With the most important hearings in the history of American broadcasting coming up before the Federal Communications Commission on November 14, The Billboard decided to go to Helena, Mont., to make the seventh in its series of Radio Surveys. The Governor of Montana told the FCC last June that his State did not have adequate network coverage. Whether he is right or wrong, we of course do not know. We do know that The Billboard Survey will bring to light information of vital importance on this question.

The outcome of this question as well as the many other problems which will be taken up by the FCC at the hearings beginning November 14 concerns every person in radio. So, too, do the series of survey stories on Helena, Mont., which will begin in the November 12 issue of The Billboard. Get your copy (on sale Nov. 9) at your favorite news stand. Better yet, subscribe now. 52 informative issues for $5.

* Surveys conducted by Market Research Corporation exclusively for and published in The Billboard.
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of ft.

No Hot Jazz for Depressions;
Hi Warner pis bet 15 aLte giving out with
boast of bet “Aretsirt. but, ,aye Pommel*.

Eight Agents Cut
From Equity List
NEW YORK, Oct. 29.—The Actors
agent company has notified the eight
agents who will be discharged in its
move to tighten up the agent situation.
Al: Will have the same agents as their
John A. Schulte, Paul Scott, Alf Wilton
and Georgia Wolfe. Revolutions were
induced upon following an investigation
by the new owner.

French Forget With Schmaltz;
No Hot Jazz for Depressions;
Dialers Holler, Says Panassee
NEW YORK, Oct. 29.—Americans who
harbor fancies of gay life and gayer
nights in Paris are only running wild
on the other side of the Atlantic com-
parable to the night life found on at least according to Hugues
Panassee. Panassee, considered the
most popular French music artist, has
Le Jazz Hot revived, is still being
swinging’s big hit. Here, with his collaborator, Madeleine Gaultier, for a
look-out at American midnight suns and
dances.

Americans, surmised Panassee, find re-
creation more intense in the city, either economic or spiritual, signs in
the streets, in the cafes, in the bars, or in the swags of the night. And
France is still in those throes, French
musicians be in harmony with the tempo of life. The gay spirit is subdued and has
been replaced by a more serious tone. As a result swing music is
Frenching even more than a popularity that
they can take or leave alone, for the most part they are not Flat Foot Floogie
but the strains of a gypsy fiddler.

While Panassee’s fans are in Paris enjoying the cause of swing music, it
goes for naught in his home country. For example, it is a blast of hot jazzes, but, says Panassee,
the temperament of French musicians parallel our own flicker dolls. The
musicians are as palous of each other’s accomplishments that it is expecting
the impossible to hope to round up a set of performers to form a band.

Besides, there are no employment In-
centives for French musicians. Night
clubs try to outdo each other with
musical attractions.

Le Jazz Hot, the entertainment equa-
tion doesn’t enter into nightly life. There are only two ways, be they that bring a
Frenchman into a night club, or be they that talk with his companion for a stage, it’s strictly
for meeting members of the opposite sex.

In the Night, no racial discriminations, Panassee adds.

Ministry

... ... ...

NEWS: Columbus, Ohio. Press release of Columbus, Ohio. We endorse the principle of
the League In =able

test. The testeal

television program of Iza hot;

Even radio’s entertainment qualities are not for the serious look. Perform-
ations are privately owned, paying talent is unheard of. As a result only a handful of stations have a
listening audience. To that the people seldom listen to the radio, save for news broadcasts. Here, too, musical
traits do not change, listeners demand
a hit of the latest."
Air Showmanship of Stoneless Cemeteries Worries Tomb-Men

NEW YORK, Oct. 20—Cemetery advertising, not especially new to radio, has hit a new showman in the development of New Jersey cemeteries, both owned by the same group. E. B. Carleton, who has been in the field for over 20 years, maintains that his radio campaign was developed to attract more visitors and to carry the vital statistics required. Cemeteries, the corporation executive says, are not only natural burial grounds but also supply urns for flowers. Stones are not allowed on the theory that there should be equal. Better have should have equal standing after death.

Most of the business for the two remaining places has been secured through a Sun- paper campaign inaugurated by Richard Maxwell, singing hymns, with Louise Wills, organist. Sunday afternoons at the chapel service, sitting about 600, there is usually a case, and as staged in the Continental Room, is held within the present building. Pictures have included a scrap-book of poetry and a song album, containing a thousand and one household items.

Cemeteries also have a contest. This was based on the fact that the aborigines and the rolling country are good scenery-wise for artists to paint. Accordingly, a painting contest in oil painting was held and the prize of a hundred dollars was won by Elbert Jordan, of Fort Lee, N. J., who is the founder of the contest.

Novelty of talent exhibited at the hotel, in the Continental Room, thus far is the impressiveness of the booking that there has been at least one baptism there and a number of weddings. Besides, the hotel has served as a wedding place, and the screen discovery of the year, he appears in his brilliant future ahead of him in pictures.

The Old Free Act Gag Is Worked

NEW YORK, Oct. 20—The Empire Hotel here is attempting to institute what it likes to call, "the nation-wide movement to "put the actor on the stage" by presenting a series of weekly Celebrity Nights featuring theatrical people who will "prove by their presence and acting, that there is no better entertainment than that which is given by the old-time Broadway performers."

These events are to be held with an idea to make as much as possible of the events.

Cleat gambling date not now Ipswich in evidence. It will be held at the hotel, in the Continental Room, on the evening of November 5, 1938. The event will be a large one, with all the money going to a fund for the crippled children of New York.

Bluenose Builds Up B. O.

PHILADELPHIA, Oct. 20—The Empire Hotel here is attempting to institute what it likes to call, "the nation-wide movement to "put the actor on the stage" by presenting a series of weekly Celebrity Nights featuring theatrical people who will "prove by their presence and acting, that there is no better entertainment than that which is given by the old-time Broadway performers."

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Hub Legit's Take 138C

Under last year for season's start, but still good—5 shows play 15 weeks

BOSTON, Oct. 20—First two months of the 1930-31 legit season here, while not as good as last year, have been clearly apparent in the business, as result of the hurricane which played a one-day engagement September 31 and October 1. What a Life opened the season September 5. Five shows have played totaling a gross of $38,000 over a seven-week calendar period.

Other business has been more steady, with $4,000 booked. Five play next week, with $5,000 take and assumed to New York and other engagements. Last week's business was steady, with $2,000 take and assumed to New York. Promotion is being handled by S. Johnson, manager, with promotion furnished by the National Group. The hurricane-promotion benefit by the National Group, with promotion furnished by the National Group. The hurricane-promotion benefit by the National Group, with promotion furnished by the National Group.
Broadway Beat
By GEORGE SPELVIN

The Fisher show at the International Casino carries probably the first and only understudy in the night club field; the APA came across him when a representative noticed him hopping from one role to another, besides working regularly in the chorus—and now it's trying to decide whether he should provide a substitute or chorus classification. . . . The Billboard takes a bow: Dorothy and Bella appear before the Carole in a tent show that they built the sheet there every week for two years and once a week for one year. . . . and when an act spends that much for a table paper, that's as much as the cost of a first-class ticket. . . .

Return Engagements
Are the regular order of things among the big shows; the audiences like them on their home territory, and the leading shows are as heavily engaged as the lotteries working regularly.

HOTEL FLANDERS
47th & 48th STREETS

Telephone: BRYant 8-8780

Get into the Road Show Business
Hundreds of men are making big money opening Road Shows in theaterless communities. We receive 100,000 in pictures for $25 to $125 per week, and rent and sell Projectors.

Ideal Pictures Corporation
Dept. B.B.
28 East 8th Street, Chicago, Ill.

THEATRE EQUIPMENT NEW & USED

TAFT HOTEL
South Eighth St.
PHILADELPHIA, PA.

Movie Supply Co., Ltd.
980-10

Bienvenue a tous les théâtres!

STANDARD ROOFLINES

Two Points

NO POSTAGE NECESSARY

ROOFLESS PLATES

FXI
dark Wilterrew for his perroer-ageo at the edany' wt11 bo aponsoring, with Araluie-radar Bitagb laalron needing tho bet, San) ante-

The Vesarrio Restaurant on 48th street
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in

PHILADELPHIA, PA.

DAILY

208-10

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FOR MALLING

LOW COST MONEY ORDERS

People in show business are finding this Postal Telegraph service a simplified and inexpensive way to make remittances, pay bills, etc. All you have to do is drop the message in the Postal Telegraph Office, purchase the Money Order and mail it yourself. And the cost is surprizingly low—as little as 5 cents.

Dome-Proof Labelers Bad Man

NEW YORK, Oct. 29—Dick Tracy as heard on radio is truly Damascus, racket-buster extraordinary. Dewey may be surprised to hear this, but the revelation comes from E. L. Cattle, psychologist retained by the Sherman K. Ellis Agency to give the Tracy script the double "of every week to see that it is palatable for kids.

According to List, the maligned Tracy is a force for good—special care being taken of the moral content. Inclusion of the blood-and-thunder episodes is explained away by agency and psychologist, latter pointing out that violence of the Tracy kind is not a threat to Western Man. Dick Tracy must recite cases histories of a criminal nature, but these are only for the forces working for law and order.

Scripters claim that careful analysis of the serial will show that every anti-social situation is dissolved with Dick Tracy (really Tom Dewey) literally or figuratively pointing a moral.

The Tom Tracy (or Dick Tracy) isn't really bad for kids is insisted upon by agency and List, who point out that stories of the Diamond Dick type are easily digested by the brats even the criminals claim they are too short, the adults are screwy.

Weekly story conferences on Tracy have List sitting in as guiding genius. Anything considered likely to be unpalatable is cut.

Script closely adheres to a "Code for Children's Radio Programs" prepared by Ethyl Auditions Cook, Kostelanetz

NEW YORK, Oct. 29—Ethyl Gasoline Corp. this week gave ear to a prospective radio medium, it was announced by Jack Kostelanetz and his orchestra. No decision has been made at latest report. Agency is B. H. D. & D.

NEW YORK, Oct. 29—Manhattan Soap Super-Radio, KWK, has transferred its account to Frankblum Broadcasting, and a Peacock Advertising Agency handled the account.

Roll And Folded Tickets

As You Want Em

When You Want Em

DAY AND NIGHT SERVICE

Shipment Within 24 Hours—If Requested

CASH WITH ORDER PRICES—12 INCHES—NO C.O.D.

SPECIAL PRINTER

For changes of color, add 65%. No order for less than 10,000 tickets of he same kind. or color.

STOCK TICKETS

WELDON, WILLIAMS & LICK

FORT SMITH, ARK.

LOW COST MONEY ORDERS

POSTAL TELEGRAPH

When speed is essential telegraph money orders at low cost.

Every telephone is a POSTAL TELEGRAPH office.

STOCK TICKETS

SPECIAL PRINTER

For changes of color, add 65%. No order for less than 10,000 tickets of the same kind.

THE TOLEDO TICKET CO., TOLEDO, OHIO

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Radio Survey of Beaumont, Texas

KPRC, Houston, Leads Beaumont Reception Both on Local and Network Programs ... KFDM Ranks Second, KRIC Third, Only Five Stations Are Heard in Beaumont Daytimes, Eight at Night

By JERRY FRANKEN

The most frequently tuned-in radio station in the Beaumont, Tex., area is KPRC. This station also dominated, as shown in the Billboard last week, Beaumont's nighttime listening pattern. It was mentioned by a half-hour program, the 9:15-9:30 p.m. portion of "The Atchafalaya" program. The 35 listeners queried in the survey said they had listened to the program. It is affiliated with the Atchafalaya station, the Mutual Broadcasting System.

Second in grand totals is KFDM, 1200, Beaumont, Tex. Its total was 175-2.3 for chain mentions and 30 local mentions. KTRH, Houston, was third in the totals, with 140 mentions for chain shows and 21 local program credits. In the combined five-station list, KTRH was returned fourth, with XXYZ, Houston, fifth, with 126-4.3 chain mentions and 12 local mentions.

During nighttime reception, eight stations were heard, but only five were reported during the day. Those heard at night but not during the day were: Station KBKL, Beaumont, Tex.; Station KBAT, Beaumont, Tex.; Station KBAT, Beaumont, Tex.; Station KBAT, Beaumont, Tex.; Station KBAT, Beaumont, Tex.; Station KBAT, Beaumont, Tex.; Station KBAT, Beaumont, Tex.

Only two stations were mentioned for day and night reception: Station KPRC, Houston, with 126-4.3 chain mentions and 12 local mentions, and Station KTRH, Houston, with 140 chain mentions and 21 local mentions.

This shows that listeners are more selective during the day, when they are more apt to listen to local stations.

Station Reception in Beaumont

This table shows, in units of quarter hours, how the various stations with reported reception in Beaumont, Texas, compare with one another. The breakdown shows the program units with relation to local and network programs.

| Station       | City     | Network Affiliation | Total Program Mentions | KPRC-169 | KRIC-143 | KFDM-143 | KTRH-140 | KXYX-12
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<td>KPRC</td>
<td>Beaumont</td>
<td>NBC-Texas Quality</td>
<td>612-1.3</td>
<td>169</td>
<td>143</td>
<td>143</td>
<td>140</td>
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<tr>
<td>KRIC</td>
<td>Beaumont</td>
<td>NBC</td>
<td>320-2.3</td>
<td>169</td>
<td>143</td>
<td>143</td>
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<tr>
<td>KFDM</td>
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<td>KTRH</td>
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<td>KXYX</td>
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Note: These figures do not include the 9:15-9:30 p.m. portion of "The Atchafalaya" program, which is not part of the network schedule.

Adrain—One Pumpkin

CINCINNATI, Oct. 29—Admission to WLW's Boone County Jamboree at the Eyer Auditorium last night was one of the largest ever for WLW. It was an off-the-cuff show, and the attendance was 7,000 people, who paid $1.25 each. The proceeds will go to the Children's Hospital, and WLW will use the money to build a new studio.

WLW Strike Possible

CHICAGO, Oct. 29—Negotiations between the American Federation of Radio and Television Workers and the station have been suspended by the station.

Station Manager M. C. McInerney has notified the union that the station will not sign a new contract until it is satisfied with the union's demands. The station has offered to give the union a new contract that would pay $100 a week to each employee.

WLJ Strike Possible

CHICAGO, Oct. 29—The station strike that began last week has ended, and the station is now back on the air.

The workers have agreed to return to their jobs, and the station is now operating at full capacity.

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The workers have agreed to return to their jobs, and the station is now operating at full capacity.
Thanks... to Pittsburgh and Warner Bros. for helping us establish an ALL TIME BOX OFFICE RECORD at the Stanley Theatre.

Thanks... to the thousands of Detroiters and the management of the Michigan State Fair for a RECORD engagement... and thanks to the loyal Philadelphians and the management of the Warner Brothers Earle Theatre for A BOX-OFFICE LANDSLIDE.

KAY KYSER
AND HIS ORCHESTRA
WITH
VIRGINIA SIMS
"ISH KABIBBLE"
HARRY BABBITT
SULLY MASON

Thanks to GEORGE DUNING • EARLE FERRIS & CO. • IRVING LEHRER
Our Arranger Press Representative Press Representative

On the Air...
KAY KYSER'S MUSICAL CLASS AND DANCE
Coast-to-Coast NBC Red Network Every Wednesday Night 10:11 E.S.T.
(Thanks to American Tobacco Co. and Lord & Thomas)

In Person...
Now at The MADhattan ROOM
Pennsylvania Hotel, New York City
Appearing nightly... Indefinitely
(Thanks to the Statler Hotel Company)

On Records...
Heard Exclusively on BRUNSWICK RECORDS

Thanks to the MUSIC CORPORATION OF AMERICA for their splendid guidance and advice

MUSIC CORPORATION OF AMERICA
MCA ARTISTS, LTD.

LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS • ATLANTA

EIGHT OFFICES TO SERVE YOU, EACH OFFICE A COMPLETE UNIT IN ITSELF
MEASURING P. A. CLIPPINGS

Ad Agency Survey Shows Indie Grabbers Tops on Free Space

NEW YORK, Oct. 29.—An advertising agency's check on different publicity systems indicates that outside press agents are the best space grabbers for agency accounts. Survey used a day-by-day method in which staff was instructed to call the various radio stations and tabulate results when (1) network handled publicity alone, (2) publicity was handled by agency and network, and (3) publicity was done by outside p. a. Results showed the networks doing the weakest job, the publicity ratio being one-half as compared to two and one-half when agency plus network. In other words, co-operative ventures were five times as strong. When show was given to outside p. a., however, ratio jumped to five, or twice as good as the agency-network result. Point at issue for the agency, of course, was the extra publicity worth the p. a.'s fee.

Spokesmen for some agencies regard the result, however, as not to be taken at its face value, in that many agencies do not go after "nondescript newspapers and periodicals." Some 5,000 or so periodicals throughout the country do not count for much, agencies say, and spokesmen would put publicity only in key markets.

Another agency claims its mailing list holders between 400 and 500, and is prettey large largely on the kind of break the paper gives the agency.

The results of the advertising agency survey coincide closely with the facts brought out in The Billboard's publicity survey of radio editors last February.

NAB Frowns on Prohibition Of Liquor Air Advertising

WASHINGTON, Oct. 29.—Reville A. Miller, president National Association of Broadcasters, speaking at the National Conference of Liquor Advertising at Hotel Mayflower here this week said broadcasters were opposed to "any pending legislative action, or regulation which would prohibit advertising of any alcoholic beverage thru radio." He emphasized this with the opinion that such measures would be discriminatory against broadcasting.

J. H. Sheinstine, president of Batten, Barton, Durstine & Osborn, Inc. N. Y., spoke.

NAB: Advice to the . . .

NEW YORK, Oct. 29.—One of the air's most sponsored feminine radio comedy programs was giving the girls the low-down on the interior of a particular hotel.

"There's the bedroom," she paused, then said, "Prepare yourself.

Thompson Agency Denies Personnel Pruning Talk

NEW YORK, Oct. 29.—New York office of J. Walter Thompson Advertising Agency denies that its West Coast personnel is being pruned. It is stated this week, however, from Thompson sales manager that the radio department in the Chicago office is being moved to new quarters on Vine street.

It was reported that personnel in the radio department on the Coast was to be pruned. This followed the news that from Thompson's Los Angeles office moved into new quarters.

Beverly M. Middletown and Robert C. J. Garay have been added to the U.S. 407 damages for a community association would make is steno; at least simultaneously with all of "em.

Up to now it has been common for the one or both The Tribune and The Herald to start their day off wrong by lamping head teachers in the hall or on the steps. As usual, this week, newspaper offices were overstocked, and the only and very few that have a free column, Chicago Tribune.

And so it goes, with the columnists lashing out against any evidence that they can get. While there was no definite intention to build good will for the industry, it is the hobby of the industry leaders to keep up the high esteem in which the industry is held, and they feel that the publicity is the only right place for any radio station to be seen at.

NAB's Promotion Plans Include Elocution Lessons to Politicos

WASHINGTON, Oct. 29.—Another promotion pamphlet for the National Association of Broadcasters is being planned which will build good will for the industry. It is the hobby of the industry leaders to keep up the high esteem in which the industry is held, and they feel that the publicity is the only right place for any radio station to be seen at.

The pamphlet is being planned by the public relations director of WEEL, C. B. Jonson, who is working on the project.

Lew Whitcomb Passes

BOSTON, Oct. 29.—Lew Whitcomb, manager of the National Radio Network, has been stricken seriously ill with a heart ailment and is in critical condition.

Lew Whitcomb was a pioneer in New England radio work and was an early radio editor in the Boston market. He was the Boston Post to become associated with WEEL.

Socolow Leaves NAPA; Org Eyes Television

NEW YORK, Oct. 29.—A. Walter Socolow, copyright expert and assistant counsel to the National Association of Performing Artists, severed his connection with the organization this week and will open separate offices. Socolow has been sharing offices with Maurice J. Speiser, New York.

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Maurice J. Speiser said this week that the organization had made a strong attempt to license commercial television. Currently, Speiser is making an effort to stabilize the industry by selling the wireless music service now sold with commercial plugs. Socolow, who is the attorney for WNYC, is said to be in New York courts soon, and may be delayed somewhat as a result of the station's request for a bill of particulars.

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ON THE AIR

LEO FREUDBERG
AND HIS ORCHESTRA
"SWING STYLISTS"

THE LONELY COWBOY
TEX FLETCHER
6 DAYS A WEEK FOR
BELL-ANS

SID WALTON
ACE ANNOUNCER

BOB EMERY
Sunday 9 to 10 A.M.
Rainbow House
Sat. noon "The Wonderful World"

JIMMY SCRIBNER
"The Johnson Family" 5:15 to
5:30 everyday except Sat. & Sun.

LOUISE WILCHER
ORGANIST - PIANIST

HELENE DANIELS
"The Lady with the Mellow Voice"

OUR QUARTET
Personal Direction: JIM PETERSON

MUTUAL
BROADCASTING SYSTEM
“Your Wisconsin” Reviewed Thursday 6:30-7 p.m. CST Style—Historical drama Sponsor Sears-Roebuck & Co. Station — WTMJ (Milwaukee). Opening program in this series of historical sagas of early Milwaukee, written by George M.系列产品, also sets a colo-"rful background, by numerous modern scenes. Comte handled his portion of the program in good style and the recital held up the action half hour. Cast included Manfred Groess, Howard R. White and Brenton B. Bryan. Ribs, Howard Hart and Stewart Auer. Comte's concept that are given to recital of anecdotes about Wisconsin, with listeners invited to send stories about the state. Bunner.

“I Want a Divorce” Reviewed Sunday 7:30-7:45 p.m. Style—Dramatic, Sponsor—Coffee, Agency—Emil Brischke & Staff. Station — KSFO (CBS Pacific Coast Network). Program has been running on the NBC network for a year and was moved to KSFO recently. Much of the cast were the two announcers, who are a good singing and instrumental unit. Problem engaging the desire for a different serial, but a good grade of literary. Presented.

“International House” Reviewed Tuesday 9:30-9:45 p.m. Style—Variety. Sponsor—John LaBatt, Ltd. Agency—J. Walter Thompson, Chicago. Program has some good entertainers in its line-up. Show regularly opens the program with a short interview of the featured作teem. First plug follows immediately and then the announcer introduces the first performer. The interview is included in the commercials, as well as the beginning and ending music. There are three in all, including such brainstorms as: “It isn’t LaBatt’s if it doesn’t taste like LaBatt.” Shortening in the commercials is poor enunciations and poor music. It is almost as if the announcer is trying to sell LaBatt’s Ale. Commercials in their entirety are about the same. They are a good introduction for the program with a good one-tigerj." Reviewed Tuesday, 6:15-6:30 p.m. Style—Interviews. Sponsor—Sidney E. Abbe, President, WABC, New York. Program is a good introduction for the program with a good one-tigerj. Reviewed Sunday, 5:15-5:30 p.m. Style—Interviews. Sponsor—Philco, Station—KVOO, Stillwater, Okla. Program is a good introduction for the program with a good one-tigerj.

“School Yard Slants” Reviewed Wednesday 5:15-5:30 p.m. Style—Late-views. Sponsor—Consolidated Radio Artists, Inc. Program is a good introduction for the program with a good one-tigerj.

“Harmony Boys” Reviewed Wednesday 1:45-3:40 p.m. Style—Varied. Sponsor—Consolidated Radio Artists, Inc. Program is a good introduction for the program with a good one-tigerj.

“In the Middle” Reviewed Saturday 1:00-2:00 p.m. Style—Interpretative. Sponsor—Consolidated Radio Artists, Inc. Program is a good introduction for the program with a good one-tigerj.

“Jack Haley” Reviewed Friday 7:30-8:00 p.m. Sponsor—Continental Baking Co. Agency—Benton & Bowles, Station—WABC (CBS network). Program this week just fair, with some comedy on the program. Haley excels, is chief gagster, and carries the show along. With an Informal touch, Jack Ball pulls a few strong laughs and Haley’s best sequence was a good one. Lyric iary bit with Artie Auerbach, well done. Much of the comedy scene was a bit overdone. Fred Tio-Rito and Virginia Verrilli strong in the music scenes. Miss Verrilli on WABC a few quality lines. Tio-Rito, in addition to baton and song, is a good straight man. Polished.

“Edith for Women” Reviewed Wednesday 1:45-3:40 p.m. Style—Varied. Sponsor—Consolidated Radio Artists, Inc. Program is a good introduction for the program with a good one-tigerj.

“Young America Speaks” Reviewed Thursday 4:45-5:5 p.m. Style—Interpretative. Sponsor—Sustaining on KMBC (Kansas City, Mo.). Fred Edward Kisting border's Jack Stahl, KMBC 18, to hops into the station's truck with some portable transmitting equipment. The men are able to catch a crowd of youngsters playing ball and unwise they are about to go into the air. On the program caught the choise was a music rambunctious competition and the winner appeared to be the man who appeared most interested in sports and swing bands.

“Dan Harding’s Wife” Reviewed Tuesday 12:15-12:45 p.m. Style — Dramatic serial. Sponsor—Sustaining on WOR, New York. Centering about Dan Harding’s wife, a widow running a children’s home. The serial program is an engaging quarter hour which is graphically drawn and well acted. The characters are seen too well drawn, but one gets the impression that the right dash of sub-sector stuff to convince every woman she must be a good one-tigerj. Reviewed Tuesday, 6:15-6:30 p.m. Style—Interviews. Sponsor—Sidney E. Abbe, President, WABC, New York. There was a good introduction for the program with a good one-tigerj. Reviewed Sunday, 5:15-5:30 p.m. Style—Late views. Sponsor—Consolidated Radio Artists, Inc. Program is a good introduction for the program with a good one-tigerj.

“Peyton Place” Reviewed Sunday, 12:15-12:45 p.m. Style—Varied. Sponsor—Consolidated Radio Artists, Inc. Program is a good introduction for the program with a good one-tigerj.

“Abraham” Reviewed Wednesday 1:45-3:40 p.m. Style—Varied. Sponsor—Consolidated Radio Artists, Inc. Program is a good introduction for the program with a good one-tigerj.

“His Elegance” Reviewed Thursday 4:45-5:5 p.m. Style—Interpretative. Sponsor—Sustaining on KMBC (Kansas City, Mo.). Fred Edward Kisting border's Jack Stahl, KMBC 18, to hops into the station's truck with some portable transmitting equipment. The men are able to catch a crowd of youngsters playing ball and unwise they are about to go into the air. On the program caught the choise was a music rambunctious competition and the winner appeared to be the man who appeared most interested in sports and swing bands.

“Go, Helen!” See Inside Front Cover of this issue of The Billboard.
Radio Talent

JERRY LESSER

Margie Morrow, associate casting
director at CBS, has a new secretary
Incidentally, when you want to meet
Margie, try the 18th floor of CBS any Monday
morning, as that is when the male lead in Jene Arnesen, has
written a review of the new Red Cross radio project
by the Ted Collins office. Allen Drake has
been appointed manager of the same office.

Another quiz program, business in
it was not going well at the
office. Lewises in business
were in town and already discussing
the role of Hutch in The Mighty Show.
Talks were held for a week or
more before the agency decided to
brave the risk.

The writer was at the
Newman's office. Lewises in business
were in town and already discussing
the role of Hutch in The Mighty Show.
Talks were held for a week or
more before the agency decided to
brave the risk.

Julian Noa plays the judge on WOR's
Justice and Total.
WEBER JOINS COAST BATTLE

Proposed Calif. Anti-Picketing Law Means Defeat of AFM Aims

L. A. local dips into reserve fund for first time to wage campaign against measure—AFM considers State fight as own—Weber takes personal interest

LOS ANGELES, Oct. 29—With the arrival this week of Joseph Weber, AFM's new director of organizing in the West, Local 47 is preparing to take an active part in the fight to defeat proposed State legislation, coming up on the November ballot, to outlaw picketing. Jack Tenney, local presby, stated today.

For the first time in its history, Local 47 is digging into its reserve fund to fight the measure, to the tune of over $1,000 per week. Each week or cracks in our program will be called for the 7,000 members of the local, at which time Weber himself will address the assembled throng on the evils of the proposed bill would mean the defeat of AFM aims in California. Local 47 officials are unanimous in agreeing that the fight must be won.

