on locations ... on one-niters ... on the air ...

HOTELS
RALPH HITZ
President
HOTEL NEW YORKER and the
NATIONAL HOTEL MANAGEMENT, Inc.

"The Billboard, to my mind, is an excellent publication in its field. It enables hotel men, who are vitally interested in amusement and entertainment, to keep abreast of the trend in public demand for various types of entertainment. Its complete coverage of the entertainment field in America is a fine example of good editorial work."

TOM J. MONTGOMERY
Advertising Manager
THE STEVENS
Chicago, Ill.

"The Billboard has always been my first source of information. It's always given me the inside track on what's what and who's who when the stories.""On locations ... on one-niters ... on the air...

NIGHT CLUBS
WILLIAM R. JOHNSON
Owner
BON-AIR COUNTRY CLUB
Wheeling, Ill.

"The Billboard is of tremendous value to a night club owner, as it keeps one informed of how various acts and bands are playing in different clubs, and also gives one an idea of what certain acts are, especially when not familiar with the names. I believe the criticisms are quite sincere."

BALLROOMS
R. H. PAULEY
Manager
TURNPIKE CASINO
Lincoln, Neb.

"Naturally being a ballroom operator makes me most interested in The Billboard. It keeps me abreast or the trends in the business. It's a very helpful review of various acts and bands and has been extremely helpful in procuring name bands."

PARKS
E. E. BERGER
President
FLINT PARK & AMUSEMENT CO.
Flint, Mich.

"When The Billboard comes each week it seems as though everybody in our park, including the management, wants to read it—a sort of habit—looking for information. I personally have found many helpful leads by turning to it for guidance, etc."

RESORTS
JOHN J. DINEEN
HAMPTON BEACH CASINO
Hampton Beach, N. H.

"I am happy to tell you that The Billboard is the recognized leader in this field. We play many name bands at our inn, including Jimmy Dorsey, Rudy Vallee, Paul Whiteman, George Olsen, Glen Gray, Ted Lewis and Shep Fields."

COLLEGES
JOHN F. GLICK
MASSACHUSETTS STATE COLLEGE

"I enjoyed your article very much concerning college dance bands. I have been chairman of the last four big proms."

SPONSORS
FRANK R. BRODSKY
Advertising Manager
ELGIN NATIONAL WATCH CO.
Elgin, Ill.

"Thank you very much for the review of the premiere of Eddie Dowling's Elgin Radio Revue. We look forward to seeing additional comments in The Billboard covering this new Elgin series of broadcasts and are pleased to send along our subscribership to this weekly."

ADVERTISING AGENCIES
INNES HARRIS
ERWIN DASEY & CO.
420 Lexington Ave.
New York, N. Y.

"Your news service has been improving steadily, but most important is doing something positive and concrete for the radio industry, which you are doing through your current audience surveys."

RADIO STATIONS
HAL NICHOLS
RADIO STATION KFOX
220 E. Anaheim Street
Long Beach, Calif.

"The Billboard carries all the radio news ahead of any other magazine or source. It keeps us posted on what's going on in the radio world, the broadcasts which all radio stations ought to be able to cash in on. It keeps us posted as to the two tunes of the day and what is going on in the music world."

... these men and hundreds of others who buy the bands, read The Billboard... that is why orchestra leaders and booking offices get results like this from their advertising...

* and we mean hundreds. Letters from hundreds of men in amusement industry, men who actually buy the bands are in The Billboard's files. These letters will be shown to interested parties upon request.

FRENCHY GRAFFOLIER
and his
SOCIETY SWING MUSIC

"I have received letters from as far away as the St. Catherine's Hotel in the Catalina Islands, directly traceable to my ads in The Billboard."

HARRY MOSS
formerly President, Associated Radio Artists, now in charge of one-nite department for the MUSIC CORPORATION OF AMERICA:

"I thought you would be interested in knowing the results of my inside front cover advertising campaign. The response has been most encouraging and on the recent FATS WALLER tour I can definitely attribute four important sales, totaling guarantees of about $2,400, to this ad.

"We also received several bids for other of our attractions which we were unable to entertain on location, but we couldn't entertain the bids. "Thanking you for your cooperation.""

JACK TILSON
and his ORCHESTRA

"I have received letters from as far away as the St. Catherine's Hotel in the Catalina Islands, directly traceable to my ads in The Billboard."

P. S.—The Billboard has carried and continues to carry advertising of more orchestras and orchestra booking offices than any other trade paper in existence. Name bands, semi-name bands and lesser known orchestras have found that advertising in The Billboard pays.
N. Y. Parking Lot for Amusement Center With Eye on Fair Visitors

NEW YORK, Oct. 22.—A bit of Coney Island toward this autumn, the parking lot of the World's Fair and Radio City is being planned to capitalize on the World's Fair next year. What has been a lucrative parking lot for several years between 41st and 42nd streets, is said to be the central distribution point for the World's Fair. It is expected to be a combined World's Fair terminal, information bureau and amusement midway.

B. J. of the parking lot since their minia-

Current plans call for the World's Fair parking lot to be converted into a combined World's Fair terminal, information bureau and amusement midway. The parking lot is expected to become the central distribution point for the World's Fair next year.

R. A. Altman, operators of the parking lot, said that they will make the parking lot more user-friendly by adding more facilities and services. They plan to transform the parking lot into a central hub for information and entertainment, making it a destination for both locals and visitors.

Three-Way Burn In Stage Relief—World's Fair Flop

NEW YORK, Oct. 22.—A considerable amount of money has been spent on the World's Fair, which is scheduled to open in 1933. The fair is expected to be a major attraction in New York, and many businesses are looking to capitalize on the event.

Now is the time for the three-way burn in the world of stage relief. The world's fair is scheduled to begin in 1933, and many businesses are looking to profit from the event. The new firm is expected to be a major attraction in New York, and many businesses are looking to capitalize on the event.

The affair, which was supposed to have been a financial success, was proved by the League's membership. But the money was spent because it was handled the thing without proper or-}

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NLTY Plans Central Agency For Distribution of Ducats

NEW YORK, Oct. 22.—A central distribution agency is being set up to allow brokers' ticket allowances on the base of selling ability and past business may emerge to solve the disturbance obstructing the enforcement of the legist code. The move, now being urged by the League of New York Theaters, following a joint meeting of the board of governors with the managers, has resulted in an interesting offer on the part of the managers to solve the problem. The managers have offered to fill the dates only when business seems certain.

Leading brokers endorsed the central bureau plan as the first step in considering the distributors on the management problems.

The Pullman and Mandolin Passes

WASHINGTON, Oct. 22.—Sixty-six and a half-dollar, which are also having an effect on the manufacture of musical instruments, are, in addition to everything else, according to a report by the Census Bureau this week. Several prominent musical instruments such as banjos, guitars, mandolins and ukuleles, have fallen off considerably.

Demand good floor shows.—But don't spend big-

Touring

Radio, Papers, Mag's Smarten 'Em Up on Music and Talent

CHICAGO, Oct. 22.—Small-town rubes, ever conscious of a trim ankle and a pretty face, are becoming more show-wise than the big city smarties. And instead of being satisfied with attendants acts and crum-hun singers, they are demanding "real talent" in night-club work. When they don't get it they start a word-of-mouth campaign to discredit the operator who slumbers to make up to their customers' artistic standards.

The gentle-
DON WILSON

(This Week's Cover Subject)

DON WILSON was only a radio announcer, albeit a very capable and well-known one, until the spring of 1934 when he joined the Jack Benny program and shortly after turned into an actor, comedian and general Benny stooge. Jack, of course, was responsible for the development of this project, which has been so successful that Wilson has toured the country and has appeared on television. Their association was terminated October 2 with the start of the fifth season of Jello programs.

Don Wilson was born December 10, 1900, in Lincoln, Neb., but his family moved to southern California when he was only a year old. After graduating, Wilson turned to television but gave it up very soon to become the bandleader of a trio singing over a local Denver station. When an opportunity came for a commercial program in San Francisco he joined the trio and sailed for the West Coast, and Wilson joined the West Coast studios of NBC in 1932.

He sang only a few months, however, when he became interested in an announcing career. His first full-time work came immediately afterwards to Denver, where Don attended grade and high schools. His college days were spent at the University of Colorado, where he had four years of football and a Sigma Chi fraternity membership for which he is best known. Upon graduating, Wilson turned to television but gave it up very soon to become the bandleader of a trio singing over a local Denver station. When an opportunity came for a commercial program in San Francisco he joined the trio and sailed for the West Coast, and Wilson joined the West Coast studios of NBC in 1932.

VAUDE GROSSES

NEW YORK—Brund Theater did its best business last week since the house reverted to stage shows two months ago when the directors took over with the Sisters grossed $55,000. Since that time, the house has been between $25,000 and $35,000. Music Hall declined $10,000 with a star act. Bob Williams, Red Dust and Ollie Hil and A Girl Goes My Heart on the screen, with a top of $15,000. It would not be a merger of members, Gill

McA. WM. Morris
Want Casa Guarantee

PORT WORTH, Oct. 22—Written bid of the William Morris Agency for putting Shirley Temple into the Temple troupe, submitted to directors of the Brund Theater, has been accepted for $10,000, which means that this has been recognized by the

MUSICIAN

Eileen O'Connor—lovely young brunet too danzor now at the International Chavez Theater, San Francisco

CHEESE

Andy Rice in Singapore

SINGAPORE, S. E. O., Oct. 1—First professional performer to appear at the recently opened New World cabaret is Andy Rice, American comedian. Rice, who is described as a flatly handsome man, with his hands at the sides, and his musicianship is further enhanced by his composing and arranging ability.

Rufus Davis for One-Nighter

CHICAGO, Oct. 22—W. H. Stein, of Music Corp. of America, is routing Rufus Davis from the New World cabaret here to the States for a short period. Upon his return to Chicago, Davis will open at the Raffels Hotel for two weeks. During his stay, he will receive $300 a week. He has already been recognized by the

And a Little More

One of the stars of the show business.

The proposed union will meet again October 24 to decide. Both agencies are being represented by Jack Benny and Gus Manasoff, and the meeting will call for a $15,000 guarantee. Plan of the Brund Theater's new show calls for a $10,000 local guarantee. Plan of the Brund Theater's new show calls for a $10,000 local guarantee.

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Broadway Beat
By GEORGE SPHELIN

SOME of the hotel and restaurant
owners on 47th street, between
Broadway and Sixth, petitioned the
police department recently to do
something about the type of danger-on
that infests the thoroughfare.—so the cops
raided the street last week, and a couple of
the kids went to the house...—

Real-estate people are worried, claiming that
something must be done to save the
street from its rapidly growing repu-
tation. As, for a local Latin
nity who takes fees from the
for "special publicity," in the
drum, management forbade the
practice.

The Casa Manana lobby and its
programs are filled with photo-
rC2NTARIO

thought that came into
the mind of Dd

a mess

popular belief is that it was engineered

paper spools than a dancer could shake

grab off credit for the mince Troy —Jack

like a cafeteria tab, and when a friend

worth;" the card is bordered with prices

bothered no end by touches since his

abaw.

Latin nitery who takes fees from the

Real-estate people are worried. cleiening

in the

Woe ....Av.

THEATRE EQUIPMENT
(Sea BROADWAY BEAT on page et)

Various

It's ready.

to get behind the new ditty

King." conducting the 30 miUe3-

youthful manager of Beverly Mlle Coun-

Glenn Schmidt Pens Ditty

CINCINNATI, Oct. 22.—Glenn Schmidt,
youthful manager of Beverly Hills Coun-
ty, is making a national tour, under the

Morgan, p. a. But the

true of the matter is that the

stum came off prematurely. and there wasn't

amount.

ecru. 'emir programs are filled with photo.

it. He was still

as has been reported. reading

"Courtesy Account With Jack Nor-

worth," when he smash click in The Fabbulous Inidul

news is, to his mercantile reading.

The Mixing Problem

ROCHESTER, N. Y., Oct. 23.—The

Mutual Entertainment Exchange here
boxed a novel horse act into a

Syracuse hotel but the hotel man ob-

canceled it after the first week.

The hotel man said he didn't hold

the act over because "the horse

wouldn't mix."
Radio Survey of Beaumont, Texas

ANALYSIS OF BEAUMONT SURVEY SHOWS HOUSTON STATION, KPRC, MOST HEARD OUTLET IN CITY... KFDM AND KRIC, LOCAL BEAUMONT STATIONS, RATE SECOND AND THIRD

By JERRY FRANKEN

ANALYSIS OF The Billboard radio program survey in Beaumont, Texas, relative to the most heard stations after 5 p.m. is made by Market Research Corp. of America. In this phase of the survey, local stations are ranked against those of other cities. The simplest evaluation system, especially since it uses as its common denominator the same program. Analysis gives the comparisons among the stations on both local and network programs.

KFDM, one of the two local Beaumont stations, leads in nighttime local listening, followed by KRIC, another Beaumont station. KFDM went on the air about three and a half months ago. KRIC began nighttime program unit mentions at 1,071. A total of 109-1-3. The two Beaumont stations used completely this phase of listening in the Texas city, with KRIC having the advantage in both. However, there was a large difference between KRIC and KFDM, latter scoring only 70 local program mentions for its total.

In the nighttime network program analysis, KPDM. NBC Red station in Houston, owned by The Post, dominates by an overwhelming margin. KPDM had about 14 times as many network mentions as its nearest competitor, KFDM, two hours network listening, and KFDM, a supplemental NBC outlet. KPDM, is the largest in Texas with its 61.1 million people, covering a network program only.

WMA drops Transamerik, Reopens Own Chi Plant

CHICAGO, Oct. 22 -- WMA, New York, has ended its deal with Transamerik, Inc., the agency, and has re-opened its own Chicago office. Transamerik, Inc., is by the latter called Chicago sales re-organization, with headquarters in the city of which WMA is the parent. Accordingly, station has reopened a Chicago office under the supervision of E. B. McDermott, and O. B. McDermott, formerly with NBC, in charge.

WMA has had a Chicago spot before, but the management, management, is now on route to North America, to assist a radio enterprise there. Sailed this week.

Wage, Hour Rule

TO AFFECT RADIO

NEW YORK, Oct. 22 -- Wage and hour regulations effective Monday (24) provide that employees in industries in interstate commerce be paid a minimum of 35 cents an hour, with 44 cents in a week. They will now be paid 45 cents an hour, with 44 cents in a week. Wages in the radio industry are expected to be paid.

Some doubt still exists as to which type of employees are covered. Wage and hour regulations effective Monday (24) provide that wage and hour regulations are to be paid.

Status of staff musicians and artists is in doubt, but it is felt that all employees under this category will be covered by the laws.

New Sharon Station

SET ON PERSONNEL

SHARON, Pa., Oct. 22 -- Sharon's new station, WPIC, will go on the air early next month. Sharon, consulting engineer, Van Swearingen and Ray Stewart, co-managers, are planning an easy-listening program for the station.

Phil Ineill is KSFO general manager. Both CIO and APL unions have voted the proposition and have ratified the settlement.

WMA Wants Jimmy Walker As Program Emcee

NEW YORK, Oct. 22 -- Donald Flamm, president and sales manager of WMA, has announced that Jimmy Walker, program emcee for WMA, will be an equal partner in the station's new program, starting November 1st. Walker will be an equal partner in the station's new program, starting November 1st. WMA is expected to receive a large place on the program.

FCC Voiding of CBS Pact Seen As Stand Against Landlordism

WASHINGTON, Oct. 22 -- Federal Communications Commission (FCC) this week is announcing the revocation of the contract for the Columbia Broadcasting System (CBS) by the FCC. The contract was granted in 1935 to CBS by the Federal Communications Commission (FCC)

would remain in effect for the next 15 years, but the FCC would have the right to terminate the contract at any time. The FCC's decision is in response to a complaint filed by the Columbia Broadcasting System (CBS) in 1986, alleging that it had been denied access to the airwaves.

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Tops all Paramount Band Records

"We owe 477,328 thank-you letters!"

"No kidding, the 477,328 people who came to see us during our four weeks at the Paramount Theatre were swell, and we'd like to tell them so. Bob Weitman, head man down there, said that of all the bands they'd ever had there, they never before had so many customers for opening day, first weekend, first week, two weeks, three weeks, and four weeks. Wow! But they finally dispossessed us Tuesday and we'll be holding forth at the Hotel New Yorker. Also busy with our exclusive Victor recordings, and our BBDO-produced show for Raleigh and Kool Cigarettes every Wednesday night on the NBC Red Network. It's a pretty rugged schedule, but we love it!"

Tommy Dorsey and His Orchestra
Surface Peace Reigns at FCC; Press Interest May Have Major Bearing on Monopoly Hearings

WASHINGTON, Oct. 22—Looking forward to the approaching hearings at the Federal Communications Commission on the chain-broadcasting and monopoly investigation, which is now set for November 14, capital observers are not only watching the progress of the investigation, but are also keeping an eye on the FCC and how the staff would exercise its authority and how it would handle the cases of the companies.

The FCC, under the leadership of Chairman John J. Olin Jr., has been accused of being too lenient in its handling of the cases. The public, on the other hand, is demanding more action.

A recent report by the FCC on the chain-broadcasting monopoly investigation has been greeted with enthusiasm by the public and with calls for stronger action by the FCC.

The report, which was released on October 21, states that the FCC will continue to investigate the chain-broadcasting monopoly and that it will take action if necessary.

The report also states that the FCC will continue to monitor the activities of the companies involved in the case.

The FCC has been under pressure to take action on the matter, and the report is a step in that direction.

The FCC has been accused of being too lenient in its handling of the cases, and the public is demanding more action.

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**Two on a Shoestring**

To sell Disoygen face cream sponsor has resorted to a group of local girls seeking fame and fortune in a big way. The girls are all singing and dancing, and the dramatic pace set by this early installment installment will draw the audience for sure. The best scene is when Miss LaCentra and the4th housewife have a heart-to-heart talk about being able to sing, an ability saddeningly lacking in other performers who stand up to a task for that reason.

A nice cohesion of numbers was also achieved with the talents of Miss LaCentra, who is going to be a star. Miss LaCentra and the housewife have a heart-to-heart talk about being able to sing, an ability saddeningly lacking in other performers who stand up to a task for that reason.

Fred Allen
Reviewed Wednesday, 9-10 p.m. Style--Variety. Sponsor--Bristol.<br>Sponsor--Station--WEAF (NBC network).

This reviewer considers Fred Allen as the number one wit of the nation today. He is not difficult to picture, and an attempt to portray him was attempted yesterday. The funniest part of the broadcast was the way Allen portrayed the role of a hobo. He has a good voice, and makes a bid for continuous listening.

**Flashes From the Films**
Reviewed Monday, 3:30-4 p.m. Style--Gossip. Sponsor--Jotham's Clothing. Station--WHB (Kansas City, Mo.).

Here's No. 1,363 in the series of motion picture gossip programs coming from Coast to Coast. It's handled well by Miss Painter doing the chatter and talking up the film of the week. The film was "The Films" nonetheless stacks up surprisingly well. The Painter gal has a captivating voice, and her gossipy screen about screen, especially when the ribbing starts, ditto. And the comedy sketches, whether burlesque picture magazines are based on the current hit, come out flat.

**Howie Wing**

Howie Wing, aviation story for kids, takes the air with suitable sound effects and a splendid script, with varied voices, giving it a unique appeal. It is also well recorded, and the dialogue is delivered in a manner, better than the style employed by many of his colleagues on the same network.

Commercials are intelligently spaced in this show, and the sponsor's plug is delivered in a very pleasing way. Miss Wing does an introductory headline to the show, and neatly presented, with Sister doing a cornea-ray, especially when the ribbing starts, ditto. And the comedy sketches, whether burlesque picture magazines are based on the current hit, come out flat.

**Camel Caravan**

Camel show Monday ran very much to the pattern of the regular show. The audience apparently getting a terrific kick out of the program, it did not sound particularly forte on the air. Interestingly enough, the show is a point of sustained effect. Script is well done, and the talent is excellent. The impres- 

Joe E. Brown

It is obvious that Joe E. Brown's greatest asset is in pictures is a visual attraction. His line is handled in an expert and adaptable way, and a wide-open face helps him to make up the point. The show is a good one, and it is not detoured any from Perry. Fred Allen is similar to that of Don Novia, but this does not detract any from Perry.

**The Court of Human Relations**
Reviewed Sunday, 4:30-5 p.m. Style--Dramatic. Sponsor--Van Buren Sales Corp. Station--WOR (MSB network).

The Court of Human Relations. Went into session again October 9. attempt to bring to the public a picture of the court's inner workings.

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RADIO Talent by JERRY LESSER

A LICE PROBST has had a flower named in her honor. It's called Big Sister, and it's blooming in the garden around her home for the first time.

Mrs. Michaela, 405 South 3rd Street, has been elected president of the local chapter of the American Association of University Women.

Dr. Christian, a summer visitor to this city, has been appointed head of the department of psychology at the University of Chicago.

John T. Johnson, who worked for several years in the steel industry, has returned to his home town to enter the wholesale lumber business.

Ellen P. W. will be one of the featured speakers at the Women's Club luncheon on Friday.

The Chicago Symphony Orchestra will give a concert in the Auditorium on Saturday evening.

The Chicago Public Library will hold a book sale on Sunday afternoon.

The Chicago Sun-Times newspaper will publish a special edition for the centennial celebration of the city.

The Chicago Board of Education will hold a meeting at 10:00 a.m. on Monday to discuss the proposed budget for the coming school year.

The Chicago Chamber of Commerce will hold a banquet at 6:00 p.m. on Tuesday to honor outstanding business leaders.

The Chicago Art Institute will open its new wing to the public on Wednesday.

The Chicago Tribune will publish a special section on the history of the city on Thursday.

The Chicago Daily News will feature a series on the social problems of the city.

The Chicago Public Schools will hold a meeting at 7:00 p.m. on Friday to discuss the proposed curriculum for the coming year.

The Chicago Park District will open its swimming pools on Saturday.

The Chicago Police Department will hold a recruitment fair on Sunday.

The Chicago Public Library will hold a series of lectures on the history of the city for the coming month.

The Chicago Public Schools will hold a series of open houses for parents and students on the first Saturday of each month.

The Chicago Public Schools will hold a series of workshops for parents on the second Tuesday of each month.

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The Chicago Public Schools will hold a series of workshops for parents on the twenty-ninth Tuesday of each month.

The Chicago Public Schools will hold a series of workshops for parents on the thirtieth Wednesday of each month.

The Chicago Public Schools will hold a series of workshops for parents on the thirty-first Thursday of each month.

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The Chicago Public Schools will hold a series of workshops for parents on the twenty Saturday of each month.
Heat Hurts Barnett And Kay at Pla-Mor
KANSAS CITY, Mo., Oct. 22—Herb Barnett and Kay Hardin who have been under the weather, Wittig's Pla-Mor Ballroom was disappointing but not unexpected, for the management had discovered that she needed some rest and made her tough for the 500 dancers who turned out in numbers and spread themselves around the dance floor. Conditions were at 75 and 95 degrees.

Wittig said he would bring Kay back later in the season and would see to it that she would not be pushed. Kay had been advertised in the city to return this evening and would be ready to go again. The management had decided to close the ballroom for a couple of days to give the dancers some rest.

Kidding the Kitty
PONY SHERIDAN, Tex., Oct. 22—The Kidding the Kitty was held at the Pony Sheridan Ballroom last weekend. The dance was advertised in the newspapers and radio stations to attract a large crowd. The management expected a good turnout and set up a fine show, but the weather was not cooperating and the crowd stayed away. The management was disappointed but not surprised, for they had planned for a smaller crowd. The management decided to close the ballroom for a couple of days to give the dancers some rest.

Shaw Jives Harlem
For a Socko $3,500
CHICAGO, Oct. 22—Local Harlemite Eugene Shaw announced Monday that he will open a new night club in Chicago, which will be known as the Shaw-Jive Club. The club will be located at 1128 South Dearborn Street and will open November 1. Shaw said that he has been planning the club for some time and has been working on it with his brother, Jack Shaw, who is the manager of the club. The club will be open every night and will feature a variety of music, including jazz, blues, and R&B.

Johnson Joins Foster
DALLAS, Oct. 22—Former band musician Jesse Foster, whose band has been the local premiere attraction for the past few years, has announced that he has hired Billy Eckstine, a well-known and popular vocalist, to join his band. Eckstine, who is a native of Dallas, has been making a name for himself in the music business and has been appearing on radio and television shows. Foster said that he is excited to have Eckstine join his band and that he is looking forward to some exciting performances with him.

New Dance Promotion
DETROIT, Oct. 22—Proposed Saturday night entertainment at the Detroit Theater. The entertainment is planned for Motor City dancers and will feature a variety of music, including jazz, blues, and R&B. The management has been working on the promotion for some time and is looking forward to some exciting performances.

Norro $700 Not So Fort
KNOXVILLE, Tenn., Oct. 22—A group of local jazz enthusiasts has announced that they will be holding a benefit dance at the Knoxville Theater on Saturday night. The dance will feature a variety of music, including jazz, blues, and R&B. The group has been working on the promotion for some time and is looking forward to some exciting performances.

Joc Venuti Almost Doubles Capacity on Detroit Debut
DETROIT, Oct. 22—Joc Venuti, who has been appearing in the Motor City for the past few years, has announced that he will be doubling the capacity of his engagement at the Detroit Theater. Venuti said that he is excited to have the additional space and that he is looking forward to some exciting performances with his band.
Court Dismisses Suit Brought By Members Against Local 802

NEW YORK, Oct. 22.—The spectacle of a couple of union members turning against the union which they belong to was presented in City Court here this week. Assistant District Attorney Abraham Klein and Violinist Hartmann Littman, of Local 802, A.F.M., finally came to trial. Action, on the court's calendar since 1936, came up several years ago, the union charged, and was definitely settled yesterday (21) when Justice Karl dismissed the case, thereby upholding the union.

When Littman and Klein charged themselves in September, 1936, they had contracted for a season's engagement at Joseph Stein's Old Rumsh, where they were told to sign the union rules. The reply was brief; the union's regular agreement with club was never reached. The union's regular agreement with club was never reached. The union's regular agreement with club was never reached.

Mrs. Kramer Bags the Air

NEW YORK, Oct. 22.—Artie Shaw opens at the Blue Room of Hotel Lincoln, next door to the Grace Hotel, and will become NBC's biggest user of sustaining advertisers. The cabaret at the Blue Room will be the new union's biggest user of sustaining advertisers.

First Samba for U. S.

NEW YORK, Oct. 22.—Edward B. Marks is releasing Carlos Cobian's latest number, Brazilian Night. Song is the first samba to be heard in the U. S., the samba being to Brazil what the rubato is to Argentina. Cobian is one of South America's most prominent composers.

London Pubs Banning Orchestration Clubs

LONDON, Oct. 22.—Several local music pubs are about to abolish the orchestration clubs without attracting the attention of the public. Various arrangements at least less than they would pay if they could get them any other way. Separate sales have been increasing, with club sales showing a decline, and Irwin Dash is leading the way to abandonment of the idea.

Sheet-Music Leaders

(Per Week Ending October 22)

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Music Items

IRA SCHUSTER is no longer with the firm of Schuster and Reiner, management rails. Other shifts find Jimmy G. of C. B. Irwin, Dr. Michael & Knight, and Jerry Keit, son of the late Joe Keit, a new contact at the Music Corp. of America, Inc. Dealers' Service merger is practically set; however, there may be another try at the publishing biz.

Song placements of the week include "Raggy Andy's Jolly Song," for the coming Christmas season. Johnnie McGovern, who does both rounds, will Wood the music for the Christmas season. Johnnie McGovern, who does both rounds, will Wood the music for the Christmas season.

Miller Music is promoting a nationwide campaign on its children's songs. The campaign, which will be started next week, includes 

Cigarettes" and "Pocketful"

Hold Top and Place Positions

(For Week Ending October 22)

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Frederick Bros. Gets Chi Edgewater Thru MCA Deal

CHICAGO, Oct. 22.—A booking swap engineered between Music Corp. of America and Frederick Bros. Music Co. has been arranged for the latter to obtain the Hit House hotel, and Frederick Bros. has released all its second-tier acts to the Hit House, and will in turn take the Hit House's upper-tier acts.

Alexander Scots in KC

KANSAS CITY, Mo., Oct. 22.—Local Harlem bands were all agog last Thursday when William Alexander, Music Corp. of America vice-pres., placed in them, for the first time, several of the city's top combos. He lent his ear to what Stoney and Jacky Rawlinson later described as "a wonderful sound." This was heard in the recording studio, where making the rounds of a sudden trip to take over. Leonard played sax in the old Bennet Miten Band that had become the biggest booster in lining up national combos.

Tin Pan Alley Adds One

NEW YORK, Oct. 22.—New music publishing firm, Tin Pan Music, has opened offices here. Andy Amor and Noam Tovey, longtime publishers here, have been associated with the firm.

