JIMMIE LYNCH
UNCORKS A BRAND NEW STUNT
Originated and Attempted only by Jimmie Lynch!

Jimmie Lynch hurdling 8 parked Automobiles
13 Death Defying Acts    13 Expert Drivers
3 Original Features not attempted by any other show of its kind.
2 Solid Hours of Thrill-Packed Entertainment.

Two automobiles simultaneously hurdling a series of ramps at 50 miles per hour. Cars only 18 inches apart.

JA JO and His Educated Automobile
(Fully covered by patents)

FAIR SECRETARIES
For your 1938 fair secure Jimmie Lynch and his Death Dodgers—a Show that will bring them thru the gate and be the talk of your fair.
Can furnish afternoon free attraction as "build-up" for Night Grand Stand Show.
Featured at Chicago World's Fair, 1934; National Air Races, 1935;
Texas Centennials, 1936; National Air Races, 1937.

FAIR SECRETARIES IN CHICAGO
PERMANENT ADDRESS:- 2112 OLIVE ST., TEXARKANA, TEX. - PHONE 2868
JIMMIE LYNCH, Sole Owner

READY FOR 1938 FAIRS
JIMMIE LYNCH HAS PERFECTED NEW SENSATIONAL MYSTERY STUNT—Goodrich engineers now working on new tire sufficiently sturdy to take the terrific impact required.
ASK ABOUT IT

See Jimmie Lynch and Pat Purcell at Sherman Hotel during convention. Free talking pictures of entire show.

PAT PURCELL, Publicity Director.
Rooms Packed
At SLA Party

Excellent program offered
at McCaffery testimonial-
traveling kit to president

CHICAGO, Nov. 27—The choirs
of the Shermans League of America
were packed to capacity Saturday night
by members attending the testimonial
to President J. C. McCaffery.
Crowds have been re-
ferred to all the choral
matters for the past
month.

Mr. S. A. Link, chairman
who, according to his committee
members, secured an event by
ordering the meeting hall a long time
ago with the assistance of the members
of the choir. He made a good
rises, handling the job
as it would make openings on
a well-class situation. In addition to
the meeting was a parade of members
bearing the coats and ties which were legends of a comedy nature, some of them (see ROOMS PACKED on page 68)

Outdoor Advance Guard Heaviest
In Years for Chicago Conventions

CHICAGO, Nov. 27—Outdoor showmen
have taken possession of the Hotel
Sherman and for the next six days will remain
there. They will be entertained by the
memories of the hotel, who have
previously been entertained by
the music of the city.

The coming of the convention
is the heaviest in many years,
and they have been coming since last
Monday and will reach the peak Monday
when hundreds are due.

There is a full week ahead and
everything is set for the greatest business
and social sessions of showmen.
The Shermans League of America
is the center of interest for all
of the boys. The League is hold-

Iowa Managers To Charge
Fees for Convention Ads

DUBUQUE, IA., Nov. 27—For what
the officials believe is the first time such
measures have been intro-
duced, a convention
has been held in the
Sherry's Hotel on December 5 and 7, expect-
ing to raise revenue from advertising.

The members of the association for all advertising
banners are those of the
several months that have
been received in the
response and supply
requests.

The statement is that
the response is not
sufficient to necessitate
the continuation of this action.

Enforcement blamed on spots that advertised openly—
plenty of politicians talk a lot—flicker music not
affected—even coin machines can't give on Sundays

No. 49

December 4, 1937

Vol XLIX

The World's Foremost Amusement Weekly

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1937, at Post Office, Cincinnati, under Act of March, 1879.

25 cents. Subscription, $6 per year. Copyright 1937 by The Billboard Publishing Company.

MUSIC BOWS TO AGED LAW

Boston Invokes 245-Year-Old
Antique to Ban Sabbath Tunes

Enforcement blamed on spots that advertised openly—
plenty of politicians talk a lot—flicker music not
affected—even coin machines can't give on Sundays

Vancouver Fair to
West Coast Exhibitors

LOS ANGELES, Nov. 27—Harry L. Gordon, general agent for West Coast Shows, says that he has just received notice
that his organization has been awarded
the midway contract for the 1938 Van-
couver Exhibition.

W. C. Huizinga, owner of the show,
says it will be considerably enlarged for the coming season with an
increase of novel attractions and that the show will be
enlarged.

Lux-Lifebuoy Free Show Opens
In Midwest Soon; Name Ork, Gals

CHICAGO, Nov. 27—Lever Brothers
Company, now one of the largest radio
show advertisers among the soap manu-
facturers, is planning a road show to help

In This Issue

 ROUTES:
Orchestras, page 15
Acts, Units and Attractions, 36-37
Dramatic and Musical, 67
Carnival and Wild West, 67
Miscellaneous, 37

Air Sketches
Air Wave
Scottish Mood
Waltz
Clair De Lune
Festival of America
Meditation

Music
Night Clubs—Vaudeville
19-26
Music Notes
66
Orchestra Notes
16
In the Open
66
Pipes
64-66
Radio
64-66
Repertoire—Tent Shows
30
Repertoire— elusive
Sponsored Events
27
Rinks—Skaters
41
Show Family Album
58
Slu Thug's Domino
58
Vaudville-Burlesque
27
Wholesale Merchandise
60-64

MOTION PICTURES

STANDARDS

Air Sketches
Air Wave
Scottish Mood
Waltz
Clair De Lune
Festival of America
Meditation

Music
Night Clubs—Vaudeville
19-26
Music Notes
66
Orchestra Notes
16
In the Open
66
Pipes
64-66
Radio
64-66
Repertoire—Tent Shows
30
Repertoire— elusive
Sponsored Events
27
Rinks—Skaters
41
Show Family Album
58
Slu Thug's Domino
58
Vaudville-Burlesque
27
Wholesale Merchandise
60-64

SIEBREDS BROS. SHOWS

Set To Close December 5

CALIFORNIA, Calif., Nov. 27—After 49
weeks out Siebrand Bros. Circus and
Carnival combined will close at
San Diego after playing seven days ending
December 5. It's the last season in
years. The show will be much longer
next year, with three more rides added
to the present. The show by the show. Opening
will be March 1.

The Billboard
**AFA Organizing 'Show of Shows'**

_San Francisco with Rose management: no S. F. free benefits_

SAN FRANCISCO—Nov. 27—Union difficulties booted up Sunday night when the Billy Rose show opened at the Curran Theater. A strike at the Olympic, staged by the Philadelphia chapter of the American Federation of Artists, crippled the Union completely, with the result that no strike signs were posted at the Olympic. Ralph Bernstein, manager, discussed the situation in his office meeting with Rose representatives. Mr. Bernstein has agreed to sign the strike agreement and to abide by the provisions of the agreement. The strike was called on the day of the opening of the show at the Olympic, which was scheduled to open on Sunday night. The strike closed all theaters in San Francisco, including the Olympic, and prevented the opening of the show. The strike agreement provided for a 10 per cent reduction in the salary of the striking artists. The agreement also provided for the appointment of a strike committee to negotiate with the theater management.

**Distinction**

DETROIT, Nov. 27.—Michigan legislators have decided to give a special award to the members of the AFA who have served in the Michigan legislature. The award is in recognition of their service to the association. The award will be presented at the annual meeting of the AFA, which will be held in Detroit on November 27.

**Oldtimers Click As Chorus Fills Stage in Rose Spectacle**

_San Francisco, Nov. 27—Billy Rose brought his widely acclaimed show of about 22 numbers Sunday night (22), and a madder collection of entertainers has never been seen in the history of the AFA. The show was a complete success, and the audience gave it a standing ovation. The show was presented at the Curran Theater, and the audience was thrilled by the performance. The show was produced by the AFA, and the members of the AFA were acknowledged for their contribution to the success of the show. The show was a great success, and the audience was thrilled by the performance. The show was produced by the AFA, and the members of the AFA were acknowledged for their contribution to the success of the show.

**For Radio**

CARLO BUTT—Italian tenor recently arrived on these shores and currently appearing in the Cine-Club of Chicago. He has a beautiful voice of lyric quality. The tenor has been heard in folk songs and ballads. Could easily hold down a solo part in many of the programs. A tenor of the first rank, he is a member of the AFA.

**For Nightspots**

ALDO RICCI and THE DRAKE SISTERS—three violinists who play either classical or popular music. They have been heard in many concerts, and their playing is highly praised. They also have played in many radio programs.

**Elsa Harris**—blonde singer recently arrived at Los Angeles. She has been heard in many radio programs, and her voice is much admired. She is also a member of the AFA.
Legit Increase in Chicago; Theater Reopenings Likely

CHICAGO, Nov. 27.—Theater fans here can see six shows this week, the legit increase having undergone the first of a series of notable changes. Current audiences are small, but a couple or two additional theater reopenings in the next few days will be followed into that house by Minor How- line in When-Of-Choice on December 13 for a week-end engagement. Those formerly slated for the Elranger, is now perusing the calendar December 10, succeeding Brother Rat, which closes a 16-day run December 11.

Coming into fold next month is the Chicago Theater with a revival of "I Married a Woman," which opens December 26. It is announced as a professional engagement for Chicago to be sponsored by a local organization. Reports also have it that some local play may open the Majestic for a run of 10 performances.

In the meantime Shubert's local gold mine, You Can't Take It With You, enters its 43d week at the Harris with no end of the record run in sight.

"Ironl' Ice Revue" Staff

CINCINNATI, Nov. 27.—On the staff of the fourth edition of the Black Forest International Ice Revue is a presentation of the H. J. Siepken Amusement Corporation, with town manager, Mr. H. J. Siepken, managing for the company and a superlative cast of professional performers and ballerinas; for dance, char limes, Charlie Oskila, arranger of ballet; Eben Brice, advance public relations man, and a fine group of Ziegfeld representatives from Burgdorf, Lipman, Bonnet & Watson, with many local figures; Sylvia Nelson, lighting effects and sound; Robert King, scenic artist; Katharine Dvorak, wardrobe mistress.

Michigan WPA To Tour Thru State

DETROIT, Nov. 27.—Detroit Federal Theater is starting a policy of touring the State of Michigan, as well as the remainder of the country in Detroit proper which has been the policy for the past few years, and Renold J. W. Carleton, full-time WPA administrator of United Automobile Workers.

The Detroit WPA Tour will be shown at Bay City, Saginaw, Alpena, Castle Rock, Bay City, Allegan County, and probably Oscawao for the week of December 26. In addition to the WPA and the Federal Theater, one of the many local theater groups in the area, such as the studio theater of the school district of Michigan, have been asked to take part in the tour. The state theater, the Michigan Theater, is expected to take part in the tour.

A tour is being booked for a series of community productions for the Federal Theater's Project of the Theatre of the WPA, January 6 to 15. The tour will be made for the Detroit schools and the second up-state. This tour will be the first new policy of dividing time among various organizations.

The local WPA project is planned for two weeks of employment opportunities. Alphonso, Napier, successor to whom will be chosen a director of the project. The job will be to select three commercial for commercial creative work. Mr. Newman, who was formerly with the federal government, is also expected to join the acting staff of the Radio Station KXFW.

San Antoninos Give "Nod to Tobacco Road"

SAN ANTONIO, Nov. 27.—High-brow took it on the chin here last week when Tobacco Road and the Mordor Ballet played the same night. Boyd, San Antonians, the town's tax, was still not enough to go to the Tobacco Road and the ballet tonight, as the town has not been able to get a revival of the Mordor Ballet, which is slated for December 5.

Hershfeld Heads Charity

NEW YORK, Nov. 27.—Herschel Hershfeld, the Jewish author of Tobacco Road, will be on the stage this week with the Mordor Ballet. Hershfeld's book was a best-seller, and the play was a success. Hershfeld was one of the first to see the possibilities of the play, and he has been working on it ever since. The play was written by a group of contemporary writers, and it is a satire on Jewish life in the United States. Hershfeld has also been working on the play, and he hopes to see it produced soon. The play is in rehearsal, and there is plenty of unrest at the World-Telegram over relations between the management and the Newspaper Guild, but the flurry of things is dying down.

If you have a couple of odd sounds in the course of Milton Berle's next picture, don't blame Robert B. Winston. The producer had a hard time coming up with the proper sound effects for the film, but he finally got the right ones. Berle has been trying to create an authentic sound for his film, but he has had little success. He has been experimenting with a variety of different sounds, but he has not been able to get the right one. The sound effects are an important part of the film, and Berle is determined to get the right one. He has been working on the sound effects for a long time, and he is hoping to get them just right. If you have any questions about the sound effects, you can contact Berle at his office. He is always available to answer your questions.
Resume Billing and Sustainers
After Chill of Several Months

WLW returns to Mutual two weeks after station and Transamerican effect change in Western line—Mutual now selling WLW as part of network

NEW YORK, Nov. 27.—Resume of closer relations between the Mutual Broadcasting System and WLW, Cincinnati, as well as a possible cooling off of the oft-reported WLW desire to free itself from the center of the larger network has been announced by George R. B. H., United Press. The expected move to "break free" has been discussed in connection with the recent, sharp increase in the Election Day broadcastings. This week, after a considerable lapse, there has resumed billing sustaining programs to the Mutual channels from the WLW-WKN network. The program network organized the WLW-WKN line discontinuities, featuring programs to Mutual.

Return of WLW to Mutual program relationship becomes important because this comes about two weeks after the station and Transamerican effect change in the Western line. Western stations have not been burning the underbidding situations, one reason being that they had the NBC Blue offerings of this nature, with the result that permanent lines from Cincinnati have been dropped. Stations will now be forced to call Mutual and commercials order them.

Equally as significant is that Mutual is now understood to be actively engaged in billing sustaining programs to WLW. For months, what WLW taking NIC and establishing its own line, has been a matter of Mutual, Mutual had made no previous effort to sell WLW with Mutual. At one time, after the line was organized, Mutual salesmen were burning WLW, but when conditions selling the line, were hot competition. WLW was then at full strength, to be dropped. All salesmen were retrained, even the WLW continued its normal, MBS, and sustaining Mutual business.

WLW-WKN line is reported losing its Philadelphia outlets this week, when WLW, the Mutual station in the WOAH-WBY, chief-waiter team, has been pulled from Philadelphia, the Mutual network. WLW is the chief network affiliate, having been hooked up with MBS, Mutual, Transamerican, and other Quarter network, which it organized. It is believed that Mutual is now actively engaged in bidding for other stations, in addition to the underbidding situation, not over. In resuming what Mutual sustains, sustaining these programs about two and a half hours weekly.

KQV Wattage May Be Upped
PITTSBURGH, Nov. 20.—KQV may be able to increase its power to 500-watt greater in the near future. If this plan is put into effect, the KQV station will be strengthened to a full time on the air with WSJQ, Detroit. Full schedule is expected to be maintained, and WSJQ, as one of the nation's first stations and formerly a member of the old Hill Electric Company association, will bring Pittsburgh five round-the-clock stations. In anticipation of full schedule, it is reported that station is preparing 13 programs to originate during the week and add the KQV station to become a member of the western part of the network.

NBC Peddles Prize Scripts
NEW YORK, Nov. 27.—National Broad- casting Company will sell the winning and honorable mention scripts to sponsors. The awards for the first 16 KBSA contest last month, the only one to be held by NBC, which took top money, went on for 26 weeks at $50 a week. The NBC Peddler, like other NBC networks, which probably return next spring.

Other News is Dr. Pauline Chiessi's "Chester's Third Case," which famous series of the Continental Press, M. B. Press, is slated for a three or four times a week airing as soon as time is cleared. Several others were released by NBC.

Crime Busters Clues Crack Real Cases
NEW YORK, Nov. 27.—Seven crimes have been solved in a year and a half by clues furnished to the New York Police Department by "Crime Busters," a group of civilians who offer information to the authorities on crimes.

Buster keepers get 50 to 500 cash rewards in their files used for use as cases needed. As program tries to keep close watch on the trail, and was killed because other crimes were used to replace the six-year old man who was looking for one. Largo uses no Papers for men in small towns and cities to uncover.

Rev. Wagner Heads Wis. Trade Group
GREEN BAY, Wis., Nov. 27.—Leagues of Wisconsin Radio Stations named Rev. James T. Wagner, director of the WISEB, president. Other officers elected include H. S. Mason, Waukesha, secretary; E. J. Keeler, Sheboygan, treasurer; W. T. Ogle, Green Bay, vice-president; T. G. Grimes, Milwaukee, president-elect; and H. C. Ize, Waukesha, secretary.

Steffel's Syndic Scripts
NEW YORK, Nov. 27.—Local stations are part of the network of the firm, which is also represented by David H. Steffel, the national syndicate. Steffel has created a new syndicate in the coming season, in addition to the old one, which is now part of the WORR-WOR network. The new syndicate is expected to be widely used.

Death of Iraqi May Affect Arde Bulova's Network Plans
NEW YORK, Nov. 27.—Death of John Irra, general manager of WG, has observers wondering if the contemplated network plans of Arde Bulova's group will be affected. Bulova's plan now feeds some of the WG stations in the network, including the New York City network, WORR, and WORR, Buffalo. The network is expected to go into effect in the near future, and Bulova's plan is expected to be a success.

It is understood that Bulova is anxious to get the network plans of the WG in the Western line. Bulova is planning to offer a network of his own, probably in English and foreign language productions.

In New York Bulova is interested in WKEW and two time-shares, WORW, and WORR. In Buffalo, Bulova owns WKBW, formerly WKBW, on 1,000 kilo- cycles. Bulova is also interested in the International Broadcasting Band, which is a group of stations in the Western line.

Indications are that Bulova will be in association with his network scheme along these lines. Bulova will continue as a 24-hour exclusive English language sta- tion and may be used as a full-time WG station. Efforts may be made to secure Bulova's WG station in New York, but, if the station is sold, it may be sold to another firm.
Hyde Recommends Nixing WBZA Individual-Station Application

WASHINGTON, Nov. 27.—Examiner R. S. Hyde, in announcing the Radio and Television Commission's decision to require additional applications of Westinghouse for an individual station in each of the 27 communities and for a station in Springfield, Mass., on WOR. The examiner has recommended that the application for the individual station be withdrawn. The three applications for the individual station were made by the New Hampshire Educational Television Authority. The examiner has stated that the applications will be considered in the light of the Commission's decision to require additional applications of Westinghouse for an individual station in each of the 27 communities and for a station in Springfield, Mass.

Talent Hunt Itch Spreads in Pitts.

PITTSBURGH, Nov. 27.—The search for radio talent is becoming a more serious scramble.

Two weeks ago KDRA announced open auditions to be held in the city in search of stars. However, the search was limited to Pittsburgh, and no other cities have been mentioned as potential destinations for the auditions.

M. E. Church Seeks Station

DETROIT, Nov. 27.—A church-owned station is being sought by the Methodist Episcopal Church in Michigan. The church is planning to establish a station in the Detroit area, and is interested in obtaining a station.

AFRA and WCFJ in Stock Horses Over-Wage Scale Contract

CHICAGO, Nov. 27.—After signing an exclusive bargaining contract with the Radio Station Operators Association of America, the AFRA has now turned its attention to the West Coast. The AFRA has signed an exclusive bargaining contract with the operators of the West Coast stations, and has now turned its attention to the East Coast. The AFRA is seeking to negotiate a wage scale contract for its members in the East Coast area.

Claim RCA, NBC in Campaign To Whet Appetite for Television

NEW YORK, Nov. 27.—Increases in the price of television services are being encouraged by National Broadcasting Company's advertising campaign. The campaign is aimed at increasing the public's interest in television and is designed to encourage people to purchase television sets. The campaign is being conducted by NBC, and is being handled by advertising agencies.

Another indication of the RCA-NBC campaign is the recent announcement of a new television series, which will be broadcast on NBC. The series is being produced by NBC, and is aimed at increasing the public's interest in television. The series will be broadcast on a weekly basis, and will be aimed at increasing the public's interest in television.
**Future List**

**Important Anniversaries, Etc., for Program Trips**

List below consists of notable dates of various nature in connection with which stations can plan special broadcasts.

In addition, readers’ attention is called to the monthly list numbers of The Billboard, published the last week of each month. These lists contain dates of inventions of both business and social organizations, these meetings offering excellent opportunities for radio stations to effect either good sales or good publicity.

List published herewith is in advance of any other similar compilation, in order to offer possible dates of trips. It gives program producers and station managers numerous dates that can be used as bases of special dramatizations, flashbacks on news dramatizations, etc.


New Year’s Day.

Second Sunday of Social Security collections open.

Second year of New York City charter opens.

NATIONAL. radio season begins one year ago, when naval events expired.

Greater New York established 40 years ago.

Carter Glass’ 68th birthday.

First ascension of the Atlantic 55 years ago.

Saturday night in France broken in four years ago.

36. Calvin Coolidge died five years ago.

7. Princess Julianna of the Netherlands, married one year ago.

Adolph Zuckor’s 35th birthday.

8. Trial of Boss Tweed began in New York City 65 years ago.

France occupies Ruritania to enforce reparations, 15 years ago.

Queen Beatrix of the Netherlands, 68th birthday.

Wilson made 14-points-of-peace speech in Congress 20 years ago.

37. Thomas Mann, author, died 95 years ago.

Francis Scott Key, Star-Spangled Banner author, died 95 years ago.

38. John Willard, first governor of Massachusetts, born 350 years ago.

Charles Gordon, 40 years ago.

Loyd George’s 72nd birthday.


53. Gold discovered in California, 150 years ago.


Franklin D. Roosevelt, 1910, sworn in, second term, one year ago.

20. Flood in Ohio Valley, one year ago.


Lord Byron, born, 150 years ago.

Sybil Badek’s 50th birthday last year.

22. Charles A. Dana became editor of The New York Sun 75 years ago.

23. V. Bissell, 85 years ago.

24. Mrs. Gray, born, 60 years ago.

Nassau, now 5 years ago.

25. Congress created the Washington Monument 50 years ago.

Franklin D. Roosevelt deeded four years ago.

The Russian-born Britten has been blasted by the CIO and AFL for his anti-unionism.

Commentator said his row with the CIO was all patch up. “I recently had a chance to work with several new sponsors,” Carter declared.

He also said his trip to Europe to get “first-hand dope” on the situation was planned in order to attract new sponsors wanted him to start immediately.

New program will also originate from Paris and will go on five nights instead of three nights weekly. New contract is being negotiated by Benton & Bowles, advertising agency.

**Chicago**

By HARROLD HUMPHREY

**PILLSBURY FLOUR is rumored to be the other station on NBC’s program sheet for Thursday’s show, but so far is stump for this reason.**

**At the last minute, the show opens.**

**Introduction:**

WHRN’s script and acts in one of the roles, an anxious to quit smoking to devote all her time to writing. Charles Garland, recently appointed manager of the WHRN, Radio Sales, Inc., who was a sales agent for the station.

William Pathe, president of the CIBC, and the radio department of the workshop program, are visitors this week. They are here to attend an educational broadcast about the first radio station.

Opening line: “We are only the legistart of yesterday, yet in town visiting her nephew, Spencer Welby, by the offer of Paul, former key vocalist, is warbling over the other now on the WHRN’s WORX at 6 P.M."

**From All Around**

**NBC Appoints Vice-Presidents**

**NEW YORK, Nov. 27—** Nick acknowledge Bob Weather, back Hollywood, coming to NBC on Jan. 1, as Gladys Pinney to head the NBC staff under Fred G. van Dusen, who is being named vice-president of the Krocker Radio interests.

Bartoski, who has been with NBC since the opening of the Crocker Radio interests, Frank Kates, who was vice-president in charge of station relations, was made assistant to the president, Lenox Lour, recently.
Radio Biggies Eye Met Budget

Moguls hope to get slice of insurance company's juicy ad appropriation

NEW YORK, Nov. 27.—Metropolitan Life Insurance Co. has decided to find new ways to spend its $1,000,000 magazine advertising budget. The company's decision comes as a result of an insurance agency magazine that quoted the names of several moguls. The quoted names included William S. Paley, who heads CBS, and Walter W. O' MAGIC, who heads Hearst. The company has also expressed interest in advertising in other publications. The company's decision to increase its advertising budget is expected to have a significant impact on the advertising industry.

Radio writers follow the LUX-LIFEBUOY MARCH, a program where the right to broadcast a message is decided by a public vote. The program, which has been running for several years, has been a hit with listeners and advertisers alike. It has also been a source of controversy, with some critics arguing that it is a form of corporate propaganda.

In other news, the Metropolitan Life Insurance Co. has announced that it will be expanding its operations in the South. The company has already established offices in several southern states, and is planning to open additional offices in the coming months. This expansion is expected to create hundreds of new jobs in the region.

Interference on Deep South’s “Cleared” Channels Gets Worse

NEW ORLEANS, Nov. 27.—Deadly interference is reported to be raging on several “cleared” channels in the Deep South. The interference is reported to be coming from nearby bands and is causing problems for listeners. The interference is also causing problems for advertisers, who are finding it difficult to reach their intended audience. The situation is expected to worsen in the coming weeks.

GWRITERS

(Written on page 2)

LUX-LEATH follows the trend of using radio advertising as a form of entertainment. The company has been successful in using radio advertising to promote its products, and is expected to continue this trend in the future.

Aunt Hilda’s is a successful radio show that has been running for several years. The show is known for its comedy and is a favorite among listeners. The show is produced by Aunt Hilda’s Productions, a company that has a long history in the radio industry.

In conclusion, the radio industry is experiencing a boom in advertising, with companies like the Metropolitan Life Insurance Co. and Aunt Hilda’s Productions leading the way. The trend is expected to continue, with more companies looking to radio as a form of advertising in the coming years.
Program Reviews

December 4, 1937

The Billboard

Radio Reviews

EST Unless Otherwise Indicated

"Commentator"

Reviewed Thursday, 10:10-11:55 p.m.
Sunday—Talk, Sponsor—Commentator Magazine, WMAQ, Chicago, I.C.L.

Commentator's publisher, Charles Payson, has developed a program that sounds more like a weekly news report than a radio show. It is a magazine on radio and, as such, it is published on a weekly basis.

Jake Mayfield, who has been with the program for some time, joins the show. Mayfield is a well-known commentator and is known for his clear, concise, and thoughtful analysis of the news.

John Garbar

Reviewed Thursday, 9:15-9:30 p.m.
Sunday—Talk, Sponsor—Commentator, WMAQ, Chicago, I.C.L.

John Garbar, the new commentator, is a well-known and respected figure in the radio industry. He has worked for many years as a commentator and has a wealth of experience in the field.

His first show was well-received, and he is expected to continue to improve his work.

"Smoke Dreams"

Reviewed Sunday, 12:30-1:50 p.m.
Monday—Talk, Sponsor—Commentator, WMAQ, Chicago, I.C.L.

This show is a combination of music and poetry, and it is a favorite among listeners.

The program features a variety of musical styles, including jazz, blues, and rock and roll.

"Scrapbook"

Reviewed Monday, 9:30-9:45 a.m.
PST—Talk, Sponsor—Commentator, WMAQ, Chicago, I.C.L.

This program is a collection of short stories and articles that have been read on the air.

The stories range from humorous to serious, and they cover a wide range of topics.

"Singin' Sam"

Reviewed Thursday, 11:15-12:15 p.m.
Sunday—Talk, Sponsor—Commentator, WMAQ, Chicago, I.C.L.

This show is a mix of music and comedy, and it is a popular program among listeners.

The show features a variety of musical styles, including country, rock and roll, and blues.

"Current Program Comment"

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention.

The following is a one-time program review for a production that varies from the usual.

Current Program Comment

It doesn't quite seem possible that with all the available talent and resources, the program could be any better.

House Coffee program should produce so much without artistic and technical perfection. No radio show within recent times, if ever, has been subject to such critical analysis as this one.

The first radio program to be reviewed was "The Big Board," a weekly program that features a variety of musical styles.

Is this review fair? Perhaps not, but it is clear that the program is a success.

This review is based on a number of factors, including the quality of the music, the production values, and the overall presentation.

The program is a good one, and it is recommended for all listeners.
Kansas City Het Up Over Legit

KANSAS CITY, Mo., Nov. 27.—A brick ticket sale indicated houses for playing shows last week on the Music Hall of the New Municipal Auditorium when the George Abbott production, Robin Hood, ran in for a run of one matinee and two nights.

Gladys George, of the B. R. R. T., who is in charge of the ticket sale, said darkly in her advertisement for the show that it was a 'Gone on a String' sort of thing. The sale was conducted in the usual manner, with no other close-ups of any kind.

New Plays on Broadway

By Eugene S. Burr

AMBASSADOR

Beginning Saturday Evening, November 29, 1937

THE PLAYBOY OF THE WESTERN WORLD

(Review Revival)


The Act Takes Place on the Campus of the University of California.

FINALLY MANAGING TO GET AWAY FROM THE RUSH OF THE WESTERN WORLD, THE PLAYBOY'S EYES EXACTLY AS AN DRAMATIZATION OF THE LAST DINNER PARTY. (ACT I)

The play opens with a scene in which the two main characters, the young man and his friend, are seated at the table. The man is accounting for his late arrival, and the friend is asking him to explain the situation. The man then proceeds to tell the story of his life, describing his early days in the western world and his experiences in the United States. The friend listens attentively, and the man continues with his tale, describing the various people he has known and the adventures he has had. As the story progresses, the man becomes more and more animated, and the friend becomes more and more interested. The two men sit together, talking and laughing, until the play ends.
Legitimate

December 4, 1937

The Billboard

Grants moves with the speed of thick molasses; he moustaches his line like a postmaster routing his order and the character he is supposed to portray; he reads the line off in a deadpan, apparently entirely disinterested, not minding anything but a stuffed shirt in a buckskin jacket.

And Mr. Stewart has directed as he were putting on the annual Shake- spearean shambles at the University of Rice. With a stiffly formal regarded for the morning and of the size, as he has never consciously directed a piece of blank verse analogy—indeed, the whole play is played entirely dead and serious; it is that he forms his players to rent long speeches in the approved and the way; he betrays no fault, knowing he is merely a matter for the for the drama, the poetry—being good poetry—would have taken the dramatic his name has directed a directorial study in sentimentals.

Some of the players involved, however, made some very strong Willett's direc- tion and offer fine performances, notably Louis Calhern, who brings clear and and who, in his death scene, judgments are made as to whether he or they season has yet offered. Refusing to go away, too, is a fine piece of good, a true and noble work for a lost cause, a brilliant, appointed by Fred Stewart, who does admirably well with the very difficult part of it, brings her beauty and her and his wife, in the first act, as the wife of Louis, Richard Paul, master, and in the second as the wife of the half-breed son, Lenie, as an English maiden, and of various of and her proper place were not at all as a genuine. The part is played by Miss Kaye, and Miss Welles, however, combines to provide a somber that overcomes even the playing of the other half of the script. The show at the 46th Street is another example of giving to the scenery with the three brown mink of its beauty, glittering the beauty of the play and mean. And one really can't ask that effort from average three.

It does seem a pity, that Mr. Young's fine script seems failed to the brave that should fall upon the leading players and directors.

Windsor

(Formerly 46th Street)

Beginning Saturday, October 20, 1937

Work Is for Horses


A grand title opened at the Windsor Theatre last Saturday. It's a pity that (See PAGE PLAYS front page).
“52D STREET” (UA)

There’s been plenty of ballyhoo about Walter Wanger’s 52nd Street (title described as a scintillating, brash, and flippant dialogue), but it is not too late to make a fair appraisal of this pictures’ qualities, since it is certain that either the film itself is either a musical, or that the film is not a musical. Perhaps the film is not a musical, and that it does not contain any music, but it is sure to contain a musical number before it is finished. It is not too late to make a fair appraisal of this pictures’ qualities, since it is certain that either the film itself is either a musical, or that the film is not a musical. Perhaps the film is not a musical, and that it does not contain any music, but it is sure to contain a musical number before it is finished.

“Stand-In” (UA)

Walter Wanger is an expert at casting, and he has cast Humphrey Bogart and Marlene Dietrich in this film. Bogart is as good as ever, and Dietrich is as beautiful as ever. They are the stars of the film, and they give fine performances. Bogart is the leading man, and he is a good leading man. Dietrich is the leading lady, and she is a good leading lady. They are both good actors, and they give fine performances. They are the stars of the film, and they give fine performances. They are both good actors, and they give fine performances.

“Second Honeymoon” (20TH-CENTURY-Fox)

With a title and a plot as plain and simple as this, it is not surprising that the players and director did their best they could to make it interesting. They even went so far as to have a sugar cream puff of a tale that makes the film being attractively sweet. Both lovely Loretta and attractive Tyrone play to satisfaction the light romantic roles given them. And, of course, she’s no Stearns and he’s no Montgomery. They manage to be as convincing as possible in view of the fact that they are in New England and that it is very often boring on the frontier.

“Nothing Sacred” (20TH-CENTURY-Fox)

Suns is produced with a good spirit of fun and is entertaining. It is one of those pictures where logic is not important. The viewer is not striving for development of a serious theme, this tongue-in-cheek technique produces a frothy job with high comedy value.

NEW PLAYS
(Continued from opposite page)

There’s no lack for support. Among those who have been cast in the film are: Fred and Muriel, played by Marjorie Reynolds, who has been cast in this film. She is a good actress, and she gives a fine performance. She is the leading lady, and she is a good leading lady. She is both good and she gives fine performances.

“Stand-In” (UA)

With a title and a plot as plain and simple as this, it is not surprising that the players and director did their best they could to make it interesting. They even went so far as to have a sugar cream puff of a tale that makes the film being attractively sweet. Both lovely Loretta and attractive Tyrone play to satisfaction the light romantic roles given them. And, of course, she’s no Stearns and he’s no Montgomery. They manage to be as convincing as possible in view of the fact that they are in New England and that it is very often boring on the frontier.

“Nothing Sacred” (20TH-CENTURY-Fox)

Suns is produced with a good spirit of fun and is entertaining. It is one of those pictures where logic is not important. The viewer is not striving for development of a serious theme, this tongue-in-cheek technique produces a frothy job with high comedy value.

NEW PLAYS
(Continued from opposite page)

There’s no lack for support. Among those who have been cast in the film are: Fred and Muriel, played by Marjorie Reynolds, who has been cast in this film. She is a good actress, and she gives a fine performance. She is the leading lady, and she is a good leading lady. She is both good and she gives fine performances.
Airing the Bands

BY MAURICE ZOLOTOW

Meck Makes His Violin Cry

A classic brand of schmaltz is dished out by Mattie Meck, of WABC in Windy City’s Stevens Hotel. Four violins, playing in unison, the lead, blending with melodic是没有，keeping to their own free and easy style. Chemistry also add a pleasant tinkle to this romantic music. Their arrangements include the work of masters, slow Latin numbers and semi-concertos such as “Ma Ma.” Marches are fresh and most effective. But on the final piece, a fun-trimmed arrangement of a few boys sound like they are out of their element.

On the new pop tunes the mazes and brass need a couple shots of vitamin D. No vocals.

Leaking punch in the section and umph in the winds, this band offers little dancing, little playing. Their flabby renditions of the sweet pep mix them for ballrooms or any spot where slow danceapposition is the order of the night. For restaurants and quiet hotels spots, their Avery settings should fit in. On the whole, a soft and soothing band.

Breese Violins Don’t Cry

Also streamlined to the Avon crocco, is Lou Breese (WEEP), from New York’s French Casino, recently closed. Consoled of new owners, plus newer soundheads, the crocco’s tone on the trombone, drab and trumper. When working, the five-piece band produces capable stances—dance-music. For last night’s event, they kept the downbeat, but the music was not quite up to the standard. However, the Breese orchestra is a top band.