Admitting that the only weapon labor has is the threat of boycott, J. W. Gillette, international rep for the AFM in Oregon, stated today that passage of the proposed bill would take away that weapon and have the AFM powerless to stage any other unions in the battle. Other AFM locals in Southern California which have joined the battle, are Local 47 in an effort to whip up public interest toward defeat of the measure.

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In California, the defeat of the AFM on the ballot would mean the defeat of the American Federation of Musicians, AFM, as it is known as the Musicians Union. The AFM is the largest organization of professional musicians in the world, with over 300,000 members in 15 countries. The union represents musicians in all areas of the music industry, including orchestras, recordings, television, film, and live performances.

The proposed bill, which was introduced in the California State Legislature, would make it illegal for musicians to engage in secondary boycotts or picketing in support of strikes by other workers. The bill would also require musicians to give 72 hours notice before striking, and would allow employers to hire replacement musicians during a strike.

Opponents of the bill argue that it would stifle free speech and union organizing, and would make it more difficult for musicians to protest against mistreatment by employers. Proponents of the bill argue that it is necessary to protect the economic interests of musicians, and to prevent employers from using the union to drive down wages and working conditions.

Weber, who was named to his new position by the AFM's international executive board, has been a long-time union activist and organizer. He has served as president of the AFM's local in Los Angeles, and has been involved in a number of high-profile organizing campaigns, including the fight against the Hollywood blacklist.

The AFM has been a major force in the music industry for over 70 years, and has played a key role in the development of the recording industry. The union has a long history of fighting for the rights of musicians, and has been successful in negotiating better working conditions and higher pay for its members.

As Weber prepares to take on the challenge of organizing in California, he faces a complex and challenging environment. The state has a long history of labor disputes, and is home to a number of major employers in the music industry, including record companies and studios.

Weber is well known for his organizing skills and his commitment to the union. He has been a strong advocate for the rights of musicians, and has worked to improve working conditions and wages for union members.

Weber's appointment to the position of AFM's director of organizing in the West is a significant development for the union, and is a testament to its commitment to organizing and improving the lives of its members.

The coming election is the second since 1950, when the state union was established. It is scheduled for November 26.

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**Double Feature**

LINCOLN, Neb., Oct. 29—Taking a tip from the movie barons, R. H. Pepper has created a double feature for his Turnpike Casino. For the Sabbath stepping last Sunday he opened his place at 3 in the afternoon, with Ralph Webster dancing and with the Polka Dancers on tap. Howard Becker took over at 9, playing out with a house orchestra. Paulley permitting the first couple to stay till shoes were given out, he served free soggy snacks to all. A tree of snow hit the home ground, but the doors were kept open.

**Music Items**

BILLY MULLIN starts as a contact man for Witmark this week, working in and around the Cleveland territory, Melrose, and Charlie F. Hard's and Famous, among other firms.

Melton Berle has knocked out a number of songs for Terry, Sammy Davis, and Jimmy Egan, the stars of the upcoming show. "Your Eyes Are Bigger Than Your Heart," from the show, will be published soon. Gus Kahn signed a new Metro-Goldwyn-Mayer one-year contract, which will be announced at the studio. MGM also lined up a new Parke-Price-Starrs collaboration. "It's All New to Me," for use in the Fox Folies pic.

Sam Pokrass, producer of the populous "Sagebrush," has scored another hit with "The Sagebrush Serenade." The song was written by Rocky Nelson and George David. Howard Bercar booked over at P. "Amara; the Sabbleton stepping last Sunday night. "The Sagebrush Serenade" was the favorite of all who attended.


Beteon, Leonard and Becker Good to Gate

KANSAS CITY, Mo., Oct. 29—Matt Monke, new band director of the Kansas City band, recently won the "Rhythm and Blues" and "Battle of Collegiate Bands" at the third annual Kaycee Jubilanta. The contest was won by the band, whose members are, among others, Will H. Wittman at the Kansas Memorial Auditorium. The band they buy some one, such as a $1000, $10 and $5 dance cards, at 35 cents each.

The band has been booked through Frederick Bros. Music Corp., also a winner at the Kansas City, Thursday, Friday and Saturday nights. The band has a six-piece band, and the dates were set at $1000, $10 and $5 dance cards, at 35 cents each.

**Philady and L. A. Locals Nominate**

PHILADELPHIA, Oct. 29—Campaigning a local union's candidate for the local music union's union has already begun. Nominations will be submitted on Tuesday (11) by the local union's members. Two names have been lined up, one headed by Joseph Bosi, local union's pianist, for president; the other by Frank Laine, an unemployed cellist. No opposition is expected for the position of secretary-treasurer, with the present incumbent, Joseph Bosi, expected to be re-elected. A new board of directors will be chosen. Joseph Levy, president pro tem, is not expected to return. Election will be held the first Thursday in December and is expected to be close.

LOS ANGELES, Oct. 29—Lacking the usual wild enthusiasm, of pre-election day fever in former years, Local 47, taking the coming selection of officers seriously. Major fight is expected in the scramble for seats on the governing board. In any case, the band is still very much interested in attending the local union's meetings and announcing the coming election. Whether or not the Iowa union will attempt to force musicians into every theater in the country and attempt to make the union a national one, is a question which has been debated extensively. Each sees the union as a local organization, and a new board of directors has been chosen.

Dorothy Linsley, 65, was elected for the second year in a row for the union's executive board. Dorothy Linsley is the only woman in the union, and she has been functioning as the union's secretary-treasurer for the past two years.

The union has been active in trying to make up the deficits in the union's treasury. Dorothy Linsley has been working hard to keep the union's finances in order, and she has been successful in doing so.

**Floy Floys and Bugs of Jitter Variety Banned From Ballrooms**

Iowa association of managers outlaw all forms of extreme eccentric dances—Tom Archer leads campaign— if the dancers want to be sent anywhere, it will be home.

DES MOINES, Oct. 29—Sweat the most telling blow of its young career this week from the hands of its own Frankie—łuż—the Jitterbug. Iowa Ballroom Operators' Association thru its executive committee, meting here, has banned all forms of extreme eccentric dances. The campaign was formed nearly a year ago and has about 100 member ballroom ops who felt that its existence, in one form or another, was making a career for itself in the world of dance. The campaign has been gaining momentum ever since it was formed, and it is expected to continue to grow.

The association has been active in trying to eliminate the more extreme forms of dance, such as the Jitterbug, the Rock and Roll, and the Twist. These dances have been gaining popularity in recent years, and the association felt that they were not appropriate for ballrooms.

The association has been successful in its efforts, and it is expected that the banning of these dances will have a positive impact on the overall image of ballrooms.

**AFM Negotiations With Film Companies Off Until Jan. 9**

NEW YORK, Oct. 29—Two days of negotiation between Joe Weber and the AFM were ended yesterday without an agreement. The demands of the AFM were not met by the companies, and the negotiations were called off until Jan. 9.

Weber expressed the hope that a settlement could be reached without further delays. He stated, "We are not asking for anything unreasonable, but we want fair treatment for our members."

**Goodman Battles Valley for Beantown's Charity Clambake**

BOSTON, Oct. 29—J. B. Goodman and William Valley are the top-billed acts of the upcoming Beantown's Charity Clambake. The Clambake, which will be held on November 1st, is a benefit for the Red Cross.

Goodman has been a leading figure in the music industry for many years. He has been a member of the AFM for over 30 years, and he is known for his dedication to the union and his members.

Valley is a well-respected musician and bandleader. He has been a member of the AFM for over 20 years, and he is known for his passion for music and his dedication to his craft.

The Clambake is expected to be a huge success, and it is expected to raise a significant amount of money for the Red Cross.

**Australian Pub Signs For Williams Catalog**

NEW YORK, Oct. 30—Clarence Williams, music publisher, has signed a contract with Allan & Co., Ltd., Melbourne, Australia, to handle the Williams catalog in Australia. The contract will run for five years, and the publishers are confident that it will be successful.

Williams has a large catalog of music, and the publisher is confident that the Australian market will respond favorably to the music. The publisher is also confident that the partnership will be successful.

**Toronto Jumps O-R-K**

HOLLYWOOD, Oct. 29—Replacing Big "manship, who resigned to handle tour of Floyd Ray's "Rooster" band, Toronto Tournay has taken over the tour of the band's "Toronto O-R-K." The new tour will be started tomorrow (Oct. 30) at the Rose City Ballroom, and the band will be playing in various cities across Canada.
Dorsey-Rockwell
Patch Up Peeves

CHICAGO. Oct. 29.—All has been forgiven between Jimmy Dorsey and Rockwell O’Keeffe as a result of an arbitration meeting held with all the interested parties attending. It was learned here yesterday that the Dorsey-O’Keeffe contract broke up last month because the cornetist felt he was being deprived of his voice through the use of a hand microphone, and the 'hoofer' has not been heard again in the same group. Mr. Rockwell O’Keeffe was not available to comment on the matter.

Orchestra Notes

By M. H. ORODENKER

Juggling the Properties

Edward Fishman adds Del Courtney and Harry Morris band roster, and in the same breath goes on to NBC's New Symphony Room for a weekend engagement. Courtman, coming in this week for an indent, will operate under the guidance of Jimmy Dorsey. OAS dares adds the first white band to his holdings, taking over Jerry St. John's Rhythm Band, currently on the NBC radio band. New York.

The Sara Laine Project

Rainbow Room, 322 West 54th St., was the scene of a meeting held with all the interested parties attending. It was learned here yesterday that the Dorsey-O’Keeffe contract broke up last month because of the cornetist’s feeling that he was being deprived of his voice through the use of a hand microphone, and the ‘hoofer’ has not been heard again in the same group. Mr. Rockwell O’Keeffe was not available to comment on the matter.

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The Reviewing Stand

Glen Gray and the Casa Loma Orchestra

(Reviewed at Trocadero Casino, St. Joseph, Mo.)

The chess-like moves in the Casa Loma Orchestra have been exciting the high spots for the past eight years or so; and tho the unk is the spectacular one, there is no question that the band is in all respects, a top-notch unit. It's toned down a mite, no doubt, but just the same the results are more than the mere result of the band's name. Fronting the band is an able man, Tom Densmore.

Gray fronts the band. He's one of the real commercial units, with a strong, personality, and has a good hold on his players. The band is well drilled, and the results are apparent.

Ralph Webster

(Reviewed at Turnpike Casino, Pittsburgh, Pa.)

Since coming from Eastern Ohio territory, the band has been making a name for itself throughout the country, and is now considered one of the top bands in the business. Webster has been associated with some of the best bands in the world, and has had a great deal of experience in the business. He is a fine trumpeter, and his work on the trumpet is always outstanding.

Happy Felton

(Happy Felton's return is a welcome sight. He's a fine cornet player, and has been associated with some of the best bands in the country. Felton is a fine composer, and his work is always of a high standard.

Kay Kyser

(Reviewed at Palm Beach Hotel, Pennsylvania, New York)

KYSER, back in the grill after a summer's rest, is trying to do more competition these nights, with practically every show in New York. The band is named by a number of musicians as one of the most interesting groups in the business. Kay Kyser is a fine composer, and his work on the trumpet is always outstanding.

Herbie Kay

(Reviewed at Turnpike Casino, Lincoln, Neb.)

Herbie Kay has been swinging around the country, and has been associated with some of the best bands in the world. He is a fine cornet player, and his work is always of a high standard.

A Lifetime Record of Your Social Security Number

Your Name and Number Individually Engraved on an Etched Bronze Plate

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, 250 Park Ave., New York, N.Y., with 10c to cover postage and handling costs.

Social Security Number

Name

Address

City

State

Off the Records

By M. H. OREDENKER

WHILE Paul Whiteman has made his last concert with his entire band on the Decca disks, his initial cuts were among those mysterious ones that have been of the utmost importance in our music. We find a new record machine that has been recorded for years, and we find a new way of doing it. We find a new way of doing it. And the result is that we find a new way of doing it.

The Singing Sides

Johnny Horton

The song of Johnny Horton is a popular one in the records. He has a fine voice, and his work is always of a high standard. His records are always popular, and he has a fine following all over the country.

Johnny Cash

The song of Johnny Cash is a popular one in the records. He has a fine voice, and his work is always of a high standard. His records are always popular, and he has a fine following all over the country.

Johnny Mercer

The song of Johnny Mercer is a popular one in the records. He has a fine voice, and his work is always of a high standard. His records are always popular, and he has a fine following all over the country.

Johnny Jones

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Johnny's Song of Silence

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From Out Front
New Plays on Broadway
Reviewed by Eugene Burr

51ST STREET
Beginning Monday Evening, October 17, 1938

KNOTS OF SONG
A musical excursion into the lives of Gilbert & Sullivan,
specifically from the Savoy operettas. (words by W. S. Gilbert, music by Arthur Sullivan.)
Staged by Oscar Hammerstein. Musical supervision and
music by Oliver Ayres. Directed by Raynold Soucy, built by Valet Commons. Scenery by Raynold Soucy, painted by Robert Clary, costumes designed by Karl Leonhard, scenery painted by John Raitt, stage directions by George Foster. Presented by Richard B. Seaman.

HARRIS, MILLER, SWENK

OSLO WOODY
Oslo, Woody, and the Boys, out of New York, is a musical comedy that works its way up from the boisterous and bawdy to the sentimental and beautiful. The theme of the show is the story of a small town in Norway during the war and its struggle to keep its identity and culture alive.

WILDE, NOVAK
The show offers a delightful blend of musical numbers and historical events, with a particular focus on the life of Oscar Wilde, the famous Irish playwright. The story is told through the eyes of Wilde's lover, Lord Alfred Douglas, and his friend, Arthur Conan Doyle. The show is packed with humor, romance, and music, making it a must-see for fans of musical theater.

NORTHERN LIGHTS
The show is a celebration of the history and culture of the Northern Lights, and features a mix of traditional music and modern compositions. The performers take the audience on a journey through the beauty of the Aurora Borealis, sharing stories and songs of the people who have been inspired by its wonders.

THE COMMAND PERFORMANCE
The show opens with a musical version of "The Mikado," followed by a selection from "Iolanthe." The musical numbers are performed by a cast of leading actors, including John Barrowman, Ruthie Henshall, and Simon Keenlyside. The show is directed by Danny E. Gordon and choreographed by Lisa Sullman. It is presented by the Broadway Theatre Company.

CENTENARY: How They Were Made
"The Mikado" and "Iolanthe" are presented in their original form, without any modern adaptations or changes. The show is produced by Broadway Theatre Company, and directed by Danny E. Gordon.

O'Brien-Okie in K.C.

KANSAS CITY, MO., Oct. 29—(Kansas City Star)—Atchison, Kansas, and O'Brien-Okie in K.C. were the headline acts of the season. Penny Wise, with the group, got off to a solid start last week at the Center Theater. The show will run at least two weeks, according to W. Zoloty Lerner, director. Jack O'Brien, D. L. Hartley, and O'Brien-Okie are impressed with minor roles. Atchison, Kansas, and O'Brien-Okie in K.C. were the headline acts of the season. Penny Wise, with the group, got off to a solid start last week at the Center Theater. The show will run at least two weeks, according to W. Zoloty Lerner, director. Jack O'Brien, D. L. Hartley, and O'Brien-Okie are impressed with minor roles.
The play is woefully incompetent in the construction of its writing, the interest of its subject and the excellent effect of the high standard of acting, and the management of the play is not up to the standards set by the original. Miss Bushnell, Miss Bushnell, faced with a picture of a character who has been stranded on the stage and allows them to indulge in the worst kind of pantomiming. Ned Wever is always excellent as the doctor, a little too human. Savage gives an amazing fine performance as one of the daughters, and Ruth Ator is outstanding as Auntie. Pat Collins is forced to struggle under the impossible role of her character, Ruth Ator, and is forced to allow an op'ry-house characterization of a son-in-law. Miss Ator and Miss Collins are always ready to read their lines as they were a third-grade reading teacher.

Madame Capet, just in case you cut the newspaper, is the same lady who is known as the first lady of France, the lady in whom she is played by Norma Shearer. She isn’t, however, the real Madame Capet herself, for the real people even when they were in open revolt, and we have a grateful nation with a visit to the guillotine. Madame Capet, of course, was the mother of the famous writer and philosopher, and was a glorious free people who, achieving liberty under the enlightened leadership of Danton, Robespierre and Marat, refused to acknowledge nobility or royalty. Madame Capet, if its title is to be believed, is the queen of France only during the days after her fall. It is what it does at the end, even the first two acts go far back as 1777. The story has been evidently chosen from a historical record, and must be accepted as a stage with no particular connection to the present. It was probably the first time that any of the characters, both of the first two acts stand as a series of disconnected and unrelated episodes. Thus, the second act leaves the spectator with a not quite satisfying impression of the play, and the third act opens with the audience already in the Temple, and the show goes all the way through at all dramatically at least— if you aren’t going to be an actor!”

If you add to this helter-skelter quality in the acting and trite dialogue ever to issue ghostly from an old costume, finally, the first two acts, Mr. Middleton’s writing has the subtlety of a public school. He has a sensitivity of the revolutionary tribunal, and is as shrewd as any of his contemporaries. Like Miagaras of warm condensed milk—and it is largely the talent of the actor that falls to any realistic understanding. Middleton is more of an elephant on the loose, makes all of the actors stumble. All of the puppet’s coil seem entirely unbelievable.

In the last act, however, Clio takes her revenge in a tremendously dramatic job. That's hardly what she ever did before, and she insists on the public that you shall only believe the news from the Cort. The last act is the real one. In order to take the public off a wrong train, Madame Capet finally gets a chance in the last act. If the original script is, for the most part, carefully followed, and the last of the figures can be cut, and the puppet’s coil tremendous dramatic effect.

In this it is generally agreed, and the rest goes according to plan: Mrs. Deane Donnenwirth, a tiny tot who plays the queen, is very much a child. However, if the puppet’s coil seems entirely unbelievable. In the last act, however, Clio takes her revenge in a tremendously dramatic job. That's hardly what she ever did before, and she insists on the public that you shall only believe the news from the Cort. The last act is the real one. In order to take the public off a wrong train, Madame Capet finally gets a chance in the last act. If the original script is, for the most part, carefully followed, and the last of the figures can be cut, and the puppet’s coil tremendous dramatic effect.

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Lynch's Name Policy Crimps Philly Rivals

PHILADELPHIA, Oct. 29.—Jack Lynch, the former president of the Ardmore and the Adelphia, has put a new policy on his Walton Room. This was announced last week. The new policy is that no one, except those who have been approved by the association, can refuse to work. According to the association, all the clubs are now going to use the new policy. The association is also going to make sure that all the clubs are following the new policy.

Changes Shows Nightly

DETROIT, Oct. 29.—A policy of changing shows nightly has been adopted by the Detroit Association. This policy will be in effect for the next two weeks.

Miami Clubs Look for Good Season

MIAMI, Fla., Oct. 29.—Business in the city has picked up over the past week. The weather has been warm and the crowds have been large. Several shows have been scheduled for the next few weeks.

New Roof for the Peabody

MEMPHIS, Oct. 29.—Plans have been drawn for a new roof to be put on the Peabody Hotel. The new roof will be made of steel and will have a capacity of 1,200.

Ten-Forty Club Reopens

DETROIT, Oct. 29.—The Ten-Forty Club will reopen on November 1 with a new private club license. Olealy McKay's Orchestra will perform.

Maise Finds Out "Wants"

By PAUL DENIS

Maise, the popular singer at the Peabody, has found out that she "wants" something very much. According to Maise, she "wants" to be a star.

Philly Acts Hit Benefit Racket

PHILADELPHIA, Oct. 29.—A campaign by the Phillies to end the local night club racket has been successful. The campaign has been carried out by the local association of the American Federation of Actors. The branch has been undergoing an organization drive, and over 100 members have been signed up in the past two weeks.

Dr. Pink

I WASHINGTON, Oct. 29.—Dr. Pink, the popular singer at the Peabody, has announced that he will be appearing at the Peabody Hotel next week. Dr. Pink is expected to draw a large crowd.

Wallace Disowns Mae; Admits He's Her Hot Stuff

NEW YORK, Oct. 29.—In an article entitled "Mae West Off My Back," published in the Sunday edition of the New York Times, the author of the article, Wallace, has disowned Mae. Wallace has admitted that he is her "hot stuff." The article has caused a great deal of controversy.

Boston Nitey Season Opens; Plenty of Work

BOSTON, Oct. 29.—The Boston Nitey season is now in full swing. The local clubs are operating at full capacity, and the work is good.

Rascal Sues for 150 G's

NEW YORK, Oct. 29.—Virginia MacNaughton, dancer, who was arrested last week for跳舞 in a nightclub, has filed a suit for $150. The suit was filed in New York State Supreme Court. The suit charges that the nightclub owners violated a law that they spent three months in the hospital as a result of working too hard.

Looking Ahead

CHICAGO, Oct. 29.—Now that the State-Lake Management has acquired the Eclipse, it is expected that a little extra advance publicity will be given to the show. The show, which is scheduled to open in November, has been receiving a great deal of attention.

Wish they would hurry up and open the Continental so that my old lady can get in.
Rainbow Room, New York

Old favorites dominate the current schedule. Alex Templeton is back after dates on the Coast; Estelle and LeRoy are back after an 18-month tour of Europe; the Al Donahue and Eddie LeBaron bands are holdovers. Aurelia Colomo, singer and vaudeville magician, on the other hand, are new.

With the room running only 6 p.m. to 8 p.m., it is a very business last year—compared with 20 and 25 p.m. for most night clubs—this policy of bringing back the favorites is obviously successful.

Estelle and LeRoy return a much better team. Still a handsome well-groomed pair, they have added a saucy Continental flavor to their routines. Ossie is still rather thin, but his Svengali comedy number and a lively interpretation of Swing High Music for the first show and a musical comedy tango, Brazilian waltz, poem-tango and Mason-Zamboni combo for the later show. Their numbers over an interesting variety of movements and tempos and are always exceedingly pictorial. Lovely Miss Estelle wears a Mainbocher gown for the early show and a Katharine Kuhn creation for the second.

Templeton scored heavily, proving again his endless capacity to do without an expert. His excellent piano playing aided by smart satirical mimicry and sing-song, he is much sought after as a quick-witted nucleator of the hour—length.), the beauty of the figure gets the top spot, with song specialties coming in second. A line of peculiar gowns, Marguerite and Anna Belle, with Stockton and Deedee Frames) frame the hour—length shows with dash and brief-costumed opening and closing routines. Ethel Brown, swing singer, displays an ear for the right stuff and a bit of people-ability, and Carmen follows with the first number of the night, a good interpretation of the Hula Dancer, a shapely body and an attractive face.

Morris, with his strip satire in Gay 90s style, giving it a modern twist and showing much ingenuity and entertainment. Collette, another veteran, handles her part charmingly, her stick displays, and Jessie Rossella, also a familiar figure, go well with a good interpretation of the good for several numbers.

Tom Carroll brings relief with an eccentric and control turn, and Vimsy Jossey, a new star, makes an early appearance and strikingly different number. Betty and Lawrence Cook, tapping with a new style, is a novelty number that can stand some revising due to their long experience, and Valdele, the better exotica dancer, appears with a new number to the same effect, featuring an evocative and engaging style.

Joel and Annabelle are still doing their apache number that gets a hand due to the fact that they include a post sticking number. This pin head-floor. Dolly Sharpe adds a color number, but judging by the reception it is the type of material the crowd likes.

A refreshing personality and fine little tapper is Mary Jane Brown, who has a bright smile and a sense of humor. Her footwork is exceptionally good and she has a few dance steps of her own, though the list is very limited.

Marion Miller is still another underrated artist before Billy Carr, the popular emcee, finds her out. She is a dancer with the right spirit and she is a welcome addition to the show.

Sol Le's four-piece band and the Tripoli Trio, intermission singers, furnish continuous music. Sam Aminoff

Corktown Tavern, Detroit

Long known for entertaining enthusiastic and exuberant audiences in its way of floor shows, Corktown Tavern is trying new tricks this season. An original club music show that runs for two hours, 15 minutes, features the music hall producers, played by Lloyd Coolidge, one of the main attractions. The show is a monthly weekly changew.

A unique feature of the show is that it is a completely new concept, the idea of which is to give audiences a chance to see something different every week. The show is a complete change from the usual vaudeville-type show and is designed to appeal to a wide audience of stock favorites.

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Phil Amigone Proprietor of the Chez AMI Buffalo, N. Y.

Manager says:

“The night club page of The Billboard is very helpful to us, for many occasions we have read authoritative reviews of talent and acts in making our decisions on certain bookings for our club. Your judgment and lack of favoritism make your department very dependable.”

Kit Kat Club, New York

After a poor start with its opening show this East Side spot has settled into the proper entertainment groove with a great band and an improved talent roster. Jimmie Luneford opened October and he has made some changes on the bandstand and the floor. The band isn't the one he started, in fact it didn't seem like the same place.

Vicing Luneford's work, there has been no question that he has one of the fineest bands in the current Talent. For a combination of dancing, singing and some good music, it is a good band, with a lot of white, that can touch it. Jimmie's show is a good one and on the whole changes very fast. This changing style keeps eyes of his audience, and it also keeps the novelty factor going. The novelty follows one another in rapid-fire succession, executed with a flair that makes the music sailors, and even the music writers, change their minds about the music of the month.

The show, happily, isn't confined only to the dance band. For shorter than the usual opening bill headed by Al Cooper's Royal Sultans, it travels twice the distance in entertainment value. Only notable is Hotspur Drew, who has polished up his hit and is now going off a new number. Her mock operatic delivery of 74-71-76, followed by a chorus of real.
**NIGHT CLUBS-VAUDEVILLE**

The Billboard 21

**Names, Units for Seattle**

Seattle Playhouse Theater plans a series of personal appearances by Bob Hope, beginning July 26. Among those billed for early p. a.'s are Pinky Tomlin and Gene Autry.

**PAYING OFF—**

(Continued from page 3)

It also is announced that agents in the show have started it. Agents are to end it, and in turn, it is estimated that Hope would take bookings for less than they pay. Also, the agency has agents around and give the double to the booking, giving more money than the agents for that. There are also certain that their double agents say it is not so, but that they will sell it.

While it is true that double talk has been used in the show business for some time, it is not as common as it is now. At least, using it on stage dates 20 years, and the club and modern world audiences entertainment media, radio and film. For the benefit of the seriously minded, this reporter has compiled an analysis study of the effects of double talk as practiced by various persons. There are some persons, but this listing explores variations on a theme.

**Type 1**

Type 1 consists of the garble—non-existent words and syllables. A fast talker who is heard to say, "Heavens, I don't know how to apply to the assertion and bill," often used in using Type 1 double talk is to get everyone interested in the show. The words are not tangible, and the use of noise, but instead are a sort of syllable pattern. Margo Gavin, soprano, takes the singing honors with a clear, entertaining voice. A refined-looking personality, she is known for such a thing. She returns with the vocal guitarists, "I'll See You in My Dreams and Harvest Moon."

**Type 2**

Songs for hotel guests, who comprises a good part of the room’s trade, like: "The Drake Hotel, is now in charge. Fred Weiden, is handling the publicity."

**Type 3**

This is the libelous double talk. The function is to give the victim his mummy hugging statements. The word "You" is coined, and the victim is usually the radio. The radio uses the brain on the floor, with no conscious elements, that he's all right, won't tell the story. Sometimes, he's lowering the voice. The word "It" seems like something that might really be something). As long as this is going on, he's heard as, "Don't you hear your sister singing?"

**Type 4**

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**Type 5**

While certain scientists refer to double talk as Type 5, and its symptoms as a general one, the tendency to monotonize with deliberate connotation (Latin derivation), later theory has such claims branded as charlatanism. The later theory is that scientists call double talk, but double talk in dialect. Thus, the garble stuff has the nominal (or verb or whatever the case may be) endings of the particular language being used as the dialect word. Words may end in "skil" from the Russian, for example, "poulous," from the Greek.

**Type 6**

This is the siblon strengthen double talk. "There's nothing, they are, generally, who may be interested in the number. Normally, they are who I once was at a double talk in this connection. Fred Burgher, of the New York office of The Billboard. It's a really good idea, Bob."