Calling All Kennys

BOSTON, Oct. 22.—George C. McKinney, local Daily Record columnist who gets a big kick writing songs, has placed his Dream Rendezvous with Gene Drayton, and his Sky Without a Moon and Top of the Hill has already printed and processed in the Pond set for release soon.
Orchestra Notes

By M. H. ORODERKER

Gotham Gab

It's a sore subject when you mention the name of GIROLAMO GALANTE, of course, to any of the members of the Hot Club of America, and you will be met with the question, "What about the music?" The Hot Club of America is one of the most popular groups in New York, and it's members are always looking for new and exciting material to play. The Hot Club is led by Hot Club of America's own, Vic Falcone, who has been playing the piano since he was a child. The Hot Club is known for its lively and energetic performances, and its members are always on the lookout for new material to add to their repertoire.

The Hot Club of America is currently touring the United States, playing at various venues across the country. They are currently playing at the Paramount Theater in New York, where they are playing to a sold-out audience. The Hot Club of America is a tight-knit group of musicians, and they work very well together to create a unique and exciting sound. If you get a chance to see the Hot Club of America in concert, you will not be disappointed. They are a must-see for any fan of classic jazz music.
The Reviewing Stand

Bands' Theater And Prom Dates

Guy Lombardo (Reviewed at Empire Room of Palmer House, Chicago)

Three Royal Canadians have been working for 11 years now, retaining the tops in the sweet, melodious field. They are from the old Granada Cafe, where their broadcasts were first heard, and among the dance-lovers' favorites. Lombardo is one group.

Eddy Duchin (Reviewed at Savoy Ballroom, Chicago)

Duchin has the perfect band for this smart society playground, and the way he fits into this set has been amply proved by his repeat engagements here for the past several concert seasons.

Cecil Golly (Reviewed at Turf Tape, Casino, Lincoln)

For three years Golly has been in the Midwest, favored in the Texas region, and the last in his home area. Membership is all young, and smartly outfitted and well-tempered. Set-up includes three rhythm, three violins and two baritone saxophones. Marshall for vocals and Golly fronting. Spacious, the violins tend to overshadow. Golly, quite a natural, does a lot of the lead work.

Artie Shaw (Reviewed at Savoy Ballroom, Chicago)

There's something to write home about when Shaw turns up. He's got a way of tip off the ol' to a band that will send 'em via the tuberculosis route. Shaw, however, is a much more solid band, timing out better to fit the rhythm section, when it's asked to. It's worth while to halt the boy, the way the boys bang away with lots of verve and the sum total adds up to a barrel dancing.

Lea Brown (Reviewed at Green Room of Hotel Edinboro, N. Y.)

Those two saxophone-sellers at the head of the band play against each other. One is the better sax man, well drawn with a lot of leather and intense emotions. In her field she has one of the best lead men on record, and revue music, not only because the constant stream of requests for the numbers. The band is worth while in itself, and doesn't give him any time to let his hair down even if he wanted to. They are together with as many as six or seven in a group without a break. The Dufay plane, of course is prominent in the arrangements, but it seems to fit him better than any other. The band is a lot better in its present lineup.

Cecil Golly (Reviewed at Wasko, St. Louis)

For: three years Golly has been in the Midwest, favored in the Texas region, and the last in his home area. Membership is all young, and smartly outfitted and well-tempered. Set-up includes three rhythm, three violins and two baritone saxophones. Marshall for vocals and Golly fronting. Spacious, the violins tend to overshadow. Golly, quite a natural, does a lot of the lead work.

William Calloway (Reviewed at Cotton Club, New York)

In the discussion of and the homage paid to Count Basie swing units, out of the 13-piece band ranks, in a general way, with the best of them. Basie has always been this Ellington that, but the Calloway performance, judged on the strength of his recent appearances at the Cotton Club, leaves a little to be desired.

Quartet (Reviewed at Cotton Club, New York)

A small group of four sax, three trombones, trumpet and three rhythm, Brown dishes outconvincing riffs that are dependable. He builds them up to a high pitch, and the group displays really a high level of excellence.

Cecil Golly (Reviewed at Wasko, St. Louis)

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For Additional Band Reviews

Turn to the review section of the Night Club-Vaudeville Division for instrumental reviews of bands playing raucous houses, nite spots and hotels.
Orchestra Routes

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

ABBREVIATIONS: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; pm—amusement park; r—road house; r—restaurant; sb—showboat; t—theater.

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

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Frederick, Marvin: (St. Paul) El. Paul, h.

Heidt, Hermes: (Branding) NYC, h.

Pitche, Charles: (Colonial Club) Augusta, Ga.

Fush: (The Broadmoor) N. J., c.

Gates, Mabie: (Royal Palm Club) Miami, Fl.

Gentry, Tom: (Park Plaza) St. Louis, M.

Gibby, Billy: (Bedell House) Grand Island, N.

Gieske, Ralph: (St. Moritz) NYC, h.

Godfrey, Prent: (Carrollton Club) New York, h.

Glenn, Johnny: (Palm House) Chica.

Halt, Sneary: (Arcadia) NYC, b.

Hind: (Arcadia) Louisville, Ky.

Hotchkiss, H. Julian: (White House) How.

Harrison, Dick: (Tresoro) Hotl.

Hartigan, Dick: (Newman's) Saratoga Lake, N.

Hasson, Joe: (Continental Arms) Baltimore, Md.

Hernandez, Joe: (Club Pahranegra) Schenectady, N.

Hendrick, Pearl: (White Swan Club) John.

Heidt, Hermes: (Branding) NYC, t.

Heidt, Hermes: (Branding) NYC, t.

Herbert, Roy: (Williams) Pittsburgh, h.

Hicks, Betty: (River Club) Iron Mount.

Hill, John: (Casa Loma) Sant Fe,

Hodgson, E. Allan: (Perkins Club) Kansas City, Mo.

Irish, Mae: (Chandler) Millburn, N. J., c.

Jahnia, Ali: (Mohawk) N.

Jarl, John: (Columbia Dinner Club) Pit.

Jay, Jack: (Columbia Dinner Club) Pit.

Jenkins, Harold: (Colombia Club) JACK.

Jergens, Dick: (Aragon) Chi, b.

Kain, Paul: (Rainbow Grill) NYC, b.

Kaplan, Al: (New Penn Club) Pittsburg, b.

King, Wayne: (Cocoanut Grove) Los An.

King, Dade: (Orpheum) Memphis, T.

Kline, Earl: (Half Moon) Shreveport, b.

King's Garden: (Claver Club) Hollywood, h.

Kirby, John: (Onyx Club) NYC, h.

Kremer, Fred: (Rooster Inn) Mannif, Wsi.

Krupa, Gene: (Palace) Milwaukee, W.


Lamm, Doc: (City Club) Chi, h.

Lang, Sid: (Hak Hak) Chi, c.

Lerew, Pete: (Old Tap) Ion, h.

Lipton, Dave: (Casa Nova Club) NYC, h.

Lowndes, Re: (Bertolotti's) Little Rock, Ar.

Loomis, Ted: (Bogart Club) Rochester, N.

Lowe, Art: (Continental) New York, h.

Lundy, May: (Colonial) Rochester, N.

Ludden, Bob: (Sperry's) Hollywood, h.

Lynn, Tom: (City Club) Chicago, b.

Lyon, Bob: (Brewin Inn) Hurtington, h.

McCarron, Red: (Arcadia Grill) Canton, O., c.

McGurk, Bert: (Chateau Royal) NYC, h.

McCoy, Cole: (Jesse Beach) Des Moines, h.

McGee, Jim: (Apollo) Seattle, h.

McGee, Jim: (Apollo) Seattle, h.

McGee, Jim: (Apollo) Seattle, h.

McIndoe, Bud: (Del Mar) Los Angeles, c.

McCall, Fred: (Casa Loma) Portland, N.

McClain, Tom: (Chateau Lawler) Ottawa, Ont.

Malone, Don: (Tuna Court) Ont.

Man, Henry: (Da Sardine) NYC, c.

Martin, Bill: (Green Castle) As.

Martin, Lee: (Casa Madrid) NYC, h.

McPhee, Frank: (Chateau Moderne) NYC, h.

McGrath, Carroll: (Yacht Club) NYC, c.

McGrath, Carroll: (Yacht Club) NYC, c.

McKee, Jack: (Miller Club) NYC, h.

McLennan, Clyde: (Casa Loma) San Anhle.

McMillan, Bud: (Del Mar) Los Angeles, c.

McNally, Tom: (Chase & Chase) NYC, h.

Mbid, (Chase & Chase) NYC, h.

Meyers, Joe: (Triangle) Seattle, W.

Mickelson, Millard: (Howard) NYC, h.

Miller, Glenn: (State) Boston, h.

Miller, Glenn: (State) Boston, h.

Millner, Kenny: (Chase & Chase) NYC, h.

Moa: (Chinese) NYC, h.

Moss, St. John: (Chase & Chase) NYC, h.

Mortan, Mort: (Hambo&g) Philadelphia, h.

Murphy, John: (White House) Kansas, b.

Nan, Sligher: (Beverly Gardens) Little Rock, Ar.

Napier, Hald: (Pierre) NYC, c.

Narrows, Fred: (Quebec) NYC, c.

Nelson, Gene: (Keltoum) Columbus, O.

Newman, Fred: (New Willard) Toled., h.

Newson, Bob: (Brewin Inn) Hurtington, h.

O'Harra, Ray: (Greenwich Village Casino) NYC.

O'Brien, Paddy: (Palais Royal) Toronto, C.

Owens, Harry: (Beverly-Whitmore) Beverly,

Owens, Harry: (Beverly-Whitmore) Beverly,

Owens, Harry: (Beverly-Whitmore) Beverly,

Owens, Harry: (Beverly-Whitmore) Beverly,

Owen, Gray: (Tea Room) Hollywood, h.

Patterson, Bill: (Saloon) Hollywood, h.

Perry, Tom: (Tea Room) Hollywood, h.

Petit, Emile (Beverly-Plaza) NYC, t.

Perrin, Bob: (Dolby Wallack) Columbus, O.

Pillow, Eddie: (New Riverside) Spede.

Pitts, Henry: (Berkley Carteret) Asbury,

Pitessa, Louis: (Little House) Hollywood, h.

Powy, Roger: (Beacon Hotel) NYC, h.

Ragon, Dar: (Rainbow Garden) Little Rock, Ar.

Ramos, Carmen: (Netherland Plaza) New York, h.

Rapp, Carl: (Blackstone) Pitts., h.

Raul, Ela: (Lanes) Troy, N. Y., c.

Rbbie, Jimmy: (Merry-Go-Round) Day.

Riley, Jack: (Shear Best) Orange, Tex., c.

Rina, John: (Moorland Gardens) New York, h.

Ringle, Joanne: (Havana-Madrid) NYC, c.

Rogers, Gary: (Palm Beach) Lake Worth, h.

Rogers, Harry: (Half Moon) Ocean Island, N.

Roland, Don: (Salt Lake City) Lake, h.

Rosen, Tom: (Wintergarden) Atlanta, h.

Ruskin, Paul: (New Willard) Toled., h.

Rutland, Ralph: (Brentwood Club) Indianapolis, h.

Rutter, Bob: (Community Office Shop) Brentwood, h.

Rutley, Bob: (Blackhawk) Chi, h.

Rabbie, Jimmy: (Merry-Go-Round) Day.

Rutley, Bob: (Community Office Shop) Brentwood, h.

Tamborello, I: (Beverly) Beverly, h.

Taylor, Paul: (Imperial) New York, h.

Tall, June: (Breyer) Hollywood, h.

Tanner, Jim: (Old Tap) How.

Thayer, Doug: (Drake) Hollywood, h.

Tins: (Blackhawk) Chi, h.

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New Plays on Broadway
Reviewed by Eugene Burr

ETHEL BARRYMORE
Beginning Wednesday, evening, Oct. 19, 1938

K Nickersbocker HOLIDAY
A musical comedy with book and lyrics by Maxwell Anderson and Herbert Fields. Staged by Earl Carroll and directed by T. B. Bower. Presented by Elmer Rice and Robert E. Sherwood. Washington Irving, Ter - sin, Tienhomen Anthony cinctly and rotutingly, and that gives of tiee at the Same Day. Aimed. Bruce inamineo. Ruth Mantel, winam Prater Stuyvesant his Knickerbockers History of Nero York IRIS juvenile Abe Lincoln In Minot'. which withal completely rind spiritedly enter-trenchant statement is dance at the end of his formidable whip - and tikes charge of the town, and old thing - or - other got into his blood that acres& the man and fed himself on wild borne American New Amsterdam who wee really the First he presents the tale of a Dutch lad In letitell Meows Washington Irving writing Beam's sweetheart. KNICKERBOCKER HOLIDAY...
BROADWAY RUNS
Performances to October 22, Closed Per.

A Woman's a Fool (N.)
Abe Lincoln in Illinois

ACT I

SCENE 1: A Workingman's Home. In the morning. A woman is ironing clothes. A man enters, carrying a suitcase. He is Abe Lincoln. He sits down at the table and begins to write letters.

SCENE 2: The same. Abe is writing letters. He is interrupted by a knock at the door. It is a messenger. Abe signs a document.

ACT II

SCENE 1: The same. Abe is sitting at the table, writing letters. He is interrupted by a knock at the door. It is a messenger. Abe signs a document.

SCENE 2: The same. Abe is sitting at the table, writing letters. He is interrupted by a knock at the door. It is a messenger. Abe signs a document.

SCENE 3: The same. Abe is sitting at the table, writing letters. He is interrupted by a knock at the door. It is a messenger. Abe signs a document.

SCENE 4: The same. Abe is sitting at the table, writing letters. He is interrupted by a knock at the door. It is a messenger. Abe signs a document.

Musical Comedy
Hallelujah (6th St.). Sept. 26

A Woman's a Fool (N.)

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SCENE 4: The same. Abe is sitting at the table, writing letters. He is interrupted by a knock at the door. It is a messenger. Abe signs a document.

SEVENTH SONG

A Woman's a Fool (N.)

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AFA Raising N. Y. Minimums; Reports Gains in Key Cities

NEW YORK, Oct. 22.—With the expiration of many existing minimum agreements this week in certain hotels and night clubs, a conference on the subject has been summoned by the American Federation of Artists. It is being held at the Hotel Majestic, and the APA will call for $45 for principals and $40 for chorus, compared with $20 and $10, respectively, previously.

New spots signed by APA are Zim- mon, $35; Kirk and Sherwood, $40; Maxims in the Bronx, $35. Meanwhile, Jack Zim has been in contact with Charles C. Moskovitz, of Loew, representing the theater operators, and working out a formula for raising minimums for actors in vaudeville houses, such as the $35 for principals and $30 for chorus, compared with $15 and $10 respectively, previously.

Dows Add Newark, Stamford Vaude

NEW YORK, Oct. 22.—The Dows re- sumes spotting vaudeville into the Newark, N. J., vaudeville house, where the Paul Whitman 35 people show opened on October 16. Adas in the Dows were booking the Paramount, Newark, full week, beginning October 28. This is the first week in which the famous vaudeville spot will be open. Another week, beginning October 16, is scheduled.

Dows, in the summer season, is the last remaining vaudeville house in New York City. The Dows has been in operation since 1910.

Pavilion Caprice Opens Season

CINCINNATI, Oct. 22.—Pavilion Ca- price opened its new season on October 21. The show was produced by the Earl Swenson Co., and features the following acts: Kenyon and the Snare, McLean and the Snare, Baby and the Snare, and the Snare and the Snare. The show is a full-fledged, well-produced, and well-entertained vaudeville show.

Midwest Club Reopens

CINCINNATI, Oct. 22.—The Midwest Club opened on October 20. The club was closed for the summer season. The shows feature a variety of acts, including comedians, singers, and dancers.

Marinvaud

MIAMI, Fla., Oct. 22.—With Club Bagadoc closing and the Royal Palm Opera House reopening, the Miami Opera House opened on October 20. The show features a variety of acts, including comedians, singers, and dancers.

Only Bands for Stage Shows

DETROIT, Oct. 22.—One more club in the Detroit area is advertising for a stage show. The band is the Maroon, operated by W. A. and Lee, and will play every Friday night. The band is under the supervision of J. A. and Lee, and features a variety of acts, including comedians, singers, and dancers.

“Mother” Kelly’s Enlarged

MIAMI, Fla., Oct. 22.—Mother Kelly’s bar, operated by Robert (Mother) Kelly, is being enlarged. The bar will now accommodate a large crowd, and will feature a variety of acts, including comedians, singers, and dancers.
Night Club Reviews

Chicago's College Inn Show Too Padded for Class Hotel

Housing some of the nation's largest boxing matches, the College Inn is the scene of one of the most exciting and exciting events of the season. The show, which is presented nightly at 10:30 p.m., features a variety of spectacular acts, including a large number of stand-up comedians, acrobats, and magicians. The show is directed by Dean Owen.

Leon and Eddie's, New York

A new revue has been assembled, but word certainly must have gotten around by now that a "new revue" here is but a change of the old. However, there are quite a number of new numbers in the show that promise to make it a real hit. The opening number, "The Baseball Song," is a clever piece of music and lyrics, and the dance numbers are equally well done. The show is directed by Eddie Davis.

Casino-on-the-Parl, Essex House, New York

The fall season was inaugurated here last Tuesday night, with Richard Humber as the host. Humber has been at the spot since 1936, and has made a specialty of giving the customer the best possible entertainment. The show is presented nightly at 10:30 p.m.

Yacht Club, New York

Two hundred pounds of solid jive and jitterbugging can be heard out in the street, and this is just the beginning. The fat boy is personality and showmanship personified, and the only thing wrong with him is that he comes in too small doses. His scrambled version of Flat Foot Fred is the only dance that has been done by the customers, and he has been here for only two weeks.

Miss Mignonne

MISS MIGNONNE

A regular on the scene, Miss Mignonne is a dainty little woman who knows how to please her audience. She sings a popular tune called "Dipsy Doo-Dah," and her singing is accompanied by a charming little dog who dances on his hind legs. The show is presented nightly at 10:30 p.m.

Nuttyman

Mr. Nuttyman is a favorite with the audience, and his act is always a hit. He is known for his juggling and balancing feats, and his most remarkable trick is the ability to balance a nut on his nose. The show is presented nightly at 10:30 p.m.

Mr. Johnson

Mr. Johnson is a favorite with the audience, and his act is always a hit. He is known for his juggling and balancing feats, and his most remarkable trick is the ability to balance a nut on his nose. The show is presented nightly at 10:30 p.m.
The writer discusses various entertainment options and events, including a show that opened with ballroomers Rose and Cross and Dunn, with excellent support coming from Freda Sullivan, Troy and Lynne, and Truly Justa. Sullivan cracks the ice with a totally different bit of acrobatic terping. The latter, with a fairly pleasing voice, has geared her routines to the audience and their beat being a nifty arrangement of songs. Their appearance and distinctive harmony work. Their favor. Recorded in a small studio. The Billboard October 29, 1938
# Acts-Units-Attractions Routes

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

## EXPLANATION OF SYMBOLS
- Reduce: auditorium; b-balcony; c-coffee cafe; cb-cabaret; cc-country club; cn-country music and dance club; cmo-club, municipal or recreation park; r-road house; room-restaurant; s-showboat; t-theater

### NIGHT CLUBS—VAUDEVILLE

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Mint</td>
<td>Boston</td>
<td>99 Washington St.</td>
<td>(617) 227-7700</td>
</tr>
<tr>
<td>The Roxy</td>
<td>New York</td>
<td>231 W. 57th St.</td>
<td>(212) 757-7700</td>
</tr>
<tr>
<td>The Apollo</td>
<td>New York</td>
<td>233 W. 125th St.</td>
<td>(212) 664-1200</td>
</tr>
<tr>
<td>The Mocambo</td>
<td>Toronto</td>
<td>389 Bay St.</td>
<td>(416) 364-5611</td>
</tr>
<tr>
<td>The Palladium</td>
<td>London</td>
<td>15 West 64th St.</td>
<td>(212) 724-7700</td>
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<tr>
<td>The London</td>
<td>London</td>
<td>15 West 64th St.</td>
<td>(212) 724-7700</td>
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<tr>
<td>The Winter Garden</td>
<td>New York</td>
<td>15 West 64th St.</td>
<td>(212) 724-7700</td>
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### Night Club and Vaudeville Routes must be received at the Cincinnati offices not later than Friday to insure publication.
Billy Adams

The Diminutive Dancing Star

Still Stopping Shows

at FORTY-SIXTH STREET THEATER New York in "HELLAZPOPPIN" Thanks to OLSEN & JOHNSON.

VICTORIA SPIVEY, 218 W. 122nd St., New York.

CARL AND LEONE BONNER

Singing Stars

Held Over 6th Week CASINO COPACABANA Rio de Janeiro, S. A.

State, New York (Reviewed Thursday Evening, October 20)

Hybrid 75-minute show takes in practically everything from one of Europe's foremost puppet shows to a mass roller-skating extravaganza. Schubert's "The Magic Flute" and Benny Baker turned in for good measure. No gain-saying the variety of the hodgepodge, but with the exception of Freddy Fisher's familiar crows, it doesn't spell entertainment in any too large letters.

Helen Reynolds' girl skaters make a production out of their opening bit. Eight girls do all the standard tricks, in two, three, fours and en masse, but the freewheeling fury with which they go thru the routine only partly disguises the fact that they lack the grace and ease usually brought to this type of act.

Joe and Jane McKenna follow with a conventional turn. Browning sister have some amusing stuff in their roughhouse comic, in particular the burlesque adagio, but it's hardly sock stuff.

Schnick-felkel does an outstanding trick on the proper position on the bill and really delivers. It's pure, undulled corn, but the boys make no bones about it, and the opening-night crowd (surprisingly unresponsive for this spot) ate it up.

Chicago, Chicago (Reviewed Friday Afternoon, October 21) Orson Wheeler said he was in for a fortuitous run, will probably draw a good share of business, being a leading candidate for the name class and having recently closed a long engagement at the local beach. To its advantage also is the strong screen rep. "Chicago" is the most amusing and true to life of this year's films.

Ballet Puppets have an enthralling European reputation, and justifiably. Ten scenes cover every possible kind of string manipulation, with the concert pianist at a stand-out. Audience is let in on how it's done during a bit of showmanship. Paramount's Spies of the North, on the screen. House just short of capacity late show opening night.

Daniel Richman.

Chicago, Chicago

BY GEORGE! The week's top glitter scene is a perfect storm of satirical entertainment. The weeks past have been full of road-swinger shows, with the laugh-meter slowly climbing. Take this. The Chicago, Chicago, a vaudeville show, adds a needed measure of laughs to the week's entertainment. This week's show is a winner. It's the kind of show that will make you laugh out loud. The cast is full of talented performers, including a group of puppeteers who put on a fantastic show. The show is packed with humor and wit, and the music is upbeat and catchy. The Chicago, Chicago is the perfect show for anyone looking for a fun night out. It's a must-see for all comedy lovers.
SCHNICKELFRITZ BAND

The Three Variety Boys, Rita Brothers and Yacht Club Boys editions, are a good combination in delivering special songs. They are pleasant-looking clowns and know what to do with their material. Response was warm to their novelty toast of the Chief and is Spite of What Science Can Do.

Golden Gate, San Francisco
(Reviewed Wednesday Evening, Oct. 19)

The Minsky touch is absent from Cypri Rose Lee's Merry Widow Revue at the Golden Gate. Miss Lee is a well-designed young woman who takes her chances off in the picture does it like an artist. Her peeling act is a refined one, to refined, in fact, that many in the audience professed to be disappointed. Lacking the boldness of a true burlesque performer, she has seen it that there is ample coverage during the crucial moment that climaxes the act.

Makers her first appearance in a screen skit showing her saying farewell to Hollywood. It was a good idea, but there is a noticeable letdown later when Miss Lee and Jack Durante, enamored, exerted some pretty forced badinage. There is some amazing juggling in the show, performed by a 16-year-old girl named Trixie. Her dexterity is remarkable. She can balance a rubber ball on her nose, keep six dishes whirling thru space and twirl a hoop around her ankle all at the same time.

Reviews of Units

"Thurston's Miracles of Magic" With Will Rock
(Reviewed Tuesday Evening, Oct. 18)

Will Rock is the magician who recently purchased the tricks and equipment of the late Howard Thurston and the latter's brother, Harry, and from the assemblage he has knocked up a pleasant magical melange that with a bit more polish will be fit for big-time consumption. Rock features a number of the late Thurston's mysteries and a string of nifty tricks from his own bag and some works in tip-top fashion. Capable of and equipped to do a full evening's show, Rock on this showing had to trim to 40 minutes. Altho unable to hang anything here and forced to omit several of his major effects, Rock overcame these handicaps by a nimble and personable performance that clicked with the patrons of this neighborhood house. Show is nicely dressed, equipment is in A-1 shape, and Rock and his assistants make a good appearance. Single drawback is Rock's weak voice, only the front-rowers being able to hear (See REVIEW OF UNITS on page 26).
BursleRe View
Columbia, Boston
(Revised Monday Evening, October 17)
DIANA REDBERN has been burdened with a two-week sojourn of themselves this week.
Show packs a good 155 minutes of traffic line work and lots of girls-showy. Comic material, wonderful vocalists. Good top, genuinely funny—and clean while at it. Pay, in addition to sketches, big. Nothing to quibble about.
Top strip is Helen Green, out twice, preaching her husband and bump strip with other vocals. Parish style. Gorgeous voice, good singing, a good deal of comic business. Unusual, refreshing.
Bobbi Diamond and Five Tiny Tots have been given a number of specialties, but their bulk isn't used to advantage, for they are the best-traveled tumblers. Good deal. The other girls and well with vocals. Nora King, is the best of the ensemble, with her peeling and leg-angled work, a real audience pleaser. Her advantage.
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DeCorrados Cop First Money
In Pughe’s Green Bay Contest

GREEN BAY, Wis., Oct. 23—George W. Pughe’s Derbyhow came to a successful close here October 17 after 1,274 hours. Twenty-eight horse owners, all well known in the horse world, paid $1,000 each to enter their horses in the contest. Among the winners was John Newell, who took third place with his horse, "War Horse." 

ENDURANCE SHOWS

(Communications to Bill Sacs, Cincinnati Office)

Zeke Youngblood Walkathon
Has 8 and 1 Still Going

CENTRALIA, Ill., Oct. 22—Walkathon being staged here by Zeke Youngblood. Bergman of the Green Bay Journal-News, has run 8 miles and has one more to go. 

TONY MARSH is now at the Club House, Chicago, after finishing a seven-mile engagement as cecos in Chicago, Ill. 

Pughe's has been reduced to a minimum of $600. 

WE HAVE HAND INQUIRIES recently on Tim Hendricks, Mickey Sheehy, Bob Young, Lloyd Williams, Stanley West, Margaret, Ted, Jim, and John Foote. 

Rufe, Bill, and Bert Boort, 

JAYCOS, Joe Baz, Mary Blatt, Fred Hartley, Margaret Knowles, Jimmy Perrett, Minnie Needham, Dorothy Kress, Vance Bando, Ken Reville, Ray, and John Foote. 

The Derbyhow has been reduced to a minimum of $600. 

DOUG SEMELING of Doug and Don Fleming, writes from Gary, Ind., "Just a line to let you know that the meeting and I closed our picture and vaudeville show (Fleming Bros.) Show recently near my home town, Fairview, N. W. We played theaters and auditoriums in West Virginia. Had a fair season: in fact, good, considering conditions in the coal-mining sections. We are back playing night clubs, but in about six weeks and in Cleveland, then we go back to Chicago. Doug says that he can recall that it was 25 years ago when he first joined his first minstrel group. It was John W. Vogel's Big City Minstrels. Doug says he recently had the heaviest show in West Virginia, 190 weeks ago. He had a small but entertaining show and is still the king of the country stores as he finishes his tour. 

BOB DAVIS, black-face comedian from Georgia, is now an agent in Akron, booking several night clubs. 

CECIL HITCHEN, who formerly worked in minstrelsy with Great Northern and Joe Cotton, is now in the advertising department of The St. Louis Post-Dispatch. 

WALTER BROWN LEBOW (minstrel poet, The Old Gorton Show) being copied by several newspapers in the vicinity of Rockford, Ill., which was the home of Joseph Gorton. 

PROF. GEORGE W. WOOD, who was featured with his euphonium solos in the D. H. George's minstrelsy during the late '80s, now leads his own band in Chicago. 

WALKASHOW OPENING WELLSTON, THURSDAY, OCT. 27

ALL GOOD SPRINT TEAMS WITH WARDROBE CONTACT IMMEDIATELY VIA SPECIAL DELIVERY WARDROBE CONTACT IMMEDIATELY VIA SPECIAL DELIVERY WARDROBE CONTACT IMMEDIATELY VIA SPECIAL DELIVERY WARDROBE CONTACT IMMEDIATELY VIA SPECIAL DELIVERY WARDROBE CONTACT IMMEDIATELY VIA SPECIAL DELIVERY WARDROBE CONTACT IMMEDIATELY VIA SPECIAL DELIVERY WARDROBE CONTACT IMMEDIATELY VIA SPECIAL DELIVERY WARDROBE CONTACT IMMEDIATELY VIA SPECIAL DELIVERY WARDROBE CONTACT IMMEDIATELY VIA SPECIAL DELIVERY WARDROBE CONTACT IMMEDIATELY VIA SPECIAL DELIVERY WARDROBE CONTACT IMMEDIATELY VIA SPECIAL DELIVERY WARDROBE CONTACT IMMEDIATELY VIA SPECIAL DELIVERY WARDROBE CONTACT IMMEDIATELY VIA SPECIAL DELIVERY 

Everything New in Heated Stadium.
Short Cast Plays for Lease

Bryant Showboat Ends Cincy Season

CINCINNATI, Oct. 22—Bryant Showboat, whose players are being regularly visited by local audiences with their heeled versions of the old show business, closed its season on Sunday. The last of its performances, which marked the close of the show business in the city, were well attended. Business on the season was surprisingly good and the box office did a good business.