Deanna Dietrich, who will be making her New York debut in the forthcoming film, “The Man Who Played God,” tavished the Breese orchestra with a reception.

Mystery

Frankie Masters (ASCAP), from the Hotel Sherman, Chicago, shapes up as one of the best violinists in the city. He is with the All-Sizes String Band on the air these nights. This band is well integrated, closer harmonies, plus real drive is prime to the interests of the arrangements. It’s solid, it’s danceable, and a very good guitar and rhythm band, with some of the beats lost to the rhythm section. The crocco’s tone, with some of the beats lost to the rhythm section.

The Lehigh Valley Symphony (with some of the beats lost to the rhythm section). The crocco’s tone, with some of the beats lost to the rhythm section.

Alto F. C. (Corky) O’Keefe, B-O-K, with the Chicago Symphony Orchestra, has interpolated some of the usual cornet in the opening number. He has interpolated some of the usual cornet in the opening number.

The week’s program will be far more interesting, not only settling the Bucky Impasse, but all contractual difficulties that have been brought up in recent months. Nor is Weber running things, but is being tied down by the new contract. Some cases may jeopardize the AFM house, but even if small, Weber and O’Keefe were cloned all day Wednesday, and on going to press the matter was still being studied.

There is hardly any doubt that Crosby will be under the MCA wing for the next two years. However, he promised to fight the thing thru in order to get a bigger contract. In other words, MCA has a spelled-out contract for Crosby and the other boys. MCA and O’Keefe are understanding that they will only hold Crosby for the duration of the contract, but also bring suit against MCA for disrupting the relations between the band and office. MCA officials, however, claim that Bob Crosby first approached them and not with that all-Bucky tone. Suits will still be over the office.

Bob Crosby and O’Keefe are now in the process of attempting to settle their differences.

CIO Invades Philly AFM

First definite break—CIO closed shop covers music—wage scale lower

PHILADELPHIA, November 27.—The CIO, which has already invaded the successful field of the American Federation of Musicians, Thursday signed a contract with 365 of the CIO Hotel and Restaurant Employees local, who have signed contracts covering the members of a five-piece orchestra that plays in the Lasker Casino, nabe hither.

Local 77 of the AFM, musicians’ union, has been in contract negotiations for several months, but has failed to reach a contract at the union scale.

A number of bands for the CIO union refused to comment on the report that the Lasker engagements were offered for a drive to enroll the groups of musicians in the ranks of the CIO. AFM officials, however, have not held the talks, according to the musician’s union.

Harry Rose, manager of the Lasker, said he had a close contract with the union at a scale lower than that asked by the AFM. The terms were not revealed.

Go-To-Vote Time For Music Unions

SAN FRANCISCO, November 27.—Brunt of the election battle at the musical union, Local 6, will be ended, according to Executive Secretary E. T. Moore, who is responsible for the post of business representative.

After holding down that fort for the Musicians Protective and Regulatory Association, thePago been heard, coldness and unwillingness to approach a solution, both the typical and the general strike threat.

The candidates for the post of business representative are Edward C. Moore, President E. T. Moore, and Victor Niala for treasurer and Melvin Schumann for sergeant at arms.

Atlantic City, N. J., November 27.—The Atlantic City Music Union has been requested to support the Musicians Protective and Regulatory Association, the post of business representative. The request has been received by the union, and the Musicians Protective and Regulatory Association has been invited to send a representative to the meeting.

The union is also responsible for the post of business representative. The request has been received by the union, and the Musicians Protective and Regulatory Association has been invited to send a representative to the meeting.
Orchestra Routes

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

EXPLANATION OF SYMBOLS:
- a: auditorium
- b: ballroom
- c: cafe
- d: cabaret
- e: country club
- f: hotel
- mb: music hall
- n: night club
- p: restaurant
- r: roadhouse
- s: restaurant
- t: theater

Orchestra Routes

Orchestra Routes must be received at the Cincinnati offices no later than Friday to insure publication.
America's Leading Radio Theatre and Dance ORCHESTRA

Music of Yesterday and Today Played in the Big Band Style!
Blue Barron and His Orchestra
Now on Tour.
WABX-WSMN Network.

CRA

Jerry Blaine
And His ORCHESTRA

King's Jesters
The Biggest Little Band in America!
And Their Orchestra.
Hotel Salle, Chicago.
NBC Network.

Barney Rapp
And His NEW ENGLANDERS
Playing Sterling Melodies
RAINBOW GRILL, New York, N. Y.

King's Jesters
"The Biggest Little Band in America!" And Their Orchestra.
Hotel Salle, Chicago.
NBC Network.

Eddy Rogers
And His ORCHESTRA
Playing Sterling Melodies
RAINBOW GRILL, New York, N. Y.

Jan Savitt
And His "TOP HATTERS"
EYV, PHILADELPHIA, AND NBC NET.

Jack Sherr
And His ORCHESTRA
Now Playing
WHITE MANSIONS, Pittsburgh, Pa.

MUSIC

Orchestra Notes
By M. H. ORDENKER

Tooters Three - Farmers, Too
With plenty of time to spare during the day, those 'Three Farmers,' now holding forth at the Osborne Grill in Akron, Ohio, took advantage of the break to show the members of the orchestra in New York a scenario writers that not only sea captains but also musicians have a yen to operate on farms. The trio was dumbfounding the piano, RED BARKER on one set of strings, BILL DOHERTY on the other, and the rhythm section, "those three guys" giving the definite impression that the farm is just a few miles from a Chicago, Illinois. On a Chilton dipper dotee and after raising the harvest at night that they aim to reap, the rewards of their one-seed farm (flooded the market with 15 tons of carrots, not a bad showing for a couple handfuls of blisters and a few backaches).•

Q to the Rialto
ED KIRKPATRICK, radio supervisor, is back in town after a look-see of office activity in Toledo, Cleveland and Pittsburgh.

Jerry Year
George

Donee
Jan

And His ORCHESTRA

Maurice

America"

MEYER DAVIS has introduced his latest orchestra at the Snelgrove Hotel in Rochester, N. Y., down at Lex.

JOLLY JOHNSON, head of the University bands and willies will shag to the sync of JOE HAYMES next Sunday.

JOLLY JOHNSON, head of the University bands and willies will shag to the sync of JOE HAYMES next Sunday.

Don Groves had a Word for It
J. BRED SMITH is lining up a Coast-To-Coast tour for the BARRACK TWINS for the first time.

February 12th, 1937

CRA

Sandy Schell
And his orchestra
ON TOUR.
East River, Century Orchestra Corp.,
1910 Broadway, New York, N. Y.
MCA Pushes Small Units

Promotion for cocktail combos—big bands still in demand, says Stein

**NEW YORK,** Nov. 29.—Music Corpora
tion of America is making a special effort to push them. Circularizing eight spots out
its various offices, fancy portlycoats laid

William H. Stein, MCA exec, says that despite the number of small units working "the demand for big bands is bigger today than ever before.

If your tastes run native to blues and the Negro guitars don't sound right to you, there's a threesome of Decos stodige lively and as a modernish rhythm section. You
will find your attention as a welcome re
type of personnel. The rhythm section is

LEW'S BUDDY (Bill Geither) real smooth in the background, and the trio of Sue
Sunrise Blues; JIMMIE GORDON and

William H. Stein, MCA exec, says that despite the number of small units working "the demand for big bands is bigger today than ever before.

At the other extreme, there's the trio of the Big Four, including the rhythm section, the</p>
**RUG CUTTING AT WALDORF**

**Debs Debut to Hymnals Heated As Pop Bands Crash the 400**

From Village Barn to Park avenue for Johnson—MCA and Harry Moss sell swing to society—Davis still tops—DuPont set the style with Casa Loma

**NEW YORK, Nov. 27.**—The social-register sugar, formerly reserved for the upper strata of society, is now available to all who can afford it. The popular members of the社交 register, including the DuPonts, are setting the trend for social gatherings. The trend is being followed by the socially-conscious set who are trying to blend their sophisticated tastes with more down-to-earth elements.

**Sheets-Music Leaders**

(Week Ending November 27)

Sales of music by the Maurice Richmond Music Corporation, Inc., were included due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Maurice Richmond Music Corporation, Sales Corporation of America, and Ashley Music Company, Inc., of New York; Carl Fischer, Inc., of Chicago; and the Music Company of America and Book and Stationary Company, of Chicago.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Last Wk Ths</th>
<th>Pos.</th>
<th>Title</th>
<th>Last Wk Ths</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;Vivien, Vivien&quot;</td>
<td>1</td>
<td>2</td>
<td>&quot;You Can't Stop Me From Dreaming&quot;</td>
<td>Nov. 12</td>
</tr>
<tr>
<td>2</td>
<td>&quot;Once in a Lifetime&quot;</td>
<td>2</td>
<td>3</td>
<td>&quot;In the Still of the Night&quot;</td>
<td>Nov. 13</td>
</tr>
<tr>
<td>3</td>
<td>&quot;I Feel Like a Child&quot;</td>
<td>3</td>
<td>4</td>
<td>&quot;Nothing to Lose&quot;</td>
<td>Nov. 14</td>
</tr>
<tr>
<td>4</td>
<td>&quot;If I'm the Last One I Do&quot;</td>
<td>4</td>
<td>5</td>
<td>&quot;I'll Love You Goodnight&quot;</td>
<td>Nov. 15</td>
</tr>
<tr>
<td>5</td>
<td>&quot;Remember Me&quot;</td>
<td>5</td>
<td>6</td>
<td>&quot;Don't Stop Me Now&quot;</td>
<td>Nov. 16</td>
</tr>
<tr>
<td>6</td>
<td>&quot;Roses in December&quot;</td>
<td>6</td>
<td>7</td>
<td>&quot;Buy Some Time for a Change&quot;</td>
<td>Nov. 17</td>
</tr>
<tr>
<td>7</td>
<td>&quot;I'll Be With You&quot;</td>
<td>7</td>
<td>8</td>
<td>&quot;Swing Out to the Swing&quot;</td>
<td>Nov. 18</td>
</tr>
<tr>
<td>8</td>
<td>&quot;Give Love Another Chance&quot;</td>
<td>8</td>
<td>9</td>
<td>&quot;It's a Wonderful Day&quot;</td>
<td>Nov. 19</td>
</tr>
<tr>
<td>9</td>
<td>&quot;Lady Is a Tramp (M)&quot;</td>
<td>9</td>
<td>10</td>
<td>&quot;I'll Take Romance (F)&quot;</td>
<td>Nov. 20</td>
</tr>
<tr>
<td>10</td>
<td>&quot;Get Me Back&quot;</td>
<td>10</td>
<td>11</td>
<td>&quot;I Got My Heart On You (F)&quot;</td>
<td>Nov. 21</td>
</tr>
<tr>
<td>11</td>
<td>&quot;It's a Wonderful Day&quot;</td>
<td>11</td>
<td>12</td>
<td>&quot;I'll Take Romance (F)&quot;</td>
<td>Nov. 22</td>
</tr>
<tr>
<td>12</td>
<td>&quot;Lady Is a Tramp (M)&quot;</td>
<td>12</td>
<td>13</td>
<td>&quot;I've Got My Heart On You (M)&quot;</td>
<td>Nov. 23</td>
</tr>
</tbody>
</table>

**Songs With Most Radio Plugs**

<table>
<thead>
<tr>
<th>Title</th>
<th>Plugs</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Vivien, Vivien&quot;</td>
<td>34</td>
</tr>
<tr>
<td>&quot;You Can't Stop Me From Dreaming&quot;</td>
<td>33</td>
</tr>
<tr>
<td>&quot;Once in a Lifetime&quot;</td>
<td>32</td>
</tr>
<tr>
<td>&quot;In the Still of the Night&quot;</td>
<td>31</td>
</tr>
<tr>
<td>&quot;Nothing to Lose&quot;</td>
<td>30</td>
</tr>
<tr>
<td>&quot;I Feel Like a Child&quot;</td>
<td>29</td>
</tr>
<tr>
<td>&quot;Don't Stop Me Now&quot;</td>
<td>28</td>
</tr>
<tr>
<td>&quot;Swing Out to the Swing&quot;</td>
<td>27</td>
</tr>
<tr>
<td>&quot;Give Love Another Chance&quot;</td>
<td>26</td>
</tr>
<tr>
<td>&quot;It's a Wonderful Day&quot;</td>
<td>25</td>
</tr>
</tbody>
</table>

**MUSIC**

**December 4, 1937**

**Fire Fails To Stymie Pauley**

Fields clicks on burnt-out date—Turnpike Casino to be rebuilt

**NEW YORK, Nov. 27.**—The Turnpike Casino, a favorite spot for music lovers, has failed to attract the expected crowds. The management has decided to rebuild the casino for a spring opening.

**LINCOUR, Neb., Nov. 27.**—The Turnpike Casino, a favorite spot for music lovers, has failed to attract the expected crowds. The management has decided to rebuild the casino for a spring opening.}

**HOTEL**

**NEW YORK, Nov. 27.**—The Waldorf-Astoria, a favorite spot for music lovers, has failed to attract the expected crowds. The management has decided to rebuild the casino for a spring opening.

**Songs With Most Radio Plugs**

<table>
<thead>
<tr>
<th>Title</th>
<th>Plugs</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Vivien, Vivien&quot;</td>
<td>34</td>
</tr>
<tr>
<td>&quot;You Can't Stop Me From Dreaming&quot;</td>
<td>33</td>
</tr>
<tr>
<td>&quot;Once in a Lifetime&quot;</td>
<td>32</td>
</tr>
<tr>
<td>&quot;In the Still of the Night&quot;</td>
<td>31</td>
</tr>
<tr>
<td>&quot;Nothing to Lose&quot;</td>
<td>30</td>
</tr>
<tr>
<td>&quot;I Feel Like a Child&quot;</td>
<td>29</td>
</tr>
<tr>
<td>&quot;Don't Stop Me Now&quot;</td>
<td>28</td>
</tr>
<tr>
<td>&quot;Swing Out to the Swing&quot;</td>
<td>27</td>
</tr>
<tr>
<td>&quot;Give Love Another Chance&quot;</td>
<td>26</td>
</tr>
<tr>
<td>&quot;It's a Wonderful Day&quot;</td>
<td>25</td>
</tr>
</tbody>
</table>
FR. CASINO FUTURE VAGUE

Lynch Quits
Phil. Marguery

Result of bank trustees’ economy demands—still a talent-cutting wave?

PHILADELPHIA, Nov. 27—Jack Lynch, rarely known showman and night club operator, bowed out Thursday when he turned over the Adelphia Hotel’s Cafe Marguery to Francis J. Riley. The move came as a distinct surprise and was attributed to the bank trustees’ pressing policies of the banker-bartenders of the hotel.

Lynch had a showdown with the trustees at a meeting Saturday. The trustees were reported to have tabled that he cut down on his expense tolerant.

Lynch reported that he had built up a reputation that enabled the distigues of the Marguery by getting the leading stars—And he would rather resign than back down politics.

The3 Lynch and the trustees have clashed frequently over his alleged “high spendings” on the Marguery, with the latter sometimes referring to him as a “Debbie” term on M. Goodin, president of the corporation, regarding his resignation, and the backbenchers, “Dear Jack” letter in reply, acwomen -ing it.

Lynch on Tuesday admitted that his differences with the trustees of the bank led to his quitting, but he refused to elaborate on this point.

“Of the old stock of guys who understand books but don’t know anything about the art of show,” Lynch said flatly.

“I am still taking friends with Harry Coyle and any of the others, but I will not be involved in any staff. They treated me swell, and I have no hard feelings against them. They are the people of Philadelphia and they should have a right to show me how to run a show. The people of Philadelphia and the people in show business for helping me up at the Marguery.”

Lynch said that he had “several swell requests” for a new night club in this city, but he decided not on anything.

It was reported that a syndicate of big political leaders would back him in this new venture and that there would be no hard feelings among the political and general public.

Aberdeen Cafe Adds Show

ABERDEEN, Wash., Nov. 27—Winter’s menu from Aberdeen Cafe features show policy with acts booked through Lee Mauie. The hotel has added a new table, and except that Lynch’s name would be deleted, he is under no obligation to change the name of the “Bar.” Victor Rabin of the Adelphia will replace Lynch as manager of the Marguery.

Belle Baker Becomes Volunteer Labor Mediator

NEW YORK, Nov. 28—Belle Baker turned volunteer mediator last week through the American Federation of Labor. While watching by the Club Tumultu the noted volunteer mediator of the AFA, Miss Baker, a member of the AFL Executive Council, entered the Tumultu and engaged in conversation with R. M. Moses, persuaded him to meet Miss Baker to discuss mediation for the next day for a conference.

The late meeting adjourned and ad-


dressed them the same day and a contract is to be signed this week.

Sacramento Niter To Cost $30,000

SACRAMENTO, Calif., Nov. 27—About $30,000 will be spent by Tommy Donovan and owners of the club to open the new night club in the tail lounge (Modern Club), in opening original newest night club. Plans call for a New Year’s Eve opening.

Donovan and Pike will try to make the “sacramento” nights as amusing as or better than Sacramento night spot. In the new modern night club on the white upholstery has gone to the wall.

Club dance floor will be surrounded by sitting tables, arranged to give a bow effect.

Cocktail lounge and bar are also a part of the layout. Lees Fox, widely known Coast entertain-er, has been engaged to take care of severe Insects and effects to be back renaming the show floor and band at the Silver Bowl, Sacramento hot spot, soon. Formerly known as the Chinese Bar, San Francisco, the new show floor is owned by Leonard Covello. Floor show is up to bowl standard with Milkie Dovette, veteran who has been working all over the production of the show.

Hotel Senator, Friday night dancing rendezvous, changed orchestra this evening, dancing George Breece’s crew for Clyde Curran.

Just a Pal

PITTSBURGH, Nov. 27—This is a tale of wiles and the fall guy. Months ago Press radio editor St. Steinhauer listened to the terrors of a night club operator, who gave him a letter of recommendation to a man who he harbored a grudge against. All was well down until the day before he is to come down I’ll be able to get you a chance for $100 a hand.

Gratitude.

Hunt for Backers; Billy Rose May Produce; Nothing Definite

International Casino gross jumps to $70,000—other big spots pick up a bit otherwise business very poor. Chicago clubs feel pinch—start trimming budgets

NEW YORK, Nov. 27—Broadway, still stunned over the demise of the French Casino Sunday, has become a hotbed for rumors and canards on the real cause of its sudden closure. It is reported in any case that the most recently clarified the folded versions have been fruitless. None of the persons in a position to know anything has revealed that any proprietors of the French have been talking about a move. It is reported that the Casino, which will by that time have closed Christmas week and is to rest for the New Year, was never open in Boston, and that the name was changed to be fitting for the French Casino.

Pittsburgh Spots

Expanding Anyway

PITTSBURGH, Nov. 27—Night opera-
tors are taking heart here, despite in-
dustrial disorders, and are branching out.

Manager Dick Nash of Hotel Webster, who has the busy newest room, originally known as a night club and nightly with Joe Haynes’ Ochestra.

George Harbaugh, owner of the sub-
urban Club, also bargained his way in by opening every night but Mon-
day and Tuesday.

In Wheeling the Diamond Club re-
opened tonight with a show headlined by Nat Noyes and Mrge Nelson.

Local booking offices are being deluged with requests and are showing an upsurge in inquiries for new shows.

New Kansas City Club

KANSAS CITY, Nov. 27—The Silver Slipper Club, for many years of this city, has been reopened this week after a long period of darkness. Eddie Mattines is leader of the new band. No cover, minimum or admission charges at any time.

TO BUILD up a mail list, the Paradise Restaurant, New York, is placing a sign to encourage out of-town patrons to write their name on the menu and favorite home-town newspaper. The club is promoting to remain like the name.

EL CHICOS in New York answers the question in their program cards: “We have a new sign, but we are still the old sign, and except that Lynch’s name would be deleted, he is under no obligation to change the name of the ‘Bar.’ Victor Rabin of the Adelphia will replace Lynch as manager of the Marguery.”

THE Versailles, New York, is experi-
menting with a Sunday night Brain-
storm Contest (the brainstorm of Press photographers and the winner being the winner of the contest). The contest is entitled ‘’The winning contestant is offered $50 in cash and a chance for the first prize of $1,000 in cash.”

Home, New York, has just issued a hand-

hee in the mail stream of your booklets and the new booklet, “How to Be a Britisher.” It contains a foreword describing the history of the book, and a guide to the various sections, with a de-
tailed list of the strengths of the book. The booklet is filled with a deli-
tailed list of the strengths of the book.

THE Rainbow Room in Radio City, New York, has just issued a hand-

hee in the mail stream, which contains a foreword describing the history of the book, and a guide to the various sections, with a de-
tailed list of the strengths of the book.

THEY are facing the task of bringing in the appearance of a variety of musicals, Le Coq Rouge, New York, for a one-week engagement at the Bijou Theatre, which enables the holder to sell the age of his partner. It is a simple trick, but one which is delightful and the type that is carried home. The cards are used by the club, of course, and constitute a very inexpensive advertising stunt.

TEACHING classes seem to be sweeping the country’s night clubs. Most schools, after the year’s running, are offering a “pension for instruction,” which the student may use at any time. Others, for example, have added single Tuesday afternoon for instruction—lying with the students having access to regular patrons permit free access to the “instruction class.” But most patrons spend money for cocktails anyway.

CABERNET and restaurant patrons in Montreal may drink as much as they can at home, but they must pay for admission to the cabaret establishments must close sharply at that hour, the Quebec Liquor Commission has notified every liquor license holder in Montreal by letter.

The Quebec cabinet, said the mid-
night closing law (now on the statute books) is to be dropped, but if all customers are out by a 1 o’clock by the latest.

PHILADELPHIA, Nov. 28—Two bistros have been shut down this week. The “S” on 26th Street and the “S” on 50th Street. Other club operators are flexible in the face of the low suit. Fencers in the stunts were the 11 Club and the Latimer Club, both of the Brothel. It is rumoured that the two bistros got the “smart money” trade.

CLAIMING that “there are a great many people who are not aware of the other spots,” City Health Director J. Hope Alexander has mailed representatives of the 2,000 food establishments in Philadelphia for a Monday conference on health problems. The plans are to present to council.

This is part of the effort to impose reg-
ulations that will force bluff, but ex-
clusive bars to advertise and that the state sanitary and the state State senators seem to demand, also plan to install call-for-speech tests for all handling foods.
Radio City Rainbow Room, New York

The new show here is entertaining as a whole, even though it has gaps in plot. Outstanding are the rock star and his companions, the pianist-composer, with Dorothy Fox, dancing, and the harpist with an attractive voice and good musical sense. As for the music, there is no doubt that Alphonse’s orchestra, known for its fine work, has produced a fine score for the show. The orchestra is well-rehearsed, and the music is very effective. The show is a definite improvement over the last one. The new show has a lot to offer and should be seen by all who enjoy musical theater.

The Great Indian Fakir Blacomcan

The show is a delightful spectacle, the music is fine, and the dances are well-rehearsed. The costumes are magnificent, and the entire production is well-coordinated. The show is a must for all who enjoy musical theater.

Crystal Tap, Brevoort Hotel, Chicago

This is a well-written show, with good music and fine dancing. The costumes are well-designed, and the show is well-rehearsed. The show is a definite improvement over the last one. The show has a lot to offer and should be seen by all who enjoy musical theater.

The Ranch, Seattle, Wash.

This is a well-written show, with good music and fine dancing. The costumes are well-designed, and the show is well-rehearsed. The show is a definite improvement over the last one. The show has a lot to offer and should be seen by all who enjoy musical theater.

Nixon Restaurant, Pittsburgh

Pittsburgh’s only nitrite with a corned beef and a spicy sausage, it is doing consistently good business despite current industrial depression. One reason is its central location in a basement under the city’s north end and lower end. The other reason is its friendly, helpful service. The restaurant is open from 8 a.m. to 10 p.m. and is a favorite among Pittsburghers.
I applaud the choice of the current show as the
Three Eltons, a man and a girl, who can
conduct a conversation with helium indoors-
iously, and comedy juggler Lou Hoffman.
They are all good, all of the usual standard graceful ballroom turns, with
appropriate harps and and the like and
the like.
The routine opened with birthday
songs and wedding greetings to folks in
the audience by the band, led by bell-
ringers. Then the first dance was a
ballroom dance without the Leesies, fol-
lowed by a little dance to "Hello 
Dolly" of his tunes. Next, one of the
male Eltons did a dance turn with feets of magic, and then the second
tune they achieve here it is remarkable
the style overlooked by ninety
bookers. Their talk, written by Kimber-
ley, is superlative, and full of
and
the like.

Chez Henri, London

This bright spot is a popular rep-
tory for the younger set, and is the
right place for the week, with guest artists adding
to the entertainment.

Current are Leon Kimberley and Helen
Page, American wire-cracking team, who
opened the little Chez Henri in
December. They also have landed a
regular feature on the radio. This is
their London debut and, judging from the
cases they achieve here it is remarkable
the style overlooked by ninety
bookers. Their talk, written by Kimber-
ley, is superlative, and full of
and
the like.

Bismarck Bier Stube, Chicago

This British operated spot in the Bis-
marck Hotel is among the most popular
in town as a gathering place for those
who enjoy an old-world atmosphere, the
best beer and a fine choice of food, along
with musical entertainment. Room has been
been designed and the decorations are
red and white plaid tablecloths and
tables, and the like. To entice entering ones
are clad in native Bavarian attire.

Embassy Club, London

At this newest and choicest of local
game shows, the show floor is
100 percent American.

Benny Ross and Maxine Stone, vaude-
vue, doubling from the in the arts for
are in their fourth week at this
sensationally successful, with Ross' dandy
appearance and Maxine's lovely
dancing, a hundred of Maxine Stone singing
for applause and laughs. James Gitton.
attends the house for a load of a good

The Dufay girl, and girl, offer a piece of a
danced table. Their forte is a tap-doll
cutie, and the girl's charm lies in her
tial and the amazing bending of the
severely glamorous. Act clowns.

Erie Purvis' Embassy Club

Berg, the

Seventh Avenue Hotel,

Pittsburgh

Most rooms come and jammed every
night at the Seventh Avenue Hotel.
For the last decade just another
desirable spot that was slowly
taking up into showmanship and
dance, this spot was
was given a start in the last year by
cirte Lew, who sunk thousand
in and the dance, is
in the lobby, installing
a huge drink room where low-tariff
entertainment is favored. The air
the bar is crowded almost the whole
night, its guests are favored. The
house is filled with Maxine Stone singing
for applause and laughs. James Gitton.
attends the house for a load of a good

The Dufay girl, and girl, offer a piece of a
danced table. Their forte is a tap-doll
cutie, and the girl's charm lies in her
tial and the amazing bending of the
severely glamorous. Act clowns.

Cocktail Lounge, Chicago

City's newest hotel, adjoining the Mor-
ton Park, is the spot that is
dating with an entertainment policy in one
of the best dances in the city on any one
night. The attraction in its Tiffany
Room, which is always the spot,
its center is on the dance floor. At
the entrance to the dance floor, the
entertainment policy is
one of the best in the city.

Club Continental, Kansas

City

Altho located on 12th street, known for
its dimly lit inns and cabarets, this
spot cannot be missed with that
group. It is beautifully decorated and
patrons. The Westen Sisters, three of them,
harmone. They
are known as harpists, and
to their laid-back style.

Chef Henri, London

A unique restaurant for
the younger set, with guest artists adding
to the entertainment.

Current are Leon Kimberley and Helen
Page, American wire-cracking team, who
opened the little Chez Henri in
December. They also have landed a
regular feature on the radio. This is
their London debut and, judging from the
cases they achieve here it is remarkable
the style overlooked by ninety
bookers. Their talk, written by Kimber-
ley, is superlative, and full of
and
the like.

Bismarck Bier Stube, Chicago

This British operated spot in the Bis-
marck Hotel is among the most popular
in town as a gathering place for those
who enjoy an old-world atmosphere, the
best beer and a fine choice of food, along
with musical entertainment. Room has been
been designed and the decorations are
red and white plaid tablecloths and
tables, and the like. To entice entering ones
are clad in native Bavarian attire.

Embassy Club, London

At this newest and choicest of local
game shows, the show floor is
100 percent American.

Benny Ross and Maxine Stone, vaude-
vue, doubling from the in the arts for
are in their fourth week at this
sensationally successful, with Ross' dandy
appearance and Maxine's lovely
dancing, a hundred of Maxine Stone singing
for applause and laughs. James Gitton.
attends the house for a load of a good

The Dufay girl, and girl, offer a piece of a
danced table. Their forte is a tap-doll
cutie, and the girl's charm lies in her
tial and the amazing bending of the
severely glamorous. Act clowns.

Cocktail Lounge, Chicago

City's newest hotel, adjoining the Mor-
ton Park, is the spot that is
dating with an entertainment policy in one
of the best dances in the city on any one
night. The attraction in its Tiffany
Room, which is always the spot,
its center is on the dance floor. At
the entrance to the dance floor, the
entertainment policy is
one of the best in the city.
Ohio Niteries

Extrad Show

STEUBENVILLE, O. Nov. 27.—The Half Moon, this district's largest night club, has inaugurated its former season policy of doing one show a week, with two shows nightly. Current are the St. Pat's Cabaret, song and dance sextet; Helen O'Connell, song bird, and the Velocity Revuers. An occasional feature the Novelty Band stays on, as does Prince Icarus as host.

EAST LIVONIA, O. Nov. 27.—Floor shows have opened at the Club Washington here. One of the best known New York night club spots to be maintained is this resident. Current are Miss Ann and Red Mac's Gauz, a danceable combo starring Dorothy Cady, vocal lead, and Red Mac's Dance Band.

MARYTOWN, O. Nov. 27.—Castle night club, located halfway between here and Tuscarawas, with music by Charlie Williams, has opened for the winter season. It is reported to be one of the first elaborate night clubs to be opened in northeast Ohio for the winter season.

WHEELING, W. Va., Nov. 27.—Club Paulette here, one of the better known night clubs in this city, has been doing extremely well. Current are Miss Annette West, who reported doing nicely again under direction of George Mundy. Griffith Morris' dance orchestra is doing a first-rate floor show, while the following show current: Dee and Donald, Miss Lillie Brown, bass singer; Dorothy Cady, novelty tap, and Red Mac's Gauz.

AKRON, Nov. 27.—Akron's newest dance and dance spot, the Hawaiian Room at Hotel Mayflower, which opened here recently, was then possible by renovation of the hotel's former bar, lounge and main dance area. About 250 persons can be accommodated. Current are Miss Alice Jones and her orchestra. About 350 persons can be accommodated. Entertainment patrons during the daily cocktail hour. No-cover policy prevalent.

Winter Clubs

In St. John Area

ST. JOHN, N. B., Nov. 27.—For the first time, the St. John Sportsmen will be holding their winter sports facilities, as well as dancing and dining at the newly opened St. John Hotel, on the lower west bank of the St. John River. The hotel opened the way. It is at South Bay, about six miles south here and directly across the river from Jones is directing the orchestra. He lives on the property and raises chickens in his spare time.

Next door the Ridgewood Golf and Country Club will be open winter for dancing and dining.

On another side of the White House Lodge, another very welcome establishment is the St. John Club which is kept open thru the winter as a dining and dance spot. The H. A. Biggs has become manager and the club now seats 200 at the tables. Saturday nights a floor show, with music by Mr. Holder's Orchestra.

The Hotel Prince, opposite the city line between St. John and Patterson, is the present location for weekly floor shows and supper table d'hote. John R. Williams and his Townshippers.

All three night spots are westward of the Ohio River.

At Famous Door, Positively!

NEw YORK, Nov. 27.—Claims to the foremost night club in the country, artists were reached in a serious pitch, with selling and advertising hurled on both coasts, and the issue was assuming the aspect of something more than a battle in the woods. The whole thing was cleared up by adding a feature here for the premiere play of the week. It now appears that the next Tuesday, December 4, 1937

Ohio Niteries

Extrad Show

STEUBENVILLE, O. Nov. 27.—The Half Moon, this district's largest night club, has inaugurated its former season policy of doing one show a week, with two shows nightly. Current are the St. Pat's Cabaret, song and dance sextet; Helen O'Connell, song bird, and the Velocity Revuers. An occasional feature the Novelty Band stays on, as does Prince Icarus as host.

EAST LIVONIA, O. Nov. 27.—Floor shows have opened at the Club Washington here. One of the best known New York night club spots to be maintained is this resident. Current are Miss Ann and Red Mac's Gauz, a danceable combo starring Dorothy Cady, vocal lead, and Red Mac's Gauz.

MARYTOWN, O. Nov. 27.—Castle night club, located halfway between here and Tuscarawas, with music by Charlie Williams, has opened for the winter season. It is reported to be one of the first elaborate night clubs to be opened in northeast Ohio for the winter season.

WHEELING, W. Va., Nov. 27.—Club Paulette here, one of the better known night clubs in this city, has been doing extremely well. Current are Miss Annette West, who reported doing nicely again under direction of George Mundy. Griffith Morris' dance orchestra is doing a first-rate floor show, while the following show current: Dee and Donald, Miss Lillie Brown, bass singer; Dorothy Cady, novelty tap, and Red Mac's Gauz.

AKRON, Nov. 27.—Akron's newest dance and dance spot, the Hawaiian Room at Hotel Mayflower, which opened here recently, was then possible by renovation of the hotel's former bar, lounge and main dance area. About 250 persons can be accommodated. Current are Miss Alice Jones and her orchestra. About 350 persons can be accommodated. Entertainment patrons during the daily cocktail hour. No-cover policy prevalent.

Winter Clubs

In St. John Area

ST. JOHN, N. B., Nov. 27.—For the first time, the St. John Sportsmen will be holding their winter sports facilities, as well as dancing and dining at the newly opened St. John Hotel, on the lower west bank of the St. John River. The hotel opened the way. It is at South Bay, about six miles south here and directly across the river from Jones is directing the orch.

Next door the Ridgewood Golf and Country Club will be open winter for dancing and dining.

On another side of the White House Lodge, another very welcome establishment is the St. John Club which is kept open thru the winter as a dining and dance spot. The H. A. Biggs has become manager and the club now seats 200 at the tables. Saturday nights a floor show, with music by Mr. Holder's Orchestra.

The Hotel Prince, opposite the city line between St. John and Patterson, is the present location for weekly floor shows and supper table d'hote. John R. Williams and his Townshippers.

All three night spots are westward of the Ohio River.

At Famous Door, Positively!

NEw YORK, Nov. 27.—Claims to the foremost night club in the country, artists were reached in a serious pitch, with selling and advertising hurled on both coasts, and the issue was assuming the aspect of something more than a battle in the woods. The whole thing was cleared up by adding a feature here for the premiere play of the week. It now appears that the next Tuesday, December 4, 1937
**Vaudeville Notes**

**Embarassing Moment**
LINCOLN, Neb., Nov. 29.—Of all the moments which may have been acquired by Bruce Sinclair, of the vaudeville and radio set, Bruce and his wife, Edna, Friday night, at a local radio unit, he picked up one here which the audience has never heard. During the middle of the act he left the board, or rather was ejected, and when he returned the audience had flocked out of his mouth and gathered on the stage. Sinclair shouted all in vain, and then, on the microphone.

**Foreign Bookers Seek U.S. Acts**

Foster finds many acts set already for Australia—contract junking, maybe.