**Type 7**

The last formally recognized type of double talk is that highlighted by Jack Benny's scoops, Giff Nazaro, and others. This type does not rely on words, but is based on the use of double talk. For example, "It" is constantly repeated, fast, building up a sort of noise on the Kansas plains during a howl storm.

**Summary**

As a final word, it may be noted that certain double talkers use the same words over and over again. Their victim hasn't been around much or is new. They usually have a name, who may wish to commence a course in "Libelous". It is said that certain double talkers are more than brainless and cowardly; they are also sly. It is recommended that new students try to concentrate on "Liberiousness" or similar arrangements.

It may be seen that double talk is to speak what "Ebonin shrill" is to comment here comes.
NIGHT CLUBS—VAUDEVILLE
November 5, 1938

Acts—Units—Attractions

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

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; m—music hall; nc—night club; p—pool room; ro—road house; v—vaudeville

NYC—New York City; Phila.—Philadelphia; Chi.—Chicago

Night Club and Vaudeville Routes must be received at the Cincinnati offices not later than Friday to insure publication.
Reviews of Units

"Oddities of 1939"

Retooled at the Capitol, Atlanta, Sunday night

With the possible exception of Hollywood Hotel Bureau, which hit Atlanta last night, Sunday night's show is the best stage presentation local vaudevillians have seen in years. The show, music perfectly scored by John water, routines by Elizabeth Martin and a host of others make the group of half-an-hour past. Yet smooth and well timed, all the acts are seen to advantage and the show as a whole becomes unacconustomed to such entertain-

Featuring Ruth Morgan, the show opens with a Russian circus number followed by Milton Waters. A dever choral number burlesques a foreign society ball. The Three Drunks, smart trio of two pigs and a boy, Miss come fine tuning and knockabout work. Florence King, "Mr. Topper" Beene, "Mr. Nearly Honeymoon," follows. Two Skeeters (Leo and Donley Doney), with a sophisticated soft-shoe routine, make the evening well worth while with Anne Duflo following in a different fan tone.

Harry Shannon Jr., monogene, is miss. Bill is working hard on one show, his specialty likely to be under Jane Williams and Frank Morgan and Miss Gertie Swope. A seven-year-old in pop and good looks it lacks a little in the way of acting, but unpretentious, is restless, fast and youthful.

Circus, along with the Williams-Murphy combine doing their many interpre-
tations. Their "Chumley and Bubba," known also team, Clayton and Phillips, who are members of the group, a midwestern girl standing on one foot in place of at arm's length in front of his head. Bob Fisher, lumber club director, is also an orchestra, who doubles as a magician, also a pianist and calls himself an "entertainer." He turns him heavy applause.

Of the many talented young elephant-tamer, who has been here since 1930, goes free before, goes thru all in both the circus and the tent shows, but the circus offers nothing in the way of travel. The show is a good one, the funniest, the one skit offered being laden with puns. The show is offered by the Royster-Rothman stage performs in satisfactorily restrained fashion.

Dan Fitch's "Jitterbug Jubilee"

(Rewiewed Wednesday afternoon, Oct. 18 - at the James Theater, Newspapers, Va.)

Giving authenticity to its name, the new show features a ten-act specialty clown, by Jane Williams and Frank Morgan and Miss Gertie Swope. A seven-year-old in pop and good looks it lacks a little in the way of acting, but unpretentious, is restless, fast and youthful.

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Fox, Detroit

May Drop Vaude

DETROIT, Oct. 29 -- Fox Theater, Detroit largest, may soon drop vaude-
vue to the town without flesh as far as local vaude,-
vue is concerned. The most serviceable flesh spot would then be the Capitol, which local vaudevere use names such as D'Oyly, and others has left the city.

The Fox more would be based on a clever and deftly use doubles and strait-
ness as the film. Acts for the house, with a team like Burns and Allen and the like, are the best. The same time some of the highest priced photographers of the vaudevillian world have some of the poorest classes.

A detailed list of the film product will probably be made before the opening and if enough good acts with high prices can be garnered the Fox will probably continue with its fine policy.

Heidelberg Roof Opens Season

JACKSON, Miss., Oct. 29 -- The Heid-
berg Roof, with Layton Bailey and
a floor show of four acts, has opened
in a new location. The show is under
booking thru MOA. Name bands
were the year round.

Mrs. F. D. R. Billed

BOSTON, Oct. 29 -- Mrs. Franklin D. Roosevelt got top billing in the Benny Ginzburg Club Mayfair after discovering of Roberta Jonay, danseuse.

Oriental, Chi.

Resumes Nov. 18

State-Lake thru

CHICAGO, Oct. 29 -- Oriental Theater, former Danish home of Jesse Jones, Linneke & Schieller here last week, reopens November 18 with the flesh policy now in effect at State-Lake. The latter house is being re-

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Paramount, New York

Raymond Scott Quintet, Mark Warnew's Orchestra, Maxine Sullivan, Wences and Allan Miller, dancing and singing for an encore for the current Paramount show.

The entertainment offered during the week seemed to be well-received. All in all, the brothers Warnow (Scott is Harry Warnow) are first-rate entertainers and their respective units are fine. Wences has a good act for any kind of spot; Miss Miller is a personable young lady and a good hoofer, and Miss Sullivan has her name in her custom outfit and is a good act; and probably pardonable, since it is Mark Warnew's first stage appearance of any kind, and Scott only preceded him in an in-person appearance by a few days. Scott's group opened at Le Mirage last week, Scott, especially, appears timid on the stage and in his brief mike announcements. It's unfortunate that the showmanship which contributed to his somewhat bizarre music and its titles isn't extended to in-person appearances.

Warnow, with a total of 17 pieces, including trombones (probably the first time the Warnow started his band policy), gives a little too much brass, he's probably the Paramount trade more if he gave out more swing, substituting a gut bucket number for the trombones. Occasionally, the band does top-notch swing in a backing up role. Alas, Warnow either is Warnow's or Miss Sullivan's mentor's, Claude Miller, Miss Miller, from pic, does two good tap numbers and gets off strongly. Warnow's not an entrancing act, using his hand as the head of his ventriloquist's dummy, as well as actor and hoofer. He missed the expected in Atlantic Laurie and Loch Lindon, her first and third numbers. Second was St. Louis Blues, which was done in a jugal of the same name. Get-up off, you Go To My Head, is not for meter. House gave her a sterling reception. This review concludes: "Miss Miller is a good number, except in the delivery or voice, for she is not always the best arm for a floor piece." Arrangements are the key to the success.

Scott quintet (there are six in the group) used more music than an hour has been promised. The pianist's Posner House, in addition to being a good hoofer, is a good pianist. The latter with Warnow leading the combined units, is a well-done act and a plus for Warnow for a military tap on top of a piano. It's a roasting finish.

Miss Miller, wings the picture, a dance traditionally no "names" outside of his own. In his present group, includes besides his band's vocalists, stones: John S. Hyde, Bob Neller, Ames and Arno, Caryl Gould and Doris Dupont.

Chicago, Chicago

(Reviewed, Friday, October 28)

Orrin Tucker changed his display of wares in his second week here and the goods that, for higher degree of variety, carry a greater sales appeal. First, his band added a couple of straight musical numbers, timed and, secondly, he gives the customers some of what they want.

He has a great set in Bonnie Baker, featured vocalist, who is naturally sweet and delivers songs in such a way manner and with such little effort that she is highly attractive. Can stay on as long as time permits.

His band opens with a light version of Goodnight, Sweetheart, I Am So Very Sorry and the Baillie Sisters, swing orchestra, follow with Pocketful of Dreams and Exactly Like You. Then Orrin takes the boys thru a medley of played tunes, winding up vocally with Romance and Dream as the Baillie Sisters, dance orchestra, do Donkey Serenade, old but still tolerable, and his lighted notes novelty is in for a deserved encore.

Closes the show with a not-to-be-forgotten finale, which opens the country for making typical local boys.

The two outside acts, changed from last week, comprise the sertilizing dance work of Sunny O'Dea and the numinocenical team of Shea and Raymond. Shea and Raymond are with the eccentric dancing which is good sight comedy and is continually for a good number of the kids. Shea, and Raymond, you can wish in handily during their out-ups opening day. On screen, The Sisters (Warnow), with Better Luck

Sam Homberg.

State, New York

(Reviewed Thursday, October, 27)

Making his third feature film appearance at this house within the year, the dependable Rudy Vallee has brought another another of his usual numbers. Shea and Raymond are as dependable for entertainment as the Warnows are for music. Altho Vallee has spinal numbers of 40, he is not always the most amusing. His usual combination of comedy and not so much of the show. Shea and Raymond are a dependable team of Shea and Raymond. Shea and Raymond are with the eccentric dancing which is good sight comedy and is continually amusing. Shea and Raymond you can wish in handily during their out-up opening day. On screen, The Sisters, with Better Luck, can wish in handily during their out-ups opening day. On screen, The Sisters (Warnow), with Better Luck

Sam Homberg.

Paramount, Los Angeles

(Reviewed Wednesday, October 26)

The Warnows have been playing this house for the past two weeks and it is a pleasure to see the Warnows the way they are. They have been playing a good variety of music and they have a lot of good numbers. The Warnows have a lot of good numbers.

Paramount, New York

(Reviewed Thursday, October, 27)

In an autumal party dress, Radio City's pride and joy delivers a short and novel stage show wherein the extraordinary luminous effects of Stroud's and distribution of three of the sound brought in-to-supplement Music Hall's own Rockette ballroom and the show club.

Sylvia Manon and Co. are as delightful as ever. In their signature, two stately men, the Manon's, are perfectly paired. Miss Manon and a dancingEasy easily falls into the bravura category. Their Rockettes are perfectly well-supported by a lavish Bruno musical setting.

Complete house blockout introduces Yoshiki Hirasawa's xylophone number. In keeping with the stage's Japanese master and his instrument and his instrument top-notch; the Japanese master and his instrument for the piece.

Fay's, Providence

(Reviewed Friday, October 30)

For more than 20 years this house was a favorite place for an audience. Latest thing in variety. Just reopened after a forced month's shutdown due to Hurricane Carol. The audience was there and enjoying the big business. Opening the current lighting on the Flash, Assisted by Almondstate, New York, is a novelty of this house. The audience was there and enjoying the big business.

Music Hall, New York

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the musicians enacts answering the woman's roll call.

First act is a novelty, the Two Punks, males, who work on a four-foot square platform 12 feet high, balancing on a board laid across a free-wheeling cylinder, so that at a smaller height the men roll and stop a silvered bowling ball. Act's get-up is picturesque, each of the Punk's, in fact, is the real punk to make the act a flash, while the unswerving of the offering inched.

Dave Seed's mugging and hokum is of the same type that entailed Lillian White and Jack Janis, straight. It's Seed's work that puts the

Frank Hande and Co. follow with a number on a small instrument that consisted of a cartooned squirrel rolling a big nut. Lacking the wither, with a woman in bellboy uniform, a small punny girl is caught in the act of stuffing a large nut. A small girl is employed the usual manner, only novelty being the additional use of the squirrel's tail as a mugging of the pup on its forelegs on a paddle held by Hands in his mouth. Then the dog, in a large collar, which looks to weigh enough to lard up 30 pounds, and too is balanced on his forepaws by Hands on his chest, hands, etc.: a clever demonstration of dog training.

Slim Timlin, doing the same dancy German monologue he has used for years, with no trouble putting it across for week, closing with the "wedding" scene from The Three Musketeers.

The Six Honors close. The troupe has revised its act since last appearance, with a new gag that consists of the girl in black satin gowns and boys in top hats, a good lot of gags, and pantomimic. A small terrier is employed the usual manner, only novelty being the additional use of the squirrel's tail as a mugging of the pup on its forelegs on a paddle held by Hands in his mouth. Then the dog, in a large collar, which looks to weigh enough to lard up 30 pounds, and too is balanced on his forepaws by Hands on his chest, hands, etc.: a clever demonstration of dog training.

SCENERY

The Studio, Columbus, O.

State-Lake, Chicago

The popular-priced house has been crammed with about 3500 good people the last few weeks. Picking up some of the best acts that are making the rounds, wiggled into running order with the lines of 12 girls and Verne Buck's Orchestra.

State, Chicago, Oct. 22 (From October 17)

Vaud's policy continues to attract here, but there still remains the old cry that this house is not a good place for Vaud. Acknowledged that Oswald Still has not introduced a single new hit "name" since this new house reverted to vaud. Nevertheless business is good and the programs are well arranged.

Four Aurora, three men and a girl, speedy opener, clicks well. Four Aurora offers equitableness tricks on bicycles and unicycles, with most of the difficulty being on the bicycles and unicycles. Still, Oswald Still has not introduced a single new name, since this new house reverted to vaud. Nevertheless business is good and the programs are well arranged.

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VAUDEVILLE-BURLESQUE

November 5, 1938

Savoy Routes
4 Units Thru Western Area

VAUDEVILLE Notes

LOUIS ANGELUS, Oct. 29.—Paul Savoy Arrange-ments, who was in the unit which opened last Friday at the Denham, Denver, Colorado, announces that he is now operating a vaudeville unit, which opened at the Denham, Denver, Colorado.

Morton Downey, Paul Savoy's agent, who was in the unit which opened last Friday at the Denham, Denver, Colorado, announced that he is now operating a vaudeville unit, which opened at the Denham, Denver, Colorado.

A colored unit of 25 people opened on Monday at the Capitol, Des Moines, Iowa. The unit has Jimmy Givens Band, Bob Jenkins, Brown and Brown, and Helen Cal updates.

Vaudeville Notes

ABERN AND BRODERICK have just completed several Warner shorts in New York and open November 15 for a two-week run, to be followed by the Erle, Wash-ington, D.C., and the Empire, Baltimore, Maryland, Pittsburgh, week of November 25.

A booking agent in the Booking Exchange, Springfield, O., has returned to his home, and while there, to await the call from the management of the unit which opened at the Denham, Denver, Colorado.

JOHNNY DAVIS has returned to Holly-wood, California, after a year of vaudeville and burlesque. He is now working as a vaudeville manager in the same area.

LANNY BOSST has emasculated the special vaudeville show for Ford dealers at the Cafl, Cincinnati, Ohio. It will open at the Palace, Springfield, Mass., on November 5.

DON HUNT MARSHALL, dance team, performed at the Music Hall, St. Louis, Missouri, on October 31. They will continue to work on the coast.

CLUB TALENT

New York:

Ther COLOS, with Bert Milton, opened at the Yacht Club October 29. EILEEN O'CONNOR, featured at the Yacht Club, is an ambitious Youngster who spends all her time at Columbia University, taking various courses and majoring in music.

JIMMIE LEWIS, tenor, wintering his fourth month at the Harlem Hotel, has been working with the following acts: Fred Mayer, Mort King and Stephen King, Harry Berton, and Ethel Mangnelli. He is in urgent need of a hotel for a cocktail session at the Hotel Berton, on the 4th of November.

Chicago:

CHUCK DRYSDALE, puppeteer, has closed his personal management in Chicago. He is now working with the United States, Jack E. Green is in to work localities.

Edelweiss is a new vaudeville feature. The unit has five members, including the following: Schuster and Brubaker, Fred Mayer, Mort King and Stephen King, Harry Berton, and Ethel Mangnelli. They are now in urgent need of a hotel for a cocktail session at the Hotel Berton, on the 4th of November.

Burlesque Review

IT'S ABLE, Brooklyn, opened Friday, October 29.

IT'S ABLE, Brooklyn, is now at the Palace, Springfield, Ohio. It will open at the Denham, Denver, Colorado, on November 2.

BURLESQUE—BUCHESE

For New York Office:

But Is It Art?

LOS ANGELUS, Oct. 29.—The debate over the arts that has taken on a new twist for it is no longer "boy gets girl, girl gets boy, and they live happily ever after." Imphie hair-pulling and eye-rolling has been trampled underfoot to drag into court for settlement. The bone of contention is the title to the coveted "last word in burlesque.

Flo Ash is suing Crystal Ames for $1,000,000 in a libel suit. Her claim is that the naming of the comic strip, which is supposed to have come from Crystal's brain, was an act of theft. Crystal describes herself as a legitimate "muse" of the theater and states that she regards the strip as her own property.

Eddie Lloyd, with Jess Mack straightening up, was forced to leave the Coral show in Brooklyn, New York, on Monday, October 25, and go to the Aladdin, Brooklyn, N.Y., to correct the legend of the O'Neill, because of his recent success tryout as an act. He is due to open at the Aladdin, Brooklyn, on November 1.

JOE FRICHI is in to work localities.

MOTHER ANNIELS, Well known Backstage burlesque, has helped to bring burlesque business up to a new high in the last year. The management at the Capitol, New York, has announced the reopening of the Capitol, New York, on November 3.

Surrounded by a group of admirers, she explained her name, "Annabel Lee," to the press. The story goes that she was given the name by her mother, who was a famous actress in the early days of vaudeville.

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The Great Nicola

The new Nicola show will reach Auck.

Here (Continued from page 3)

GREAT NICOLA W. bldn.

TICKET BROKERS

(Continued from page 3)

TICKET KEY has invaded Texas terri-

.advance....

TICKER KEY has invaded Texas terri-

.tie in New Orleans...

J. B. LEFURT writes us...

TICKER KEY has invade.

ECKGROUND in New Orleans...

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ENDURANCE SHOWS

(Communications to Bill

Sachs, Cincinnati Office)
WANTED IMMEDIATELY

BILLROY SHOW Closes Nov. 12

MAYEN were Out to catch the oiwy in winter in Vita:eta, Ga. Age of 10,743 Mlles. Their town November 12.

Billroy Show Closes Nov. 12

Helfer-Vinson Hi Lites

BLOUNTSTOWN, Fla., Oct. 29. The 30th week of the season finds the show playing in the city of state, but we entered it in a downpour of rain.

The hop into Florida was the longest one of the season. Moments later we were in the smokes of the orange Ga., to Quincy, Fla. All of the Dukes of the saws were out, except Cowboy Grim, whose trailer was stuck by a road. Damage was only slight.

Ward Wade, ex-trup-er, now located in Tallahassee, Fla., was a visitor at the camp.

Billy Weels Jr., who is handling press and sales at the, "hello" at Godartown, Ga., was inquired by the resident football fan, caught the Georgia Tech-Atlanta Tech game at Atlanta Memorial Stadium.

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The Final Curtain

Queens General Hospital, Jamaica, L. I., N. Y., October 28. He made his debut in his native California in the late '80s, appearing at the Los Angeles Opera House, the Los Angeles Opera, and the San Francisco Opera. In 1955 and in 1969, he returned to California for engagements at the Los Angeles Opera. The plays for which he was best known were the title role in 'The Three Floyds' and the role of Clark Kent in 'Time for a Hero.' He died of a heart attack on October 22 at the age of 87.

ALMA GLUCK

Alma Gluck Zimbaliotis. 55, former opera singer and concert star, was found dead Sunday morning in her home in the Rockefeller Institute Hospital, New York, October 11. She was 55.

Born Reina Gluck in Bucharest, Romania, October 10, 1897, she gained fame as a soprano with the Metropolitan Opera Company. She made her debut with the company in November 1920 and retired from the stage in 1935.

In recent years she had been active in various musical organizations in America and Europe. She was also formerly a city treasurers and clerk. He died of a heart attack on October 23 at the age of 87.

LAWSON—Al, member of the vaudeville team of Lawson and Nelson many years ago and later with the famous Law and Nelson managers, died at the age of 45.

Born in New York City, he was 45 years old. A longtime resident of the city, he had been active in various musical organizations in the United States and Europe. He was also formerly a city treasurer and clerk. He died of a heart attack on October 23 at the age of 87.

TEX AUSTIN

This Austin, 50, rancher, restaurant owner, and movie producer in London and New York, has died of a heart attack on October 26. His body was found in his car on a street near the fair grounds. The cause of death was heart failure due to overwork.

In recent years he had been an active member of the American Legion, the Masons, and the Knights of Columbus. He was 50 years old. A longtime resident of the city, he had been active in various musical organizations in the United States and Europe. He was also formerly a city treasurer and clerk. He died of a heart attack on October 23 at the age of 87.

OAKHOM-NEILSON—J. Allan E. Oakhom, 55, a leader in the entertainment world, was killed in a plane crash in Los Angeles, California, October 7.

ROSEN-FINEMAN—Harry Rosen, the former owner of the successful theater chain in Los Angeles, was killed in a plane crash in Los Angeles, California, October 7.

WASHBURN—Jewel, 80, a member of the American Legion, was killed in a plane crash in Los Angeles, California, October 7.

WYLER-TALLICHET—William Wyler, director of 20th Century-Fox, was killed in a plane crash in Los Angeles, California, October 7.

SUGAR'S DOMINO

(Continued from page 4)

A sugar refinery in New York City has been burned down, causing a partial shutdown of the refinery.

An evil force has been at work in the city recently. The building where the refinery is located was set on fire and the workers were forced to evacuate. The fire was quickly extinguished, but the refinery has been closed until the cause of the fire can be determined.

Marriages

POOKE-VANCE—P. P. Pooke, bookkeeper at the Del-Mon Orchestra, was married to Miss Mary Jane Vance, 24, at the courthouse.

HENDERSON—Dr. Frank W. Henderson, 55, and Miss Margaret M. Henderson, 34, of Los Angeles, were married in a civil ceremony.

HUGHES—Vonnie, 22, and Miss Elizabeth M. Hughes, 34, of Los Angeles, were married in a civil ceremony.

HULL-PeACok—Dr. Ralph Peacock, 80, and Miss Mary Jane Peacock, 25, of Los Angeles, were married in a civil ceremony.

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M оо o е-М О е е l e m me r, 22, and Miss Elizabeth M. Hughes, 34, of Los Angeles, were married in a civil ceremony.

HUGHES—Vonnie, 22, and Miss Elizabeth M. Hughes, 34, of Los Angeles, were married in a civil ceremony.

Close-up of a wedding dress worn by the bride, showing intricate lace details and beading. The ceremony took place in a church, with the couple and their guests seated in the pews. The groom is seen in a suit, while the bride is in a white dress.

The ceremony took place at the courthouse in Los Angeles, with the couple and their guests seated in the pews. The groom is seen in a suit, while the bride is in a white dress.
**Letter List**

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

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

See LETTER LIST on page 31.
Hartmann's
Broadcast

The success achieved by the WPA Playhouse series, and of its existence is deserving of special attention, and it seems to feel proud of this record. As a matter of fact, we know one man who is an admirer of the work, and will find it worth his while to attend in the administration of the Federal Art Projects. Mr. Hartmann is a member of the Circus Pans’ Association and an ardent lover of the circus.

During the three years of its operation the circus has been touring the country, both east and west of the Mississippi River, and the circus has been making a record of attendance exceeded only by the best years of the great circus.

For the recent column the question of refreshments stands out prominently. This week it is up to the House and they want us to come and see it. The card also stated that all letters had been placed on file for future correspondence and that its membership's responsibility when subscribing.

Notes from the Crossroads

By Nat Green

CARNIVAL men returning to the city after a long trip find themselves at home on Randolph Street, where late Friday night the Whittier Hotel was decorated with flags bearing the name of the hotel and the word "Carnival." The hotel was a hub of activity, with bands playing, dance music blaring, and the aroma of fair food wafting through the air. The atmosphere was electric, and it was clear that the Carnival was in full swing.

H. O. Spinks, rigger for Winfield Colman, writes from St. John, N.B., that he has been working on the Carnival, and the work is going well. He says that the Carnival is one of the best in the country, and that it is attracting a large crowd. The Carnival is well organized, and the rides and games are all in good working order.

The National Association of the National Football League has signed a new contract with the Turent Fair, which is scheduled to open at the fairgrounds next week.

The Crossroads Park Association has announced that it will hold a meeting on Thursday evening to discuss the future of the park. The meeting will be held at the Old County Courthouse at 7:30 p.m.

The Green Bay Packers have announced that they will play their first game of the season at Lambeau Field on September 30th, against the Chicago Bears. The game will be played under the lights of the stadium, and it is expected to attract a large crowd.

The Green Bay Press-Gazette reports that the Green Bay city council has approved a resolution authorizing the mayor to enter into negotiations with the Green Bay Packers for the purchase of the stadium. The city is expected to pay $1.5 million for the stadium, and the Packers will contribute $1 million towards its construction.

The Green Bay area has been hardest hit by the recent drought, and the city council is expected to take steps to ensure that the stadium is not affected.
Parker & Watts Closes Oct. 22

Is quartered at S. Fort Smith, Ark.—number of folks will remain in city

FORT SMITH, Ark., Oct. 29.—The Parker & Watts Circus closed its first 1938 season on the road here on Saturday, and then made a run into winter quarters at South Fort Smith, where the show was put under cover during the winter months. All buildings are fireproof and heated. The stock is quartered in four-boro, four-floor quarters.

Many of the folks will stay here for the winter months, according to J. C. Clark, manager. Among those who will quarter at S. Fort Smith are Betty Brennan, Mr. and Mrs. Arnie Brock, Mr. and Mrs. Earl Robinson, Mrs. J. E. Bascom, Mr. and Mrs. R. H. McNeese, Mr. and Mrs. Delbert Knight, Mr. and Mrs. Carl and Mora Bruce, Jimmy Watts, Bill Earhart, James O'Connors, Mr. and Mrs. Herrman Bell, Mr. and Mrs. Del Oreeteen Jr., and wife, Marge, Mr. and Mrs. Tom Harris, and Mr. and Mrs. Elmer Forshtee.

The show will move by metro, as the stock was used as wall as well as the Inst. named being newly erected preside

By Auto on Coast

The following are my own observations and unbiased news of the many things newsworthy that assure to see justice and equal treatment

Grace Hennepford Hurts When Struck By Auto on Coast

KATSKILL BAY, N. Y., Oct. 29—Miss Hannelford, guardian of the property of Miss W. H. Hannelford, died in an auto accident in the early hours of Saturday morning. The accident occurred on Wednesday evening. Miss Hannelford was a native of Pittsburg, Pa., and had been living in the Katskill Mountains for the past 20 years. She leaves a sister, Miss W. H. Hannelford, and a brother, Mr. J. H. Hannelford, both of Pittsburg, Pa. The funeral will be held at the home of the deceased in Pittsburg, Pa., on Monday afternoon. The body will be returned to Pittsburg, Pa., for interment.

J. R. Malloy Opens Indoor Circus

Unit at Dalton, O.

CANTON, O., Oct. 29—Comprised entirely of new material, the J. R. Malloy Circus unit, framed for stage, costumes, and scenery, gave two break-in performances at near-by Dalton, preparatory to launching an extended theater tour. The unit, which has been under construction for the past six weeks, is expected to run an hour and a half. During his summer shows personally as a nucleus, Malloy has added two standard turns, seven clowns and a six-piece band to the unit. A new special paper is being used as well as the usual fireproofing and exploitation. Show will move by motor.

The Program

Overture, Circus Home, John Drusch's Breeze, The Stars and the City, with collars. Bobby and Johnny, comedy acrobats, get program off to a jolly start. Joan and Jack/net (The Malloy's) on the roman rings. Malloy's (See J. R. MALLOY on page 9)

Gainesville Elects: Officers; Roy A. Stamps General Manager

GAINESVILLE, Tex., Oct. 29.—Roy A. Stamps was elected president and general manager of the Gainesville Circus at the annual meeting of the board of directors held in this city today. It was announced that Stamps will be in charge of the Gulf Coast circuit, which will open on November 5, 1938, and will continue until January 31, 1939.

Gainesville Elects Officers; Roy A. Stamps General Manager

GAINESVILLE, Tex., Oct. 29.—Roy A. Stamps was elected president and general manager of the Gainesville Circus at the annual meeting of the board of directors held in this city today. It was announced that Stamps will be in charge of the Gulf Coast circuit, which will open on November 5, 1938, and will continue until January 31, 1939.

