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The Billboard

The World's Foremost Amusement Weekly

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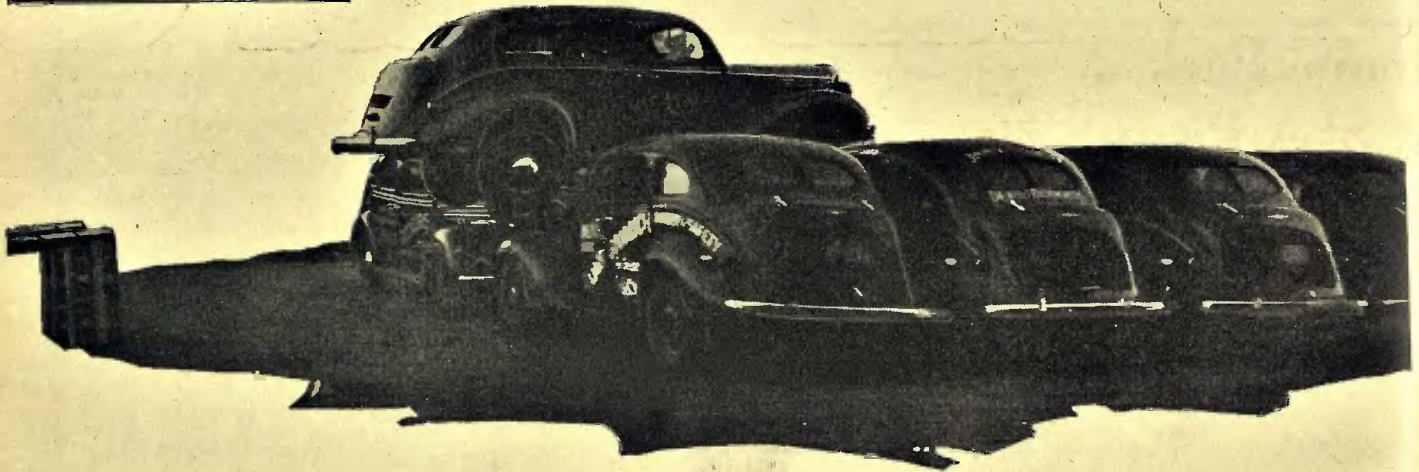
NELSON EDDY



JIMMIE LYNCH

UNCORKS A BRAND NEW STUNT

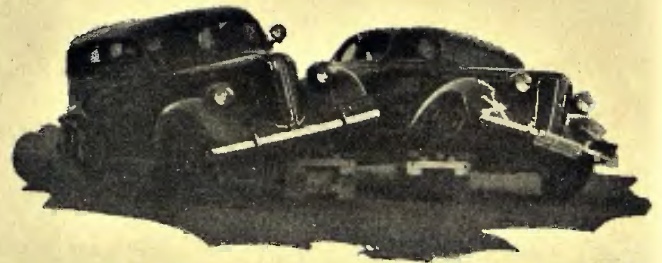
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Featured at Chicago World's Fair, 1934; National Air Races, 1935; Texas Centennials, 1936; National Air Races, 1937.

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JIMMIE LYNCH HAS PERFECTED NEW SENSATIONAL MYSTERY STUNT—Goodrich engineers now working on new tire sufficiently sturdy to take the terrific impact required.

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JIMMIE LYNCH, Sole Owner

PAT PURCELL, Publicity Director.

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

The Billboard

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December 4,
1937

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MUSIC BOWS TO AGED LAW

Rooms Packed At SLA Party

Excellent program offered
at McCaffery testimonial—
traveling kit to president

CHICAGO, Nov. 29.—The clubrooms of the Showmen's League of America were packed to capacity Saturday night by members attending the testimonial party tendered President J. C. McCaffery. Crowd was the largest that has ever attended one of these affairs, and from 8 o'clock in the evening until the early-morning hours fun and entertainment reigned supreme.

Affair was capably handled by Bernard Mendelsohn, chairman, who, with assistance of his committee members, provided an excellent program. Along one side of the meeting hall a long table loaded with all sorts of eatables provided ample lunch for all. Entertainment program was of a varied nature, including singers, dancers, monologists, instrumentalists. Nate Eagle proved himself a very good emcee, handling the job just as he would make openings on a high-class show. A high spot of the evening was a parade of members bearing transparencies on which were legends of a comedy nature, some of them good. (See ROOMS PACKED on page 68)

Outdoor Advance Guard Heaviest In Years for Chicago Conventions

CHICAGO, Nov. 27.—Outdoor showdom has taken possession of the Hotel Sherman and for the next six days will reign supreme. The Magic Carpet, famed the country over, is feeling the tread of countless feet and there is a continual buzz of conversation as show owners, fair secretaries, park managers, concessioners, ride men, booking agents and entertainers rub elbows. The advance guard is the heaviest in many years. They have been coming since last Monday and will reach the peak Monday when hundreds are due.

There is a full week ahead and everything is set for the greatest business and social sessions of showdom. The clubrooms of the Showmen's League of America are the center of interest for many of the boys. The League is hold-

General Agents Hogan, McCaffery Make Switch

CHICAGO, Nov. 27.—Early arrivals for the outdoor amusement men's conventions were surprised to learn of a change in general agents of two prominent carnivals. Announcement was made by the owners of the two shows that L. S. Hogan becomes general agent of the Rubin & Cherry Shows and J. C. McCaffery general agent of Beckmann & Gerety Shows.

McCaffery has been with Rubin & Cherry for about 11 years and Hogan with Beckmann & Gerety for 12 years.

It is thought that this realignment of agents presages a change in territory to be played by the shows, but no announcement to that effect has been made.

Gag Writers Find Chi Niteries Good for What Ails 'Em (Cash)

CHICAGO, Nov. 27.—Writers of material—ranging from a gag to an entire act—are reporting a flourishing business. Despite the current slump on night club row, they claim that the demand for talk routines and original songs has never been greater. Fast consumption of new gags and laugh-provoking situations on radio has increased the need for such material and consequently made room for more writers.

Emsees, among other performers, are self-appointed gag writers and salesmen

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

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

BOSTON, Nov. 27.—Boston flew back 245 years last week and resumed a Puritan cloak. Always the scare town for the popping up of blue laws, it had an old Puritan blue law sicked upon some 350 clubs, hotels and restaurants which have permits to remain open on the Sabbath. They can remain open all right, but sans music or entertainment, "except a concert of sacred music or a free open-air concert by anybody unless a license for the same has been obtained from the Mayor of a City or the Selectmen of a Towne."

Mayor Frederick W. Mansfield, after a confab with City Censor Herbert L. McNary, refused to grant Sunday permits following Attorney-General Paul A. Dever's ruling to the effect that licenses for Sunday entertainment can no longer be approved by the State Department of Public Safety unless an admission fee is charged to that entertainment.

The warning that all forms of entertainment will be barred henceforth was issued by the Boston Licensing Board. It hinted that any violation of this old law, which is being enforced for the first time in recent years, will be duly punished.

Still another law provides that any application for Sunday entertainment permits must be okeed by the State Department of Public Safety before they can be acted upon by the mayor. Since Dever's ruling nixes the mayor from granting such okehs, the public eateries can't have entertainment or music on Sunday without getting the permits.

Altho Puritans knew not radio, the Dever ruling is death on all types of music. Clubs, hotels and restaurants, natural eating places, aren't allowed to charge admission. Therefore these will be neonized. (See MUSIC BOWS on page 9)

Vancouver Fair to West Coast Shows

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

W. C. Huggins, owner of the show, says it will be considerably enlarged for the coming season by adding several novel attractions and that the show will be neonized.

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

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

boost sales of its products in Illinois, Indiana, Wisconsin, Michigan and Iowa. Success of the Midwestern five-State tour will determine the degree of extension of this experiment into other parts of the country.

Report emanating from the firm's headquarters in Hammond, Ind., indicates that the show will get under way some time in March and continue for six months, playing one-night stands in cities both large and small. It is understood that the performances will be sponsored by local merchants handling Lever products and they will distribute free tickets to their customers ahead of the show's arrival.

Rather than replace their current air shows the unit will augment the company's advertising program. Several girls will accompany the show and distribute soap samples between acts. A name band is now being considered as the headline (See LUX-LIFEBUOY on page 9)

Siebrand Bros.' Shows Set To Close December 5

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

Iowa Managers To Charge Fees for Convention Ads

DES MOINES, Ia., Nov. 27.—For what its officials believe is the first time such a rule has been invoked anywhere, the Fair Managers' Association of Iowa, to meet in annual session in the Savery Hotel here on December 6 and 7, expects to receive revenue from advertising.

A nominal fee will be charged by the association for all advertising banners displayed in the lobby or elsewhere, amounts to be based on size of advertisements. It is declared there is no thought of causing dissatisfaction or of putting a burden on anyone, but it is believed the plan will work out fairly to all shows, agencies and supply concerns.

No banners or cards will be permitted on display until representatives desiring them have received credentials from the association showing that the advertisers have been registered.

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AFA Organizing 'Show of Shows'

Confers in San Francisco with Rose management—no S. F. free benefits

SAN FRANCISCO, Nov. 27.—Union difficulties bobbed up Sunday night when the Billy Rose show opened at the Curran. With the show getting into stride AFA representative Al Smith held a front office meeting with Rube Bernstein, manager, to discuss the lining up of all Billy Rose performers in the AFA. Smith then went backstage and distributed AFA circulars among the performers. He made no attempt to do any signing up back stage.

Rose met the demands of the San Francisco Federation officials by declaring that if his girls wanted to be forced to join the American Federation of Actors it was all right with him. "My girls are all satisfied," he added.

Rose, according to federation officials, has agreed to call a mass meeting of the chorus girls and other members of the cast backstage of the Curran, where they will be given an opportunity to sign up with the AFA.

Ralph Whitehead, executive secretary of the AFA, has been advised of the situation and will come to San Francisco to personally address the members of the show.

But should the chorus cuties refuse to join the federation there will be "big doings at the theater," predicted Smith, spokesman for the union.

Smith, who acted on the advice of Ralph Whitehead, executive secretary of the AFA, said that of the 125 performers in the cast only four were members of the AFA, and that a few principals belonged to the Actors' Equity. He said that he met with no objection to his action.

Free performances by San Francisco actors and entertainers are a thing of the past here. Members of the AFA have decided to discontinue gratis appearances at various functions. First to feel the result of the action was the Bartenders' Ball at Dreamland a week ago. A federation delegation, headed by Smith, demanded and received 10 per cent of the gate proceeds of the ball. Dreamland's doors remained closed until the federation completed its discussion with the ball committee. The 10 per cent demanded was placed in the local's charity fund, Smith said.

Negotiations are still being conducted between the AFA and the Cafe Owners' Association of San Francisco, with a complete agreement hoped for shortly.

Big Dance Fest Set

NEW YORK, Nov. 27.—Patricia Bowman, Paul Draper and Paul Haakon will join with three major ballet companies, the Ballet Caravan, the Philadelphia Ballet Company and the Gluck-Sandor, Felicia Sorel Dance Center Company for a unique performance at the Center Theater, presented by the Dance International, and devoted to the American dance. Will take place Sunday, December 12, with tickets scaled from 35 cents to \$2.

Program will consist of major works of the three companies and solo dances by Miss Bowman, Draper and Haakon, and will range from such typically American ballets as the pre-jazz *Barn Dance* of the Philadelphia Ballet and the jazz *Show Piece* of the Ballet Caravan to *El Amor Brujo* of the Dance Center Company and *Tennis*, a solo danced by Miss Bowman, with choreography by Fokine. Erno Rapee will direct a large symphony orchestra.

Wisconsin Removes Ban On Tavern Terpsichore

MADISON, Wis., Nov. 27.—While the State statutes gave county boards the right to regulate dance halls and places of amusement, Attorney-General Orland Loomis handed down an opinion this week that the jurisdiction does not include taverns where dancing is incidental to the sipping and snacking business. In his ruling to District Attorney Sidney J. Hanson of Richland County, which prohibited dancing in any place where intoxicating liquor is sold, Orland removed the ban, further adding that such spots do not require a dance hall license.

Distinction

DETROIT, Nov. 27.—Michigan legislators have decided that show business needs a special law to distinguish it from the Ku Klux Klan, it was discovered this week. Plans for a tri-State meeting of the Klan, with a parade of an alleged 10,000 hooded members, were stopped by a law forbidding groups "to assemble, march or parade on any public place while wearing a mask or covering which conceals in whole or part the face of the wearer."

The law has a series of exceptions which cover show business, it was discovered. The excepted groups are: 1, children; 2, historical or religious pageants; 3, circuses; and 4, amusement enterprises.

N'Orleans FTP's 'Excursion'

NEW ORLEANS, La., Nov. 27.—With New Orleans enjoying its first legitimate season in several years at the St. Charles Theater, players of the Federal Theater group proved that they are still in the run for public favor this week with a fine performance of Victor Wolfson's *Excursion*. For six nights the little Federal Playhouse on Tulane Avenue rang with applause as John Flynn headed a cast of 37 thru three acts of drollery, supported by Maud Hollingsworth, Fred Madden, Enda Harris, Dale Owen and Manole Melacon.

Oldtimers Click as Chorus Fills Stage in Rose Spectacle

SAN FRANCISCO, Nov. 27.—Billy Rose brought his widely shouted *Show of Shows* to the Curran here Sunday night (22), and a madder collection of entertainment has never been seen in these parts. He herds pretty girls on the huge stage by the dozens until they are tripping over one another for lack of space, whips them thru a wild procession of song and dance numbers. Then, like a flash, he turns loose a flock of old-time vaudeville stars in a thing the program announces, with an air of warning, as the *Honky Tonk Parade*.

After seeing some of the earlier gorgeous girl numbers wind up as a common across-the-tracks variety of strip-tease act one fears what the showman considers as Honky Tonk, but it trots out four of the six acts of the two and a half hours of madness. An old-time Swiss bell ringer who gets music out of empty whisky bottles, a man who eats fire and a smiling Irish ballad singer who joins with the mistress of ceremonies in a swell duet lead the parade. All are first rate. Then while the audience is beating its hands to blisters for more of the old-

"Road" Clicks In New Orleans

Customers respond to censorship bait—p. a. boys put on a heavy circus ballyhoo

NEW ORLEANS, La., Nov. 27.—That nothing succeeds like showmanship was proved Monday night at the St. Charles Theater, opening its 1937-'38 season of legitimate shows with all but extremely few seats filled to see *Tobacco Road*. Dragged thru the courts, spoken of from the pulpits, pro-by ministers and con by priests of the city, caponized as to version, put to locked-door test before groups of public officials, policemen and other objectors, the show came to this "wide open" town like a plum that fell into a receptive lap.

Abundant publicity on the "censorship" campaign was carried for days by the press as a prominent priest objected to the play's opening at the St. Charles. The management played full-page ads quoting its intention to put on the show if the public wanted it. Climax reached when the producers went into federal court to seek an injunction against a ban placed on its presentation by city officials. When the federal judge upheld the city's ban there came defiance of the ruling by the producers. Finally the private

timers the *Show of Shows* flashes back to the girls.

They say it was coincidence, but the madness had been going on less than an hour when a power transformer in front of the theater blew out, plunged the Curran into darkness and forced Rose to finish the show with some hastily rigged up lighting equipment.

A sensational adagio number with three fellows apparently competing to see who could throw a limp blonde the farthest and an unprogrammed pair in a slow-motion acrobatic act were the other hits of the show. As to the Rose girly-girly numbers selected from his Fort Worth, New York and Cleveland spectacles, the sets were big and unique, but there was little of artistic beauty in any of them.

Gaudy headgear, costumes made of the most clashing of colors and chorines almost too crowded to move were the main things that kept the numbers from scoring with the first-nighters. The crowded conditions made one think that a better name for the Rose New York show would

(See OLDTIMERS CLICK on page 9)

Better Late Than Never

NEW YORK, Nov. 20.—Every day for the past three months curiosity of members on Federal Theater Projects heightened a few degrees as whispirings got around about the extravagance of a distinguished promotion pamphlet which was being assembled. The designers went to all lengths to insure accuracy and completeness of credits to authors and directors, among whom was Remo Bufano, director of the marionette projects.

The masterpiece was finally released three days after Bufano had resigned from his post.

showing of the play, cleaned up for the occasion with the deity taken out of the damns and the show was on. For a fortnight New Orleans expects to see *Tobacco Road* as its first legit play in an exclusive house since pre-depression days.

All the world loves a good press agent, and the boys of *Tobacco Road* would make P. T. turn over in his grave with envy. It will be a long time before a competitor will match them here.

'Ice Follies of 1937' Repeats At Kansas City With Success

KANSAS CITY, Mo., Nov. 27.—Roy and Eddie Shipstad's *Ice Follies of 1937* averaged audiences of 3,000 persons at each of the five performances at Pla-Mor Kirk here this week, according to officials of the Kiwanis Club, which sponsored the engagement for underprivileged children.

Success of the undertaking surprised many promoters and showmen, inasmuch as the *Follies* played at the second annual Jubilesta in Municipal Auditorium for nine days and nights in September, drawing excellent crowds. Stars of the engagement just concluded were Bess Ehrhardt, the Shipstad brothers, Harris Legg, McGowan and Mack, LaVerne Busher, Lois Dworshak, Henie Brock, Oscar Johnson and Nelson Sisters. William Grant handled publicity and *The Journal-Post* and *Star* granted undertaking excellent space.

What To Do With Theater?

EDMONTON, Alta., Nov. 27.—What to do with the old Bretton Theater at Banff was discussed by President W. A. R. Kerr of the University of Alberta and Donald Cameron, of the University's extension department. The building is of log and frame construction and a landmark in the mountain resort, and for the past few years has been used by the university for its summer school of fine arts and music. The federal parks branch, however, has ordered the building destroyed or removed, and two proposals have been advanced to meet the situation, one to renovate, for which Dr. Kerr offered to provide \$2,500 from private sources, and the other to build a new hall with tax funds under sponsorship of the school board.

NELSON EDDY

(This Week's Cover Subject)

ON a slight tangent Nelson Eddy can say that "he, too, was a newspaper man." One of his first jobs was on *The Philadelphia Press*, not as a reporter, however, but a general utility man and cashier. His family had moved to Philadelphia from Providence, R. I., where Eddy was born in 1901, a descendant of President Martin Van Buren.

Early plans for a career of medicine were changed and Eddy's first singing appearance was in January, 1922, in "The Marriage Tax," at the Academy of Music in Philadelphia. He literally stole the show. Thereafter for many years he concentrated on concert and opera singing, his break in motion pictures coming accidentally. Appearing in San Diego, he was called to replace another singer booked to play in Los Angeles. Metro-Goldwyn Mayer representatives in the audience caught his performance and signed him. This was followed by a long period of inactivity while the studio sought unsuccessfully to give him a role, this finally arriving in "Dancing Lady." He was next teamed opposite Jeanette MacDonald in "Naughty Marietta" and immediately became a star. Several other pictures with Miss MacDonald were followed by his latest, opposite Eleanor Powell in "Rosalia."