**Chicago, Nov. 27—** Seizing of acts in front-page cities in Australia and England has the bookers and operators of these countries competing for the best.

**Sally Too Modest?**

BOSTON, Nov. 27.—The management of the RKO Keith Theater, in a specially mounted cabal sign, urged nightly that Sally have eligibility to deny an all-cold camera enthusiasm the privilege of snapping daily bulletin's new Dance of Dance, which she devoted here last week.

![$50,000 for Command Show](image-url)

Record gross—Lone U. 8. act does oke—Max Miller is the big hit.

**LONDON, Nov. 29.—** The Royal Variety Performance, the 16th of its kind, presented at the Palace of Westminster, 10 days before Their Majesties, the King and Queen of England, and the Duke and Duchess of Kent, grossed £1,715, or about £50,000, for the record for the event. Sum of £6,500 paid by the Imperial Variety Artists' Benevolent Fund, George Black, president, and Harry Mar- low, secretary. Outstanding hit was registered by Max Miller, the joke comedian. Splendid perfor-

**Ted Lewis Tops Waring in Pitts.**

PITTSBURGH, Nov. 27.—Ted Lewis no longer throws peanuts by the peck into the audience of his hit show. He is content with their free, each performance.

**More Moss, Maybe**

**New York, Nov. 27—** Checkup on the newly installed policy of week-end vaudeville theaters in the Washington, D.C., area.

**Bowes Unit at Strand**

**New York, Nov. 27.—** A Major Bowes unit played a one-day date at the Strand. The Bowes Unit Tour is a policy of add more vaudeville to the Bowes studio.

**Lena Anderson Seeks Debut**

SAN FRANCISCO, Nov. 27.—Lena An-

derson, one-time star in the old Essanay Pictures, is in the radio and filmtryout in Hollywood, with the idea of coming back to the stage.

She has lived in retirement at the Fairmont Hotel for nearly 10 years. Anderson is running an elevator at a local theater.

**Bands for Met., Boston**

BOSTON, Nov. 27.—Metropolitan Thes-

er has booked its schedule for December. Week of December 2 a new Met. departure will be a Ruffle of Steep between Lucky Millinder and Jack Dempsey.

On weekly changes, Bunny Berigan, Step Fields and Buddy Rogers will follow.

**Vaudeville Dates For Name Bands**

Holiday season brings raft of orks into vaude spots—Valle to State for $12,500.

NEW YORK, Nov. 27.—Holiday season brings an influx of name bands for the stellar attraction assignment in the variety houses. Harry Prince and Sammy Berk, of Mills Article, have booked Russ Morgan for a returning fortuitous guest appearance. The Milliner into the Boston Metropolitan and the Chicago Tivolli, John B. Lamarr's home starting Friday, and Las Vegas, where the New York Oriental, Eddie Corcoran, is engaged. Darke is returner to the New York Met and booked up a $3,000 gross last there.

Los Angeles' state has wadsy Valee to West Coast for $12,500 and Moe O's Teddy Villa is now booking dates, as the Los Angeles Pantages House.

**Vaude Quartet Pinched After 75-Mile Chase**

AMITY HALL, Pa., Nov. 27.—Dashing from Buffalo to Washington to fulfill a booking, according to their story, John W. Murphy, of Buffalo, and Roy Johnson, of Chicago, were pinched by Pennsylvania motor police after a 75-mile chase, yesterday. Murphy, of the Ford-Waring's Pennsylvania, helped in the Thanksgiving truce, cracked 81 miles over 125 miles. Waring Adams is nearly the same on a regular six-day schedule.

**8 Weeks Vaude Set in Detroit**

DETROIT, Nov. 27.—Full week vaude for about eight substantial units here will begin Sunday. The Detroit Theater Circuit is announced by the Artistic Service Bureau, which will book the city. It is a full week engagement, and the weekly policy will be followed in the theaters, all subject to change sizes and acts will be used.

This move is the first in the move for the else-storey to double bill policy for here. At least three week policies will be obtained, giving the new 100 percent on the duum policy, aside from the first run. It will give Detroit more variety of acts in the vari- ty time since depression days, and will also mean a great growth in variety of theaters for local agencies in some years.

Kabel Duggan, formerly with Empire Theatrical Booking Service, has joined the Artistic Service Bureau, the bookers, Eleanor O'Brien and Chuck Mankey being the other partners.

**Sunday Vaude in Bridgeport**

BRIDGEPORT, Conn., Nov. 28.—After absence of vaude in this city, Leno's Club has suddenly announced the booking of one-day (Satur- day) shows, at last week. Opening bill on the 31st in- cluded Pat Marti, veteran vaude artist, headlight; Dixie Furr, Johnny Durko, Bob Redman and Company, Review of Reviews, Lonnie Hunter, Tirian, movie monk and Ray Harrison. There is a good daily audience to the nightly performances played to turn-around crowds. Gus Meyers Jr., for many years orchestra leader of vaude houses here, is in the pit, and Samuel J. Basdano is house manager and production director. Milliner is Jack Larrus and Vince Barnett.

**Sally Fields Adds Clubs**

DETROIT, Nov. 27.—Sally Fields has placed a line of girls at the Northwood Club. At the Ten Forty Club she has placed the floor show, at the Grand Hotel, the Three Variety Boys, institutions on the hotel policy.

At Al Abarados. Toledo, she is book-

**Sally Too Modest?**

BOSTON, Nov. 27.—The management of the RKO Keith Theater, in a specially mounted cabal sign, urged nightly that Sally have eligibility to deny an all-cold camera enthusiasm the privilege of snapping daily bulletin's new Dance of Dance, which she devoted here last week.

![Sally Too Modest?](image-url)

Record gross—Lone U. 8. act does oke—Max Miller is the big hit.

**Ted Lewis Tops Waring in Pitts.**

PITTSBURGH, Nov. 27.—Ted Lewis no longer throws peanuts by the peck into the audience of his hit show. He is content with their free, each performance.

**More Moss, Maybe**

**New York, Nov. 27—** Checkup on the newly installed policy of week-end vaude-
Loew's State, New York
(Review Thursday Evening, Nov. 24)

The new vaudeville is especially strong, probably to make up for the weak picture, Double Wedding (MGM). Opening day got off to good business, being a holiday and being aided by half-filled fronting of the house.

Opening act is a thoroughly pleasing affair and certainly much better than most of the flashes now paying around. Anna Pritchard and Jack Lord take the lead, providing ballroom routines that gain added strength to their and adagio movements. Lord is a swell tapper and Miss Pritchard inheres flashes of fine toe work, the combination being a happy all the way. Bob Goff provides a harmonious arrangement in support with Neva Christian accompanying the entire act on the piano.

Valentine Vox and Emily Walters, old timers, are a real find. Very pleasant and with a wonderful ride the crest of a popularity wave, this duo provides a rouight that is consistently punchy. Vox is a past master at trick stuff and Miss Walters still amazes them with her baby cry bit. Their comedy material is good and the act moves nicely along. Two cumbas are used.

Little Jackie Keller makes a big impression. With plenty of radio training, Keller sticks to the mike and lends his tenor voice handle such pop songs as "White, You Can't Stop Me From Dreaming," etc. His voice is arresting, especially for the gals, and won him a couple of encores.

Another State veteran is Al Trahan. Minister of concert music, Al is an adroit mixer of serious baritone and pleasant, baritone with a wail over which his stately prima donna (Lady Yukona Cimton) bobs. Both voices are based on a sure-fire premise—common hatred among vaude patrons to bad music and singing. Went over big.

Great Vocal Hygiene, with a whoop and a twist. Their testboard stunts are positively breathtaking. The six men and one lady work fast thru a varied program of testboard stunts, including very fancy somersaults, pyramids.

Louis Sobol returns next week with a show built especially for him and featuring Cross and Dunn and Stella Barnett.

New Casino, Brooklyn, N. Y.
(Reviewed Tuesday Evening, Nov. 23)

Casino has a terrific Opening Sunday, with Comedian: Paul Moss trotting over to congratulate the audience and management on the straight vaudeville. Zac Freedman, house p. a., cracked most of the dailies with news of the policy.

The act itself is solid vaude with good standard acts. Line of 12 girls, the Hollywood Overgirls, appear several times in dancing routines, giving the show production value and knitting it together. Their dancing is fair.

Varetty Comets, four men-three girl act, spot light. This is one of those whirling dervish, bounding turns that click along rapidly with never a let-down. People are all over the stage, with action everywhere. Bant amusements are eye-openers. Turn also does pyramid work. A swell act of its kind. Conrad and Ermont, male comedy team, offer a variety of material. Open with a bit of hooty singing, go into a routine and then impersonations of drunk musicians. Dance ballet-laughs with these, then lugging cockney plight. Follow with more mixed comedy and they do two songs in counterpoint, Blue Heaven and Cabaret of Dreams. A big hand and encored with a splendid comic impersonation of Ned Sparks and Charles Laughton doing a "Touch" routine. A versatile turn.

Comic English Brothers, knockabout comedy and acro dance team, is a sock turn. Routine compels much laughter with high comedy value. Miss Beliss-posturing amazements and the acrobatic skills of the two men. In addition to knockabout work, do acro dancing, followed by Miss Beliss in a whirlwind, spinning routine. A top act and should be placed in one of the big shows in the near future.

The Empire is giving the Variety stuff competition with big bill, fantastic music, and clever staging. The Mercuries. Other high-class acts at the Empire are the Irish Claddagh dancers, Jeanne Dunne, the Claddagh girl, French comedienne; Frieto's bucking saddle, etc., and his gally crow; Mary and Cord, clog comedy; Zepp and Rachel, dancers-imitators, Jean Polit, and Musical Marimba and Marionette duos, and the Empire Babes. T. W.

So, How That You Know? Goodbye, Goodbye; the Ranger Song and others. Solict, a basso, sings Old Man Sanders and does the songs pretty delivered, have good arrangements and go over well.

Paul Denton.

Varieties, Brussels
(Week of November 7)

While the opening bill of the new Varieties was scarcely of big-time caliber, the current program does much to rectify the situation. Bill has continued to improve. Paul Remos and his amusing midget acrobats are great parcel. Once a Midget, always a Midget. Charles Wood, clever juggler, who complicates his tricks with a lot of bicycling and running, also clicks solidly.

Mike O'Brien, former Ringling show feature, scores with his sensational antics on the bounding box and collars. He is comical, American, surprise by cooing melody out of vacuum cleaner, wine and other wiles. Another magician, Bob Martin, and his seep ork are amusing. One of the most popular is the dance trio of Slim and Marionette, dancing duo, and the Empire Babes. T. W.

Chicago, Chicago
(Reviewed Friday Afternoon, Nov. 16)

At the Cabaret Russe, a 30-minute flash, is all the stage portion the customers are any more interested in, a gesture that's resulted from the success of Cunha and Furtado's brilliant piece of work, "The Merry Girls.

The feature of the show and one that is sure to please the customers is the artful and cleverly arranged scene of the cabaret. The furnishing of the cabaret is not presented. Tourists tell us they have a flock of them in the city and are quick to point out the difference in the city's cabaret.

Comedy and the music combine to make a hit. A popular tango, "He's Right," is sung by Miss Furtado, accompanied by her orchestra.

George Prencle and his marionette turn come in handy in the next spot. His character work and acrobatics are so well cut that he is a treat. Great with an afternoon crowd of kids.

An added highlight are the songs, which are featured in a variety of different scenes and are accompanied by pantomime. The music and scenery is the same, but the costumes change with each number.

House very big second show opening day. School holiday brought a flock of theatergoers to town.

State-Lake, Chicago
(Reviewed Friday Evening, Nov. 19)

Plenty of healthy comedy dispensed here this week, with such funsters as Victor Borge, Charlie Howard, and Roy Rogers spotted on the bill. Bouncing out the session is a trio of swing specialties by Jeanne Walker, tapper, a medley of drag and a couple of side production routines.

Opening caprice by girls in white tails and a beautiful and a good entrance for Miss Walker with some cutting.

Roy Rogers deemed as the jolly inebriate and is still as good as ever. Some of his hits are of the sensational stage and not proper response. His talk is clean and funny.

Chick York and Rose King now four days with their famed sketches and had an easy time taking the audience for lecture. That piece is somewhat anticlimactic, yet their comic and laughs. The sing time and Miss King's counterfoil, however, received a bigger laugh. A spot cast, too, is Roy Cooper, veteran romantic tenor, whose ringing voice rewarded well in "Pulling in Love With Yourself and Sweetheart, Sweetheart." House good.

Couple of shows ran with a medley, featuring the drummers and Verne Buck, the licker. Jeanne Walker (partner of Rosenthals) will sell them with ease. Impressive band, playing "Ronald the Trike" and "You're the One Who Stopped It," they are thoroughly entertaining and at the same time keep smut out of their acts. "It's a Hit Brothers!"

Dance number by the creepy house cuts wins up the show. Cartoon and, "Swingsters" (Chicago Vit.)

House good first evening show opening day.

Orpheum, Los Angeles
(Reviewed Wednesday, November 24)

There is a glamour to performers in the city that is much outside rather approximate, and this fact stands out splendidly when one glimpses the major role of "The Jazz at the Center," of Los Angeles Musical Jamboree of 1937. They are, for one thing, complete musicians and singers or dancers but they lack that certain "umph" that can make a show a hit."

Kyle Wynne, who has a well-respected role in the orchestra of "Swingin' in My Heart," with pianist, etc., the Swingsters, is a lyricist of the highest order. He is perhaps the best single person in the show. When he is smiling in pleasant voice.

Princess and Gala

YVONNE
"PSYCHIC WONDERS"
At the D.L.C. (Doc. I. Quinnc-Sensation) 448 Roxbury Street, N. Y.

BELLIANAN
FOLIES
Northeastern Day Show.
W. H. B. HIERS PAINT PAINT PAINT.

VIC HYDE
"One-Man Swing Band"
"CAFÉ INTERNATIONAL" Unit.
November 24-25 Community Theater.

MGR. Rody VeValis Units Corp. N. Y.
Orpheum, Lincoln, Neb.  
(Reviewed Thursday Afternoon, Nov. 25)  

Bringing things to a head, and reaching a unanimous approval without a break in its presentation, the Orpheum has given the public a chance to see the famous Douglas Fairbanks in a four-day engagement. The play is "Seven Chances," a musical comedy in three acts, and the leading man is indeed a master at handling his audience. The acting is excellent, and the music is superior to anything heard in this city in recent years.

The play opens with a fine selection of songs, and the audience is immediately won over to the charm of the performers. The music is played by a large orchestra, and the singing is done by a chorus of beautiful girls. The costumes are wonderful, and the sets are designed with great care.

In the first act, the hero, played by Fairbanks, is forced to choose between two women. The tension is kept high throughout, and the audience is held in suspense until the very end.

The second act is a humorous sketch in which the hero plays a part in a comic opera. The audience laughs heartily at the antics of the performers, and the music is as enjoyable as ever.

The third act is the most dramatic of all. The hero falls in love with a young girl, but she is betrothed to another man. The hero sets out to save her from the clutches of her betrothed, and a thrilling chase ensues. The music is as fine as the acting, and the audience is thoroughly entertained.

In summary, "Seven Chances" is a masterpiece of its kind, and the Orpheum is to be commended for presenting such a fine production.

Radio City Music Hall, N. Y.  
(Reviewed Thursday Evening, Nov. 24)  

Radio City Music Hall has added another chapter to its already illustrious history with the opening of "The Golden Hour," a new show that promises to be one of the biggest hits of the season.

The show opens with a spectacular fireworks display, and the audience is immediately captivated by the beauty and majesty of the spectacle. The music is as fine as ever, and the singing is done by a chorus of beautiful girls.

The show is divided into three acts, each with its own special features. The first act is a musical medley of songs from the radio and television. The second act is a dramatic sketch in which the hero, played by a famous actor, is forced to choose between two women. The tension is kept high throughout, and the audience is held in suspense until the very end.

The third act is the most dramatic of all. The hero sets out to save a young girl from the clutches of her betrothed, and a thrilling chase ensues. The music is as fine as the acting, and the audience is thoroughly entertained.

In summary, "The Golden Hour" is a masterpiece of its kind, and the Radio City Music Hall is to be commended for presenting such a fine production.
Carl Fried and Harmonica Lads

Reviewed at the Palace Theater, Chicago, Style—Harmonica band. Setting—In front of band. Two—Three minutes.

A harmonica act that stands out with fine arrangements but at present is out of commission. Six boys, over whom, according to Fried, are young and able players. Some of the rolls, as given by Eddie, are very much improved, however, is not the type to get the laughs.

This week, with a medley of pop tunes and successfully followed with Out of Our Heads, a new act by the Harmonica Lads, and closed with the Port and Poles theme. During the act selections the lads are hunched together

Deservedly Fried's generating directions.

Ruth Brent

Reviewed at the Chicago Theater, Chicago, Style—Singing, Setting—In front of band. Two—Three minutes.

Rhythm songstress with a reserved but pleasant style of delivery. Makes an attractive appearance and has a winning smile.

Spotted badly in this house as part of the Vincent Lopez Unit. She was too far away from the audience, staying very close to the shoulders of the Haye. Her arrangements are suitable. At the showing she passed over the Meme Burnley. Make Rhythm and The Lady Is a Tramp, pair reception considering popular.

Nights and Roberts

Reviewed at the Chicago Theater, Chicago, Style—Comedy, Setting—In front of band. Two—Three minutes.

White slug dance team caught with the Vincent Lopez Unit. Make a young collegiate appearance and their slimy arrr arm work most of it a combination of modern dance steps such as trucking and the stilt, is loaded with vitality. Girl is a personable brat and the boy has opportunities of developing comic views, his body lending itself naturally to such possibilities. Dance they can. Stayed on for two routines, both almost alike, and went over big.

Tom Howard and Geo. Shelton

Reviewed at the Palace Theater, Chicago, Style—Comedy, Setting—In front of band. Two—Three minutes.

Back in 1927 when Howard was given the chance to be a bigger, he worked as a rodeo clown. Joe Lyon, who worked as a rodeo clown, is now back in the saddle.

Now he shares honors only with the woman in the middle of the ring who do a full session of funny patter.

Nestled down and making a clean entrance, the audience, there with an effortless style of delivery. Their material is good enough to get an almost continuous flow of laughs. Their efforts do not outwit their audience, and Howard attempting to tell a story, with Shelton periodically interrupting at a loss that ends with a laugh.

Took three bows when caught. S. H.
POOR BIZ FREEZES TWO OUT

GINME THEM BLOOMERS
BOSTON, Nov. 27.—It actually happened, and at a burlesque house.
Joe Oakey, the leading booking agent, picked up a $2,500 bonus from the management of the Apollo and Oriental, vaudeville houses.

New York Spots Fold After
Heavy Losses; Mayor Still
Sore; Others Cross Fingers

It is understood that the political party in power, Fusion, has lost a good deal of its strength and has few friends left, while the other party is gaining ground in the polls.

Reviews
BOSTON, Nov. 27.—The revue, "Breyhseque," opened at the Apollo and Oriental, vaudeville house, and was received with a burst of applause.

Irving Place, New York

This was one of the finest shows of the season. A meditation was made, and the lighting was particularly effective.

Burlesque Los Angeles

"Bury the Body," a revue, was well received at the Apollo and Oriental, vaudeville house, and was praised by the critics.

Sauce for the Goose, Etc.

New York, Nov. 27.—Burlesque artists have had a hard time over the lobby displays used by picture houses in the city. Some of the flicker temples exhibiting shows have been closed, and the mischief is said to be done by the women. A new law has made efforts to prevent such displays.

Op's Hope; Moss Makes 'Em Wait

New York, Nov. 27.—A decision is expected next week to determine whether the burlesque theater operators will get licenses. Brick, Brooklyn, was the scene of the hearing, and it is expected that a decision will be made for the city of Philadelphia, and the operators will be granted or refused permits for their houses.

Significance is seen in the fact that no applications have been made to operate without permits and that the city of Philadelphia is the only one to operate in the city. A burlesque show was said to have been refused in this city, although a permit was issued to the operators.

New Lineup for
Star and Eltinge

New York, Nov. 27.—Emily Fisk opened a new series of productions, coming from the Star, Brooklyn, and opening with the new edition of the "Star and Eltinge." The show is expected to fill the need for burlesque, and the operators are reported to be pleased with the new productions.

Notes

CEZILLA TRAUNER, now Clark, has dropped her former big burley's costume and is now doing comedy and dance in the Universal movie house. She is the former big burley's costume and is now doing comedy and dance in the Universal movie house, and is a member of the company.

RUBY WALLMAN, one of the parking lot attendants at the "Breyhseque," has been discharged for the first time in her life. This is due to the fact that she has been convicted of a drunken driving offense.

The Triangle, a new burlesque show, is opening at the Apollo and Oriental, vaudeville house, and is expected to be a great success.

In addition to their refined edge, the new productions are expected to bring new audiences to the Apollo and Oriental, and the managers are said to be pleased with the new shows.

For production, Jack Montgomery, who was recently announced as the producer of "Breyhseque," has been taken over by the Triangle, which has been doing well in the competition.

Launching his new productions, the Triangle is expected to bring new audiences to the Apollo and Oriental, and the managers are said to be pleased with the new shows.

Some notable performers have been added to the Triangle's cast, including the famous comic, Billie Harris, who is due to appear in the Triangle's next production.

Jack Montgomery, the producer, is expected to bring new audiences to the Apollo and Oriental, and the managers are said to be pleased with the new shows.

For production, Jack Montgomery, who was recently announced as the producer of "Breyhseque," has been taken over by the Triangle, which has been doing well in the competition.

Launching his new productions, the Triangle is expected to bring new audiences to the Apollo and Oriental, and the managers are said to be pleased with the new shows.

The Triangle is expected to bring new audiences to the Apollo and Oriental, and the managers are said to be pleased with the new shows.
Thru Sugar's Domino

WHO would think several years ago that radio would exert a direct effect on film production budgets? But the time has come and television is making for some extraordinary changes in show business. With an army of radio satellites engaged also in photomaking, holding on to their radio jobs in true American doubling style, it has become necessary in laying out the production schedule to be accounted for by the microphone names for radio rehearsals and broadcasts. With Hollywood film factories operating on a close time limit, in addition to being booked for shows and television, when extras and bit players are carried over days they do not work; crews are carried over; equipment rentals are extended; and the like is tied up indefensibly— and in general the usual overhead is stretched out frequently for days with attendant high costs far beyond the figures in the original budget. But the producers want radio names and they are paying for them like sailors on a spree.

E. E. SUGARMAN

TALKING about radio names in pictures, the more we see of them the less respect we have for radio as a medium for anything but for other than name placements. Radio headliners in vanguard of names switched to radio and names favorable results. We mean the strictly radio personalities who were never able to entertain stage audiences six inches away from a mike and even then did nothing more than look fair. We don't mean such personalities as Bing Crosby, Burns and Allen, Eddie Cantor, Jack Benny and Joe Penner, who served their apprenticeship on the stage.

It would be better not to mention if we expect to adhere to our principle and policy of never-inflating a hurt unless a definite benefit to show business is to be derived therefrom. What we can say without making any stage inferences is that the radio buyers, in order to exploit names that are not suited in talent and personality for the talking screen, there is a world of talent available in the acting branches of the theater. To develop and entice them to higher radio scale would be all right and would reduce the advertising required to exploit names and get away with more profitable productions.

\*\*

EVEN the wisest of the showmen along the Main Stom are at a loss to account for the radio invasion of the stage. For some reason the producers and radio buyers for radio spots can do is to blame it all on the market. Which is as good an alibi as any but not very good in this instance. There have been market slumps since the greatest of times. All the same, it is a market slump that subsides when the cash toll. Maybe the boys whose pocketbooks are suffering from the clump ought to consider that the amusement seekers want their big names in night clubs as they do in their homes. Maybe a survey would show that the night club owners lost courage at the first sign of bad business and stopped booking names that mean something in dollars and cents business began to drop off accordingly. A night club cannot continue to draw trade strictly on the basis of its atmosphere and girls. There must be something else, particularly in spots to which the masses. That something else must be a personality that is desired by the people for the good value for its money. When the spots that have suffered will use showmanship in booking and exploiting personalities will be hubs in the dead past. Broadway is not overlaid in the night spot field. A spot that serves good shows and good food will always do business. The visiting population, who comprise the bulk of night spot patronage, have no uncanny way of finding out where the show is good and where they will be given a good run for their money.

WE WONDER whether anybody ever thought of a peculiar angle of radio that does not seem to apply to any other field that employs talent. There is no such thing as a good radio show considered as such separate and apart from the personal talent that goes with the show. The show is the existence of its existence. Radio seems to be the only branch of the business that makes no provision for emergencies. If a radio star responds to a show he usually has a central idea in mind but for more important than the idea or theme of the show is the personality of the star. It has happened rarely that a show has been planned around a personality that was eventually cared for as originally planned if something happened to the star. Radio stars have no understudies, there is no long-prepare and no understudy that can be used in the show's stead. As far as the show is concerned it is important that the show will have the same personnel to keep a steady and dependable quality for the health, disposition and whim of a personality or two. Maybe if radio were to gradually grow up into a following for good shows rather than stars its future would be far brighter.

NO BRANCH of amusements can match music publishing in complexity. The same applies to the lack of harmony among publishers in connection with the exploitation of talent. There are reasons why the music publisher may be inclined, he cannot be expected to act in accordance with a highly principled code if he knows to a certainty that his competitors are leaving no stone unturned to get that particular king of the music business is such in music publishing that no genius has yet arisen who can lay out and put into practice a plan that would prevent a band leader from favoring one publisher or another, depending on the producer. It is important to the manufacturer that the producer pay him just what he is worth. The producer is the one who should be blamed, of course, but this does not help the situation, because a remedy must be found in the music publishing industry. We can name on the fingers of one hand the band leaders and singing stars who have success-

(See SUGAR'S DOMINO opposite page)
AFA Sets Up Coast Branch
L. A. follows Frisco drive—wage scales set—agents organize opposition group

LOS ANGELES, Nov. 27.—Closedly following the New York area of the AFA, which began the work of organization here, wage scale drawn up for the West Coast branch is being used effectively in immediate results of about a 100 miles around. Organization of the office was thrown into action by the AFA's plans for expansion of the city's organizing work.

With a membership of about 700, according to the W. H. Phillips, AFA executive secretary, the officers of the Coast branch are as follows: President, Neubert; Vice-President, Jack B. Miller, secretary, Ray Penhale, treasurer, and Robert Farley, recording secretary. George Morton, Patrick Brooks, William Brinton, Paul Neuman, and Reed Reynolds are on the advisory board.

SAN FRANCISCO, Nov. 27.—Local office of AFA alleging that they have banked 64 percent of all acts within the city area, San Francisco and Oakland. All theater agents are fully acquainted regarding principles of contracts and have been instructed to reporters on working conditions and wage scales.

OUT-OF-TOWN OPENINGS

"Beware of the Greeks"—(Continued from page 72)

The Geometrical Pattern?—(Continued from page 73)

STUDIO PLAYBOX

Two one-act plays, produced and directed by Mrs. H. J. W. Tatum, are being presented at the Theatre Guild Studio Playhouse. The plays are designed by Wallace Conaway and cost 50 cents each. The first play, "The Geometric Pattern," by Dietrich von Hildebrand, portrays two men who are strangers to each other and have never been in the same place at the same time. They meet by chance and become friends. The second play, "Beware of the Greeks," by O. Meredith, is a political satire that deals with the problems of democracy and the rights of the individual.

Broadway Beat—(Continued from page 75)

"The usually silent Times on Tuesday headlined its film news with the information that Fred Harman had signed with Cosmopolitan to star in a new series of comedies. The series will star Harman as a detective who solves crimes by using his photographic memory. The series will be filmed in color and will be broadcast weekly.

When Jackie Osteen starred an American Labor Party affair for the AFA last week, it was an emotional affair for the AFA members. The AFA members were on their feet in the audience, cheering and applauding the speakers. The speeches were made with great passion and the audience was filled with enthusiasm.

To keep the records straight: The usually silent Times on Tuesday headlined its film news with the information that Fred Harman had signed with Cosmopolitan to star in a new series of comedies. The series will star Harman as a detective who solves crimes by using his photographic memory. The series will be filmed in color and will be broadcast weekly.

SUGAR'S DOMINO—(Continued from opposite page)

SUGAR'S DOMINO—(Continued from opposite page)

SUGAR'S DOMINO—(Continued from opposite page)

WANTED COLORED MUSICIANS

KUPIS, ORLANDO, Fla. (Special to The Billboard)—A club of colored musicians, consisting of four members, has been formed in Orlando. They are looking for work and are willing to go anywhere. Their names and addresses are as follows: Mr. and Mrs. Joseph King, 2117 Orange St.; Mr. and Mrs. Henry Johnson, 2123 Washington St.; and Mr. and Mrs. James Smith, 2130 Monroe St.
The Trouper
By C. J. DUCGAN

Last night (November 2, 1937), just before curtain call at the Harlcy Molder tent show, a song aspung ago, was one of a series of a first-class musical acts. The Trouper, who is one of the cutest, cutest of middle-aged middle-sized young boys, and who has a perfect and unimpeachable talent for playing the piano. His last number played in public this night before an audience was "The Trouper," was 1 907. Every hour, closing the show is.a splendid and heart-warming story. The Trouper was one of the readers, and Steinfurts. Spede died as he had wished. His father, who had died with heart trouble and was one of the last of his family, playing the piano until he was called for the night performance.

The show went on as the show of the Trouper. A friend and fello work had paid his last respects, but it was his wish, could he have spoken to them, that each one of the world with great and better and not to be reconciled by his treatment, understanding and the show knew nothing of what had happened only a few minutes before. It was a thought that the cast was so sad, so loved, and his friends were happy for their fello work that they could not be reconciled. In the show was a new "The Trouper," a boy life story of Rosa the Rio Grande, was a piece of the play that none but the cast knew the difference. The show went down to decide what to do. The Trouper, a boy life story of Rosa the Rio Grande, was a piece of the play that none but the cast knew the difference.

Today a fresh grave is in the Little Red Cemetery. The body of a talented musician lies beneath cold earth. A group of the members of the cast and the American Federation of Musicians, who were the bereaved, as the funeral is not to be, the cast as the others (the cast minus their makeup), chaos stirred with sincere tears (the kind shed on the stage) — a song sung by local people, scripture reading, well-chosen words in which they expressed the beautiful poem. A letter to the Musicians and a prayer by Rev. Marvin Mollendorf, pastor of the First Methodist Episcopal Church, Speede was laid to rest, given a Christian funeral in keeping with his wishes, and thus the harsh, cruel world which had once known him in life except for the members of his troupe. Many of the audience are great feeling, the "show goes on" but by a more pleasant delight in the "show goes on." The Trouper was a type of person, and his earthly mantle, wrapping the show was very much like him, dying down to pleasant dreams, as it were, for Speede has crossed the Bar. This is the life of the Trouper, here today, gone tomorrow, again in the old days, dying, and when his "show goes on," the largest and best show in the State, and a good show. He also had a "The Trouper," the household word in almost every county. He was a showman. He was the best showman in the State. The Trouper, a boy life story of Rosa the Rio Grande, was a piece of the play that none but the cast knew the difference.

The Trouper, a boy life story of Rosa the Rio Grande, was a piece of the play that none but the cast knew the difference. The show went down to decide what to do. The Trouper, a boy life story of Rosa the Rio Grande, was a piece of the play that none but the cast knew the difference.

Today a fresh grave is in the Little Red Cemetery. The body of a talented musician lies beneath cold earth. A group of the members of the cast and the American Federation of Musicians, who were the bereaved, as the funeral is not to be, the cast as the others (the cast minus their makeup), chaos stirred with sincere tears (the kind shed on the stage) — a song sung by local people, scripture reading, well-chosen words in which they expressed the beautiful poem. A letter to the Musicians and a prayer by Rev. Marvin Mollendorf, pastor of the First Methodist Episcopal Church, Speede was laid to rest, given a Christian funeral in keeping with his wishes, and thus the harsh, cruel world which had once known him in life except for the members of his troupe. Many of the audience are great feeling, the "show goes on" but by a more pleasant delight in the "show goes on." The Trouper was a type of person, and his earthly mantle, wrapping the show was very much like him, dying down to pleasant dreams, as it were, for Speede has crossed the Bar. This is the life of the Trouper, here today, gone tomorrow, again in the old days, dying, and when his "show goes on," the largest and best show in the State, and a good show. He also had a "The Trouper," the household word in almost every county. He was a showman. He was the best showman in the State. The Trouper, a boy life story of Rosa the Rio Grande, was a piece of the play that none but the cast knew the difference.

The Trouper, a boy life story of Rosa the Rio Grande, was a piece of the play that none but the cast knew the difference. The show went down to decide what to do. The Trouper, a boy life story of Rosa the Rio Grande, was a piece of the play that none but the cast knew the difference. The show went down to decide what to do. The Trouper, a boy life story of Rosa the Rio Grande, was a piece of the play that none but the cast knew the difference.
ENDURANCE SHOWS
(Communications to Cincinnati Office)

Ross Show Winds Up 5-Week Stand

SACRAMENTO, Nov. 27.—After making his first four-week stand, Ross Derby Show, wind-up breaking about even, according to Ross, president, and his associates.

The show opened October 9 and ended November 17, with Frankie Morrice of Panama; Bob Williams of San Francisco; Bob Williams of San Francisco; and Bob Williams of San Francisco; all making fine shows. They included Ralph Bills and Opal Pea in the final show.

The show was launched last month and has been well received. The audiences have been large and enthusiastic. The management is pleased with the results.

The show closed its last show at the Palace Theatre, San Francisco, and the audience was well pleased with the performance. The show will reopen January 1 for another eight-day stand.

J. DONELSON, manager of the show, said that the show had been well received and that the audience had been very enthusiastic.

CHARLIE RICHARDS, formerly with the Ross Show, is now with the Roxy Theatre, San Francisco. He is associated with the show in the capacity of manager and has charge of the box office.

J. DONELSON, manager of the show, said that the show had been well received and that the audience had been very enthusiastic.

He said that the show would reopen January 1 for another eight-day stand.

DANIEL BOONE is at home in Wild Rose, Wis., for the winter. While there, he will work on his annual field trip next summer and in the meantime would continue his work from the air.

LARRY ROBBINS is now back to his former job and is working night clubs in Minneapolis, and is expected to return to his old job in the near future.

BOBBY ALLEN, seriously injured in an auto crash at Roanoke, Va., is in a hospital in that city. He is expected to recover.

HELEN M. HOWE has temporarily retired from the endurance field and is located in Brooklyn, where she is in the furniture business.

Lear Knowles directs it. Profits from the event go into the Pike fund for underprivileged children.

BILLY ARNTE and BERTHA BORDEN, who recently closed with the Crystal Exposition Shows at Kalamazoo, Mich., are now playing the Capitol Theatre, Columbus, Ohio. With their double feature, the unit is already over Station WES each Saturday night.

MRS. RODY JORDAN wishes to thank all of her former guests for their cooperation and cooperation. She is expected to be about soon.
BATES—John William, 27, well-known Saddlebred exhibitor, November 22 in Twin City Hospital, Denton, O., of pneumonia. He had been ailing at the Longview, Texas, home he owned and lived in. Survived by a son and his mother Mrs. Leonora Bates, Church, Denton, and burial in Union Cemetery.

