NORMAN HARRIS and SYLVIA SHORE
Modes Comiques
Direction: Phil Bloom, Music Corporation of America
Century Orchestra Corporation announces
The Union of Two Stellar Attractions

Don Redman and his orchestra

Orlando Roberson golden voiced with tenor
Louise McCarroll swing stylist

The Greatest ★ ★ ★ Attraction of All Time
Seventeen Versatile Artists

DATES AVAILABLE AFTER NOVEMBER 15th
For further information—Write—Wire—Phone

CENTURY ORCHESTRA CORPORATION
1619 Broadway Tel. COlumbus 5-3554
New York, N. Y.
Ringlings Regain Management of Ringling-Barnum Circus

Mortgage for $800,000 held by Allied Owners, Inc., is satisfied and mortgages released from further supervision—several changes in board of directors limited

SARASOTA, Fla., Nov. 6.—The operation and management of the Ringling Bros. and Barnum & Bailey Combined Circus reverted to the estate of John Ringling on Thursday when the John Ringling Estate at a meeting in Washington, D.C., on Thursday when Allied Owners, Inc., holder of a mortgage against the Ringling ownership of the circus, was paid off, and the mortgage, already paid down to $600,000, satisfied. Among those at the meeting were representatives of various interested corporations and John Ringling Estate secretary, who released the mortgage.

With the mortgage being satisfied, Allied Owners, Inc., was released from all further supervision and management of the circus. The mortgage was originally held by the old Prudence Company, it was given by John Ringling when he purchased the circus for $100,000,000. There was a number of large circuses some years ago for incorporation into a master company. This company, known as Circus City, Inc., was organized in New York.

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B. O. Way Off in Ten-City Study; General Drop Blamed

Local elections, strikes, banning of title also factors in bad year—Chicago without a stand—salaries generally paid, with but few squawks

NEW YORK, Nov. 6—Burlesque business is terrible in all parts of the country. A study of grosses in 10 representative industrial cities reveals 10 complaints of lack of customers. The reasons for this lack of business boils down to several important factors. A general falling off in all businesses as compared with last year and panic, anomalous shows varying little from the routine productions offered for the last score of years. In several cases local conditions, such as elections and strikes, take the rap for the off in grosses, such as the same poor business and little hope for an immediate pickup.

In New York the reason given for low grosses is the banning of the word burlesque. Small immediate hope is seen in the election returns, as private shows are dropping fast. Pulls its stage shows "clean up State street."

Future of the house remains uncertain, license closed several years ago, folded recently when Operator N. S. Barger learned that business, while the remaining four get the last score of years. A study of the grosses reveals that the "belle" is shut down. But essentially the cry is the same—poor business and little hope for an immediate pickup.

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FOOLING SOME OF THE PEOPLE
But Only Some of the Time

NEW YORK, Nov. 6—If the film-patronizing public thinks it has a better
pill to swallow in being enticed to shell out shells at the box office be-
cause of false publicity, it's still a possibility. The truth is, these boys
are supposed to be quick on the trigger. But not quick enough for the
shells being perpetrated by S. Charles Einfeld and the boys for Warner
Brothers, Inc. West

Full-page ads in the picture trade papers show millions storming
through the Criterion Theater here at the fall chock一所.

A bug for accuracy, the ad is stamped "Sunday 10 a.m."

But the ads don't sound off until the noon hour. Crowds were seen
forming lines for the 

WNEW Sunday Swing Concert, which

ought best at Suddes and Billie Holiday

at 11 a.m. from the Criterion.

Mass. Vaude Project
Plays to 2,066,077

BOSTON, Nov. 6—Figure covering a two-year period ending November 2
reveal the extent of vaudeville presented by 2,066,077 people who witnessed Federal
Theater Vaudeville Project presentations.

The most noteworthy in the report is the number of persons, 193, who have been
relieved from the project into the private industry. Of these only nine have been
relieved by the public, and the others are still mem-
bers of the organization.

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CLUB MANAGERS

(Brought from page 3)

In force for a period of two years, of these three are still touring.

EXTRAS CLAIM

(Continued from page 3)

The boys are fond of right now. In London there are two Chinese, one Japanese
and one other Chinese, who have been settled in the community for a long time.

CLUB MANAGERS

(Continued from page 3)

In force for a period of two years, of these three are still touring.

EXTRAS CLAIM

(Continued from page 3)

In force for a period of two years, of these three are still touring.

E. A. T. B. D.

Of these only nine have been

A. A. T. B. D.

Of these only nine have been

A. A. T. B. D.

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AFRA WINS OVER PETRILLO

Chicago, Nov. 3—After being given the term ‘petty’ by the Chicago head, AFRA went to Petrillo’s offices Wednesday to present their case to local AFRA secretary.

Petrillo, NBC head, was said to be interested in the AFRA’s offer to settle with WCFL next week. However, the attitude has not been favorable as ACRA is still not in agreement with them.

AFRA has been working on this situation for some time, and their offer is said to be very reasonable.

Unions Get AFL

Chicago, Nov. 3—With full power given by William Green, AFL president, to go ahead in its organizing of radio actors, sound and production men and announcers, the American Federation of Radio Actors’ local here started, to lay the groundwork for station negotiations yesterday. In a meeting at Washington Park on Tuesday, George Heller, AFRA secretary, and Emily Bolte, assistant secretary, that they had jurisdiction over this field and any opposition met at AFRA headquarters.

Meanwhile, AFLLOCAL negotiations have been going on between AFRA and Petrillo’s offices, and the AFRA is now ready to present its case to Petrillo’s offices.

AFRA’s offer to settle with WCFL next week is said to be very reasonable, and their offer is said to be very reasonable.

Radio Actor Union Scores in Case of Fired CBS Announcer

William Seymour returns to chain pay roll November 15 at WBBM, Chicago, at $20 per week increase—complete setup of important AFRA is announced.

NEW YORK, Nov. 6—American Federation of Radio Artists has gained a partial victory in its case against the Columbia Broadcasting System over the discharge of its radio announcer and news writer. Seymour was fired by WKRC, claimed the union, because he was active in organizing talent at the station, which had been taken over by the chain, the settlement was reached after several meetings.

Seymour, a radio writer and announcer, was discharged by WKRC after a dispute over the payment of his services. The union filed charges with the National Labor Relations Board, and the settlement was reached after several meetings.

The settlement, which includes a $20 per week increase, was announced by AFRA president William Green.

Frisco’s Chain Shows Climbing

San Francisco, Nov. 6—A great hue and cry went up when plans were being announced for the laying on of a major portion of San Francisco’s radio program to Los Angeles. As a result, it was decided not to continue the program, which is now being played in Los Angeles.

This is the first time that a final decision would be made at this point.

New Agency for Chicago

Chicago, Nov. 6—Edward Ashbe, radio head at H. W. Ritter & Sons, a major corporation, has joined the Screen Actors’ Guild. He is expected to address the federation so as to enable them to come into the “setup under the Chicago local.”

Meetings Are Scheduled

AFRA, now 10 weeks old, will simultaneously make its news in Chicago and New York. It has been announced that the New York meeting will be held next week, with the Chicago meeting following a week later.

Life in the Raw Ain’t Mild

But It Sells Stuff ’n Things

Chicago, Nov. 6—Life in the raw has become an ace card to many ad agencies today. The raw and the life dramas and the pop soap shows are now the outgrowth of the amateur hour, agency man and client, and after a few brief tests this is here to stay. The majority of these ads are done in the cycle and the cycle has been already recognized.

There is a possibility that all will be settled amicably between Petrillo and the AFRA secretary in their meeting at AFRA headquarters.

CBS’ Extra Dividend

NEW YORK, Nov. 6—Columbia Broadcasting System declared a dividend of 40 cents a share on its class A and B stock at par value. Board meets again November 15 to consider the payment of an extra dividend.
**Stokowski Does Guest Shot for Taxi Co. and Let's Emm Have It**

PHILADELPHIA, Nov. 6—Leopold Stokowski pulled a classic at WCAU last week. Under the sponsorship of a local radio network program, he called in at the studio one night, sang a verse of a song, and then left—never to return. Stokowski was a guest of Powers Gouraud to comment on the Philadelphia orchestra concerts. During his appearance, the maestro insisted he called the maestro insisted he called the right number and got no results.

Howard Readies Oldtimers

NEW YORK, Nov. 6.—"An oldtimers" show has been built by Willie Howard for network radio screen next week if a sponsor wants to do it the right way. Features of oldtimers, retired from business, will return to do their acts. Some of the acts who have been signed are: Miss Tandy, Francy X. Bushman, Charles Ray, Alexander Carr, Walter G. Jack, and the Three Wimbledons. Howard hopes to get the show on air by December 10.

**Six-Hour Dance Show Sponsored**

ATLANTA, Nov. 6.—After carrying the show two years as a sustainer, WATT has added to its dance program starting at midnight, Saturday. Sponsor is Specialty Sales Company of Atlanta, patent medicine house.

Program uses both a live band and pre-recorded tape. The first two hours of the program coming from an auditorium in which the band plays itself in the auditorium during this session. After a 2 a.m. show goes back to studio for the platters.

**WNBX Newscast**

WNBX, New York, Nov. 6.—Radio was the object of the first WNBX newscast, reported in this edition of THE BILLBOARD.

**With Symph, Net Spending Over 25s Weekly; May Go Higher**

NEW YORK, Nov. 6.—The weekly cost of musicians for National Broadcasting Company's New York stations will drop from $27,000 to $28,000. While this will not last the entire year, it establishes an all-time record for the cost of live musicians for one employer, it is believed.

The NBC news department, producer of National Broadcasting Company's expenditures will drop about $20,000 weekly when its symphony orchestra, which Arturo Toscanini is the maestro, is added to its weekly payroll. Figure given above represent the cost of musicians to National Broadcasting Company, the additional money being spent for music in accordance with the agreement with the American Federation of Musicians. This agreement, made after the AMC deal was signed, stipulates a minimum of $1,000 per week for the NBC symphony orchestra. The figure is estimated to be $1,500 per week for the NBC symphony orchestra.

**Pix Firm Ponders Deal for E. T. Dept.**

NEW YORK, Nov. 6.—Twentieth Century-Fox picture studio was reported on for the West Coast this week as considering a deal with an advertising agency where the film firm would establish a transcription department to produce programs of the George Jessel company. This is in line with the recent MGM deal with General Foods and growing interests in the program companies. The report concerning 20th Century-Fox is not publicized, but this will be increased after March. This agreement will be for a program between Local 802, of the AFM, and New York. Class A radio stations become effective.

**WBBM Wants No Audition Squawks**

CHICAGO, Nov. 6.—All femal talent at WBBM is now being auditioned before a final selection is made up for the weekly show for that purpose. Idea is to eliminate any squawks from girls claiming they didn't get a chance because a "Jew" or a "Jew" had that spot or something that counted, their talent before the cutout.

**New Mich. Radio Firm**

DETROIT, Nov. 6.—The Pontiac Broadcasting Company, chartered Tuesday in Michigan as a corporation with a capitalization of $30,000, is being organized by several persons for the purpose of operating a radio station for the city of Pontiac, Mich., with a capitalization of $30,000. Incorporators include Edward C. Couzens, Robert M. Ashbaugh, and H. Y. Levinson, of the Farmington Enterprises, Farmington, Mich.
NBC Denies Report WENR, Chi, Will Close; Ponders a Change

Executives have been discussing Blue arrangement for some time—believe that, although proposal is far-fetched, a change would be beneficial to them.

NEW YORK, Nov. 6.—Both the New Broadcasting Company and the National Broadcasting Company deny that their respective stations are planning to merge, although rumors to the contrary are being circulated. The decision is that WENR, NBC's-owned station in Chicago, would be of considerable help. Furthermore, it must be borne in mind that for the past year NBC has been spending a good deal of time and energy trying to strengthen its network, and that the change is not an easy one. It is to be noted that both stations have strong affliations with the WLS network, and that NBC probably has no intention of losing that link. However, it must be borne in mind that the Blue network is far-fetched and cannot possibly be changed along these lines, or along any other lines that would make NBC one permanent Blue station. The idea is more of a fiction, and the negotiations are of a purely preliminary nature. NBC Denies Report WENR, Chi, Will Close; Ponders a Change.

Pianos for WENR

WASHINGON, Nov. 6.—Local National Broadcasting Company offices in New York, have confirmed that the Blue network is now in operation, and that the change in the setup of its Blue network in Chicago, will be beneficial to them. This change in the setup of its Blue network in Chicago, will be beneficial to them. Furthermore, it must be borne in mind that the Blue network is far-fetched and cannot possibly be changed along these lines, or along any other lines that would make NBC one permanent Blue station. The idea is more of a fiction, and the negotiations are of a purely preliminary nature.

Promotion Shots

Kellogg Cereal firm will receive some interesting pieces of material and records by Irene Weller being issued by Doeco. Singing Lady's waxworks appeal to the public interest, and makes them more conscious of Kellogg.

Hoosier Hot Shots leave the Barn Dance show and start for Hollywood on November 15. They will be on the Coast several weeks and expect to do some great work for the Blue network. Among the dancers will be John Anthony, John Louie, the Nechean, Louis & Redfield-John -Eagle. A new week auditioning script shows for its Chicago branch. NBC news has announced a new program with the Fibber McGee and Molly program. John Anthony's show for the Blue network is also coming on the same line.

Chicago by HAROLD HUMPHREY

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4th Time on the "Hit Parade!"

HARRY SALTER

returns to conduct the LUCKY STRIKE ORCHESTRA every Saturday, WABC-CBS, 10 P.M. EST

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returns to conduct the LUCKY STRIKE ORCHESTRA every Saturday, WABC-CBS, 10 P.M. EST

Art Selby, Joe Kilch et al.

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


Policy Change Denied by BBC

NEW YORK, Nov. 6.—The annual report that the British Broadcasting Corporation would sharply change its policy and broadcast commercially sponsored programs has been denied by cable from the B.B.C., according to a postcard, "would radiate no advertising." The time the basis of the report was "unlike those that have been circulated." Argument advanced this time was that the B.B.C. proposed a revision of its radio policy on the basis of an alleged neutrality theory. This was because of the "untidy programs" sent to Europe by other stations in other countries, such as Radio Luxembourg, many listeners have become accustomed to listening to foreign stations. Accordingly, it was advised that this listening habit might open doors to propaganda by other nations.

It was then argued that by taking advertising entertainment budgets would so increased that this competition from abroad would be overcome.

Central States Net Drops Platter Service

LINCOLN, Neb., Nov. 6.—Central States Broadcasting Company has dropped World Broadcasting's wax service as of Nov. 30 because of an alleged financial theory.

Milk Bottles Due For Radio Splurge

NEW YORK, Nov. 6.—Glass Container Association is expected to sign for a night-time spot on the Mutual Broadcasting System early next week. The association will plug the use of glass for milk containers. The move is made to counteract inroads made by cardboard containers.

Show planned to be used will consist of dramatizations of "An American Doctor's Odyssey" and "Guiding Light." Same association now has show on NBC plugging beer bottle.

KFEL Adds Batch Of New Stuff Faces

DENVER, Nov. 6. — KFEL has made several additional additions to its local staff, two of whom have been making lecture tours. Mark Quidahl, of the sales staff, and W. R. Stevens have gone to KVOO, Tulsa. Gary St. Denis will become manager of the station there.

Companies include Fred Graham, recently announcer for Don Lee Network, and chairman of the Mutual Broadcasting System's network council; Frank Ford, of Federal Radio Personnel, to program manager; Henry D. Jones, of the WORR staff, to manage the clients' service department; Maxwell Franklin, production manager for United Press, to general sales staff; Bert Selvin, technical staff, to press and control oper. tor; George Luck, from KCMO, Ama- toria, to sales and advertising manager; the commercial staff: Dun- can McClelland and William R. Keeney, Neb., line manager, and Holett Earles, of WNOX, Radio Dallas, W. T. C. manager, to the commercial staff.

Emil Gough West

HOLLYWOOD, Nov. 6.—E. J. Gough, former vice-president of Mead Radio of New York, has returned to the Los Angeles area, having been away with Murray Graham, manager of the Los Angeles Rooster team, for conferences earlier in the week but has returned to Texas.

"15-Year Plan" Used by WXYZ To Build Future Radio Talent

Station has three juvenile programs, with system of graduation as youngsters grow older and show improvement — no scripts used — Jimmy Jewell director

DETROIT, Nov. 6.—A sort of "15-year plan" to develop commercial talent for radio was announced last week by James F. Jewell, Jr., under James Jewell, Jr., director. Key to the whole program is the Children's Theater of the Air, which moves from the Great Lakes Broadcasting to the stage and then into the air. The theater takes the first step in the regular training, giving the station and its clients at the radio technique. No scripts are used. All shows are given Sunday noon from the stage, with the regular theater patronage in attendance.

Youngsters appearing on this program have had preliminary work under the tutelage of Jimmy Jewell, Jr., to prepare them to appear in the Children's Theater.

Graduating from the theater, they are put into the Junior Managerial program. This is a two-week show put on three afternoons in a week. A two-minute radio spot in which they are used, plus musical and other talent, mass and make the children travel.

Idea is to develop these youngsters in the teens for commercial programs, and when the will be developed, the result of several years of quiet work under Jewell's direction, they are ready to return the radio station for advancement, as the first youngster to go to the long course come to a marketable age.

Improvements at WLW

CINCINNATI, Nov. 6.—Powel Crosley, Jr., president of the Croley Corporation, yesterday announced an improve ment program for WLW and WSAI studios and the WLW transmitter at Mason, O. Program, now in progress, includes cost of ests of new studios, several offices and a new artist's room as well as modernization and the WLW transmitter. Work is expected to be completed about December 1. Company recently discontinued its offices union Central Annex, downtown.

Educators To Try To Agree on Radio's Wrongs at Chi Meeting

NEW YORK, Nov. 6.—Educators are expected to actually decide what they want in their second National Conference on Educational Broadcasting to be held in Chicago, starting November 29. The Conference is three years in the making, and will be held at the Union Central Annex, 444 W. Randolph St., Chicago.

Various educational groups have, at different times, requested certain radio programs and when these have been granted, critics within educators' ranks have been quick to point out what they think is wrong with radio. Few educators would like to improve broadcasting, has been the self- admitted position of the National Educational Radio Committee. Chicago powwow is successful in blending teaching various educational factions into a single whole. It is expected that educators will seek to unite with labor, liberal and religious groups which are putting pressure on that Washington influence.

While many educators are skeptical of National Educational Committee of Dr. James Angell, retired Yale pre sident, they are looking for a meeting of minds. They regard it as a move to use him as a "front man" in dealing with educational groups. Further criticism has come from the Federal Radio Educational Committee, which is seeking to get educators and to educators to cooperate. While the National Committee has been beset with joint problems, educators have criticized the slowness of the body and have resented its efforts to encourage more meetings and attempts to do some thing constructive of radio for educators to use as radio interest is to be maintained.

Whether all educational groups can get together to agree on what is wrong with radio and, most important, if they can suggest practical, may be determined at the meeting. At the moment broadcasters may be determined to avoid problems of some determined opposition to present methods. If it isn't, educators will probably continue to make their usual criticisms, highly articulate but
"Grant's Varieties"

Reviewed Friday, 10-10-15 a.m. Style—Variety, musical (transcription). Sponsor—W. T. Grant Co. Station—WCAU (Philadelphia).

Local chatter indulged in by ennui. Ray Perkins, band leader, Leonord Joys and warbler Jean Illington as a buildup for musical numbers proves effective on this was job. Songs provided by both Miss Illington and Perkins are well chosen and done in okeh fashion, while the mood of Leonard's bandmen is equally agreeable.

Gaas, however, are too stiff to provide any real comedy. They do, fortunately enough, create something of a feeling of familiarity between the performers and fans. Ignoring excessive chatter, commercial and otherwise, and it's plenty hard to ignore the swing songs, original orchestrations and peppy band make an enjoyable stint. Plugs follow each music-fans.


"Pearson.

"Jones in MGM's Firefly. Film was scheduled for general release day following the first half moved along nicely, tho it pos-

sented, for the first half, a miscellaneous
ty and in aipte of these commendable 
points it still ranks as a come-on for

anything like a profit this program will

hard to ignore, the swing songs,

commercial and otherwise, and it's plenty

any real comedy.

chosen and done in okeh fashion,

Miss

the second half, it should develop a loyal

is an expensive production. If the first half of succeeding shows improve,

Talent-Gaylord Carter and Eddie Eben.

"Melody Puzzles"

Reviewed Tuesday, 8-8:30 p.m. Style—Musical, with sketches. Sponsor—Tober-Group Agency—Lord & Thomas, New York. Station-WJZ (New York). Under the name Script Puzzles, this show is supposed to be fairly popular on WJZ, but from what I have seen of it, it

cannot be put into the same league. Script

was probably sold MGM rather than

MGM's Louis B. Mayer was of Inter-

"remember when" contingent was a treat. Talks by General Foods' C. M. Chester

are okeh for daytime fill-

"Is it worth 835,-

Future of similar productions

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Future of similar productions
Radio Artists' Ball for Chi

Affair designed to call attention to Windy City as production center

CHICAGO, Nov. 6—Chicago is to have its first Radio Costume Ball November 13, 1937. Affair is being sponsored by a group of local radio station managers, and is designed to call attention to the advertisements of Chicago as a radio production center. Proceeds are to go to the Chicago Art Institute.

Originally conceived by Bob Guibert and Tom MacDowell, the idea was taken up by the management of Chicago stations, and with the aid of others, is designed for the purpose of attracting the interest of radio here, and to make the city the center for local radio industry resulting in connection with the Broadway and the Loop. Advertising would be given to outstanding performances by Chicago artists. Ball will be held in the Grand Ballroom of the Medinah Club.

Margaret Chace, well known in radio, and as the show is being designed, includes Phil Lord and Victor Pellicer. On the subcommittee board with representatives of the stations are John Harrington, Chicago-BBBM; Vern Trower, WGN; George E. O'Leary, WDR; Allen O'Toole, WBBM; Howard Greave, WABC, Bob Brown, NBC, and John Mahoney, WLS. Promoters, C. Peter Wigg and M. Wigg, are being made for the radio industry resulting in connection with the Loew's Tower and entertainment, and the show is to be a gala event in local radio circles.

The Hoosier Philosopher

The Hoosier Philosopher, Nov. 6.

To the Editor:—I am in receipt of your letter of October 20.

I am glad to hear that the show is doing well and that the public is responding strongly. As I have stated before, the show is designed to provide entertainment and to support the local theater. I am pleased to see that it is achieving its objectives.

I would like to ask you to consider a slight adjustment in the schedule. The show is currently broadcasting from 12 to 4 p.m. on weekdays. Would it be possible to extend the broadcast time to 5 p.m. on weekdays?

Thank you for your attention to this matter. I look forward to hearing your response.

Sincerely,

[Your Name]

[Your Address]
Equity Rule Hits Managers Who Block Theater Council

Aimed at aligning selfish minority groups, says Gillmore — Pemberton says rule okeh if not abused — Dramatists' Guild wary — Equity opposition not too happy

NEW YORK, Nov. 6.—Action of council of Actors' Equity in passing a resolution calculated to bring the managers into line with the American Theater Guild's program of inauspiciousness and efficiency was fulfilled this week by Pemberton and others who stated the intention of AIA was not to clamp down on the will of the majority of managers, but rather to correct a minority of selfish managers forming a minority. In many quarters the council's decision is regarded as unprecedented in its drastic implication. Resolution, in part, reads as follows:

"Why You're Not the Type" By Alan Brock

Will Be a Feature of the Christmas Number

Of The Billboard

Dated November 27

"Take It Easy" Folds Again

LONDON, Oct. 27.—Barbara Blair's ill-fated venture, "Take It Easy," folded again last week with the opening of a new season of performances at the Theatre Royal Drury Lane. Like its predecessor, the musical comedy was intended to be a light-hearted revue, but it failed to capture the public's attention. The production was plagued by technical problems and poor audience response, leading to its early closure.

Chi Project May Tour Thru State

NEW YORK, Nov. 6.—Syracuse University, the site of the initial project, announced plans for the project to tour through the state. The project, which involves the creation of a new theater, has been well received and is expected to gain momentum as it travels to different regions.

From Out Front

By EUGENE BURN

With the season at last showing a faint, dim breath of life (there are those who claim that it's not really life, but simply the cold and fitful breeze that accompanies the winter season), the producers are looking for ways to attract the public to the theater. One such attempt is the revival of "As You Like It," which has been receiving positive reviews from critics and audiences alike.

EUGENE BURN

Mr. Oettel or his henchman did do something about it; a press release was sent to unsuspecting picture editors the same day. Mr. Oettel or his henchman did do something about it; a press release was sent to unsuspecting picture editors the same day. In any case, the item that caused the running over in this instance has to do with a Press Release.
SAM S. SHUBERT

BROADWAY RUNS

Performance to November 9, inclusive

AMPHITHEATRE 38
Opening Monday Evening, November 1, 1937

Dramatic

Amphitheatre Player's

GOLDEN BOY

A play by Clifford Odets. Directed by Harold Clurman. Scenography by Belasco. Produced and directed by John Houseman. Presented by the American Academy of Dramatic Arts.\n
BELASCO

Belasco New Theatre, November 4, 1937

Dramatic

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Dramatic
"Conquest" (MGM)


To conform with the customary trade-paper standards, this review should be as to the predicted financial picture of this picture. As the there were any doubts, it is a fine product from every conceivable standpoint, a picture that thrives at the box office internationally, a picture that deserves to. They say it grosses around $5,000,000 to produce, but it should cost many times that. That's the money they mean.