He is, of course, also a radio star on the current program leader, the Chase before picture show. A leading concert singer before pictures and radio combined to boost his ranking, he is now among the first three of four concert artists.



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru *The Billboard's* coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For RADIO

CARLO BUTI—Italian tenor recently arrived on these shores and currently playing the Cine-Roma, New York. Has a beautiful voice of lyric quality, admirably suited for romantic folk songs and ballads. Could easily hold down a spot on the air as a "Continental find," a la Tito Guizar, Jean Sablon, etc. Stature, appearance and delivery also make him eminently okeh for musical films or legit musicals if the language barrier can be overcome.

ELSA HARRIS—blond singer caught recently at Loew's State, New York, in the NTG show, in which she sang *Chloe* to terrific returns. Voice,

while gentle and caressing, has a dramatic, vibrating intensity. Should click solidly on the air.

For NIGHT SPOTS

ALDO RICCI AND THE DRANE SISTERS—three violinists who play either hot or classical—and play well either way. Heard on an audition recording, they impressed heavily. Canny arrangements make the three fiddles sound like more than just those instruments. Girls are attractive, which helps as a floor-show item. A worthwhile bet, especially for the smarter grade niteries. Also recommended for vaude.



By GEORGE SPELVIN

THERE are plenty of long faces among the burlesquers these days—too many pay-offs in IOUs and too many empty houses. . . . Willie Bryant took a terrific hand at Harlem's West End Theater when he declared that the opening of the West End would not crush opposition spots but would "make more room for performers." . . . The colored band leader also took a hand with his remark that "performers won't have to take as much as they had to take before." . . . Show business and the advertising field seem to run parallel in abbreviations for organizations—which is all the more confusing since the ad outfits have invaded show business thru their connection with radio; there are two Four A's—The Associated Actors and Artists of America and the American Association of Advertising Agencies—and there are two AFAs—the American Federation of Actors and the Advertising Federation of America. . . . Richard Tauber, the tenor, socked across again at his third concert of the season, no less, at Town Hall last week; three sellouts in New York in less than a month is plenty good for any concert artist. . . . Speaking of concerts, the Welsh concert session at Carnegie Hall made it seem as tho they had swung in Wales in the 12th century—at least the early Welshmen improvised, with one contemporary observer writing, "Every man for himself." . . . The high point of the recital came when the house, packed with prim-lipped dowagers, symphony dissectors and a balcony full of Welshmen, was sent by a hymn, no less, and roared till the rafters shook. . . . Incidentally, a cheillog du'r fwyf walchen. . . . Our printers don't drink; that simple line, picked from Y Celynen, means "A single life is folly" in the Welsh. . . . Has Gotham's main stein ever been called Unter den Lindy's?

There's an operative impresario who reports that an out-of-town local of the IATSE charged him 25 cents for a sheet of stationery and \$18 in labor charges to deliver a \$3 drum.

THE ALBUM: There are plenty of elevator chauffeurs who've won names for themselves on a street where the population spends most of its time going in and out of office buildings. There's Big John Ryland down at the Empire Theater Building (who never does operate an elevator himself and who will be, willy-nilly, a subject for *The Album* later on); there are famous lads at the Selwyn and Shubert and Sardi buildings; there are the boys who give aspiring ingenues and juveniles tips on who to see each day; but as good as any of them, and standing out from the ruck, is Bobby, in the Palace Theater Building. Bobby has an air of breezy nonchalance that sometimes stops new passengers on the threshold of the elevator, wondering whether they're in a going-up device or a rehearsal hall. Like as not Bobby will tap dance his way up to your floor and open the door with a flourished elbow, keeping time for his steps by rattling the handle of the elevator control. His "Deeescending" and, conversely, his method of designating ascent have become famous. Also some of his announcements of floors. Plenty of bewildered job hunters have stepped off at the ground floor with his parting admonition ringing in their ears: "Broadway—watch your step!"

The lobby displays of the 42d street flicker houses outsex most of the displays for the burlesque (pardon me, follies) theaters—but the fact that they're picture house fronts presumably makes 'em decent. . . . Macy's radio salesmen go haywire on Saturdays; football fans mob the place to hear the games, with nary a thought of purchasing—but the Macy boys have to be polite and tolerate the moochers. . . . The Florida Citrus Commission's Department of Information is located on downtown Broadway, where the sidewalks seldom if ever feel the rays of the sun that makes Florida (according to releases sent out by the D of I) a sun-drenched heaven. . . . Earl Van Horn, a former vaude actor who did a skating act (Van Horn and Inez), is running a roller-skating rink in Mineola the way a rink ought to be run—two organs, one or both playing all the time, no rough stuff on the rink, etc.—and after the skating sessions are over for the evening the organists gives a short concert—not pop stuff, but classics. . . . Mike Berger is understood to be knocking down about \$300 weekly at his new post on The New Yorker, which makes his one of the tallest jumps in recent months; he'd been signing the pay roll for about \$125 at The Times. . . . And they say he's to get an additional \$400 for each Profile handed in. . . . B. S. Bercovici's cocktail party for dogs at Dempsey's landed a long story in the staid Times, by the way. . . . The Leon and Eddie ads plugging the Nick Kenny testimonial party Monday bragged that Nick plays "300 benefits a year." . . . Hey! Mr. Corelli! . . . With large neon signs proclaiming "Record," a new store opened last week at 48th and the Stem—but the store sells no phonographs or discs—only clothes.

A souvenir program seller at the Ambassador, where the Abbey Theater troupe is playing, pulls the same trick as the rose-selling beggar—one that ought to get him jailed. When a lad with a girl comes in he sticks two of his slick paper sheets in their faces and says "programs" in a matter-of-fact voice. The trick is that if they take them they'll be charged a quarter apiece. There are free programs inside. Such sleazy stuff doesn't help legit and the Shuberts ought to do something about it.

AROUND THE TOWN: There's plenty of talk about the plethora of pickets all around town, but sometimes the merchants who kick about them inadvertently help them out. For instance, in case you wanted to patronize the Automat near 47th, the Globe Theater sign for Dr. Syn subtly aided the pickets: "They cut out my tongue," it read, "they chopped off my ears." But there is one Automat picket in the Yorkville sector who doesn't need any helping. A colored lad, he marches back and forth shouting the information that an elderly lady threw up her soup half an hour before because it was filled with ants, rusty nails and other digestive impedimenta. . . . Newspaper stuff: Mr. Hearst's lads over at *The Mirror* are having their troubles. The tab is trying to play down crime and sex in its headlines and streamers and the boys are wearing out the thesaurus looking for synonyms for fiend, degenerate, crook, sex-mad, virgin and the like. The mild cleanup is an attempt to win a higher type of advertiser. And at the other end of the scale *The Time* magazine is thinking of going in for color. It has been experimenting with color ads for a year, but they haven't taken hard enough to satisfy Publisher Sulzberger, the idea being to put the entire mag in color to push the advertisers along. Incidentally, there's plenty of unrest at *The World-Telegram* over relations between the management and the Newspaper Guild, but the flurry of firings has died down.

If you hear a couple of odd sounds in the course of Milton Berle's next picture don't worry; Mama Berle has gone to Hollywood—and it would take a better man than a film producer to keep her from watching Milton work and laughing uproariously whenever he opens his mouth. . . . Patrons of Loew's Ziegfeld can get French lessons free, given in the Patricia Lounge by Professor Asatour on Tuesdays from 2 to 4. . . . Speaking of professors, Prof. George Hartmann of the psych department at Teachers' College, having just tested a lot of school teachers, says that many of them believe that the AFL is a "defender of industrial unionism"—which is one of the things that makes the good professor believe that teachers have a feeble grasp of contemporary issues. . . . Sidelights on press agents: Amy Bonner has just been appointed Eastern rep for Poetry Magazine; Mack Millar doesn't smoke or drink; Rus Arnold is a professional photographer—and of the arty type, too; B. S. Bercovici is an authority on Roumanian history; Glenn Ireton used to be a vaudevillian; Phyllis Kraus once did fashion designing; Bob Raud is Greta Garbo's one and only confidant (See BROADWAY BEAT on page 29)

Legit Increase in Chicago; Theater Reopenings Likely

CHICAGO, Nov. 27.—Theater fans here can see six shows this week, the legit map having undergone the first of a series of notable changes. Current announcements indicate one or two additional theater reopenings in December. The Federal Theater, with its successful production of Eugene O'Neill's *The Straw*, now in its sixth week at the Blackstone, reopened the Great Northern Thanksgiving Day with an indefinite engagement of G. B. Shaw's *The Devil's Disciple*. House has been dark since November 14, when *Monesh*, Yiddish folk-drama, closed an 11-week stay. Yes, *My Darling Daughter* moves out of the Grand tonight after a month and will be followed into that house by the Jed Harris production of *A Doll's House* for a similar engagement. The Ipsen play, coming as another American Theater Society subscription entrant, winds up its road tour here before open-

ing in New York Christmas week. *The Women* ends its 10-week contract at the Erlanger tonight and will be followed into that house by Miriam Hopkins in *Wine of Choice* on December 13 for a two-week engagement. *Tovarich*, formerly slated for the Erlanger, is now pencilled into the Selwyn December 13, succeeding *Brother Rat*, which closes a 16-week run December 11. Coming into fold next month is the Studebaker Theater with a revival of *When Chicago Was Young*, starting December 26. It is announced as a professional engagement to be sponsored by a local organization. Reports also have it that Jules Leventhal may reopen the Majestic for a run of *Having Wonderful Time*, which he recently acquired for a road tour. In the meantime Shubert's local gold mine, *You Can't Take It With You*, enters its 43d week at the Harris with no end of the record run in sight.

Michigan WPA To Tour Thru State

DETROIT, Nov. 27.—Detroit Federal Theater is starting a policy of touring the State of Michigan, as well as the spot bookings in Detroit proper which have been the policy for the past few weeks. First booking will be at Pontiac High School, December 4, for *Let Freedom Ring*, under auspices of United Automobile Workers.

Boy Meets Girl will be shown at Bay City, Saginaw, Alma, Midland and possibly Owosso for the week of December 6 and returns to the Cinema Theater, Detroit, for a 10-day run opening December 14. Gordon Fairclough has left the acting company and become administrative assistant of the Project, his role in this play being taken by Edward Masson. Chester Adams takes Masson's former role, and Carl Nelson takes Adams' role. All the up-State dates are under auspices of various organizations.

A tour is being booked for a series of schools and colleges for *The Tragical History of Dr. Faustus*, January 6 to 21. The first week will be in Detroit schools and the second up-State, following the new policy of dividing time about evenly between Detroit and the State cities.

The local WPA project is placing members in private employment as opportunity arises. Stephen Nastfogel, who was scenic designer for the project, has left to take contracts for commercial decorative work. Jay Michael, who was leading man in several productions, has just joined the acting staff of Radio Station WXYZ.

San Antonions Give Nod to "Tobacco Road"

SAN ANTONIO, Nov. 27.—High-brow took it on the chin here last week when *Tobacco Road* and the Mordkin Ballet played the same night. *Road*, toned to the town's taste, was still hot enough to pack the Texas Theater for matinee and evening performances, while the Ballet brought a crowd of almost 1,000 for its one-night performance.

Class entertainment went up for the rest of the week, however, and Albert Spalding, in a violin concert, and Cornelia Otis Skinner in her *Wives of Henry VIII* skits, drew well. Miss Skinner packed the auditorium of Jefferson High School, seating 2,000, and Spalding drew nearly that number to City Auditorium. Room Service comes to the Texas Theater December 14.

Hershfield Heads Charity

NEW YORK, Nov. 27.—Harry Hershfield arrived here Wednesday from Hollywood to take charge of the McCosker-Hershfield Cardiac Foundation drive which will be inaugurated December 5 at a dinner-dance in the Waldorf-Astoria. Funds will be used to establish a home for care of cardiac patients.

"Intern'l Ice Revue" Staff

CINCINNATI, Nov. 27.—On the staff of the fourth edition of the *Black Forest International Ice Revue*, a presentation of the R. J. Sipchen Amusement Corporation of which Robert J. Sipchen is president, are Edward J. Steinberg, managing director; William Rowley, production manager; Harry A. Hartman, comptroller; Louis Morgan, location representative; Charles Uksila, arranger of ballet; Eddie Pierce, ticket sales; Clint Finney, advance publicity; Ora O. Parks, press representative; Lawrence Lipton, radio and exploitation; Rudolph Schmidt, house staff; Carl Anderson, equipment; Ira Eichenberger, transportation; William Nelson, lighting effects and sound; Carlos Kent, musical director; Katharine Severa, wardrobe mistress.

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600 ROOMS

\$2 SINGLE WITH BATH

\$8 DOUBLE

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Truly "a preferred location"—this fine 600 room hotel offers the utmost in accessibility, comfort and economy.

32ND & BROADWAY

NEW YORK

THE FAIR PUBLISHING HOUSE, New London, Ohio

Make a Specialty of ROLL TICKETS in small quantities with your Special Wording.

2500 for \$3.00; 6000 for \$4.50; 7500 for \$5.25. Cash with Order.

JOHNNY (JOHN SMYTHE)

IMPORTANT ESTATE MATTER.

Johnny Smythe was in San Francisco 1927. No Worked at the Wigwam Theatre. JOHNNY SMYTHE WIFE IMMEDIATELY. ESTATE DEPT. MANAGER. P. O. Box 51, San Francisco.

<p style="text-align: center; font-weight: bold;">QUALITY STOCK TICKETS</p> <p>ONE ROLL... \$.50 FIVE ROLLS... 2.00 TEN ROLLS... 3.50 FIFTY ROLLS... 15.00 ROLLS 2,000 EACH. Double Coupons, Double Price.</p> <p>No C. O. D. Orders Size: Single Tick., 1x2".</p>	<p style="font-size: 1.5em; font-weight: bold;">THE ELEPHANT and THE ANT</p> <p>THERE IS A DIFFERENCE IN THEIR SIZE AS THERE IS IN GETTING YOUR</p> <p style="font-size: 2em; font-weight: bold;">TICKETS</p> <p>WHEN YOU WANT THEM. Give us an inquiry and let us help you in arranging your copy.</p> <p>THE TOLEDO TICKET CO., Toledo, O., U. S. A.</p>	<p style="text-align: center; font-weight: bold;">SPECIAL PRINTED</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>10,000</td><td>.. \$</td><td>6.95</td></tr> <tr><td>30,000</td><td>..</td><td>9.85</td></tr> <tr><td>50,000</td><td>..</td><td>12.75</td></tr> <tr><td>100,000</td><td>..</td><td>20.00</td></tr> <tr><td>1,000,000</td><td>..</td><td>150.50</td></tr> </table> <p>Double Coupons, Double Price.</p>	10,000	.. \$	6.95	30,000	..	9.85	50,000	..	12.75	100,000	..	20.00	1,000,000	..	150.50
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MBS-WLW KISS 'N' MAKE UP

Resume Billing and Sustainers After Chill of Several Months

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

NEW YORK, Nov. 27.—Resumption of closer relations between the Mutual Broadcasting System and WLW, Cincinnati, as well as a possible cooling off on the oft-reported WLW desire to be the center of its own network, is reported as having taken place. Significant development leading to this opinion is that WLW this week, after a considerable lapse, had resumed feeding sustaining programs to the Mutual chain. When WLW, with Transamerican Broadcasting and Television Corporation organized the WLW-WHN line some months ago, the Cincinnati outlet discontinued feeding non-commercial programs to Mutual.

Return of WLW to a Mutual program originating source comes about two weeks after the station and Transamerican had effected a change in the Western setup of the line. Western stations had not been taking the line sustaining shows, one reason being they had the NBC Blue offerings of this nature, with the result that permanent lines from Cincinnati have been dropped. Stations will now be linked to WLW only when commercials order them.

Equally as significant is that Mutual is now understood to be actively engaged in selling WLW as part of its network. For months, what with WLW taking NBC business and selling its own time as well as that of the line, Mutual had made practically no effort to sell WLW, since, if sold, time couldn't be cleared. At one time, soon after the line was organized, Mutual and Transamerican, selling the line, were in hot competition. WLW was in a peculiar position, affiliated with both. Relations were strained, even the WLW continued its nominal MBS affiliation and had some Mutual business.

WLW-WHN line is reported losing its Philadelphia outlet this week, when WFIL, thru General Manager Donald Withycomb, handed notice. Withycomb was in New York Friday for this purpose. WFIL is the champ network affiliate, having been hooked up with NBC, Mutual, Transamerican and the Quaker State network, which it organized. It is believed Mutual told WFIL that some other allegiance might be set up in Philadelphia if the multi-affiliation situation were not eased.

In resuming feeding Mutual sustainers this week WLW is piping about two and a half hours weekly.

KQV Wattage May Be Upped

PITTSBURGH, Nov. 20.—KQV may have its 500-watt power increased to 1,000 watts, and its split schedule lengthened to unlimited time on the air, if the recommendation of Don Bramwell, FCC examiner, is accepted by the U. S. Commission. Station, owned by William Brennan and James Thompson, who also operate CBS outlet WJAS here and WJBE, Greensburg, is now dividing air time with WSMK, Dayton. Full schedule for KQV, founded in early '20s as one of the nation's first stations and originally broadcasting under Doubleday-Hill Electric Company auspices, would bring Pittsburgh five round-the-clock stations. In anticipation of FCC okeh, station is preparing 12 programs to originate here for WLW line, which it shares with WFIL and WHN, at request of Crosley officials.

NBC Peddles Prize Scripts

NEW YORK, Nov. 27.—National Broadcasting Company is offering several winning and honorable mention scripts to sponsors. Scripts being peddled won awards in NBC's script contest last year, although only one, Henry Lanier's *Bravest of the Brave*, has been aired. *Bravest*, which took top money, went on for 26 weeks this spring and summer and will probably return next spring.

Other script bought by NBC is Pauline Gibson's *Chimney House*, in which famous heroes and villains of fiction-fame battle. This is slated for a three or five times a week airing as soon as time is cleared. Options on several others were renewed by NBC.

Audience of One

LITTLE ROCK, Ark., Nov. 27.—KARK set up its broadcasting equipment for the University of Arkansas football game last Saturday for the benefit of one listener. By agreement, local stations do not air football games; but when Gov. Carl E. Bailey, Arkansas' No. 1 football fan, ill in a hospital, asked that the details be brought in by friends, the station made an exception. A special line from the stadium's broadcasting booth to the hospital brought the desired play-by-play to bedside.