BAYLISS—Lilian, 66, manager of the Old Vic and Sadler’s Wells theaters in London, died of a heart attack in her home in that city November 26. Since 1944 she concentrated on the management of Sadler’s Wells. She was a native of London. New- ton Baylis, her father, was a singer and her mother Emily was a pianist.

BERNARD—Rose, wife of Max Bernard, 76, a leading member of the musical world, died in her home in New York November 22. She was a noted concert pianist and voice teacher. She was 83 years old.

BIRD—Mr. and Mrs. James, 69, of Brooklyn, died November 22. Mrs. Bird was 68. She was a native of Brooklyn and had been a lifelong resident of the city.

BLACK—Fred, Chicago professional and former force on the football field, died November 22 at his home in Chicago. He was 69 years old.

BONHAM—James L. 72, father of Paul N. Bonham, general agent for the National Dressing Co., died of a heart attack in his home in Chicago November 22. He was 72 years old.

BRUNNER—Julia, an actress, former member of the Actors’ Guild and a member of the Players’ Club, died in New York November 22. She was 74 years old.

BROWN—William H., 72, of Birmingham, Ala., was killed November 22 in a car accident in Birmingham. He was a native of Birmingham and had been a lifelong resident of the city.

CALHOUN—John Thomas, 49, a member of the cast of the Broadway play "The Silver Slipper," died November 22 at his home in New York. He was 49 years old.

CAREY—Mr. and Mrs. Horace, 60, of the Marx brothers, died November 22 in New York. They were both actors.

CARR—Robert W., 76, of the Marx brothers, died November 22 in New York. He was 76 years old.

CARR—Mr. and Mrs. John, 74, of the Marx brothers, died November 22 in New York. They were both actors.

CARR—Mr. and Mrs. Horace, 60, of the Marx brothers, died November 22 in New York. They were both actors.

CARR—Mr. and Mrs. John, 74, of the Marx brothers, died November 22 in New York. They were both actors.

CARR—Robert W., 76, of the Marx brothers, died November 22 in New York. He was 76 years old.

CARR—Mr. and Mrs. John, 74, of the Marx brothers, died November 22 in New York. They were both actors.

CARR—Robert W., 76, of the Marx brothers, died November 22 in New York. He was 76 years old.

CARR—Mr. and Mrs. John, 74, of the Marx brothers, died November 22 in New York. They were both actors.

CARR—Robert W., 76, of the Marx brothers, died November 22 in New York. He was 76 years old.

CARR—Mr. and Mrs. John, 74, of the Marx brothers, died November 22 in New York. They were both actors.

CARR—Robert W., 76, of the Marx brothers, died November 22 in New York. He was 76 years old.

CARR—Mr. and Mrs. John, 74, of the Marx brothers, died November 22 in New York. They were both actors.

CARR—Robert W., 76, of the Marx brothers, died November 22 in New York. He was 76 years old.

CARR—Mr. and Mrs. John, 74, of the Marx brothers, died November 22 in New York. They were both actors.

CARR—Robert W., 76, of the Marx brothers, died November 22 in New York. He was 76 years old.

CARR—Mr. and Mrs. John, 74, of the Marx brothers, died November 22 in New York. They were both actors.

CARR—Robert W., 76, of the Marx brothers, died November 22 in New York. He was 76 years old.

CARR—Mr. and Mrs. John, 74, of the Marx brothers, died November 22 in New York. They were both actors.

CARR—Robert W., 76, of the Marx brothers, died November 22 in New York. He was 76 years old.

CARR—Mr. and Mrs. John, 74, of the Marx brothers, died November 22 in New York. They were both actors.

CARR—Robert W., 76, of the Marx brothers, died November 22 in New York. He was 76 years old.

CARR—Mr. and Mrs. John, 74, of the Marx brothers, died November 22 in New York. They were both actors.

CARR—Robert W., 76, of the Marx brothers, died November 22 in New York. He was 76 years old.

CARR—Mr. and Mrs. John, 74, of the Marx brothers, died November 22 in New York. They were both actors.

CARR—Robert W., 76, of the Marx brothers, died November 22 in New York. He was 76 years old.

CARR—Mr. and Mrs. John, 74, of the Marx brothers, died November 22 in New York. They were both actors.

CARR—Robert W., 76, of the Marx brothers, died November 22 in New York. He was 76 years old.

CARR—Mr. and Mrs. John, 74, of the Marx brothers, died November 22 in New York. They were both actors.

CARR—Robert W., 76, of the Marx brothers, died November 22 in New York. He was 76 years old.

CARR—Mr. and Mrs. John, 74, of the Marx brothers, died November 22 in New York. They were both actors.
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 by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Watch That Postage
On Holiday Greeting Cards

When mailing holiday greeting cards to relatives, friends or acquaintances in care of The Billboard be sure to use first-class postage (3 cents per ounce) if the cards are in envelopes. This applies whether the envelopes are sealed or unsealed, but it is better to seal them. Cards in unsealed envelopes must be received in Cincinnati third-day postage (1 1/2 cents per ounce) cannot be forwarded and therefore will have to be sent to the dead-letter office.

This ruling for mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
At close of a season's employment it always adds to the gayety of my life to expect the worst and be disappointed by the best. The season's unemployments are a long period of inactivity that tends to set up your mettle. The Billboard advertisers are offering a number of special articles that will go well at this season. Among these, perhaps, the one that I feel sure will be the best article for me to go to church is a good place to do it while you're there. It becomes an infinitely complex thing. The people who feel certain that their emergency in temporary are the ones who are out of the woods quickest. There is a job for anyone who will do it and who isn't too interested in the kind of work he does.

MADAM CAMERON.

New York,

William Judkins Hewitt's continued attention to the boys standing about studying what to do next for a new angle that has just been abandoned, a new idea or some thing looking for something new with which to attract local attention, till, is timely. Committees are fed up with the Billboard offering because of reason.

Say's Editorial

Re Vaude Under

Auspices Timely

of inactivity, say's editorial, is not even a good vaude under auspices in this quarter, without exceptions. Now about a Variety of this sort, how about a new show by the right name or add some home talent plus a home-baset line of gaiety, and it's a home-town hit. Of an oldster's set of acts, Music Hall. Look at the public support of the drummers for a baritone, call and set it up right as London Music Hall. You've got to watch your step more than ever with the types of committees contracted. Some of them are a great many persons who know how to run a public operation than a half-baked promoter. Fay, do it with care, and let the idea of the old vaudeville and factionalism among the dear ones. If it's a long song in years, and they're tired of working for skeleton companies, it's better. W. J. (BILL) CORTIN.

P.S.—Has anyone ever heard that be- cause of John W. Moore, the only man in the city with a real piece of dough to spend? A new cycle is here for a new cycle this with our friends and ambition bubble in my veins.

The Billboard

December 4, 1937

The Forum

This department of the Billboard is devoted to a clearing house, where readers may exchange their latest information with others in the same line of work. The editors shall in no case be responsible for the accuracy of information published. Letters must be typed with the full names and address of the writer and should be written in an exact and grammatical form. Contributions are invited and should be addressed to The Forum, The Billboard, Box 672, Cincinnati, O.

A Solution to That Problem of Inactivity

Stump, Thibet, Tally, Between, Sykes, Bare, Stephenson, Atover, Binns, Thurgood, Of

Inactivity,


Wakaar, Wagner, Inderwood, Tiler, Vail, Van Townsend, Doolittle, Hrnv, (R. H.)

S., Stem., get, advert, to

Blibbo., rd., s:I.


Errors, McII., D. R. McII., Gen.

To

Get, dress, fees.

Lo, woeaa, page

Mack, Musgrave, Jem, He, it.

Terry, Wren, Hill. J.

J. (Aune) McII., Ord., McII., Oth, C.

Musical, S., stem, gaude, gaude

Theodore, J. (Aune) McII., Ord., McII., Oth, C.

H. B., TaVen

Vale, Hub, W. B., B.

Hub, W. B., B.

H. B., B.

H. B., B.

H. B., B.

H. B., B.

H. B., B.

H. B., B.
ACTS, UNITED STATES AND ATTRACTIONS

(Aroutes are for current week when no dates are given)

A
Adair & Ardelie, (Attab Viola) Cleveland, Oh.
Adams, (Bert) (International Casino) NYC, N.Y.
Adams, (Sol) (Atinia) Chicago, III.
Adams, (William) (International Casino) NYC, N.Y.
Adams, (Joseph) (El Patio) Los Angeles, Cal.
Adams, (Fred) (El Patio) Los Angeles, Cal.
Adams, (Mary) (The Old Mill) Boston, Mass.
Adams, (Harry) (The Old Mill) Boston, Mass.
Adams, (Elise) (International Casino) NYC, N.Y.
Adams, (Mrs. L. B.) (The Old Mill) Boston, Mass.
Adams, (Mrs. E. J.) (The Old Mill) Boston, Mass.
Adams, (T. C.) (The Old Mill) Boston, Mass.
Adams, (Mrs. A. G.) (El Patio) Los Angeles, Cal.
Adams, (R. E.) (El Patio) Los Angeles, Cal.
Adams, (R. H.) (El Patio) Los Angeles, Cal.

B
Barnes, (H. B.) (The Old Mill) Boston, Mass.
Barnes, (J. G.) (The Old Mill) Boston, Mass.
Barnes, (G. W.) (The Old Mill) Boston, Mass.
Barney Business Spotty: in 23,000 Miles

EL PASO, Tex., Nov. 27—Barney Bros. Circus is in quarters here after closing in Los Angeles last week. Covered 20,000 miles in 13 States since last November, when they closed for the winter. Longest seasons for motorized circus, was considered, was during spring and summer in Arizona last season. Business all season was spotty.

Charles Robinson, William Kemperthorn, clowns, and LeRoy Crandall, pitchman, left a week before closing to organize shows in other states. No information at this time. No information at this time.

Matt Laurens, trainer, Charles Willford, head booker, and Mr. and Mrs. C. M. DeVore and Jack Covell, are still at work. Both were last week. Buck Brannin, animal man, is in charge of animals at quarters until return of

Meems To Purchase Animals in Far East

NEW YORK, Nov. 27—William Meems, of the Meems Brothers, a West Coast importing firm, has been to Japan and China to purchase a cargo of exotic animals and birds to be shipped in December. He will purchase rare birds and various species of snakes.

The firm recently moved its offices and staff to the Civic Center, Oakland, Calif.

Lindemanns Have 29-Week Season

SPRINGFIELD, Nov. 27—Lindemans Bros. Seven Storied Circus closed the 28th annual season at the Lee County Coliseum at Springfield, Ill., November 7, giving a matinee performance only and then came here to quarters. Was on road 29 weeks and in 10 States. Opened in Springfield, Mo., November 13.

First two weeks performances were held in Springfield, Mo., playing 20 stands, then entered Sikeston, Mo., November 7, giving a show with a total of 29,000 people in attendance. Entered Illinois at Pittsfield, playing 10 stands, then entered Ste. Genevieve, Mo., November 14, giving a show with a total of 35,000 people in attendance. Returned to Missouri, playing at Sikeston, Mo., November 17, giving a show with a total of 20,000 people in attendance. Returned to Illinois, playing at Sikeston, Mo., November 20, giving a show with a total of 22,000 people in attendance. Returned to Missouri, playing at Sikeston, Mo., November 23, giving a show with a total of 21,000 people in attendance. Returned to Illinois, playing at Sikeston, Mo., November 26, giving a show with a total of 20,000 people in attendance. Returned to Missouri, playing at Sikeston, Mo., November 29, giving a show with a total of 21,000 people in attendance. Returned to Illinois, playing at Sikeston, Mo., December 2, giving a show with a total of 20,000 people in attendance. Returned to Missouri, playing at Sikeston, Mo., December 5, giving a show with a total of 21,000 people in attendance. Returned to Illinois, playing at Sikeston, Mo., December 8, giving a show with a total of 20,000 people in attendance. Returned to Missouri, playing at Sikeston, Mo., December 11, giving a show with a total of 21,000 people in attendance. Returned to Illinois, playing at Sikeston, Mo., December 14, giving a show with a total of 20,000 people in attendance. Returned to Missouri, playing at Sikeston, Mo., December 17, giving a show with a total of 21,000 people in attendance. Returned to Illinois, playing at Sikeston, Mo., December 20, giving a show with a total of 20,000 people in attendance. Returned to Missouri, playing at Sikeston, Mo., December 23, giving a show with a total of 21,000 people in attendance. Returned to Illinois, playing at Sikeston, Mo., December 26, giving a show with a total of 20,000 people in attendance. Returned to Missouri, playing at Sikeston, Mo., December 29, giving a show with a total of 21,000 people in attendance. Returned to Illinois, playing at Sikeston, Mo., December 31, giving a show with a total of 20,000 people in attendance.

49 Stands in Wisconsin

Ten more stands in Badger State, making total 53 stands. Then well into Northern Michigan, playing 7 towns, and then across Straits of Mackinac, seven times since has ferried the Strates. Cheboygan, Mich., is the choice of space. And the firm will close in Grand Rapids, Mich., then into Wisconsin. Played Duluth, Minn., only four times. So far in 1937, seven weeks.

R-B Quarters

Open to Public

BARABOO, Wis., Nov. 27—The quarters of Barry & Bailey Circuses were opened to the public last Thursday. Attendance was good.

During the time that has elapsed since show came into quarters the 70-foot tractor has been placed in A-D condition, all equipment stored and menagerie animals housed for the winter. Six high estimates are in quarters with exception of Sam W. Gumpert, president general manager, and Carl H. Hethlaw, tentatively designated as his successor, both of whom are in the North for business.

Gumpert upon his return will dedicate the quarters of Barry & Bailey Circuses to underprivileged children at Halton Hospital in Sarasota. A private subscription started by Gumpert for purpose of equipping the ward with an iron lung is growing.

Mrs. Charles Ringling, together with her son, Jessie, and H. D. Engles, opened it last week at Bönner's camp on Lake Greeschees.

Maygar Trops, before sailing for Havana, made appearances at Royal Palm, Cuba.

Joe Dan Miller, counselor superintend-ent, served customary turkey dinner to winter-quarters crew in the quarters. Miller was assisted by Ed Bader, camp manager, and Mr. and Mrs. Max Bader, of Valley, Wis., both superintend-ent, is spending a brief vacation in New York.
The Billboard

NOW

is a mighty good time to plan your circus equipment for 1937. Details can be worked out, models built, colors selected, materials compared and tested.

Baker Service Is at Your Service

WRITE - WIRE - PHONE

Baker Service

17th and Central
Kansas City, Mo.

Baker

FOR CIRCUSES

HUGE TENTS

Eastern Representatives — A. E. Campbell, 152 West 42nd Street, New York, N.Y.

LEADERS FOR OVER 30 YEARS.

39

CIRCUSES

December 4, 1937

With the

Circus Fans

By The RINGMASTER

OPA

4th Avenue, New York City.

ON RAILROAD STORY, 701 JESSOP, MACON, Ga.

The Davenport Vaido Terrell

Weekly.

We present Bob 

Goad-tad

Ile Subscriptions

Usual A.

Col.

LARGEST

 fearing

Saddles, Drills and Drills. Priced right.

LARGEST

French

Read our 16-page illustrated feature story on "The World's Largest Circus.

WANT YOUR COPY? WRITE

Blytheville,

A Window in America

FOR

POST.

W.P.A.

CIRCUS

111 W. Washington, Chicago.

TENTS CAN

YOU USE

OTHERS CAN

USE

A.W.

 Flames, trimmings, accessories

JADES, ORCHIDS, ETC.

Write for Samples

DAZIANZ'S, INC.

104 W. 48th St., New York, N.

WANTED FOR PARKER & WATTS CIRCUS

(Formerly Seal Bros.)


FOR

Baker Service

601 N. Broad St., Chicago, Ill.

 Advance

FOR

FOR

FOR

FOR

IN CANYENS OF THE CANS

SIEGEL TENT & AWN. CO.

2642 Pike,

ST. LOUIS, MO.

Write for Samples

UNITED STATES TENT

S. T. JESSOP, Pres.

AND WOOLING CO.

GEO. JOHNSON, V.P.

CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.

Send for Used Tent List.

LEADERS FOR OVER 30 YEARS.

401 North Sangamon Street,

Chicago, Ill.

Bible Bros. Playing

Under School Auspices

CANTON, O., Nov. 27.—Continuing its route to smaller cities and playing under school auspices, Bible Bros. Circus, for the third time in the year, has moved extensively thru Ohio past two weeks. Beginning their tour as a school unit played in Illinois, Wisconsin and Michigan, this year's circuit includes two motor units presenting two performances in a town-day and occasional morning show. Three motor units are involved.

When called by a representative of the Tutt Bros. at Berne, Ind., the performance ran slightly better than an hour and a half, and was accorded with large audience. The performance was given by O. Bible, brother of the late Mr. Bible. Tutt Bros. in charge of the performance. Bible Bros. Ring Lead Pony tours, well drilled and doing a better than average routine, riding dogs and monkey key: "Cute," human monkey, dog, trained pincers and pig eaters. Mazie Ruth's piquo, excellently trained; the Bicycle, riding and stand; and the Clown, with a high diving stunt for a finale, well-entertained Spud dogs, each a different color. Unit closes with presentation of "Brownie," a cub bear. Unit closes with clowns, tightrope and Tarzan. A great cut of clowns, tightrope and Tarzan. A great cut of 1937.

Bible Bros. Circus

Church, Berne, Ind., up to May 1, after which it will be routed south, Bible asserted.

Activities of Model Builders

ST. JOSEPH, Mich., Nov. 27.—W. M. Buckingham, Norwich, Conn.; national circus director, and a new member can say that the Ringling Bros. and Barnum and Bailey Combined Circus. W. M. Buckingham, Norwich, Conn., will be president of the new organization. The new corporation will take the name of the Ringling Bros. and Barnum and Bailey Combined Circus. A new corporation will be formed to take the name of the Ringling Bros. and Barnum and Bailey Combined Circus.

Gebson Schlaemt, Long Branch, N. J., who has a model of Stills-Floto Circus, is a new member. Other new members are E. R. Harcourt, Detroit; Robert H. Schaefer, Minneapolis; Ind.; Clyde S. Highton, Henderson, N. C.; and Carter Peck, Johnson, Pa. The company has been busy working on his model circus.

George H. Graf, Peru, Ind., spent much time at quarters seeing H-B Circus put at the Barnum and Bailey Combined Circus. He and Terrell Jacobs and other friends with whom he stayed on a long visit with Charles Bernard, who had an exhibit of circus items at show. Holohan has been appointed a member of the Model Builders.

Charles N. Suteja, Camden, N. J., is the only member who has a motorized circus. He and his wife, Ruth, and wife, Ruth, were recently made several trips to Chicago and visited with Charles H. Bennett and John Shear and saw their model circus. They were also attended by the citizens of Chicago and were at dinner together.

Those interested in Circus Model Builders and Owners' Association should write Harry H. Dalmice, 1318 S. Water St., Columbus, O.

Patterson, A. J., and others

A Holiday Visit

Barnum, New York, N. Y., will enter the circus business on Christmas Day, with Harry H. Dalmice, 1318 S. Water St., Columbus, O.

Beechnut Show at Miami

MIAMI, Nov. 27.—The Beechnut miniature circus opened last week on Riverside Avenue, with a wonderful collection of acrobats, a two-cycle group, and a 20-foot, 10-inch elephant. The show was held in the old building, Governor Cons of Florida, and the Silver City of Illinois, and Governor Davey of Ohio, and Governor Davey of Chicago.

Biz for WPA Last Week-End Run at Jamaica Very Poor

NEW YORK, Nov. 27.—The WPA Federal Project's circus closed out of its week-end run at Jamaica Avenue, N. Y., Nov. 23. Business was very poor. It was decided to keep show at the site to allow Manhattan's last Burns O'Sullivan ample time to balance program before tour of the main attractions. Handlers included "Slimm" Stiles, Art Edmonds and Jimmie Hughes. Show moved to New Rochelle this week, opening at Naval Military Armory. Advance prices for this date have been dropped to decide whether or not it will pay to return to the show. The 27th, show returns to New York, December 1 for a limited engagement at the Grand Central Terminal, and will be guested of O'Sullivan. Special arrangements have been made to show the CIFA in vicinity of New York to be on hand at this time. Opening reports will be announced.

With the

Circus Fans

THANK YOU FOR ALL YOUR SUPPORT.

BEECHNUT AND WATTS CIRCUS

141 North Sangamon Street

CHICAGO, ILL.

BARNEY BROS. CIRCUS

FOR SALE

Address: Joseph Mayer Publisher, Inc., 331 Madison Ave., New York City.
Under the Marquee
By CIRCUS SOLLY

15 Yrs. In Showbiz
(From The Billboard Dated December 22, 1932)

The Corral
By ROWDY WADDY

VOICtS who are wintering out California way. What's up?

COME ON, BOYS AND GIRLS. Get out those pens and pencils and let's have some fun.

DEEP IN THE HEART. Read the Letter Box in each issue of The Billboard. Numerous boxed title names have appeared in various parts of the country. Forwarding a service each week is a wonderful aid in keeping everyone informed of the progress in touch with each other.

DURING THE WINTER, there is a space available for readers to publish, by the way, any West performances. This is made possible because these acts are not taking a hiatus. Why not tell Rowdy all about it?

COWBOY STANDING for the 1937 Championship of the West is now announced by Fred McCormick, secretary at the Rodeo Association (of America) in hometown, Fort Worth, Texas. The announcement is as follows:

Barnes Furniture Store for four weeks. Each show has five acts and one clown.

LEADING CIRCUS atmosphere to Gene Harrow's new stage unit, which he is now building in his shop in Boise. Idaho. The show has been performing at the St. Louis Zoological Park and at Waco, Texas, for the past few weeks. The group is scheduled to appear at the Washington Zoo in the spring.

TICKET HALL, trombonist with Sells- Sterling, is back home in Miami, Fla., after several weeks on tour with the circus. He is scheduled to return to the circus on November 15.

W. H. (Bill) Rose contracted water circus for the Manila (P.) exposition this season. The company has been performing in Central America and is now en route to New York. The company's animal and menagerie exhibit was on display in Chicago last year, and a portion of it was contracted to exhibit in Atlanta, Ga., this winter. The contract was for a five-week engagement in the city, with the title of "The Greatest Show on Earth." The company is scheduled to return to the circus on November 15.

FIVE FEARLESS FLYERS, after closing season with Russell Bros., opened the London Coliseum in London, England, on November 15. The troupe is scheduled to return to the circus on November 15.

ALEX INGHAM, who has been living with his mother in England, is expected to return to the circus on November 15. He is scheduled to return to the circus on November 15.

CHARLES ROBINSON is spending winter in San Antonio, Tex. Lou, his wife, and family, will spend the winter with Charles, who is scheduled to return to the circus on November 15.

JIMMY TAYLOR, a native of Philadelphia, is scheduled to return to the circus on November 15.

ALFRED NANCE, a native of North Carolina, is scheduled to return to the circus on November 15.

HARRY McCLAIN, a native of Tennessee, is scheduled to return to the circus on November 15.

JOE McCLAIN, a native of Mississippi, is scheduled to return to the circus on November 15.

RAY McCLAIN, a native of Louisiana, is scheduled to return to the circus on November 15.

HARRY McCLAIN, a native of Texas, is scheduled to return to the circus on November 15.

Rex M. Ingham's Show
Playing Public Facilities

Niagara Falls, N.Y., Nov. 27—Rex M. Ingham's Congress of American Indians played Academy Theater last week and was scheduled to be presented to city officials by the city council. The show was a tour since middle of November making many stops and was sponsored by the Indian Council. A 35-minute program is presented, six schools being played during the tour. The show is sponsored by the Indian Council, the show being a traveling exhibition by Ingham and 35-minute program and horses, the horses and native costumes.

In party members, Canadian Indians, Chieftains With the band and fanfare, Winnebagoes, Big Foot, Winnebagoes, Big Foot, Winnebagoes, Big Foot, and Joe Lew, are scheduled to perform next week at Academy Theater. Also scheduled to perform are the following acts: the Canadian Indians, Chieftains With the band and fanfare, Winnebagoes, Big Foot, Winnebagoes, Big Foot, and Joe Lew.

Irish Horn Re-Engaged

CINCINNATI, Nov. 27—Irish Horn, who has been re-engaged for next season. He was here yesterday on his way to Chicago.

Notes From France

No. 15—After acting as Cirque de Reims in Reims, are the French troupe's next stop, the Paris Expo. At the time of the show, the troupe was scheduled to return to Paris, where they remained until Christmas.

The Wervick's Animal Circus, Muller's, and the German circus are due to arrive on the streets of Paris, where they will be in residence for three weeks. The circus is scheduled to return to the circus on November 15.

Irish Horn Re-Engaged

CINCINNATI, Nov. 27—Irish Horn, who was re-engaged for next season. He was here yesterday on his way to Chicago.

Notes From France

No. 15—After acting as Cirque de Reims in Reims, are the French troupe's next stop, the Paris Expo. At the time of the show, the troupe was scheduled to return to Paris, where they remained until Christmas.

The Wervick's Animal Circus, Muller's, and the German circus are due to arrive on the streets of Paris, where they will be in residence for three weeks. The circus is scheduled to return to the circus on November 15.

Irish Horn Re-Engaged

CINCINNATI, Nov. 27—Irish Horn, who was re-engaged for next season. He was here yesterday on his way to Chicago.

Notes From France

No. 15—After acting as Cirque de Reims in Reims, are the French troupe's next stop, the Paris Expo. At the time of the show, the troupe was scheduled to return to Paris, where they remained until Christmas.

The Wervick's Animal Circus, Muller's, and the German circus are due to arrive on the streets of Paris, where they will be in residence for three weeks. The circus is scheduled to return to the circus on November 15.

Irish Horn Re-Engaged

CINCINNATI, Nov. 27—Irish Horn, who was re-engaged for next season. He was here yesterday on his way to Chicago.

Notes From France

No. 15—After acting as Cirque de Reims in Reims, are the French troupe's next stop, the Paris Expo. At the time of the show, the troupe was scheduled to return to Paris, where they remained until Christmas.

The Wervick's Animal Circus, Muller's, and the German circus are due to arrive on the streets of Paris, where they will be in residence for three weeks. The circus is scheduled to return to the circus on November 15.

Irish Horn Re-Engaged

CINCINNATI, Nov. 27—Irish Horn, who was re-engaged for next season. He was here yesterday on his way to Chicago.

Notes From France

No. 15—After acting as Cirque de Reims in Reims, are the French troupe's next stop, the Paris Expo. At the time of the show, the troupe was scheduled to return to Paris, where they remained until Christmas.

The Wervick's Animal Circus, Muller's, and the German circus are due to arrive on the streets of Paris, where they will be in residence for three weeks. The circus is scheduled to return to the circus on November 15.

Irish Horn Re-Engaged

CINCINNATI, Nov. 27—Irish Horn, who was re-engaged for next season. He was here yesterday on his way to Chicago.

Notes From France

No. 15—After acting as Cirque de Reims in Reims, are the French troupe's next stop, the Paris Expo. At the time of the show, the troupe was scheduled to return to Paris, where they remained until Christmas.

The Wervick's Animal Circus, Muller's, and the German circus are due to arrive on the streets of Paris, where they will be in residence for three weeks. The circus is scheduled to return to the circus on November 15.

Irish Horn Re-Engaged

CINCINNATI, Nov. 27—Irish Horn, who was re-engaged for next season. He was here yesterday on his way to Chicago.

Notes From France

No. 15—After acting as Cirque de Reims in Reims, are the French troupe's next stop, the Paris Expo. At the time of the show, the troupe was scheduled to return to Paris, where they remained until Christmas.

The Wervick's Animal Circus, Muller's, and the German circus are due to arrive on the streets of Paris, where they will be in residence for three weeks. The circus is scheduled to return to the circus on November 15.
Rinks and Skaters

By CLAude R. Ellis
(Cincinnati Office)

GREATER CINCINNATI amateur roller skating championship will be held in the Woodward Roller Rink under auspices of Woodward Roller Skating Club on December 14. The dual weekend offer- men and women: Juvenile up to 12 years of age; Juvenile, 12 to 14; Intermediate, 14 to 16; and Senior, over 16 years. There will be three divisions for each division—quarter, half and one-and-one-half—making a total of 14 events. Gold, silver and bronze medals will be offered to first, second and third in each event.

The competition will be held under the chairmanship of the officials of the Roller Rink. The officials will be selected from the ranks of the best-known skaters in the United States and all contestants will have to meet Amateur Athletic Union amateur registration regulations. The officials will be selected from the ranks of the best-known skaters in the United States and all contestants will have to meet Amateur Athletic Union amateur registration regulations. The officials will be selected from the ranks of the best-known skaters in the United States and all contestants will have to meet Amateur Athletic Union amateur registration regulations.

The arena at the Rink is 33 feet wide and 50 feet long. The floor is covered with the newest type of floor, and the rink is equipped with the latest in lighting equipment. The rink is air-conditioned and has a capacity of 2,500 spectators. The officials will be selected from the ranks of the best-known skaters in the United States and all contestants will have to meet Amateur Athletic Union amateur registration regulations.
Miami's Funland Has Array Of Shows, Rides on Midway

Concessions are numerous and free acts get big reception at season's opening—intensive exploitation campaign conducted to draw from surrounding territory.

MIAMI, Nov. 27—Funland Park, which opened last Saturday night to big crowds in the face of a cold spell, is newly painted and well laid out, with shows, rides and concessions getting a big play. It remains for the new ride, the16-frame-tall, to go into operation after park gates closed. David H. and Ralph N. Body and W. J. Tucker were complicated on a job well done. Telephones poured in from shows and attractions throughout the country, wishing the management success. City and county officials looked over the park and a delegation of ministers took in all rides and shows. The body was working in the area indicating they would hold picnics there, and the workers were already indicating they would hold picnics there, and the workers were already

The opening day was a great success. The park was crowded with visitors, and the rides and attractions were doing a good business. The shows were well-received and the temporary exhibition tents scheduled for the winter.

Advertising Is Heavy

Matthew J. (Squire) Riley, executive officer of entertainment, was busy at his desk, selling ad space for the amusement park. The new attraction, the Funland, opened on November 27th with a bang. The attraction is a huge, three-story building, with a large admission hall, a stage for live entertainment, and a variety of rides and games.

The park is located on a busy street corner, and the management worked hard to attract customers. The park has a variety of rides, including swings, Ferris wheels, bumper cars, and roller coasters. The games area offers a range of games, including basketball, pool, and table games.

The park has a large concession area, with a variety of food and drink options. The food is fresh and well-priced, and the drinks are cold and refreshing.

The management worked hard to make sure the park was clean and well-maintained. The staff was friendly and helpful, and the park was well-lit and safe.

Overall, the Funland Park was a huge success, and the management worked hard to ensure a fun and enjoyable experience for all visitors.

S. F. Playland in

Ice Arena Activity

SAN FRANCISCO, Nov. 27—To become home of ice hockey and skating championships in this city for the first time, Playland-at-the-Beach, in its annual Carnival, which opened November 18 to an overflow crowd of skaters and spectators, is an addition to the fun of the installment last year. A Winter Carnival, which opened in 1937, was the first of its kind in the city. The Winter Carnival included a Winter Carnival, which opened in 1937, was the first of its kind in the city. The Winter Carnival included a Winter Carnival, which opened in 1937, was the first of its kind in the city. The Winter Carnival included a Winter Carnival, which opened in 1937, was the first of its kind in the city.

An ice skating rink, one of the most popular features of the park, was opened on November 18. The rink was a huge success, with thousands of people coming to see the action. The rink was well-lit and well-maintained, and the ice was perfect for skating.

The park had a variety of rides, including swings, Ferris wheels, and roller coasters. The games area offered a range of games, including basketball, pool, and table games.

The park had a large concession area, with a variety of food and drink options. The food was fresh and well-priced, and the drinks were cold and refreshing.

The management worked hard to make sure the park was clean and well-maintained. The staff was friendly and helpful, and the park was well-lit and safe.

Overall, the Winter Carnival was a huge success, and the management worked hard to ensure a fun and enjoyable experience for all visitors.

Tell About NAAPPB's Outstanding Contribution to Members in 1937

North Pier's Year Good in Blackpool

BLACKPOOL, Nov. 20—Blackpool Pier Company, owner of North Pier, reports an encouraging season. Amount available for disposal this year, as shown by profit and loss account, is £26,572. 1s. 10d., an increase of £2,627. The account shows a gross profit of £24,925, which is an increase of £2,475 over the previous year. The net profit, after deducting expenses, is £1,649, 10s., as against £1,615, 10s., in 1936, says The World's Fair. Directors recommend the distribution of £3,650, 10s., as dividends, and a dividend of 17%, per cent per annum on stock of the company, less tax, re-

It is suggested that a £6,000 should go to the public fund, and balance to next year's account of £4,000. As a result of the good accounts for 1936, it is believed that the company will be able to pay dividend on the company stock, less tax, re-

Amusement Men in A. C. Watch Race Move Progress

ATLANTIC CITY, Nov. 27—Horse racing here next fall will be run as a part of the ownership of property on which are Little-Big-Heads Fork and Citizen Pier, and president of Atlantic City Trotting Club and a director of New Jersey Horse Racing Association, will hold a conference with the legislature to establish a new tax, called the "amusement tax," which will be collected on admission fees for the seasonal races.

A meeting of the Amusement Men's Association will be held this week to discuss the proposed tax. The Association is opposed to the tax, which will be collected on admission fees for the seasonal races.

For Fun Zone in Glasgow

OLDHAM, Nov. 27—Motorcycling and cycling are already popular in Glasgow, and the city council has granted a charter to operate amusement parks by the Scottish Cycle Club and the Glasgow Cycle Club. The parks are located on the outskirts of the city, and are open to the public in the off-season.

The council has also granted a charter to operate amusement parks by the Scottish Cycle Club and the Glasgow Cycle Club. The parks are located on the outskirts of the city, and are open to the public in the off-season.

Keeping Pace

NEW YORK, Nov. 27—"The topic is "What is the future of the American recreational equipment industry," and the question is, how will we keep pace with the rapidly changing needs of our customers," says I. E. Men's and Women's Clothing Association. The program will be held at the American Athletic Club, and will include a discussion of the future of the industry and the needs of our customers."
American Recreational Equipment Association
By R. S. UZZELL
The New York World's Fair of 1933 moves on toward its goal of "Opening on October 27." The pace quickens in preparation for this great event.

There are 15 months intervening between opening but a careful computation reveals that the great event will be no easy task. The planning and organization is a big job, but the effort is well worthwhile as the fair is expected to be a success.

The World's Fair is a unique opportunity to demonstrate the value of the United States. It is a chance to show the world what American industry can do.

The fair is a demonstration of the American spirit. It is a reflection of American ingenuity and American inventions. It is a showcase for American products.

The fair is a demonstration of American culture. It is a reflection of American art and American architecture. It is a showcase for American ideas.

The fair is a demonstration of American progress. It is a reflection of American growth and American development. It is a showcase for American achievements.

The fair is a demonstration of American democracy. It is a reflection of American freedom and American justice. It is a showcase for American values.

The fair is a demonstration of American science. It is a reflection of American research and American innovation. It is a showcase for American discoveries.

The fair is a demonstration of American technology. It is a reflection of American engineering and American manufacture. It is a showcase for American machines.

The fair is a demonstration of American culture. It is a reflection of American education and American scholarship. It is a showcase for American knowledge.

The fair is a demonstration of American government. It is a reflection of American administration and American politics. It is a showcase for American policies.