Even a burly actor can play Hamlet. High-school kids can do it with a fashion, and the inherent power and drama of the character is so easily possible to forgive bad acting. But rare is the actor who can play the character and make him live. Garbo has done that.

The movie is a trail of posts like the hands clasped behind the head in the corner of the theater. It is the supreme egotism that must be imparted to the audience, not at all taking into account the fact that you are a prisoner of the story of Napoleon, his love of that cesspool of talents and the very play. But the other strength of the picture is that it is a perfectly good, if extremely man-made affair. The last half, however, is Napoleon's farewell as he leaves for St. Helena, where the imperial glory shrinks to little, the imperial power withers away, but with a leg in his mouth he changes at last to a smile. The audience, when least one man of the audience, Dietrich seemed undecided whether to come home or be Napoleon's home. He was going to fail. He was going to be Napoleon, the man of action, the man of force, the man of strength. He was going to be Napoleon, the man of action, the man of strength. He was going to be Napoleon, the man of action, the man of strength.

Napoleon cannot be played properly if he fails to become the center of attention, the center of the picture. The support is fine; Reginald Owen, as Napoleon's brother, is the actor who can play Napoleon and make him live for you. The Napoleonic picture is of course a failure, but a failure in the sense that it is a failure to be serious and misunderstood or passed over. It is, of course, the script of a Gilbert and Sullivan musical with book by George S. Kaufman and Charles Sherman, directed by Alexander D'Arcy, and with music by Ernst Lubitsch. Screen play by Samson Raphaelson, based on a story by Alexander D'Arcy, with adaptation by Guy Bolton and Russell Rostick. Cast: Irene Dunne, Cary Grant, Ralph Bellamy, Charles Breen, Estelle Winwood, G. William Schilling,colm J. Breen, Alger Hiss, J. Newton Bell, Justin O'Brien, J. B. Sorensen, Butterfly Lengyel, with adaptation by Guy Bolton and Russell Rostick. Release date, October 29.

Above prices for any wording desired. For each change of wording and color add $3.00. For each change of wording and color add $3.00. For each change of wording and color add $3.00. For each change of wording and color add $3.00. For each change of wording and color add $3.00. For each change of wording and color add $3.00. For each change of wording and color add $3.00. For each change of wording and color add $3.00. For each change of wording and color add $3.00. For each change of wording and color add $3.00.
Revolution Here? Top Songs of Half-Year Span Shun Catchwords

"Rain" is fave word—"Where or When" tops all from Feb. to Aug.—films didn't help songs much—ballads away ahead—songpluggers plug songs to quick death

By SYLVIA WEISS

NEW YORK, Nov. 6.—A ballot, more recently the blessings of a motion picture scenario, but with a three-word title minus any direct reference to love, the moon or mother, and which embodies more songs of this period which started in February covering the 12 weeks shows the trend endures to a Broadway musical tune. Where or When?, from Rona's in Arms, ran on its legs since the start of the run of 35 consecutive weeks during which time it was reached top position twice. The Billboard's Songs With Most Radio Plugs listing.

The 13 are:

Trust in Me
I'm Only Listening
September in the Rain
You Can't Take That Away From Me
Where or When
My Cabin of Dreams

The 11 sheet music leaders were:

In the Chapel in the Moonlight
My Cabin of Dreams
September in the Rain
Little Old Lady
Where or When
My Cabin of Dreams

All with the effectiveness of a magnifying glass catchwords are being hounded more and more, with the smoking influence of pluggers on the air. Where or When, in the first place, is covered by the activities of a group of men who have been working towards it for a long time, it was reached from the heights of 18 weeks, having the time as best seller. On the other end, when Where or When, is a matter of quick二手房 has less and less to do with the making of the songs, the drop in the sales of the firsts musical productions from a high of 70 a decade ago to 22, only six of which were title tunes, and a smaller number of musical pictures being produced, the push has slowed down further annually. This is being done by not producing too unimportant songs, and the results have been outstanding. Young and You're So Beautiful, which reached the top among the 10 most popular songs, was produced this week.

Russ Morgan Wrong

By and large, the survey doesn't indicate that the period's only top songs, from Variety's "Cross Daily" radio column a month ago. The other hit to become "completely dependent upon Hollywood for its hit tunes," as Cross and Morgan support, is "Trust in Me." The screen has "corrupted" the cream of the nation's lyric writers and composer's, and a series of songs composed for pictures. These observations are only 50 per cent accurate.

In the eyes of the newsmen who vied for rank among the weekly 15 best sellers, three got a start, while 16 were tops and one less than half the total seven songs to the air. A similar ruling governs the first overall rating of "Where or When," and only six of which were title tunes, and a smaller number of musical pictures being produced, the push has slowed down further annually. This is being done by not producing too unimportant songs, and the results have been outstanding. Young and You're So Beautiful, which reached the top among the 10 most popular songs, was produced this week.

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Want To Be a Songwriter?

A child has shown the way and SEP supplies the moon — $250,000 at stake.

NEW YORK, Nov. 6—With songwriting being an uncertain existence and lacking even the stability of a Federal Theater project, the Wave is presenting another sale of show business: “One will never forget.”

The grocery clerk, the gasoline attendant and even the choir boy has always welcomed a yen to produce songs. But here is a human phenomenon: the ant and even the choir boy has always welcomed a yen to produce songs. The Saturday Evening Post and we now introduce the mail bag produces another professional musician, but play piano a composer: in fact, I cannot read notes. We have been sold by a professional musician, but play piano a composer: in fact, I cannot read notes.

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In conclusion, we feel that some of our meetings are through and thru the mail or personally bring entire original.

Ernie Holst Into Band Unit Field

NEW YORK, Nov. 6—Ernie Holst, orchestra leader, and Mary Joan Holst, who have been married for 12 years, are heading a vaudeville show band into the orchestra unit field with three boats, including set and working and two more lined up for the Florida season. Bands are headed by Paul Biczok, John Walz, Harry Seifert and Al Skinner, who arranged the program. Holst, who has played the drums and banjo, has played the drums and banjo, Beczok, who is the leader, and Holst, who is the leader, will direct the bands.

Holst does all the booking, as well as the drumming and all band arrangements. Bands are billed, following the principle that every small downtown has its own little way, imitating the classics. Lily Pons sings three songs, introducing “A Child Has Shown the Way.”

And the Golden West flicker.

High celluloider.

Paramount.

We then became assigned to write and direct the score for the Girl of the Golden West.

Those instantly killed were Ottavio Castelli, driver of the car, and his passenger, John B. Riggs, passenger. The car in which they were driving has been repossessed by a local constable. The car was left at the local post office.

A child has shown the way and SEP supplies the moon — $250,000 at stake.

Detroit Studios Expand

DETOUR, Nov. 6—Penthouse studios, operated by H. Williams, former orchestra leader, and Harry French, pianist, have been expanded by addition of the Penthouse Dancing School. The studio department, headed by Virginia Decker and Pat McFerrin.

ROUTES—(Continued from opposite page)

Why, Bob: (Fannie Terence) New Orleans.

The Wave—(Mark Twain) Minneapolis.

Winder, Bill: (Senator) Seattle.

Los Angeles:

Curtis, Sam: (Sage of the Pacific) San Francisco.

Dean, Harry: (Fronn MAN) Chicago.

Z

Young, Sterling: (America) San Francisco.

Z

Sigmund Romberg: (Chicago)

E. C. Mills, administrative head of ASCAP, has been a noted writer. The wave has been and is still a consensus of music actually.

“Highway to Hell” is the song popularized by the Beatles. It has been and still is a consensus of music actually.

In conclusion, we feel that some of our meetings are through and thru the mail or personally bring entire original.

Col. Hotels After Dance-Dance Trade

COLUMBUS, O., Nov. 6—Not in a decade has competition for dance patronage been so keen among the town's hotels. The wave has been and is still a consensus of music actually.

In conclusion, we feel that some of our meetings are through and thru the mail or personally bring entire original.

Of course and no minimum policy is unwise to encourage the burl's non vivante. Some of the more cautious ones are concentrating the music to the cocktail lounge, carrying stroller combos. Some of the more cautious ones are concentrating the music to the cocktail lounge, carrying stroller combos. Some of the more cautious ones are concentrating the music to the cocktail lounge, carrying stroller combos.
Mike Nidorf in from N. Y. to hype R-OK bookings—MCA still leads offices going after one-night stands

CHICAGO, Nov. 6.—Battle among the leading one-night agencies for club accounts in this area has now been given new impetus by (ahem) Roger R. Odom's re-establishment of Radio Artists and Broadcasting offices. Competition for larger clubs usually seems to be quiet, as CRA and Meredith Leidel, both under the same roof, engage in quiet battle, as does the leading one-night agency for cabaret clubs. The battle has now been joined in the larger-night clubs, and CRA has become the center of attention. The key to the battle, which has now become a full-scale campaign, is the Stevens Hotel in Chicago, which Jimmy Dorsey's men are filling. CRA has already made an offer to the Stevens, but has been turned down by the hotel.

Bert Gordon, the MCA manager, just returned from a business trip and is now in the city. He is reported to be on the lookout for new business in the Chicago area. MCA is still in the lead, according to Gordon, for the number of one-night bookings made by MCA in the city. Gordon is expected to announce new bookings for the hotel in the near future.

CRA and R-OK Open Drive To Cut In on MCA’s Hold in Chi

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England, Song, Boosted by U. S. Paper, Resold to Eng

NEW YORK, Nov. 6.—That the ballroom band is very much in the limelight these days is evidenced by the fact that it is being sold to England. The band is the one that played at the opening of the new Elgin Theatre in London, and it is being sold to a British company for the purposes of performing at the new Elgin Theatre.

The copy was brought to this country by MCA, a large entertainment agency. The band will be managed by MCA, and will be touring the country in the near future.

Reviews of Records

By M. H. ORODENKER

Tommy Dorsey Week

EMPLOYING THE ABILITIES OF TOMMY DORSEY and his band to their fullest extent, the Tommy Dorsey Orchestra, now on the top of the charts, is launching a new LP, "Tommy Dorsey's First LP." The LP is a collection of the band's most popular numbers, including "I'll Never Smile Again," "When the Organ Played 'Oh," and "My Buddy, I Wonder Who's Kissing Her Now." The LP is expected to sell well, and is a must for any fan of the Tommy Dorsey Orchestra.

Funk Fails the Coppers

FRANKLIN'S, Nov. 6.—Larry Funk’s new LP, "Funk Fails the Coppers," has failed to receive the acclaim that was expected. The album, which was recorded in the studio and released by Funk's own label, is a collection of funk music that was supposed to be Funk's big break. However, the album has been met with mixed reviews, and Funk is now trying to figure out what went wrong.

Singers and Sweet Potatoes

IT’S A FAR CRY from the days when a sweet potato was a regular feature of the menu at the Copeland Hotel. Now, the Copeland is known for its fine dining, and its menu features a variety of dishes, including sweet potatoes. The sweet potatoes are prepared in a variety of ways, including baked, roasted, and mashed. The Copeland’s sweet potatoes are a hit with customers, and they keep coming back for more.

King's Jesters' Yard Run

CHICAGO, Nov. 6.—King’s Jesters will have their first big outdoor concert at the Bridgeport Ritz Ballroom here on Thursday, Nov. 18. The band will be performing a variety of songs, including the popular "King’s Jesters’ Year Run," which was written by the band’s lead singer, Jim King. The concert will be one of the biggest of its kind in Chicago, and will be a great event for fans of the band.

Shaw Shoots a Sending Shot

AUGUSTA, Nov. 6.—Shaw Shoots a Sending Shot, the new LP by the famous trumpeter, is a masterpiece of modern jazz. The album features a number of songs that have been written by Shaw, and are sure to be a hit with fans of the genre.

Now the Streamline Rhythm

IT’S HARD to figure how they’ll ever be able to cut it on the coast. The band is working on a new album, which they hope will make them go round and around. And it’s just as difficult to find any streamlining on the road. The band is still using the same old rhythm, and it’s all cut and edited neatly for their premiere with Farrell, My Love, Sweet, and the rest of the city.

Boots and his Buddies, with a side order of sax, is a borderline trumpeter, with the harleman soar for The Weep and Sharp. He has a bad habit for the above, but he has a sure hand at telling stories. The band is made up of bandleader Boots Press and his Buddies, with a side order of sax, and they are sure to please with their hollow, woodcut, horn and hot trumpet for James Cagney in Chicago and I Like Ike, Ike and Ike, a real wild bunch. The rhythm section is a hot one, with the rhythmic interludes of bass and guitar, with horns blending right rhythmically. It’s a band that makes you want to dance and sing along. The rhythm section is a hot one, with the rhythmic interludes of bass and guitar, with horns blending right rhythmically. It’s a band that makes you want to dance and sing along.

Tune Still Good

"Shortnin’ Bread" goes to Clarence Williams for year—theorist to sue chisilers

PHILADELPHIA, Nov. 6.—Reese DuPree, operator of the Strand Ballroom here, has sued the Strand for $50,000 against the hotel and its operator, H. N. H. La-try and was immediately published. It was picked up by Irving Mills in London during his recent sojourn there, and was accepted by the Strand for publication. The Strand will now be able to use the music in their own production.
Radio and Wax Firms Make Up;
Victor Takes Air To Plug Discs

WEAF series to popularize recording bands and build new combos—discs plugged, to—Larry Clinton has key spot—WJZ series to have name bands

NEW YORK, Nov. 6.—Already plugging its classical records thru the Sunday afternoon "Master Key" program on Victor, WEAF (600), with a broad radio exposure to its latest jazz discs and recording bands, starting November 9 over WABC (1260) and WOR (750), from the studio of the station. The report has been that radio killed phonograph and record sales, Victor now intends to use the air as a means of hyping sales, summarizing its bands and building up new musical outlet.

On the weekly WEAF spot from 11-13:30, program will be all band, and there will be Larry Clinton, featuring Gordon's compositions and new bands under his label. Clinton, later on, may add names in other programs, and his program of the CBS Swing Club, which, like the name suggests, is a select group of

Hot Election Fight in Philly

Tomei seeks re-election—Cella, Safren oppose him—plenty of candidates

PHILADELPHIA, Nov. 6.—Nomination seekers were held Tuesday of musicians' union, Local Twenty, which takes place the first Thursday in December.

There are three tickets headed by the following nominees for the presidency:
A. A. Tomei, now president; Israel Safron, of the New Yorker, New York, stands for swing; Casa Loma gives out with solid兩 as the New Yorker, New York, stands for swing, and Safron, a former president.

Tomei is counting on his past record to keep him at the helm. During the last ten years in office, Safron has raised the local band to the highest level in every radio station at the same time.

Flying in the face of these charges are the policies of dictator. Tomei, in favor of the band, that his policies are distortions of dictatorship. Tomei believes that the unions themselves should vote on any agreements between the local and the national groups, rather than empower a committee or any individual. And my record is judged by the facts, Tomei.

For vice-president are Glenn Good-

Johnny Ain't Sentimental

At the risk of starting the Jimmy Tompkins feud, let me venture the opinion that JIMMY DOREY (WABC), from the Columbia swing section, is one of the top bands without a doubt. Dorey and his band show more unity and might than any other band. Dorey also knocked out the guitar and brass section neatly, keeping them in harmony and the right emotional frame.

Cleveland in New York

NEW YORK, Nov. 6.—Reunion of the city of Cleveland, when prearranging a quartet of Clevelanders who were conversing on the stage of the New Yorker, general manager of Cleveland, speaking to the history of their city. Other three were Emmerson Gille, Blue Barron and bunny kay. They spoke about Cleveland.

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November 13, 1937

S. J. Hiles.
**Orchestra Notes**

By M. H. ORODENKER

La Vista Is In Again

Windmill would fashion femininity along the lines of Mina Loy... and his Sullivan used to say the nicest things about Terry Lawler... now that we have computers of our, anonymous shell to quiet the cancer of another reader (that makes definitely identified), editorial dictum will bow humbly when songs of the wild are written... they would have us believe that Miss East has taken up the study of dramatization... that she surrounds her traps with studio tooters for jam sessions in her dressing room... worse yet, she is notoriously considering the idea of organizing her own band and going touring the country... can’t you just see her drawing DICK UP AN’ SEE ME SOME TIMES?

Facts From Hollywood

BERNENIE leaves the lot for Gotham Friday... but will be off to Florida as soon as the cold weather snaps... JACKIE COOGAN will undoubtedly be back for the winter... John Payne got the call for the romantic lead opposite Betty Grable for College Swing... now that trumpeter JOHNNY DANZER out of Fred Waring has turned to fiddle features, SKINNY ENNS out of RAL. KEMP is being eyed as a new star... Kemp’s roommate at the University of North Carolina and instrumental in the band 10 summers back at the Chapel Hill campus, has been signed for a role in the Betty Grable flicker... the mattress will also cash in on the celluloid fun... the Dixieland fiddler, having signed a contract for Radio City Revue.

Goodman Tiffing Again With Victor

While it is yet in the whispering stages, rumors along the radio beat tell of BENNY GOODMAN being at odds with Victor Records... according to the label’s build-up for Tommy Dorsey is so efficient that all that will say that if and when the break is made again, his swingology will be cut for Brunswick... There’s a herd of kites behind the fact that JOHNNY MOORE is headlining no more than a few months ago... HUGO MARIANI has been signed by MCA for his new Victor contract... There’s a big string orchestra clarinetist for Earl Fields, is now on the Benny Goodman arranging staff... Duke Ellington is shopping with Victor for a new trumpet solo, now that Artie Shaw has left the first of the next call may go to HAROLD BAKER, a former Duke sideman... Goldie Back With Pops

After a short vacation, which left him on the way back to the city, CARNEGIE HALL, Jack Sherr and His Orchestra

The famous conductor... Reunites with the House of the City

Joe MARSALA and His Orchestra

The famous tenor saxman... Returns from Chicago to New York

Mitchell Ayres

And the Fashions in Music Orchestra

Current Artists: DOLPHIN MILL. Excl. RHYTHM-THAL OF ROCKWELL O’KEEFE, INC.

Sandy Schell

And His Orchestra

On Tour

**When Balancing Your Ballroom Budget, Don’t Cut on Bands**

By Moe Gale

*Will Be a Feature of the Christmas Number

Of The Billboard

Dated November 27

**Ara presents first Southern tour, Ethel Waters**

**Harlem to Hollywood revue (WBAI, phone or write for information, 801)**

**Lucky Miller**

Dynamic Master of Melody

On His Band

16 Outstanding Orchestrists

Fred Waring and His Orchestra

(by arrangement with Associated Radio Artists)

Bob Sylvester

And His Orchestra

Featuring Giant Performances

Dick Dixon

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Excl. Variety Recording Artists

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A Turkey Day spat for the Quaker City terp troupe will have LUCKY MILLINER for the sending at Strand Ballroom... And when the Shriners gather for their annual Thanksgiving terp show... the maestro, JOHNNY DAVIS, will be there... and watch the Christmas special

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AFA DEMANDS PLAY OR PAY

Miami Season Opens Bravely

Openings, bookings okish, despite gambling ban rumors—other club openings...

MIAMI, Nov. 6—Despite annually renewed rumors of a gambling ban and the calamity which invariably befalls hotel, casino, and violence with such action, winter season here has begun officially and undeniably. First of the early spots to open is the Club Bagdad, starting its eighth consecutive season, operated by Tom Williams and his new associate, Mule Shirley, ex-big time operator of the famous La Paloma and the Greyhound, presents the opening of Club Bagdad.

A Noble Experiment

NEW YORK, Nov. 6—George Gottschen, who is preparing with $4,000,000 to open a restaurant on Times Square which is to be such a structure as the Mosaic laws that he will not permit smoking on the premises Friday evening-Saturday. The p.a. saw it will be interesting how Broadway will react.

Morris Agency Eyes Band Field

NEW YORK, Nov. 6—William Morris Agency has decided to get into the band field and is now laying plans for trying out bands and either developing one or two band specialists within its own organization, which has already handled the business of the famous Butch Meyers Grey Wolf, ace night spot here-

Schechter moved in, moves back into who handled the press for Beverly before-

Country Club, just across the Ohio in Illinois, impressed impresario and p.

creased abounds, is expanding to take care of in-

thers. The Rex Club retains Oliver Naylor, his new associate, Mule Shirley, 'ex-big

 affair's at the same time, but

denies efforts to spin the same material in two dif-

ferent clubs at the same time, but

cut short his tour to join his wife, who-

Bill Talent, lead in one of his shows,-

producer, is back in town after making-

and Erber, owner of the Oasis Club.

Russell had brought suit for $151 against John Steel, manager of the Club Bagdad, for having discharged him without notice.

Bagdad, starting its eighth consecutive-

season here has begun, despite gambling ban ru-

In most cases the cancellation threat has been a device to stampede owners into insisting on ironclad contracts. Auditions, along with easy cancellations, are making it hard for the AFA campaign.

The AFA closed-spot contracts with night clubs prohibit cancellations, and many night clubs have made a practice of auditioning acts before the regular audiences—such as in New York—thus enlarging their shows without extra expense. They have, in fact, adopted the practice of having acts stay only a single night.

Night club owners are not resisting the AFA's efforts to make contracts effective. The AFA now gives them an out when they are approached by politicians and union officials, as often happens in the case of night club owners who don't send one over some of the acts. The AFA is using a policy of letting owners state their views, and offering the idea of getting a level of acts before the regular audience. The AFA closed-spot contracts with night clubs prohibit cancellations, and many night clubs have made a practice of auditioning acts before the regular audiences—such as in New York—thus enlarging their shows without extra expense. They have, in fact, adopted the practice of having acts stay only a single night.
The Versailles, New York

The remodeling of Versailles is a treat for jazz night clubs. Introducing something new in photo murals and ham-maronic color and design, this club is now the most tastefully furnished res- torant-night club on the East Side.

The interior boasts the show. The familiar mirrored wall of Versailles gleaming photo murals, used as effective wall murals up to recently, are d本科 increased. The murals are now on film-on-glass and highlighted from behind. These photos with lights a foot behind the film and the in-between space air cooled to prevent the film from being scotched. The lighting (by Arthur Knorr) gives the "Promenades" at Tuesday luncheons.

Other promotion stunts a bottle winning each week gets a bottle of liquor. A day night series of rumba contests is planned. "Fashion night" is planned, the gentleman (or for the lady) in the most unusual appearance in white-blond hair and black and white costumes.

The hand, as a whole, is very good. The guitarist, as a player, is a swing man. Ernie fiddles while the boys sing and the ramp of green plants dust un-effortlessly for a swing -sweet effect.

The Costellos (Doris and Gene) came in with some comic songs that were out of place here. Particularly since Don Parco, operatic tenor, is on the same bill. Doris has a well-traveled voice, so she is able to sing as a single. Ernie later on holds his own with a familiar pattern of Italian airs, but he has a familiar pattern of Italian airs.

Carole King, Hurky, voiced song--is a jewel of a lady with a voice that can bring a tear to the eye. She is a protégé of Vincent Valenti, and she is one of the smart set. She is a protégé of Vincent Valenti, and she is one of the smart set.

Colosimo's, Chicago

An impressive show this time, and an effective show. The previous acts do not blend into a complete harmony. The guitarist and saxophonist double on vocals. Current acts used every four weeks. The guitarist and saxophonist double on vocals.

Emmy Club, London

London's newest night spot rates high in class. Floor show is good, and the boys and girls are all very good. The Costellos (Doris and Gene) came in with some comic songs that were out of place here. Particularly since Don Parco, operatic tenor, is on the same bill. Doris has a well-traveled voice, so she is able to sing as a single. Ernie later on holds his own with a familiar pattern of Italian airs, but he has a familiar pattern of Italian airs.

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8 Weeks Lined Up
For Stoll Circuit

LONDON, Nov. 1—As a result of the booking success attended their veude policy at the Wood Green Empire, London, Sir Harold Stoll will revert to vaude at all his provincial houses. It was

This will regain for the Stoll Tour some of its former glory. Tour will be able to include the Middle West, including America, during the eight consecutive weeks. Theaters are the Pantages, Hackney Empire, Shepherd's Bush Empire and Wood Green Empire, all in London; Manchester Hippodrome, currently running vaude; and Bristol Hippodrome, Leicester Palace and the Empire, all of which will be revised by Feb.

The opening Coliseum, where there has been a successful St. Moritz musical, spectacular production that continues here and into the production, which started at Wood Green Empire, has been sold out for the next several weeks.

The orchestra has 18 half-hour airings weekly direct from the Boulevard Room.

For Stoll Circuit

DETROIT, Nov. 6—It looks like W. C. Fields will start his tour of the Mid-West, including America, during the eight consecutive weeks. The theaters are the Pantages, Hackney Empire, Shepherd's Bush Empire and Wood Green Empire, all in London; Manchester Hippodrome, currently running vaude; and Bristol Hippodrome, Leicester Palace and the Empire, all of which will be revised by Feb.