Craven's Conferring Delays Commission

WASHINGTON, Nov. 27.—Absence of Federal Communications Commissioner T. A. M. Craven from his Washington desk while attending the Inter-American Communications Conference in Havana is necessarily delaying some commission decisions. Depending upon the length of the conference, Craven is expected to be back in Washington the first part of December. At that time the commission will meet to decide the Segal-Smith disbarment case and to prepare a written opinion.

Altho just ending one conference, the former naval man will attempt to clear his desk of routine matters as quickly as possible in order to begin preparatory work for the international conference to be held in Cairo, Egypt, next February.

Woodyard In On WALR

DES MOINES, Ia., Nov. 29.—Ronald B. Woodyard, formerly of the commercial department of KSO-KRNT, Des Moines, has bought an interest in WALR, Zanesville, O. He has been associated with James C. Hanrahan, vice-president of Scripps-Howard Radio, Inc., also formerly of KSO-KRNT.

Stiefel's Syndie Scripts

NEW YORK, Nov. 27.—Smaller local stations are being offered syndicated script material by Sam H. Stiefel Enterprises on an exclusive-in-your-territory basis. Syndicate is now offering comedy material and plans to follow up with other types of radio entertainment. Jimmy Lyons handles.

Decide Soon on Courtroom Airing

SALEM, Ore., Nov. 27.—A decision from the Supreme Court is expected shortly in the radio libel suit of Mrs. Josephine Irwin against Judge Edward B. Ashurst, George Kincaid, David R. Vandenberg and Radio Station KFJL, all of Klamath Falls, Ore. Decision may determine whether court proceedings may be broadcast from a courtroom.

The suit was heard November 3 and involves \$75,000. Mrs. Irwin claimed her reputation was injured when Vandenberg, defense attorney at Marion Meverle's first degree murder trial, broadcast his closing arguments to the jury over Station KFJL. Judge Ashurst presided at the murder trial and Mrs. Irwin was a State witness. A lower court decision dismissed the case against Judge Ashurst, and a jury acquitted Kincaid, Vandenberg and the radio station December 21, 1936.

McNinch Aids Building Drive

WASHINGTON, Nov. 27.—Chairman Frank R. McNinch, of the Federal Communications Commission, had to drop his work on communications temporarily to answer a call to the White House to participate in the conference between President Roosevelt and Wendell Willkie, public utility tycoon, Tuesday (23).

The former Power Commission chairman gave his counsel on steps of the government to spur a building drive in public utilities.

Death of Iraci May Affect Arde Bulova's Network Plans

NEW YORK, Nov. 27.—Death of John Iraci, general manager of WOV, has observers wondering if the contemplated network plans of Arde Bulova will change. Bulova's WOV now feeds foreign languages to WELI, New Haven; WNBC, New Britain; WSPR, Springfield; and WCOB, Boston, plus occasional pipings to Bridgeport's WICC and Boston's WAAB. A second hook-up, limited to New York, includes WABY, Albany; WIBX, Utica; WSAY, Rochester; WSYR, Syracuse, and WEBE, Buffalo. WOV also feeds programs to Bulova's WPEN, Philadelphia.

It is understood that Bulova is anxious to get full-time stations in Eastern key cities, including New York, Boston and Philadelphia, to form the basis of a network which might offer opposition to John Shepard III's interests. Such a Bulova web would probably carry both English and foreign language productions.

In New York Bulova is interested in WNEW and two time-sharers, WOV and WBIL. Bulova's newest New York outlet, WBIL, formerly WLWL, on 1100 kilocycles, shares time with Atlantic City's WPG. Deal is now on for WPG to move to WOV's 1130 band, leaving the 1100 band for WBIL, the Federal Communications Commission willing. WOV might be dropped should this arrangement go thru.

Indications are that Bulova, working in association with the Biow ad agency, will slant his network aims along these general lines. WNEW will continue as a 24-hour exclusive English language station. Efforts may be made to acquire a full-time New York 5000-watter, possibly on the 1100 band. To develop a network, it is probable that full-time Philadelphia and Boston outlets, possibly on the 920 band, will be sought. WPEN, Philly, is on the 920 band shared with WORL, Boston. Should WELI, New Haven, go full-time and should WNBC, New Britain, get a juice boost to 1,000 watts, this would strengthen the possibility of a rival New England network.

Bulova is interested in WAGA, Atlanta (Ga.) Journal station, but no network intentions are discerned in this Southern outlet.

NEW YORK, Nov. 27.—John Iraci, general manager of WOV, died here November 24 of a heart attack. Iraci developed the International Broadcasting chain, consisting of WOV and WBIL, New York, and WPEN, Philadelphia, foreign language stations. Before entering the radio business Iraci was engaged in the importing and exporting business until 1928, when he purchased WGL, later WOV.

Crime Busters Clues Crack Real Cases

NEW YORK, Nov. 27.—Seven crimes have been solved in a year-and-a-half period by clues furnished in Phil Lords' *Crime Busters* thriller. Dramatization has secured co-operation from police chiefs, who often dial in for tips on criminals' whereabouts.

Busters keeps from 350 to 400 factual crime "cases" in its files for use when needed. As program tries to keep close to the news, cases are often killed because fresher crimes crop up to replace the older ones. Lords uses newspaper men in small towns and cities to uncover local crime facts. Local Underwood pounders get from \$25 to \$100 for each job.

Program of this type has a constant worry in possible libel suits. Only one suit has been brought against the *Busters* show, and this was won by show. To discourage such suits program keeps hands off parole cases and crimes in which close relatives are still alive.

Rev. Wagner Heads Wis. Trade Group

GREEN BAY, Wis., Nov. 27.—League of Wisconsin Radio Stations named Rev. James A. Wagner, managing director of WHEY, president. Other officers elected include H. S. Mann, WRJN, Racine, vice-president; Wayne T. Cribb, WSAU, Wausau, secretary, and Hiram Bern, WHBL, Sheboygan, treasurer.

Stations in the league are WHEY, WTAQ, Green Bay; WRJN, Racine; WCLO, Janesville; WEMP, Milwaukee; WHBL, Sheboygan; WOMET, Manitowish; WSAU, Wausau; KFIZ, Fond du Lac; WIBU, Poynette; WKBH, La Crosse, and WEAU, Eau Claire.

Next meeting slated for December 14 in Madison.

Herbert to All-Canada Co.

WINNIPEG, Man., Nov. 27.—Guy F. Herbert, commercial manager for Radio Station CKY, has been appointed Eastern manager of All-Canada Radio Facilities, radio time sales organization, with headquarters in Toronto. Herbert will be replaced at CKY by Percy Gayner, of Toronto. All-Canada Radio Facilities is a new organization resulting from the amalgamation of All-Canada Radio Sales and United Broadcast Sales, both station representative and time sales companies.

Cormier Gets WINS Post

NEW YORK, Nov. 27.—Albert F. Cormier, who resigned as vice-president and general manager of WIP, Philadelphia, about a month ago, becomes general manager of Hearst Radio's New York City station, WINS, effective December 6. Bradley Kelly has been acting manager of the station for the last two months, replacing Burt Squires, resigned. Cormier is considered one of radio's leading sales executives, having joined WOR many years ago shortly after the station was first organized.

Chi Food Store Goes on Air

CHICAGO, Nov. 27.—Trading Post, Inc., large local food mart, inaugurated its first venture over the ether Wednesday with two programs to be aired three times weekly. First is a morning show titled *Trading Post Morning Musicale* combined with an afternoon spot of the same day called *Trading Post Floor-walker*. Set by Lewis Goodkind, of Burnet-Kuhn agency.

Chester Stratton to NRR

NEW YORK, Nov. 27.—Chester M. Stratton, formerly with RKO and NBC, has been made managing director of the National Radio Registry, service listing radio talent and technicians. Stratton until recently was with the NBC Artists Service. John Migel is Registry publisher.

CHARLES AFFELDER has returned to WWSW (Pittsburgh) operating staff after a sojourn at WMBS, Uniontown.

3 1/2-Hour Pole Show Sold Out

Program grew from original 45 minutes—national advertisers join sponsors

DETROIT, Nov. 27.—Possibilities in the foreign language market have been clearly disclosed thru the work of Valentine Jarosz in the Polish field at WMBC. His program now has three and a half hours of Polish broadcasts daily, in two major time allotments—8-9:30 a.m. and 8 to 10 p.m. All time is sponsored and backed by special promotional work thru Jarosz's Polish Promotion Programs Company.

Idea was started in 1931 and has not missed a day. Original program ran 45 minutes daily and had all local sponsors, with the commercials as minute spots only. Producing, announcing, administration, general management and occasional thespianing were all a one-man job.

Today's program uses 15 to 30-minute sequences, employing 26 artists, including musicians and actors. Series include *News Events*, a *March of Time* style presentation, barn dance, orchestral presentations, classical and popular music and choir programs. Small part of the time is devoted to spot announcements.

In program building a monthly change is required. A new feature is added or one of the current series is changed with the object of testing listener appeal. Program tends to go toward food store outlet sponsors and includes a number of national accounts, such as Iowa Soap, Carnation Milk, Phillips Packing, Morton Salt, Best Foods.

WMBC merchandising service is used for promotion. This is a special tie-up of the sponsored programs with jobbers and 1,514 retail grocery stores in the Polish neighborhoods of Detroit. Three men handle publicity and advise on local displays.

Tests of actual sales pull of the Polish programs have been made by several of the sponsors with good results. Mueller Macaroni Company had distribution in 6 per cent of the 1,514 stores when they started in December, 1934, and showed an increase to 60 per cent in 17 weeks. Iowa Soap Company, starting in December, 1935, had no distribution in these Polish stores. Broadcasting has been continuous since, with distribution now in all.

N. W. Ayer Changes

PHILADELPHIA, Nov. 27.—Arthur G. White, formerly with the McConnell, Baxter & Eastman Advertising Agency, has been appointed to the Toronto office of N. W. Ayer & Company.

Clarence Anders, of Ayer's New York office, will resign December 11 to take a long-deferred trip around the world.

NEW YORK, Nov. 27.—Voices of renowned singers of the so-called "Golden Age of Song" (1880-1910) will be broadcast by WBNX. Bronx indie is airing a half-hour Sunday stanza consisting of records made by famous warblers, some now dead, back in the early days of the phonograph. Edward Hill, actor and record collector, is producing.

Claim RCA, NBC in Campaign To Whet Appetite for Television

NEW YORK, Nov. 27. — Increase in number of "special" television exhibits by National Broadcasting Company and its pappy, Radio Corporation of America, is regarded as part of a campaign to whet public interest to a high degree. While both NBC and RCA had been hesitant to ballyhoo television progress for some time, observers point out that within the past year there has been a complete change of policy. There have been many demonstrations to press and trade groups, such as the recent fashion show held for style experts.

Another indication of the RCA-NBC attempt to develop public interest is the feeler announcement issued several weeks ago offering some but not all receiving set parts for general sale. RCA, it is understood, is making a careful study of the amateur reaction to its offer, to determine if there would be a potential

Words, Words, Words

PHILADELPHIA, Nov. 27. — M. Leonard Matt, WDAS' news commentator, celebrated his fifth anniversary on the air last night with a symposium on *What's Wrong With Philadelphia*, with four other radio commentators airing their opinions as guest speakers.

Guests were WFPL's Allan Scott, WCAU's Mac Parker, KYW's Kerby Kushing and WIP's Ed Wallis. Latest report is that they're still talking.

Talent Hunt Itch Spreads in Pitts.

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

Few weeks ago KDKA announced open auditions, started weekly stock company dramas, in attempt to uncover vital voices. Last week WCAE signed a couple folks, claimed intentions of seeking more capable people. Yesterday, WJAS pacted with Federation of Non-Commercial Theaters, amalgam of city's little theater groups, to air play contest for 10 Sundays beginning December 19 in double effort to find good actors and try to develop idea for a commercial.

Competition will feature different company each week, each producing its own show. Some scripts will be originals, others adaptations of stage one-acters.

M. E. Church Seeks Station

DETROIT, Nov. 27.—A church-owned radio station is being planned by the Methodist Episcopal Church in Michigan. Station will be a 500-watt at Gaylord, about 250 miles north of Detroit. Congregations in the Saginaw District are contributing \$20,000 toward the outlet.

Station will be devoted primarily to broadcasting non-sectarian church news.

AFRA and WCFL Lock Horns Over Wage Scale Contract

CHICAGO, Nov. 27.—After signing an exclusive bargaining contract with the American Federation of Radio Actors last week for all its staff announcers WCFL execs flatly refused to sign a wage-and-hour contract submitted to them in a second meeting Wednesday.

Terms originally called for in the bargaining were for a 40-hour week at \$60 per. Maynard Marquardt, WCFL manager, and Morris Lynch, also of the station, said the figure asked was out of the question and that the station could not increase its nut to that extent. A compromise offer was then made by Raymond Jones, exec secretary of AFRA, bringing the wage price down to \$50. Marquardt and Lynch countered by

Hyde Recommends Nixing WBZA Individual-Station Application

WASHINGTON, Nov. 27.—Examiner R. H. Hyde, of the Federal Communications Commission, recommends denial of Westinghouse application to set up the Springfield, Mass., Station WBZA as an individual station in its own right. The station now operates in synchronization with Westinghouse Boston Station WBZ, and the application would change its frequency from 990 kc. to 550 kc., thus conflicting with the frequency given to WDEV, Waterbury, Vt. Westinghouse in its application suggested to the commission that it change the Waterbury frequency from 550 to 560.

In connection with the application to reconstruct WBZA as an independent station was an additional application to remove the Boston transmitter from Millis to Provincetown, near Cape Cod. If oked, Westinghouse plans to increase the staff at Springfield from 8 persons to 31, including 11 technical employees, 7 program employees and a general staff of 7 people. Operating expenses are estimated at \$15,500 per month. As an independent station its income is estimated at \$62,500 from network accounts and about \$158,000 a year from local advertisers.

To prevent interference with WGR, Buffalo; WKRC, Cincinnati, and FPUO-KSD, St. Louis, all operating on 550, a directional antenna is proposed for the Springfield station, but while this might protect to its west it would in no way protect Springfield from the western signals, according to the examiner. Furthermore, the proposed directional antenna would give little protection to the area covered by Station CFNB at Fredericton, N. B., Canada.

WDEV, applying for a renewal of its license, opposed the Westinghouse suggestion that it move from 550 to 560 and argued that since WDEV ownership is now in the hands of an unsettled estate there may be some legal difficulty in obtaining funds to make the changes in equipment which would be necessary if the Westinghouse application were granted.

Examiner Hyde concluded that insuf-

ficient evidence had been introduced to show legal authority why an interference condition (affecting the New Brunswick, Can., station) should be established, and that Westinghouse has not shown that the granting of the application under the conditions disclosed would serve public interest, convenience or necessity. Accordingly, he recommended denial of Westinghouse application and the granting of the WDEV license renewal.

Promotion Shorts

We, the People, got itself a nice piece of additional audience when a chain hotel manager appeared on the stanza. Hotel boss managed a house in the Hitz chain of seven hotels. Managers of all hotels dialed room radios to the program.

A "Thanksgiving Letter" issued by WBIG, Greensboro, N. C., uses a clever "hook" to land reader interest. Lead is "You have heard Edwin C. Hill, David Ross, Paul Douglas, Bill Goodwin, Charles O'Connor and others over Columbia tell you about the fine tobacco that goes into the making of standard brand cigarets." Then the epistle reports that this tobacco is grown by WBIG listeners and describes them as a market. WBIG is a Columbia outlet.

From the *March of Time* offer comes a white on black reprint of a *Talk of the Town* column from the *New Yorker* concerning *Time's* Cornelius Westbrock Van Voorhis Jr. It's a pen-nail sketch of Van Voorhis and also a boost for the dramatization.

A piece of promotion matter is being mailed monthly to a KGER list of Los Angeles advertisers and local and national agencies. Series emphasizes features and sustaining shows.

An eye-catching envelope is used by Atlas Radio Corporation in sending its promotional material to prospects. Envelope is adorned with stamps from foreign stations together with addresses of stations. Stamps have evidently been post-marked here, but they catch the eye. Inclosure pushes Atlas' *Ports of Call*.

Mutual Broadcasting System has issued a brochure reproducing *Radio Stars'* award "for distinguished service." It's a classy-looking job. Inside Mutual thanks the stars and to them it tosses plaques of their own. Last page stresses Mutual's attempts to balance its program. Signed by WGN, WOR, WLW, CKLW, Colonial, Don Lee, WCLE-WHK, "England-Coulden, Surrey."

All letters coming from Philadelphia's KYW contain, in addition to the letter, of course, a small throwaway advising recipients to "Listen to the World's Great Artists Every Evening (except Sunday KYW 11:15 to 12 and Any Time in Your Home on Victor Records)." Handbill also carries an RCA trademark and plug for records.

From WMCA, New York, comes a large bulletin advertising all of its *Six Star Revue* and studded with cuts of the talent used on the production. Copy elaborates on the idea of a three-hour afternoon show seven days a week, describes the talent, and then explains how the packaged production can be had as a participating show with six sponsors at a cost of \$750 each weekly.

market for set parts. Hams, in this case, would have to be able to pay \$100 or more for original equipment, plus replacements, which is far more than amateurs gambled in the pioneer days of radio. Should the response to the RCA offer of parts indicate enough amateur interest, RCA will probably sell all television parts to hypo general interest.

A definite commitment to demonstrate television at the World's Fair is regarded as another RCA move to increase the potential demand for sets, if and when. Should television be groomed for general sale before the fair, there would be nothing to prevent the showing. Present indications are, however, that there'll be no country-wide big-time television before the fair's opening in 1939, so that exhibit should be a national booster for tele's debut.

January, 1938, and Programs

The 95th anniversary of the death of Francis Scott Key . . . The 150th anniversary of The London Times . . . Carter Glass' 80th birthday . . . The 90th anniversary of the discovery of gold in California . . . Second anniversary of the present Duke of Windsor's ascension to the throne of the British Empire . . . Fifth anniversary of Hitler's assumption of the Reich Chancellorship . . .

These are some of the historic dates offered for program material in January, 1938, the exact dates of these and other events being given in the Future List on page 8 of this issue of The Billboard, a list published far in advance of other such compilations offered elsewhere.

Future List

Important Anniversaries, Etc., for Program Tieups

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

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

List published herewith is in advance by a month of any other similar compilation. In addition to offering possibilities of tieups, it gives program producers and station managers numerous dates that can be used as bases of special dramatizations, flashbacks on news dramatizations, etc.

All dates herewith are for January, 1938.

