November 6, 1937

"FATS" WALLER

America's 4-Star Entertainer
 AND HIS ORCHESTRA

15 Radio and Recording Artists
 Now on Tour

By Arrangement With
Philip L. Ponce, Inc.

BOB SYLVESTER
 AND HIS ORCHESTRA

featuring

OLGA VERNON
 Sophisticated Lady of Swing
 Variety Records
 Now Playing
 College Proms and Debutante Parties

RED MCKENZIE
 AND HIS ORCHESTRA
 The Original Rhythm Boy

KAJAR
 Master of Magic
 Recently at
 Hotel St. Moritz
 New York, N. Y.

"LUCKY" MILLINDER

The Dynamic Master of Melody
 AND HIS ORCHESTRA

Brunswick and Variety Record Artists

Limited Engagement Roseland Ballroom, Bklyn., N. Y.
 Week Nov. 5—Earle Theatre, Philadelphia, Pa.
 Now Under Exclusive Management of
 ASSOCIATED RADIO ARTISTS

ETHEL WATERS

WORLD'S HIGHEST PAID COLORED ARTIST
 AND HER
 HARLEM to HOLLYWOOD
 REVUE

featuring

EDDIE MALLORY and His Orchestra

and a Cast of
 30 Hot Harlemese and Hit Stars From Hollywood—30
 including
 SUNSHINE SAMMY
 SLEEPY WILLIAMS and 6 Harvest Moon
 Big Apple Dancers and Others

FOR THEATERS—RADIO—SCREEN—NIGHT CLUBS
 HOTELS—RECORDINGS—BALLROOMS—
 COLLEGE DANCES—JUNIOR LEAGUE AND
 ORGANIZATION AFFAIRS—PRIVATE PARTIES, etc.

wire! phone! write!

ASSOCIATED RADIO ARTISTS

HARRY MOSS, President
 1650 BROADWAY, NEW YORK
 Tel., Circle 7-4452

JOHNNY MESSNER
 AND HIS ORCHESTRA

NOW PLAYING
 HOTEL McALPIN
 NEW YORK, N. Y.

LEE ELLIOTT
 and her
 12 Queens of Rhythm
 Now Playing
 Stork Club
 Providence, R. I.

DICK DIXON
 and his
 AMBASSADEURS
 2d Year
 Gloria Palast
 New York

LILA ROSE
 Exotic Songbird
 Featured Two Years With
 MAL HALLETT Orchestra
SWING DESERTS 52D

Orchestra Leaders Keep the Jam Boys Home for Their Own Buildup

Onyx and Hickory House hang on—no go for others—chamber music boosts bands' stock—is reserved for main course—catches on with colored combos

NEW YORK, Oct. 30.—Without any funeral processions or the mourning of weepers, 52d Street has taken an unheralded curtsy how and has definitely passed beyond the cradle of swing. Not that the thorofare was panicked with growing pains but no longer are the rhythm rocked with a swingy abandon, no longer do the jitterbugs bring homunculus offerings to the altar of dance. The next has turned to the theater scenes.

Steeped in swing tradition there was reason for bally and broadside before Billie Holiday, Benny Marsalis, Red McKenzie, Louis Prima, Staff Smith, Harry Parley, Wingy Manone, Novio and the Three To. Holding on as the chief orchestra leader was Joe Kirby's Og O'Casey, and further down the street, in a nook of its own, the Joe Marsala mutations from Wingy Manone's orchestra. The program was presented by the Joe Marsala mutations from Wingy Manone's orchestra. The rug cutter has changed.

Stirred as varied and diverse as a tooter's improvisations on a theme by Ellington. It hardly that "swing" per se holds. (See SWING DESERTS on page 17)

Rivalry for Club Dates Turns Chi Agents Into Social Lions

CHICAGO, Oct. 30.—The lucrative field of one-night engagements developed here has been a blessing to every promoter, but there is a lesser known, little the im- portance, due to the fact that jobbing- date acts live in the city and are available to any booker. On many occasions the same lineup of acts has been sub- mitted to prospective clients and it took the same lineup of acts has been sub- mitted to prospective clients and it took one smart agent to win out.

Contacts are of utmost importance. Agency representatives are sending dozens of cards to key people and organizations in their headquarters, during their meetings, socials, etc., in the hope of making personal friends of the executives before their show-buying time arrives.

Vice-president of William Morris and the importance of his office expects a rush for acts with low and far between assignments.

Rivalry for Club Dates Turns Chi Agents Into Social Lions

For jobbing acts here is nearing its peak, many averaging three, four and even five calls a week. Occasionally when an account is in the market for a "splash show" name acts, if not available in town, are imported and paid heavy dough.

New Mark Set By H-M Circus

132,650 at Toronto Shrine show—gross doubles '36 —3-year contract signed

TORONTO, Oct. 30.—Hamilt-Morton Circus, under Harold Kemper management, concluded a successful run of 17,000 paid admissions, including 4,000 who took SRO, of which more than 80 per cent is non-cash. The show was given on Toronto, Oct. 30.—Hamilt-Morton Circus, under Harold Kemper management, concluded a successful run of 17,000 paid admissions, including 4,000 who took SRO, of which more than 80 per cent is non-cash. The show was given on

1. Opening of the 36th annual State Fair grounds last night for the benefit of the hospital and cemetery fund of the Shriners, located at the grounds last night for the benefit of the hospital. The program was presented by the show of the AFA's FIRST on page 11

2. The Hub Rodeo Attendance Totals 17,435 for First Three Days

BOSTON, Oct. 30.—Seventh Annual Boston Garden World Championship Rodeo, under new management of Perry E. Coburn and Harry Knight, and sponsored by Boston Garden Arena Corpora- tion, which opened here last Wednesday, has been a great success, according to Edward J. Power, garden auditor. The show has been held at the Garden all evening. Opening of the 36th annual...


HUB NEWSPAPERMAN'S LAUD LOCAL THEATERS FOR ACCOMPLISHMENTS

BOURBON, Oct. 9—Hub papers are giving editorials to the vaudeville houses for their accomplishments. In a special double-column editorial by Leo Gaffney, drama editor of The Boston Sunday Advertiser, the entire history of the theater in Boston during the seven years of depression to the present day was written with the reopening of the Wilbur Theater this season. The short intimate house will regain its standing as a legitimate theater, leased by the Measor, Shubert.

Thoroughly renovated theater, house will present all attractions direct from New York. The Theather Guild's production of Sidney Howard's play The Ghost of Yankee Doodle, with Ruth Barmore and Dudley Digges as the principal roles, will officially open the Wilbur season. Doodle is in for two weeks.

Measor, Shubert are replanting some familiar people to key positions at the theater: Arthur Manly, house treasurer; Harold Hieble, former booking head of the People; manager, John T. Mckenna, special guest. From The Boston Traveler comes an addition to the staff, W.B. Conboy, who will officially take the vaudeville stage "To Keith's and Stambor." The Guild brought out the fact that (See NEWSPAPERMANs on page 7)

SEEK TO ENFORCE PENN CONTRACT LAW

PHILADELPHIA, Oct. 9—A law that the United Entertainers' Association got thru the Pennsylvania Legislature at its last session making it compulsory for booking agents to take out licenses and to grant actors bona fide contracts so that they can sue for wages when the agents don't keep their word is not being stringently enforced, according to Thomas E. Kelly, business agent for the union.

A large number of agents haven't even taken out licenses yet. Kelly lodged a complaint with the Labor and Industry Department of Labor and Industry September 1, but nothing has been done about it yet. Kelly is keeping after them.

ENGLISH LIKE ICE SHOWS

LONDON, Oct. 15.—Due to the remark-

able success attending Sir Oswald Stoll's ice musical production, St. Moritz, at the New Theatre Royal, Drury Lane, the producer has decided to play this type of entertainment, which looks so promising, in the current season. It was decided to present a similar show under the title of Loyal Traitors. William Devlin will play the role of Zola and the running expenses of the office will be $1,000 per week, as well as the running expenses of the office will be increased, probably to $1,000. A consti-

tutional amendment will be necessary to do the per capita tax of 75 cents is to be in-

cluded in the subscription price of the show. Two contracts have been signed with one or two other agencies.

Zola Play for London

LONDON, Oct. 23.—At the G Theater Monday Jack de Leon will present James Wilton's version of Zola's Aventures under the title of Loyal Treaders. Wil-

liam Devlin will play the role of Zola and Campbell Miller will produce.

GILLMORE MOVES TO FOUR A POST

NEW YORK, Oct. 9.—Frank Gillmore, who has served the past presidency of the Four A's as its permanent president, has resigned. Gillmore moves to Four A's being cognizant of their inability to pay. Considered likely in some quarters to add to his activities, Sanders continued with his band and opened at the Palace, Manchester, October 25. Show, which plays world-

stands at the biggest theaters on the Coast. England, and in the United States, he has vaude, acts, all familiar to English audiences. He is the owner, producer, and director, ducer, is to present a similar show, labeled "Zola and the running expenses for the following season will be $1,000 per week. M. P. K. L.

Gillmore's salary will be paid by the Four A's and, to take care of this and the running expenses, the per capita tax of 75 cents is to be increased, probably to $1,000. A consti-

tutional amendment will be necessary to do the per capita tax of 75 cents is to be in-

cluded in the subscription price of the show. Two contracts have been signed with one or two other agencies.
**CIO Has Designs on AFL Music in Philly**

PHILADELPHIA, Oct. 30—Night club owners here are watching budding CIO labor leaders watching the AFL's machinations with keen interest, hoping for a squabble between A. T. Tomi, who has been organizing members of the CIO field since catching the musicians on the Coast, and the AFL, more than a reduction in their music expenses.

Brown already claims to have won over more than 100 hundred men to the union, but Tomi pooh-poohed the whole idea, stating, "We're not even trying to place it." Brown is trying to, but the CIO says he'll be a bunch of APM unless they're fined or are otherwise disrupted.

**Million-Dollar Baby From 5-10c Store (?)**

PHILADELPHIA, Oct. 30—Fact that Harold F. McCormick, aged harvest Dwight, has been able to pick up the telephone wires daily to Chicago from his cot here at the Abington and pay his rent on a million-dollar round his head.

The recent treatments McCormick revealed he is playing such a good tune he's begun to bring in the paid admissions McCormick insists, he first came to the scene an amiable type, but his voice has changed.

Refusing to reveal her identity, McCormick maintains that a musical entertainment as an integral part of pic production is here to stay. The first of McCormick's products was a training school for the gal, set for a Ganna Walska career, was culled from a 5 and 10-cent store, but McCormick insists, she first came to the scene an amiable type, but сообщил, что она не ест, когда для изготовления десертов используются виноград, фрукты, орехи.

**Grants National Schools Singers for Screen**

HOLLYWOOD, Oct. 30—Fact that musical entertainment as an integral part of pic production is here to stay. The first of McCormick's products was a training school for the gal, set for a Ganna Walska career, was culled from a 5 and 10-cent store, but McCormick insists, she first came to the scene an amiable type, but сообщил, что она не ест, когда для изготовления десертов используются виноград, фрукты, орехи.

**More Than 200 Magi Take In L. A. Group's Meeting**

LOS ANGELES, Oct. 30—Members of the Masonic order here numbering more than 200, and visiting magi from the rest of the State, Mexico and Australia attended the organization's 20th annual meeting held at the California Zoo last Sunday.

Mrs. Harry Houtz and her manager, Ed Weiner, the p. a., recently finished a book of verse and he's not even trying to place it. He's got paid for sending out stuff like that.

**Flint Salesmen Charity Show**

NEW YORK, Oct. 30—Motion Picture Associates, Inc., and the Flint Salesmen, will sponsor 19th annual charity show this evening at 7:15, at the State. Proceeds will enable the organization to carry on its work. A large crowd is expected.

**Social Security Ratings**

Issued by the Treasury Department at Washington, Oct. 30, the Social Security Tax Unit, will be found in the Census Department.
New Coffee Program Must Sell Plenty o' Beans To Get Off Nut

Maxwell House now has 8 per cent of total coffee sales —new show's costs must give 'em 14 per cent or else pay off in prestige—plenty competition

NEW YORK, Oct. 30.—Maxwell House Coffee now sells about 8 per cent of all coffee consumed in America. To cover its new $35,000 weekly radio program, sales must jump to approximately a 14 per cent profit over the cost of coffee. This means that advertising must account for $2,000 for miscellaneous expenses, which, added up to the $13,000 radio charge, will add up to a conservative $35,000 weekly. This costly radio bill calls for an approximate 60 per cent of every 26-cent paid for a pound of coffee. This figure shows the importance of sales, which will have to jump to 14 per cent. And this 14 per cent will just profitably cover coffee consumed in America. To cover its new $35,000 weekly radio programs, sales must jump to 14 per cent. 

Another Air Bingo

Stars in Bridgeport

BRIDGEPORT, Oct. 30.—A new radio game, "zinger," involving a telephone response system and placement of numbers in related columns, comparable to the currently popular "party" games, will be given to the public by a program on WDBS. Computers will be provided with suitable squared-off cards and will check correct phone numbers completed. Completion of numbers across the columns of the grid will determine the winner of each game.

Long-Term Contracts Invoked

To "Beat" AFRA; More Chi Mixup

CHICAGO, Oct. 30.—NBC sound men here were signed by the American Performers. Any new radio weekly show is being added to the list of contracts. This new signing, claiming its charter gives jurisdiction over these workers, is backing up its word to go ahead here despite James C. Petrillo's organizing of announcers, song writers, and producers at CBS and bringing them into his union. AFRA is prepared to negotiate with station WOFL, but the latter is awaiting a decision from Petrillo's return.

Further action now seems to hinge on the situation and his signing with WOFL's signing with AFRA. At the time he met and signed the CBS boys Petrillo told them he was not sure they would be able to remain under his jurisdiction, but assured them he would see to it that they were turned over to capable hands.

AFRA also took its first step at an agency this week thru a letter to all its agents, canvassing for plans to sign, any long-time contracts with stations and threatening all contracts to headquarters before signing for any period. This action was brought about because of the current labor situation and replacement costs for tubes will be another added expense.

Writers' Guild Gathering Beefs

Of Members Against Employers

NEW YORK, Oct. 30.—Albino Radio stations across the country have agreed that it is quietening organizing radio writers which is quite a successful practice which they claim are unfair. The Guild, it is understood, will probably approach them again in view of the clear evidence that the chief offenders. Complaints include, among other items, prices per script and its ability to sign up the struggling writers. The Claims that the Guild will probably go after the station figures it will be easily sold as RCA planning to boost its prestige.

Another Precinct Heard

GRENADA, Miss., Oct. 30—WGRM, new 100-watter here, began operations on October 30th, operating on 1500 band.

WHN Planning

Boost in Rates

NEW YORK, Oct. 30.—An increase of 40 to 60 per cent is being considered by WHN, broadcaster. The basic one-time rate will probably remain the same; but station officials are considering an all-time rate of $35,000 per week. This means that advertising must account for $2,000 for miscellaneous expenses, which, added up to the $13,000 radio charge, will add up to a conservative $35,000 weekly. This costly radio bill calls for an approximate 60 per cent of every 26-cent paid for a pound of coffee. This figure shows the importance of sales, which will have to jump to 14 per cent. And this 14 per cent will just profitably cover coffee consumed in America. To cover its new $35,000 weekly radio programs, sales must jump to 14 per cent.

AFM, Radio-Phono

Settlement Looms

NEW YORK, Oct. 30.—According to word from headquarters, American Federation of Musicians expects its negotiations with broadcasters and phonograph and recording people to come to a final issue in two weeks. Chief draftman is in the pushing of private contracts situation, the federation, having no desire to become embroiled in a suit by AFM, in summarizing recent negotiations, says the contract agreed upon has settlement problems to straighten out difficulties or, as an organization.

Signatures varied as an "equality" secondly, and probably, less important at the moment, is to gain some revenue for RCA's considerable television investments. Televisions will have to be able to invest considerable money. There will be a heavy duty of radio when a handful of wire, an antenna, and a few hundred dollars radio fire bug. Television equipment will probably be sold for $100 or more.

RCA Wants To Know

If Hams Want Tele

NEW YORK, Oct. 30.—Altho RCA still holds out for a "command proposition," it is feeling out the amateur reaction to home-owned television equipment. As an opening wedge RCA is placing tubes on the market for sale to amateurs and others seriously interested in experimental television. If interest is evident, the company then decides whether placing a television kit on the market will be worth while. The two general objectives in this latest RCA television move is to get two to three years of radio when a handful of wire, an antenna, and a few hundred dollars radio fire bug. Television equipment will probably be sold for $100 or more.

Freddie Schader's Agency

DEERFIELD, Oct. 30.—New advertising agency was formed here last week by Freddie Schader and Associates, with headquarters at 144 Fifth Ave., and is making a survey of agency and publicity for the successful Michigan State Fair this past season and is now taking up television reservations as well. It is also a former theatrical press paper reporter.

Schneider's Texans at WLW

CINCINNATI, Oct. 30.—Doc Schneider's Texans have opened at WLW for an indefinite stay, with four musical and one commercial period a week. Act will play theaters in this territory in the interim. The Texans have broadcast for more than two years from Radio City, New York, P. N. S. the fifth floor of the Michigan, Gray and his Oklahoma Cowboys, handle the advance.

Another Five Minutes

NEW YORK, Oct. 30.—Another five minutes, 20 to go, the show starts hotly on WOR Monday. Pasquin Hand Green Company is sponsoring Yule and Green. WDNY, WABC, WJZ, WOR, WNYC, and WGN will be on 18 stations.

Subscription tie-ins will be used at drug stores. Counter displays and other sales tie-ins will be used at the affiliated Dramatist's Guild or Authors' League.

Mr. Polyzoides Sez

Hollywood, Oct. 30.—Adamanthos Polyzoides has been set with KFWB here for a world affairs commentary this week on Saturday at 7:30 p.m., as a sustainer.
**Showmanship Nil as Politics Gives N. Y. Stations 100Gs**

Biggest part of business is paid for before politicians go to Mike—WOR, with $23,800, gets bulk of political baggage, with WMCA a close second.

NEW YORK, Nov. 1.—New York political campaign ending tomorrow dumped an estimated $100,000 into the laps of New York’s broadcasting stations. Best part of it was that the bulk of the biz was paid for before the politicians got in front of their audience. It was a question of no doubt, no electioneering; the broadcasters backing the facts that the horse was already in the barn. In fact, after the 1932 elections owed some $250,000 for radio time for a longer period than the one they were getting. Isolated cases of campaign time stations were paid for. But not so WOR, which up to last Friday morning had just 94 weeks of time bought by various parties. Averaging the station’s day and night rates, this comes out to be such a hit that it’s selling seats 10 weeks in advance. . .. The Federated Merchants (F. M.) is that the bulk of the biz was paid for before the politicians had the mikes to talk about. All told, estimated at about $30,000, a major portion of this coming in spot announcements used by various candidates.

Neither National Broadcasting Company nor Columbia Broadcasting System were picked out to be such a hit that it’s selling seats 10 weeks in advance. . .. The Federated Merchants (F. M.) is that the bulk of the biz was paid for before the politicians had the mikes to talk about. All told, estimated at about $30,000, a major portion of this coming in spot announcements used by various candidates.

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CIC's living up of radio engineers is gathering so much momentum that the American Communications Association is to prepare a radio broadcasting association in the near future. The recent increase on radio stations to effect other good will or sales promotions.

In addition, readers' attention is called to the monthly list numbers of The Billboard, published the last week of each month. These lists contain registration with the Bureau but does not guarantee or assume any liability to safeguard packets submitted. While Procter & Gamble are understood to have made several P. & G. shows have been tried to the foreign languager outlets, and their coverage.

Local proposition. One firm of local foreign language stations sits in an easy chair, with a rack holding notables to the Windy City and national accounts and even prophesied bearing notables to the Windy City and national accounts and even prophesied.

Chicago

By HAROLD HUMPHREY

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THE BILLBOARD

November 6, 1937

FUTURE LIST

Important Anniversaries, Etc., for Program Tickets

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

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Irrational Broadcasting System that you haven't been able to sell?

HARTSWICK, W.VA.
WESTERN UNION, N.Y.C.,
forget where the tip came from.

for dope about going on the air.

Wellington:
Snatch and Grabbit Advertising Asso-
BENITO
OUR PRESENTATION VIA AIR MAIL
AFTERNOON UNTIL YOU RECEIVE
YOU ARE PLANNING TO HEAR THIS
AUDITION
OFFICE FOR YOUR EARS ALONE STOP
PIPING BY LONG-DISTANCE TO YOUR
LOOSE BUT STYLISH AT ONE P.M.
BATON WILL PRESENT QUOTE FOOT-
S. SIMONSTEIN, PRESIDENT,
SIMONSTEIN SHOE COMPANY,
WEBsasiN UNION, N.Y.C.,
Sept. 27, 1937.

The Simonstein Shoe Company is apparently interested in radio and queried us direct. Who have you under contract and dollar volume of stations and net-

and the only yodeling dwarf ever to

works.

I have decided you people don't know

what kind of a program would sell shoes,

in New York

9th Month HICKORY HOUSE, N. Y.

The Billboard
17th Week ONYX CLUB, N. Y.

(Reprinted by Special Permission of

Good luck, Joel

Simonstein Shoe Co.

(Claude Thonnell)

The New Sensational Recording Artist

ERI FRAENCOI
Romantic Tenor
Featured Artist-NBC
IWEA & WIZ

Direction
CENTRAL BOOKING OFFICE, Inc
54 W. Randolph St., Chicago, Ill.

Red Light Hour
1441 Broadway (Chickering 4-5155)
New York.

Radio Roy is cheering because Joe

Takes, who has been off the air for ele-

ments, landed the orchestra job

on that new Simonstein Shoe hour

eleven months, landed the orchestra job

in New York

9th Month HICKORY HOUSE, N. Y.

(WEAF Cs Will

BOOKING DIRECT

Joe MARSA

and His Chicagoans

80 West 40th St., NEW YORK.

Genuine Photo Reproductions
Any Size or Quality. For Example,
80 (1 Subject) 8 x 10 for $8.00
80 (2 Subjects) 8 x 10 for $16.00

One-Half Deposit With Order. Balance C. O. D.

ADVERTISERS PHOTO SERVICE

Davies WIP Sales Head

PHILADELPHIA, Oct. 30.—Benjamin Gimbel, Jr., president of WIP, announced the appointment of Major Edward A.

Davies as the station's sales director, effective Monday (1). Major Davies, one of the radio pioneers in Philadelphia, was program director of WIP about 9 or 10 years ago. He spent the last five years as an account executive at the John Palmer Arnold Advertising Agency. His predecessor, A. C. Conlery, resigned fortnight ago.
Radio-Reviews

The Billboard - November 6, 1937

Program Reviews

EST Unless Otherwise Indicated

10

The Billboard

"The Fun Bug"
Reviewed Sunday, 3:45 p.m. EST
Style--Comedy. Sponsors--Barnes &
Robinson Refining Corporation. Agency--Barnes &
Robinson Media. Station--WWJ (Detroit).

A lively little village-comedy show that
has a number of droll characters for talk
and good vocal and musical support.

The program has a novel twist.

The transcribed familiar tunes are
nothing special. The confessions of the
warden and the narration of Walter
Morse characters somewhat lugubriously
and doesn't wear too well.

A blending of these
show.

"Lone Trail Opera House"
Reviewed Monday, 7:45-7:50 p.m.
Style--Talk. Sponsors--Your Life Maga-
azine. Station--WCAU (Philadelphia).

This is a program that the whole family
wouldn't get him by in a beginners' di-
teresting program is a sure-fire eye-opener for
the musical

"New York on Parade"
Reviewed Monday, 7:30-8 p.m. Style--Talk, sketch and music. Sponsors--
Consolidated Edison Company of New York, Inc.
Station--WGBH (Boston).

For all but the not too expensive show the
chat, music and mild humor can be
human-interest

"Tish"
Reviewed Wednesday, 9:30-10 p.m.
Style--Sustaining on WABC (New
York). Sponsors--Consolidated Edison
Company of New York, Inc. Station--WABC
(NBC network).

"I Want a Divorce"
Reviewed Sunday, 8:15-8:30 p.m.
Style--Dramatic. Sponsors--Sussman &
Weinerman Company. Agency--Bricken
Publicity.

Peter B. Kyne, Maxine Elliott, Hugh
Wylan, Donald Henderson Clark and
other writers are putting their
shoulders to the wheel on the new
radio serial which is familiar with
the pathos and pathology of the
American family. This is particularly
enthusiastic about getting the
tragedy and comedy of the foundering
marital balik into talk. So far it hasn't
been.

"Camel Caravan"
Reviewed Tuesday, 9:30-10:30 p.m.
Style--Comedy and music. Sponsors--
President Lines. Agency--Halpern &
Williams, Inc.

WGN's done an extremely good job in
keeping its audience interested.

"The Fun Bug" isrieve

"The Long, Long Trail"
Reviewed Monday, 6:30-6:35 p.m.
Style--Dramatization. Sponsor--World
Coal Company. Agency--The Greenleaf
Company. Station--WGN (Chicago).

"The Life of Family"
Reviewed Sunday, 6:30-6:45 p.m.
Style--Talk and good vocal and musical
support. Sponsors--Goodman & Oakie's
Consolidated Edison Company.

Pittsburgh's best radio voices plus an
urbanite, hour tries to sell indigestion tablets,
but the plugs are of the type that, rather
than relieving stomach sufferers, prob-
ably add to listeners' indigestion.

A blending of these
good introduction with excellent vocal
support.

"Grady Cole"
Reviewed Monday, 12:30-12:45 p.m.
Style--News commentary. Sponsors--
Stewart-Warner Radio, Comet Ries, Inc.
Station--WABC. New York.

"Radio Swaps"
Reviewed Wednesday, 7:45-8 p.m.
Style--Talk and good music. Sponsors--
Joseph DeRoy & Sons, Jewelers. Station--
WWLS (Pittsburgh).

"Energetic News Reel"
Reviewed Sunday, 3:30-3:45 p.m.
Style--News. Sponsors--Chippewa Shoe
Mfg. Company, Station--WEAF (NBC net-
work).

"The Long, Long Trail"
Reviewed Monday, 6:30-6:35 p.m.
Style--Dramatization. Sponsor--World
Coal Company. Agency--The Greenleaf
Company. Station--WGN (Chicago).

Five times per week evening five-
minute show has an elaborate setup to
sell coal. Some of first broadcast oc-
curred between 1962 and 1963, the life
plan of this coal organization, is drama-
tized by a fairly large cast and much
movement. The show is a dramatic hit,
such as a small period. This evening's
frame dramatized Theodore Roosevelt's
speech to Congress in 1906.

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Style--Talk and good vocal and musical
support. Sponsors--Goodman & Oakie's
Consolidated Edison Company.
"Back Stage in Hollywood"

Reviewed Sunday, 1:45-2 p.m. Style — Hollywood pessimist. Sponsor — Better
Beauty Shops of America, New Ray
Machineless Permanent Wave and Dona
Ray Cosmetics. Agency — Milton Weinz
berg, San Francisco. Station — WABC
(Style network).

When the air is already congested with
carbon dioxide in Winchell it is difficult
to avoid the annoying of another
polymyth back-yard egalitarian in among
the hollering crowd. Nevertheless, Lloyd
Winchell, with a sponsor to boot, goes on
merely to be overpowered with the
terrible importance to the trivial goings-on in
the lives of madcap comedians. Sometimes
sensational nor does it handle it
in the cryptic tones of the one he differs from the
"Back Stage in Hollywood"

Reviewed Saturday, 11:45-12 a.m. Style —
Music critic. Sponsor — Madison
Personal Shop Agency — Klingers
Advertisers. Sponsor — Roebuck.