BILLY BRYANT, showboat impresario, who was to conclude his season here last Sunday with his old friend Lou Bolts, headliner at the Lookout House, Covington, Ky., last night. RICHARD HAYNES, formerly teamed in black with J. W. HOLT, is now the J. W. HOLT, a nephew of the late Jack McGreevy, popular in vaudeville negro minstrel shows.

WILBUR FAMILY SHOW reports business better at that show. BILLY BRYANT was okeh, although the Robbins Bros.' Circus, which was to open in another space, failed.

The Mary, who had planned touring college this winter with his showboat group, has tentatively shelled the idea. Loring Partners, his son and daughter, Betty, seriously injured recently in a hospital this week and are at present recovering in the hospital. The tour has been postponed.

Mrs. Bryant is here to be up and about, but Betty will be confined to her bed for at least four weeks.

On the Bryant boat roster were the then names were Earl Smith, and Wint. Bryant, Billy and Josephine Bryant, Betty and Lora Bryant, and magnificent Merry. Among those noted were

Robbins Brothers, formerly with this show. is now with HART PLAYERS. His career includes world fame with Robbins Bros.' Circus. is now with WILD BILL HICKOK, and wearing a black with Skinny Kimbling.

The Scarboroughs, formerly with the 35th Street Players of Kansas City, Mo., last week. TILTON Shows, formerly with Auger Bros. and J. Doug Morgan shows, had his horses killed and winter season marked by the weather in a circle of 21 towns in North Central States, and for the past two years

 خدمات

The Road of Tomorrow

By E. F. HANNAN

A few years ago, professionals used to mention the subject of the future. The future was not a part of our present concerns. The assumptions were that the present was all we had, and to think about the future was considered frivolous. But now, the future is our present concern. The past has set the stage for the future, and our present actions will shape the future. The Road of Tomorrow is a look at what the future might be like. It is a futuristic vision, but it is grounded in reality. The Road of Tomorrow is a call to action, to make the future a better place for everyone.
The Final Curtain

AMES—Muriel, 29, night club and Burlesque performer known in private life as Annie, was found dead in a Chicago club October 14. Survived by her mother and brother.

WANTED—Annie, 77, in past years one of the world’s greatest woman of her sex, was admitted to care of Doctors last year. She was taken ill on October 15. During her career she was known as Annie Sullivan and was credited with being the first woman to give a performance in a Boston, Tex., while playing in October 14. She was known as Nettie Cirrus, Miss. By her widow, Louts; two children left home in 15 and joined the theater, found dead in a gas-filled bed at New York. Now York actress and theatrical woman who had taught her hearing and the art of speech to the deaf. Interment in Mt. Olivet Cemetery, Chicago.

HAMILTON—Mrs. Laura Cows, 59, gentlewoman, veteran minstrel man and musician, was found dead in her home in Camden, P.A. She was 14 years linked with her husband, who was killed in a plane crash in November. Her husband and a half brother, one of her theaters’ best-known directors, Heed’s Shop, survived her.

HARTMAN—George P., Jr., 52, projectionist at the Cameo Theater, Youngstown, Ohio, was found dead in his home with a heart attack. His widow, a daughter and a brother survived.

KLEMPERER—Hal, trumpeter and orchestra leader, October 15 while with his band at the Oriental Club, Kansas City, Mo. Death was believed due to heart disease. His brother and his band had been featured at the club several years ago. Burial in Kansas City, Mo. There was a heart attack October 10 in his trailer on the fairgrounds at Marshall, Tex., while playing there with the Hill Homes Show. Survived by his widow, three sisters, two brothers and a half-brother.

MAY IRWIN

October 29, 1938

Survived by his widow and three children, Mrs. Edward B. Pinky Jr., Origund and home in Chicago for 20 years, recently in that city. Burial in Mt. Olivet Cemetery, Chicago.


BULL—H. Whorlow, 66, founder and conductor of the Scottish Choir, Windsor. He was one of the most influential figures in the development of music in Canada. He died suddenly of a heart attack at his home in New York. Survived by his widow.

COLEMAN—Thomas L., 44, member of the firm of Coleman & Co., October 15 in Kansas City, Mo. He was a successful theatrical producer and manager. His widow and four children survived.

JONES—James B., 89, head of the Chicago Star, died in Chicago, October 8. He was a general manager of a large department store. He was a member of the State Senate. He died at his home in Chicago. Interment in Mt. Olivet Cemetery, Chicago.

JONES—Mrs. Bessie, 70, mother of Charles Edward, for many years of tour. His wife, died in New York. Survived by her husband, Ralph Beals; a brother and a sister.

KEMP-Bernard, 70, of Hollywood, October 8. He was a prominent figure in the motion picture industry. He was born in Chicago and had been a resident of Hollywood for many years. He is survived by his widow and three children. Burial in Hollywood.

KLEMPERER—Hal, trumpeter and orchestra leader, October 15 while with his band at the Oriental Club, Kansas City, Mo. Death was believed due to heart disease. His brother and his band had been featured at the club several years ago. Burial in Kansas City, Mo. There was a heart attack October 10 in his trailer on the fairgrounds at Marshall, Tex., while playing there with the Hill Homes Show. Survived by his widow, three sisters, two brothers and a half-brother.

LUND—Randolph, 47, on the advertising staff of the Chicago Sun-Times, October 8. He died of a heart attack. He had been a member of the staff for many years. Burial in Kansas City, Mo.

MAYR—Walter, 35 years ago, became a newspaperman. He went to Chicago for 20 years, recently in that city. Burial in Mt. Olivet Cemetery, Chicago.

MERRILL—Guy, 44, cartoonist, at his home in Hollywood, October 19. He was a prominent figure in the motion picture industry. He was born in Chicago and had been a resident of Hollywood for many years. He is survived by his widow and two daughters. Burial in Hollywood.

MOSSEY—Billy (McLatton), 69, burlesque performer known as the Man of a Thousand Faces, was found dead in his home in Cleveland, Ohio, October 19. He had been a member of the United States Congress for many years. He is survived by his widow and two children. Burial in Hollywood.

NUGENT—Hassel, wife of Fred Nugent, wrestler, died in Hollywood, California, October 19. She was 40 years old. She had been active in the wrestling business for many years. She is survived by her husband and two children. Burial in Hollywood.

RICE—Stanley P., 79, for 40 years active in the marionette business, was found dead in his home in New York, October 19. He had been a member of the United States Congress for many years. He is survived by his wife and a son. Burial in Hollywood.

SANCHEZ—Eduardo, 55, violinist, was found dead in Hollywood, California, October 19. He had been active in the motion picture industry for many years. He is survived by his wife and two children. Burial in Hollywood.

THE BILLBOARD
## Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads. Requests to have mail forwards 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.

### Women

<table>
<thead>
<tr>
<th>Name</th>
<th>Office</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alice Allen</td>
<td>Manhattan</td>
<td>100 W 50th St</td>
</tr>
<tr>
<td>Mary Ann</td>
<td>Kansas City</td>
<td>201 W 10th St</td>
</tr>
<tr>
<td>Sally Brown</td>
<td>Chicago</td>
<td>920 N Lake St</td>
</tr>
<tr>
<td>Margaret Davis</td>
<td>St Louis</td>
<td>1234 S Grand Blvd</td>
</tr>
<tr>
<td>Elsa Brown</td>
<td>New York</td>
<td>123 West 42nd St</td>
</tr>
</tbody>
</table>

### Men

<table>
<thead>
<tr>
<th>Name</th>
<th>Office</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert Smith</td>
<td>Los Angeles</td>
<td>900 S Flower St</td>
</tr>
<tr>
<td>James Brown</td>
<td>Chicago</td>
<td>777 W Madison St</td>
</tr>
<tr>
<td>William Johnson</td>
<td>New York</td>
<td>444 W 57th St</td>
</tr>
<tr>
<td>John Doe</td>
<td>St Louis</td>
<td>555 E Texas Blvd</td>
</tr>
<tr>
<td>Charles Brown</td>
<td>Miami</td>
<td>333 S Miami Blvd</td>
</tr>
</tbody>
</table>

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
Hartmann's Broadcast

By W. H. DONALDSON

The Cincinnati, Ohio.

The Cincinnati office of The Billboard has a large number of biographies of members of the music, entertainment, songwriting, recording, and allied professions. If you need information about a specific individual, please send a request to The Billboard, c/o T. M. O'Donnell, 154 West 48th Street, New York City, New York 10019. If you are interested in learning more about the careers of prominent musicians, songwriters, and producers, our database offers extensive information. Please visit our website at www.thebillboard.com to explore our extensive collection of biographical profiles.
WPA Closes Tent Season

Beat last year's attendance record—preparing for indoor tour

SPRINGFIELD, Oct. 22-The American Federation of Arts' outdoor circus closed its tent season last Saturday, but WPA officials said that the season was excellent. Charles Hunt, manager of Eddy Bros. Circus, was a visitor. G. W. Robinson, head of the circus, said that the show was removed to the show's winter quarters at the Ohio State Fair. The Ohio State Fair was closed last week.

CIRCUSES

October 29, 1938

Adams, Whetten

Open Indoor Show

MARTINSVILLE, Ind., Oct. 22-The Adams & Whetten Show, a circus that featured in the state of Illinois, opened its season at the fairgrounds in Martinsville, Ind., last night. The show will tour the state for several weeks, and will return to the fairgrounds on November 22 for a two-day run. The show is owned by A. F. Adams, who has been in the circus business for 20 years. The show is managed by J. W. Johnson, who has been with the circus for 15 years. The show is a well-known attraction in the state, and is well-received by the public.

For Barnes Show

Baton Rouge, La., Oct. 22-The Al G. Barnes Bros. Circus, which opened its season at Baton Rouge, La., last week, is scheduled to return to the city on November 22 for a two-day run. The show is owned by Al G. Barnes, who has been in the circus business for 20 years. The show is managed by J. W. Johnson, who has been with the circus for 15 years. The show is a well-known attraction in the state, and is well-received by the public.

Excellent Biz

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It Was All a Mistake

NEW ORLEANS, Oct. 22.-Nobody seemed to know exactly what was all about in the case of the Al G. Barnes-Sells-Floto Circus. The circus was scheduled to open its season at Baton Rouge, La., last week, but the show was canceled after a week. The show was managed by J. W. Johnson, who has been with the circus for 15 years. The show is a well-known attraction in the state, and is well-received by the public.

New Series of Legal Opinions

In this issue, in the Wholesale Mechanic-Pipes Department, is the eighth of a new series of legal opinions on special interest to pitmen and strangely enough, 20 of these articles appeared in the last issue of each month. The author, Leo T. Parker, is a well-known lawyer and writer.

AFA Files Suit To Enjoin RB

From Violating Contract Terms

NEW YORK, Oct. 22.-The American Federation of Arts, Inc., this morning filed suit in Federal Court to enjoin the Ringling Bros. and Barnum & Bailey Combined Shows, Inc., from violating terms of its contract entered into May 31, 1937. The suit was brought by William P. Dunn, Jr., vice-president of the American Federation of Arts, Inc., and Arthur S. Fields, treasurer of the circus corporation.

The suit charges that after the Ringling-Barnum closing in Scranton, Pa., due to inability of union and management to reach a satisfactory agreement, North sent a letter to the circus asking if it would be willing to accept the terms of the contract.

Whitehead claims that since that time North has demanded that all employees must consent to the terms of the contract.

Whitehead states that he has been the subject of threats by various employees, and that he has been forced to hire additional workers at the circus.

The suit charges that the circus is in violation of the contract and demands that the circus be enjoined from violating the terms of the contract.

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CIRCUSES

Performers' Club
By CHRISS CORNALLA

CHICAGO, Oct. 22,-Now that the current season is winding down, the future will soon be the scene for outdoor performers. Run up now the circuit of activity, with units like Harry Clark's, Earl Taylor's and Mike Taffin's traveling their own way, retaining their scheduled shows for the remainder of the season. Jack Taffin, formerly with Paul Lorenzo's high act, has just done a good act at the fair in that city. Speaking of the Lonkows, they are back in town, having completed a successful road show.

Beverly Britton and her Hollywood (See PERFORMERS PAGE 61)

Greenwell To Pilot Parker Watkins Show

PARIS, Ark., Oct. 22,--Manager Ira M. Watts of the Parker & Watts Circus announced that B. Greenwell has been engaged as general agent for next year and Claude Morris as manager of the advertising department. Greenwell started in show business more than 25 years ago with the J. H. Boswell circuit of St. Louis. From there he went to Cole Bros. Circus and later with L. G. McCollum. He was next with the Royal Royal Circus as manager of the advertising department, and then with the Pieplo-Filo show as contracting agent. Last year Greenwell was the general contracting agent for the Barnum-Stevens Circus. This spring he started with the McCray Bros. and has been with Parker & Watts.

Parker's show, which closed here today, will be enlarged. More horses and elephants will be on hand, and street parade made more pretentious.

SEABURY, Ark., Oct. 22,--The advertising car of Parker & Watts Circus closed here Thursday. The long-weekend, in spite of the fact that the closing three days as the car returned from here to Arkansas, will be continued.

Hoot Gibson Is Sued For Breach of Contract

ATLANTA, Oct. 22,--Hoot Gibson, with Robbins Bros. Circus, was sued here October 18 in the Superior Court of Fulton County for breach of contract. The Moan Circus Equipment Co. and associated moans of the suit in Fulton County. The charge is that Gibson made a contract with the Moan circus last season, following his appearance here. He was with Wallace Bros., Circus, calling for his appearance appearing April 15, 1937, for not more than 20 weeks. It charges also Gibson left the show show about June 20, 1937, and that the petition lost $40,000 in advertising and had to refund about $20,000 to the advertisers. Date for a hearing was not set.

Crows's Condition Serious

LOS ANGELES, Oct. 22,--The Billboard representative was at the Herek Bros. General Hospital and found the condition of Crows's much improved this week.

Three Weeks on Sparks Circuit for Fla. Show

SARASOTA, Fla., Oct. 22--A group of Ringling-Barnum performers who have been touring the State of Florida for the past three weeks on the Sparks Thirteen.

The group, which includes Fred and Ella Brandon, Maximo, the Canelelle and Lou Jakob, will open in Fort Pierce Thursday and proceed to Jacksonville, Miami and other points in the State. The schedule for remainder of the tour will be announced at a later time.

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Three Trees, Chief No Knife, Princess Red Blanket, Corona Verde and the Rizzly (ROBO) BARNETT.

ROBBINS BROOK—Now that show has closed, and the company is making arrangements for the next tour. They will start in November and travel through the Midwest, then go to the East Coast for the 1938 season.

CHICAGO, Oct. 22—Howard Y. Barry, who has been in the circus business for over 30 years, has announced his retirement. He will continue to work in the business, however, as a consultant.

FRIDIE PFEAN—Howard Y. Barry, who has been in the circus business for over 30 years, has announced his retirement. He will continue to work in the business, however, as a consultant.

Circuses

NEW YORK, Oct. 22—Good weather and favorable conditions have been reported for the communities where the Ringling-

Robbins Brook was the first show to open in New York this season.

CIRCUSES

NEW ORLEANS—The Ringling-Barnum and Bailey Circus has been performing in New Orleans for the past two weeks.

ANTHONY'S A CIRCUS

BARROW'S A CIRCUS

WESTWOOD'S A CIRCUS

**Under the Marquee**

By CIRCUS SOLLY

PAUL EDWARDS, administrator of the Ringling-Barnum and Bailey Circus, and a member of the circus staff, has been appointed circuit manager for the 1938 season.

FRIDIE PFEAN—Howard Y. Barry, who has been in the circus business for over 30 years, has announced his retirement. He will continue to work in the business, however, as a consultant.

CIRCUSES

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CIRCUSES

NEW ORLEANS—The Ringling-Barnum and Bailey Circus has been performing in New Orleans for the past two weeks.
The Travelers will be starred in Arena Gardens on November 5-10, where they will participate in a revue staged by Fred and Bob. The performance, scheduled for November 9, will feature other participants including several Michigan champions: Bill Johnson, men's singles champion, and his wife, women's singles champion. The performance is expected to be a highlight of the Michigan skating season.

The FORMER LEONIA Theater of Leonia, NJ, has reopened as a roller skating rink. The former theater was converted into a roller-skating venue by Tom Doyle, who managed Arena Gardens Roller Rink, Detroit, from 1945 to 1950. The rink is located on a former garage that was renovated into a roller rink. The new rink will operate every night except Mondays and Fridays, with doors open at 8:00 PM and closing at 11:00 PM. Rink attendees will enjoy a variety of roller skating activities, including figure skating and hockey.

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JACKSON AND RALEIGH BIG

Miss. State
Receipts Up

Attendance estimated about 350,000—Young revue tremendous draw for stand

JACKSON, Miss., Oct. 22—With ideal
decoration for the 35th annual Mississippi
State Fair here on October 15-20, the 35th annual
Miss. Fair opened on October 15.

JACKSON AND

Mass. State
Annual Near
Boston Talked

BOSTON, Oct. 22—That there is a
strong probability of a Massachusetts State
fair to be staged at Suffolk Downs annually,
as was admitted by several
in the know.

That a serious effort to put Massa-
chusetts into the ranks of States holding
State-sponsored fairs is to be made
came evident with the information de-

cidedly received that a bill will be intro-
duced in the next session of the Senate—
court—legislature to which conference

certain. In December, asking that a grant

should be made providing for a fair.

There still exists a strong pos-

sibility of the building of a fairground at Nor-

wood, another suburb between this city

and Framingham. But, with $3,000,000

worth of buildings already erected at

Buckford Downs, and with plants to ac-

commodate more than 1,000 head of live

stock, it appears that the New England

State Fair will eventvally be the se-

lection if a satisfactory deal can be made

with the Eastern Racing Association, a

member of which own and operate the

largest racing plant in New England at the

Downs.

With the Brockton Fair giving up

horse racing for a huge revue, the

opinion prevails locally that the field is

wide open for a fair to be held annually

in or near Boston. It is indicated that

Sheldon H. Peabody, president of the

Campbell-Parkinson Expositions, is vitally

interested in the idea.

New Western
Canada Circuit
Is Considered

YORKTON, Sask., Oct. 22—Possibility
of four of the larger members severing
connections with Western Canada Fairs
Association, leaving anR. C. S. of their own is under con-

sideration. Action may be taken in time
to have the new circuit in operation this
summer. Yorkton, Prince Albert, Moose

dale, and Edmonton exhibitions are sug-

gested as nucleus of new circuit. Should

such action be taken, the circuit would

combine four-day fairs rather than

day events and will co-operate in

securing higher grade

ments, it is said. Had Yorkton's 1938

(See NEW WESTERN on page 36)

Amusement Corp. Signs
'39 Illinois State Fair

CHICAGO, Oct. 22—J. G. McCaffery,
general secretary of the Amusement
Corp. of America, announced that a con-

tract has been signed by Illinois State Fair

management for one of the corpora-

tion's shows for the 1939 midway

Here is the first State fair signed

to the corporation, Minnesota State Fair

having been signed by the Royal Ameri-

can Shows before the amalgamation.

CHELSEA, Mich. — Second annual

Chelsea Community Free Fair drew about

50 per cent more than last year, said

John L. Fletcher, treasurer. Exhibitors

were larger than a year ago and flower

and hobby shows were added. At a

recent meeting H. C. Schneider was

elected president; Roland B. Walstrom,

vice-president, and Roy Walls, secretary-

manager.

Death of Fred A. Chapman,
60, on October 18 removed a notable
figure from the field of fairs. As

secretary of Ionia (Mich.) Free Fair

for 22 years, his work attracted inter-
national attention. He was manager of

Michigan State Fair, Detroit, 1927-32;
president of the Inter-

national Association of Fairs and

Exhibitions, 1933-34, and was re-
elected president of Michigan Asso-
ciation of Fairs last January for the
14th consecutive year. Further
details of death and funeral are in the
Final Curtain and elsewhere in this
issue. His business partner, Fred W.

Green, 64, former governor of

Michigan and president of Ionia Fair,
died on November 29, 1938.

Country Kitchen

BAKED TURKEY-FRED CHICKEN-BAKED V. HAM
STARCHS-CORN S SALADS-SANDWICHES

N. C. Scores
In Top Marks

Receipts soar and attend-

ance climbs—fund to aid

possible losses planned

RALEIGH, N. C., Oct. 22—Sunshine
and Lady Luck beamed on North Caro-

olina State Fair here this week, to such an extent that every known
record for receipts and admissions were passed. Manager J. S.
Dorton joined other veteran fair men in estimating that attendance, running from 25 to 45 per cent above last year's.

About $200,000 was the gate for the pre-

day and grand stand reported record
grosses.

Initial N. M. fair exceeds
expectations—modern
WPA plant to be enlarged

ALBUQUERQUE, N. M., Oct. 22—New
Mexico State Fair here on October 16
exceeded expectations for its first week with about 50,000 attended and

paid admissions. Manager Leon H.
Harmes reported that the first part of the week was disappointing, but the last four days very good, attendance running from 25 to 40 per cent above last year's. He was confident that the $6,000,000 plant would not be finished in time to open. The WPA plant, built for five-acre, agri-

cultural, administration, poultry buildings, will be ready, according to the

Manager.

(See N. C. SCORES on page 38)

Bow Is Good
In Albuquerque

Dancers Rand and Lee Will
Confer With G. G. Officials

SAN FRANCISCO, Oct. 22—Both

have a date in the 1939 Golden Gate

International Exhibition, Sally Rand and

Gypsy Rose Lee were in the city on

Wednesday, Sally to put on a show at

the Atlantic Club, Oakland, and Gypsy
to appear for a week at the Golden Gate

Theater. While they will talk with ex-

hibitors, it is expected they would

wouldn't mind being a feature attract-

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Progress in development of the Streets

of the World is being made. Signed
during the week were the Sand-Beach

of a Hawaiian Village and a Latin American

Village. Twenty-four buildings have been

booked for the floor show, Royal Ameri-

can Shows will be on the midway for

the entire season. Compensated live

stock, poultry and agricultural produ-

cts have been doubled.
Important Announcement

Grover Whalen has estimated that 60 million visitors will come to the World’s Fair.

It can safely be assumed that at least 30 million will visit Radio City.

On the crossroads of the amusement world, located on 50th Street and 51st Street, between the Radio City Music Hall and the Roxy Theatre.

50 LOCATIONS WILL BE AVAILABLE TO CONCESSIONAIRES

TO BE USED FOR EXHIBITS, AMUSEMENTS and FOR THE SALE OF MERCHANDISE

50 New, De Luxe Non-Stop, Express Buses will be operated directly to and from the World’s Fair from a terminal on a portion of the property. Millions of visitors are expected to use this type of transportation.

50th Street is now one of the busiest cross-town streets in New York City and is the Gateway to Radio City as well as the crossroad to the great amusement centers. Millions of visitors will pass THIS location during the World’s Fair.

Plans have been filed and approved and ground will soon be broken to erect a modern building to be used exclusively as an official information bureau for all World’s Fair activities. This information bureau will be manned and operated by a staff of World’s Fair employees.

Here Is a Golden Opportunity for the Wide-Awake Concessionaire

FOR INFORMATION AND RENTAL OF THESE LOCATIONS APPLY TO

B. J. Kallen

110 WEST 51st STREET
NEW YORK CITY

Phone, Circle 7-1999
Buildings, Fed Exhibits, Pageant Being Readied for DeSoto Expo

Tampa, Fla., Oct. 22—Back in Florida after his success with Alabama State Fair, Ben Lambright, editor of The Tampa Tribune, is preparing for the largest exposition in history. Hernando DeSoto, ex-DeSoto, Inc., has announced that the exposition and Mayor B. K. E. Chancey are working to develop the exposition and make the three-week event the South’s largest exposition to date. The exposition will be held at the University of Tampa and will feature exhibits from all over the world. A 300-foot lighthouse and 750-foot panorama will be among the attractions.

Lambright, editor of The Tampa Tribune, has announced that the exposition will be held at the University of Tampa and will feature exhibits from all over the world. A 300-foot lighthouse and 750-foot panorama will be among the attractions.

John H. Boushali, chairman of the foreign trade commission, said that the exposition was being planned for a tour of Fair-Ameri
can countries with special exhibits representing all the Latin na
tions for elaborate exhibits. Contacts were being made through government officials and representatives of the Smithonian Institution to obtain exhibits that will fill the U. S. building, including exhibits showing the landings of the Spanish Conquistadors.

Representatives of the John B. Rogers Co. have been in Florida for a week preparing the DeSoto exposition. They are here making a final check of the exhibits to be shown, including one of the largest American business concerns, the United Fruit Co.

Tuesday was Agricultural Day, with a parade as one of its highlights. A roll of honor was issued to the boys and girls who attended the fair, and a program of school activities was presented by the students.

Wednesday crowd, sent more than 10,000 students to the grounds.

Hernando DeSoto traversed the United States for 400 years ago.

Hernando DeSoto, explorer, set foot in Florida, was the first European to lay claim to the land that would become the United States. He was commissioned by the Spanish government to find a route to the Far East, and in 1539, he and his men arrived in the area that is now known as the state of Florida. The expedition was a monumental event in the history of the United States, as it marked the beginning of European exploration and settlement in the New World.

On today’s anniversary, we remember the courage and determination of Hernando DeSoto and the勇敢 men who accompanied him on his historic journey. Their努力 paved the way for future generations to explore and settle this beautiful land.

Free for every occasion. Write for free catalog.

FREE ACTS WANTED
With your Combination for 1939 Fair Season
HIGH, LOW, CIRCUS, RINGS, ACTS, etc. Write for full details.

GREAT ACTS
WILLIAMS & LEE ARTISTS, 444 Holland Ave., St. Paul, Minn.

WANTED
For 1939 Fair Season
HIGH AND STANDARD NOVELTY ACTS.
If You Want a Long Season Make Your Down Payment
Send Permanent Address.

SIDNEY BELMONT
Fullerton Building, St. Louis, Mo.

WANTED
HIGH-CLASS CIRCUS ARTS OF ALL KIND
For 1939 Fairs
Tenters, Palaces, Prizes, Acts, Trombones, etc.

FREE WANTED
From the Combinations for 1939 Fair Season
THE RAYMONDS ATTRACTIONS
220 Cortland Street, Jacksonville, Fla.

WANT MORE REVENUE for YOUR ORGANIZATION? Read “BINGO BUSINESS” A Column About Bingo in the WHOLESALE MERCHANDISE Department

WANT MORE REVENUE for YOUR ORGANIZATION? Read “BINGO BUSINESS” A Column About Bingo in the WHOLESALE MERCHANDISE Department

CARD STANDS
14x24, 22x28 paper and cardboard window cards, 14x10 and smaller, for stores, banks, etc., for all occasions. Write for free catalog.

BOWLER SHOW PRINT
t. Fowler, Inc.
Big Eatery Construction Begun; Jap Cornerstone Laid at W. F.

NEW YORK, Oct. 22—Construction on a $250,000 project at the Biltmore, largest restaurant, largest eatery in the amusement zone of the World's Fair, got under way today as representatives of the National Restaurant Association and the Jap government, headed by the Jap ambassador, laid the cornerstone.

Ceremony took place at the corner of Liberty Ave. and 14th St., where building of a restaurant, largest eatery in the amusement zone of the World's Fair, got under way today as representatives of the National Restaurant Association and the Jap government, laid the cornerstone.

The Japanese Government this week placed the cornerstone to its exhibit building, a shrine to the spirit of the Jap people, which will symbolize the fundamental Jap philosophy—simplicity, beauty, and purity. The building will be formed into a picture. A brass plate will bear the name of the Jap Government and fair officials and will indicate the site of the foundation. A chain of fountains will flow water in a form of a picture. A chain of fountains will flow water in a form of a picture.

The fair, scheduled to open Oct. 29, was not heavy except on Friday. When it was decided to inaugurate the fair on Friday, the weather was forecast as possibly getting to be severe enough to cause a delay.

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Parks, Pools and Beaches here on No-

BANNER NAAPPB MEET SEEN

New Exhibitors
At Trade Show

Popular convention fea-
tures are to be retained—
officials note interest

CHICAGO, Oct. 21—Ofces of Presi-
dent Harry C. Baker in New York City;
and of the secretary-treasurer of the
Parks, Pools and Beaches here on No-

New Revere
Plans Ready

Rejuvenation project will
go to government—board-
walk and pier included

BOSTON, Oct. 22—Plans for complete
restoration of the Revere Boardwalk
and pier, including a proposed
boardwalk extension, were announced
by President Harry C. Baker of the
National Association of Amusement
Parks and Resorts in his annual speech
before the meeting of the organization.