- Jan. 1. The London Times first issued 150 years ago.
New Year's Day.
Second year of Social Security collections opens.
Second year of New York City charter opens.
Naval race began one year ago, when naval pacts expired.
Greater New York established 40 years ago.
4. Carter Glass's 80th birthday.
First appendicitis operation performed 55 years ago.
Stavisky scandal broke in France four years ago.
5. Calvin Coolidge died five years ago.
7. Princess Juliana of the Netherlands, married one year ago.
Adolph Zukor's 65th birthday.
8. Trial of Boss Tweed began in New York City 65 years ago.
France occupies Ruhr to enforce reparations, 15 years ago.
Queen Elena of Italy's 65th birthday.
Wilson made 14-points-of-peace speech in Congress 20 years ago.
11. Thomas Hardy, author, died 10 years ago.
Francis Scott Key, Star-Spangled Banner author, died 95 years ago.
12. John Winthrop, first Colonial governor of Massachusetts, born 350 years ago.
14. Charles Dodgson (Lewis Carroll) died 40 years ago.
17. Lloyd George's 75th birthday.
18. U. S. Department of Commerce and Labor established 35 years ago.
19. Gold discovered in California 90 years ago.
20. Settlement of Australia began 150 years ago.
King George died; Edward ascended, two years ago.
Franklin D. Roosevelt inaugurated for second term, one year ago.
21. Great flood in Ohio Valley, one year ago.
Maj.-Gen. G. W. Goethals, builder of Panama Canal, died 10 years ago.
22. King Tut-Ankh-Amen's tomb opened in Egypt 15 years ago.
Lord Byron, poet, born 150 years ago.
23. Soviet trial for conspiracy (Radek) opened last year.
27. Charles A. Dana became editor of The New York Sun 70 years ago.
28. V. Blasco y Ibanez, Spanish novelist and politician, died 10 years ago.
30. Asa Gray, botanist, died 50 years ago.
Nazis took power; Hitler became Chancellor five years ago.
31. Congress authorized the Washington Monument 90 years ago.
Franklin D. Roosevelt devalued dollar four years ago.

Air Briefs

New York By BENN HALL

MATCH this situation. A magazine outfit discovered, thru its own surveys, that radio was doing a better selling job for it than the dailies. But it won't release its findings for fear that such results might work against its own salesmen—that advertisers would toss salesmen out when they sought to peddle white space, and with the remark that their own organization showed radio to be more potent than printed media. . . . Reported that CBS offered Steve Hannagan 25 grand per to head its publicity department, but he nixed the offer. . . . Boys at Young & Rubicam still trying to find their own offices since the shuffle. . . . Richard Brooks, of WNEW, and Norman Weiser's in the reading stage with hopes for production high—as always.

Lie-detector program idea is causing the fib specialists to battle as to who originated it. How about a test? . . . WHN doing all right by itself in getting listings along with NBC for programs aired by both WHN and NBC, except for *The Sun*, which sticks to just NBC box listing. *Sun* figures that if it listed another station, it should list entire string of stations airing the show. . . . Herman Bess visiting Midwestern agencies for WNEW. . . . Macfadden will probably increase its radio appropriation.

Arthur Sinsheimer, of the Peck agency,

suggests that picture exhibitors might cash in on the film-radio programs which they fear so much. Instead of two punk double features Sinsheimer suggests that on evenings when the air shows are on a strong single feature be shown and the actual radio program be tuned in, right in the theater. With, of course, a good sound system.

Bob Welch, of Young & Rubicam, now megaphoning *Broadway Melody*. Harry Ackerman, formerly on the show, to Detroit to handle agency's Lone Ranger production. . . . American Communications Association claims that there are only 14 men left in Association of Broadcast Technicians, CBS union, out of original 66. . . . ACA concentrating on New York stations, but not leveling heavy artillery at Brooklyn indies. Too small and too many relatives, but will, of course, sign up engineers who want to come in. . . . Sam Wingfield, Kenyon & Eckhardt's spokesman, working hard in the National Association of Accredited Publicity Directors. Striving to make it the "Four A's" of publicity and may start a division for assistants. . . . Nick Kenny and staff absorb spaghetti every Wednesday near the office. Father of son on program feeds the crowd. . . . Sid Flamm, of WMCA, is a Deadeye Dick when it comes to knocking the tar out of clay pigeons at the Broadway shooting galleries.

Chicago By HAROLD HUMPHREY

PILLSBURY FLOUR is rumored to be seriously considering dropping its *Today's Children* show, but so far is stumped for another idea. Show has been on for over five years and the sponsor is jittery about a substitution, fearing it might lose a big hunk of its listeners. Reported reason for the proposed switch is lack of new plot situations for the *Today's Children* characters, plus the fact that Irna Phillips, who writes the script and acts in one of the roles, is anxious to quit emoting to devote all her time to writing. . . . Charles Garland, recently appointed manager of the newly opened WHIP, has rejoined Radio Sales, Inc., where he was a salesman before going to WIND and then to WHIP in Hammond, Ind.

William Paley, president of CBS, and Irving Reis, director of the *Columbia Workshop* program, are visitors this week for the Second National Conference on Educational Broadcasting which opened Monday. . . . Irene Bentley, prominent legit star of yesteryear, also in town visiting her nephew, Spencer Bentley, of the *Betty and Bob* show. . . . Jeri Paul, former cafe vocalist, is warbling over

the ether now on Harold Stokes' WGN program. . . . Bill Ray, NBC press head, spent Thanksgiving motoring to Lake Geneva. . . . The Frank Simon ARMO concerts are due to return to the air from WLW around January 1. Maurice Seymour, the de luxe picture snapper of the town, spread himself to a 24-sheet billboard display on the boulevards.

CBS announcers and production men voluntarily hired Prof. Robert J. Clements, of the University of Chicago, to instruct them in basic pronunciation of the various foreign languages. . . . Josephine Swinney, soprano, may break into the air lanes thru the *Carnation Contented Hour* for which she will soon be auditioned. . . . David Lane, local tenor, had a tryout with Marek Weber's Stevens Hotel ork and expects to join the outfit as a regular feature soon. . . . Speaking of Marek Weber, his men are still experiencing difficulty understanding their maestro, who speaks only a few words of English. Band was put together here and the muskies have decided they will either have to brush up on their German or hire an interpreter.

Carter Claims CIO Trouble Patched Up

PHILADELPHIA, Nov. 27.—Boake Carter, CBS news commentator, will be sponsored by the General Foods Company, starting March 1. Carter said he was leaving Philco's sponsorship after four years because of a "more attractive offer." He refused to confirm or deny reports that the offer was more than four times the \$50,000 a year said to have been paid by Philco.

Carter denied that "labor trouble" was the cause for his leaving Philco. Recently

the Russian-born Britisher has been blasted by the CIO and AFL for his anti-labor stand.

Commentator said his row with the CIO was all patched up. "I recently had lunch with John L. Lewis and Jim Carey (president of the CIO radio workers' union) and we're good friends," Carter declared.

He also said his projected trip to Europe to get "first-hand dope" on the situation there was "all off" because his new sponsors wanted him to start immediately.

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

N. Y. Station Publicity Chart

NEW YORK, Nov. 27.—Again WABC comes thru as a strong winner in publicity breaks for October. National Broadcasting Company follows with WEAF in second position, while WJZ thirds. WOR came thru as a fourth. Folding of *New York American* and *Brooklyn Times-Union* accounts in part for the changed position of several stations when compared with last year. WHN, indie station, has actually come up in publicity breaks even though the total plugs show a loss against 1936.

Letter "F" indicates feature (best bet boxes, etc.) mentions. "C" indicates gossip column breaks. TG indicates grand total. Press-Radio, stock market reports and dance music listings in best box schedules are not included.

	1937			1936		
	F.	C.	GT.	F.	C.	GT.
1. WABC	889	228	1,117	1,123	450	1,573
2. WEAF	661	247	908	987	436	1,423
3. WJZ	571	195	766	981	454	1,438
4. WOR	449	149	598	502	187	689
5. WMCA	271	97	368	351	177	528
6. WHN	230	57	287	246	100	346
7. WNEW	131	30	161	149	15	164
8. WEVD	140	6	146	75	10	85
9. WINS	92	44	136	181	55	236
10. WQXR	69	14	83	*	*	*
11. WNYC	45	15	60	110	15	125
12. WBNX	5	3	8	9	10	19
	3,558	1,085	4,643	4,714	1,906	6,623

*No records for 1936.

From All Around

TOM PROPHET is the latest pappy at KWTO-KGBX, Springfield, Mo. It's a gal; Ralph Nelms married to DeLacy Hunt; Lonnie McAdams now has a macaroni sponsor. . . . Barbara Perkins doing a shopping column on KDYL, Salt Lake City. . . . Jack Gregson and Myro Fox, of that station, sporting new cars. . . . Graham Poyner and J. B. Clark, WPTF, Raleigh, N. C., complimented on their play-by-play word pictures of gridiron massacres. . . . Frank Cantrell, of WSB, ranks as the station's best auto driver. . . . Leslie Smithgall gained another ounce.

Molly Dean doing a Hollywood chat from WJBB, Detroit, and getting news from West Coast friends. Formerly with KFWE, Hollywood. . . . Wells Ginn and *Unbroken Melodies* back at WLW, with a 10-piece ork batedon by Bill Stoess. Steven Merrill, Allen Warner, Herbert Speckerman and Harry Mumma soloing. . . . Pete Grant, Phil Davis' Ork, DeVore Sisters, Lenore Burch, Mary Paxton, Allen Warner and Red Barber in WLW's new *Midwestern Stars*.

Jim Lowe, Al Mutter, Lawrence Weston and Lawrence McDowell, KFOX, Long Beach engineers, are all amateur broadcasters. Busman's holiday. . . . Gene

Halliday, KSL, Salt Lake City, handling a new *Search for Talent* show. . . . Bob Edwards, back Hollywood, columnizing at KSL. . . . Gladys Pinney to Coast for Christmas holidays. . . . Play by Fred G. Taylor being presented in Salt Lake City. . . . Ivan Streed and Ralph Childs, of WHBF, Rock Island, tried to get an owl to guest star, but no go. . . . Charles "Del" Delaney, of WFEL, Syracuse, using amateurs on his Saturday wake-up show.

NBC Appoints Vice-Presidents

NEW YORK, Nov. 27.—NBC increased its roster of vice-presidents by three yesterday, new title bearers being William Hedges, Mark Wood and O. B. Hanson. They are in charge of station relations, treasurer and chief engineer, respectively.

Each of the newly named vice-presidents retains the departmental jurisdiction he had before this promotion came thru. Hedges, a veteran with NBC, re-joined the network November 1 after resigning the general management of the Crosley Radio interests. Frank Mason, who had been vice-president in charge of station relations, was made assistant to the president, Lenox Lohr, recently.

Radio Biggies Eye Met Budget

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

NEW YORK, Nov. 27.—Metropolitan Life Insurance Company's decision to find new ways to spend its \$1,000,000 magazine and newspaper ad appropriation has radio moguls hoping to get a slice of this juicy budget. Met is swinging part of its ad campaign to Young & Rubicam, while retaining its present agency, Hawley Advertising Company, for some of its ad promotion. It is understood that Metropolitan Life has not been satisfied with the results of some of its campaigns, but whether it will use other than printed media is still to be decided.

Company has run a "welfare" campaign for 15 years in magazines and has also used a "safety" and an "insurance" drive in the weeklies and monthlies. The "insurance" series, only one with direct sales technique, is to be dropped, it is believed, and Young & Rubicam are now charting a substitute campaign.

Others

Should Metropolitan swing toward the air, it is considered likely that other insurance companies will follow suit. But much as network and independent stations have tried to line up considerable chunk of insurance business, they have failed. Web sales staffs and agencies handling such accounts ascribe this no-radio policy to several causes. One is believed to be a somewhat "premature" trial for radio some years ago by insurance firms. A major network official blames the results secured by such companies several years back for their present sour attitude toward their advertising. He points out that while radio has advanced since then in sales results, insurance companies aren't sold on the air. A recent convention of insurance men was, significantly enough, addressed by major network executives in an attempt to get the sign-here boys more radio-conscious.

A further reason for this radio shyness advanced by an official of an agency handling a considerable number of insurance accounts is that policy holders, he reported, have objected to "their" companies spending money on radio advertising. To those who pay the premiums, entertainment was entertainment and they didn't like to see "their" insurance companies spending money on such goings-on. These policy holders didn't see radio as an advertising force, but regarded it as a pastime provider. Increasing articulation of such critics soured some insurance officials on radio, even though they may have been sold on it themselves, and since they have been leery of doing anything to antagonize policy holders. This especially applies to mutual companies.

Should Metropolitan change its policy the radio industry hopes other firms will follow the example, even though they didn't when Met had Arthur Bagley on the air for many years, canceling fairly recently. Bagley's was probably radio's most unobtrusive program.

MUSIC BOWS

(Continued from page 3)

places cannot beat the provisions of the musty law.

Coin machines are silenced unless "sacred music" is substituted for the hot tempo discs.

Flicker music is not concerned, for modifications since 1692 have restricted application to places that sell liquor. Dancing also will not suffer, for Boston tolerates no hoofing anyway.

Some spots have conducted mild forms of entertainment on Sundays, illegally, of course, but without any trouble from the police or authorities.

Mayor Mansfield conferred with Henry E. Foley, chief of the city law division, to seek a means by which customers can have music and entertainments on Sundays if they desire it. Foley will report his findings shortly.

Paul G. Kirk, commissioner of public safety, altho he won't say anything yet, but when it comes his statement should prove interesting, for it will be relative to a possible ban on musical and other forms of entertainment on the Sabbath, thruout the Commonwealth.

The Crawford House, Scollay Square, Boston, was refused a license. Now it and Moe Hamblurg's place in the South End must shut up their entertainment.

One leading entertainment booker blames spots for current conditions for advertising entertainment on Sundays via the press. The practice had assumed such public proportions that authorities were forced to act according to law. Everyone knew of such Sunday entertainment endeavors thruout the city, but most were without any newspaper heralding.

The unearthed blue law received pronto enforcement last Sunday, a few hours after the ban became effective. Biz around town was so-so, but the Hub had a storm, anyway. All musical contraptions were sealed from squeaking melodic strains. Unusual obedience to the ban was in evidence. As reported, even the vocal straining of *Sweet Aedine* was hushed.

Police Commissioner Joseph F. Timilty ordered his division captains to jot down the names of spots where music was played. The report will be sent to headquarters, but no police action will follow until the ruling is completely clarified.

Slot machines had hastily written signs nixing the deposit of coins or saying that the music boxes were out of order. Some were even wheeled out of customer view.

Fems did the most squawking. The lull in their lives was taking the joy out of their merriment. These complaints came from spots where orks usually play Sunday nights. The town has about a score of them, but not all serve the giggle juice.

Attorney-General Dever later denied that he made any ruling on the interpretation put on the blue law by Boston licensing officials and by the State police bureau handling Sunday entertainment. He also denies that he issued any opinion prohibiting musical entertainment in clubs, hotels and restaurants on Sundays.

LUX-LIFEBUOY

(Continued from page 3)

attraction of a one-hour show. The manufacturers, it is learned, want at least one well-known performer in the troupe to attract steady crowds. It could not be established whether the show, when finally ready for the road, will be exploited over the company's network programs, but this is figured as certain. Lever Brothers are now sponsoring three CBS chain shows, *Lux Radio Theater* on

Vaughn DeLeath Follows Vallee Et Al.; Now Co-Managing Talent

NEW YORK, Nov. 27.—Vaughn DeLeath, pioneer performer who served gratis when radio was struggling for recognition in the show business, is following the lead of such names as Paul Whiteman, Rudy Vallee and Eddie Cantor. She has set up a supplementary talent managerial business which she is conducting on a co-operative basis with her husband, Irwin Rose, simultaneously with her own singing career, capitalizing on her position. Like her colleagues, she has an eye toward the future when even today's favorites will be ausgespleit, and she will have established a ready source of income. Similarly, she has no thoughts of immediate retirement from the performing ranks, admitting that the singing career is more lucrative at the moment, "there is always the future to think of."

From her dual position as performer-manager she has thus far observed that the future supply of radio talent will come from the ranks of professionals who have been thoroly groomed and trained for a specialized vocation, and not from among amateurs or others to whom singing or acting is merely an avocation. In fact, she has little comfort for amateurs. She speaks of them, too, as an authority, having been among the

Monday with Cecil B. De Mille; *Big Town*, a serial, on Tuesday, with Edward G. Robinson and Claire Trevor, and the Al Jolson show on Tuesday.

GAG WRITERS

(Continued from page 3)

tainers filling indefinite engagements in after dark spots. Thru frequent change of material they find it a definite help in getting their contracts renewed.

Because of the continued demand, prices for original stuff are fast reaching skyrocketing proportions. The better scribblers charge a minimum of \$50 for an original song and go into the three-figure bracket when doing business with known artists. Special orders also bring fancy prices.

There is room here for more comedy writers, particularly those who are capable of turning out amusing bits and situations that fit in local niteries. But when a promising newcomer is developed here he is soon whisked to the West Coast on contract.

Recent desertions from local ranks include Dave Rose, of the local National Broadcasting Company staff, who signed with Paramount Pictures to write songs and arrangements, and Morey Amsterdam, comedian, who is now with Metro, penning gags for Ted Healy.

OLDTIMERS CLICK

(Continued from page 4)

have been "jumble."

Show of Shows is practically a circus brought indoors, featuring the side-show variety of entertainment with more than a dash of the Minsky. For that type it is good. There is much that granny shouldn't see or hear. A weak-voiced and listless tenor and two piping sisters sing the vocal accompaniment to the Rose tunes in the musical numbers. Rose appeared on the stage to explain the situation when the fuse blew out.

Eleanor Holm was reported on the premises but made no appearances. Edward Murphy.

first to have presented such entertainment as a vaudeville attraction.

"Amateur programs have done more harm than good, raising youngsters' hopes too high, and offering at best a short-lived career." That amateurs and the majority of others seeking radio careers lose out before they get started, Miss DeLeath attributed to two basic factors. They are inadequately prepared and the field is already glutted.

"It takes an exceptional performer to get anywhere. Being just as good as a current attraction is not enough," she advised. She finds further fault in the general attitude of would-be performers; all because they have not been trained for their vocations. "They trust too much to luck and lack a sense of dependability."

Of the question on what services can a performer expect from a manager, she was brief. "Performers expect too much. Managers cannot work miracles." In discussing her own position, she held that her performing career placed her in an advantageous position as a manager in that she was better able to understand the performers' problems and temperaments, could offer ready sympathetic understanding, and lend a tolerance toward "off moments." A performer-manager, in any branch, can render the services of a coach and teacher, being better equipped to recognize and correct a professional deficiency before the shortcoming does any damage to the performer's salability, she feels.

GRACE & SCOTTY
WEAF Red - WJZ Blue
RADIO CITY
Coast to Coast
NBC ARTIST SERVICE
30 Rockefeller Plaza, N. Y.

ERRI FRANCONI
Romantic Tenor
Featured Artist-NBC
(WEAF & WJZ)
Management — BEN LIPSET
807 Fifth Ave., New York.