Surely it is not necessary to shout the body
plundered with musical entertainment
on the altar of voluble script. Show has
and with the additional magnet of guest
name in hot music concert should
attract the type of listeners who have
the musical point of view, altoha it has a
number of first-rate soloists who
don't go into rest of copy.

Cast consists mainly of local young-
girls, who are not particularly
good. Show is well directed and nicely
arranged, with the quickness of a
true professional writer and producer. Commercials are
not particularly well arranged, and
are intercut into rest of copy. Fred Weber handles
the announcing and dubbing in the
adult parts.

"Sunday Swing Concert"

Reviewed Sunday, 1:15-1:30 p.m. Style —
Music critic. Sponsor — Madison
Personal Shop Agency — Klingers
Advertisers. Sponsor — Roebuck.

Chick Webb's quintet went to town in
the right state of pleasant expecta-
tion. Commercials are surprisingly brief,
everything else is well done.
The audible asides indulged in by the players also get a rise

"Toycenter Tonight"

Reviewed Wednesday, 9:45-10:15 p.m. Style —
Music critic. Sponsor — Marshall
Field & Company. Agency —
Hartfield & Wallace. Station —
WGN (Chicago).

This juvenile show has toys coming to
the store and those who wish to buy
them. Toycenter, the sponsor, is
merely a department store, and the
merchandising angle is employed, with
the store's "night watchman" doing
his job in describing the various
settings to

"The Four Bon Bons"

Reviewed Friday, 10:30-10:45 a.m. Style —
Music critic. Sponsor — Marshall
Field & Company. Agency —
Hartfield & Wallace. Station —
WGN (Chicago).

A few good arrangements, solid rhythm and a finished
product are all kids to visit the
shop. A few mediocre downs, program on the
whole is not well done, nothing much to
show yet.

"Junior Thrillers"

Reviewed Tuesday, 1:45-2 p.m. Style —
Drama critic. Sponsor — Sears,
Roebuck, Agency — Lavenson
Advertising. Station — WABC.

The show, aired Monday, Wednesday and Friday at the same
time, is a series built around juvenile deeds of
heroinism, and the idea is to show the
audience the ways of the part. The
most interesting part of the program is the
actual dramatizations of feats of bravery per-
fomed by real-life heroes who have been
placed in the spotlight by the Agency
of radio.

Last Wednesday's broadcast
showed the capture of a thief.
Cast consists mainly of local young-
girls, who are not particularly
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"Out-up-town"

(Continued from page 3) on the air.

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Dramatists' Guild Tries To Satisfy Film Angels

Seeks plan to modify new basic agreement—60 per cent for authors may not be so good if no shows get produced—mulls plan to set film pay by length of run.

NEW YORK, Oct. 30.—The new Dramatists' Guild agreement, the fight over which has for a while given precedence to those comparatively minor squabbles in Spain and China, is in again, with the Guild finally deciding that maybe some compromise is the answer. This is the conclusion reached by the Guild after a year and a half of bitter fighting with the major film companies over any provisions for a royalty on the sale of their properties. The latest victory for the Guild is the agreement to the authors split 30-70, under the new contract.

The film companies have until the end of the year to decide whether they will go into the new contract or offer a similar one, and most of the companies expect to reject the agreement. The Guild is likely to go to court if the companies refuse.

In the current issue of Screenwriter's Mr. George Jean Nathan, the well-known actor and writer, has expressed the feeling that the theater writers have been driven out of Hollywood by the demands of the film companies.

"The theater writers," he says, "are driven out of Hollywood by the demands of the film companies. They are men who are already established in the theater, and they have been driven out by the demands of the film companies. They are men who have been driven out by the demands of the film companies. They are men who have been driven out by the demands of the film companies. They are men who have been driven out by the demands of the film companies."
**Stage Whispers**

Happy days are here again after a long and particular autumn, the worst that leg has ever seen...

At least happy days are here again. As the agent of the brave, famous "I'd Rather Be Right," which is coming to town like a conquering hero, and anything else...

...there have been nine men, less, in the box office of the "I'd Rather Be Right," and to play, taking care of advance orders...

...the seat sale started Monday, and at first there was a double line outside almost to Remsen—zoo-like, like the first days of the Empire's early glory, when lines were turned around the block and there were no puns on them all the way to Sixth Avenue...

...in any case "I'd Rather Be Right" may be the first in the field of the commercial show, and with $200 to $300 in addition to the total fare which was turned down, and a happy side was the sale of Amphiprod in thethinkable hour for a show of this kind...

...and then all the way to Sixth Avenue.

**Broadway Runs**

*Performance to October 26, includes*:

**Dramatic**

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**Harris Throws Boston Party**

**BOSTON, Oct. 9.—A legit procedure not experienced before locally caused 'B. H. Harris to throw a party at the Ritz Carlton Hotel Thursday, at which all company members of his three shows were present. Shows I'd Rather Be Right will take it with You and Stage Door.**

**New Play on Broadway**

**Reviewed by Eugene Burr**

**BILMOR**

Beginning Wednesday Evening, Oct. 27, 1937

**MANY MANSIONS**


**Stage Door**


**Salamander**


**Chicago Project Scores With "The Straw," Early O'Neill Opus**

**CHICAGO, Oct. 20.—In Eugene O'Neill's The Straw, which opened at the Blackstone Theatre on October 15, O'Neill played his best work of the season and its most powerful and effective work. The story, told by a minor O'Neill effort, is a literate and well-drawn picture of a small drama, and a study of the human condition.**

**With O'Neill's encouragement, Murphy writes and succeeds in selling his wares. Soon he regains enough health to continue with his successful career in New York. But he returns to learn that another stay in the sanatorium is impractical. O'Neill and his friends are in love with the dying Biles.**

**Director Harry Kurnitz did a generally good job, although with a few faults. The play is a two-and-a-half-hour play, and the most intensive part of the play is the climactic scene.**

**WINTER TERM BEGINS JANUARY 17TH**

**Amerian Academy of Dramatic Arts**

FOUNDED IN 1884 BY FRANKLIN B. SARGENT

The foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and directing as well as acting.

**AMERICAN ACADEMY OF DRAMATIC ARTS**

**FOR CATALOG Address Secretary, Room 575, CARNEGIE HALL NEW YORK**

**FOR ADVERTISING**

**ALVIE'S SCHOOL OF THE THEATRE**

Courses in Acting, Dancing, Vocalism, Personal Emphasis. Enroll Now.

**FOR CATALOG Address Secretary, Room 575, CARNEGIE HALL NEW YORK**

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Courses in Acting, Dancing, Vocalism, Personal Emphasis. Enroll Now.

**FOR CATALOG Address Secretary, Room 575, CARNEGIE HALL NEW YORK**

**YON TO THIS NOW!**

**BROADWAY PERSONALITY**

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The foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as Acting.
"The Perfect Specimen" (FIRST NATIONAL)


Fic has names and nice performances by the supporting cast. Ficit will click with young people and non-class adults.

Yarn involves Gerald Wick, young man who, according to a pattern of perfection laid down by his aunt, Gerald has spent all his time in attaining a certain moral, mental and physical fitness. Thru the influences of Mona Carlyle Gerald makes a break. Beverly She falls back on the going nuts. Gerald has grand adventures. Love is everywhere.

Performances by Flynn and Blondell in the leads have a good quantity of artificiality. Flynn, who has which has enough genuine humor to sustain it, has made coming it is in Specimen. Edward Everett Horton has been excellent in the part, that in their comic capacities, but-lyrics with which may be Ray Boland as the tumble-tielook is okeh.

Glazed for upper dull billing.

Paul Ackerman.

"Music for Madame" (REO RADIO)


Nino Martini is a good singer, good looks, folks back home. And charming, is a natural Eileen. She behaves like a veteran thru the various stages of the Paderewski's performance of her line is suitably soft and expressive. Thru the two leads and the supporting cast.

Having less to be but still important are Olga Berbelanca, though not father; Lester Podewell, as her childhood sweetheart who lacks out when he leaves.

Get into the Road Show Business

Hundreds of men are making big money thru road shows. Shows in theater communities. We rent 16 mm talking pictures for from theatres, showrooms, and rent and sell projectors.

Ideal Pictures Corporation
28 East 6th Street, Chicago, Ill.

MOIVE PICTURES
Communications to 1564 Broadway, New York City

November 6, 1937

"The Westland Case" (UNIVERSAL)


This the first of a series of six feature mystery plays directed by Christy Cabanne. It is one of those moral affairs wherein an innocent man is accused of murder and must get the right man to clear him. Thru the efforts of the confident and free Man is the accurate stenographer. So that the real will take up feature the script is dressed up with comedy elements which serve also to throw the public a chance to come in out of the cold and warm up.

No member of this cast expects to win an Academy award for his performance. Thru the Westland Case, no one can take issue with the actor. Foster seems to thrive in his role as drunken detective, and the public will probably like him for it. Thru no fault of his own in his portrayal of the role of the writer of the murder of his wife. Foster is an honest man. Thru the script is dressed up with comedy elements which serve also to throw the public a chance to come in out of the cold and warm up.

"Victoria the Great" (REO-RADIO)


Victoria is a ponderous picture. Production and direction by Astaire and Rogers in The Great Garrick, a costume comedy, none can take issue with the actor. Foster seems to thrive in his role as drunken detective, and the public will probably like him for it. Thru no fault of his own in his portrayal of the role of the writer of the murder of his wife. Foster is an honest man. Thru the script is dressed up with comedy elements which serve also to throw the public a chance to come in out of the cold and warm up.

In Victoria Rogers and Pidgeon are the stars, a woman and a man, whose actions are driven by the forces of love and ambition. The film is set in the late 1800s in England, where Victoria is the queen and Pidgeon is a young writer. Thru the script is dressed up with comedy elements which serve also to throw the public a chance to come in out of the cold and warm up.

Last two sequences are done in color. Thru the film is black-and-white. The slowness of the script leads to a final dullness.

Paul Ackerman.
Music Pubs and Songwriters Still Shy From Dotted Line

Wattenberg explains long-term contract should not only bind SPA but also tunemasters as individuals—present agreement called a “bad risk”

NEW YORK, Oct. 30.—Negotiations between publishers and writers for a peaceful settlement of the struggle over the distribution and collection of phonograph royalties were still going on this week. A. M. Wattenberg, Warner’s music counsel and SPA president, stated yesterday that inasmuch as the

A Topsy-Turvy Era; Tosey for Truckin’

PHILADELPHIA, Oct. 30.—The music of tomorrow is to be different, according to Rudolph Oski. In a talk before Phila-delphia’s Masonic Music Club the

Kirk Ork on Singles; Harlem Gets Hallett

PHILADELPHIA, Oct. 30.—Atting in the first place by proprietor Reese DuPree's Strand Ballroom, located on the floor above a government liquor dispensary. When the stave manager opened shop Saturday night the crowd consisted of dancing fans for the election battle. Ballots are tallled early in December, at which time a free and merry battle will seek the presidency for the third year.

Reese DuPree's Strand Ballroom, located at 23rd and Market streets, closed on October 31, leaving it in the hands of the president.

Big Apple Goes Way of All Cider

PHILADELPHIA, Oct. 30.—Too much Big Apple peeling caused the closing of the last of the old-time reels and hoe-downs, with mud-slinging splashing prezz post. A free and merry battle is predicted, with rhythmic devices taken from Africa to the dark continents to lecturer Lopez.

Lopez started the parade, with Little J. J. Wheeler for the old-time reels and hoe-downs, followed by Bill Winder providing an old and the new, andAndroid Rollini to distort the sounds with a gobbler's breath.

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Junk Yard, Ash Can, Bottles Inspire Instrument Inventors

NEW YORK, Oct. 30.—Crow for mongrel melody-makers keeps the indus-

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**Orchestra Routes**

Following each listing appears a symbol. Fill in the designation corresponding to the following route in any of the listings:

- **1** auditorium
- **2** -ballroom
- **3** -cafe
- **4** -cabin
- **5** -country club
- **6** -hotel
- **7** -music hall
- **8** -roam
- **9** -room
- **10** -restaurant
- **11** -showboat
- **12** -theater

### EXPLANATION OF SYMBOLS

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**Orchestra Routes**

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

CHICAGO, Oct. 30.—The six-day musicians’ union rally, forcing local orchestras to operate on half-time, is likely to relieve men one night a week, revealed in six good show drummers are around.

The confusion was made at the union rally, stating that it is impossible to replace any of the six-musicians’ union drummers. The six good show drummers have been a scarcity in this area for years.

ASCAP Loses License Case

CHICAGO, Oct. 30.—It was no go for ASCAP in its attempt to license the Rumba rhapsody, a Negro jazz number. ASCAP, through its counsel, have combined in the formation of a suit which, if successful, will make the Rumba the first Negro jazz number to be absorbed in the orchestra and jazz sections which are calculated to create a new interest in the titles of any lover of hot jazz. Somebody ought to tell Brill Brothers and the people who have written the music that there are no swing street would be interested in the hot music she's playing. It is a little bit too much of a base to them then is just plain base.

Dorsey a Disappointment

Another current disappointment to those who like music and dancing is TOMMY DORSEY, who is holding forth from New York's Hotel Commodore, in a half-hour program the other night, which featured the only band to show up well was Bud Freeman's tenor sax in Symphony in Eighty. Paul Whiteman, who has been getting the most publicity, is going to Manhattan. In the meantime he is giving It looks like the Detroit and Chicago of the world to Sunnyside. The night's success was Bud Freeman, Dave Tough and Johnny Mince who played the show, leaving the spot to swingy Allyn White's vocals and Jack Teagarden's trombone, undoubtedly the band is pressed by the frigid pall of respectability, which has come to the palm room. We also grant that a band is going to swing too much of a strain on the amount of swing in the dance music. Nevertheless, there is no way the concert should be cut down. We are doing all right at the Pantages, at the Alhambra and other places.

The program consists of an old stand-bye song, a few songs that are popular with the swing audience, and the second one is a new one. The band will be away from New York for a month, taking a tour of the country to try to please a nitewax with an interior band.

Rice a Good Earful

Alhough they won't set 32nd street on fire, they will make a good specialty of it from the French Casino, New York (WFRB), dishing out two sets a night, twenty pieces, with the listener earful. The arrangement of the drums and piano arrangements which feature a violin, folding in and out, make this band sound a little different than the usual standard dance outfit. His work on standard tunes like Ooby Ooby and King of the Blues, altho full of obvious tricks and humor, is not as good as playing for the nitewax. The recital is a definite success. The arrangements aim at being perfect, and in some cases, is a little too rough, but the sax tones blend nicely with the violin. Rice is a good earful and often the band adds from the special arrangements. Rice in his own band is a little too hard on the listeners.

So You Won't Talk?

NEW YORK, Oct. 30.—Ork Leader Willis Clarks almost gave the finger to a newspaper man trying to get him to talk about the high-pressure boy was giving him a little bit of a talk. Asking the ork leader how he was doing, the reporter was at last answered: "Just swell. I got eight minutes in studio. I had twelve. It took a bit of explaining to convince Artie Shaw. We have a show coming up to tight radio plugs on Snake Charmer and a dozen for Years in My Room.

Chorus Equinity

BURLINGTON, Ia., Oct. 30.—United Music Corporation adds two new names to its exclusive management list. Frank Belvedere, Des Moines, will be routed to his home for the first time in a dozen years. Elliot State, Des Moines, will open a new season in the Midwest. C. H. Dixon Jr. of UMC pres, reports increased opportunities for the company, adding that they have paid $9,500,000 since the inception of the agency 10 weeks ago.

Chorus Equinity (Continued from page 4)

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At the 11th hour, Joe Shuster arrived on the scene and saved Superman from being chopped up in the form of a cartoon.
NY: Oct. 30. — Irving Mills tightens his corner on the modern composer's market. He has added to his staff E. B. Marks, Joe Myerow, Audrey Call and Kay Twomey.

NEW PLAY

(Continued page 11)

The Goodman's have looked upon the beauty, the love, the tenderness and the understanding and the shining honesty and courage of Bishop Graves of London, in the present world, to become again a living and vital factor in the lives of men and women. They have once more (if, indeed, it has ever followed) the lines of the life and ways of life laid down by its founder.

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Love Letters
In the Sand

Himber finds out at Moss' expense that a cow gives so much milk and no more.

NEW YORK, Oct. 29.—When Harry Moss, general manager of Associated Radio Artists, Publishers and Distributors, got a threatening letter from Mr. Himber, he found that the cow was not milked as usual.

Music bill acceptable to the owners was set at $1,000. But when the possibility of Himber getting the bill to $2,750, the offer fell through. His practice of a man named Shubert had made his daughter feel sorry for a Pittsburgh dairyma.

The Bill-board's "Most Radio Plugs" column displayed a range in number of songs appearing on the charts this week, which has risen from a previous average of 85 to 100. It is now 70, the rule being that the "most used" songs drop out of the lists only once or twice.

Gordon and Revel, who have been writing pictures before the past year, are now working with the next Cotton Club show, since Millard's music publisher, Gordon, the word that Gordon and Revel, who are tied up with the Cotton Club show, are publishing their Gau-

Tunes Go To Coffin
In Fast-Swing Time

NEW YORK, Oct. 29.—Substituting the Fast Swing for the "most radio plugs," the Bill-board's "Most Radio Plugs" column displays a range in number of songs appearing on the chart this week, which has risen from a previous average of 85 to 100. It is now 70, the rule being that the "most used" songs drop out of the lists only once or twice.

Paralleling this unusual song mortality was a strange increase in the numbers of songs being broadcast. Some of the acts, originally set for the Gus Sun Vaudeville Agency, are currently at...
Orchestra Notes

December 10, when the band fronts the folks at the Fox Theater, Detroit... Carl F. Moore and His Orchestra, 12:30 p.m., Tues.; 6:30 p.m., Thurs. and Sat., 10:30 p.m., Thurs. and Sat.; 12:30 a.m., Fri. and Sun., 8:30 p.m., Weds. and Sun., 6:30 p.m., Tues. and Fri. --- Featuring Eddy Mallory and His Orchestra.

Social Security Rulings

Affecting orchestra leaders and managers will be found in the Bureau of the Census Department of this issue.

Are You At The Top In Your Profession?

If you are earning more than you did last year, or if you have climbed to higher positions as a result of quick work, decisions, or throwing the entire tone to a name band. Some say that DAVE HARRIS has been in the custom of making the music. But the maestro's brother, and the Sophisti- tones, with Glen Gray.

University Extension Conservatory

Dept. 54, 1525 E. 53d Street, Chicago, Ill.

3 PEPPERS HICKORY, N. Y.

FOURTEEN NEW HICKORY, N. Y.

PRESIDENT: GEORGE F. STARR, N. Y.

Music Recording Artists

HICKORY, N. Y.

JOE SANDERS AND HIS NIGHTHAWKS

3 PEPPERS HICKORY, N. Y.

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JOE SANDERS AND HIS NIGHTHAWKS

Buses for Rent

All sizes. Fully Insured. Lowest rates on miles or week. We also have buses for sale. Write to Plans, G NORTHEAST WEST STAGE, INC., 1435 W. Roosevelt Road, Chicago. Rockefeller 5000

The Billboard

November 6, 1937

MUSIC-NIGHT CLUBS-VAUDEVILLE

AMERICA'S LEADING RADIO THEATRE AND DANCE ORCHESTRAS

SOUTH TERN TAVERN, Gastonia, O.

EXCLUSIVE RECORDING STARS

Jerry Blaine

New England Artists

CHICAGO

Biltmore Boys

AND THEIR ORCHESTRA, Blue Hotel, Houston, Tex.

Jack Denny

AND HIS ORCHESTRA, Chase Hotel, St. Louis, Mo.

WILL EDDIE

Hudson & DeLange ORCHESTRA

"Ambassadors of Musical Youth"

Excl. Master Recording Artists

Barney Rapp

AND HIS NEW ENGLANDERS featuring RUBY WRIGHT

BEVERLY HILLS COUNTRY CLUB, Newport, R. I., and NBC Networks

Jan Scott

AND HIS ORCHESTRA, featuring FLORENCE MORGAN

KYW, PHILADELPHIA, AND NBC NETWORK

Excl. Veteran Recording Artists

"America's Most Versatile Instrumentalist"

Jack Sherr

AND HIS ORCHESTRA, 2331 N. Western Ave., Chicago

Hollywood, Calif.

John E. Seaberry, Alto.

213, Broadway, N. Y. O.

Joe Sanders and His Nighthawks

3 PEPPERS HICKORY, N. Y.

PRESIDENT: GEORGE F. STARR, N. Y.

Music Recording Artists

HICKORY, N. Y.

Joe Sanders and His Nighthawks

Now On Tour

Mr. Music Corporation of America.

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Tell the Advertiser in the Billboard When You Got His Address

Don Redman

AND His ORCHESTRA, with ORLANDO RODRIGUEZ and HIS ORCHESTRA.

Hines Publishing Co., 1435 W. Roosevelt Road, Chicago. Rockefeller 5000

CENTURY ORCHESTRA SOCIETY

Presents

Don Redman

AND His ORCHESTRA, with ORLANDO RODRIGUEZ and HIS ORCHESTRA.

Hines Publishing Co., 1435 W. Roosevelt Road, Chicago. Rockefeller 5000

Tell the Advertiser in the Billboard When You Got His Address

Chicago, Ill.
N. Y. CLUBS CAN TAKE IT

Key Broadway Clubs Go AFA

Paradise and Cotton Club latest to sign—N. Y. spots being unionized rapidly

NEW YORK, Oct. 30.—The key local night clubs are now signing up to shop contracts with the American Federation of Artists (AFA). The Paradise and the Cotton Club, however, have not signed with the AFA a few weeks ago.

Key Broadway seems to be the most effective,

Hits Chicago Spots

Anti-Gambling Drive

Negotiations are almost complete with the Chicago Club, the Harry Stone Office, Rochester, and the Village Barn.

The AFA is operating like Equity, so far as its dealing is concerned with no member in sight.

Employers may hire any act, and no one is excused from the union contract but the act must adjust its line up to the agreement as to where such a show may be presented.

Chi Band Men Want More Dough

Detroit Automaker Makes Rochester, Chicago Ties

DETROIT, Oct. 30.—Empire Theatrical Booking Office, managed by Ceylon J. Walshe, has made an affiliation with the Harry Stone Office, Rochester, and the Danny Graham Agency, Chicago. First booking spotted thru Stone was for the Silver Grill, Buffalo.

The Frolics Cafe folded last week, after 18 years in the business. The Cafe was badly damaged by fire last week.

Bridgeport Cafe Destroyed

Bridgeport, Conn., Oct. 30.—Higgin-

itum, landmark on the Saugatuck-

Hartford highway for nearly 70 years, was badly damaged by fire last week.

Canton Club Gets Names

CANTON, O., Oct. 30.—Horace, aged 63, and his wife, Mrs. Horace, were arraigned in the Canton police court yesterday morning on an indictment they were served with last week.

Genevie Carr Recovering

Genevie Carr, well-known night club singer, who on November 19th was the victim of an attack by a man who has been removed to a hospital to her home. Miss Carr was shot in the abdomen and a wound in the hand.

Miss Carr was taken in an ambulance, and was taken to the hospital. She suffered a slight shock, but is expected to make a full recovery.

Perry Books Wilkes-Barre

The new Mayfair Club, Wilkes-Barre, Pa., with Made Pepper heading the house and Perry Books in charge of the marquee, was scheduled to open last week.

You're Our Guest; Pay Your Own

PITTSBURGH, Oct. 30.—Here's a

tick to hold a party and yet

AFA member, has wired his local office which has ordered him to appear at his seventh anniversary date on June 2nd and open a new number.

At the bottom of the card read the message: "There will be no charge of $1.00 per person." The card cost $1.00 each, to the guests and Jimmy Joy's Band.

Kelly Smut Drive Closes Chi Spots

CHICAGO, Oct. 30.—"Closed for Altera-
tions" signs adorn the windows of several spots night spots which were forced to fold early this week.

The drive against indecent entertainment, which has darkened the local entertainment scene, has spread into the night spots industry, resulting in a spate of adverse criticism regarding the business practices of various night spots.

This week, the Village Barn and the Paradise and Cotton Club are closed.

The drive has been unrelenting.

Business Worst in Year and Everybody Tries to Explain Why

NEW YORK, Oct. 30.—The bigger local night clubs are experiencing their worst business in years.

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French Casino creditors meet—but no policy change planned—Frolics folds—hot dog night club is latest

GREENWICH VILLAGE: The Greenwich Village Club owners are meeting with their creditors to discuss the future of the club.

The French Casino, a well-known night spot on 7th Avenue, is the latest to close its doors.

The club, which has been in operation for over 20 years, has been struggling to stay afloat due to the current economic climate.

The creditors meeting is expected to discuss the club's future and any possible solutions to the financial difficulties it has been facing.

Agents Set $5 Club Minimum, And Already "It's Too Much"

BOGART, Oct. 30.—Massachusetts As-

sociation of Radio Artists, thru Hank Linder, of the local chapter and several of the exclusive bands of the Highland Park Casino, Quincy, Ill., Stan Norris and band filled a week and were followed for successive weeks by Tweet Hogan and Maurice Silverman.

Also, no member of the association shall act as their own booking agent, and any member acting as such or concealing information as to where such a show may be obtained.

No member shall violate any provisions of the agreement as to where such a show may be presented.

The agreement also contains provisions for the handling of trade problems. The new group, with headquarters in New York, will be known as the "New York City Night Club Business Association."
Night Club Reviews

Le cid and Eddie's, New York

Despite the wailings of most local night clubs over poor patronage, this eight-year-old and last remaining show place business. Its reputation and continued exploitation of the local clientele are still drawing the guys and gals determined to be saught. 

The bright star is, of course, Eddie Davis, whose well-padded lenses and massive thumping of not-so-smile blue pays positively a riot. A half hour of sing- 
ting, talking and satire impressions is nothing, for the inexhaustible Davis seems to go on forever. His routine includes the familiar The Women Who Pay, the standard The Great Dr. Stinger, the bawdy She Came Rolling Down the Mountain, a radio satire, an Irish ballad in Irish brogue, and a varied take-off (with Iris Adrian) of rats. A vigorous, 

usual, pleasant delivery, good timing and excellent material have combined to make Davis almost a night-

club legend.

The rest of the show is clack. Jimmy Kehagian sines unobtrusively and then sings a couple of ballads in expressive tenor voice. He has a clean-cut winning personality. Maisie, Tate and Simpson, colored piano-singing trio that has been hear for months, please mightily with their many numbers.

Blond Mary Burton lets loose a lusty voice and vigorous delivery on pop songs and dance music. Her delivery expressive.

The Parisien Top Hat Girls are easy on the eyes and full of pep. Other contributors are Len Hughes, Maud and Grant Under, Magda and the Parisien Band.

The current diversion in this re-decorated street-level room of S. Gregory's, Taylor's establishment is the finest, most pleasing little floor show we have run into so far this season. Presented amidst a very pleasant setting, it has plenty of class and yet it is far from austere. 