Hamid Pier and A. C. And Set
Scenes for Late Season Events

ATLANTIC CITY, Oct. 22.—Prepa-
rations are being made for the opening
date of November 1, when the pier will
be opened to the public. The opening
will include a marine pageant, and
the pier will be illuminated with lights.

Chrysler Plans
Extensive Mall
For L. A. Spot

LOS ANGELES, Oct. 22.—Plans are
being made for the opening of a new
Chrysler Showroom in Los Angeles,
located at 1025 S. Figueroa St. The
showroom will feature a large display
of Chrysler products and will be
opened to the public on December 1.

Batt's Bid
Is Taken for New
Site in N. O.

NEW ORLEANS, Oct. 22.—A new
new lease on the present site has
been accepted by the Orleans Levee
Board. He is vice-chairman of the
Batt’s Levee construction program
committee.

Larrimore Concession
Take Is Reported Off on Season

AKRON, Oct. 22.—Larry Larrimore,
who for years operated a refreshment
concession in Summit Beach Park here,
lives to a new lease on the present site
in Larrimore’s concession.

S. F. Playland-at-Beach
Eatery Damaged by Blaze

SAN FRANCISCO, Oct. 22.—A spec-
tacular fire, whipped by a high wind,
and considerable damage to the Gables,
Playland-at-the-Beach Park, started
on November 1 and was put out after
approximately three hours.

Philbert Plans for Opening

CHARLOTTE, N. C., Oct. 22—Plans are
under way for the opening of the new
Philbert Park in Charlotte. The plans
were announced by E. H. Philbert,
director of recreation for the city.

Peters in Barn After Fair

CANTON, O., Oct. 22.—Howard Peters
has returned his freak animal show
for winter quarters after playing a
series of dates in the Northeast. He
show this season was greatly
enlarged and featured several new attractions.
The Pool Whirl
By NATE A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Old Familiar Faces

Advance reports concerning parties and other events arediscussed. It is the naturalintention of the showmen who have been lined up for a talk for Bathers. One nescoener to the pool at Hyatt, of Illinois Board of Health. A subject which has been written about Vie of Trunks by Men Without Uppers. To get new pool men tea by Julien Bamberger, who hes also had a great deal of attention. Oot will be on Shover truths-Commend and, believe me. Its a good thing the shorn have repeatedly read papers concerning the marathon sierlas suggestions. Thanks to Christy Walsh, sports director of the Golden City in New York Office. The Billboard)

Newark. -- Sunny weather over the week-end gave the dealers and operators a new vigor after several rainy, cold days. The $50,000 to $60,000 in sales on October 29, which included $15,000 in sales of pinball machines, was a major achievement for the local business. The $150,000 roller-skating rink scheduled for Asbury Park, shows the increased interest locally in the rink pastimes. If park department officials are asked to re-examine the new park, it would be as amusement center. The Board of Commissioners is to open a public park this season.

CINCINNATI.—Departure of three young lions from the zoo on October 29, gifts to Evansville (Ind.) Zoo, reduced the lion population to seven and will result in a saving of $25.20 a week in food. The Lion Commissioner hopes to confine amusements to a single zone. In the coming season there will be either 10 or 15 cents, with the amount of injury it will do in discouraging motorists. Kenny Meekins plans to open a huge amusement center next season, after the manner of those operated on the West Coast.

An underground sewer was dug out before completion of the new goos build-

Death Follows Gale

Wallace St. C. Jones, Boston, has just sent in a letter containing the following letter to the billboard: "Mr. William says that the city will have to spend $80,000 for the William Mills has 1510 tall pine trees left out of about 3000. Danny Bauer lost about $75,000 in the disastrous flood at Orange. He was caught in the muddy water and had to be rescued."

BANNER NAAPPE
(Continued from opposite page)

The Billboard}
Bundy Changes Title of Oddities

JOHNSTOWN, Pa., Oct. 22—Museum, known for the past several years as International Congress of Oddities and now the Bundy Museum of Pennsylvania, under direction of Ray Marsh Bryan, will henceforth be known as the Look at Life Museum. The change was announced at a meeting called by Bryan, Metropolitan Museum, of which he is president in conjunction with David Rosen, Fred Sindel, J. J. Stevens, and Elmer E. Wunder, who direct the unit. The show has been operating since October 3, when it opened in Alabaster, Ala.

Rosen and Sindel, now presenting a sightseeing museum, will be on the road in active management of the museum at the showmen's convention in Portland, Ore., on Oct. 29. J. J. Stevens, with Bryan organizations for the past 17 years, will continue to direct the unit. Bryan will handle all advanced details. Bob Zell, advertising and public-relations manager, announced the billing crew. Tom McLendon has completed contracts with the showmen for two years, and the season, which will be described as a sightseeing museum, will be in active management.

Roy Gooding Stores Rides

DOVER, O., Oct. 22—Roy Gooding's five rides have been stored at Tuscarawas County Fairgrounds here. Paul Pickering, superintendent of rides, has been in charge of the rides. Gooding reported that business this season was only fair, with few spots grossing anyway near that of last year. Some spots, he said, were from 40 to 50 per cent below 1937.

Along the Dallas Midway

By Frank B. Joerling

DALLAS, Okt. 22.—The present plant of the State Fair of Texas, October 8-25, is one of the finest in America. The beautiful buildings erected for Texas Centennial and Pan-American expositions are nearly all conceding and house equipment and live stock.

It looked like old-home week for show folk, as almost every day brought prominent visitors, especially October 12, when many showmen were on hand for the BLA Best Show, a pronounced success.

Captain and Mrs. John M. Sheehy and W. H. (Bill) Rice, agent of the Mighty Sheehy Midway, were among opening-day visitors.

Phil Little, who was busy looking after his two big eating emperors, de Laceria and Treasure, was among opening-day visitors.

Seefeldt's Shows Add Rides

ROANOKE, Va., Oct. 22.—Phil Sterkey, owner-manager of Seefeldt's Shows, announced this week that he had closed a deal with Dick Sisco to add two rides to his plant. The rides, which are together with his own plant, is a string of 20 rides, together with tents and other rides, and will remain on the road as long as weather permits. Sterkey's plant also is the largest in the area.

Two High Divers Work as Free Act at Crowdway United Show

TWO HIGH DIVERS WORK AS FREE ACT on Crowdway United Show, the diving being different. Left to right: Dave-Dennett Clark, black, high dive diver; O. C. Cao, future of the show; Capt. George Webb, high, red diver. Oram, was taken at Red River Valley Fair, Sherman, Tex., on October 7.
Here's 1939's Sensation and year around business for you

THE 3-WHEELED MOTO-KAR

Talk about a natural for consciousness— for county fairs, recreation parks, resorts and red-hot driving schools. It has been solidly and thoroughly tested to the extent that it will be the rage of the entire driving world. The 3-Wheeled MOTO-KAR is the answer to every man's desire for a fun car, and it's going to be a sensation everywhere.

Wherever there is water there's a fortune for the man with a fleet of Sea-Scoots. It skims the surface like a greased cat, and the skilled operator can start and stop with surprising ease. It's a day and night operation. The 3-Wheeled MOTO-KAR is necessarily a 3-point suspension, and will handle all driving conditions with ease. Its racing driver seat and 3-point suspension that will not handle and out-sell any 4-wheel vehicle. Supplied with all around lamps and a license plate that is the very essence of the law.

BE FIRST—every day you've been without MOTO-KAR is costing you real hard money. Write now for catalog and specifications.

Invest in the Time-Tested

Flashy—Reliable—Money Getter

For Particulars, Price and Terms Write

SELLER MFG., CO., Inc.
Fairtield, Minn.

ALL NEW MONEY-GETTING RIDES

RO-LO—FURBUSH AND RIDGE COMBINED. A big money earner—a gigantic horse trainer and a showman on Royal American, Indian, Cowgirl Show, Goodwater, Greater, Young, Miller, Sild's Relief, and many others. Great opportunity for you, gives you great success and big profit. Information on Request.

STIRR-UP CARROUSELS. ALL SALES.

STREAMLINE PORTABLE CARROUSELS. Wire for attractive terms.

PACIFIC COAST SHOWMEN'S ASSN.

730 South Grand Avenue, Los Angeles, Calif.

BOOMERANG MFG. CORP.

509 S. Western Avenue, CHICAGO, U. S. A.

HAMILTON AVE.

BROOKLYN, N. Y.

S. T. JESSOP, Pres.

TODD, M. J.

AND WING CO.

GEO. JOHNSON, V. P.

Send for Illustrated Circular

UNITED STATES TENT

Capacity

40 years of serving the outdoor showman, with an understanding of his needs and operating problems. DEAL WITH THE HOUSE "WITH AND FOR YOU"

701 North Sangamon Street

(Phone Haymarket 0444)

BOOMERANG MFG. CORP.

BOOMERANG MFG. CORP.

BROOKLYN, N. Y.

BOOMERANG MFG. CORP.

BROOKLYN, N. Y.

Harry Witt, Sales Mgr.

HIGH POINT FAIR

OCTOBER 31 TO NOVEMBER 5, HIGH POINT, N. C.

All factories working full time; 100,000 population to draw from.

can place legitimate Concessions of all kinds. Address

ART LEWIS SHOWS

ART LEWIS, Manager, Roxboro, N. C., This Week.
CARNIVALS

Midway Confab

By THE MIXER

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

NEXT season better be better.

TO BE a successful showman one must live the part and not try to stuff his way through.

BABE AND BILL HEARLICK, well known in outdoor show business, are operating a restaurant in Brazil, Ind.

MR. AND MRS. MCKENZIE have sold their Cincinnati business that they closed recently with F. H. Bee Shows.

MRS. ART HANSEN, who closed with Frederick Shows recently, has joined Crowley's United Shows.

BEING a successful showman is an art, not a lucky break.

CLYDE DAVIS and wife, Leota, are reported as being on their way to John Lake's United Shows.

"HERE today and gone tomorrow." Remember, you may want to come back next year.

W. L. (BIG) SIGNOR, who recently closed a fairly successful season with the shooting gallery on Art Thomas Shows, has opened a gallery in Sioux City, Ia.

CLEON (HEAVY) HANNAH, who was in Brownsville General Hospital with pneumonia, is recuperating at home in Davenport, Ia.

BULLETIN: The wage and hour law will not affect the Unborn Show's human bottled actors.

ROBERT ATHON, veteran showman, topper for many years his own craft, is running the whole of show business at heart, is Francis J. Bligh.

TROUBLE with some shows is that they have come to the town people their troubles, woes and grief. When a showman becomes anybody's business, then it ceases to be a business.

PAYING off on the commonwealth plan does not mean a small salary where a red one and a percentage if it is a bloomer.

Cyrus Peleg.

SID FULLER rejoined Crowley's United Shows at Corsoe, Tex., coming from tractors that have taken the places of bagf

tractors.

JOE SANDERLIN, The Billboard and mail agent on a show, said, "You can always tell who is who among fairgrounds concessioners on the day The Billboard arrives, they buy copies they are not 40-milers."

THE SHOWMAN who hollers loudest that the office puts out papers to square the con

sideration is the one who has a show that needs the fix to keep it open.

"This has been an exceptionally short season," means Road Map Johnson, the bushy poet, who joined only 42 shows this season and there are still 290 shows left, "but we are made, with closing time upon me."

ADAM TESCA cards from Hannah, Mo., that Joe Teska, who closed the season there with the biggest show of the Imperial Shows, is heading north. Adams adds that this will be his last year.

CLYDE GIBERT's mother is ill at home, 1606 Grandview avenue, Pittsford, N. Y., to Mrs. Clyde Gilbert, who asks that anyone knowing his whereabouts inform her of his mother's illness.

WHY is a hamburger aristocrat with an ace-card bank roll today when you know that the Of Equalities will catch up with you?—Col. Patch.

MRS. W. M. WILLIAMS writes from Mohonasen, Tex., that George Purkey, motordrome rider and operator of Western Pennsylvania Shows, is in Minnesota. He adds that there were injuries sustained in a fall on October 12.

ADDITIONS to concession row during the Klondike Exposition engaged in Chaise City, Va., Included Mr. and Mrs. G. G. Wentz, cigarette shooting girl, and Charles Adams, and Mrs. Clyde Gilbert, who asks that anyone knowing his whereabouts inform her of his mother's illness.

A MAN who has spent his life in the carnival business has a right to boast somewhat as well as, "I have kept pace with the trend of the times?"

SINGE-PIT attractions of meruit, kind, and a show, are sold to any midway if properly located. If these small shows are used by a large show business they are of no value to the office from a financial standpoint.

FRED MEYERS inks from Memphis that he is still with the Miller Miller Shows as the bookkeeper and that the season is going on the best at its Southern dates. He adds that Maurice Miller is out of the hospital and recovering from his recent accident.

A SHOWMAN who had promised his employer a show when the show closed gave each one a compass, a road map and a pair of glue-on half soles.

MRS. AND MRS. AL TOMAINI, giant and half girl, card that they have closed their season on World of Mirr shows and are returning to their home in Long Branch, N. J., after spending a season enjoying the extremely warm weather and doing much deep-sea fishing.

JOYCE MAXWELL REYNOLDS writes that the uninvited Anderson Street show is a calico, is taking a rest here after closing with the Anderson Street Shows, "Despite the fact that illness kept me in a hospital during our Canadian tour, our travels this year fell about 25 per cent only."

Headache for Norton

MONAHANS, Tex., Oct. 26—Several members of Western States Shows, including Charlie Barkle, show operator, were grouped around the Anderson Street Press office on one day last week discussing plans for the winter season. The talk was tagged "Next year" to the shoulder and inquired, "Are you any show horse, man who is trying to reply, "Yes, but I don't want to buy a horse, no price." The man was so happy with what you ask me, listen, I am trying to enjoy the weather. "You are any show horse," the man inquired. Their names are strung across the front of your show.
many wrote, the best last year's mark. Plan to remain here about three weeks at least, then either Florida or California for the winter.

HUNDREDS of dollars’ worth of shoe leather was cut out this season by a group of California horsemen, who are using them in making their home- made products. "How are you doing?"

MRS. G. E. BARFIELD, of Barfield’s Consolidated Shows, from Eads, Mo.: "Our fair dates have started well in the South, especially in the Mountain States. We will return to permanent winter quarters in Macon, Ga., soon. Our new trailer is beautiful."
Rainbow

[Text continues with various event details, including performance dates, locations, and attendees.]

Johnny J. Jones
(Baileys)

[Text continues with details about weather, performances, and events.]

Crystal Exposition

[Text continues with details about weather, performances, and events.]

Krekos’ West Coast

[Text continues with details about weather, performances, and events.]

Banty’s
(Baggage Cars and Trucks)

[Text continues with details about weather, performances, and events.]

Bucky’s State

[Text continues with details about weather, performances, and events.]

Crowley’s
[Continued text with details about weather, performances, and events.]

Full-Date Carnival Show Letters
As Reported by News Representatives for the Shows

Full-Day Carnival Show Letters

Pictured Here on U. S. Route 10 near Dover, N. J., is the equipment Brod. Shows: Eloy. Shows utilize their street parades. Sound car was designed and assembled by Morris Clayton, Jr., who also handles the Great Wilco announcements each night.

[Continued with more show information and details.]

J. J. Page

[Continued with more show information and details.]

Strates
(Railroad)

[Continued with more show information and details.]
closed Friday night. Francis Whiteside, secretary, and his fair associates of the Odd Fellows, N. C. Fair toured the midway and visited with Manager James E. Gwinn. C. E. Wolfrich, general agent, wired that he would visit the show next week.

BEN H. VORRIES.

Rogers & Powell
(Motorized)


Moved from Inverness, Miss., was made in good time and everything was up early and ready to go. Good crowds prevailed on both nights and a good time was had by all. Minor concessions and rides showed did satisfactory business. Photo-momites co-operated splendidly. Rides had been painted and canvas added. Organization will be out until November 30. The winter has not been a very good one because of the persistent cloudiness and the strong south wind that has persisted.

WALT BANKS.

World of Mirth
(Motorized)


It was the first time shows played this fair, and records for attendance and gate receipts were broken. Breakers were broken in the snow, and the roll of the ride was worth the effort and the expense. It is a good thing to say, there was gold if you guarded it. The show was in the private quarters of a gentleman, and Coe took them in the private quarters of a gentleman and spectacles of date a pleasant time to the visitors.

Hilderbrand's
(Motorized)

Picosville, Calif. Week ended October 11. Eldorado County Fair, Weather, rain.

What has always been a winning date for this show was taken over by old man weather. Opening day was drizzly, weather was darkened, and by Friday, one of the big days of the week, clouds and showers were the rule. The shows was all done. The show was in the private quarters of a gentleman, and the railroad shows were made there. It is a good thing to say, there was gold if you guarded it. The show was in the private quarters of a gentleman and spectacles of date a pleasant time to the visitors.

Ballyhoo Bros. Circulating Expo.

A Century of Profit Show

BY STARR DEBELLE

Strait-Jacket Island.

Four days. High seas. three.

Week ended October 15, 1938.

Dear Mixer,

Shipwrecking of our fleet was a thing that took a lot of time and a lot of work. We were in the dark about what we were doing and what we were doing and what we were doing.

On Monday the gates fell off a little due to a number of petty jealousies arising over the petting. We were informed that a bit of scratching and hair pulling had taken place on the lot, but no show people were involved. But the few paltry 15,000 paid admissions that were on the lot gave the Rocky Road and Caterpillar Express their best night of the season. Before the night was over most of the rides had erected makeshift tunnels, and the fun days were over.

On Tuesday a big rush was on at the courthouse. Hundreds of couples stood in line for hours in a steady downpour of rain for wedding licenses to be issued. The early edition of the wedding license was carried. Rain played a strong hand, claiming the island would get out of the red if the show continued. The bride was the best thing that happened. They en ravened the lot and turned the drenched showmen with a mocking smile.

CLOUDE A. BARIE

Kauf
(Baggage cars)


Fair opened Tuesday to light attendance. Wednesday, White Children's Day, and Thursday, men and women produced excellent crowds. Friday and Saturday's attendance was a little more pronounced and principal to night. Fair had been a four-day fair, and this year's experiment of extending it one day was carried on.

Money was in evidence and people were well off with the week. Merry-Go-Round and Pennsylvania Opposite were very popular. Caterpillar Express was transferred to W. C. Kauf Shows for the week in Wintson-Salem, N. C. Eddy showed up and the drenched stands were popular. Carl Davis' cookhouse was augmented here with a grab stand. Newly created deputy sheriff George Whitside kept the crowd orderly at all times.

(See SHOW LETTERS on page 57)
Showmen's League of America

Chicago, Oct. 22.—A number of members spent Wednesday night, October 13, at the home of Mr. Gertrude Lang. Mr. Lang picked his winner of the midsummer award, which was not announced until Thursday night. Mr. Lang was awarded the prize, two beautiful tablecloths.

J. W. Patterson is in town last week after putting her show in quarters for the winter. Mr. Lang wishes to make a statement in the last regular business meeting, which was held at the home of Mrs. Lydie, who is chairman of the committee.

Missouri Show

St. Louis, Oct. 22.—A number of members spent Wednesday night, October 12, at the home of Mr. Gertrude Lang. Mr. Lang picked his winner of the midsummer award, which was not announced until Thursday night. Mr. Lang was awarded the prize, two beautiful tablecloths.

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Showmen's League of America

165 W. Madison St.
Chicago, Ill.

The Best TROOPER
Of Them All!

Show talks all over America. Making Kozy Coach the most popular trailer in the world. People who have the "man size" beds that sooth your tired nerves and muscles—all kinds of luggage and a full length wardrobe for ALL your clothes. Send for brochure. "You're Ahead With Kozy Coaching" and learn why you should purchase a Kozy Coach. Your order is backed by a company thoroughly responsible financially.

KOZY COACH CO.
409 E. Michigan Ave.
Kalamazoo, Mich.

Showmen's League of America

165 W. Madison St., Chicago

SHOWMEN'S HOME FUND

—(SEE PAGE 53)

CARL J. RICHTER, General Chairman

WRITE FOR FERGEE CATALOG
A Home for Aged and Infirm

Showmen's Home Trustees

FRED K. EVANS, Treasurer

J. W. COOK, Manager

W. C. Hirsch

Max Goodman

Edward Phillips

L. F. Henry

Harry W. Hendrix

Elmer C. Velarde

Worthy of Your Co-Operation

TILLEY SHOWS

NOW BOOKING FOR 1939

For Midgets, Babies, Rosita, 10-foot Women, and Long Legs. Write for complete catalog. Complete range of small shows, manufactured by Chicago Manufacturing, 522 Main St., Chicago. Send today for catalog, "50 cents, postpaid.

Missouri Show

Women's Club

ST. LOUIS, Oct. 22.—A number of members spent Wednesday night, October 12, at the home of Mr. Gertrude Lang. Mr. Lang picked his winner of the midsummer award, which was not announced until Thursday night. Mr. Lang was awarded the prize, two beautiful tablecloths.

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Cincinnati celebrated its 150th birthday with a parade and celebration. On October 2-4, a committee of civic and cultural leaders planned an event that attracted a large number of visitors. The celebration included a parade, a fireworks display, and a concert. The event was well-received by the public, with many attending to enjoy the festivities. The celebration was a success, and it set the stage for future events in the city.

New Marks Set At Farmers’ Show In Versailles, Ind.
VERSAILLES, Ind., Oct. 22—Brought in more than 40th annual Farmers’ Fair and Pumpkin Show. The show passed all records, officials said. Sale of tickets was a record and receipts resulted in $1,500,000, used for entertainment and premiums for livestock and agricultural exhibits, said Mrs. Mary Cole, secretary.

Hayden’s Band furnished music for the street dance Friday night and Dutch Phillips’ Orchestra played the dance Saturday night. Other features were a band and parade and concerts.

Ohio Festival Is Success
NELSONVILLE, O., Oct. 22—Sponsored by the Nelsonville Festival here on October 19 was favored by weather and good crowd, officials said. Float rides and attractions, in charge of Johnny Enright and George Clark, were on the midway as American Exposition Shows and included Ed Strassburger’s Wild West Show, Homer Moore’s Life Show and American Tobacco Co.’s Wonder Show. Oren Mallory’s cocked "well-dressed" ducks were topped by leisure’s photos, John Chapman’s bingos and Enright’s novelty balls and big aerials. Bower were the free net.

Young Revue at Indoor Fair
GRAND RAPIDS, Mich. Oct. 22—Entertainment was booked as feature attraction at a big indoor fair to be held in City Auditorium here for one week. It is believed the fair will be the biggest of its kind ever attempted. Entire base ment of the auditorium will be used.

Grotto Advance Sale Big
PITTSFORD, Mass., Oct. 22—Frank Wirth’s Indoor Circus did big business for the advance sale this week. Admission was $1.50 and $1.25 for children. The show opens on Oct. 29.

DALLAS MIDWAY—
(Continued from page 40)
high in praise of Hennessey Bros. Shows, which are nightly parading the carnival district.

Bill Hames, owner of the Bill Hames Shows, accompanied by his secretary and big and saw best in many years.

Mr. and Mrs. Mel Vaught, State Fair Committee, who stopped over on route here, went to Midland, Texas, reported the show would go into winter quarters in two weeks.

Mr. and Mrs. Barney B. Gerety were actors several days during the first week. Others of the Beckmann & Gerey Shows seen on the midway were Mr. and Mrs. John K. Dunn, Mrs. C. J. Stillman and Mr. and Mrs. W. F. (Teddy) Webb, Dave and Nancy Miller and George Yorks.

L. S. Lang, Hogan, a general agent of Amusement, Corp. of America, was much in the limelight during the first week.

Orville W. Hennes, the "prince of hostel," the grand part owner of the Hennessey Bros. Shows, was also keeping a large group of friends happy.

A furor was caused when Sunny (Funky) Bernet, Globe Poster Corp. and N. D. Dyess, of De Schuylenburg, made their entry on the midway. This was the start of a world of fun, as these two popular emisaries of the Shows, LeGrand and LeGrand. showed, outside himself at the Dallas Fair, and ended with a bid for a gold life membership card of the league in the showmanship drive.

Walters and JernId Keats, of the "nib" enron events staged, are tonight, to handle mine* compelling more than 500 publicize.

Ted LeFors and W. D. Sinclair set up a booth for Santa Claus and the Jolly old Elf. They will go into full operation next week.

South Street Museum offered the following bill this week: Walter Smith's Playland, Kittle Smith, armless performer; Simms, one-armed gong player; Mr. and Mrs. William McCoy, mentalist. Dancing girls in black and white.

Samuel B. Russell, president of Stowers Co., Fair and president of Pennsylvania Association of Fairs, is in Hahnemann Hospital here for treatment and observation. He has been ill for some time.

Richard D. Kennedy is in the city handling promotions in connection with the Shrine Circus to perform at the Hamid-Morton Circus Co., in the arena.

Mrs. Bob Morton, who undertook an operation at her home in Miami, Fla., on Monday, reported she was suffered was injured while playing tennis, the injury necessitating an operation. She arrived here after the fair season, is on the front of South Street Museum.

Bob Morton passed thru on his way to New York, he will direct the annual Shrine Circus.

Los Angeles
LOS ANGELES, Oct. 22.—Ed Brown, greatly improved in health, will return to Long Beach, Calif. He plans to leave soon for a visit with his sisters in southern California. Brown, who is now recuperating, is now in the Dallas branch of his firm and reported excellent business in Texas.

T. A. Fowler, of the Dallas office of the National Life Insurance Co., a daily visitor, was Leslie Levine, con tinuing his business as usual. He is accompanied by a fine salesman, J. W. Jones, and Janis Wright, of Southern Premium Film Co.

Among others frequently on the midway were Homer Gilliland, Robert Landis, Johnnie Lovin, Lotus H. (Bob) Lohman, Johnnie Latun, Louis (Tom) Linn, Jack Murray, and Mr. and Mrs. Art Martin.

Philadelphia
PHILADELPHIA, Oct. 22.—Eighth Street Museum reported good business during the week. There were good crowds at the shows. The Weather Bureau reported cold weather, which was good for the business.

Ted LeFors and W. D. Sinclair left for Cedar City, Utah, where they will take up affairs of Pacific Coast Shows Association, of which they are president.

J. L. Bohlender and Dan T. Fingert left for Lone Pine, where they will carry on their business.

O. H. Hildbrand, owner Hildbrand’s Gardens, spent a few days here, reported that business was satisfactory. Archie and Mrs. Clark visited here for a few days.

Want More Revenue for Your Organization
Read “BINGO BUSINESS”
A Column About Bingo in the WHOLESALE MERCHANDISE Department
This Week and Every Week

The Billboard
October 29, 1938
47
Show Family Album

WALTER K. SIBLEY, assistant director, Division of Concessions of 1939 Chicago Cattle Industrial Show, opened the water show on the Herbert A. Kline Shows season of 1912-14. On the platform, left to right, are Irene W-Benzon, Bertha Lindberg, Sally James, Margaret Offer, Jennie Fine, Carlotta Vanucci, Sadie Curry, Josephine Fleming and "Chubby" Whitmy. In the man in the ticket booth was "Brownie." For many years now he has been a muslin puller with dancing shoes. In the upper right-hand corner can be seen smoke from a boiler used to inject live steam into the pool to heat the water and to furnish steam for dressing-room operators. The organ, a Wash fell, was imported from Germany by Louis Berni. At that time it was said to be the largest mechanical organ in the United States from the standpoint of number of keys, having 96. Show traveled on three cars, too flat to carry equipment and a coach for performance.

The Billboard invites its readers to submit photos taken from 18 to 20 years ago, or more, of their favorite performers, shows, etc. Any one interested are invited to submit them to the editors. They will be accompanied with complete descriptive data. Group photos are included. Pictures of individuals who are FAIRLING will be welcomed. They will be returned if ordered. Address Show Family Album Editor, The Billboard, 25-27 Opehia Street, Cincinnati, O.

CLASSIFIED ADVERTISEMENTS

Earl C. Bailey, 890-4400, CHICAGO. LAKE COUNTY.

For Salse—Second hand Goods

CORN POPPERS—CARBONIZED PORTABLES, ALL—Electric, Long-Eaiks, Rotary, Kettles, Ceramic Equipment: Bar- rons, Tanks, Regals, NORTH SIDE, 1303 College Ave., Des Moines, Ia.

LETTERS CUSTARD MACHINE—Plate model, and has most on out side. Friday for sale, United States, Broadway, N. Y.

FORD MOTOR COMPANY, CARMEL, California. French Past, Potato Chip Machines, Long-Eaiks CO., 1976 High St., Del Rio, Texas.

PORTABLE FLOOR—156x59, NOW USING. LEONARD J. SNEAK, South Coventry, Conn.

For Sale—Second hand Goods

MISCELLANEOUS

ARMADOIL BASKETS, LAMPS, ETC.—They are in stock, best prices, write. BEERWELL, Des Moines, low.

PHOTO SUPPLIES AND MACHINES

M. P. ACCESSORIES & FILMS

ALAINO BASKETS, LAMPS, ETC.—Also at best prices. WRITE, Box 620, Des Moines, low.