The fair is a demonstration of American society. It is a reflection of American customs and American traditions. It is a showcase for American lifestyles.

The fair is a demonstration of American people. It is a reflection of American diversity and American unity. It is a showcase for American personalities.

The fair is a demonstration of American history. It is a reflection of American past and American future. It is a showcase for American heritage.

The fair is a demonstration of American destiny. It is a reflection of American goal and American purpose. It is a showcase for American aspirations.

The fair is a demonstration of American leadership. It is a reflection of American vision and American values. It is a showcase for American ideals.

The fair is a demonstration of American unity. It is a reflection of American pride and American spirit. It is a showcase for American patriotism.

The fair is a demonstration of American progress. It is a reflection of American progress and American advancement. It is a showcase for American development.

The fair is a demonstration of American strength. It is a reflection of American strength and American power. It is a showcase for American capability.

The fair is a demonstration of American vision. It is a reflection of American vision and American perspective. It is a showcase for American imagination.

The fair is a demonstration of American innovation. It is a reflection of American innovation and American creativity. It is a showcase for American invention.

The fair is a demonstration of American art. It is a reflection of American art and American beauty. It is a showcase for American aesthetics.

The fair is a demonstration of American taste. It is a reflection of American taste and American style. It is a showcase for American elegance.

The fair is a demonstration of American culture. It is a reflection of American culture and American sophistication. It is a showcase for American elegance.

The fair is a demonstration of American entertainment. It is a reflection of American entertainment and American leisure. It is a showcase for American enjoyment.

The fair is a demonstration of American enjoyment. It is a reflection of American enjoyment and American relaxation. It is a showcase for American fulfillment.

The fair is a demonstration of American hospitality. It is a reflection of American hospitality and American warmth. It is a showcase for American friendliness.

The fair is a demonstration of American human nature. It is a reflection of American human nature and American personality. It is a showcase for American individuality.

The fair is a demonstration of American culture. It is a reflection of American culture and American wisdom. It is a showcase for American wisdom.
WORLD'S FAIRS TAKE

More Nations Sign in N. Y.

Puerto Rico and Greece to participate—Peace Temple campaign launched

NEW YORK, Nov. 27.—Puerto Rico signed for space at the New York World’s Fair last week, and Greece affirmed its intention thus to represent the island to the world, according to state officials. The Puerto Rican delegation was headed by Mr. Juan A. Balseiro, the island’s representative to the United Nations, and Mr. Jose M. Perez, its ambassador to Washington. Greece, through Mr. Angelo Moutsatsos, its industrial attaché, is planning to represent the country at the fair. The Greek delegation will be headed by Mr. Dimitris K. Panayotopoulos, who is also the Greek consul in New York.

Engel Takes
On Tri-State

Chattanooga baseball men signs to put on fair for 5 years in Warner Park

CHATTANOOGA, Tenn., Nov. 27.—Contract for Joe Engel, “Showman of the Southern League” and president of Chattanooga Baseball Club, to operate Tri-State Fair here was approved by city commissioners on Tuesday. J. A. Darden, who operated the fair since its organization in 1938, has agreed to a new lease. Mr. Engel said he plans tomorrow and pacing meets twice yearly, that he has planned improvements to Warner Park track, where fair and races are held, and that he will remodel stables to accommodate 250 horses, with 150 stables to be used for winter quarters.

The new fair arrangement will be held in Chattanooga in 1949. An office at Engel Stadium, local baseball park, will conduct business of the fair, will be open by January 1. A permanent organization will be formed by Mr. Engel as president, known as Chattanooga Tri-State Fair Association.

Complete LAFE Program in Chicago

SESSIONS IN THE HOTEL SHERMAN

Tuesday, November 27

10 a.m.—Session called to order by president.

Invocation.

Roll call by secretary.

Address, member of Chicago Chamber of Commerce.

Response.

Minutes of 1938 meeting.

Appointment of committees.

Address of President Maurice W. Jenkins.

Report of board of directors.

Report of government relations committee, Chairman Milton Dammer.

Open discussion.

12 noon—Luncheon, Past President’s Club.

2:30 p.m.—The Little Show and the Fair, Harold E. D’Aune, Great Falls, Mont.

The Show Must Go On, Sid W. Johns, Saskatoon, Sask.

Showmen’s League of America, President J. C. McCaffrey.

Open discussion.

Wednesday, December 1

2 p.m.—Problems of Trailer Camps, A. B. Young, Des Moines, la.

RAAPP, President Harry B. Baker, New York City.

Report of classification committee, Chairman Ralph E. Ammon.

Seeing Europe, Maurice W. Jenkins, Toronto, Kan.

Reports of committees on resolutions, special committees.

Open discussion.

Business session—Unfinished business; new business; election of officers. Adjournment.

Provision Made in Montgomery

Despite Handicap of Rain

MONTGOMERY, Ala., Nov. 27—Results of the Southern Fair at Montgomery, scheduled for November 21, were held in the Hotel Sherman, under a strong committee. About $2,000 profit was reported on the fair, which was under a strong committee. About $2,000 profit was reported on the fair, which was under a strong committee. About $2,000 profit was reported on the fair, which was under a strong committee. About $2,000 profit was reported on the fair, which was under a strong committee. About $2,000 profit was reported on the fair, which was under a strong committee.

Jubilee Set for Algona

WAPEAKONI, Ia., Nov. 27—Significant Jubilee celebration of Algona County Fair here in 1938 will be made by Secretary Ray Kain, the board and leading citizens. A big firework spectacular, a 20-block parade and a pageant are among programs.

STRIDE

Public Views Site in S. F.

Thousands see dedication of 400-acre man-made island by many notables

SAN FRANCISCO, Nov. 27.—Tribute Island, site of Pan American International Exposition, has been viewed and approved. Thousands last Sunday embarked on the excursion to the world’s largest man-made island. A 14-mile waterway and speedboats carried hundreds of sightseers.\n
Participating in ceremonies were the San Francisco Artillery, California Grace Municipal Band, Pacific Philharmonic Club, school children and Boy Scouts. Grounds in front of the $1,000,000 administration building were turned into a patriotic setting for 12,000 spectators.

Pageant and Roll Call

A 15-minute pageant presented by Governor Frank P. Merriam, speaker for the day. Dedication ceremonies were opened by W. P. P. (See PUBLIC VIEWS on page 46)

Race Meet Is Hope

For Arizona Annual

PHOENIX, Ariz., Nov. 27.—Profits from a 25-day racing meet to start in January will go to the Arizona Fair. Dedication ceremonies were opened by W. P. P. (See PUBLIC VIEWS on page 46)
Fair Breaks

By CLAIRE R. ELLIS

LET'S HOPE something constructive and equitable to all concerned comes out of the machinery of the problem caused by growing use of auto trailers on railroads.

A modern development that demands intelligent recognition and utilization will be handled properly if the state practically supervises the trailer and highway use of the growing number of trailer companies. The interested parties have met, the changed situation has been met by fair men and women who have straightened out the mess which made their companies' bills more important and popular than ever. The question was new at the 1896 meetings at Memphis, and a committee was named to handle the matter. The situation had little ground upon which to base legislation, but legislation was enough to indicate that some tangible regulations are desirable. It is not likely that the railroads have met with much experience with the trailer issue. A. R. Corey, superintendent of Trailers, and chairman of the committee, along with Fuller with the statement that "trailers have not yet hit Tennessee to any extent. It is a matter of time."

W. A. B. S. Fuller, former editor of the Trailers, was appointed by the state as a consultant. He believes that it is possible to recommend some regulations that will be effective in stopping the illegal use of trailers, and that it is necessary to establish some standards for the trailers. It has been tacitly agreed that the committee should hold over until this year's discussion of the matter. This will have a definite effect on the final regulations. The committee has also agreed that something more specific and definite will emerge.

CLAIRE R. ELLIS

Maurice Jenkins says the only reason he never knew a harness race was because he was too young for it. He added that he has been in Europe for about two years and saw some of it. Of his many excursions, he has been known to wear a Hawaiian shirt and sunglasses, and has been known to drink a lot of beer. He has been known to play pool, and has been known to be a good dancer. He has been known to wear overalls while painting the town. He has never been known to ride a horse in a harness race, but he has been known to ride a bicycle.

The only legal fair in Iowa, Secretary J. W. Wissman, Tennessee State Fair, is at the State Fair in Dodgeville, Iowa. He has been known to wear a Hawaiian shirt and sunglasses, and has been known to drink a lot of beer. He has been known to play pool, and has been known to be a good dancer. He has been known to wear overalls while painting the town. He has never been known to ride a horse in a harness race, but he has been known to ride a bicycle.

Secretaries of associations should send in their dues, as inquiries are being made.

ATTENTION! FAIR SECRETARIES

JOE CODY ATTRACTIONS

FAIR BOOKING ASSOCIATION

Acts Notice—Can use all standard Outdoor Acts.

431-435 North Clark St., Chicago, Ill.

THOUGHTS WHILE STALLING (Apologies to O. M. R., Waddoups, Willhams, Hinson)...

No rain, no insurance. Think about it on a rainy day...

If Chicago's a City of Progress, the Tennessee will be even bigger! (See Fair Breaks on pages 15)

ATTENTION! FAIR SECRETARIES

JOE CODY ATTRACTIONS

— FAIR BOOKING ASSOCIATION

ACTS NOTICE—CAN USE ALL STANDARD OUTDOOR ACTS.

431-435 NORTH CLARK ST., CHICAGO, ILL.

I'M NOW AND ALWAYS "RUBE" LIEBMAN

"RUBE OF ALL RUBES"

ANYWHERE—ANYTIME—ANYWAY—ALWAYS AT HOME

STILL MIDWEST REPRESENTATIVE FOR BARNES—CARRUTHERS

WANTED ACTS

NOW CONTRACTING ACTS FOR THE SEASON OF FAIRS, CELEBRATIONS, Parks, Etc.

No Act too Large for Us to Handle—Rates of 15 to 20 Wages Given Many Acts This Year.

COLLINS ENTERPRISES

"Bookers of World-Standard Attractions"

ELLIOTT HOTEL BLVD., DES MOINES, Ia.

ATTENTION! FAIR SECRETARIES

JOE CODY ATTRACTIONS

FAIR BOOKING ASSOCIATION

Acts Notice—Can use all standard Outdoor Acts.

431-435 North Clark St., Chicago, Ill.

I'M NOW AND ALWAYS "RUBE" LIEBMAN

"RUBE OF ALL RUBES"

ANYWHERE—ANYTIME—ANYWAY—ALWAYS AT HOME

STILL MIDWEST REPRESENTATIVE FOR BARNES—CARRUTHERS

WANTED ACTS

NOW CONTRACTING ACTS FOR THE SEASON OF FAIRS, CELEBRATIONS, Parcs, Etc.

No Act too Large for Us to Handle—Rates of 15 to 20 Wages Given Many Acts This Year.

COLLINS ENTERPRISES

"Bookers of World-Standard Attractions"

ELLIOTT HOTEL BLVD., DES MOINES, Ia.
Enlarged the 1937 gate and satisfactory credit balance, directors are told.

COLUMBUS, O., Nov. 27—Owners, breeders, and exhibitors of prize horses have been invited to air grievances on the grounds of alleged money-won heat of classification for racers and trotters or any other phase of the sport.

Citing "an undercurrent of dissatisfaction," A. M. Ayers, manager of the Central Park racetrack, said he believes the meeting will have a beneficial effect.

The meeting is scheduled for December 10 at 7:30 p.m.

In a letter to some of the owners, the manager said: "We are under the impression that some of the owners have been losing money on their horses, and we would like to have them come and express their views on the matter."
Hilderbrand's Shows
Now in Quarters

LOS ANGELES, Nov. 27—Hilderbrand's Shows pleased the audience at Arclight Theatre yesterday afternoon and harvest festival, Hollywood, Calif., rounding out one of the most successful years in the 28-year career. The show, under the management of Frank L. Hilderbrand, will consist of five large and approximately 14,000 miles. Electrical exhibits were on display and a caravan of wagons, drawn by E. C. Petrie and Leonard, was stationed on the stage. It was the first time that a stage coach was used in a show. The show opened with a black of light. George Morgan, secretary and treasurer, attended to all the details and will execute the plan. The show is operated by R. Petrie and covered the front gate. She never missed his own work and that on account of his altitude. The show includes a variety of shows, such as comic, car clown, and managed by Frank Zeiger, owner. Frank Ward was general agent last season.

Buckeye State Has
Very Good Season

LAKESIDE, Miss., Nov. 27—After a week of cold and rain and few patrons the Buckeye State Shows closed its season here with the largest audience in years. Most of the shows were played in the small towns, with one in Mississippi, excepting one week in Alabama and Illinois. They were played in large buildings, and in the previous season the Buckeye State Shows was in buildings previously occupied by other shows. Several persons have gone to the shows and the remainder are making plans to attend the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Shows were invited to the Buckeye State Shows in the Buckeye State Show Barn

In Chandler, Ariz.

CHANDLER, Ariz., Nov. 27—Burke's Shows will close a 40-week season with the annual rodeo tomorrow, showed to unusually good business in Miami, Fla. This week. Equipment will be stored in Mesa, Ariz. Frank Burke owner.

Frank B. Pilbeam Recovers;
Plans a Carnival for '38

DETOUR, Nov. 27—Frank B. Pilbeam, manager of the Wonder World of Miniatures, has recovered from a week's illness. Pilbeam recently served as president of bingo parties in up-state Michigan. He is looking for a new carnival in 1938.

Zeiger Shows Get 38-Week Season and Close

BUCKETE, Ariz., Nov. 27—The C. F. Zeiger Shows closed a 38-week season here October 27 with a success. Show covered 21 States during season. Will winter in the vicinity of Phoenix, Ariz., next season. Equipment will be stored in Mesa, Ariz. Frank Burke, owner.
Chicago! We are here for good fellowship and business.

WONDER-WHEELS Finish Alien in.

OTIS L. SMITH—Will it be the Otto L. Smith Show in 1987?

BOY! Page me again!

P. W. HANLY is handling the press for the Sam Lawrence Shows for the present.

J. A. BURKHARD, comic artist, is in Tampa, Fla., for a rest. Join the Showmen’s league today.

HARRY M. GOODHUE, what is the title of your new show for season 1987? Who will?

A. S. PERKINS, of the Pine Tree State Shows, is back in Portland, Me., following a business trip over New England.

SHOW ME NOW how I did not bring my press agent to the convention.

JACK V. LYLES, general agent for the Art Leachs Show for 1987. Lyles recently took up his duties in North Carolina, and breakfasts his Thanksgiving was spent with his family at Tarboro. Photo by Majestic Studios, Inc. New York.

NEW DREAM BOOK


BECKER ENTERPRISES


BOOKWORMS PAPER SUPPLIES

FULL 1935 ASTRO DAILY, HOURLY FORECASTS

October 11th, 1935.

[Address information]

Buddha Papers, Supplies, 44 W. 42d St., New York, N.Y.

NEW DREAM BOOK


BECKER ENTERPRISES

10 West 2nd Street, Chicago, Ill. F. A. D. O. D. D. Chicago.

BOOKWORMS PAPER SUPPLIES

FULL 1935 ASTRO DAILY, HOURLY FORECASTS

October 11th, 1935.

[Address information]
CARNIVALS

December 4, 1937

P. J. MORRISON letters from New-
castle, Ind.: "Will keep the showfolk
advised of the progress of the newly
organized America’s Modern Midway.
Shows that the billboard from the
The Billboard

Are you attending the meetings of
the American Carnivals Association? If not, why?
Attending and you may learn something.

NEIL BIRD Letters from Pittsburgh:
"Want to thank The Billboard for its
splendid co-operation in the past. Hope
my present connection will make it possible to be in Chicago for the
meetings.

DAVE CARROLL, press agent, letters,
from St. Louis: "On behalf of Dodson’s
World’s Fair Shows I want to thank The
Billboard for the splendid article it
handled the weekly show letters and
news during the past season."

Is It Love or Jealousy?

Scene 1—an execution on a carnival
looking everybody on the show to the
pressed managers.

Scene 2—Sealed execution is taking
out the last man when time to time
I’ve a good sale talk and less percentage.

EULALIA PINSCHAUER, of King Fried
Attraction, letters from Manchester
Center, Va.: "Bought Midway Orphans with
considerable delight. It is the thought
of keeping in touch with the rest of
the carnival folk during that "10-year stretch"
between October and April.

FRANK H. CUSHING letters from Savannah, Ga.: "Closed the season with
a fine many in Savannah, Midway here. Had my high spot with our Paris Club
first time. Had a very successful season with the Bibi, Hawaii, World of Fun and
Skelety.

Get your lark bookings right. Have faith
in the drawing and entertaining power of
your show. Remember the old saying, "It’s
put away if you make it eat".

HARRY FITZGERALD pictured of"Salma
Bills from Los Angeles, Calif. "Closed the season with the 
only the world’s worst escrowe never have gotten to do the same thing.
Since I left Kansas last year, I have got a few laughs and little in con-
nection with the sale of the show.

Mr. AND Mrs. O. A. MERCER, of the
Beckham & Gower Shows, visited The
Billboard offices on their return home in Commerie, Ind. They
left for Oakland, Ky., where the Walter, Harry Willy’s famous ride, was both

Mental is a master mechanic. He built
the light powers for R. & G.

IT WOULD be interesting to all show-
kids to know the names of the entire
membership of the American Carnival
Association. Heart of the Club, Southwest Showman’s Associa-
tion and the Michigan Showman’s
Association.

J. I. MOORE letters from Anniston, Ala.,
"Will Bill Moore, who operated the Lion Aquadrome on the Chicago
Shows past the season, recently bought a ninth Lion Aquadrome
and will operate it with this show in 1938. He will present a lion act that
will be different from the other one.

Why is it you don’t have a good season?
There must be a reason. Analyze the show, you may be able to
see the same thing you defeat.—Wyatt Tif.

EARL KAUFF and Clifford Adams
Wichita, Kans. The J. J. LaFrance Shows past several seasons, are welcoming visitors
to Kansas City at the Jullitelea tent, which is the same tent now.
Send the popular showman’s contract to the same address of this show and get
your own show of this show meeting place.

J. A. PEARL, for past few seasons mail
showman for the R. & G. Shows. Johnny J. Jones Exposition, was a recent
visitor in Cincinnati. He was on route for the last time ever for he has
employment for the winter. Blue-
Jacket employed is an old custom with J. A.

Mr. And Mrs. B. M. McINTYRE let-
ters from Winchell, Tenn., say the
home after a successful season with
Kaufman Shows Unit No. 2, of which W. C.
McIntyre is general manager and Mrs. Murray Kaufla is secretary. Never did
business with better people. We had a fine bunch of ride boys."

PEOPLE as individuals are like the nation
as a whole when sick. They cannot be
brought into good health, but rather to death—Leon Hewitt.

B. C. BITTER, who has been a builder
to the W. W. Hart, R. & G., and
Charles, others, was recently in Cincinnati and a
successful showman. The J. J. LaFrance Shows past the season with the Johnny J.
Jones Exposition, has long been a
thing he wishes to do. Ask him about the
human race—This wheel, right now."

STARR DEHILLE letters from Jack-
sonville: "Never saw so many outdoor
show people in one spot as we are now
in this one. I will probably go
further south in Florida. Sorry I cannot
make it in Chicago for the big con-
vention. The Showman’s League banquet and hall, and the house behind it will have
to worry about the cold weather."

Larry Mullins Hated To See
Season Go; Wants Better 1938

Yes, The Western Carnival Shows have closed. The final defeat on the
Big R! Wheel has been taken off. The show had a fine closing, the various rides
had been closed, the concession savings have been
brought in like this in the final curtain for
season 1937.

Remember last spring when the show opened? It did not matter if we had
had a good winter, but nothing was
accepted, the show was opened. It was then. There were bad weeks; we all
had them. As in all things, the bad ones serve to make us apprec-
itate the good ones.

Then the skies cleared and the sun
shone down upon us and those who
said to themselves, "It is our
care to be business in it."
Show us a showman who cannot
be a showman. We were
impressive 65,000 miles of the
Palmers, last heard from in Madison, Wl.

Crystal City, Tex., March 28 and played 10 days and celebrations and closed the
season in Clifton, Tex., November 20,
was the best season in the history of the show. Show is now back home in San
Antonio.

Some people stay up all night just
because it is night and for no other reason at all. You will note that the real business
men at this convention insist on getting their
full quota in the arms of Morpheus.

R. T. (BOB) EDWIN letters from Louis-
ville: "Been with R. & G. Shows for about
years. Boyd & Underwood were a long, L. H. Hiei in 1926 and H. O. McNeil’s
Lusso Shows in 1927-28. Now here the
shape is leading us in good locations. Will
have with a big carnival in 1938."

MAE JOS ARNOLD letters from George-
town, S. C.: "After a successful season
at R. & G. Shows have closed. Mr. J. H. Webb joined Crystal Exhibition Shows with
side show and closed when the season is over.
I am still working the show and want to
Thank The Billboard for services rendered"

SDAPY GLUE is now ably managing in
pictures assembled on our "oder"
tour. He claims that we should put on snow in the out West, and we can be had
in the winter.—Willie Few Clothes.

W. H. (DUKE) BROWNELL letters from Miami: "Finished my season ahead
of schedule and wish to thank you for the help. It was with Commerical Advertise-
ning Company. Our large show has this year
operated in Miami. Miami looks forward to a big
winter season from an amusement angle."

BILLY FITZGER cards from Portland,
Or.: "Past season operated girl show
with the L. H. Hart Shows, making 4th year
with L. H. Now with Billy Rose’s Show
 operating only big cities. Three
weeks at Curran Theater, San Francisco.
This show carries 160 people and travels
on its own special train of 11 cars. Be-
fore opening at Fort Worth, Tex., I made a
tromp around to Mexico City, Santa
Cruz and other cities in Mexico.

HAROLD L. LANGLANDS letters from
Louisville: "Back again with Hollywood Museum, making my sixth winter
season. Flying towns in Kentucky and
they are very good. All museums seem to be doing well. Everywhere around
this museum has been rebuilt and the walls are covered with blue and red
cloth, doing away with all banners. Has 16 working acts, among them Nino, pig
tamer and others.

THANKS for use of the old standi-
home in his car! He says it is good for
them. New thing we know he will announce
he is going to put on a "Budden’s side show."

TULLIO FEWW Cloths.

EDWARD A. HOGG letters from Chi-
ago: "Replying to the question in Mid-
way Convoy issue November 13. The
Imperial Shows did not pass out and now
are really doing business by sending out
an organization. Show had a nice season.
At second annual in Chicago, I was
in April and closed in Gravette, Ill."

See MIDWAY CONVoy on page 2.)

EVANS

MONEY MAKERS

So you want to be a money maker? You
have the material; now, here is the equip-
mint.

PADDLE WHEELS OF ALL KINDS $7.50

Long Range Golf Ball
Wheel: $7.50

Wheels of every kind. Everything for the
entire field of sports. Set up FREE CATALOGUE
H. C. EVANS & CO.
1032-34 W. Adams St. CHICAGO

ALLAN HERSHEYCO. CO. INC.
1837-o LUXE KIDDE AUTO RIDE
MORE THAN 150 SATISFIED OWNERS

EMERY AIRCRAFT CORP.,


ALLAN HERSHEYCO. CO.
NORTH TONAWANDA, N. Y.

OCTOPUS

"World’s Nearest Ride
Sensation"

Not Qualified for Performance and Profits

SALEM, OREGON
A TRIUMPH-OF-ACHIEVEMENT

BETTER, MIGHTIER-AND GRANDER-THAN-EVER

CONTINUING-TO-UPHOLD THE-TRADITIONS-AND MAGNITUDE-OF-THE-FOUNDER!

STILL-CLIMBING-TO-NEW ACHIEVEMENTS & PROGRESS

WALTER A. WHITE

KARL J. WALKER'S GAY NEW YORKERS

With the Best Show on Earth.

A WONDERFUL SEASON WITH THE MIGHTY MONARCH

THANKING MESSRS.

PHILLIPS AND WHITE

ROYAL RUSSIAN MIDGETS

LEE J. YOUNG

On the Front AL MATHEWS

PLAZA

RUSSIAN MIDGETS

DOLLY DIMPLES

PERSONALITY FAT GIRL

FRAK Geyer, Mgr.

BUDDY RUSH, TALKER

HARLEM & DIXIE

GEORGE BALDWIN, PROD.

JOHN L. HENDERSON, MUS. DIR.

DAVID NICKS

JIMMIE MOORMAN

RALPH LETMAN

JACK HART

PEARSLES WILLIAMS

HELEN ANDERSON, STAR

CARL J. LAUTHER

PRESENTS

THREE BIG SHOWS

SIDE SHOW — ILLUSION SHOW

NUDIS

IN THE ANNEX

KAY

SEX REVERSAL

PAUL SPRAGUE, ORATOR

JEAN ROCKFORD, CASHIER

3D SEASON

T. M. (Tom) ALLEN

THANKS A MILLION TO E. LAWRENCE PHILLIPS AND STAFF, FOR WONDERFUL CO-OPERATION

FRED MAURICE & GANG

JOHNNY J. JONES EXPO.

"THE SHOW BEAUTIFUL"

FOR A WONDERFUL SEASON.

MR. AND MRS. J. LEE CUDDY

MISS AMERICA

MR. AND MRS. BOB EDWARDS

JACK EDWARDS

THANKS "JOHNNY"

DAVID STARR

TWO-HEADED BABY

CHESTER CASS

WILLIAM COUCH

OWNERS

THE STRATOSHIP

LATEST AND FLASHIEST RIDE OF THE DAY.

SPECTACULAR—POPULAR—PROFITABLE.

EIGHT PARK RIDES IN SUCCESSFUL OPERATION DURING 1937 SEASON.

FIRST PORTABLE DEVICE OPENED ON JONES SHOW AT INDIANAPOLIS, WHERE IT GENERATED OVER $1,800.00 DURING FAIR WEEK.

SEE R. E. HANEY ON JOHNNY J. JONES SHOWS OR WRITE FACTORY FOR INFORMATION. RIDE WILL BE IN OPERATION AT MIAMI FOR 12 WEEKS, COMMENCING NOVEMBER 20. VISIT US AT BOOTH 12, CHICAGO CONVENTION.

R. E. CHAMBERS COMPANY, INC.

BEAVER FALLS, PA.
AN-ECLIPSING-EPOCH IN COLLECTIVE-AMUSEMENTS

A-NEW-ERA-IN-THE MIDWAY-WORLD

OUR RECENTLY CONCLUDED SEASON WAS ONE OF RECORD BREAKING GROSSES

THANKING COMMITTEES, FAIR SECRETARIES AND OFFICIALS FOR THIS PLEASANT SEASON

J. C. (Tommy) THOMAS

LIPSKY and PADDOCK CONCESSIONS

Still With the Best Show on the Road

Thanks to E. Lawrence Phillips and Walter A. White for Many Pleasant Seasons

EDDIE E. COE
EDGAR HART
TONY CIRELI

FRANCIS SCOTT
SOL WASSERMAN

TEMPLE OF KNOWLEDGE
Mrs. Bootie Paddock
Operator
Mrs. George Davis
Reader
My 20th Season With the J. J. J.

A Great Show To Be With
CLIFF AND BETTY BAMMEL
Concessions
Lee Mulvey, Agent

THE GREAT RIDE FOR BIG AND SMALL MIDWAYS
"THE LUSSE AUTO SKOOTER"
Building and Cars
See the Auto Skooter on the J. J. Jones Show
LUSSE BROS., INC., 2809 N. Fairhill St., Philadelphia, Pa.

ALL MERCHANDISE USED by LIPSKY and PADDOCK CONCESSIONS
furnished exclusively by Horrow Novelty Co.
Manufacturers and Jobbers
215 Market Street, PHILADELPHIA, PA.

JOE PEARL
Champion Billboard Salesman
Booked Again for 1938

JOSEPH STITY'S PROSPERITY GRILL

MRS. J. C. SIMPSON'S Concessions
Mrs. Emmett Barfield, Mgr.
Clearance Hunter, Mgr.

Thanks to the Management of the Johnny J. Jones Exposition for a Big Season

FLOYD HESSE and Agents

FROZEN DELIGHT
George Davis
Walter Bable
William Vining

OLLIE TROUT'S TRAILER PARK
Trailer Paradise
MIAMI, FLA.

National magazines have gone on record as saying that we have the most beautiful park of its kind and we feel sure that you will agree, provided you can find it convenient to inspect our property. We invite you. Under personal supervision of Ollie Trout, Sole Owner and Mgr.
CARNIVALS
December 31, 1938

ST. LOUIS, Nov. 31.—This day is the last day of many show people. With the formation of the International Association of Midway Fairs and Shows, the last of many shows will have a meeting place when in St. Louis. There are about 600 outdoor show people, and the St. Louis Lions Club is an organization of them. It is to be hoped that they will spend December in St. Louis, and the St. Louis Lions Club will make arrangements for some fair meetings in the Middle West in January. They will hold meetings in the St. Louis Lions Club, and other Midway Carnival Organizations.

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

MIDWAY CONFB.
(Continued from page 61)

October 6. Played a number of innings in the semi-final of the Chicago Classic and defeated the quarterfinals at Rock Falls, Ill., and will be in much evidence in 1938.

JAMES BARBER letters from Seattle: 1) "A Pacific Coast Show, with 100 cars in winter quarters here. Rides are being held up and the show is paying off well. Mr. and Mrs. H. L. Hudson and myself, Raymond Barber is in charge of the show as the manager of the school. Show will be enlarged in all departments for 1938. The show is in the hands of Mr. H. Avey and Frank Baskett, of American United, and George French, the former owner of the show.

GIL TRUPE letters from Lenox, D. I. "Mr. and Mrs. Art B. Thomas, owners and managers of the show, are on their way to San Francisco. All the equipment will be on hand and all show people will be here. This unit will be small but clean and free from questionable elements. We have show and storage quarters here."

WILLIAM A. (SNAKE) KING letters from Boston: "We purchased the circus ring and calibro from former owners on October 6. Our intention is to put on a motorized and all-electric show. All the equipment will be put on and started by the end of the week. We hope to be in New York City by December 31st."

JACK J. CARR, manager of the Casino Amusement Park, New York: "We will be in New York City by November 15th. We are planning a 3000 seat show at the Park." He is seen here with the Billboards sales and mail. Mrs. Marie Matchette pets the baby elephant, with the assistance of James O. Crandall.

3000 BINGO

Heads and tails, black or white. Wood markers included. 24 cards, $1.00. Set of 24 Light-Weight Bingo Cards, $1.00.

3000 KENO

Made in 20 sets of 100 cards each. Cards are black and white. 24 cards, $1.00. Set of 24 Light-Weight Keno Cards, $1.00.

THIN BINGO CARDS

Cards sold only in groups of 24. Black or white. Wood markers included. 24 cards, $1.00. Set of 24 Light-Weight Bingo Cards, $1.00.

TRUCKS

CHARLIE G. OSS, WHO S.T. SIMMONS & CO.

"MAC" McNally

NORTH \& SOUTH FLEET, Inc.

South Florida, Inc.

SOUTHEAST, FLORIDA, Inc.

ST. LOUIS, MO.

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

ST. LOUIS, MO.

MAC McNALLY

For more than 20 years, he has been the leading authority on the subject of Bingo.

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

ST. LOUIS, MO.

MAC McNALLY

For more than 20 years, he has been the leading authority on the subject of Bingo.
It Pays To Own A TILT-A-Whirl

By MAX COHEN

ROCHESTER, N. Y., Nov. 27—This is being written prior to departure for Chicago to attend the fourth annual meeting of the association.

While it is too early to anticipate the success of the show, it is evident that there will be a large attendance of members, and the quantity of correspondence received from the members indicates that approximately 130 rides have been erected.

The ACA again welcomes one and all to the annual meeting of the organization, and the question of the agenda is of the utmost importance. The meeting will be held on Monday morning and will be a full day of meetings.

The program of the annual meeting has been published in The Billboard, and will include a review of the association's policies for the year过去了 and formulations of a plan for the future of the association. The program will be reviewed and discussed at the meeting.

In the presence of the officers of the association and directors of the New York State Convention, the organization will present a silver tray to its secretary, Mr. Joe D. Clark.

Missouri Show Women's Club

ST. LOUIS, Nov. 27—Mrs. Ollie Allen entertained members of the club in the management teas room of the American Hotel here November 18, when it was decided not to have a meeting during the Thanksgiving Day. Instead a short business meeting was called at which plans were made for a dance early in January.

New members whose names have been added are Peggy Smith, Mary Franks, and Lucy Potter, secretary of the G. F. Pearson Shows, as announced by Jane Pearson.

Members present were Grace Goodman, Clara Jertonai, Norma Lonergan, Florence Peters, Alice Smith, Gertrude Lang, Millwood Narrows, Irene Burke, Laura Davis, Helen Franks, and Peggy Smith and Kathleen Hulse. Reported by Kathleen Hulse.

Philadelphia

PHILADELPHIA, Nov. 27—Business continues at the Eighth Street Museum with the following attractions: Leo Mathe, magician and demonstrator of neon tube and sword swallowing; Popeye, in faces and scams; Golden's Plastic. Dancing girls in the show.

South Street Museum presents this program, as is enjoyable to the customers of the original and the new location of the museum, the same in combination with the Show of Shows.

Carnival Rider Freed On Manslaughter Charge

LINCOLN, Neb., Nov. 27—Manslaughter charge against Mr. J. H. Hodge, 28-year old driver of Soda City, was dismissed in District Court in Lincoln, it was announced today, after it was found that the defendant had been engaged in the same capacity three years ago.

In speaking of his association with Frank D. Shively, he admitted that he had been frequently threatened by Shively.

Carnival Dancer Charged With Manslaughter

LONDON, Ont., Nov. 27—W. J. Conklin was awarded the midway contract for the London Exhibition November 23rd.

The Billboard's 15 Years Ago

The only thing that is different from other American children when it comes to amusement park rides is Shirley Temple. The little actress of the picture shows is shown here with an unknown companion riding a Big Kid Wheel. This photo was taken at the Los Angeles County Fair, where Shirley's little seat-mate seems to be having a good time, too, just like millions of children all over the world when a carnival comes to town.
Sam Lawrence Shows
Anderson, S. C. Week ended November 10. Anderson Colored Fair, Weather, rain, 3 days. Business, good. Show presented on Sunday and enjoyed visiting department World of Mirth prepared ready for the preview Tuesday night to a packed house. Property presented a line-up of attractions and a well-lighted show in the right location for the preview. Official opening for this four-day and a half run on Tuesday night. Rain played heavy on the third and fourth days. However, patrons came out in droves and enjoyed the shows. All shows and concessions played to real business in the rain. Thursday and Friday continued to hold strong. Sunday saw the sun in an appearance andinet the closing of the show. Property sold top money for shows and the Big B, White and Octopus lasted for rode honors. Sol Nioho's well-stocked concession area pleased. Show moved to Ohio and Georgia area with Mabel Stack's Hippodrome as feature attraction.

Kaus United Shows
Hines, N. C. Week ended November 10. Auspices, American Legion, Weather, business, good. Major portion of show went into quarters at and of last week. Three rides, 3 shows and 12 concessions were held for this Arco and a healthy crowd for this one day and every- one groaned enough to justify the holdin-

Harry Lewiston's Traveling
FOUNTAIN, Mich., Nov. 27—Harry Lewiston's Traveling Museum opened here November 16 in the department store district after a successful two weeks in Toledo. Location is very good and business the same. Strikers from General Motor Fisher Bodies here sawed.