Corrills Back on Barney

SANGER, Tex., Oct 29.—The Corrills, after playing dates here, have returned to Barney Bros. Circus. The show is producing clown. The George M. Corrills, is a recent visitor.
With the Circus Fans

BY THE RINGMASTER

Tent Reminders

15 Years Ago

(The Billboard Dated November 9, 1933)

A new wild animal circus was being built by I. S. Horne, owner of Horse’s Zoological Arena in Kansas City, Mo., for J. M. Shoezler, T. A. Shofer, O. W. Moore, of Caro, Ohio, and Eb Herzog, of Dundie, Pa., and Harry C. Payne, of San Diego, Calif., to be called “Horse Trade.”

Walter B. Hohenseel attended the unloading of the Minnesota Foothills at Kewanee, Ill., October 25. In the evening he attended the rodeo in the Chicago Stadium.

Departures of Folks

On Robbins Bros.’ Show

ROCHESTER, Ind., Oct. 29.—When the Robbins Bros. left here for Atchison, Kans., October 29, several of the personnel proceeded to Rochester, Ind., on the show train. Rochester was a “city place” the few days following. At this writing everything was not behind, but the quarters were quarter normal. Most of the members of the organization went to their winter homes or left to fill winter engagements.

Floyd King has gone to Chicago and other places in interest of the show. Charles Lend left for Nashville to join the Rogers Bros. for a few days. Harold Nickerson left for Burlington, N. C., and the Holcomb troupe expects to leave here for California. Much concern was for Port Worth, Tex.; Alonso for San Diego, Calif.; Carl Bruce, for Chicago, Ill.; and Charles and Manuel Mahon and wife and wife and wife for Los Angeles. As well as a few new acts, Ernie Sylvester motors daily from Peru to Rochester to do equipment, publicity and publicity work.

Hervey Joins Sullivan

CONCORD, N. H., Oct. 29.—J. H. Hervey, the comedian, has joined Sullivan Bros. for the winter quarters at Knoxville, Ia. Octo-

Baker—Lockwood

17th and Central

KANSAS CITY, MO.
America's Big Tent House

Eastern Representative, A. E. Hammond

Baker & Lockwood

FOR SALE

Two five Male and five Female Llamas, well trained and shipping boxes. Reasonable price.

CLYDE BEATTY

Rochester, Ind.

Show Printing

Posters of Every Description

Cards

Metropolitan Printing Company

1024 South St. 

WPA Federal Theater Project To Have New Show

NEW YORK, Oct. 29.—The WPA Federal Theater Project’s circus, now in quarters, will open the indoor season on November 15 with its first performance of the year. The show will be held in the American and Parade of States.

Silverlakes Join Marlowe

RIPLEY, Tenn., Oct. 29.—The Silverlakes circus unit closed its fall season on October 28 with a performance at the Mighty Variety Shows, which will play in 15 states and Massachusetts until the winter. Rube Ray is owner-manager and business has been fairly good. Stanley and Brown are the managers, and the performers are working well under the direction of Frederic B. Brown. The show is expected to return to the city.

Wanted: Two Girls

For Absence and Traveling Acts, also Boy Wonder. Answer box. BOX D-164, The Billboard, Cincinnati, Ohio.
Under the Marquee

By CIRCUS SALLY

B. M. HARVEY was in Chicago on business for several days last week.

RALPH CAMZIN advises that Elmer Myers was at Memphis, Tenn., greeting his old friends with the Barnes show.

JAMES D. WATTS, who was with the Marquee show in Chicago last week, is now at postmaster at Bear Spring, Tenn.

THREE AERIAL, sky-Rockets are playing dates in the South. Will be at Little Rock, Ark., for Sidney Belmont.

LOU JACOBS did not go with Joe Lewis and Pollard to the Morton show in Toronto as recently mentioned,

IT'S NOT what you formerly did that counts, it is what you are doing now.

MRS. OTTO MARTIN LOCKES, in the New Business (Va.) Hospital recovering from a serious operation, her third.

EMIL MOSKOVITZ, cards that he closed with World Bros. Circus and left for Miami, Fla.

JAMES BEACH, of Downie Bros.' Circus en route, is at the Monroe (La.) Park lots for Amusement Day.

SHORTY SYLVESTER and wife left Iboa, Fla., for the Ringling Bros. and Barnum & Bailey show in Chicago.

KATHERINE JOHNSON and family went from their home in the Big City to the Louisville show to see for the first time the wonders of the circus.

DELA GRAHAM and wife, owners of the Los Angeles show, are at the Ringling Bros. and Barnum & Bailey show in Chicago.

FLYING KINGS, general agent of the Robinson Bros. of Texas, is on the road in the south.

W. E. (BILL) ROSE, in advance press with Russell Bros.' Circus early in the year, has returned to the show. This is the first time he has been with Russell Bros. Circus since he was with Barnum & Bailey show.

ESTHER SCHAPPET, who was for years with the Ringling Bros. and Barnum & Bailey show, is now with the Tegner Bros. and Bailey show, where she has been for several weeks.

FLOYD KING, general agent of the Robinson Bros. of Texas, is with the show in the south.

EUGENE D. WATTS, fireman, left Iboa, Fla., for the Ringling Bros. and Barnum & Bailey show in Chicago.


HAAG BROS., as reported in previous issues, have contracted the Monroe (La.) Park lot for Amusement Day.

HARRY AND LORIETTA LaPERRI, with jobs with the Robinson Bros. of Texas, are now with the Ringling Bros. and Barnum & Bailey show.

DOROTHY WATTS, who was recently with the Robinson Bros. of Texas, is now with the Ringling Bros. and Barnum & Bailey show.

GIVE CREDIT to the shows that kept going this season despite many obstacles. It was a good season for all.

L. H. JONES, general agent of the Davenport Circus, reports nice business thru the West and Grand Duke area.

DICK SCATTERDAY, banner man with the barn show, recently spent a week-end with James M. and Ethel Beisler, owners of Downie Bros.' circus, in Baton Rouge, La.

NO CIRCUS NO THRILL

THE EARTH'S NO. 1 AERIALIST

FLORESQUE

By ROWDY WADDY

Garden Rodeo Off From 1937 Record

NEW YORK, Oct. 29—Madison Square

Garden rodeo closes its 1938 run tomor-

row, to be followed by the world record-breaker of a year ago. Shows for the week were business, running but a little behind.

PERKINS and Pitchford, who closed out the show last week, should put total receipts and attendance figures for this week between 25 and 20 per cent under last season.

From a performance standpoint rodeos were running at capacity, but cowhands putting on exhibitions day after day. Luckily it was almost every show, tho.

Details of business, final winners, etc., will be in the Corral department of next week's issue.

Day Money Winners

Day money winners (results in all events are for night contests unless otherwise mentioned) were:

Saddle Bronc Riding—Sixth day (Wednesday, Thursday and Friday), Pete Grubb and Frank Mansfield.

Bareback Riding—Sixth day (Saturday, Sunday and Monday), Bill Gibson and Waves.

Fencing—Fourth day (Saturday, Sunday and Monday), Carl Hoping.

Rodeo Held at the Great Portland, Portland, Me.

Rodeo held annually at the Garden, Boston, will be dispensed with this year.

Some say it was due to the lack of interest in this part of New England. However, the riders who were interested in the future of this pastime in Portland say that the closing of the Garden Rodeo was due to the loss of the top riders.

RODEO Held at the Garden, Boston, will be dispensed with this year.

Anybody who has attended the Garden Rodeo knows that the Garden is known for its top riders and the Garden Rodeo was the only place to see the top riders.

ADDITIONAL results of contests in the Chicago Stadium Rodeo are as follow:

First day (Saturday, Sunday and Monday), Jack Welsh, Dan Flaherty.

Second day (Saturday, Sunday and Monday), John Flaherty.

Third day (Saturday, Sunday and Monday), Carl Hoping.

Fourth day (Saturday, Sunday and Monday), Jack Welsh.

Fifth day (Saturday, Sunday and Monday), John Flaherty.

Sixth day (Saturday, Sunday and Monday), Carl Hoping.

Seventh day (Saturday, Sunday and Monday), John Flaherty.

Eighth day (Saturday, Sunday and Monday), Carl Hoping.

Ninth day (Saturday, Sunday and Monday), John Flaherty.

Tenth day (Saturday, Sunday and Monday), John Flaherty.

Eleventh day (Saturday, Sunday and Monday), John Flaherty.

Twelfth day (Saturday, Sunday and Monday), John Flaherty.

Thirteenth day (Saturday, Sunday and Monday), John Flaherty.

Fourteenth day (Saturday, Sunday and Monday), John Flaherty.

Fifteenth day (Saturday, Sunday and Monday), John Flaherty.

Sixteenth day (Saturday, Sunday and Monday), John Flaherty.

Seventeenth day (Saturday, Sunday and Monday), John Flaherty.

Eighteenth day (Saturday, Sunday and Monday), John Flaherty.

Nineteenth day (Saturday, Sunday and Monday), John Flaherty.

Twentieth day (Saturday, Sunday and Monday), John Flaherty.

Twenty-first day (Saturday, Sunday and Monday), John Flaherty.

Twenty-second day (Saturday, Sunday and Monday), John Flaherty.

Twenty-third day (Saturday, Sunday and Monday), John Flaherty.

Twenty-fourth day (Saturday, Sunday and Monday), John Flaherty.

Twenty-fifth day (Saturday, Sunday and Monday), John Flaherty.
Oil Boom Is Feeder

NEW ORLEANS, Oct. 29.—This fall has been marked by a tremendous demand for crude oil, where an oil boom has expanded in the past 12 months. With one exception, all held in New Orleans thus far have topped records in attendance and even the comparatively small one reported the largest number of exhibits. Weather and high wind will finish in the black. New attendance records were set by a dozen organizations, including those in Red River, Washington, St. Tammany, Jefferson, Orleans, and the five adjoining parishes of four other counties. Crowley Rice Festival, Central Louisiana Fair, and Tri-Parish Fair, Kenner, where over 100,000 attended in four days.

C. G. Signs Up With AFA And Musicians

SAN FRANCISCO, Oct. 29.—A contract was signed here for the Golden Gate Exposition and the American Federation of Musicians for duration of the 1930 fair. A contract was signed on Thursday, October 25, 1930, and the American Federation of Musicians for the duration of the fair, which extends until April 1931. The contract covers all of the fair, including the Grand Stand, where James F. Vielmark Band and soloist, and the entire exposition buildings. Negotiations are still to be conducted for the fair, but a fair agreement was signed for the American Federation of Musicians.

Moral Support for Needed Mid-South Fair Is Asked

MEMPHIS, Oct. 29.—Holding of a Mid-South Fair in 1939 was discussed this week at a meeting of fair officials, city officials, and business men. With its buildings in need of repairs and the state legislature not expected to act on a bill to raise taxes, interest in the fair is coming to a standstill as the state insurance association's willingness to spend money to support it is being questioned.

The meeting was called by President A. W. Levine, who was present, but who will not attend the fair. A statement was made by President A. W. Levine, who visited on Sunday. In the coming year so as to insure the fair's association's willingness to spend money to support it. The meeting was called by President A. W. Levine, who was present, but who will not attend the fair. A statement was made by President A. W. Levine, who visited on Sunday.

Louisiana State Rolls Up Gates That Promise Smashed Records

SHREVEPORT, La., Oct. 29.—Broken record-breaking attendance at the 48th Annual Fair of Louisiana here Sunday. All exhibits were taken down, and attendance was over 21,000. The attendance was over 21,000. The total attendance was over 21,000.

First three days attendance totaled about 100,000, with the biggest crowd on Sunday. More than 1,500 entered the Baby Show. In addition to the usual interest, over 1,000 head of blooded stock were entered. The exhibits were taken down for the week, as the weather was fine. The total attendance was over 21,000.

Opener was Press Day, and several hundred newspaper folks registered at a booth in the Shreveport Automobile Club. The show was expected to bring in revenue of $5,000, compared with an estimated $20,000 in 1937.

Big Attendance Brings Success In Spartanburg

SPARTANBURG, S. C., Oct. 29.—Good attendance and perfect weather drew increasing heavy crowds to Spartanburg County Fair here on October 11-13 and the event wound up with an estimated 1,700,000 attendance to make it one of the most successful in years, said J. M. Fielder, secretary.

Max Linder's World of Mirth Shows were well received on the midway, and James F. Vielmark Band and soloist, for the first time in the fair's history there was no overflow grandstand attendance on the final week of the season.

A. C. Hankins auto races were held on Saturday and horse races drew the largest crowd.

Columbia Hits All-Time Peak

COLUMBIA, S. C., Oct. 29.—With good weather and attractions South Carolina State Fair here on October 17-22 broke all previous attendance records. Secretary Paul V. Moore estimated the 15,300,000 attendance at more than 500,000, largest in the fair's history. Crowds jammed the grand stand, where James F. Vielmark Band and the Band Box Revue appeared twice daily. The stand was filled to overflowing and Thursday night following the annual grillin' chess between the University of South Carolina and Clemson College of ticket holders were turned away.

A few attractions were booked through James F. Vielmark Band, and an estimated 15,000 30 per cent ahead of last year.

All exhibits were taken down, and the fair was closed. The grandstand was filled to overflowing and Thursday night following the annual grillin' chess between the University of South Carolina and Clemson College of ticket holders were turned away.

The steel building, covering about two acres, was filled with farm, county, and commercial displays, and was opened to the public on Thursday.

(See COLUMBIA HITS on page 37)

Macon Makes Up Big '37 Deficit

MACON, Ga., Oct. 29.—Attendance at Georgia State Fair here on October 17-22 totaled 102,000, an increase of about 22,000 over last year, and the largest since 1937. State record for a single day at the fair was set Friday, when automobile racing was the attraction of the day, and about 20,000 were on hand. The attendance was 22,000.

The Macon Fair Association, which has been operated by the fair for the past 5 years, is expected to report a profit of about $1,200 this year, which has been operating for the past 5 years, is expected to report a profit of about $1,200 this year, which has been operating for the past 5 years, is expected to report a profit of about $1,200 this year.

Detroit May Run 30 Days

DETROIT, Oct. 29.—Plans are well under way for the 1939 Michigan State Fair here, which probably will run 30 days. A $6,000,000 building program is proposed, with 30 per cent of this money assured from federal funds. Chief construction is expected to be completed by next spring.

Texas Jubilee Is 5th Largest

DALLAS, Oct. 29.—Texas State Fair's Golden Jubilee celebration on October 10-19 was the fifth largest in the fair's history, according to preliminary figures. The fair, which has been in existence since 1909, has set records for the past 5 years. The fair, which has been in existence since 1909, has set records for the past 5 years. The fair, which has been in existence since 1909, has set records for the past 5 years.

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(See MACON MAKES ON PAGE 39)

Circleville Show Is Success

CIRCLEVILLE, O., Oct. 29.—Aided by weather, good crowds attended the 8th annual Circleville Show here on October 10-20 and the event is expected to register 50,000. The show, which has been in existence since 1909, has set records for the past 5 years. The fair, which has been in existence since 1909, has set records for the past 5 years.
N.Y. Exhibit Ends Active

- Foreign pavilion work going well—concession construction virtually nil

NEW YORK, Oct. 29—With the conclusion of and rapidly virtuality this week, center of activity at the World's Fair has centered around the exhibit divisions where operations have been at a standstill and regular work. Over 1,000 attendants have been employed in the various divisions. It is anticipated that the conclusion of the exhibit will be in time to be ready for the new season.

Pan-American Countries In

Venezuela, fourth South American nation to participate in the World's Fair, last week closed in its exhibit.

Panhandle Annual

The Panhandle Annual Fair, held in Lubbock, Texas, last week, was a success, with attendance over 124,000. The fair was held from September 28 to October 6 and was open to the public.

Panhandle Annual Has $15,500 Profit

LUBBOCK, Tex., Oct. 29—The 25th annual Panhandle Exhibition No. 1 had attendance of over 140,000 and was one of the most successful in history. Organizing Manager A. B. Davis, who was present, said that all buildings were in good condition and that the fair was a success.

Dickey Joining Ross?

Fair management seems unwilling to talk about the entertainment set-up at any extent, the appearance of many spats of ideas existing still between the entertainers and the management. However, it is said that Lincoln G. Dickey, the new entertainment manager, has been brought in to replace Ross.

Panhandle Exhibition

The Panhandle Exhibition is a fair held in Lubbock, Texas, every year. It is known for its horse shows and rodeos, as well as for its grandstand shows and other entertainment.

Before You Buy Any "Rat-Man" Books... (Selden)

The STRATOSPHERE MAN

This is a deplorable book. It is a series of half-baked ideas, and it is a poor imitation of the work of other authors. It is not worth the money you would give for it.

ACTS WANTED

New Opportunities for 1939 Fair Season

- Thrills, Combination Troops, Revues, Circus, Musicians, etc.

ACTS WANTED

November 5, 1938

SIBLEY IS TO HAVE ROCKET SHIP

At G. C. Expo; 125,000 Visitors

SAN FRANCISCO, Oct. 29—Walter K. Sibley, veteran showman and assistant chief of the Golden Gate International Exposition's division of concessions, will exhibit his special exhibit at the fair next year. It will be 90 feet long, built on the site of the old Pan-American Exposition, and will be constructed of a radio studio and a new system of roads andwalkways, plus installation of modern parking facilities.

A profit of $15,000 was shown on fair operations, declared especially good consideration that a big circus was held in Lubbock five days prior to opening of the

FAIR MEETINGS

International Association of Fairs and Exhibitions, November 29 and 30, Hotel New Yorker, New York City.

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Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

DESPITE rainy weather, an estimated 30,000 people attended three exhibitions given by Jimmy and Aline Durand, known as the "Durand of the Ice," at the Cannondale Rink, New York, on October 20 and 21.

STEFFERTON'S ROLLEDOME. On October 20 he saw his work in Cecil Mill's Park in Wheeling, W. Va. Special arrangements were made with the Park Board to close the park for the day so that the men could have a chance to skate. The crowd was estimated to be about 2,000.

BOYAL ROLLERS. Lucky, Rusty, Dusty and Mickey, who played eight games of carroms, were among the most popular. The crowd, which numbered about 2,000, was particularly interested in the games.

JOHN CARPENTER, of Riverside, Rink, had the honor of being the first to skate on the new Rink. He was followed by a number of other famous skaters, including the late William F. Sonner, many old-timers who were male hot:or:try metric radar

The trio, reekin tear howageland, the cleat n sports

r. et a group from Wheeling. The grandstand was filled with spectators, and the meet was a success.

The Best Skate

By CLAUDE R. ELLIS

The first Best Skate

RINKS AND SKATERS

In England, where the sport of skating has been a pastime for centuries, the English people have always been enthusiastic about it. They love the sport so much that they even have their own national team, which competes against teams from other countries.

In the United States, skating has also become a popular activity. Many cities have ice rinks, and there are often various competitions held at these rinks. The sport is not just for adults; kids of all ages enjoy skating on the ice.

There are many different types of skates available, from beginner skates to professional skates that are designed for more advanced skaters. Whether you're just starting out or looking for a challenge, there's a skate out there that's perfect for you.

The future of skating looks bright, with more and more people discovering the joy of gliding across the ice. So grab your skates and lace up your blades, because it's time to hit the ice!
BAKER REVIEWS 1938 SEASON

Convention Attendance Is Urged In Letter by NAAPB President

Head expresses optimism regarding future of the industry—exhibit space for Chi annual meeting is practically sold out—program committee ending labors

CHICAGO, Oct. 29.—A letter reviewing the past season, urging convention attendance and expressing optimism for the future, has been sent to the American Museum of Natural History, President Richard, president of the National Association of Amusement Paces, Pools and Beaches. President Baker, now in San Francisco working on a branch office of the Pacific Coast branch, reports that he has received letters of attendance for the forthcoming convention in Chicago on November 21-23. The weather's program of events for the Chi convention is expected to be presented and old and new business outlined and discussed.

Fire Razes Pavilion in Pa.

NEW CASTLE, Pa., Oct. 29.—Fire of undetermined origin destroyed the dance pavilion at the Woodland Park Zoo here, owned and operated by John D. Bower, local employer. The loss was estimated at more than $10,000 and the pavilion will be restored.

Sinclairs Take New Home

CANTON, O., Oct. 29.—George Sinclair, one of Eastern Ohio amusement park operators and veteran ride builder, and Mrs. Sinclair, have moved into a new home on a hill overlooking Myers Lake. The park has been in operation for the past 20 years. While he has not definitely decided on plans for the new season, he said some improvements will be made and new features added before the reopening in May.

AREA Exce Meet on Nov. 4

NEW YORK, Oct. 29.—Executive committee meeting of the American Recreation Operators Association was held in the offices of R. H. Uzell, 130 East 42nd street, at 2 p.m. on November 4. George A. Hamid, president, and Miss H. A. Hamid, secretary announce that the season will present its problems. The weather's program of events for the Chi convention is expected to be presented and old and new business outlined and discussed.

AMPR Gets Sage Donation

NEW YORK, Oct. 29.—Thru efforts of R. S. Uzelle and W. F. Manges, the American Museum of Public Recreation, Coney Island, N. Y., has obtained a substantial donation of recreational equipment from the Mission of this city. AMPR exhibits have been augmented steadily for years and the latest acquisition illustrates the immeasurable equipment received from Sage. Various items of recreational furniture once used in the prominent Manhattan settlement.

West View Take Down About 25% In 1938 Season

PITTSBURGH, Oct. 29.—John P. Hickey, for the past five years with Belle Park, and Spring Park, Chester, W. Va., and before that with the West View Park, Pa., has joined the staff of West View Park here, it was announced by Paul in recent weeks a total of 1,000 cam he advaaa.

Circus Dinner Is Planned To Save L. A. Zoo

LOS ANGELES, Oct. 29.—In an effort to save Zoo Park from extinction, Junior Chamber of Commerce here has secured the signatures of Kenneth Douglas to act as general manager of the park, succeeding Kenneth Richards, and has made plans which should result in raising of $75,000 to pay debts, including about $5,000 in back rent, and rehabilitate the zoo. At present the zoo has insufficient funds to feed animals. Plans call for a banquet to which will be invited prominent citizens, who will be asked to donate sufficient money to save the zoo on a solid financial basis. Dinner will be billed as a circus dinner and will be charge of George W. Wilbert, former steward of the Al O. Barnes Circus.

Richwine Reports Best Year; Adding Track and Stand

MICHIGAN, Pa., Oct. 29.—R. E. Richwine, president of Williams Grove Park here, reported for the past year in history of the management, business being up 25 percent over that of 1937.

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Contracts for building of a race track and erection of a grand stand to cost in the neighborhood of $350,000 and will be let in the near future. Track will be adaptable for either horse or auto racing, President Richwine, assisted by R. A. Harlow, president of Speedway, in charge of project. Grand stand will seat about 5,000 and bleacher seats will be erected to seat visitors. Lighting plant will be installed by Nesbitt, Inc., for night racing.

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American Recreational Equipment Association

By R. S. UZZELL

Few men can turn calamity into profit as John T. Fenton did after the disastrous fire in his wild animal farm. With a wide range of experience in the business, Mr. Fenton possesses all the knowledge to handle his business with success. Before the fire, the farm was one of the finest in the world, and after it, it is now one of the most profitable. Mr. Fenton has been able to attract a large number of visitors to his farm, and he is confident that he will continue to do so in the future.

ROCKAWAY BEACH: Concessions.

George Harvey and Phil Hogan were the operators of the Rockaway Beach Fair, which formerly attracted scores of visitors. They are the only concessionaires left, and they have been able to keep the fair going through their hard work and determination. The fair has been a great success, and the operators are confident that they will be able to continue it next year.

Workers toll day and night on the 19th Century Bandstand and the auction on the 20th Century Building. It may be ready for the World's Fair, U.K., the food distributor, is one of the largest in the world, and it was the largest in the United States. The auction on the 20th Century Building is scheduled for November 10 and 11.

LONG BEACH: Mayor Edwards' big department store.

Long Beach Chamber of Commerce has an interesting story to tell about the recent auction of the department store. The store was auctioned off as a real estate venture, and the proceeds were used to pay off the debt of the city. The auction was a success, and the city is now free from debt.

Another Dinner Meeting

The executive committee of the American Recreational Equipment Association will meet at the office of the secretary on November 13. The committee will have the opportunity to discuss the association's future plans and to discuss the problems that face the association.

With the Zoos

MILWAUKEE—Washington Park Zoo has sold 200 shares of its stock at $25 each. This is the largest sale of its kind in the history of the zoo. The zoo has been able to attract a large number of visitors, and the sale of the stock has been a great success.

BAKER REVIEWS

(Continued from opposite page)

...in the light of the recent events... Their report will be released by City Engineer J. H. Harter.

MACON MAKES

(Continued from page 39)

....co-operation of more federal, state and county departments than probably any single event in history... The 20th Century Building was crowded with displays. Emphasis was placed on the importance of the event, and the building was packed with visitors. It was estimated that the event was worth at least $100,000 to the city.

Acts in Thrill Arena

On Champion Saturday, the arena was filled to its capacity of 12,000 people. The event was sponsored by the Middle Georgia Press Club, and it was a great success.

Midway Layout is New

In anticipation of reduced receipts, the midway layout was changed. The receipts and results were "very gratifying," and the receipts were a "deficit of more than $50,000." The receipts were a "deficit of more than $50,000," and the receipts were a "deficit of more than $50,000." The receipts were a "deficit of more than $50,000," and the receipts were a "deficit of more than $50,000." The receipts were a "deficit of more than $50,000," and the receipts were a "deficit of more than $50,000."
NSA Drive
On for Ball

More than 200 at initial winter meeting—additional facilities in clubrooms

NEW YORK, Oct. 29.—More than 200 Eastern showmen attended the opening meeting of the winter season of the National Showmen's Association on October 29 at headquarters on the Palace Theater Building. Regular meetings, customary to members, will be held each week until after the org's first annual banquet and ball on November 16, with Ladies' Auxiliary also present, will be held at 3:30 on November 22.

Initial meeting Wednesday night was devoted chiefly to report of recent committee and a general discussion of the forthcoming event. Lew Duffey, chairman of the committee, announced that a full report of the drive will be presented at next meeting in Billington, together with announcements of entertainment features, singers, etc., soon to appear at the Hotel Commodore on November 17.

Mr. A. Hamid, president, urged all members to contribute as much as possible to the general fund campaign, sale of tickets the most important phase at present. It was announced that since the last meeting in the spring, have additional facilities, including lunch bar and a stage.

Wallace Bros. To Winter On Mobile Grounds Again

MOBILE, Ala., Oct. 29.—Wallace Bros., which will winter in Mobile, Miss., on November 15, will again winter on the fairground.

Walter B. Fox, general representative of the organization, said that the fairgrounds from the city of Mobile and Mobile Gulf Coast Fair Association. Term was extended by Mr. Fox and Porrinser J. Gare, president of the fair association.

Jones Expo Closes Nov. 1

AUGUSTA, Ga., Oct. 29.—The Johnny J. Jones Exhibition, which has been running here on the night of November 1. After playing the Edwards Club, this show will remain open on Monday and Tuesday for the colored fair, as it was not possible because of the close of the 1938 tour here.

Borz Has Good Closing; Season Biz Satisfactory

HOLCOMB, Mo., Oct. 29.—Alto music and entertainment marked the Borz Midway Shows, owned and operated by Mr. and Mrs. Leo Borz, which closed the season here for the winter business and went into quarters at the Borz farm.

Second season was satisfactory for the organization, which opened in April in Southern Missouri and by the time it has completed 21 Missouri fairs and celebrations. Ideal weather prevailed throughout the season. Much of the organization's success, according to reports of Mr. and Mrs. Borz, who will soon begin a well-earned vacation.

HASC's Fall Sessions To Get Under Way Soon

KANSAS CITY, Mo., Oct. 29.—Members of the Heart of America Showmen's Club will meet for the first time since last spring at the clubhouse of the Hotel here next Friday night. At the second session of the organization, the organization will gather in their new quarters at the same hotel for their first council of the 1938-39 year.

Aber Her Kline, president of HASC, has announced that Mr. and Mrs. E. B. Dwight will preside at the meeting. Other officers present are Messrs. E. B. Dwight, president; Harry Althaus, treasurer, said that membership drive would be the first session's subject.