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American in its second week of a picket war owners here. and appoint a representative. The ptcketing was called off when it is understood. The AFA picketed Kelly's Wednesday night, as in the case of Denis Cooneys line numbers and booked acts, will also sandal. The AFA talked about booking row Indi—

Too Hot for Fire Scalawag
DETROIT, Nov. 6.—Firewater proved too much for a fire-eater. Captain K. & M. Scalawag was celebrating the closing of an engage—

Detroit Cafe Tries Matinees
DETROIT, Nov. 6.—Matinees shows are the biggest aim in Detroit. Although Detroit still not strong enough to be a trend yet. Pure—

New Palmier House Booker
CHICAGO, Nov. 6.—Merriel Abbott has been promoted to post of talent bookers of the Palace's Empire Room. E. T. Lawless, general manager of the wave, is saying "hello" again after an

Too late for Fire Scalawag
DETROIT, Nov. 6.—Firewater proved too much for a fire-eater. Captain K. & M. Scalawag was celebrating the closing of an engage—

JERRY MANN ON OWN
BOSTON, Nov. 6.—Jerry Mann, nitery booker, leaves the Louis Walters office to start his own garage man publicity and advertising duties for the Crescent Club, new—

New Stockton Ballroom Opens
STOCKTON, Calif., Nov. 6.—Dream—

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Pittsburgh Union Hotels in Huddle
PITTSBURGH, Nov. 6.—Labor union

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Bigger Night Project Yet Is Set for Spring in N. Y.
NEW YORK, Nov. 6.—The Clifford F. Brewer Studio, the new home of the national night club department of the American Federation of Musicians, has been announced for the first time. The studio will be located in the same building as the American Federation of Musicians, the location of the night clubs. A large press conference was held in the studio, attended by the officers of the American Federation of Musicians and the night club operators. The studio was dedicated to the memory of the late John Philip Sousa, who was one of the founders of the American Federation of Musicians. The studio will be open to the public every Friday night, and will feature a variety of musical and dramatic performances. The studio is equipped with the latest in electrical and audio equipment, and is designed to provide a high-quality production for the performers. The studio will be open only to members of the American Federation of Musicians, and will be run by a board of directors appointed by the national executive board of the American Federation of Musicians. The studio will be used for the production of the night club department of the American Federation of Musicians, and will also be available for rental to other organizations for special events. The studio is located at 42 West 42nd Street, New York City, and can be reached by telephone at 555-1234.
Vaudeville Notes

OCTOBER, Chicago, will use another "night of Swing" show week of November 19, second in two months. Rita Hay and Lou Costello, Sunday with 6 to 5 p.m. for "The Day of the Week," written by Fred Gershman and starring Ernst Lubitsch. They are also featured in the weekly "Pantoon's Sunday Night of Variety," which is held every Tuesday night at the Century Theater. The show features a variety of acts, including singers, dancers, and comedians, and is broadcast on the radio. The show is sponsored by Pantoon, a popular radio station in the area. The show is a hit with the audience and is considered one of the best in the city. The show is also popular with the critics, who give it high marks for its professionalism and talent. The show is a must-see for anyone interested in vaudeville and variety entertainment.
Roxy, New York
(Reviewed Friday Evening, November 5)
With a somewhat more elaborate stage setup than that last seen in Vaudeville, Charlie Collins and Dorothy Stone, the two best numbers, are well worked up and delivered. Miss Sharon is good and Miss Stone is a graceful acrobatic dancer. A man who offers the audience a fine opportunity to see some of the best of Broadway's broad-vested comedians. The production is well planned and delivered. Both Misses are given good material to work with and both do it well. Miss Sharon is good and Miss Stone is a graceful acrobatic dancer. A man who offers the audience a fine opportunity to see some of the best of Broadway's broad-vested comedians. The production is well planned and delivered. Both Misses are given good material to work with and both do it well.

Paramount, Los Angeles
(Reviewed Tuesday Evening, November 9)
Rudy Vallee and his Connecticut Yankees, with their own band, held down center stage this week. For this reviewer, one could hardly wish for a better arrangement of music, his unerring sense of taste in the selection of standards and his impeccable production. He just returned from a trip to London and has included in the show many of the hits that are currently popular in that city. The Yankee band is well known throughout the world and is considered one of the best in the business. The show is a hit and is sure to be a success.

Orpheum, Lincoln, Neb.
(Reviewed Friday Evening, November 6)
Wilbur Chambers' attempt to cut the mustard has failed. His band is weak and his units are not well-organized. He lacks the experience and ability to carry out his ideas effectively. The audience was not impressed and the show fell flat. Chambers needs to improve his band's musical abilities and give more attention to rehearsing and performing. Better results are expected in the future.

Garvey, Boston
(Frizzled Follies)
Fifty-three-minute show has one act that is ready for big-time engagements.

Mug Watson, New York

The Littlejohns, mixed duo, have ward-offed a novel way of presenting their act. They are doing something entirely new in the way of mingling juggling and dancing on medium-sized crystal balls to orthodox entertainment. The Littlejohns are juggled, too, and the two of them are the main attraction. The act is put up with a rhythmical top section on the balls. The Gilberts opened after a college campus line (12) number. Act centers around a boy who fails to excel as an acrobatic work. The two offer a special treat to their fans in their second act, which could dispense with his vacuum patter and also show off his strength. Further acrobatics are included, and the act got a good laugh. Lupina, in for two dances, a rumba number, does a graceful interpretation of the old song. She also does a better version of the song than the one he bad two or three years ago. The act needs more strength and should be added to the bill. Hughes and Madelaine, comedy team, take a lot of time to do their numbers. Several acts are started and then dropped, which costs the audience time. The act needs more strength and should be added to the bill. Hughes and Madelaine, comedy team, take a lot of time to do their numbers. Several acts are started and then dropped, which costs the audience time. The act needs more strength and should be added to the bill.

The Three Monkeys, in for a production number, are still well rounded, rhythmic delivery that clicks. Miss Devere did a wonderful job of singing and dancing with a good amount of contortion legwork. Gal is a terrific looker. Another, brunet, does a graceful acrobatic dance with a good amount of contortion legwork. Gal is a terrific looker. Another, brunet, does a graceful acrobatic dance.
and bringing on Betty Rex for a juve.

Besides, there's Barrett and Wright, gowers, with plenty of stuff to spare. Mur- ney, a yo-yoer-with some talk, and Rice and Grifbee, electric guitarists, all able performers and rating nice hands.

Of the eight line girls, five come out for specialties. Joyce Burke acts as mistress of ceremonies. Margaret and Peggy do an accordian duet, and the Oak Sisters, cloggers, are featured in the maym needles, and also do a cakewalk in fancy costume.

Show runs 60 minutes and was being sold for 40 cents top, and worth it.

**Dangerously Yours** (20th Century)

Ray and Geraldine Hudson, female acro team, do a swell turn. Open with a cakewalk, but later go on to the straight dance. Material of the act is difficult and beautifully handled, involving tricky turns, somersaults, high kicking, hand walking and plenty more. It's done so smoothly that the element of sentiment is lost and the act of the kind is quite a feat. Couple can pick anything.

**The Awful Truth** (Columbia). Biz very good.

**The Happy Inebriate**

HUNTINGTON, W. VA., Nov. 6-

Meaco Theater, Guyandotte, brought a one-week variety bill Thursday. Bridge has been running stock. Show on new policy includes Robert Ellis, Eddie Gates, Connie Walker, the Co-Eds, the Girl Friends. The show was directed by Eddie Gates. Dances by Edith Fisher.

**The Original Step Brothers**

Take pleasure in announcing that after they leave the stage for the last time, they will tour the country. They will be in person at the Paramount Theater, New York, now.

**GAYE DIXON**

**Ray and Geraldine Hudson**, female acro team, do a swell turn. Open with a cakewalk, but later go on to the straight dance. Material of the act is difficult and beautifully handled, involving tricky turns, somersaults, high kicking, hand walking and plenty more. It's done so smoothly that the element of sentiment is lost and the act of the kind is quite a feat. Couple can pick anything.

**STAN KAVANAGH**

**Sylvia Manon Foursome**

(Ray Borden—Jack Yardorborough—Bill Decker) in "The Dance of the Demons"

**On Tour with Ted Lewis**

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**On Tour with Ted Lewis**

Week Starting November 5, LOEW'S STATE, New York

Management, MAURICE GOLDEN ENTERPRISES
UNITS

Can Give You Consecutive Time. WIRE, PHONE, WRITE

National Theatrical Exchange
Century Bldg., PITTSBURGH, PA.
JOE HILLER, Manager.
SID MARKE, Booker.

WANTED MIDGETS

HARRIS PRODUCTIONS

Rosalie Harris, Representative.

WANTS All Men. Feast Your Eyes on these girls of the perfect type. Americans. HEIGHTS, 4' 8.0", 4' 2.0", 4' 1.0", 3' 5.0", 3' 2.0", 2' 8.0".

HARRY MONTE
200 For Theater Bldg., Detroit, Mich.

FRANCIS ALTON

Reviewed at the Million-Dollar Theater, Los Angeles. STYLE—Comedy and Novel Number—Sing. Setting—Nyack, N. Y. Theatricals.

Gray and Kathleen


This is an old-time hand-holding act featuring a clever and cleverly designed trick which pulls it in the high brackets for something new and different. If you like acrobatic acts you'll go for it. Gray and Kathleen are just a couple of kids who have been working their act on the Coast only for a few years but they have the polish of a pair of veterans.

Gray, on his back and staking his upright partner, rolls over and over as spectators to a seven-foot sight of stairs.

Faber and Campbell

Reviewed at the Million-Dollar Theater, Los Angeles. STYLE—Comedy and Novel Number—Sing. Setting—In one. Time—Six minutes.

Faber and Campbell recently played the Million-Dollar for 14 weeks, during which they weremer and Pio-Campbell. They boast a repertoire of mimicking, and are able to take one spot for many weeks without repetition.

This week their outstanding sketch is a boxing match with an trigger opponent, at the same time carrying on a conversation with his equally trigger partner who is sitting at ringside.

J. A.

MIAMI SEASON—

(Continued from page 21)

M. J. N. B. — Ground is broken Wednesday for new Blue Moon Club. Vicere Hines, builder and operator, says the club will be one of finest in the South. Cartoon girls and floor show are scheduled.

BRIDGEPORT, Nov. 6.—The Deluxe Room in the Lucky Jimbo Club, Spot, under management of F. H. Andrus, was opened Wednesday by Jack Delaney, former owner of the Jumbo Club, and his Drum and Band furnish the music and entertainment.

KENDRICK, N. B., Nov. 6.—White House Lodge, four miles out of town, will be used as a dine-and-dance restaurant. A new addition to the line up, the Hoosier Orchestra will provide music.

All Licensed Illinois Agents, But One, in Chi

CHICAGO, Nov. 6.—State division of private employment agencies is shaping plans for a check-up of all employing offices operating in Illinois. The department, according to Chief Inspector W. Frank Walkowiak, believes that a number of unlicensed agencies are operating in the State. Walkowiak reveals that they are receiving acting agents outside of Chicago has a license. It's been assumed that he is John III.

To take this walk Walkowiak will make a tour of the larger towns in the State to check whether any unlicensed agents are in operation.

Correction

CHICAGO, Nov. 6.—The Hi Hat must not deny the right given in last week's issue of The Billboard that they will continue to give 25-cent wage scale at the club. The statement that they are planning to demand a boost of their present salary was in error.

WIGS

JOE MALL BOOKING AGENCY

AGENTS going East or West can borrow your acts for ten days at a time. Agents have the use of the agency's office and facilities. Write or wire.

ACTS, PLAYS, SKITS, MINSTRELS

DANIELLE BRAND NEW MINSTREL SHOW.

JOE MALL BOOKING AGENCY

209 S. Dearborn St., Chicago, Ill.
NATION-WIDE B. O. SLUMP

BAA-AFA Trial Is Held Over

NEW YORK, Nov. 6.—The fracas between the Burlesque Artists' Association and the American Federation of Actors over the jurisdiction of burlesque, exotic and burlesque houses, scheduled for Friday, has been postponed.

No date for the actual trial has been set, but it is expected that the PAC will meet with the representatives of the BAA and the AFA, possibly next week.

Don't Miss a Thing

NEW YORK, Nov. 6.—Fans of the Republic won't miss a thing— if they hurry up and buy the new band playing the house.

The boys are still playing opera, and the orchestra is in top form. Customers are advised that they'll enjoy the show 100 per cent more.

Switches at N.Y.

And Circuit Shows

NEW YORK, Nov. 6—Changes in casts include: Betty LeVonne to the Oriental November 8, while Naddie March took over by way of Detroit, while Shubert's is still going strong, succeeded James F. Franks at that house. Finnell returns to the Apollo after a long West Coast stay, Arlin Stewart and DuBose replaced Worley and March at the Shubert November 8. Henry Raynor and Schiltz moved into the Shubert, Phil, November 15, while Marie Puj, complete jumps into the Oriental November 12. Last with the Willard players.

Harry Poole's Happy Hour, Houston tab

Worcester Gets Circuit Shows

Worcester, Mass., Nov. 6.—A new house, Worcester Theater, Worcester, will swing into the AFA at Worcester November 16 as a week. Owner will be Bill (Tigert) Watson's production for its opening.

This newcomer will balance the drop-outs in the Circuit shows. Henry Broder, Empire operator, is considering putting together a new set of shows to go in this week. He will make shows November 11 or 12. If so, his show will be a big one. This week will go from the Harlem to the New York spot.

New Blood, Bits and Backs To Hypo West Coast Burly Spots

HOLLYWOOD, Nov. 6.—Alfonso burlesque, the new burlesque added to the Los Angeles Main street version is putting on a new face and making for continued popularity and patronage.

George Heringer, manager-producer of the Los Angeles Burlesque, de- scribed the addition of the new theater to the circuit as follows: "The new theater will be a big one. It will have a full repertoire of fresh material and personalities, new shows every week." The new house is located at the corner of Main Street and Wilshire Boulevard.

Aunt Hatty appeared as an added attraction at the New York, which is one of the houses under the AFA banner. She put on a show at the Higher Happy Hour on the Fourth Floor of the Met. The audience took it up and liked it.

Stock and Circuit Houses Take Brutal Licking; Shaky Future

Banning of word "burlesque" in New York, local elections, strikes, punk shows helped the k-o. drops do the dirty work—minor salary squawks.

(Continued from page 4)

The BAA-AFA dispute is still on the agenda. The local BAA group says they are going to keep all managers down in the dumps, while the AFA group is trying to keep up with the Penney one-nighters. The local burlesque should be considered "on top of the world." There are three local operators who are siding with the BAA-AFA dispute. On the other hand, there is no local reaction against burlesque thecraes. The public feels that burlesque is not burlesque unless it is advertised.

Labor Trouble

SAN FRANCISCO, Nov. 6.—The death of a burlesque in this town of burlesque is seen because of threatened strikes and increased wages.

"This is the beginning of the end for burlesque," said Eddy Shom, manager of the Capital Theater. "If the workers demand what they are prepared to do, there will be no burlesque in this city that it is worth keeping."

In this city, there are only a few complaints of non-payment reported. Business, however, is low enough to keep all managers down in the dumps, and the local reaction against burlesque thecraes is strong.

New York, Nov. 6.—Burlesque houses are being scared away from burlesque in the New York area and the fact that local burlesque is being considered "on top of the world." The public feels that burlesque is not burlesque unless it is advertised.

BANNED FROM THE TOWN OF BURLESQUE

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SEVERAL months ago—in April 17 issue to be exact—this column centered itself upon the nature of personal management contracts issued by the larger talent offices, particularly those specializing in the handling of bands. Having based our assertions on facts and figures, we have arrived at this time to report in favor of making some suggestions not to make such a situation last, but to get into the facts. The punch that were delivered in the aforementioned piece were strong enough to make the artists and their managers think twice before indulging in such practices again.

There are exceptions, of course, but the run-of-the-mill performer is an artist who has no right to expect to be treated like a human being. The manager, if he didn't like your act, simply came to the end of the stage, said, "Sorry, didn't work, you're fired." This was the standard of the business, and many artists were forced to suffer with the bad. The personal management firms also understand the artist and, we honestly believe, that they have any kind of relationship, that it is the artist himself who is to blame for his failures. It is plain to see that one who devotes his life to making money makes a better artist and musician than the one who is just out for kicks.

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November 13, 1937

The Billboard

WPA Looks to World's Fair

Participation of four arts projects discussed—confab salary cuts—more p-a-talk

NEW YORK, Nov. 8.—Paul Edwards, administrator of the arts projects here, has called a meeting of the directors of the individual projects next week to discuss participation in the New York World's Fair. This meeting is at the present time.

The conference has already conferred with Federal Theater Project execs on the issue of salary cuts in the ranks of supervisory staff of the arts projects, in confirmation of investigations conducted and reported by George Foulke, head of the Federal Theater Project in this city, to be effected for or better or worse depend on the circumstances of individual cases considered. It is not clear where there would be no wholesale slashing.

The same time he has heard rumors regarding the hiring of an administrating publicist for the arts projects, an idea that he has been in the market for. But, at the same time, he has heard rumors of his personal office. These rumors may be connected with the New York World's Fair project.

NEW YORK, Nov. 8.—A sharp threat to cut wages was issued last night by the NBC Labor Policy Rapped by ACA V.P.

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Jim Hull Show
In Record Run
Troupe in 67th week without a close — one-night policy clicking

AUSTIN, Tex., Nov. 6.—Jimmi Hull Show, one of the best known of the under-camera touring shows, recently switched to a one-nighter, has been playing to good box-office receipts, according to Hull. The new policy, the Hull organization holds, enables a record for a tent show attraction being in every town with a close, and that the troupe is entirely carried on through the winter. Business has been exceptionally good throughout the season from the show any way.

Carthage, Texas, Hull's home town, was a sellout, calling for two performances. Top names in the troupe today are Miss Elinor Allen, Harry Witter, Elinor Allen and Loretta McNair, Town Hall Players; Caldwell and Easter Bayley, Stiltwort, Mr. and Mrs. Ray Slitter, the last mentioned engaging on the one-nighter's books the season. Billroy troupe is on tour at Madison, Wis., Nov. 7.

JIMMIE HULL, whose tent theater troupe, touring Texas, is in its 67th week season without closing, is on record for a one-under-camera attraction.

Sperry Players Make Ready for Indoor Tour

FOMEROY, O., Nov. 6.—Sperry Players, who recently concluded their 15th season under canvas, will shortly begin a tour of school auditoriums and halls in Ohio and Pennsylvania. Chuck Sperry, of the company, reports that the season is at a whole week. Jim Kirk, Austin, has joined near the close of the season, will present his novelty turn indoors. Miss Berneice will start this season feature cupid, educated pony.

Sperry Players are planning a larger tent show for 1938, with all new and much new equipment.

O'Dells Get Bad Break in Weather

POST, Tex., Nov. 6.—G. M. O'Dell, Columbus, O., manager of O'Dell Comedians, who has managed to avoid a variety of weather the last two weeks, has been forced to close his tent and send it to two feet of water for several days. The worst windstorm ever to hit that section, however, has not affected the storm or other than pulling a few stakes no damage was done.

Sperry, the show ran into the worst windstorm ever to hit that section, however. The strong winds caused the storm to continue on through the week. The rain cleared out about a mark that has never been approached by a show of its kind. The show was weathered the depression period without resorting to common-law operation.

The Hull tent show, which formerly operated at a six-month stand, rep. also hosts a six-month run under canvas. Shows is a six-month run under canvas. Show is scheduled to continue on through the season. Hull's five-year run will be a close, a mark that has never been approached by a show of its kind of a six-month run. The Hull organization under canvas, will shortly begin a tour of school auditoriums and halls in Ohio and Pennsylvania. Chuck Sperry, of the company, reports that the season is at a whole week. Jim Kirk, Austin, has joined near the close of the season, will present his novelty turn indoors. Miss Berneice will start this season feature cupid, educated pony.

Kansas City Jottings

KANSAS CITY, Mo., Nov. 6.—Janie Hull, leading woman with the Town Hall Players, is here, now with the Ted North Players at Topeka, Kan., for three days.

Fortunecake Stock Company is playing a loop of towns in North Carolina.

Leo and Maxine Lacy have closed the Kansas City Players and are now with the Jack Hutt, replacing Miss Mary Welborn, after a season with Jack Hutt and Guy Runion. Miss Welborn, after a season with Jack and Maudie Brooks Company, is sofiring in Chicago.

Del and Florence Post have joined Sid North's circus in Eastern States.

The Showboat Players, say Jack Conover, are doing fine.

Aruth Kaylor, who guest-starred with the Ted North Players, now showing in the city, will return to Chicago.

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NATION-WIDE
(Continued from page 23)
general business slump reported noticeable
in parts of the country. The general opinion
is that business is not much better.

One for Buffalo
BUFFALO, Nov. 6.—Burlesque in Bur-
falo means the Palace Theater, operated by
Fred Easley, who has a well-established business in
the burlesque field. The Gaiety was outstanding, but
the Palace is a major attraction, with its large size and
favorable location. The Palace has been in proper manage-
ment and is now in the hands of the best personnel.

After several months of dull weather, the Palace is
beginning to show signs of recovery, with increased
attendance and higher ticket sales. The Palace is known
for its first-rate productions and is a popular rendezvous
for the city's denizens.

Mr. and Mrs. Jimmy Martini in the
Palladium show a card fan of nude (blank) cards. MARDO is playing Philadelphia
with the Russell Bros.' Circus side show.

JOINED THE EDUARDO TURN,
that way are
staged by Indianapolis magicians at theLincoln Hotel, that city, Tuesday night,
THORNTON, now playing night
the case was written last week.

Domzalski's million-dollar suit against
W. W. Durbin and the IBM a couple
of weeks ago, has been in proper management and
is still going strong.

Until two years ago the Hirst Circuit
was the leading circuit in the area, but
now it is a strictly stock proposition which seems to be working out satisfac-
tory for both the Hirsts and their patrons.

General business conditions are
just fair, due to no special obstacles
which seems to be working out satis-
factorily for both the Hirsts and their patrons.

Local officials have given burlesque
little or no trouble in the last decade,
and the tag "burlesque," which the
Gaiety has been using on its front and
in its ads all season, isn't tied up with
an offensive meaning here. This is best
proof of the fact that the local women's
organization, due in a large measure to a special 15-cent masterpiece.

The question, "How's ya like the
choice?" which young people inevitably brings the answer, "Ay, hell,
have another," which the audience no doubt says. Another reason why the house may swing
to stock burlesque before many more weeks is the fact that the downtown-first-run pic houses aren't at their best, and that the
trade does not seem to be the legit house for that matter.

Youngstown Ups
YOUNGSTOWN, O., Nov. 6.—Grosses
here for the last few weeks were pretty well held in.
Except for the Gayety, which has been in proper management and
is the legit house for that matter.

Endurance Shows
(Communications to Cincinnati Office)

KENNY VIDEKO portals that he is at
present doing plenty of nothing in
Chicago even if he wasn't ill on
his last show and was left stranded.

CHARLIE KAY scribbles that he's-
now doing plenty of nothing in
Chicago even if he wasn't ill on
his last show and was left stranded.

BOBBY MADISON postals that he's
now doing plenty of nothing in
Chicago even if he wasn't ill on
his last show and was left stranded.

WE HAVE INQUIRIES recently
on the following: Hank Lewis, Jack
Boone, Bob Appleton, Pam Searle,
Florence Reed, Gene Montgomery, Lew
Idgers, Jerry Eldridge, John Hodge, Helen Howe, Doug Saff, Johnny Agrella, Ray
Mundy, Darley Ferrell, Druff Davidson,
Jack (Blackie) Kirby and Art Weiser.

Please shoot a postal to the
address where you are and ask what you're doing.

EDNA (DAVIS) GOWAKE is now back
in Chicago, her home town, and working
for 25 cents except Saturdays and Sundays, when scale
is reduced pay rolls.

Gayety has been using on its front and
in its ads all season, isn't tied up with
an offensive meaning here. This is best
proof of the fact that the local women's
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SIR JOHNSTON FORBES-ROBERTSON

Sir Johnston Forbes-Robertson, 84, regarded by many as the peer of any actor on the English-speaking stage and one of the foremost English actors in the world, died here at his home, the Clarendon, on November 11.

Robertson toured the United States eight times and during a career of more than 40 years scored great successes in various parts of the world. He was responsible for popularizing many of the best-known parts of Shakespeare in America.

Robertson, who was born in Edinburgh in 1854, was one of the greatest actors of his time. He was a member of the Royal Shakespeare Company and was well known for his performances in the United States.

The funeral service for Robertson will be held at the Church of the Transfiguration on November 13. The service will be conducted by Dr. John R. T. Forsyth, rector of the church.
NOTE—Mail held at the various offices of The Billboard is classified under their respective heads. Subscribers are advised to forward mail to the Cincinnati 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 Thursday 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

This department of The Billboard is conducted as a clearing house, where readers may express their own opinions on current amusement matters. Opinions regarding particular shows or acts will not be commented upon, as it is the policy of the editors to avoid taking sides. However, any and all communications to The Forum, The Billboard, 3702 Clarendon Blvd., are published free of charge.

Rumors are afloat that several of the major carnival companies of the United States and Canada are about to form an association or syndicate whose purpose will be to direct head or managing officials. This is not the first time such an idea has been discussed, but it is the first time it has come to the attention of the Circulation Service.

The nature of the proposed syndicate is not yet known, but it is believed that it will be a means of controlling the activities of the various carnival companies and of preventing the unfair competition that has hitherto been the bane of the industry.

Among the factors contributing to the downfall of the legitimate theater is the growing public indifference to the theater. This indifference is not due to a lack of interest in the theater, but to a lack of interest in the plays. The plays themselves are not to blame, for they are as good as ever. The fault lies with the public, which has become used to the easy life of the movies and radio and has forgotten the joys of the theater.

How can a writer of literary endeavor be expected to write plays that will appeal to the public if the public is not interested in these plays? The answer is, he cannot.

However, the situation is not without hope. There are still many people who love the theater and who will continue to support it as long as there is something worth seeing. And there is something worth seeing. The plays themselves are not to blame, for they are as good as ever. The fault lies with the public, which has become used to the easy life of the movies and radio and has forgotten the joys of the theater.

How can a writer of literary endeavor be expected to write plays that will appeal to the public if the public is not interested in these plays? The answer is, he cannot.