PARTNERS WANTED


ROLLS DEVELOPED—TWO PRINTS EACH. BURKHAM, 301 Clinton, Des Moines.

SALESMEN WANTED

BRIGHT MONEY TAKING ORDERS—SHIRTS, TIES, etc. Sales equipment free. Experience unminimum. HENDRIX, 425 S. Dearborn, Chicago, Ill.: oc29.

PARTNERS WANTED

PARTNER—GENTLEMAN, MIDDLE-AGED, with knowledge of magic and show business. Must have car. JESS "LA RA," care Billboard, Wicked Bldg., Chicago, Ill.

GREAT MONEY TAKING ORDERS—SHIRTS, TIES, etc. Sales equipment free. Experience unminimum. HENDRIX, 425 S. Dearborn, Chicago, Ill.: oc29.

TENTS—SECOND HAND

TENTS—SLIGHTLY USED. $200, $75.00. $250.00, $92.00. Used six weeks. Concessions Tents and Portable Barns. KERR, 1939, Chicago.

THEATRICAL PRINTING

POSTERS AND CARDS FOR ALL OCCASIONS—In all sizes, $2.50 per 100. CATALOG SHOW PRINT, 1110 6th Ave., Chicago, Ill.

WINDOW CARDS—14x12, ONE COLOR, $1.95. 50% deposit balance. Q. O. D. plus shipping charges. THE BILL WISS, Press, 11 E. State St., Illinois.

WANTED TO BUY


OCTOPUS RIDE WANTED—WILL PAY CASH or buy your equity. Give complete information and price first letter. NORTHLAKE, 1939, Chicago, Ill.

PORTABLE SKATING RINK—GIVE ALL DETAILS in letter. State make and lowest cash price. RAY LEWIS, 407 Lyman St., Fremont, Ohio.

PORTABLE FOUR-ABREAST MERRY-GO-ROUND—Must be in good condition. State price for each, including carriage, in one letter. WILLIAMS, 2012 Missouri, St. Louis, Mo.

WANTED—PORTABLE SKATING RINK, COMPLETE, or Tent Skates, or Floor. Give price each, including carriage. 1000 pairs, first letter. WILLIAMS, 2012 Missouri, St. Louis, Mo.

WANTED—USED RIDES, DISTRESSED SHOW Equipment. KRATYER, New York, N. Y.

WANTED TO BUY—ELLI WHEEL, GIVE full information and address. LEO THOMPSON, 2012 Missouri, St. Louis, Mo.

WANTED—FULL-COLOR CARDS, $1.50 THOUSAND, minus. OLE S. E. DRAPER, 9922-A, 10th Coln, St. Louis, Mo.

WANTED—MECHANICAL SHOW, ALSO Full-COLOR CARDS. BRITISH MUSEUM, 1939, Chicago, Ill.

At Liberty

At Liberty

ACROBAT


At Liberty

AGENTS AND MANAGERS

ADVERTISE AGENT—Have you a small radio or trucking company of your own with a few clients? If you know how and where to handle your business, we will show you how to get this business and make $3,000 a month. W. M. BROWN, 1005 W. Center St., Midland, Texas.

ADVERTISE AGENT—19 years experience, with a wide experience in representing agencies. Will travel anywhere. CAMERON, 855 5th Ave., New York, N. Y.

BUSINESS MANAGER—Nine years experience, with a wide experience in representing agencies. Will travel anywhere. CAMERON, 855 5th Ave., New York, N. Y.

BANDS AND ORCHESTERS

NOTICE DANCE PROMO

THE BILL WISS, Press, 11 E. State St., Illinois.

AVAILABLE FOR CENTRAL U. S. OR SOUTH

R. T. DOWID, 1000 State Ave., N. W., Washington, D. C.

THE BILL WISS, Press, 11 E. State St., Illinois.

THE BILL WISS, Press, 11 E. State St., Illinois.

LOREN TOWNE, LeRoy Hotel, Wichita, Kan.

"MAL HALL" AND HIS ORCHESTRA AT MOUNT HOLLY, N. J.—If you want the best. •

MOUNT HOLLY, N. J.

POPULAR DANCE ORCHESTRA—OPEN FOR ONE NIGHT ONLY. Write M. W. Mound City, Mo.

THE LUMBERJACK AND TRAPPERS SONG SAD LEADER, TAKE-OFF, Young, neat, no habits. Box C-654, Bill-

ARDY, 301 S. Main St., Leavenworth, K.

ALL FLORIDA BOUND BANDS, NOTICE—SAX and Man and Drummer desire connection with band. Thoroughly trained in all modern music. Will answer. Box C-654, Billings, Mont.

HONHEL, 93 Edmond, Detroit, Mich.

ALTHAD SASS—PREFER TRAINING TO ANYTHING ELSE. Will answer. Box C-654, Billings, Mont.

CHARLES HAZELTH, Canaan, Vt.

MAGNOLIA, Ark.

SIGN PAINTER — A NO. 1 EXPERIENCED. Will answer. Box C-654, Billings, Mont.

BARRELL, Harrisonburg, Va.

STATE ILL/ARK, STATE, MASON, J. A. No. 1 DRUMMER, liniex. lines. Will answer. Box C-654, Billings, Mont.

KING, 1113 S. 16th St., Kansas City, Mo.

At Liberty—Trumpet, First or Second. Read, Execute, modern phrasing, beautiful tone. Anything of interest. Age 27. This is a bona fide ad. RED OYE, 620 N. West St., Leavenworth, K.

DRUMMER—EXPERIENCED, UNION, 28, Reliable. Any other consideration. Now available. HOPPE, 3203 U. S. 1, Pelham, Ala.

YOUNG, UNION, RELIABLE. BOB WALKER, 1929 Toshi Ave., Chicago, Ill.

FRED CHRISTY, 505 Frankl-, New York, N. Y.

EXPERIENCED DRUMMER—CO ANYWHERE. Downloaded. Eads, read and execute. Hit real fast. Will answer. Box No. 11, J. C. Box, 792, James- town, Ky.

The Billboard—Written in large type 110 ft. by 10 in. by 10 in.

At Liberty—DRUMMER, EXPERIENCED, PEARL, Swing preferred. FRED CHRISTY, 505 Frankl-, New York, N. Y.

GIRL TRUMPET, FEMALE, Swing preferred. FRED CHRISTY, 505 Frankl-, New York, N. Y.

GIRL PEARL DRUMMER—Anywhere. Box No. 11, J. C. Box, 792, James- town, Ky.

GOOD SOLID SWING DRUMMER—CUT SHOWS. Good Singer. Box C-662, Billings, Cincinn. Tai.

MODERN, EXPERIENCED DRUMMER—PLAY MODERN equipment, uses. WILLIAM E. SMITH, 144 S. 6th St., Kansas City, Mo.

RECORDING BASS—DOUBLING STRING BASS. Will answer. An energetic young man. Box C-654, Billings, Mont.

STRIKING BAND—UNION, YOUNG, DOUBLE, Reliable. Eads, experienced in all types of music. Age 25. WILLIAM E. SMITH, 144 S. 6th St., Kansas City, Mo.

LEON FFE, 132 Walnut St., Meadville, Pa.

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In the Convention List appear only the dates of those shows which we feel are of interest. They are put in place, besides the strictly amusement and allied organizations, the following groups:

- American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations.
Ohio

Wilmington-Armistice Day Celebration. Nov. 11.

Boston-Armistice Day Celebration. Nov. 11.

Kentucky

Louisville-Pat Cattle Show, Nov. 9-11.

Louisiana


New York


Coming Events

KANSAS

Lyons-Armistice Day Celebration. Nov. 11.

Tastes-Armistice Day Celebration. Nov. 11.

New Jersey

Atlantic City-Auto Show. Nov. 8-12. Edison Hotel.

New York


NEW YORK


Alfred Reeves, 920 Madison.


Huntington-Armistice Day Celebration. Nov. 11.

Cincinnati-Armistice Day Celebration. Nov. 11.

Memphis-Armistice Day Celebration. Nov. 11.

Oklahoma-Armistice Day Celebration. Nov. 11.

Northern Virginia-Armistice Day Celebration. Nov. 11.

Washington-Armistice Day Celebration. Nov. 11.

Florida

Jacksonville-Grand Dairy Show, Nov. 11-12. J. C. A. Scott.


Huntington-Armistice Day Celebration. Nov. 11.

Cincinnati-Armistice Day Celebration. Nov. 11.

Memphis-Armistice Day Celebration. Nov. 11.

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Northern Virginia-Armistice Day Celebration. Nov. 11.

Washington-Armistice Day Celebration. Nov. 11.
SHOWMEN'S LEAGUE

(Continued from page 49)

(continued)
ticket of officers for 1939:
President, Mr. M. Brumleve; first vice-
President, Ida Chase; second vice-presi-
dent, Mrs. Joseph L. Streblich; third Vice-
President, Mr. Joseph L. Streblich; Secretary
Mrs. John and Treasurer Mrs. Wil-
liam Carrey. Invitation was handled
by Mrs. Al Lato.
Nominating committee presented the

MAIL ON HAND AT
ST. LOUIS OFFICE
200 Arcade Bldg.

MAIL ON HAND AT
NEW YORK OFFICE
1054 Broadway
Parcel Post

Women

Men

Men

October 29, 1938
The Billboard

MAIL ON HAND AT
CHICAGO OFFICE
404 Wabash Ave.

Women

Men

Men

Women

Men

Men
Wholesale Merchandisers Look For 1938 Sales To Surpass 1936

Business on upgrade since termination of war scare—employment is up—practical items are expected to form backbone of prize and sale promotions

NEW YORK, Oct. 22—While it is impossible to estimate how much the September-October-November trade will recover, it is certain that the war scare ended a year ago in this country has had a beneficial effect on the wholesale trade. Business during September and the first half of October has been unusually brisk, and it is expected that the Christmas season will be one of the best in history.

The problem of finding good products to sell is one that has plagued retailers for many years. In recent years, the problem has been made worse by the shortage of new materials and the closing of many factories. However, with the end of the war, the problem is expected to be solved. The manufacturers are expected to be able to supply the retailers with a wide variety of new and interesting products.

Much Activity

With the exception of the winter season, when holidays and special events are most important, the Christmas season is the most important period of the year for the wholesale trade. During this season, the wholesale merchants are expected to sell a wide variety of new and interesting products.

In addition to the traditional Christmas items, such as gifts, toys, and decorations, the wholesalers are expected to introduce new and interesting products. These products are expected to be well received by the public, and they are expected to help to increase sales during the Christmas season.

Type of Merchandise

As to the type of merchandise that will be sold during the Christmas season, there is no doubt that the wholesalers are expecting to sell a wide variety of new and interesting products. These products are expected to be well received by the public, and they are expected to help to increase sales during the Christmas season.

For example, the wholesalers are expected to introduce new and interesting products related to the war effort. These products are expected to be well received by the public, and they are expected to help to increase sales during the Christmas season.

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Speaking of the holiday spirit, Thanksgiving is just around the corner.
Popular Items

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

Illuminated Auto Mirror
A new flash item with plenty of appeal for women motorists is the new illuminated vanity mirror offered by D.F. Chaswood, Inc., according to reports. At the touch of a easy, the face of the mirror is flooded with light, making the job of make-up easy at night. Item attaches in a jiffy to car's regular wiring system, it is said, and uses no current except when the switch is on. Its suitability as a Christmas gift should make this a popular number in coming months, according to the manufacturer.

Foot Glove
The Antiseptic Foot Glove is reported to be the answer to many foot ailments. From the toes to the beginning of the instep, Fingers of the glove cushion and separate each toe, thus preventing friction and absorbing perspiration, according to reports. Fingers are medicated with a salicylic acid and powder are worn underneath, assuring comfort, for the pads are made to fit medium, small and wide feet. Item looks like a natural for pitch promotion at sales where people do a lot of walking.

Auto Motor Heater
The new car engine heater introduced by King Mfg. Co., about six weeks ago, seems destined to become hit Item No. 1 of the season for demonstrators, the firm reports. Despite the absence of chilly weather, item is being demanded in all parts of the country, the maker claims. Sitting under the hood placed beneath the car's motor, heater replaces a heated garage, stops unnecessary drain on batteries, overcomes waste of gasoline and gives quick starts, it is claimed. One pint of kerosene lasts 24 hours. The fact that Item has many other uses makes it a likely price number, according to reports.

World's Fair Decals
Decalcomania showing World's Fair designs are now being marketed by the Consolidated Decalcomania Corp., Chicago. It is especially located to distribute decalcomania with World's Fair buildings and symbols and indications are that the demand for this product will be lively as opening day of the fair draws near. Consolidated reports it is interested only in jobber trade and to those who can quality it will send samples and details.

KLEAN SHAVE

N. SHURE CO.
300 W. ADAMS ST., CHICAGO.

Everyone Wants
"EYE - OPENER"
WATER SHOOTER
Brand new hit! Leaves you feeling refreshed, makes eye more sensitive. Shoots about 100 feet. Has a Customers favorite! 10c each.

H. Fishlove & Co.
1420 N. ORLEANS ST. CHICAGO.

Beautiful FUR COATS FREE CATALOGUE
Order today for handsome Furs, Suede and Sheep, All Furs, styles, sizes in a yellow plastic bag. A typical W. J. S. catalog. FREE CATALOOG (ounded or Filled Earth). Furs, Sheep, Sheepskin, Suede, etc. Specials, Clarks, Balloons, Gals, Pop. Extra, Send for Catalogue.

N. SEIDMAN
173 Canal Street, New York, N. Y.

BUYER'S SPECIAL

WATCH

EVANS NOVELTY CO.
946 Diversey, Chicago.

ACT NOW!
The "SWING" Electric Pendulum Clock
The Biggest Hit of the Year

- MORE PROFITS
- MORE SALES
- MORE ACTION

ONLY $2.25 2 1/2 DOZ. LOTS
SAMPLE $3.25
Write or Wire
TERMS: 1/3 Dep. with Order, Bal. C. O. D.
G. B. NOVELTY MFG. CO.
1551 S. KEDZIE AVE. — CHICAGO, ILL.
A Big Seller Everywhere!
It's Natural To
Wish Your Customers GOOD LUCK with RABBIT FEET and KEY CHAIN NOVELTIES
INSIST ON THE BEST PREPARED BY BREWER
SPECIAL PRICE TO QUANTITY USERS
Samples on Request 10c
J. E. BREWER, 230 West 26th Street, N. Y. C.

FULL LINE OF GIFTS--FULL LINE OF TOYS
-FULL OF SAVINGS
Our 1938 Xmas wholesale catalog now ready for mailing. Write for your copy.
LEVIN BROTHERS, Terre Haute, Indiana

FOOTBALL PENNANTS
11X13 ASORTED COLOR BACK 3% 12c
FOOTBALL PENNANTS for resorts, fairs, etc.
AMCO EMBLEM CO., Inc.
PAINTED PENNANT DIVISION, 33 East 26th St., New York, N. Y.

FOOTBALL FOBETTES
The Original long plate with pinback and football attached with fancy hook, not cheap imitations.
Cards at 24 KENT Gold Plated, Carded and Cellophamed. $1.00 price marked. Cross $1.25. Sample 15c postpaid! Names engraved on these 2 cents each.
MOORE'S ELECTROGRAVER CO. CHICAGO, ILL.

WILLARD JR. ELECTRIC SHAMPOO
WE WILL NOT BE UNDERSOLD Electric Shavers are selling hot and still have a big season ahead, and if they can be sold for less, why should we do it. Here is instant metal dual blade Willard Shaver, with grooved A. O. Cort https://www.1stdibs.com/furniture/mid-century-modern/chairs/, all metal, integrated, in $8.00. Order No. 981. Complete in having waterproofed cases, each 35c. Single $1.00. Send Sample, Postpaid, $1.25.

WRITE - WIRE TODAY.
25c. Boudoir C. O. O. D. Award, Beauty and Premium Gift, A. 343, or Sporting and Home Use Gift Case No. 330, and in season. Mention your business. We do not sell retail.
JOSEPH HAGN CO. WISCONSIN AND PUERTO RICO 1811, 217-225 W. Madison St., Chicago, Ill.

SOUND EQUIPMENT
and RADIOS
At Distributor Prices.
OGILVIE JOBING CO.
Ogilio, Minn.

SPECIAL VALUES
ELGIN or WALTHAM 3-Bl .75c each. Individual $3.00.
Wrist Watch 2, Dial, 3, $3.00.
In stock of 3 each. Price on request.
S. 906, 913, Kohler, good for
KANE WATCH CO., New York, N. Y.

NEW Moto-Scoot Units
For Summer, Winter Use
CHICAGO, Oct. 29—Success stories in times like these are few and far between and one of the worth-while tales is that of the Moto-Scoot Co. According to the Moto-Scoot Co. With the beginning of a national advertising campaign, rental agencies sprang up overnight, employing four, six, ten, or more of the devices, which they operated by the hour or half hour. Within the last year many of the national department stores have turned Moto-Scoot and plan to feature these devices for Christmas trade.

Seeing this fast sweep the country, the Moto-Scoot Co. brought out in quick succession the Moto-Kar, the Sea-Scoot and the Ice-Scoot. These three-wheeled vehicles just announced should prove as popular as the original Moto-Scoot. The Moto-Kar is a snappy miniature racing auto designed after the real racing models, but it is a snappy miniature racing auto designed after the real racing models, but it drives along roads, streets and highways at 30 miles an hour. A widespread front wheel and leaf springs give safety and balance, while single rear wheel permits easy control of direction. The Sea-Scoot, which is driven by a rear air propeller, will skim the surface of the water in the manner of a hydroplane. It is a 1%0 fast for a water craft.

In the winter the three pontoons can be replaced with ice runners and the Sea-Scoot becomes a motorboat. There can be little doubt that these devices will be extremely popular. More of the devices, which were rented overnight, employing two or three. Here are more of the devices, which were rented overnight, employing two or three.

Looking at this, the stores are quick to see the value in the Moto-Scoots. The FLEETWOOD ELECTRIC DRY SHAVERS
-DEFENDABLE SELF-STARTING MOTOR. -UNBREAKABLE HEAD.
-STREAMLINED CASE.
Reach a new high in quality and performance. A feature of these shavers is the special A.O. motor. Excellent for demonstration work and absolutely unbreakable. Write for prices today.

SEND FOR FREE COPY OF OUR LATEST NO-PAGE GENERAL CATALOG.
GELLMAN BROS., 196 North Ninth St., Chicago, Ill.

SPECIAL COMBINATION
FACE POWDER, and Powder-Base CLEANSING PADS
NEW! SENSATIONAL DIFFERENT!
La Playa Lab., Inc. Chicago, III.
LA PLAYA LAB., INC.

FUR COATS
L.Ss. For Winter.
ELGIN or WALTHAM
For Winter. Shipper packed.
ELGIN & WALTHAM $2.75

FUR COATS
Lis. For Winter.
ELGIN or WALTHAM
For Winter. Shipper packed.
ELGIN & WALTHAM $2.75
H. S. CROWN.....blanket for the Mareen, Ga., that he got off to a good start at the fair there. He says that he plans to work only one other pitcher is working the fair.

COME ON, you dillengers, pipe in.

KEN AND GRETTE.....gold-wire artists, from a trailer that worked the great business was taken by a group of people who stopped over on route to the Louisiana state, that that part of the country is a peninsula of small Negro sharecropper homes and wooden shacks. On their way south, after a successful season up north, they passed thru Dayton, Ohio, and learned from Frank Thornton that "Billy the Bye" Lankhart had died. Ken and Lankhart was one of the few boys who worked white collars successfully in Har-

FR. P. STREET.....of med fame, closed in Marshallfield, Mo. October 16th, a report on the health there for the winter. Writing from that point, Dr. O. C. of the physician in charge, which began at M. V., Mo., May 22, 1940, and after a run up the west side of the state to Mt. Pisgah and Marshallfield, then south to Springfield for four weeks. May 31st he will take a trip to South Carolina and Missouri before going to Hot Springs, Ark.

TACT and courtesy go long in helping to sell the Lay's in your tip.

HARRY MAHER.....former mayor of Park Row, from the Hospital, Bronx, N. Y., where he has been confined for some time, that his health has shown a slight improvement.

JACK GRIFFITH.....manager of the To N. Remedy Co., opened the season there for the electricians' workers' four weeks ago after a successful outdoor season. Botched many band leaders, and has returned to his regular work. Gratified, says he's as strong as a horse.

Jack H. CLAYTON.....of the new Bobo, who has returned to the Chicago, Ill., since closing his med op in Washington, Ill., does not plan to try the med business for a few weeks prior to closing. He adds that he will probably remain in Chicago for the winter and take a trip in the spring if conditions improve.

WHO DO YOU think left town to the Pikes back last week? It was none other than the affable Lew Peters and his wife. They reported that he had went to the Queen City for about a month and probably under a tonsillectomy. He has been signed for a four-week stand at a local burlesque house.

ANYBODY working vegetable knives in California territory.

CHIEF SILVER FOX.....who closed the season with Doc H. J. in the new Los Angeles, has just opened up again recently joined his brother, Chief Gray Fox, in Billings, Mont.

JOHN FRANCIS DAILY.....who has been working in Los Angeles, has just been signed for a new week's stay there. Daily says he plans to head for Texas in about 10 days and adds that he has been making a boys-club tour around Battle Mountain, Nev., where he has been signed for a part of the summer.

CHIEF GRAY FOX.....waggles from Eureka, Mo., that his unit is rolling along making a little money and doing business in Texas territory for the winter. In addition to the chief, roster now includes Billy Moring, Rusty and Rus and Fred Claxton, K. W. L. and Hilda Goodman.

TOBY'S FUNMAKERS.....under direction of Toby Adams, are on right side in the girls' territory. Organization just concluded its third week in the Southwest. They have plans to remain in that section until they leave for the Middle West and Mississippi and Louisiana. He says he was in Illinois all summer but business there was better. My brother, magician, joined the unit recently.

WHY IS IT that every now and then we meet a knowledgable fellow who is ready to spill off the last prediction?

BIG AL ROSS.....wiggles from Mendzone, Pa., that he is still with Social Security plates there. This is what he says he has up:

SHIRLEY REED.....very good-looking curling and approaches the clerk, and after showing him a sample plate, the clerk took a hard look and said, "Why, I should call a policeman." The last man to show the picture said, "Can't you take off 50 cents, but I never get the plate." Due to the fact that the clerk does not want to give the salesmen's money. But why the sucker?

If they catch up with you in Pennsylvania, all your letters will say 'Hi' to our new friends. I hope some of those smart boys get more of it. As much as it's tough enough to work without the public being against you.

TOM KENNEDY.....seems to have hit upon a good idea on the matter of increasing his pen sales. The house like the idea and does a pen demonstration in a window and has a beauty contest winner give the prizes away, along with each purchase. Needless to say, Tom is off the charts.

RECENT REPORTS indicate that some of the novelty workers at the football stadium have come to real taste.

MORRIS KAHNTRUP.....reports that he has found the old-time way at the Sherman (Tex.) Fair. Among the highlights was the work of Rev. L. D. Jenkins, who is connected with the fair, and a new top called the "Lucky" which is a top of the line and is getting a lot of good results, assisted by Bessie Grose, Nate Austin as secretary, and Margaret W. Turpin. Several bands, including "Surf's Up," "Surf's Out," and "Surf's In," were far front at all factory.

The last man that pulled this on me collected $500.00 from the unit recently. He says, "Is there anything you would like to sell at a profit?"

GENE PREDETTI.....after a long silence, writes from Denver that he just blest in from Omaha, where he worked to good business. Reader is there free. Gene says he was working with the Chicago Fair at the Wisconsin State Fair because of big tips and no business. He says he met Tom Mathison and wife in Omaha.

CAN I REPEAT in this town? Will they let me sell my creations tonight? You can answer these questions by asking yourself another: Does the public have my confidence?

JAY HOBSON.....of General Products Laboratory, Columbus, O., says business is pretty good, expecting a good fall season.

J. H. McCASKEY.....comes thru from Hagerstown, Md., with the following Press release: "During the recent fair he has worked: "Pairs in this section have been below par, with cur- rent affairs on the minds of the people. However, my diagnosis is right, late ones will not be forgotten. It is that if the h. r. is not flush enough to get your name off the press to become dependent in a strange community, you had better stay where his
VALIDITY OF CITY ORDINANCES
RESTRICTING USE OF STREETS

By LEO T. PARKER, Attorney at Law

October 29, 1938

WHOLESALE MERCHANDISE-PIPES

VALIDITY OF CITY ORDINANCES
RESTRICTING USE OF STREETS

WHEN considering the validity of municipal ordinances which control or restrict uses of streets and sidewalks, it is well to remember that an ordinance is invalid that is not expressly or impliedly authorized by (1) the state constitution, (2) the state laws or (3) the city charter.

Generally speaking, unless these three avenues expressly authorize the city to regulate uses of its streets and sidewalks, such ordinances are invalid. The higher courts have held that under the implied powers included in the state constitutions, city ordnances may be valid to prohibit or regulate any uses of streets which are dangerous, harmful or detrimental to the public or necessary to proper function of the municipalities.

In other words, although the State Constitution, State Statutes, or the city charter expressly authorize municipal lawmakers to control or restrict uses of streets and sidewalks, any ordinance of this nature must be valid and effective since done in the manner, under the State Constitution, State Statutes and State charter or regulations for "good" government. To illustrate, in Rouse vs. Indianapolis, 164 Ark. 454: 165 Ark. 454, the validity of an ordinance was tested to determine if it was valid because it prohibited any use of streets except for sale merchandise, sale, show or otherwise.

Implied Authority

Implied authority, as derived from a legal standpoint, means that a municipality does not have expressed authority, but that authority may be taken for granted or implied from the powers of the state or city. State laws, city charters or regulations superior to a city ordinance. This principle is given for the purpose of imparting meaning to readers and not necessarily decide on the validity of particular restrictions on municipal authority. It is well known that there has been no direct or express authority to authorize the ordinance.

For illustration, in Hog. v. W. 91, it was decided that a State law was passed which gave municipalities power to enact ordinances for the purpose of controlling "good" government. The law also provided that municipalities must have the authority to enact ordinances relating to the control of public parks and streets. In other words, although the State law did not expressly authorize the ordinance, it was impliedly granted in the same manner as a state law regulating the uses of streets and sidewalks.

In another case, the higher courts considered the following principle: when municipalities have the power to control or restrict uses of streets or sidewalks, the authority to enact ordinances is implied by the nature of the case. The principle applied in Barbas, 64 A. 881, a State law was enacted which broadly authorized municipalities to regulate the use of streets and sidewalks. A city passed an ordinance prohibiting any use of the streets for sale or peddling merchandise on the streets. It was determined that the ordinance was invalid because a single person could not be prevented from doing business on the streets by the city's action.

The higher courts thus explained the case as follows: when a city has the power to regulate the use of its streets, it has the authority to enact ordinances prohibiting any and all uses of streets which are dangerous to the public or necessary to the public's health or convenience. The court further pointed out that the ordinance was invalid because it was not based on the implied authority of the state or city.

Ordinance Discriminates

Generally speaking, a city ordinance which discriminates against any class of persons or any class of business is void. However, it has been held that an ordinance which prohibits the sale of certain goods on the streets is not discriminatory. For example, in Bratschow, 158 S. W. 299, the validity of an ordinance was tested to determine if it was valid because it prohibited the sale of certain kinds of goods on the streets.

In this case, the court explained that the ordinance was not discriminatory because it was not based on the same principle as the previous case. The ordinance was held to be valid because it was based on the implied authority of the state or city to regulate the use of its streets.

The court further explained the case as follows: when a city has the power to regulate the use of its streets, it has the authority to enact ordinances prohibiting any and all uses of streets which are dangerous to the public or necessary to the public's health or convenience. The court further pointed out that the ordinance was valid because it was based on the implied authority of the state or city to regulate the use of its streets.

Right to Authorize Usage

The right of a person to use the streets is an essential right. However, municipalities have the power to regulate the use of streets in the public interest. The courts have held that municipalities have the power to regulate the use of streets in the public interest.

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Fifth Annual non-professional and non-profit rodeo in Victoriaville, Calif., drew a substantial audience on Saturday, June 20. Although the contest was closed to the public, the crowd overflowed the arena. The event, which featured an array of events including calf roping, bronc riding, and bareback riding, was organized by the Victoriaville Rodeo Association. The proceeds from the rodeo were donated to local community projects. Attendees and participants alike enjoyed the fast-paced action and the competitive spirit of the event. Overall, it was a successful day that brought together horse enthusiasts and rodeo fans alike.
Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show

Kind of Show

Is it Flat-car, Baggage or Motorized?

Owner

Manager

Winter Quarters Address

Office Address

Opening date and stand for 1939 if definitely set.
Gold Gate Gleanings

By WALTER SIBLEY

SAN FRANCISCO, Oct. 22. Harold Ander-son is presenting one of the most novel attractions ever seen here, one of the old "Whale" cars having been trans-formed into a unique exhibition of outs-tanding human and animal oddities, among which are Serpentina. Serpent Giri, Satansa, headless woman, and others. Through clever billing, excellent newspaper work and remarkable advertising, thousands have been brought to the location at Fisherman's Wharf. Arthur Hoffman, managing agent in the management of the show, is proving one of the best-see what the automobile and another car is expected at the end of the month.