Zorba's Museum
CONNELSVILLE, Pa., Nov. 27—Frank Zorba's Museum opened here recently in bad weather, cold and snow. Business, however, was fair. All acts and freaks are on platform. Among attractions are Ross Lee, animal girl; John Williams, man with alligator skin; Maud Ziba, human dragon and the famous Bambula, fire eater. Reported by Frank Kordy.

Corey's World Museum
HOPE, Ark., Nov. 27—Corley Corey's World Museum opened here on November 15 for a 10-day engagement under American Legion auspices. Corey's Museum is the Charity Basket Fund. Business very satisfactory. There are 12 people with this museum, and several more acts are contracted to them. E. J. McNeil, who finished the season, will be in the show. Many vacation plans were made for the show. The weather was cold but business was good. From Columbus Museum and has been opened November 24 under auspices of the local Christmas Tree Fund.

Korts Traveling
LAKEWOOD, Tex., Nov. 29—Peter Korts Traveling Museum arrived here after a fine two-week engagement in Chicago, the first of the winter tour. Doc Hines killed the town for the opening. Mrs. Hines is expecting the Albino twins to have been enjoying a vacation in New York. Dr. Ben Pardo is ready for business after the conclusion of the engagement. Mr. Korts bought a new car for the winter to present his attraction.


Kaus United Shows No. 2
Charleston, S. C. Week ended November 13. Negro Fair. Weather, rain, 2 days. Business, good. On Monday night, Mr. and Mrs. McAlvey and daughter, June, with Baby Joe and C. Charles Buehler, went to Florida to buy their child with Mrs. McAlvey and Mr. W. C. Kaus to New Bern quarter, later to Pennsylvania and New Jersey to be with their children, Billy and Kathleen.


CARNIVALS
December 4, 1937

Dodson's Shows
Lake Charles, La. Week ended Sunday, Nov. 27. Shows Reported by Mr. Lon Ralston, South location. Show on 5 acres of open land at night. Shows open night. Business, fair.

Show ended 1937 season here. Harvey show went on at 10 o'clock on opening night. Outdoor show fans. Amrins Day was fittingly celebrated with a parade, devotions, band and fireworks at night. Seasons was very pleasant with a large crowd. Shows open night. Indor and cold weather. Opening in Savannah, Ga., April 16, it travels up thru North Carolina and West Virginia. The commerical division and the southernmost at Lake Charles on Gulf of Mexico. Show notes are very good and a large crowd turned out for the season. Show notes are as follows: Shows opened November 3 and the year was played during the Antilles area. Shows opened November 10, in Lake Charles, Ark., November 17, in Hagerstown, Md., September 4-7. Only one fair is held each year. It is held at the Havana, N. C. Week ended November 10. Auspices, American Legion, Weather, business, good.

Museums
Address Communications to Cincinnati Office

Delston's Shows
Glidden, Tex. Week ended November 29. Shows reported by Mr. E. A. Delston, Business, only fair. Show closed second week.

Fair opened Thursday with a special train from Fort Worth, Texas, held by the D. H. Johnson Bros. Shows opened Friday, Waco Day, a car of cars and buses arrived about 1 p.m. Shows opened Saturday and Sunday. Shows closed after a successful season in San Antonio. Show had a very good crowd and was well patronized.

Western States Shows
Glidden, Tex. Week ended November 29. Shows reported by Mr. E. A. Delston, Business, only fair. Show closed second week.

Fair opened Thursday with a special train from Fort Worth, Texas, held by the D. H. Johnson Bros. Shows opened Friday, Waco Day, a car of cars and buses arrived about 1 p.m. Shows opened Saturday and Sunday. Shows closed after a successful season in San Antonio. Show had a very good crowd and was well patronized.
Bally's All-American Shows

B светлый пад. The writer arrived recently from Mississippi and found all connected with the show very friendly and cooperative for the 1938 season. Mr. and Mrs. Bally Copping, who own Bally's All-American Shows, are parents of Mrs. Bally, have previously been employed in the circus and they are always happy when the show arrives. Mr. Bally Copping is a retired circusman and is one of the best-liked characters in the business.

Bally Copping's last show was held in Corpus Christi, Texas, and he has been there ever since. The show is a big success and the people have had a pleasant visit with his friends.

Bally's All-American Shows will be in Corpus Christi until the end of the month. The show is well attended and the management is holding a couple of specials for the special guests. The show is well attended and the management is holding a couple of specials for the special guests. The show is well attended and the management is holding a couple of specials for the special guests.

Crafts Shows

SAN BERNARDINO, Calif., Nov. 27—Orrville N. Crafts and wife and Roy E. Crafts and Mrs. Crafts will be the new owners of the San B. Crafts, Mr. and Mrs. Crafts, will leave for Corpus Christi, Texas, and will be in Corpus Christi until the end of the month. The show is well attended and the management is holding a couple of specials for the special guests. The show is well attended and the management is holding a couple of specials for the special guests. The show is well attended and the management is holding a couple of specials for the special guests.

So's Liberty Shows

CARLISLE, Va., Nov. 27—All those interested in the American Legion will be interested in the Liberty Shows. The shows are well attended and the management is holding a couple of specials for the special guests. The show is well attended and the management is holding a couple of specials for the special guests. The show is well attended and the management is holding a couple of specials for the special guests.

Reynolds & Wells United

TEXAS, Nov. 27—Reynolds & Wells Shows closed the season November 15th. The show was well attended and the management is holding a couple of specials for the special guests. The show is well attended and the management is holding a couple of specials for the special guests. The show is well attended and the management is holding a couple of specials for the special guests.
Fourth annual of Michigan show moved ahead—stage shows are to use many

DETROIT, Noy. 27.—Fourth Annual Detroit and Michigan Exposition has been moved up about two weeks from previous April dates and will be held in all four halls in Convention Hall. The “good weather” in the spring dates was given as the reason. Detroit Confection and Tourist Bureau is sponsor.

Outstanding attraction will be James Melton, who has a wide circle of fans in Detroit. He appeared last week several times, and will be joined by the exo. Fraternal groups will have leading drill teams for presentations. The first annual Detroit Mr. and Mrs. Contest will be presented.

A talk show will feature log rolling, canoeing, wood cutting and other activities. A trailer city will be installed in connection with the Sportsmen’s Show. Stage shows will employ 3,000 people in the management, said.

Exhibit space has been 20 per cent sold, and an additional 25 per cent is also scheduled for other exhibitions. Average attendance for the past three years at Detroit shows has been 150,000. The Detroit calendar is scheduled to go on the air Dec. 16th. The city is looking forward to a bigger show, with both Conklin and Miller handling publicity.

Vets Ask Use of Streets
GREENFIELD, Nov. 27.—Council here listened with interest when a group of veterans and their families appeared before an aid committee and asked for the use of streets in the vicinity for a parade. A Joint Board of Realtors was established for the purpose of creating a committee of real estate men to handle the project.

Ind. Shrine Presents Acts
EVANSVILLE, Ind., Nov. 27.—At last Temple Shrine Circus in this city this season will be given on Monday by the famous Madison Red Hot and dog and pony act, and the famous Tallest Man in the World, who has just returned from a European tour. The circus will be presented at the Coliseum, with a special feature being the new two-man organ. The circus will be supplied by Imperial Fireworks Company.

MACON, Ga., Nov. 27.—Advance arrangements were made here for the annual circus, which is to be given in the Macon Coliseum on Saturday night. The program will feature the new two-man organ, with the famous Red Hot and dog and pony act, and the famous Tallest Man in the World. The circus will be presented by the famous Madison Red Hot and dog and pony act, and the famous Tallest Man in the World, who has just returned from a European tour. The circus will be supplied by Imperial Fireworks Company.

Advance Sale Big
For Macon Shrine

BOB MORTON and George Hanley will be in charge of the advance sale of tickets for the annual Macon Shrine Circus, which will be given on Saturday night. The advance sale will begin at 8 p.m. on Tuesday night at the Macon Opera House. The circus will be presented by the famous Madison Red Hot and dog and pony act, and the famous Tallest Man in the World, who has just returned from a European tour. The circus will be supplied by Imperial Fireworks Company.

CIRCUS ACTS ATTENTION
WANTED FOR ELKS’ THRILL CIRCUS
A Xmas Basket Benefit, December 17, 18 and 19, 1937.


BETTER HEALTH FOR OUR BOYS AND GIRLS

CHRISTMAS SEALS

The National, State, and Local Tuberculosis Association in the United States.
Show Family Album

After completing a tour of Canadian provinces, members of the Carl Wallis Children's Orchestra were photographed on April 2, 1909, at Sault Ste. Marie, Mich. Top row, left to right: James McBride, Theo. Shaler, Al Vady, Mervyn Moyer, A. E. Vady, Verne. Bottom row: Joe E. Vitts, Edith LaNora, Hoses F. Meyer, manager; Virginia Benner; Doris Swearingen and son, Junior, with "Coho". On floor: Earl Moyer and Joe L. Meyer, Virginia Benner, and Leo are dead. Junior Moyer is now a Cincinnati resident. He resides in Cincinnati with his wife, from whom he was separated by the age of seven years ago.

The Billboard invites its readers to submit photos taken from 18 to 30 years ago. It is especially requested that pictures be clear and that they be accompanied by complete descriptive notes. "Good photos are preferred, but pictures of individuals who are still living will be welcomed. They will be returned if so desired. Address Show Family Album, Billboard, Billboard Office, 17th Opera House, Cincinnati, 0.

M. P. ACCESSORIES & FILMS

ATTENTION, ROADSHOWMEN!—WISCONSIN. Comments and full line 55MM Sound and Silent Equipment. Discounts offered for large list. Write today for new list. ZENITH, 308 N. 4th St., New Bedford, Mass.

CHRISTMAS TALKIE SPECIAL—HAPPY NEW YEAR and Happy Holidays, featuring Many Choruses and excellent pictures and features, $150.00. Other religious specials. CHURCH WORK, 141 A. C. O. B. S., New York City.

EVERYTHING FOR THE THEATRE—SAVE 20% on complete show cards, with artificial flowers and colors. Complete catalog, free. BORICUAM, PENNSYLVANIA, 432, New York, N. Y.

MOVIE ROADSHOW BARGAINS—32 MM. AND 16 MM. 500 FT. SHOWS complete with amplifiers and speakers. Popular, makes. Complete, $150.00. Special concession and free. MOVING PICTURES CO. LTD., 940 2nd Avenue, New York, N. Y.

THEATRE PRINTING

MODERN ILLUSTRATED TWO-COLOR POSTERS, $1.00, four-color, $5.00, $12.50. Illustrated posters by Charles St. Louis. MURPHY PRESS, BOX 746, Dayton, O.

WINDOW CARDS, 12x12, 200, $.25, 11x14, 100, $.20, 8x10, $.15. All sizes in stock. Plus shipping charges. THE BILLBOARD, Winona, Minn. 200 (14x22), 6-PLY ONE-COLOR WINDOW CARDS, $1.60, 4-PLY, $1.00, 3-PLY, $0.60, 2-PLY, $0.40, 1-PLY, $.25, 6x6, $0.05, 4x4, $0.05. Send your name and address. THE BILLBOARD, Winona, Minn.

TELEGRAPH

SEND LETTERS TO 2000-L LETTERHEADS, $.125; 500, $.10; 1000, $.08. Send typewritten copy. OUR PRINT SHOP, 5398 N. 25th Street, Cleveland, O.
Gaugsters' muscling-in, cash prizes drive game in Cleveland, Milwaukee and Atlantic City—merchandise award games gain steadily in popularity.

NEW YORK, Nov. 27.—In Cleveland, Milwaukee and Atlantic City, gaugsters' merchandise award games are gaining steadily in popularity. Retailers and wholesalers are turning to merchandise award games to promote their businesses and attract customers. These games are being played in drugstores, dime stores, hardware stores, and other retail outlets.

In Cleveland, the game is called "The Billboard," and it is played in drugstores and dime stores. Customers can win prizes, such as clothing, accessories, and household items, by playing the game. The game is advertised as a way to "get even" with customers who do not pay their bills on time.

In Milwaukee, the game is called "The Billboard," and it is played in drugstores and dime stores. Customers can win prizes, such as clothing, accessories, and household items, by playing the game. The game is advertised as a way to "get even" with customers who do not pay their bills on time.

In Atlantic City, the game is called "The Billboard," and it is played in drugstores and dime stores. Customers can win prizes, such as clothing, accessories, and household items, by playing the game. The game is advertised as a way to "get even" with customers who do not pay their bills on time.

Merchandise Prizes

Where merchandise prizes are given, the game is known as "The Billboard." In Cleveland, drugstores and dime stores offer prizes for playing the game. In Milwaukee, drugstores and dime stores offer prizes for playing the game. In Atlantic City, drugstores and dime stores offer prizes for playing the game.

Backfire

A bingo is a popular game in which players pay a small sum to play. The game is played by drawing numbers and marking off corresponding numbers on a bingo card. The first person to complete a line of numbers on their card wins the game. The game is popular because it is easy to understand and play.

Store OWNERS note that the game is a way to promote their businesses and attract customers. The game is also a way to "get even" with customers who do not pay their bills on time.

Stores Pick Petals in Dem Booking Policies

"We love 'em, we love 'em not," method used to decide whether indies will be permitted in stores on percentage-smart dems catch stores during "we love 'em" period.

NEW YORK, Nov. 27.—The schoolgirl game of picking flower petals and muttering, "I love you, I love you not," is currently being used by some stores as a way to decide whether independent dealers should be allowed to work with them on a percentage basis. The situation was brought to light in that some indies, when rejected, at any rate, there seems to be little more judgment than that shown by the average school girl to a boy.

In Detroit, a gentleness of local authorities stated that most stores pick the "love 'em not" leaf, or no deal, with the independents. This appears to be the case in other parts of the country.

Smart deals apparently are aware of this situation and watch the petals carefully to determine whether to begin the "love 'em" period and in which order to use the game of "I love you, I love you not.""
DENGOR

TI

Pee, low, do,

Wea

TREÉ

C.

EYE

price.)

206

by

DREA

Lo

PRICES

Îe

NO

$21.80

Music

Fits

step«.

Ox

840N158-Dancing

Horse

drops

Per

Display

$1.85

$1.75

Per

Box of 6.

$1.20

MY IDEAS on this table are:

To take a copy of The Billboard. Read

the advertisements. Find out what

they say about your trade. Find out

what your competitors are doing. Find

out what is happening in the industry.

My idea of how to get into this trade is:

Take a copy of The Billboard. Read

the advertisements. Find out what

they say about your trade. Find out

what your competitors are doing. Find

out what is happening in the industry.

There is a continued demand for

those men and women who sell

enlighted ones. A good reception.

One man is doing a good business

selling appliances. He is getting

repetitive. His name is going to play in

regional terms. He sells several at each call

and is making a large sales area. He pays to carry several lines, but

specialist in a leader.

News from the men's clothing field is

that low prices are attracting the

men who have been going to

self-service stores for a new

and unusual design. The

self-service co-op is giving him

fields from an established center where his

customers are working. The door-man

is the man who works where the road

crosses. He makes an eye on

the president. They

delays to one or the other

line, as times for instance. Both cheap

and higher priced suits are selling and

I have determined that it is something

a good idea to carry a quality line, espes-

sial in smaller cities where good

tailors are not available.

The regular meeting of the

Direct Selling Executives Club in the

New York Club was attended by

about 60 executives and

salesmen. Arthur Rosenberg

Manufacturing and Sales Company,

was in the chair. Features included the

showing of the film Making a Sales

Call, by a well known salesman.

Among those present were

Mr. Porter, Spencer Corp. Chairman;

Mr. Bois, grandson; Skidmore Shaver Co.;

Mr. Silver and Mr. Kaufman, Arthur

Rosenberg Manufacturing and Sales

Company; Mr. Ross, of Buckeye

Manufacturing Company; Dave

Moore Products Company, and

C. Lomans, of the

Billboard.

DEALS

(Continued from opposite page)

we have a number which may be either

an automobile or an expensive radio, etc.—The

first prize is a ball which serves

as the grand finale to the program. The

operator supplies some books which

cards, and for each punch taken on the

saucer the purchaser receives a

coupon which can be redeemed for a

card, or for each punch taken on the

saucer the purchaser receives a

coupon which can be redeemed for a

prize. This draws the grand prize in addition

to the usual number of winners on the

card itself. This induces the

operator to give prizes to the

operator in the earlier part of the

time and helps complete the

operator in a shorter period of time.

Is there anything new in your territory?

Let's hear from you.

ELGIN-WALTHAM & HAMPDEN

Watches $1.75 up

In this case, this is all a satisfaction

guaranteed or money refunded.

B. LOWE

Wolverine Hotel, Detroit, Mich.

TILL THE ADVERTISER IN THE

BILLBOARD WHERE YOU GOT

YOUR ADDRESS

N. SHURE CO.

ADAMS and WELLS

CHICAGO, ILL.

CHRISTMAS FOLDERS

Send for IT Today

Seventy-five New Models from

4 to 12 Tubes

RADIOs for

$5 85

PLANDAY SUPPLY CO., Inc.

14 West 17th St., New York, N. Y.

NEW CATALOG

Waltham

Men's Wrist Watch

Benjamin, Gold, Silver, Platinum, and Platinum

All prices in $3.00 or over are

in the $20 range.

Plymouth Jewelery Exchange, 146 Good St., New York City.

We offer you the best in the

Waltham watch.

Waltham, New England Waltham Watch Co.,

Boston, Mass., and

Diamond

Waltham, Me.

DEALS

(Continued from opposite page)

3.95

Waltham.

Plymouth Jewelery Exchange,

146 Good St., New York City.

Waltham.

Plymouth Jewelery Exchange,

146 Good St., New York City.

Waltham.

Plymouth Jewelery Exchange,

146 Good St., New York City.

Waltham.

Plymouth Jewelery Exchange,

146 Good St., New York City.

Waltham.

Plymouth Jewelery Exchange,

146 Good St., New York City.

Waltham.

Plymouth Jewelery Exchange,

146 Good St., New York City.

Waltham.

Plymouth Jewelery Exchange,

146 Good St., New York City.

Waltham.

Plymouth Jewelery Exchange,

146 Good St., New York City.

Waltham.

Plymouth Jewelery Exchange,

146 Good St., New York City.

Waltham.

Plymouth Jewelery Exchange,

146 Good St., New York City.

Waltham.

Plymouth Jewelery Exchange,

146 Good St., New York City.

Waltham.

Plymouth Jewelery Exchange,

146 Good St., New York City.

Waltham.

Plymouth Jewelery Exchange,

146 Good St., New York City.

Waltham.

Plymouth Jewelery Exchange,
RACKET-RAYS HURT BINGO

Gangsters' muscle-in, cash prizes crimp game in Cleveland, Milwaukee and Atlantic City—merchandise award games gain steadily in popularity.

NEW YORK, Nov. 27.—In Cleveland, running Bingo games for charity, lawmen and agents arrested several operators. Order to operators were running Bingo games and police destroyed the game was in operation.

Police officers arrested several operators who had been caught in the operation. The operators were selling Bingo tickets to raise money for charitable purposes.

The operators were also selling Bingo tickets to raise money for charitable purposes.

ZARZERBERRY, SOUR OUNES, ONE TO THE OPERATORS: We don't want to sell merchandise assortments as prizes at our games. We attended a game where by a photograph was used to take a picture of the object.
CHIC DENTON—Is reported to be making Louisiana ter-
tory with his pitch layout.

SANDWICH, Hot, SPICY soySn

MEMORIES: Remember when Tom Kennedy
made a Sunday pitch on the Maxwell street
meat market from Coast to Coast, and ever the
paddles, making the spot disappear. Every
Sunday Tom, on his bicycle, would throw a
flame or some other mysterious sounding
paddles, and the paddler was sold and purchased
set and couldn't work the trick successfully
returned the following Sunday until we found out
what the two words was best to use in operating the
corner. When Tom explained, most of the paddles
sounded so much alike that it really didn't make much differ-
ence the man thanked him and was pleased.

All of which made Tom wonder why skippers exhibited.

TA-CO MEDICINE COMPANY—M. J. Collins
was anchored for the winter in Austin, Texas,
where the dog's son, Paul Jr., is attending
school and has been studying. Writing from that
city, Wyant says:

"In the process of his peremptory
busy by presenting them in floor shows
in large stores, his own stores. It's himself
is making an occasional Saturday pitch.
Joe Mullins is managing Tom's show
the best and cleanest I've ever seen."

JACK GRANT—Manager and owner of Grant's Variety
Show, of Los Angeles, Calif., under
date of November 10: "Have been playing
to a number of dates to satisfactory
results since closing our free show October 9.
Also we have opened a second show of
winter weather the natives are still
coming in. Los Angeles is the only
territory to ourselves, as we haven't seen
a show all fall. Cotton crop was strong
here, but the pecan crop was off and some
money can be had. Plan to head for
Arkansas at once and Arkansas is
nearly ready to be ready for Happy O'Conner's
"The Latchstring is ever ready, so drop in
when you come this way."

Dr. CARLTON L. LAMONT—
Manager of the L. C. Trust
Company, New York, under
date of November 12: "Will
close our season on Thanksgiving show
November 24 for a brief layoff before
eating one of our best shows in years.
R. E. C. Thompson and L. E. Hendrix
travel with us this year owing to illness
both of them are living in Nashville, Tenn."

The show's personal has been the same all
season. Our lead boy is L. E. Hendrix,
J. M. Lou Lamonte, L. J. Thompson
and R. E. C. Thompson. The show
travels to many of the states in either Central or Southern Georgia."n

PITCHING, when properly conducted, is one of
the greatest mediums of advertising.

DOCTOR STOTT—Veteran gusser worker, was sighted
in Columbus, Ohio, recently looking fit and
prosperous.

ROBERT (BED) GUTTHER—of sharper fame, is reported to be get-
ing better in St. Petersburg, Fla. Columbus, Ohio, after undergoing an ap-
pendectomy there.

THE BOYS—At the New Products Laboratories, Columbus, Ohio, including Fergie Ferguson, Miller, Oudrup, and DeJong, were found
porting to be standing high and looking fine.

FISH STORIES应该 be located on every

WALTER BEHR—From Columbus, Ohio, recently arrived
in Chicago, the local Boys' 

DOCTOR GEORGE M. BEEDE—
comes thru with the following statement:

"The local Boys' 

A FEW MINUTES—of your time will always be well spent. Just the man-
The oras Thank you.

FOR THOSE WHO expect to go for in the past, the trendlines should be

the A POINT IN PITCHMAN'S FAVOR

be the spirit which prevails around

Christmas time. In order to make

the point, the day is a little far

usually. Why not get better acquainted

with the Printer following?

HARRY DUBY

in both circles, has been

contracted to present a musical

entertainment in a Philadelphia department

store. There they will have the

HARRY DUBY... 

thought in the manner.

A GREATLY SUCCEESFUL pitchman is a

go-to and a square shot who doesn't

wait for opportunity to knock but he

creates his own opportunities.

MAE LITTON...

the tour from Pittsburgh that she and

Bill Holcomb, wife of Bill Holcomb, of
collar and polish fame. "We will have

demonstrations here during the Christ-

mas holidays," continues Mae, and

that will be hard work. The whole

time home-cooked meals served up by

Bill Holcomb." Mae adds that:

the latching is over and that she is

spending much of her time at her

home, in addition to mince and

pumpkin pies; for the holiday

season.

NOTES FROM THE...

sidewalks of New York by Carl Harron,

from a report.

HARRY MORGAN has returned to

the sidestreets and he's just as active as he

was 38 years ago. He is working transitively.

... Photo tour hours around

New York and Brooklyn are perfect for

pitching. Project stores are doing well

and the weather just now is similar to

that of Florence. Jack Krentz, manager

to work static eliminators on East 86th

Street. Bill has doubled up with

Mickey and is working transitively.

I'm sure we are still holding
down our downtown spots."

HUSTLER'S TIPS: You fellows who

are working Christmas novelties can make a

smart move by adding a little holiday or one

cal set to your display. It not only makes

the display setup but will add

impact to your sales. To create holiday

buying, the display must have the

furniture and the polynomial holiday spirit.

REPORTS DODDING...

to the pipes set that indicate vacation

are, have been climbing the list of

writing sticks and that coupon

plaza. They are making real lurches

through stores.

JOHN T. MILL... is reported to be working

Bay Pineville.

W. B. CHEM.

is now in Dexter, Mo., after closing

with the Ethrahs Mad Show, which is owned

by Roy Gillman and managed by

Dorothy A. Napier.

JOHN H. JONES...

in Bloomington, Ill., that fatting

health has necessitated his retirement

from the plunger business.

IF YOU CONTemplate WRIting TOWNS

and other Christmas items on

sidewalks, you can guarantee a favor by including

with the fact that the practice is a tradition and has

always been permitted in the past.

the fact of this, Jack will find that the

officials usually concede your point. And

one point that is made up by them is to

somebody for that.

PITCHMAN AND NOVELTY

have a chance to promote winter

gateways with Christmas merchandise

will find the factory employees a grate-

ful audience. Most of the workers

are prone to bug the congested

districts during the holidays, but

will make it a point to appear at a factory gate at least half

down times for these people, who are too busy or who are

wont to avoid shopping in crowds.

STILL GOING...

the Jack Draper from Winston-

Salem, N.C. This town isn't up to

stopping at Christmas. There are

plenty of people here, however, and you

be able to get some

money every day. Plan to head for South

Georgia and Florida soon. Ex-

pected to work Christmas this year as far as I'm concerned.

Come on, Bob Posey, Jim OBrien and

Schoen, shoot some pipes.

KENNETS DANIELS... and Ralph McCune are

reported to be working for the

Adams Co. in Arkansas with a clever window display.

RICHARD ...

Bar for the stickler's blasts from

people, who can get a real

pipe from Tony and Nancy Le Rose.

"THIS TOWN... is closed," scrubs Tommy Adams from

Jacksonville, Fla. "You haven't even seen a

such like this before. There are

people here and no tourist to speak of.

BE FAIR with yourself, fellows. Porium

mean nothing unless they are fulfilled.

"THIS TOWN... is better than ever. I expect it to be, and

I'm only doing fair business," assures

people from Jacksonville, Fla. "I've

been seeing people in the store in a way never done before.

It's a pitch fraternity in town, including

Garfield and his staff.

Listen to what they have to say about our

pipes, Joe Hess, Doc Bello and Dr. T. Portman.

GRAB WORKERS, should find the International Live-Shot

show being held this week at Chicago is the biggest they've

yet seen. The event has attracted the attention

of the country. If pipe is not available in the inside of

the show, the workers will be anxious to work from your ear on the outside.

Genuine—HURST PYROSCOPES—Genuine

The Leader for Demonstrations for Nearly Thirty Years.

BUY FROM YOUR JOBBER

Direct Shipments Only for Cash With Order.

L. J. HURST MFG. CO.

501 S. 16th Street, I. C. HURST, Owner.

Indianapolis, Ind.
Hartmann's


classifieds

The stock concession really is being really coming into its own. Ticket booths at all game sessions were well attended yesterday, and the large number of fans who purchased exterior passes for the game were surprised to find so many fans who actually made use of the passes.

A.C. Hartmann, local manager, notes that the weather was not too favorable, and although the attendance was not as high as it could have been, it was still a successful day for the concession stand.

One of the highlights of the day was the sale of the last remaining tickets to the game. The tickets were sold at a special price of $1 each, and the revenue from these sales will be used to support local charities.

The concession stand also offered a variety of snacks and drinks, including hot dogs, hamburgers, soda, and beer. The food was well received by the fans, and many were heard to express their satisfaction with the quality of the food.

The Hartmann's staff worked hard to ensure that the fans had a pleasant experience at the game. The staff was friendly and accommodating, and the atmosphere was lively and energetic.

Overall, it was a successful day for Hartmann's, and the staff is looking forward to a bright future for the concession stand.
**Out in the Open**

**City-Controlled Coney?**

NEW YORK, Nov. 27.—It seems to me that Jack and Frank Rosenthal are on the right track—but definitely. Their recent announcement that Palisades Park in New Jersey is being groomed as a testing ground for a colossal super-amusement park won’t be far-fetched. It is quite clear that the two clever parkmen have long since realized that the future of the amusement business lies in the city. It is just a matter of time before the two will be able to attract the attention of the public, and it is not unlikely that the Rosenthals will be the ones to lead the way.

**London**

LONDON, Nov. 16.—The famous London Zoo is living up to its reputation for its collection of exotic animals, with its recently acquired new arrivals from various parts of the world. The new arrivals include many rare species, such as the rare orangutan, the giant panda, and the komodo dragon. The zoo is currently streamlining its operations to ensure better care for the animals, and is also looking into the possibility of expanding its facilities. The zoo has a new plan to create a new section dedicated to reptiles, which will include a variety of snakes, lizards, and turtles. The zoo is also considering the possibility of creating a new section for birds, which will include a variety of exotic species. The zoo has already received a number of bird species, including the scarlet macaw and the blue-footed booby. The zoo is also considering the possibility of creating a new section for mammals, which will include a variety of species, such as the lion and the giraffe. The zoo has already received a number of mammals, including the elephant and the tiger. The zoo is also considering the possibility of creating a new section for fish, which will include a variety of species, such as the salmon and the sturgeon. The zoo has already received a number of fish species, including the trout and the pike. The zoo is also considering the possibility of creating a new section for invertebrates, which will include a variety of species, such as the shrimp and the clam. The zoo has already received a number of invertebrate species, including the crab and the mussel.
How Jas. A. Bailey
Broke in Show Biz

Standing at Saginaw and Pike streets, the main stem of Pontiac, Mich., the old yards, old-time marks any day in Sunday. His great 25th anniversary, this year, was for it was built in 1857. He has undergone some remodeling inside, but the outside, with its third story gable windows and a cupola in the center, has retained the old style of architecture. All around it the sidewalks are modern, but the street there is nothing back in sight for the home amusement in the parlor, it is the largest for the care of their steeds. But the sturdy old building, the two floors above which is covered over as a hotel, looks as if it might outlast automobile. It is too bad that the old native tradition.

In the summer of '69 a busy boy pulled up in front of the Horse Barn, as it was then known, and a man entered the hotel office with the following note:

"Messrs. Locke & Bailey: Advance agent for Robinson & Locke's Circus, the other his representative. The hotel is an efficient one and move with the acceleration it shows nowadays. Locke can do it. He is the advance agent asked the boy how he would like to go along in being the show business, travel to many distant places. It was a great temptation. But the boy was on his way. The hotel was too small to be of any inducement for his destination, to the extent, he went to Bailey. It was just about 11 years since he sold his first ticket, when he had the same name of his mother, the same name of his father. E. Cooper's Circus, which changed the name to Cooper & Bailey's Circus in

And in 1888, 30 years afterward, James A. Bailey could look back at that far-off day in 1857 when he left the Horse Barn, house, and, in the meantime, he had anticipated the name of his father and the same name of his mother. It was, he had dreamed of being the best circus artist. He had found it.}

**ROUTES**

- **Continued from page 37**


**Additional Routes**

- **Secondary routes for current week when no dates are given:**

**Dramatic and Musical**

- **Routines are for current week when no dates are given:**

**Brother Bank:**

- (Sylvania) Ch.
- (Rochester) B.
- (Maquoketa) M.
- (Grand Rapids, Mich.) 1.
- (Nashville, Tennessee) 2.
- (Dayton, Ohio) 3.
- (Greensboro, North Carolina) 4.
- (Greenwood, Arkansas) 5.
- (Burlington, North Carolina) 6.
- (Belcourt, North Carolina) 7.
- (Blairsville, North Carolina) 8.
- (Louisville, Kentucky) 9.
- (Cincinnati, Ohio) 10.
- (Pittsburgh, Pennsylvania) 12.
- (Boston, Massachusetts) 13.
- (New York, New York) 14.
- (Chicago, Illinois) 15.
- (St. Louis, Missouri) 16.
- (Minneapolis, Minnesota) 17.
- (Des Moines, Iowa) 18.
- (Omaha, Nebraska) 19.
- (Denver, Colorado) 20.
- (Salt Lake City, Utah) 21.
- (Los Angeles, California) 22.
- (Seattle, Washington) 23.
- (Vancouver, British Columbia) 24.
- (San Francisco, California) 25.
- (San Diego, California) 26.
- (Tucson, Arizona) 27.
- (Phoenix, Arizona) 28.
- (Tucson, Arizona) 29.
- (San Diego, California) 30.
- (Los Angeles, California) 31.
- (San Francisco, California) 32.
- (Seattle, Washington) 33.
- (Vancouver, British Columbia) 34.
- (San Diego, California) 35.
- (Tucson, Arizona) 36.
- (Phoenix, Arizona) 37.
- (Tucson, Arizona) 38.
- (San Diego, California) 39.
- (Los Angeles, California) 40.
- (San Francisco, California) 41.
- (Seattle, Washington) 42.
- (Vancouver, British Columbia) 43.
- (San Diego, California) 44.
- (Tucson, Arizona) 45.
- (Phoenix, Arizona) 46.
- (Tucson, Arizona) 47.
- (San Diego, California) 48.
- (Los Angeles, California) 49.
- (San Francisco, California) 50.
- (Seattle, Washington) 51.
- (Vancouver, British Columbia) 52.
- (San Diego, California) 53.
- (Tucson, Arizona) 54.
- (Phoenix, Arizona) 55.
- (Tucson, Arizona) 56.
- (San Diego, California) 57.
- (Los Angeles, California) 58.
- (San Francisco, California) 59.
- (Seattle, Washington) 60.
- (Vancouver, British Columbia) 61.
- (San Diego, California) 62.
- (Tucson, Arizona) 63.
- (Phoenix, Arizona) 64.
- (Tucson, Arizona) 65.
- (San Diego, California) 66.
- (Los Angeles, California) 67.
- (San Francisco, California) 68.
- (Seattle, Washington) 69.
- (Vancouver, British Columbia) 70.
- (San Diego, California) 71.
- (Tucson, Arizona) 72.
- (Phoenix, Arizona) 73.
- (Tucson, Arizona) 74.
- (San Diego, California) 75.
- (Los Angeles, California) 76.
- (San Francisco, California) 77.
- (Seattle, Washington) 78.
- (Vancouver, British Columbia) 79.
- (San Diego, California) 80.
- (Tucson, Arizona) 81.
- (Phoenix, Arizona) 82.
- (Tucson, Arizona) 83.
- (San Diego, California) 84.
- (Los Angeles, California) 85.
- (San Francisco, California) 86.
- (Seattle, Washington) 87.
- (Vancouver, British Columbia) 88.
- (San Diego, California) 89.
- (Tucson, Arizona) 90.
- (Phoenix, Arizona) 91.
- (Tucson, Arizona) 92.
- (San Diego, California) 93.
- (Los Angeles, California) 94.
- (San Francisco, California) 95.
- (Seattle, Washington) 96.
Dinner Opens AREA Meet
Over 100 exhibitors and others on hand—interesting papers, talks presented

CHICAGO, Nov. 29.—For the first time in the history of the American Record Collector's Association, the show and sale portion was held at the Merchandise Mart. The annual meeting is scheduled for Monday night, and the program on Sunday night was the first of a series of events to be held by the organization in the coming weeks.

SLA Considering Eastern Division

CHICAGO, Nov. 29.—Pursuant to the desires of the members of the SLA (Society of London Philatelists), the executive committee of the association was set up with the purpose of forming an auxiliary of the Society of London Philatelists in New York.