Yul Brynner, tall and charming charade, has a velvety easy-flowing soprano which he uses with captivating pliability in numbers of several tongues, including French, Italian, Spanish and English. Her tone is soft and subdued and her delivery expressive. She had no trouble charming her audience with lively pop stuff and semi-classical airs. Special credit goes to the pianist, D'Amore and Stibeyne.

University of the Parisien Polies Berger*, Betty and Freddy Roberts astound with their "polie" combinations. A very lovable couple of blond girl and dark male, they give a miniature show of dance, having threatened to quit, completely filled with numbers from Viennese waltz to tango and fox trot. Blanche's choice of numbers, nothing away from the quality or thrifty classification, many of their offerings and avoiding sensationalism only enhanced straight terping well executed.

'It is this ron- desvous striving for the Continental is the Parisien Grill in Paris, the Parisien Grill is pretty steep. The band stand.

Then comes thru with good dance music, feller's neck.

Sock item, the wiggling of the shorter skates)

gets by mainly on flash rather than one of those fast bumpy rumbas that ditties,

blues voice and vigorous delivery on pop

here for months, please mightily with personality.

tenor voice. He has a clean-cut winning appearance (the girl is charming especially) and routines that are different as those from the States and Europe.

Lein and Eddie's, New York

November 6, 1937

Cocoanut Grove, Park Central Hotel, New York

The Park Central's pet room, the Cocoanut Grove, enters the local night life for another winter season. Not that the place ever closed up the intense budget had thrown out the floor show and had decreased employment by Jerry Blatt's Band.

With colder weather making move-

pick to night clubs (we hope), the Cocoanut Grove resumes full floor shows. Not that the place ever closed up the intense budget had thrown out the floor show and had decreased employment by Jerry Blatt's Band.

Parisien Grill, Budapest

With the possible exception of the Bal Tarbat, Paris, the Parisien Grill is the finest night room on the Continent.

Each program splendidly presented, runs for a month. In the summer the show takes place nightly on picturesque Margaret Island. In winter it is held in the Paulay-Koe.

The room is very strong, with the three main attractions being American. Headliners are Don Loper and Bert Davis, voted the best dance team to play there. Girl is a stunning blonde, tall and graceful and a show item, the wiggling of the shorter skates (of one of those fast bumpy rumbas that)

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in this year, his big entire business management style of his own, which, added to his present self-confidence and liking for his new environment, gives him an even round appeal. The restaurant experiment was a supper night club, but it never really lived up to its possibilities. The room was closed down ago. Now the main dining room (capacity around 50) has dinner concerts, while the piano bar downstairs offers a more intimate setting for music lovers. The small age-background of the room was well-tended to. The volume and the lightaffecting the care- and of course, the food. A menu leads along a more-sepia room of the same kind, and three or four more-sepia rooms of this kind, all with a menu that lends him an easy winner.

The C. G. Grevas restaurant, which was opened by Joseph Lyons, is a pleasant, small, informal spot. The interior is well-lit and jazzy, with its Furby and Jazzi, and with its fur bunting and jazzy, and with its fur bunting and jazzy, which forms its "dancing" by grouping the figures on the dance floor. The style of the room is something quite unusual and Rogers, who has a quality as well as a style that lends him an easy winner.

Trocar, London

The Great Indian Fakir

The Great Indian Fakir, a mellifluos harpist from Vienna, calls himself "the human harpist." He would be better off to de-velop a style of his own, which, added to his present self-confidence and liking for his new environment, gives him an even round appeal. The restaurant experiment was a supper night club, but it never really lived up to its possibilities. The room was closed down ago. Now the main dining room (capacity around 50) has dinner concerts, while the piano bar downstairs offers a more intimate setting for music lovers. The small age-background of the room was well-tended to. The volume and the lightaffecting the care- and of course, the food. A menu leads along a more-sepia room of the same kind, all with a menu that lends him an easy winner.

MARIO & FLORIA

The umptuous in dancing.

Dancers of distinction.

Cagney's.

Dawnto Darrow

New York

The Original

Madame's Basin Restaurant.

BARNES-CARRUTHERS

111 North Clark.

Chicago.

JANE

Melodious Songs and

Musical Monologues.

1936.

1936.

Farrar

Oscar White, Princess of Fiym.
More Night Club Openings

Philadelphia, Oct. 26—Night club business is picking up so well a number of establishments are having big crowds.

Mike Dukin has doubled the Coconut Club, and Miss Katharine's Little Rabbit House is adding a dinner room to its public. The Scotti-Kochax has spread to the second floor, where its new Blue Room is being completed.

Detroiter, Oct. 30—Plans are now being made for the opening of a new night club downtown on the river. A one-story building, most of the remodeling of a leading theater into the night club will not be started yet, but the plans have been definitely decided whether he will call it the French Casino or the Trocadero. Future shows will include a 10-piece orchestra.

SEATTLE, Wash., Oct. 30—New show floor has opened at the new Elitch Hotel, Club Esquire, new night club downtown. A more elaborate floor show opened at the Flollywood Restaurant, where the Flollywood Trio plays. The group has recently returned from Europe.

CANTON, Ohio, Oct. 30—The Hofbrau, a Myers Lane Cowboy bar, has added a new night club downtown, which is operating six nights weekly since the close of the Hofbrau. It will be a small and familiar names changing businesses for the winter.

Stevens Hotel now using Sande Williams, a new outfit, and adding March 5, the new Hotel Bar, is opening Friday, dining, dancing and entertainment.

A more elaborate floor show opened at the Lyons Music Hall, headed by Irene Verrum, with the Trumpet, Mantle's 1937 Puppet Revue, running full time.

The troupe has been on the road in Florida, returning to Cleveland for a second engagement at the Men's Dance. The group has been on tour for a year and is scheduled to return to Cleveland in November.

AKRON, Oct. 30—The May-Gay Bound, one local club, has launched its fall season again under supervision of Tony MacNeil, and will have six acts continued throughout the winter. Currents are Beverly King, King Morris, Henrietta and Adrian, Yvonne, Barbara Lee and Henry Pipkins.

BEAUMONT, Wis., Oct. 30—Martin Vandenheul, has opened his renovated Ritz Tavern here, with entertainment features of Curtis and Len and Frinkle and Johnny.

SHELBY, Wis., Oct. 30—Alex Dejetach has opened his new dinner and cocktail bar and lounge here, offering night dancing in the newly refurbished Ritz Tavern.

ST. JOHN, N. B., Oct. 30—Private residence on the outskirts of the city has been converted into a night club, with Ken Jones supplying the music and creating a night club atmosphere. The establishment will open one night each week.

C. W. Nelson Opens Office


Much Ado About Nothing

CHICAGO, Oct. 30—A local causse was made when the evening's show was broken up by a Jackson police officer who was caught in the midst of a fracas.

The show was held at the Colosseum, and the public was particularly excited about the fracas. The police officer was trying to break up a fight between two men who had been drinking heavily.

The fight ended with both men being arrested, and the police officer was praised for his quick action.

More Cushman Time Is Set

LINCOLN, Neb., Nov. 1—The arrival of the Cushman troupe in Lincoln, Nebraska, is announced. The troupe is scheduled to perform on November 9, giving a dance and a dinner.

Cushman insists the St. Charles, New York show will be a success, and that the WCC shows will start there shortly.

Chi Spots Open Up To New Band Names

CHICAGO, Oct. 30—Band picture in this area gets new faces this season, and the names on the marquee have changed.

Stevens Hotel now using Sande Williams, a new outfit, and adding March 5, the new Hotel Bar, is opening Friday, dining, dancing and entertainment. The Stevens Hotel is a popular spot in the area.

LESTER, incidentally, has been booked for the opening of the new night club downtown. A more elaborate floor show opened at the Flollywood Restaurant, where the Flollywood Trio plays. The group has recently returned from Europe.

New Club in Niagara, Wis.

NIAGARA, Wis., Oct. 30—James Mason, of this city, is planning the erection of the first club here at an approximate cost of $65,000.

Salon Opens Office

CHICAGO, Oct. 30—Lolo B. Salton is opening his own entertainment and orchestra booking office here Monday. He formerly managed local manager of CBA.

Actor Claims Booker Beat Him Following Night Club Exposure

BOSTON, Oct. 30—Heeding the advice of friends, the case of the well-known traffic agent was dropped Tuesday by Granara, who was charged with assaulting Jack Ford, a dental assistant, and was found guilty of assault and battery.

The case was postponed from last Thursday.

The booking of Ford's counsel, Arthur Z. Greenberg, with Granara, in addition to the fact that Ford was not there, caused the complainant to drop the charges. Granara said that he did not follow through. However, he still holds a charge of assault and battery.

Granara plans to campaign for a congressional seat, and it is up to his friends whether he will gather new information and move for a second trial. The police said that Granara has been in New York and that he has been in contact with Granara in New York.

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Vaudeville Notes

November 6, 1937

NIGHT CLUBS-VAUDEVILLE

VAUDEVILLE NOTES

Al TRAHAN shot the high score of 40 out of 100 at the Berkeley-Carterage target club Wednesday night in the high gun 10-yard event. OSCAR A. DOOB, Loew's advertising director, was a member of the winning team.

Lt. John T. Britton, Jr., has suffered a broken arm in a plane crash, according to a letter written to his brother, Lt. Col. John B. Britton, Jr., at Fort Myers, Fla.

Henry P. Darrow is in New York, where he is preparing for a trip to China.

JACK HERMAN, manager of the Burlington, Detroit, is in New York on a business trip.

Col. Percy P. Mott, U. S. M. C., has been appointed the new manager of the U. S. M. C. Club in Philadelphia.

UNITED STATES-British commando raiders from the U. S. S. Wasp have landed in the mouth of the Skeena River, British Columbia, on a daring mission to blow up the Japanese base there.

POLITICIANS PAY ENTertainers!

BOZON. Oct. 30.—For the first time in the history of Boston political candidates are paying for acts. The city is in the midst of a campaign, and the candidates are using vaudeville acts to sway the voters.

Newspaper reports state that the candidates are paying as much as $500 for each act. The acts being used are mostly vaudeville acts, but there are also some burlesque and music-hall acts.

BOOKERS WANT VAUDEVILLE UNITS

But producers are wary—circuit act names want to change cheaper units.

NEW YORK, Oct. 30.—Vaudeville producers are becoming more aggressive in their attempts to get cheaper units. They are willing to pay more for good acts, but they are not willing to pay inflated prices.

THE BILLBOARD

Delayed Somewhat

LONDON, Oct. 25.—Headliner of a current vaudeville program at the Rialto in London was to have appeared on a special trip to the East. But the trip was delayed due to a strike in the East End. The headliner will now appear on a regular schedule.

Units Crowding Out Vaude Acts

Few bills open for spot acts away from Chicago or New York—Club house change.

CHICAGO, Oct. 30.—Increasing number of small club dates is causing vaudeville acts to be crowded out of some markets. Many club dates are now being filled by acts that were once considered inferior.

F. & M. To Push Fair Business

NEW YORK, Oct. 30.—Punchen & Marco expects to go active in the fair business this year. The company is planning to book two girl groups for George A. Hamill's tour, in addition to the two acts they are already booking for the trip.

Grauman Sets for Australia

CHICAGO, Oct. 30.—George E. Dickson, operator of the Tivoli Circuit, has decided to stage a four-week tour of Australia for the Grauman chain. The tour will be held during the spring months, and the company is planning to book several acts for the tour.

Collier Adds Two Houses

BOSTON, Oct. 30.—J. Collier, vaudeville booker for the George A. Hamill Boston circuit, has added two more houses to his circuit. The additional houses are the Strand Theater in Providence, R. I., and the Palace Theater in New Bedford, Mass., and the Colonial Theater, New Bedford, Mass., and the Colonial Theater, New Bedford, Mass. The addition of these houses will allow Collier to book more acts for the circuit.
HARRIS AND SHORE

"MODES COMIQUES"

"Harris and Shore burlesque the wave manners of
dancelanci's metatarsal gliders. A stand-out among the
dances is Norman Harris and Sylvia Shore. Their intent is
serious, both in dress and expression, and the accompanying
music is in the classic genre. But at the discretion of
this duo, the smooth melody of dance doings becomes a
soothing satirical tone that makes for a
literary touch-up of the show's proceedings." —M. H. ORODENKER,


NOW IN THEIR SECOND WEEK
Headlining
ROXY THEATER, New York

Direction: Phil Bloom
Music Corporation of America

CHARLES "COOKIE" BOWERS

"MIMICS OF YOU"

HEADLINING THIS WEEK
CHICAGO THEATER, CHICAGO

Direction: WILLIAM MORRIS AGENCY

VERN RATH

(Fomerly Vernon Rathbun)

"DESSERT IN BLUE"

Hollywood Bandwagon
Now ORIENTAL, Chicago
MGT. LEDSMITH & ANGER

VERN RATH

"AMERICA'S ACE SAXOPHONIST"

With "HOLLYWOOD BAND WAGON!"

This Week—ORIENTAL THEATER, CHICAGO.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"
State Lake, Chicago
(Reviewed Friday Afternoon, October 29)
By and large, the new six-act bill in windy City's United House is the most entertaining in several weeks. It has the speed of a good two-act show, but because it is in five shows per day it is capable of keeping the audience busy. The fall of the curtain at 7:30, with the latest curtain at 11:30, made it possible to see the show through the week.

The opening act was the Patter and Clever about comedy; the Three Marcellos in Clover. These two comedians were the only ones who kept the audience laughing. The Three Marcellos were very good, but the Patter and Clever are the best of the lot. Their act is clean and amusing, and they are able to keep the audience interested for a long time.

The next act was the Orlando Orchestra, which is the best of the house bands. The orchestra is well-trained and has a good sense of humor. Their music is well-timed and they are able to keep the audience interested.

The third act was the Boys of the Bronx, who are the most popular of the dancing groups. They are well-trained and have a good sense of timing. Their dance routines are well-timed and they are able to keep the audience interested.

The fourth act was the White video, which is the best of the dancing groups. They are well-trained and have a good sense of timing. Their dance routines are well-timed and they are able to keep the audience interested.

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The ninth act was the Orlando Orchestra, which is the best of the house bands. The orchestra is well-trained and has a good sense of humor. Their music is well-timed and they are able to keep the audience interested.

The tenth act was the Patter and Clever about comedy; the Three Marcellos in Clover. These two comedians were the only ones who kept the audience laughing. The Three Marcellos were very good, but the Patter and Clever are the best of the lot. Their act is clean and amusing, and they are able to keep the audience interested for a long time.

Chicago, Chicago
(Reviewed Friday Afternoon, October 29)
An abbreviated stage bill due to the scarcity of performers was presented to the audience. The actors were not able to keep the audience interested for a long time.

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**Reviews of Acts**

<table>
<thead>
<tr>
<th>Name</th>
<th>Act Description</th>
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<tbody>
<tr>
<td>Corinne Murn</td>
<td>At the Oriental Theater, Chicago. Style - Singing, Setting - Full stage (special). Time - Eight minutes. A mature, tall Latin woman, singer who is an expert deliver of Spanish songs. Her voice is clear and pleasing, and her gestures are graceful. She is quite capable of handling the wide range of Latin music. In this theater a colorful Latin scene was staged around the act. Her voice is strong and clear, and her delivery is smooth. She is quite capable of handling the wide range of Latin music.</td>
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</tbody>
</table>
| Mae McKinn and Her Boy Friends | At the Palace Theater, Chicago. Style - Singing, Setting - Full stage (special). Time - Five minutes. Honey-voiced gal and a supporting male dancer out pop tunes and dance with the usual harmony formation. Boyfriends are weak, vocally and in the presentation, but the audience seems to enjoy the scurrility and added participation in the arrangement. A girl, attractive brat, has a winning personality that attracts attention. Act now touring with Harry Howard's 'Hollywood' play and is a sure hit with the spot numbers of production numbers. First appeared to sing Gringola and returned in the finale for Feeling Like a Million.  
| Marinna Ryger | At the State Theater, Chicago. Style - Singing, Setting - In one. Three minutes. A tall, slender woman, apparently young, by her manner of delivery of songs. Attractive as a prima donna, but must learn to sing better. She was left alone with the microphone. When she caught her breath, she was left with the audience. Setting her style is a bit too fast for the audience, but the result of the customers was interested in her before her first song ended.  
| Ray and Trent  | At the Palace Theater, Chicago. Style - Hand balancing. Setting - In one. Time - Seven minutes. Two youthful-looking athletes working in full dress suits and engaging in comedy by making them look like hand balancing class. Their tricks, too, are made different from the comedy of the mill and are executed to fast music that adds speed to the tone. Comedic and effective, their act is at their feet with a rubber band, good for a few laughs.  
| Ken Harvey    | At the Chicago Theater, Chicago. Style - Vocal solo. Setting - In one. Time - Seven minutes. A youthful and personable banjoist who plays a fine instrument. A great forward talk routine used to announce selections. He has a sight ability that will probably take him to the top of the variety. He sells his work nicely and his arrangements, but his voice is not yet ready for mass appeal. 
| No Night Life for Navy | At the Navy Yard City of Puget Sound, housing a large criminal population. The act took the action in accordance with the expressed feeling of the audience, the new order, and the emerging earlier emergency that prevailed the entertainment. |

**Buckeye Agents Seek AFA License**

**DEPT/FL, Oct. 30.** - Proumal Okhoma Business Manager, L. Rossichin, Cincinnati, and Frank H. Briti and Emil J. Cech of Cleveland have taken exception to the Illinois Federation of American Professional Actors. Since the Utah Theater started running the AFA contract, business has been excellent, according to Manager A. S. Rodell, and with the overhead now high enough to make stage productions. A closed shop is no longer a legal question and the AFA contract and its provisions will be strictly enforced.  

**Salt Lake Vaude Down to 1 House**

**SALT LAKE CITY, Oct. 30.** - For the first time in several years the Hoor The-atre is running a single vaude house. The opening was held on October 1st and was very successful. The audience was well received by the acts.  

**More Flesh for Brussels**

**BRUSSELS, Oct. 30.** - In addition to the usual vaude shows, it is reported that the most modern playhouse in Europe, which opens this week, the big indoor circus, will be opened in Brussels. It will reopen under the direction of the Bour- ger Brothers, and is to be equipped with the latest machinery and latest vaude entertainment.  

**London House Back to Vaude**

**LONDON, Oct. 30.** - An old vaude house, the London House, has been reopened under the management of Harry Blzyst, of the management of the Empire House, and is to be opened on November 6th. 

**Agent, Cafe, AFA Dispute Act Refusal To Surrender Contract**

**DEPT/FL, Oct. 30.** - Denial of statement made by Mrs. Ray Comin, the owner of the Comin Booking Office, in this city, that she is an AFA member. This is the latest in a series of actions taken by the officers of the company.  

**Midwest Vaude Movement Gains**

**OMAHA, Neb., Oct. 30.** - In an effort to restore vaudeville to stages in this territory the Midwest Talent Association is sponsoring a 20-act show at the Mu- nicipal Auditorium today and tomorrow. P. O. Box 1448, Omaha, to issue a letter drive for vaude's revival.  

**Dallas Casino Show Will Not Hit Road**

**DALLAS, Oct. 30.** - The 30th Annual Casino will close with the expiration of the contract next week, and the show will not be able to travel on account of the increase in the Missouri line. The show is now at the Grand Opera House, and has been doing well.  

**Paris Moulin Rouge Back To Stage Shows in Nov.**

**PARIS, Oct. 25.** - Moulin Rouge, which for several seasons has been operated by the Moulin Rouge, N.O. AFA, has now been acquired by a new group and will reopen in November with some of the most popular acts of the line. New owner is Societe Montmartre - Moulin Rouge, N. A.  

**Erie Booker Warns Against Others Using His Contracts**

**DEPT/PA, Oct. 30.** - P. O. Box 1448, Erie, Pa., has lost with other baggage in El Paso last fall. Among other business papers used by Edwards for looking purposes and in the wording of the contracts, there is evidence that the chief had used the same papers for the same purpose. The papers were not returned to the manager and satisfied all parties concerned. The agent who paid the bills and others for the work of the contract. It is understood that the papers were lost with other baggage in El Paso last fall.  

**Can't Do Without a Vaude Show**

**JACKSON EXCHANGE SCHOOL.** - For the past several years, the Jackson Exchange School has been dark for more than a year and has now been acquired by the Chicago Exchange School. The school has been dark since the previous school year and has now been acquired by the Chicago Exchange School.
Notes

New York:

TOMMY HAMMOND and Nellie Clark have Foot Loose casts. The company, consisting of 25, will leave for London next week for a night club engagement. They are at Boston tonight and tomorrow. Adelaide Hines, of the Curtis and Allen office, is staying at the New York Central Hotel, waiting for a train to London to start next September.

MARTY WAYNE, with a chair-tap dance number, is saving the foot and floor"

Changes in Cast

NEW YORK, Oct. 30.—Mae Dennison, ingenue, and Alvena, dancer, opened at the Republic, New York, October 29, as Bob Allen, the English equivalent of his name. The show is recast for second time around.

BOZO SNYDER, extra-attractioning for the Broadway, Toronto, and National, Circuit, is now at the Foot Loose Parade, on the dancer, and Aunt Hattie. Aunt Hattie's absence during which she posed for comedy shows now open Wednesdays instead of the usual Thursday, as the opening stars of the early season. There are a couple of suggestive skits that I'm sure the fans liked. There are a couple of suggestive skits that I'm sure the fans liked. There are a couple of suggestive skits that I'm sure the fans liked.

SYLVIA LA VON, dancer, October 29, opened at the Palace, Brooklyn, while Jack Krimer, straight, and Annette Ross exited October 28. Bertha Wash, who now and then, has been doing the same collection of chorus routines, semi-burlesque, at the Follies Burlesque here, but it's the second vocalizing while the girls present a fashion show. The set is exceptional and the clothes worn range from evening gowns to party gowns. Last thing modeled by fetching Mimi Lynne, now doing Los Angeles. The set is exceptional and the clothes worn range from evening gowns to party gowns. Last thing modeled by fetching Mimi Lynne, now doing Los Angeles.

Earle, Atlantic City, Fords

(Reviewed Monday, October 25)

New Detroit Faces

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(Reviewed Tuesday Afternoon, Oct. 26)

(See OLD HOWARD on page 33)

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DETROIT, Oct. 30.—Clifford Neale, with complete a second season at the Earle, Atlantic City. He now and then, has been doing the same collection of chorus routines, semi-burlesque, at the Follies Burlesque here, but it's the second vocalizing while the girls present a fashion show. The set is exceptional and the clothes worn range from evening gowns to party gowns. Last thing modeled by fetching Mimi Lynne, now doing Los Angeles.

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IT'S A WOMAN'S PRIVILEGE. by DAVE VINE

A recent newspaper piece enabling women, for the first time in the history of New York State, to sit at juries. Jimmy gave me and I were saying that the other day while a jury was being chosen. A female answering to the name of Miss Smith, called for examination, said she was 28 years old and when asked to the clerk there was a discrepancy in her statement, whereupon he countered: "Miss Smith, when you voted for me as a juror, did you personally know me?" "I certainly did, and that's why we should serve as jurors. We don't change our minds every day. I sat 39 then and I say 90 now."

MORE OF THE SAME. A female voice intones: "I assure you my life has never lacked a falsehood." Second voice: "I believe you—you talk that way your nose."

AT THE NEW INTERNATIONAL CASINO. This room has everything and it appears everyone is here. A friend tells Uncle Don, he is getting up a new magazine that the schedule is "American Weekly," and he and his partner, replies: "So what? My first wife wore the whole suit." On my left: "What time? You had me up tonight, and you didn't wake me up."

The drinks are light on his blessed shoulder. "I do believe they had a lot of good ones. Why, the last time I was here, we had them say I was now doing the column." "Do I think so? Why, she and I are close together that the fellow at the next table has been eating off his plate all night long."

In another corner two smarties argue, one of them saying: "I've forgotten more than you'll ever know." To which the other retorts: "I'd rather know what you've forgotten than what you remember."

I WAS THERE! (So help me.) At Linda's the other night Benny Davis and Fred Coote were discussing how hard it is to break away from habits and friends, it's a fact, said Mr. Davis, "I think you have something there, because ever since Eddie Sullivan went to Hollywood to write his contract, he's been a different fellow."

We all had the same complaint. "We'll all miss the many weeks' work we had with his Daedal Petrol review, which was the real power for much of the audience's entertainment."

Lawyer and Eleanor Powell. If an act had something Sullivan was never too busy to help and would phone here and there until he finally placed it. Broadway can only dreams like this. Remember Hollywood, only buying him to you. We want him back."

MORE (SO HELP ME). All kinds of people are called for jury duty, such as the next fellow by the name of McTigue who a year ago was the stuff has already come from..."

The good that we see is the continual proof offered by the Major's -tins. The place has such a tremendous nut that in order to keep the sheriff away from the door a terrific turnover nightly is imperative. 

Somehow, the organization should profit from this happy lesson, The greatest virtue of a theater man is a cool head. A man is only a talent unless he is so gifted that under any circumstances he must be brought to the public. And the public must be willing to pay for his services. But the组织 should profit from this happy lesson, the greatest virtue of a theater man is a cool head. A man is only a talent unless he is so gifted that under any circumstances he must be brought to the public. And the public must be willing to pay for his services. But the organization should profit from this happy lesson, the greatest virtue of a theater man is a cool head. A man is only a talent unless he is so gifted that under any circumstances he must be brought to the public. And the public must be willing to pay for his services.

SIDE GLANCES We haven't had yet an opportunity to check carefully on the disposition made of the case of the unnamed usher at RKO's. The same procedure applies in several branches of the show business today. Real showmen have always recognized the undisputable fact that when an artist who demands a better break after reaching stellar heights is in the wrong.

The same procedure applies in several branches of the show business today. Real showmen have always recognized the undisputable fact that when an artist who demands a better break after reaching stellar heights is in the wrong. Film companies fight like trapped tigers to increase the wage of a player who has been skyrocketed to fame. 

The hold magic has on the public is well illustrated by the experience of a young amateur magician who a year or so ago opened a small stand at the Baker Hotel. The express of Susie and Sammy Browns of Skaneatles. The hold magic has on the public is well illustrated by the experience of a young amateur magician who a year or so ago opened a small stand at the Baker Hotel. The hand in his clothes was a small, old man who used to believe the world was flat, has become so modern its city panorama of Susie and Sammy Browns of Skaneatles. The hold magic has on the public is well illustrated by the experience of a young amateur magician who a year or so ago opened a small stand at the Baker Hotel. The hand in his clothes was a small, old man who used to believe the world was flat, has become so modern its city panorama of Susie and Sammy Browns of Skaneatles. The hold magic has on the public is well illustrated by the experience of a young amateur magician who a year or so ago opened a small stand at the Baker Hotel. The hand in his clothes was a small old man who used to believe the world was flat, has become so modern its city panorama of Susie and Sammy Browns of Skaneatles. The hold magic has on the public is well illustrated by the experience of a young amateur magician who a year or so ago opened a small stand at the Baker Hotel. The hand in his clothes was a small old man who used to believe the world was flat, has become so modern its city panorama of Susie and Sammy Browns of Skaneatles. The hold magic has on the public is well illustrated by the experience of a young amateur magician who a year or so ago opened a small stand at the Baker Hotel. The hand in his clothes was a small, old man who used to believe the world was flat, has become so modern its city panorama of Susie and Sammy Browns of Skaneatles. The hold magic has on the public is well illustrated by the experience of a young amateur magician who a year or so ago opened a small stand at the Baker Hotel. The hand in his clothes was a small old man who used to believe the world was flat, has become so modern its city panorama of Susie and Sammy Browns of Skaneatles.
HOLLYWOOD, Oct. 31.—There's no denying that the Federales of the FTA were a sad lot when they first embarked on their campaign to bring business to the boardwalks. But now, after a few months of hard fighting, they are not only holding their own but are slowly gaining ground. The way they are fighting is by doing something that no other union has ever done before: they are fighting for their lives!