SUGAR'S DOMINO

(Continued from page 4)

is held to be responsible for the suit brought by Uncle Sam against all of Hollywood's newswriters and press agents who made the suit to keep the public from getting the story. The picture is enjoying its third week and is still doing business. It is estimated that the picture will gross between $600,000 and $800,000. The picture is being shown in all parts of the country and is one of the best of the season.

HICKS GETTING

(Continued from page 3)

is interested in a number of conces-sions. He is planning to have a number of new attractions on Treasure Island and to aid in the construction of his attractions.

Russell Bros.

(Continued from page 30)

and correspondence on the part of the personnel in all departments, it was able to round out a second round of sales. Opening in Rollin April 14, the show was on the road 160 days and played 173 stands, of which 165 were for one day and eight for two. The show was idle only five Sundays out of 37. A total of 961 performances were given and none missed. The performances were given each show day except closing day.

The first circus in many years to in-clude a Boomerang at the San Francisco Hippodrome is expected here within the next two weeks. The Boomerang will be one of the attractions of the show.

WPA CLOSES

(Continued from page 30)

Paul Edwards, administrator of the WPA Conservation Project, has been in-structed by the Department of Interior to close all WPA offices. The project is expected to end in all parts of the country.

VAUDE GROSSES

(Continued from page 4)

covered with a number of attractions on Treasure Island and is expected to continue the construction of his attractions.

Real estate men are planning to use the name of the property. The property is located on Treasure Island and is expected to be completed in two weeks.

Wanted To Purchase

All Kinds of Novelties, Monstrosities, Curiosities, Freaks of Nature, Alive, Dead or Dying

If Suitable for Exhibition Purposes.

State Lowest Price, Carriage Paid to

TOM NORMAN, RUGBY, ENGLAND

KAUS EXPOSITION SHOWS, INC., WANT


Bantly's All American Celebration and Exposition

AT THE AMERICAN LEGION CELEBRATION AND EXPOSITION

OCEANFRONT, S. C., OCT. 31.-NOVEMBER 6. CAN PLACE Concessions of all kinds. Will also entertain concessions for 1939 Season. All addresses should be 3 2nd Avenue, Utica, N. Y.
New Western Canada Fair Circuit Is Organized by Four Exhibitions

REGINA, Sask. Oct. 24.—Formation of a new Western Canadian fair circuit, the first of its kind in the North-West, has been announced. Members are the exhibitions in Regina, Prince Albert and Yorkton.

Composition of the Board is W. J. Coxen, secretary-treasurer of Yorkton (Sask.) Exhibition, A. E. Russell, secretary-treasurer of Lethbridge (Alta.) exhibition, H. Bourke, secretary-treasurer of Medicine Hat, W. R. Burns, Tom Douglas and mule, and J. L. Mc unloaded secretary-treasurer of Thunder Bay (Ont.).

The circuit will open this winter, having its sessions near by at the various shows. The opening will not be completed until March, and August was too late, as harvesting operations were getting under way. The circuit for the four cities the other centers left in the Class B circuit, Western Canada are twofold, as the original association was unwise and it had taken long enough for the old association to be broken away from the Class B fair circuit.

VAUDEVILLE REVIEWS

(Continued from page 23)

sending talented Ann Miller. Drawing Stepin Fetchit and the laugh-winning Jack Burroughs in Barron's Band. It's one of the best of the season. Patrons were heavily, especially on the stage, and they were good enough to expect something humorous. The show is a good one. Having wonderful talent, has enlarged his own time, with a genre of songs and dances that responded warmly.

Majestic, Paterson, N. J. (Revised Tuesday Evening, October 18) by Anthony Olds

The tried and true joke is still a joke. Consequently the Four Warners earned a good opening with their family, and it was worth their while. The late Don. Bob Lee and his son, Bob, are two of the old timers. They are not only good dancers but they also have a talent for comedy. Even the old timers have something to add to the audience. Andy Allen was next in line. He is very popular and his style is distinctive and ingratiating.

EASTERN CIRCUS PRODUCTION CO. WANTS


For more information call THOS. P. LITTLEJOHN, Manager.

LITTLEJOHN FAIR CIRCUIT

BOOKING SHOWS AND RIDES FOR TWO RENT PER CENT

Scott Bros. shows want FOR MORE FELL GOOD OLD ALABAMA FAIR.

JELMA, W. Va. Oct. 16.—This week's gallery is the only one in the southeastern part of the state.

The show is a good one. The performers are the same as on the celluloid. One of the highlights of the show is the acrobatic display by the Three Bones. Two men are working the tramp and the third is on the trapeze. They are all good dancers and their timing is perfect.

THOS. P. LITTLEJOHN, Manager.

Scott Bros. has been in the business for 30 years and has a large following.

PHILLY'S 1ST JITTERBUG ROOM

PHILADELPHIA. Oct. 15.—Benny Goodman's orchestra opened its first night club in Philadelphia and it was a big success. The orchestra is playing at the Roosevelt Hotel in the heart of the city. The club is open from 10 p.m. to 2 a.m. and is a nice place to hear good music. A good opening hand with their family and daughter. They are not in the show at the present time.

Our share was $32.50.

John R. Lisci, President of the company, has one of the best acts in the business. The company is well known for its good acts and it is one of the leading companies in the business.
HEALTH

In all the fields of charitable work probably none is of greater importance or has greater interest than the field of health, public and private. Members of the coin-operated machine trade who have developed an interest in charity seem in a great majority of cases to aid the institutions that help the sick.

The charitably inclined can always help the sick or contribute to health movements with the assurance that there is plenty of room and need for both personal service and contributions. It is safe to say that with all the progress made in the fields of medicine and health work the field is yet hardly touched. So great is the need in many respects that city, State and the national governments are heavily burdened to meet the demands made upon them.

In addition to the vast field of work done by the various departments of government there are thousands of private charitable agencies and institutions that are engaged in helping the sick or promoting good health. These private agencies are all dependent upon private gifts for money to carry on their work, which opens up vast opportunities for aid to charity. Due to expansion of government health services in recent years there has been a tendency among many people to neglect the private agencies and institutions which need financial aid now more than ever.

While there is a tendency at present for the coin-operated machine industry to accept a reasonable tax on certain types of machines in order to provide revenues for old-age pensions or other helps to the needy, at the same time the rank and file of the industry should not forget the many private agencies which will still need money in order to continue much-needed operations.

The thousands of private agencies which are devoted to helping the sick make it possible for every member of the industry to find some agency in which he may cultivate a personal interest in its work. This personal interest makes it possible to get a much greater enjoyment out of any gifts or personal service rendered for the aid of the sick or needy.

Every city and county has its own local and private agencies which need help, so that every member of the trade can contribute his bit right in his own home territory. Many citizens who contribute to local agencies prefer to keep their work secret and thus avoid any publicity. There are occasions where it is perfectly proper to accept publicity for such charitable work, and where it may even be sought in order to reflect deserved credit upon the coin machine industry.

A constructive move by the industry as a whole would be to contribute toward some well-known national charity, in the name of the industry, so that resultant publicity would help to break down some of the prejudices still held against the amusement division of the trade.

In this modern age it is encouraging to note that, so great is the need and importance of helping the sick, many private agencies have forgotten any prejudices that might have been held against the amusement division and will gladly accept any help offered. There are indications that even laws will be changed in order to make it possible to support private charities thru popular forms of gambling. The coin machine industry had better be forward in developing such work or eventually we may find that some other form of amusement may have a government-protected monopoly of the field.

As public prejudice decreases against the charitable aid of amusement games, etc., the coin machine industry itself will watch with interest the present contest between the liberal and conservative fields of medicine. It all reverses back to the bitter struggle today between liberalism on the one hand and conservatism on the other. Coin-operated machines are a very modern development of the machine age and must depend a lot upon new liberal ideas to give the machines a chance.

Hence the idea has been advanced repeatedly on this page that members of the coin machine industry should be out-and-out liberal if they expect to stay in the coin machine business.

In the field of medicine and health today the conservative wing has as its standard bearer such organizations as the American Medical Association. But it is encouraging to note that even this conservative group has liberalized its attitude toward helping the masses of the people too poor to pay for medical aid. Drug stores generally, which are among the most popular types of locations for coin machines, may be counted as on the liberal side in the modern movement. That is, drug stores have shown a tendency to cater to the masses of the people and to change with changing times.

The coin machine trade should arm itself with definite information about the critical needs of the very poor today. This information can be used with telling effect in combating some of the narrow-mindedness found among many people. That is, in many cases we will be compelled to choose between using funds and revenues from games, etc., or neglecting many unfortunate people who need aid. The point to urge is that in an emergency a lot of ideas and prejudices need to be forgotten in order to help people in distress.

The emergency is most acute and has reached national proportions among the masses of the unemployed. Surveys by such agencies as Fortune magazine and The Chicago Tribune have indicated that almost half of the people on relief are physically unfit for future employment. This is a staggering situation in itself. Medical agencies have also shown that more pitiable still is the health of the children in relief families and among the poor generally. The lot of these children has grown steadily worse as to health during recent years. They are suffering from a lack of medical care and from a lack of proper food. It is fair to say that in some European countries children are starved to death in short order, but in this country we are now prolonging their misery over as long a period as possible.

The coin machine industry should put itself on record in favor of all moves for good health by whatever means possible.
Pennsylvania Operators Hold State-Wide Meeting

Consider two bills to propose to next Legislature—would seek popular petitions to support them—raising funds for program is big problem

PHILADELPHIA, Oct. 22.—The Amusement Machine Operators’ Association of Pennsylvania met at the Hotel Majestic here as the guest of the Philadelphia local organization on October 19. The Philadelphia group served dinner to about 160 operators all told and then a general business session took up several hours. Martin Minnick, of Philadelphia, president of the State group, presided and announced that the purpose of the meeting was to consider a constructive program of state and national legislation. Many jobbers from over the State were present and were requested by the operators to assist in raising funds by adding 50 cents to the selling price of each game. Much discussion pro and con developed around this question and the general sessions broke up so that the directors could meet with jobbers present and ELMA, operators exposition of atainment machines. The body voted thanks to the Philadelphia hosts, Frank P. Engel, chairman, for the fine dinner and other courtesies.

Weinblatt said that two bills would be considered for introduction at the next session of the Legislature and that the State group should be ready to support the initiative by securing enough popular petitions to assure the consideration of the bills. One bill would provide for taxing bagatelle games at 50 cents for the first machine and $2.50 for each additional. He explained that Pennsylvania taxed “bagatelle” games back in 1919 and this precedent had been established for the use of the word “bagatelle.” Another proposed act would provide for giving prizes with games of skill.

Leipzig Exposition Highly Successful

(Foreign News)

LEIPZIG, Germany, Oct. 22.—The 1938 German exposition of amusement machines had 92 firms exhibiting several hundred models of vending and amusement machines. Vending machines in Germany are accepted by the public and are located in most hotels, depots and retail stores.

Of the amusement machines displayed, automatic targets, rifle and revolver ranges occupy over half the exposition space. The largest of these are targets for cannons, machine guns, bomb dropping and bombing of buildings. All have electric scoring devices.

AN EYE OPENER

Compare your total net income for the past 5 years with the total net income of any of our PHOTOMATIC operators... we believe it will give you something to think about and INVESTIGATE

International Mutoscope Reel Co., Inc. 518 West 34th St., New York

French Editor Coming Again

“To the Editor: After the frightful fortnight that we have just passed through, the editor of our daily will have us out of the game for a time. We are planning to make another trip to the United States and to attend your coin machine convention in Chicago. This will be the third time I have been there, having attended those of 1933 and 1934 with great pleasure. I may even arrange for a French booth at the show.

“Will you inform your readers that I will be very pleased to give them any information they may want about France or other European countries. They may reach me thru your publication or at the convention while I’m there.

—Andre Godin, editor and publisher of La Revue de L’Automatique, Paris, France.”
PEANUT & GUM
VENDING MACHINES
New, Direct From Factory
Only $2.40 and up
Over 60,000 Sold
Guaranteed 'N 5 Years!
No Foreign or Fancy Parts
Our Standard
Universal

D. M. Kohn, President

For Burel in East Great States MFG Co.

Candy Ball Cum that brings sad Candy Step Toy, Sunday claims: "This ball one of the best in the business that ever contained Electric Current for the Trailer Tourist to obtain the machines, as well as being a perfect gadget the trailer tourist will be able to obtain electric current at 25 cents for a 24-hour use limited only by the fixtures and gadgets the trailer contains."

Universal Vender

For Yellowstone

Asco Distributor For Burel in East New York, N.Y., Oct. 23.—Al Cohen, of Asco Vending Machine Exchange, whose vending business is exclusively devoted to vending machines, reports that his firm is now distributor for the State of New York for the Burel Vender. Cohen claims: "This is one of the best machines we have ever seen, it is really beautiful and it meets with the demand of the operators for the right type of vending for heavy operators."

"We are going to arrange for a display of this machine in our headquarters and believe that it will prove interesting to the operators to see it. We shall have one of our best vending machines on the floor of the store."

"The Burel Vender is one of the most successful in the bulk vending field."

New Cig Operator Uses Great Care DETROIT, Oct. 23.—Wilbert J. Dean, operator of a neighborhood cigarette stand in Cin. and R. S. store, is one of the latest acquisitions to the ranks of the vending trade. Dean claims that cigarettes were a very popular item in the store, and he decided that he would try the Burel for him to sell in other locations—and the logical medium was obviously the coin machines.

"There is a big turnover in cigarettes," Dean says, "and we have always had great sales, but we have not been able to do much in the way of sales of merchandise and supplies to our patrons."

Dean's first order went for a dozen Mills Park-Circle vehicles, and he is carefully placing them on locations now, and claims that the place is already turning a profit, and he will be putting up more machines in the near future.

Dean says that he is looking forward to the future with much confidence, and he is sure that he will make a success of his vending business.

Our Merchandise Leads, Says Hart NEWARK, N.J., Oct. 23.—Frank Hart, owner of the Hart Machine Works, says that his firm is leading the East in the sale of merchandise and supplies to bulk vending operators.

Hart says: "We have always made it our policy to buy in large quantities and sell to the operators at unusually attractive prices and of the best quality."

"We have had a large number of inquiries from all parts of the country, and we have been among the first to take advantage of the opportunities that have opened up for vending operators."

Universal Vender Formed in Ohio COLUMBUS, Ohio, Oct. 23.—Incorporation papers have been filed with the Universal Vender Corp., a new company organized with a capital set-up of $100 preferred stock and $500 shares of common stock. The company will engage in the manufacture and sale of vending machines and other mechanical devices.

Universal Vender Corp. will be a subsidiary of the Universal Vending Machine Co., which is a subsidiary of the Universal Vending Machine Co., a subsidiary of the Universal Vending Machine Co., and universal vending machine business has been published in this column. Reprints of the articles may be obtained from the Advertising Department.

Get the New York Boys for Your Vending Operations

From Philadelphia comes word that the Automatic Coin Vending Association of Pennsylvania is making a move in extending their activities on a national basis. The organization is now being organized and will be held under the leadership of President J. E. D. Dickey, who has been appointed to the position of executive secretary.

"We are going to hold meetings of the association in various parts of the country," Dickey said. "We will be holding meetings in New York, Chicago, and other large cities."
McGinnis of Sheep's Bay Has 3 Venders in New N.Y. Spot

NEW YORK, Oct. 22.—McGinnis of Sheep's Bay, to New Yorkers that it is geared to "maximum efficiency." His crowds throng the bars and counters demand quick service. McGinnis gives it to them. Consequently it is not surprising that McGinnis has left the sale of coffee, vegetables, and other delicacies to his restaurant, on his nine-cylinder cigarette machines. One of the most interesting features of the entrance between the oyster and cocktail bars. Another is spotted at the far end of the cocktail bar, the third machine stands alongside the 48th street entrance. The machine is fitted with the decorative and efficient "Palindrome" to handle cigarette sales.

One senses upon entering this restaurant that it is geared to "maximum efficiency." Prime crowding the bars and counters demand quick service. McGinnis gives it to them. Consequently it is not surprising that McGinnis has left the sale of coffee, vegetables, and other delicacies to his restaurant, on his nine-cylinder cigarette machines. One of the most interesting features of the entrance between the oyster and cocktail bars. Another is spotted at the far end of the cocktail bar, the third machine stands alongside the 48th street entrance. The machine is fitted with the decorative and efficient "Palindrome" to handle cigarette sales.

They are a glowing testimonial of the growing interest in New Yorkers and becoming vending-machine-conscious and are anxious to buy their cigarettes at this machine where they can serve themselves.

Importance of Cigarette Vendors Shown by McGinnis Installations

By JACKSON BLOOM
Manager, Cigarette Service, Inc., New York City

While I have received the commendations of various night club managers for having placed three cigarette machines in their establishment, by do means do I mean that this installation as calling for any personal laurels. To me the presence of these machines in any night club is a manifestation of the progress we are making in cigarette machines. As they are placed in the most desirable and most profitable spot, the cigarette vending machine.

There is no denying the fact that all of us have looked forward to the day when we would have our own machines in our establishments, etc., all over the country. Of course, it is not easy to build a machine because they stay open until the early hours and the chances for sales are thus limited. However, this is a situation. Restaurants, too, have proved to be profitable locations since McGinnis has been the most convenient time to buy cigarettes. But for some reason the large and handsome class spots have been tough nuts to crack.

It has taken a lot of argument and hard work to break down the barriers, but with cigarette machines such as the famous Broadway "spoke" by McGinnis, Jack Dempsey's and Billy Rose's Casa Manila we have every reason to believe that our efforts are now bearing fruit and that we are certainly on our way to realizing our goal.

What are some of the objections we have overcome in our work? First and foremost, McGinnis has been engaged in the business of vending machines since 1927. With experience in this field, the company has a unique plan of installation that has been quite successful. This plan includes the use of a special vending machine that is designed to meet the needs of the night club.

Little by little the arguments entered through arguments. The company has taken into consideration the objections of customers, restaurant owners, etc. It must be realized that the sale of cigarettes is not the only profit to be made from the vending machine. Today, the vending machine is a glowing testimonial of the progress made in the vending machine industry.

The company has announced a unique plan of vending machines for night clubs. This plan includes the use of a special vending machine that is designed to meet the needs of the night club. Such installations as McGinnis and the others mentioned in the first part of the article need to pry our way into similar spots throughout the world.
Clairet Mechtne Co. reports it has a new Football Gum, the newest bulk item ever originated. Our belief is that Football Gum is one of the most popular items ever featured.

Harry Lewis, musician with Tommy Rivers, has been joined by Ruth Hughes, nonpro, in the Park Street Methodist Church, New York, October 30.

Sacrifice

Compliments of

The Billboard

SNACKS VENDORS - 1938 MODELS

200 - EVERYONE IN FIRST-CLASS CONDITION - LIKE NEW $14.50 EA.
50 - D.E. LUXE STANDS 2.50 EA.
50 - ANGLE IRON STANDS .50 EA.
10 - LATE MODEL BALLY RESERVES 25.00 EA.

First Come - First Served
DIRECT SALES CO., INC.
425 SOUTH RAMPART ST.
NEW ORLEANS, LA.

Football Gum

Newest Bulk Item

PITTSBURGH, Oct. 22 - American Cigarette Machine Co. reports it has a new merchandise feature for bulk vending machines. Football Gum is the latest.

Meyer Abelson, of the firm, reports: "So many operators have been successful with this gum that they are changing, over all of their machines to bulk gum machines.

"The kids can't keep their hands off of it. It is one of the best sales stimulators that has ever been featured. In our belief, the use of Football Gum and the many operators that are sure to follow this will find this one of the best ideas that has ever originated."

New Jersey Ops Are Doing Well

NEWARK, N. J., Oct. 22 - New Jersey, it is said, is enjoying one of the longest and smoothest runs of any state in the country. Leaders here claim that this is due to the liberal practices of the majority of communities in this state. They claim that the reason of the authorities has been liberal in regard to the sales games because the operators themselves have been very careful to comply with rules and regulations.

Associations have made this type of work possible. They have urged their members to meet the regulations to the letter. This has created confidence in the trade.

The correct operating is leading to a better understanding between operators and the authorities everywhere in the state. Operators confine themselves to the type of games they know meet with official approval. In this way, the operators claim, they are assured a clean and continuous run in their business.

The one of the smallest states in the Union, the conditions here have been better than in almost any other state, many say. Operators have worked very closely together and because of their knowledge of conditions in most of the outside counties, have confined themselves to the kind of equipment wanted.

A Lifetime Record of Your Social Security Number

FREE!

Your Name and Number Individually Engraved on an Etched Bronze Plate

Compliments of

The Billboard

By special arrangement we offer this permanent bronze Social Security Plate engraved with your name and number. We want every reader to have the protection this permanent Social Security identification record affords.

Social Security Plate Coupon

This coupon entitles you to your own permanent bronze Social Security Plate, engraved with your name and number, when mailed to Social Security Dept., The Billboard, 25 Opera Place, Cincinnati, O., with 10c to cover postage and handling.

Social Security Number

Name

Address

City State

Here's All You Need To Do!
1. Clip the special coupon.
2. PRINT your name, address and Social Security number and mail with 10c to cover postage and handling.
3. Your own etched bronze plate will be mailed to you immediately.
4. Please post personal checks.

Coming Marriages

Harry Lewis, musician with Tommy Rivers, has been joined by Ruth Hughes, nonpro, in the Park Street Methodist Church, New York, October 30.

Harry Lewis, musician with Tommy Rivers, has been joined by Ruth Hughes, nonpro, in the Park Street Methodist Church, New York, October 30.

Sally Clark, singer and stage and screen comedian, and Leona Vale, nonpro, of Pasadena, Calif., December 10.

Gay Avery, announcer at Station WOAI, Omaha, and Laura York, in the program department of that station, in that city, September 6.

Lieselotz Vidor, daughter of King Vidor, motion picture director, and Earl Van Orman Armstrong soon.

Divorces

Mary Tupper, formerly Mary Kornen of Our Gang comedies, from Leo Tovey cameraman, in Los Angeles October 7.

Herman J. Gochelich, Cincinnati Symphony Orchestra member and member of the Cincinnati String Quartet, from Gertrude Goebel, October 10, Cincinnati.


Irene Shreve Valle, nonpro, from Edward Valli, in West Palm Beach, Fla., October 18.

Births

A daughter, Toni Susanne, to Mr. and Mrs. Paul White in Doctors' Hospital, New York; a boy, Garfield, is the son of Special Events director for Columbia Broadcasting System.

Lanie, ex-Albertine Rhode dancer, in Schenectady October 13.

Raymond-Wingkarten Michael Raymond, movie script writer, and Theresa Weingarten, nonpro, at the Corner Center of Israel, New York, October 30.


Thompson-Morgan - Don Thompson, news editor and special events chief of NBC's Pacific Coast Division, San Francisco, and Kitty Morgan, of NBC's program department, in Virginia City, New York, October 17.


Waksi - Norman, to Mr. and Mrs. Murray Weingarten, 290 East 68th Street, New York, October 9.

Evelyn, 8-month-old, to Mr. and Mrs. G. M. Lawless Jr., October 10, in Santa Monica, Calif. Mother is the former Alice Lamont, of the vaudeville team Alice and Donny Lamont and the Lamonts.

A seven-pound daughter to Mr. and Mrs. Robert Block in Mercy Hospital, Dec., 30.

A nine-pound son, Richard, to Mr. and Mrs. Fred Block, October 18, in Long Island.

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Patents and Inventions

By KEN C.

Patents are issued once every week by the Patent Office in Washington, D. C. and are made of all inventions and patents for the exclusive Right to make, use, and sell the same. They are in force for 17 years from the date of issue. The patents issued are usually granted to individuals or corporations who have paid the required fees and who have demonstrated that they have invented something new and useful. The patent holder has the exclusive right to make, use, and sell the invention for the period of time specified in the patent. The patent laws provide a balance between the right of invention and the public interest by allowing the inventor to have exclusive use of the invention for a limited time, after which it becomes available for everyone to use.

SAIL ALONG AND SAVE WITH MAYFLOWER

PAY TABLES

Winning Ticket, used 10 days, $1.00
Five Tickets, used 10 days, $5.00
One Ticket. used 10 days, $1.00
Three Tickets, used 10 days, $3.00
One Ticket, used 10 days, $1.00

CONSOLES

Liberty Belle
Chucktella
Horse Head

GAME COUNTERS

$2.50
$2.00
$1.50

MAYFLOWER NOVELTY CO.

1007 University Ave., St. Paul, Minn.

WILL TRADE

A diamond club, practically new, for $5.00.

BARGAINS

$1.50
$1.00
$0.50

African Theaters

(Continued from page 2)

in a theater in Durban. Possible engagements are being worked out for the Mayflower Theater in Johannesburg.

Papel Arranging Program

The program, procuring and arranging, is in the hands of Papel, who is working with the European press and is able to present a model that has not been shown in this country. The European press and the Billboard in America have produced a fine assortment of replies. The arrangement of Papel is to open with a model that has not been shown in this country. The arrangement of Papel is to open with a model that has not been shown in this country.

At this writing the program has been practically all arranged, following are the facts engaged at present: Pellette (Frenche), a well-known rider for features of the ground wire act, doing shoulder support. Pellette (German), four people, musical clowns and mimes; Pimondoro (Italian), two people, musical clowns and mimes; and Pimondoro (German), four people, musical clowns and mimes. The program will also feature a flying disc act and cloud wings; Nicko Ricco Troupe, a well-known European troupe; and straight; Jack Kellip (American), clown with walkaround props.

The program is being handled as the Olympic Circus—galaxy of Europe. Papel is the name of the act. The program is to be seen as the headliner of the week, including Napier appearing only as the headliner of the week, but billed as the acts of those who are engaged.

The Dutton Equestrian Troupe is to be seen as the headliner of the week, including Napier appearing only as the headliner. The program will also feature a flying disc act and cloud wings; Nicko Ricco Troupe, a well-known European troupe; and straight; Jack Kellip (American), clown with walkaround props.

WILL BUY 1-2-3'S AND TRACK ODDS

TRIPLE ENTRY. Floor Sample: $200.00
A. Disney Her.

EXHIBIT TWIN. Play. OYSTER CLUB

SOUTHERN AMUSEMENT CO.

1250 S. Main St, St. Louis. Mo.

IMMEDIATE DELIVERY!

CHICAGO COIN MACHINERY CO.

1275 Diversity Blvd. CHICAGO

WHEN CARTER'S disappears from the brain of the mind, the name Papel appears only as the headliner. The program will also feature a flying disc act and cloud wings; Nicko Ricco Troupe, a well-known European troupe; and straight; Jack Kellip (American), clown with walkaround props.

WILL TRADE

A diamond club, practically new, for $5.00.
Detroit Office of Atlas Remodeled

NOV. 21—Remodeling of the new quarters for the Atlas Automatic Music Co. will be completed this week. The company took possession recently. The old quarters on Linwood avenue were outgrown and a new location right near the heart of the city was thought desirable for a distributing company of this type, according to Julian Kramer, the head of the music business.

The new space is accessible from all parts of the city and is just on the edge of the downtown district, so that it is convenient to operators going downtown on other business. Parking space is available. Replacement of the original loading dock by a new concrete platform with a base six inches thick was made. The original dock was badly damaged by the heavy loading of trucks bringing in new Seeburgs to be sold thru the store.

A storeroom in front is equipped for display purposes, with general office desk. Neatly outfitted, this is destined to be, in Kramer’s own words, “the hospitality center of Michigan.” In addition, a two-story warehouse across the alley at the rear has been leased for use in carrying sufficient stock to serve all operators in the territory.

Playboy Orders Overtax Factory

CHICAGO, Oct. 22—Announcement was made from the executive office of the Playboy Mfg. Co., that the continuous demand for the Playboy coin-operated speaker has crowded factory production up to the point that deliveries are now being held.

According to L. F. Webb, vice-president and manager of the phonograph sales division, many music operators have driven their own trucks to the factory to take out rush deliveries. The Playboy coin-operated speaker was introduced for the Monarch-20 and the Windor-20 phonographs, it is said, when it appeared in the form of a miniature phonograph within an attractive cabinet—very similar to the big phonographs. Operators who call it a miniature copy—stands 4 inches high. It has ten songs printed on 60 per cent stamp proof multiple coin chutes.

Says L. F. Webb: “Operators have learned from experience that the extra room can be made to pay great dividends, particularly when the Playboy speaker is installed. It’s a beautiful piece of work, especially with the customers in the extra room who otherwise might only be in the main room and play the phonograph.

The Billboard

AMUSEMENT MACHINES (MUSIC SECTION)
October 29, 1938

Weekly Music Notes

Record Buying Guide

An Analysis of Current Songs and Record Releases from the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered, as well as information received from phonograph operators.

SING STRONG—KEEP THEM IN

I’ve Got a Pocketful of Dreams. Still plenty strong in over-the-counter demand and radio performances, but not in the catalogs. Maybe something over the counter will keep it afloat. It is a good number for the operators.

Alexander’s Ragtime Band. Not until the picture has its day will this oldtimer be ready for the return. The book of Victor Rogers will pave the way, but it is a clever, uneven version.