BOOKING DIRECT
D'ARTEGA
AND HIS ORCHESTRA.
ADMIRALTY—MBS.
Sunday, 6:30 to 7:00 P.M.
1441 Broadway, Chick. 4-5155, N. Y.

THE NEW
SENSATIONAL
RECORDING
ARTIST
MAXINE SULLIVAN
Introduces a new version of
"LOCH LOMOND"
21st Week ONYX CLUB, N. Y.
Pers. Rep.
CLAUDE THORNHILL

JOE MARSALA
His clarinet
and His Chicagoans
10th Month HICKORY HOUSE, N. Y.
Dir.: MUSIC CORP. OF AMERICA.

MITCHELL AYRES
and the
FASHIONS IN MUSIC ORCHESTRA
GURENTLY
ADOLPHUS HOTEL, Dallas, Texas.
Dir.: ROCKWELL O'KEEFE, INC.

Interference on Deep South's "Cleared" Channels Gets Worse

NEW ORLEANS, Nov. 27.—Steadily worse grows the interference on "cleared" channels on the commercial band in the Gulf Coast area, and these fall nights find the era of good reception more one of hope than actuality. Most of the powerful stations of the East and Middle West and even those of the Middle South are badly distorted or whistled by the ever-increasing number of transmitters "down under."

With the Deep South experiencing almost perfect reception weather this week, four consecutive nights of dialing brought the following results on a 1987 model nationally advertised three-band receiver:

Between 1500 and 540 k. c. only eight cleared channels were brought in on all nights without distortion or interference of any kind. Best bands were 670, 700, 720, 740, 800, 880, 1040, 1090, 1140 and, of course, 1200, 1250, 1300 and 850, which are occupied by local stations. A 500-watt station at Baton Rouge, less than 70 miles away by air, operating on 1130, hummed loudly by night, altho reception is as good as local by day. Between bands 880 and 1040 three Mexican stations at 910, 960 and 1030 were clear, but all other bands very badly distorted by background voices.

THE STATION OF THE STARS
WHN
New York's
Number One
Showmanship
Station
Affiliated with
Loew's Theatres and
the M-G-M Studios
1540 BROADWAY • DIAL 1010

G U S **STAGE & SCREEN** **V A N**
Director of
Central Booking Office, Inc.
54 W. Randolph St., Chicago.
For RADIO
Radio Productions, Inc.,
520 N. Michigan Ave., Chicago.

Program Reviews

EST Unless Otherwise Indicated

"Commentator"

Reviewed Thursday, 10-10-15 p.m. Style—Talk. Sponsor—Commentator Magazine, Inc. Agency—Cecil, Warwick & Legler. Station—WOR (MBS network).

Commentator's publisher, Charles Payson, has developed a program that sounds a fairly definite opinion. Whether such a production is advisable for a magazine is something which can only be answered by the circulation manager's report. In the number caught Payson took a mild slap at the administration and introduced a speaker who plugged big business as the logical group to run housing development against independent contractors. Such a speech will probably displease many. Whether they or the group upheld or either side's partisans buy enough copies should decide the wisdom of such a program.

Payson introduced John Ellington, formerly a Hoover press agent. In question and answer form Ellington described housing problems and gave his opinions for the right solutions. Led's a good speaker, of the lecture platform type, and presented his case clearly and intelligently.

Spies are held down. Announced that Ellington has an article in the current issue, and a Christmas subscription offer is made.

Thursday spot placed it opposite NBC's *Town Meeting* on Blue. B. H.

"Scrapbook"

Reviewed Monday, 9-30-9-45 p.m. PST. Style—Music, readings. Sustaining on KFRC (San Francisco).

Last year Mel Venter, long identified with *Feminine Fancies*, needed some material to fill a blank spot on the program. The result of a casual search of newspaper files lead Venter into a serious research that now finds him a walking volume of human-interest stories, the best of which he utilizes on a new program, *Scrapbook*.

Venter can give the names of eccentric old ladies who lived in brownstone mansions on 52d in 1902, tell of the innovations that marked the appearance of the Maxwell (model owned by Benny), or who invented the first rocket and why it didn't get to Mars.

Monday's program dealt with the man who discovered the world's largest diamond, a story dealing with a racket designed to bilk housewives, the futurity of the World War from financial standpoint, and another story concluding on a happier note.

Venter has an easy, unostentatious delivery, is at best, in the non-dramatic field, does not betray in this particular offering his excellent sense of the ludicrous, which sneaks thru on the afternoon program on occasion. E. M.

"Singin' Sam"

Reviewed Thursday, 1-1-15 p.m. Style—Songs (transcription). Sponsor—Coca Cola Bottling Company. Station—WHN (New York).

Singin' Sam (Harry Frankel) offers the homesy, sentimental song in a manner that is appealing to ballad and sweet-song addicts. His audience should still be large and this series on wax is a natural for them.

Saddle Your Troubles to a Wild Mustang and *When Will You Belong to Me?* were included in the list of numbers warbled. Titles indicate the type offerings Singin' Sam gives 'em.

Blurbs were plentiful but as dished out by the singer were acceptable. B. H.

Lyon and Marlowe and Perry Como

Reviewed Tuesday, 12-45-1 p.m. CST. Style—Vocal and instrumental. Sponsor—Halgar, Inc. Agency—Baggaley, Horton & Hoyt. Station—WMAQ (Chicago).

Altho talent employed here is above average, the sum total barely escapes being mediocre. Presentation is too cold and choppy, with the results sounding amateurish. Perry Como, crooner with Ted Weems' Ork for several years, handles bulk of the show, his singing mak-

ing him a member of the Crosby school but with a certain amount of originality which makes it easy on the ears. June Lyon and Jerry Marlowe pound twin pianos with plenty of enthusiasm and should get more of a break than just one number. Their accompanist work for Como is smooth, too.

Kay Campbell, billed as Nell Adams, is built up as the creator of this newly patented, home-grown permanent wave process and handles the heavy commercial plugs in explaining just what Mar-Vo-Kurl is and does. Her script is long but is evidently necessary to wise up femme listeners. Vincent Pelletier announces the musical numbers.

Betty build-up for the principals and smoother continuity might save this one. H. H.

"Smoke Dreams"

Reviewed Sunday, 12-30-1 p.m., CST. Style—Musical. Sponsor—H. Fendrich, Inc. Agency—Ruthrauff & Ryan. Station—WLW (Cincinnati).

Shows like this one restore the listener's faith in radio as a form of entertainment. Musical selections balanced well among a 22-piece ork, led by Virginio Marucci, and a mixed octet furnish the backbone of the show. Vikl Chase, soprano; Dean Craddock, contralto, and Rafelli, tenor, are spotted with special numbers, each doing a good job. Hit tunes of the past like *Love in Bloom* and the old standards are used thruout, offering a relief from swing and what have you.

Entire program is built around a personage called the Dreamer, whose commentary and prolog build up that lean-back-in-your-chair-and-relax line for the audience. His handling of it has restraint and material is sensible. Idea, of course, is to relax with a La Fendrich 5-cent cigar, but the commercials spied by the dreamer do not grate the nerves. H. H.

George McCall

Reviewed Thursday, 7-15-7-30 p.m. Style—Movie gossip. Sponsor—P. Lorillard Company. Agency—Lennen & Mitchell. Station—WABC (CBS network).

George McCall is a veteran Hollywood reporter, having been associated with both trade and fan publications. For Old Gold cigarets he is using the title "Hollywood Screen Scoops" and starts his career as a radio gossip disher just when the sensitive picture business is up in arms about radio's none-too-friendly Hollywood commentators. Entering the

field at this time may be one reason why McCall is soft-pedaling and taking it easy, which, it appears, he is doing. But in this apparent self-ordained damper on his material he is hurting himself.

McCall's program when caught lacked the zing of several other similar columnar programs. His material was definitely on the weak side and if the reason guessed at isn't behind this material weakness, there can't be any other explanation. As an experienced reporter in the picture field, McCall should have no trouble in digging better gossip. He should do this and do it fast if he wants to stay even with his competitors. Style of the program, with announcer breaking in to deliver headlines, is good. Pistol shot simulating hitting the bull's-eye is used in reviewing pictures.

Like Sidney Skolsky, McCall's diction and delivery are weak. One way to help overcome this is by strong material, and then there are always elocution teachers.

Old Gold, ciggie makers, puts itself in a silly position by disclaiming at the end of the show any responsibility for McCall's comments and opinions. Either they sponsor him, or they don't. J. F.

Johannes Steel

Reviewed Friday, 8-45-9 p.m. Style—Commentator. Sustaining on WMCA (Inter-city Network).

Johannes Steel, German exile, should build a following of serious-minded listeners who want something more than mere headline news. Newest of the commentators, gives interpretative or dope angles to international situations, particularly those in the volcanic sections of Europe.

His is the serious talk, minus any attempt at jazzing up news; rather he seems to rely on the actual import of the news. It's unfortunate that his delivery is somewhat halting and that he has little ether personality. Steel, however, should be careful to keep to fresh news. His discussion on Charles Bedeaux was about a month old and he did little more than rehash stuff that had appeared in the dailies.

For a limited, intelligent group, but possessing little mass appeal. B. H.

"Aces Up"

Reviewed Thursday, 8-30-8-45 p.m. Style—Sketch. Sustaining on WEVD (New York).

This evening serial, a one-a-week shot, needs greater suspense and more polished playing if it expects to get fans to remember it for a week. As it stands now it's a rather routine melodrama, quite badly played and lacking the punch and realism needed to hold an audience.

Opener showed a night club boss, also a pug manager, who wanted to get hold of a husky longshoreman for use as a fighter. To attain his end he used a wicked chorine as a come-on for the

waterfront roughneck. Script session ended on a mild note of suspense when the night club owner called back a reporter who evidently had some goods on him. Sketch was loosely written, with little connection between the longshoreman and reporter incidents.

Playing was of the amateurish variety, Chorus gal was the only convincing one, as the night club boss overdid the tough guy stuff, while the longshoreman was more the school-boy type than a big muscle mug.

Basic idea is evidently sound but needs plenty of dressing up to build a following. B. H.

The Three Brown Sisters

Reviewed Monday, 7-15-7-30 p.m. Style—Singing. Sustaining over LICM, Bridgeport, Conn. (Yankee network).

These three misses, Dorothy, Ethel and Lorraine Brown, with Lorraine doubling at the piano, present an entertaining 15 minutes of ace harmonizing. They have plenty on the ball and dish out the popular brand. No wasting of time and songs follow one after another. Too bad that the girls couldn't have selected more up-to-date songs, all of them being melodies that have long gone into the discard, with the exception of *Life of the Party*, which they sing with variations and sell for all that it is worth. S. A. L.

"Musical Day Dreams"

Reviewed Friday, 12-45-1 p.m. Style—Musical. Sponsor—F. & F. Laboratories. Station—WHO (Des Moines).

This new program is one of the finest from a musical standpoint to be presented by any local station. Featuring Mabel Moss Madden's lyric soprano in semi-classical numbers, with splendid musical accompaniment by the Melodists, it has all of the earmarks of a network show. The Melodists include Don Hovey, violin; Garnette Arrick, harp; Lenore Mudge Stull, organ, and Garrett Barnard, cello. Only adverse criticism of the program is in the verbose commercial announcements.

Miss Madden has had 10 years in radio work over Chicago and Iowa stations and is an acknowledged leader in Iowa musical circles. Her superb voice, together with a fine choice in numbers, makes for a program thoroughly enjoyable to all types of listeners. Excellent work is also done by Arrick, considered a top-notch harpist in the Midwest. R. W. M.

John Garber

Reviewed Thursday, 9-9-15 p.m. Style—Commentator. Sponsor—Gimbel's. Station—KDKA (Pittsburgh).

Worthy of comment because it is the sponsor's debut in the Pittsburgh radio field, and because it is faintly similar to a straight news broadcast over WJAS by Kaufmann's, only department store in the city larger than Gimbel's. John Garber's program of News Angles rank as one of the better local quarter hours because of its intelligent editing.

A Harvard grad who also studied law in Wisconsin, Garber, formerly an ad copy-writer, kaleidoscopes current events with significant behind-the-scenes facts that interpret and clarify. He also plugs his store several times for both institutional purposes and sales, inserting a new conclusion into the commercial spiel.

Demerits for a delivery seemingly too forced, which shows tendency to strain auditors as well as editor, possibly due to his rapid-fire that sounds like a cross between Edwin C. Hill and Boake Carter. Combine Garber's evident taste for research and talent for editing, with slower talking more in keeping with news interpretations that require the listeners to think, and Gimbel's have a potential competitor for network commentators. M. F.

Current Program Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

It doesn't quite seem possible that with all the available talent and material the Metro-Goldwyn-Mayer-Maxwell House Coffee program should produce so lifeless and uninteresting an entertainment. No radio show within recent times, if ever, has been subject to such close scrutiny, and for good reason. It is the first major radio-film alliance and it represents a fancy bit of dollars. Take, for instance, the third program, where the talent included, among others, Allan Jones, Ted Healy and his stooges, Igor Gorin, Judy Garland, Illona Massey, Robert Young, James Stewart, Warren Hull and Meredith Wilson's Orchestra. The talent each week is supposed to cost \$25,000 and \$25,000 should be able to buy a lot of amusement. In the four programs so far produced that amusement has not yet been delivered. The programs have been marked by a lack of spontaneity and ingenuity and are rather sprawling and cumbersome endeavors.

What makes the weakness of the Maxwell House program so strongly apparent is the show that follows it on the NBC Red. This, of course, being the Bing Crosby program for Kraft Cheese. Written by Carroll, the double pseudonym for one of the best scribes in the

radio business, Crosby's show has set an example that a lot of others have tried to follow, none with any too great a degree of success. Written and played in a light, bantering style, with practically every radio cliché neatly tossed out the studio window, the program is indubitably the most enjoyable on the air today, surpassing even the vaunted Chase & Sanborn Hour. Crosby has developed from being a crooner—the best in his line—into a deft, light comedian capable of taking two for one, which has always been a successful comedy principle.

The old and fascinating idea of telepathy should make for good radio. The subject is gaining in news interest and the Zenith show seems to be beginning to catch. But it requires better production, smoother breaks and polish than it is getting now. Examples of folk with "visions," personal appearances, attempts at home audience participation, with some alleged scientific studies means good, human-interest ingredients. But it's a radio stew that needs more careful selection and brewing if it's to have the right savor. Possibly fewer "visions," better dramatizations and sound effects and a more personal touch are the solutions.

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Kansas City Het Up Over Legit

KANSAS CITY, Mo., Nov. 27.—A brisk ticket sale indicates full houses for opening show next Saturday afternoon in Music Hall of the new Municipal Auditorium when the George Abbot production, *Room Service*, moves in for a run of one matinee and two nights.

Noel Coward's *Tonight at 8:30* opens Tuesday night, December 7, for a five-day run in Music Hall, and it will be followed by *Yes, My Darling Daughter*, to be presented December 13 and 14, and *Brother Rat*, which comes in for four shows December 30.

Tovarich and *Tobacco Road*, already here, drew well. According to James Nixon, veteran showman and present treasurer of the big auditorium, the show season is better this year here than in any other year of the last decade. Also scheduled for Music Hall after the first of the year are Billy Rose's *Show of Shows*, *The Women You Can't Take It With You*, *Babes in Arms*, *Richard II*, *Victoria Regina* and *Wingless Victory*.

Several hundred Kansas Citizens hold season reservations for all attractions. There isn't any doubt that this section is far more enthusiastic now than it has been in years over the legitimate fare being offered it.

"It's in the Bag" in London

LONDON, Nov. 14.—Following a try-out at the Palace, Manchester, Cecil Landeau and George Frank Rubens presented their musical production, *It's in the Bag*, at the Saville Theater here. Show is an instantaneous success and looks headed for a long run.

Speed and talent are the mainstays, and two American comedy acts from vaude head the cast. Gene Sheldon is a riot with his pantomimicry, and his vaude act never went better. For the first time in his career he does talk in several bits and hits solidly. Benny Ross and Maxine Stone click heavily with their pop vaude vehicle and add plenty of new and funny bits that put them over to happy returns.

Elisabeth Welch, colored singer; Doris Hare, comedy girl, and Ernie Dillon, comedy trampoliner expert, are all from vaude and score appreciable successes. Sepha Treble, James Carney, Robert Lindon and Robin Richmond and his Hammond organ are other fine contributors to a well-produced and enjoyable hit show. Bert Ross.

"Victoria's" Pitt Advance

PITTSBURGH, Nov. 27.—A new high for advance reservations on a stage show was believed set here when all seats for Helen Hayes' *Victoria Regina*, opening for a week at the Nixon Monday, were sold out 10 days ahead of time, most of them having gone four weeks ago.

Due to the tiny star's popularity here, plus the town's being hungry for legit as testified by healthy gates at all shows but the two Shakespearean plays here since the middle of September, Manager Harry Brown of the Nixon has been besieged all week by phone calls from important customers of newspapers, political big-wigs and social luminaries, which he answers uniformly with sympathetic glee, "Sorry, sold out."

And just one ad in each of the three newspapers two months ago was all that was necessary for the S. R. O. sign being pulled off the shelf.

New Show for Palace, London

LONDON, Nov. 14.—Jack Waller's new musical, *Oh, You, Letty!*, has been set to open at the Palace here December 16. Show, which has been written by Geoffrey Kerr, Bert Lee and Clifford Grey, will be produced by Campbell Gullan, with Sydney Howard as star. Will play two try-out weeks in the sticks before coming to London.

Chorus Equity Notes

November 23, 1937.
Week after week and month after month—and even year after year—Chorus Equity tells the world in these columns that it is holding checks in settlement of claims for a dozen or more Chorus Equity members. Sometimes the amount represents no more than a day's pay, but in some cases the checks are for pretty substantial amounts. An uninitiated layman asks, "Don't chorus people need money? Why don't they come and collect?" (See CHORUS EQUITY on page 37)

New Plays on Broadway

Reviewed by Eugene Burr

AMBASSADOR

Beginning Saturday Evening, Nov. 20, 1937

THE PLAYBOY OF THE WESTERN WORLD

(Repertory Revival)

A comedy in three acts by J. M. Synge. Directed by Arthur Shields. Setting uncredited. Presented by Abbey Theater, in association with the Messrs. Shubert.

Margaret Flaherty, called "Peegen Mike".....Ria Mooney
Shawn Keogh, Her Second Cousin, a Farmer.....Michael J. Dolan
Michael James Flaherty, called "Michael James," a Publican.....P. J. Carolan
Small Farmers:
Philly Cullen.....Denis O'Day
Jimmy Farrell.....U. Wright
Christopher Mahon.....Arthur Shields
Widow Quinn.....Maureen Delany
Sara Tansley.....May Craig
Susan Brady.....Frolie Mulhern
Honora Blake.....Aideen O'Connor
Old Mahon, a Squatter.....F. J. McCormick
The Action Takes Place on a Dark Autumn Evening and the Following Day on a Wild Coast of Mayo.
SCENE—Flaherty's Public House.