The Federales have been successful in organizing a number of important businesses along the boardwalk, and they are not afraid to use any means necessary to protect their members. They have even been known to resort to violence, but this is only a last resort. Their main objective is to protect the rights of their members and to make sure that they are treated fairly.

The Federales are not afraid to take on powerful interests, and they are not afraid to fight for what they believe in. They are a strong and determined group, and they will not be easily defeated.

Hollywood, Oct. 31.—Chicago's Media Relations, 69. Carquake and Wild West, 69. Miscellaneous, 70. Chicago Chat, 71. See It, 73. Motion Pictures, 72. Drama, 192. VA 1517. Nov. 14. —The Negro Program of four one-on-one Negro Days at the WPA Federal Theater will be presented on October 14. The program consists of four one-on-one shows, each featuring a different artist. The artists involved in the program are:

1. Lillian Nitkin, a talented young actress who has appeared in several films.
2. Robert Holmes, a versatile actor who has appeared in both movies and on television.
3. David Horne, a musician and songwriter who has written several hit songs.
4. Margaret Moffat, a beautiful singer who has a powerful voice.

The program will be presented at the WPA Federal Theater on October 14, and it promises to be a great success. Don't miss it!
**Kansas City Jottings**

KANSAS CITY, Mo., Oct. 30—Harry and Sue Diem have joined the Jack Ripley Players on a Iowa circle. Tip Tyler's Comedians, after many weeks in Oklahoma, have invaded Arkansas.

Darr-Gray Company began a stock engagement at the Auditorium, Hot Springs, Ark., last Sunday night. Edie and Eleanor Wilson and Bob and Gladys Peagy left here last week to join Darr-Gray Company in a three-week tour around Davenport, Iowa. This is the six season in the same territory. In the case of Lights of Ayes now being presented in Chicago is a number of Midwest rep companies, including Elwin Strong, Charles Reel, Emil Comley, Joe Allison, formerly with the Berkell Players, has opened a circle in and around Davenport. In this six season in the same territory.

Jackie Shriner, formerly with the Berkell Players, has opened a circle in and around Davenport. In this sixth season in the same territory.

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At from the swanky Dorchester hostelry RUSSELL SWANN shoots us a program week for eight more weeks, so he postals.

half-hour 'and Lucille Hughes and many others and Percy Abbott, Kuma, Bob King, Bud St. Louis magician-humorist, will emcee, Quaker City recently and that the latter also doing his regular magic routines.

vision"

...cincinnati for a single engagement at the Netherland Plaza and then headed for beginning in Pennsylvania.

act..

seven years, Mac reports, with the show hold-

Virginia.

a visitor at the magic desk last Thursday 5

cincinnati, brought Blackstone to the

We supply all entertainment needs for lodges, dramatic clubs, team picnics, and every occasion.

Catalog Freq.

T. S. H., 200 N. Walsh Ave., Dept. 16, Chicago, Ill.

SPEED ROLLER SKATERS

BOYS AND GIRLS

TURN TO AD ON SKATING PAGE No. 49 FOR HOLLYWOOD RACES.
CALIF.-Mrs. Clara Frank, 52, of heart ailment while on duty in a ticket box on the Royal American Shows at her home in Los Angeles, was funeral home, South Park. Burial in Oak Hill Cemetery, Battle Creek.

BURR-William, 87, a native of St. Louis, died at his home in Detroit, Oct. 22. Survived by his wife, Constance, and many nieces and nephews.

JONES-Raymond, 45, a native of St. Louis, died Oct. 23. Survived by his wife, Mary, and two children.

KENTON, Miss, 26, a native of St. Louis, died Oct. 23. Survived by her parents.

LITTLETON, Robert, 50, a native of St. Louis, died Oct. 23. Survived by his wife, Mary, and three children.

MOORE, Mrs. Lillian, 80, a native of St. Louis, died Oct. 23. Survived by her husband, John, and two children.

NICHOLS, Mrs. Emma, 65, a native of St. Louis, died Oct. 23. Survived by her husband, George, and two children.

PARKER, William, 70, a native of St. Louis, died Oct. 23. Survived by his wife, Anna, and two children.

WILLIAMS, Mrs. George, 65, a native of St. Louis, died Oct. 23. Survived by her husband, George, and two children.

Xavier, 30, a native of St. Louis, died Oct. 23. Survived by his wife, Anna, and two children.

MARRIAGE-William, 30, of Royal American Shows, and Mrs. Clara Frank, 52, of heart ailment while on duty in a ticket box on the Royal American Shows at her home in Los Angeles, was funeral home, South Park. Burial in Oak Hill Cemetery, Battle Creek.

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NOTE—Mail held at the various offices of The Billboard is in the hands of respective heads of the Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Tuesday morning, otherwise names of those concerned will be repeated in the following issue.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
The Forum

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MAIL ON HAND AT CHICAGO OFFICE

CHICAGO OFFICE

E. E. Sugarmann, Editor

Tooper, E. J.

Ambrose, Charles

Arden, H. T.

Amrose, Carl or

Ambrose, Charles

Bennett, Allen

Beasley, John

Forrest, Gladys

Dore's, Mrt. Alaliee

Davies, Mrs.

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Those not exceeding 800 words are preferred. Send communications to The Forum.

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**ACTS, UNITS AND ATTRACTIONS**

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

Abbot, Buddy, & Len Costello (Orchestral)

Adair, Dell (International Casino) NYC, re.

Adair, Hal (Radio City Rainbow Room) NYC, nc.

Adair, Willard (Palace) Portland, M, C.

Aide, Bobbie (Saratoga) NYC, re.

Alexander, G. W. (Radio City Rainbow Room) NYC, re.

Alexander, James (Capitol) Washington, D. C.

Allen, Stuart (B登入 House) NYC, h.

Allen, French (Rainbow Inn) marysville, Wash.

Allen, Vivian (Havana-Madrid) NYC, re.

Allen, Frank (Belden Inn) Canton, Ohio.

Allen, Carmen (Radio City Rainbow Room) NYC, r.

Alden, Jack (St. Paul) Minn.

Aldred, Dean (Arbor House) Cleveland, O.

Alpert, Pauline (Radio City Rainbow Grill) NYC, re.

Alpert, Pauline (Radio City Rainbow Room) NYC, re.

Alpert, Pauline (Radio City Rainbow Club) NYC, re.

Alpert, Pauline (Radio City Rainbow Room) NYC, re.

Alexander & Santos (Radio City Rainbow Room) NYC, re.

Alexander, Jo (Radio City Rainbow Room) NYC, re.

Alfred, Bob (Saratoga) Detroit, Mich.

Altmann, Roy (Orchard House) Chicago, Ili.

Altmann, Roy (Pink House) Chicago, Ili.

Altmann, Roy (Pink House) Chicago, Ili.

Altmann, Roy (Pink House) Chicago, Ili.

Altschul, Lillian, & Great Lakes (Eskimo Troupe) Cleveland, O.

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Manolita (Russian Art) NYC. re.
Manning, Len, & Mitzi (Beverly Hills) South.
Manning, Otis (Biltmore) Dayton, O., h.
McKenzie, Red (Nick's Rendezvous) NYC, h.
McKeener, Johnny (Park Central) NYC, h. -
McCully, Jean & Gine (Adelphia) Phila, h.
McCoy, Bob (Biltmore) NYC, h.
McCabe, Sara Ann (Pal.) Chi, t.
Lucky Boys, Six
Lunn.. Henry (Gay '90s) NYC, re.
Kirk,
Leily, Evelyn (Longwood) Chi, no, Lee, Joe & Betty (Nicollet) Minneapolis, h.
LeRoy & Sharp (Royal Frolics) Chi, nc.
Lawton, Reed (Le Mirage) NYC, nc.
Layde11, Vincent (Bossert) Brooklyn, h.
Lent, Prince Lei (Waikiki) Hollywood, no.
Laurice, Harry (Par -Mar)
Lane, Tont (Beverly Hills) Newport, Ky., cc.
Lane /is Carroll (Powatan) Detroit, no.
LaFouns (Earle) Kings, Four (Biltmore) NYC,
King, Charles (Gay '90s) NYC, ne.
King. Verne (Absinthe) New Orleans, nc.
Kidd, Rath (Greenwich Village Casino) NYC,
Kelly, Margie
Karin, Magician (Sun Dodgers) Chi, nc.
Kings, Four (Biltmore) NYC, lac.
Kirk,
Leily, Evelyn (Longwood) Chi, no.
Lee, Joe & Betty (Nicollet) Minneapolis, h.
LeRoy & Sharp (Royal Frolics) Chi, nc.
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Kirk,
Wallace Closes Due to Weather
Cancels several contracted stands in South Georgia—has 28-week season

YORK, S. C., Oct. 30.—Wallace Bros.' Circus closed a successful season of 28 weeks at Athens, Ga., October 15 and returned to quarters here. Unusually cold weather caused the decision to end the season. A few stands contracted in South Georgia were canceled.

The show was one of the most well-received performances of the year in South Carolina. The weather was mild and the crowds were large.

Keys Bros.' Show Off to Good Start

PORT WINE, Ind., Oct. 30.—Keys Bros.' United Indoor Circus, which opened at Huntington, Ind., last Monday, has been playing to very good houses.

The program: Joe Hodges, the red-haired wonder, and his dogs, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday.

The show was well received by the audience.

Satisfactory Season For Charles Hall's Show

POPLAR BLUFF, Mo., Oct. 29.—Charles R. Hall, owner of the Hall Bros. Trained Animal Circus, one ring, recently showed the world his biggest show and is now back in business for a four-ring season.

The program: Joe Hodges, the red-haired wonder, and his dogs, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday.

The show was well received by the audience.

Downie, Tom Mix and Russell Pulling Stakes Three Days Apart

ALBANY, Ga., Oct. 29.—Downie Bros.' Circus, which arrived in Albany on Monday, November 4, will leave the city on Wednesday, November 6, and return to quarters at Central City Park, Snell, Ga. Mileage for the season will be 11,797.

EL DORADO, Ark., Oct. 30.—Tom Mix Circus will conclude its season here Wednesday, November 6, and go to quarters at Snell, Tex. Mileage for the season will be 11,797.

AREDELPHIA, Ark., Oct. 30.—Russell Bros. Circus is scheduled to close season at Monett, Mo., November 4. The show has been well received in this area and will be well supported.

Maynard Again With Cole Bros.; Will Present Enlarged Concert

NEW YORK, Oct. 29.—Ken Maynard, stand-out cowboy attraction with Cole Bros.' Circus during 1937, will again be featured in the show this week. Maynard, who is busy with the filming of the show, will arrive in New York early next week and will begin shooting for the next show. He will be back in circulation next season, he revealed, and is currently lining up personnel to travel with the show when it opens the season next spring.

Strange Accident
At Paris Spectacle

PARIS, Oct. 26.—At opening presentation of Specter, Birth of a City, at Palace Garden Sports Park on Monday, several spectators were injured when one of the new guys holding a net of the Zemgaro, flying traps, got tangled with the crowd and fell into the net, causing severe injury to one of the men. Among the injured were Jared Morgan, a member of the band, and a lady spectator, who was dangerously hurt.

R-B Encounters
Cold Weather

WINSTON-SALEM, N. C., Oct. 30.—Ringling-Barnum circus left Gadsden, Ala., for Memphis, Tenn., last Sunday, and last season arrived at 6:30 p.m., October 17 in a driving rainstorm. Unusually hot and dry; weather turned cold and rainy; attendance better than expected. Show arrived Wednesday at 7:30 a.m., and the circus will leave for Gainesville, Fla., later this week. The show is expected to return to quarters in Miami, Fla., next season.

The program: Joe Hodges, the red-haired wonder, and his dogs, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday.

The show was well received by the audience.

Big Biz, Good Runs for Cole

FADUCAH, Ky., Oct. 30.—The end-of-season for Cole Bros.' Circus was one of good runs and big business. The show had a successful tour, despite the cold weather, and the audience was highly satisfied.

The writer, Joe Lewis, would like to have the writer's name submitted for publication in The Billboard.

Ken Maynard will again be fea-
tured in the Wild West concert with Cole Bros.' Circus at Gadsden, Ala., next week.

The cowboy star will complete his movie contract at General Films. The writer, Joe Lewis, will be on the set of the movie, "The Lone Star," at General Films in Los Angeles this week.

The writer, Joe Lewis, would like to have the writer's name submitted for publication in The Billboard.
KEN MAYNARD'S WILD WEST, COLE BROS. CIRCUS
SEASON 1937

Because of the tremendous reception accorded by the Picture Fans and Circus Goers throughout the United States and Canada during the 1937 tour, Ken Maynard, popular Cowboy Motion Picture Star, will again head his Wild West contingent on Cole Bros.' Circus in 1938.

With the Circus Fans
By THE RINGMASTER

President

COLE BROS. CIRCUS 1937
OFFICIAL ROUTE BOOK
Day by Day Events with the World's Greatest Amusement Institution.

ROCHESTER, IND. Oct. 11.- Fred Howland, Tent Manager, said he purchased the first copy of Cole Bros.' Route Book from Floyd King, who compiled it. A hand-some volume with three-color cover, it gives a daily record of all dates played from opening engagement to closing date. All performers, staff and working crews are listed with much information concerning the country-wide tour. Mr. Howland plans to use the route book very highly and will add it to his collection of autographed photos, programs, books and circus souvenirs.

Charles H. Burroughs, Washington, D.C., and Charles J. Fox, Milwaukee, Wis., are two new members whose cards were received too late to be added to the list in the first President's Membership Campaign. The fall number of White Tops was mailed October 29.

Clifford E. Land, CPA 807, of Anderson, Ind., is an enthusiastic member and is looking forward to a Central States meeting.

A daughter of Claude Elder, State chairman of Missouri, Mont., is attending St. Mary's School in South Bend, Ind.

I. William Wilson and Army Armstrong caught Sells-Sterling Circus at Walters, Ola, October 29. Bill writes that they had a pleasant visit with Mr. and Mrs. Fred Leonard and others on show.

J. A. Wagner, Des Moines, Iowa, recently delivered a lecture on the circus and the Circus Fans' Association at Simpson College, Indianola, Iowa.

John P. Grace, Kokomo, Ind., recently acquired a file of the old New York Clipper dated from 1891 to 1921.

Frank Friedmann, St. Paul, State Chairman for Minnesota, reports that he has several live prospects for membership in the association.

The James D. Cooper Top, Washington, D.C., is now engaged in a membership drive and has sold 35TOPs. There has been a suggestion of holding next convention in Washington, with the banquet in new elephant house at the zoo and a reception on Tom Mix Circle.

When Cole Bros.' Circus was at San Antonio (good matinee and straw night house), the fans there attended in a body. Following night show, the Tent gave its usual tamale party close to railroad tracks. Entire personnel of performers attended as did also members of staff. Others present were Doc Stuart and wife, who flew from Oklahoma City, and Dan Odum. Following fans were present: Paul McWright, Pasco and Tommy Susperandai, Lewis Kayton, Howard Parton, H. L. Brimner, C. W. Miller, Mrs. L. M. Reusselbach, Harry Herbert, William Wolf Jr., Pompee Copplin and Mrs. Richard Gill.

Mills Back to Pollack
STEVENS, Colo., Oct. 9.— Luke Mills, who left Polack Bros.' Circus in July to take management of Russell Bros.' Circus side show, severed relations with Russell and returned to Polack Bros. He handled advanced activities of show here, auspices of American Legion.

Baker: Bold
That's Why You Want to Use
Baker Bold
WRITE - WIRE - PHONE
BAKER - LOCKWOOD
17th and Central
AMERICA'S BIG TENT HOUSE
Eastern Representatives — A. E. Campbell, 152 West 43rd St., New York City, N. Y.

TENTS
OF ALL KINDS SALE OR RENT. BALLY CLOTHS, SHOW BANNERS, SIDE WALLS, FLAGS, ROPE, DUCK, STAKES.

IT'S FLASH
That Sells Merchandise on the MIDWAY

PALLENSBERG'S BEARS
Permanent Address, Clinton, Iowa. Just finished my biggest season with George Harris.

UNITED STATES TENT
S. T. JESSUP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.
CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST. LEADERS FOR OVER 40 YEARS.

SPANGLES
JEWELS, TRIMMINGS, ACCESSORIES
Write For Samples
DAZIAN'S, Inc.
114 W. 44th St., New York, N.Y.
November 1 for Los Angeles, stopping off at Attleboro, Mass. Bats, finished their fair season of 16 days, arranged by Floyd King, is a beset. Circus there last week. Toronto was well billed for the Shrine Fair matinees and packed night houses make some winter dates. Join him there shortly. They may later join a unit ready for the road.

DONALD J. ROWLAND, wire performer, finished his season in and around Washington, D.C., and returned to Clover, S.C., under doctor's care and is recovering.

In October 28 it was stated that Robin Rees, of Detroit, operated a stock farm in Memphis, Tennessee. That same week Robin Rees, operated a stock farm in Memphis, Tennessee, which will again be held. The fair will open on Saturday, October 30.

BUCHELESTON, the elephant, operated by the Eleventh Circus, closed season at Gainesville, Tex., on October 23 and crew departed for New York City to open in vaudeville. He met Bob Buchanan when the latter had the big Robbins stables. Kentucky's biggest show. This was the first time in his career that he had been in this part of the country.

DONALD B. LEE, who was with Kay Brothers Circus, closed the season at the Palace Theatre, Chicago on October 23 and is resting at his home, Youngstown, Ohio. Will sail for Cuba first week in November.

ALICE, African lion, was recently presented by William Ketcham to Herman Park's Zoo, Coldenbro, N. C. Lombard. The lion is a valued purchase. Charles Sparks reported that the lion was a cub.

MILTON HESSHOTT, animal trainer and equestrian director, past season with the circus, rejoined his unit and was at the East for 10 days. Thomas Whiteside, of Whiteside Trio, wire man, was playing Shreve indoor circus. He is accompanied by Jack March Troupe. Brother Daily reported to St. Louis, after playing the fair in that city. John's March Troupe, was with the Walter L. Middle Circus for five dates and made a good turn. Walter Middle is now in Chicago.

Looks like a good time for Chelsey Sparks to have a show on in next season, according to this last week. There has been a great deal of talk for several years regarding Sparks returning to the railroad field.

VERNON WOOD, of Detroit, informs that the Fair of the North, a favorite trip, is being handled by the Barnum organization. At completion of engagement Lind will go to Detroit to work night dates and other engagements. The Fair of the North will present new ladder act, also overhead aerial act.

ZOOKEEPER young R. W. Allen is on a tour of Cole Bros. and will be in Kansas City, Mo., this week. He is going to New York City to open in vaudeville. He is with the John Robinson, Hagenberger, and with the John Robinson, Hagenberger, and with the John Robinson, Hagenberger, and with the John Robinson, Hagenberger, and with the John Robinson, Hagenberger, and with the John Robinson, Hagenberger, and with the John Robinson, Hagenberger, and with the John Robinson, Hagenberger, and with the John Robinson, Hagenberger, and with the John Robinson, Hagenberger, and with the John Robinson, Hagenberger, and with the John Robinson, Hagenberger.

DURING COAST tour of Cole Bros., new set Double-Deck Banners. 20 lengths and 100 feet.

Barnum, Fred Brad, P. A. Murphy, Joe B. Thomas, and Jackie Johnson left for Miami to look after the Barnum Zoo. Chicago after closing as boss canvas man for a smaller show and play the cane belt.

William Laraway, adjusted the Gollmar Motorized Show at Chapel Hill, N. C., for New York City. The show closed season at Gainesville, Tex., on October 23.
Garden Rodeo in Windup; Biz Is Good Altoh Under '36 Mark

NEW YORK, Oct. 30—The 12th annual Madison Square Garden Rodeo came to a forthright and colorful close in New York last night when a nearly full house saw Colonel John Reed Kilpatrick, president of the Garden Corporation, present embossed commemorative silver buckles to the winners of the 21st annual competition classes.

Paul Carney led the list of victors, finishing first in the calf-roping contest, repeating for the second straight year in the calf-roping event and finishing second by four points to Rusty McGinity for steer wrestling.

Third go-around, Jim Beggs, Andy Gibson, Frank Marion, Sam Goodspeed, Vic Blackstone, Johnny Schneider, Lenard, and Patsy Woods.

Saddle Bronc Riding—First day money, $200; Second day, Frank Schneider, Gardner Sheehan, Johnny Schneider, Harry Sheehan, Pat Woods. Total paid attendance probably did not come up to expectations.

Johnny Schneider, Frank Sheehan, Dave Cassidy, Pat Woods, John Clear, Steve Raina, Joe Evans.

AN ESTIMATED crowd of 20,000 persons attended Frontier Days Rodeo at the Civic Auditorium in San Bernardino, California, October 1-7, according to Robert L. Lafferty, chief of the band's personnel department.

The band, consisting of 150 men and 12 women, is under the direction of Band Leader A, who was named leader of the band when and where and at what time and place by the M Park, subject to its regulations, telling the leader A of the band when and where and at what time and place to play. There are two opinions: One that Band Leader A is an independent contractor and must take the risk himself of purchasing his own music and to set up his own business. The other opinion is that Band Leader A is an employee of the M Park and contracts with the band as an entirety is under the control of the circus, subject to its regulations, and the right to discharge the band may be exercised at any time by the M Park. The band management orders the band when and where and at what time and place to perform. Which of the two opinions is correct?

The M Carnival hires Mr. A as band leader, which is a permanent musical organization, while a name band is usually a band or orchestra with permanent engagements with respect to such bands and orchestras playing in amusement parks. It has been active for many months to get a definite decision on the question of whether such bands and orchestras are contract bands and orchestras for varying periods during its operating season, or whether they are engaged under conditions as described above the aforementioned holdings, the band when and where and at what time and place to play. There are two opinions: One that Band Leader A is an independent contractor and must take the risk himself of purchasing his own music and to set up his own business. The other opinion is that Band Leader A is an employee of the M Park and contracts with the band as an entirety is under the control of the circus, subject to its regulations, and the right to discharge the band may be exercised at any time by the M Park. The band management orders the band when and where and at what time and place to perform. Which of the two opinions is correct?

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Top Figures For Knoebel's

Pennsy spot starting improvements after record season—to enlarge pool

BLYTHEVILLE, Ark., Oct. 30.—All-time high records in Knoebel's Grove here were registered during the 1937 season, reports Hartman Knoebel. While it took rainy Sundays and holidays on the chin along with many other amusement parks, Crystal pool suffered most from adverse weather, it was so well supported on usually "off" days of the week that a refill can be made in 12 hours so that a refill can be made in 12 hours. Crystal Ballroom is being enlarged by 100 feet, of five-color marble terrazo, and it is expected to open on Armistice Day, November 11, 1938. Mr. Knoebel said he would build two lounges and in addition Gerber & Glass state they will build two elaborate dance floors and are making arrangements to bring in some prominent dance orchestras to play during the winter season.

They state that all sorts of modern amusement equipment will be installed in the park, and spotted throughout the area will be dimming room refreshment huts. They are said to have some novel ideas for special nights. Work on new Knoebel's Grove theater is in progress and it is expected to open on Armistice Day.

Canopy Over a Block

The swimming pool is a block long. There is a 10-foot, 6 by 10-foot, 6-by-6-foot, 10-by-10-foot block of concrete, and a three-color canopy will cover an entire block. Various rides and concessions will be installed.

Mr. Gerber is on his first trip to the South and is impressed with the prospects and he predicts that Liberty Paradise Park will go over with a bang.

Ocean City Visited By a $75,000 Blaze

OCEAN CITY, N. J., Oct. 30.—A $75,000 blaze in this famous amusement center here Wednesday night threatened to duplicate the great fire of several years ago that city's Boardwalk.

Fire started in the Strand Theater and it is expected to open on Armistice Day, November 11, 1938. Mr. Knoebel said he would build two lounges and in addition Gerber & Glass state they will build two elaborate dance floors and are making arrangements to bring in some prominent dance orchestras to play during the winter season.

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Concessions Visited Miami

NEWARK, N. J., Oct. 30.—Simon B. Green, concessionaire in Dreamland Park here, accompanied by Mrs. Green, owner of the Airplane ride in the park; Mattie Green, of the Oaks Hotel, Newark, and sister of Mrs. Green, and Harry A. Humphrey, in-law of the Green company, and a concessionaire for 20 years in Olym- pia Park, Cleveland, came for a sojourn in Miami, Fla. During their absence Harold Green, a Newark theater bookers' agent, will look after his father's high school luncheon business. Last spring Mr. and Mrs. Green pre- sented a home near Lakewood, N. J., to their daughter, Martha, her husband, Harold, and her husband, Morris Apner, also Dreamland concessionaire.

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Mr. Gerber is on his first trip to the South and is impressed with the prospects and he predicts that Liberty Paradise Park will go over with a bang.
The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Conventional News

Soon comes the month of September, and the city of Chicago, Illinois, will fill with civic and professional activity. The all-day, open-air, Chicago Park District swimming pools, especially those located in the supplemental zone for boys and girls, will come into operation with the opening of the fall season. Swimming meets and other competitions will be held in these pools, which will be held in the usual outdoor arena. Special emphasis will be placed on the development of water recreation facilities at the various swimming clubs. The Chicago Park District will provide equipment for water activities and swimming instruction, including the use of rescue equipment and the development of safe swimming techniques. The city of Chicago will continue its efforts to promote water safety and encourage the use of public swimming facilities.
Weather, Biz Conditions Help To Swell La. State's Figures

Shreveport fair marked in early period by big rises in gate attendance and midway and grand-stand patronage—varied industries make up for low cotton price

SHERVEPORT, La., Oct. 20.—With ideal weather and business conditions favorable in this section, new attendance records and receipts are being hung up at the Shreveport (La.) State Fair. After the first four days, 60 per cent larger than the same period last year, it is being Children's Day, with many schools giving a holiday. On Tuesday about 25,000 attended, a much larger than on opening day it 1936. On Wednesday, break the all-time record for attendance, said Secretary R. B. Hirsch on Tuesday.

Secretary R. B. Hirsch of the annual Louisiana State Fair, October 23 -November 1.

Loss Is Taken Thru Rain in Macon

MACON, Ga., Oct. 30.—Two days of rain with gusty winds blighted what appeared to be bright prospects in history for Georgia, as receipts at the Shreveport Fair were announced for a total of 1,000,000. A total of 5,000,000 was taken over for the winter season. The receipts and attendance records, said Secretary R. B. Hirsch, were 20 per cent under last year, said Secretary R. B. Hirsch.

The weather was a factor in the decrease in receipts.

Mobile Registers 80,000 Gate Mark

MOBILE, Ala., Oct. 30.—Greater Mobile Gulf Coast Fair here on October 18-20, 1937, is the largest gate mark ever recorded at the fair. A total of 80,000 was taken over for the season. The receipts and attendance records, said Secretary R. B. Hirsch, were 20 per cent under last year, said Secretary R. B. Hirsch.

This turnout was considered remarkable because it was a small-town fair, with only a few miles to reach the fairgrounds.

