E. ROBERTS,
Manager Pamahaskie’s Studio,

GREAT OPPORTUNITY
For Retiring Actor or Actress
Owner of a well-established Costume and General Merchandise House in a large city, will sell at a great money due to

BOX X-106, Billboard, Cincinnati, O.

Antoniette Concello. Paint shop at Sarasota is already in action, and Frans in the train with trucks, wild animals. Sissy and writer went fishing at Sarasota. Writer at home, Miss Higgo was at Florida, then went to The Bellaire, Iowa, and Leona in Los Angeles.

MEET THE MARQUEE

(Continued from page 47)

Navlee show, has returned home at Ke, Ohio, and has the B. B. and then go to Hot Springs.

DIXION

By A. C. SMITH

The Billboard

November 27, 1937

The BillBoard

127
American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 29—Inse-
much as this column will be the last
of the year, we present this final in-
itial convention of the association in
Chicago, we take pleasure in stating
in a cordial invitation to all owners,
managers, executives and interested
friends or interested in the carnivals
industry and its association. Assistance
of the annual meeting will be held
commencing Monday evening, No-
ember 12th, in the Hotel Sherman, and
continuing nightly at said hotel and
places. The business of the meetings is
completed.

Wherever in this issue will be found
the name, "DODSON'S WORLD'S
FAIR SHOWS"

25 RAILROAD CARS — 35

WILL PLACE FOR SEASON 1938, OPENING
ST. LOUIS, MO., MAY 1

WE CARRY 18-PIECE CONCERT BAND AND 3 OF
THE WORLD'S OUTSTANDING FREE ATTRACTIONS, WHICH
ASSURE YOU OF PLENTY OF PEOPLE TO WORK TO, AT OUR
STILL DATES.

WILL PLACE ANY FIRST-CLASS MONEY-GETTING
SHOW, MANAGER FOR THE FINEST FRAMED PIT SHOW ON THE ROAD,
ALSO MAIN EXPOSITION SHOW, HAVE FRONT, TRACK, ETC.,
WHICH WE WILL FURNISH TO PARTY THAT CAN MAKE
MONKEY SHOW AND GET MONEY WITH IT. HAVE COMPLET
CIRCUS OUTFIT.

WILL furnish to reliable manager that can frame
first-class Owls-Circus or to spheres the World's Animal Act and capable of putting
on a real one-ring circus. Will either book this attraction on a
percentage basis or salary.

WILL ALSO PLACE FIRST-CLASS CIRK, OR ANY LEGIT-
IMATE CONCESSIONS THAT WILL WORK FOR STOCK (except Corn
Game). Will place several sober Ride Foremen.

WILL TALK BUSINESS WITH YOU AT THE SHERMAN HOTEL.
CHICAGO, DURING CONVENTION, OF AFTER THE CONVENTION.

ADDRESS:

DODSON'S WORLD'S FAIR SHOWS

General Delivery
Hot Springs, Ark.

Two Cleveland Expo
Spots Stay for Year

CLEVELAND, Nov. 29.—Two spots
of Great Lakes Exposition of 1937 will
remain for a portion of which is per-
manent, as Billy Rose's Aquahouse,
where the big water-draped stage acts as a
garden and Agricultural Gardens, with
buildings and flower bed.

Cleveland common
Cleveland common council Monday night it was arranged
months ago, and the ex-
that the exposition for public
in the next three years. These will
be Billy Rose's Aquahouse, one of the prime
exposers of the city.

The Cleveland Music
The Cleveland Music Company will give May an operatic pro-
gram was formed last summer by Dud-
ley Bloom, one of the prime ex-
explosions of the city.

The Cleveland common
council Monday night it was arranged
months ago, and the ex-
that the exposition for public
in the next three years. These will
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exposers of the city.
Paris Expo in ‘38
Okeehed by Cabinet
PARIS, Nov. 10.—Cabinet ministers last week approved continuing Paris International Exposition next summer and the French government will present a revised plan to Parliament, which convenes today, for the purpose. Next will be the work of securing participation of foreign nations having pavilions or exhibits this year. It is estimated that 700,000,000 francs (about $229,223,333) will be required to defray expenses.

The cabinet has been invited to present several Negro noblemen, among them J. J. Elde from a donation. The special assessment on the grounds of the show will provide for a new monument, which will be called the J. L. Dender Foundation. The monument will be located in the open area of the show and will be dedicated on November 10, the day on which the cabinet was invited to join the show. The monument will be a tribute to the J. L. Dender Foundation for its contributions to the show.

The show was opened on November 10, and the opening event was a parade of floats and bands. The parade was followed by a grand opening ceremony, which included speeches by the French minister of agriculture, the French minister of finance, and the French minister of education. The ceremony was attended by many dignitaries, including the French president.

The principal exhibition of the show was the exhibition of the United States, which included a large display of American products and a variety of American exhibits. The exhibition was well attended, and many visitors took the opportunity to learn about American culture and industry.

The show was the largest and most successful of its kind, and it was widely credited with boosting the economy of the country. It was also praised for its organization and its attention to detail. The French government was widely praised for its efforts in making the show a success.

The show was closed on November 24, and the French government began the process of dismantling the show and returning it to its owners.

Heart of America Showmen’s Club

KANSAS CITY, Mo., Nov. 20.—President Jack Reed died last Friday, and Vice-President W. R. Duncans called for the meeting to order. The members were asked to make a contribution to the club’s fund and to support the organization. The club’s contributions were in the amount of $500.00, which was accepted as a demonstration of support for the organization.

Ladies’ Auxiliary

As it has been decided that the first fall meeting of the auxiliary that every other Friday evening would be a social affair, the ladies enjoyed a social evening last Friday, November 12, in the clubrooms. Mrs. T. C. Knight, president of the auxiliary, spoke briefly on the necessity of the auxiliary and its importance to the club.

Brother Eddie Loggatt is very sick and confined in Memorial Hospital.

Owlsie W. Nennings spent several days here visiting with her sister and friends and is expected to return soon for the meeting.

A variety of games were played, with the bridge game being a favorite. Table prizes of handkerchiefs were given away to members who won the games.

King Reed Attractions

Close Initial Tour

DREBET, Nov. 10.—The King Reed Rides closed their first season on the right side of the ledger at the Manchester, N. H., Park, with a successful tour in New York and New England. The company left Boston last week with 8 rides and shows and 14 concerts and closed the season in Hartford, Conn., with a single change in the original lineup.

A rigid policy of legitimate concessions was strictly enforced, and the results were evident.

The show, owned and managed by Mr. and Mrs. C. W. Reed, will continue the same road indefinitely, they said today, showing the success of the show and the desire of the public to see the show.

MIDWEST SHOWS TO STAY OUT INDEFINITELY

HATCH, N. M., Nov. 20.—Midwest Shows, owned and managed by Mr. and Mrs. C. W. Reed, will continue the same road indefinitely, they said today. The show has been following a successful tour in the Midwest and has been well received by the public.

Twenty-Six Rides at Street Fair in Paris, France

PARIS, Nov. 10.—There are 28 rides and shows at the street fair in Paris, France. The attractions are on the midway of the Parisian Romain running full month at the fair. The fair is scheduled for the 10th of each month and will be open until the 10th of the following month. The fair is open daily from 10 a.m. to 10 p.m. and is closed on Sundays.

Improvements From Profit To Continue in Birmingham

BIRMINGHAM, Ala., Nov. 20.—Improvements from the profit of the Birmingham Exposition have been made to the grounds. The improvements include a new pavilion, a new main entrance, and a new main building.

CIRCUS WRECKS

$40.00 GROSS FINE PICTURES

A photo of a circus wagon rests on a photo of a circus wagon. The photo was taken at the fair grounds in Birmingham, Ala.

WANTED

GOOD used FOUR-FOUR-DIME PHOTO Sale, P. O. Box 1, Decatur, Ill.

S. E. WELLER

General Delivery, Decatur, Ill.

HOLIDAY GREETINGS FROM ROXBY FIBER

Budger and Manufacturer of All Kinds Finest

478 South Pulaski Rd., Chicago, Ill.

Free Delivery

CIRCUS BLEACHER SEATS

ALL SIZES

New and Used, with or without stands. Can be used indoor or outdoor.

DANIEL BLEACHER CO.,

1207 West Twenty-fifth Street, Philadelphia, Pa.

In the United States, prices of fruits, vegetables, and dairy products continue to rise, and the Consumer Price Index is expected to continue to rise as well. In the United States, the cost of transportation and communication services has increased substantially, and the Consumer Price Index is expected to continue to rise as well. In the United States, the cost of transportation and communication services has increased substantially.
Another Visit to Baker-Lockwood Plant

By FRANK J. ROEBLING

KANSAS CITY, Mo., Nov. 29—Last August, when he had the privilege of visiting the Baker-Lockwood plant right in the midst of the rush season, he found the men working as usual, without any of the “fast” or “deadlines” that are sometimes mentioned as an excuse for the modern worker. The work was done quietly and efficiently, with no noise or excitement. The plants were clean and well-organized. The men were efficient and cooperative. And over and in the warehouse they were seen working in a manner that would make any employer proud.

The next time I visited the plant, I was surprised to find that the workers seemed to have changed. They were no longer as concerned with their own jobs as they were with the overall operation of the plant. They were also more cooperative with each other, and seemed to be more interested in the success of the plant.

The plant manager, Mr. Baker, explained that they had made some changes in the way they operated. They had implemented a new system of teamwork, where each worker was responsible for a specific part of the job. This had increased their efficiency and made them more productive.

Mr. Baker also mentioned that they had increased their use of technology, which had helped to improve their productivity. They had also introduced a new incentive system, where workers were rewarded for their contribution to the success of the plant.

I was impressed with the changes that had been made at the plant. They had become a model of what a modern plant should be like. I hope that other employers can learn from their example.
November 27, 1937

The Billboard 131

Andres—Hugh C., 58, Minneapolis theater manager, in Fairview hospital, St. Paul, from a heart attack. He was stricken while at his home on the corner of 6th and 7th. Survived by his widow, Adele B., a daughter, Sally, and a sister, Marie Cook, all of Minneapolis. Services November 15 at Park Avenue United Church of Christ, 3702 Grand Avenue. Burial at Forest Hill cemetery. In Loving Memory of Mr. and Mrs. J. C. HEWITT.

Bark—Berta, sister of Mrs. Beatrice Miller, 84, at St. Luke's hospital, St. Paul. Survived by a brother, Dr. Harry Davis Whitemore, Philadelphia.

Marriages

Barry-Wheeler—Edward Barry and Miss Betty S. Wheeler, both of St. Paul. At St. Peter's Church, 1316 St. Peter's Avenue, Loretto. Burial in Laurel Hill cemetery, Philadelphia. He is a son of Mrs. Clarissa H. Wheeler and a daughter of Mr. and Mrs. S. S. Wheeler. The couple plans to reside in Philadelphia.

Cas Franklin, radio bandleader, married Miss Frances M. T. M. Lovell, 21, a singer in this past summer to June Taylor, dancer. They were married in Des Moines, Iowa, on November 9. The couple plans to reside in Des Moines.

Lawrence Reed, 21, a former University of Minnesota football player, and Miss Margaret M. Miller, 19, a student at the University of Minnesota, were married in St. Paul, November 11. The couple plans to reside in St. Paul.

The wedding of Miss Frances M. T. M. Lovell and Cas Franklin, radio bandleader, in Des Moines, Iowa, on November 9. The couple plans to reside in Des Moines. They were married in St. Paul, November 11. The couple plans to reside in St. Paul.

In Loving Memory of Mr. and Mrs. J. C. HEWITT.

WINSMORE—Robert S., 61, writer and secretary of The Players, at his home in New York. Survived by his wife, Misses Bertha and Benjamin, and a son, Mr. and Mrs. Roy L. Winsmore, Philadelphia. Burial in Laurel Hill cemetery, Philadelphia. He is a son of Mr. and Mrs. S. S. Wheeler. The couple plans to reside in Philadelphia.

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NEWSPAPERS--II

The Stop Gambling Order

No year in Northern Kentucky, from a news standpoint, is complete without a periodic first-page splash regarding the gambling situation.

Readers look for such outbursts at intervals and they are never disappointed.

Every once in a while officials are attacked with a spasm of virtue and the order goes out to "stop gambling." The situation is invariably touched with a sense of humor because, like the cat, the gamblers invariably come back.

For several days prior to the order to "stop gambling," the local newspapers carried streamer headlines proclaiming that the lid soon would be on.

Last Sabbath was utilized as a propitious occasion to get busy. It was moving day. Trucks hauled slot machines to places of safety as the word had gone out that the "stop gambling" order was on its way.

These slot machines, like the famed slogan "on again, off again," appear and then disappear. It is presumed the machine operators and the handbook brigade are merely marking time in their shell holes waiting for the barrage to cease—and out again they will come.

It never has been definitely determined whether a majority of the people of Northern Kentucky want the barriers put up against certain forms of gambling.

In a great many instances "stop gambling" orders come not from any uprisings of the people but as political reprisals.

The Newport city officials have said the word, "gambling must stop," and if they succeed in this laudable effort they should be assigned to the job of damming the ocean or stopping the flow over Niagara Falls.

Marble Device Ballyhoo

A member of the city council has revived the discussion of marble machines, demanding an official probe to determine their legality. Councilman Edward E. Kealing 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 games. Some of them unquestionably are used for gambling small sums. The majority, perhaps, supply 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 nor 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.
1937 "All-American" Backfield in Coin Games

More operators purchased more Keeney Games last week than for any week in the history of this concern.

1-TRACK TIME $279.50

2-DARK HORSE $179.50

3-SKILL TIME $299.50

4-FREE RACES $139.50

Operating in Detroit Depends On Future of City's Industry

DETOIT, Nov. 20.—In Detroit, where the success of coin-operated machines is so closely dependent upon general business in the city, industrial news then brings coin machine news. The coin machine trade in Detroit is making a big play for national prominence in the manufacture of vending machines and the city has long been a profitable one for the operation of vending machines in factory locations. But even the operators of peanut vendors must depend upon the industrial conditions of the city.