Therefore, we must return to the theater, and we must return to the plays. We must support our local theaters, and we must vote our support for the plays themselves. Only then can we hope to save the theater from its present state of decay.

What do you think of this plan? Do you think it will work? Please write and let us know your thoughts.

**Route Department**

Following each listing in the ACTS-UNITS-ATTRATIONS section of the Directory, the designation corresponding to the symbol when addressing organizations or individuals listed.

**EXPLANATION OF SYMBOLS**

- Auditorium: b—ballroom; c—cafeteria; cb—cabaret; cc—country club; h—hotel; l—park; m—movie house; r—restaurant; s—showboat; t—theater.

**Acme Units**

-ACTS: American Cine-Television Society
-UNITS: United Networks Television
-ATTRACTIONS: Attractions

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**Night Club and Vaude Route Routes must be received at the Cincinnati offices not later than Friday to insure publication.**

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Gumpertz Expects To Resign From R-B and Make World Tour

ATLANTA, Nov. 6.—It now seems to be a definite fact that this will be the last season for Sam W. Gumpertz as vice-president and general manager of Ringling Bros. and Barnum & Bailey Circus. The direction of the circus was assumed by him in November, 1932. After the 1937 tour comes to a close at Madison Square Garden, this week, he expects to resign and take a much needed rest before moving on to Europe later next season.

Early in April of 1938 he and his wife, Mary, sailed for Europe to leave for a six months' trip around the world.

Members of the ringling family have been in Washington for several days negotiating with Congressmen on the question of back income taxes concerning the Ringling circus enterprises, and as soon as this matter is adjusted, he will pay their attention to the note due the New York Life Insurance Co. Gumpertz expects to resign regardless of the outcome.

At the end of this season Gumpertz will succeed Gumpertz as manager of R-B, as rumors have had it for the last several weeks.

New Building
For Cole Bros.

ROCHESTER, Ind., Nov. 6.—Jack Bigger was looking at the construction of the new building, 150 by 300 feet, at quarters of Cole Bros. Circus. It will house the electric department and tractors on the lower floor; upstairs will be used for winter quarters for motor-driven machines will be used in making wardrobes for the 1938 season. For the past week 100 employees of show have been busy storing paraphernalia and equipment in the new building. When the building is opened, host, 250 head of horses on a pasture 10 miles in the country. Jack Bigger is in Fair Haven, Ind., and several for Charles Terrell, who will visit several weeks at the time.

Jeans Adams and wife plan to leave within the next few weeks for St. Petersburg, Fla., where they will be in charge of a small hotel and fishing on their yacht in the Gulf of Mexico.

Floyd King is spending several days visiting his mother at Memphis, Tenn., and then he will spend another month in Corpus Christi, Tex. They will spend 10 days fishing in the Gulf of Mexico. When they return they will move to Mexico City, Mexico, for a three-month's tour.

Downie on New Lot at Mobile

MORILIS, Ala., Nov. 6.—Downie Bros. circus played here October 28 on a lot near Hartwell Field. Maxine Downie and tent and tent was about two-thirds for night show. Show is now in charge of local Eklis for its Christmas Tree Charity Fund.

Santos & Artigos Readying

HAVANA, Nov. 6.—Santos & Artigos circus plays its first session at the new Winter Garden, Monday, December 1. Santos, who is one of the world's most successful circus directors, is said to have bought canvas and other equipment stored by Saturday night. "Trevi," the elephant, is reported to be in winter quarters.

Floyd Replaces Hanley

CINCINNATI, Nov. 6.—William Floyd, recently engaged to take the band of Mighty Haag circus, replacing Horace Mann, and under the direction of Floyd, was a comedy act in vaude, opening about December 1.

Conway Forms Partnership

MAGON, Ga., Nov. 6.—Paul M. Conway, attorney, and several prosperous farmers recently formed a law partnership with Emil E. Hirsch, prominent young local attorney. The firm is known as "Conway & Hirsch." The partners are planning to open an office in each of the large cities in the state and practice alone.

DeKoks to Europe

NASHUA, N. H., Nov. 6.—Johnny and Evildie DeKok, after 18 months at Barnum Animal Farm, are leaving for Europe October 27 to visit over holiday season. Expect to return first of year and join a circus.

Social Security Rulings

Issued by the Treasury Department at Washington, D. C., the recently issued Social Security rulings under the Social Security Act have been found in the Carnival Department.
Passing of Two Famous Performers

By COL. C. G. STURTEVANT

Nearly 50 years ago in the heyday of the old Sells Bros. Circus two names were to the world what the names of Tim Finn and Tommy Butter in the Drake and his Accent are to the world today. Fans both, at that time I suppose, at that age and time, they noted at passing feel that I and should give a few details of the careers of these two. Much credit is due the art of the circus in general and the circus profession in particular to the many and various authors who have written in detail of the annals of the circus profession. They have kept the fact remains that the ideas of rigging for aerial bars, ground bars, etc. and working out the routine for its presentation have, made possible the success of modern performers.

Zorella, born in 1863 as Zanoveski, and started as a ground bar performer on Ohio circus trains, the Hilliard and Main show is 1883. Charles and Peg Edwards also joined in the early 70's, all doing bars, tumbling and leaping. Tom gradually moved to the Sells Bros.' Circus where he was associated with Danny Ryan, Charles Dudley, James George and Hughy Zorella, all splendid, but Tom was the king of the field, a natural born jumper, leaper, tumbling and clowning. Tom was the principal on ground bars in the Sells Bros. show. During the 1890's, he perfected the rigging for aerial bars and the ground bars. He has been with the Sells Bros. since 1889, and during all these years played clown. Zorella was born in 1863 and died in 1937. He was a leaper and tumbler extraordinaire and during his lifetime was one of the greatest aerial performers ever. He also did ground bars, ground work, and aerial work. Thomas Zorella, was born in 1863 and died in 1937. He was a leaper and tumbler extraordinaire and during his lifetime was one of the greatest aerial performers ever. He also did ground bars, ground work, and aerial work.

WPA Show Has Good Opening at Jamaica

NEW YORK, Nov. 8—The WPA Federal Theatre presented its winter tour October 30 at the Jamais Theatre. The production is a big house and despite it being Hal- loween another big success at night. Sunday matinee was light, but the weekday capacity house at night. "Junes' O'Sullivan," managing director, has made many changes in program and has entirely re- xited the Sells Bros. American "Spicy" acrobatic light effects have been intro- duced into the show.

Despite the overflow of election news, both local and Manhattan newspapers refused to obliged the WPA United States Department of Agriculture and the American Federation of Labor to cover the opening. Many Federal Theatre officers were on hand for opening, including Lyle Andrews, WPA Federal Theatre, A. T. Mautz, director of department of information, and interesting WPA people. Show has a special press program printed exclusively for reporters assigned to cover performance, Mrs. Hazel Gardner, mother of Avenue Gardner, is reported to be improving. She is a patient at the French Hospital in Manhasset. All with her be be return to shows lineup, reports Wendell J. Goodwin.

Model Builders' Activities

ST. JOSEPH, Mich., Nov. 8.—George H. McVey, headliner and end with Bert Backstein, of Decatur, Ill., and inspected his workshop and minia- ture tableau wagon.

Rudy Eugene, Ashland, Wis., a new member of the Unraths, is doing a miniature tableau wagon.

Bill Pettit saw DB and William Bros. when they played Memphis and visited with a number of friends.

Pettit was born in 1863 at Zaneaville, Ohio, and started as a ground bar performer on Ohio circus trains. The annual indoor chow mason Un- der the direction of Meta, Laurens is under.

Beggs, head of baggage stock for Gordon Bros.' Circus, left his last engagement with the show in 1890, at which time he was said to have perfected the rigging for aerial bars and the ground bars. He brought back 15 elephants and 32 bears. The circus is true that certain artists of. His career had a 16 by 18 foot addition to his show com- plemented. All with his arm, he was the high point of the season. The high bars created a sensational hit and were taken by the Sells show on the tour east for the 1890 season. The ground bars are now 10 feet high. The ground bars are now 10 feet high. The high bars created a sensational hit and were taken by the Sells show on the tour east for the 1890 season. The high bars created a sensational hit and were taken by the Sells show on the tour east for the 1890 season.

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Watts and Parker Have Fine Menagerie

EMPOREA, Kan., Nov. 6.—Seal Bros. Circus, which was at Emporia, left last week, brought with them a fine menagerie, Charles H. Bennett, Berwyn, Ill., spent several days in Decatur last week running his miniature wagon throughout, and during all these years played clown. He was a leaper and tumbler extraordinaire and during his lifetime was one of the greatest aerial performers ever. He also did ground bars, ground work, and aerial work. Thomas Zorella, was born in 1863 and died in 1937. He was a leaper and tumbler extraordinaire and during his lifetime was one of the greatest aerial performers ever. He also did ground bars, ground work, and aerial work.

Watts and Charles H. Parker, has one of the finest menageries of any truck show in the United States. There are three elephants, a tiger, a lion, a lioness, and a rhinoceros, and the entire menagerie has been with the show since 1890. He was with the show in 1890, at which time he was said to have perfected the rigging for aerial bars and the ground bars. He brought back 15 elephants and 32 bears. The circus is true that certain artists of.

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"DRIER-TRUCK BANNERS"

STOP AT SHOW TIME AND CUT CRYSTAL CURTAIN IN THE BILLBOARD REO. JEANS 120 Second Avenue, New York, N. Y. WPA FEDERAL THEATRE Presents Its 3 RING CIRCUS JAPINO Sacred Black Elephant

REO. JEANS 120 Second Avenue, New York, N. Y. WPA FEDERAL THEATRE Presents Its 3 RING CIRCUS JAPINO Sacred Black Elephant

PERM, Nov. 1.—Cirque Panni, small but a big attraction, fair along Boulevard Puteau. The show, coming from the town down thru the Forepaugh-Sells organization off and on until that great show came to St. Louis in 1911. Royally Danny was one of the greatest performers in the history of this business. He could do at least a half dozen different tricks and dance as an artist in each. In addition to working on ground and high bars with such artists as Pete Zorella, Bert Delno, Diaz, Loral, and other others, he was the principal flyer for years with the great4 Pm. Wettling and Zorella. He was a leader and tumbling and during all these years played clown. He was a leader and tumbling and during all these years played clown. He was a leader and tumbling and during all these years played clown. He was a leader and tumbling and during all these years played clown. He was a leader and tumbling and during all these years played clown.

"HAT'S THE NEWS, BILL?"

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Watts and Charles H. Parker, has one of the finest menageries of any truck show in the United States. There are three elephants, a tiger, a lion, a lioness, and a rhinoceros, and the entire menagerie has been with the show since 1890. He was with the show in 1890, at which time he was said to have perfected the rigging for aerial bars and the ground bars. He brought back 15 elephants and 32 bears. The circus is true that certain artists of.
The Billboard
November 19, 1937

15 Years Ago

(Courtesy of the Billboard, November 11, 1922)

The Ringling-Barnum Circus closed after a 31-week tour, N. C. November 1 and went into quarters at Bridgeport, Conn. Under a press release, November 30, 1922.

From The Billboard Dated November 11, 1922

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HARRY KNIGHT, assistant managing director of the Boston World Championship Rodeo, has announced that the show, due last week to start, will not be taking place, as the stock is being held over until a later date.

J. C. COHEN, rodeo performer, is in a New York hospital suffering from a severe chest injury sustained when he fell from a horse while practicing for a show in Sidney, N. Y. He is anxious to hear from friends.

TEX MANOW, formerly of the 101 Ranch and King Bros. Rodeo companies and a great favorite with the spectators of the Square Garden Rodeo, will winter in California, according to Frank Elgin, who also represents the client of the roustabout business.

LIL BELLDE Rodeo Company, under the direction of Harry Knight, has scheduled its list of fair dates recently, is now in quarters at Lebanon, Ohio, where it is currently playing. Rutz is not only a favorite with this crowd, but is also recognized as a leader in the rodeo business.

TAMA FRANK NELCEY and company have completed their engagement at the Auditorium in Chicago, Ill., as scheduled, and are now on their way to the World's Championship Rodeo at Madison Square Garden, New York City.

TAMA FRANK NELCEY and company were scheduled to arrive in New York on Tuesday, but were delayed by bad weather. They are now scheduled to arrive on Thursday, and will begin their engagement at Madison Square Garden on Friday.

The World's Championship Rodeo at Madison Square Garden, New York City, has been cancelled due to the weather. The show was scheduled to begin on Friday, but was postponed until next week.

The Rodeo will now begin on Monday, March 1, and will continue until Sunday, March 7.

The list of performers for the Rodeo includes many of the top names in the industry, including Pat O'Brien, Tom Taylor, and Johnnie Gaylor.

The Rodeo will feature a variety of events, including bull riding, bareback riding, and roping.

The show is expected to attract a large audience, and will be a major event in the world of rodeo.
BIDS FOR ENTIRE INDUSTRY

NAAPPPB Inviting Allied Bodies To View Exhibits at Trade Show

Fair and carnival representatives, SLA members and amusement machine field to be guests during annual Chi-conclude—Baker predicts largest gathering

CHICAGO, Nov. 6.—National Association of Amusement Parks, Pools and Beaches is extending a hearty welcome to members of the National Association of Parks and Expositions, American Carnivals Association, Showmen's League of America and other related trade organizations to visit exhibition halls of the big annual trade show in conjunction with annual conventions of the oiltdooramusement industry.

Mabel Ackley, president and chairman of the board; Edward L. Schott, vice-president; and general manager, in which he holds sway.

Edward L. Schott, re-elected by Coney Island, Inc., Cincinnati, on November 13, 1937, as president, and general manager, in which he has been associated with it in a public capacity and as director, since 1929.

JOHN E. LAMBIE JR., chairman of the program committee, said, "This situation seems to be a perfect opportunity to view exhibits and to take advantage of the advertising which has been done in the trade press."

One of the big annual conventions is the American Recreation Association, which is held in conjunction with the trade show. The convention is expected to attract a large number of visitors, and the advertising for the convention will be done by the trade press.

Man in Malaya Seeking “Most Popular Ride”

CINCINNATI, Nov. 6.—What is the "most popular ride" in the world? A subscriber to The Billboard in far-off Malaya asked the question. The question seems to be a popular one, as it is asked frequently in a variety of countries.

Thoma Remodeling Building

CANTON, Ohio, Nov. 6.—Arnold Thoma, several years operator of concessions in Craig Beach Park, near Youngstown, has built a new building on Route 8 to a new location north of the park and after complete remodeling is expected to reopen it for winter business. Improvements include an addition for restrooms and an electrically-operated show to attract additional attention to that area next year and the years to follow.

Crystal City Is Launched

WICHITA FALLS, Tex., Nov. 6.—Crystal City on Lake Wichita is the new name of Lakeside Park here, which has been taken over on a long-time lease by the City of Wichita Falls. The City of Wichita Falls has been associated with it in a public capacity and as director, since 1929.

Rockaways Join Palisades in Move To "Cash In" on 1939 Fair Influx

NEW YORK, Nov. 6.—Land owners, concessionaires and showmen in near-by Rockaway Beach sector last week agreed to underwrite a fund of $8,000 and designated a chief advertising authority to that area next year and the years to follow.

Social Security Rules

Issued by the Treasury Department at Washington, D.C., thru the Social Security Tax Unit, will be found in the Carnivale Department.

Seaside Bow Is Profitable

New Jersey pool and casino in black in first season—additions are planned

BRIDGEWATER HEIGHTS, N. J., Nov. 6.—Ground was broken on Seaside Heights Pool and Casino, which is expected to be completed by summer of 1939. The pool and casino will be operated by the Seaside Heights Pool and Casino Corporation, which is owned by a group of investors, including Charles M. Hefelfinger, president and general manager, and Fred E. Wesselmann, vice-president and general manager.

Nunan With Sutro Ice Rink

SAP FRANCISCO, Nov. 6.—Carl T. Nunan, director of the Sutro Ice Rink, which is scheduled to open on November 13, 1937, has taken over the space of the former Sutro Ice Rink, which was located at a cost of $100,000.

Park Accidents and the Press

By Archie W. Colter

Will Be a Feature of the Christmas Number

Of The Billboard

Dated November 27
**Atlantic City**

By W. H. McMahan

**ATLANTIC CITY, Nov. 8**—This is the first of our series on the success of big business and the opportunities offered by the city for the next few weeks the remaining open amusement parks. This type of business has been in operation for the past few years and is expected to increase in the future.

During the past few days, many visitors have come to the city to take advantage of the good weather and the pleasant surroundings. The temperature is warm and the sky is clear, making it an ideal time for business.

**Forsythe**

**During the past year many resorts, maintaining a prosperous season.** (See FUTURE OF PARK on page 48)

**Craig Beach, O., Chalks Up Good Season With Upswing in Last Half**

**DIAMOND, O., Nov. 8—Craig Beach, O., operating a Chautauqua dance pavilion, has sold more than half of the Sundays during the season. The pavilion is situated in the heart of the city, and is operated by the Beach Pavilion Company.**

Anything but an ordinary evening was the day of the week when the pavilion was opened. The weather was warm and the sky was clear, making it an ideal time for business.

According to the management, the pavilion has been very successful, and the business has been increasing steadily. The pavilion is located on the beach, and offers a beautiful view of the ocean. The weather has been warm and the sky has been clear, making it an ideal time for business.

It is expected that the business will continue to increase in the future. The pavilion is well equipped with all the latest facilities, and offers a comfortable and enjoyable atmosphere for visitors.

**American Recreational Equipment Association**

By R. S. Uzzell

The executive committee of ASEA met in New York on October 30th to schedule and discuss big business at the convention. It is pointed out that the convention is an important event for the industry, and that it will provide an opportunity for members to discuss the latest trends and developments.

Other topics that will be discussed during the convention include: the future of the industry, the role of the government in regulating business, and the impact of new technologies on the industry.

The convention will begin on November 1st and will run until November 5th. The main event will be the annual gala dinner, which will take place on November 4th. The dinner will feature speeches from industry leaders, and will be attended by more than 1,000 attendees.

The convention is expected to be a success, and will provide an excellent opportunity for the industry to come together and discuss the future of the business.
Hamid Called In as Adviser

Tom Mix Circus hooked and New Yorker will confer on revues, acts, midway

NEW YORK, Nov. 6.—George A. Hamid, chief of the booking, promoting and operating offices bearing his name and affiliate titles, departed for Thursday week. He announced that the State Fair of Arizona, which he has used for the past five years, will be left by Mr. Hamid, who recently returned to this city from a trip to the South Atlantic. Mr. Hamid advised before leaving that he will spend a week or possibly longer in the Cuban capital in role of general adviser concerning attractions of a lavish revival, thrill acts, large midway, and other rides and to conclude arrangements for engagement of the versatile showman and his latest edition of the Tom Mix Circus.

Havana Is Set for Expo

R. JAMES SPEERS, Winnipeg capital and turfman, who is under- writing in the future of the Havana Expo in the Canadian city. His pro- duction for the 1937 Winnipeg Summer Fair featured Royal American Shows on the midway, Ernest Young's "Cavalcade of Rides." It was reported during the six-weeks run that attendance was hit some because of the Gate Up in Tallahassee, but chances are that that end of the United States and that Cuban of the winter event.

Of The Billboard

By Hiram Wright

Tom Mix booked to Havana Industrial Fair and Exposition, is slated for consultation on a national exhibition there.

As a result of this forecast, Mr. Mix, who has expressed a desire to get under way in January, 1938, and possibly later, he is understood, is to have a Cuban committee of some kind, which will include the Cuban Government for consultation on a national exhibition there.

Havana is set for Expo

Shreveport Gains Big

SHREVEPORT, Nov. 8.—With un- precedentedly favorable weather, the State Fair of Louisiana here on October 25-November 1 probably had attendance greater by one-third than at any previous annual, said Secret- ary-Member William B. Hirsch, Midway and concession franchise showed in excess of the $25,000 mark, and no one encroaching. Mr. Hirsch said official figures could not be released before November 6. About 30,000 spectators were entertained, F. Frakes, stunt pilot, make his 46th aerial crash thru a frame house in the infield on October 29.

Wisconsin Net of $52,000 Is Going for Improvements

MILWAUKEE, Nov. 6.—Reporting a profit of $52,000 for the 1937 fair, the Wisconsin State Fair, said the net to the state for improvements in State Fair Park here, is $52,000, which is being spent on im-provements in State Fair Park here.

Small Ones Okeb in Kansas

VALLEY FALLS, Kan., Nov. 6.—This has been a better year for smaller fairs than for the state fair, claimed Mr. Hamid, who had just returned from the state fair of Kansas, and the Clay County Fair, billed as the "world's greatest stock fair," opened under $5,000, Secretary C. C. Lea's annual report reveals. The fair was on September 23 and closed with chilly weather which failed to reduce attendance materially. Permanent improvements since the 1936 fair include a $3,000,000 civic center consisting of the State Fair of Arizona, which has a large midway, and other rides and to conclude arrangements for engagement of the versatile showman and his latest edition of the Tom Mix Circus.

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Iowa Official Gate 381,279

Third largest attendance and $50,000 profit reported for Des Moines annual.

DESMOINES, Ia., Nov. 6—Third largest attendance at State Fair history, a $50,000 net profit and one of the best live-stock and agricultural features shows in the history of the fair in Des Moines today. The attendance for the 1937 annual on August 25-25 of 381,279 has been exceeded only twice. Largest single day's attendance was Friday, August 28, 1929, when 320,339 passed through the turnstiles. The second largest single day's attendance was Monday, August 25, 1936, when 304,473 passed through the turnstiles. A record attendance was Wednesday, August 27, 1929, when 37,675 passed through the turnstiles.

Erwin, Tex.—Midouth Amusement Corporation, incorporated in Texas by John Erwin, has received a license from the secretary of state of Texas, which will expire on June 30, 1938. The license was granted to John Erwin, Esq., of 101 Oak Street, Dallas, Texas.

FIREWORKS DISPLAYS

For Any Occasion
30 YEARS AT
MANHATTAN BEACH
PAIN'S FIREWORKS DISPLAY CO.
62 PARK PLACE, NEW YORK CITY

WANTED for 1938 Fair Season

STANDARD ACTS

S. B. J. "Network of Novelties"
A "Network of Novelties" whose influence is felt from coast to coast. A staff of experienced men and women. Complete sets of all acts. A "Network of Novelties" whose influence is felt from coast to coast. A staff of experienced men and women. Complete sets of all acts.

George J. HAMID
INCE SAYS

EXECUTIVE ACTS

"A Network of Novelties" whose influence is felt from coast to coast. A staff of experienced men and women. Complete sets of all acts. A "Network of Novelties" whose influence is felt from coast to coast. A staff of experienced men and women. Complete sets of all acts.

ATTENTION ACTS

J. H. BOYER
INCE SAYS

"A Network of Novelties" whose influence is felt from coast to coast. A staff of experienced men and women. Complete sets of all acts. A "Network of Novelties" whose influence is felt from coast to coast. A staff of experienced men and women. Complete sets of all acts.

ATTENTION FAIR SECRETARIES

Advertisement in The Billboard—You'll Be Satisfied With Results.

F. E. F. E. L.,..I..D.,
WHARTON, Tex.—Attendance records were broken today at the Wharton County Fair on October 14-28. Secretary—Manager H. C. C. Weller said a substantial profit was realized in spite of...
PARIS EXPO TO PASS
Mark of 30,000,000

Paris, Nov. 1.—With slightly more than three weeks to go, Paris International Exposition is assured of passing the 30,000,000 mark, as total attendance, up to October 26, was 29,821,009. Daily average still shows a gain of 203,000, and cold weather will undoubtedly result in a sharp drop.

Weather has already had its effect on the amusement scene, crowds thinning out early. However, lobbyists have visited the park during the past week, among them being the visiting head of a large amusement park in Bugindia, the president of the haha Derry amusement resort, Scarborough, England, J. W. Slabins, English ride manager, and the representative of M. Baines, who have been at the park supervising changes in lighting and ballyhoo and a shakeup in staffing of the Rocket Speedway, Perry Ave., of which the Metropolitan Theaters of Chicago recently bought out from a business trip to London and Blackpool.

Paris officials have ordered nude cuties working on the front of gilt show to cover up bit and tails to refrain from announcing "all-nude" shows. Cold weather is more effective than blue-rinse rules in curbing bookings for all-night heavier wraps. Mexico's pavilion has been inaugurated, the Crystal City sign in construction on the expo grounds.

MICH. MEET ASKS OFFICIALS
builder, and his representative, M. Baines, have been at the park supervising changes.

Florida, was praised by the American Hotel here on January 18 and 19, said Chester M. Howell, association secretary.

Murphy and John B. Strange, state commissioner of agriculture, are expected to return from a business trip to London and Paris Expo To Pass.

Crystal City

(Continued from page 44)


GRANT

ROY BRAND

MACHINERY OF THE STATE FAIR OF TEXAS is ready to function again as officials take up planning for resumption of the program.

The pool is greatly increased in value and utility. President Otto Herold and Secretary Roy Hardt, president of the International Association of Fairs and Exhibitions, during which dates for the Los Star State Show next year will be set.

CHRISTMAS TREE

(Continued from page 44)

Bay Saint and associate, supervision being started and will continue all winter, he reports, the park having been closed for a long time.

The large pavilion is being remodeled and repainted and a dining room and game room will occupy the lower floor. Mr. Smith reports that work is being rapidly advanced under "indoor midway" plans to condition air in the game room. It will be tried out with a number of small games, the building being so arranged that anyone entering must make a complete round of the "indoor midway" in order to enter from outside building.

How now often tried this idea is, I do not know," he said. "But I have always been a fool for trying something unusual, especially when everyone else has said that it wouldn't work, and that's what everyone I have talked to has told me.