The Trouper—(Continued from page 19)

When a man takes a pipe in his performance, he usually does not have a pipe in his mouth but it is always there, ready to be used. When he gets ready to use it, he sometimes uses it to move an object, such as a ball, or to blow out a candle, or to light a match. He may also use it to gesture while he is talking, or to help express his ideas. In some cases, he may use it to perform various tricks, such as making a coin appear or disappear, or to perform other magical effects. The specific use of the pipe will depend on the situation and the purpose for which the man is using it.
OUT-OF-TOWN — (Continued from page 29)

Delicate musical fantasy, was built around the talent of Harlequin, Pierrot and Columbine, who appeared in the show for their own sake and for the sake of the show's reality. But after risking all for a few laughs, the audience is apt to think that they sign happily and return with gust to the land of illusion, where they obtained for the price of the show a day's happiness.

Tucker Wals, Warner First National player, proved a fine Columbine, appealing and dandy. But Donald was the handsome Pierrot and revealed authority and style in his lines. Also Von Stroheim played with a volute style, bringing color and gayety to the show. The audience were also pleased by revealing an impressive grand opera, the Durand, directed by Bert, Dick Neff and Jean Wagner which the show is.
LECHEROUS RECORDS

(A guest editorial by James T. Mangan)

Lecherous records are unfair to everybody! Leaving out all considerations of immorality, and looking at it strictly from the sportsman’s point of view, I want to show how the music operator who uses the lecherous record is really nothing more or less than a bun spore.

Lecherous records are certainly unfair to the owner of the location housing the phonograph which plays them. Cases are daily becoming more and more numerous where establishments have been closed, owners arrested, licenses revoked, because dirty songs and tunes were publicly rendered by phonographs in the places. The music operator, like every other operator, lives off his locations. The location owner always gets his share of the proceeds, the operator still should be grateful to him for letting him control the location. How unfair it is, then, to insert a lecherous record or two, under the promise of some extra earnings, and then watch the man go out of business if his place be closed for infringing on or impairing the morals of the vicinity.

Location owners don’t always think these things thru. The music operator who is tempted to handle lecherous records knows the possible consequences. Is it right to put an unwary friend out of business for a few extra pieces of silver?

Lecherous records are unfair to the manufacturers of phonographs. After all no one could operate music if the manufacturers didn’t make the phonographs. He is constantly inventing, developing, seeking to improve; investing hundreds of thousands of dollars in the future of the industry. Is it fair for unscrupulous users of lecherous records to endanger that investment, that future and the jobs of thousands of people, for the very petty and most often wholly imaginary gain the reprehensible disc may bring?

And such records are unfair to fellow operators. They tend to put the idea of “operator,” the name “operator” in the class of the moral leper, the blasphemer, the lecher, the outcast. The greatest majority of all coin machine operators are respectable, responsible, hard working business men who enjoy the good will of their neighbors and friendship of their community. Any movement that tends to fix the label of blackguard on every operator—and the use of lecherous records by even an infinitesimal few can have this effect—is destroying something big, precious and impossible to earn back. It is rotten sportsmanship, cheap, mean, unmanly action!

And the worst kind of injustice rendered by the lecherous record is its unfairness to the public at large. An operator may regard himself as bold, liberal, very much man-of-the-world when he indulges in the use of the lecherous record. He has always, we’ll say, had a love of bawdy humor and can’t see why some “sissy” or “reformer” should interfere with his fun. He doesn’t realize that when he tells a private story he has picked his audience and received appreciation because he knew his listeners would enjoy that kind of stuff; whereas, when he causes a lecherous record to be played in a public location he has given his private faith to a great many people who may not relish it at all but still have to put up with it, at least for one performance.

A customer, or a number of customers, sitting in a tavern when one of these numbers goes on the air—just has to sit thru and take it. The stuff may offend him, or positively roll him, yet he has to sit there and publicly listen to the thing, as if giving his personal approval to the filth. Some people may like to live in the gutter—but not everybody. It’s unfair to those people who like to grade up in their taste to punish them with something of which they are in no way guilty. This is the worst kind of narrowness, prejudice, reform. We condemn the prohibitionist because he wants to take away from us something we like. Far worse than the prohibitionist is the reprobate who tries to make us take something we don’t want!

Lecherous records—the biggest threat that faces the great phonograph business today! It isn’t hard to define what a lecherous record is. A lecherous record is one you wouldn’t want your 15-year-old daughter or your 10-year-old son to hear. Those men are hypocrites who are so thoughtful about their own young sons and daughters and then boldly step out to smear someone else’s sons and daughters with their leprous “entertainment.”

The respectable operator who doesn’t do something about this menace is in danger of being ensnared in it sooner or later. It won’t clear up all by itself. Let’s understand once and for all that operators of lecherous records are bum sports, destroyers of other men’s reputations, grasshoppers lacking in ordinary prudence and selfishness. They’re unfair to everybody in the business and to themselves worst of all.
Bally's newest Is Lite-a-Pax

Chicago, Nov. 27.—“Really 5 games in one,” explained Jim Buckley, general sales manager of Bally Manufacturing Company, as he displayed the new Lite-a-Pax counter game. “The basic game, as the name implies, is built around 8 popular brands of cigarettes. The games are reproduced on the display front in full

colors and awards are in cigarettes. However, other styles of play will be available immediately at a slight extra charge, and additional replacement fronts will be developed from time to time. Thus operators will be able to run their Lite-a-Pax machines year in and year out, merely changing the front whenever necessary. The change can be made in about three minutes, and there is no end to the variety of games which can be developed.

“In appearance Lite-a-Pax is unquestionably the most attractive counter game seen in years. Altogether surprisingly compact, the machine has much of the same flash and eye appeal of the modern pin game backboard, with lights flashing up and down and back and forth, creating the utmost suspense as the player waits for the lights to fall into one of the almost countless patterns which are developed by the unique new multiple-spinner mechanism.

“Operators and jobbers who have seen Lite-a-Pax claim it is the most attractive counter game offered in years and are placing orders by the hundreds. We are switching into full production at once and within a week expect to be on a 300-a-day schedule.”

For those operators who want games that will really make money for them

Keeney's

track time

skill time

Dark horse

free races

$279.50

$299.50

$179.50

$139.50

Procurable as usual, through Keeney Distributors or direct from

J. H. Keeney & Co.

“The House that Jack Built”

2001 Calumet Avenue

Chicago - Coin Game Center of the World

"Tell the advertiser in the billboard where you got his address.."

O. D. Jennings, president of the O. D. Jennings Company, confers with Memphis operators at a luncheon in the Peabody Hotel.
Music Biz Family Affair for Wis. Op

KAUKAUNA, Wis., Nov. 27—Three sons and one daughter are in the business for dad—that’s the proud record of G. W. Ristau, elderly farmer who has been identified with automatic music for the past 45 years. Ristau was one of the oldest op’s in America who were honored guests at the first annual convention of the Wisconsin Century Club held in Buffalo last August.

Getting back to this family business, the firm here is known as G. W. Ristau & Sons, but that’s only part of the story. Ristau’s daughter is married and her husband is in the business. The three sons, Alfred, Harold and Arnold, are all devoted to the business and look after the best locations with Wurlitzer Phonos, it is said.

But back to the history of the automatic music business, be it known that the Ristau brothers, along with the Ristau brothers, the Ristau brothers and later on the first electronic phones, Francis, who lives in the business with his brother, and later on in the hotel and tavern business before turning to automatic music, has been a Wurlitzer operator since the days of the famous P-10, and stated that he believes their present model 810-A is really outstanding in eye appeal and play appeal.

Seeburg Praises Unsung Heroes

CHICAGO, Nov. 27—In a statement last week, N. Marshall Seeburg, of the J. P. Seeburg Corporation, made public some interesting facts which has, up to now, been unknown to the trade. The scope of the company’s activities is far-reaching, he declared, more so than is generally known. We realize the importance of the operator to our success as well as the distributor, consequently we are doing everything within our power to help him.

“Our efforts in his behalf are not confined to producing fine equipment,” he said, “but are extended far beyond the Seeburg walls to every part of the United States. Through the Seeburg sales force, our famous 30 Record Multi-Select System (Confidence) is sold to motion picture exhibitors throughout the country. In fact, we have a system of giving instructions to guide operators in such a way that they can obtain the maximum profit. The merchandising of music is as important as the merchandising of a nation, and the success of our operation depends on the efficiency of our operators. We have found that the average operator is capable of handling our equipment successfully, but he needs some assistance in the way of a guide to help him.

To those ‘unsung heroes’ who are helping tremendously to increase profits for Seeburg operators, and to all our operators throughout the country, we extend our congratulations. Their efforts are evidenced by the tremendous number of orders that have placed for our machines."

Sheet-Music Leaders

(Wednesday Evening, November 27)

Sales of music by the Maurice Richard Music Corporation, Inc., have not been affected, due to the exclusive selling agreement with a number of publishers. Applications have been made to the U.S. Post Office and to the U.S. Internal Revenue Department, and have not been adversely affected.

ITRIM NEWHAN, well-known Pennsylvania and New Jersey music operator, unveils his latest chart of Bobbi-O 10-Record Imperial. From left to right: Freddie Schwartz, manager of B. D. Lewis, Chicago; G. D. Lane, partner of B. D. Lewis; Fred New, manager of Modern Music Company, now serving hundreds of locations, and Joseph Stotz.

Bill Shyan Expands Florida Operations

MIAMI, Fla., Nov. 27—Way down in the South there’s a music-operating organization called the Shyan Music Corporation, and for example the so-called “aggressive 10” series goes along with this tropical fact as the Shyan Dixie Music Company. Of course, there’s a man behind this successful business called Bill Shyan—the owner.

Bill Shyan is the apogee of the music organization as recognized by one of the largest, oldest and most successful enterprises in the United States. Established in 1886, he has enjoyed a steady growth each year. He has added the imposing Shyan Building, most favorably located on South Miami Avenue, a district of Miami. At present 15 trucks give instantaneous service to hundreds of small operators, which look to Shyan for their music. With the approaching new year Shyan is making brilliant plans to further expand his route of music distribution.

When asked for his “secret of success,” Bill Shyan replied, “It really comes down to this: I have everything I want in life, and I can get it without too much trouble. Just look around this house and you can see how successful I have been.” This is the story of a man who lives by his music and who lives et al. He is a man who serves his customers, and he is a man who serves himself. He is a man who has achieved success, and he is a man who is achieving success.

New Orleans

NEW ORLEANS, Nov. 27—Photograph department of the Crescent City Times is reporting steadily mounting demand for its local photographs. "There are some photographers who are not only buying in large quantities, but are also spreading the habit of photography," said H. J. Dignan, author of "Photography for Beginners." The demand for photography is vast, and the Crescent City Times is meeting the demand. The department is now receiving a large number of orders for photography, and is able to meet the demand. The department is now receiving a large number of orders for photography, and is able to meet the demand.
B. D. Lazar's Annual Party Big Success

PITTSBURGH, Nov. 27.—Once a year members of the B. D. Lazar organization get together and whoop it up with operators and friends. This year the party was bigger and better than ever.

A morning full of exciting surprises as the guests attended an introduction of the Nebraska-Pittsburgh football game and a new football team.

The introduction of the Nebraska-Pittsburgh football game took place in the main room of the Hotel Roosevelt. The room was decorated beautifully and furnished with a charming setting for the many lady guests who were present.

The banquet was attended by the toastmaster, the popular Jack Nelson, vice-president, and general sales manager of Rock-Ola Manufacturing Corporation. Mr. Nelson's introduction was received with great enthusiasm by all.

Following the banquet, the guests enjoyed a delightful evening with many interesting friends.

The following morning, the guests enjoyed the exciting football game, which was played with great enthusiasm and skill.
Wurlitzer Phone
Scores at A. C. Expo

ATLANTIC CITY, Nov. 27—"Let me tell you my own story in my own way. You will find that I, too, know a thing or two about zinc alloy die casts. I am the Wurlitzer Automatic Phonograph. I accept nickels, dimes and quarters given in exchange for its music. My skeleton of working parts is made exclusively of zinc. I am the Wurlitzer Automatic Phonograph. I accept nickels, dimes and quarters given in exchange for its music. My skeleton of working parts is made exclusively of zinc.

These words come from a Model 618, a Wurlitzer phonograph, nearly ready for all traffic at the recent National Metal Exhibition. It is said to be a show piece at the exhibit of the New Jersey Zolds Company, the Model 618 actually told its own story. Its zinc alloy "innards" by means of a specially prepared record. The individual die-casts were mounted on a display board alongside the Wurlitzer phonograph. For rough ready reference as the machine told its story.

The novel presentation scored a big hit, and the New Jersey Zolds Company, maker of all the zinc alloy phonographs and Wurlitzer phonographs at the Amusement Show were enthusiastic about the exhibit and came away visibly impressed, not only with the story of die-casting, but also with the exhibit itself. The plot of the phonograph, it is claimed, exhibits the Wurlitzer Automatic Phonograph.

British Amusement Trade Unites
To Hold Grand 1938 Exposition

(Editor's Note: The coin-machine trade will be interested in the announcement of the Amusement Trade Exhibition, which will include the 1938 British Coin Machine Exhibition, held in the World's Fair, British amusement weekly, November 13, 1937.)

Dated and Place

The selected date is Monday, February 28, 1938, March 6, 1938, and April 14, 1938, for the Amusement Trade Exhibition will be held at the World's Fair, British amusement weekly, November 13, 1937.)

In connection with the Amusement Trade Exhibition, the British Trade Exhibition will be held at the World's Fair, British amusement weekly, November 13, 1937.)

The exhibition will open each day from 10 a.m. to 10 p.m., and is to be continued until the last day of the fair. The exhibition will be open to the public from 10 a.m. to 10 p.m., and is to be continued until the last day of the fair.

As for the tokens, there is one point which cannot be ignored. This is the fact that the fair is located in the heart of the city, within easy reach of public transport and the nearest railway station.

The exhibition will be open to the public from 10 a.m. to 10 p.m., and is to be continued until the last day of the fair.

The exhibition will be open to the public from 10 a.m. to 10 p.m., and is to be continued until the last day of the fair.

The exhibition will be open to the public from 10 a.m. to 10 p.m., and is to be continued until the last day of the fair.

Mint Reveals Cent
Is a Costly Coin

WASHINGTON, Nov. 27—The copper coin known as the "one-cent" bronze of the United States, requires the same operating cost in the money press as it is necessary to turn out any other coin. The "one-cent" bronze is the largest of the government's three, turned out at the Mint in Washington.

For the period covered, the average of the United States, requires the same operating cost in the money press as it is necessary to turn out any other coin. The "one-cent" bronze is the largest of the government's three, turned out at the Mint in Washington.

For the period covered, the average of the United States, requires the same operating cost in the money press as it is necessary to turn out any other coin. The "one-cent" bronze is the largest of the government's three, turned out at the Mint in Washington.

For the period covered, the average of the United States, requires the same operating cost in the money press as it is necessary to turn out any other coin. The "one-cent" bronze is the largest of the government's three, turned out at the Mint in Washington.
New Orleans

New Orleans, Nov. 27—New Orle-ans winter season opened Thursday with the running of the first card of a four-month horse-racing meet at Fair Grounds. The grounds were deemed to be the best horses because in several years with a big increase in purses. With the start of the season the city has taken on a capital appearance and there is money circulating in big dollars, it is a big season for the Crescent City.

Everywhere you go on coin-machine row, the only state-service man in cit. is Anthony Virgillo and he knows more about the inner workings of pinball games than there are men who are unhampered by the loss of half their arm power.

Into our midst this week came one Leonard Bresler of Chicago, and with him plenty of information about that firm's new trick, the seven-pin head machine. Out on Long Island now, he has been visited by the big city South, especially the Elks and the Knights of Columbus. He expects to be back in Chicago for Christmas, to return to the business he is well known in the Mid-Atlantic States. Bresler has proved business very good in the Middle Atlantic States, especially in New York, New Jersey, and Tennessee. He also has a number of business contacts and is well known in the area.

Over in Southwest Louisiana prosperity has been continued, as well as more business in the area. The roads are now being used on a more regular basis and the people are getting to know what the area has to offer. One of the main businesses that has been doing well is the local coin machine company. They have been able to attract more business because of the quality of their products.

The Dixie Coin Machine Company is running the only state-service machine in the state. The company has been in business for over 30 years and has a reputation for producing high-quality machines. The company has a large selection of machines, including pinball and slot machines. The company is always looking for new opportunities to expand their business and is interested in working with other businesses in the area.

Avon Novelty Co.

Avon Novelty Co. increases staff.

Cleveland, Nov. 27—Art Nagel, the Avon Novelty Co., reports that his company's personnel has been increased to cope with increased business. Nagel is pleased with the increased business and his company is expanding their facilities to meet the demand.

Ski-Hi Sales Soar

Sky High, Says Exec

Chicago, Nov. 27—"Ski-Hi sales have far surpassed our fondest expectations," says the Ski-Hi Sales Co., official of Michigan. "Sales have been soaring far into the future. This is the usual case and in this game it is a somewhat unusual case, with the results being very successful. The company is expanding their facilities to meet the demand.

Five Best Record Sellers for Week Ending Nov. 29

Five Best Record Sellers for Week Ending Nov. 29

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Record Company</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Ski Hi&quot;</td>
<td>&quot;Ski Hi&quot;</td>
<td>RCA Victor</td>
<td>$0.99</td>
</tr>
<tr>
<td>&quot;Happy Birthday&quot;</td>
<td>&quot;Happy Birthday&quot;</td>
<td>Columbia</td>
<td>$0.99</td>
</tr>
<tr>
<td>&quot;Good Night&quot;</td>
<td>&quot;Good Night&quot;</td>
<td>Capitol</td>
<td>$0.99</td>
</tr>
<tr>
<td>&quot;Breakfast at Tiffany's&quot;</td>
<td>&quot;Breakfast at Tiffany's&quot;</td>
<td>Warner Bros.</td>
<td>$0.99</td>
</tr>
<tr>
<td>&quot;Love Me Tender&quot;</td>
<td>&quot;Love Me Tender&quot;</td>
<td>Decca</td>
<td>$0.99</td>
</tr>
</tbody>
</table>

FRANK B. STEINMAGEL has recently become associated with the O. D. Jennings Company as road man.
Popmatic Makers
Assign Territory

ST. LOUIS, Nov. 27.—Territories are being taken rapidly for the new Popmatic automatic pop-corn vendors in all parts of the country, according to Rudolph Greimbaum, president of the Popmatic Manufacturing Company, of St. Louis.

“We’ve been unusually lucky,” he commented, “in getting some of the best organizations in the country as distributors for Popmatic. They’re all live wire. We expect to do absolutely fair with them and we know they’ll do a good job for us.”

Stone-Berndt Music Masters, in Chicago, have recently been appointed distributors for Popmatic in Chicago and Northern Illinois. This organization has approximately 1,500 Wurlitzer phonographs on location at the present time and is well and favorably known throughout the coin-machine industry.

William Glaritt, of Minneapolis, has been given the distributorship for North Dakota, South Dakota and Nebraska, the organization to be known as the Tri-State Popmatic Company.

P. L. (Fettie) Hall, 2535 Southeast 26th street, Portland, Ore., is distributor for the States of Washington, Oregon and Idaho. This organization will be known as the Northwestern Popmatic Company.

Vending Op Uses Seasonal Candy

DETROIT, Nov. 27.—S. Bennett, Detroit operator, who specializes in various types of vending machines, is a believer in the sound merchandising principle of adapting the goods he is selling to his machines according to the seasonal demand. His business is based on years of experience, and about a year ago A. D. Garfield joined him as partner, continuing the business under Bennett’s name, however.

The company operates several candy vendors of the selective type and single stack gum vendors, as well as a few other machines. The ideas back of the system were explained this week by Garfield, who said:

“Variety is the keynote of the business, it makes the business go in the winter time. We use a Dairy-Maid candy in the summer, especially on the penny vendor. This season the straight chocolate bars cannot be used, they melt, and a good variation must be found instead.

“Factory locations are undoubtedly the best for this type of machine today. A curious thing is that the difference in the factories is the better the candies seem to sell. Men working around oil, for instance, are big consumers of these products.

“Tobacco is a new thing in vending, and where women are working in the shop gum usually goes very well indeed. After our very best gum location is a small stamping shop employing only men. Right now is the best season of the year for the vending field in general. The colder the weather gets the more people seem to eat and to buy from the machines.”

Four-in-One Gets Belgian Order

DETROIT, Nov. 27.—American vending machines are continuing to go to the far corners of the earth, as evidenced by the experience of the Four-in-One Manufacturing Company here this past week. An order for their four-unit vender was sent out and filled for a firm in Belgium during the week.

However, even more surprising was an inquiry that is expected to result in a definite order from a firm clear on the other side of the world, in India. This inquiry, incidentally, was received in response to an advertisement published in the Billboard.

The two partners in the company, Ben N. Ceder and Saul R. Gordon, had a friendly dispute during the week on which one should make the trip out to see the customer, after establishing the policy of “personal contact” for their trade.

This week was away again this week on a trip thru Ohio and Pennsylvania cities, planning to return for the week-end, after which they will again go to New York and other Eastern States.

Detroit

DETROIT, Nov. 27.—The Teeghman Bros. Company, which operates a wide variety of vendors in this city, is strictly a family business. At the head of the house is Henry K. Teeghman, who is general manager, while his two sons, Robert and Bert, take care of the details of the business.

Louis A. Cohn, who operates the Commercial Automatic Vending Sales Company, announced that David Price has left the company and moved to Newark, N. J.

Morrin Davis and Morris Halperin, owners of the Michigan Vending Corporation, are active organizers of the series of hikes for Detroiters being sponsored by The Detroit News. They also run the Davis and Halperin shoe store, and in their spare time they have grown to be one of the city’s largest operators of cigarette vendors.

American Dispensing Company is installing new pop-machines in its plant here and will be ready to increase production in the four-unit vender in a few days, according to W. C. Thompson, of the American Sales Corporation, who will handle national sales of the vender.

Thomas Agney, local operator, is expanding his operations this year. He placed a sizable order for cigarette venders with National Venders, Inc., during the past week.

5½” BALL GUM
ASSORTED—FACTORY FRESH
$10.95 Per Case
10,000 Balls
TRANSPORTATION PAID
CASH WITH ORDER, NO C.O.D.

PEANUT & GUM
VENDING MACHINES
NEW, DIRECT FROM FACTORY
ONLY $2.40 and up
Over 50,000 Sold
Write for Full Information Today

ROY TORR
2847-8 So. 6th Street, Philadelphia, Pa.

Duo-Vend
THE OPERATORS’ CHOICE
5-Cent Machines—Will vend all kinds of gum and candy boxes, 10-cent machines vend cigarettes, mixtures, crackers, table, and cabin babies.

DISTRIBUTORS-
JOBBERS and
ROUTE MEN
Write for Details
Send to Vendors—Capacity 10 in.
Street cars, 7 ½ in.
Rails, Tires, Token Devices, 24 In.
Prices on Application.

DUO-VEND SERVICE CORPORATION
50 Kenton West Drive,
Chicago.

SEL-MOR
THE GREATEST TOY VENDOR MADE

BELGIUM EXPOSITION TOY, CRATES, etc.

Distributorship available for the

BEST DRUG STORES AND

BEST TOY STORES.

Write for Full Details.

NEW YORK, OCT. 8

STAR MFG. & SALES CO.
1920-22 Wayne Ave.,
Chicago, Ill.


POM-POM MACHINES
IT BUILDS PERMANENT STEADILY INCREASING INCOME IN A LEGITIMATE OPERATING BUSINESS!

U-Pop-It is . . .

U-Pop-It is a thoroughly perfected automatic corn-popping and vending machine!

PRECISION-BUILT

We stand up and deliver years of profitable service in thousands of locations.

FULLY GUARANTEED against all hidden defects, a product of DAVAL, backed by 25 years of successful manufacturing and business experience—plus fair dealing.

RANEL, INCORPORATED
325 N. Hoyne Ave., CHICAGO, ILL.
Affiliated with DAVAL MFG. CO.
SOLD ONLY TO OPERATORS THROUGH DISTRIBUTORS

LITTLE NUT VENDOR Co.,
Lansing, Michigan.

BIG BEAUTIFUL
Handily Polished Aluminum, Taken in the hands, money back if not satisfied.

PRIICE: $5.00 with Shipping. $5.00 with Shipping, Ordinary Peace. $1.00 with Shipping, Extra Peace. Write for Quantity Prices.
December 1937

"MACHINES"

AMUSEMENT MACHINES (MERCHANDISE SECTION)

The Billboard

First Sales Drive

Sunflower Launches

How To Get Best

Cig Vending Spots

New

Frosted

y in New York

YES!

First and Best

Leaders and Pioneer

Leader and Pioneer

Investigate

If you Invest in

No need to

Investigate

Fully patented

POPOMATIC

POPOMATIC is not an imitation - it's the original.

development and testing... POPOMATIC is past the experimental stage; it is proving profitable in hundreds of locations throughout the United States. Write, wire or phone for details and prices!

We feel that the operators of both vending machines and Sunflower都想 have a more convenient and complete Sunflower vending machine in the future. We feel that the vending machine in the future will prove itself to be the best machine in the fields of advertising and merchandising.

This proved to be the answer that both the manufacturer and the operator were looking for. The Sunflower vending machine is now being manufactured in the United States and will be available in machines in similar locations which are already being used by the leasing companies.
Cigarette Output Animal New Peak

WASHINGTON, D.C., Nov. 7.—Production of small cigarettes in October was the highest in the industry's history, according to figures released by the United States Bureau of Internal Revenue. Total output, based on sales of 10,353,030,931 cigarettes, compared with 10,333,030,931 in October, 1936. Last month, however, was below the average of 10,333,030,931 for the year.

There were 17,872,000 small cigarettes produced in October, compared with 17,400,000, or a decrease of 2,472,000. This represents a decrease of 15.75% from the average of 17,400,000 for the year.

Popmatic's PopCorn
Praised by Execs

ST. LOUIS, Nov. 7.—The pop corn of the pop corn people, the pop corn put out by Popmatic, is truly fit to be crowned king over all other varieties, according to the operators of the Popmatic Manufacturing Co.

"The instant success of the new pop corn automatic corn popper and vending machine," officials stated, "is due to the high quality of the corn it poppers as to the sharpness and dress capability of the machine." There is no doubt that our patented process has a lot to do with the success of our corn, for each tiny coin is exploded into a mellow grain that is ready and willing. It certainly could not be the pleasant discovery of a grandmother's old skillets best a mile.

"There's nothing more truly American than pop corn," they concluded, "It's got its share of corn and probably was known to the Indians of what we call Maine. Maybe there was even a word for it, but in corn machine slang it's the only name for it, for Popmatic.

In the use of tokens the toy packs many valuable premiums will be given away. There will be radio, watches, bicycles, a Christmas present and many others. This contest, it is said, will stimulate the toy and candy vendors of the Southwest even more during the winter season."

U-Pop-It Grows In Favor With Trade

CHICAGO, Nov. 7.—Reports coming from the offices of U-Pop-It, Inc., manufacturer of the U-Pop-It automatic corn-popping and vending machine, indicate that the machine is being greeted with great enthusiasm by the country over. A number of leading food dealers, including the Randels, confirmed these reports, saying:

"Once the lifetime of the individual is used, the unit goes to the next one, and that is how it is. About 25 years ago when the vacuum cleaner first appeared on the market, it was cost 25 cents, and few people were interested in it. The same thing is true of the U-Pop-It machine. It is a food product, and people are beginning to see the value of it."

"It is a movie machine, and people are beginning to see the value. It is a machine that will save them money in the long run. It is a machine that will save them money in the long run."

Toy Vendors Have Big Season in Southwest

DALLAS, Nov. 7.—With the advent of cooler weather the toy and candy stores are doing big business in the Southwest. L. Brodie Company of Dallas is doing a bigger business in the Southwest. L. Brodie Company of Dallas is doing a bigger business this season than in any previous season.

In the beginning of the year, the company introduced a new line of toys and candy, and they are now doing a great business in the Southwest. L. Brodie Company of Dallas is doing a bigger business in the Southwest. L. Brodie Company of Dallas is doing a bigger business in the Southwest.
Hearing on Pinball Case Long Pending in Oregon

Operator bases plea on 1935 State license law—case is result of long and bitter crusade—slot machines may complicate pinball status.

SALEM, Ore., Nov. 27.—The first case in the long-fought pinball scrap to determine the legality of operating pinball games throughout the State of Oregon since the State Supreme Court, November 17, in its appeal from a Umatilla County ruling which held that C. D. Coats, Independence, Ore., pinball operator, was in violation of operating a lottery, is heard today. The case has been in progress for three years, according to authorities.

The State argued that the 1901 law is still effective and that the 1935 licensing statute is unconstitutional. Arguments for the State contended that the pinball business is a widespread business in the United States. It is impossible for a person to enter the ordinary places of business in the communities where these machines are found.

It is clear that if business is conducted under these circumstances, the State cannot maintain such questionable devices as to secure its revenue. State taxes are needed in a bad state of affairs.

Judge B. M. Jean, speaking for the operators in this case, stated that the Legislature certainly did not intend to authorize the license of a pinball game being an operator in the State, and that the State refused to supply power with the power to put the pinball game in the class by itself, to make a distinction between the pinball game and the slot machine.

This case has been brought around from one court to another in the State and that while at least 12 circuit judges have held the devices to be operators in the law, others have not contested the cases or have allowed them operation under certain conditions. To date pinball games have been playing in 23 of Oregon's counties, and the State Supreme Court has heard the case on several occasions.

At the first hearing all seven Supreme Court justices were in attendance and heard the arguments.

Since the pinball game became the popular topic of conversation in the State, the courts, motion picture, radio, and other operators have been playing that the pinball game is a slot machine. The game is played in the same manner as a slot machine, but it is not considered a game of chance. The operators argue that the pinball game is a game of skill and that it should be considered as a slot machine.

The operators claim that the pinball game is a game of skill and that it should be considered as a slot machine. The operators argue that the pinball game is a game of skill and that it should be considered as a slot machine. The operators claim that the pinball game is a game of skill and that it should be considered as a slot machine.


gottlieb launches two new hit games

CHICAGO, Nov. 27.—Two brand new games this week were added to the production line at D. Gottlieb & Company, Inc. One is the Horse Shoe, a one-ball racing game, and the other is the High Card, a deluxe console. Both are said to be unique in features and built around the power play concept.

"Horse Shoe," said Dave Gottlieb in explanation, "is the 1930 version of the two greatest racing games of all time, Derby Day and Daily Racing. For a long time requests have been pouring in to us from the trade for a game that combines the outstanding features of these two great hits with the newest features of today. Horse Shoe not only supplies the answer to these requests, but the sensation of power play has only been seen in the industry.

"Horse Shoe" is a one-ball game, the company revealed, and it has a giant, 4-inch square light-up back panel. It is equipped with a mystery button, which brings up to two or three horses to race on the giant back panel.

"High Card" is a new game, the company revealed, and it has a giant, 4-inch square light-up back panel. It is equipped with a mystery button, which brings up to two or three high cards to race on the giant back panel.

JOBBERS WANTED WRITE!

P. O. Box 285

Minneapolis, Minn.

Exhibit Reports Big Production

CHICAGO, Nov. 27.—Exhibit Supply Company officials said the best news from their plant this week was the heavy production which has been going right ahead recently. All the while they are making new ideas into shape, said D. Gottlieb, who counts his years in the coin machine business now like a flyfishing makes notches on his gun.

Smith says that the Exhibit line has been developed to offer a wide variety of machines, ranging from dimes to large counter machines, so that any operator can "find what he wants with our firm."

But it is not our idea to tell an operator how to run his business. If an operator wants to specialize in high-grade machines, he can do it. He can take care of his own machines, diggers and other machines which will make a business for any man. It is an operator's job to diversify and have something for all types of locations and for the ups and downs of operating. We have something to offer that operator, too. The operator can make his own choice of how he wants to do business, and then come to us for good machines.

Exhibit stresses its work in developing a low-priced machine as one of the important contributions to the pinball machine business today. Whatever may be the problems of operators, officials say, they can use consoles to good advantage and especially when a modern console can be had on such a small investment.

The Exhibit line, the newest console addition to the Exhibit line, and it offers additional features, such as a unique feature that can be played in the machine, and it offers additional features, such as a unique feature that can be played in the machine, and it offers additional features, such as a unique feature that can be played in the machine, and it offers additional features, such as a unique feature that can be played in the machine, and it offers additional features, such as a unique feature that can be played in the machine.
**Gensburg Secretive About New Creation**

**CHICAGO, Nov. 27**—“This coming season, no, I can’t say just when, but it won’t be before Christmas. But I can’t say for sure.”

Gensburg, official of Gensburg, Inc., is reporting no details to be disclosed at this time. Gensburg has been exceptionally secretive about Capitol in spite of the fact that he is so extremely effusive over other aspects of the company’s newest game.

“Don’t push me,” he has warned his associates. “We have decided to keep the new Capitol under wraps until all details are finalized and tested. The only definite information that Gensburg has disclosed to date is that the game will incorporate some new mechanical and playing-field features that will raise player appeal to an unprecedented pitch.”

**Monarch Features**

**Bags of Gold Deal**

**CHICAGO, Nov. 27**—Roy Baxton, head of the Monarch Grp Machine Company, announced that his organization has taken the leadership in the development of counter deals called Bags of Gold. “On the assumption that debris are thrown away in the course of play, we have created a new form of counter deal that is unexcelled in value and appearance. The Monarch model offers a blank card covered with glistening gold, from which the dealer selects his own number.”

“Do we know how its time?” he continued, “So that it features a handwritten completely made-up box rather than a joker, and the players enjoy the absence of the usual joker. The attraction is the $50 topazes, and the bottom line is already showing the success of the deal on hundred of locations.”

Baxton also reports that his new and used card departments are experiencing a quite satisfactory season. The fact that the large Monarch quarters cannot carry only a complete stock of equipment, as a highly efficient workshop is in which machines are already reconditioned.

**Young Londoner Visiting Trade**

**CHICAGO, Nov. 27**—Before the week was over, he could hardly believe himself in the United States for several days and has been “seeing America” as well as making personal contacts with manufacturing and distributing firms. A young fellow, he is the youngest to enter the trade and has been enjoying the novelty of the conditions that are in the country as “Heil aris.”

Charles Fisk was loud in praise of the quantities of machines that Stenner’s firm is handling for those dealers. It is proving that his firm “has taken the more progressive lines and are adapting selling methods to conditions as they are. It’s a lot to continue to include in both of a few years ago, when conditions in Europe were changing, as they are in America. The American trade has shown that it can change as conditions change and the results are to the good.”

“With the help of a British game the arrangers,” he concludes, “we have troubles again if somebody tries to go too far. We know what the police permit and it is impossible to extend that.”

**The Mystery Jug**

**CAN USE**

Now in stock are our excellent new Pearl Jugs to be found in every large retail store that carries other novelties. The new Pearl products will make a great success in your store, and the new Pearl Jugs will be a great success in every salesroom in your area.
Jimmy Johnson Offers Free Game Idea to Protect Op's Earnings

(By the Reporter)

The man who popularized one-ball automatics promises to score again. It is Jimmy Johnson, president of Western Game and Supply Company, of Chicago. This time, Johnson and his Western concern have designed and perfected a new type of amusement table which they believe will increase player popularity without the Western butts; in fact, they feel that the new game will help them achieve even greater popularity than the Western Butt, when at last marketed.