Accordingly, the opinions of outsiders in industrial conditions in Detroit are of great interest. Within the past few days "The Milwaukee Journal" and "The New York Times," among other newspapers, have published industrial surveys of Detroit and predictions as to the future of present industrial strife in the city.

"Impartial observers," said the Milwaukee Journal, "believe that the conditions now prevail, that employers, realizing that their employees are more content than in politics. Already there are labor troubles, circulated widely in Detroit, some manufacturers who have cut down their plants and keep them at the first sign of a repetition of past strikes in the motor factories."

The Journal's predictions come true, and the city is not so good for the country at large, because upon the size and importance of the coin machine trade in Detroit. Serious labor disturbances in Detroit will probably delay whatever combination of Detroit firms may be about the coin machine manufacturing industry. The coin machine trade needs all the new creations and possibilities in vending machines as it has for years and it has been anticipated that Detroit manufacturers would contribute a large share of the newly successful machines.

The New York Times (November 14, 1937) gives a rather complete analysis of Detroit, its population and its industrial problems, calling Detroit "our laboratory of social change." The Times: "Because Detroit is one of the key cities of industrial America, because it is a post-depression industrial center, Detroit is one of the most interesting laboratories of social change in the United States. In the years to come, some of the laboratories and the machine shops but in the minds of the men and women who make up its population."

"Detroit is a factory town grown up at the hands of the automobile manufacturers. The city is the birthplace of the automobile, and the motor car is too new and too constant a source of employment for Detroit to develop any agglomerable family tradition such as may be found in the steel and the mining industries."

The coming of the automobile manufacturers and the time when the great executive of Detroit's successful laboratories would be the subject of the New York Times.

Production in High at Daval

CHICAGO, Nov. 20.—With adjustments in its new factory fully completed, the Daval Manufacturing Company reported this week that a complete line of coin-operated machines was in production and that deliveries would be made rapidly at an early date. The company that completed a new plant was accomplished with a minimum of labor due to the high production of machines and with the improved facilities now available. The company will now begin to increase its production higher quantities.

Ben Kulick, sales manager, has extended the company's territory.

Kulick is well known not only on the West Coast but to the national trade as well. His organization will be expanded to push the sale of Daval machines in California.
Detroit, Nov. 20.—O. D. Cristof has decided to get out of the booking business and to concentrate on the operation of his store on Virginia Park and will operate the large screen at West End. Although the movie was till for quite a long period of time and only recently released to the business, during the absence of the local operators, the business became well acquainted with Mrs. Cristof, who stopped at the theater to buy an absolute stranger to the coin machines. She was carried on her husband's business.

The Great Western Novelty Company has moved headquarters from Washington Avenue to the old building, where it has opened offices on the fifth floor of the Morgan Building, and is opening another extensive line of novelty machines in the East, but is closing out some places at present. Robert Squire, head of the company, returned from Washington and other Eastern cities this past week. He plans to spend a large part of his time out on the road. The new office here is in charge of Philip Keeler.

Frank Seith, local amusement manager, employed by Universal Manufacturing Company, the new coin-operated game with General Amusement Devices Company, the new coin-operated game with the Universal Manufacturing Company in this territory.

The opening of the new National Coin Machine Exchange, Chicago, is reported to have made a deal in the past week whereby Qadco will supply a large number of novelty machines. The majority of these machines will go to England and Africa.

Richard Griffith, operating as the Midwest Amusement Company, has a high-class sidewalk novelty selling Lincolns at the making game at this side- line but is continuing to operate his machines for now. Griffith is operating his activities in the city at present and intends to reopen his uptown territory shortly.

Pan Confection Offers New Board

CHICAGO, Nov. 20—Pan Confection Factory, with its long and favorable reputation in supplying small candy for the amusement operators of bulk vending machines, announced a new board deal that it became known to be attractive to the operators. It is being offered as a special for the holiday season. The deal will include 128 prizes, the grand prize being a marble cake that is filled with an assortment. There are 28 boxes each containing one prize. The prizes of the boxes are in bags of milk chocolate and 9 inches square to conform to the box. The board has 800 holes at 8 cents each.

Depreciation Notes

ST. LOUIS, Nov. 20.—In a recent case here government officials testified to the depreciation rate of 16 per cent on coin-operated machines. Duke Stapp, manager of the Defeat Novelty Company, appeared as a witness at this session and lodged his official that a yearly depreciation from 80 to 90 per cent was not excessive.

One of my most cherished returns for the coin machine industry seems about to go to smash under the pressure of modern ideas of public relations. I have long felt it my duty to protect operators from some of the inside tricks of the business. In this controversy with its small points and complications, I still think that columns should be protected from current and damaging phrases. This build-up for Dolly Fidler has made all of my work for the coin machine industry a flash in the pan. Joe Huber has tried to overcome the idea that after all it is only a difference of words whether his limbs intrude into the coin machine business or whether his bosom protrudes into it. I am now convinced that Jimmy Mangem and Joe Huber are both connoisseurs of art and can look at pictures with a childlike innocence which is beyond the average operator. I still believe some pictures have been squeezed out of the coin machine section until I have seen Dolly Fidler in the flash.

When Miss Amber Wilson (Hobart Coin Machine Sales) declared her intention to lead the charge of the brutes Bruin Brothers, on the 1938 Coin Machine Show, I immediately remembered how she had taken advantage of me earlier this year. She introduced me to a marvelous record. I hurried back to write the story and made a big mistake. I was still in the business, but I found out that she was less than a whiff. I got to thinking that the call is not to be lessened in such cases. Then by some strange coincidence I got to thinking that she called him on the old little familiar idea of the F一名ism was a bun. Of all the shops I have made in my day and age and all that is in the world all had my lucky star not saved.

Edward Ginsburg, Assistant office of Atlas Novelty, is reported to be preparing for a trip to this territory. His mission will be to get better acquainted with operators and to get ideas for building up Atlas "persona" division.

J. G. Woyats, music field man for Markappe, Cleveland, is telling the story of a success. He sold into a rural Ohio, who says he will sell his form if the photographs really come out.

Right now the United States Government is busy arranging new trade treaties with Great Britain and Canada. It seems to be like if the United States could reach an agreement which will permit trade with all members of the British Empire on lower tariff terms. Which would be good news for the manufacturer of coin machines—consideration for coin machines might be brought to an end and organized to seek better tariff rates.

Alto the amusement game industry was just beginning in 1931, it managed to make a real contribution to employment and provide small merchandisers to pay their rent during the big depression. Now, in the depression for inventing new games, the industry has its greatest opportunity and even to continue the present business slump which will continue for several years, it is said to be said to real estate men to help merchantize the amusement business for the future.

Now IT CAN BE TOLD. It is reliably reported that Bailey Manufacturing Company considered prosecuting alleged infringements on the Bumper game when that game was sweeping the trade. But it was decided that a better policy would be to come out on the games and sell them. Bailey officials now state that they are appropriating and that every other game which was involved in the infringement was a big advertisement for their game.

By dramatizing your daily life you can make your life exciting and tolerable.—Fred B. Barton in "Let Yourself Go."

NEW DATE BOOKS
FOR 1938
NOW ON SALE
Arranged Especially for Your Needs
DATED FROM JANUARY 1, 1938, TO JANUARY 1, 1939.
The most convenient newspaper book for Managers, Agents and Performers of all branches of the business that will have pages of 2½ x 3½ inches—just fits the vest pocket. Contains complete calendars for 1938 and 1939, 5, 110 pages for daily announcements, space for recording record-makers and drawing current figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS, ACTUARIAL AND BUSINESS ADDRESSIONS
For sale at all offices of The Billboard. Noted to any part of the world for 25c each.

Cash With Order to be sold. Reproduction sent to Cincinnati Office.
Away ahead of all others

Barrel of
Fun Derby

The jar game with fool-proof tickets. Stay with a winner. Always the first in the field. Newest ideas in jar games for operators. Beautiful pay-out cards in attractive colors.

Operators, here is another barrel of Fun game that will help you to get and hold locations.

This game can be furnished either in glass jars or boxes as illustrated.

2520 Coupons at 5¢ $126.00
Payout (average) $82.20
Profit (average) $43.80

GAM SALES COMPANY
Manufacturers Only
1819-21 S. Adams St., Dept. D, Peoria, Illinois

Nickel Merchandisers

By Bill Gersh

Director of Sales Promotion, Byrde, Richard & Pound, New York

Many New Machines on Way

This discovery on part of some of the leading nickel merchandisers that the district has injected new life into the vending machine field has raised the hackles of many coin venders who are rumored to be on the way. There is a new merchandiser who has entered the market to release that will vend nationally advertised brands for 6 cents. It is reported that he has chosen the most modern of all. It is said to be very popular. This new merchandiser has introduced at this time a nickel slot and there are many who are trying to get the higher prices for nickel merchandise.

Another one of the attractive merchan-
disers. One of the last and the first of the new de luxe machine distributions are making them available on a time-payment basis. This gives a winning dealer an opportunity to enter into a legitimate field and pay as he goes. By taking advantage of this offer the dealer need not pay too much for the machine and be left with a nickel. Practically all of the coin merchandisers have been introduced at the time of the nickel slot and there are many who are trying to get the higher prices for nickel merchandise.

Of course, one of the attractive mer-
chandisers' features of the new de luxe machine is the fact that they are making them available on a time-payment basis. This gives a winning dealer an opportunity to enter into a legitimate field and pay as he goes. By taking advantage of this offer the dealer need not pay too much for the machine and be left with a nickel. Practically all of the coin merchandisers have been introduced at the time of the nickel slot and there are many who are trying to get the higher prices for nickel merchandise.

Nickel Vendors Have Big Job

To me it means that the nickel mer-
chandisers are going to be a big job. Just like the cigarette machines, they have a great marketing job to do. To the storekeeper they mean freedom from the inconvenience of putting money into an investment in grindy, which has never paid much in the way of profit. The more of them the better for the storekeeper. To the operator they offer a chance to make money in a legitimate field of profitable operation. To the public they will need high-quality products like the one that the storekeeper is using. To offer the assurance that the products needed in those machines will be taken out of the “three-for-a-dime” non-profit class and put on a money-making basis. This alone should assure the success of the nickel vendors just as it spelled esthetics for the cigarette machines.

At the present time the greatest in-
terest is in such equipment as the pop-
corn machines, for they offer a staple saleable to the public which is much in demand in the most profitable of all operating locations, the tavern. Perhaps this new-type vendor will do what many leaders in the industry maintain it will.
AMUSEMENT MACHINES (MUSIC SECTION) November 27, 1937

Oldtimer Sees Big Future for Phonos

DU BOIS, Pa., Nov. 29—"I've been in the music business for 35 years and probably can't get out of it when I want to," said the old-time operator, whose name is not known but who is one of the oldest music operators in America, and was an honored guest at the first annual

B. D. SCHAFFNER
convention of the Wurlitzer Century Club of last August.

When we met him in the music business when he was a young man, he has been so much involved with the music business that he never realized from his first sales for the wandering—"I'm not a Wurlitzer man," he said—"I did most of my work in building small business operating several stores and employing hundreds of workers."

The old-timer closed every store and left his name and address, and we received thousands of unsolicited letters.

"They Providence stepped in," he reported, "in the guise of a newspaper and convinced me that I should enter the music business. I'm not sorry that I did, for today I'm free from debt and the future looks extremely bright."

In commenting on the progress of the music business, the old-timer said: "I'm happy that I entered the music business. I'm not sorry that I did, for today I'm free from debt and the future looks extremely bright."

Along the main highways and in most parts of the country, churches, schools, and businesses have been added to the music business. The old-timer's name is Johnson, and he is a Wurlitzer operator, and he could hardly hope to attain the financial success he now enjoys in any other way.

Seebur Phonos in Restaurant Chain

The name, Howard Johnson, has grown in the music business from a small ice cream and ice cream parlor to a famous name. The company's headquarters are in New England and in New England, the company has headquarters in Massachusetts, Rhode Island, Connecticut, and New York.

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Mastery of an individual style, leadership in a popular trend, originality in presentation and consistent, above-par performance... it takes all this to get—and hold—constant public favor in a keenly competitive entertainment world.

Seeburg Illuminated Symphonolas, Royale and Rex, with the original Lumalite Grille and 20 Record Multi-Selector, provide that superior performance and attraction on location through which they have reached the heights of Leadership. Seeburg instruments have what it takes to get and hold the best locations... to earn greater daily profits.

Writers of Fine Musical Instruments

J. P. SEEBURG CORPORATION
3500 DAYTON STREET
CHICAGO

Grenner and Collard
Gabel Reps in East

NEW YORK, Nov. 20—H. B. Collard and Robert (Bob) Grenner, Eastern representatives for the John Gabel Manufacturing Company, have combined their territories and will now work in the entire East from Maine to South Carolina.

Both Grenner and Collard have been connected with the phonograph business since its infancy. The new combine offices will be located at 29 West 44th Street, New York, New York, and 2429 18th Street, N. W., Washington. Elaborate showrooms have been installed at both centers.

Grenner and Collard expect to be in Chicago during the coin machine show and will put all their efforts into publicizing and selling the new "300" Gabel.

Phonograph Operators
Pe Now YOU can have the
NEW ELECTRIC GRILL

for all models and makes of phonographs. It is not necessary to purchase new machines to hold these better locations. INSTALL OUR NEW ELECTRIC GRILL IN FIVE MINUTES. IT ADDS BRILLIANCE AND PLAYERS' APPEAL. YOUR OLD MACHINE IS AS NEW AS TOMORROW'S.