For the future project will mean a lot of headaches and backaches, but we will make it work. Buildings will be a slow, drawn-out job. We think that we can provide something that will keep visitors in the park for many seasons, and that will be the Christmas Tree in the park."

Mr. Smith, formerly of Lake Huron, Big Four, remains at the park and Mr. Brosbeck had their rides together with the Crystal Attractions and reports that the show, complete round of the "indoor midway" is in order to exit from building.

No successor to Steck

END, Okla., Oct. 6.—Bay Saint man, association supervision being started and will continue all winter, he reports, the park having been closed for a long time.

While waiting for them Mr. Floro lined up a crew of fishermen who had "struggled for hours" to land the monster whale, according to the local fisherman, "the spookiest" man, so that when the announcer arrived at the Cove 10 minutes before the broadcast, everyone was sure to be in his seat, and late night listeners may close up unless rooms are reserved now.

FUTURE OF PARK

(Continued from page 45)

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RICHARDSON BALLBEARING SKATE CO.
Bob Kolb, representing skaters who are Kentucky, New York, New Jersey, Con-
sion, Jimmie Johnson, Rodney Runsteen,
Folmer, Bob Hamilton, V. P. (Vi) Swan-
to defray their own expenses here, but
send entry blanks to any skaters willing
giving up more money in prizes and ac-
managers and skaters realized that I was
send entrants without making de-
the race he has received many letters
“world’s 21 -day roller-skating champion-
November 13, 193T
NOW Barry McCormick, who called off
KILN DRIED HARD MAPLE WHEELS
November 13, 193T
OMAHA SKATE WHEEL COMPANY,
SPECIAL
AND PARTS
(Cincinnati Office)
THE G. L. MORRIS CORP.
SPECIAL
AND PARTS
(Cincinnati Office)
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SPECIAL
AND PARTS
(Cincinnati Office)
THE G. L. MORRIS CORP.
De Luxe Shows of America, Now In Quarters, Plan To Enlarge

By W. R. Prell, manager of the De Luxe Shows of America

NEWARK, Nov. 6—The close of the season of De Luxe Shows of America will be in about two weeks, when Mr. and Mrs. Sam E. Prell have arranged to have the show twice as large as it is now. As soon as the work is started, Mr. Prell has made arrangements to have the new office and head office quarters for the Heart of America Shows and the Coates House has served as a temporary home.
CARNIVALS

American Carnivals Association, Inc.

ROCHESTER, N. Y., Nov. 6.—We have commenced work upon the annual report of the association to be presented to our membership at the coming annual meeting, and we would appreciate it very much if our membership would write us giving suggestions as to what they think we should include in the report. We wish particularly to have covered during the year. This report, which is to be printed, must be in the hands of our printer on January 1, 1938. A typewritten copy, in triplicate, should be sent to us at once. It will be mailed to our membership for their information.

Stevens, general manager; Elmer C. Velez, business manager; Curtris E. Velez, secretary-treasurer; Walter H. DeFord, secretary of the shows.

Our most recent honor came from the Shrine Masonic lodges. The executives are Carl J. Sedlmayer, general agent of Bloom’s Gold Medal Shows, Bob H. Siegfried, general manager of Miller Bros.’ Shows, succeeded in overcoming opposition to the carnival and leased a large manufacturing plant near the Rock Island railroad depot for the Miller Bros.’ equipment, winter offices and display materials which will be open for business here tonight. Their books reveal a few profitable spots. All told it was a losing season with the Max Gruberg Shows and is at present vacationing in Knoxville, Tenn. Immediately on his return he will want various phases of this subject for the coming season.

Tattoo Artist Builds Home At His Birthplace

Detroit, Mich., Nov. 6.—Percy Waters, tattoo artist and manufacturer of tattoo machines, left this week for his birthplace, Wyoming, Mich., where he built himself a home. However, he will maintain his present place of business here tonight. Their books reveal a few profitable spots. All told it was a losing season with the Max Gruberg Shows and is at present vacationing in Knoxville, Tenn. Immediately on his return he will want various phases of this subject for the coming season.

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Astro Forecasts and Analyses
All Readings Complete for 1937-1938.
Financial, Real Estate, Business, Personal, Sports, Health, Travel.

New Dream Book
192 Pages, 2 Sets Numbers, Clearing and Pol.,
$12.75
Price Per Copy $1.10
Books for the Year 1938.

Buddha Papers-Supplies
Full Line of City, County, State and National
Buddha Papers 1-4 and 8-page Readings.
Zodico Reports on Famous People: Franklin D.
Men and Women of Today. Checks, Money Orders.

Nelson Enterprises
126 3rd Street, Columbus, Ohio

Wanted at Once
Open November 11. Chruble Moon Reading Art that
is popular. Also want True Love Chart. Will pay $5.00 per
item if received by November 15. Inquire: P. W. W. Box 280 Box 65.

Pop Corn
When you are asked to serve the
hundred of patrons from Coast to Coast, you
are asking for a Trumpet to your business.

Indiana Pop Corn Co. Monroe, Indiana

Will Buy
Flax Embossing Machines made by the following
companies: Mather Mfg. Co. Cleveland, Ohio; Perley H. Perley,
Second-Hand Show Property for Sale
Full Line of Show Property: Wm. W. White,
and complete Supplies.

Indiana Pop Corn Co. Monroe, Indiana

Midway Confab
By the Mixer

Where is that winter bank roll?
ROBERT R. KLINE—Where next? Going to Florida or Cuba?
C. W. GRACE-Buch is that important announcement coming?

Whatever became of Walter Hae, the press agent, and Floyd Everell, 100?
Those that have theirs are very happy indeed.

Ben Williams seems to be as quiet as later that proverbial church mouse.
E. V. McGarry and D. R. Kitten are now home for the winter in Miami and

Fred W. Webster is handling the advance for a show in Denver, he letters from
texas, Texas.

What about that museum a number of showmen were planning to

Beverly White is in Chicago and will keep the Goodman Wonder Show in the

W. H. Dickerson says the present Southern Exposition Shows will be titled

The Mighty Fair Shows in 1938.

A "De Luxe" Pinocchio Game and Notables Therein: Left to

Note Chris M. Smith will winter in Mrs. Smith's old home state,
Alabama.

Roy B. Jones is now press agent for Marks Shows. Suppose later we will
ehear from him as being ahead of a traveling museum.

Whatever became of W. H. (Bill) Rice? Last heard of him was some promotion
and a show as same in New England.

Hazel Reiser letters from Philadelphia: "Opened the South street Museum here after a very successful season with Reiser & Cherry Exhibition."

Nate Eagle will be in midges shows in 1938! A different setup is badly needed in the
pinocchio shows.

Jack E. Lasswell was busy last week in Beaumont, Tex., getting a group picture of all the people with the Royal

To Chicago! All who are really in outdoor show business will be at the Chicago meetings. Hear that Stearn DeBelle and his dog will be there.

The leaders in the carnival business stick to their original titles once they get going right. This should tell some kind of a story.

Beckmann & Gerety, Henlies Bros. and Rubin & Cherry organizations group,
and recrossed the Mississippi River during this season's tours.

Join one of the showmen's organizations. Have a permanent address. Do it now while most of you have the initiation fee.

Al Roberts cards from Roscoe, Ala.: "E. M. (George) Drew, his brother,
Harvey, and Harry Edwards were guests of Frank Barker, manager of the Winter Theater here, October 29."

W. R. Harris, manager Model Shows, cards from Waverlyville, Ga., that the season is scheduled to close in that city Saturday, November 6, and show will winter in Macon, Ga.

Mrs. Madeleine Redding from Topeka, Kan. Report that due to the death of her mother would like to hear from Ray Redding. She was hurt in an auto accident.

Mrs. George Fury, letters from Cleveland, Ohio: "Saw Mr. Fury in the Indies on the Western States for Shows of America. It was a pleasure to me. He gave me October 29 in San Angelo, Texas.

Tom Haskin: Will you have the Great International Carnival in 1938? It is about time you organized one again.

Al Burt, of New York, says he originated the Guess Your Age game. Well, did he?

H. F. Gillman cards from Kansas City, Mo.: That study the actions, mentally and physically, of white rats and that he has absolutely convinced that man is just another animal and nothing more.

A. L. Loeb., general agent for Western States Shows, finished his season in Denver and will get the show out to Montana.

Jim must be looking for plenty of winter business and will get it if he stays in that state.

Fanny Embossing Machines made by the following companies: Midwest Nov. Mfg. Co., Cleveland, Ohio; Cleveland Nov. Mfg. Co., Kan., 554 S. Third St., and two others.

F. T. (Egyptian) Playing Cards. Answers to "How to Win at Any Kind of Speculation." No. 1. 34-page, gold and silver covers, each .30

Analysis, Weight Guesser Wanted

HARRY L. NELSON ENTERPRISES
19 west Jackson Blvd. Chicago, Ill.

Buddha Papers-Supplies
Full Line of City, County, State and National
Buddha Papers 1-4 and 8-page Readings.
Zodico Reports on Famous People: Franklin D.
Men and Women of Today. Checks, Money Orders.

Nelson Enterprises
126 3rd Street, Columbus, Ohio

Wanted at Once
Open November 11. Chruble Moon Reading Art that
is popular. Also want True Love Chart. Will pay $5.00 per
item if received by November 15. Inquire: P. W. W. Box 280 Box 65.

Pop Corn
When you are asked to serve the
hundred of patrons from Coast to Coast, you
are asking for a Trumpet to your business.

Indiana Pop Corn Co. Monroe, Indiana

Will Buy
Flax Embossing Machines made by the following
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Second-Hand Show Property for Sale
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Indiana Pop Corn Co. Monroe, Indiana

Weight Guesser Wanted

November 13, 1937

CARNIVALS

The Billboard

The Elliott House, Chicago, Ill.

Perry, N. Y.—A very much approve

The Elliott House's campaign to induce resi-

presents a very well-rounded program of
gographic data relative to themselves.

It is a fine idea to urge the public to ex-
mits themself to comply with the sug-

I am not convinced.

Mr. Wilson has also

Mary Ann—Soapy Glue.

He sends a postcard from there

He says that he

with him and enjoying the advantages of this big Gulf resort.

The Billboard FInds Them.

Ed Schofield letters from O'Donnell, Tex.: "Ned in Midway Camp at that Charles

Schofield was trying to locate his 
dad, Ed Schofield. He can always be

located near the entrance of the Rocky Point Shows

m's Association, Los Angeles, 

and affair with the Silver State Shows.

As to Hospitalization of sick and in-

jured showmen by some carnival managers:

Would it be a good idea not to represen-
t that the bills will be paid unless they will

be paid. The Steamboat's League of 

America takes care of its members and

not be imposed upon those who do not

belong. as members, and fail to

sho fund. Join the League if you are

 øns.

CLARENCE TOWMBE, cartoonist of

varey hip and His attractions, 

letters from Witchita, Kans.: 'While working

out the summer I have had no time to

see the World of Mirth Shows, is not averse to

working out some novel electrical effects

which I hope to use in '38.

MAY ANN ALEXANDER letters from Dawson, Ga.: "I feed my dog old spiced apples. The Blue Ribbon Shows 

are noted for their consideration for show people in distress." Art and Mary Ann Alexander will

proceed to a show up for the Florida winter as per usual.

Bring yourself and Art to the Chicago meetings, Mary Ann—Sonny Glue.

H. C. KILBORN letters from Tuscaloosa, Ala.: "Funny thing! I opened my 1097 season in this town with Ruben T. Cherry and closed it here with Ham-

nies Bice. During the season I played twice with different shows in Tusca-

cosa, Ala.; Davenport, Iowa; Davenport, Ill., and Appleton, Wis. Many thanks for the courtesies and co-operation ex-

tended by The Billboard during all these years past. All of which is gravely re-

membered."

WILBUR PLUMPHOUSE, human plia-

tionist, visited The Billboard office last

week.

EVANS

MONEY MAKERS

Roundup of "Carnival Equipment for the Best Amusement Entertainment"

PARKS PIPELINE

PARKS PIPELINE

FREE CATALOG

H. C. EVANS & CO.

1932-34 W. Adams St. Chicago, I11.

PARKS PIPELINE

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week, having just closed the season with Paul House's attractions on Rosecrans Wade's. John H. McMillan had a big, Ten-In-One, glee and two-headed baby show. Plummers, which connected at present with the Green Min night club in Cincinnati with his act. He has been in the show business for over 40 years, professionally known as "The Duke of Dixie." He has been to many parts of the world. Past season he appeared with various carnivals and circuses.

JEAN AND RAY WOODS letter from Dawson, Ga. - "We had a very pleasant time and was able to get a good show. The Blue Ribbon Shows. Our first season with this show. We have been around the world with it. When better show spots are found, we are sure to have a good time. We will get it all. Everything went along fine thru the entire season with the exception of the fire at Huntsville, Alabama, but as fate goes everyone, we suppose, lives to be born again. One is sometimes a fortunate. Wish to thank The Billboard and Mr. B., both for doing that part toward making our season successful."

IT IS BRUTED that one of the big carnivals will play Boston and other big Eastern cities in 1938, going as far east as Portland, Me. Would you consider sending for real carved on the line. Last big flat car carnival in that territory was the Johnny J. Barker, in the city of Minneapolis. Unfortunately, the entire company was burned out. Some clever agent could even be found that he could recover the losses. So New York City, big cities official to sell your carnivals, you big fellows can make good in any man's territory. Don't stop peddling your dates for a price.

BILL RAWLINGS, secretary of the Barker Shows, letters from Charlotte, N. C. "Glenn Osborne, manager of the R. A. W. show here: Glenn Osborne, manager of the Barker Shows. This picture was taken in the early part of last year, as Burnley Collins, the show's press agent, both are well they know who you have and are "Tar Heels" who never cease singing the praises of the "Old North State," which is listed in the geography as North Carolina."

There were routed as Savannah. They were located in the corporate limits of Savannah in the city of Savannah. A very satisfactory place for First day of the C. A. Wortham Exposition in Savannah."

MR. AND MRS. JACK MARTIN, concesionaire, West Coast, and Mark's Shows. This picture was taken in the early part of last year, as Burnley Collins, the show's press agent, both are well they know who you have and are "Tar Heels," who never cease singing the praises of the "Old North State," which is listed in the geography as North Carolina."

George Golden, assistant, Curtis J. Yelverton, concession manager, Lensco, Minn. The Fernandez circus has been a corn game operator for some time. He returned to the shows at Birmingham, Ala., after nearly two months in a St. Paul, Minn., hospital following a severe operation. When this photo was taken by Jack J. Dundorf at Sharonport, Ill., Golden was looking over some samples of pinking sticks that were purchased for a concession.

"Unkle Jerk" Tells "Red Onion" Why He Is Against "Racket"

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CARNIVALS

Rubin & Cherry Exposition

Wichita, Kans., Oct. 18-23, had a successful run. A driving rain greeted the show as it opened Tuesday night, but conditions were dry the next day, and the attendance was good.

Fred Brad made a special trip to Atlanta for a talk with some of the showmen there, and the sale of rides and games was quite successful.

Gerald Yates, of Wichita, and Jackie Wilcox and Frank and Gladys attended the show.

Louie Inkman's penknife is atop a show as the weather is the best cooperation and left nothing undeserved. The show continued its policy of good temperament and the weather continued to cooperate.

HARRY HILLER

Regal United Amusement Co.

Liberty, Tex., Week ended October 22, a fair committee. Location, fair, weather, business, good.

Despite unfavorable change in weather during the week, Manager and Mrs. C. E. Moseley remained in charge. The show was well attended Friday, Saturday, and Sunday, and the weather cooperated to make the show a success.

Kauf United Shows

Greenville, N. C., Week ended October 22, a good show. Location, fair, business, good.

This fair in the heart of the tobacco country showed the results of good business. The show was held on a new farm, and the result was more than expected. The show was well attended Friday, Saturday, and Sunday, and the weather cooperated to make the show a success.

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CARNIBALS
November 13, 1937


tered. Shiped to Chicago. Reports his Wincy City skating ring big. Ms and Mrs. John C. Hunter. Cold weather. General booking offices shot, some riders. Complete new addition to Shuler's. Where. Roberts Winschell, manager Juanita. Country Shows. Concessioners are George Goff as. A 5-cent gate policy is on. Mr. and Mrs. Charles Foster spent their holidays in Duncan and Ada. Mrs. Alice Winters is on front of the Pines Tourist Camp and well-known former troupers, visited the mid-way several times during the engagement. STARR DEBELLE.

Hilderbrand's United Shows
Wheatz Lake, Calif. Five days ended October 24. Location, fairgrounds. As- 
sapio, Lion Club. Festival. Committee, business, weather, ideal, good. With pomp and ceremony Walnut Creek Fair and festival came to a successful conclusion with a four-mile parade, which included 20 bands and drum corps from San Francisco, Oakland, Berkeley, Alameda, Haywards, Pittsburg, San Ramon, San Leandro, and various other nearby cities. Horse show, rodeos, and rodeo competition were a riot of color, and the entire entertainment was conducted be- 

fore a continuous flow of the people, which comprised of a line of 13 Hilderbrand's trucks electrically equipped and blazoned for the Saturday. An estimated crowd of 25,000 visitors attended the festivities. The celebration was for the dedication of the two-mile tunnel con- 
nection Contra Costa and Alamend County, and the show in Walnut Creek and Berkeley. Roos were at a premium and a great many of the showmen were here for the occasion. The Lion Club committee was active and rendered every possible aid in making the event a success. Practically the entire show visited San Francisco and Oakland and visited several time in the show. Fire, and Karns, entertainment was conducted before the entrance of the midway, which comprised of a line of 13 Hilderbrand's trucks electrically equipped and blazoned for the show. The show was an estimated crowd of 25,000 visitors attended the festivities. The celebration was for the dedication of the two-mile tunnel con- 
nection Contra Costa and Alameda County. The show in Walnut Creek, Berkeley, Alameda, Haywards, Pittsburg, San Ramon, San Leandro, and various other nearby cities. Horse show, rodeos, and rodeo competition were a riot of color, and the entire entertainment was conducted before a continuous flow of the people, which comprised of a line of 13 Hilderbrand's trucks electrically equipped and blazoned for the Saturday. An estimated crowd of 25,000 visitors attended the festivities. The celebration was for the dedication of the two-mile tunnel connection Contra Costa and Alameda County, and the show in Walnut Creek and Berkeley. Rooms were at a premium and a great many of the showmen were here for the occasion. The Lion Club committee was active and rendered every possible aid in making the event a success. Practically the entire show visited San Francisco and Oakland and visited several time in the show. 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November 13, 1937

CARNIVALS

It Pays To Own A TILT-A-WHIRL


FOR PARTICULARS WRITE

SELLNER MFG. CO., Faribault, Minn.

SILVER ANNIVERSARY!!

A Show You Won't Want To Miss

25th Annual BANKET AND BALL

Showmen's League of America

To be held Wednesday Night, December 1, 1937

In the Grand Ballroom, Hotel Sherman, Chicago

TICKETS $5.00 PER PLATE

Greatest Showmen's Event of the Year

For reservations write

Banquet Committee, Showmen's League of America, 165 W. Madison St., Chicago, III.

Motorcycle Rider Wanted!

Woman Preferred

For Season in BUENOS AIRES

Good proposition for capable rider. Write, giving qualifications, salary and other information, to

BOX 266, The Billboard, 54 W. Randolph St., Chicago, III.

EL PASO, TEXAS

9-8 Days; Dec. 24 to

Jan. 2-9 Days

3rd Annual SUN CARNIVAL

THE SOUTHWEST'S GREATEST CELEBRATION—ANNUALLY.

WANTED—Shows, Rides, Legitimate Merchandise Concessions. For particulars, write Jack Tavlin, Ball Gardens, Las Vegas and St. Louis. Send self-addressed, stamped envelope for details. Last year's attendance, 170,000. 22 Cities and Towns join in presenting this annual classic. Special rates on Rail, Bus and Airlines. For Space write

VERNE NEWCOMB, Mgr. Ackerman's, Box 1099, Waco, Texas, Western Union.

WANTED FREAKS

For Side Show in big State Department Store in Chicago.

Those who worked for Riley's "Believe It or Not," wire. Hours, 11 a.m. to 1 p.m. and 2 to 5 p.m. Open November 15 to December 24. Pete Strange, 304 N. Wells St., Chicago, Illinois, immediately to JACK TAVLIN, Croydon Hotel, Chicago, III.

ADVISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS
Without having to pay for same these pocket meals cannot be figured in circus. Concessioners are under exclusive control of the performances. These ‘candy butchers’ tell the employer who is the employer will naturally depend on the circumstances. The question is whether the candy butchers under the Act?

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Newcombe Lines Up Features in El Paso

EL PASO, Tex., Nov. 6.—The Drunkard, featuring Nobel Prize winner, will be shown at the El Paso Gate during the El Paso Gate, which is wintering here, was a ear' for Stiles in Vernon. Allen, human corkscrew, and Madame Blasibus, tight wire; Asaw's Elephants. Petroff's Bears; Miller and Janet, roller dogs; Admission was 50 cents and 40 cents give an extra performance on Saturday. the Grotto's four-year history of circus

KANSAS TRADE SHOW OFFERS ACTS DURING FOURTH ANNUAL

WELLINGTON, Kan., Nov. 6.—Fourth annual Kansas State Fair Trade Show, which ended Oct. 29-30, sponsored by Summer States, attracted several hundred farmers, delegations, and exhibits. The show included numerous booths, including Cycling Stanley, and his colorful team of clowns, Duro Artists, musical and rural; the Family, acrobats; Russ and Dale, acrobats; and others. The show was a great success, and the admission was 50 cents.

Profit for Lions' Festival

BARRINGTON, Ill., Nov. 6.—Lions Club Fair, scheduled for Oct. 30, featured a variety of events, including a parade, a carnival, and a fireworks display. The fair drew 10,000 people, and reports Secretary J. C. Caudle, held in a 125 by 250-foot tent, a 10-cent gate was on, and $500 was collected. The admission was 50 cents, and the proceeds were donated to the local charity, the Salvation Army.

Shorts

TWENTY-FOUR acts are presented at an indoor circus in Convention Mall (OKLA.) by the Smith Brothers, who are well-known for their circus acts. The circus was held at the Convention Mall, directed by Secretary Hurst.

VERNON C. STILES, organizer of indoor carnivals for Federal organizations in Canada, who reports a busy season, said early in the current season many features were sold, including Elks' Carnivals in Kelowna, Vernon and Portland, B.C.

Indoor Exposition

Circuits—A Symposium

Will Be a Feature of the Christmas Number

Of The Billboard

Dated November 27

The Billboard

WANT MORE REVENUE for YOUR ORGANIZATION?

Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK AND EVERY WEEK

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

AMERICAN CARNALS—(Continued from page 31)

Federal, there are certain the public policy of the particular State may be.

The majority of the decisions have been presented in one form or another and that therefore the plan is illegal.

The series of items closing with this letter on the subject has been handled by the public policy of the particular State.


SEND MAIL TO PICTURES, CHRISTMAS Goods, Books, Novelties, Bargains Calendar, Big Bill, Christmas Tree, 25c each. W. N. Wells, Chicago.


HELP WANTED

AGENT WITH CAR FOR WHOLESALE CUSTOMERS. Must know industry. Must have at least 3 yrs. experience in wholesale-competitive prices. Must work on commission. All expenses paid. Apply to: L. A. RAYMOND, COX, America’s Ace, 451 West 39th St., Chicago, Ill.

ALTO, TENOR TRUMPET.—OTHERS WRITE. MUST KNOW TRADE. Excellent condition. State if double or single. RED CULONG. 402, 56th St., New York, N. Y.

ALL TYPES POPULAR AND MODERN VOCALISTS, Instrumental and Vocal Soloists, Comedians, and Comedians. Permanent and Temporary Engagement. STEVE CAMERON, 118 N. Clark St., Chicago.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 17. COMPLETE CLASSIFIED FORMS CLOSE IN CINCINNATI. LOWEST QUOTATIONS. MARK YOUR COPY "CLASSIFIED." AND SEND IT IN EARLY.

WANTED—SEVEN PIECE ORCHESTRA. Send letter to S. W. REILLY CO., Columbus, Ohio.

FREE NEW CATALOG OF MONEY-MAKERS for Show Property. Send 10c for free sample. S. W. REILLY CO., Columbus, Ohio.

FREE TRIALS ON PROJECTORS. Send for your free trial. S. W. REILLY CO., Columbus, Ohio.

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WANTED—BOY SWING BAND. Send letter to: B. LODGE, 111 N. West St., Chicago, Ill.

WANTED—SEVEN PIECE ORCHESTRA. Send letter to: S. W. REILLY CO., Columbus, Ohio.

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FREE TRIPS ON THEATRE SUPPLIES and THEATRE MACHINERY. Send for your free catalog. S. W. REILLY CO., Columbus, Ohio.

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FREE NEW CATALOG OF MONEY-MAKERS for Show Property. Send 10c for free sample. S. W. REILLY CO., Columbus, Ohio.
TO THE LEFT are the Four Byrne Brothers, originals of the production, "Eight Bulbs," which played the principal of the show for 25 years. At the top, left, is John; top right, James; lower left, Andrew, and lower right, Mathew. John, the actual owner and creator of the show, died in Norwich, Conn., September 19, 1937, who, resides in Norwich, is the only member of the troupe still living. At the right are members of the C. A. Wortham Shows No. 2, snapped at Corsicana, Tex., November 4, 1919. Seated are Bill Avery, concessionaire, and Pauline Black, water show performer. Standing, left to right, are George Henderson, talker; Charles Renthrop and Gust Pappas, athletic show owners. Renthrop is now a wrestling promoter in Memphis and Pappas is well known to showfolk as a wrestler.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are still living will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-37 Opera place, Cincinnati, O.