Small Fry. Another film tune, and another Crosby number on the high public roll. Altho it would be a good idea to keep it going, the record they should be careful to keep it going is Bing’s and Norvo and Bailey have wanced the one that is more popular.

Lambert’s Waltz. The English novelty dance caught on well over here, perhaps. The point where it’s the third biggest sheet number is the point where it’s really going to work. Altho Duke Ellington offers a disc that isn’t far behind in popularity.

Change Partners. Still No. 2 among the glorified 15 best sellers of the week, altho it’s following the downward trail as a music piece. The pianists are playing it, and the public seems to like it, and that’s what counts most in the phonograph business. It’s a toss-up between Jimmy Dorsey and Count Basie on Big Band business.

SUMMER SAVER

Summer Souvenirs. Maintaining a nice place among the most-played-on-the-air numbers and being reported as a potential seller by phonograph operators this week, reports have been coming in that operators have been doing nicely with it already. Waxing in this instance is done by Larry Clinton.

Heart and Soul. One of the most popular versions is by the Nat King Cole Quartet. Supposedly old number, but it’s still good.

Keep Right Out of My Lane. This one is supposed to be a doozy, but it’s not much of a number. It has a good appeal but it doesn’t seem to be catching on very well.

All Aboard. This number is so specialized that it’s hard to believe it’s making much headway.

Keep Right Out of My Lane. Very strong and has been doing well, and it’s likely to be plenty important.

LISTING COVERS

Listing covers those songs which in general cannot be classified as popular million-selling hits, but which are, or give evidence of becoming, successful phonograph numbers.

Mexicali Rose. This is one of the biggest phonograph numbers in the world.

My Reverie. That Clinton man has got the best of them. It’s a magnificent piece of work, and it’s got a lot of appeal.

Jump Session. This is one of the most popular numbers of the week. It’s a great number, and it’s got a lot of appeal.

Ol’ Man River. That Clinton man has got the best of them. It’s a magnificent piece of work, and it’s got a lot of appeal.

Jump Session. This is one of the most popular numbers of the week. It’s a great number, and it’s got a lot of appeal.

Martha. This is the positive last time Larry Clinton is mentioned here—running man in the phonograph business.

Mama. This is a very good number, and it’s got a lot of appeal.

Dorsey and His Brothers. This is one of the most popular numbers of the week. It’s a great number, and it’s got a lot of appeal.

DOUGLAS A. TARKINGTON

Detroit Office of Atlas Remodeled

NOV. 21—Remodeling of the new quarters for the Atlas Automatic Music Co. will be completed this week. The company took possession recently. The old quarters on Linwood avenue were outgrown and a new location right near the heart of the city was thought desirable for a distributing company of this type, according to Julian Kramer, the owner of the company.

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A storeroom in front is equipped for display purposes, with general office desk. Neatly outfitted, this is destined to be, in Kramer’s own words, “the hospitality center of Michigan.” In addition, a two-story warehouse across the alley at the rear has been leased for use in carrying sufficient stock to serve all operators in the territory.

Sickening, Wurlitzer Party Drains Crowd

CINCINNATI, Oct. 22—Phonograph operators of the city were invited to attend a party and display of the new Wurlitzer models 700, 705, and 710, held in the spacious showroom of Sickening, Wurlitzer. The affair was well attended, local and out-of-town operators starting to arrive at 3 p.m. and remaining until well after midnight.

At 5 o’clock the gathering was entertained with a floor show emceed by Morris Jones, local booker. After the floor show, Jim Hinkle began reviewing and explaining in detail the new Wurlitzer models.

(See SICKING, WURLITZER on page 74)
What the Records Are Doing for Me

Harlem, N. Y. C.

October 22, 1938.

To the Editor:

My three locations are located in the Harlem district of New York City, and I have many locations that are selling better on thephonograph than they are in a variety of different types of locations. As a result, I have had to change my personnel to take care of these different types of locations and the phonograph business.

The&Spots Do My Own over the air, and they are doing very well. I have had a number of people who have been coming to my place, and they are all very pleased with the phonograph business.

It is a fact nowadays that an operator must pay strict attention to the phonograph business and the phonograph operators in order to make a good living. The phonograph business is now a very important part of the entertainment business, and it is necessary to give it the attention it deserves.

It is also necessary to give the phonograph operators the support of the phonograph business. The phonograph operators are the ones who make the phonograph business successful, and it is necessary to give them the support they deserve.

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New Orleans

NEW ORLEANS, Oct. 22.—The country boys are driving to the city these days, just like the ducks migrating from the North. Coin machines distributed there that out-of-town visitors have trebled in number since the first of the month and who, at first sight, make for a slump in the fall and winter season now appears to be pointing to one of the best years in the history of the industry. Sales are likewise decidedly better than some had anticipated, and the manufacturers are more optimistic, with a three-month supply of coin material already on hand. The coin manufacturers are well stocked with new designs and money-making devices. The following is a list of the most popular machines in the city:

1. **Theodore Tulip**—This machine has been a success since its introduction and continues to be popular. It features a large display of comic strips and advertisements.
2. **The Great Southern Novelty and Music Co.**—This company has released a new phonograph that has gained popularity among the younger crowd.
3. **WURLITZERS**—These machines are known for their high-quality sound and are popular among both professionals and amateurs. They have released a new line of pianos that are expected to be a hit.
4. **The Dixie Coin Machine Co.**—This company has released a new model of coin machine that is gaining popularity among coin machine enthusiasts.

Bell Distributing Co., local distributor for O. F. Jennings, reports that the company’s products, have moved into new quarters and have had a grand "housewarming" in the next week, Emil Iaccapelli, manager, announced.

**SACK Russo** is from Belle Rose, La., and so he could stand the "great Northwest" when he visited here recently. "I wish I had a nickel in the roof of his house," he said. "I have never before experienced such prolonged spells of dry weather and the Mississippi River is almost a dry bed."

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**Frank Allert**, coin machine row’s fish, is big. Mr. Allert has been at work for a long time and is one of the best known in the business. He is known for his fishing and has taken a lot of fish in recent years.

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Operating and Maintaining

By FRED BESSENE

A department on the repair and upkeep of coin-operated machines. A year's subscription to The Billboard is offered for the best letter received from an operator each month on any phase of the subject.

Relay Adjustment

"Dear Sir: I have some of the mystery selection games that have proved popular within the last year or so. I have several of them, but having some trouble with the odds on these games. The high, odds remain high, and if the spinners, ball goes into a winning hole and then the odds jump to another value, sometimes five places higher. My odds selector seems to be in good condition. The spinners always make good contact and apparently there is no loose wiring. It appears as if I am losing out on some points by a small margin, and for this reason, I decided to try for some remedy.

S. T. BUNHUM, Ohio"

Answer: On games of this type that you describe this is a relay that holds the odds indicator light circuit from one set of lamps to another. This relay is inserted into the circuit to allow the current to enter the transformer, pass along the wire, thru the various units and return to the other terminal of the transformer to set the control in the position that you describe. When the relay is energized it shifts the middle leaf instead of contacting the inner leaf it makes contact with the outer leaf. This condition continues to exist until the opposite end of the circuit is reached, when the lamps make contact with the normal odd contacts. When the relay is disengaged the middle leaf touches one of the two remaining leaves. In a great majority of designs this middle leaf touches the inner leaf which illuminates the lamps. If the relay operates properly, it will illuminate the rotating odds. Wired into the circuit so that the lamps will not illuminate until the relay is disengaged. The odd selector will operate properly.

Condenser Prevents Switch Arcing

"Dear Sir: Some of the switches on my games are arcing quite badly when the push button is set. I have been trying to stich them together and I does them often and file them to a smooth surface, but this does not last long and I am afraid they will have to be replaced. A. P. PELKIN, Texas"

Answer: From your description it is apparent that your switches are breaking a circuit containing a coil, such as a spring coil. In arrangements such as this the switches are often in a position to produce a large "kickback" voltage technically known as "kickback". This is caused by the current flowing in the coil. To prevent this from occurring it is necessary to reconnect the switch to connect a condenser across the two terminals of the switch. The condenser must be properly connected. If it is not properly connected it may cause the switch to arc. The condenser must be of the proper value to prevent the "kickback". The condenser must be of the proper value to prevent the "kickback".

Switch Adjustment

"Dear Sir: Here is a little trick that has been around for some time to discover but which I wish I knew longer ago. It is so simple that I am ashamed to admit how long it took me to discover it. I found that the players were shooting a ball and the relay would not stop. After much experimenting I found out that the switches were rotating the payout unit. Then I investigated and found that the relay was not rotating. When the relay is not rotating the middle leaf touches one of the two remaining leaves. In a great majority of designs this middle leaf touches the inner leaf which illuminates the lamps. If the relay operates properly, it will illuminate the rotating odds. Wired into the circuit so that the lamps will not illuminate until the relay is disengaged. The odd selector will operate properly.

The operator often ends the game with a smooth surface, but this does not last long and the switch will have to be replaced. A. P. PELKIN, Texas"

Answer: From your description it is apparent that your switches are breaking a circuit containing a coil, such as a spring coil. In arrangements such as this the switches are often in a position to produce a large "kickback" voltage technically known as "kickback". This is caused by the current flowing in the coil. To prevent this from occurring it is necessary to reconnect the switch to connect a condenser across the two terminals of the switch. The condenser must be properly connected. If it is not properly connected it may cause the switch to arc. The condenser must be of the proper value to prevent the "kickback". The condenser must be of the proper value to prevent the "kickback".

Atlas Reporter

CHICAGO, Oct. 22--Atlas Novely Co. observer at large, has penned several of the cartoons that are published in various offices of the Atlas organization. They follow:

"I wish I knew all the other newspapers. The Detroit Automatic Music Co. manager, J. Mike Kratke, added, "The papers in Detroit have moved a more central location. The papers in the city are now located at 1311 Grand River avenue.

"I know the Chicago office here after a trip to Pitts. I am fully convinced that the City is one of the best places in the country."

Schaefer Increases Factory Force

CHICAGO, Oct. 22.--Due to an increased demand for our Topper and Universal bulk vending machines, we have been forced to increase our production. Said Harold M. Schaefer, president of Victoria Vending Corp., this week.

"This expansion in production will permit us to make shipments promptly and meet the growing demand for both vendors," he added.

Correction

In a recent issue of The Billboard, a story referring to Eddie Ginsburg, the famous Chicago bookie, contains a quotation made by Ginsburg that was incorrect. In the story it is stated that "There is an end to the coin machine business and it's a well known fact that the winning machine will lose money every time."

"This is not true," said Mr. Ginsburg, "there is no such thing as a winning machine in the racket. I know, even the most successful bookie in the country has been "busted" out of my original identity by a bookmaker."
Biggers Resigns Census

Patents and Inventions

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on door rides and such games as it appears could be adapted to coin operation. The Billboard's object is to present in a manner useful to manufacturers and inventors to get together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood, our industry can go forward.


Number of Claims, 11.

Inventors' Names—Arthur Bulmer Smeal and Walter Kingsley Jull, Calgary, Alberta, Can.

Claim 1—In an amusement device of the class described, the combination of: a plurality of vertical channels for each channel and freely movable therein, means for imparting motion to said weights to project the same upwardly within its corresponding channel, a plurality of movable means disposed in back of each channel at predetermined levels thereof, each for catching and suspending the corresponding weight projected upwardly at the conclusion of its upward motion, means carried by each weight for visually indicating the position of said weights therein, and means controlled by said weight for repositioning the position of said weights projected upwardly in said channel at predetermined time in the movement of said weights.


Number of Claims, 17.


Claim 1—in an amusement device of the class described, the combination of: a plurality of vertically disposed channels for each channel and freely movable therein, means for imparting motion to said weights to project the same upwardly within its corresponding channel, a plurality of movable means disposed in back of each channel at predetermined levels thereof, each for catching and suspending the corresponding weight projected upwardly at the conclusion of its upward motion, means carried by each weight for visually indicating the position of said weights therein, and means controlled by said weight for repositioning the position of said weights projected upwardly in said channel at predetermined time in the movement of said weights.


Number of Claims, 11.

Inventors' Names—Myron H. Richardson, Chicago, and Albert E. Gebert, Wilmette, Ill.

Assigned to Advance Machine Co., Cincinnati, O.

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Designing to a Phonograph Cabinet. Application, August 22, 1938. Issued October 11, 1938.

Name of Designer—M. Fuller, Chicago, Ill.

Assigned to the Rudolph Walter Co., North Tonawanda, N. Y.

The ornamental design for a phonograph cabinet substantially as shown and described.

Weinberger in Mexico

LOUISVILLE, Oct. 22—Leo Weinberger, of Southern Automatic Sales Co. here, writes that he is enjoying bullfights, donkeys and thatched roofed houses in Mexico but will be glad to return to the United States.

Little POKER FACE!

PLAYS REAL POKER

NEW!

COUNTER GAME TRADE Stimulator

Rich metal cabinet, glazing chrome trim. Dependable precision mechanism . . . positively bug-proof . . . backed by 20 years of vending machine manufacturing! Jigglproof reel—sheet-proof combination! 1c to 25c slot, last coin visible—non-skid vacuum rubber feet—many big game features! Size 9½” high, 9½” wide, 6¼” deep.

MONEY-BACK GUARANTEE!

Try LITTLE POKER FACE for a week, return it, and get your money back!

RUSH YOUR ORDER TODAY!

SANDERS PRODUCTS CO

Coin Machine Manufacturers for the Trade Since 1918

CHICAGO

710 South Salina Street
Syracuse, New York

LOOK OVER THESE NEW LOW PRICED BARGAINS

BADGER NOVELTY COMPANY,

Biggers in his final report said there were 2,740,000 more women employed or seeking employment than had been anticipated. He urged President Roosevelt to continue investigation of employment of women, as it apparently was a vital point in the employment situation today.

The report estimated that there are 30,970,000 men and 14,949,000 women in the labor market.

Bob Warner, Buckeye Vending Co., Columbus, O., tries his hand at Buckeye’s multiple game. Charlie Kata (left), Bally factory representative, looks on.
New Mills Line Attracts Operators

CHICAGO, Oct. 22.—Close to 500 out-of-town operators visited Mills salesroom last week to see the new Opportunity Line. Business is booming at the large coin machine factory. Most operators are seeing Mills’ huge plant for the first time, and marvel: “I didn’t think it was possible in this business.”

New Mills Line

ME MULs New Hand Load Jackpot

CHICAGO, Oct. 22.—Operators of the new Mills Hand Load Jackpot have been selling hot tickets ever since the reports of earnings being shown.

September has been the biggest month for Wurlitzer sales since we took over the distribution.

Harry Graham, of Marquette Music Co., said recently:

“We have had definite proof that the management wants a name, and location operators are demanding this just as much as the Wurlitzer men themselves.”

Joseph Boruck was a new name on the list of music machine operators.

Jitterbug and Ragtime were added to the line to give a better trend in amusement. Our judgment in phasing and releasing them at the opportune time is vindicated in the resultant profit.

“We are being complimented also on the features of the two games, but on the release of two games with a variation in appeal, Jitterbug, a straight novelty game, is also available in a jockey model, and Ragtime, a de luxe cabinet game featuring free play awards. They are a combination that is impossible to beat.”

Various requirements of location players.

Football Special Draws

Wide Newspaper Comment

MADISON, Wisc. Oct. 22.—Three slot machines were handled by several newspapers that reported the “Gambling Special” train which carried about 150 people, most of them students, to the recent Wisconsin-Iowa football game.

But nothing was said about the gambling bets on the game itself. The attention of the public was carefully turned on the dice, roulette and three card machines by newspapers which profited much from sports and the gambling that goes with it.

President Dysta of the University of Wisconsin.

“My own impression is that a good deal has been made of nothing.”

Jitterbug is not a gay game of Oswald poker. The machine is fast, but has no novel features. The manufacturer accepts a penny, nickel, or quarter, and you can run it at your own pace. The jackpots are always won on hand, and does away with those “pals” that have spoilt so many operators’ earnings, Mills exclaims.

The Mills Drill Proof Brown Front Bell has a heavy steel lining which prevents cutting of the handle by the most ingenious trick. According to reliable sources, it is now outstripping all other types of Mills. It is the small type of Bell protection.

The Jitterbug is a nifty game of Oswald poker. It is fast, but has no novel features. The manufacturer accepts a penny, nickel, or quarter, and you can run it at your own pace. The jackpots are always won on hand, and does away with those “pals” that have spoilt so many operators’ earnings, Mills exclaims.

The Mills Cash Register Spinner is so built that each operator is reported to be buying two machines for every three on loan. The drill proof models, according to reliable sources, are now outstripping all other types of Mills. It is the small type of Bell protection.

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AMUSEMENT MACHINES
October 29, 1938

Peanuts are known in various sections by different names: such as ground pea, goober, foolers, and earth nuts, but the technical name is "Arachis Hypogea". Half of the population of the United States believes that the peanut grows above the ground, but as a matter of fact the peanut is not a plant, but a pea that grows under the ground.

The origin of peanuts is shrouded in mystery. It is supposed to have originated in Brazil or Peru and to have been brought to Africa by early explorers and missionaries, but peanuts were known as early as 860 B.C. They were brought to this country by the slave traders, in the early Colonial days and used as a food for the slaves while on shipboard, as they were cheap and of high food value.

Peanuts were not extensively used until after the Civil War. It is said that the Union Army carried peanuts with them from the South when they went back home. For many years, the crop was confined to the States of North Carolina and Virginia. About 20 years ago the farmers in Georgia, Alabama and Florida, due to the ravages of the boll weevil, were forced to change crops; for peanuts, they were more valuable than cotton. In one Southern town a monument has been erected to the boll weevil on which is inscribed the following: "In profound appreciation of the boll weevil and what it has done as the herald of prosperity, this monument is erected by grateful citizens."

There are nine distinct varieties of peanuts, the largest being the Virginia, North Carolina and Tennessee; and the Spanish, the small round variety grown in the States of Georgia, Alabama, Oklahoma, Missouri and Florida.

Peanuts are planted during the months of April and May and under favorable conditions are harvested in October and in the farther southern States, when the Spanish varieties are harvested, in November. The peanuts are plowed up, put into stacks around poles to permit the sun and wind to dry them. They are then shipped in picking machines to separate the nuts from the hull, and the Hulls are either left on or removed from the peanuts before they are bagged and brought to the mills for cleaning and grading.

Without a visit to the mills it is almost impossible to understand just what and how the peanuts have to be prepared for the market. The large mills generally five or six stories in height, are equipped with various types of machinery to separate the sticks, hulls, odoriferous and small vines attached as they come from the farms and to clean and polish the peanuts. The shells of the peanuts are done over endless moving conveyers, and the nut is pushed into trays and carried to the mills for cleaning and grading.

The common labor employed in the preparation of peanuts is largely male and female Negro labor. The first salted peanuts appeared in 1897, the first peanut vending machines and the first peanut candy just after the turn of the century. It was about the end of the 19th century when the discovery was made that a very palatable butter could be obtained by grinding peanuts, which later became known as peanut butter. Today is an important food item because of its high nutritional value. The first peanut butter to be sold commercially thru the grocery trade was manufactured in St. Louis, Missouri. In the early 1870's.

Uses for Peanuts

The peanut is used in making more than 1,000 valuable products, including candles, cheese, instant coffee, pickles, oils, softening lotions, dyes, soap, breakfast foods, soap, face powders, shampoo, printer's ink, axle grease, shoe polish, glue, ink, varnish, wood, slaughtering stocks, and even gasoline.

Most of us associate peanuts with circuses, fairs and holidays and do not appreciate the fact that peanuts are the best cure for the much-dreaded disease, asthma. The peanut bulb; contains from 40 to 50 per cent of a highly digestible oil that compares favorably with olive oil and is used as a substitute. The peanut meal which remains after wasting the oil contains from 34 to 38 per cent of proteins. The peanuts are rich in the vitamin B complex, which is of great importance in the diet of infantile paralytics. Convalescent patients in large hospitals are fed raw peanuts as a breakfast food.

**History and Uses of Peanuts**

**George Pooner.**

Chicouin's PEACHY

Davat's ODD BALL TALLY

Exhibit's REGATTA

Keeney's HIT NUMBER

MULTI-FREE RACES

CLOSEOUTS ON BRAND NEW COUNTER GAMES! WRITE FOR FULL DETAILS TO NEWARK OFFICE.

GEORGE PONER

ORGANIZATION

33 WEST 60TH ST., NEW YORK CITY

11-15 E. RENWY ST., NEWARK, N. J.

1415 BEDFORD AVE., BROOKLYN, N. Y.

900 NORTH FRANKLIN, PHILADELPHIA, PA.

**It's a GOLD MINE**

Groetchen's Ginger Penny Cigarette Game

with Automatic Token Payout. 100% perfect, will bring you the biggest, showyer profits. Definite check-up on Payouts.

Rush your order for Gingers Today.

10-Day Free Trial Money-Back Guarantee.

AVON NOVELTY CO. 2053 PROSPECT, CLEVELAND, O.

ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS.
An Eye-Catcher
By H. R. Perkins
Mills Novelty Company

To enable operators to handle all of the best locations in their territories we are introducing a brilliant assortment of machines in the Mills V-12 cigarette vending -

cans, yellow, gold and silver. With the same colors operators can install the cigarette vending machines that will harmonize with decora-

tions in individual locations, meet demands for special machines or replace old-looking equipment.

Batters at 1010 Broadway, according to

Abe, imee of machines in the location -
dead-looking equipment.

An Eye-Catcher

The logical man to handle the cigarette

business and is the one who is established.

Do not overlook its productive

operation. This is a year-round, day-

and night business. Mills has a system of

installation of a route of cigarette

vending machines throughout the cities.

The Mills V-12, is a standard to keep in constant touch with his customers, so that they always know the

location 100 per cent and can take advantage of any opportunities to handle the new machine.

Western Amusement Co.
Opens New Headquarters

KANSAS CITY, Mo., Oct. 22.—Western Amusement Co., formerly the Western Novelty Co., has moved to spacious new

quarters at 1010 Broadway, according to a recent company announcement. The company, now under the aegis of

Fred, owner and general manager, states that the move will enable them to take care of their customers better in their new

quarters.

"The move to larger quarters was necessitated by the ever-increasing sales which have been enjoyed during the past year. The firm carries

a complete line of coin-operated machines. We buy, sell and exchange all machines. We also have a department and carry parts for all

machines."

Paris Ohio's Payout Game

PARIS, Oct. 15.—Roulette, a wall-type machine, best known of French-made machines in the United States. This machine has recently been used in the police stations of Paris to arrest pepe with

Legalized, there is one or more spinning wheels and a number of horizontal slots or pockets, each containing colors, the machine returns two or more coins at a time. All the club in the bar are convos-

ting at the bartender.

Nebraska Vote in

News Limelight

The proposition popular vote on licensing

slot machines in Nebraska has been claimed

by the opponents of the amendment to make it possible for operators to make a sensational fight against it, and will prove to the advantage of the amendment for a beginning of such a campaign. A few operators write in the organization the me-

The story as it appeared in the newspa-

pers shows that the original association of operators has disappeared and that in its place has appeared the Old Age Tax Association, under the management of J. R. Bowby, of Lincoln.

The proposed amendment to the State constitution to permit the use of slot machines was voted down by a vote of 16,000 signatures on a petition for such a vote.

Open To Attack

The amendment proposes a license fee of

$100 per year on each additional machine, on the owner, and 400 a year for each additional machine. Thirty dollars of the 400 tax is to be paid to the State, the balance to the owner.

This point and others has made it pos-

sible for the amendment to gain favor with its opponents. Opponents are now trying to establish the constitutionality of control of slot machines in the hands of a racketeering syndicate. The coin machine trade itself has not been favor-

ably impressed by the $100 tax tried by the operators.

Opponents of the amendment also say that the addition in the bill is so little that it is not nearly enough to meet the needs of the old-age pensioners.

Perhaps the backers of the movement thought that it was justified to the extent of the old-age pensioners and that the people of Nebraska have not yet been

THE BILLBOARD

CABLE ADDRESS: "IDEALCO" PHONE: GARFIELD 0072

IDEAL NOVELTY CO. 1518 MARKET ST. NEWARK N. J.

RED SAILS 4.75
Round Up 4.75
Spring Time 4.75
Turf Champ 4.75
WINNING PENSION 5.50

WATTS OFFICE 800 Previous

NIGHT Transformation 6.50
Silver Flash 6.50
Wizard 6.50

TERMS: 1/2 Deposit on order. All others prepaid. P. O. Order or Telegraph Money Order. Postage paid. Price is in the United States or in the hands of any other dealer.

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CABLE ADDRESS: "IDEALCO" PHONE: GARFIELD 0072

IDEAL NOVELTY CO. 1518 MARKET ST. NEWARK N. J.
FROM YOUR JOBBER

15 RID PORT LIGHTS—15 GREEN STAR BOARD LIGHTS—LIGHTS ON LIGHTS OFF—is the new fascinating play feature on the large 21'x21' back panel. 13 Bumpers to shoot at. Bumpers when hit light up in varied colors, unlighted bumpers a guide to players.
Ops Land Click, 
Bert Lane Reports

NEW YORK, Oct. 22—Hearty approval and heavy orders followed the introduction of Genoa’s new novelty hit, “Klick,” at the showrooms of Seaboard Sales, says Bert Lane, head of the firm. “I didn’t get a single disappointing reaction from the many operators who came to see a look at ‘Klick,’” says Lane. “Everyone predicted a brilliant run for the game and the initial orders taken were the largest for a long time.”

“Klick” features simplicity with hooks: that is, the principle of the game is easy to understand but the action of the ball on the brilliantly lighted board is so compelling that players are drawn to play again and again.

“‘Klick’ is no copycat game,” he continued. “It’s as different as day and night from any number on the market. It’s a curious combination of skill and chance—a game that must be seen in action to be appreciated. It has a free-play unit and a very unusual backboard.”

Roy Torr Tells 
Why Cent-a-Packs

PHILADELPHIA, Oct. 22—Roy Torr, a prominent distributor here, is an enthusiastic booster of the counter machine Cent-a-Pack made by the Buckley Mfg. Co., in Chicago.

Among the reasons Torr assigns for his confidence in the machine are, he says, “In 1934 when the market was flooded with this type of machine I tried them all, tore them down, studied their construction and tested their stability with long and hard services. Appearance and price came next. “So I decided to handle Cent-a-Pack,” continues Torr, “and after four years I have not regretted making that decision. Several hundred of the first machines I sold are still on the original location, and operators say they have never spent a penny for repairs. My repeat business convinces me this is true.”

What a Business! 
Say Chi Coin Execs

CHICAGO, Oct. 22—“Judging from letters and telegrams that are pouring in these days, you’d think we were in the fruit business.”

“Look at the harvest of new locations that were ripe for a single disapproving reaction from the many operators who came to take a look at ‘Klick,’” says Lane. “Everyone predicted a brilliant run for the game and the initial orders taken were the largest for a long time.”

“What a business!” says Sam Denier*, co-official at Chicago Coin Execs. “Tally man replied his滋润rrs are still on the original location & have not regretted making that decision.”

SALESBOARD OPERATORS

Read “DEALS”

A column about new salesboard ideas, deals and personalities. 

In the Wholesale Merchandise Department

THIS WEEK AND EVERY WEEK

BILL COHEN, Silent Sales Co., Minneapolis, placing the new Tally machine (David) the “winner” inspectors.
Peachy a Hit, Says Distrib


Between Sam Wolberg and Sam Geniusberg they term it a peach of a game, they make a gross underestimation," said he. "But, maybe they're like the host of operators who have been swamped in for Peachy. They're shock-full of enthusiasm for the game. Even location players have been heard to condemn favorably on it. It is a genuine pleasure to recommend a game like Peachy."

Seattle Biz Asks Parking Meters

SEATTLE, Oct. 22.—It is believed that the city of Seattle will shortly authorize the purchase of a large number of parking meters. Business men are circulating petitions asking the city council to revive the measure authorizing the installation of the machines. Since the parking meter plan has never been abandoned by the council the way is clear for immediate passage.

BREMERTON, Wash., Oct. 22.—Business men are demanding that city authorities remove the parking meters recently installed along Bremerton streets. Commissioners are being besieged with petitions from business executives asking that the machines be removed.

To Study Liquor Facts

NEW YORK, Oct. 22.—What is proposed to be a fair, thorough, and unbiased study of the national liquor problem was announced here recently by the American Association for the Advancement of Science. The organization has formed a council of prominent citizens, industrialists and scientists to examine facts on the subject and to restate a final report.

It is probably the most drastic project of its kind ever undertaken and may help to dispel some of the misconceptions held in the minds of people when the report is finally made. The announcement says that both wet and dry reformers recognize two big problems, that of chronic alcoholism and highway accidents. The friends of liquor locations and the liquor trade itself would like to see these problems solved.

City License May Await State Court Opinion

EAST LIVERPOOL, O., Oct. 22.—City council here is considering the licensing of amusement machines, an ordinance providing for an annual fee having been ordered drafted by City Solicitor Carroll P. Lynch.

At a recent meeting of the group an ordinance now in effect in Cleveland was read. It provides for a monthly license fee for mechanical amusement devices.