Phil Wirth to Australia

NEW YORK, Oct. 30.—Phil Wirth, many years a fair-attraction broker in this section, departed from Vancouver, B. C., on October 27 for Australia where he will remain indeffinitely with his family. He retired from booking his last in the 1937 Farnham, B.C., season, having closed back in the spring. The Palace Theater Building several months ago.

Hamid Declares 1937 Season 'Most Exciting' Yet Recorded

New York grand-stock broker is intrigued with sensational results of many annuals from Canada to Dixie—finds younger rural element really amusement-minded

NEW YORK, Oct. 30.—George A. Hamid, back from an annual tour of Eastern and Southern fair circuits, terms the 1937 season the "most exciting in history." Not only from an attendance angle, in which he is directly concerned, but in all phases, which are more than one, the Hamid grand-stock broker declared. Commenting on reasons for his opinion, Mr. Hamid believes that generally good economic conditions of the nation, especially financial position of rural sections, has had marked effect on the fair business.

Two More for N. Y. W. F.

NEW YORK, Oct. 30.—List of foreign also operated, has shipped for national exhibit space at the New York World's Fair of 1933 was augmented by two this week when Mexico and Lithuania joined the fold.
First Ozark Annual Event

SPRINGFIELD, Mo., Oct. 30—First Ozark Empire District Free Fair here on October 25 through November 3 met with success despite chilly temperatures. Estimate was $50,000 on opening Sunday, rising to $62,000 on Saturday and $72,000 Sunday. Captain Prakes' Thrill Day and Suicide Club filled the grand stand Sunday afternoon. The Butter Show held Sunday featured 1200 exhibits, with Mrs. Don Deak, the judge, awarding premiums to the winners.

Edwin W. White, executive secretary, said some premium classes went beyond expectations. Particularly large was the merry-go-round, which, with the Mo-Cot, was operated from 10 a.m. to 10 p.m. daily.

Fair Grounds remained crowded Saturday night, when the Saddle Club and Duquette's Air Circus were up and at it.

While the Butter Show and the Butter judging committee filled the grand stand Monday, the show was closed Monday afternoon with the announcement of the new dates for the 1938 fair.

The fair will be held at The Ballroom in Springfield for the second year.
HAMID DECLARES

(Continued from page 46)

Year after year, Mr. Hamid has published his forecasts. The predictions are based on developments that have occurred in a particular season's fair. In 1937, he says, there were indications that the weather would be good. However, in 1941, he predicted a poor season, but the weather turned out to be good. This year, he says, the weather will be poor, although it is not yet clear how poor it will be.

FAIRS - EXPOSITIONS

November 6, 1937

HAMID DECLARES (Continued from page 46)
Rinks and Skaters
By CLAUDE R. ELLIS
(Cincinnati Office)

The "world's 21-day roller-skating championship race," scheduled to open on November 14 in Hollywood, Calif., has been called off by Barry McCormick, director of sports entertainment, who started preparations for the proposed event. Among reasons he gave for the decision was that nearly all skaters who have applied want transportation to Hollywood and a guarantee in the event they do not finish. He declared he could not meet such demands. Considering the large prize money offered and cost of transportation, he said he would be content to take the loss on what he has already invested and call off the race as planned could not be put on with them. "I am going to open for the race and try to put on a show," he declared, "and forget the race until we get our pro skaters. This whole show a willingness to help their own profession."

HAVING leased the Coliseum in Kansas City, Mo., to Bill Skillern, of a ring on October 29, F. V. (Vi) Swanepoel reports having resigned as manager and engagement agent of the Kansas State. Swanepoel stated that Swanepoel is planning to secure a small skating rink and other shows will be put on with them. "I am going to open for the race and try to put on a show," he declared, "and forget the race until we get our pro skaters. This whole show a willingness to help their own profession."

The Billboard
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The Billboard
November 6, 1937
Season Has Been Good as a Whole

Owners have kept faith with the public—attested to by increased attendance.

CINCINNATI, Oct. 30.—The season of 1937 for all the major carnivals is rapidly drawing to a close. Early this week many of them were back in winter quarters, and those that are still out will within the coming week be on their way. It has been a "spotty" year due to cold, rain and storm, but there are no very serious
(See BIG ONES ON page 59)

Weer Shows Go In;
After Good Season

CASSELTON, Minn., Oct. 30.—Frank McKay, representing the Weer Shows of which Max H. H. Weer is owner and manager, stated here this week that the shows closed the season at Lagrange, Ind., at the corn festival and that the season as a whole was successful. At the last (See WEER SHOWS on page 57)

Mike Centenni Goes to Hospital for Operation

NEW YORK, Oct. 30.—Louie G. King, general agent for the Mike Centenni Shows, reported this week that the shows closed the season and returned to Newark, N. J., for the winter. This week-end Centenni will undergo a major operation in a Newark hospital.

King will devote his time to indoor promotions and store shows and will represent James P. Victor's booking office.

"Old Man Betz" There With The Billboard for Showfolk

CANTON, O. — Johnny Enright, well-known outdoor showman, assisted the management at the annual Circleville (O.) Pumpkin Show for the 16th consecutive year. He stated here that "Old Man Betz," owner of the corner restaurant there where most of the show boys made their headquarters, had 40 copies of the Billboard for the operation. There were for the showmen and concessioners. He is a real sport and a good friend of the showmen, besides being a very good agent of The Billboard, Enright further stated.

Jones SLA Benefit Wows 'Em Under Phillips' Master Hand

VALDOSTA, Ga., Oct. 30.—At Sparta-}

burg, S. C, midnight, Friday, October 18, while the carnival played Half Half the end of the season, 

Wade Shows Beat '36 Then Goes in Barn

DETROIT, Oct. 30.—The W. G. Wade Shows, after closing the fall season at Howell, Mich., a few weeks ago, brought several riding devices and concessions here and played two locations west of October 16. Show then closed the season and stored all equipment in its winter quarters here. 

Also the early part of the season was marked with much rain and cold weather, business in a whole showed a decided
(See WADE SHOWS on page 57)

Thomas Shows in Winter Quarters

LENNOX, S. D., Oct. 30.—The two units of the Art H. Thomas Shows are in winter quarters here, while the chase of the season. Both units were under the management of
(See THOMAS SHOWS on page 57)

Dedson's Gets Good Opening in Monocoe

MONROE, La., Oct. 30.—Continuing its almost steady stream of carnival attractions here this season, the Dedson World's Fair Shows opened on the Mississippi Pacific 01 lot here Monday for a 10-day stay. Pair and cool weather made it almost ideal for good attendance at the opening.

Social Security Rulings

Issued by the Treasury Department, the Social Security Tax Unit, will be found in the Circus Department.

NOAH'S ARK Now in Tenn.

Encountered bad weather in Va. — Hoffman adds some small animals

KNOXVILLE, Tenn., Oct. 30.—Moving along the "Broadway of America," High-}

way No. 11, "Noah's Ark," a traveling Noah's Ark exhibit, is on its way to South Carolina now. The show encountered much chilly and rainy weather in some of the Virginia territory, but the bus has been very satisfactory.

(See "NOAH'S ARK" on page 57)

Byers & Beach End Successful Season

EAST ST. LOUIS, TII., Oct. 30.—The Byers & Beach Shows closed a very successful season at Hornersville, Mo., on Thursday, October 23, and pulled into this city early this week and went into winter quarters.

Plans for the 1938 style and size of show are being worked out. It is possible that the additions and improvements to be made will keep a small force at work in quarters until after the winter holidays, when the crew will be much augmented. This city will also be site of the future offices of the

FOR THE SHOWMEN'S LEAGUE OF AMERICA THIS IS SILVER JUBILEE YEAR.

It is a source of pride that since the days of Col. W. F. Cody (Buffalo Bill), his first president, whose likeness appears in this layout as displayed at the left in the top row. To his right is C. M. McCusker, president. Below him is Johnny J. Jones, second vice-president, and Joseph L. Strobl, secretary-treasurer. Center of the front picture is the Red and Black, the official journal of the league.

The Social Security Rulings, issued by the Treasury Department, will be found in the Circus Department.

FOR THE SHOWMEN'S LEAGUE OF AMERICA THIS IS SILVER JUBILEE YEAR.
SLA Completes Banquet Plans

Committees determined that 25th anniversary banquet shall be the best ever.

Chicago, Oct. 30.—The Showmen's League of America is celebrating its 25th anniversary this year. A number of a century ago a little band of showpeople, under the leadership of President J. E. Peak, lives at 905 Pierce St., and Edward A. Hock, secretary. Joseph Linderman, treasurer, and Edward A. Hock, secretary, is in a crippled condition here caused by cancer which was manifest earlier in the fall. Linderman had a new thrill act, the Seminole Indian Village, in which a young buck from the Florida Everglades places his head into the jaws of a lion. The publicity value of this unusual event was brought his 23 head of contented cows to Morlaix, with 50 attractions. Nothing was mentioned in our newspaper. Linderman had a new thrill act, the Seminole Indian Village, in which a young buck from the Florida Everglades places his head into the jaws of a lion. The office wired the lot of Wagner's, who has been engaged to provide music for the dinner, entertainment and dancing.

There will be but two speakers at the dinner, program and other committees determined that the plans for the most elaborate banquet and ball in the league's history.

At a meeting held Wednesday, attendees, including President J. E. Peak, Vice-President Frank F. Dufeldt; Sam J. Levy, chairman of the banquet and ball committee; presidents J. W. Conklin and Edward A. Hock, secretary Joseph Linderman, treasurer, and Edward A. Hock, secretary, are hard at work. The printed program for the event will be gotten up in unusually attractive style as a 25th anniversary souvenir.

The banquet anniversary will be carried out in the decor of the old home town. There will be a dinner and a dinner buffet in every respect for the celebration.

There will be two speakers at the affair. One of these has already been announced. The other has not been released. The program will be announced soon. An excellent orchestra will be chosen for Music for the dinner, entertainment and dancing. Schedule is planned for providing a high-class show and ample time for dancing.

Many reservations have already been received and attendance bids fair to top all previous banquets.

Mr. and Mrs. Raymond Lee Visit Louisiana State Fair

Shreveport, La., Oct. 30.—Mr. and Mrs. Raymond Lee, of Baltimore, State Fair, arrived here Tuesday night and attended the opening of the Royal American Shows. While here they visited the home of friend, Olle J. Sellins. Among other visitors was Tony Martone, of the Fairly-Martone Supply Co., who has been here for a short time.

Sampson, Girl Marvel, Crippled

Phoenix, Ariz., Oct. 30.—Sampson, Girl Marvel, who years ago did a slide as a 15-foot-high human wall, is in a crippled condition here caused due to a fall from a State-owned truck which she has been working on. She is located under the care of Mrs. J. E. Peak, lives at 505 Pierce Street. The girl is a splendid little worker and is making good.

After abandoning her slide for life Sampson teamed with Dave-Derby Mansfield in a fire dive known as the Human Volcano. This dive began her professional career at the age of 16. During 17 months they performed on the legitimate stage with her mother. She also traveled with circuses and appeared at various outdoor exhibitions. Last fall she was shot into the hospital. She was operated on, but was allowed to remain at home for several weeks. She was a fine little worker and was a favorite with the public.

Pat Lovell En Route West

New York, Oct. 30.—Pat Lovell, veteran circus and carnival man, passed through here on his way to Chicago and Milwaukee with stopovers in between. He has been away from South despite cold weather.

Big Number of Rides and Shows at French Street Fairs

Paris, Tex., Oct. 25.—An unusual number of big rides and important shows were among the 100 attractions along the midway of the three-weeks' stretch at St. Quentin. Leading rides and shows include Auto and Water Show, Caterpillar White, Auto Speedo, Caro, Loop-the-Loop-Show, Robbins Robuga, Goon's Elfin, The Lion, Lenemey's vaude-virk show, African Village, together with shows, girls and muses of anatomy.

Important street fairs are also under way at Chateaudun, Le Blanc St. Marie, where evens, with members scattered throughout the United States and Canada. The growth of the league during the last two years has been noted especially as a fitting celebration of its silver anniversary, the office of the league has been working on plans for the most elaborate banquet and ball in the league's history.

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ASTRO FORECASTS

111 W. Lake St., Chicago, Ill.

Forecast and Analysis, 9-p., Fancy Covers. Winds Sheets, 8 1/2 x 14, Typewritten. Per M. $5.00 for Mind Readers. Mental Magic, Label. No checks accepted.

ZODIAC FORTUNE CARDS, Fine Set

PACK of 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, eta., ase.

Display Charts Horoscopes in 11 styles, Apparatus Buddha Papers. 1.4.7 and 85 -page Readings, Zodiac Gazing Crystals, Ouija Boards, Planchettes, Etc.

SMITH & SMITH, Springville, Erie Co., N. Y.

planes are actually driven by the speed of the wind, not the windmills. The windmills are used to change the direction of the wind.

Send for our new 1987 Catalogue, full of I=

WHEELS Park Special 1 Heavy Weight about 2.000 lbs. Price 9.31. Gross, $21.00. Description and prices at all times.

THE BILLBOARD

is no doubt about it that Mr. F. E. Roy Gray and the Texas Longhorn Shows are the biggest in show business recently. Think of it! His Address

THE CARNIVAL

is the largest city.
at San Francisco, here, then to Phoenix, Ariz., Dallas, Tex., and St. Louis, Mo.,

JOE G. SCHOLLO, the well-known press agent, who last heard from and that with the exception of the official Winter fishing and some fun. We are accompanied by Mr. M. M. S. Draper, United Novelty Company, and Mrs. Graze Barron. on his way to New York.

BLU RIBBON: Anything the attainment of which is an object of great ambition; first class highest honor. That is the definition given by Webster, Funk & Wagnalls dictionary.

JAMES P. MURPHY was a visitor in Cincinnati last week accompanied by Mrs. Murphy. After a shopping tour they are making their home in Paris. James is still with the St. P. E. Gooding Amusement Enterprises and stated he would be at the big convention in Chicago.

CLIFFORD J. FRANCISCO, press and advance agent of the The Billboard, was on hand last week to take care of the advertising in newspapers. All these Mississippi shows, which is an object of great ambition; first class highest honor. That is the definition given by Webster, Funk & Wagnalls dictionary.

BOTTLED IN BONG: managers, general agents and many others like him have had a pretty tough season generally. Moral: Never interfere with your minds, to say nothing of your business.-Soapy Glue. Let

The WADLEY TIF.

W悲伤T. P. FOX, of Wallace Bros.' Shows, has been writing to friends this week from Binghamton, N. Y.: "After three years' engagement in that city. Mr. Wadley Tif. has concluded his term in office. Photo furnished by

EYERLY AIRCRAFT CORP., Salem, Oregon

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The WADLEY TIF.
son but deeply regretted he would not
be able to attend, due to work with 
the show. Would be happy to meet the show.

ON THE letterhead of a certain carnival
beneath the title are the words within quotes:
"A good man who started the show.
Mr. E. W. Byrnes, late secretary of the show,
employed by the M. R. & T. Railroad for
over 20 years. He was the faithful bodyguard
of the show. He will be sorely missed by all.

HARRY FAYLOR, electrician and The
carnival agent on the Byers & Shows, car
from Parsons, Kan.: "My father, James Foyedal,
who worked on trains as a young man, died
after being hit by a train. He was a true
working man and a good friend to all.

Mr. and Mrs. R. P. Dickerson.

SOAPY GLUE told me last week that his
letterhead for 1938 would not be printed
out with statements that do not mean any-
thing, but that instead he would leave enough
white space on the letterhead so that
the mailer put on it could be double spaced.
-Wadley Tif.

BEN DAVIDSON, agent and promoter,
returns from New York. "I was in the
west every vacation with N. P. Roland on the
25 years, with headquarters at Oklahoma
City.

Mr. and Mrs. L. B. (Barney) Lamb, who have brought together a
show with David Shack's for the last 25 years, with headquarters at Oklahoma
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Eric B. Hyde Shows


Show was ready to go Monday afternoon and people to spend and register games and midway on time. Good business and big Saturday rounded out other days. LePage,l4eau, and Lefebvre, commander, with the aid of twenty agent and 4-3 clubs, filled two big tents with lots of money. Shows were held in paddocks outside the city.

This date the first fair at Widger in 11 years and the city will continue being at Greenville, S. C., where show will winter. Good attendance was reported.

Kauf United Shows


Attendance records for this fair were broken, nearly 50,000 paid admissions for the 50th annual co-operation of fair officials. Police kept crowds orderly and no complaint of any sort was received. Tuesday, Children's Day, was record breaking. Forty school buses brought children from all sides of the county Wednesday morning by rain, but what few remained the weather was fine. L. C. Rice, promoter, was pleased with the show. L. C. Rice, promoter, was pleased with the show. L. C. Rice, promoter, was pleased with the show.

SPEFFER PALMER AND HELL DRIVERS who rode the Wall of Death this week with the Art Lewis Shows. Left to right, Clarence Redone, Slim Kaus United Shows


This four-day fair opened Tuesday with large attendance. White school children were admitted free and by 10 a.m. midway was crowded. Wednesday night into attendance, but rain started in late afternoon and night was virtually washed out. Rain continued Thursday until late afternoon, which caused a big loss in business. Thursday night was the first rain of the day at the fair and the last of the season.

Eddie M. Aldrich, owner, reported that Mrs. Burns will soon be back taking care of her duties as secretary of the show. Mr. and Mrs. Jack L. Murray came on with a set of his diggers. Visiting shows were Art Lewis, of the Art Lewis Shows, and the O. D. Greer Great Shows. LESTER KENN.

Johnny J. Jones Exposition


Again Old Jupe played havoc with the opening of the fair and this exposition, but there was a fair business entirely. Tuesday morning the weather was cold and damp and rain was forecast. Every one was afraid to ride a fair Childs Day, but after rain started and the sky broke up, the weather cooled off, and fair riders had satisfactory runs. Business was fair, but a bit too cold for heavy patronage, so the midway went over the top for the three days. Not even Old Jupe could help the weather for the show time showing. Saturday real winter weather set in, forcing showgoers to remain home at their firesides. The weather was bad but a small crowd of spectators came out, a few large crowds along the roads and at the fairgrounds, but the general business was good.

STARR DEBELLE.

Strates Shows


Another week rolled by on the calendar of rainy weeks that have beat the shows ever since the beginning of the month. All of Lower South, Va., is in the same condition. The fair at Emporia has passed without rain, several weeks in unbroken showers. Charlie Gribble, the county agent, and his associates of the fair worked unceasingly in the rain, but not a bit of the showmen were at all hurt by the rain and bitter cold. All the showmen were un Zust, and the business was very good.

This Thursday proved a very good day, but the rain kept the crowds at bay. Thursday proved a very good day, but the rain kept the crowds at bay.

With a good pitch came hard winds and strong gusts of wind. Warm weather brought the city alive and the fair to its peak. Thursday proved a very good day, but the rain kept the crowds at bay. The weather was good and the fair was very good.

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Western States Shows


Fruited by cold and rain, which was general in this section, and all outdoor shows suffered. Show played the first day satisfactorily. Since this association has been incorporated, new buildings have been erected. President Taylor, Secretary Matthews, Joe Williams, county agricultural agent, and the local chamber of commerce have been instrumental in building the new buildings. The writer visited former's sister, Mrs. George Smith, at Cottonwood, Idaho, bringing back for a visit Mrs. J. M. Connolly, of Cavendish, who has visited the last seven summers of his life at the fair. He is the former's sister, Mrs. Betty, her younger sister, Betty Ruth. Mrs. Smith, who has been away from the fair for many years, traveled to the fair and his wife visited relatives in Lubbock, Texas. Joe and Ruby Murphy visited friends at the fair, and the writer had a good time.

World of Fun Shows


Business picked up last week and show had a big Friday and Saturday. The last two nights last week had a large audience. Only prompt work on the ticket window brought the show to a successful close. The fair was officially closed by the president.

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STARR DEBELLE.

Golden State Shows

Emerald, Calif. Six days ending October 20. Fitch, Chas., weather, cold. Business, poor.

Show set up on an excellent spot, but caught the heavy rains and the temperature. Most of the managers were keeping busy, but the best was not being lost. He was able to get organized again in a couple of hours and finished the week with a makeshift arrangement. Mr. Harry Bullock, N.Y., and his wife, who was away from the fair, was back taking care of her duties as secretary of the show. Mr. and Mrs. Jack L. Murray came on with a set of his diggers. Visiting shows were Art Lewis, of the Art Lewis Shows, and the O. D. Greer Great Shows. LESTER KENN.

The Billboard 55
Miller Bros.' Shows

Ada, Okla. Week ended October 23.
Location, Steag circus lot near town. Weekly appearance.
Business, good. Weather, rain and cold. Beautifully furnished, large and well kept.

Bingo Card Markers, In strips, 26,000 for-- 1.80

All Bingo and Lotto sets are complete with wood weight cards.

Set of markers, 50c,

Bingo and Raffle sets are complete with wood weight and 40 numbered cards.


Dole and son's business was good.

Dee Lang Shows

Stuttgart, Ark. October 18-23. Aus-


The only exclusive rice carnival in the fair, and the only one in the state.

Highly touted fair fell far short of expectations due principally to rain and cold weather.

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November 6, 1937

CARNIVALS

It Pays To Own A TILT-A-WHIRL

No Wonder Successful Ride Men Buy TILT-A-WHIRLS - AND THEY PAY - YEAR AFTER YEAR

FOR PARTICULARS WRITE

SILLER MFG. CO., Fairhbn, Minn.

PRICED FROM

$1,150.00 Up

ALLAN HERSHEY CO.

1937 - THE BIGGEST KIDDEE AUTO RIDES

MORE THAN 150 SATISFACTOY OWNERS

No. 1 In The World In Fancy Rides, Shows 1000 Hobbyists For Summer Sale.

Model "B" - 18 single places, for $1,950.00. 

Model "C" - 24 single places, for $2,800.00. 

Model "D" - 30 single places, for $3,650.00. 

Model "E" - 36 single places, for $4,500.00. 

Model "F" - 42 single places, for $5,350.00. 

FOR 52,250.00 fur-

CALL SELLER FOR DETAILS

IT IS THE GREATEST OF RIDES

IT IS THE LOUDEST OF RIDES

IT IS THE BEST OF RIDES

IT IS THE MOST PROFITABLE RIDE

SOLD IN CANADA THROUGH TITO'S MFG. CO.

ORDER NOW

ALLAN HERSHEY CO., Inc.

NORTH TOWANDA, N. Y.

It Pays To Own A TILT-A-WHIRL

November 6, 1937

Bitterland's United Shows

showmen on Saturday and Sunday nights. For the first time in many years, there was no break in the weather. The show was well attended and the business was good.

Bennie's Bros. Shows

A number of the other showfolk were vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time. Mr. and Mrs. Harold C. Miller are vacationing in Pennsylvania at this time.

Hoffner Amusement Co.

A very successful week for the Hoffner Amusement Co. These shows will close a season of entertainment for the people of the area.

Heflert Carl found a new location for his show on October 24. The show will close for the season on November 15.
Notice to Rifle Ranges
A New Holiday Target

Ideal Skill Target

Start with a shot at a distance of about 250 yards. The object is to hit the target. No arguments or disputes will be allowed. Pay cash in advance. No refunds will be given. Any damage to the target will result in immediate disqualification. No parasols or umbrella. Shoes must be worn. No children under 12 will be allowed. No pets. No guns allowed. Ideal Skill Targets at

100 Yards, 20.00
In 80 at a shot
50 Yards, 10.00
For details, write FRED ALLEN,
27 E. HAWTHRAV BLVD.
SYRACUSE, N.Y.

Rubin & Cherry Exhibition, Inc.
NOW BOOKING ATTRACTIONS FOR 1938 SEASON

We offer an attractive route, still dates and fairs to showmen who are earnest, ambitious and capable. Will book or finance and build a real Side Show for the right man who has the ability to operate same. Have opening for a real decision maker. Send for dates of shows, not necessary to have carnivals experience, but must be able to operate practical work. Will book independent attractions of merit. Have Drones with dumping front just completed; good opportunity for man to handle same. One who can furnish loans, car, motorcycles, and necessary equipment to present high-class entertainment. Will send you an attractive full schedule and mail you further particulars. Send for free particulars.

Beckmann & Gerety Shows
New Booking for Their 1938 Season, Invite Correspondence From Showmen
Punch — PEP — NEW IDEAS Absolutely Necessary
The Beckmann & Gerety Magic Midway will close the 1937 Season Saturday, November 6, at Corpus Christi, Texas.
Again in 1938, Opening at the famous "BATTLE OF FLOWERS" Celebration, Located on the Main Plaza, San Antonio, Texas.
April 18 to 23, Inc.
Wanted — Ride Foremen, single men preferred. Must be sober and reliable. State all letter first, including past experience.
Address: Beckmann & Gerety Shows, Winter Quarters, Robert Fulton Hotel, Atlanta, Ga.

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We offer an attractive route, still dates and fairs to showmen who are earnest, ambitious and capable. Will book or finance and build a real Side Show for the right man who has the ability to operate same. Have opening for a real decision maker. Send for dates of shows, not necessary to have carnivals experience, but must be able to operate practical work. Will book independent attractions of merit. Have Drones with dumping front just completed; good opportunity for man to handle same. One who can furnish loans, car, motorcycles, and necessary equipment to present high-class entertainment. Will send you an attractive full schedule and mail you further particulars. Send for free particulars.

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Hamid-Morton Shrine Circus
Sets Toronto Opening Record

Ticket windows are swamped at biggest initial night in city’s indoor show history—program of stellar acts is presented at charity event in Maple Leaf Gardens

TORONTO, Oct. 25—Hamid-Morton Shrine Circus—shattered records on Tuesday night when it opened Rameses Temple Shrine Charity Circus in Maple Leaf Gardens. October 25-30, to the greatest Monday night since World War II climax of the business in the history of the circus. Program, in the order given, follows:

Rameses Shrine Band, under direction of B. J. Dixon; gong conductor, Jo Barette, director of Madison Square Garden Band; soloist; Dixie Warden and Joe Barette, drummers; Dixie Warden and Jack Taylor and Eleanor Bell.

Delano Fete Presents Acts

Delano Days Harvest Festival here on October 14-16, sponsored by the Chamber of Commerce, presented Ben Wallace’s Windy City Rodeo. Independent midway at one of the outlying localities. Big ones on.

Delano Fete presents Acts

Annual Falls Harvest Festival scheduled for October 14-16, sponsored by the Chamber of Commerce, presented Ben Wallace’s Windy City Rodeo. Independent midway at one of the outlying localities. Big ones on.

Amidst-Endocrine Shrine Circus
Sets Toronto Opening Record

Ticket windows are swamped at biggest initial night in city’s indoor show history—program of stellar acts is presented at charity event in Maple Leaf Gardens

TORONTO, Oct. 25—Amidst-Endocrine Shrine Circus—shattered records on Tuesday night when it opened Rameses Temple Shrine Charity Circus in Maple Leaf Gardens. October 25-30, to the greatest Monday night since World War II climax of the business in the history of the circus. Program, in the order given, follows:

Rameses Shrine Band, under direction of B. J. Dixon; gong conductor, Jo Barette, director of Madison Square Garden Band; soloist; Dixie Warden and Joe Barette, drummers; Dixie Warden and Jack Taylor and Eleanor Bell.

Delano Fete Presents Acts

Delano Days Harvest Festival here on October 14-16, sponsored by the Chamber of Commerce, presented Ben Wallace’s Windy City Rodeo. Independent midway at one of the outlying localities. Big ones on.
Due to the increased size and circulation of the XMAS SPECIAL (dated November 27) we must close the form containing the Classified Advertising Section 24 hours earlier than usual.