ELECTRIC GRILL is the operator's salvation.
ORDER YOUR SAMPLE TODAY.
SAMPLE $10.00-$20.00

MID-WEST NOVELTY SALES CO.
812 West Broadway—Nashville, Tennessee
415 East 3rd Street—Tulsa, Oklahoma
2227 Hiram Street—Youngstown, Ohio

A PORTION OF THE WURLITZER FLEET owned and operated by C. H. Potter, of the Patmon Novelty Company, aggressive music operator at Faribault, Minn.
Wurlitzer Op Still Talks of Convention

FARGO, Minn., Nov. 20 — C. H. Potter, who operates the Fargo Nor- dly Company here, is one of three organ- isers of the Wurlitzer Century Club, which is still talking about the big time he had at the first annual convention of this club held in Buffalo last August.

“When I returned from that conven- tion,” stated Potter, “I had been gifted with the ability to use the King’s English in the way Homer Copehart used it to inspire us at Buffalo, for I wanted to inject all of my employees with the same enthusiasm for the business. Anyway, I told the boys what a wonderful time we had, and the way in which Wurlitzer does things, and I am sure that they are glad to have us and are glad to have us.”

Detroit

DETROIT, Nov. 20—Louis Berman, manager of the Champion Automatic Amusement Company, local music ma- chine retailer, reports that business is good with his firm that additional tele- phone has been installed to handle the amount of business coming in over the wires these days.

Charles P. Roberts has entered the automatic phone field after operating his place in this city for three years. He has installed his offices in Groves Pointe Farms, extreme northeastern suburb of the city. Roberts reports that he is specializing in Wurlitzer phones and likes the phone box because business is good and the service is good, due to the superior construction of the phonographs.

Fort Worth

FORT WORTH, Tex., Nov. 20—Jack Maloney, who is at his bank and office, and then a look at his handsome service men and decided they deserved to have their pictures taken. They were, hence, I asked.

Automatic Amusement Company has received a supply of Bally’s new saddleophone and the operators thought it looks like a natural. Helen savages can think so too! If she could get close enough to look at it, she would, I swear, give the lady a chance.

George Greene, of McPherson, Tex., new town last week with that new daughter of his. Everybody wanted to see him, but George picked the rainy time of the week and no one could get to the car to see him. We’re looking forward to seeing the little lady soon.

Dapper Arthur Pies was over from Dallas advising all the boys that he’s Wurlitzer-minded now and to “come over and see him some time.”

Clayton Center is sporting a “fingertip” on his upper lip, and we know for a fact that he is those “man’s mustache,” growth. Is it true, Clayton, that you stood up when someone said what?

Now that cold weather is setting in

for good, those cowboy boots are really being sported by the operators. John Wilson, Eddie Vincent, Dan Frazer, and Clayton Senter are out with the boots. Wonder when Bob Martin will turn up with a pair.

THE WALTER COMBS FAMILY grouped around son John and his new wife on their wedding day. Walter Combs, Rock-Ola operator, is in the center. Sons Andy, Larry, Peter, Jack and the rest of the family report present.

Wurlitzers

P-30

$89.50

P-12

$99.50

P-400

$125.00

312 and 412

$139.50

616 and 716

$195.00

Skee-Balls

$75.00

Mills

Dance Masters

$45.00

Terms: 3/4 Deposit—C.O.D.

ORGAN SUPPLY CORPORATION

505 S. Dearborn Street

CHICAGO, ILLI.
SPECIAL

190 WRCLITZER-MODEL 412...$125.00 ea.
2 WRCLITZER-MODEL P2...200.00 ea.
4x100 watt Horse Power, 3X300 watt and 5X500 watt. Comes complete, balance shipped C.O.D.
J. L. JONES SALES CO.
HICKORY, N. C.

Used Phon Sales
Gained, Says Hankin

ATLANTA, Nov. 20.—Morris Hankin, of the Hankin Music Company, one of the best known independent music dealers in the industry, reports that sales for used phonograph records, which have been

Hankin is reputed to have been one of the first columnists to enter the used phonograph field when he placed some of his equipment on the market. On some remarkable marks, the results that he has since arranged to have his machines at a better pace. Hankin at the present time is considered to be one of the largest operators of phonograph units in the South.

New Orleans

NEW ORLEANS, Nov. 20.—Operators of New Orleans continue to mark time and hope that things will begin to hum a time to take advantage of the opening of the big winter sports season on December 1. The Orchestra is in fine shape and the Crescent City is looking forward to the great influx of winter visitors in many years. All hotels of the city are already booked and it would be a very appropriate time to start the "roll-a-rolling."

Jack Sheenan, manager of the Sports Center, is devoting most of his time to seeing that the center is in fine condition these days. Jack, once famous on the American turf for his hitting a winner with right odds, "is still up to his old tricks. He has several large bookings in the center, with odds on practically every event in the city, the tickets taken up on either team in each game.

Two of the Carondelet street operators did themselves proud this week with fine performances in the Jockey Club's opening day for the season, Elkins Frome, they are Frank Frome, already credited with fine performances in several previous seasons, and Gus Lamani, each of the Crescent Novelty Company.

Charles Phillips, of the General Novelty Company, has opened two of the best candy stands in New Orleans during the past year and is now in the lobby of the Liberty Theater is also a permanent fixture, besides he is in the Orpheum Theater. Phillips is also a well known coin machine manager and his stand is connected with the Morton theater.

The Electro Ball Company announces the addition of new machines for arc lights, and candy distributing division by the opening of a new head distributing office in New Orleans, Texas. The new department is under the management of W. J. Chaffin, many years district manager for Dallas, for a national cabinet manufacturer.

New Orleans was honored this week by a visit from Abbeville, La., of Frank DeSalleau, factory representative and distributor for Pacific Races and Phoenix Comets. DeSalleau, also operator of the Abbeville theater and other businesses in the city, reports much excitement in that section, as several new oil wells have been brought in.

George Rossi, popular young phonograph and pin machine operator of Hammonds, was a visitor here this week, calling on the Dixie coil Machine Company for some new equipment. Also a visitor at the Dixie office was J. W. Blake, of Baton Rouge.

Harry Bass, the debonair owner of Fontbonnie Beach, has sold out his interest in B & M. Sportland, Canal Street, to his partner, Joe Meyer. The spot was New Orleans' first coin machine playground and is one of the most attractive places in the South.

Frank Murphy, of the Louisiana Amusement Company, has returned to his office after being confined to his home with a slight illness for about a week. The Louisiana office has on display several of the new U-Need-A-Pak electronic machines for distribution in this section.

Louis Rosendorf and Ray Bosworth, owners of the New Orleans Novelty Company, are in Tulane University's theatre this week to give the University's largest Rose Bowl eleven of several years ago, haven't missed a single Tulane game this year. Both say that they are planning to attend the January 1 game in Miami. Take this warning, you owners of popular night spots in the Windy City.

Exhibit Promises Many New Games

CHICAGO, Nov. 20—While reporting no let-up in production on the current machines, Exhibit Supply Company officials also stated that some new numbers were being made ready this week for the coming department and that several more were far enough along to give a general idea of what is to come. It was emphasized that, that the present machines now well known to the trade are in full production and that no correction in the production of these machines is in sight. Officials added that they are too busy to realize a slump in business, even in this much business, than can be made to produce more.

Part of the list of new machines now in development in the experimental department include a new coin machine to be called "Grotto." Exhibit Supply made a record for the large variety of coin machines placed on the market this year and the new counter game will be an improved form of one of the most successful counter devices in all their list of popular machines.

A low cost version of the original version is to be announced soon which is to be called "Zeroball." With a console in the low-price field already in big demand, the new machine will offer better features that will enable operators to enter players in greater variety of entertainment. Novelty Novelty is also to be a new novelty table that will depict the "illuminated backboards," a remarkable hunting scene of a hunting chase of the pigs.

These offerings will be featured in a showroom to keep the industry always going forward, officials stated.

Five Best Record Sellers for Week Ending Nov. 22

**BLUEBIRD**
**BRUNSWICK**
**DECCA**
**VICTOR**
**VOCALION**

| 271775 | "Rag Time in London" and "Nice Work If You Can Get It" | 8003 | "Vivien, Vivien" and "In a Mission to the Heil Aligned Brigadiers" | 1453 | "Basin Street Blues" and "Bob White." Bing Crosby and Connie Boswell well. | 25993 | "Dusty" and "White" Tommy Doney Orchestra. |
| 271777 | "Blue Yodel" and "Dipper Dipper Dipper by Wurlitzer Streamline Orchestra. | 7985 | "In the Still of the Night" and "Dipper Dipper Dipper" by Joe Leo Hanlon and the Wurlitzer Streamline Orchestra. | 1477 | "Cattin' Some Fun" and "It's So Wrong." Dick Roberts and the Wurlitzer Streamline Orchestra. | 25896 | "The Fool" and "In a Mission to the Heil Aligned Brigadiers." }
| 271779 | "In the Mission to the Heil Aligned Brigadiers." | 7989 | "Bob White" and "Jamboree Jones." Johnny Mercer and the Moc Roaring Twenties Royal Canadiennes. | 1457 | "Remember Me" and "I Still Love To Kiss You." Bing Crosby and the Tommy Doney Orchestra. | 2587 | "Just Once in a While" and "If It's the Last Time." Ted Libby and the Rigoletto Orchestra. |
| 271780 | "It's the Last Time." Ted Libby and the Rigoletto Orchestra. | 7991 | "How Can I Love You in My Dreams" and "I'll Still Love To Kiss You." Bing Crosby and the Tommy Doney Orchestra. | 1471 | "Remember Me" and "I Still Love To Kiss You." Bing Crosby and the Tommy Doney Orchestra. | 2587 | "Just Once in a While" and "If It's the Last Time." Ted Libby and the Rigoletto Orchestra. |
ABT Expansion Into New Plant
Recalls Long History of Chute

CHICAGO, Nov. 20—The progress of the A. B. T. Manufacturing Company, as noted by its President in his annual address, is a matter of pride to the industry. Along with other manufacturers that have also moved into new plants recently, it is an example of the growing spirit of the industry.

Walter A. Trachte, head of the firm, who comfortably seated in the new offices, expressed the idea that the firm would be happy the rest of his days in Chicago. Mr. Trachte, whose unique cigarette vending machines are manufactured in the A. B. T. plant, and who had just returned from the company's headquarters, said, "There is one of the biggest stories in the coin machine industry.

The building is on the site and it shows what can be done even in buying penny machines.

The A. B. T. story is a long story, running back into the days when the firm was a few men trying to develop a coin chute that would get rid of the rest. Most of the A. B. T. history is built around the A. B. T. coin chute and a skillful manufactory machine that in its improved form is still a popular game. But the A. B. T. coin chute is the principal device around which coin machine history has been built.

Mr. Trachte, who has been in the industry for more than 20 years, is still deeply grateful to many manufacturers for the help they gave him in the years, and also of the help that was given. He feels that the continued progress of the industry is due in a long way to the help that was given. He feels that the continued progress of the industry is due in a long way to the help that was given. He feels that the continued progress of the industry is due in a long way to the help that was given. He feels that the continued progress of the industry is due in a long way to the help that was given. He feels that the continued progress of the industry is due in a long way to the help that was given. He feels that the continued progress of the industry is due in a long way to the help that was given. He feels that the continued progress of the industry is due in a long way to the help that was given. He feels that the continued progress of the industry is due in a long way to the help that was given. He feels that the continued progress of the industry is due in a long way to the help that was given.
OPERATORS! GET IN ON THIS
A FAST MOVING LIVE WIRE DEAL FOR THE HOLIDAYS

GRAND PRIZE
Beautiful celluloid wrapped two-tone finish curly maple Chest—tied with ribbon. Center panel light maple, balance of chest walnut finish; red striping separating finishes. Lid holds full size mirror. Attractive red lining. Sizes 12" x 9" x 21". Filled with Chocolate Candy, Jellies and Best Mix.

ALSO
(3) 1-Pound Boxes of "Best Mixture." Celluloid wrapped and tied with ribbon. Makes an ideal gift for the holidays.

DEAL INCLUDES
(37) BIG PRIZES, on 600-Hole Board, @ 5c per Punch, Brings in ........... $50.00
(1) Gold Complete Deal ................ $16.50

WRITE OR WIRE YOUR ORDER TODAY.
1/3 Deposit With Order, Balance Due.
PAN CONFECTION FACTORY
(National Candy Company, Inc.)
345 W. Erie St., Chicago

IDEAL NOVELTY CO. 1518 MARKET ST.
IDEAL NOVELTY CO.

SENSATIONAL BARGAINS IN GUARANTEED RECONDITIONED MACHINES

WURLITZER P-411. $109.50
WURLITZER P-12. 89.50
WURLITZER P-10. 62.50
WURLITZER P-30. 99.50
RHYTHM MASTER (floor samples) 142.50
RHYTHM KING. 135.00
ROCK-OLA No. 2. 99.50
MILLS MODEL '875' 15.00

ALL PRICES QUOTED ABOVE — CASH ONLY
Terms: 1/3 Deposit, Balance C. O. D.

SLOT MACHINES

| Bally War Eagle Bell | $0.80 | A-3
| Bally Blue Front Bell | $0.20 | A-3
| Bally Super 1000 Slot Machine | $5.00 | A-3

PHONOGRAPHS

PRICES SLASHED WHILE THEY LAST RECONDITIONED — READY TO OPERATE

WURLITZER P-411. $109.50
WURLITZER P-12. 89.50
WURLITZER P-10. 62.50
WURLITZER P-30. 99.50
RHYTHM MASTER (floor samples) 142.50
RHYTHM KING. 135.00
ROCK-OLA No. 2. 99.50
MILLS MODEL '875' 15.00

ALL PRICES QUOTED ABOVE — CASH ONLY
Terms: 1/3 Deposit, Balance C. O. D.

OFFER WANTED
On All Or Part of the Following Good As New Machines

35 WURLITZER SKEEBalls
15 WURLITZER SIMPLEXES
5 WURLITZER SIMPLEXES
WURLITZER SIMPLEXES
10 MILL DANCE MASTERS
10 WURLITZER 125 RACEWAYS
5 WURLITZER 7-COLUMN CIGARETTE MACHINE

DEAL NUMBERED 7-SLOT RONDOUTS

EXCELLENT BUYS IN USED EQUIPMENT

M. FORMAN
505 STATE STREET
WATERTOWN, N. Y.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"
NOW READY!

YOU INVESTIGATED IT!
YOU ENDORSED IT!
YOU WAITED FOR IT!