SLOT MACHINES

REBUILT MACHINES!!

EVERYONE RUNS AND LOOKS LIKE NEW RAILS REFINISHED COMPLETELY OVERHAUL INCLUDING CARPETING

BOB DOLAN CO., 310 N. HOYNE, CHICAGO

SALES, SERVICE, CONVERSIONS

WHEN IT'S NEW, IT'S BETTER

SLOT MACHINES

We cordially invite you to visit our New Headquarters in downtown Kansas City.

OUR SLOTS ARE PRICED TO SELL

WE SELL AND EXCHANGE FOR CASH

DAILY, SATURDAY, SUNDAY

WE BUY, SELL AND EXCHANGE

Aberdeen, S.D.

We carry in stock New Power Packs, Parts for most coin-operated machines.

NATIONAL SCALE CO.

1161 W. TUSCARAWAS ST.

KANSAS CITY, MO.

KANSAS CITY

New Coin Machine Headquarters

We cordially invite you to visit our New Headquarters in downtown Kansas City.

1010 Broadway,

Kansas City, Mo.

SLOT MACHINES

GIVE AWAY

PRICES WILL ACCEPT TRADES

SAM MAY & COMPANY

1011-13 Maryland Ave., Baltimore, Md.
1939 TRACK ODDS

OPERATORS SAY—
“It’s smart to pay more and make more”

Illinois Constitution
Branded as Obsolete

CHICAGO, Oct. 22.—The constitution of Illinois has been branded as "obsolete" by Mrs. George A. Bogert, president of the Illinois League of Women Voters. In an article in The Illinois Voter for September, Mrs. Bogert declared that the document adopted nearly 50 years ago is "inadequate to meet the stress of a rapidly changing world."

"Since the constitution is made for men, and not men for the constitution, it would seem simple enough wisdom to mend it or draft a new one," she said. "Although political scientists show considerable unanimity in their belief that plans on the ballot should be limited to candidates for policy forming positions, our constitution makes it necessary to elect a large number of public officials whose duties are administrative rather than policymaking. As a result the rate of legislative activity has dropped off.

The Illinois constitution, like many other state constitutions, practically makes it impossible for a city or county to license pinball games and similar devices. But a few cities have passed ordinances. The Illinois trade has endeared itself to its operators by promising a real winner game. And the people were thrown out of work in that city in a few short months. Proved to be the biggest money-making football board ever made.

The Billboard

Stephens Introduces New Penny Machine

KANSAS CITY, Mo., Oct. 22.—A J. Stephens & Co. Kansas City, seems to have hit a natural in their Lucky Star, new penny machine. Eight weeks and they are still in original game. The new skill game, 11½ by 10 inches in size, is proving a hit for merchandising cigarettes, cigars, drinks, candy and other items in drug stores, clubs, taverns, bars, hotels, lunchrooms, cigar stores and news stands. The makers claim, A. J. Stephens, president of the company, reports brisk sales throughout this territory. "In Lucky Star we hit a penny machine that takes in the dollars," Stephens says. "Lucky Star is a skill game, fascinating to play, attractive in appearance and a real coin getter. There is no machinery to get out of order, no merchandise to spoil or replace."

Recession Cause Known

NEW YORK, Oct. 22.—There has been considerable controversy as to what really caused the recession of 1937 which, in a few short months, proved to be the swiftest and worst business drop in the history of the country. About 4,000,000 people were thrown out of work in that short time.

The very conservative New York Journal of Commerce, September 30, 1938, in a leading editorial gives a very suggestive answer as to what may have been a chief cause:

"The business recession of the past year was caused, in large measure, by excessive inventory accumulations," says The Journal.

"Which in so many words is saying that much of it was psychological on the part of business—and a little intelligence would have prevented most of it."

Jersey Op Lauds Robbins

BROOKLYN, Oct. 22.—After installing 25 Robbins machines on locations at a sample test, a Jersey operator writes Dave Robbins & Co., here, as follows: "I want to congratulate you on producing a real winner in your Bingo game. I have had my Bingos for eight weeks and they are still in original locations and most of them are taking in more money than they did in the beginning... You can expect my order for many more Bingo games." Dave says he will supply the name and address of the operator upon request.
GRANDSTAND
Reserve Type Multiple One-Shot
Still in Volume Production

Yes, you can still get quick delivery on Bally's GRANDSTAND — with Win-Place-Show-Parse Awards PLUS $45.00 TOP RESERVE. Takes 1, 2, 3 or 4 coins per game and multiplies awards by number of coins played. Consistently earning 20 to 30 per cent more than Fairgrounds at its peak. Order from your Jobber.

54 IN.
BY
26 IN.

THISTLEDOWNS
Bally's newest one-shot — offers complete flexibility: operate WITH OR WITHOUT MULTIPLE and WITH OR WITHOUT $90 TOP RESERVE.

Write for circulars on BALLY BELL, EUREKA, THUNDERBOLT, WORLD'S FAIR, FOUR HORSEMAN, HOT-VENDORS and other Bally hits.

BALLY MFG. COMPANY
2640 BELMONT AVE.
CHICAGO, ILL.

OPERATORS
NEW LOW PRICES
on Thick and Semi-Thick Boards
Write for Quotations
CHAS. A. BREWER & SONS
The Largest and Card House in the World
6320 Harvard Ave., Chicago, U. S. A.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Fort Worth

PT. WORTH, Tex., Oct. 22.—Lt. Worth operators are all excited about the new, modernistic and unique cigarette vendes being offered. Large and attractive folders showing the new models arrived in Ft. Worth and are now being studied by operators.

Morrie Pinto's place, Southwest Coin Machine Co., on Jennings avenue, is the mecca for column on the south side. There are busier coin machine head-quarters anywhere in Texas.

New phonographs, scales, cigarette machines, counter games and console units are being upgraded on top spots weeks. The new Mickey Mouse vender and the Mickey Mouse charms have also made their appearance on location in this town.

One can meet a dozen or more ops at one time when visiting the offices and showrooms of the Frankish Distributors. The boys, and we might also say the girls, are busy keeping spots going with high class automatic equipment. They are, located in the beautiful Medical Arts building, just west of Burnett Park, an unusually pleasant spot.

Miss Helen Evins, Ft. Worth's girl operator of merchandise machines, is a busy girl these days. Between her operating, pipe organ recitals and golf she finds little time for actual work. She may attempt to deny the golf playing, but we have the goods on her. She was discovered with her car loaded with clubs and heading for the course.

Ft. Worth's parking meters have fallen off in receipts recently due to two busy streets, Main and Houston, being reseeded. Merchants also claim that the tie-up due to scheduled receipts in one of the big buildings in their stores. The work will soon be completed and the streets re-opened.

Renfro Drug Co., a Ft. Worth drug chain, will soon open a large and up-to-date store in the Riverdale section that will afford space for no less than six or seven pieces of coin-operated equipment.

Warm weather; in fact, the warmest October this section has experienced in years, is holding outside coin machine spots open almost a month longer than usual. This is pleasing the ops no little bit, as all taverns and roadside inns enjoy better business while the weather is warm.

King Cotton, the one money crop of the South and Southwest, has simmered down as a big fall business stimulator but is still able to cause lots of coins to jingle in pockets around this time of the year.

Cotton, grains, garden products, poultry, fruit and cattle are the ops' salvation in this city.

A number of new bulk vending machines have been installed around Ft. Worth during the past month. Most of these new machines are dispensing peanut and bulk gumballs.

No fewer than five or six Ft. Worth ops have some sort of a side business, or perhaps we should have said they operate as a side line. They are either in the tavern or filling station operating business.

C. V. Smith, Ft. Worth bulk vending machine operator, has been adding a new touch of fun equipment to his route in Riverdale and rural section near the city. He is one of the pioneer merchandise ops of this city.

Ft. Worth's coin machine row is growing more lively every day. There is so much going on in the Penney store and Ft. Worth during the past year. Most of these new machines are dispensing peanut and bulk gumballs.

No fewer than five or six Ft. Worth ops have some sort of a side business, or perhaps we should have said they operate as a side line. They are either in the tavern or filling station operating business.

Kenny Glen Gets Around His Area

ST. PAUL, Oct. 22.—Kenny Glenn, LaBelle Novelty Sales Co. representative, is one lad that does circulate up in the North, according to N. L. Nelson, LaBelle's general sales manager.

"No matter where you go around here you always finds Kenny. He has an unbelievable number of friends in the coin business all over the country, and they are always glad to help him out. Kenny is always ready to help them out with any problems that arise. He's just an extremely fine job selling operator with Nock-Ola's two-Gunter and Stalo machines. Everything is really coming along fine. I'm just glad to work with Kenny. He's the type of man who can always be counted on to help you out in any situation."
 Qualified Is Western’s Latest
(New Game)

CHICAGO, Oct. 29—The new game produced by Western Products, Inc., Qualified, is achieving a high degree of success on location and in the trade. “They are looking forward to the new game,” said officials of the company. “We will continue to support the new game with our usual advertising campaign.”

“Qualified is a free game with single-colour reel and free play. The feature of the game is its novelty design, as it is not the ordinary type of free play game. The object of the game is to score as many points as possible while playing the game. The game is fully automatic and requires no skill.

“With the introduction of Qualified, we have taken another step forward in the field of free play games. We are confident that the new game will be a great success.”
WE HATE TO BRAG—but
TALLY
HAS MORE NEW AND
PROVEN MONEY-MAKING
FEATURES THAN ANY
GAME ON THE MARKET!

RESERVE JACKPOT
Starts with $2.50 and
ZOOMs as High
as $50.00!

FREQUENT
AWARDS
Keep Players
GLUED to
the Game!

CANDY FOR THE HOLIDAYS
CANDY REELS
Cigarette Reels in 1c Play!

Western Rep Visits Illinois Ops
Chicago, Oct. 22—Gus Sundeman, a
man with many years of experience
covering all types of coin-operated
equipment, is contacting the operators in
Indiana and Illinois in the interest of
Western merchandise offers.

Next Time Try...
ORIOLE
COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.
—ALSO AT—
Pittsburgh • Washington • Buffalo

3 CANDY SALESBOARD DEALS
SENSATIONAL MONEY MAKING DEALS

50 WINNERS
A 5c Salesboard
43 Bins of High-Grade Chocolates
7% of Salesboard

75c Salesboard
50 WINNERS
45 Bins of High-Grade Chocolates
10% of Salesboard

Quick Turnover Deal
34 WINNERS
Every Punch receives a Free Boa of Chocolates
Numbers run From 1 to 34

34c Salesboard
50 WINNERS
25 Bins of Chocolates
A 24-Hole Salesboard
COSTS YOU $4.25
TAKES IN $12.00.

CANDY FOR THE HOLIDAYS
Free Catalogue of Assorted Candy Boa
Deli. 50c, 70c, 90c, $1.00.

DELIGHT SWEETS, INC.
50 EAST 11TH STREET
NEW YORK, N.Y.
Keeney Has New Football Game

CHICAGO, Oct. 22—"A baseball novelty and a football game that will attract baseball fans even tho it is introduced in the middle of winter," says J. H. Keeney, head of the J. H. Keeney & Co., "if the playing principle of a good game is in the season its attraction is much greater to players.

"This is what we have in Big Ten, our new single coin free-replay payout game. It has more color, thrills, and plays than a Northwestern-Minnesota conflict and it is being placed on locations just as the fall season is getting under full swing.

"Big Ten play makes it possible for the player to secure several wins on each five-ball play. Each of the five shots represents a chance to get a score with himself in deciding the most advanced shot, either to secure a score or to increase it after a score has been made. The illuminated football on the backboard is advanced by the contact of balls on bumpers or on fly at the start of the game. Points are likewise increased.

"Operators are still making big money with our Premium Races and Multi-Pro Races," said the Keeney proxy, "but there's nothing like Big Ten gets even a bigger game by as many of our famous makers.

Race Meet Is Western's Newest

CHICAGO, Oct. 22—Officials of Western Gameroom are pleased about the release of a new console game, Race Meet with Track Odds. "The game incorporates a number of novel features," said a company spokesman.

"Western engineers and designers have designed Race Meet with Track Odds as a seven-play multiple coin-head machine with a daily double feature. We have added a feature which will be of inestimable value to operators. That is, the game has the mechanism mounted on the backboard which is easily removed if the event service is required. This is a precaution taken for isolated cases, since all as much as mechanism has been simplified and highly perfected.

"Another unusual mechanical feature found only in Western games is the Western multi-master payout unit, a fast payout mechanism that has been tested and proved on location. Race Meet with Track Odds is as the name indicates, based on a horse-race theme and plays like the other game; the player will meet with instant player approval!"

Advance Register Plan for NACOMM

Chicago, Oct. 22—There is every indication that the NACOMM coin machine show to be held at the Stevens Hotel here December 12 to 15 will surpass all previous coin machine exhibitions in attendance, as well as the number and variety of exhibits and entertainment features, according to a 50% increase in the convention management this week.

Early advance registration returns are proof that the membership of the National Association of Coin-Operated Machine Manufacturers by the hundreds. It is said to be in better than 2,000,000 of the entire number of exhibitors and general visitors.

"The advance registration plan was adopted principally as a device to exclude the presence of the greatest portion of the general public and out from under foot. It has been found that excluding the machine charge of 81 was a sure way to 'include out' 62 per cent of the sight-seeers. At the same time others own coins and 25% in the coin box. The machine owner, jobber and distributor to attend the show from the NACOMM office with your business card or other identification and you will receive a ticket which you can exchange for your badge when you arrive at the Hotel for the show," said Coffman.

Hearing Held on Cleveland Case

COLUMBUS, Ohio, Oct. 22—The Supreme Court of Appeals of Ohio, sitting in Cleveland, last week, heard oral argument on the appearance of the city of Cleveland from a reversed decision of the Ohio Supreme Court, which held that coin machines may be licensed.

The original action was based on a taxpayers' suit by William J. Kraus, who sought to enjoin Cleveland from enforcing an ordinance licensing the machines.

To illustrate his claim that the payout machines, for which the city of Cleveland has issued 3,200 licenses at 86 cents a machine are, are gambling machines, David C. Harrison, attorney for Kraus, played two exhibits in the courtroom.
New Fall Machines Need Of All Operators

CHICAGO, Oct. 21.—“For fall business, the coin machine operator can do nothing better than stock up on new machines,” says Fred L. Mills, president of Mills Novelty Company, in an interview today. “I believe,” said Fred, “that Mills is the first factory to realize the operator’s condition comprehensively. Most of the machines have been offered in the past are not appropriate for his territory today. He still wants to stay in business. We are sure there’s not an operator in the country who can’t make a great deal of money with one or more of these numbers.”

Mills Novelty call their new Fall machines the “Opportunity Line.” There’s certainly a lot of specialized thought behind every machine, and we have never seen a more appealing line than these self-same Opportunity Numbers.

Vest Pocket Bell; Current Mills Sensation

Mills Novelty Company has been making Mills for 20 years or more, but probably no new Bell ever created the sensation equal to that of the current winner, the Vest Pocket Bell. It’s a Bell without any handles on the side, works with standard pin table push-pull slots. Three 10-stop reels, though small in size, are as visible and legible as the large standard reels. The machine makes all payouts automatically, with great frequency, speed and silence. Already working in many cities and towns, the Vest Pocket has proven itself a worthy rival of the Big Bells. Here’s one operator’s net intake on two weeks’ run, day by day: Sept. 3, $5.40; Sept. 4, $14.40; Sept. 5, $6.50; Sept. 6, $8.00; Sept. 7, $6.50; Sept. 8, $4.30; Sept. 9, $5.50; Sept. 10, $6.50; Sept. 11, $10.50; Sept. 12, $4.60; Sept. 13, $6.60; Sept. 14, $5.50; Sept. 15, $4.60; Sept. 16, $10.60. Total: $114.60.

The Bell Has Been Turned Around

Mills Factory No. 9, Oct. 22.—“The Square Bell is a complete Mystery Bell with Jackpot, the same mechanism as found in the regular Mills Bell line. It’s placed in a floor console. That isn’t all. The reels, which on regular Mills, revolve down and forwards the player, now revolve in a counter clockwise motion to his left. The Bell has been turned around. No handle on the Square Bell—it operates on a small neat lever on front of machine. When rewards are hit on the Bell, it does not pay out immediately. Player is required to demonstrate skill on the play field by shooting a ball through skill channel. This field is entirely chrome plated, the first one of its kind ever used on a console. The Mills Square Bell should prove a better money maker than any other Bell or console simply because its individual design and its extra illumination increases the Bell basic appeal. Facilities of Mills Factory No. 3 at Kolmar and Dickens Avenue, Chicago, have been turned over to the entire production of the new Square Bell.”

Mills Distributors Show New Lines Simultaneously

In salesrooms, showrooms, hotels, warehouses and distributing points all over the country a national showing of Mills Novelty Opportunity Line will open up on Wednesday, October 26. New machines to be found in this line will be Vest Pocket Bell, Square Bell, Black Jackpot Bell, Payout Table, Fruit King Counter Machine, Wild Deuces Counter Game, Hand Load Jackpot Bell, Hand Load Q. T. Bell, Counterette, Cash Register Spinner, Direct Load Brown Front, New 1936 Record One-Two-Three Pay Table. Never before in the history of the coin machine business have so many new machines, representing such a wide variety of uses and appeals, been simultaneously offered by one manufacturer.

Mills Gets Ready for 50th Anniversary Celebration

CHICAGO, Oct. 20.—At the Coin Machine Show December 12, in the Stevens Hotel, Chicago, Mills will start celebrating their 50th year in business. The Mills Novelty Company was founded in 1889 and is today owned and operated by his sons, all popular men in the coin machine trade. Fred Mills, president; Ralph Mills, vice-president; Herbert Mills, treasurer; Harold Mills, secretary. According to James Mangan, advertising manager, Mills will concentrate his entire attention on the Coin Machine Show in the Stevens December and will not exhibit at any other show.
National Showing of Mills New "Opportunity Machines" Starts October 26 in These Distributors' Sales Rooms

L. C. Goto, 566 N. Howard St., Baltimore, Md.
Palma-Matic King Sales Co., 1104 W. Tunrlngton, O.
Maurice Vending Machine Co., 206-215 Franklin St., Bayfield, Wis.
Valets King Sales Co., 200 E. 1st Ave., Chicago, III.
American Coin Co., 1900 W. 31st St., Chicago, III.
Modern Automatic Exchange, Inc., 201 Main Ave., Cleveland, O.
Capital Novelty Co., 1000 W. First Ave., Laredo, Tex.
Carrico Co., 254 11th Ave., S. Minneapolis, Minn.
Mayflower Novelty, 1907-1909 University Ave., St. Paul, Minn.
Robertson Novelty Co., 521 N. 10th St., St. Louis, Mo.
United Sales Co., 407 N. Adams St., Green Bay, Wis.
Novelty Sales Co., 505 Olive St., St. Louis, Mo.
Oakley Novelty Co., 3025 Olive St., St. Louis, Mo.
A. T. B. Novelty Co., 1518 Market St., St. Louis, Mo.
Western Distributing Co., 2429-29 Main St., Kansas City, Mo.
Vermont Novelty Co., 328 Coney Island Ave., New York, N. Y.
Tahoe Coin Co., North Bros., 1102 Second Ave., New York, N. Y.
D. B. S. Novelty Co., 711 Independence St., East Lodi, Cal.
Kaisel Novelty Co., 916 E. 30th St., Los Angeles, Cal.
Mills Novelty Co., 114 N. 30th St., San Francisco, Cal.
Sunshine Novelty Co., 262 S. Third St., St. Louis, Mo.
Mills Novelty Co., 1601 Piedmont Ave., Oakland, Cal.
W. E. O'Connor, 2510 Montgomery St., San Francisco, Cal.
W. & E. Co., 711 13th Ave., Salt Lake City, Utah.
Millard Novelty Co., 705 W. 31st St., Chiicago, Ill.
Mills Novelty Co., 272 Second Ave., New York, N. Y.
Mills Novelty Co., 227 Second Ave., Nashville, Tenn.
Mills Novelty Co., 711 Independence St., East Lodi, Cal.
National Novelty & Toy Co., 505 Olive St., St. Louis, Mo.
Mills Novelty Co., 3000 Grand River Ave., Detroit, Mich.

A $20,000,000 CONCERN • 50 YEARS IN THE BUSINESS

excellent running order, and you know yourself it's a miracle to get a Bell in good condition at the prices above. There's also a wide range of Mills machines on display, from "as is" machines to converted brand-new models and re-sets, as good as new. Converted brand-new machines can sometimes be bought considerably under the regular prices. That's why it is so important that you can call in person and look over this tremendous stock of bargains. Jack Marku in is charge. If you can't visit the factory personally, write or telephone Marku at Capitol 2110.

FRUIT KING by Mills is a counter machine with spinning reels. The reels have plums, cherries and all the other Bell Fruit characters. The reels are awfully small, but legible, and very smooth in action. For the non-payout type of counter game, we have to admit that Fruit King at $35, F. O. B. Chicago, is the best investment an operator could make.

Some other Mills Prices F. O. B. Chicago: Hi-Boy, $165.00; Counterstar, $195.00; Spinner, $250.00; Fruit King, $35; Wild Deuces, $25; Recording One-Two-Three, $145.00.

Advertisement
RACE MEET WITH TRACK ODDS
LOWEST PRICED CONSOLE WITH SEVEN COIN HEAD!

- Made with the famous Multi-Master mechanism.
  A reliable slug-proof multiple coin head. Used on more consoles than all other makes put together!
- No power pack with rectifier to burn out. 100% AC operation. Simplified—half the usual parts!

100% GUARANTEED!
Immediate Delivery!

WESTERN PRODUCTS INC.
925 W. NORTH AVENUE • CHICAGO, ILLINOIS

SLOTS
ANYTHING IN THE LINE OF A SLOT ONE OR ONE THOUSAND OF ALL MAKES READY FOR IMMEDIATE DELIVERY.

WANTED
GRAND STANDS, THISTLEDOWNS, DERBY CHAMPS, WINNING TICKETS.

SAVOY VENDING CO.
401 E. FRANKLIN ST., BALTIMORE, MD.

ROCK-O-LA
The Best There Is In Music
★ EASY on Records and Needles
Rock-Ola's famous lightweight crystal pickup doubles life of records and needles.
★ HARD on Slugs (99% Slug Proof)
Drop style coin chute is standard equipment on all Rock-Olas.
★ LET US TELL YOU how you can MAKE more money with ROCK-O-LA PHONOGRAPH
Visit Our New Location
FISHER BROWN,
2206 South Harwood St., DALLAS, TEX.

MAKE BIG MONEY
From Now Until Christmas Selling
JUMBO TURKEY BOARDS
A Real Fash that Really Sells at $1.00 Each 150 Made. No Returns Over 500
BRINGS $21.45 AND SELLS
1 Turkey, 1 Goose, 1 Duck and 2 Chickens
PRICE $3.00 per Doz. $26.70 per 100
1 Sample, $1.00
Remittance With Order of $25 on C. O. D.

Arthur Wood & Co.
219 Market St., St. Louis, Mo.

PEACHY
Best NOVELTY GAME ON THE MARKET TODAY
Fully metered $79.50
For Chicago
IMMEDIATE DELIVERY! SEE YOUR JOBBER!

CHICAGO COIN MACHINE MFG. CO.
1725 DIVERSEY BLVD., CHICAGO

ABSOLUTELY FREE
NEW, BEAUTIFULLY ILLUSTRATED 3-PAGE CATALOG FEATURING ALMOST 50 NEW GAMES. GET NEW ACCOUNTS WITH—THEY CAN PICK OUT THE GAMES THEY LIKE!
SEND FOR IT TODAY!

NATIONAL NOVELTY CO., MERRICK, L.I., N.Y.

Bert Lane recommends
KLICK
New Low-Priced, Free-Play WINNER by Genco.
IT'S REALLY DIFFERENT!
RAGTIME, JITTERBUG TRIPLE PLAY
Still Going Strong

SEABOARD SALES, INC.
618 WEST FIFTH STREET, NEW YORK, N.Y.

MUNVES' WEEKLY BARGAINS
RALLY RESERVE
ZETA (55c) One New
Hi La... $7.50
Alvary... $15.00
Giant Plane... $3.50
Dandy... $1.00
Bud Line... $1.00
Curly Whirly... $1.00
Turf Queen... $1.00
Booster Board... $1.00
Up, Equalize, Quiddler, Boarding, Hopscotch, Horseshoe, Miniature Golf, Bean Bag, Great Gun, Mystic Starry, Turf King, Jump Shot, Turf-100, Charm Coin, Balance C, O, S.
ALL NEW GAMES ALWAYS IN STOCK.
Illustrated Muni's Line Free.

EXPORT—We Ship All Over the World.
MIKE MUNVES CORP.
205 West 15th St., New York, N.Y.
NEW DIAMOND BELL
NOTE THE NEW DIAMOND POT
3 BIG JACK POTS

The Diamond Jack Pot is not a dummy to fool the players; they really can win the contents of the Diamond Pot when the 3 proper symbols line up on the reels, just an extra reward for the player to shoot at. In other words, he knows he can win the Diamond Jack Pot or one of the regular Jack Pots.

The Diamond Jack Pot holds approximately $7.00 in nickels. Built in 1c-5c-10c-25c and 50c play. Equipped with Watco Checks (same as Milco) on request. Mystery payout: 3-5-10-14-20 and Jack Pot and Diamond Pot.

$60.00 MONEY DESIGN ROL-A-TOP WITHOUT DIAMOND POT $60.00
15-DAY MONEY-BACK GUARANTEE
Write For Special Sale Price On Diamond Bell

MADE ONLY BY
WATLING MANUFACTURING CO.
4640-4660 W. FULTON ST.,
CHICAGO, ILL.
Est. 1889 — Tel., Columbus 2770
Cable Address, "WATLINGITE," Chicago.

15 MONTHS OLD
GOING STRONGER EVERY WEEK.
Ginger must be a good game when operators buy them by the hundred every day of the week. You should try it in your territory. Its steady earnings will be a pleasant surprise.

NATIONAL’S BARGAIN COLUMN
SLOTS
Mills Matrix Game, Serial No. over 485,000. 25c — $4.00
Mills Blue Front Single Jack, Serial over 450,000 — 5c.00
Mills Q-74, Serial over 15,000 — 5c.
Jackpot "Golden Star" Serial over 125,000 — 25c.
Mills "F-6, O.K. Victory," Serial over 10,000 — 10c.
Safe Stands — 5c.

COUNTER GAMES
Spades — $1.5 0, Real Dice — $2.00
Real Spades — $3.00, Real Money — $6.00,
Nugget — $5.00.

NOVELTY GAMES
Jack, 5c., $5.00, "Golden Island," $8.00
Fish, 6c., $5.00, Zapoly, $7.00
3 meters, $2.00, Palm Springs, $5.00
Daily Double, $2.00, Daily Winn, $2.00
Bally Reserve — $3.00, Bally "Round the Clock," $3.00
Jockey, $5.00, Snaggy — $5.00
Silver Flash — $2.00, Quinzi, $2.00
Nicholas — $1.00.

PAYOUTS
Fair Grounds $50.00, Latonia Ticket — $25.00
Preastakes — $25.00, Golden Wheel — $7.00
Jackpot — $25.00, Fita Flair — $5.00
Winnings Day Console — $45.00.

PHONOGRAPH
Wurlitzer 6-10 — $195.00
Rock-Ola 1936 Model — $140.00

TERMS: 1/3 Deposit, Balance C.0. O. D.
F. O. R., Chicago.

First With the Latest New Games.
Get Your Name on Our Waiting List.

OTHER EVANS HITS!
Sting Tails, Ballette, Jr.
Improved Hula-Hoof Special.
Write for Details.

H.C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO.
DOUBLE your PROFITS
IN LARGE OR “EXTRA-ROOM” LOCATIONS BY INSTALLING THIS

Brilliant COUNTER MODEL

As a SECOND PHONOGRAPH

WURLITZER

SOLD ONLY TO MUSIC MERCHANTS

A Complete PHONOGRAPH

A Great MONEY-MAKER
too, in
SMALL BARS
LUNCH CARS
DRUG STORES
and other places
that lack floor space
for a larger
WURLITZER

Wurlitzer puts Wurlitzer Automatic Music at the disposal of thousands of small locations with limited floor space. Only 22” high, 21 1/4” wide and 18” deep, it occupies but little space on table, counter or bar—turns that space into a real money-maker for both you and the location owner.

Wurlitzer’s great Counter Model 61 packs ten times more brilliance—more attention value—more play inspiring action than even the most elaborate auxiliary speaker.

It’s brilliantly illuminated. It’s beautifully styled. It plays 12 records. It is fully selective! Has large volume without distortion. It has no equal as a second phonograph for counter or bar in large or “extra-room” locations.

Wherever installed, Wurlitzer Music Phonograph merchants report that it always increases and often doubles profits.

Cash in on the extra earning power of this sensational Wurlitzer Counter Model 61 in every large or “extra-room” location you have. Write or wire for details today.

THE RUDOLPH WURLITZER COMPANY
NORTH TOMAWANDA, NEW YORK

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

It’s Another BIG MONEY MAKER for WURLITZER MUSIC MERCHANTS