CLASSIFIED ADVERTISING FORMS for the Xmas Special

GO TO PRESS IN CINCINNATI
Wednesday, Nov. 17

"rush your copy and remittance-TODAY"

The Billboard

25 OPERA PLACE CINCINNATI, OHIO

COMMERCIAL

10c a Word

Minimum—$2.00, CASH WITH COPY.

ACTS, SONGS AND PAROIDIERS

MUSIC PRINTING—OUR RATES WILL INTEREST you in preparing for any arranging service. AUTO-LITHO CO., Box 206, 1016 Madison Ave., New York.

AGENTS AND DISTRIBUTORS

EN acting service. AUTO-LITHO CO., Box 761, N. 10th Ave., Washington, D. C.

ATTENTION PAPER Men...SQUARE SHOOT-AGENTS, SALESMEN, CANVASSERS, ATTENTION.

-100 NICKEL CIGARS, GOOD QUALITY, well known brand. $25.00 per box, full case.

Jensen, Fla.

ATTENTION PAPER Men...SQUARE SHOOT-AGENTS, SALESMEN, CANVASSERS, ATTENTION.

SIMON, 259 Broadway, New York.

ATTENTION PAPER Men...SQUARE SHOOT-AGENTS, SALESMEN, CANVASSERS, ATTENTION.

AMERICAN CHRISTMAS COMPANY, O. 2328 W Pico, Los Angeles, Calif.

ATTENTION PAPER Men...SQUARE SHOOT-AGENTS, SALESMEN, CANVASSERS, ATTENTION.

—NEW NICKEL CIGARS, COMBAT TOBACCO CO., 501 Eleventh Ave., Cincinnati, Ohio.

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ATTENTION PAPER Men...SQUARE SHOOT-AGENTS, SALESMEN, CANVASSERS, ATTENTION.

THE BILLBOARD WILL BE DATED NOVEMBER 27, CLASSIFIED FORMS CLOSE NOVEMBER 17, INCREASED CIRCULATION, UNLIMITED SPACE. ORDER CLASSIFIED AND SEND IT IN EARLY.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machine must be in operating order and be advertised extensively in The Billboard by manufacturers, distributors or operators may be advertised as "used" in The Billboard.

AAA-1 BARGAINS—OLDEN WHEELS, $75.00; Pamco, $65.00; C. S. Kamps, $50.00; Nice, $45.00; Triple M, $40.00; C. S. N. S., $35.00; Modern, $30.00; Grand, $25.00; New, $15.00; Foreign, $5.00.

BARGAIN BARGAINS—MISSOURI, $10.00; Tallon, $7.50; Gottlieb, $5.00; American, $3.00; D. & W. S., $1.50.

ATTENTION, PAPER Men...SQUARE SHOOT-AGENTS, SALESMEN, CANVASSERS, ATTENTION.

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—NEW NICKEL CIGARS, COMBAT TOBACCO CO., 501 Eleventh Ave., Cincinnati, Ohio.
ARMADILLO BASKETS, LAMPS, ETC.—They are available at your local discount store.

M. P. ACCESSORIES & FILMS

27. AT LIBERTY THEATRE MANAGER, ADVERTISING MANAGER; 2255 Church Ave., Brooklyn, N. Y.

ADVANCE AGENT FOR RELIABLE ROAD SHOW ACROBATIC COMEDY SAILOR and Stooge at SOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York.

20% CASH DISCOUNT TO SHOW PEOPLE ON WRITE CONVENTION HALL, Detroit, Mich. For Free Print, 2c each: 100 or more lc.

25, 12"x16", $20.00; 11"x14", $10.00. Print," and Reliable. ADVANCE AGENT wants to Book Outstanding Act.

LADY PIANIST—EXPERIENCED ALL LINES. Write or wire TERRY'S STROLLERS, Box 13802 Glenwood Ave., Chicago.

AND SEND IT IN EARLY.

M. P. ACCESSORIES & FILMS

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PORT, 1209 Vine St., La Crosse, Wis.

MUSICAL INSTRUMENTS, ACCESSORIES

Everywhere for the Theatre—Saw 20 to 50%, Projectors, Sound Equipment, Public Address Systems, Balloons, etc. SOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York.

WANTED—CAN USE RUBBERIZED CANVAS TENTS, 20% discount. Address LARRY’S STROLLERS, Box 13802 Glenwood Ave., Chicago.

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AT LIBERTY

PARKS AND FAIRS

BROOKLYN AND AIR

Trombone and Air

THE SENSATIONAL WOLTERS TRIO-AMERICAN 

FLUTIST - THOROUGHLY EXPERIENCED

PIANO PLAYER DESIRE-CHANCE-DANCE, 

INSTRUMENT DESIRE-PIANO PLAYER-

TROMBONE - MODERN, READ, TONE, RANGE.

FLUTIST - THOROUGHLY EXPERIENCED

TROMBONE - MODERN, READ, TONE, RANGE.

FLUTIST - THOROUGHLY EXPERIENCED

BANDMEN DESIRE-DRUMMER, TUBIST, BASEBAND.

PIANO PLAYER DESIRE-UNIT, NIGHT CLUB.

TROMBONE - MODERN, READ, TONE, RANGE.

VIRTUOSO DESIRE-EXPERIENCED, YOUNG, NATIVE-

TROMBONE - MODERN, READ, TONE, RANGE.

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VIRTUOSO DESIRE-EXPERIENCED, YOUNG, NATIVE-

TROMBONE - MODERN, READ, TONE, RANGE.
Gold-egg producer number one threatened by short-sighted operators

NEW YORK, Oct. 30—Bingo, which has been growing steadily for the past two years and has this season reached heights hardly anticipated by the most optimistic, is being threatened by the old bugaboo: short-sighted operators.

While merchandise prizes are given away, the Bingo player lays down a flat sum for the privilege of playing a set number of games and whether he wins one of the prizes or not generally goes away happy. When the old dollar-bait is dangled before him, however, he pays with the hope of winning anything away happy. When the old dollar-bait is gone for the privilege of playing a set number of games, Bingo has been on the decline.

Chock-full operators may be boosting the current take in some cases by paying out too much money (they may be in a hurry to get more in), but they certainly are (See GOOSE KILLERS on page 66).

What Do You Think

If the new, revised WHOLESALE MERCHANDISE Department? What do you like about it? What don't you like about it? We'll appreciate your views on any feature or features of the department. And we promise we'll give all your suggestions careful consideration. You can help us make the Wholesale Merchandise Department more useful to you. How about writing us a little letter... or a postcard?

DIRECT SALES

A Column for HOUSE-TO-HOUSE and STORE-TO-STORE SPECIALTY SALESMEN

By WALTER ALWYN-SCHMIDT

INCREASING buying power and higher prices are giving shoe salesmen the chance in rural districts and small towns. When prices were low, much more could be afforded, and when prices were high, more could be afforded. Now prices have increased, and there is always time to offer something cheaper if the customer hesitates.

A more than usual attendance is expected at the monthly dinner of the Direct Salesmen's Club on November 10 at the New York Advertising Club, 170 Fifth Avenue. The evening will be attended by Richard G. Benson and Alvin C. Busse's talking motion picture, "How to Make a Sales Presentation." A feature of the evening will be the speeches of the various departments.

The story of the Direct Selling Executives' Club (See BINGO BUSINESS on page 66)

June 12, 1937

CONDUCTED BY JOSEPH CSIDA JR., Communications to 1564 Broadway, New York

GOOSE-KILLERS STALK BINGO

By JOHN CARY

If you're in the Bingo business this is your column. If you're an active member or an official of a lodge, organization or association and your group is running Bingo parties this is the pillar post for you. If you're a Bingo operator, running games for groups of any kind, you must give this section the attention it deserves.

Bingo Business is a good way to keep touch with Bingo writers, as we sell in the first place, you're in the Bingo business this is your column. And now that we're properly introduced, suppose we get started.

Like all good speakers (both in print and on platforms), we open with a story. Father Kerwin, supervising the almsfor, was engaged in picking up Bingo dough for the Catholic Youth Organization Fund of the Cardinal. Father Kerwin, of course, is in New York, passed it on to us. Worton, the famous comedian, ran his Money Dr and the Dute Dr to the side, "Sorry, Dad, I'm disappointed," he said. "I'll never take you anywhere with me again. You just don't know how to be a father.

And while we're still at this—"If any Olds men," said Father Kerwin, "you will always be able to get bingo.

Belief in many quarters that public wants cash prizes, and will flock to the games in greater number if cash is given out, is probably true. That's why New York metropolitan territory, where merchandise prizes are awarded at almost all Bingo parties, is enjoying the biggest Bingo season to date. While in Chicago, there's a number of Bingos that are playing straight money games, Bingo has been on the decline.

Chock-full operators may be boosting the current take in some cases by paying out too much money (they may be in a hurry to get more in), but they certainly are (See GOOSE KILLERS on page 66).

We all know what a goose that's been laying golden eggs for many thousands now engaged in the Bingo business, and we hope this will continue. Many a new dealer has been growing steadily for the past two years and has this season reached heights hardly anticipated by the most optimistic, is being threatened by the old bugaboo: short-sighted operators.

While merchandise prizes are given away, the Bingo player lays down a flat sum for the privilege of playing a set number of games and whether he wins one of the prizes or not generally goes away happy. When the old dollar-bait is dangled before him, however, he pays with the hope of winning anything away happy. When the old dollar-bait is gone for the privilege of playing a set number of games, Bingo has been on the decline.

Chock-full operators may be boosting the current take in some cases by paying out too much money (they may be in a hurry to get more in), but they certainly are (See GOOSE KILLERS on page 66).

We have a report that K. & S. are bringing out a new Bird Cage Clock Deal.

Albert Giles, of the Embassy Candy Company, Philadelphia, is having rushed a new location on Walnut street. It looks as tho the hit and take boards may be of real service to operators, distributors and manufacturers.

The Phantom Clock recently introduced by Dickerson Company in Philadelphia to be a popular item. Operators find it has the flash and appeal to make a deal move and they are placing orders with the manufacturers. Item is 114 inches long and is made of diecast, non-tarnish chrome with black, burgundy, blue or gold dial plate. Movement is electric or 30-hour. Here's hoping when the number is hit, leaves the many thousands now engaged in the Bingo business this is your column. And now that we're properly introduced, suppose we get started.

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And while we're still at this—"If any Olds men," said Father Kerwin, "you will always be able to get bingo.
**New Items**

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

**Socialite Box Candy**

William C. Johnson Candy Company, manufacturer of premium and prize codies, announces a new deal for wholesale operators. Socialite is the new name of the new line, which comes in boxes of 10 inches with beautiful girl-head pictures. Each box is wrapped in assorted colored cellophane, Socialite box candy should take to the fancy, flashy appearance and line should produce good repeat play.

**Talking Santa**

An interesting article is the new Talking Santa offered by Talkie Toy Company, Inc. Consists of a colorful miniature of Old Saint Nick with his familiar red stocking cap and breeches. In his hand he holds a big megaphone. He actually says "Merry Christmas" in pleasant, understandable tones. Talking Santa is not a squeeze doll. It works on the same principle as a phonograph, is nine inches high and finished in seven colors. Low prices.

**Two New Dolls**

Two new novelty dolls have been added to the line of Annonbee toys made by Fleischaker & Baum. Termed "Ha Ha" dolls are made of rubber, the former being decorated in bright red and being a jovial expression, while the latter is decorated in blue and has a lugubrious expression. Dolls are packed in individual cellophane with cardboard boxes and are available at prices that make them suitable for many gift and prize purposes.

**Ploto光电**

Display window cards and street car cards made by a new process known as Ploto光电 are being offered by W. L. Moore Co., New York. Standard items are a window card 14 by 22 inches and a card card 11 by 17 inches. Other card sizes are available at a price somewhat lower than lithographing work. Cards are available at a price somewhat lower than lithographing work. Ploto光电 should also prove a good one for salesmen in the printing and advertising fields.

**Portable Oil-Burning Unit**

Agents and demonstrators should find the latest product of the Oil Burner Company attractive, for at least the duration of the war. An oil-burning unit, which is simply inserted into the flue of any existing stove, is cheap and simple to operate, with ordinary ink or lithographing ink. Cards are available at a price somewhat lower than lithographing work. Portable Oil-Burning Unit should also prove a good one for salesmen in the printing and advertising fields.

**Novex Gift Packages**

Current announcement from J. M. Tigerman, Inc., specialises in a special holiday package furnished with hotels, a wheel, and a package carrying the Slick Electric Shaver during the holiday season. It is a perfect gift for the man who has everything. The Slick Electric Shaver has been consistently reported among the top rank of electric shavers. Also, a squeezer for shaving cream is available. The Slick Electric Shaver is HIGHLY ENGAGED for AC-500, and is HIGHLY ENGAGED for AC-500. Slick Electric Shaver, in a new Chromium Case, all sizes. Satisfaction guaranteed or money refunded. In new Chromium Cases, all sizes. Sufficient to order a 3-1 Deal, including a vacuum cup, a tassel and a stirrup. Full satisfaction guaranteed with the Slick Electric Shaver.

**Lighter Cigarette Case Combos**

A $10.00 FLASH ITEM

The most popular of all smokers' items today, snappy, streamlined model "Talking" lighter case in a flash. Designed for Cigarette cases with a minimum investment, and for the large sale distributor selling thru such agents a special price quantity scale has been inaugurated. Slick Electric Shaver and Massager is a well-constructed shaving utility, using conventional double-edge blades. Manufacturer's literature and details will be sent to interested parties.

**Dynamic Radio Sensation**

One of 500 Playland Specials

Radio's Greatest Value

**Fast Selling Mechanical Toys**

For Street Workers, Demonstrators and Concessionaires

Let Our Line of Clever Wind-Up Mechanical Action Toys Make Big Money For You This Season. Everything That's New at Wholesale Prices. Be a Big Winner and Clean Up! Write for our Big 1937 Catalog Today!

**Hoops & Darning Outfits**

**Suggested Retail Price $10**

**INLAYED WITH ACETATE**

1938

Model

$10

Simply send $10 for a sample of the new design, for the latest in this line of Plain 75c and post marked. Money back if not pleased.

**Hoof Watch Co., Ltd., Edin., Waltham, Mass.**

**Suggested Retail Price $10**

**Suggested Retail Price $10**

**Immediate Delivery**

**Bengor Products Co.**

**Playland Supply Co., Inc. 14 W. 17th St., New York**

**Gellman Bros.**

**119 North Fourth St., Minneapolis, Minn.**

**Talking Santa**

An interesting article is the new Talking Santa offered by Talkie Toy Company, Inc. Consists of a colorful miniature of Old Saint Nick with his familiar red stocking cap and breeches. In his hand he holds a big megaphone. And he actually says "Merry Christmas" in pleasant, understandable tones. Talking Santa is not a squeeze doll. It works on the same principle as a phonograph, is nine inches high and finished in seven colors. Low prices.

**Ploto光电**

Display window cards and street car cards made by a new process known as Ploto光电 are being offered by W. L. Moore Co., New York. Standard items are a window card 14 by 22 inches and a card card 11 by 17 inches. Other card sizes are available at a price somewhat lower than lithographing work. Cards are available at a price somewhat lower than lithographing work. Ploto光电 should also prove a good one for salesmen in the printing and advertising fields.

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Do You Believe in Santa Claus?

If SO-SE PREPARED

Now Less Than James

REX HONES

cutting abrasive stone of 000,1

beg, priced 50c. A real fail

FREE-NEW

and "sure-fire"

Priced as low as

ROHDE-SPENCER CO.,

Do You Believe in Santa Claus?

Exceptional

Na, 2-18 to BOX

Hawaiian Dancers

25% Deposit on C.0.D.'s.

FOLDERS-ELECTRIC WREATHS

Hence make big

directing The Billboard.

For Ornament purposes.

Pile

Height 27 In. Long

F.0.B. TERRE HAUTE.

WHOLESALE MERCHANDISE

November 6, 1937

Watches

ELGIN and

WALTHAM

PRICED FROM $3.00

Sent for Free Catalogs, Handling and return of catalog, please include 25c.

ROSEN & MALTZ

801 Sansom Bldg., Dept. 1, Philadelphia 7, Pa.
WHOLESALE MERCHANDISE-PIPES

The Billboard

OAK HYTEX BALLOONS

Mickey Mouse

Prints and Novelites will further our line of other balloons. Offered only by exclusive license granted by Walt Disney Enterprises. Ask your jobber about this wonderful line, or write to us for full details.

TODAY'S RUBBER CO.

Ravenna, Ohio

SILK NECKWEAR

The best 25c Silk Made by MGC

MOGADOR

Large assortment of 25c colors.

GROSS $1.75

SILK LINED TIES--Printed $1.00

and Figures--$6.00

25c Dozen, 50c Dozen, 75c Case Charges.


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915 Broadway, New York City

Making Ties Since 1897

"BANKER"

The Pen with the Interchangeable "Billboard"

Pen Points. Drawing Instruments. Wholesale and Retail

PLUMBERS--COMBINATIONS--SETS

Mr. DEMONSTRATOR--Men's Classic Outfit


25c Dozen, 75c Dozen, $1.00 Case Charges.

917 W. 8th Ave. (Order Dept.), Kansas City, Mo.

CHRISTMAS CARDS

The greatest values ever offered. An enormous assortment of beautiful designs--many different styles--all of the best types. 50 assorted samples. 25c. RELIABLE SALES, 318 South 3rd St., St. Louis, Mo.

MEDICINE HEADQUARTERS

The United States Products Company and others. Specialized Service--Superior Service. Wholesale and Retail. General Products Laboratories

117 E. Spring Street, Columbus, O.
Pitchford Five Years Ago

Paul Moore opened a tie shop on the north side of Chicago. Mr. Moore, who was a student at the University of Wisconsin, decided to go into the tie business after he had heard about the success of his father, who was a successful tie manufacturer. Moore's shop was located on the north side of Chicago, and he sold ties in various colors and styles.

After a few years, Moore decided to expand his business and opened a new shop on the south side of Chicago. He continued to sell ties, but also began to sell other accessories such as neckties, bow ties, and scarves. His shop became very popular among tie enthusiasts, and he soon became known as one of the most respected tie sellers in the city.

Despite the success of his business, Moore never forgot his roots and remained dedicated to his family's tradition of excellence in the tie industry. He continued to work hard and expand his business, and his shop became a landmark in the city of Chicago.

HARRY FAKULA & CO.
B vista, 110 South Broadway.
Chicago, 111.

FORD
MONEY
FAST

DEAL No. 1. -Satin Crin. Glace,
10c.
2c.
5c.

DEAL No. 2. -Silk Crin. Glace.
10c.
2c.
5c.

DEAL No. 3. -Buckskin, Suede:
10c.
2c.
5c.

DEAL No. 4. -Blue Suede.
10c.
2c.
5c.

DEAL No. 5. -Pink Suede.
10c.
2c.
5c.

SOLD ON SALE. 30% TO 45% OFF.

SMOOTH LEATHER, each tablet. each tablet.

HARDCORE. Dept. B, 2510 W. 21st St., N. Y.
USINESS CO. MFRS., Dallas, Tex.

SMOOTH LEATHER. each tablet. each tablet.

ALWAYS AUTO. TABLETS.

Order and amounts of cloth you want, then send in. Your orders and amounts desired.

HARRY FAKULA & CO.
B vista, 110 South Broadway.
Chicago, 111.

SALESPERSON SPECIAL. -1000.
5c. each tablet.


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Chicago, 111.

I SAYS TO YOU: Get from a relia-
ble manuf. any of the above.

RICE BROTHERS.
112 North Broadway.

36 count (25 card lots). Card...

RICE BROTHERS.
112 North Broadway.

Hole, Cigarette, Candy, Oil, Pale

36 count (25 card lots). Card...

RICE BROTHERS.
112 North Broadway.

... the famous 27-Inch Shoo Laces. Com-

RICE BROTHERS.
112 North Broadway.

... the famous 27-Inch Shoo Laces. Com-

RICE BROTHERS.
112 North Broadway.

Pencil, 10 Blue Steel Blades. Com-

RICE BROTHERS.
112 North Broadway.

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Pencil, 10 Blue Steel Blades. Com-

RICE BROTHERS.
112 North Broadway.
HISTOCR SHOWS
(Week of October 31)

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| Avalon, Max, Anderson, B. G.                  | Calvert, Great, Montgomery, Ala.  | Maud, Great, Columbus, W. Va.               | Livingston, N.Y.                      |⒜虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱虱防空行戴头盔。
For Fair at Bowman, S. C.
That knows Louisiana.
tack and drive bill truck.

INSURANCE
bone. Walter Cook, if at liberty, let me hear. Address O. E. WILSON, Manager Wilson Bros. Circus, With own Traps. CAN ALSO USE one more Trom-

Wis. DE LUXE Corp.
1933 N. 2nd St.,

WANT AGENT
This post Detroit. Must stand post, tight and sure, task and work fast. Hogan, Garfield, American, etc. P. S. — Will handle Sheep Dog.

TIP TOP SHOWS
For Pat at Shreveport, La., Saturday afternoon, Nov. 6, 1899. This week. See below for means and personnel. P. C. O. — Will handle Sheep Dog.

LADY WRESTLER
Seasoned. Good ex. must. Have photo. etc., P. RILERT

DRUMMER WANTED
With our Car, GANNAWAR, 7-6, 2-6, 2-6. B. E. WILSON, U. S. Army, Green Bay, Wis.

WORLD'S FAIR MUSEUM

WANTED
"WORLD'S FAIR MUSEUM" in Chicago. Need people wanted. Write, giving experience. P. O. Box 119, Chicago, Ill.

DRUMMER WANTED
With our Car, GANNAWAR, 7-6, 2-6, 2-6. B. E. WILSON, U. S. Army, Green Bay, Wis.

MODEL SHOWS, Inc., WANTS FOR 1938 SEASON

The Billboard General Outdoor
November 6, 1937

Heart of America
Showmen's Club
Coates House Hotel

LADIES' Auxiliary
KANSAS CITY, Mo. — This auxiliary is looking forward to getting together again after the summer season. Members of the auxiliary, who have received the courtesy of Dot Weiss, Mabel Landaker and Leon Lauderback, are repeating most enthusiastic and Rosemary Ruback was inducted in the Illinois heart club. The auxiliary is growing. Mrs. Russell Johnson, Mahomet Hospital, with severe burns, has been home and is getting along splendidly.

HELEN BRAHER AND EMILY
Tuscaloosa Closing Stand for Mennonites
TUSCALOOSA, Ala., Nov. 1—Hennie Schreier and company have had a successful season. Their biggest shows were at Ritz and Eveleth, where they report 50 dollars in one week. The show is now in Tuscaloosa, where it will go into winter quarters at the State Fair. The 29-week tour closed with this business as a whole highly successful. President H. W. Schreier was very cordial and the show was run out on opening day.

In keeping with the recent announce ment that the Schreier equipment will be augmented with additional seating and shows, Mennonite showing at Shreveport will be ready. F. J. McLain, trainmaster and builder, recently sent Mr. and Mrs. Edgar Mink and others to use the general building program of the Schreier operation. The show will arrive in 1500. Robert Wicks, show artist, joined here and will assist in laying out buildings and decorate others. Chromium steel will be prominent in the show front which are planned as installations in style and general construction.

Walter D. Steckel, prize agent, will open a new show at Springfield, Ill. Jargrovs within the week and will be kept busy cleaning the tent. The show will do its publicity on a tour to follow in the states of Ohio and Texas.

Purcell Publishing Lynch
CINCINNATI, O., Oct. 30—Pat Purcell was a visitor to Cincinnati and The Billboard was present at the October 31 show of Jhunne Lynch’s Dach Noodles at Osgood Fairgrounds. Troup went to Clifton and Mr. and Mrs. Lynch will do its publicity on a tour to follow in this state.

Showfolk in 60 Cities
ALBANY, Ga., Oct. 30—The following were some of the highlights of the last week —— Oct. 23: Walter L. Gilley, manager of Domowe Bros.’ advertising car, and crew: J. G. Adams, general agent of Howe Bros., and Jim; Charles Comfort, general agent Wallace Bros.; Bennett Livingston and setting for show. Charles Col ler’s Silas Green Minstral Show; William Hammond, general agent Walter L. Gilley, Circuit; James Heron and Donald, of Rombrie show, called at the Atlantic living trailer at Montgomery, Ala.

Biz Good in Carolinas
For Beers—Barnes Show
CINCINNATI, O., Oct. 30—Frank P. Melle of Beers—Barnes Circus, reports business good in South Carolina, hundreds of shows and a number of stands. Show also did nicely in North Carolina, considering opposition. Bob Crabb, Wallace, Kay Bros., Walter L. Main, and Jerry Goode, humanity, are in a corner that State at one time.

Mell also is introducing some new numbers.

former film actress, in that city Octo-

Dorothy Anderson from Attilas (Andy Anderson), who recently was in the “Honeymoon Jones.” Dolly Dean from Russell Dean in Hondo County, Arizona, October.
The progress of the York Interstate Fair, York, Pa., since the showman concept idea was adopted four years ago has been so encouraging to President Sam Lewis and other executives of the fair that during each of the four years since then, weather has interfered with attendance.

The duties of a censor have been complicated by the operation of a space concession. No doubt it was a hard thing to refrain from property rights in the new park space. It was determined to have only legitimate games with merchandise awards. Vacant space was therefore occupied by a company that dealt in all kinds of toys in a big five-room shop. All cylinder space was sold out completely, and this year it was necessary to create additional space in an old depot building.

Raffle tickets for clean midways and would offer to hand them out if they arrived a trifle too late of the book. The back cover contains a graph showing the show's route for 1937.

By actual count we found 135 cuts of individuals and groups in the book ranging from 1 to 9½ inches in width. There must be at least 1,000 people of the show pictured, from owners, performers, to all seat holders in the various areas of the complete roster for 1937, the 1937 circus program, several stories by members of the show, and others were added by date in each of the towns visited in 1937, and the routes of the Colos show for the seasons of 1935 and 1936. There are 18 pages of advertising in the rear part of the book.

Five years ago October 15 last there passed from this world a man who made history in the outdoor amusement business. He was Col. W. E. Sullivan.

Colonel Sullivan was the successor of one Sam Lewis and other executives of the show. He became a stickler for clean midways and would offer to hand them out if they arrived a trifle too late of the book. The back cover contains a graph showing the show's route for 1937.

As a tribute to Colonel Sullivan's magnificent handiwork a book has been published by the Eli Bridge Company giving a complete story of his life and his accomplishments. It is 112 pages of advertising in the rear part of the book, and a picture of Mrs. Sullivan and other data.

LONG ISLAND

(Continued from page 49)

The sound equipment of Father Pasquale in the newly completed Claverack pier has made a comeback during the season at the pier, which is now being used as a pier. Father Pasquale, who opened the present Big Wheel a few years ago, has been associated with the business for a number of years. He is now the owner of the pier, and is showing a large number of people in attendance. The pier is now being used as a pier, and is showing a large number of people in attendance. The pier is now being used for both pier and water activities.

ACHEIVEMENT PLAN

(Continued from page 64)

An achievement plan has been announced by the in-}
November 6, 1937

Martone Sells Out to Little

Eusthwhile Fairly - Martone Shows now titled Fairly & Little Shows

ST. LOUIS, Oct. 30.—A deal was begun here today, it was announced here today, when the Martone Bros., owners of the St. Louis, Chicago, and St. Paul Midway Shows, sold a controlling interest in their shows to Little Bros., owners of the Loew's World's Fair in Bensonhurst, Brooklyn.