Followed by

IN THE TRAIN

A play in one act, dramatized by Hugh Hunt from the short story by Frank O'Connor. Directed by Arthur Shields. Setting uncredited. Presented by the Abbey Theater, in association with the Messrs. Shubert.

Sergeant.....P. J. Carolan
His Wife.....Ria Mooney
Drunken Traveler.....F. J. McCormick
Magner.....Austin Meldon
Foley.....Arthur Shields
Delaney.....Denis O'Day
Kendillon.....Michael J. Dolan
Moll More.....Maureen Delany
Two Countrywomen: May Craig, Frolie Mulhern
The Woman.....Eileen Crowe
The Action Takes Place in the Compartment of a Railway Train.

Finally managing to get away from the run of *The Far-Off Hills*, the Abbey Theater Players from Dublin resumed their repertory (a funny sort of repertory, if you ask me, with one play running for 47 straight performances) last Saturday night. They presented a double bill, Synge's *Playboy of the Western World* and a one-act dramatization by Hugh Hunt of a Frank O'Connor short story called *In the Train*—and in them they did their best work of the current season.

Of course, *The Playboy* can't seem bad, no matter how it's done. Synge's lovely, lilting, down-to-earth and yet unearthly poetic dialog sings of itself. It crashes thru dramatic crescendos, it makes multicolored whirls of beauty that wreath west-country common life, it murmurs gently in dreaming moods—and it alternates and changes its many facets so swiftly and suddenly that they sparkle and gleam even in the garish light of a baby spot.

As may be gathered, this corner has an affection for Synge and basks in the definite assumption that nothing on earth can make his dialog seem altogether ineffective. Certainly the far-famed and highly touted Abbey Players don't—at times they do manage to make the lovely lines altogether unintelligible to namby-pamby American ears unacquainted with and unaccustomed to dialect so gnarled and twisted that it almost seems a separate language. For this reason it may be that Synge in book form is more effective than Synge on the stage. But, after all, the Abbey Players are hardly to be blamed for correct accents—and they do manage to create a portrait gallery of authentic and effective characters.

The play, of course, has been a stormy petrel of the Irish renaissance ever since Boston Hibernians, at the turn of the century, rose in their God-given might and pelted the stage with refuse because they felt the comedy aspersed the sacred honor of that invariably saintly and immaculate emerald island from which they sprang. They didn't like the idea of a lad getting himself a fine girl and much honor because he said he'd killed his father. They didn't like the idea of his losing both honor and girl when the father unfortunately reappeared in the flesh. They evidently didn't like the idea of the lad becoming an actual master because of the taste of power

he had had in the brief while he was a popular hero—this last evidently because of a divine conviction that no Irishman needs so artificial a stimulant to become an actual master.

Anyhow, time has toned down even the rigors of Hibernian wrath (all the more amazing because the Irish of Boston got more excited about it all than the Irish of Dublin), and *The Playboy* has become one of the accepted and best loved items in the Abbey repertory.

Arthur Shields does a really fine job in the title role, making lyric poetry of the rich and colorful beauty of the lines—and, in addition, giving a detailed, effective and tremendously engaging interpretation. Also scoring excellently is Ria Mooney as Peegen Mike, the girl; while P. J. Carolan (one of the best actors in the troupe), Michael J. Dolan, Denis O'Day, U. Wright and May Craig come thru with fine character portrayals—with F. J. McCormick, hitherto considered a lightweight in this corner, throwing all of my opinions back on my own head by doing a really solid, fine and altogether admirable character work as the lad's father.

The only annoyance, as a matter of fact, comes with the Widow Quinn of Maureen Delany. Miss Delany, as usual, sounds a bit like a Hibernian train announcer—only without a train announcer's variety of inflection or intonation.

In the Train is a brief bit of multiple character delineation that achieves excellent effect despite the really awful lighting with which the Players saw fit to afflict the audience. It busies itself simply with the return ride to an outlying Irish town of a group prominent in a murder trial in which the accused has been acquitted—the police sergeant and his nagging wife, the happy-go-lucky policeman, the neighbors who have perjured themselves knowingly despite a smug distaste for the murderer, an incidental drunk, and, finally, the accused woman herself, acquitted but going home to face a life that will be flecked with the bitter spume of small-town hate and ostracism.

Carolan, Miss Mooney, Shields, O'Day and Dolan again come thru with character work—and again Mr. McCormick makes me eat my own words (grown highly distasteful by this time) with his outstanding work as the drunk. Eileen Crowe plays the murderer a little like an inarticulate Lady Macbeth.

LITTLE

Beginning Friday Evening, November 19, 1937

THE BOUGH BREAKS

A drama by James Knox Millen, featuring Leon Janney. Staged by Curtis Cooksey. Setting designed by O. L. Raineri and constructed and painted by Stagecraft Studios. Presented by Peggy Cleary and Paul Berney.

The Boy.....Leon Janney
The Girl.....Cyrilla Dorne
The Boy's Mother.....Eleanor Brent
PLACE—A Living Room.

ACT I—Scene 1: Morning. Scene 2: That Night. ACT II—Scene 1: Several Months Later. Scene 2: That Evening. ACT III—The Second Morning.

When, a few minutes late, I took my seat at the Little Theater—where James Knox Millen's *The Bough Breaks*, presented by Peggy Cleary and Paul Berney, was playing—and looked toward the stage I caught a glimpse of an ingenue, her hands clasped in agony and her eyes raised earnestly toward the flies. "He seemed," she said in a voice that emotion had choked, but not hard enough—"he seemed," she said, "like a Prince Charming and I felt like Cinderella!" That settled that, then and there.

When a few minutes later a gushing juvenile rushed toward a middle-aged lady who was evidently trying to impersonate the Great Stone Face and spouted enthusiastically, "Mother, I love her—I want her!" I reached tentatively under my seat for my hat. But the fascination which, for certain weak souls, is found in anything consummately grotesque kept me rooted for the rest of the evening at the Little. I was glad that I stayed, for it was the last chance to see *The Bough Breaks* (which opened last Friday and closed last Saturday), and I wouldn't have missed it for the

world. It was surely one of the worst plays ever to be presented on Broadway; it had what must have been three of the worst performances ever perpetrated on the stage, and it possessed direction so bad that it made those performances appear even worse. Since there were only three people in the cast, that made a perfect record all the way—and perfection is a rare thing in the by-alleys of Broadway.

It was all about a lad carefully reared by a widowed mother, and of how he fell in love with a girl in a lower social stratum and brought her home, to mama's horror. But the boy and girl were very dearly in love, so they got on their knees on one of mama's expensive rugs (in mama's absence, of course) and married themselves, thereafter indulging in those quaint exercises that are usually the corollary of a marriage ceremony. Thereafter the girl went away again.

Well, mama steadfastly refused to give her consent to the by now somewhat superogatory marriage, and the girl came to fight for her love and the boy simply couldn't stand it all, so he went upstairs and shot himself. Two days later mama and the girl spat fire at each other within earshot of his coffin and finally the girl admitted that she, too, was about to become a mother. Whereupon sweetness and light permeated the embarrassingly ugly setting designed by O. L. Raineri, and the girl said, looking once more toward the flies, "Honey, it's all right now!"

Since the curtain was just then descending in the path of her vision, it was a statement with which the embattled spectators could enthusiastically agree.

MUSIC BOX

Beginning Tuesday Evening, November 23, 1937

OF MICE AND MEN

A play by John Steinbeck, dramatized from his own novel of the same name. Staged by George S. Kaufman. Settings designed by Donald Oenslager, built by T. E. McDonald Construction Company and painted by Triangle Studios. Costumes designed by John Hambleton and executed by Mildred Manning and Eaves Costume Company. Presented by Sam H. Harris.

George.....Wallace Ford
Lennie.....Broderick Crawford
Candy.....John F. Hamilton
The Boss.....Thomas Findlay
Curley.....Sam Byrd
Curley's Wife.....Claire Luce
Slim.....Will Geer
Carlson.....Charles Slattery
Whit.....Walter Baldwin
Crooks.....Leigh Whipper
An Agricultural Valley in Central California.

ACT I—Scene 1: A Sandy Bank of the Salinas River. Thursday Night. Scene 2: The Bunkhouse. Late Friday Morning. ACT II—Scene 1: The Bunkhouse. Early Friday Evening. Scene 2: Crook's Room. 10 P.M. Saturday Evening. ACT III—Scene 1: The Barn. Mid-afternoon, Sunday. Scene 2: The River Bank. A Little Later.

All those who have sneered at what they were pleased to call the sentimentality of the late Sir James Matthew Barrie, all those who have been mildly nauseated by the saccharine coating in which A. A. Milne habitually wraps his whimsies, all those benighted souls who have seen in *Cyrano de Bergerac* only a vista of sentimentalized swashbuckling and in such a piece as *Mrs. Moonlight* only a morass of maudlin tears should take an immediate trip to the Music Box, to which on Tuesday night Sam H. Harris brought John Steinbeck's dramatization of his own story, *Of Mice and Men*. For *Of Mice and Men*, the work of a so-called realist who flashed like a mud-flecked meteor across the literary sky, presents a doughy mass of soppy sentimentality unequalled and unapproached by the choicest work of the despised sentimentalists. It is *Little Lord Fauntleroy* in overalls, swaggering self-consciously after having read the works of verboten and sex-ridden psychologists, carefully using all the dirty words he has ever heard and thinking himself a heluva fellow.

Mr. Steinbeck and his masterwork pose a problem that has troubled me often before. There is a certain class of writer called realist, taken up and honored in flaming defiance by all the bright young men and used as a counteracting agent to presently despised sentiment, whose exponents are, as a matter of fact, far more maudlin than the writers so earnestly and self-consciously despised. Mr. Steinbeck is an outstanding example; a so-called realist, he is far more sentimental, in a false and saccharine style, than any other writer within recent memory. It's all a bit confusing.

Cudgel my brains as I may, I can find only one thing that sets the "realists" apart from their outmoded

brethren—their emphasis upon filthy or disgusting or repulsive words, characters or situations. So far as I can see, as afflicted as I am with incurable myopia, it is only the emphasis on filthy words and disgusting situations that constitutes our modern and so much revered realism.

Yet this still leaves me more than a little confused, for to my medieval mind a sunset seems just as real as a manure pile; Tschalkowsky's fifth symphony seems just as fundamentally real as the epithet-laden choruses of such a folk masterpiece as Christopher Columbus; a rose seems just as real as a stinkweed. In short, beauty, it seems to me, is just as real as ugliness and filth—and there are even some of us who think that, fundamentally, it is more so, that it approaches more nearly to the well-springs of the ultimate reality. All of which, as I have remarked, leaves me at a loss for filth in itself is no more real than beauty, and the story of Of Mice and Men is a slab of such sloppy and sentimentalized molasses taffy that even Laura Jean Libby would probably have thought twice before using it.

It tells of George, a worker in a California agricultural valley, who has a great love for Lenny, a giant half-wit with an abnormally developed and pampered sense of touch that leads him to catch mice in order to stroke their fur. That his huge hands kill the mice is only a minor detail in the general prettiness of the situation. His numbed brain gets him into scrapes—when he touches a girl's dress, for example, in order to feel it—and, under George's guidance, he has to hide thereafter from a mob bent on lynching.

Anyway it seems that George soothes his giant Pythias with tales of how they're going to own their own little farm and live together and go to every circus that comes to town and hoe in the garden and Lenny can feed the rabbits and pet them—a bedtime story that is endlessly repeated thruout the action and that seems a bit bare without mention of the usual chintz curtains and bees buzzing around the flowers in the garden.

George and Lenny get work on a farm owned by a man whose son has just married a tart. The lad has, as the boys elegantly phrase it, ants in his pants about her; she goes around making eyes at all the hands and he goes around looking for a fight. He gets it from Lenny, who crushes his hand to a pulp—but not the hand which he keeps incased in a glove filled with vaseline (get this, because it's mentioned at least three times in the script) for the delectation of his wife.

After George and Lenny raise hope for their farm (hearts and flowers again) because of an old hand who has saved some money and wants to go in with them Lenny tangles with the girl, who asks him to feel her hair. He does and ends by breaking her neck. So, of course, he has to be killed, and George, who evidently never thinks of hiding and getting away again, goes up to Lenny's refuge, sweetly murmurs his sad bedtime story once again into his tremendous ear and then shoots him, with tears in his eyes and dreadful, dreadful black despair in his heart.

Frankly, I can't think of anything much more maudlin or sentimentalized or saccharine—despite the fact that Mr. Steinbeck piles on the bloody details in a profusion that gives his script something of the odor of Waterloo about five days after its most famous moment. A couple of murdered dogs are only a side dish to give a tasty fillop to the main course.

Occasionally the director, George S. Kaufman, manages to create isolated moments of theatrical effect, but they are few and far between; for even from the standpoint of theatrical form Mr. Steinbeck's play is an unhappy bloomer. It is, in essence, nothing but a one-acter strung out interminably over three acts—and not even the efforts of Mr. Kaufman can make it appear anything else. It is a one-acter reeking with sentimentality which, if it had been written (with a bit of art or a bit of literary craftsmanship or even a bit of taste) by a Barrie or a Milne, would have been jumped on with both feet by the boys who shudder at even a thread of old lace.

All of which brings up in its turn the problem of literary art as against literary photography, a problem that strikes at the fundamentals of any art form and is far too big to be discussed in a review that's already much too long. The best that can be said for Of Mice and Men is that it's literary photography. Not knowing the people or locale of which it tells, I don't know whether it

is—but even granting that it's so, I don't see the essential art in out-and-out photography. You might take a meticulously realistic photo of (to take an example less disgusting than Mr. Steinbeck's) a cow dropping offal—but you wouldn't expect people to pay for the privilege of appreciating it as a work of art. There would be even less reason for such appreciation if you chose to look upon its realistic detail from a falsely sentimental viewpoint and indicated that you thought your picture approximated the emotional reaction aroused by Whistler's Mother.

Mr. Steinbeck's needless profusion of verbal filth—every other line contains an unnecessary and flatly dirty epithet of one sort or another—ties in with his obvious sadism as exemplified by his piling on of pain and horror that has no rhyme or reason in either concept or plot. Hyenalkie, he seems to find his pleasure in blood and pain and terror, plastered on for our delectation with a dripping trowel, and all in all he seems to present a spectacle no more savory than his own play.

A valiant cast, aided by Mr. Kaufman's direction, does its best. Perhaps the finest work of the lot is offered by Will Geer in an incidental role that catches the only sympathy you can offer—and it catches it because of Mr. Geer's playing rather than the writing. The rest labor under roles that preclude any trace of sympathy—the Broderick Crawford, as Lenny, creates an imposing picture of an imbecile, bringing to it far more effect than the almost unplayable lines warrant. Wallace Ford offers occasionally effective readings as George, and John F. Hamilton does excellent character work. Claire Luce overacts seamlessly as the strumpet, and Sam Byrd is petulantly ineffective as her husband.

The so-called realists, I'm afraid, are nothing but little boys roaming thru the literary world looking for fences on which to write dirty words. Mr. Steinbeck has found his fence in Of Mice and Men—but that's no reason to expect anyone to pay for the privilege of looking at it. With just a nickel and a bit of patience you can find the same sort of penciling on the signs in the subway.

46TH STREET

Beginning Thursday Evening, Nov. 18, 1937

ROBIN LANDING

A play by Stanley Young, featuring Ian Keith, Nan Sunderland and Louis Calhern. Staged by Halsted Welles. Setting designed by Donald Oenslager, built by Nolan Brothers and painted by Center Studios. Costumes designed by Jean Sutherland and executed by Brooks Costume Company. Presented by Sidney Harmon and T. Edward Hambleton.

Leban.....Fred Stewart
Lieutenant Phelps.....Leslie Denison
Grant Eaton.....Ian Keith
Dr. Titus.....S. Thomas Gomez
Tim.....Harry Sothorn
Lamont.....Morton L. Stevens
Sippi.....Kathryn Gray
Father Duval.....Robert Marzano
David Eaton.....Richard Paul Spater
Mike Fink.....Whitford Kane
Kate Eaton.....Louis Calhern
Linda Eaton.....Nan Sunderland
Wilson.....Percy Helton
The Action Takes Place at a Kentucky Trading Post Toward the End of the 18th Century.
ACT I—A Spring Afternoon. ACT II—The Following Morning. ACT III—Before Dawn, the Next Day.

The firm of Sidney Harmon and T. Edward Hambleton, probably thru no fault of its own, ruined a fine play when it presented Stanley Young's Robin Landing at the 46th Street Theater last Thursday night. For the firm, in what must have been the best of faith, hired Ian Keith to play the lead and Halsted Welles to direct. Those two moves proved disastrous.

The play is a blank-verse tragedy of an 18th century Kentucky trading post. Tho its locale is early American, however, the fundamental emotions on which it draws are universal. With much left to be desired in its plotting—three-fourths of the action is reserved for the last act—it still, as a play, possesses excitement, drama and a certain sweeping blood-and-thunder effect that has not been unknown to far more famous dramatists than Mr. Young. As an example of blank verse, tho not great, it is certainly far above average. Mr. Young possesses a flair that makes use of the colors and overtones of words, creating powerful and vivid combinations that sometimes crash with drama, sometimes hum and buzz with electric intensity and sometimes glow with quiet delineations of natural beauty. As in any such attempt not made by a really great master of the medium, the method sometimes produces lines that are banal or high-falutin' or just out-and-out silly.

BROADWAY RUNS

Performances to November 27, inclusive.

Table with columns: Dramatic, Musical Comedy, and Musical Comedy. Lists plays like 'Abbey Theatre Players Report', 'Far-Off Hills', 'The Boy Who Sailed', etc., with dates and performance counts.

But these are few and far between—amazingly few, as a matter of fact. For the most part Mr. Young's poetry is powerful, vivid, musical, dramatic and entirely admirable. It alone would be enough to maintain interest in the play, even without the sweeping and fundamental emotional conflicts that he provides.

The story is simple but strong, and clothed in its mantle of rich and colorful verse it becomes a powerful and engrossing narrative. It tells of two brothers, Grant and Kane Eaton, and the woman loved by both. Eighteen years before the start of the play she was Grant's wife in New England—but Grant was a dreamer in a workaday world, and she turned instead to the cold and successful Kane. Altho the defection was intended to be only momentary, Grant didn't wait to see when Linda, his wife, returned, he had fled to the Kentucky wilderness. She remained as the common-law wife of Kane.