U-POP-IT
Will Not Let You Down!
IT BUILDS PERMANENT, STEADILY INCREASING INCOME IN A LEGITIMATE OPERATING BUSINESS!

U-POP-IT IS . . .
a 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
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Big Peanut Crop Is Anticipated

WASHINGTON, Nov. 20.—Operators of peanut vending machines will be interested in the fact that another large crop of peanuts is forecast for 1938, according to the annual outlook of the United States Department of Agriculture Bureau of Agricultural Economics. Farmers are receiving relatively favorable prices per ear of the large 1937 crop, but this, the bureau explained in its report, is largely because of the diversion program of the agricultural adjustment administration.

These favorable returns are likely to result in some increase in acreage in 1938. It was stated, and unless yields are substantially below average, production will again be large in the coming year.

It was pointed out that the marketing situation in 1939 will depend largely on the demand for peanuts for oil production, and that the crushing outlet in the present season is unfavorable because of low prices for competing oils and fats.

Vending Machines Attract Business

DETROIT, Nov. 20.—The vending machine industry is bringing attention of responsible businessmen to the coin machine industry, in the view of W. H. Cornell, general manager of Sesam Automatic Stores, expressed in an interview this week. This company has as its own product a selective-type vendor designed for 5-cent merchandise and suitable for development into a merchandising unit for a large number of items of higher prices and combination prices.

Not only candy, nuts, gum, etc., but all types of packaged products may be sold thru the vending machine, Cornell believes.

"The customer is already used to branded, nationally advertised goods in many instances," he said, "and can go in and select his own automatically from the machine. No further selling is required on the spot, and adequate display from the machine solves that problem of merchandising.

Cornell has for a number of years been an advocate of the idea that much merchandising of the future will be conducted thru the coin-controlled machine, visioning this as one of the trends of business in a large way.

Ice-Cream Vender Hit of Berlin Show

BERLIN, Nov. 30.—An ice-cream vender exhibited by Richard Hirschen at the recent Berlin exhibition for the hotel and restaurant trades was the hit of the show, according to an article in the Bonnener Zeitung, which said, "These machines will be successful in Berlin, German coin machine monthly.

This was the first showing of this new machine, the first of its kind. It was exhibited to show the possibilities of coin-operated venders, despite the fact that the weather was cool and the machine placed between two stands which were both offering hot beef tea free.

The machine is said to be the first coin-operated one on the market. Time elapsed from the moment the customer placed his nickel until he gets his ice cream is ten seconds. What made the biggest hit with German column, according to reports, was the fact that the mechanism of the machine is so simple that it can easily be filled and operated by one without any difficulties with coin machines. What attracted the crowds was the fact that the vending action of the machine is visible and one can view the entire mechanical process by means of which one gets his ice cream.

In closing, the writer of the article remarked: "We will see many of these machines in operation next summer, for there is a big demand for such a vendor. The machine can be placed anywhere. In Germany alone there are 400,000 locations that can make use of these machines."

Rockwood Chocolates on Fair Trade Agreement

BROOKLYN, Nov. 20.—Rockwood & Co., manufacturers of chocolate candy bars used in vending machines, signed the first resale price contract under the New York fair trade law with 11 candy jobbers this week. It was announced by Herbert Tenner, counsel for the Confectionery and Tobacco Jobbers' Association, Inc. Under the contract the Rockwood company will furnish the jobbers with printed forms for entering into resale contracts with retailers, which will provide that the Rockwood product, Pecan Praline, will be sold at retail at a minimum of 8 cents each.


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320 FULLERTON AVE.
CHICAGO
Tobacco Stores File Protest

NEW YORK, Nov. 20.—New York Retail Tobacco Council, Inc., representing retail tobacco stores, made strong protest recently to the Chief Magistrate of the City Courts to eliminate peddlers who sell cigarettes, but who do not pay taxes to the city.

The official plea of the Tobacco Council read, in part:

"This council, representing some 8,000 tobacco dealers in the metropolitan area, is confronted with a major problem that threatens, if not checked, to strangle each and every one of them.

"There has sprung up in this city an army of peddlers who have pounced upon cigarettes as a lucrative source of income, with the result that they are taking the bread out of the mouths of this myriad of small business men, their families and dependents.

"Here is a large group of citizens, taxpayers and substantial bulkwalkers of the city's interest being subjected to the most unfair, unethical and devastating cut-throat competition and we find that the greatest single protector of these insidious parasites are the city's courts.

"Time after time we have bent our utmost efforts to have these evil pirates taken off the streets, and when the streets are made, misguided magistrates with a so-called sympathetic nature, turn them loose with suspended sentences or $1 fines. Now it is this gross miscarriage of justice that we vehemently protest against, and we are appealing to you to see that 30,000 dealers at large get the protection that they deserve.

"Sympathy noted out to these offenders is not sympathy at all. If anybody needs sympathy it is these dealers, who pay high rents, who have to pay the city sales tax, who have to pay unemployment insurance taxes, who have to pay Social Security taxes and who are the mainspring of real values in this city. And we find that instead of getting a fair deal sympathetic magistrates turn loose these offenders of the statutes to prey upon the emasculated body of the tobacco dealers.

"The city demands that every dealer collect the sales tax, and if he doesn't he must pay it out of his own pocket. Should being the case, why do the courts permit these peddlers to vend cigarettes without having a sales tax certificate? Lacking this certificate, the city is mulcted out of a large revenue. Must we stand for this kind of competition? The revenue that the city should get, and which we are forced to pay into the city's treasury, is used by these peddlers to undersell us and ruin the main item of our daily sales. We depend upon cigarettes for the bulk of our business and here, fraudully, we are defrauded with our own dutiful obligations."

Frank Hart a Leader
In Vender Merchandise

NEWARK, N.J., Nov. 20.—Frank Hart, of Eastern Machine, Newark, claims that his firm is the leading concern in the vending machine business for venders.

Purchases amongst the many vender items, including candy-coated peanuts, nuts, mixed beans, ball gum, etc., in the sale of miniature charms, he says. Hart claims he has sent charms all over the United States and contends the reason for his leadership in this field is the fact that he can sell the merchandise at a reasonable price.

The firm has been specializing in vending machines for the past few years and today has one of the most complete assortments for all types venders.

New Cigaret Operators

DETROIT, Nov. 20.—New operators in the vending machine field is the firm of J. Paris & Sons Tobacco Company, composed of John, James, Andrew J. and George Paris. They have started with a purchase from National Vendors of the company's latest cigarette vending machines, which they have placed in restaurants and beer gardens. This company, thru Andrew J. Paris, manager, expressed satisfaction with results already obtained and are enthusiastic for the future of the vending machine business, and stated they are contemplating placing further orders shortly. Headquarters are at 5147 Michigan avenue, Detroit.
Cigaret Operators Should Seek Full Return on Machine Costs

Roy Torr

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Only $2.40 and up
Over 60,000 Sold
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WARNING!

The POPMATIC automatic corn popper and vending machine is the result of three years' effort to produce a machine that will give satisfactory service under all kinds of operating conditions.

Others, attracted by the tremendous ovation given the initial announcement of POPMATIC, IC, are endeavoring to offer a machine using similar mechanical principles.

Operators are hereby advised that the Popmatic Manufacturing Company has taken the precaution of registering its trade mark in the U.S. Patent Offices—and has obtained United States and Canadian patents covering the patentable features of the machine:

U.S. TRADE MARK No. 390,681 REG. OCT. 5, 1937
U.S. PATENT No. 1,976,142 U.S. PATENT No. 2,078,719
CANADIAN PATENT ISSUED MARCH 3, 1936

We are going to protect our rights and we therefore inform operators of our intentions.

To Be Safe—and Sure—Buy POPMATIC!

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No need to investigate if you invest in POPMATIC.

PERMANENT INCOME PROFITABLE BUSINESS

ABOVE ALL POPMATIC WORKS

We can prove that statement.

POPMATIC is not an illusion. It's the original Automatic Coin Operated Vending Machine, the result of more than three years of development and testing.

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COMPLETE LINE OF SUPPLIES

BUTTERFLY—The newest sensational salted oil, especially adapted for Popmatic. In bottle Lata, 60c per gallon. In 5-gallon lots, 1.00 per gallon. In 10-gallon lots, 1.50 per gallon. Case: 1 case of 5 gallons or 10 gallons. Gun is packed in wooden boxes to prevent breakage.

POPCORN—Superfine South American Yellow Popcorn; and Popcorn, mixed conditions, less good than the above. Both sold in 5-gallon lots with 100% of the purchase price of South American Yellow Popcorn. In 100-pound bags, $2.00 per 100 lb., in lots of 5 bags, $1.75 per 100 lb., in lots of 10 bags, $1.60 per 100 lb. For less than 100 bags, 100 per lb.

CLASSIC BAGS—The only bags that are Popmatic. Sizes: 200, 300, 400, 500, 1,000. (Purchased in lots of 500 bags.)


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A good smart salesman can earn $10,000 a year with our sensational fast selling low priced Vending Machine deal for the famous Ice Cream Bar. Address: SALES-MANAGER, Box 285, Minneapolis, Minn.
Ace Vending To Unveil New Machine

NEWARK, N. J., Nov. 9 — Jack Ray, of the Ace Vending Company, revealed that his firm soon will be ready to unveil a new surprise machine for which his firm is in store. Ray claims that his firm will be distributor for the machine to all the New Jersey counties save Atlantic and Camden. Arrangements also have been made, Ray states, whereby some of the largest cities in the State will operate this equipment and soon it will be revealed.

"Plans are now being prepared for the opening connection to the trade," Ray stated. "This new machine is sure to surprise operators with its new and exciting features, and will meet with the demands of the operator, for it will open up a new-type operation for them in this State."

Goldberg Goes With Sunflower Vending

NEW YORK, Nov. 9 — Louis Goldberg, founder of the Sunflower Vending Corporation, has announced that he will be the first to market the new vendo machine made by Harry Krain, one of the oldest operators in this territory. For the past 15 years the firm has been the leading manufacturer of vending machines in this country. With the addition of Goldberg to its staff, the company's sales will be increased by 200 per cent.

"For many years," Krain reported, "we have been shipping used vendo machines to all parts of the country. We have sold these machines to dealers who have sold them for use in homes. Now we are going to make these machines available to the public."

We intend to specialize in vending machines with bulk venders as our leader. We also will maintain a large stock of vending machines and will sell them as well as the machines themselves, both new and used.

Famous Inventor Held 500 Patents

NEWARK, N. J., Nov. 9 — Richard W. Shave, holder of more than 500 patents, chiefly for typewriter inventions, died recently at the age of 70. In 1925 he was awarded as president of the Richard W. Shave Company, of Allenstown, Pa.

At the age of 16, Shave produced his first invention, a weight-driven device to operate a fan over his bed. At 12 he made a radio, which was powered by an electric spark, furnished the power and for a reciprocating piston. Later be advertised in the newspapers, "Inventions made to order."

In 1880 he organized the Richard W. Shave Register Company to make his indicator and register. He also helped to establish the Automatic Vending Machine Company, which manufactures many of the vending machines now in use. Later he devoted himself to typewriter improvements.

New England

BOSTON, Nov. 9 — Bill Brus, Vending service man, has taken a 10-day leave of absence to drive his wife, Marion, back to her parents' home in Fort Bragg, N. C. Bill is on his way back to the HUB now.

James Galante, Brattleboro (Vt.) operator, has recently moved to town and admitted the new vendo models.

Mike Bond, formerly of Trumbull Coin Machine Company, has been filling in with his wife.

Whenever Charles Holt, of the Eastern Coin Machine Company, vacation, Bill Brus, Vending service man, has taken a 10-day leave of absence to drive his wife, Marion, back to her parents' home in Fort Bragg, N. C. Bill is on his way back to the HUB now. James Galante, Brattleboro (Vt.) operator, has recently moved to town and admitted the new vendo models. Mike Bond, formerly of Trumbull Coin Machine Company, has been filling in with his wife.

The Coin Machine Company, have landed in Boston after winding their way in first to New York and then to the Windy City. The brothers visited the Seeburg Machine Company and the Art Manufacturing Company. While in Chicago they negotiated arrangements for carry some new lines of coin machines next year, which are to be offered to the public in the coming year.

Art Peabody, Boston Seeburg operator, has visited a coin spot in Boston and attended a Seeburg display in the "Old Friend" Restaurant, one of the oldest and most popular places in the city. The machine is on display in the main room, which is a large stage with two colored spot lights shining on it from angles, giving a pretty-looking scene.

I. F. Webb, vice-president in charge of photoflates of the Rock-Ola Machine Company, has arrived and in deep conference with George Young, president of Westrock. The deal is under negotiation that will be a major center of interest to the coin machine industry in Boston and New England.

L. A. Czerniak, president of the Super Coin Machine Company, is expected any day and plans to return to his home in Chicago to attend his coin machine affairs and handle his iron interests.

Barney and Louis Blatt, of the Atlas Coin Machine Company, have landed in Boston after winding their way in first to New York and then to the Windy City. The brothers visited the Seeburg Machine Company and the Art Manufacturing Company. While in Chicago they negotiated arrangements for carry some new lines of coin machines next year, which are to be offered to the public in the coming year.
Need for Simpler Type Game Seen

LONDON, Nov. 20.—In the November 6 issue of World's Fair, Edward Graves, a British magazine critic, quotes a passage from the English attitude toward the complicated modern electrical game. In an article entitled "The New Construction Technique," he states:

"When pin tables were pin tables pure and simple the correction of an "out of order" did not call for any particular outstanding mechanical skill. The working became more complicated, but putting wrong right remained within the scope of the average mechanic. Then came the introduction of electrical operation with dry batteries as the medium and an ordinary mechanical knowledge was no longer sufficient.