Both Little Bros. and Martone Bros. have been in the midway business for many years. Little Bros. have been successful in their operations, and the Martone Bros. have built up a large business in the St. Louis area.

The sale is expected to be completed in the near future, and it is believed that the new owners will be able to maintain the high standards of operation that have been set by the Martone Bros.

It is expected that the new ownership will bring about some changes in the management of the shows, but it is believed that the shows will continue to be operated in the same manner as they have been in the past.

The sale of the Martone Shows to Little Bros. is a significant event in the midway business, and it is expected to have a far-reaching effect on the industry as a whole.

—From The Billboard.
November 6, 1937

CUTS FROM THE CROSSROADS

By NAT GREEN

Talk of a new amusement park for Chicago has been revived, but apparently the project has not yet gotten beyond the stage of a curiosity. But now that it has been brought out of the closet of the imagination, the promoters are all successful, having been made during the last three days. Stanford J. Hayes, Jr., The Billboard’s managing editor, recently elaborated the plan to convert the old White City into a sort of indoor amusement park, with the entire grounds under one roof. Looking very good on paper, the project seems to have the necessary conditions to make the promoters have something of a financial success. A feature of the promotion, which is likely the downfall of the opposition, will be the lack of any large overtures. Chances are Riverfront will continue to be the city’s only amusement park.

The Beckmann & Gerety Shows got a new breath in the current weekly magazine with a double-page spread showing scope and capture of the audience. Strange how these reptiles have formed a habit of escaping (?) Last year one of C. J. Wilson’s big snakes accomodates itself to its tiny box, reappearing around the fairgrounds, stopping occasionally to give the photographer a checkup. Very satisfactory.

Friends of Harry Russell, well-known Chicago’s League member, will be sorry to learn that he died last week. Many League members attended the funeral service at the home of the Lady of Sorrows Church in Chicago.

A little dramatization, including the quadruple at the Chicago Stadium role, was played by Jimmy McCarthey, of Bakersfield, Calif., at the White City, Chicago, from an extended trip on which he visited many shows and found the business outlook in the amusement field satisfactory. He was welcomed by the many friends who have become acclimate mutes at Chicago and the South. He won’t last long for another tour, as M. Whittington is looking forward to getting the Chinook and the boys home.

November 6, 1937

GENERAL OUTDOOR

The Billboard

Where Are You Wintering?

From the Billboard, Cincinnati, O. (Our records of circuses, carnivals and tent shows in winter quarters:

Title of Show | Owner or Manager | Address
--- | --- | ---

Winter Quarters Address

Office Address

The Billboard
Finale of Dallas Expo Brings Swingsters and Leonard Gordon's Chorus.

Pan-American ends with season's attendance 384,830 over the 2,000,000 goal set—many structures will remain for resumption of State Fair of Texas in 1938

DALLAS, Nov. 1.—At the close last night of the first general exposition ever held in the Southwest, many of the structures have been surrendered to their owners and others will be razed, according to plans for the exposition."From its inception at the Pan-American Exposition of 1936, Pan-American Exposition was set up on an average of 5,000,000 people a year. In 1937, the attendance was 7,000,000. The total attendance for the exposition was 3,000,000,000. Full week of the final exposition of November 31, 1936, after a run on November 15, 1938 after a lapse of several months.

Back to State Fair

The Pan-American Exposition of 1936, Pan-American Exposition was set up on an average of 5,000,000 people a year. In 1937, the attendance was 7,000,000. The total attendance for the exposition was 3,000,000,000. Full week of the final exposition of November 31, 1936, after a run on November 15, 1938 after a lapse of several months.

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Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, Oct. 30.—As President McCall and Vice-President Pavlacka were among those attending the Showmen's League of America's Banquet and Ball in the absence of Chairman Carl S. Wolfer, Reports were made that it is going ahead with plans for a real affair and that the Banquet and Ball Committee and sub-committees have been appointed to carry it out.

Treasurer Rosemblatt is giving the boys full details of the Cemetery Fund campaign.

Clarksdale, Miss., Fair, this week.

November 6, 1937

DEALERS OUTSIDE

Step aside, funny folks, the boys have the show business crowd wrapped around their little fingers. The Ohio State Fair was winding up its annual aggregation of fun and realization of profit to the state of Ohio.

MADRID, Spain, Oct. 30.—A recent report from Madrid is that the King is going to open the new palace in Madrid, which is the largest in the world.

The American Roller Derby League is planning a visit with them.

The world's fair will be held next year. Entrance to the grounds will be cut across present entrances.

The next issue of the American Roller Derby League will be held next year.

The new route 422 will cut across present entrances.

BUTLER, Pa.—Butler Fair and Exposition will be held at a cost of $100,000. The fair will be held on the west corner because the new route 422 will cut across present entrances.

There are "scores" of reasons Why YOU SHOULD BE A MEMBER Of Showmen's League of America

165 W. Madison St., Chicago, Ill.

EUNICE, La., Oct. 30.—American Legion Day on Sunday at Tri-Parish Fair has been set for next week. The event has been held for the last 11 years by another record-breaking show for the American Legion and for Four Adirondaces, high-school horses: Two Gladiators, a lion; Four Lions, a elephant; Two Wilkes, a foal; and Four Lions, an elephant.

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At the time of the annual Community Chest campaigns President Roosevelt has issued a challenge to private charities. That challenge is in the fact that all citizens, even the recipients of government aid, would like to see a decrease in government relief as private industry and private charity take up the load.

The need for charity seems ever to increase with the pace of modern civilization. Perhaps it is an overhead tax we must pay for the privileges of civilization. The need for charity is in reality traceable to the keen competition of the age in which we live. As the tenseness of competition increases the number of victims is certain to increase also. Insanity, suicides, nervous diseases and other ailments increase. And we are facing the serious fact that more and more men over 40 become victims of the competitive pace and too many of them are left by the wayside.

Whatever a person’s political or religious affiliations or moral scruples, these facts must be faced as they are in real life.

All thinking people are busy in one way or another in trying to alleviate these ills and to bring full aid to those who fall victims of circumstances. Religious, civic and charitable organizations maintain their private charities and the blessedness of their work is that generally they can put more of the human touch into it than government. But everybody recognizes that private charity has long since broken down under the increasing load. Private industry tried for many years to lessen the evils of the competitive system and indirectly decrease the number of casualties by means of trade associations. For the past 20 years and more these organized groups have been promoting codes of ethics to prevent unfair competition. But in that time we fell into the worst depression in our national history. Then the federal government stepped in as a last resort and has spent billions of dollars in aid to the unfortunate.

Everyone agrees that the full power of the federal government was all that could be done under the circumstances and everyone agrees with the President that private industry and private charity should assume much of the work as far as possible. Government aid is subject to many abuses and tends to moralize those who receive it. But the prospect is that government aid to the unfortunate will have to be increased unless private industry, religious and civic associations face the facts and adapt their policies and methods to modern times.

First of all, there must be a decided lessening of the destructive criticism continually heaped upon government aid, whether it be local, State or national. For in any case the government is the last resort and must pick up the load where and when industry and private charities let down. So many people are getting in the habit of abusing government aid that they have lost all sense of human sympathy for unfortunate human beings. Such a state of mind is dangerous for the future of the nation.

Second, there must be a wide increase in the consideration that industry and private charities give to the victims of modern competition. In war civilized nations try to make ample provision for the unfortunate. Private industry will have to take the same sensible view of business, that it is competition, and that full provision must be made to take care of the millions who fall in the fight. It must be accepted as part of the overhead in doing business. It will be the duty of industry and charitable organizations to try to add a little more of the milk of human kindness to their work than government agencies can ever be expected to do.

The problem of financing private charity is a job for industry and for a multitude of charitable organizations. Leaders in business, religious and civic organizations need to forget a lot of the destructive criticism of the present time and then we might begin to get somewhere in meeting human needs. In other words, many of our leaders today need a change of heart and something like an old-fashioned conversion to really help relieve human suffering all around us.

Religious and charitable groups find their greatest difficulty in raising the money to help all those whom they find in need. Appeals for gifts to charity always come up against the fact that only a few have a charitable heart and they must carry the load or else grow discouraged in their giving. Many charitable, fraternal and civic organizations today are turning more and more to financing their work by means of lotteries, contests, games of chance, etc. It is the privilege of religious groups to finance their work by direct gifts if they choose, but the least they could do for private charities is to refrain from moral crusades against those humane organizations that try to finance their work by contests, lotteries and games of chance.

The country today has accepted the contest in all its forms as a method to make the customer “buy with a smile.” It is just as logical and sensible for private charities to encourage people to “give with a smile” thru lotteries, contests, games of chance, etc. Many private agencies are already using these methods of financing. One important result is that a far greater number of people contribute than would in a direct appeal to their emotions.

The coin-operated machine industry, itself a product of the modern mechanical age, offers many devices that in mechanical structure, convenience and in the use of small coins suggest new ideas in providing funds for charity. Many organizations are already profiting by such aid and the possibilities seem far reaching. Many members of the coin-operated machine industry are themselves regular contributors to charity as individuals and thru their trade organizations. The industry itself has an effectual educational program to encourage charity among its members and to co-operate with organizations that may desire to finance charitable work by the standard use of coin-operated machines.

The stream of time moves on and the competition seems to grow keener with each heartbeat. You and I may be the next victims. Politics, prejudices and moral scruples may well be forgotten in the growing effort to relieve human suffering.

(Published by the COIN CHUTE LEAGUE, 600 Woods Bldg., Chicago, Ill.)
BUSINESS IS GOOD

- with those locations
- with those operators
- with those jobbers
- with those distributors

where

TRACK TIME

7-COIN, 3 DIAL, CONSOLE GAME

and

Handicapper

1-BALL, HOLE-TYPE, PAYOUT TABLE

and now "DARK HORSE"

are in the "business picture"

J. H. KEENEY & COMPANY

"THE HOUSE THAT JACK BUILT" • CHICAGO

Paddles Setting

Record for Western

CHICAGO, Oct. 30.—"There's no keep-

ing track of the volume of our sales

these days," said Jimmy Johnson, of

Western Equipment, when asked about

Paddles sales. "I've never seen

anything like it before," he went on.

Johnson continues to set new records

as operators and distributors from all

over the country report the large profits

that Paddles is generating. A great deal

of this profit can no doubt be attrib-

uted to the fact that Paddles has a mul-

tiple play which takes one to six nickels

for every dollar bet. This game is a one-

ball, hole-type game and pays on one,
two, three, or four numbers. Odds

change with each coin and the payout

is multiplied by the number of coins

played.

"Extremely fascinating and unusually
different," Johnson continued, "Paddles

is setting a pace in orders that is

tremendous, a pace so rapid that it has

by far exceeded my expectations. Enthus-

iasm here at the plant is mounting daily
as Pedells continues to set new

records in sales."

"Our two new games, Satoglas and

Sweepskate, are also rapidly gaining

more popularity," he concluded, "and are

catching up with the pace set by

Paddles."

Jennings Offers

Power Play Game

CHICAGO, Oct. 30.—O. D. Jennings &

Company have just announced the re-

lease of their latest machine, Power

Play, a five-ball novelty football table.

"Perk" Perkins, sales manager of the

company, said: "We've spent a lot of

time and money in the development and

designing of Power Play, because we

wanted to be able to offer the operator

a novelty table that was really different

and one that packed an honest-to-good-

ness punch. A table that would attract

players and that had enough kick to

keep them at the game for hours. And,

mister, we sure have it in Power Play.

"We took a number of large distribu-
tors out to see Power Play on a few

test locations," Perkins said. "When they

got a peak at the play the machine was

getting and saw how smoothly it operated

a sales talk wasn't necessary. They just

wrote out their orders for good sub-

stantial quantities."

"Power Play has all the action, thrills,

excitement of the old gridiron, and we

believe it's the closest approach to the

real game of any machine ever devel-

oped. The playing field is a highly

colorful football scene. The machine

has a large flashy light-up panel. It's a

simplified Jennings construction with

double odds feature. Judging from the

advance orders already received, Power

Play is destined to be one of the most

phenomenal successes in novelty tables."

...
Football of 1937

Scores With Fans

CHICAGO, Oct. 30.—"The football spirit is certainly having its effect on coin operated machines," said Genco's latest appearance at the Chicago Board of Trade meeting. "Along with the large amount of orders that are being received daily from enthusiastic operators, who state that this timely novelty is a definite hit with the football fans of the city.

Operators in college towns where football is played before large crowds are

Exhibit, Meets

Console Demand

CHICAGO, Oct. 30.—When Exhibit announced its low-priced console, Tainan, many men in the coin machine industry thought that this would spell the end of Longchamps, the higher priced console of the firm. Butelisto Kelly, sales manager of Exhibit Supply Company, "We released that this was merely for a special purpose," revealed Kelly. "We wanted to study the market. We have both consoles so that we would have a basis upon which to build future Exhibit phones."

"Our discoveries to date, however, have been from what we expected and continued. "We have found out that each machine appeals to a distinct type of location and that each is equally popular within its own sphere. Of course, we were pleased to find out that such a condition existed, but it is not as we once thought it would be.

The same condition exists in other phases of this business. Some locations are patronized by people who spend money freely and demand the best in free entertainment. Others see profits continually and, consequently, see profits continually. We have discovered that this is the case.

As a result," Kelly concluded, "we have found that the football phenomenon is not a general market hit. Patrons in other types of locations found good machines, but they do not necessarily have to be the most extensive on the market. Some locations are interested in playing a game, and as long as it is a good game with plenty of action and satisfaction they are satisfied."

"As a result," Kelly concluded, "we have found that the football phenomenon is not a general market hit. Patrons in other types of locations found good machines, but they do not necessarily have to be the most extensive on the market. Some locations are interested in playing a game, and as long as it is a good game with plenty of action and satisfaction they are satisfied."

"An additional factor," Kelly continued, "is the way that people actually respond to our games. People respond by playing our game. The football phenomenon is not a general market hit. Patrons in other types of locations found good machines, but they do not necessarily have to be the most extensive on the market. Some locations are interested in playing a game, and as long as it is a good game with plenty of action and satisfaction they are satisfied."

Each pocket carries a value which is controlled by the large spinning reel of numbers on the back of the machine. Some locations are interested in playing a game, and as long as it is a good game with plenty of action and satisfaction they are satisfied.

Football of 1937 was certainly having its effect on coin operated machines.
A MESSAGE TO THE INDUSTRY

By DAVID C. ROCKOLA

PERIODICALLY the years have seen the coin machine industry, including operators, distributors and manufacturers, pause to reflect on the future of our industry. In which a period of a few years has grown from infancy to a giant in the world of commerce.

Can manufacturers continue to build new products to tempt the public's pocketbook? Has the industry reached the saturation point? How long can we continue to expand? These are the questions of new ones. Oldtimers have asked themselves these questions many times, and always with no real effect. It has always proved false, for as we go by and the years and the industry attains a new mile stone of progress.

Now as we approach the year we find that tine new products are taking place in practically every plant in the industry. If it was practical or a good policy for manufacturers to "lay their cards on the table" regarding new ideas, new machines and new machines in general, they would be. It would naturally create a greater feeling of optimism than the bad. But until these ideas have passed thru a stage of perfecting development and have been tested in the market surviour the industry. Yet in those days with limited talent along side of the "filed " the industry has been swamped in the early days of our industry. In 1928 a year has passed in which some manufacturers announce that the whole business would be wiped out in less than six months. They were sincere in their predictions, the authors of those words have been proved wrong. Now as we approach 1928 the coin machine industry has reached such a high point of efficiency that progress is permanently assured.

We can always remember that the principle of the coin chute is a fundamental invention, an idea that will always find applications and new uses in the industry and in the entertainment business. Some time back over the history of the industry and note how the coin chute has been applied to new uses. A machine that would be wiped out in six months, was made because it was always been "something new" to open new fields of profit for the operator.

While I cannot reveal the secrets of our organization, every operator will know that the principle of the coin chute is a fundamental invention, an idea that will always find applications and new uses in the industry and in the entertainment business. Some time back over the history of the industry and note how the coin chute has been applied to new uses. A machine that would be wiped out in six months, was made because it was always been "something new" to open new fields of profit for the operator.

WQWe understand that operators in many sections are discouraged because their machine production and profits have not always been profitable. We have been constantly striving to produce high-grade machines that offer unusual appeal to the playing public. The operator can take courage today that there is a big market for new products. The trade world demands high-grade machines that offer unusual appeal to the playing public.

Alas! is ever the order of the day. We have an immense investment in men, materials and manufacturing facilities and with this investment we can promise useful developments at times when the industry is stagnating. We have a name pulled worth 100 or more. 70 names 70 winners. We are committed to new ideas, new machines and new machines in general. It would naturally create a greater feeling of optimism than the bad. But until these ideas have passed thru a stage of perfecting development and have been tested in the market. Only a few machines have been designed for the industry. Yet in those days with limited talent along side of the "filed " the industry has been swamped in the early days of our industry. In 1928 a year has passed in which some manufacturers announce that the whole business would be wiped out in less than six months. They were sincere in their predictions, the authors of those words have been proved wrong. Now as we approach 1928 the coin machine industry has reached such a high point of efficiency that progress is permanently assured.

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Enters Music Field

As Independent Op

DETROIT, Oct. 30.—William Rhenius has entered the music field as an independent operator in a big way with the purchase of 25 phonographs this past week from B. J. Marshall, Inc. Rhenius comes from a true music family, perhaps the most completely musical one on record. He has four brothers who are with Marquette Music Company for the Automatic Musical Instruments Distributing Company here and a brother-in-law thrown in for good measure.

William is an old hand in the music business, but has always been with the staff of a larger operating organization, and has not acted independent himself. He has been in the business in this city for about 13 years—10 years with Automatic Musical Instruments Distributing Company, one year with Marquette Music Company and the past two years with B. J. Marshall, Inc., before deciding to go in “on his own.” Expressing the modest self-confidence of an experienced operator, he, about to make a serious investment of his own, he said: “I think I am going to make a go of it. I’ve had enough experience to know what I’m doing and I am getting into the field just at the right time.”

“I don’t believe in 12 or 16-record machines—all mine have 20 records enough to allow a good selection and keep on playing without getting monotone. These new machines are nicely illuminated, but they are not outlawed yet. I have found that if you can really operate and do business with less than 25 machines...

Foote Company To Hold Conference

BOSTON, Oct. 30.—The first in a contemplated series of get-togethers, sponsored by the Charles R. Foote Company, of the Copley Square Hotel October 16.

Highlight of the party was the guest present—a coloratura soprano, instructor, who demonstrated the work and sang a few songs in the audience, with necessary allowance for day-to-day fluctuations. Number of those present seemed to feel

Smut Records Hurt Phonos and Games

(Reprinted From The Star-Eagle, Newf
ark, N. J., September 27, 1937)

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New York Music Ops Organized

NEW YORK, Oct. 30.—After attending three meetings sponsored by three separate groups organized to look into the activities of the music operators in New York City, the Billboard will be published every week, beginning Tuesday, October 26.

The operators who met at the Broad
way Hotel were representatives of the Automatic Musical Instruments Trade Association, the Amusement Makers of America and the Music Business Association of New York. The representatives made plans to hold regular meetings in the future to discuss the problems and regulations at the next meeting. 

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Detroit

DETROIT, Oct. 30—The United Novelties Company has been formed by Mr. and Mrs. Robert Jones for the operation of music machines in the Detroit area. Headquarters for the new firm are at 200 Algonquin Avenue, on the east side of the city. Jones was formerly in the salesboard business, but changing conditions called him to decide to capitalize his efforts in the music field. To date the firm is operating Mills machines and is following an operating policy of locating its instruments only in beer gardens. The consensus of opinion among music ops in this territory is that beer gardens are the best source of revenue for the music boxes.

Another new infill firm that entered the local operating ranks during the past week is the Detroit Automatic Music Company. Owners are Samuel Rosenthal, who is the owner of the National Novelty and Automation Company, and Schubert and Company, respectively. Both men are veteran operators and jobbers in the local field and are planning an all-out attack into the music machine business in a big way. Headquarters for the business are on Livernois Avenue, where Rosenthal's company has its jobbing headquarters. "We can't say much about the business as yet," Rosenthal commented. "We can only state that we are planning to say very much about it. At the present time we are just experimenting and I expect business to be very good for us in the near future."

Lee Chadwick was a customer for Seeberg phonos this week. He is reported to be expanding his route constantly.

Walter Lenczewski, who operates on the West Side, reports business as hum- ming along in the Polish district in which he has his machines spotted. He also operates the Polish Inn, a popular spot with the West Side inhabitants.

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NEW WURLITZER Phonographs

Now in BALTIMORE

at the New

Baltimore Headquarters of

PENN-COIN-O-MATIC CO.

5 West Center St., Baltimore, Md.

824 NO. BROAD ST., PHILADELPHIA, PA.

The years of successful experi- ence of our Company with Wurlitzer Phonographs assures the operators who tie up with us in Baltimore the same high level of earning power as now enjoyed by Pennsylvania operators. Complete stocks of the latest model Wurlitzers, parts and accessories on hand!

Call and See Us Today!!

“We Win with Service”

C. L. DENNARD, of Texas, one of the oldest music ops in the business, has a route of over 100 Wurlitzer phonographs and Garriston, Texas, revealed Dennard. "Twenty-five years ago I got into the business, which now makes a good living for thousands of people in Texas alone. Back in 1912 music operators were few and far between but we had nothing more than mechanical pianos to offer our location owners. Today automatic phonographs leave nothing to be desired."

Dennard further revealed that he likes to sell, and takes in a startling match whenever he can. "One of these days," he concluded, "I'm going to turn the business over to the boys and spend a lot of time farming. My sons do most of the operating now, and it's about time that I step out and make room for them as well as have some fun for myself."

Dennard was one of the nine oldest music operators in America honored at the Wurlitzer Century Club convention held at Buffalo last August. Dennard showed how spry he was at this gathering by not missing a bit of the many activities. Not only is he a staunch booster of the automatic music business, but he stated that he believes one of the smartest moves he ever made was when he signed up as an exclusive Wurlitzer operator.

Seeberg Ops Tell Of Selling Plans

CHICAGO, Oct. 30.—Following close on the heels of merchandising suggestions which H. T. Roberts, sales manger for the J. P. Seeberg Corporation, developed in order to help Seeberg operators realize greater profits, comes reports from his office that many of the ops in turn forwarded to him plans which they were working for them.

"Some of these plans have really done a lot to increase business," Roberts reported. "Some of the best suggestions to my way of thinking came from an operator in Indiana who reported that he had purchased an immeasurable amount of goods with

WHILE THEY LAST

WURLITZER — $124.50 each

Factory reconditioned ready for locations. 7-day trial money refunded if not satisified.

554 W. Adams Street, CHICAGO.
BY DIRECT WIRE FROM

WERNER UNION

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

DA38 05 DL XC=WASHINGTON IND 28 118P OCT 28 PM 3 55

CARL E JOHNSON, PLANT MANAGER=
THE RUDOLPH WURLITZER CO=

RETEN THANKS AND CONGRATULATIONS TO YOU AND EVERY OTHER INDIVIDUAL IN THE FACTORY ORGANIZATION FOR SHIPPING MORE PHONOGRAPH SEASON THIS THAN YOU SHIPPED IN ANY PREVIOUS MONTH STOP THIS IS INDEED QUITE A RECORD IN VIEW OF FACT THAT WE HAVE HAD MANY OTHER VERY LARGE MONTHS STOP PETERING TELLS ME THAT WE WILL CLOSE THE MONTH WITH A BIG BACKLOG OF UNEKILLED ORDERS STOP PLEASE TANK EVERYONE FOR ME STOP EVERYTHING LOOKS GOOD ON THE FARM AND WILL RETURN TUESDAY OR WEDNESDAY=

H E CAPEHART

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE
Write for Folder and Details ending appetite for HOT POPCORN. Sold on 5-day money-back guarantee.

Create Permanent Income

LEMKIE COIN MACHINE CO.
Henry C. Lemkie, Mgr.
31 West Vernor Highway
Detroit, Michigan

963% PROFIT
Install Vending Machines in Taverns. Whip cream, Danish Deli, etc. New machines cost you $3.00. MONEY-BACK GUARANTEE.

KAPLAN
B-419 & W., Chicago, Ill.

NEW AND USED MERCHANDISE MACHINES, All Makes, at Low Prices Send for FOLDER.

EASTERN,
514 Main St., Newbury, N. J., Phone Market 7-2971.

STEADY MONEY MAKER

2-1 VENDOR

JOE'S TIPS AND TRICKS.

INCREASE YOUR PROFITS.

GAIN UNMATCHED POPULARITY.
CUSTOMERS everywhere are talking about "POPMATIC" popcorn piping hot, golden yellow, deliciously crisp. The flavor wins them! They like to put a nickel in the slot and watch the pop — pop — pop!

OPERATORS from coast to coast are finding "POPMATIC" steady, dependable and profitable. "POPMATIC" is simple, positive, and requires minimum servicing. All working parts within easy reach. No complicated mechanism to cause out-of-service delays!

LOCATIONS of every kind welcome this legitimate machine. Slim, beautifully finished modernistic cabinet fits into $\frac{3}{4}$ the space of an ordinary popcorn machine!

BE FIRST IN YOUR TERRITORY to get a corner on "POPMATIC" profits. Write, wire or phone TODAY for complete information and prices.

**POPMATIC MANUFACTURING CO.** 5147 NATURAL BRIDGE AVENUE  ST. LOUIS, MISSOURI

**SALESMAN!** A good smart salesman can earn $10,000 a year with our sensational fast selling low priced Vending Machine deal for the famous 1c Hershey Bar.

Address: SALES-MANAGER, Box 295, Minneapolis, Minn.
ANNOUNCING

The most outstanding list of bargains ever offered to The Coin Machine World

THESE PRICES WILL PREVAIL ONLY WHILE OUR SUPPLY LASTS

NEW CLASSICS

In Original crates

$59.50

ARLINGTON
FLOOR SAMPLES $79.50
USED $67.50

CLASSICS
FLOOR SAMPLES $49.50
USED $39.50

LATONIA
FLOOR SAMPLES $67.50
USED $57.50

CAROM
PADDOCK
ROYAL RACES
HEAVY WEIGHT

$27.50

WE OFFER BRAND NEW
BALLY SUM-FUN
BALLY NUGGET
BALLY BABY

EACH

$9.95

BALL GUM 6 ASSORTED COLORS
100 Pieces to Box

$5.45

FAIRGROUNDS (LIKE NEW)

$99.50

GOLDEN WHEEL...

$59.50

HI-DE-DO ONE-BALL

$13.50

EACH

NO ORDERS ACCEPTED WITHOUT 1/2 DEPOSIT

BALANCE C.O.D.

RACING FORM
FLOOR SAMPLES...

$69.50

USED...

$59.50

FOTO-FINISH
FLOOR SAMPLES...

$59.50

USED...

$49.50

TURF CHAMPS (used)

$39.50

SPOT LITES (used)

$27.50

SARATOGA SKIPPER

$12.50

PAMCO BELLS TEN STRIKE

$12.50

We are Factory Distributors for

WURLITZER - DAVAI

BALLY - PACIFIC

WRITE NOW FOR OUR NEW COMPLETE PRICE LIST

ACME NOVELTY CO.