Grant, in the wilderness, nourished his revenge. He lived with an Indian squaw and had a son by her; he rose ruthlessly to be the chief man of the post; he bitterly suppressed in others all manifestations of his own former idealism, and all the while the flame of that unquenchable idealism gnawed at his lonely wilderness-salved soul, creating fester of surface hate. So Grant had word sent to Kane that Grant had died—feeling that that would bring his brother to the wilderness to claim the land. It did.

Kane and Linda arrive—and Grant peremptorily has them locked up. But the lack of decision inherent in a dreamer keeps him from making any final move—and in the end Kane, thru bribery, convinces him that even the Indian woman is untrue. With the rabble of the settlement rushing to protect Linda, with his half-breed son setting off to see the world of cities, Grant is left alone—and lonely. And then Kane maneuvers his way out of the room in which he is locked and blinds his brother.

In what becomes almost an epilog Kane himself is killed and Linda remains with Grant in the wilderness.

Certainly there are grave structural faults there—most of the play has already taken place before the play proper begins; certainly there are gaps in both logic and coherence. But none of the gaps are very serious; the power of the emotions involved makes up, in some measure at least, for the wried form, and the verse itself, as remarked before, is generally excellent.

So much for Mr. Young's script; the production at the 46th Street is something else again. For Ian Keith, playing

Grant, moves with the speed of thick molasses; he mouses his lines like a poetaster reciting his own verse; he gives no insight whatsoever into the character he is supposed to portray; he reads line after line ineptly and without any regard for poetry, sense or dramatic effect. Slow, ponderous, pontifical and ineffective, he robs the play of all semblance of life whenever he is on the stage. He seems nothing but a stuffed shirt in a buckskin jacket.

And Mr. Welles has directed as tho he were putting on the annual Shakespearean pageant at dear old Swarth. With a stuffily religious regard for the form of the lines themselves, he has self-consciously directed a piece of blank-verse dialog—instead of directing a play for every ounce of drama that is in it. He forces his players to recite long speeches in the approved lecture-hall manner; he constantly strands them all over the stage without interest or even movement; he betrays no faint, dim knowledge of either timing or pace. If he had directed for the drama, the poetry—being good poetry—would have taken care of itself. Instead he has offered a directorial study in sanctimonious still-life.

Some of the players involved, however, manage to break thru Mr. Welles' direction and offer fine performances, notably Louis Calhern, who brings clear and incisive effect to the role of Kane, and who, in his death scene, indulges in as fine a piece of pretending as the season has yet offered. Refusing to go haywire in a part that cries for it, he does noble work for a lost cause, ably seconded by Whitford Kane, as a lusty boatman; Fred Stewart, who does amazingly well with the very difficult part of an idiot lad; Nan Sunderland, who brings her regal beauty and her correct but never impassioned playing to the aid of Linda; Richard Paul Spater, making a highly promising Broadway debut as the half-breed son; Leslie Denison, as an English renegade, and various of the others. Kathryn Grill plays the Indian wife as tho her proper place were not on a stage but just outside of a cigar store.

Messrs. Keith and Welles, however, combine to provide a soporific that overcomes even the playing of the other performers and the fine qualities of the script. The show at the 46th Street is bound to seem boring unless you're willing to pierce the thick brown murk of the production and find the flaming beauty of the play beneath. And one really can't ask that effort from average theatergoers.

It does seem a pity, tho, that Mr. Young's really fine script seems fated to receive the blame that should fall upon its leading player and director.

WINDSOR

(Formerly 48th Street) Beginning Saturday Evening, November 20, 1937

WORK IS FOR HORSES

A comedy by Henry Myers. Directed by Anthony Brown. Settings uncredited. Presented by Anthony Brown.
Mills Prentiss.....Connie Gilchrist
Cornelius Prentiss.....Robert Keith
Pauline Prentiss.....Patricia Carroll
Wilbur Tripp.....Jack Warren
Clara Manning.....Eula Guy
T. V. Nash.....John Vestley
George Shattuck.....James Todd
The Entire Action Takes Place in the Living Room of the Prentiss Flat, Amsterdam Avenue, New York. Time—The Present.
ACT I—Morning. ACT II—Evening, About Six Weeks Later. ACT III—The Following Morning.

A grand title opened at the Windsor Theater last Saturday. It's a pity that (See NEW PLAYS on opposite page)

(43rd Anniversary)

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WINTER TERM BEGINS JANUARY 17TH

FOR CATALOG Address Secretary, Room 175, CARNEGIE HALL, NEW YORK

"52D STREET"

(UA)

Time, 82 minutes. Release date, November 19. Screen play by Grover Jones. Directed by Harold Young. Dance numbers staged by Danny Dare. Produced by Walter Wanger. Cast: Ian Hunter, Leo Carrillo, Pat Patterson, Ella Logan, Sid Silvers, Zasu Pitts, Maria Shelton, Dorothy Peterson, Collette Lyons, Al Shean, Kenny Baker, Jack White, Rocco and Saulter, George Tappas, Cook and Brown, Jerry Colonna, Al Norman and others. Reviewed at the Rivoli, New York.

There's been plenty of ballyhoo about Walter Wanger's 52nd Street (lineal descendant of 42nd Street, which would indicate that if films continue that long they'll eventually reach 72d street, and the financial-romance sector). The new one is nowhere near its predecessor in any department. There are a few tunes and a few outstanding specialty numbers, a weak and silly story, pictures of a few clubs that would probably cover not only all the tiny bistros on the titular street but also extend as far north as Central Park, and a great deal of out and out boredom.

The 52d street proprietors, who figure on cashing in on the film's publicity, will be disappointed. The film's publicity may help, but the picture itself isn't going to do them any good:

What there is of story concerns the aristocratic Rondells of 1912 New York, who are horrified beyond measure when Rufus takes up with an entertainer. They turn him out of their aristocratic brownstone 52d street dwelling—but inadvisedly give him the wine cellar. Years later during the depression Rufus runs a speakeasy and supports his maiden sisters without their knowing it, also bringing up his chee-ik to be a lady. Since the child happens to be a girl, this is all right. But daughter, the taint of show business in her blood, wants to go on the stage despite papa's veto, and sees a few theatrical friends of her deceased mom, who aid her nefarious scheme. She gets her job, papa refuses to speak to her and she goes to her maiden aunts and persuades them

to turn their house into a night club. So there's a lot of silly mix-up as aunts enter wholeheartedly into the scheme, and eventually everybody's happy—everybody, that is, except the customers.

Poor Ian Hunter does his best as papa, and Leo Carrillo scores tidily with his dialectics. Pat Patterson, as the girl, is something that this reporter could do without amazingly easy. Some of the night club performers imported for the occasion indicate very clearly that what's good in a club may seem pretty ripe on the screen. Other specialties, however—and especially George Tappas, whose magnificent dancing tops the film—do nicely enough.

EUGENE BURR.

"Stand-In"

(UA)

Time, 88 minutes. Release date, October 15. Screen play by Gene Towne and Graham Baker from a story by Clarence Budington Kelland. Produced by Walter Wanger and directed by Tay Garnett. Cast: Leslie Howard, Joan Blondell, Humphrey Bogart, Alan Mowbray and others. Reviewed at the Radio City Music Hall, New York.

Following closely Mr. Howard's highly successful comedy attempts in It's Love I'm After, this venture in the form of a satire on Hollywood and the picture business suffers by comparison. Despite his proof of versatility in divergent fields of make-believe, this step into what practically amounts to burlesque is a bit too much even for an artist like Howard. Not that the story suffers, for indeed it is a slyly amusing dig at the phinness of the entire Hollywood scheme, but it might have served more suitably the country's most convincing Hamlet. However, whatever humor and wit are injected into the film by Howard, it is done masterfully and with excellent support from Joan Blondell and Humphrey Bogart, and it should find plenty support from those who don't take their film fare too seriously.

Plot reveals Howard as a young financial wiz who goes to the Coast to succor a tottering film company. His naive belief in his ability to reduce the

whole screwy business to a methodical, scientific procedure provides the laughs situation. His complete wind-up as a bust is prevented by Blondell, a stand-in for waning star, who wakes him from his "adding machine" complex and makes him alive to the very human quotient involved. George Colson.

"Second Honeymoon"

(20TH CENTURY-FOX)

Time, 63 minutes. Release date, November 19. Screen play by Kathryn Seola and Darrell Ware from an original story by Philip Wylie. Directed by Walter Lang and produced by Raymond Griffith. Cast: Tyrone Power, Loretta Young, Stuart Erwin, Claire Trevor, Marjorie Weaver, Lyle Talbot, J. Edward Bromberg and others. Reviewed at the Roxy, New York.

With a title and a plot as plain and obvious as the nose on your face both players and director did the best they could with their assignments and put forth a sugary cream puff of a tale that just manages to avert being sickeningly sweet. Both lovely Loretta and attractive Tyrone play to satisfaction the light romantic roles given them, tho, of course, she's no Stanwyck and he's no Montgomery. They manage to be as convincing as possible in view of the fact that dialog and circumstance very often border on the farcical.

Stu Erwin offers his ever-dependable stint as the harassed dillard, this time as a correspondence school valet; Lyle Talbot is most unnatural as an alleged Rock of Gibraltar second hubby who turns out to be just self-centered, and J. Edward Bromberg and Claire Trevor do what they can with lengthy but meaningless parts. A young newcomer, starlet Marjorie Weaver, couldn't have had a more auspicious start. She steals every scene as a garrulous and artless little hoity-toity.

Story deals with two recently divorced young people, Powers and Young, who meet by accident under the spell of the Florida moon and try hard to act decently in deference to the young lady's second husband, Talbot. Despite the fact that the girl had freed herself from

Powers because of his irresponsibility, hubby number two soon proves such a selfish killjoy that it is no profound decision on her part to welcome back her first love and amend her opinion about fun-loving but terribly romantic young hubbies.

A good cast to the contrary, it is possible that the film was never intended for anything more than the first-class double-feature fodder it is destined to be. George Colson.

"Nothing Sacred"

(UA)

Time, 73 minutes. Release date, November 26. Produced by David O. Selznick. Directed by William Wellman. Screen play by Ben Hecht. Cast: Carole Lombard, Fredric March, Charles Winninger, Walter Connolly, Sig Ruman, Frank Fay, Raymond Scott and Quintet and others.

Sacred is produced with a good shot of hoke and is entertaining right thru. It is one of those pictures where logic always plays second to a gag. Never striving for development of a serious theme, this tongue-in-cheek technique produces a frothy pic with high comedy value.

Plot is an elaboration of what might happen on a daily newspaper. Wally Cook, reporter, goes to a New England town to get a story from Hazel Flagg, girl who is supposedly ill from radium poisoning. Hazel learns the diagnosis was phony and that she is well, but keeps her secret in order to go to New York with the reporter. Arrived, she is given the key to the city and becomes a heroine, the mob regarding her as a brave lady ready to pass away any moment. Climax is a fist fight between Wally and Hazel. Wally having found her out by this time and deeming it necessary to make her appear deathly ill before a bevy of physicians slated to arrive any moment. This fight business, done purely for love, has its hilarious moments.

Pic is in subdued technicolor, which is effective. Dialog is excellent, having the elements of surprise and crispness. Connolly and Winninger in fine form. Paul Ackerman.

NEW PLAYS

(Continued from opposite page)

there wasn't a play to support it.

The title is probably the work of Mr. Henry Myers, author of the play, tho it's hard to see how the same man could have a sense of humor sharp enough to call a comedy Work Is for Horses and at the same time think humorous the distasteful delvings into undramatic slime that make up the body of the play. It's all about a pompous fellow who, believing in the titular axiom, is supported by an adoring wife until such time as he can work out his grand scheme to provide for his future. This involves getting his nitwit daughter a job with a wealthy man, and then either marrying her off to him or else involving her in a situation that would call for damages. Since the hapless boss is already married, the second line of attack is used, hampered somewhat by the fact that the lady is somewhat damaged herself. Having had this and that to do with one of papa's shiftless pals, her condition is real enough, even tho it's pinned on the wrong man. Eventually, however, the boss pays out \$7,500, evidently the nuisance value of the pair of punks, in order to get rid of them. If I'd had any money I'd have paid twice that to get rid of the play. All of which can give you some idea, tho it can't suggest the leering quality of Mr. Myers' lines, the thoroughgoing nastiness of his characters, or his devastating ineptitude as a playwright.

Inexplicably, Robert Keith is involved in the mess, playing the chief role. Six other players are also involved. It would be easier to feel sorry for them if I weren't so busy feeling sorry for everybody on the other side of the footlights.

GUILD

Beginning Monday Evening, November 22, 1937

THE GHOST OF YANKEE DOODLE

A play by Sidney Howard, featuring Ethel Barrymore and Dudley Digges. Directed by John Cromwell. Setting designed by Woodman Thompson, built by T. B. McDonald Construction Company and painted by Robert W. Bergman Studio. Presented by the Theater Guild, Inc.

Sara Garrison.....Ethel Barrymore
John Garrison.....Frank Conroy
Patience Garrison.....Marilyn Erskine
Michael Garrison.....Jack Kelly

Senator Callory.....George Nash
Doris Garrison.....Kathleen Conegys
Roger Garrison.....John Drew Devereaux
Joan Garrison.....Barbara Robbins
Robert Garrison.....Eliot Cabot
Martin Holme.....Richard Carlson
Mary.....Ethel Intropidi
James Madison Clevenger.....Dudley Digges
Ockleford.....Don Costello
Steve Andrews.....Russell Hardie
Buck Anson.....Donald Black
A Police Sergeant.....Edward Butler
Policemen.....Arthur Davison, George Goss
Burke.....Lloyd Cough
Dr. Miller.....Howard Roberts

The Action of the Entire Play Occurs in the Library of the Home of the Late John Garrison, Now Occupied by His Widow's Daughter, Mrs. Paul Garrison. The Local Is One of the Older Western American Cities. The Time Is Eighteen Months After the Commencement of the Next World War.

ACT I—Scene 1: The Morning of Christmas Day. Scene 2: Mid-afternoon of Christmas Day. Scene 3: Just Before Christmas Dinner. Scene 4: The Morning of the Day After Christmas. ACT II—Scene 1: Noon of the Last Day of the Year. Scene 2: After Dinner on New Year's Eve. Scene 3: New Year's Eve, Just Before Midnight.

The Theater Guild this year seems to be concerning itself pretty thoroly with the man in the middle, the enlightened liberal who can and does see both sides of each question, who is therefore incapable of any definite action and who thus finds himself ground between the Scylla of Fascism and the Charybdis of Communism. The Guild's first play of the season, Ben Hecht's To Quito and Back, posed the question with passion and a deep and tragic sense of underlying futility. Now the Guild's fourth production, Sidney Howard's The Ghost of Yankee Doodle, which was offered at the organization's home playhouse Monday night, discusses the same question. Unlike Mr. Hecht, however, Mr. Howard manages to be an optimist despite the evidence heaped against him. Admitting that some choice—a swing to one extreme or the other—is demanded in this dogmatic and category-mad age, he still insists that intelligent liberalism can survive. Nay, more—that it holds out the chief hope for the future.

That it holds out the chief hope for the future—that is, the chief intelligent, rational and unbiased hope—cannot be denied. But that it can survive is a different question; intelligence, rationality and lack of bias hardly seem the qualities placed at the greatest premium these days. "We see both sides," says

one of Mr. Howard's protagonists, "and we also see further ahead." That is absolutely true—it is this very ability to see further ahead that displays to the liberal the futility of both extremes—but such an attribute is hardly conducive to unalloyed happiness when the prospect ahead is unmitigatedly tragic.

However that may be, Mr. Howard's intelligent liberals are a well-to-do Mid-western family. One brother runs the mill that brings in their considerable income; another publishes a leading liberal newspaper; the widowed sister-in-law, a former actress, lends aid and sustenance to both and busies herself with the important task of bringing up her children. The time is 18 months after the start of the next World War.

The family, the Garrisons, rigidly defends American neutrality, even tho that neutrality, with the no-trade laws necessary to keep it, involves the downfall of the business—a business that would bloom prettily if war were declared. Finally, on Christmas Eve, the blow comes; the Garrisons are faced with a decision—either to break the neutrality laws or lose their entire estate. Led by Sara, the sister-in-law, they decide quickly and gallantly; they will lose the factory.

But one of Sara's old flames, the unscrupulous, sleazy publisher of a chain of powerful junker newspapers, drops in with his illegitimate son, who is a famous aviator, and again presses for her hand. Altho she refuses his aid for the factory, he none the less gives it; seizing on the sinking of an American ship carrying illicit and contraband war supplies, he sets all his papers powerfully astrir to inflame the nation. War is inevitable, and the factory's creditors voluntarily drop their suits.

And Sara, deploring his viewpoint and fighting against it, still thinks enough of him personally and is tired enough to promise to marry him. But his aviator son goes off to lead a flying squadron and crashes—and when the publisher puts even his son's death to use to inflame the nation Sara sees the light. She and the Garrison brothers sit courageously (and a bit confidently) facing the future and a new year as the curtain falls.

No synopsis of plot could hope to give the full measure of Mr. Howard's play, for in it he has put a variety of char-

acters each offering a different viewpoint. And each viewpoint is intelligently and fairly told. Despite the paucity of plot in the accepted sense, it makes an absorbing and fascinating play.

Not the least of the fascination, of course, is due to the playing of Miss Ethel Barrymore, returned to the stage (for which thank Thespis!) to impersonate Sara. There have been other pretenders to the title of First Lady of the Theater, but each time Miss Barrymore appears their pretensions are clearly seen as the hollow and frumpy shams that they are. Each time she appears all her indiscretions are gladly forgiven. For she brings with her a breath of the real theater, the true theater. A trouter every charming inch, she turns in a performance that defies description by an adoring reporter. It is—well, it's Barrymore, and that's about all that can be said.

Dudley Digges is nowhere near so successful as the junker publisher, doing work that falls palely whenever it comes in contact with Miss Barrymore's sun. Frank Conroy and Eliot Cabot. (See NEW PLAYS on page 31)

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BAND BOOKING BLUES

Airing the Bands

By MAURICE ZOLOTOW

Marek Makes His Violin Cry

A classy brand of schmaltz is dished out by Marek Weber (WEAF) from the Windy City's Stevens Hotel. Four violins, playing in Continental or gypsy style, take the lead, blending with melodic undercurrents from the saxes and an accordion. Chimes also add a pleasant tinkle to this romantic music. Their arrangements and interpretation of Viennese waltzes, slow Latin numbers and semi-concerts like *Kiss Me Again* are fresh and most effective. But on the few fox-trots they try Marek's boys sound like they're out of their element. On the new pop tunes the saxes and brass need a coupla shots of vitamin D. No vocals.

Lacking punch in the rhythm section and umph in the winds, this band offers little dance-appeal for the youngsters. Their flabby renditions of the sweeter pops mix them for ballrooms or any spot where sock dandipation is the order of the night. For restaurants and quiet hotel spots their velvety arrangements should fit in. On the whole, a soft and soothing band.