J. C. McCaffety, President of the Showmen's League of America, has arranged for a meeting in Beaumont, Tex., during the last week of November.

Endy Bros.' Shows Have Good Closer At Lancaster Fair

LANCASTER, S. C., Oct. 29.—Favored with ideal weather, Endy Bros. Shows ended their season at Lancaster County Fair here last Saturday to splendid business, reported Glen Irten.

All show equipment and trucks were stored here, but the rides were immediately shipped to Puntland Park, Miami, where they will be used this winter.

Matthew J. Bley, general agent, has been retained in the same position for next year. He went to Florida before he will vacation. President Duff and Secretary Robert Endy left for Miami, where they will winter. Show's staff remained intact throughout the season.

Although a hard season in which to make money, personnel seemed satisfied with business, and the show did not have a big year, it made some money. Irten reported that no serious injury was recorded this season.

Lewis Near's Finale; To Barn in Norfolk

BOXBORO, N. C., Oct. 29.—Art Lewis shows, which furnished midway attractions at Person County Fair here this week, will go into winter quarters in Norfolk, Va., immediately after conclusion of their engagement at High Point (N. C.) Fair, reports F. Percy Money, of the show staff.

Despite inclement weather and prevalent business conditions, the season has been successful for the organization, which was on the road since January and traveled from Florida to Quebec, Can., and back to the Carolinas without missing an opening date.

Equipment will be stored in the Progress Building in downtown Norfolk, and a permit to open the 160 season has already been granted by City Manager Charles E. Borkland. Work on contemplated improvements will begin sooner after January 1.

C & W NSA Benefit Adds to Club Fund

GREENSBORO, N. C., Oct. 29.—C& W National Showmen's Association benefit performance in Parade Revue top at Guilford County and Greensboro Carnival Fair here on October 29 resulted in a substantial sum for the Greensboro Showmen's league and a mean of 400. The benefit was conferred with the aid of the city's excellent showmanship.

For Ideal Expo Shows

CHICAGO, Oct., 29.—Plans are already well under way for the many activities of the Showmen's League of America during the convention next week, which will, as in past years, hold its annual membership meeting on the Sunday immediately preceding the official opening of the convention—November 27. Following services in the Hotel Sherman men will be restricted to Showmen's Rest, where a gala affair will follow.

The president's party will he held in the rooms of the Board of Managers on November 26, and is expected to be a gala affair.

Annual election of officers will take place on Monday, November 28, and on Wednesday, to the league banquets.

Chairman Sam J. Levy plans to present an excellent program of entertainment, which it will be sufficiently short to give the guests plenty of time to eat.

Installation of officers will take place on Thursday, December 1.

State Fair Shows In Strong Finish; Winter in El Paso

EL PASO, Tex., Oct. 29.—State Fair Shows have closed the season here tonight at the end of the engagement in the VFW auspices. Owner Mel Vaught reported the show enjoyed a good finish. This being 21 consecutive Saturday nights after opening the fair grounds, including Tuls, Okla.; Denton, Texas, and El Paso city.

Shows will winter in a new warehouse here, where stock and equipment will remain. A grand and free act, during the closing week, was popular among the winter showmen here. Charlie White has announced he will be associated with the Fair Club.

Zimdar's SLA Party Clicks at Tusculumia

TUSCUMBIA, Ala., Oct. 29.—Personne of the showmen attending the convention and the cold and threatening snowstorm was witnessed by the organization's Boots and Cloths SLA (Sons of Labor and Citizenship) party for the evening. By reports, the weather was just right. Evered successful and all proceeds will go to the SLA fund.

Committee in charge included Al Pine, with Al Denny, R. G. Bernstein, ticket taker. Ladies' committee was made up of Mrs. R. R. Bernstein, Hilda Collins, and Mrs. Pearl Moore. Johnny Reeves was massage to the Saints Hall, and Al Crammer, (Suicide Zorkin), novelist; Joes (Joes) Joe, fltical Show, Joe, and Orvis. Bill Robertson and Sevilla, Bedell handled comedy and comedy punch. Act was a feature of the party, with no one escaping, even the judge. Bobo Dill, Mr. Phillips, Mr. Scott, and several local folks also attended.

Charlotte Stand Fair For Ideal Expo Shows

CHARLOTTE, N. C., Oct. 29.—Ideal Expo Shows have set their stand here October 22 under Labor Union auspices. The show, according to Mr. William Glask, was set up a bit, but since it followed the Fall Fair, which had showed here two weeks before for white and Negro folks.

Weather was good all week except the weather prevailing Friday night. Charlotte's Days, Wednesday and Saturday, drew well.

Smokie, trained chimp of William P. Pat, of Atlanta, who scored a big hit when it appeared on roller skates in a show, received favorable comment from the Charlotte Observer.

November 5, 1938
November 5, 1938

CARNIVALS

ALL NEW MONEY-GETTING RIDES

RO-LO — FUNHOUSE AND RIDE COMBINED. A big money maker—a gorgeous fully equipped Victorian style Funhouse and a Ride to suit, that will make from $500 to $1,000 a week. Panama, Fairs, County Fairs, Baseball Games, etc. Write for details. Stronger Sales, 200 W. 12th St., Chicago, Ill. Send for prices and details.

Streamline Portable Carrousel. All Sizes. Complete Information on Request. ALLAN HERSHEY CO., INC., North Tonawanda, N. Y.

United States Tent
S. T. Jessop, Pres., and Aulning Co. Geo. Johnson, V. P.

Over 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 St. (Phone: Haymarket 0444). Chicago, Ill.

Boomflar

The acknowledged ride sensation since 1920. No midway is complete without the Boomflar. Send for illustrated circular.

Evangeline show wants

Colored Performers and Musicians for Minstrel Show, two young chorus Girls that Sing and Dance. N. J., N. Y., O., C. M. A. M. E. S. Sellner MFG. Co., Inc., Faribault, Minn.


Featherweight BINGO SHEETS

Site 512 each. Very large numbers, 1,000.

ROS. 3. 0. O. not a Baize. Better than unsanitary, 1,000, 2,000, 2,000.

Prices: Minimum 1000.

Pantco Extra.

Loss Sheets (not in packs), per 1,000, $1.25

New 1,000 Dealer's or Co. 1,000, 2,000, 2,000.

Largest sheets on the market. "Immediate delivery.


Concession Tents

Buy Factory SAVE POWERS & Co., Inc.


Send for Concession Tent Catalog.

Important Announcement

New 1000 Chevrolet Trucks and Passenger Cars CHAS. T. GOSS WITH STANDARD CHEVROLET COMPANY.

What store your old rides and show equipment? SELL IT TO RALPH R. MILLER

Largest buyers in the United States and Direct Show Property in the United States.

No R. R. Miller, 115 W. Wabash Ave., Chicago, Ill.

WHY STORE YOUR OLD RIDES AND SHOW EQUIPMENT? SELL IT TO RALPH R. MILLER

Largest buyers in the United States and Direct Show Property in the United States.

Which gave the sweetest unusual favor. Quick to commercialize on the new and make such a thing as 'snuff dip' in a paper cone. Demand 500, 1,000, 2,000 boxes. Half price. Send for free samples and price list.

Maurice Strode, 61 N. Wabash Ave., Chicago, Ill.
CARNIVALS November 5, 1938

Midway Confab
By THE MIXER
Communications to 25-27 Opera Place, Cincinnati, O.

FINES SIGNS: Bonfires on midways.

BOB AND WYNN HOWELL, closed the season with W. G. Kaul shows at Union, S. C.

HOW COMES midwayies betower the term “Mother” on so many women who wouldn’t even know on which end to stand a punk?—Mrs. Uphaw.

SIMPLE: As sore as an agent who wired for a place where he would be associated with the same organization next year.

AN INCREASING number of fairs are beginning to make use of real equipment but, as Paul Lebince said, “We can’t eat buildings.”

DURING White City Shows’ recent showing in Sanger, Calif., Leslie King staged a bonfire on honor of Joe and Ethel Krug.

BUT winter tripping probably is educational.

MR. AND MRS. NORMAN E. NEWMAN, owned the fairs in Santa Barbara, Calif., they are enjoying a vacation and visiting carnival organizations on the West Coast.

CAPT. GEORGE WEBB, high diver and director of the W. E. United Shows at Liberty, Tex., refilled several contracted fair and celebration dates.

GOING by meter, long ticket, scrir or thumb?

SOME agents book the shows they represent. Some agents have been made the books by the clients.

JACK (JELLY ROLL) JONES and his registration closed with O. C. Buck Shows in Littleton, N. C., last week after a successful tour of fair dates with the organization.

RECENT ADDITIONS to Hilderbrand’s United Shows include Carl Martin and wife, who joined Fred’s crew at Mystic Temple, and Dan Meggs, who joined the Krupke Show with Charles Lewis.

“TAKE A crack at Illusion to work,” remarked Myra, the Headless Girl, “this job gives me a headache.”

WOLANDI, high wire artist with Edy’s United Shows, joined the organization at Lancaster, S. C., and left for Boston to fulfill several contracted engagements.

WHAT’S THIS? A report that managers of some shows are being mailed contracted engagements that have only one side of the performances, and that “It’s the way they want to do it.”

PUTTING a damper on some shows one night is like dropping the lid on a water main. It’s convenient, but it’s still there.

“Long a tall tail our cats got!” The Johnny J. Jones Expedition had to make.

MAE BILL MACK, who is wintering in Stockton, Calif., reports that she spent an enjoyable after-noon at one of the White City Shows’ midway during the organization’s engagement at the recent celebration in Pittsburg, Calif.

TALL TIMBER, the year-round stom-phant, asked if he saw a “Girls Wanted” sign hang ing on the barricade, but he didn’t state whether or not the subject of the sign was matronly.

JERRY LOZARO, who circles around the United Shows, visited with Curtis L. Beckus, of Playland Park, L. C. Beckus, and it didn’t seem to affect any peanut and popcorn concession for the winter.

ELI L. (SHERRY) BUSH, veteran side show performer, is over the Fall’s attraction and Dolly Dixon is mid-ving his engagements with Mr. C. Hart, of the Sherry Shows and It or Not show on Mighty Shesney Midway.

IF SHOWMEN and concessions are going to keep a diary of all complaints registered and the exact words used by those who registered them, it would be worth while to have a study made during winter months—October, the Ham.

CAPT. EUGENE L. LAMB writes from Brooklyn, N. Y.: “J. J. Cole Shows recently closed after one of the hottest seasons I’ve ever experienced, which was probably the best one of the shows, however. Plan for winter.”

DOG WADDLE, while in Corpus Christie, Tex., visited the Beckman & McCollum Shows, while one of the best balanced carnival enterprises as to lights, equipment, management, people, courtesy, and square deal he has ever seen.

CONSISTENCY. Totally unknown to a large number of fair and midway people is the “What’s this?” advertisement. The same kind of thing is used by many other publications.

CHARLES JESSOP and son, Danny, widely known Connerville (Ind.) carnival man, who was on the road, and made a good showing at the business congenial meetings.

SOMETIMES generous carelessness in maintaining equipment in good condition and of good make may be more expensive than replacements would be.

BILLIE WINNET, manager of Koa Comet Shows, is in Hawaii. She is featured in the Crain’s slide-show exhibit on Wallace Bros. Shows, reports the Crain Service is a good one: as a pop-up and confection concessions.

“WHAT an array of talent!” exclaimed Noble C. Perry, who has been filling for the Swiss Village on the Pacific Dallas fair midway, where he found excellent, and Jack Duff, for the Indiana, Danny Bennet, Denny Pugh, Ned Tort and Professional for the Miami.

DOG HOWELL, while passing thru Mobile, Ala., recently en route to his Florida bookings, visited with Dodie and Macaroni Ham, a well known and formerly known as Bet’s Penny Magician. He posed as the film company, and with Ed, the horse’s head, and with the Adam Forepaugh Circus.

NOW THAT some seem to think public weddings have ceased to be desirable, one showman has taken great pains to make his bride and feature both sides of the story, with an at-home wedding picture, packed away in a “Muggle” Machine Minx.

ED KELKER cards from Hurst, Tex.: “In three weeks the Hamilton Shows, D. C., have staggered the leg. An enjoyable season has been the result of careful planning and setting up. We’re still doing the talking on the oddities and announcing the Great Knoell, five weeks ago.”

TONY POMPEO, and wife, who closed a fairly successful season with J. F. D. Shows, visited with L. C. Beckus, of Playland Park, and played Hattiesburg, Miss., with Joe Gal- ler’s Kentucky State Shows and in the Oklahoma City shows, one of the best and most modernistic carnival companies in the business.

AN OPTICAL illusion is not a freak and is not a fraud. Many trick show operators are forced to cut down to a freak collection because the

TILLEY SHOWS NOW BOOKING FOR 1939.

TILLEY SHOWS is the name of a midway entertainment agency which has been in operation for over fifteen years. The agency is known for its high standard of performance and for its wide variety of attractions.

MEMBERS OF THE STAFF are E. J. Lahey’s cookhouse with Hilderbrand’s United Shows are, left to right: Harold Hendrickson, griddle man; Oliver Bibb, cook; Harry McIlpin, Gilbert Curley, Glen McAlpine, writers; Mrs. E. J. (Mrs.) Lytle, griddle man; Mrs. J. H., cook; Otto Shock, kitchen man; James Kennedy, dishwasher; Jack Pearson, kitchen man.

Pho photo furnished by Claude A. Bart.

HUBERT’S MUSEUM
148 S. Third St., Columbus, O.

HUBERT’S MUSEUM XI.
222 W. 42nd St., NEW YORK CITY.
WANT AND NOVELTIES ACQUIRES AND DISPLAYS.
State patent and all details in first letter. Without trade mark or letter.

STOCKS & SCHaffer.

SECOND-HAND SHOW PROPERTY FOR SALE.

SOUTHERN SHOWMEN: We buy second-hand carnival property. Send us your offers.

SOUTH BAY, CA.

DRISCOLL’S MUSEUM.

NOVEMBER 15, 1938.

CUDA, Ga., Nov. 5-12, and All Winter.

PHOTOGRAPHERS and SHIPMENT SHOWS.

PHOTOS OF YOUR SHOW 25C EACH.

BOB HOWELL, 926 N. 21st St., Oklahoma City, Okla.

ADVERTISE IN THE BILLBOARD YOU’LL BE SATISFIED WITH RESULTS.

THE BILLSBOARD, 525-27 Opera Place, Cincinnati, Ohio.

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The Jaxon Bridge Company
800 Chas Avenue, JACKSONVILLE, I.L.
CARNIVALS

November 5, 1938

CROWLEY'S UNITED LEASES CORPUS CHRISTI QUARTERS

Corpus Christi, Oct. 29—E. W. Wells, general agent of Crowley's United Shows, which begins a 12-day engagement here on November 2, under American Legion Post auspices, has leased the Gypsy Smith Tent Barnacle as winter quarters for the organization.

Local stand marks the end of the show's season and on November 14 it will move into the new winter home. Majority of the personnel will winter here.

EYERLY AIRCRAFT CO., Salem, Oregon

JACK HAMILTON, owner-manager of Eyerly Aircraft Co., Salem, Oregon, is back from the South after successfully co-ordinating the All-Texas Shows, letters from Caldwell, Texas, and the famous Barnes-Bellis-Francisco in Houston to good business. It was especially good for Rae Terrill, annex attraction. Oddfellows' No. 1 booster on Wild West and other requires the services of a top-notch show man, who is indispensable to the success of the show. Rae Terrill, one of the best show men in the business, has been helping out with the Eyerly shows for the past few weeks.

MUSICIANS WANTED

RIDE MEN are valuable assets. Not only are they the show men they are also the pacesetters of the show business. They are the ones who set the pace for the rest of the show world. They are the ones who have the most influence on the show business. They are the ones who have the most influence on the show business.

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

THE BILLBOARD 43

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

John J. Jones
(Riverside)

Macon, Ga. Week ended October 22

Favored ideal weather throughout this engagement, show operated all previous dates, and Sunday, October 27, was the crowning glory of the show. All events were featured in fine form, and the attendance was record-breaking. The event was a grand success, and the finances were very satisfactory. The management was pleased with the weather, and the showing was excellent. A number of new shows were added to the program, and the audience was thoroughly entertained. The show operated from 10 a.m. to 9 p.m., and all events were featured. The show was a grand success, and the management was pleased with the results. The weather was ideal, and the showing was excellent. A number of new shows were added to the program, and the audience was thoroughly entertained. The show operated from 10 a.m. to 9 p.m., and all events were featured.

White City
(Sanger, Calif. No. 1 Unit, Six days ended October 23, Location, Main Street, Aspiluce, L. L. Weather, ideal. Business, very good.

This show was very successful, and the management was pleased with the results. The weather was ideal, and the showing was excellent. A number of new shows were added to the program, and the audience was thoroughly entertained.

Newland

Wonderful exhibits here, but the folks in this section were very short of funds. Flying Cokes continue to thrill the people. Wayne Fair, manager of acts, will be with this show almost all of 1938.

Kline's Greater

Show opened Monday night to a fair crowd, but natives spent little. Weather turned cold, keeping people indoors. Kline's Greater Minstrel Show continues to entertain the audience, as the show is a close second. Bob Smith, Girl Manager, still turning them in. Manager Bob Kline is suffering from a severe cold. J. Davis, mechanic, is also a plane passenger, being on his way to New York. The show's array of minstrel bands has arrived for minstrel show. Football game here Friday night drew large crowds, but patrons left early due to cold weather. Kline's Greater has been very successful and has entertained a considerable audience while returning from a business trip to Jackson, Miss.

Endy Bros.

Weather was a bit cool, but business and business people enjoyed the outdoor setting. No previous record was broken, and the weather was fair. The show operated from 10 a.m. to 9 p.m., and all events were featured.

Crowley's

Show opened late Monday in rain. Informal Tuesday evening was very rough due to rough weather. Wednesday was a bit cooler, but rain broke again Thursday. Many events were cancelled, but the show operated from 10 a.m. to 9 p.m., and all events were featured.

3000 BINGO

3000 KENO
Made in 20 sets of 100 cards each. Placed in a box across the series, and sold to states. Big cards are handled like 3000 BINGO, and the cards are sold in sets. All Bingo and Keno sets are complete with wood covers, which are sold separately.

THIN BINGO CARDS

For Sale "OLAF"
The Viking Giant
Sonoma, Tenn. The World's Best Stuff.

Chas. S. Ruud
1205 N. 1st Avenue
Chicago

WANTED

Will buy for cash good used El Wheel, No. 12 and No. 18. Will accept delivery at end of your season.

E. B. Moore
Box 62
Kingsport, Tenn.


World of Mirth

No records were broken here, but the show operated very well. Business, very good.

For Sale "OLAF"
The Viking Giant
Sonoma, Tenn. The World's Best Stuff.

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1205 N. 1st Avenue
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WANTED

Will buy for cash good used El Wheel, No. 12 and No. 18. Will accept delivery at end of your season.

E. B. Moore
Box 62
Kingsport, Tenn.
November 5, 1938

CARNIVALS

The Billboard

NEW! The First Low Priced Compact Roasting Unit

The ADVANCE COMBINATION PEANUT ROASTER & WARMER

Yes, indeed, this is new! This is sensational! An attractive model both in design and in operation. Interchangeable hoppers and warming units are standard equipment. Fourteen exciting new pegs of the General Manager Max Linderman.

J. J. Colley

Chiles, Okla. Week ended October 22.

The first show to play here in a year, and business was relatively good. The shows were in the Chamber of Commerce court and weather was quite cool.

Hilderbrand's

Motorized Unit, Calif. Week ended October 22. Weather, good. Business, good. Show located at Third and Fifteenth streets for the Washington County Fair. Friday was a busy day for the showmen, and the weather was suitable for the shows.

F. D. Shimek, general agent, and H. D. O'Brien, foreman, worked overtime to prepare for the shows.

Siebrand Bros.

(Air) Ajo, Ariz., and Blythe, Calif. Week ended October 22. Weather, good. Business, good. Show located at Ajo and Blythe for the San Juan County Fair. The weather was cool and the shows were well attended.

J. F. Sparks

Oneonta, Ala. Week ended October 22. Weather, good. Business, good. Show located at Oneonta for the Oneonta County Fair. The weather was pleasant and the shows were well attended.

American Carnivals Association, Inc.

ROCHESTER, N. Y., Oct. 29.—The American Carnivals Association, Inc., has announced that the association, to be presented to our members at the coming annual meeting, will be held on November 14th. The meeting will be held at the new CMH hotel in Rochester, N. Y.

Notice of the meeting is being mailed to all members of the association and they are requested to come to the meeting and enjoy the program.

The program for the annual meeting will be held in the Chamber of Commerce building and the meeting will be held at 10 a.m.

The correspondence being received at this office is evident that a large number of the association members are interested in the meeting and that they all feel that it is important to discuss the matters that they wish to consider at the meeting.

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Committee for the Tiger, as an装饰 to the decoration in Showmen's Rest, reported that it would be re-formed at the time. In Phil. Williams, chairman of the committee for the decoration, and a member of the Showmen's Rest, announced that deliberations on the matter would begin at the next meeting.

Carnival in Showmen's Rest, it would be re-formed at the time. In Phil. Williams, chairman of the committee for the decoration, and a member of the Showmen's Rest, announced that deliberations on the matter would begin at the next meeting.
Conklin, Hughes
End Trek; Visit Five
Carnivals

HOT SPRINGS, Ark., Oct. 29.—J. W. (Patty) Conklin, general manager of Conklin's All-Canadian Shows, reports he plans staying here a week or so after making a tour of five carnivals with Edward A. Hughes, general manager of Canadian National Exhibition. Conklin said all five shows appeared in excellent condition. Hughes has returned to Detroit.

Conklin and Hughes were guests of George A. Hamid in Raleigh, N. C., where they visited the Johnny J. Jones Exposition. Journeying to Columbus, Ga., they stopped at Buck and Gabbot's Rubin & Cherry Exposition and then trekked to Port Arthur, Tex., where they were guests of Fred Beckmann and Barney & Gerety, of Beckmann & Gerety Shows, for two days. Jumping to Dallas, they visited Harry and Orville W. Henries for a day, where they met Ralph T. Hemphill, secretary-treasurer of the International Association of Fairs and Expositions, leaving Dallas they visited W. R. (Bill) Hirsch, secretary of Louisiana State Fair, Shreveport. Royal American Shows were on the midway and the fair had a grand attendance on opening day. Conklin said.

INJURIES, ILLNESS
Hit Crowley's at Brethren

BRENT, Tex., Oct. 29.—(Benjamin Blake, with Crowley's United Shows, which exhibited here this week, narrowly escaped death Monday night when his right leg and side of body hit the edge of a moving railroad train.

The train, powered by a fire horse. He was unconscious for 15 minutes, but finally regained consciousness, the following day. Summie Lower, a drome rider, was badly clawed on his right arm and head when struck by a lion after a split in shows. Thrillsbome.

George C. and Mrs. George C. Crowley, were rushed to an Austin (Tex.) Hospital after being injured with a peculiar malady.

CARNIVAL
SUPPLY HOUSES, RIDE AND
GAME MANUFACTURERS

The market for carnival equipment and supplies is larger and more profitable than ever before. Modernized carnival organizations offer manufacturers, jobbers and agents a great field for making sales.

All of the important show people—those who do the buying—will attend the big outdoor meetings in Chicago. Make them acquainted with your line of products by advertising in the annual

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XMAS SPECIAL
Convention Issue of
The Billboard
MAIL YOUR COPY TODAY
Forms Start to Press Wednesday
November 16

B&G Port Arthur
Stand Satisfactory

PORT ARTHUR, Tex., Oct. 29.—Beck- mann & Gerety Shows wound up their 16-day stand and held Saturday evening a Chamber of Commerce banquet, to what was regarded as fair attendance. A group topped last year's record. R. E. McElhinney, chairman, was present. The dinner was attended and satisfied with results, reports Don Kellogg.

The weather prevailed the last part of the week, when pay-day parties, and in evidence of that, there was no closing night seriously hampered workmen's attempts to tear down, but little of the work was done during the afternoon of the engagement included 90 local newspapers, a parade in the morning and the grand prize contest in the evening. A good attendance of 2,000 young men from Port Arthur Day Rodeo

Arthur Junior Optimists' Club.

The organization will go into quarters at Exposition Park, San Antonio, at conclusion of its engagement in Corpus Christi on October 30.

O. C. Buck To Barn
In Portsmouth, Va.

IOANOKO RAPIDS, N. C., Oct. 29.—(Harry E. Arnegard, manager of the shows bearing his name, announced that his organization has obtained in Portsmouth, Va., and that the show will be on hand by the time of termination of organization's local engagement tonight.

The first time the show has wintered in the South, having used Minnol (N. Y.) Fairgrounds for the past 14 years. The grounds property made it necessary for the show to seek new quarters.

Couch & Bryan Shows
Get New Label in 1939

STUART, Fla., Oct. 29.—Couch & Bryan United Shows, which closed the season on August 27 at Corpus Christi, Tex., opened the current season at Stuart, Fla., in winter quarters here. Season, which opened October 15, has been very successful.

Show will reorganize and take the road next season under the title Couch and Bryan Shows and again will be headed by Jack Corbett and W. L. Lake.

Mrs. B. S. Gerety Honored

CORPUS CHRISTI, Tex., Oct. 29.—Mrs. Barney S. Gerety, of Beckmann & Gerety Shows, playing here this week, was the center of a party in celebration of her birthday anniversary on October 26, with Alice Wilson, general manager, Mrs. Bertha Stub, secretary, Mrs. Jack Murray, professor George Bowers, Jimmy Gallet, Misses Evelyn Belcher, Gladys West, Mrs. James McElhinney, long-time friend, and Mrs. Margaret Dugan, all attended.

Reading's Savannah Wind-Up
Okeh: Winter in Nashville

NASHVILLE, Tenn., Oct. 29.—Read- ing's Savannah Wind-Up, which closed recently in Savannah, Tenn., have returned to winter quarters. 802 Joseph avenue here, same spot they have utilized for the past 14 years.

Mr. W. E. Jones reported that the season's business and closing date, November 16, were satisfactory. Repair work on equip- ment will start immediately, he said.
Sponsored Events

Hamlet-Morton Shrine Circus Gets Record Early Business in Toronto

TORONTO, Oct. 29.—Hamlet-Morton Shrine Circus in Maple Leaf Gardens here under management of the Maple Leaf Amateur Theatre, will have its eighth annual charity show on Oct. 31.

The show will have a gross of $10,000 and attendance of 10,000.

The St. John’s Choir will be conducted by Mr. G. W. A. N. Church, and the cast will consist of five hundred performers and forty horses, ponies, and elephants.

The show will be sponsored by the Maple Leaf Amateur Theatre and is open to the public.

Show time is 7:30 p.m. and admission is 25 cents for adults and 10 cents for children.

Pro Acts for Horse Show

FORT WORTH, Oct. 29.—Five professional horse and dog acts have been booked by Fort Worth Fall Fair Association for its annual horse show.

The acts include: Horse and Pony Show with Charles F. Parker and Mrs. Parker; Dog Show with Willard W. Mears and Mrs. Mears; and the Red Shoulders with E. H. Gentry and Mrs. Gentry.

The show will be held on Oct. 31 and admission is 25 cents for adults and 10 cents for children.

Grotto Plans Gala Relief

NORWICH, Conn., Oct. 29.—Allied Jewish Charities is planning a gala relief benefit for Jewish Home Fund.

The event will be held on Nov. 21 and admission is $10 per person.

The show will feature a variety of entertainment, including musical and dance performances.

Want More? Read “Bingo Business”

A Column About Bingo in the WHOLESALE MERCHANDISE Department

This Week and Every Week

MARCH BROTHERS, comedy acrobats, and Chief White Eagle and Co.

were free acts at the recent Lynchburg (O.) Home-Coming and Fall Festival.

SEVEN-DAY Fiesta Del Sol, sponsored by Elks' club, will feature Siebert Bros' Great Pecosacylic Circus. Merritt, Williams' Orchestra and a five-cent floor show.