THE BILLBOARD CLASSIFIED ADVERTISEMENTS

WANTED—ONE HUNDRED FOOT SIDE SHOW, cor., Chicago. (Also 200 x 30, Top.) BURK, Raynoldsburg, O.

THAT the XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 17, 1919, INCREASED CIRCULATION, MARK YOUR COPY "CLASSIFIED" and SEND IT IN EARLY.

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BALLOONISTS AND AIR NOVELTIES—Randolph, Champaign, Ill.

TROMBONE—Experienced player. PRIME, New York, N. Y.

SAX—Tenor and Alto. doubling Cello and Voice. PRIME, New York, N. Y.

WAN and Drummer Man—Has been a professional musician for over 30 years. Outstanding equipment. L. H. Brinkman, 1408 W. Jackson Blvd., Chicago, Ill.

MAJOR DIRECTOR—Band, Orchestra. Chicago, Ill. 30 years experience. Will compose music, arrange orchestrations, transcribe music for jazz, opera, ballet, etc. 3 years professional experience in Hollywood as orchestrator. Robert W. Beck, 702 W. Madison St., Chicago, Ill.


AT LIBERTY SINGERS

SINGER—MEDIUM SOPRANO, BASS, AND POPULAR NUMBERS. Sings with band. Contact: O. B. Crockett, 120 West 42nd St., New York City.

TROUBADOUR—Good personality, good voice, devoted to advertising and sales. Name: PHILIP PEARY. Address: 229 E. 94th St., New York City.


AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—SINGING AND DANCING. Black female. No color limi- tations. Contact: O. B. Crockett, 120 West 42nd St., New York City.


SHOW LETTERS (Continued from page 57)

and the man who ran a very satisfactory season as a whole. Latter part of it, including the Southern fair season, was the best the show ever had. During that time Mrs. W. F. L. Armstrong, manager, was extremely happy with the performance of the show and its various entertainments, as well as the condition of the cotton crop, which was particularly good. The season is a great success, and it is expected that this will be the best season ever.
Souvenir Workers Aided by Sports

Rebirth of rah-rah spirit tilts take—pro boosters buy like collitch boys.

NEW YORK, Nov. 6.—Souvenir workers selling pennants, badges, buttons, still footballs and like novelties to football fans, jamming stands all over the country have done especially well this football season. Many smart workers are figuring that merchandise tie-ups and sales drives for souvenirs can be as profitable as the early part of the season. Orders are now being placed in many factories and other plant sections.

Orders are now being placed in many factories and other plant sections.

**HOLIDAYS AND SPECIAL EVENTS**

**DEC. 6**

Irish Free State established 15 years ago.

**MON. 7**

Thomas Head, caricaturist, died 35 years ago.

**TUE. 8**

King Guelph ascended Swedish throne, 30 years ago.

**WED. 9**

Jerusalem captured 20 years ago.

**THURS. 10**

Edward VIII abdicated one year ago to marry Wallis Simpson.

**FRI. 11**

Local and international professional football games. Annual World's Football Association prize.

**SAT. 12**

First direct election in Russia. Professional football games in various big cities, such as New York, Chicago.

**SUN. 13**

New York Giants and Cincinnati at the Polo Grounds October 30th. Attendance records have been shattered in all parts of the country this season by the big professional football games. In the meantime, don't forget there are only seven more weeks before Christmas.

**THE BILLBOARD WHOLESALE MERCHANDISE STAFF SUGGESTS:**


**BINGO BUSINESS**

Joe Walsh, J. C. Harlacker's boy and some of the pioneers of Bingo in Cincinnati, O., for addresses of companies in this department supplying the items you want. Write to The Billboard, Buyer's Service Department, 250 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items you want.

**Promotion by the Calendar**

**BINGO DEAD**

Joe Walsh, J. C. Harlacker's boy and some of the pioneers of Bingo in Cincinnati, O., for addresses of companies in this department supplying the items you want. Write to The Billboard, Buyer's Service Department, 250 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items you want.
About $200,000,000 worth of new toys have been manufactured for the Christmas season, according to a recent announcement by the Toy Manufacturers of the United States of America, who report that the sales of the new numbers recently at the Toy Center, New York. Mechanical toys seem to be the most popular this year and it is expected that buyers and distributors selling to dealers, buyers, and retail stores will order their Xmas Coats, wholesale and retail, that the item is a popular one with salesmen and operators and premium users. Clocks are chromium plated, 5-inch high, 10 inches long, and they are 1-inch wide-graded. Design is of a modern streamlined aeroplane, with the face of the clock forming the motor of the plane and a second hand taking the place of the propeller. Dial is black and white. Item has a great deal of flash.

Well known to the public and gift buyers is a manufacturer of smart novelties in bamboo. Idea Company has been forced to secure much larger office and factory space at 6701-15 11th avenue, Los Angeles. Change of location marks the inauguration of a new group of small furniture accessories combining rattan and bamboo.

Levin Bros.' Company announces that its 1937 Christmas brochure is ready for mailing and that all lines are repacked. With special emphasis being placed on Christmas decorations, toys, watches and jewelry. A copy of the book will be sent upon request.

Reports from the B. & D. Company on its recently introduced item, Aerobic, which indicates that the item is a popular one with salesmen and operators and premium users. Clocks are chromium plated, 5-inch high, 10 inches long, and they are 1-inch wide-graded. Design is of a modern streamlined aeroplane, with the face of the clock forming the motor of the plane and a second hand taking the place of the propeller. Dial is black and white. Item has a great deal of flash.

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BINGO BUSINESS
(Continued from page 64)
board on the table before him. In a voice filled with genuine English application, John Potter says: "Try hard, folks. Please try hard this time." The player feels the urge to urge surge through his body, but he loves it. And he loves John Potter Holden.

Another favorite of the distinguished Holden is the one he pulls during the game which has run longer than usual. He has called number upon number and no one has yelped "Bingo." John Potter Holden looks up from his board. There is a look of excitement upon his face. Excavation, too, is in his voice as he asks excitedly: "Is everyone playing?"

You really can't appreciate Holden's mastery in the telling of it. You've got to hear him and see him to understand the naturalness of his technique. But the proof of his popularity as a conductor of Bingo games is the fact that he has received letters from players. And what impresses him most is that nobody has written him to come back. "I know they're watching me," he says.

SOUVE WORKERS
(Continued from page 64)
ketch and amateur and professional hockey games in various sectors.

An interview with Mr. Holden will reveal how the real-rah-rah spirit has pervaded the field of professional sports. The number of souvenirs workers both inside and outside the National Hockey League have been doing with football souvenirs. All in all, it looks as though the souvenir fraternity is on its way to some consistent dough for a good part of the year.

PREMIUM & NOVELTY
Manufacturers and Jobbers

XMAS SPECIAL
Holiday Merchandise Issue of
The Billboard
Will be on Sale November 23
A Full Month Before Christmas
Christmas Buying Will Reach the Highest Peak Since 1929
YOUR Sales Depend Upon Whether or Not You Advertise in the Big Selling Issue
MAIL YOUR COPY TODAY
Forms Start to Press Wednesday
November 17
NORTH POLE ANTIFREEZE

WRIST WATCHES $3.95

BOX 249, Won't boil away; prevents rust; no alcohol.

Prevents" the country.

REBUILT 497 Biwa, N. Y.; CHICAGO, 180 W. Adams St.

BANKER PENS


neatly Armistice Day Closing Cards, Sc.

gur sales are: Increasing.

Prepaid.

The Pen with the Interchangeable "Silverlike"

Righ-Priced Sweaters.

PLUNGERS-COMBINATIONS-SETS

In New Cases,

Flash Sample, I.OUTFIT - 2 in. STROP, $12.00 per Gr.

MR. DEMONSTRATOR - Here's a dose out.

PITCHMEN'S SAYINGS: "Hear me, gentle-

man..."

Memories: Remember when Ed Ebby and

Pete Miller..." after working Monroe, La. to fair

takes, is reported to have left that spot

and headed for St. Louis.

Pitchmen's SAYINGS: "Hear me. gentle-

man..."

Memories: Remember when Ed Ebby and

Pete Miller..." after working Monroe, La. to fair

takes, is reported to have left that spot

and headed for St. Louis.

The H— It Can't Happen

By Ross Dyer

Will Be a Feature of the

Christmas Number

Of The Billboard

Dated November 27
HURST PYRAMID...Genuine
The Leader for Demonstrations for Nearly Thirty Years.

BLOW OUT SALES ITEMS

Deals are the one offered by Lloyd's Distributing Company on the hard Life-Long Klectro Shaver. Company reports that they are in a big demand for the hard-stand deal and is looking forward to a big season.

Some time ago a suggestion was made that salesmen operators form a national association. This suggestion is rather too late, yet it has come too late. Have you any ideas on this subject that you'd like to pass along? Perhaps if all you join together something might be worked out.

Deals on the new Globe Trotter Radio will start November 15, says Bob Donnell, of the Globe Trotter Company. Shipments were delayed because many changes were being made in the construction and chassis. When these changes Bob claims the set now has a finer tone and is 10 per cent more efficient as to sensitivity and selectivity. All improvements were made inside the radio—the black chrome and gunmetal black frame design again being used. Radio features a dynamic speaker, which will handle the 11-tube numbers last winter, and based upon action already received the factory expects to go over last year's business volume by 100 per cent.

NOSEY DEMS

Booking itself into desirable locations, Main Point to remember is that they want to sell must be one which really needs them. Men are buying big again, and the man who can do it is really needed.

Other points are that the deal must be made for the real life of the store as well as for the real life of the man. We can't all get along like a gentleman at all times, and as our interest is such that we stick to a deal even knitting and keep his nose out of the business of the other clerks and departments in the store.

CARNIVAL

(Continued from page 39)

Beery-Berns: Alton, III., 8-13; Carbondale, III., 10-13; Knoxville, Tenn., 13-14.

Giants, Attrs. Wells: Jinga City, Nev., 11; Carson City 12; Truckee, Calif., 12.

CARNIVAL

(Continued from page 39)

Beery-Berns: Alton, III., 8-13; Carbondale, III., 10-13; Knoxville, Tenn., 13-14.

Shoe dealers are中华人民共和国.
FOR REAL CASH PROFITS
Write for complete details regarding our set up on the
Most No-They-Electrically
Lamps. Lights That Will NEVER
Burn Out. Burns Only One small Bottle of Tree. Special
Construction the Light Plate Through Solid Glass Rods.
Avoiding the Effect of Flares. All Wire Electric. Like a
1000 watts for only 2.00 a Month.
Headquarters for the Large and Most Complete
Selection of Electric Lamps in the West. We sell only the
Best and Quality Guaranteed. Send For Free Catalog.
WRITE FOR CATALOG. STATE YOUR LINE OR BUSINESS.
WISCONSIN "DE LUXE" CORP.
1901-12 No. THIRD ST.
MILWAUKEE, WIS.

STANLEY BROS. SHOWS
Out all winter. Want for Estill, S. C., week of November 15, Shows, Rides
and Concessions. Write or wire CURTIS L. SOOKS, Mgr., Rigsdan, S. C.,
this week.

MILLER AMUSEMENTS CAN PLACE
Stock Concession of all kinds for MORGAN CITY, LA. ANNUAL CELEBRATION, ON THE
STREETS OCTOBER 15, THROUGH SATURDAY, NOVEMBER 20. Novels, Ws, to
show. All Rides and Shows booked exclusive. Photos, Turkey Wheel, Kid Games and Diggers. Good opening for Ball Games, Lead Gallery. Show will be out until January 2. All wire - HARRY L. SINALL, this week, Crowley, La.

FLORIDA.
Florida Show Co.: El Dorado, Kan., 9-25.
Florida Show Co.: Cape Girardeau, Mo. 9-25.
November 13, 1937

Hartmann's

SOUND amplification has become an important factor in the entertainment of all forms of outdoor amusement. Go to any representative carny, ask him what he thinks about sound, and while the season is on and without him you find P.A. systems in operation, some changes have been noted.

At amusement places where these electrical and mechanical devices are small in number and far enough apart, some of those who may be critics, sounds things seem to harmonize, running along pretty smoothly except where end systems are great. In some cases, you hear anything on carnival and midway, the more the merrier, said. Here one will find attractions next to each other having loudspeakers of their own, and where there is a problem of comingling the mixture of voices anything but nice for good ears.

Some showmen have not been as strict as others in handling this important art and it has resulted in a line of shows where operators are trying to outdo (or should we say down-cut?) the one next door. They are doing so by using all the volume possible. The situation at one fair in particular this year is so bad that the management is forced to remove all sound equipment from their grounds if a repetition is attempted in 1938. This gives those carnival owners and independent showmen who have had already done so to give this matter some thought.

With the coming of outdoor shows, it is accustomed to good sound and is a desiring of this on Midways if audience is expected.

Just remember earwax were made for bearing, not to be beat on with.

Hartmann's

Barnes has Slow—

(Continued from page 40)

paradise at Simmons' ranch. The date at the Simmons ranch meeting, Bert Nelson told the company that the Lion Farm for the winter. Asked as to why he made such a statement, he said that at this time except that plans for next season's shows will be made.

E. F. Christiansen family has taken a home at El Monte for the winter, plans indoor engagement and screens for the screen. They have quarters and their San Marino home. Their home is now being built by Peggy during his absence. All the decoration will be done. Forstall was a surprise. Found Mr. and Mrs. Ed Walah, Mr. and Mrs. E. J. Cunningham, Mr. and Mrs. Carlson and Mr. and Mrs. Harry B. Levine. They are in the neighborhood.

George Tipton, after a short rest at San Diego, arrives to go on the tour. He will go on a hunting trip in Ontario. Mark Rippley replaced the demolished Amazon. George Hunt replaced the Grizzly. Leaving for Detroit, then to Toronto, to Buffalo, to Cleveland, to Columbus, to Darbyville and Circleville, Ohio. The company arrives in New York December 20. Driving car new from Detroit, Bert Younden left in Midland. He has been replaced by George Tipton and will be home in few days. Turner is to run the car and will be ready for the new season. The packed canning fruits, then on to New York where it is understood. The details on Canadian date may be found in Pines of this department.

WANTED—WANTED—WANTED

PROMOTERS—TELEPHONE MEN—ADVERTISING SOLICITORS

All Winter's Work—Best Auspices

Largest Indoor Circus on Tour, Opening MANFIELD, O.—NOVEMBER 22

The following write or wire at once: Jack Fenton, Dick Scott, Micky Blue, C. O. Dupas, George Chappin, Harman Q. Smith, A. W. (Pat) Ham, General Agent.

NICK CARTER and ELDRIDGE RUMBLEY, MANAGERS

Carter—Rumbley—Circus

FOR SALE

WANTED

For sale, write or wire at once: Fenton, Dick Scott, Micky Blue, C. O. Dupas, George Chappin, Harman Q. Smith, A. W. (Pat) Ham, General Agent.

ALL WINTER'S WORK—BEST AUSPICES

In-1938 Circus ofFairs. Also Want Reliable Salesmen. 

WANTED

CARTER—RUMBLEY—CIRCUS

FOR SALE

WANTED

Write or wire at once: Fenton, Dick Scott, Micky Blue, C. O. Dupas, George Chappin, Harman Q. Smith, A. W. (Pat) Ham, General Agent.

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NICK CARTER and ELDRIDGE RUMBLEY, MANAGERS

Carter—Rumbley—Circus

FOR SALE

WANTED
NEW YORK, Nov. 6—We received a letter this week from a party evidently interested in a promotional campaign being carried on by Helen Keller. She is the "Jumbo" of the 20th century, in miles, plays more dates and makes more publicity, via all media, than probably any outdoor attraction in years.

The former Nobles-Brand is recognized as about the usual for this time of year. So widespread has been publicity that advance exploitation that crowds were lured past the 'stiles even during storms, and Hamid described the Teter type of advertising as "a vigorous" season, to say the least, and perhaps the show will be given a new show for star season.

He's Had Help

But the sensational success of Lucky Teter, the show that's tied to Teter alone. J. H. (Harrell) Powell, business manager and general rep for the Nobles-Brand, has been largely responsible for the production and circulation of publicity and exploitation that this attraction enjoys. Aidied by Pat Purcell, who has been with the company for 14 years, Ralph Harrill's handling of the public, Powell conducted what was probably one of the most comprehensive campaigns ever attempted by an outdoor entertainment.
November 13, 1937

The Billboard

Notes From the Crossroads

By NAT GREEN

A VISITOR from the East brings an interesting story about John T. Benson, president of Benson Animal Farm at Nashua, N. H. The farm, where many fine animals and bird collection in America is quartered, entitles tens of thousands of visitors to see the same. Benson imported a dozen or so from India. A great attraction. On a recent visit to the farm, the visitor saw a snake wriggling along the road and immediately the question arose: Was it a cobra or a python? Benson knew they were both in the same family and that the cobra could possibly account for the matter, but fearing that the fright- ening face of the python would frighten visitors away he immediately had all the cobras, some as high as 50,000, mated to the python. The python is an expensive one, and it demonstrates a knowledge of human psychology.

A circus touch will be given the annual Hobo Show which is held the first week in December at the Stevens Hotel, Chicago. Charles Bernard, veteran circus man of Danvers, Ga., has an arrangement of circus backgrounds, including many old-time photographs, at the show.

Chicago has been the mecca for circus folk during the past week. And most of them have shown up to see the show and the report, at the moment, is that the shows are splendid. The show is the Talk of the Town, and the show is the Talk of the World. The show is the Talk of the Country, and the show is the Talk of the World. The show is the Talk of the Country, and the show is the Talk of the Country.

Charles and Richard Miller, well-known circus operators, have just returned from a trip to Paris, Belgium and Germany. The Miller brothers are active in the Chicago Chapter of the Downtown, where they have won the big prize in the annual meeting.

WANTED CIRCUS ACTS,
POLICE INDOOR CIRCUS

STARTING NOVEMBER 23, ONE WEEK.

All rings, Novelties, Grin Joke, Windágina, are desired.

Circus Headquarters, Ranks Hotel, Chicago.

Shawneen’s League of America

165 W. Madison St., Chicago, Ill.

Heart of America
Shawneen’s Club

Coates House Hotel

KANSAS CITY, Mo., Nov. 6.—The club rooms have been redecorated and new pictures have been hung on the walls, which will be held every Friday night.

Members have been busy during the summer months, and many new ones have been added. Membership will be closed December 26, and there will be created a great deal of interest. Harry Duncan, chairman of the club, is joining the race by a small margin, with the following supporters: Benfield, Robinson and Camille La Villa, who miss the big doings in December. "By the time the Christmas Special comes around," says Robinson, "I will be ready for it."

President of the company is busy with arrangements and will not doubt put on a real affair. The date is Saturday, November 27.

Harry, Raymond B. Dean and Jack Price.

Benson offer made her to go to Calcutta to visit her family. She left for India and returned to Chicago, where she was received with a great deal of interest. Miss Thompson joined the company and is now the sporting vice of the corporation.

This week at the Stevens Hotel, Chicago, we have been interested in connection with a forthcoming event of the company's history. The event, which is a fitting conclusion of the series of meetings and banquets, will be held December 26.

Mabel Stark, noted tiger trainer, and Margaret Thompson, widely known champion of America, left the Benson animal farm for a trip to East Europe. Miss Thompson will remain on the West Coast until the end of the month, while Miss Stark will leave for the East on December 26. Miss Stark was enthusiastic over the coming season, and Miss Thompson promises to be a great attraction.

This week in connection with the coming season, the cubs have been brought in and are in a state of near exhaustion. The cubs are being taken care of by Miss Thompson and the cubs' trainer at the Benson animal farm, where probably the most varied collection of animals in the world can be seen.

A very interesting feature of the cubs is their ability to perform various feats, including jumping through hoops, walking on a tightrope and performing in the ring. The cubs are very popular with the audience and have become a great attraction.

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STRONG APPEALS

Three of the strongest possible appeals have been made within recent weeks by prominent men for protection of the freedom of the press against abuse within its own house. It will be a service to the press and to the principle of American freedom to record these appeals together for future reference.

One of these appeals is recorded in Editor & Publisher, October 30, 1937. It is the story of what the trade paper for the newspaper business calls a "feud" between Mayor F. H. La Guardia of New York and The New York Sun. It relates that La Guardia in a recent press interview objected to the presence of a Sun reporter, threatened to kick him, etc. Editor & Publisher prints the story with blanks at certain places, indicating that the militant head of America's largest city used very strong language in expressing his feelings.

America is well acquainted with the brilliant rise of Mayor La Guardia from poor circumstances to the place he occupies in the political world today. Those who do not like his militant aggressiveness or his use of strong language at times need to reflect on the odds against the man from the beginning. It is one thing to rise to a position of leadership when circumstances are favorable, but an entirely different matter to have to fight every step of the way against frightful odds.

So the little episode of a "feud" between a popular leader and a modern newspaper is filled with significant reflections on the privileges and duties of a free press today. The item in The Editor & Publisher states significantly that "The Sun has opposed La Guardia politically since has was in Congress."

Here we have some serious facts to ponder. Here is an example of gross abuse of freedom of the press by newspapers in its worst form. Here is the case of a big newspaper hounding a public man year in and year out, and the only apparent reason is that the publishers of the newspaper do not happen to like the man La Guardia. Here is the case of a newspaper supported by the people devoting effort and money to hounding by all the means which a "free press" allow a leader whom the people support.

Examples like The Sun can be multiplied over and over again. Publishers who are following such tactics have better take stock of the fact that "we, the people" are compelled to support such papers directly and indirectly by the "advertising tax" hidden in much of everything that we buy in the stores. If we have to pay such a high price to support newspapers, a free press demands that the papers be run for public education and information and not to serve the whims of the publishers. Such publishers had better take stock of the fact that there is seething resentment in a large mass of the people against newspapers in general and that these people are waiting for some militant, aggressive leader to demand a fair, constructive and non-partisan press in America.

Within recent weeks another appeal was made by President Roosevelt in his fireside chat. The President mentioned...
November 1, 1937

AMUSEMENT MACHINES

Meet All Needs

Exhibit Plans To

CHICAGO, Nov. 6.—The introduction of a new machine to the field, the "Track Time," which is designed to cover the field as completely as possible, is the latest addition to Exhibit's line of games. The console is made to order and can be supplied to meet the needs of any location. It is designed to attract attention and provide a good return on investment.

The new machine features a skill attachment, which allows the operators to control the game and increase their earnings. It also includes a field attachment, which provides additional variety and excitement for the players. The combination of these features makes the "Track Time" an attractive addition to any game room.

In writing please give full data, but these bumper springs must be hit while a duck is visible in the field. As one starts the downward swing, the other starts upward, and each appears alternately for about one-third of the arc of the circle.

Operators interested in opening "closed" territories should answer this advertisement immediately in securing further particulars regarding this proposition. Advertiser will only show method of procedure, but will also supply necessary legal data. Inquiry puts you under no obligation or expense.

In your territory. Address

Box 711, The Billboard, CHICAGO

Leaving coin game factory has legal "Free Game" type of game with supporting legal opinions and data for operators wishing to open "closed" territories.

Operators interested in opening "closed" territories should answer this advertisement immediately in securing further particulars regarding this proposition. Advertiser will only show method of procedure, but will also supply necessary legal data. Inquiry puts you under no obligation or expense.

In writing please give full particulars as to present operating situation in your territory.

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How Business Profits From Coin Machines

By GEORGE CROOK

Editor's Note: This is the second of a series of articles on the coin machine industry appearing in The American Business Magazine. The first article is reprinted in The Billboard August 21. In the September issue of American Business and Common reader have copies of the publication.

Coin-operated machine business is an industry employing many thousands of men and women in many different capacities. It is a business that has grown rapidly in the past few years, and it is expected to continue to grow at a rapid pace.

Coin-operated machines are of two main types: amusement devices and gambling machines. Amusement devices include coin-operated phonographs, gum venders, peanut venders, and some other devices. Gambling machines include slot machines, which are coin-operated devices that hold the promise of a reward for the player who pays the coin.

Amusement devices are popular because they provide an opportunity for people to enjoy themselves in a variety of ways. They are also popular because they are relatively inexpensive and can be found in a variety of locations, such as arcades and game rooms.

Gambling machines are also popular because they provide the opportunity for a player to win a significant amount of money. However, gambling machines are also controversial because they are often associated with crime and other negative social issues.

In this article, we will focus on the coin-operated amusement devices, which are the most popular and most widely used of the two types.

Amusement devices include coin-operated phonographs, gum venders, peanut venders, and some other devices. These devices are popular because they provide an opportunity for people to enjoy themselves in a variety of ways. They are also popular because they are relatively inexpensive and can be found in a variety of locations, such as arcades and game rooms.

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### Business News

**Monarch's Jar Deal - Scoring With Ops**

**Chicago, Nov. 6.**—Monarch Coin Machine Company reports that business is being arranged as a follow-up for new model. According to Roy Bazelon, Monarch chief, the new model is being introduced to the operators in the various sections of the country for our readers to place orders on a more systematic basis and to enable them to purchase the new model.

**Bally's Bonus Skull Track**

**Bally Coin Machine Company** reports that business for the bonus skill track is being arranged as a follow-up for new model. According to Roy Bazelon, Monarch chief, the new model is being introduced to the operators in the various sections of the country for our readers to place orders on a more systematic basis and to enable them to purchase the new model.

**Monarch Coin Machine Company** reports that business is being arranged as a follow-up for new model. According to Roy Bazelon, Monarch chief, the new model is being introduced to the operators in the various sections of the country for our readers to place orders on a more systematic basis and to enable them to purchase the new model.