"This I know is not news to my readers, but it leads to something which I feel will be well worthy of mention. The development from dry batteries to all-mine machines was also foreseen, but how many store keepers foresaw a rapid change—a change which it cannot be denied largely disturbed various pin machines justifiably called it? Discussing the situation with me, H. J. Culhane, M. B. E., chairman of Vernon Lockwood Manufacturing Company, Ltd., spoke thus: "With such complicated devices sent over now from the present, the slightest breakdown means a greater loss in turnover and greater leisure to a game. To set up for the operation, there can be a pair of players, a good hammer, an anvil, and put the play board right. One has to be in turn skilled in electricity as in times almost a magician to trace the circuit, retrace the breakdown and solve."

"Our American friends over at Chicago, also conscious of a good and skilled product having been made, sit at home free from any worry of service. I believe every operator would welcome a recognized type of game never overshooting in construction a bold plain technique easily followed and in consequence long wearing."
Electricity in Coin Machines

By Al Chounard

The advent of the use of electrical power for the operation of coin-controlled machines was one of the largest forward steps in the coin machine industry ever taken. It immediately opened new fields of useful service to the consuming public, and in the consuming public liked it, for it received better results, 24-hour service and, best of all, dependability.

But there was another side to electricity entrance into the coin machine industry. It added to its already long list of employees and manufacturers those of the electrical industry and did it in the grand manner with its use of a line of electrical parts as any industry can boast. Every operator has opened his machine on location and heard someone exclaim: "Look at the stuff they trade!" This exclamation explains a lot about the machine. It is an industry that manufacturers complete mechanisms.

The coin machine industry added to its already long list of employees and manufacturers those of the electrical industry and did it in the grand manner with its use of a line of electrical parts as any industry can boast. Every operator has opened his machine on location and heard someone exclaim: "Look at the stuff they trade!" This exclamation explains a lot about the machine. It is an industry that manufacturers complete mechanisms.

The games of today are proof of how unfounded were their fears. Production schedules of 400, 600 and 800 games a day are common practice. This is all the more remarkable when it is remembered that a coin-operated mechanism cannot be tested singly, then in combination with its complements, a device, and finally as a complete unit.

As a typical example, of the efficiency of modern production methods employed in the manufacture of pin-ball games, the final testers in one factory rejected only three cases of 1,000 games, an average rate of one cent-long run hit. This would be a remarkable record in any business, but it is not unusual in these days of mass production.

Current is Games

To simplify the complexities of a coin-controlled machine it is logical to reduce it to its component parts. There must be an understanding of how electrical current travels. In other words, the basic principle of an almost complete type of circuit the current starts from the power source (battery or transformer), travels thru the relay, the switch or whatever is connected in series by the wiring and then returns to the power source. To repeat, there are several different ways to travel thru the various kinds of electrical equipment and return to the power source. The equipment must be designed for the particular voltage impressed upon it by the source and constructed to operate efficiently and safely.

To gain a fuller understanding of how an electric appliance works, it would be well to literally dissect a pin-ball game and discover a few of the fundamental elements underlying the operation of the game components.

Initially this game must derived power from the source, whether it be from batteries, power packs or transformers. After it is delivered a steady, direct current, formed by the chemical action of the ingredients in the battery itself. In the case of power packs and transformers, their function is to convert the supply current obtained from the wall outlet to values suitable for the operation of the game. The power pack converts the alternating current into direct current usually from a lower voltage, while the transformer only changes the voltage. This direct current is called direct current, but continues to deliver alternating current from the source of power. From these power sources the current is delivered to the different parts of the game by means of switches and the associated wiring of the game. The prime mover is to operate a circuit around the required time to open and close the circuit during a definite cycle of operation of the game to power the game.

The ball in its travel on the panel usually closes a switch by contact with a piece of metal by the ball or switch. In most cases when a switch is operated it is usually the last operation required to allow the game to flow or not to flow in a circuit.

Switches are also operated by relays, which consist of a coil of wire wound on an iron core and attracting a moving piece of iron that operates the switches.

When current flows thru the coil of wire it produces magnetic lines of force that pull the iron core which attracts the moving piece of iron. The movable piece is supported in such a way as to move away from the iron core for each activation of the coil. When current flows thru it one activation of the iron core which attracts the moving piece of iron.

Two Actions in Game

The principle of a switch is used to close or open a circuit and to prepare the relay coil attracting an iron armature, which in turn, activates a switch. The two fundamental solutions sound which nearly every operating part is the game is constructed. Each part is usually different, but the final result is the same in some combinations of electrical circuits, with variations.

For example, an electrical motor could be considered a group of relay coils mounted in a circle, each called a pole of the motor. The central armature is attracted to different poles (relay coils) and continues to rotate them, generating mechanical power for a needed service or mechanical task.

In one form of odds changer and selector the principle of a relay is used in a modified form, of an operating arm front, which moves a group of wiper blades over contact strips. The operation from one to the next, each time returning to pick up the opening arm, is controlled by the operator. The wiper blades and contact buttons are another form of a switch, closing the circuit. Without the contact buttons, there is no pass over the contact buttons.

Other forms of selectors employ either a motor to move the wiper blades over the contact buttons or a strong magnet to deliver one power stroke that opens the wiper contact buttons. All of these different types perform the same function, namely, that "It has been discovered that within the space of a few years there has been a great increase in the number of electrical devices in our lives. I am sure you have noticed that the improvements that have been made in the electrical industry have been tremendous. The electrical industry has made great progress and we are only beginning to see the benefits of these improvements."

A Square Deal To All

WERTS NOVELTY CO., Inc., Dept. BB-11B MUNCIE, IND.

Attention! Illinois Operators

We proudly announce the addition of Seeburg Phonographs to our already impressive line of coin operated machines. Complete stock of Seeburg Illuminated 20-Record Multi-Selector Symphonies, Royal and Ritz on hand at all times.

But be in line with Seeburg, the automatic phonograph which has definitely shown that it has what it takes to get and hold the best spots. Write, wire or phone today for particulars and to be sure you get the new Seeburg."
power packs used must be close to 150,000. The relays must number close to half a million, while the total amount of electric motors is over 100,000. The total footage of wire used can't be less than 25,000,000 feet.

In some of the later designs of novelty games using a light beam for scoring, a contact on a metal panel vacuum tubes were the heart of the game. Together with those employed in photograph, the total runs close to 50,000 vacuum tubes. In this same category should be included the photo-electric tubes commonly known as the cockpit. Including all the types used in this form, the industry must have purchased close to 50,000 within the last year. Of course, vacuum-tube circuits require the use of a variety of condensers, resistors, choke coils and various types of transformers, amounting to thousands of parts.

Electrical Progress

In an industry such as the coin machine business, rapid improvement and advancement in the art is of paramount importance. The design and production of games require a degree of skill that must combine a great number of factors. Considering the one that is inherent here, namely, the use and improvement of electrically operated coin machine parts, it is discovered that within the short space of a few years not only the use of electrical devices in games has increased, but the design of those parts, has been improved. As proof of this compare a game of a year ago and one of today. The improvement cannot help being apparent. The industry has forced manufacturers to improve the product, not only by request but by actually working out new designs for them. It is sure the suppliers have responded to the limit, for they realize the tremendous outlet for that part of the coin-machine industry. The industry in some cases does not allow itself to be limited by the standard required in the general purchase of electrical parts but sets up more stringent specifications and operating limits. Manufacturers have openly admitted that they have been taught details about their product they never thought of before furnishing them to the industry.

In view of the tremendous advances that have been made in the industry in the last few years it would be foolish to forecast a probability that any new scientific development might be developed into a coin machine. A few years ago no one would have guessed that the coin-machine industry would be one of the principal outlets for scientific development in the world. And yet it is. No one could conceive that a coin industry would be such a great source of electric motors. No one knows from day to day what new development may take place for time and trade wait for the organization. And that's what keeps the lights burning late in the laboratory.
**UNIVERSAL "SCORES AGAIN"**

Presenting "NEW DEALS FOR A NEW DEAL AGE"

YOU'VE TRIED THE REST—NOW TRY THE BEST!
YOU'VE TRIED THE OLD—NOW TRY THE NEW!

**1938 Show Out To Break Records**

CHICAGO, Nov. 20—If advance indications mean anything, it had better be a sellout of five-year bank balance in advance. In the new era of "Trade Age," the 1938 Coin Machine Show should attract the largest audience in the history of the Coin Machine Industry. The show will be held this week at the Hotel Sherman, Chicago, Ill. The dates are January 17-18-19-20, 1938. According to the show committee, all the latest and newest of coin-operated machines will be exhibited at this show. The show will be open to the public from 10 A.M. to 7 P.M. each day. The show committee will have to go to the show to get the greatest of the world's. N. Marshall Steffens, who is again chairman of this year's show committee, said: "The show is the biggest and most important of the year and we will give the operators everything they are looking for." The show will be held in the Streets of France and the streets of Paris and the show will be open to the public from 10 A.M. to 7 P.M. each day. The show committee will have to go to the show to get the greatest of the world's. N. Marshall Steffens, who is again chairman of this year's show committee, said: "The show is the biggest and most important of the year and we will give the operators everything they are looking for.

**RIDE THE WAVE OF PROFITABLE POPULARITY with "UNIVERSAL"**

"UNIVERSAL" is the biggest name in business cards. "UNIVERSAL" combines all the latest and best features of the market with a modern appearance. "UNIVERSAL" is protected by the latest in relief and printing. "UNIVERSAL" is protected by the latest in relief and printing. "UNIVERSAL" is protected by the latest in relief and printing. "UNIVERSAL" is protected by the latest in relief and printing. "UNIVERSAL" is protected by the latest in relief and printing.

**AGAII UNIVERSAL "SCOPS" THE INDUSTRY!!**

New Yorkers Talk Credit Situation

NEW YORK, Nov. 20.—The credit situation which jobbers and distributors discussed with operators at a recent mass meeting is reported to have resulted in jobbers and distributors setting up more liberal credit standards so that practically all purchases now being made are on the time-payment plan. This condition is not only local but it has spread across the Hudson, too, where even the largest operators in New Jersey are reported to be taking advantage of the liberal credit terms being offered.

So far the credit situation has had little effect on sales. As long as operating conditions remain the way they are today, everything should go along smoothly, but if authorities should make any important changes in operating regulations many fear that selling distributors and jobbers will have to charge off to profit and lose many of the credit sales on their books.

Regardless of what the future may hold, no matter what type of new machines appear, it seems definite that the sales end of the business will be conducted for the most part on a credit basis. Those jobbers and distributors who have had sufficient collateral and who enjoy the confidence of their banks will have little difficulty carrying on under present credit conditions. For those who enter this field in the future, however, the credit problem is bound to be an obstacle hard to overcome.

Keeney's Sales Set New High Record

CHICAGO, Nov. 29.—“I suppose,” said K. H. (Kay) Keeney, “that everybody will consider this statement just as much sales talk, yet our sales last week were the largest for any time in the history of this company. Now, mind you, these sales did not represent orders on new games we are bringing out, but for most part were made up of orders for games which have been out for some time.”

“To me,” continued Keeney, “this large business seems to substantiate the opinion that operators are far more conservative in their purchases than they use to be. That claim of being more conservative may sound contradictory in the face of a record week, but it isn't. It shows that operators evidently want proven-proven games, and are less inclined to take chances in merely buying any game that comes along.

“Keeney's Track Time is now in its eighth month of production, and a release of parts orders for another large run was put thru last week. The improved Dark Horse model, with its seven-play selectie slot, is being shipped in larger numbers than was the original console game. Skill Time, the console game that can be operated in onetable payout table territories, is also in large volume production. Other new games, Keeney's new free game pin table, is just going on to the production line.”

H. REEFE, director of Coin Machines, Machine Pumps, Co.

CANDY SALES CARD DEALS

SPECIAL FOR THE HOLIDAYS

DEAL No. 1—$10.00 Candy Card
Deal consists of 50 Half-Pennies and 50胜利 of 2-Large All-Red Chocolates. $1.00 a lot. Free of freight. Box 32. 57c per card. $13.00. $11.40 Detween $5.00 and $15.00. Complete the deal with any other cards.$12.00

DEAL No. 2—$10.00 Candy Card
Deal consists of 50 Half-Pennies and 50胜利 of 2-Large All-Red Chocolates. $1.00 a lot. Free of freight. Box 32. 57c per card. $13.00. $11.40 Detween $5.00 and $15.00. Complete the deal with any other cards.$12.00

DEAL No. 3—$10.00 Candy Card
Deal consists of 50 Half-Pennies and 50 Victory of 2-Large All-Red Chocolates. $1.00 a lot. Free of freight. Box 32. 57c per card. $13.00. $11.40 Detween $5.00 and $15.00. Complete the deal with any other cards.$12.00

These are three Past Deals—Sure fire money makers. Order Deal by numbers, 25% deposit with order, Balance on Delivery. 8.00.

MARVEL CANDY CO., Inc., 101 WOOSTER ST., NEW YORK CITY

Thank You for Mentioning The Billboard.
It's Not a Sale Unless You're Satisfied!

1-Ball Automatics

While They Last

22 Centimes .......... $0.50
25 Centimes .......... $0.50
25 Golden Wheels ...... $0.50
16 Previews .......... $1.00
16 Racing Forms ...... $1.00

SLOTS

Mills Blue Fronts—Mystery 1c-10c-25c Play, With or Without Gold Awards, Late Serials .......... $4.50
Mills Blue Fronts—Mystery 5c Play, With or Without Gold Awards, Late Serials .......... $6.00
Mills Blue Fronts—Mystery 2½x Play, Without Gold Awards, Original Cotes, NEVER Used, Serials from 393 to 404,969 .......... $7.50
Mills Blue Fronts—Mystery 2½x Play, Without Gold Awards, Original Cotes, NEVER Used, Serials from 120,113 to 127,161 .......... $10.00
Crochet's Column—Biass, Convertible, 5½-25c Play .......... $3.00

Consoles

Bally Favorite .......... $5.95
Paces Races .......... $6.00
Evans Rollette .......... $9.50
Galloping Domino .......... $9.50
Chukkalets .......... $9.50
Rollette .......... $9.50
Paces Race (25c Play, Brand New) .......... $25.00

Qerber & Glass 914 Diversery Chicago, Ill.