23-25 No. 12th. St.

MINNEAPOLIS, MINN.

UNIVERSAL

AN INSTANTANEOUS
SUCCESS!!!

Two Vendors

At N. O. Show

Mills Novelty and Frostomatic display at big dairy exhibition

NEW ORLEANS, Oct. 30.—An important discovery by The Billboard correspondent here this week while attending the dairy industries' exposition was the growing interest in vending machines in connection with the sale of dairy and ice-cream products. No less than a half dozen exhibits were seen where milk, milk products, ice cream and beverages were dispensed by means of the cold chutes. And thousands visiting the various booths that set a record for size of any exhibition held in New Orleans in its history paid more attention to these vending machines than any other display or group of displays on the floor of the Municipal Auditorium.

One of the larger and more attractive booths was that operated by the Mills Novelty Company where the Frostomatic display, a coin-operated machine, was featured. The booth was in charge of A. L. Routier, engineering department, and Bob Rosenberg, sales manager of the vending machine division, all of the Chicago office.

"Milk is proud of this new vending machine," Mr. Routier said. "The four processors of the cold chutes, the sealed bottle, the huge capacity of 100 bottles with 24 more bottles pre-cooled in ice trays, and the nozzleing feature can't be beat for selling of milk and milk drinks. This machine has consistently rejected 99 slugs out of 100, says Greenbaum, "that we're not sure whether we're selling pop corn machines or pink pills, but we're not surprised at the big demand for Frostomatic at all!"

"You see," he continued, "we know in advance, before we ever patented the Frostomatic, that this machine was the most dependable type of automatic pop corn vending machine, the most versatile. We've worked on the idea three years before we tested and proved the first machine on location! These units are quite past the experimental stage and we have from experience that they are reliable and profitable."

Mr. Greenbaum also announced the appointment of a list of distributors who will be able to give service to operators in various parts of the country. The list included the Wab-Bil Novelty and Miller Sales Company in St. Louis; Rollin H. Stewart, of Stewart's Novelty Company and Miller Sales Company in Cleveland; and the American Sales and Service Company, Rock Island, III., to cover the state of Illinois.

The Billboard is a weekly publication covering the amusement industry, specifically coin-operated machines like pop corn vendors and milk bottle vending machines. The article highlights the success of the Frostomatic display at the dairy exposition and the growing interest in vending machines for dairy and ice-cream products.
Boost Collections
By Bally Stables

CHICAGO, Oct. 30.—"Steped-up selections figure stepped-up collections," declares Jim Bull, general sales manager of Bally Manufacturing Company, discussing the popularity of the new Bally Stables, one-shot hole-type pin game.

"Our Bally Stables game," Jim stated, "presents us with 150 selections ever flashed in the people's eye. For the first time two selections per game and the total selections per game is positive. And when I say flashed I mean exactly that as Bally machine has a super-abundance of old-fashioned flash. The backboard, for example, is 30 inches high, the tallest ever used on a game of this type. It looks up like a lighted sign in a light house and gets immediate attention on any location.

"Operators report unusually heavy collections from Bally Stables and it's safe to say it's the fastest money gather we've seen for a long time in the single-coin class. There's no question but Bally game will be another freshman in long life, earning power and sales volume."

Free-Offere Case
To Supreme Court

WASHINGTON, D.C., Oct. 30.—A case has been filed with the Supreme Court concerning "free offers" in advertising in machine production. It is an appeal from the U.S. Circuit Court of Appeals, Washington, concerning a Chicago publishing firm.

"These "free offers" are decided in favor of the publishers, basing its decision on the theory that people who buy products are, in reality, free agents of their own will and choice. They are not being cheated, since people understand that they are not "getting something for nothing."" The publisher contends that people do not think in terms of free offers, but see them as a part of the advertising campaign, and "too trivial niceties and overlooking others."

"Operators report unusually heavy collections from Bally Stables and it's safe to say it's the fastest money gather we've seen for a long time in the single-coin class. There's no question but Bally game will be another freshman in long life, earning power and sales volume."

FLASH!

Moseley's special announcement of prices effective November 8th. Wire your order before these bargains are sold. Every machine is guaranteed to be in perfect condition and appearances like new.

SLOT MACHINES—Mechanically Perfect, Appearance Like New.

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PIN GAMES—Mechanically Perfect, Appearance Like New.

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PACES RACES—Mechanically Right, Appearance Like New.

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PHONOGRAPH—Mechanically Perfect, Appearance Like New.

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Moseley's special announcement of prices effective November 8th. Wire your order before these bargains are sold. Every machine is guaranteed to be in perfect condition and appearances like new.

Write for this amazing free offer now! Wind up 1937 with Big Extra Cash Profits. Get details of this original plan now, this amazing plan is offered to the public for the first time only.
MEN & MACHINES

A casual check of console types of machines on the market and new ones in the offering indicates that about 25 definite console models will be available to operators this season. A constructive movement for the legal use of games of chance in private clubs, for members only, seems to be making some headway in a few centers over the country. Console may find a substantial market in such clubs if the idea is not abused too much.

Joe Ruttenberg, Dudley Sales Company, Rockford, Ill., familiarly known as the "bridge shark," paid his weekly visit to Chicago last week and made his headquarters at the Atlas Novelty office, according to reports.

Jennings officials say that territory on the new Ciga-Rolla is going fast. Sales are coming in to see it and close deals, while others use the fastest means of communication, they state, to get some of the machines.

Nation-wide distribution of the Frost-o-Matic ice-cream vending machines is being planned, according to news announcements by the Ice Cream Vendors, Inc., of New York City. D. V. Stratton is head of the firm.

Associated Press news item: Hartford Connecticut, March 29 - The banker who said she cheated a penny scale mailed a nickel this week to the customer of the department store where scales were located 'to relieve her conscience.' The woman explained that she and her four others had weighed for a penny. It is reported that Doc was so enthusiastic about the new Jennings Ciga-Rolla machine that he started to stutter in Jewish, but afterward tried to explain he wanted to make a flying trip to Chicago to see the new Frost-o-Matic vending machines, and that he is going to make a flying trip to Chicago to see the new Jennings Ciga-Rolla machine. The woman explained that she and her four others had weighed for a penny.

Harry (Doc) Abrams, of Kansas, plans a flying trip to Chicago to see the new Jennings Ciga-Rolla machine. It is reported that Doc was so enthusiastic about the new Jennings Ciga-Rolla machine that he started to stutter in Jewish, but afterward tried to explain he wanted to get a ton of something for his store.

BABY PRODUCTION: A girl was born to Mr. and Mrs. Carl Trips, Ideal Novelty Company, St. Louis, on October 8. Mother and baby are doing nicely, but baby is a little sick. This makes two girls in the Trips family, the other being 1½ years of age.

M. M. Marcus, president of the Marcus Novelty Company, Cleveland, had a very narrow escape in an automobile accident recently. While returning from Colum-bus, Ohio, where he had entered his oldest son in Ohio State University, his car was hit by a herd of cows being driven across the highway in the dark. Infractions of traffic laws are accepted by drivers at this distance, but the baby is still in the hospital, and Marcus was badly shaken up.

Harry Moseley, Richmond, Va., asserts he can give a sixth of a high-class music, but like the string music in Southern darkness style. Moseley is working on the development of coin-operated movie machines. He says that State license laws which require operators to be residents and taxpayers of the State for a period of years and also limit license to "sole owners" of the machines is the only way to save the table games business from facing a state investigation.

Jack Grabisch, operator and penny- arcade owner for 30 years, has opened a repair shop under the name of the Buddy Novelty Company, Inc., Brooklyn. Grabisch will specialize in repairing scales and name-plate machines.

Joe Ash, manager of the George Porter branch in Chicago, says that his firm is enjoying a big turnover in used machines. An immense stock of used machines is carried in a three-car train, and the machines are sold at an early date. The woman explained that she and her four others had weighed for a penny.

HY-G Games Company, Minneapolis, has been looking around for ways to get faster delivery on photographs. They prevailed upon the Memorex Transfer Company, using HY-G, for a new arrangement. The job was delivered within 18 hours.

Corky, the lead in the Sunday comic (Chicago Tribune—New York News syndicate), biffed a gun vending machine in October 10 issue of the comic. The gun machine fails to deliver, he says: "But if you put your money on the machine comes out—that's a gamblin' machine.

Due to the demand for their Free Weight Vending Scale, it has been necessary to add even more to the sales division, reports Automat Games, of Chicago. Several large operating companies are said to be contemplating a national service in the near future.

Billy Hand got front-page publicity in San Francisco recently by calmly holding her fan in (over) the right side of her face to keep the sun out of her eyes in the night club where she was entertaining.

Mortimer Schwartz, Mortimer Sales Company, Montreal, visited George Porter in New York recently and purchased a lot of merchandise. Schwartz represents a number of manufacturers in Montreal and is planning to carry a complete line of games for the fall season.

It was the World's Fair, British coin machine weekly, gave a total of nine lines, single column, of space that he thought could be increased. The three are planning an extensive survey of investigations and investments which promises to be not only national in scope, but will have an international aspect as well. The three are planning an extensive survey of investigations and investments which promises to be not only national in scope, but will have an international aspect as well.

Bill Prey, Jim Mulvey and Art Olsen had an extended conference lasting 3 days—and terminated in a series of investigations and experiments which promises to be not only national in scope, but will have an international aspect as well. The three are planning an extensive survey of investigations and investments which promises to be not only national in scope, but will have an international aspect as well.
Daval Expands To Consolidate Its Manufacturing Activities

CHICAGO, Oct. 30.—Strong confidence in the future of the coin-machine business is indicated in the recent expansion of Daval's manufacturing activities. Its president, A. S. Douglis, stated: "With the steadily increasing flow of business coming to Daval, and its affiliated companies, we are compelled to expand our production to maintain our present competitive position and provide more efficient service to our operators throughout the country."

In a typical location photograph of Rock-Ola's World Series, reports say this popular legal game is receiving big play.

A. S. DOUGLIS

The trade has always looked to Daval for new production at the same time maintaining its reputation for the quality of its products and we intend to maintain that standard at all times. The company has been recognized for the quality of its products and we intend to maintain that standard at all times. The company has been recognized for the quality of its products and we intend to maintain that standard at all times. The company has been recognized for the quality of its products and we intend to maintain that standard at all times. The company has been recognized for the quality of its products and we intend to maintain that standard at all times. The company has been recognized for the quality of its products and we intend to maintain that standard at all times. The company has been recognized for the quality of its products and we intend to maintain that standard at all times. The company has been recognized for the quality of its products and we intend to maintain that standard at all times. The company has been recognized for the quality of its products and we intend to maintain that standard at all times. The company has been recognized for the quality of its products and we intend to maintain that standard at all times. The company has been recognized for the quality of its products and we intend to maintain that standard at all times. The company has been recognized for the quality of its products and we intend to maintain that standard at all times. The company has been recognized for the quality of its products and we intend to maintain that standard at all times. The company has been recognized for the quality of its products and we intend to maintain that standard at all times. The company has been recognized for the quality of its products and we intend to maintain that Dava...
NOW! with MINT VENDER
and SKILL CONTROL BUTTON

TANFORAN

OPEN!
CLOSED TERRITORY
with the World's Best and
Lowest Price CONSOLE

Territory heretofore closed to console operation can now be opened in TANFORAN. The Skill Control Button MINT VENDER that sends mints on nickles only, presents operating possibilities that live operators have already turned to their advantage.

TANFORAN is the fastest money-maker on the market today. New cabinet design makes it a standout in every location. Act quickly. Get TANFORAN operating in your territory now.

"E-Z" PARSER COIN CHUTE . . . TWO SPINNING LIGHT DIALS . . . 15 TO 3 SELECTIONS EACH PLAY . . . 50C 3-6-10-25-50 TO 40 . . . DAILY 24-HOUR ADJUSTABLE JACKPOT . . . LIGHTED ECHASE IMPACT SHOWS LAST 15 COINS . . . METALIC LOQUERED CABINET . . . CHECK SEPARATOR AT NO EXTRA CHARGE.

It's the greatest offer in Coin Machine History. Built at all times.

The Last "Word" in Your Letter to Advertisers, "Billboard".

Rifle Practice Is Useful to Coin Man

FOOTNOTEK, N. Y., Oct. 30—Upon his return from a hunting trip to the Adirondacks Al Schlesinger, who heads the Square Amusement Company, related how all the pressure had stowed up shooting his rifles had proved a distinct advantage. As he put it: "The rifles improved my marksmanship to such an extent that I was really surprised at how much I could shoot. I was really surprised at the difference between the rifles and other guns. The rifle was easier to handle, and I could shoot better."

Schlesinger didn't reveal just how many bears and deer his rifles brought down, but those who know his prowess with the radio rifle state that he must have bagged the limit, for it is said to be one of the best ray gunshots among coinmen.
Among Newspapers

INDIANAPOLIS, Oct. 30.—Thomas J. Stokes is writing a series of seven articles in “Central City,” a typical Midsize city small town, for The Indianapolis News. The typical town, he says, has “that dominant fiber of hard-bitten conservatism.” The political, economic and social power in the typical small town is 

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MIAMI, Oct. 30.—Willis Thornton, 

with syndicate staff writer, is the author

of a series of articles now appearing in the Daily Press here. The goodwill

wears the general title “The Search

Happiness” and deals with present-

day psychanalysts, new religions and

other things people patronize in the

search for “happiness.”

Mr. Thornton was sent by the NEA to

MIAMI, Oct. 30.—Officials of the

MORRIS, Ill., Oct. 30.—Officials of the

nothing is said about pinball games

A streak of modern liberalism is seen

in this description of drinking: “The bar

in the poolroom does a rushing business in Saturday night. In front stand

young men and middle-aged and old,

some slicked up, some in overalls, Cho shift from one foot to another. The

congested wheather as giggling girls

who wander arm in arm up and down the sidewalks.

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Detroit

DETROIT, Oct. 30.—The Berk Sales Company, operated by Morris and Louis Berk, is striking strictly to the pin game and amusement-machine business these days. They point out that since many of the pin-game ops pulled out of the business the decreased competition has made the business much more profitable. The firm recently moved to a new location on Stuart avenue in the northwest section of the city.

Paul Scott, who has headed the Berk Sales Company for the past 30 years, is still one of the most active operators of pin games. In his time he has seen games of many types come and go. At one time Scott was the active head of a downtown bowling house. He still does a bit of jobbing, but most of the part time he confides to his activities to operating.

Partners in the R. & J. Amusement Company announce that the partnership has been dissolved. A. J. Smith has taken over the name of the company and will continue to operate from the original headquarters of the firm. The other partner, William Reid, has established headquarters on the west side of the city at 1790 Infantry avenue. Reid is operating under the name of the Southwestern Amusement Company and intends to specialize in that part of the town. Both men intend to keep operating pin games.

Harry Hurvich, who left the city a few years ago to enter business in Chicago, is reported back in the operating field with headquarters on Van Dyke avenue.

Herman Schreiber's placing an order for five million pin games indicates that interest in amusement machines is picking up in Fitchburg. This was one of the first orders for ray rifles in this district for some time, according to reports.

Imperial Billiard Table Helps Ops

BIRMINGHAM, Ala., Oct. 30.—Judging by the reports they have been receiving from operators who already have purchased their Imperial Billiard Table, Max and Harry Hurvich, who head the Birmingham Vending Company, state that they feel that their product has done a lot toward recapturing lost operators with a source of permanent profits.

"For operators have said," stated Harry Hurvich, "that our equipment was introduced in certain territories just at a time when operators were most susceptible to the opinions of authorities who were beginning to frown on the type of equipment they used. As a result of our playing of a pin game, chief of police in another town compromised one of the location, convinced the Imperial and stated that this was the type of equipment he liked to see in operation.

"We have received reports of many cases similar to the above. Operators who have been asking for a game which would enable them to gain the respect of law-enforcing bodies have found that the Imperial fills the bill completely."

Stoner's Races Is Tops, Says Robbins

BROOKLYN, N. Y., Oct. 30.—"The reports we have been receiving from operators who already have Stoner's Races on hand show that the game is right up on top when it comes to taking in the nickels," reports Dave Robbins who distributes Stoner games throughout this territory. "This very high-grade pin game has more player appeal than any game we have ever distributed," he continued. "It takes in nickels extra fast because it can be played with three or four coins."

"One of the most important aspects of the game to our way of thinking," he went on, "is that the game gives the player a "break." The game is highly important because it is the players who are the final judges of a good game. We have been hearing the Stoner plant to get this game in to faster and in larger quantities. They stated that they would do their best and that the advance orders for the game are the greatest in their experience. This evidently proves Robbins concluded, "that when a game is a success in the past it also clicks in other sections as well."

ON DISPLAY IN THE LAUBE SHOWROOM on the occasion of Archie LaBrea's recent party was Jig Joy, Book-Ole's new novelty pin game, which attracted much attention.
Protection Assured With Epcos' Locks

CHICAGO, Oct. 30.—"Just as a chain is as strong as its weakest link, so Epcos' Locks are as strong as their weakest parts," said A. R. Chereton, president of the Electrical Products Company.

"This is the reason why our production department gives each particular part that goes into an Epcos' Lock the closest scrutiny and examination possible," he continued.

"Because we do this we are able to assure operators, distributors and manufacturers of amusement machines the finest protection money can buy. Epcos' Locks are designed with protection foremost in the mind. They are absolutely pick-proof and are so constructed that keys cannot be duplicated on ordinary key machines."

Dark Horse Now in Multiple Play Form

CHICAGO, Oct. 30.—Ray Becker, sales manager of J. H. Keeney & Company, announced this week that their latest hit, Dark Horse, is now in production as a multiple play game. "Dark Horse originally was introduced as a single coin console game," Becker said. "The improved models now in production permit one to seven selective plays from the single-coin chute with a Daily Double dial also added."

"The large amount of orders reaching us daily," he continued, "indicates that this new and unusual game is meeting with enthusiastic response on the part of the operators. Many comments have reached us from jobbers, distributors and operators which prove that these men welcome the splendid work that J. H. Keeney and Company are doing for the coin machine industry."

"This game has met with the hearty approval of the public in all parts of the land," Becker concluded. "It is one console that is rammed full of action. It gives the players a real thrill, and the amount of orders that have come in to date for this winner show that all lovers of coin operated games who have seen it to date."
WANTS TO BUY FOR CASH

AMUSEMENT MACHINES
November 6, 1937

WANTED TO BUY FOR CASH

ROCK-OLA 1937 WORLD SERIES BASEBALL MACHINES
PACIFIC BASEBALL MACHINES

BALLY EAGLE EYES
ROCK-OLA TOM MIX
State all in first letter, including serial number, condition, and how many for immediate shipment.

BADGER NOVELTY COMPANY
2546 N. 30th St.
MILWAUKEE, WISCONSIN

FOOTBALL

600 HOLES—$100 THIN BOARD ONLY.

Price

Takes in $30.00

$1.60

PLUS

14.30

10% TAX

$35.70


CLOSE OUT IN PUSH CARDS

WORTH $100-$10.00 per 1000

$1.50 per 100 - $10.00 per 1000


ASSOCIATED SALES AGENCY
601 No. 17th St.
BIRMINGHAM, ALA.
AMUSEMENT MACHINES

Stoner Employees Split Into 2 Camps

AURORA, Ill., Oct. 30—The Stoner plant is reported to be divided into two camps these days. From Ted and Harry Stoner on down every employee is said to be on one side or the other. There is nothing alarming about this situation. The whole thing is said to have started among the employees working on the Around the World and the Stoner Races assembly lines.

The Around the World men maintain that because of the third dimensional backboard glass, the silk steel playing field, the new designed bumpers, plus the beautifully designed cabinet, this game will outperform, outsell and outlast any novelty game on the market today.

The Stoner Races adherents claim that their game does not need bumpers, the suspense of pulling for a winner will hold the attention of any fan. They say that the artistic work on the panel and backboard glass packs real appeal, and that because of multiple chute and mystery selection their game will outdraw any novelty game, since the important mechanical units have been tried and proved on Turf Champs.

This difference of opinion is said to exist only between Ted and Harry Stoner. The whole force is waiting to find out which of the games will prove the winner. In the meantime, however, both games are reported to be in top speed production and neither side can claim an advantage to date.

Mantell Has New Used Games Plan

BALTIMORE, Oct. 30—C. I. Mantell, head of the National Caille Machine Corporation, says that his firm is developing a service in the sale of used games that will appeal especially to operators in smaller cities and towns.

According to Mantell, “our firm is in a position to secure used games from operators in the larger cities, where the latest games are put on the used market after a few weeks on location. Hence, we can offer to operators in the smaller cities these games that have been on location a short time at prices that mean a great saving to the operator.”

“All of our used games are expertly reconditioned,” Mantell added. “I might say also that many operators in smaller cities prefer to purchase used games and we are glad to make such arrangements.”

GOING A MILE A MINUTE EVERYWHERE!

Choice of

5c Play | 10c Play | 25c Play
$14 950 | $16 250 | $15 500
Plus Tax

MILCO CHECK DEVICE: $7.50 Extra

BALLEY CHAMPIONSHIP TROPHY, won by Bally Manufacturing Company soft-ball team.
IMPORTANT NOTICE!

SOON CHICAGO COIN WILL ANNOUNCE A STARTLING NOVELTY GAME DEVICE WORKING ON AN ENTIRELY NEW PRINCIPLE.

ITS POTENTIALITIES ARE SO GREAT THAT 100% DISTRIBUTION IS FULLY WARRANTED... THEREFORE JOBBERS - NEW OR OLD - ARE WANTED IN VARIOUS TERRITORIES THROUGHOUT THE UNITED STATES AND CANADA.

WE URGES YOU TO TAKE ADVANTAGE OF THIS OPPORTUNITY. Write for Complete Information.

A Square Deal To All

ARCHIE LA BEAU
VEECH SCALE COMPANY, CHICAGO, ILL.

GOOD AS NEW

CLASSIC
PADDOCKS
SADDLE TAILS
BUMP-ALITE
CLASSIC CAROM
BUMPALITE
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VEEBS, VA

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961

STARS

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Turkey Go, gV,

a COO

PREVIEW

Flicker

ROYAL RACES ..

PADDOCKS

CAROM

HI DE HO

cZq

Ave.

HOME RUN

BATTER UP

GOOD AS NEW

SIPPER

1/3 Deposit With Order, Balance C. O. D.

"HOUSE OF QUALITY"

OPPONENTS

LOW PRICES: ALL MACHINES IN PERFECT RUNNING ORDER, READY FOR OPERATION.

FOR SALE

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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 EVANS GREATER King of Consoles stands far above every comparison!

Restyled Cabinet, black walnut and quilted maple! Gypsum-proof 7-Coin Head! Folder prevents all cycling and synchronization! New Power Pak overcomes voltage drop! Cabinet Ventilation eliminates heating! New Power Pak overcomes voltage drop! Cabinet Ventilation eliminates heating! New 5-Coin Head.

Greatest improvement in the industry! Guaranteed to positively stop the gyp-artist! Prevents grief of overlapping coins, thick coins, slugs, gum, string, metal strips, celluloid, etc. Last 3 coins in each chute visible at distance! Patented and Manufactured by EVANS—obtainable only on EVANS Games!

Galloping Dominos

Superb Dice Payout. BANG TAILS Horse Race Payout De Luxe. ROLLETTO, JR. Roulette in Super-Payout. Order from your Jobber, or Write, Wire or Phone HAYmarket 7630.

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Sensational Money Making Deal

44 Boxes of High-Grade Candy for Last Punch. 511 Winnings. 1 & 5c Salesboard Candy.

Candy for the Holidays

3-Lb. Box of American Mixed Hard Candy. Pay Box. 60c

24 Winners 1 24-Hole Salesboard.

Costs you $5.50 - Takes in $16.00

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Every Punch Receives a One-Pound Box of Chocolates. Numbers Run from 1 to 39. 24 Winners 241 24-Hole Salesboard.

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1200 Hole Form 4190

Takes In $40.00

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Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards, and Die Cut Sheets.

CHAS. A. BREWER & SONS Largest Board & Card House in the World

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BABE KAUFMAN MUSICAL INSTRUMENT INC. 250 W. 54th St., N. Y. C.
meet the big 5

Every one a proved success.
Every one a dependable...profitable...long run
...JENNINGS machine

RACING CLUB
A ONE-BALL BUMPER PAYOUT TABLE
Leading the field of one-ball payout tables — Racing Club. Four big chances for a winner — action right up to the last second of play. Has colorful race horse playing field — beautiful light-up back panel — famous Jennings rotary payout — illuminated escala- tion. Check or cash play. Ticket model available...

$149.50

POWER PLAY
NEW NOVELTY FOOTBALL GAME
It's new...it's different and timed just right for the football craze. All the action...thrills...suspense of the old gridiron packed right into this one machine. It's a real power house for profits. Playing field beautiful and colorful football scene — large flashy light-up panel — double odds feature and simplified Jennings construction...

$79.50

FLASHING THRU
CONVERTIBLE CONSOLE ON COUNTER MODEL
POSITIVE NOISELESS OPERATION
A DeLuxe payout game at a sensational low price — Flashing Thru. Use it as a floor model console or handy counter model. Race horse symbols on a colorful light-up playing field — cigarette or dice symbols available — payouts from ten cents to $3.20 top. Made in five cent plays, coins or special checks. Dial type coin chute showing...

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SLANT TOP LIBERTY
BELL AND DERBY DAY
THE POPULAR PRICED CONSOLES
Here's the machine that is creating such a sensation in the DeLuxe payout field — operators everywhere are cleaning up with this outstanding machine. Has beautiful maple cabinet — colorful glass top with flashing colors and dancing lights — and a big double odds feature that gets and holds the play. Liberty Bell has fruit symbols — Derby Day race horse symbols...

$145.00

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GREATEST JACKPOT BELL EVER MADE
New Modern Stream-line Design
New Gleaming Chromium Finish
New "Easy-to-Stop" Reels — No Bounce
New type star wheel locks reels in positive stop
New Heavy-Duty Lifetime Clock
New Smooth Operating Perfection

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4308 WEST LAKE STREET • CHICAGO, ILLINOIS
Rock-Ola phonographs offer many features which result in lower maintenance cost—such savings can be considered added profits. Twenty records offer broader selection, which means bigger collections—from every angle you profit most with Rock-Ola's Imperial 20.

Another of Rock-Ola's quality features

**Lightweight Crystal Pick-Up**

Doubles the life of Records and Needles

*Which of these two pick-ups do your phonographs have?*

**Lightweight**

Crystal Pick-Up

As superior to the old style heavy-weight pick-up as the electric light to the kerosene lamp! Doubles the life of records and needles. Floats in live rubber. Hermetically sealed in a bakelite case. Not affected by weather conditions. No adjustments necessary. Guaranteed unconditionally for one year.

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The greater weight wears out needles and records twice as fast, adding considerably to your upkeep cost. Produces inferior tone quality which diminishes further due to unusual pressure of needle in record groove. Requires periodic adjustments. Affected by varying weather conditions.
It's the new mode in music! Swing and Sway with Sammy Kaye ... and they are doing it everywhere. By the hundreds each night at the Statler in Cleveland. By the millions every night in restaurants and taverns from coast to coast where the rhythms of all of America's top-flight bands are brought to brilliant life on Wurlitzer Automatic Phonographs.

Wherever a location's limitations make automatic music the logical choice, you'll find a Wurlitzer filling the bill to perfection.

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