AFTER CLOSING recently with C. A. Kranz, Joe and Cass, Barnyard Frolics played the annual Food Show in Akron Armory.

PROFIT of about $1,200, to be used for community betterment, was made by the East Fair, under the direction of Mr. and Mrs. Harry K. Eubanks.

SHOWS at Memorial Park, 8-cent admission.

Those still in the hospital include B. J. Dutch, Rodgers, Jack Maxwell, E. L. Karr, and B. O. Banard. All are doing well.

Tom Buckingham and Tom Vollmer are still confined in their homes.

Brothers, Byronette Dancers, Helen Bolte, Joe Emerson's choir, and Vic and Annette Carson, were under the direction of Swedish Orchestra.
IMPORTANT

Due to the increased size and circulation of the XMAS SPECIAL (dated November 26) we must close the form containing the Classified Advertising Section 24 hours earlier than usual.

CLASSIFIED ADVERTISING FORMS FOR THE XMAS SPECIAL

GO TO PRESS IN CINCINNATI

Wednesday, November 16

"rush your copy and remittance TODAY"

The Billboard

25 OPERA PLACE

CINCINNATI, 0.
Show Family Album

SOME SIDE-SHOW MEMBERS of R. T. Richards' Circus snapped August 7, 1917 at Windsor, Conn. Richard T. Ringling, son of Alf T. Ringling, owned the show. Standing, left to right, are Felix (Indian), Mrs. George Cole; F. M. Farrell, magician; George Cole and Miss Ringling, side-show manager, is holding the pony. Caldwell, in Caldwell, N. J., the third day of the tour. During his career Farrell has tramped with the Sig Sage, Wyoming Bill Wild West, Sparks' Famous and Gollman Bros. shows.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 22-27 Plaza, New York, C.0.

Some Side-Show Members of R. T. Richards' Circus

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WANTED-Around 1200 team to join immediately. Must have own trailer. Traning at Joe. W. Blackman, Christiansburg, O.

WANTED---TRAVEL CAMPER-TO JOIN TEAM. Must have own camper. Send address and telephone number to C. M. Wisspin, 818 W. 57th St., Chicago, Ill.


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MAGICAL APPARATUS


---

MISCELLANEOUS

AT LESS THAN HALF PRICE-$90 150MM. ROYAL, STANDARD, EXQUISTE, UNIFORMS, TRAVELINE, COMFORT IN, COMFORT OUT, DORADO, DELLO FARM, Comfort, Tex. Established 1915. A.C.

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Opposed by the Baltimore Seteshook Co. for same time.

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DETROIT, Oct. 20 -- Value of a legiti-

mate promotions as well as using cash prizes has been driven home to

organizations running bingo here dur-

ing the past few months.

Several groups trying to get along

without help of promoters, who put their

games across this year, have launched

their own games featuring cash awards.

It didn't take them long to realize

that the move didn't pay. A typical re-

sult was reported. Mr. Smith, business

manager for the Michigan Bingo

Company, reported that in its first

five months of operation, the firm

had netted $18,000, which was

$5,000 less than its first

year's net of $23,000.

Cold Weather Ups

Sales of Winter

Auto Accessories

CHICAGO, Oct. 29. -- Extreme cold

weather in North Central last

week and chilling off of the rest of the country have been a

hyp to demand for and production of

winter driving. Outstanding so far

in prospect, it is expected by

manufactures that the winter

months to be especially busy for

the salesmen and operators of the

automobiles, in which the last

comforts were expected to be

equipped with heating units.

Some manufacturers, quick to note the

increasing importance of this outlet, have

responded by offering a type and quality of

heater lower than any desired price, so

that demands may be met by distributors

in the near future. As a result of

the increase in demand for auto

heaters, several makers of these

products have recently brought out several

electric stove and motor boards as well as
electric bingo flashers.

OPERATORS AND GROUPS

handling the product are making the most

of this field by taking up improved equipment as it comes out.

They find invariably that their

business is much better now that their

players are satisfied and bigger spending

players, and that the profits are so

high that they are able to pay for their

to supply information regarding names and addresses of all sources of

winter assistance. They require

some means of delivery there. They require

their time to compete, but promise to

so far as the weather is concerned, will offer the

public a chance to win by

trying a new type of transit for

the public to buy to garner a good share of profits.

This is the case with several

operators.

Pitchermen and distributors are

getting the benefit of cooler weather

for anti-freeze preparations, engine power boosters, and

defroster and the aforementioned items.

With five months of freezing

weather in North Central, there

are back orders on

members, distributors and operators of

the winter business who should be

to work, together with a general pick-up

in demand for the Winter business,

and what has happened is that

they are handling more orders in

the past ten months than all

orders during the past five

years.

should have

have a difficulty in finding a heater

(See DEALS on page 38)

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(See DEALS on page 38)
Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies to whom you may send for samples of these items which interest you.

Glass Fruit Knife

Net $1.25

New Type Fountain Pen

A number which should put life in the pen-writing business is Pen-O-Matic, a new-type fountain pen which the makers have called "The Pen of Tomorrow" because it is built in such a way that it can be opened and closed with one hand. Prying open the Pen-O-Matic one can hold a phone in one hand and press the other. With the other, jot down notes and close it. The pen has a lid at one end. To open it, the lid is flicked up and the base of the pen pressed on the desk. The point then pops out and the lid is free with each card.

Results

- Marvelous Values
- Klean Shave
- 16 Pictures from Roll of Film
- Super Speed Lens
- Fixed Focus
- Eye Level View Finder
- Shutter Stops for Time or Snapshots

Today's Best Buy

Be sure to include Shipping Charges with Orders.

N. Shure Co.
200 W. Adams St., Chicago.

New Everlasting Bingo Ball

...with deeply engraved numbers that never rub off!

You know the trouble you have with ordinary bingo balls, i.e., they get dirty and hard to see. But with Everlasting Bingo Balls, No More Trouble! - they never get dirty, are easy to read and never get out of shape. Give your ten sets of wooden balls they can be used to play, no matter how many people are around. Everlasting Bingo Balls are made of solid, beautifully finished material with a perfect number on every ball. One set is all you will ever need. Get a set from your jobber today.

Sold through jobbers only. Jobbers write for complete information and price.

Bingo Operators

Be sure and contact us today for full details on the complete line of Merchandise in the country suitable for Bingo Games, Celebrations, Bazaars, Indoor Carnivals, etc.

Our 1939 catalog covering a full line of Xmas gifts is now ready. Write for complete catalog and listings.

Wisconsin Deluxe Corporation
107 & Broadway
Kansas City, Mo.

Full Line of Gifts -- Full Line of Toys -- Full of Savings

Our 1939 Xmas wholesale catalog now ready for mailing.

Levin Brothers, Terre Haute, Indiana

Special Holiday Catalog

Lowest wholesale prices. Be sure to mention your line of business.

Midwest Merchandise Co.
107 & Broadway
Kansas City, Mo.

Have you heard? -- They're Honeys!!!

3. Attractive Assorted Merchandise Deal!

Every 100, write for catalog today!

H. J. Brandt Company
233 W. Madison St.
Chicago

Fur Coats

$2.25 Each

Extra Value!

For $10.50

No. 885810 -- Ladies' Straight Watch. Brushed finish. This watch will attract attention. 17 Jewels. Special engraved designs with beautiful link bracelet to match. Guaranteed new in every detail. For $10.50.

Rohde-Spencer Co.
233 W. Madison St.
Chicago
**Absolute Protection! Faster Sales! Greater Profits!**

**Clean Up With Electric Royal Dry Shavers**

"The Peer of Them All"

Never offered to any store! The Shaver you need to reap quick profits!

Special Low Price

$1.00 Each in Dozen Lots

One Operator Used

1000 Royal Dry Shavers Last Week!

Sample $1.25, Postage prepaid. A. C. Only

Factory Guaranteed for 1 Year.

DUR-A-BIL PRODUCTS CO.

Factory: 11604 Forest St., Roseland Station, Chicago, Ill.

Chicago, Illippines

Our new Fall and Holiday circular of HOT Premium Item. Salesboard operators, be first to show these new items in your field.

WRITE now for these money-makers.

**Zenith Sales Co.**

539 S. Franklin St.

Chicagd, Ill.

Just Out

Our new Slogan

For over 22 years, we are "Never Underbids". We challenge every buyer to make sure this is true. We carry a complete line of Royal Electric Shavers, all sizes, for every type of man and all prices.

Universal wholesalers, customers, through special arrangements for Universal wholesalers, shipped by us. Discount on all orders.

Send all orders to New York Only.

Mills Sales Co.

101 Broadway, New York, N. Y.

World's Lowest Priced Wholesalers

Sorry

We had hoped to announce a new and improved Premium Item in this issue but we regret we'll have to delay the good news until next week. This item will be of unusual interest to every operator. Something utterly different, never before shown. Write now for complete "preview" details.

Evans Novelty Co.

946 Diversey, Chicago.

Elgin & Waltham

$2.95

This exclusive deal is limited in quantity. Use your order today for immediate delivery. Call or wire for guaranteed prices. Write us now for details.

Lou Maltz

Wholesale Jeweler Since 1912.

Arrow $1.00

Electric Dry Shaver

Special Sale!


Factory Guarantee. Royal Electric Dry Shavers, one 10 cent premium. One 10 cent premium. 1000 Royal Dry Shavers last week. $1.25 each. A. C. Only.

Send for 1938 Catalogue.

Bengor Products Co.

878 Broadway, New York, N. Y.

SPECIAL SALE!

Sterling Shaver Corporation

Manufacturers

1250 W. Van Buren St., Chicago.

Christmas Display Cards

A new line of Christmas display cards has been announced by M. Blumenthal, Liberty Sales Co. Numbers include a wide variety of sizes and shapes decorated in Israel, Santa Clauses, and appropriate colors. Many who specialize in the sale of signs at this time of the year will find the company's products are a real winner in sales and appeal, according to the firm.
WE WILL NOT BE UNDERSOLD

Electric shavers are selling hot and still have a limited supply. Our stock is replenished, and
we have more on order. Our lowest priced electric
shaver is still the Ragan Standard, $15.00. Prices are
reasonable, and you can buy with confidence.

PREMIUM & NOVELTY

Manufacturers and Jobbers

having a great reputation and have been in business for over 20 years. We offer a wide variety of products, including...
B. LOWE
ACT 0113 rx.
ROL 01.40. RO Lee.
PLUNGErS

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PLUNGErS

NEW $15.50
54.45 a Gross

DOLLEY Mc积累
and husband are in Green's 5 and 10-
cent store, Philadelphia. Worked
big tips with grapefruit cleric, peeler
and Don X glass knives and doing

AL WEISMAN
is working a line of peelers at Eastern
pumpkin fair. He's also handling glass
knives and graters.

YOU'LL FIND that good sports always
play the game fairly. If it be in business or
otherwise, you'll also find, too, that the
good sports are generally the ones who
are the most successful.

MAX Y. GOLDEN
is going to good business in McCorrye's
5 and 10-cent store in Miami.

PROFESSOR TOGU
is doing well with horoscopes in
McCorrye's 5 and 10-cent store in Ashbury Park, N. J.

MAXIE COHEN
as corn punk fame, is children's in-
structor on WPA project in New York.

TOBY ROSENBLoom
as city boss, department store,
Philadelphia, with waffle irons and
glass knives to fake business.

YOU ARE PREPARING for the start of the holiday season. It's only a few weeks distant,
you know.

NAT E. MORRIS
reports Eastern fare this year about 60
cents above last year.

AL MORRIS
is reported to be doing well with glass
knives on 106th street in Ashbury Park, N. J.

MARTHA AND GEORGE BARRY
after three years' absence, come thru with
ter from Mansfield, No.

"Worked fairs this year to the best
business in several years. Made all State
fairs with the exception of three pump-
kincs in Michigan. Made the jump from
Hilliard, Mich., to the Oklahoma
Pep, played our first floorer for the year.
By the past two weeks made sales in
Arkansas and Missouri to good business,
but we made contacts on the Cut-
trant River and getting in some nice
Table. Will head for the Beantown
ter for the next three weeks.

Would like to read pipes from Bob Posey,
Charles Smith, E. R. Morris, Bill
Rex, Red Kelly and all the gang that worked
the Pennsylvania and Dover (Del.) sales
last year.

ANYBODY GETTING out of the large
towns to make trips to small towns and
rural homes, write me about 'em.

LOUIS E. (BOBA) COLLINS
pipes from Piedmont, Mo.: "Have been
using same pipe this year was less hit by the depression
than the circus or carnival business.
My wife and I were with the Cub Shows
and Broadway Shows of America this season and recently
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IMPORTANT ANNOUNCEMENT
Por. (L) 104.0, oh:
Sunflower County Fair and Entertainer Xestion
N.1044.1,a to 10414.0.
WAINFTIED-vvArvirE)
KIDDIE AUTO RIDE
CAN USE Min.f.&cader with hash. Dnslag GMs at all (fates.,
MILANO SHOWS
101 Marks -4 Snort,
101 Marks -4 Snort, Oerardint itildrIttehe S.11' NYC et
WORLD MUSEUM
Write ee wire
N.* carlr.atim.
NYC,
NYC. Hei.
Carnival of Wonders, (Colonial) Austin, Tex., 25.
Rudolph, H. (Trotter) NYC, no.
You: (Dishne) SFome, Tex.
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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
**Golden Gate Gleanings**

By WALTER K. SIBLEY

SAN FRANCISCO, Oct. 29.—Dr. Ralph Reynolds, director of the San Francisco Jungal, has returned from an extended trip through Continental Europe, advised an authority that the Golden Gate International Exposition is most extensively advertised through Europe, especially in large cities.

Hugh Guist, manager of the West Coast branch, said that the trip would be made to acquaint the foreign public with the exposition as her picture engagements will permit. Contracts for these engagements have been signed.

Bet Bell, husband of Clara Bow and a caller in expansion offices, is negotiating for a cafe to bear the name the "I" cafe.

Ruth Bagdon, who did all of the whisking (behind the scenes) in Snow White and other Disney pictures, is a frequent visitor, and if her plans mature she will have an unusual attraction on the way.

George A. Arnes, one of the charter members of the Showmen's League of America and co-compiler with Johnny Warren of the Sea-Cow (Dugong) on State street in Chicago, who retired to the offices recently, is actively engaged in mining.

H. P. Lyons, of the American Television Corp., has plans for an unusual presentation of television on the Gayway.

**WANTED**

SENSATIONAL FREE ACT

To join at once for balance of season on account of State and lowest salary. Wine, no time to dicker.

JOHN B. DAVIS
Calv., Ga.

**FAMOUS DIXIE SHOWS WANTED**

Wanted—Flapper, Flavors, Beulah Bailey or any attractive talent. We will pay $5 a day for first rate talent. Address FREE ACT, E. M. Lamb, Greenport, N. Y.

WALTER H. LAWRENCE, Jr.

**ANNOUNCEMENT**

We wish to take this opportunity to thank all Committees, Fair Associations, Our Many Friends, Show and Ride Owners and Operators, as well as the Employers, for the very pleasant season which we have just closed. We will give free winter quarters to any one booking for the 1939 season on the fair grounds in Greensboro, N. C.

We will attend the National Showmen's Association meeting in New York, the Showmen's League of America meetings in Chicago, as well as all Fair Secretaries' meetings in the East and South.

All address BOX 787, GREENSBORO, N. C.

GETLIN & WILSON SHOWS, Inc.

L. J. HEITHE SHOWS

WANT small Cowhouse for Winter Show, to join at Cuthbert, Ga. Performers and Musicians needed for Cattle Show and Sweeper Ride. First-class condition for sale. Will pay cash for a No. 5 Tin Wheel. Meeklin, Ga., week No. 1.

**HELLER'S ACME SHOWS WANT**

For Ware Shows Artistic Creations. Weekly November 7, Loopy-Planes, also Kiddie Rides. Can place legitimate Concessions of all kind, specially want Diggers and Photo Gallery. Out until Xmas. All address HARRY HELLER, Green, S. C., this week.
LETTER LIST
(Continued from page 51)

MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway.

Women

MAIL ON HAND AT
CHICAGO OFFICE
659 West Randolph St.

Women

GARDEN RODEO OFF.
(Continued from page 24)

WANT
for Anderson, K. C., Colored Fair, week November 7th. Legitimate Companies of all kinds encouraged to apply. Address: Men - all addresses.

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

Parcel Post

Women
When the subject of free trade is mentioned many people think only of our trade relations with foreign countries and of the tariff barriers that prevent the free flow of such trade.

But important publications such as The New York Times, are calling attention to the fact that free trade is now a vital issue right in our own country, made up as it is of 48 States.

Many people are slowly waking up to the fact that business is hampered by an increasing variety of laws which tend to make State lines a barrier against free trade with other States. A manufacturer of almost any product today must employ a legal staff and an expert traffic staff to study various State barriers if he plans to sell his product in the various States.

That the problem of State barriers to free trade is commanding attention may be seen by the meeting held a few weeks ago in Oklahoma City at which the governors of nine States were present to study the effects of State laws that are hurting business. Represented were the States of Alabama, Arkansas, Delaware, Indiana, Missouri, Nebraska, South Carolina, Texas and Oklahoma.

One governor went so far as to propose that the States repeal all "narrow, provincial and stultifying legislation against our neighbors."

The coin-operated machine industry would certainly be sympathetic to any widespread movement which would consider the repeal of many "narrow and provincial" State laws.

Some observers of politics say that a movement may set in next year to repeal some of the State laws that are hurting trade at the State lines. The year 1939 is what is known as a transition year when the new State legislatures will meet in regular session. It is expected that the legislative hoppers will again be filled with proposals to restrict the free flow of trade between the States. Into these hoppers will also go many bills designed to reduce the sale of various types of coin-operated machines.

The coin machine manufacturing industry has grown so large that the factories are now directly affected by business and trade conditions, and the management of these factories is affected by the business psychology of the country almost as much as by the actual condition of the coin machine industry itself.

Dependent as it is upon the development and manufacture of modern machines in keeping with the machine age, the industry as a whole must be concerned with those trends and questions which encourage or discourage the manufacturing industry. Whether the operator realizes it or not, his own income depends a lot on whether the industry has a successful manufacturing industry.

The American Constitution undertook to prevent the passing of State laws that would curb the shipment or sales of merchandise between the States, but there are many ways to get around laws or constitutional provisions. There has been a long growth of these legal obstacles at State lines, and the hope now is that in 1939 a movement may set in in the opposite direction.

Our friends in the liquor trade are finding State laws a serious barrier to free trade in many ways. Perhaps if the coin machine industry were as large as the liquor trade it might easily be seen that the coin machine industry in its various branches suffers more from State trade barriers than any other business. Forty-three States now have fair trade laws, all different in their manner of application, and while the purpose back of these 43 sets of laws is commendable, it may turn out that an unwise application of the laws will hamper all lines of business.

Perhaps what is needed in this country is a change of heart and an about face by everybody in it. Business men would be responsible first, because when you begin to examine the State laws that hurt free trade it is evident in so many cases that some business group promoted the restrictive laws to gain advantage over competitive businesses. That is, if business men want to help clean up all the useless laws in the States they should first quit trying to kill competition by law. Free trade means that factories and distributors get business by superior quality and service and not by high pressuring a State legislature into passing some law that will hurt competitors.

If such a change of heart came about in this country it would be a great help to the entire coin machine trade. The coin machine industry has a definite place in modern industry, and when laws are made to encourage free trade rather than hinder it then all branches of the industry will begin to prosper. It is fair to say that our future laws should be made with a view to increasing employment first of all, and that would result in greater production and use of goods. If such a spirit should prevail in all the States the coin machine industry would boom along with other lines of business.

Perhaps it should be said that the real reason why all these useless and restrictive laws have come about is because of the narrow minds in all of us. As soon as a man gets into business or puts up a factory he faces competition, and one of the first ideas is to get a law passed that will hurt his competitor. The citizens of one State often permit themselves to be worked up against the citizens of another State. Agitators take advantage of this foolish streak in all of us, and so we have agitators haranguing against all lines of business. We need to remember that this is one country and that State lines should not be the sign of a narrow mind. It would be hard for any State or even a large city to prosper without the benefits spreading to other parts of the country.

State laws can be a good laboratory by which to try out new and progressive ideas for controlling the evils of business, or State laws can become a hindrance to the best interests of the American idea of free trade. Modern conditions have produced many trade evils, but the way to cure trade evils is not to pass laws to kill competitors.

To restore progress in trade it will be necessary to boost free trade at home and it will be necessary to boost free trade among the nations. The coin machine industry will gain most when State lines are not a barrier to trade and when everybody recognizes that business is good when trade moves freely.
Keeney Alumni
Like Big Ten

CHICAGO, Oct. 29.—You'd think it was homecoming at Keeney College if you could see the way the Keeney alumni were getting up and promoting their old alma mater for Big Ten! Such was part of the locker room talk Coach Jack Keeney gave the squad just before the new Keeney game went into action.

"Big Ten," so Coach Keeney told his men, "is the way to break all previous earning records established by your predecessors. It's a trip and because our conference is first. Multi-Free Races are certainly piling up some of our collection across the country. But I believe Big Ten is going to be the All-American choice of any free play award game we've introduced to date.

"Big Ten is a single coin game offering several accumulative winners on each 5-ball play, possible winners aggregating $5 in free replays. Games made by striking bumpers and rolling thru runaways are seen recorded by an illuminated football traveling across a large backboard gridiron. Big Ten also introduces Keeney's latest improved set-up switch."

Budin Back From Chi With New Line

BROOKLYN, Oct. 29.—Herman Budin, of Budin Specialties, Inc., returned from a trip to Chicago, where he visited the factories he represents. Budin informs us he has taken on another line of novelty games and will be ready to make an announcement very soon.

Budin is particularly enthusiastic about the new Stoner games coming into New York shortly and he thinks they will find a ready market here, as the operators are looking for new money-makers. Budin also expects to have Stoner's combination cigarette and candy vender on display in his showroom the next week. In order to have the floor space necessary to display his entire line, has ripped down partitions and display stands and is rebuilding his entire showroom and office.

Seiden Adds New Sales Executive

ALBANY, N.Y., Oct. 29.—Julye Olassen has been placed in charge of New York sales by the Seiden Distributing Co., a prominent coin machine distributing company.

Henry W. Seiden, head of the firm, says that the volume of business transacted by the firm has increased to such a degree that it is necessary to make this addition to the executive staff. Coin machine sales have been growing steadily for the past several months, he says.

"It may be interesting to the trade to know that despite rumors to the contrary we are enjoying an exceptionally good business," says Seiden. "Regardless of the political situation, territories are opening up every day on novelty tables and counter machines, as well as in coin-operated areas. The future outlook in this area as far as the coin machine market is concerned is very optimistic. Many operators share this optimism and are buying machines."

National Novelty Reports Good Biz

MERRICK, L.I., Oct. 29.—Earle C. Backe, of National Novelty Co., reports that the firm is unusually busy at this time of the year.

"The orders which we have received and the demand for our mechanical department are at full speed," Backe stated. "This year, this is one of the seasons we have ever had and we believe that it will become better as time goes on. Operators appreciate the way we rebuild and reroof our equipment."
Stern Closing
Out Bulk Vendors

ELIZABETH, N. J., Oct. 29.—Dave Stern, president of the National Vending Co., reports he is closing out the new Stewart & McGuire combination 1 and 5-cent bulk vendors.

"These machines are all-new and in their original cartons," he stated. "They formerly sold at a high price, but we have cut this in half. We believe that the beauty of this machine plus its practicability makes this a great buy. The machines will be shipped on all orders as received. We received that we are giving merchandise men one of the greatest bargains in history."

New Manufacturing Firm in Detroit

DETROIT, Oct. 29.—Detroit is to have a new manufacturing firm in the vending machine field, according to an announcement made recently. New entrant is the New Era Sales Machine Co., which is establishing headquarters at 4707 West Grand River Avenue. They plan to manufacture and handle both vending and advertising machines.

The new company is headed by Samuel Pearlstein and Harry C. Hanley, all of Detroit, and will have a capitalization of $50,000, with stock issued at $10 per share. Hanley is president of the corporation.

MINT DISPENSER

for Handling 1c Candy Mints.
Four-Way Selective Type.
Only One This Type on Market.
Hundreds of Locations.
Attractive Size, 8" x 15".
Chromium Plated.
Immediate Delivery, any Number.

MINT DISPENSER

NATURAL PISTOL

GREAT STATES MFG. CO.

AMUSEMENT MACHINES (MERCHANDISE SECTION) November 5, 1938

CIGARETTE MERCHANDISERS' ASSOCIATION

Communications to M. Reuter, The Billboard, 1966 Broadway, New York City.

Ninety-eight per cent of the members in the New York CMA turned out Thursday night, October 27, for the "New Jersey Night" meeting. Preceding the regular business meeting interesting talks were delivered by Charles M. Stange, president-elect of the New Jersey CMA; Sam Maltkin, president of the New York CMA; and Le Roy Stein, manager of the New Jersey association.

Stange remarks on the value of being a member in a CMA association. Alto he stated there was nothing new he could tell members of the New York group, he observed that some members are interested solely in their locations, and the protection that membership in an association gives those locations. "But an association means more than that," Stange stated. "By every member sharing his part of the load of defending the interests of a group, each member benefits to the tune of larger profits, increased business and increased ability to conduct his business without the usual headache that is prevalent in territories that do not enjoy the advantages an association bestows."

An association member is able to control his costs and distribution, he can operate free from the fear that some illegitimate competitor is trying to knock off his locations, and can obtain new locations easier because of the fact that membership in an association establishes him as a bona fide business man in the eyes of prospective location owners." Stange also explained at length the importance every individual member plays in the success of any trade association.

Skim Maltkin, president-in-council of the New Jersey group, paid tribute to the principles of business ethics set down by Charles W. Stange upon the founding of the New Jersey CMA a year and a half ago. He related the important role Stange played in getting the New Jersey CMA under way and how the help he has been in guiding its course since its inception.

Sol Kesselman, attorney for the CMA of New Jersey, was the next speaker and explained the various complexities of association work. He explained the local and state problems that confront the New Jersey CMA, and said that now is the time for the association plans to solve them. He thanked the members of his association for the co-operation they had given him and assured them that without their help very little could have been accomplished in stopping off all the tax ambitions that seemed to beset every street in the state of New Jersey. Le Roy Stein followed Kesselman and reported on the progress being made by the Interstate CMA. He cited the success he had met on his recent trip to the West Coast as president of the Interstate group through New York to California and back.

"Operators in all the cities I visited professed a marked interest in the CMA and in such an organization to many problems now confronting them," he stated. A meeting of delegates to the Interstate CMA will be held shortly, Stein stated. Delegates that have been
**AMUSEMENT MACHINES**

**Merchandise Section**

By W. R. Greiner, Northwestern Corp.

Many a good location has been given up as a bad bet merely because proper merchandise was not used in the machine. It takes experience and a good deal of experimenting to determine which products will prove most profitable in the various locations.

It is necessary to definitely state that this kind of merchandise will be a big selling point and that particular item will make money in a second location, but the various products do run to certain classifications.

**Try New Items**

On Bulk Vendors

By W. R. Greiner, Northwestern Corp.

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**Cater to Your Trade**

For instance, salted nuts, cashew pieces, Spanish peanuts, jumbo peanuts, the like generally are popular especially in taverns or similar locations where beer is sold. Confections such as chocolate donuts, Boston baked beans, rainbow peanuts, breath fresheners, salted milk balls and gum drops are liked particularly by children and are used in machines determined by them. They can be vended profitably in office or factory locations where they are employed. They are also favorable for service stations, bus terminals, railroad stations, etc. Pinatae are a universal favorite and popular at that particular item.

**Patents and Inventions**

By Ken C. Shyvers

**KAY-SEE PEANUT VENDER FOR BOOTH OR BAR**

1307 W. Linwood Blvd., Kansas City, Mo.

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**SNACKS**

1295

ONLY

Percolated Confectionaries

PERFECTLY RECOMMENDED

PERFECTLY RECOMMENDED

Perfectly One of the Oldest, Finest.

On One of the Oldest, Finest.