Standout Used Game Values!

Send Us Your Orders Now!

Used

Non-Payout Games

Scramble .......... $3.00
Gee Whiz, the Leader .......... $3.00
Tin Tin, Filly-Filly, Finale, Fireboat, Bonfire, Booty, Coots, Golf, Nosey Nut, Sure Shot .......... $1.50
Bolero .......... $8.00
Bolero, Red, Blue, Green, Bridge .......... $10.00
Rack 'em Up .......... $6.00
Red & Blue, Carpet Bowl .......... $6.00
Rutabaga, Round Wheel, Run .......... $5.50
S. O. S., Skookum Baseball Electric Highway .......... $5.50

Wrist-pay Games

Used Consoles

Evans Rollette .......... $5.00
Latomy, New Cotes .......... $5.00
Thorneade .......... $5.50
San Francisco .......... $4.50
Paces Racer .......... $5.50
Galloping Domino .......... $5.50

Wrist-pay Phonographs

Burlington Phone .......... $10.00
Wurlitzer P 10 .......... $15.00
Wurlitzer P 100 .......... $15.00
Wurlitzer 418 .......... $15.00

Wrist-pay Payout Games

Air Land, Bally Bonus, Big Blonde, Junior, Black Jack, Centura, Double Score, Golden Harvest, Whirligig, Jockey, Deluxe, Big Pay-Back, West Side, Wheel of Fortune, Kine Kizer, Million Dollar, Melody Maker .......... $15.00
Derry .......... $5.00
Parco, Parley, Le Bell .......... $5.00
Fence Huster, Gridiron, Baseball .......... $5.00
Hi-para, Finder, Millionaire .......... $5.00
Merry-Go-Round .......... $5.00
Hit Parade, No Clock .......... $5.00

Write for Our Complete List of Used and New Slot Machines!

Automatic Coin Machine Corp., 37-43 Essex St., Springfield, Mass. Tel. 4-1109

Rose Bowl

1000 Holes 5c

A Money-Maker for the Football Season

Take in $10.00, Pay Out $8.00, Profit $2.00

Brooklyn ........ $1.00
Champion ........ $1.00
Red Bell .......... $1.00
Total Profit ........ $2.00

Rose Bowl 1000 Holes 5c

Panther Novelty Company, Fort Worth, sometimes said to be largest operating company in that city, lines up for review. Jack Maloney, owner, was absent at the time.

Catering to Operators Only

E Z Pickin' Jar Deals

The best-known jar line in America. Write for our Factory Representatives to call on you.

Gay Games, Inc. Muncie, Indiana

Coy E. Noel, President

Only 200 Bargains Left

Milwaukee Coin Machine Co.

Bargains

1 20 Deposit With Order, Bal. C. O. D.

Round End ......... 8.75
Gold Lite ........... 22.50
PINES ............... 10.00
Jockey Clubs, Chuck-A-Lett ....... 25.00
Billies, Rovers, Classics ....... 30.00
Deary ---- CLASSIC .......... 37.50
Deary ---- Deano .......... 37.50
Deary ---- Late .......... 37.50

Win for Prizes on New Wooden Key Co. and Metal Key Co. Guns. Win firm. Seven Bella Console. Win third.
Universal Reports

Boom in Jar Games

KANSAS CITY, Mo., Nov. 30.—The approaching Christmas season is reflecting a boom in the reception accorded jar games, according to Joseph Berkowitz and Richard Chandler, heads of the Universal Manufacturing Company.

Knee deep in work, Berkowitz and Chandler report they are adding extra employees to their forces in an effort to keep pace with increased demand. The company has added several new-type jars to their line since last season.

The company has incorporated the most popular and most profitable features of other games with the new, original schemes of their own. As a result, we are able to call on the time just as fast as we can make them up and rush them to our new factory," he concluded.

Calcut Feature

Used Phonos Sale

FAYETTEVILLE, N. C., Nov. 30.—Fay Berkowitz, president of the Fay Mfg. Co., reports that he is offering a complete set of phonos for another for his current sales. This type used phonos of all types will be fine. The firm is reported to have on hand a complete set of phonos of all types which will be fine. These used machines will be placed on location in the Regular Showroom of new machines when we have on hand at all times," Calcutt said.

"Our phonograph department is the center of the country, he continued. "We feature every well-known type of phonograph and are always in the position to allow operators unusual positions. We have been fortunate enough to accumulate a large stock of the better types and believe that our customers will be interested in the phonographs which we are featuring in this sale."

Bally's Latest Has

Twin Coin Chutes

CHICAGO, Nov. 20.—"Double chutes, additional chutes, double play, double profit," is the way Jim Buckley, general sales manager of Bally Manufacturing Company, sum up the story of Bally's new Coin Chute console.

"Think," Buckley elaborated, "of the tremendous sales appeal and earning power that has kept this line going strong for over two years." Buckley also believes that two and you get some idea of what the Chute Club will do on location. "Saddle Club has two center chutes, both of which open on 1, 2, 3, and 4," he went on. "Thus the machine takes in up to eight nickels per game, sometimes more, and multiples by the number of coins played. Odds range on each coin, and awards are ranged from 50% to 70% and even 80% of the total taken. The 2 to 1 to 1 to 1 and 2 to 1 top when eight coins are played. From over to nine homes are selected with the selection of each coin. Then a slight press of the starter button has the money race across the top with a new galloping horse Signal button we have developed."

"The past 30 days saddle Club has been on test location and has proved to be a whirlwind money maker," Buckley concluded. "We are now fully producing for the next season, but to date we have not been able to keep up with orders coming in from operators who have tested Bally's new Coin Chutes."

"We are eager to get a double dose with the Saddle Club console. We have been made to step up production, and within a week we hope to have this great double profit money maker on an immediate delivery basis."

---

VERMONTERS MAKE TRIPS TO SEE PARKING METERS

HARRISON, VT., Nov. 30.—Installation of parking meters has been advocated by the municipal authorities of both this city and Montpelier, VT. Officials of both cities have made several inspection trips to communities now using the meters and have made favorable reports. Several merchants' groups have voiced opposition but are expected to reserve further efforts to defeat plan until after the next session of the legislature.

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Stone Bros. Offer New Deal to Trade

CHICAGO, Nov. 20.—Stone Brothers announced today that for the first time in the history of the firm, a dealer who places a new order with the company, and who also agrees to return any merchandise that is returned by the dealer within 30 days, will be given a 25% discount on all merchandise purchased under the new agreement.

The new deal is designed to give the dealer an incentive to try out new merchandise, and to help the dealer in his efforts to maintain a profitable business.

New Games Offered

The company has recently introduced several new novelty games, including a large variety of mechanical games and a number of electronic games.

Complaints Show Violation of Law

BURLINGTON, Nov. 20.—An increasing number of complaints have been lodged with the Maryland State Highway Department that certain types of mechanical games are being operated in the state which do not comply with the recent legislation for licensing pool table games.

Under the present law, which was enacted for the purpose of licensing pool table games with a degree of skill, the law has been sought for many years by prominent citizens in the state who have sought to secure a liberal law and one that is just.

When the license law was first introduced to the public, it was felt that the law was not as strong as many of the laws of the states which have been in existence for many years. Reports are coming to officials that machines which do not meet the requirements of the law are being placed in many locations.

Noble has been seriously taxed by some officials that such machines are illegal and that the proprietors who operate them will eventually be forced to close down.

Seeko-Boo Glasses

Prove Novelty Hit

CHICAGO, Nov. 20.—The first announcement of the trade on Pee-Boo glasses has been one of the most successful novelties of the day, according to reports.

They can tell whether or not your item is going over or not by the first day return, said Irving Fishlove, head of P. Fishlove & Company, manufacturers of Pee-Boo glasses. The Honey Bee Locket is one of the best science-fiction books of the year.

While there are many people who have not tried Pee-Boo glasses, those who have found that they are subjected to the penalty of the law.

James Opens Biz

In Old Mexico

MONTREZER, Mexico, Nov. 20.—M. James, well known in St. Louis, recently opened his new game room, which has been in operation for several months. It is said that he is handling a complete line of Mexican novelties, which are especially designed to appeal to the Mexican people and to the people of the United States as well as to automatic phonos and other machines.

“I have received many letters of congratulations from the people of Mexico, who are very pleased to see their old friends in the new location,” said M. James.

Budin Distribute for Jennings in East

BROOKLYN, Nov. 20.—Budin Specialty Company, this week announced its new distributors for O. D. Jennings Company, Chicago.

The new Jennings novelty table, Power Play, made its appearance at Budin's office this week, and is present only just given its approval of the game, but cleared out the first delivery.

Power Play is a five-ball novelty machine featuring a football field. The catcher is endangered and the playing bumper field will keep the players active, claimed Budin. It's dynamite.

In addition to the new Jennings machine, Budin is having a good run on Rabbit's Toths.

Bert Lane Lauds Chico's New Dux

NEW YORK, Nov. 20.—Bert Lane, general manager of George P. Chico Company, who is wearing a little notice on his face these days, this is how come:

“Chicago's latest game, Dux, has proved such an immediate hit,” late, “that we have caught a bit of it by the heavy demand. The factory has been hard-pressed and the shipping is not enough for the operators. Why, the final good guess was all bought out and the orders for more were shipped, so great was the rush for the Chicago product.”

“Operators,” says Lane, “claiming for a game that will install new life in their machines. They even get to work for Dux as though it were a life preserver on a stormy sea.”

“Unfortunately, Dux is the newest development in the game field. By the way, it isn't merely a variation of a familiar theme, but an improvement on it. It is said that the result is a real three-dimensional game, and the players have given a lift to the salesmen and collections. The result is evident, and the operators are now demanding more Dux than ever before.”

Dux, he believes, is the result of careful planning and hard work, and he is happy to have his favor to the friends in the industry.
Hercules Enjoying A Rapid Turnover

NEWKASE, N.Y., Nov. 20.—According to an announcement, which the Hercules Machine Exchange, Inc., today, Mr. E. A. St. John, has been elected chairman of the board of directors of the company. The election was held at a meeting of the company's officers and directors held at the company's headquarters.

The following are the new officers: Charles E. St. John, president; William H. Hager, vice-president; E. A. St. John, secretary; and W. H. Hager, treasurer.

The company has been in the coin-operated amusement business for many years and has developed a large national trade. The new officers are expected to carry on the traditions of the company.

The company has a large new factory under construction, which will be completed shortly. The new factory will be equipped with the latest in coin-operated amusement equipment. The company has also made a number of new improvements in its existing equipment, which will be introduced in the near future.

The company has announced that it will open a new showroom in the near future, which will be located in the heart of the city. The showroom will be equipped with the latest in coin-operated amusement equipment and will be open to the public for the purpose of demonstrating the latest in amusement equipment.

Winter Boosts Sale Of Billiard Tables

BURLINGTON, N.J., Nov. 20.—With winter weather making its debut in all parts of the country, billiards are again coming into their own. As a result, many stores, including the Burlington Vending Company, report that they are enjoying increased sales on their billiard tables.

The company has a large stock of billiard tables, which are being sold at attractive prices. The company has also introduced a new line of billiard accessories, which are being sold separately or as part of a complete billiard set.

The company has announced that it will open a new showroom in the near future, which will be located in the heart of the city. The showroom will be equipped with the latest in coin-operated amusement equipment and will be open to the public for the purpose of demonstrating the latest in amusement equipment.

The company has also announced that it will start a new advertising campaign, which will be aimed at increasing the sales of billiard tables in the area.

A CHRISTMAS SUGGESTION

AUTO-GLIDE

100 MILES PER GAL.
30 MILES PER HOU!

GET IN ON THE FUN!

A new style of glider, the Auto-Glide, is now available at your local auto dealer. This compact glider can carry you and your family to your favorite winter resort in style. The Auto-Glide is equipped with all the latest features, including a built-in heater, a sound system, and a safety belt. The Auto-Glide is also easy to operate, and can be driven by anyone with a valid driver's license.

This Christmas, give the gift of travel with the Auto-Glide. Contact your local auto dealer for more information and to place your order today.
Announcing on Our Fifth Anniversary
The Most Outstanding List of Bargains Ever Offered to Coin Machine Operators
These Prices Will Be in Force Only While Our Supply Lasts

Late Consoles, Some New and Others Slightly Used

<table>
<thead>
<tr>
<th>List Price</th>
<th>Anniversary Sale</th>
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<tbody>
<tr>
<td>Bally’s Favorite</td>
<td>$725.00</td>
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<tr>
<td>Pacific’s Domi</td>
<td>$795.00</td>
</tr>
<tr>
<td>Exhibits Races</td>
<td>$355.00</td>
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<tr>
<td>Keene’s Cracker</td>
<td>$275.00</td>
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</tbody>
</table>

Brand New Machines in the Original Boxes, Note the Prices

| Pacific’s Lady Luck | $109.50 | $109.50 |
| Bally’s Boxing Form | $109.50 | $109.50 |
| Western Pleasure | $109.50 | $57.00 |
| Pacific’s Phantom | $109.50 | $57.00 |
| Chicago’s Coin Fiddler | $109.50 | $57.00 |
| Western’s Winner | $109.50 | $57.00 |

Used New Style Bumper Type

| Payoff Finish | $25.00 |
| Clean | $25.00 |
| Maxim | $25.00 |
| Paddock | $25.00 |
| Ca-Be | $25.00 |
| Sprint | $25.00 |
| Bump | $25.00 |

Some other Pay Tables at Give-Away Prices

| Spot | $3.00 |
| Daily Race | $4.00 |
| Challenge | $4.00 |
| Winner | $4.00 |
| Broker’s Tip | $4.00 |
| Every Payoff Ready for Complete Deal

We hope that you, our valued customer, will welcome all the games that have been released by the respective manufacturers. Write or phone your orders as usual. All unused machines are offered at a complete, no-risk guarantee. Each machine must be accompanied by 1/2 deposit in the form of P. O. Express in Telegraph Money Order.