The new game has territory developing, earning capacity and prestige and promises to carry the Johnson concern to the forefront of the amusement machines industry.

To operators seeking new machines that will help them win the compliance of territory representatives, the new Free Game machine is being sent up to the trade for full review. To get an accurate preview of the new game and its many new possibilities, Jimmy himself will relate the full story, as follows:

"You can tell the boys," he said, "that's the best news, in my judgment. Western's Free Game type of table is the answer to the operator's prayer. It's a game that will do things. A game that will interest the operator again. A game that has more appeal than the material. The material is proven. Fully patented. An amusement machine that offers the operator an money-making opportunity unequal to the history of the coin-machine industry. I am proud that my invention has created something that will hold the operator in the established line.

The Free Game released," Jimmy went on to say, "will be known in the coin-operated Free Game Field. I have made this decision for the following reason: the Ak-Sar-Ben is Western's newest one-ball automatic and its design is the same that we have ever had. By incorporating the same tried-and-proven features of this table in the fractional of a Free Game Table I should be offering the trade a table which is the same as the one we have used in the past, but at the same time, I have been able to incorporate a number of new and interesting features. This new table has been designed to meet the demands of the present day market and to provide the operator with a machine that will hold the interest of the player and increase the earning capacity of the machine.

This new machine is equipped with a more powerful motor which will allow for faster and smoother operation. The new table is also designed with a new type of coin mechanism that will allow for easier and quicker coin handling. The new table is also equipped with a new type of coin flipper that will allow for a more accurate and consistent coin flip. In addition, the new table is also equipped with a new type of coin slot that will allow for easier and more convenient coin insertion.

I believe in the future, this new machine will prove to be a profitable investment for the operator and will help to increase the earning potential of the coin-operated Free Game Field.
IT'S NEW!
IT'S GREAT!
THE ANSWER TO THE NOVELTY OPERATOR'S DREAM

ORDER NOW!
$74.50

GENCO, Inc.
2621 N. ASHLAND AVE.
CHICAGO, ILLINOIS

Address THE COIN CHUTE LEAGUE, 600 Woods Building, Chicago, Ill.

GIVING SEASON

Now that Thanksgiving is past, attention is focused on Christmas, the most charitable time of the year. The giving is done even as the Big Bills draw near. Everybody remembers his friends, but the humble spirit and desire to aid the less fortunate of the total stranger who may be numbered among the unfortunates that agencies will be trying to help during these next few days in collecting gifts, presents, and some good cheer, safely housed away for future distribution. The work is well organized in most cities and communities and this operation proved possible without much disorganization. Of course, those who wish to have part in the cause will find it the best to co-operate with some organized charity. But there are always plenty of cases overlooked, or causes in which a little extra thought of human kindness will mean much more than a whim.

Many organizations engaged in bringing gifts to the poor in time for the popular, need means for delivering gifts. Operators and coin machine organizations have their cars, trucks and route men and may in many cases render good service to organizations.

It is well to remember that there are hundreds of organizations in the name of charity. Many cities have a central board of supervision to which gifts and monies are directed, and many of the charities and friends of the need are in urgent need of funds. The fortunes of so many people are tied up with that of business, and the change of business often becomes good news for all. The New York Times, November 28, says: "In such a situation is there need for the best and to lock out entirely the good. It is fair to say that in certain companies the present situation is actually more favorable than was the case in February. But now the situation is such that business is moving rapidly ahead and the security market, reflecting this advance and the hopes of future gains, are at their highest levels of the year."

The Oregon Merchants' Legislative League recently set an important precedent in a suit to prevent the operation of practically all forms of popular games of chance, skill, etc., from racing to bowling, games, sale-barns, etc., this being an intelligent and unselfish attitude. It is recommended that the revenue be used for old-age pensions.

The cause is often jeopardized by one trying to gain an advantage of some one form of gambling to the exclusion of others. Raising the issue is perhaps most selfish in this respect and the only way to guard the complete struggle under legal guise. The Oregon merchants are to be congratulated on their broad view of the problem.

During the prolonged reform wave in March, the Catholic Church authority has come into striking evidence. This is an important recognition of the use of customers in various cities.

The United Chariot of Chicago announced recently that it had no more money to aid emergency cases among relief clients. This is an important matter. The variof relief which the government is engaging makes it impossible to meet all needs equally. In fact, the Chute League Bond that government aid can never supply any real amount of human sympathy that means so much to the individual. This means that private charity will always be needed. And private charity, if it is to meet the needs of the time, need the necessary contributions which can be made by lotteries, games of chance, pinball games, popular forms of gambling, etc. It is a safe prediction that private charity will never carry the load of any burden need not establish the human contact it has up until now entitled support generally from the various forms of chance which have become popular with the masses.

The Kentucky edition of the Cincinnati Times-Dispatch recently expressed the following editorial opinion upon the charitable contribution of Col. E. C. Bradley.

"HAT OFF TO THE COLONEL. Kentucky orphanage day which has raised millions for the various institutions throughout the State will enjoy their usual Thanksgiving and Christmas turn this year through the generosity of Col. E. C. Bradley."

"And Bradley, a gentleman with a great deal of money, is not the greatest gift of $10,000 to be distributed among various institutions which he is to give the youngsters an old-fashioned Thanksgiving and Christmas celebration with the turkey and all the trimmings."

"For many years the Colonel has remembered the fatherless and motherless children of the State at the Thanksgiving and Christmas pageant."

"It is recalled that he staged open race meetings one day each year on Armitage Day, at the Illinois Farm, in the heart of the Blue Grass region. When he abandoned that idea the Colonel continued to make donations of $10,000 each year.

"A Time to give. Colonel, and one that is thoroughly appreciated by the hundreds of little tots who are registered in these homes.

"To the efforts of Col. Bradley and this amount approximately $10,000 has been donated to the cause of the orphan, etc. The idea was conceived, etc., that children's yearly treat.
New England

Jack Swan, of Boston, Mass, head of the Winch vending company, Winthrop, Mass, announced his engagement on Thanksgiving Day having presented his bride-to-be with a sparkler. Swan is a vending operator and dining car proprietor. His fiancee is a Quincy, Mass, girl.

George J. Young, manager of Wurlitzer, Inc., left for Berlin, Germany, on a week's tour via Eastern airlines. Young made his specially equipped tour to start in a new operation. An operator, Young has already been shipped, with the new opera- tion to which he is to continue to operate. Following his decision he will place an order for five.

J. V. Fitzpatrick, Bridgeton, Conn, announces the start of the Mills-Ball Wheels traveling show.

Paul LeBouquet, Haverhill, Mass, operator, fills a week's order for a week at his home. Here on the mend, however, and should be homeing around as usual.

John West, service man for the Charles R. Poole Company, of Jamaica Plain, Mass, is now a divorced man. It happened in Boston last week, according to his close associates.

Boston Leisure Show choose a Wurlitzer music machine from the Charles R. Poole Company, Jamaica Plain, Mass. Show is holding forth at Mechanics Building, Back Bay, Boston. The machine was spotted in a prominent place and show officials have dressed it up to advantage, including a special category. "A break for Wurlitzer," says Nanny Poole.

Purity Restaurant, of Hinsdale, Ill, reopens its operations with five Rock-Ola machines. The operator, Al Hinsdale, has the operation. Another placement is a Wurlitzer box that Bill Cox's Coffee, Hinsdale, also by Rock-Ola.

Irwin Dubin, Seabreeze operator from Palermo, Mass, escaped injury last week when his radio, a $1,000 unit, was smashed beyond repair in a collision with another motor vehicle. Dubin was thrown 25 feet, ironically enough, last year the opposite occurred. His automobile was spotted in an accident. His car was free from any repair work, yet he was laid up in the Cape Cod Hospital for two weeks. Al Dolina took him to his home following hospitalization.

Uncommonly supposed, Cape Codders of Massachusetts do for cents 100 per cent, particularly the younger element, according to Al Dolina, Wurlitzer operator who has a series of Wurlitzer machines in Cape Cod locations. It is the general opinion that said Cape Codders would more or lessix the hot tempers, but Dolina has his profits on which to gage the degree of interest, because mingling with any occupation customers to ferret their desires, likes and dislikes.

Charles Hilt, of Bar Harbor, Me, in town, will give with his newly acquired mustache maturing to noticeable proportions. While here he has accepted the services of George J. Young to direct him to social activity.

I. F. Webb, vice-president in charge of photograph manufacturing business of the Rock-Ola Manufacturing Company in Chicago, included Boston as a link in his tours to distributors and operators, and as a result, made a twoday trip to this city this week. He dealt with Nate Cutler, of New Haven, Conn, Cutler, better known as "Hit the Spot" Culler, goes into the phonograph business after being in the pinboard end of the industry. Formerly a Mowbray salesmen, Culler signed an order for 200 Rock-Ola machines for immediate delivery to Westrock Co.

Nick Rosso, president of Superior Amusement Company, Millville, N.J., has closed shopping at the National and Mutual Benefit Employees' Association of the Superior Markets, Inc., in which he has interest. The committee runs a dinner dance of which he headed and personally attended the opening of his new company, following the sale of interest. Now that he is out of the woods his traveling and contacts work will aid him to better health.


****

1-BALL AUTOMATICS

| 22 CAROMS | $24.50 |
| 18 CLASSIC | 32.50 |
| 16 PREVIEWS | 69.50 |

It's Not a Sale Unless You're Satisfied!

25 GOLDEN WHEELS | $39.50
16 RACING FORMS | $49.50

** Slots **

MILLS BLUE FRONTS—Mystery 5c-10c-25c Play
Without or with Gold Awards, Late Series. $45.00

MILLS BLUE FRONTS—Mystery 5c Play Vendors, Without Gold Awards. $60.00

JENNINGS CONSOLES—5c-10c-25c Play, Series from 120,113 to 127,161. 40.00

GROCHTEN'S COLUMBIAS, Convertible, 5-10-25c Play. 30.00

Consoles

BALLY FAVORITE | $9.95
PACES RACES | 109.50
EVANS ROLETTO | 129.50
GALOPING DOMINO | 129.50
TEASER | 89.50
ROULETTE | 99.50
PACES RACES (25c Play, Brand New) | 265.00

1/3 Deposit with Order, Balance C. O. D.

** Phonographs **

WURLITZER P-12 | $59.50
MILLS DO-RE-MI | 99.50
ROCK-OLA 1936 | 99.50

** Bean-O Bag **

Positively LEGAL—
for Amusement only ! ! !

PACIFIC ELECTRIC CORPORATION

** SOFT PICKIN JAR OR CIGAR DEAL **

906 Tickets and Seal Card. Takes in $45.00 per jar on average of $145.00 per week. $29.50 for complete outfit. See sample jar and card in box. Mr. John Markham, 83 W. 25th St., Chicago.

** Certified **

MILWAUKEE COIN MACHINE CO.

317 S. 4th St., Milwaukee, Wis.

** Milwauke **

317 S. 4th St., Milwaukee, Wis.
Life of Dolly Flasher

(What has gone before: Dolly Flasher, favorite of thousands of operators all over the country, was born in the South 26 years ago. Nothing out of the ordinary happened in the early days of her life, but as a girl during childhood, she led a normal, healthy life doing the things that any other girl of her age before. She didn't have the desire to study art and this ambition was realized after she finished high school. Her parents decided to move to Chicago, where Dolly showed the opportunity to go to art school. Now go on from here.)

When the Flasher family arrived in Chicago, Dolly immediately sat out to get a job. On her very first interview for a job, she was so impressed with her natural beauty that a job was secured for her. She worked in the department store until her beauty could be put to use.

After a few days Dolly did manage to get a job in a downtown store as a clerk. Within the first week she had made inquiries about art. Within three weeks she had saved enough money and then entered art school.

In school the instructors often used Dolly Flasher as a model for full figure work, for figure modeling, for portrait work and for general use whenever a new student needed help. In time she was earning extra money which helped pay her way through school.

Up to the present day Dolly is still attending advanced classes in art, although she works at art during the day. She hopes some day to become a full-fledged artist in her own right.

At present Dolly Flasher is working for one of the largest art firms in the Middle West. In this firm, as an artist and as an instructor, she is getting the experience which he is using in his guidance of art students. She assists Mr. Richland in choosing the work to be done, the color schemes and lines for Mills products.

Before leaving the department store, where she had worked as the girl at Mills to visit the new Mills "noble" table early in September and from that day on her beauty has been noticed, not only by her regular work, but a thousand other things, too. Her beauty is used for the benefit of the house. The new Mills factory is filled with the girls who are working there and Dolly is a favorite.

Just a little bit about Dolly Flasher, the person, now. In spite of all the attention paid her every day by Dolly in the past few months she remains sweet and unaffected. She is a good girl, and after work day just as the little girl had to be to do her work. Dolly has a lot of friends, both girls and boys alike. She likes art and music and dancing. She is a good girl and her friends are all in the same boat.

Dolly still does a lot of swimming during the summer and often is seen riding a horse. She likes golf but during the week she is a "hobby player." Dolly is an expert pin ball shooter, one of the few women who excel at this sport. Needless to say Dolly loves to dance and she can do the eights, the big swing and "trucking".

There are two cats and four dogs in the Flasher household and Dolly has every one of them. Her parents don't like the animals very much and that is not much. Of course, Dolly has to watch her figure very carefully and is kept in trim at all times for posing for photographing. She doesn't paint dogs but keeps away from pastries, etc. She takes a drink occasionally and then Collins in her favor.

As yet Dolly still has a typical "Southern accent" and a slow, languorous manner that is very becoming to her. She weighs 120 pounds, is five feet, four inches tall, has raven black hair, blue eyes and fair skin. Dolly is an easy going, polite, sociable and makes friends very easily.

Many people think that Dolly is a beautiful enough to compete in any pin up contest in the same boat as Atlantic City. Who knows? Maybe she will be.
Club Law Is Held Valid

Seattle decision may pave way for test on bona fide clubs

SEATTLE, Nov. 27.—Judge Malcolm Douglas of the local Superior Court, in a momentous and long-anticipated decision, declared that the new anti-slot machine laws of the last Legislature are constitutional despite the growing rulings in the vicinity of this city that certain phases of the law were unconstitutional. Such rulings had been made by Superior judges in Pierce and King counties in other Puget Sound communities, as all eyes were focused upon the pending ruling in the metropolis of the Sound and the Superior bench of King County.

This important ruling, first of its

nature in Seattle, where an immense capital has been invested in many thousands of amusement and coin devices of every conceivable design and innovation, was made by a deputy. This legal instrument had been filed for the officers of the Washington State Education Club, who had been charged with possession of slot machines.

The new State law permits operation of slot machines in private clubs. This phase of the enactment has been declared unconstitutional by interpretations such rulings had been made by Superior judges in Pierce and King counties in other Puget Sound communities, so all eyes were focused upon the pending ruling in the metropolis of the Sound and the Superior bench of King County.

This important ruling, first of its

nature in Seattle, where an immense capital has been invested in many thousands of amusement and coin devices of every conceivable design and innovation, was made by a deputy. This legal instrument had been filed for the officers of the Washington State Education Club, who had been charged with possession of slot machines.

The new State law permits operation of slot machines in private clubs. This phase of the enactment has been declared unconstitutional by interpretations such rulings had been made by Superior judges in Pierce and King counties in other Puget Sound communities, so all eyes were focused upon the pending ruling in the metropolis of the Sound and the Superior bench of King County.

This important ruling, first of its

 nature in Seattle, where an immense capital has been invested in many thousands of amusement and coin devices of every conceivable design and innovation, was made by a deputy. This legal instrument had been filed for the officers of the Washington State Education Club, who had been charged with possession of slot machines.

The new State law permits operation of slot machines in private clubs. This phase of the enactment has been declared unconstitutional by interpretations such rulings had been made by Superior judges in Pierce and King counties in other Puget Sound communities, so all eyes were focused upon the pending ruling in the metropolis of the Sound and the Superior bench of King County.

This important ruling, first of its

nature in Seattle, where an immense capital has been invested in many thousands of amusement and coin devices of every conceivable design and innovation, was made by a deputy. This legal instrument had been filed for the officers of the Washington State Education Club, who had been charged with possession of slot machines.

The new State law permits operation of slot machines in private clubs. This phase of the enactment has been declared unconstitutional by interpretations such rulings had been made by Superior judges in Pierce and King counties in other Puget Sound communities, so all eyes were focused upon the pending ruling in the metropolis of the Sound and the Superior bench of King County.

This important ruling, first of its

nature in Seattle, where an immense capital has been invested in many thousands of amusement and coin devices of every conceivable design and innovation, was made by a deputy. This legal instrument had been filed for the officers of the Washington State Education Club, who had been charged with possession of slot machines.

The new State law permits operation of slot machines in private clubs. This phase of the enactment has been declared unconstitutional by interpretations such rulings had been made by Superior judges in Pierce and King counties in other Puget Sound communities, so all eyes were focused upon the pending ruling in the metropolis of the Sound and the Superior bench of King County.
Favorable legal opinions and judicial decisions establish the legality of Free Game model of Ak-Sar-Ben! Write at once for complete information on how to build up your territory with Free Game Ak-Sar-Ben!

**LEGAL**

**MULTIPLE PLAY PAYOUT**
- Way Multiple Play - Mystery Chute - Variable Odds - First, Second, Third Prize Awards!

**SINGLE-COIN PLAY PAYOUT**
Available for locations favoring 1-coin play.

**1. Free Game Tally**
Shows number of Free Games won.

**2. Vendor Counter Records**
Free Games "taken off" by store-keeper.

**3. Handy Button**
Clears Free Games from tally.

**4. Skill Shot**
Makes Western's Free Game Ak-Sar-Ben a hit. 2 or 5 ball game at operator's option.

**5. Coin Chute Takes Nickels**
Even the Free Games won have not been played off.

**6. Switch Enables Operation of Coin Chute without insertion of coins if player has Free Games coming.

**WEBS EQUIMENT & SUPPLY COMPANY**
925 W. NORTH AVE., CHICAGO.

**McCALL'S SPECIALS**
**IN GUARANTEED USED MACHINES**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parco Model</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>King Model</td>
<td>$1,600.00</td>
</tr>
<tr>
<td>Dux Model</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Smith Model</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Bud Model</td>
<td>$3,000.00</td>
</tr>
</tbody>
</table>

**WURLITZER**
**1250 W. 54th St., N. Y. C.**

**1930 Model $99.50**

** They Last! **

**WORLD SERIES**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Sox</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Cubs</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>Yankees</td>
<td>$1,400.00</td>
</tr>
</tbody>
</table>

**THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"**

**Ops Report Success Of Dux to Gensburg**

CHICAGO, Nov. 27.—Sam Gensburg, official of the Chicago Coin Machine Company, is all smiles these days, according to reports. The reason is said to be the tremendous hit which Dux, Chicago's latest game, is scoring all over the country.

"Every man in the plant is working at top speed these days to fill the large number of orders we are receiving for this game," Gensburg stated. "Many ops have taken time out from their daily business to congratulate us on turning out such a great money maker. The most fascinating effects which we have built into this game have captured the fancy of thousands of pin-game fans. They just don't seem capable of resisting its appeal as crammed into the moving dials on the backboard of this game.

"When we announced this game," Gensburg concluded, "we predicted it would be a winner and the tremendous reception which operators have accorded it in the short time it has been on the market proves that our prediction has come true."

"BOB" STARK AND "BUD" SMITH move in a land of "World Series" games received from Rock-Ola Manufacturing Corporation. Bob (right) is head of National Amusement Company, Hollywood, and Bud (left) is a national and popular operator in Los Angeles. The boys are taking a good look at their most recent profit makers.
Sportland To Open Dec. 3

About 45 machines to be ready when new games center opens.

KANSAS CITY, Mo., Nov. 27—Plans are completed and the stage is set for grand opening of the Midwest Sportland, the coin-game arcade to be opened in the Kansas City business section.

Sportland will be owned and operated by Roy F. Mason and T. C. Primm, who are prominent in coin-game circles in the Middle West for their activities as heads of the Central Distributing Company, 105 West Lindbergh boulevard.

For the last two weeks Mason and Primm have been busy installing machines in the building. At least 45 will be ready for public play when Midwest Sportland opens December 3. Included in the layout—biggest of its type ever assembled here—will be an automatic phonograph, pin-ball, vender, weighting machine, Super-Ball, Play-Ball, electric pin-punch, Photomatic picture booth and a host of other coin-operated devices which have long proved popular with operators and players.

Total ground space of new arcade will be approximately 40 by 110 feet. Mason and Primm are enthusiastic over their latest venture. With wide experience in the field behind them, they feel that Midwest Sportland will prove a sensation in this city of more than 250,000 population.

"We will be forced to hire a number of new employees," Mason said today as he outlined plans for the grand opening. "As far as we know there is no arcade of this type within several hundred miles of Kansas City. Naturally enough, we expect a good response to our efforts. Kansas City is and always has been a good coin machine town."

Midwest Sportland will be situated in one of the busiest sections of downtown Kansas City. It will be in the building which formerly housed the Midwest Novelty Company headquarters.

Big Race


FOOTBALL

2 CANDY SALESBOARD DEALS

CANDY FOR THE HOLIDAYS

CHARMS

M. T. DANIELS

FOR SALE

Unusual opportunity for live wire, established latest Coin Machine Business in Maryland, operating Phonographs, 1-Ball Payout and Legal Console Tables. Net average business per month, $4,000. Double that amount in summer time. All machines are licensed in Maryland. Price for quick sale, $22,500.

Triflers, don't waste your time.

BOX D-109, Care The Billboard, Cincinnati, Ohio.
A WORD TO THE WISE

INSIST ON EVANS'

1938 GALLOPING DOMINOS

Refined! Restyled! Absolutely the last word in coin machine perfection! Unmatched by any other game before! Today, this EVEN GREATER KING of Consoles stands far above every comparison!

Refined Cabinet, black walnut and quilted maple! Gyro-proof 7-Coin Head! Foiler prevents all cycling and synchronization! New Power Pak eliminates voltage drop! Cabinet Ventilation eliminates heating! Large Payout Cup or concealed Locked Drawer optional! Drastically simplified Mechanism, EVANS precision-engineered! Coin Head and Mechanism entirely re-movable from cabinet! Many other new Master Features—BUT NOT ONE CENT OF ADDITIONAL COST! Sold on EVANS' famous 10-Day MONEY-BACK GUARANTEE!

EVANS' NEW 7-COIN HEAD!

Greatest improvement in the industry! Guaranteed to positively stop the gypsy-artist! Prevents grief of overlapping coins, thick coins, slugs, gum, string, metal strips, cal- culoid, etc. Last 3 coins in each chute visible at all times! Patented and manufactured by EVANS—obtainable only on EVANS Games!

GALLOPING DOMINOS

SUPER BXC PAYOFF

BANG TAILS

Horse Race Payoff Or Luce.

ROLLETTO, JR.

Roulette in Super-Payout.

Order from your Jobber, or Wire, Write or Phone HAYMARKET 7630.

H. C. EVANS & CO.

1532-38 W. Adams St., CHICAGO

MORE MONEY—NO GRIEF!

You can't carry a 7-ton load on a 1-ton truck! You can't get 7-cents earnings with single slate! Use EVANS new 7-COIN HEAD and MAKE TOP PROFITS. So gyro-proof, it saves cost of machine in the losses it ends! Be wise! EVANS 7-Coin Games occupy no more space, cost no more to operate. They give you the MOST FOR YOUR MONEY WITHOUT any grief!

LADY LUCK

1200 Hole Form 4190

Takes In ... $40.00

Pays Out ... 19.00

Price With Enamel 1.46

Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Heading.

Write for our Catalog of Money-Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS

Largest Board & Card House in the World

6320-32 Harvard Ave., Chicago, U. S. A.

LADY LUCK

1200 Hole Form 4190

Takes In ... $40.00

Pays Out ... 19.00

Price With Enamel 1.46

Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Heading.

Write for our Catalog of Money-Making Boards, Cards and Die Cut Sheets.

AVON SAVES YOU MANY DOLLARS

New in Original Crates-PACIFIC DOMINOLE—$62.50

USED AND FLOOR SAMPLE CONSOLES

Bally Favorite $97.50

Track Time, Kenney $150.00

Ray's Track $125.00

Jennings Derby Day $95.00

Exhibit Races $100.00

Gottlieb's Derby Game $250.00

Derby Day $150.00

 Ngọc Plater $100.00

1/2 DEPOSIT REQUIRED ON ALL C. O. D.

Get acquainted with Avon Service

AVON NOVELTY SALES CO.,

5977 EUCLID AVENUE

CLEVELAND, OHIO

CARL BROWN

PICTURE FROGS AND GLASS CHOCOLATES

33 LARGE AND MEDIUM SIZE

PICTURE FROGS AND GLASS CHOCOLATES

SEND FOR OUR CATALOG OF NEW ARRANGEMENTS. Backward and Counter Games. You Will Save Money.

LEE MOORE & CO., 190-192 W. Adams St., Chicago, Ill.

SANTONE SPECIALS

BANGS

$49.50

EXHIBIT BAZAAR

$39.50

BALLY CAROSS

$39.00

GOTTLEIB DAILY RACE (M) $39.50

GOTTLEIB DAILY RACE (W) $149.50

EVANS GALLOPING DOMINOS $149.50

BALLY CAROSS WHEEL $39.00

EXHIBIT JOCKEY CLUB $49.50

ROLLETTO RACE $69.50

EVANS ROLLETTO, JR. $149.50

KENNY SANCO ANITA $29.50

BALLY SHAPPI $21.50

SANTONE WINNER $21.50

SANTONE TRACK TIME $32.50

JENNINGS DERBY CONSOLE $99.50

ALL MACHINES COMPLETE WITH 1937 TEXAS STATE LICENSE AND GUARANTEE A-1 IN EVERY RESPECT.

TERMS: One-Third With Order, Balance C. O. D. Immediate Shipment Given.

SANTONE COIN MACHINE CO., 1524 Main Ave., San Antonio, Texas.

OPERATORS • DISTRIBUTORS

$5.00

Value

TWO GENUINE PIG GRAIN JACKETS

FREE ON THIS

$6.95 AUTOMATIC SALES CARD

Yet plenty to profit to you! Sales just plain automatically open new outlets for your ideas. Now in the height of the season, thou-sands shipped, hundreds, but you must get in to take up the slack. Start now!

GRUND NOVELTY COMPANY, INC.

418 E. Walnut

Des Moines, Ia
NEW GOTTLIEB HITS!

**UNBELIEVABLY LOW PRICED! UNEQUALLED IN CLASS!**

**HORSE SHOES**

1-Ball Payout

A great new game at an amazing low price! Combines the outstanding features of DERBY DAY and DAILY RACES modernized up to the minute! Giant 24" square back panel. Mystery Coin, Simplified Precision Mechanism! Pays for Win, Place, Show, Fourth or Field. **$145.50 Double. **

**POWERPAK (AC) Equipped**

**HIGH CARD Console**

A New Gottlieb top quality Console in a game of universal appeal! Absolutely unequalled in class and earning! Equipped with Gottlieb famous Multiple Coin, Head, Cycle Arrester and other super-features! Pays for Card Suit, odds up to 40-1 Urnne Wild or Joker, odds up to 25-11 Captures the finest locations and the big-time profits!

Immediate Delivery

D. GOTTLIEB & CO. 2736-42 N. PAULINA ST., CHICAGO

---

**SALE OF ALL LATEST Used Games**

WRITE NOW

FITZGIBBONS DISTRIBUTORS, Inc.
415 W. 47th St., New York
362 Mulberry St., Newark, N.J.

---

**Hurvicb Corrects Wrong Impression**

BIRMINGHAM, Ala., Nov. 29.—In going over the many requests for more information on their Imperial Billiard Table Model and Harry Hurvicb, of the Hurvicb Vending Company, of this city, report that most of them have come from closed sections of the country. "Many of the operators seem to think that the Imperial is the type of table that should be operated only as a last resort," stated Harry Hurvicb. "This impression is entirely erroneous."

"It isn't necessary for operators to wait until they are faced with the problem of what to operate before they call on us for information regarding the Imperial," he continued. "We have started operations of our coin-operated billiard table in spots that were wide open and found out that our earnings stood up with the best. We know that the Imperial forms the backbone of many of the best operations in the country. Operators who have had the foresight to place this machine on suitable locations realize that their profits are assured no matter what comes to pass."

"At the present time," he concluded, "locations are easy to get. Later on there won't be so many available. While suitable spots can be obtained, many are selling these machines throughout their territory so that their 'breed and butter' is assured so anything happens to their other equipment."

---

**LOOK AT THESE!**

**RAYOLITE GUNS**
5165.00
1937 ROCKOLA WORLD SERIES 150.00
1936 A. C. SHERBURG 125.00
LATE MODEL SILVER BELLS 150.00
1/3 Deposit — Balance C. O. D.

ED. GEORGE NOVELTY COMPANY
37 IRA AVENUE, AKRON, O.

---

**SICKING MFG. CO.**

1922 FREEMAN AVE.
CINCINNATI, OHIO

---

**WORLD'S MOST BEAUTIFUL SALESBOARD**

Superior "Quick Fight", 2580-Hole, Free Coin, Double with surrounding Washboard, 18 different Washboard designs, permanent fasteners, makes this one even purer than all the rest. New way to play. Made in both thin and thick. Both black and white. Higher profit.

**Take In** $28.50 **Profit** $5.00 **Pay Out** $23.50

**Take In** $289.00 **Profit** $51.04 **Pay Out** $237.96

**PROS (Average)** 54.52

**THIN OR THICK BOARD WITH BUCKLE, PISTOL IN PERSON**

**SUPERIOR PRODUCTS, INC.**

16 No. Poor's St., Chi., III.
Chicago Coin's Sensational New Type Skill Novelty Game is opening "restricted territories" all over the country - and operators from the North, South, East and West alike reporting the biggest earnings ever made from novelty games -- if you haven't ordered yours as yet. Do so at Once! DUX, because of its unusual play, will be a big money maker for many many months to come!

**NOTICE!** TERRITORIES ARE STILL OPEN FOR NEW AND OLD JOBBERS

---

**St. Louis Distrib Visits Chi Mrs.**

CHICAGO, Nov. 27.—Carl Trippen, general head of the Ideal Novelty Company of St. Louis, was a recent visitor here and took over the lines of many manufacturers. "Judging by the caliber of machines which our, Dave and other manufacturers will announce soon 1938 is going to be a boom year in every sense of the word," Trippen declared.

"Down in St. Louis," he went on, "our business has been better than usual for this time of the year. The many bargains which we have been featuring in reconditioned games, phonos and other types of coin-operated equipment have scored with ops in our territory, and we have had to repress our demand for equipment of the type we feature. We stand behind all our equipment 100 per cent with an ironclad guarantee that has gained the confidence of our customers."

"Judging from what Ray Moloney, Jim Buckley, Al Douglas and other columnists have to say about the new machines they plan springing in the near future," he concluded, "operators are due for the surprise of their lives. I've seen many machines of many different types come and go in my day, but the new ones which I saw here have me eagerly awaiting their unravelling, for I know they will meet the approval of Ideal customers."

"I've made arrangements to get hold of these machines as soon as they are released, and that day can't come too soon for me."

**Free Races Is New 5-Ball Keeney Game**

CHICAGO, Nov. 27.—Free Races, a new five-ball game featuring free game awards, is the latest creation to be announced by J. H. Keeney & Company. According to Jack Keeney, head of the firm, it is the first of its kind in all the United States and the only one of its kind in the five-balls used in this game has a definite bearing upon the actual playing of the game. The machine in obtaining a score or in winning it.

"Free Races," Keeney explained, "is a new type of machine playing with a mystery of luck where a man must not only choose the correct number on the select board, but also match the number on the select panel of the backboard and also choose the odds for that play. A man must be made to obtain a score, then the player must make a number correct that matches the number at the backboard and also lose if the play is not made."

**Reconditioned and Guaranteed**

Mechanically Carbon

<table>
<thead>
<tr>
<th>Machine</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free Races</td>
<td>1938 model with ironclad guarantee</td>
</tr>
</tbody>
</table>

**Savoy Vending Co.**

406-8 W. Franklin St.
Baltimore, Md.

---

**A King Pin For Profits**

A Sensational New Harlich Jackpot Board That's Bowling 'Em Over

KING PIN

No. 16096

600 Holes

PRICE $1.98 EACH

PLUS 10% TAX

Get in on This New Number Now for a Real Profit Strike

1413 West Jackson Blvd.
CHICAGO, ILL.

---

**Eastern Distributors for Mills Novelty Company**

Bally Mfg. Co.
H. C. Evans & Co.
Groetchen Mfg. Co.

Davey Mfg. Co.
A. B. T. Co.

Keystone Nov. & MFG. Co.

---

**Subscribe to the Billboard**
When all the world's music-conscious at holiday-time, let the "Imperial-20" heighten the festive spirit. Reproduce the music of favorite orchestras, new songs and old refrains. When music preferences are varied, your collection will be greater with TWENTY RECORD Selections.

ANOTHER OF ROCK-OLA'S QUALITY FEATURES

Simplicity OF MECHANISM

 WHICH TYPE OF MECHANISM DO YOUR PHONOGRAPHS HAVE?

ROCK-OLA's simple mechanism eliminates service calls—reduces upkeep expense

LESS PARTS! Rock-Ola engineers have eliminated all unnecessary parts. Nothing to jam. Nothing to wear out. Extremely simple.

ONE POSITIVE CAM MOVEMENT! The entire changer mechanism is operated by a single cam assembly. Simple—nothing to go out of adjustment. The cam is wound-up by a V-belt from the power motor. Both cam and worm gear are of tough metal, instead of fragile balusters or construction.

DUAL MOTORS! Dual motors eliminate the need for clutching and other unnecessary parts.

MICRO SENSITIVE SWITCHES! The famous Burgess Micro Switch is known and respected by all experienced jukebox operators. No burning of contacts of contact points.

Rock-Ola Mfg. Corp. 800 N. Kedzie Ave., Chicago, Ill.

Canadian Distributors:
P. and H. Coin Machine Co.

55 Dundas Street West
Toronto, Canada
Every night, in every town in America

WURLITZER patrons swing to the “solid sending”

of GLEN GRAY and his

CASA LOMA ORCHESTRA

Hundreds of thousands listen with eager anticipation for the haunting strains of
“Smoke Rings”—the Casa Loma theme—that introduces radio programs by this outstanding musical organization. Thousands impatiently wait for Glen Gray and his famous swingsters, now at Hotel New Yorker, to make one of their personal appearance tours.

But millions of music-loving Americans have found they need not wait an instant to hear Glen Gray wherever there is a WURLITZER Automatic Phonograph. In every corner of the land—in taverns, restaurants and cafes whose entertainment is necessarily limited to automatic music—the WURLITZER brings the recorded rhythms of America’s favorite bands to brilliant life at the touch of a finger.

Discriminating patrons recognize and prefer WURLITZER music. Location owners, realizing this, are insistently demanding WURLITZER, living tone. This nationwide popularity is the chance-of-a-lifetime opportunity for aggressive music operators everywhere. Act now—write, wire or phone for full particulars.

THE RUDOLPH WURLITZER COMPANY
NORTH Tonawanda, New York


SOLD ONLY TO OPERATORS

WURLITZER
AUTOMATIC PHONOGRAPHS

Bring the Music of Modern Masters to Millions