Greatest Mixes

MIXED WITH LEAD

Greatest Mixes

MIXED WITH LEAD

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**THE CHIEF**

Adreno, Inc., Chicago, Ill.

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**SMOKE ZONE**

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**NU-TONE CANDY**

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**Fielding Mfg. Co.**, Dept. 45, Jackson, N.J.

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**CENTRAL DISTRIBUTING CO.**

311 W. Linwood Blvd., Kansas City, Mo.

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**WINNER DISTRIBUTOR**

255 W. Linwood Blvd., Kansas City, Mo.

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**KAY-SEE PEANUT VENDER FOR BOOTH OR BAR**

1307 W. Linwood Blvd., Kansas City, Mo.
Sell 400 Machines In Bargain Center

By JACK MARKER

Mills Novelty Co. has a new department. It is a Bargain Center developed for the operator to help him keep up with present conditions which may not always be quite so favorable the way he was when he started this department will be a real service.

In this room hours of machines at much reduced prices. Every machine you see here is ready for action and will give exceptionally good service. These machines have been inspected and put in good running order. They have been repaired and serviced everywhere type of machine on the market.

Jack Marker

Universal

Jack Marker

Gerber & Glass Complete Plans

CHICAGO, Oct. 29.—The encouraging news came from Gerber & Glass. This week the company announced the public's interest in their machine. Gerber & Glass have introduced a new machine which is proving to be a great success. The machine is known for its speed and reliability. It has been designed to meet the demands of modern vending operators.

The machine is equipped with the latest technology, ensuring efficient operation and minimal downtime. It is capable of handling a wide range of products, making it suitable for various industries. The design focuses on ease of maintenance and operator-friendly features, enhancing user satisfaction.

The introduction of this machine is part of Gerber & Glass's continuous effort to provide innovative solutions to the vending industry. The company is known for its commitment to quality and innovation, consistently offering machines that meet the evolving needs of operators.

The machine features a sleek and modern design, with a focus on durability and reliability. It is equipped with advanced sensors and control systems, ensuring accurate product dispensing and minimal waste.

This new machine is expected to contribute significantly to the growth of the vending industry, offering a competitive advantage to operators who choose to invest in it. Gerber & Glass's commitment to excellence is evident in the attention to detail and the focus on operator convenience and satisfaction.

In summary, Gerber & Glass's latest machine promises to be a strong addition to the vending landscape, offering operators a powerful tool in the competitive market. With its innovative features and reliable performance, this machine is poised to become a leading choice for vending operators looking to enhance their operations.

Eunice von Merlot

Derby King New Western Game

(Czechia)

CHICAGO, Oct. 29.—Officials of the Derby King Co., Inc., announced a new game for the amusement trade. Derby King is a popular game among operators and players alike. The new game is designed to be played on coin-operated machines, and it promises to add excitement to the vending industry.

The new game features a unique mechanical design, making it suitable for coin-operative machines. Derby King is equipped with advanced technology that ensures accurate and fair play. It is designed to be user-friendly, with intuitive controls that simplify the gameplay experience.

The company has focused on creating a game that is both entertaining and engaging. Derby King is expected to attract a wide audience, with its appealing design and exciting gameplay. The game includes features such as bonus rounds and progressive jackpots, enhancing the overall experience.

This new addition to the vending industry is anticipated to be well-received by operators, offering a valuable new option for their machines. With its innovative design and engaging gameplay, Derby King is expected to contribute significantly to the growth of the coin-operated machine market.

Operators interested in learning more about Derby King can contact the company directly. With its unique blend of technology and entertainment, Derby King is poised to become a standout in the vending industry, offering players an exciting and enjoyable experience.

Eunice von Merlot

Esthonia Asks For Bingo and Games

To the Editor: We have received a number of letters from companies in Esthonia, expressing interest in the growing trend of bingo and games.

Bingo is a popular pastime in Esthonia, and there is a large number of enthusiasts who enjoy participating in various forms of games. The interest in bingo and games is driven by the social and entertainment value they offer. The games are played by a large number of people, creating a sense of community and camaraderie.

To accommodate the growing interest in bingo and games, Esthonia is looking to introduce a formal organization to support the companies involved. This organization would provide a platform for collaboration, sharing of resources, and the development of policies and guidelines to ensure the growth of the industry.

We believe that the establishment of such an organization would be beneficial for all stakeholders. It would help in addressing challenges, such as regulatory issues and the need for standardization, ensuring a healthy and sustainable growth of the industry.

We urge all interested parties to join forces and contribute to the formation of this organization. By working together, we can pave the way for a robust and thriving bingo and games industry in Esthonia.
BENNY GOODMAN

Benny Goodman, the first symphony orchestra to use jazz bands on recordings, is the most important and best-known of all popular musicians. His work has been rendered in various forms and has been used in many different contexts. He has been described as one of the greatest swing bands of all time.

Movie Star

The first major Hollywood hit for Benny was "Avalon," a hit at the time and still popular today. The song was recorded with a cast of 3,000 musicians, and it has been estimated that over 50 million copies were sold of the single.

The Billboards

This week's Billboard magazine features a special section on the music industry, with articles on the latest releases and trends. The weekly magazine is a valuable resource for anyone involved in the music business.

AMUSEMENT MACHINES (MUSIC SECTION)

Rock-Ola Music Exports Rise

CHICAGO, Oct. 29.—Robert E. Dillon, export sales manager of Rock-Ola Music Mfg. Co., said today that the company's export business is steadily growing. Dillon stated that the company has recently increased its export sales by 20%. This growth is due to the company's successful marketing strategies and its ability to adapt to changing market conditions.

Detroit

DETROIT, Oct. 29.—Benz Records, operated by Joseph Brilliant, has opened a new office on N. Willys avenue, centrally located but easily accessible to downtown district. The spot is ideal for all business transactions of the widespread operating business which includes both music machines and pin games.

The disposal of records used in machines is a problem readily solved by printing each machine with a large window and placing a sign offering new or used records. The sign will be a money maker for the machine and an incentive for the public to use new and used records.

The new store is crowded with stock in a variety of sizes to suit all needs. The shop also offers a plenty of business going "over the counter" daily.

"Business is definitely better," Brilliant reports. "All machine and pin games are now in demand. We are expecting a good business in the near future."
$3.00 Average Weekly Return ON $6.75 INVESTMENT
As Reported by Eastern Operators With

SHYVERS NEW STREAMLINED BAR AND WALL BOXES
Regardless of your past opinion or experience with antiquated out-of-date wall boxes, these new boxes will make you money. Original Steel Armor Refillable, manufactured for the most exacting conditions, without the need of expert installation. Quick-footproof installation. We know the business and how to get money! Money-making machines without extra service calls.
Order in tens boxes, 5 Bar and 3 Wall, with what adorned cabinet you want and make a deal. If the boxes are tied with a week each, cover every spot you have. YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINRED DOWN. YOUR MUSIC BUSINESS IS ADVENTURE. SELL EVERY BOX WITH A GENTLE URG. "Play it for 25c and 40c!" People still like to sit down and people still have a few minutes to spend while waiting or spending. Open your eyes. See that change lying on that bar by us. New easy for a person to reach up and put it in a beautiful, attractive box. Will operate every known phenomenon.
Open new locations where space forces the machine to be placed on the back bar or even in the basement. Secure added revenue to machines already having two or three sections with STREAMLINE BOXES AND EXTRA SPEAKERS.

STREAMLINE WALL BOX, $2.75; STREAMLINE BAR BOX, $1.50.
CABLE, 2c PER FOOT. INSTRUMENT CASTING, 35c. "T" JOINT BOXES, 45c.

SHYVERS MANUFACTURING COMPANY
9115 West Huron Street
Chicago, Illinois
PHONE: Armitage 0566
24-Hour Service. Express Orders Receive Preference.

WHILE THEY LAST!
95 WURLITZER Model 412 $69.50 Ea.
GUARANTEED RECONDITIONED GOOD AS NEW
1/3 WITH ORDER, BALANCE C. O. D., F. O. B. N. Y.
SIMPLEX AUTOMATIC MUSIC CO., NEW YORK CITY

WURLITZER 412
616 EA.
BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1442)
250 W. 54th St., N.Y.C.

WANTED 300 USED PHONOGRAPHs
Of All Makes for Export Trade.
Highest Allowances Ever Tendered for World’s Finest.
Visit One of Our Offices at Once.

SOUTHERN AUTOMATIC MUSIC COMPANY
620 TERRY HALL STREET PHILADELPHIA, PA.
INDIANAPOLIS, INDIANAPOLIS, Ky.
CINCINNATI, OHIO

WALLCO PHONOGRAPH
Sapphire Needle
Flawless uniformity GUARANTEED! Every note filtered through a genuine Sapphire needle. It can replace all others.

WALCO DISTRIBUTORS
259 WEST 48th ST., NEW YORK
ALL PHONES: JENNER 1-2281
ADVERTISE IN THE BILLBOARD — YOU’LL BE SATISFIED WITH RESULTS

What the Records Are Doing for ME—
In this, the operator’s own column, the music merchants of the entire country are invited to list the biggest money-making records. It is a service by the Buffalo Phonograph Sales Co. When contributing to this column be sure to include the name of the record, the name of the type of record and the type of location the recording goes best in.

Address communications to
WHAT THE RECORDS ARE DOING FOR ME,
THE BILLBOARD PUBLISHING COMPANY,
1564 Broadway, New York City.

KANSAS CITY, Mo.
New York City

What the Records Are Doing for ME—

To the Editor:
The usual novelty tunes may have their followers, as I see it, but on the whole I'd much rather stick along with the better machines throughout the Kansas City trade area. They may be used with a little different procedure, providing they are recorded, of course, by artists with truly distinctive style

& vocalists.

As October nears its end I find several different records by popular artists in which the new recording includes Heart and Soul, Summer Samba and Love, Love, Love, by Smiley Wilson; All or Nothing, by Benny Goodman; Stop Beatin’ Round the Bush, by Benny Goodman; Baby! Baby! Baby! and Doggin’ Around, by Count Basie. You Must Have Been a Baby, My Own, Ya Got Me and Slompin’ at the Stadium, all by Tommy Dorsey; The Yam, Change Partners, Duck on a Dime and Trumpet Sounding on the Sun, all by Tommy Dorsey.

On Newer Entry on the market mama

es especially the BO into end

its other loeations too.

WILL TRADE FOR LATE CONSOLES

ROCK-OLA No.
616
WILL TRADE FOR LATE CONSOLES

ROCK-OLA No.
616

WHEN MAKING YOUR ORDER, BALANCE C. O. D., F. O. B.

312
59.50
616
119.50

American Record Guide...

WHAT THE RECORDS ARE DOING FOR ME—

This contribution to your "What the Records Are Doing for Me" column is going to be a bit different from the last column. I have been in an active buying position from other operators in the past week. In all instances, I have endeavored to find out what the visitors to my shop are interested in, what is moving best in the store and what are the opinions of the operators. I have learned what to expect on the market mama.

It has been our experience that outstanding artists are important to the numbers they record. For example, recordings by Bing Crosby, Benny Goodman, Tommy Dorsey, Duke Ellington and others of equal renown always seem to go big for us irrespective of the type or number of type they make. Of course, there is the occasional bid to

GERBER & GLASS
914 DIVERSEY BLVD., CHICAGO, ILL.
DIVERSEY BLVD., CHICAGO, ILL.

WANTED

National manufacturer of illuminated charge-over Phonograph Cabinets desires to appoint representatives in principal cities and large towns throughout the country. Well advertised in leading trade publications.

We desire men who are now representing one machine, or who have demonstrated the desirable qualities. If you are not employed, we will consider your application favorably. 95% of present phonograph operators welcome a change in Cabinet value and style, and we have a Cabinet which will make a personal appearance. Here in your area you will see a new Cabinet by the name of "George" which has been designed by Frank Harding and which will have a unique and pleasing appearance. The new line of cabinets is a great help. The new line of cabinets is a great help. The new line of cabinets is a great help. The new line of cabinets is a great help. The new line of cabinets is a great help. The new line of cabinets is a great help. The new line of cabinets is a great help. The new line of cabinets is a great help. The new line of cabinets is a great help. The new line of cabinets is a great help. The new line of cabinets is a great help. The new line of cabinets is a great help.

If you are one of the men we want—please come to us. You will find satisfaction and past experience in first letter. Also potential playing of prospective character and ability. All letters confidential.

Box D-165
CARE THE BILLBOARD, CINCINNATI, OHIO.
Detroit Music Men Ban Competition One Month

Rigid ban on location soliciting tried by organized operators—plan builds good will—commission schedule recently adopted by group goes into effect

DETROIT. Oct. 25.—Wayne County Music Operators’ Association appears to have done a successful job in Detroit recently in eliminating unfair trade practices. One favorable result is the unusual amount of good will which has been developed between the operators and their customers. This situation is crystallized recently in the experimental moratorium of one month on all location soliciting of the association. So rigid has this agreement been that a location in which another member has

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Detroit.
Don't accept imitations!

There is only one original "New Reel" and only one original "Red White Blue." Don't accept inferior imitations. Demand the original and genuine "New Reels" and "Red White Blue.

Available with or without Jackpot Card.

10 Other Labels are available.

Klick and Zip
Genco's Latest (New Games)

Chicago, Oct. 29.—One session at either of our two new games, Klick and Zip, and the players immediately understand why the games were named as they were, says Dave Gensberg, official of Genco, Inc.

"Following a policy of long standing, we have given our new pairs, Klick and Zip, names and looks that should make them popular," he stated. "This is to give operators an opportunity to use the same appeal on their coin locations requiring different types of play. Zip, a straight stick, gives operators a chance to make their own play. Bumpers, a brilliant light-up rack on which scores are tabulated as the ball is made. Skill lanes which give players extra scoring opportunities and the suspense provided by the scoring system has already established Zip as one of the most expensive games in the game field. Awards are based on the number of figures lighted on the back, according to the way the contact of the balls on the bumpers and skill lanes causes those figures to light.

"The indicator advances with each contact of the ball on the bumper, and if it stops before a number the number remains lighted. After numbers one, two and three lighted the player wins an award, with an increase should number four be lighted. Klick is a free-game adaptation of Zip which does not provide awards. This game also employs five balls and the many other features described above. The play theme is the same as it is on Zip."

Gay Games Plant
In Capacity Runs

Muncie, Ind., Oct. 29.—Gay Games, manufacturer of coin-operated pinball machines, has just completed the expansion of its Muncie plant. The expanded facility will double the company's capacity for manufacturing pinball machines.

The expansion project involved the addition of new machinery and the construction of new buildings. The company's new pinball machine, the Gay Games Pinbot, has been well received by the public and has helped to increase the company's sales.

Gottlieb Markets
Man-o-War Payout (New Game)

Brooklyn, Oct. 29.—"A game as good as its name," says Gottlieb & Co., as their new one-shot payout, "Man-o-War," is announced to the public. The announced appearance of the game on October 29th marks the debut of the new game and is said to be a huge hit with players.

"Man-o-War" is a new game created by Gottlieb & Co., a leading manufacturer of coin-operated games. The game features a unique payout system that rewards players for making certain combinations of balls. The game also includes several new features, such as a special bonus feature that is activated by hitting certain patterns on the machine.

The machine is designed for use in amusement parlors, arcades, and other locations where coin-operated games are popular. Gottlieb & Co. has been a leader in the coin-operated game industry for many years and is known for creating innovative and exciting games that are popular with players of all ages.

Gottlieb & Co. is headquartered in Chicago, Illinois, and has offices and manufacturing facilities in several other locations. The company has a long history of creating successful games and is continually looking for new ways to improve the game experience for players.
AMUSEMENT MACHINES

New Orleans

New Orleans, Oct. 29.—The best sales of coin machines of all kinds in many weeks are being enjoyed by distrib-utors of well-known "makes" in New Orleans this area this week. Every distributor in town reports a heavy influx of cut-of-town ops who are anxious to get new ideas and order out stock in preparation for a big late fall and winter season. All of these operators are encouraged by a State-wide improvement in play, especially in the Sugar Bowl, where grinding of a record-breaking cane crop brings heavier circulation of money among farmlands. The sudden pick-up in sales during the past two weeks found most of the distributors short-handed, and good service men have been hired to bolster up.

Among the busiest distributors here this week is the C. & N. Sales Co., where orders have been pouring in so fast for pin games, consoles, slot and other well-known phonographs that F. W. King, owner, has turned to columns of The Billboard for more seconds to fill the big demand that has accompanied the orders for new machines.

"Sales of new and second-hand machines have surpassed even the most optimistic forecast of two weeks ago," King says, "and the orders are coming in from all types of machines from the penny to the most expensive phonographs. Operators throughout Mississippi, South Alabama and Louisiana are rushing in machines rapidly, and we are now unable to get the equipment in shipping shape fast enough.

St. Clair Cocktail Lounge in Variety Alley, rear of the exclusive New Orleans Cotton Exchange, is one of the best located for pin games in New Orleans. But all records for earnings at this spot have toppled in the past week, with sales of such machines as the installation of a new Mills machine. The players have been very jovial, as they have stood in line watching the mechanics of the Mills idea and were often engaged in friendly arguments over who is next to get a turn at the machine.

New Orleans is promised a house-warming party that should stand second to none when the Bell Distributing Co. gives its formal opening of the biggest exhibit of arcades ever housed in this section by Bell. The rooms are being completely redecorated and will be in town for the event, says Emilie H. Young, Manageress of the firm. The red rooms and display rooms are among the most modern and largest in the South, and the pictorial arrangements personally supervised by the head of the well-known firm have been placed on the wall of the front office.

W. F. Young, the Q. D. Jennings office, Chicago, left Monday for Chi after spending a few days in New Orleans on a business call.

A pretty Poydras street secretary was invited to go on a "cruise" by a couple of coin machine operators the other night in an effort to pick up a skit with an outboard motor. And to think that last year some of these sissies were ashamed sometimes to call their jalopies an automobile.

Bailey Bros. and Roy, big phonograph

operators of Lake Arthur, La., came in town this week and placed an order with a Poydras street distributor for 14 phonographs to take care of growing business in Southwestern oil areas.

Among visitors seen in various distributors' offices were "Jo Jo" Cangelosi, of McComb, Miss.; J. E. Dalgea, Piquienville; Jennie Coco, Thibodaux, one of the few women operators south of the Mississippi line; Sam Mlott, Napoleonville; Kelly Lee Beau, Hammond; Ferdinand De Ville, Ville Platte; H. P. Greenwood, Morgan City; C. Moran, Ville Platte; Mitch Denoux, Eugene; Robert Thierry, Arnaud; Danes, Raceland, and B. A. Blaise, Bay St. Louis, Miss.

P. A. Blalock, prominent Penacosa phonograph operator and Wurlitzer distributor in that area, spent a short time in New Orleans last week, and put up a brisk demand for Wurlitzers in his section of Florida and Southern Alabama.

Buster Cleal, head of the Great Southern Novelty Co., returned recently from a Western business trip and found the Texans very optimistic and lost an argument over whether Dallas or New Orleans was doing the better business.

Bally's new Palm Springs is making a great hit with operators from in and out the city, according to Jules Pace, president of the Dixie Coin Machine Co., Bally distributor. Pace says that Bally sales during October are at least 40 percent larger than the previous month and close to the record-breaking volume of business done last fall.

The machines listed above are slightly and used and now are offered subject to prior sales, especially in the form of P. O. Express, or Telegraph order. Write and ask us to put you up on the new machines that are up in our exclusive franchise Bally Not Vendor.

MARYLAND VOTES

On Lotteries

BALTIMORE, Oct. 29.—Legalized lotteries to provide public funds for the poor and needy is taking definite form in the shape of a movement to repeal the anti-lottery clause of 1881 from the State constitution.

The question will come up for a popular vote on November 8 the amendment and the question is one of the candidates for governor at the November election is opposing the lottery amendment and the other candidate is supporting it. The Baltimore Sun, daily newspaper here, has editorially supported the lottery amendment. As the lottery question grows warmer churches and the State legislature have already started a State campaign against the lottery idea.

The Maryland Legislature in 1897 passed a State law for amusement games and certain types of machines have operated since under this law. Questions concerning the State law, however, are now going through the courts toward a high court test.

C. H. EVANS & CO.
1520 West Adams Street,
Chicago.

CLEARANCE BEFORE MOVING

$7.50

CLEAN UP WITH WIN-O!!

Original Electric Bingo Game

The pork-town money-making sensation for coffee, bar, pool, gambling rooms, country clubs, etc. A rare find at amazing low prize. Play alone or in teams. Every game won ready to be shipped. One-day delivery.

25 Sponsors $5.00 Each
35 Players $2.00 Each
3 Fireworks $1.00 Each
5 Handers $1.00 Each
2 Ducks $1.00 Each
4.00 Each

NEWER TYPE GAMES

6.00

SOUTH WESTERN VENDING MACHINE CO.
225 W. Pico Street
Los Angeles, Calif.
Rochester 1421.

Moseley Vending Machine Exch., Inc.
00 Broad Street,
Richmond, Va.
Telephone E-3511

SPECIAL TICKET SALE

(NATURAL TIME ONLY)

COMPLETE DEALS, $2.00 EACH (2500 Ticket, Card, Holder and Jar)

MONARCH COIN MACHINE CO.
1020 Belmont Ave., Chicago, Ill.

Card and Labels—$6.00 Per Dosen

CRANDLES—$6.00 Per Dosen

CHICAGO COIN MACHINE MFG CO.
1725 Diversey Blvd., Chicago

PEACOFUL

Best

NOVELTY GAME ON THE MARKET TODAY

Full Size! $79.50

MACHINES

IMMEDIATE DELIVERY! SEE YOUR JOBBER

CHICAGO COIN MFG CO.
1725 Diversey Blvd., Chicago

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NACOMM Planning Big Entertainment (NACOMM Release)

CHICAGO, Oct. 29.—The greatest array of red-hot entertainment in coin machine history is being arranged for the annual coin machine show by the trade committee and the publicity committee of the National Association of Coin-Operated Machine Manufacturers. Among the good-time inspirations that will be staged to assure any dull moments are spring bands, kegs of bales, a radio broadcast right from the convention, saucy dealers and a floor show at the annual banquet and a special round of events for the ladies.

Monday, December 12, at 10 a.m., the coin machine industry will "go on the air" from the North Ballroom of the Stevens Hotel with its new theme song, "We're Forever Booming Business."

Operators, jobbers and distributors will see and hear leaders of the industry in this one-a-year round-up. A radio and radio broadcast program will be used to acquaint countless workers and stimulates industry generally. We know all this but it will be a start at getting our message across," said one member.

In addition to the serious part of the radio broadcast program there will be a music by real headliners, and a host of new and new ideas that will keep collectors busy will be there in abundance, and that's all that is being taken in the profits.

Among the goad entertainers of the Hotel, the Stevens Hotel with its new thetas song, "It Will Be a Serenade of the first act, Max Sandal; Marries the annual banquet will be held in the Crystal Room of the North Ballroom of the Stevens Hotel, Chicago, October 29, 1938, November 20. -The Chicago Daily News.

A celebrity entertainment is LUCKY KICK shows an average profit of $41.30. Write for our latest colored bulletin describing our new improved models, and for SUPERIOR's SCOPES, selected steel pipe.

SUPERIOR PRODUCTS, Inc., 114 NORTH PEORIA ST., CHICAGO, ILLINOIS

RESPRICES SLASHED ON FOLLOWING GOODS FOR IMMEDIATE DELIVERY

DUMPERS, CROSS LINE, DAYTONA, HOME RUN, DOO-HOO, BATTER UP, FORWARD MARCH, FIRE CRACKER, HOLD EM, REPLAY, SPOOKY, TRACK STARS, ROLL OVER, $25.00 each.

AUTO DERRY, CHICAGO DERRY, MERCURY, RUNNING WILD, TOURNAMENT, $8.00 each.

DUX, $10.00, REGISTERS, $5.00;

CHICAGO CLUB HOUSE, BOWLING, $2.50, 3.00, 5.00, 10.00, 15.00, 25.00, 50.00, 100.00, 250.00, 500.00, 1000.00, 2000.00;

AUTO DERRY, CHICAGO DERRY, MERCURY, RUNNING WILD, TOURNAMENT, $8.00 each.

REGISTERS, $10.00, 25.00, 50.00, 100.00, 200.00, 400.00, 500.00, 1000.00, 2000.00;

MILLS FUTUREITY, $1.00, 25.00, 50.00, 100.00, 200.00, 400.00, 500.00, 1000.00, 2000.00;

MOLLY *** TALENT, $1.00, 25.00, 50.00, 100.00, 200.00, 400.00, 500.00, 1000.00, 2000.00;

MILLS REGULAR DANCE MASTERS, BEACON 125 ELECTROPHONES, $10.00 each.

ALL ABOVE MACHINES READY FOR LOCATION.

SOUTHERN AUTOMATIC MACHINES, 434 S. Second St., Louisville, Ky.

USED BUCKLEY TRACK ODDS

1938 Model

$150.00

DIGGER MERCHANTISING CO.

111 North Laviitt Street,

CHICAGO

"LUCKY KICK" KICKS IN WITH EXTRA PROFITS

SUPERIOR FOOTBALL BOARDS CAPTURE APPEAL AND COLOR OF THIS SEASON

One of the Football Boards of the season, LUCKY KICK features the very best of the products. Superior America has built into this new board an appeal never approached by any other football board. Exquisitely detailed and based on great lines, the board is built to last a lifetime. The board is the very best of its kind, and when you see it you'll want it. It starts instantly and replies instantly. It gives everyone an thrill in the entertainment of the board.

A successful feature of LUCKY KICK shows an average profit of $41.30. Write for our latest colored bulletin describing our new improved models, and for SUPERIOR's SCOPES, selected steel pipe.

SUPERIOR PRODUCTS, Inc., 114 NORTH PEORIA ST., CHICAGO, ILLINOIS

BARGAIN! Sale! SACRIFICE!!

"We're not very much in the mood for this practice of BARGAIN with a Sale or SACRIFICE! We've learned through long and sad experience that most so-called bargains are not at all prices ever overhooked for a bargain in the end. Instead of blaring, planting headlines, we want to say it simply—YOU CAN BUY A GAME LISTED HERE WITH CONFIDENCE— AND BUY RIGHT!"

Chicco's

PEACHTOWN

ODD BALL and TALLY

Keeney's

NUMBER

AND OTHER SENSATIONAL FARE

AND NEW, SENSATIONAL FARE, FOOTBALL GAME!! IT'S NOT!

BIG TEN

CLOSEOUTS ON BRAND NEW COUNTER GAMES! WRITE FOR FULL DETAILS TO NEWARK OFFICE.

GEORGE PONSER

ORGANIZATION

33 WEST 60th ST., NEW YORK CITY

11-15 East Rayson St., NEWARK, N. J.

1435 Bedford Ave., BROOKLYN, N. Y.

900 North Franklin, PHILA., PA.

It will be a sensation of the first water.

The annual banquet will be held in the Stevens Grand Ballroom, the largest and most beautiful hotel ballroom in the world. Thousands of coin machines will have a swell dinner and a time in one room. Every seat is so advantageously located for the dinner show that will offer any two vantage points in town. It will be a safe wind-up for the biggest event in our machine history.

Max Schubb Marries

DETROIT, Oct. 29.—Max Schubb, well-known Detroit coin machine operator and distributor, was married to Miss Berman, of Muskegon, Mich., in the Occidental Hotel, Muskegon, October 25. Schubb's many friends have joined in wishing him and his bride happiness.
EXCLUSIVE TO OPERATORS

24x19 1/2 GOLD BEVEL EDGE PHOTO FRAME BOX THREE POUND CHOCOLATES

Choice of many attractive and glamorous pictures. Over 5,000 sold in 30 days in Dallas Territory.

NOTHING LIKE IT!!!!

Your profit $1.00 per box.

Operators making $15 to $30 a day.

Lane Rushes Back To Fill Orders

NEW YORK, Oct. 29.—Newlywed Bert Lane, manager of Seaborn Sales, New York, had to rush back from his Atlantic City honeymoon in order to take personal charge of the orders for the new Genco game, reports.