HY-G Games Company,
1639-1641-1643 Hennepin Avenue, Phone 8587 Minneapolis, Minnesota

Foreign Biz Keeps Pacer Firm Busy

New York, Nov. 20.—The amount of coin machine equipment moving from the United States to foreign countries has been substantial. The Foreign Coin-Machine Company has shipped to foreign shores during the past few months due to sales of outstanding record for coin-machine exports among distributors, officials of the company believe.

"Conditions in foreign countries are better than ever for the sale of American coin-operated games," Leo Himm, general manager and director of the firm, stated.

"Many buyers from foreign countries are now visiting us regularly. The orders we receive by mail and cable are large. We have been keeping pace with our troubles across the seas with the games they want.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.""Mr.”
Christmas Baskets

"Please send word of your membership and organization of the Coin Chute League. Would you please advise us to work in business men's clubs in the various towns in which we operate for the purpose of helping all Christmas time, with Christmas baskets."


It is interesting to note that the majority of Americans about membership of the Coin Chute League already have their membership with the company. The plan that Mr. Auman has of aiding in the Christmas Basket fund is very timely one, and the mention of the idea here will probably result many other colonists that can contribute in some way to local Christmas Basket fund, or render personal service in delivering them.

In approaching such civic organizations as business men's clubs to volunteer aid and contributions, it is well to keep in mind that some such organizations will not want to make public that they are receiving aid from the coin-operated machine trade. Coin men in one large city have contributed to a widely known charitable organization, but the organization requests that no publicity be given to the fact because of public misunderstanding as to what charity means.

But colonists who wish to aid in local Christmas Basket funds can always approach the members of any organization that has such work in charge and request help. Of course, this aid may be approached privately with the idea that it is not yet known or it may be made:

In any case, the coin men can offer money and services freely and rejoin in the good work if being done.

Some colonists make their contributions indirectly to churches and charities. This is known to which the operator's woman knows the minister's wife of a near-by church, and makes generous gifts to his church. The deed is done and members of the parish who might object to critical never know anything about it.

The United States Conference of Mayors, meeting in Washington, D. C. last week, reportedly emphasized that unemployment relief is a high priority in all the cities. Mayor La Guardia of New York, speaking before the Conference, said that the "wage-saving" week which is now being held to take great joy and glee in helping to return to work is not enough, that there is a great deal of fear and timidity being expressed, and that to get them doing what they are doing will need another depression.

UNEMPLOYMENT: While the country is suffering from high unemployment, the government census of the unemployed, November 15-21, Arthur Kroner, The New York Times, said that a reliable indication of the seriousness of the present slump in business. For the steel industry and its plants alone, "there is the proverb of 180,560 dismissals in 18 weeks."

The coin-operated machine industry, however, was not told to the employment wave by the laying off of employees in the factories.

The Chicago chapter of the American Machinists, for example, reported "open letter to fellow citizens" that "the hard times are still better than the old days in families on relief."

LATEST NOVELTIES: PRIZES, PREMIUMS AND SPECIALTIES

CARGO IS NAME OF Genco's New One

CHICAGO, Nov. 8.—A thick layer of mystery enshrouds the private offices of the Genco, Inc., plant here these days. Ever since Dave Gensburg stated that Genco was bringing out a new game called "The Standard Miniature Bowling Alley," the trade has been curious to learn the deep mystery of this new machine, as it is reported.

Gensburg bubbling over with enthusiasm, declined to reveal any details about the game, and said only that it would incorporate several new playing field and mechanical features.

"Cargo will be fascinatingly different," he stated. "It is punch-packed with appeal and will bring large profits to operators. The use of the finest materials in well-made games has been one of the main reasons for the enviable reputation that Genco enjoys," he concluded. "This is why the trade is all abuzz with the launching of Cargo, our newest machine, which we predict will top them all."
**FINAL CLOSE OUT**

Pin & Counter Games, Slots, Consoles, Etc!

**LOOK AT THESE PRICES**

**Consoles**
- Exhibit's Jockey Club... 39.50
- Exhibit's Race No... 59.50
- Exhibits Race, even... 65.00
- Exhibit Jockey, deep N.E. 60.50
- Double Track, each... 79.50
- Bush Track, each... 79.50
- Pay Black, each... 89.50
- Bush Track, each... 89.50
- Track Meetings... 89.50
- Track Meetings... 89.50

**Novelty Pin Games**
- Jockey..., 1.50
- Jockey..., 1.50
- Jockey..., 1.50
- Jockey..., 1.50
- Jockey..., 1.50
- Jockey..., 1.50
- Jockey..., 1.50
- Jockey..., 1.50

**Used Automatic Pay Pin Tables**
- Alamo $4.50
- All Star $4.50
- Daily Limit $4.50
- Double Track $4.50
- Gold Award $4.50
- Rainbow $4.50
- Hi-De-Ho $4.50
- Big Shot $4.50
- Ballot $4.50
- Multiplex $4.50
- Triple Key $4.50
- Challenger $4.50
- Bell Bird $4.50
- Skipper $4.50

**Brand-New Counter Games**
- Major Series 2.50
- Double Track 3.50
- Clearing House 4.00
- Til-Tat-Toe 5.00
- Mint 5.00
- Jockey 5.00
- Jockey 5.00
- Jockey 5.00

**Reconditioned Counter Games**
- Ship Aby 5.00
- Ship Aby 5.00
- Shipping House 6.00
- Shipping House 6.00
- Shipping House 6.00
- Shipping House 6.00
- Shipping House 6.00
- Shipping House 6.00

**Reconditioned Slots**
- One-Single Jack... $7.50
- One-Single Jack... $7.50
- One-Single Jack... $7.50
- One-Single Jack... $7.50
- One-Single Jack... $7.50
- One-Single Jack... $7.50
- One-Single Jack... $7.50
- One-Single Jack... $7.50

**Miscellaneous**
- Exhibit Novelty Candy Vendor... 6.99
- Model A... 6.99
- Several 100 Home... 25.00
- New, Brand-New, Luxe Modell, sound-proof... 195.00

Send 1/2 cash with orders of $10.00 or more, balance C.O.D.

---

**ELECTRO-BALL CO., Inc., 1200 Camp, DALLAS, TEXAS**

**HERE'S A NATURAL for SALE**

**TREASURE CHEST**

$2.00

**Be First—Cash In Big Profits With TILL-O-WIN**

Stimulates trade and entertains customers. Legal everywhere. Self-service to players. Inexpensive, clear store, novelty shop, soda fountain, drug store.\[...

**LUCKY PURSE DEAL**

Pocket Billiards With 1937'S BIGGEST HIT.

A 1,300-piece trade with 6 genuine leather billiard games containing games ranging in price to $10.00, containing 80 different games. 2,000,000 units distributed to date. Bought from the manufacturer. 50 years at $1.00 each. 500,000 units distributed.\

**OPS RELY UPON ATLAS SERVICE**

CHICAGO, Nov. 20—When Morris and Eddie Glehnson founded the Atlas Novelty Supply Co., they agreed to run the business on three main principles: proper, honest and perfect equipment. According to Morris Glehnson, head of the Chicago office, the success of his firm is a direct result of adhering strictly to these two principles. He continued, "Atlas sales have skyrocketed to new heights throughout the Middle West territory this season. We feel that the help we have given operators has been the single greatest factor in the increased business we are enjoying at present. Our personal service not only includes the finest in new and reconditioned equipment, but also our reputation in the windmill field has been of aid in assuring the operators of the quality of various types of games in different..."
Keeney Sales Mgr. Raises Distributors

CHICAGO, Nov. 20.—“They kid me about the distributors’ press sells,” remarked Ray (Keeney Sales Mgr.) Becker at a recent Cottle Bar getting of coin “gamechangers,” and they use this about how much I must draw from these various distributing terms. But seriously, I am always ready to take for the distributors’ benefit, because I believe that the distributor is necessary and beneficial to go between the factory and the operator. I must admit,” said Becker with his usual Scotch, “that even as sales manager of a coin game firm, and familiar with every factor associated with our games, I cannot as intelligently estimate the operator what games are best suited to their particular territories as the distributors. Since operators have a source of counsel if they succeed in their operations, and since operators must be successful if we as manufacturers are to succeed, I feel that the distributor is absolutely essential to the best interests of both the manufacturers and ourselves.

The distributors,” he continued, “through handling of games and serving as market exchanges for used games, have contributed more to the success and growth of this industry than any other. Their continuing as a part of the coin game picture is necessary if this business is going to expand to the proportions it should.”

Bull

THE MIRACLE GAME
FOR EARNING AND CLASS

IMMEDIATE DELIVERY
See Your Distributor or Write.

D. GOTTLEB & CO.,
2736-42 N. PAULINA ST., CHICAGO

Mr. Operator:

Our new “NO BULL” card is a masterpiece of art, finished in four attractive colors, red, brown, gold and silver. To believe it you must see it. It’s another GO-GETTER. The pay-outs are large enough to interest all players. This is a brand new idea in a pay-out card, with plenty of pop and profits. Jar takes in $50.00, average pay-out $28.00, average profit $20.00. If after this he would have any thing to do if the Little Bull, which pays $5.00 or $2.00. Sample deal complete $4.00. Don’t pay lots complete $6.00. Refills and cards $25.00 per dozen. In lots only, Federal tax paid, express paid, paid on refills and cards and simple deals. Write or wire for literature and any other information.

GO-GETTER JAR CO.
BOX 691 TYLER, TEXAS

Publisher Offers Two Mangan Books

CHICAGO, Nov. 20.—The Black Cat press printed the following book, shown in the recent publication of two new books by J. H. Mangan, managing editor of the Cleveland Press, and the game that is before us, “Baseball.” The books are being sold to the public under the name of “The Baseball Millionaire.” The book is typical of Mangan’s inspirational writing, a skill in which he excels among the best writers in the country.

A second volume is called “Learn To Write.” It is a book calculated to stimulate those who want to write but feel too weak, clumsy or lazy to do their best work.

Youth Leader for Reasonable Rules

MILWAUKEE, Nov. 20.—Conditions in taverns have been very much in the limelight since the Buffalo Tavern Association opened a reform fight recently. In the salons of the various taverns, opinion was expressed by Kenneth Goff, the Wisconsin Tavern Association, that taverns should draw up their own rules for the conduct of their business and also that their taverns’ associations attempt to enforce these rules.

Mr. Goff suggested that such a conference of taverns could be an influence and might be followed if sufficient representation places of a decent type were provided. He said he would call for local tavern associations to provide entertainment and place the names of young people to be entertained to taverns throughout the county.

CLOSE OUT IN PUSHCARDS
50 Hols. $1.50 per 100 - $10.00 per 1000

ASSOCIATED SALES AGENCY
108-No. 17 ST.
BIRMINGHAM, ALA.
Los Angeles Ops Aid Population

LOS ANGELES, Nov. 20—Baby produc-
tion on a large scale came into the
limelight in California this week when
Dr. W. M. Dickie, State Director of Pub-
lie Health, said that births in the State
are increasing at a rapid rate. While it
is not known what part operations of
coin machines played in heightening the
birth rate, probabilists informed that if
the facts could be known operators
would certainly take a leading place
among the propagators of the race. The
fact that cities, where most of the op-
erators are, registered the biggest gains
in births indicates that operators gave
a good account of themselves, they said.

That the need for future operators
would be taken care of was also shown
by the fact that there were 22,398 male
births and only 21,374 females born.

For proof of his statement Dr. Dickie
recently went to the county registries
by his department in the first six months
of this year, which shows a total of 45,767
births in that period as compared with
42,361 in the same period of last year,
a jump of 3,406.

Almost every county of the State par-
ticipated in Dr. Dickie's
statement. The biggest gains
were in Los Angeles County, which
registered 5,787 births in the first six months
of this year as compared with
4,608 in the same period of last year.

Cities which are industrial reported
the biggest gains. The little town of
Los Angeles, California, recorded 33 births
in the first six months of this year,
while the city of Los Angeles registered
23 births in the same period of last year.

The larger centers of population as
usual increased in birth registra-
tions, notably Los Angeles, Oakland, San
Francisco, San Diego, Sacramento and
San Jose.

Los Angeles County registered 16,778
births in the first six months,
and 16,138 in the second quarter.

Curiosity Grows
On Evans Game

CHICAGO, Nov. 20—The announce-
ment two weeks ago that H. C. Evans &
Company had developed a machine
which was being ordered in large quanti-
ties for Florida continues to create de-
gree of excitement in the industry.

Operators of the firm say they have received
delays in getting logs, while long
distance calls and personal visitors keep
pressing for information for delivery of these
machines. Orders for delivery of these
machines are in from all parts of the country.

This is one of the few games that is
being manufactured in this country
and is an excellent game for favor-
ting. The game is based on the story of
Florida's famous oranges, which is
represented by a small orange.

The game consists of two sections
and is played in a manner similar to
the old-fashioned game of marbles.

The object of the game is to throw
the orange as far as possible, and
the player who throws the orange
farthest wins.

The game is played by two
players at a time, and the
winner is the one who
throws the orange farthest.

The game is

OK, 2-in-1 Sales
Big, Says Robbins

BROOKLYN, Nov. 20—Dave Robbins,
director of Robbins & Company, Brooklyn,
says that the sale of the firm's OK Vender
and 1937 model 2-in-1 Vender has been
increasing steadily.

Robbins says that the improvements
on the 2-in-1 Vender seem to meet the
approval of mechanics and operators.

In addition to the many fine features of
the machine, the 2-in-1 Vender has
windows on each side, thus per-
mitting the mechanics to be clearly
displayed.

The OK Vender, which has been on
the market for some time, is partic-
ularly good for vending machine operators
because of the number of gum,
Robbins claims.