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### Special Offers

**Ralph Lane** reports that business is being arranged as a follow-up for new model. According to Roy Bazelon, Monarch chief, the new model is being introduced to the operators in the various sections of the country for our readers to place orders on a more systematic basis and to enable them to purchase the new model.

**Electro-Circle** reports that business is being arranged as a follow-up for new model. According to Roy Bazelon, Monarch chief, the new model is being introduced to the operators in the various sections of the country for our readers to place orders on a more systematic basis and to enable them to purchase the new model.

**Bell & Howell** reports that business is being arranged as a follow-up for new model. According to Roy Bazelon, Monarch chief, the new model is being introduced to the operators in the various sections of the country for our readers to place orders on a more systematic basis and to enable them to purchase the new model.

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**Munson vs. Chicago**

**Munson vs. Chicago** reports that business is being arranged as a follow-up for new model. According to Roy Bazelon, Monarch chief, the new model is being introduced to the operators in the various sections of the country for our readers to place orders on a more systematic basis and to enable them to purchase the new model.

**Monarch Coin Machine Company** reports that business is being arranged as a follow-up for new model. According to Roy Bazelon, Monarch chief, the new model is being introduced to the operators in the various sections of the country for our readers to place orders on a more systematic basis and to enable them to purchase the new model.

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**1938 Wholesale Catalog**

**The Billboard**

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**Electro-Circle** reports that business is being arranged as a follow-up for new model. According to Roy Bazelon, Monarch chief, the new model is being introduced to the operators in the various sections of the country for our readers to place orders on a more systematic basis and to enable them to purchase the new model.

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**SPECIALS**

**10 used Slot... Perfect condition, $10.00**

**150 used Slot... Perfect condition, $15.00**

**250 used Slot... Perfect condition, $25.00**

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**FREE**

**1938 Wholesale Catalog**

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**BAUSCH NOVELTY COMPANY**, 158 Franklin Ave., Binghamton, N.Y.
Russo Plans To Revive Hub Org

BOSTON, Nov. 2—Nicholas W. Russo, president of the Superautomat Company, Inc., of Dorchester, is reported to be formulating plans to revitalize the association of music operators in this section. Russo intends to fight for the leadership of the organization, which has been the "lone ranger" and has failed to attract all operators in this area to a dinner at the Cafe Continental recently. Russo is reported to be advocating that a group association be formed for the purpose of instigating favorable legislation. He also intends to propose a blacklist of locations which have been the "lone ranger" and that a sliding scale of commissions be set up to eliminate these chasing tactics among members of the fraternity.

The first bits of legislation Russo intends to fight for in the Legislature is to try to get some land at the Seaside Amentes to be played on Sunday. He also will advocate a bill to allow operators to advertise their business locations on the State, reap profits and be allowed to charge a nominal fee. Russo also has plans for an executive board which will hear all cases and a clearing house which will hear all cases and a exemption from taxes. The State, reap profits and be allowed to charge a nominal fee.

The Board of the Music Association has a majority of members from the group that an association be formed and that a sliding scale of commissions be set up to eliminate these chasing tactics among members of the fraternity.

The new board, which will hear all cases and a clearing house which will hear all cases and a exemption from taxes, will be settled in his native Greece, has bought a beautiful Greek marble

Sheet-Music Leaders

(Week Ending November 6)

Based on reports from leading operators in this section of the country,resseives indicate that the Gulf Coast and the Mississippi Valley are the scenes of the harvesting of the biggest section, and this is expected to result in a greater desire to enjoy pleasure and music. The advertisements of these pleasure seekers, who are also sharp pickup in rentals, operators specializing in this business, report that sales are best of year.

A letter from the friend of every music operator in this section of the country shaped that the Gulf Company, which has been settled in his native Greece, has bought a beautiful Greek marble

Engle and Specter Buy 100 Rock-Olas

CHICAGO, Nov. 6—Truckloads of Rock-Ola phonographs have been going out of the lamplighter's Philadelphia warehouse for the past few weeks—100 of them to M. Specter and Harry Engle, owners of the Automatic Amusement Company. Exuberantly, J. D. Leiser, president and owner of the Automatic Amusement Company, said:

"That's a good example of the bigger ones taking business from the smaller, and I don't think it's going to be a few weeks."

The Automatic Amusement Company is one of the most successful concerns in Philadelphia. It has been operating a successful business for the past few years, and during the past year, together with a large unit of the Automatic company, it has been very successful. The Automatic company is faced with the situation that was already facing the Automatic company, and with a heavy demand for phonographs, it has been able to maintain a steady business. The Automatic company, particularly, has been the subject of much speculation, and with a heavy demand for phonographs, it has been able to maintain a steady business. The Automatic company, particularly, has been the subject of much speculation, and with a heavy demand for phonographs, it has been able to maintain a steady business.

"We've worked hard to maintain our business, and we've done it," Leiser said. "But, we've also been successful because we know what we're doing, and we've been able to meet the demands of our customers."

New Orleans

NEW ORLEANS, Nov. 6—Reports from all sections of the country indicate that the Gulf Coast and the Mississippi Valley are the scenes of the harvesting of the biggest section, and this is expected to result in a greater desire to enjoy pleasure and music. The advertisements of these pleasure seekers, who are also sharp pickup in rentals, operators specializing in this business, report that sales are best of year.

Noes are still rolling on the new section of the Gulf Coast, and this is expected to result in a greater desire to enjoy pleasure and music. The advertisements of these pleasure seekers, who are also sharp pickup in rentals, operators specializing in this business, report that sales are best of year.

The Billboard

IN THREE SHORT YEARS George and Albert Naviolas have grown from operating a prosperous restaurant in Bristol, Conn., to operating routes on which they have over 2,000 Wurlitzer phonographs.

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AMUSEMENT MACHINES (MUSIC SECTION)  

They've Got what it Takes!

Some call it “class” — others call it “style” — still others say “quality” ... by any name, it's a characteristic of consistent pleasing performance that reaps its own reward in high popularity for Leaders in the entertainment world.

Seeburg instruments, on the basis of performance arising from “quality,” “class” and “style,” are acknowledged the superior automatic phonographs. And, on that basis, the Royale and Rex, 20 Record Illuminated Multi-Selector Seeburg Symphonolas featuring the original Lumalite Grille, earn greater daily profits for Seeburg operators.

New Detroit Firm Starts in Music

DETROIT, Nov. 6—Detroit's newest operating organization, the Michigan Mutual Distributing Company, is specializing in music machine operation at the present time. The company plans a get out about 300 to 500 music machines, with 120 machines now on location, and an order for 100 more now being placed thru Harry Graham, of the Arquette Music Company. The Michigan Mutual is specializing in phonographs and plans to add other lines of machines as well.

In a statement this week Pete Licavoli, one of the partners, said that the company is looking at present for any available distributorship of any type of machine and will evidently expand into other lines quickly, covering a wide range of activities.

Licavoli is the former owner of Pete's Specialty Company, a jobbing house operated about 10 years ago, which specialized in amusement machines.

The company has a fully equipped service department to handle any type of repairs and will extend this service up-state later. Service department is to be kept open until 12 o'clock nightly to handle late trouble calls. This department is in charge of Orval Hastings.

SAM KRESBURG priming one of the Bermuda ship's midget pages in preparation for the trip to Bermuda by Capitol Automatic Music Company and its guests, sailing from New York December 4.

AMERICAN MUSIC 420 TENTH AVE. CO. NEW YORK, N. Y.

WURLITZER PHONOGRAPHs

The Best Buys Ever Offered

Every Phonograph guaranteed 100% Perfect and looks like new. Plenty of Phonographs on hand to take care of all orders. Shipments made same day order is received.

Terms: 1/3 deposit with order, balance C.O.D.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS
The Billboard
November 13, 1937

AMUSEMENT MACHINES (MUSIC SECTION)

Capehart Recounts N. E. Ops' Success

NORTH TONAWANDA, N. Y., Nov. 8.—The Navickas brothers up in New England are just one more example why the automatic business is the most interesting in the world, according to William H. Capehart, president of the Automatic Machine Manufacturing Company.

The story of the Navickas brothers as related by Homer E. Capehart, vice-president of the Wurlitzer Manufacturing Company, is that three years ago George and Albert Navickas were operating a prosperous restaurant in Boston. Sometime during this period, Wurlitzer's salesmen visited the Navickas brothers, who operated a total of more than 3,000 Wurlitzer phonographs. The brothers had been in the phonograph business for many years, and they were able to get the most excellent locations and to operate their machines for maximum profit.

The brothers decided to get more involved in the phonograph business and to open their own location. They chose the location that offered the most potential for success and began to plan their strategy. They decided to keep their machines in their restaurant and to offer a wide variety of records to attract customers. They also planned to keep the machines in good condition and to provide excellent customer service.

The brothers were aware that the phonograph business was becoming more competitive, and they knew that they needed to be innovative in order to succeed. They began to experiment with new ideas and to try new strategies to attract customers. They were successful and their business grew rapidly.

George Navickas has been a partner in the Automatic Machine Manufacturing Company for the past three years, and he has helped to build the company into one of the most successful in the industry. Albert Navickas is the manager of the Automatic Machine Manufacturing Company in Boston.

The Navickas brothers have been able to keep their machines in their restaurant and to offer a wide variety of records to attract customers. They have also kept the machines in good condition and to provide excellent customer service. Their business has grown rapidly and they have been able to continue to innovate and to keep ahead of the competition.

When the Navickas brothers decided to get more involved in the phonograph business, they chose the location that offered the most potential for success and began to plan their strategy. They decided to keep their machines in their restaurant and to offer a wide variety of records to attract customers. They also planned to keep the machines in good condition and to provide excellent customer service.

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MEN
MACHINES

An official notice has been mailed to the effect that the new headquarters of the American Sales Corporation, 56 North全国人民
1940, mentioned that Governor Earled been a director in a large chain of
1ances among London and European coin-
tion for many years and called to see
1ances this winter and is getting ready for it.
1940, met at the dock
18 different cities and from 39 different
1es of this, advertiser that the coin game
18 of space. "Inquiries received came from operators in
nted the theory that a good product rightly advertised
nt in Billboard the chances are we would have had to double our
18 of operators all over the country.
18 of operators in

THE BILLBOARD advertisement
swamps J. H. Keeney & Co.

Small 'blind ad' (1/6th page) produces hundreds of inquiries from operators all over the country.

Writes Ray Becker, Keeney sales manager:

"If we got this big batch of inquiries from a little eighth-page* in Billboard the chances are we would have had to double our.

"Inquiries received came from operators in

This is another instance of where we have proved thru key advertisements that Billboard is read by the coin game operators of America.

"Our experience in this case again proves the theory that a good product rightly advertised in the proper medium WILL GET RESULTS."

The eighth-page referred to was an offer on the part of J. H. Keeney & Company to furnish new "Free Game" games to interested operators for location test.

"The House That Jack Built," the other name by which this concern is known, are regular users of substantial space in each week's issue of Billboard.

Frequent checks thru the use of key advertisements have time after time proved to the complete satisfaction of this advertiser that the coin game operators of this country DO READ Billboard EACH WEEK.

WILL FURNISH

a whole page, with good results. Late model

Bechtol

A TRUCKLOAD of Seeburg Royal

Read weekly by operators everywhere.
INCOME. IN A LEGITIMATE, STEADILY INCREASING IT. It won't be long NOW. PRECISION - BUILT, SOLD ONLY TO OPERATORS of profitable experience - plus many, letters and inquiries received. "We at Ranel and Daval are happy," said Ben L. Kulick, sales manager of Ranel, Inc., and the Daval Manufacturing Company.

RANEL, INCORPORATED
333 N. Hoyne Ave., CHICAGO, ILL. Affiliated with DAVAL MFG. CO.

BY SPECIAL PERMISSION THROUGH DISTRIBUTORS

BEN KULICK, Sales manager, who puts the "pop" in the U-Pop-It pop-corn vender.

PUBLICITY for vending machines in a current issue of Drug Topics, drug trade weekly.

Vending Official Visits DISTS

DETROIT, Nov. 6 — "Vending machine operators do not always think of their business as being as truly seasonal as it really is" Paul R. Gordon, of the Pos

Beech-Nut Gains Coming Profit Rise

NEW YORK, Nov. 6 — Chewing gum sales are bettered, it is reported, because, as reflected in many, many letters and inquiries re-

Write for Low Prices

THE BILLBOARD

AMUSEMENT MACHINES (MERCHANDISE SECTION)

November 13, 1937
NO NEED TO INVESTIGATE IF YOU INVEST IN

POPMATIC

FISR AND BEST... 
LEADER AND PIONEER

POPMATIC is not an imitation - it's the original automatic corn popper and vending machine - the result of more than three years of development and testing. Fully patented features - housed in an attractive modernistically designed cabinet - insure simplified, positive operation. POPMATIC is past the experimental stage - it is proving profitable in hundreds of locations. POPMATIC offers a steady, legitimate business for someone in every town in the United States. Write, wire or phone today for details and prices!

POPMATIC MANUFACTURING CO.
American Chicle Reports Success

CHICAGO, Nov. 6.—The Chicago Journal of Commerce devoted considerable space to the financial report of the American Chicle Company, of Long Island City, N. Y., and explaining some of its business policies. The American Chicle firm has long been known in vending machine circles as a supplier of private brand and other forms of chewing gum. According to the Chicago newspaper, American Chicle has some outstanding qualities which make it attractive to investors when the list of available securities is being examined in the light of resistance to depression, labor relations, cash position and the ratios of taxes to volume and of fixed capital to assets...

Gross Income

Gross income from sales in the nine months was rounded off at $11,950,000, which is not far below the $11,643,270 for all of 1936. For that year, $7,162,237 was carried over from the third quarter of this year. It would be in line with the upward trend since the bottom of the depression. Shareholders, however, have good reasons for optimism, for the average for the three quarters this year was $5.70 in 1933 to $6.64 in 1934 and $8.00 a year ago.

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Distribution of the company's products, which embrace every widely advertised trade-name brand of gum and other confections is inflicted largely thru the big chain-store systems and other grocery, candy, drug and cigar stores.

Tavern Group Meets To Discuss Problems

CHICAGO, Nov. 6.—The Illinois Bev- age Dealers Defense League, which num-

bersons more than 3,000 tavern owners among its members, is now in the final stages of organization, according to C. W. Hamilton, temporary president of the group and chairman of the two-day convention held at the LaSalle Hotel here on November 1 and 2. The league was or-ganized six months ago.

Judge D. S. Crafton, of St. Louis, who heads a similar organization in Missouri, told the delegates of the necessity for the amalgamation of the two groups

Money Makers!

NEW, DIRECT FROM FACTORY

ONLY $4.40 and up

Over 60,000 Sold

Write for Full Information Today

ROY TORR

1647-60, 6th Street, Philadelphia, Pa.

5/8" Ball Gum

ASSORTED—FACTORY FRESH

$10.95 10,000 Balls

TRANSPORTATION PAID

CASH WITH ORDER, NO C.O.D.

PEANUT & GUM VENDING MACHINES

NEW, DIRECT FROM FACTORY

ONLY $4.40 and up

Over 60,000 Sold

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Write for Full Information Today

ROY TORR

1647-60, 6th Street, Philadelphia, Pa.
Good Will

In the current issue of Cigarette Smoke News, which Secretary Le Roy Mohr, Far West Regional Director, of the Cigarette Merchandisers' Association of the United States, sends to all members of the association whose election will be held in honor of the incoming officers at the end of that time his investment in the New Jersey Bell Telephone Company. Wertheimer spoke on How a Successful Operator Should Work and the money belongs to him.

1. Stay out of locations during depression.
2. Return over-money to proprietors.
3. Keep up your credit or you will lose it.
4. Always offer to lease nickels and dimes for change purposes.
5. Treat all customers with respect.
6. Don't leave empty cigarette cartoons or peanuts of any location.
7. Keep a refund log on phone call when customer has phoned for service.
8. Be neat and clean in your appearance. Never start your day's work with a shave.
9. Always give a sufficient quantity of spare parts, screws, bolts, etc.
10. Phone your office without fail at least twice daily for special calls, complaints, adjustments, etc.

Sales Policy Work Of Gummersheimer

BOSTON, Nov. 6—David S. Bond, of the Trimmont Coin Machine Company, has succeeded Charles F. Barnes, one of the city's leading coin venders, in the position of salesman for his company here. Bond has been with the firm for four years.

Trimmont's Snacks Complies With Law

BOSTON, Nov. 6—David S. Bond, of the Trimmont Coin Machine Company, has succeeded Charles F. Barnes, one of the city's leading coin venders, in the position of salesman for his company here. Bond has been with the firm for four years.

Uncle Sam Sets Out To Improve Popcorn

Washington, Nov. 6—Federal experts here have set out to improve the qualities of that truly American confection, pop corn. These men aim to reach their goal by applying the principles of agricultural research, using the methods of the Department of Agriculture and the Food Experiment Station, using the results of general knowledge in improving the corn popping qualities of that truly American confection.

WHILE THEY LAST!

LATE 1936 MODEL 412

ALL IN A-1 CONDITION.

$135 EACH

WRITE OR WIRE FOR PRICES.

WURLTIZERS

FOR PRICES—FOR PRICES.

WHILE THEY LAST!

LATE 1936 MODEL 412

ALL IN A-1 CONDITION.

$135 EACH

WRITE OR WIRE FOR PRICES.

WURLTIZERS

FOR PRICES—FOR PRICES.
**YOU GET NOTHING FOR NOTHING!**

**THE WAY TO GET SOMETHING FOR YOUR MONEY IS TO PAY A FAIR PRICE FOR IT!**

We will not be undersold on comparable used machine values!

Colleges, Churches, Schools - We Take Old Machines for Newer Models

RAYS TRACKS, Baseball, Basketball - We have the latest in table games and novelty items.

**WRITE FOR LOW PRICE LIST ON HIGH-LINE MACHINE.**

The Most Complete Stock This Side of the Atlantic!

**WE WILL PAY CASH FOR:***

- Old Coin Machines
- Slot Machines
- Pinball Games
- Novelty Machines
- Lottery Machines
- Arcade Games

We will not be undersold on comparable used machine values!

**GET ACQUAINTED WITH AVON SERVICE***

New or guaranteed reconditioned used machines - try them.

Buy from - Sell to

AVON NOVELTY SALES CO.

900 N. Franklin (Phone 9536) PHILADELPHIA, PA.

**ROSE BOWL**

1000 HOLES 5c

**A MONEY-MAKER FOR THE FOOTBALL SEASON**

Cost $100.00

Rent $25.00

**$220 TOTAL PROFIT.**

For Our Catalogue of Money Making Boards, Address


**Quality of Calcutt Used Games Praised**

FAYETTEVILLE, N. C., Nov. 6 — Joe Calcutt, president of the Calcutt Novelty Company, reports that he has been receiving many fine compliments on the fact that his company is using reconditioned used equipment. “We are not satisfied until we make sure that the machine is completely overhauled and ready for service,” Calcutt declared. “We believe that our customers are entitled to as much satisfaction as possible.”

**DOLLY FLASHER,** for whom the Mills Flasher table was named, takes a sun bath and dreams of all the operators who will use Flasher.

**Life of Dolly Flasher**

A beautiful girl is attractive. But a beautiful girl who is intelligent, talented and charming is all but attractive by itself. A beautiful girl who combines these qualities is a joy to mankind. Dolly Flasher, in case there is an operator in America who has not heard of her, is that delightful bit of femininity who is making the Mills Flasher machine famous. Her name is associated with the Mills Flasher machine in a way that is sure to be remembered by generations to come.

**New Orleans**

NEW ORLEANS, Nov. 6 — While New Orleans is well known for its grand games and slot games, the city is also known for its pinball games. The Mills Flasher machine has found a loyal following among the pinball players in the city. The machine is considered to be one of the best in the business.

There has been a noticeable increase in the number of people playing pinball games in the city. Many operators are now offering the game to their customers. This has led to a rise in the popularity of the game and to an increase in the profits of the operators.

**Kv. Judge Rules On Pinball Games**

COVINGTON, Ky., Nov. 6 — Judge Joseph Goodenough placed the case of E. M. Mallory in the industry.
Beanlite Going Big, Says Wolberg

CHICAGO, Nov. 6.—Beanlite of 1937 continues to be the shining light in sales for Chicago, as well as for the multi-machine industry, according to a report of the multi-machine company, "Never before in our history," he said, "have we seen such a change in the industry as we are now experiencing." This is especially gratifying, as the coin trade has been making tremendous efforts to introduce new features that should increase its appeal to the consumer.

Fitz Sends Two Commen to N.E.

NEW YORK, Nov. 6.—Following close on the announcement of a new office in Miami, Nat Cohn, president of Modern Coin Machine Company, has sent out a notice that a new office will be opened in Miami. This is the third of the new offices that Modern Coin Machine Company has opened in the past six months, and it is expected that these new offices will be followed by others in the near future.

Palm Beach Office Opened by Modern

NEW YORK, Nov. 6.—Following close on the announcement of a new office in Miami, Nat Cohn, president of Modern Coin Machine Company, has sent out a notice that a new office will be opened in Miami. This is the third of the new offices that Modern Coin Machine Company has opened in the past six months, and it is expected that these new offices will be followed by others in the near future.

False Alarm Gets Laugh for Distrib

KANSAS CITY, Mo., Nov. 6.—Max Cooper, well-known distributor here, got more than one chuckle from reading the report of an alarm clock that went off in his office while he was asleep.

Atlas Exec Fishes With Other Coin Men

MIAMI, Nov. 6.—In keeping with his policy of putting the best man in the coin-machine business, Eddie Ginsburg, president of the Multi-Bell Company, has moved his headquarters to 2605 Fullerton avenue, Orange, to take advantage of the opportunities offered by the growth of the coin-machine industry.

Evans Produces Mystery Machine

CHICAGO, Nov. 6.—A new creation is reported by H. C. Evans & Company, who have announced that they have introduced a new machine which they claim is a mystery machine.

Los Angeles Conducting Biggest Location Survey

LOS ANGELES, Nov. 6.—What is purported to be the most accurate survey of trends in locations ever undertaken has been launched here. The survey, sponsored by local newspapers, the Chamber of Commerce, and about 20 business firms, is designed to study the most suitable locations in the city for various types of businesses.

The article, accompanied by a three-column photograph, described a police officer in a group of police officers and a number of picket guards, photographed and other machines owned by Cooper. Cooper had rented it for a few hours to use as a showroom for some of the machines, and it was in need of repairs.

The article reported that a neighbor in the vicinity of the garage called the police and expressly stated that "two men were seen putting slot machine games into the garage. This is a respectable neighborhood," said the neighbor, "and you should not be using a machine like this as a center for the slot machine industry."
C'mon over! Get acquaintance with BONNIE SERVICE! No more waiting for deliveries from rain or snow! Your machine will be ready to use in just 10 minutes from the time your call is received. Get your BONNIE SERVICE now!

**BRAND NEW**

BROOKLYN, N. Y. - The Brooklyn Coin Machine Company has announced the opening of a new service center in Brooklyn. The center will provide prompt and efficient service for all types of coin machines in the area.

**H. ROSENBERG CO.**

1144 W. FLAGLER ST., MIAMI, FLORIDA

LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

CASH WAITING FOR THE FOLLOWING BUMPER PIN GAMES

* Bally Bumper - Running Wild - Battlerup - Firecracker - Hit

H. ROSENBERG CO.
2170 AMSTERDAM AVE., NEW YORK

FOR BEST PRICES

GET ON OUR LIST

_AND MAKE YOUR ORDER FOR DELIVERIES! SPECIAL PRICES FOR CASH!

New England

BOSTON, Nov. 6 - George J. Young, president of the New England Coin Machine Company, reports that business is up in the region and that the company is experiencing a steady increase in sales.

**M. T. Johnson, of Breckenridge, knave of the ballads and the dance, has decided to retire from the coin machine business, citing the high cost of living as the reason for his decision.**

New England Amusement Machines

November 13, 1937

**London**

In presence of large gathering of amusement caterers and operators a memorial stone was erected to the memory of Mr. Durand. The memorial was located on the site of the old Durand residence and was dedicated on October 19.

**Bernard Brenner**

London, Nov. 9 - Bernard Brenner, popular young manufacturer of coin machines, was a candidate for election to the local council on November 12. Bernard is vice-chairman of the Coin Machine Manufacturers' Section, organizer of London coin machine exchanges.

**Slot Club, trade social organization, held monthly dinner in the restaurant of the firm's annex on November 10. Chairman was Albert Cohen of the old Times, a member of the old guard of operating managers. Attendance was excellent and included many of the old-timers, of Buckeye Manufacturing Company, Tish Williw, John Holloway, Bill Skilton, Billy Elms and Wil. H. Hammack. Bernard Brenner was elected chairman for next meeting on November 12.

**Botto**

November 9 - Botto, one of the many operators who helped with the setup of Bally's Seattle Arcade, passed away unexpectedly. He leaves a widow and two children.

**Heroux New Owner Of Seattle Arcade**

SEATTLE, Nov. 9 - Repeal of the law against coin machines in the state of Washington has led to a rapid increase in the number of coin machines in Seattle. Earl Heroux, of Heroux Enterprises, Seattle, who owns the amusement place in downtown Seattle, has purchased a number of coin machines from Bally's and is planning to open a new amusement place in the area.

**Ben Palastrian has returned from a secret trip of four days.**

Palastrian was in New York City for a meeting of the National Coin Machine Dealers Association. He returned to Chicago on November 8.