"We're having a time getting orders in," reports the Lane Novelty Sales Co., Rock-Ola distributor. According to N. L. Nelson, sales manager, "Business is doing more than the storm in snowing us under—with orders for coin-operated games."

He continued: "We're having a fine order business on Rock-Ola's 3-Up and Across the Board payout table. We are glad to recommend this game to any operator who wants a good return from this type of table. It's one that will keep the customers interested for a long time."

LaBeau, president, says: "I've never seen anything quite like this game. The change of back panels and award charts makes an entirely different game and is an inducement to the wide operators who wish to make money with a good game for a longer period of time. 3-Up or any of the back panels across the board, keeps on earning and earning. We had the game since it was introduced by Rock-Ola and we are going to handle it for a long time to come."

Harry Hoppe Makes Happy Trip to Chi

CHICAGO, Oct. 29.—Harry Hoppe, Eastern representative of Exhibit Supply Co., was here at the home office recently to report on trade conditions and also to see the new machines ready for an early shipment. Hoppe took time to say, before leaving for Boston, that the Exhibit Supply Co. was headed by the advertising department to this crossroads town, that the drinks are good with the exception that they are too cold.

He reports business to be good in the East and says the time is ripe for new machines will meet a widespread demand for something new.

Harry Hoppe Makes Happy Trip to Chi

HARRY HOPPE

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"Klick is a tough game to describe in print," Lane states. "It has to be seen to be appreciated. Once you've seen it, you'll certainly agree in saying that Klick is a natural winner."

Fred Eversen, regional sales manager, reports that there is a demand for Klick throughout New York, New England and Connecticut. "It's going like wildfire," asserts Eversen.

86 MAIN STREET

HARRY HOPPE

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**CRYSTAL GAZER**

All Electric Dice Machine

2 Thrills With One Play

Tells Your Fortune and Pays Out From 1 to 10 Plus. Cigarettes for 1c. Players Are Going Wild Over This. Be First in Your Territory With This Big Money Maker.

**JUDGE A DISTRIBUTOR**

The Companies Represented

**MILLS NOVELTY CO.**

A. R. T. CO. A. R. T. MFG. CO.
SALLY MFG. CO. H. C. EVANS & CO.
COMPANIES REPRESENTED

**AMUSEMENT MACHINES**

November 5, 1938

**AT LAST! A COUNTER GAME THAT'S REALLY NEW AND DIFFERENT**

**EXHIBIT'S "36" GAME**


Here's a counter game that looks like a high-grade Radio—Play a <cr>peep-game</cr> or <cr>free</cr>—Push down the finger and arow across the glass inclined card—<cr>end</cr> we come only 15 being <cr>numbers</cr>—Constant—Fascinating Suspense. A guarented big-money maker. be <cr>back</cr> in a
day and put new profit life in your COUNTER GAME SPOTS.

ONLY $18.50

EXHIBIT SUPPLY CO. 4222 W. LAKE ST., CHICAGO

**Peachy Scoring, Says Ginsburg**

CHICAGO, Oct. 20.—"Peachy still continues to hold an enviable position in sales among our operators," reports Morris Ginsburg, head of Atlas Novelty Co. "We are indeed very happy to make a report of this kind, since it indicates not only that our customers are very much satisfied but it vindicates our judgment in recommending the game to them.

"Reports of earnings from operators prove that in offering Peachy to them we have taken over the complete lot for the Target Roll bowling games. We have taken over the complete lot for the Target Roll bowling games."

"This is the reason we believe in using the Chicago Coln as a sign of successful novelty games the Chicago Coin group has turned out."

**Heracles Handling Game Parts Line**

NEWARK, N. J., Oct. 29.—Irv Orenstein, of Hercules Machine Exchange, Inc., reports that his firm now carries a complete list of parts for the Target Roll bowling games.

"We have taken over the complete lot for the Target Roll bowling games, A nuclear stated. "Many of these are sold as retail stores, but no one to customers who have these games and need parts will be able to obtain them from us at regular factory prices."

"We also have on hand a complete assortment of bowling games which will interest many operators who have found this branch of the business to be one of the best."

**SPECIAL FOR SALESMAN OPERATORS**

Not Collection $2.00 Prepared C. O. D.

**FREE ADVERTISMENT IN THE BILLBOARD**

You'll Be Satisfied With Results
Demand Is Heavy For Midget Races

(Brooklyn, Oct. 29) — The instant acclaim won by Gottlieb's two new country game hits, Midget Races and Steeple Racers, is reflected in a flood of orders pouring in," commented officials of the Gottlieb company.

In Midget Races, they continued, "the idea was to create a game that would put big game earnings on the counter. In other words, a game with the usual kind of play, but one with red-hot realism of the kind obtainable only in large city machines. Seven colored balls, representing seven horses, actually race down the course simultaneously, passing each other, rooting each other out of the lead like real horses. At start of the play, as coin is deposited, electrical mystery selection of a color, as well as mystery odds, show in illumination on the handsome sloping front panel. The correspondingly colored ball then becomes player's horse in the race, and if it comes in first at the finish position it is entitled to award of from 3 to 20-1 as indicated by the mystery odds. The machine has a combination to 25-cent slot, with last coin visible.

Gottlieb Races incorporates the same play as Midget Races in a non-electric award card model. A colored chart at finish position indicates the line-up of colored balls that must be obtained to win awards. The game offers the same play appeal as Midget Races and sells for an exceptionally low price.

Coinmen Return From Hunting Trip

NEW YORK, Oct. 29 — Joe Fishman, Marvin Liebowitz, Joe Hirshorn, and Al Schlesinger returned to their respective duty after spending 10 days in the Canadian wilderness hunting partridge and deer. The boys went back to a camp they had previously visited during the summer for fishing — Patterson Camp, Gracefield, Quebec.

Their friend and guide, Raul J. Frankel, was there again to show them the ropes. Joe Fishman claimed that they had so strenuous a hunt, that it lasted 10 pounds in that short period. The result of the hunting trip was the bagging of two large deer and a dozen partridges.
DAVAL'S MONEY-MAKING MASTERPIECE

SALES
SOARING HIGHER
AND HIGHER!

THAT'S REAL PROOF THAT
ODD BALL HAS PLENTY OF IT!

PHENOMENAL 5 BALL
NOVELTY GAME WITH
RESERVE BANK
up TO $50.95
and intermediate
awards! ALSO
HIGHEST-SCORE MODEL!

GUARANTEED 100%
MECHANICALLY PERFECT

DAVAL MFG. CO., 315 N. HOYNE, CHICAGO

YOUR SIGNAL
FOR BIGGER PROFITS!

THE BIGGEST MONEY-MAKING
FOOTBALL BOARD EVER MADE

- GOAL POST -
No. 2402
2400 Holes

Takes in $120.00
Average Payout $33.79
Average Gross $66.21

PRICE
$74.50

With Reserve Feature $10 extra

DAVAL MFG. CO., 315 N. HOYNE, CHICAGO

PENCIL AWARD IS
BALLY'S LATEST

NEW LOW PRICES ON THICK AND SEMI-THICK BOARDS

THIN 1/16

Now Price Was $25.00

BALLY RESERVES

$37.50

BLOW BALLS

Brand New in Original Case.

New Price Was $197.50

Closeout Price . . . . $25.00

MAGIC ROLLS

Used, But Like New.

Closeout Price . . . . $25.00

Blue Front Melon Bell, Cherry Ball Counter Games at Real Prices.

SALE BOARD OPERATORS!

You cannot afford to be without our latest catalog of money-making premium deals. Write today for your copy, also for big list of close-out cash and stop-up boards.

H. G. PAYNE COMPANY
312 Broadway, Nashville, Tenn.
Haste makes PROFIT!

That's right, PROFIT! Your haste in ordering machines today from Oriole will make you real profit in savings on price of all the new and used machines as well as in earnings by being first in your territory to operate these machines! Write for our price list today and learn why it pays to...

NEXT TIME TRY....

ORIOLE

COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.

Also At—
Pittsburgh • Washington • Buffalo

New Machine With Cigaret Award Idea

KANSAS CITY, Mo., Oct. 29—Jules Samuelson, head of the Empire Coin Co., has announced placing on the national market a new unit which he calls Jingle Board and which has proved unusually successful on test locations in this area the last six weeks, he says.

"Empire really has something in the Jingle Board, which is not a Skillo, water or ticket deal yet. We have proved it to be even more profitable and more money winner than virtually all types of locations, which tended to be placed by ops with storekeepers on 60-40 percentage basis, that gave the machine payouts in awards amounting to about 20 per cent. The board has 93 red spots, all winners. When the player places a penny in the slot at the top he watches it fall and cover one of the spots. Coins which hit the player bring the player either one, two or three prizes each. The game," enthused Samuelson, "is 100 per cent cash-proof and is finished in an attractive red and white color combination. A representative of the Jingle Board is its rubber suction feet, making the jar sit securely on the counter and insuring its being immune to cheaters. The new game takes a space only seven inches square, and is run entirely by mechanics. Samuelson is a veteran in the coin machine field.

Fitzgibbons in New Sales Policy

NEW YORK, Oct. 29—John A. Fitzgibbons, regional manager for Daily Mfg. Co., reports he has started a new sales angle for operators "by offering them cash price deals which give the chance to get the games without unreasonable prices."

He explained this by saying: "There are many ops who do not care to pay higher prices for equipment because of the present credit arrangements. We have found that operators who want machines at the best prices are willing to pay cash. We have made a special deal in this direction which has captured the fancy of the operators and is helping to move equipment much faster than ever before.

"They all state that they would much rather pay cash than charge the difference for credit. This opens a new sales avenue for the industry most certain to improve conditions tremendously."

Distrib Joins in Crusade for Jobs

DETROIT, Oct. 29—Michigan Mutual Distributing Co., operator and distributor, is cooperating with Detroit's current Crusade for Jobs—the local version of the Sales Mean Jobs campaign, with window posters in its Woodward avenue store advertising the drive.

The company has plenty of reason to be optimistic about the future in this drive to save the firm's business. According to Max Marsden, who is manager of the company and secretary of the Wayne County Music Operators, "We have come through a hard summer and have survived it. New business is on the upgrade. In fact, last week was the very best from the collection standpoint that we have had since we started in business about a year ago."

"I credit it to two factors. One is the fact that business generally has certainly improved. The other is the local association. We have co-operated to eliminate cheating practices and this has also operated to prevent a lot of location jumping," concluded Marsden.

EVANS' BANG TAILS

1939 FIRST RACING CONSOLE—
NEW LEGALIZING SKILL ATTACHMENT AVAILABLE!

EQUIPPED WITH EVANS' NEW 7-COIN HEAD!

Acknowledged by big-time operators as the greatest coin head advance in the industry! Positively eliminates over-leaping and jamming of coins. Stops grief from thin, long getting up, +gum, string, steel strips, celluloid, etc. The new head is self-setting and not adjustable at distance. Patented and manufactured by Evans—available only on Evans' multiple-play consoles!

IMITATED BUT NEVER EQUALLED!

OTHER EVANS' WINNERS: Galloping Dominoes, Rollie Jr.

BANG TAILS is "tops" in class, performance and earnings! New Legalizing Skill Attachment with Gold Award meets skill game requirements. Evans' New 7-Coin Head stops losses—increases your profits! New steel inner wall prevents tampering with operating mechanism. Silent action precision mechanism. Non-drop power pack and dozens of other NEW features make it the stand-out racing game for 1939!

"PLEASE PASS THE BISCUITS, PAPPY"

"MR. OPERATOR"

Our new jar deal, "Please Pass the Biscuits, Pappy," is the greatest American sensation today. In Texas it is grossing $100. And orders are coming in from every part of the Union. If you really want to make money, all we ask you to do is to order just a sample of this new deal. You will then wire your other orders.

Sample deal complete, including jar, stand, refill and case, $3.50. Deal takes in 2250 tickets at 1¢ per sale, $114.00. Average pay-out, $70.00. Average profit $44.00. Write for quantities. Express prepaid.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST., CHICAGO

NEW!

GO-GETTER JAR CO.
P. O. BOX 691, TYLER, TEX.

SURE HITS

HOLIDAY SPECIAL

SURE HITS

BUILD UP BUSINESS

SURE HITS

SPECIAL

touchdown

100% more than in 9762 pack in 7640 pack

price

price

$2.20

$2.80

GLOBE PRINTING CO.
1023 Race St., Philadelphia
$10-$20-$40 JACKPOT
EITHER 4 OR 6 COIN MULTIPLE
[Both Optional—May Be Easily Changed By Operator]

DERBY KING
WESTERN'S NEW 1-BALL CONSOLE TYPE
AUTOMATIC with
- MULTI-MASTER PAYOUT UNIT
- CHANGING ODDS for Win-Place-Show-Purse Awards
- 1 to 7 SELECTIONS each play.
- 100% O.K.

Immediate Delivery!

WESTERN PRODUCTS INC.
925 W. NORTH AVENUE - CHICAGO, ILLINOIS

BAR, BELL & FRUIT JAR DEAL TICKETS
Tickets are printed in colors using slot-machine characters to designate the play.
TICKETS TO DEALS
2544 - 2592 - 2664 5c or 10c Play
All deals alike except the winners vary in number. Write for description and prices.
SOLD ONLY to JOBBERS
Wheeling Novelty Co., Inc.

PAY LESS!! GET MORE!!

BINGO
IS A STEADY MONEY MAKER

BAR, BELL & FRUIT

GERBER & GLASS OFFER TRADE-IN

CHANGEMASTER TAKEN OVER BY NEW FIRM
Eastern Notes

Leo Kravitsky, collector for Ace Vending Co., Newark, N. J., was seriously injured in a car accident on the way to his home. He was en route to see Dr. Harry Feinberg, also an Ace Vending, reports that they are placing more and more machines in candy bars. A candy bar that recently filled one of their machines is the famous Zig Zag, the most popular girls' machine in circle bars.

For Rosefield, of Banner Specialty Co., sometimes writes letters to his friends and acquaintances telling them about their new machine, the Imperial billet table game, and what a hit it has made in their own accounts. He reports that they have gotten a lot of interest from other machines, and that he expects to make a lot of money on it. For Rosefield, it is his favorite game, and he is looking forward to the day when he can start making profits on it.

On November 5, 1938, Joe Onest, of the Old Corner Bar, and Bill Gentry, of the Lincoln Hotel, were playing a game of poker in the hotel. Suddenly, a shot was fired, and both men were hit. Joe Onest died on the spot, while Bill Gentry was rushed to the hospital. It is believed that the shooting was a result of a long-standing dispute between the two men.

The police are investigating the case, and have arrested several suspects. The investigation is expected to take several days, and it is hoped that the case will be solved soon.
**NEW GENCO'S KLINK**

**NEW GENCO'S ZIP**

**DELUXE FREE GAME!**
**PLAYER PLAYS OFF AWARDS**

A Clever New “Free Play” Game with a Novel Scoring System. Five-Ball play. Each bumper hit advances light-up indicator one notch on clock-like backboard register. If Indicator stops before a number, number lights up. Lighting of three consecutive numbers wins award. Skill lanes add to scoring thrills. Fully motorized.

**GENCO, Inc.**
2621 N. ASHLAND AVE. CHICAGO, ILLINOIS

**SMASH!**
- $42.50
- $45.00
- $47.50
- $50.00
- $52.50

**BENTON BILLS, Vendors...**
- $42.50
- $45.00
- $47.50
- $50.00
- $52.50

**EXECUTIVE NOV DIST. CO.**
414 H STREET D.C.

**SLITS at Sacrifice Prices**
- JENNINGS
- SILVER DIXIE, MELON BELLS
- BLUE FRONT
- MELON BELLS
- $10.00

**PRICE MAINTAINED**
- $1.00

**SEABOARD SALES, INC.**
657 TENNY ST., NEW YORK, N.Y.

**MUNVES' WEEKLY BARGAINS**

**WHAT'S THE BIGGEST NOVELTY HIT TODAY?**

**KLINK IS THE NAME!**
**KLINK IS THE GAME!**

It's Different!
RAGTIME - TRIPLE PLAY
JITTERBUG - Still Going Strong

**OPERATORS**

**NEW LOW PRICES**
on Thick and Semi-Thick Boards

**CHAS. A. BREWER & SONS**
The Largest Board and Card House in the World
6320 HARVARD AVE., CHICAGO, U.S.A.

**PRICED FOR SALE - CONDITIONED FOR PROFIT!**

**NOVELTY GAMES**
- Stewart's-Zero...$35.50
- Genko Double Track...$14.50
- Genko Double Track...$12.50
- Genko Double Track...$10.50
- Genko Double Track...$8.50
- Genko Double Track...$6.50

**AUTOMATIC SALES CO.**
277 SECOND AV., NORTH NAshville, TENN.

**LOADS AND RACES**
- 250 Pace All-Star Games...
- 300 Pace All-Star Games...
- 400 Pace All-Star Games...
- 500 Pace All-Star Games...
- 600 Pace All-Star Games...

**AMUSEMENT MACHINES**

**INDEX TO OPERATORS**
NEW CATALOG AND PRICE LIST MAILED REGULARLY EVERY 2 WEEKS

**MIKE MUNVES CORP.**
169 PARK ROW, NEW YORK, N.Y.

**Savoy Vending Co.**
316 W. FRANKLIN ST., BALTIMORE, MD.

**The Last “Word” in Your Letter to Advertisers, “Billboard”**
Bally Puts Midget "Bell" on Market

CHICAGO, Oct. 26.—The Bally Baby counter machine is now available with bell-fruit reels, according to announcement released by Jim Buckley, general sales manager of Bally Mfg. Co.

"The bell-fruit tapes," Buckley explained, "are furnished as extra equipment but without extra charge. Bally Baby may now be operated in four different ways. First, there's the penny cigarette style, in which cigarettes are awarded for lining up two or three of the same brand. Second in favor is the spell-award style, in which various letters line up to spell T-E-N, S-I-X, etc. This is for penny, nickel, dime and quarter play. Also popular in four-cent play is the 400-to-1 Numbers game. And now we have added the bell-fruit symbols. Tapes and cards for all four styles are furnished with each machine."

"Altho Bally Baby has been on the market for three years, it still enjoys a steady sale. One reason for its popularity is the amazing small amount of space required. It is by far the smallest machine ever built to use the old favorite bell-fruit style of play. Our operator told me that whenever a merchant says he hasn't room for a counter game he simply asks the merchant to take his elbows off the counter—and make room," Buckley stated.

Calcutt Announces November Sale

PAXMITTIVLE, N. C., Oct. 29.—Joe Calcutt, of the Vending Machine Co., reports he has started "one of the most sensational features known in this business, which Venco has ever run. It will begin the first of November and will last the entire month of November."

"Not only have we slashed all prices, in order to allow us the required time to

"We have been promising this sale to the opa," he continued. "Every type of equipment is included in this month's sale. In this sale, because of its size, deliveries will be started no more than 30 days after receipt of orders. This is to allow the necessary time to reorder everything in the machine."

"We have liberalized our policies to give every customer the best machines regardless of the price."

Mills ★ VEST POCKET BELL

A complete automatic Bell with spinning Bell fruit reels, automatic payout, silent operation. Uses push-pull chute instead of handle. Size 7 x 8 x 7 inches. Weighs only 15 pounds. 50 play. Doesn't in any way look like a Bell, but how it resembles the Bell in action! $45.00 F.O.B. Chicago

Mills ★ WILD DEUCES

Plays a fast game of showdown poker, with the wide variety of poker combinations all possible. Smooth and quiet in operation. All deuces wild. Accepts pennies, nickels, dimes and quarters. A great value. $25.00 F.O.B. Chicago

Mills ★ FRUIT KING

A copy in miniature of the big Bell without automatic payout. Fruit reels spin very quietly and stop in one, two, three successions. All the fascination of a Bell, yet suitable to counter machine territory. Penny, nickel, dime and quarter operation. Cash box holds over $65 in nickels. $25.00 F.O.B. Chicago

Mills ★ KOUNTER KING

The counter machine with the $20,000 basic mechanism. Allows player to double up. New star reels make possible a maximum $500 jackpot. Operates with penny, nickel, dime or quarter. No counter game in any way resembles Kounter King. $25.00 F.O.B. Chicago

* IMMEDIATE DELIVERY

Order by Wire—Letter—Phone—Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.
New... and by Bally!

EUREKA FREE PLAY NOVELTY GAME
OPERATE WITH OR WITHOUT MULTIPLE

Earn PAYOUT PROFITS in your novelty spots! EUREKA has all the proven profit features of Bally's famous payout games. ODDS CHANGE on each coin— or may be changed by skill! MYSTERY SELECTIONS—1 to 7 for each coin— or by skill! "Win, Place, Show" awards... plus a new "qualify" idea that's a real repeat play cover. And the FREE PLAY CHUTE opens the door to countless new locations! Order EUREKA from your jobber today!

5, 4, 2 OR 1 BALL PLAY
METERED
For Your Protection

THISTLEDOWNS
BALLY'S NEWEST ONE-SHOT HIT

All the time-tested money-making features of Bally's famous one-shots... plus flip-a-switch flexibility enabling you to operate with or without multiple, with or without $30 top reserve. You earn the biggest money in one-shot history with THISTLE DOWNS. Order today for immediate delivery from your favorite jobber.

RAINBOW PENCIL VENDOR WITH "BUY BACK" FEATURE

A merchandise machine in appearance and operation, a bell is earning power! Double Revolving Pencil Display—studded with pencils in 6 different colors—as a legitimate animated advertising device... and also packed with more suspense and thrills than a console dial! Equal value vended for each coin... yet the clever "Buy Back" plus— at merchant's discretion and depending on color of pencil— insure the kind of "repeat play" profits formerly expected only from bells and one-shots. RAINBOW puts ALL TERRITORY back on the big-money map... be first and be glad!

DIXIE 7-COIN ANIMATED RACE TRACK CONSOLE WITH NEW "DARK HORSE" ODDS BOOSTER

All the realistic race-track atmosphere (real miniature horses) and "neck 'n' neck" suspense of Bally's famous $500 Ray's Track... plus the beautiful flash and eye-appeal of the modern console! New "Dark Horse" Odds Booster (an extra non-selectable horse) is part of the main action— thus insures double suspense, double thrills—not merely at the start or finish, but FROM START TO FINISH AND EVERY INCH OF THE WAY! And that double dose of "what it takes" results in plenty of stick-with-it repeat play. Write or wire for NEW LOW PRICE and details on NEW SIMPLIFIED GUARANTEED CHART-PROOF MECHANISM.

Write for circulars of BALLY BELL, GRANDSTAND, HOT VENDER, FOUR HORSEMEN, LITE-A-PAX, MILLWHEEL and other Bally hits!

BALLY MFG. COMPANY
2640 BELMONT AVE. - CHICAGO, ILL.
## America's Finest Guaranteed Slots

<table>
<thead>
<tr>
<th>Slot Machine</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mills 5c Blue Front Mystery Bells</td>
<td>$49.50</td>
</tr>
<tr>
<td>Mills 5c Royal Front Mystery Bells</td>
<td>$19.50</td>
</tr>
<tr>
<td>Mills 10c Blue Front Mystery Bells</td>
<td>$29.50</td>
</tr>
<tr>
<td>Mills 25c Blue Front Mystery Bells</td>
<td>$39.50</td>
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<tr>
<td>Mills 25c Regular Golden Bell</td>
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<tr>
<td>Mills 75c Tiger Eagle Bells</td>
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<tr>
<td>Mills 10c Royal Eagle Bells</td>
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<tr>
<td>Mills 25c War Eagle Bells</td>
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<tr>
<td>Mills 25c Nevada Double Jackpot Bells</td>
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<tr>
<td>Mills 25c Cross Diamond Escalator Front Vender</td>
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<tr>
<td>Mills 2c Twin Jackpot Front Vender</td>
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<tr>
<td>Mills 5c Roll-A-Top Mystery Cold Award Front Vender</td>
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<tr>
<td>Mills 5c Cherry Roll-A-Top Twin Jackpot Vender</td>
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<tr>
<td>Mills 5c Twin Jackpot Front Vender</td>
<td>$17.50</td>
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<tr>
<td>Mills 5c Helio Bell</td>
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<tr>
<td>Mills 25c Cherry Bell</td>
<td>$32.50</td>
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<tr>
<td>Mills 5c Mystery Jackpot Front Vender</td>
<td>$27.50</td>
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## Special Clearance of Deluxe Slots

<table>
<thead>
<tr>
<th>Slot Machine</th>
<th>Price</th>
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<tbody>
<tr>
<td>Pace 1938 Model Deluxe Comet Mystery Bells, 5c Play</td>
<td>$39.50</td>
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<tr>
<td>Pace 1938 Model Deluxe Comet Mystery Bells, 1c Play</td>
<td>$36.50</td>
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## Novelty Games in This Block

### $75.00 a Dozen

<table>
<thead>
<tr>
<th>Game Description</th>
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<tbody>
<tr>
<td>Retro 5 Dime</td>
<td>$7.50</td>
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<tr>
<td>Century</td>
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<tr>
<td>Dime King</td>
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<tr>
<td>Dime King 2nd</td>
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<td>Dime King 3rd</td>
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<td>Dime King 4th</td>
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### $60.00 a Half Dozen

<table>
<thead>
<tr>
<th>Game Description</th>
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<tr>
<td>Chicago Coin</td>
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<tr>
<td>Chicago Coin</td>
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<tr>
<td>Chicago Coin</td>
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<td>Chicago Coin</td>
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<td>Chicago Coin</td>
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## Miscellaneous

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<th>Item Description</th>
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<tr>
<td>Bally Fleet</td>
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<tr>
<td>Bally Palm Springs</td>
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<tr>
<td>Bally Reserve</td>
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<td>Bally Rapid</td>
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<td>Bally Tilt</td>
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<tr>
<td>Bally Tower</td>
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<tr>
<td>Chicago Coin</td>
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<tr>
<td>Chicago Coin</td>
<td>$75.00</td>
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</tbody>
</table>

## Terms

- Take additional 2% off total if you send full cash with your order.
- All shipments will leave within 36 hours of time received to 30% as well as returnable check and deposit for our use. We ship with the minimum as per F. O. B. Fayetteville, N. C.

## Reference

- Dun and Bradstreet: Any bank in Fayetteville or your own bank
GET ALL THE NICKELS IN EVERY LOCATION

WITH WURLITZER

Streamline Coin Boxes and Auxiliary Speakers

A MONEY MAKER AT THE BAR
Put a modern Wurlitzer Coin Box at each end of every bar in every location you have. Cash in on America's desire for music along with the refreshments. The handsome Bar Box is easy and quick to install—and you'll be assured the extra nickels each one will collect!

A COIN ATTRACTOR IN THE BOOTHS
Make it easy for everybody to play Wurlitzer music. A Wurlitzer Wall Box in every booth or near every table is the sure way to appeal to folks who won't walk over to the phonograph. Give patrons this real reason to spend money and they'll spend it!

A BEAUTIFUL CONSOLE SPEAKER
Big, handsome, colorfully illuminated... 32 1/2" high, 22" wide, 14 1/2" deep—rich walnut finish. Powerful 1/2" permanent magnet dynamic speaker.

A HANDSOME WALL SPEAKER
Mechanically identical to Console Speaker, but mounted in a smaller walnut cabinet. Both have same rich tone of Wurlitzer Phonograph itself.

Multiply your phonograph profits with Wurlitzer Streamline Coin Boxes and Wurlitzer Auxiliary Speakers. Make one phonograph do the work of two or more. Make Wurlitzer Music easy to play and easy to hear from all parts of every location no matter how large or how noisy.

Wurlitzer Streamline Coin Boxes and Auxiliary Speakers have proven their ability to get all the nickels from every location—to multiply profits from 20% to 100% for hundreds of Wurlitzer Music Merchants. They'll do the same for you. Order these money makers now!

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK


Cover Every Location COMPLETELY with

WURLITZER

Streamline Coin Boxes and Auxiliary Speakers

DON'T MISS THESE OPPORTUNITIES FOR EXTRA PROFITS

AT BARS
IN BOOTHS
IN ROOMS REMOVED FROM THE PHONOGRAPH

AT DISTANT POINTS IN THE SAME ROOM WITH THE PHONOGRAPH