Dave Robbins says The Billboard a
compliment when he says that he has
bought not only a national following for
the machines, but also many more
through his advertising in The Billboard.

Importers Feted
By Markleff Exce

CLEVELAND, Nov. 20—Importers
who attended the convention of the National
Association have made last week
some interesting contacts with
the importers from South Africa, India, Holland, Belgium,
England and a number of South
American countries.

More and more interest is being taken
in the foreign games, it is said, and
operators are looking forward to
an increased business in
the foreign games.

The importers have been
particularly interest-
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popular in the foreign countries.

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We Year Deals

Deals

Superior

Rifle Market, Cleveland, Ohio, and operators in Chicago who have already been granted such petitions by the association, are being told by the association to stop the subject.

A State-wide meeting is to be called by the association to discuss the subject. This will be open to all operators whether members of the association or not.

Dan Christie Seeks
More "Old-Timers"

NEW YORK, Nov. 20.—Somewhat disappointed with the response to his first call for "oldtimers" to the coin machine business, Dan Christie, the author of "Little Old New York," is now planning a second call for ops who have been in the business for 10 or more years. It is Christie's idea to run an "old-timers" party for these men at his new club which features old-time entertainment and music.

Christie plans to serve those who attend the fete with a seven-course dinner and to entertain them with a show featuring Joe Howard, Furman & Lorraine, Mary Harris, Dorothy Wescoat, and others. He also plans to have on hand a display of old-time games which were "tough as money makers in the years gone by.

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., INC.

1413 West Jackson Blvd., CHICAGO, ILL.

PRICE $1.98 EACH

PLUS 10% TAX

Get in now for a 48 Profit Strike

A RECONDITIONED CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

WRITE FOR PRICE LIST ON OTHER MACHINES

H. & D. SALES CO., INC.

KNOXVILLE, TENN.
Harry Chornton, of General Amusement Devices Co., of Detroit, says: "DUX MAKING BIG MONEY FOR OUR OPERATORS WITHOUT ANY EXCEPTION." B. D. Lazar writes: "DUX A POSITIVE SENSATION." Omaha's Western Specialty says: "DUX BIGGEST HIT IN YEARS."

Fitzgibbons Plans Surprise for Ops

NEW YORK, Nov. 20—A big surprise is being held at the Eastern territory by John A. Fitzgibbons, Eastern representative for the Bally Manufacturing Company. According to reports, Fitzgibbons is said to have been hopping about the Eastern territory for the past month, perfecting plans for this surprise, which is slated to be announced in trade media very soon.

All Fats would react at this time is that the announcement will include the new games which Bally is ready to release, together with many new surprises in distributing set-ups for which the trade has long been in need.

"We are arranging to cover the Eastern market more thoroughly than any other organization ever has covered it," Fitzgibbons stated. "Plans are going ahead at a rapid clip and we shall soon be ready with our first announcement. Word from Bally indicates that they are ready to release the best games in their history. These games are not only new in design but are calculated to revive play everywhere. What's more, he concluded, "they will be merchandized differently than any factory has ever attempted to sell its machines in the past."

Chicoin Appoints London Distributor

CHICAGO, Nov. 20—Sam Greensburg and Sam Wolberg announced during the past week the appointment of Scott, Adikes & Company, Ltd., of London, as European distributors for the Chicago Coin Machine Manufacturing Company.

This firm is well-known as one of the leading distributors of coin-operated machines in Europe and many cities in the principal cities of Europe and Australia as well as in London and other cities in Europe.

Officials of Scott, Adikes & Company, Ltd., declared: "Because of the fine reports of the Chicago Coin Machine Manufacturing Company, we are very much in favor of this new arrangement."
Skillo
GAME OF SCIENCE AND SKILL—LEGAL EVERYWHERE

Here's how you can get back into the money with a game that requires as much science and skill as bowling, billiards, golf, etc. Yet, it has all the financial attractions of the slot or pay-off machine. Only SKILLO right: simply make selections by inserting coins into the proper chutes; then try to stop spinning the disk at your selection! To get a keen, steady nerve, judgment, muscular coordination, timing, split-second action in 2 to 2 (mystery jackpot for 5) to $5.00. Models for merchandise certificates, trade checks or cash payouts! Evans' NEW patented Multiple-7-Coin Head is absolutely unbeatable and tamper proof. The last three coins of each selection are plainly visible at a distance.

Many Test Cases

Seattle, Nov. 20—Numerous coin machine case 17 having a bearing on the future of the industry, which is quite successful in Seattle at present, are set for hearings in November. Recent decisions of a Tacoma judge invalidating the Legislature exceeded its powers in the matter of allowing slot machines in clubs as in the public mind at present and the decisions of local Superior Court judges on their own authority are set for hearing in November. A master of "constitutionality" of the new State law is to be determined shortly for the first time in Seattle by Superior Judge Malcolm Douglas on a demurrer filed by attorneys for the Washington State Educational Club, recently raided, whose state officers were termed by patrons of slot machines. This judgment is anxiously awaited and promised shortly. It was to have been rendered November 15, but was postponed on this "test case."
THE past year has been the biggest year in Bally's history ... not only in sales volume ... but also in good will gained ... and, in spite of the fact that events in many sections of the country lend support to the gospel of gloom heard in the coin-machine industry today, I welcome the special opportunity which Thanksgiving Day affords me to express my thanks to the operators, jobbers and distributors of America for their part in Bally's growth and success.

I am particularly thankful that financial success during 1937 has enabled us to carry on a costly development program along lines which, regardless of restricted operating conditions, will enable operators to continue in the business they understand and enjoy ... and to conduct that business on a more modest capital than is required today.

We feel a definite obligation to the operators of America. They have staked their money, time and business ability on the proposition that Bally equipment insures their financial independence ... and it is my intention that this proposition shall hold good in the future as it has in the past.

With this obligation in mind, we began last summer to plow profits back into development work on a greater scale than ever before. We recognize that our problem is now not merely to design new models ... which, of course, we will continue to do ... but also to create an entirely new type of equipment, adapted to present-day operating conditions and priced for present-day operating capital.

To get an idea of the job tackled by Bally, it is only necessary to consider the position of many operators during the past year. Their dilemma has been a choice between the type of equipment which provides comfortable security but comparatively small profits ... and equipment which piles up large profits but piles those profits on the shifting sands of local approval.

Bally's problem has been to find a middle road ... to develop equipment which will assure security and stability to the operator ... and yield revenues which, while perhaps not ranking with the often spectacular profits of the pin-game or the console, will certainly top the earnings of expensive merchandising, service and similar equipment.

Today the results of our new-trend development program are nearing completion ... and will be ready for the Show, if not by the first of the year. Quite apart from our sound-on-film development, which is in itself a revolutionary departure from tradition, we will offer a complete and varied line of "middle-road" machines ... at prices which will enable operators whose capital has been depleted by adverse conditions to "get going" again with a minimum investment.

Legal in the strictest sense of the word ... with emphasis on amusement ... and radically different in appeal and in appearance ... Bally's "New Trend" Line will create a new spirit of confidence and courage ... inspire a new friendly attitude on the part of public officials ... attract new patronage ... and provide operators with a new opportunity to earn substantial profits without fear of restrictions.

Along with our "New Trend" Line, Bally will, of course, continue to set the pace in machines of the type now manufactured ... and, in fact, will introduce at the Show two sensationaly different deluxe machines for operators not affected by territorial restrictions. One of these two new machines, designed for larger denominations than has heretofore been customary, will actually be the highest-priced coin-machine ever placed on the market ... and the earning power of both machines will so far surpass the highest standards of today that no comparison is possible.

Watch for Bally's "New Trend" Line and other new machines ... and, meanwhile, believe me, I am speaking for all of us at Bally when I express my thanks to operators, jobbers and distributors for the "vote of confidence" which they have given us by their purchases of Bally equipment in 1937.

Ray Moloney
President

BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE • CHICAGO, ILLINOIS
THE BIG RACE

☆ The biggest automatic race ever offered to the amusement loving public! It has seven slots, odds changer entirely under the control of the skill of the player; Win, Place and Show fields, and suspense up to the very last wiggle of the ball. Select your horse by the number of the slot in which you place your coin. Shoot the big steel ball, timing its passage over the shut-off switch setting your odds. Then hope, pray, and use all the body english you have to make the ball go in the hole bearing your number. Ah, a payout!

Price singly $189.50 F.O.B. Chicago

Beautiful console type cabinet in black and white, brilliantly accented with the flashiest assortment of colors and designs ever seen on this type of machine.

Mills Novelty Company
4100 Fullerton Avenue...Chicago, Ill.
IMMEDIATE DELIVERY!
WE'RE TOSsing BOMBSHELLS INTO THE SALESBOARD MARKET!

MOVIE CAMERA DEAL

AN AMAZING NEW IMPROVED CAMERA TAKES CANDID SNAPSHOTSw and 16MM MOVIES, TOO!

TIMEPACT DEAL

MOVITA STAR OF MONOGRAM'S "PARADISE ISLE"

BOOTs MALLORY - ERIC LINDEN in GRAND NATIONAL'S "HERE'S FLASH CARY"

ELECTRIC SHAVER DEALS

Sensational Deals

Great Items

Sure-Fire Money Makers

Unusually Low Priced

Unusually Large Profit Spread

Tremendous Consumer Appeal

Attractive Sales Cards - All Sizes.

Beautifully Illustrated Circular Material.

Boots Mallory - Eric Linden in Grand National's "Here's Flash Cary"

List Price $17.50

Strip Tease HighBall Glass Deal

New! Daring! Sensational! Girl modestly dressed on front of glass. See her strip-tease when glass is turned. Every man and hostess will want a set. Packed 6 assorted glasses in beautiful modern "Buffet Box" containers. List Price, Set of 6 Glasses.

$7.50

These Deals Offer You a Golden Opportunity!

Write for Free Salescards and Details Today!

Master Distributing Corporation

203 Lexington Ave.

Dept B-4

New York City
**BIG SELECTION means BIG COLLECTION**

**TWENTY RECORDS**

**ROCK-OLA's Imperial 20**

**Check THESE FIFTEEN FEATURES**
- Visible coin escalator.
- All-in-one program panel.
- Twenty record multi-selector.
- Exquisite deluxe cabinet.
- Matchless tone quality.
- Lightweight crystal pickup.
- Scratchless reproduction.
- Jensen speaker, 15-inch.
- Full floating baffle.
- Less parts in mechanism.
- One positive cam movement.
- Micro-sensitive switches.
- Mechanically driven trays.
- Chassis accessible from front.
- Fascinating light-up effect.

* Music lovers demand the best there is in music. Rock-Ola's "Imperial 20" is their choice. Has that unequaled Rock-Ola tone — that matchless cabinet beauty — that flawless mechanism — and TWENTY RECORD selection to satisfy the most exacting taste in music. You owe it to yourself and your locations to provide the world's best phonograph music.

**ROCK-OLA Mfg. Corp. 800 N. KEDZIE AVE., CHICAGO, ILL.**

**CANADIAN DISTRIBUTORS: PANDY COIN MACHINE CO. 287 VICTORIA ST., TORONTO, CANADA**
WOODBURY

Pp.

WIND-POCKET LIGHTER
No. M32—A shielded flame at the press of a thumb. The checked chimney, protects the flame from wind. Convenient to carry in pocket or purse. Just the thing for golfing, hunting, fishing or where a shielded flame is desired.
Sample 15c  
Denton $1.25  
Gross $4.65

FIVE-PIECE TIE SET
No. CT4-A beautiful set containing four different colored ties and a matching pocket handkerchief. An excellent value. Denton $2.96
Sample Set 29c

TWO-PIECE RAYON PAJAMAS
Sample 85c

LADIES’ IMPORTED NECKLACE
No. CC21—Made of brodered rick material for durability. Ladies’ costume sets in rick styles. Denton $2.10
Sample 60c

QUICK SALES! AMERICA'S
WANTED
WITH THIS NEW DEAL

Ladies’ E-Plat Set
No. D900-KU. is a starting value and should be the sentimental money maker of the year. Denton $1.40
Sample 60c

PUMP FILLER PEN SETS
No. R302—With the latest features they fill, empty and clean in one easy motion. Fine nib for average writing. Denton $1.25
Sample Set 56c

4000 FAST SELLERS TOP NOTCH PRIZES AND FLASHY PREMIUMS

IT'S EASY TO GET LOCATIONS WITH THIS DEAL

WORLD'S CHAMP
Sensational Winner

KNOWLEDGE
100 BLANKS
NO CHANCE
WINNER EVERY TIME

POSITIVELY NOT A GAMBLE
BEAU-FEELINGSё FREE
ORDER EVERY ARTICLE A true VALUE!

FOR YOUR FAVORITE PONTIERS—SEE WHAT A KNOCKOUT PRICE WE HAD FOR YOU

LY! WHAT A WALLOP TO SALES RESISTANCE

SCOTTIE DOG SET
No. D240—Colorful, cute little dogs, designed as miniature horsemen, the perfect touch to adorn the mantel. Denton $1.00
Sample 50c

THE PERFECT FALL AND WINTER
SELLER

No. T323—Entirely made of felt, any color, for any use.中国梦 recommended for decoration. Denton $1.25
Sample 85c

SWING SCOTTIE DOG HOUSE WITH DOGS AND FIGURES
No. D240—The talk of the trade. Adds a lot of character to most any window display. Denton $1.00
Sample 50c

BILLFOLD AND CHANGE PURSE

No. D30—A beautiful billfold and change purse. Denton $1.00
Sample 50c

FREE WHOLESALE CATALOG

MONEY MAKER

SPORS CO.
19-57 Arch St.
La Crosse, Wis.

PLEASE CUT OUT THIS COUPON

FREE WHOLESALE CATALOG

SPORS CO.
19-57 Arch St.
La Crosse, Wis.

Gentlemen:

( ) Please send me your FREE, 1938 Wholesale Catalogs

( ) Please send me the following articles ordered above:

(Street Address)

(City)