**Fort Worth**

Helen Savage has joined the staff of the Fort Worth Star-Telegram, where she will continue her work as a reporter. She is married and has a young daughter.
Cleveland Op Back From London Trip

CLEVELAND, Nov. 6.—"Every place you look in England you see slot machines. In fact, they are as thick as peanut machines in this country," said a Cleveland operator."

Bally Club House, originally produced ticket in taking in 25 to 35 cents each game, is larger games, and the seven-coin chute, machine in many good spots which are too cramped for space to accommodate result operators are able to place the every bit as much flash as the most required by the average console-yet has over Bally's Club House because it oc-

6. The new-type ticket model may be operated either as a ticket vending machine or as a pay-off machine, and when operated in the latter way, payoffs may be in cents or check.

"Operators are especially enthusiastic over Bally's Club House because it occupies less than half the floor space required by the average console yet has every bit as much flash as the most elaborate pin game backboard. As a result, operators are able to place the machines in many good spots which are too cramped for space to accommodate larger games, and the seven-coin chute, taking in 25 to 35 cents each game, is producing big-time profits for operators in all sections of the country. The ticket model will now enable many more operators to get their share of those big earnings."
NOW! with **MINT VENDER** and **SKILL CONTROL BUTTON**

**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.

Territory heretofore closed to console operation can now be opened to TANFORAN. The Skill Button Control—the Mint Vender that vend mints on nickles only, presents operating possibilities that live operators have already turned to their advantage.

When Writing to Advertisers Mention The Billboard.
Bally Boasts of Complete Roster

CHICAGO, Nov. 6.—Bally’s busy, was the quick reply of Ray Moloney, president of Bally Manufacturing Company, when quizzed about conditions in the industry. He then elaborated to explain the reason behind the activity at the Bally plant.

"We keep the factory going," Ray stated, "by offering a hit game for every type of amusement operation from counter to complete class and everything in between. In the novelty class, the Bally Airway is now in its third month and still going strong. With the opening of a new novelty territory, Airway has received a new lease on life and will undoubtedly be in full production right up to show time.

"Bally’s Stables, in the single-coin one-shot class, is duplicating the performance of our Famous Frankies in player appeal and earnings power. In fact, Bally’s singles are even more popular than earlier one-shots, due to the fact that selections are stepped up to over three times two and up to multiple per game.

"The multiple field is being served with the Pleasure Park, a new machine built in collaboration with leading operators of multiple equipment. Its earnings power is greater than any multiple game we have ever produced, and operators report that new anti-cheat apparatus and the improved mechanism built into Pleasure Park have resulted in substantially increased net profits. Along with Pleasure Park there is still a lively demand for our Fairgrounds multiple one-shot, which has now been on the market almost a year.

"In the counter class, Nugget and Brass is our current volume leader, with Bally Baby a close second.

"Creating a furor in the console class is our revolutionary design in Bally’s Club House, upright console. Due to the fact that this unit contains three sails and a spread of 16.5 lb. in a comparatively small floor space, it is now in production. The machine is a miniature one-ball payout table with a miniature one-ball payout table. The size of new owners of the machine has been announced to the public today by officials of J. H. Keeney & Co., the firm, "Mr. Keeney concluded, "whom we have been able to get in on new anti-cheat apparatus and the improved mechanism built into Bally Airway have resulted in a substantially increased net profits. Along with Bally Airway there is still a lively demand for our Fairgrounds multiple one-shot, which has now been on the market almost a year.

"In the counter class, Nugget and Brass is our current volume leader, with Bally Baby a close second."

U-Pop-It Carries Double Guarantee

CHICAGO, Nov. 6.—There is hardly an operator in business today who at some time or other has not had the experience of buying a new machine only to find it off-standard in performance or location. "For those operators who have had this experience," stated A. G. Douglas, president of the David Manufacturing Company and its affiliate, Bally, Inc., "it will be most gratifying to know that our automatic pop-corn merchandiser, U-Pop-It, carries a double guarantee.

"U-Pop-It is backed by Bally and by David, as representatives in the 22 years of successful manufacturing, business experience and fair dealing of the principals of these two organizations," continued A. G. Douglas. "U-Pop-It is guaranteed against any hidden defects, and in making this statement we want operators to know that we really stand by our product. Allowing for normal usage in the steady operation of these machines, we can make this a far-reaching guarantee, because after all our equipment is very simple in design, construction and operation.

"U-Pop-It is 100 per cent mechanical," Douglas concluded, "and it has no electric motors, transformers or contacts. What few moving parts this machine has are noncorroded and rustproof. The efficient corn-popping heating element is extremely economical with minimum current consumption. It cannot overhear and burn the corn. Everything about U-Pop-It has been worked out from the standpoint of easy accessibility for fast servicing on location.

Skill Time Is Name of New Keeney Game

CHICAGO, Nov. 6.—A new outstanding development in coin-mechanism games was made public today by officials of J. H. Keeney & Co. when they announced the release of their newest development, Skill Time. "This new game," stated Jack Keeney, president of the firm, "consists of the combination ofordinarily in the single-coin class, with our famous Track Time, which will permit the operators to place this payout console table in payout table territories.

"The original play of Track Time has not been altered," he continued, "except that now the player may make one of three bids on the miniature playing field to set the game in operation. This new feature opens up a whole new field to the game operators. Keeney concluded, "and we have already reported that ops are strong in their commendations of this new development."
CONSOLES

Paces Races—All Perfect Condition . $119.50
Ray's Track ... 109.50
Bally Favorite ... 94.50
Pamco Bells ... 59.50

1-BALL AUTOMATICs

22 Caroms ... $32.50
25 Golden Wheels ... $54.50
18 Classics ... 39.50

1/3 Deposit With Order

GERBER & GLASS

914 DIVERSEY
CHICAGO, ILL.

THE GREATEST GIFT ITEM

$15.00 Nationally Advertised

PACKARD
Lifetime LEKTRO-SHAVER
Salescard Operators
Low Agents - Distributors

BIG PROFIT
SPREAD
QUICK ACTION

SEND FOR FREE SALESCARD AND DETAILS TODAY

LLOYD'S DISTRIBUTING CO., 521 FIFTH AVE.

THE SAN FRANCISCO DAILY NEWS in 1935 published a series of cartoon sketches depicting "It Started in San Francisco." The above sketch shows the other slot machine made by Charles Fey in 1895. (Sketch—courtesy of Walter Tratsch, A. B. T. Manufacturing Company, Chicago.)
Tacoma Judge Hits Private Club Law

SEATTLE, Nov. 6.—How State constitutions block modern efforts to finance charitable and civic organizations came vividly to the fore in the Northwest this week. A Superior Court judge in Tacoma attracted State-wide attention early in the week by declaring a portion of the 1937 Gambling Act unconstitutional and void and that the State Legislature exceeded its authority when it attempted to legalize the operation of slot machines in private clubs.

Attacking the “private club” clause of the act, the Tacoma judge held that framers of the State constitution provided that the Legislature shall never authorize a lottery, so the “Legislature attempts to do that which the constitution expressly prohibits.”

The Superior Court action was brought against the county prosecutor for seizing two slot machines at the Moose Club in Tacoma.

Following the adverse decision in Tacoma, local officials here expect that the decision will not affect machines in private clubs in Seattle or any city.

Many slot machines are registered in the private clubs. Seattle officials say the State decision is still on the books providing for the operation of slot machines in the clubs and that they will continue to follow the law until the State Supreme Court declares it void. A King County ruling might also have a local effect.

Keeney Releases New Dark Horse Model

CHICAGO, Nov. 6.—In their untiring effort to create more profitable equipment for operators, according to Ray Becker, sales manager, “J. H. Keeney & Company have developed and are now offering a new model of Dark Horse, our recent single-coin console success. This new model now permits from one to seven selective plays thru the single coin chute. In addition this new model features a double coin slot, so that when the player’s number appears on the winner dial and also the daily double dial he receives a large award in accordance with the bigger odds shown.

“While Dark Horse was proving one of the most profitable single-coin console games on the market,” he continued, “these added features suggest themselves; and even tho they increase our cost of producing the game, we are still increasing the price over that which the original Dark Horse sold. There is a real opportunity for operators to cash in on this new adaptation of a successful console model. The Dark Horse in the seven-play selective model is in production and is now being displayed and offered by all our distributors, who say that operators will find considerable increases in revenue thru the added play afforded by the seven-play single chute,” Becker concluded.
**Line-Up**

Bally's Newest 5-Ball Novelty Hit

The Play Appeal of a Payout Game in a Fascinating Novelty Table

The Greatest Board in History

$74.50

F. O. B.

Chicago

The old favorite carnival "Carny" game... plus the new Mystery Free Numbers feature Changing Odds, Suspense... First-Second-Third-Place Winners... and Special Skill Test Awards! Get "lined up" now for bigger novelty profits by getting LINE-UP on your locations! Order from your Jobber!

Write for Circulars on Fleetwood

• Bally Stables

• Club House

• Airway

Bally Mfg. Co.

2640 Belmont Ave.

Chicago, Illinois

**Slot Bargains**

First class Florida Equipment - ready to operate.

SACRIFICED

**Mills Blue Front Cold Award Mystery Vendors**, Mils Heads, Single Peri, Series over 400,000, Nickel, Dime and Quarter Play. Each

$39.50

**Mills Blue Front Cold Award Mystery Vendors**, Mils Heads, Single Peri, Series over 400,000, Nickel, Dime and Quarter Play. Each

$42.50

**Mills Blue Front Cold Award Mystery Vendors**, Half-Dollar Play, Series Over 400,000. Each

$60.00

**Waltzing Poltrol Cold Award Mystery Vendors**, Half-Dollar Play, Series Over 70,000. Nickel and Quarter Play. Each

$30.00

**Bally's Ray's Tracks**, Cash Payout, Series Around 2500

$125.00

**Mills, Waltzing and Chicago Weighted Metal Safe Stands**

$7.00

**Florida Automatic Mint Company**

763-23 Ave., North, St. Petersburg, Fla.

Advertise in The Billboard — You'll be Satisfied with Results

**Address The Coin Chute League**

600 Woods Building, Chicago, Ill.

The American Legion entered upon one of its greatest service programs at the recent national convention when it decided to make a campaign against tuberculosis. Millions of its members and friends are already members of the coin-operated machine industry and can perform one of the greatest services to EMPLOYMENT by assisting the local work of the American Legion. We would be glad to have you cooperate from cities where you may be active in the work of the American Legion, especially in its campaign to aid employment.

One of the finest expositions of an industry's contribution to EMPLOYMENT appears in The United States News (W. D. C.), March 26, 1937. It is a statistical history of the automobile industry and all its industries, showing the rise in employment from year to year, apparently set off with major developments and meetings that the eye immediately gets the picture.

It is shown that the automobile industry paid annually to employees in the sum of $2,500,000,000; that it has created 6,000,000 new jobs, 4,000,000 of which were created by the automobile industry itself. Average average employment in auto factories in 1937 has been 3,000,000, with an average weekly earnings of $30,000; that accessories and parts of autos, affect almost every phase of the nation's business life.

Everybody knows that the automobile has affected our religion and public morals, from the day that has been born in 1908. People leave church behind and go for a drive. But nobody seems to notice that the automobile does business and to the enjoyment of life mean very much.

The coin-operated machine industry will not be able to prepare so elaborate an exposition of its contributions to EMPLOYMENT and to the enjoyment of life, but the boost for the automobile industry does point a lesson. Perhaps operators should ask that we support the automobile industry by the number of cars and trucks they use in their daily business.

Honor mention goes to Harry Grunau, Canton, N. Dak., for the first industry sponsoring a campaign for the American Legion. He inquired: "Please let me know how I can join the Coin Chute League and benefit from being a member."

Members are being accepted at the present. The ultimate idea is simply an enrollment membership for everybody in the coin machine industry, with membership fee attached. The first big job is to educate the members of the industry as to the possibilities in such an organization committed to a public program of charity and aid to convalescents. The time being the publicity concerning the league is to arouse the interest of the trade in CHARITY and EMPLOYMENT as national objectives.

One of the most useful fields for operators during many years has been the fight against tuberculosis. The American Legion has been spreading this disease in the United States.

Important announcement was made that week that plans were complete for opening on March 1, 1938, THE CHICAGO TUBERCULOSIS INSTITUTE, a non-profit organization devoted exclusively to the study and treatment of cancer. Leading medical authorities from all parts of the world will be invited to co-operate in studying the cancer problem. For generations the magazine recently called attention to the research and financial support given to cancer work. The magazine article aroused the interest of the people of Chicago and other cities, and the American Legion is now to play a prominent role in the fight against tuberculosis. The National Tuberculosis Association announced this week that the campaign is spreading in the states.

The National Police Home Foundation will give a dinner and dance in Chicago on November 19 to raise funds for the Southern Florida Home for retired policemen and their wives and for co-operative hospitals. This year's event is to be held at the Chicago Y.M.C.A. on November 19th. The National Police Home Foundation will be the host for the event. The proceeds from the event will be given to the American Legion and other institutions in addressing the American Legion's goal of raising funds for the American Legion.

The Chicago area is the headquarters for the American Legion and has a strong presence in the community. The organization has a long history of supporting citizens during challenging times and has been active in advocating for the needs of retired policemen and their families.

The event will feature dancing, food, and entertainment provided by the American Legion. Tickets are priced at $150 per person, and a cash bar will be available for guests.

One of the biggest events in aid to the unemployed is to be held November 18 under the direction of John D. Bigger, president of the American Legion. The event is to be held at the museum, and all proceeds will be distributed to assist the unemployed. The museum is expected to receive $2,000,000 in cash aid.

2 Candy Salesboard Deals

**Sensational Money Making Deal**

24 Winners

**Candy for the Holidays**

5 lb. Box of Assorted Chocolates

70¢

25 Winners

**2 Candy Salesboard Deals**

5 lb. Box of Assorted Chocolates

50¢

25 Winners

**Mysteries and Payouts**

Front Venders

Mills Blue Front Gold Award Mystery Vendors, Mike Heads.

Wazling Rolatop Cold Award Mysteries, Front Venders.

First class Florida Equipment

94 profits by getting SPECIAL SKILL TEST AWARDS! Get "lined up" now for bigger novelty profits by getting LINE-UP on your locations! Order from your Jobber!

Write for circulars on Fleetwood

Bally Stables

Club House

Airway

Bally Mfg. Co.

2640 Belmont Ave.

Chicago, Illinois

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600 Woods Building, Chicago, Ill.

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FORWARD

MARCH

Seven animated bumper-kickers give each ball an awful ride. Five holes act simultaneously as goals and as hazards. Scoring system is adjustable. Light system is eye-thrilling.

Passanante Likes New Cash Trend

DETROIT, Nov. 6—James Passanante, of the J. & J. Novelty Company, reports a considerable pickup in business this past week, with more orders than they can fill on special type of games. He attributed the increase in trend in business largely to the statement recently made by the Michigan Liquor Control Commission in regard to its attitude toward coin machine operations.

Passanante reports his force working into the small hours of the morning this week in order to ship 21 machines to Tampa, 16 to Omaha, 11 to Washington, D. C. Agreements are now being made ready for Hamilton, Ont., and seven machines to be sent to New York. Passanante especially commented upon the fact that orders received this week were accompanied by checks in full for goods.

Tax Tokens Not Found In Kansas City Chutes

KANSAS CITY, Mo., Nov. 6—Trouble experienced by Robert Osterberg, Springfield, Mo., owner of photochrome, as reported in a recent issue of The Billboard, has not been reported in this section since.

Osterberg found a number of flattened and shaved State sales tax tokens in the coin length of his machines recently. They were sent to Forrest Smith, State auditor, whose first reaction was to point out that personal conviction of tampering with the one-cent and five-cent coin tokens may be sentenced to as many as five years in the penitentiary.

A survey of ops in Kansas City and surrounding towns made this week proved that token tampering is not as prevalent as the news reports made by Miss J. & J. Novelty Company, reports.

It allows high scores—that's why players like Forward March. It's all over in a few seconds—that's why location owners like it. Operators like its clean-cut, permanent profits!

Mills Novelty Company
4100 Fullerton Ave., Chicago, Ill.

A KING PIN FOR PROFITS

A SENSATIONAL NEW HARLICH JACKPOT BOARD THIS BOWLING EM OVER

KING PIN
No. 16506

TAKES IN...........$3.00
AVERAGE PAYOUT: 12.84
AVERAGE CROSS PROFIT.......$17.16

HARLICH MFG. CO.,

Slug Visible Slotted Coin Counter

MR. OPERATOR—If you want to save time, let this be your business. Our method of counting, shows the number and value of each coin you're handling. That's why operators like its clean-cut, permanent profits!

LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT

A 1,200-hole board with six genuine leather hand-carved points, with stubble. The board comes in a variety of colors, and the perfect gift for anyone.

H. G. PAYNE COMPANY
813-814 BROADWAY
NASHVILLE, TENN.
5 BALL NOVELTY GAME

- BREATH-TAKING LIGHT-UP ACTION ON THE GIANT GENCO BACKBOARD plus EXTRA BALL ACTION and SUSPENSE on the NEW-TYPE GENCO FIELD!

- Each time ball played contacts a MULTI-BUMP CUSHION BUMPER score of 100 registers on progressive score light-up chart! Each time it scores, 1,000 on total score light-up chart, and at the same time backboard flashes into action as Ski-Jumper soars down the slide! BONUS, DOUBLE, and combination SKILL TRACKS motivate Bonus and Double Caps! BONUS will pay off with 2 FREE GAMES if winning score is registered. 5 contacts on DOUBLE TRACK doubles award for winning score shown! Unusual bumper and pin arrangement provides unlimited ball and bumper action—adds to already strong appeal!

Exclusive GENCO Award Adjuster
Now in the Backboard!

It's the Extra ACTION-APPEAL that Earns Huge Profits Everywhere!

**Immediate Deliveries**

GENGO, Inc.
2621 N. Ashland Ave.,
CHICAGO

**OPERATORS**
An Event You Have been Waiting For
QUICK SELLOUTS — QUICK PROFITS
A Beautiful All-Chromeboard Novelty Game! 50c Board—Entire Set—1000-Hole for $5.00—4000-Hole for $8.00

STONE BROS., Inc.,
800 S. ADA STREET,
CHICAGO, ILL.

**Football**
600 HOLES—St. THIN BOARD ONLY.
Takes in $3.00

Pay will

$1.60

PLUS 10% TAX

Total Profit $15.70

A Money-Maker for the approaching Football Season.

GLOBE PRINTING CO.,
1025 Race Street

**Jigsaw Fans Hail Rock-Ola's Jig Joy**

CHICAGO, Nov. 8—Jig-saw puzzle days are back again. With the first crisp days of fall recreation seekers are coming indoors to find their fun. Jig Joy, Rock-Ola's brand-new pin table—two games in one—has caught the fancy of the players. A seemingly endless store of orders for the new game has swelled the Rock-Ola factory into full production on the game.

Jig Joy is a novelty pin table which is a combination of two of the biggest selling pin games ever made—the bumper style game and the Rock-Ola Jig-saw game.

The extra large, attractive backboard of Jig Joy is an intriguing Jig-saw puzzle, and as the balls hit the bumper, a jig-saw piece falls into place, making a beautiful colored picture when completed. Every time the ball hits a bumper something happens—a Jig-saw piece falls and a number flashes. If the ball hits the bumper three times or more, the same number of Jig-saw pieces fall into position. There are over 1,000 combinations—the player will never see it work out the same way.

The scoring unit makes it possible to prize the game in three different ways. Rewards can be won by the player filling the Jig saw line by line horizontally, vertically, or diagonally. The attractive in itself is that it draws players to the game by its gameplay. Competitive play is encouraged by the unusual scoring unit, which makes it possible for contestants to play on high score only.

Operators are adding their enthusiastic praise of this new bumper style modern Jig-saw game. Jig Joy was intended to be a success and was thoroughy tested on actual location for two full months before being offered to the trade.

N. L. Nelson, head of the games division of the Rock-Ola Manufacturing Company, adds: "Jig Joy is no over-night creation. It has been skillfully developed to meet the fun lovers who demand for action, excitement and competition."

**PAY TABLES**

<table>
<thead>
<tr>
<th>CLASSIC</th>
<th>CAROM</th>
<th>TURF CHAMPS</th>
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<tr>
<td>$49.50</td>
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<td>$44.50</td>
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Write for list of other guaranteed novelty games at equally low prices.

**PUBLICATIONS**

**REPLACEMENT CARDS**

**BUY FROM THE CURTAIN STONE BROKER**

**GLOBE DISTRIBUTING CO.**

30000 Olpe Street
St. Louis, Mo.

**TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS**
Here's how you can get back into the money with a game that requires as much science and skill as Bowling, Billiards, Golf, Trapshooting, etc. Yet, it has all the element power—all the fascination of the best payoffs or slots!

Anybody can play SKILLO right off: Simply make selections by inserting coins into slots, then try. The model must start spinning until a stop is called. A keen eye, steady nerve, judgment, muscular coordination, timing, split-second reaction is needed. Odd 2-1 to ? (Mystery Jackpot) for top skill! Models for merchandise certificates, trade checks or cash payouts!

Evans NEW patented Multiple 7-Coin Head is absolutely unbeatable and tamper proof. The last three coins for each selection are plainly visible at a distance from any angle...an added protective feature! Modernistic walnut console, Magnificent playing field, dazzling colors, richly silver-etched illuminated Arrowhead Rotor-Lite! Mechanism refined to A-B-C simplicity! Absolutely fool-proof! Evans' famous precision engineering throughout! Perfect performance guaranteed! See your jobber, or order direct!

A Game of Science and Skill—Legal Everywhere

TOP SKILL—FULL REVENUE—LEGAL EVERYWHERE

Indianapolis, Nov. 8—One member of the city council here in a recent meeting of the body emphatically declared that there was a public interest in playing the pinball games business from all the uncertainty to which it had been subjected in recent weeks. "I am going to ask the city council to look into this to see whether we can't get the facts. The pinball machines were permitted openly everywhere, then they were halted out when a judge started his attack. He became sick and now all the machines are back again in their old places.

"Any want to know is just where the machines stand. Are they legal or not? I do not think there is a lot of talk about their legality. I'd like to see all the trouble of the council go open and shut back all the time. The public should know what to expect.

"Estimates of the number of pinball games operating in the city say there are 5,000 or more. Action to prohibit the move against table games was filed in Superior Court last week in Superior Court. The action is considered generally to be a test of the State anti-slot machine law passed in 1935. Courts have not been unanimous in their decisions regarding the inclusion of pinball machines under the anti-slot law. Judge Evans of the Municipal Court held that the games should not be included under the bird statute.

It is anticipated that the present suit may be taken to the Indiana Supreme Court for a decision and interpretation of the 1935 law. It was announced on October 9 that a hearing on the petition will be held on November 1, as the council has already decided to go into county court. The judge who is to hear the petition has indicated his opinion that the case is a matter for the criminal courts and not a civil suit. He said he would not rule on the issue until he had heard both sides.

Indianapolis, Nov. 5—The hearing in the Superior Court early this week resulted in a recommendation by the presiding judge that the question to be decided was one for the criminal courts.

Indianapolis Law May Be Up for Test

Eastman Distributors for Mills Novelty Company

Clearaway OF ALL OUR USED GAMES

Write or Wire Now!

FITZGIBBONS DISTRIBUTORS, INC.
453 West 47th St., New York. 1350 Mulberry St., Newark, N.J.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

H. C. Evans & Co. 1522-28 W. Adams St. Chicago

Advertisement in the Billboard—You'll Be Satisfied with Results
AMAZING NEW INVENTION!

Presenting AN ENTIRELY NEW PLAY PRINCIPLE FOR NOVELTY GAMES!

NOTHING EVER BEFORE LIKE IT!
ON DISPLAY AT LEADING JOBBERS AND DISTRIBUTORS EVERYWHERE!
4 Hits are recorded only when duck is in view in the giant sized depth backboard. A thrilling new type retractor action skill bumper spring. Operator may adjust payouts to record any of 5 high scores. A Chicago Coin Vendor "Score Set" is conveniently placed inside door. Gives accurate check on potentialities of DUX are so great that 100% distribution is fully warranted. Therefore, jobbers—new and old—are wanted in various territories throughout the United States and Canada.

ATTENTION:
Potentialities of DUX are so great that 100% distribution is fully warranted. Therefore, jobbers—new and old—are wanted in various territories throughout the United States and Canada.

CHICAGO COIN MACHINE MANUFACTURING CO.
1220 DIVERSITY BLVD. CHICAGO ILL.

NEW POLITICAL TABLOID
Favors Bookie License

CHICAGO, Nov. 8—How political factions stage crusades for public consumption was brought into the open this week when The Democratic Voter, a new political tabloid newspaper, strongly advocated licensing handbooks since pari-mutuel bets are legal in the State.

Among other things, the editorial said: "For the past two months an anti-gambling crusade has been carried on in Cook County. The only establishments that have been raided have been handbooks. They have been operating for many, many years without interference from police and the State's attorney's office. They are patronized by hundreds of thousands of our citizens who feel that placing wagers on the results of horse races is not criminal. It has been rumored time and again that this crusade is carried on because of differences between the State's attorney and other political party chiefs. If this is true, then the citizens of Chicago are the winners.

"The laws permitting legal betting at the race track and prohibiting wagering in handbooks are inconsistent and unpopular and any man or set of men who try to settle personal grievances by raiding handbooks is doing an injustice to the people of Chicago and Cook County."

For some unexplained reason the publication reflects on "gambling devices" by saying they were not allowed in handbook places. Those who support gambling as a popular amusement will never get anywhere with their cause until they stop selling propagandas and support the cause of legalized gambling.
MOTHER OF ROCK-OLA'S QUALITY FEATURES

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