Breese Violins Don't Cry

Also stressing strings, but in a livelier groove, is Lou Breese (WEAF), from New York's French Casino, recently closed. Combo of soft-sweet plus hotter swing-outs on the trombone, clarinet and trumpet. When working in ensemble band produces capable straight dance-music. For the hot jazz, tho, they are not swinging solidly enough, with the rhythm section falling to beat out vigorously.

Definitely an asset to the band are Martha Perry's torchy vocalizations, done in good voice and with feeling. Arrangements are uneven. Some are lively and original, others lack distinction. Were good on *Mama, I Wanna Make Rhythm* (with some cute fiddle cadenzas) and on *Pitch a Little Woo* (sung in male choir style) and the sweeter *If I Can Count on You*.

Mastery

Frankie Masters (WABC), from the Hotel Sherman, Chicago, shapes up as one of the strongest commercial bands on the air these nights. This band is well integrated, closely knit, plays with real drive and has interesting arrangements. It's solid, it's danceable, and a varied program of pops and hot tunes, each style being effectively played, makes for first-rate ear-appeal.

Like Weber and Breese, Masters also uses strings, but solely to add tonal color to the arrangements and for an occasional sweet passage, not otherwise emphasizing them. A good tenor sax and trumpet give the swing tunes that touch of jam.

Vocals by Donna Day. She sells her personality even over the invisible airwaves with charming warblings of tunes like *You Can't Stop Me From Dreaming*. Masters makes his own chaty announcements, which are okeh. This band successfully swings and plays sweet. Their half-hour stanza was a distinct enjoyment.

Martone Closes Long Run

AKRON, O., Nov. 27.—After holding forth at Semler Tavern for 14 consecutive months, save a three-week respite earlier in the season at the Trionan Ballroom in Cleveland, Johnny Martone checks out for a three-week road tour set by MCA. Al Arter takes over the Semler assignment.

Bruno Kern's Forecast

Note: This new weekly feature is designed as a service for band leaders, enabling them to anticipate songs that should reach front ranks of popularity in the near future.

This week's selections:

I HITTED MY WAGON TO A STAR
and I'M LIKE A FISH OUT OF WATER,
from the new Warner Brothers picture,
"Hollywood Hotel."

Weber Gives Bookers Jitters In Healing Contract Breach

Bob Crosby break with R-O'K brings band contracts out in the open—Weber studies situation for possible employer—O'Keefe threatens fireworks

NEW YORK, Nov. 27.—For a goodly number of years, especially since band booking became big business, the under-cover practice of bookers, agents and even recording company officials buying into the earning capacities of a band has stood out as a sore thumb to the American Federation of Musicians. And now for the first time Joseph N. Weber, AFM president, aims to remove the bandages and bring the gore and bloody sight in full view, aboveboard. It has been an open secret whenever Mr. So-and-So contracts for a "piece" in such-and-such orchestra. And while the general practice has been to keep such skeletons in the closet, Weber is now giving the matter careful study preparatory to the handing down of an edict that will remove the band boys from that bondage.

It was in the hope of stemming such practices that the AFM set up a licensing system for band bookers. More recently at the last AFM convention it was brought home to the trade and apparently pocketed that the federation cannot and will not recognize any employment contract when the individual musician is bound to a corporation. And now the issue has been brought to a head in Weber's consideration of Bob Crosby's appeal to abrogate his Rockwell-O'Keefe contract.

Bob Crosby-Gil Rodin, Inc., a co-operative band, signed a five-year term with R-O'K in September, 1936. For some time now the band has expressed dissatisfaction with the booking management, and in its attempt to break away and sign with Music Corporation of America is pleading its case before Weber.

Altho F. C. (Corky) O'Keefe, R-O'K executive, emphatically denies the allegation and declares he has undeniable proof to the contrary the Bob Crosby Band charged, among other grievances, that the Rockwell-O'Keefe office was a part owner of their band, having that proverbial "piece."

Weber's final decision will be far-reaching, not only settling the Crosby impasse, but all contractual difficulties that have been coming up in recent months. Nor is Weber rushing things, since the allegations in this and similar cases may jeopardize the AFM license held by the booking offices, big and small. Weber and O'Keefe were closeted all day Wednesday, and on going to press the matter was still being studied.

There is hardly any doubt that Crosby will go under the MCA wing if Weber backs his charges. However, O'Keefe promised to fight the thing thru even if it means a long-drawn legal battle in court. MCA and R-O'K paring it before the black-robed gentlemen will undoubtedly bring out a mess of dirty linens, but O'Keefe is adamant. Not only will he hold Crosby for the dura-

tion of the contract, but also bring suit against MCA for disrupting the relations between band and office. MCA officials, however, claim that Bob Crosby first approached them and will not touch the band until all R-O'K ties are severed.

O'Keefe also carries a peeve on Crosby's ingratitude to the office, charging that \$8,000 has been spent to promote and exploit the band. Sum includes moneys advanced to the co-op band, and the books show that Crosby-Rodin, Inc., still owe the office \$1,800.

In the meanwhile both offices are busily engaged in doctoring up their band status. Frank Dalley, who signed with R-O'K upon the expiration of his MCA contract, comes without his orchestra. MCA bought the band boys for Buddy Rogers at a reported \$5,000 figure, while R-O'K proceeds to organize a new combo for Dalley. R-O'K recently signed Mal Hallett to a five-year term, and their booking privilege on Will Osborne expires January 1 with the possibility that MCA will have the exclusive rights after that date.

PW's Siamese Sires Senders at Cat Show

KANSAS CITY, Mo., Nov. 27.—In handing out the blue ribbon to Sheik Menelik, a royal sacred Siamese cat which won honors at the 17th annual cat and dog show this week, pedigree shows the family tree deeply rooted in musiodom. Sheik's sister, Su Zuki, also grabbed off a couple of ribbons. Brother and sis are progeny of Jazz King Si and Jazz Queen An, the mommy and daddy cats owned by Paul Whiteman.

Music must run in the blood of the offspring of Whiteman's prize Siamese, for Sheik Menelik is owned by Mrs. Ben Kendrick, wife of the Municipal Band's director, and Su Zuki gets three squares a day from Mrs. Hale Phares, whose husband toots the fute in Karl Krueger's Kansas City Philharmonic.

ASCAP-MPPA Renews War on Chi Song-Pirating Pubs and Stores

CHICAGO, Nov. 27.—E. S. Hartman, local ASCAP attorney acting in the interests of the Music Publishers' Protective Association, is directing a concentrated drive against shops and free-lance peddlers selling bootleg song-sheets. String of lawsuits has been filed recently by Hartman on behalf of various song publishers, claiming that both the fly-by-night publishers of the sheets and established stores and shops selling them are breaking the federal copyright laws.

Among suits pending is one against the Arcade News Company, owned by Nate Franklin, asking a minimum of \$250 damage for Shapiro, Bernstein for reprinting without permission the lyrics to *Sweet Sue* and *Shine*. Suit has also been filed for several weeks against the

Walgreen Drug chain, but, according to Hartman, settlement out of court is expected soon.

More than six months ago the local ASCAP offices started collecting evidence against the printers and peddlers of song sheets, placing it in the hands of the Federal Bureau of Investigation branch here, and also distribution has been considerably hampered as a result, Hartman is shooting for an indictment against the printers to put a stop to the main sources of supply. Action has been held up due to the under-cover methods used in printing the song-sheets, usually at night with non-union labor.

ASCAP representatives also hope to bring indictments in Detroit this week, where the lyric swiping biz has been flourishing, Hartman said.

Some Stuff for Stoki

HOLLYWOOD, Nov. 27.—Having conducted 100 men for a girl, movie moguls would have Leopold Stokowski not only take a cut in personnel, but even substitute Minnie Mouse for Deanna Durbin. With *70 Men and a Mouse* pencilled for production, Walt Disney seeks a studio star swap. If and when, Stoki will provide the musical score, and in some mysterious fashion be webbed into the animated flicker to team histrionics with Mickey Mouse.

CIO Invades Philly AFM

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

PHILADELPHIA, Nov. 27.—The Committee for Industrial Organization has definitely invaded the sacrosanct fold of the American Federation of Musicians. That was revealed this week when Local 356 of the CIO Hotel and Restaurant Workers' Union announced it had signed contracts covering the members of a five-piece orchestra working in the Lexington Casino, nabe niterie here.

Local 77 of the AFL musicians' union had been picketing the spot for several months in an attempt to induce the management to sign a closed-shop contract at the union scale.

James Gill, organizer for the CIO union, refused to comment on the report that the Lexington contracts were the signal for a drive to enroll the city's musicians in the ranks of the CIO. AFM officials went into a huddle at the news of the "invasion" and said they would have an "important" announcement to make on this development shortly.

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

Go-To-Vote Time For Music Unions

SAN FRANCISCO, Nov. 27.—Brunt of the election battle at the musicians' union, Local 6, will be centered this year for the post of business representative. After holding down that fort for the past 12 years, Karl A. Dietrich will find strong opposition from Eddie Burns when the ballot marking starts December 16. Eddie Love is again unopposed for the recording secretary's desk, as is Vice-President Ed S. Moore, Financial Secretary Clarence H. King and Sergeant at Arms Erwin L. Geiger. Prez Walter Weber has the in for that post again, with Roger Code and Birdie Cohen slated on opposing tickets.

SHEBOYGAN, Wis., Nov. 27.—Harvey Glaeser was re-elected this week for president of the musicians' union, Local 95. Call for vice-prez went to Maynard Veller, William Benulis for secretary, Victor Niela for treasurer and Melvin Schumann for sergeant at arms.

ATLANTIC CITY, N. J., Nov. 27.—After one of the hottest election battles in the history of Local 661, AFM, Alfonso Procetti retained his presidential post, hosing out Robert Brown to the close tune of 149 to 134. Opposing ticket was only able to put thru Joseph Terlitsky as vice-prez. It was unanimous for Secretary-Treasurer Victor Leopold, Anthony Briglia for sergeant at arms and board member Frank Coviello. Benjamin Knell is the only newly elected member to the board, Joseph Gluck, Joseph Capra and Michael Rinaldi retaining their seats in the polling. Thomas Magee got the choice as delegate to the Central Labor Union.

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

Orchestra Routes

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; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

A
 A. B. C. Trio: (El Chico) NYC, nc.
 Abbott, Dick: (Waldorf-Astoria) NYC, h.
 Aces, Four: (Stevens) Chi, h.
 Adcock, Jack: (Manoa Inn) Manoa, Pa.
 Alfonso's Rumba Band: (Clover) NYC, nc.
 Allen, Mark: (Brown Palace) Denver, h.
 Allen, Lee: (Trionon) Cleveland, h.
 Aloha, Lel: (Roosevelt) Pittsburgh, h.
 Anderson, Al: (Merry-Go-Round) Newark, N. J., nc.
 Angeles: (Bertolotti's) NYC, re.
 Ansell, Al: (Merry-Go-Round) NYC, nc.
 Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J., nc.
 Arthur, Zinn: (Roseland) NYC, b.
 Asen, Bob: (Wivel) NYC, re.
 Atkinson, Connie: (Berkeley-Carteret) Asbury Park, N. J., h.
 Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.
 Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.
 Ayres, Mitchell: (Adolphus) Dallas, h.

B
 Baker, Fred: (Tropical Bar) Vero Beach, Fla., nc.
 Banks, Clem: (Charles's Rustic) North White Plains, N. Y., c.
 Banks, David: (New South) Jackson, Tenn, h.
 Barile, Dick: (Texas) Ft. Worth, h.
 Bartal, Jeno: (Edison) NYC, h.
 Beck, Dave: (Westchester Tavern) White Plains, N. Y., c.
 Becker, Bubbles: (New Penn) Phila, h.
 Bember, Eddie: (Red Men's) Rochester, nc.
 Berber, Maximilian: (Versailles) NYC, nc.
 Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
 Bestor, Don: (Netherland Plaza) Cincinnati, h.
 Bestner, Jack: (Essex House) Newark, N. J., nc.
 Biltmore Boys: (Rice) Houston, h.
 Blackwell, Freddy: (Fairmont) Hull, Quebec, cc.
 Blaine, Jerry: (Park Central) NYC, h.
 Black, Bob: (Pere Marquette) Peoria, Ill., h.
 Brannon, Bradley: (Carteret) Seattle, b.
 Brandwynne, Nat: (Pierre) NYC, h.
 Brown, Betty: (Chittenden) Columbus, O., h.
 Brown, Mickey, & Trio: (Kungholm) West Orange, N. J., nc.
 Brumckley, Charley: (Log Cabin) Aurora, Ill., nc.
 Bruno, Al: (Little Old N. Y.) NYC, nc.
 Bryant, Willie: (Plantation) NYC, nc.
 Burke, Clarence: (Garden) White Plains, N. Y., re.
 Burkhardt, Johnny: (Crystal Terrace) Louisville, Ky., re.
 Busse, Henry: (Chez Paree) Chi, nc.

C
 Calvet, Oscar: (Mon Patis) NYC, nc.
 Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
 Capello, Joe: (Jimmy Kelly's) NYC, nc.
 Carlin, Ray: (Kansas City Club) Kansas City, c.
 Carnesi, Francis: (Gleam) San Antonio, Tex., nc.
 Casoli, Frank: (Unionport Restaurant and Cabaret) Bronx, NYC.
 Casa De Fuego: (Chez Firehouse) NYC, nc.
 Cassi, Bill: (Place Elegante) NYC, nc.
 Chesney, Abe: (Centennial Club) McAllen, Tex., nc.
 Cincione, Henry: (Arabian) Columbus, nc.
 Ciancy, Lou: (Reno's Plantation Club) Shreveport, La., nc.
 Clark, Hy: (Eccazar) Newark, N. J., nc.
 Clark, Pat: (Brownie's Marble Bar) Rochester, nc.
 Coen, August: (El Toreador) NYC, nc.
 Coleman, Emil: (St. Regis) NYC, h.
 Collins, Paul: (Indiana Roy) Indianapolis, h.
 Collins, Joe: (Wellington) NYC, h.
 Continentals: (Chauncey) Springfield, O., h.
 Costello, Charles: (Petite) Schenectady, nc.
 Courtney, Del: (Chase) St. Louis, h.
 Creckett, Ernie: (Unique Grill) Delaware, N. J., re.
 Crocker, Mel: (Troceador Club) Cleveland, nc.
 Cromwell, Chauncey: (Radisson) Minneapolis, h.
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.
 Cumberbatch, Bill: (New Capitol) NYC, nc.
 Cummings, Bernice: (Olmos) San Antonio, nc.
 De B. Jan, J.
 Cummins, Bernice: (Gibson) Cincinnati, h.

D
 D'Arcy, Phil: (St. George) Brooklyn, N. Y., h.
 Darrell, Pat: (Wonder Bar) Zanesville, O., cc.
 Dartina, Eddy: (Meadowbrook) Baltimore, nc.
 Davidson, Trump: (Esquire) Toronto, nc.
 Davis, Eddie: (Lafayette) NYC, re.
 Davis, Johnny: (Miami Club) Milwaukee, nc.
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
 Day, Arthur: (Cotton Club) NYC, nc.
 De Paul, Hugo: (Yacht) Chi, nc.
 Deuces, Four: (Auld) Washington, Pa., h.
 Diamond, Lew: (Covenant) Chi, nc.
 Dibert, Sammy: (Webster Hall) Detroit, h.
 Dixon, Dick: (Gloria Palace) NYC, nc.
 Doblin, Jerry: (El Breton Hall) NYC, h.
 Don Juan: (El Toreador) NYC, nc.
 Donahue, Al: (Radio City Rainbow Room) NYC, nc.
 Donaldson Boys: (Lawrence) Erie, Pa., h.
 Dorsey, Jimmie: (Congress Casino) Chi, h.
 Duchin, Eddy: (Plaza) NYC, h.
 Durr, Dolph: (Green Derby) Cleveland, nc.

E
 Eckel, Charley: (Berkeley Carteret) Asbury Park, N. J., h.
 Edmund, George: (Loyale) NYC, c.
 Elliott, Lee: (Stork) Providence, R. I., nc.
 Engle, Freddy: (University Club) Albany, nc.
 Engle, Stella: (Willbank's Recreation Cafe) Prospect Park, Pa., nc.
 Engles, Charles: (Harry's New York Cabaret) Chi, nc.
 Engro, Johnnie: (Billings) Billings, Mont., cc.
 Ernie, Vic: (Versailles) NYC, nc.
 Esquires, Four: (Rialto) Monticello, N. Y., h.
 Evans, Al: (Chez Firehouse) NYC, nc.

F
 Flindt, Emil: (Oh Henry) Chi, b.
 Fogarty, Gene: (Semler Tavern) Akron, c.
 Fomenko, Basil: (St. Moritz) NYC, h.
 Fox, Roger: (Show Boat) St. Louis, s.
 Frankl, Walter: (Broadway Hofbrau) NYC, c.
 Franks, Ted: (Red Men's) Rochester, nc.
 Franks, Willie: (Butler's Ye Olde Tap Room) NYC, c.
 Frascito, Joe: (Marguery) Phila, c.
 Frederic, Marvin: (Biltmore) Atlanta, Ga., h.
 Freeman, Jerry: (Paradise) NYC, cb.
 Furst, Joe: (Brook Summit, N. J., nc.

G
 Gallo, Phil: (Moorehead) Pittsburgh, h.
 Gant, Willie: (Brittwood) NYC, nc.
 Gates, Jerry: (Pia Lan) Des Moines, nc.
 Gentlemen of Rhythm, Four: (Claridge) Memphis, h.
 Gerald, Carl: (Dutch Henry's) Pittsburgh, nc.
 Gold-Mer Trio: (Show Boat) Columbus, O., nc.
 Golden, Nell: (Queen's Terrace) Woodside, L. I., N. Y., nc.
 Goodman, Benny: (Pennsylvania) NYC, h.
 Gordon, Herb: (Ten Eyck) Albany, N. Y., h.
 Graff, Johnny: (Anchorage Inn) Phila, nc.
 Grant, Bob: (Clover) NYC, nc.
 Grantham, Billy: (Nelson) Rockford, Ill., h.
 Gray, Glen: (New Yorker) NYC, h.
 Gray, Len: (New Cedars) New Bedford, Mass., nc.
 Grayson, Bob: (Mayfair Casino) Cleveland, nc.
 Grenet, Eliseo: (Yumuri) NYC, nc.

H
 Hackett, Bobby: (Nick's) NYC, nc.
 Hadreas, Jimmy: (College Inn) Sherman Hotel, Chi.
 Hagen, Walter: (Robert E. Lee) Winston-Salem, N. C., h.
 Hall, George: (Citt) New York, h.
 Hamilton, George: (Peabody) Memphis, h.
 Hanesock, Buddy: (Pelican) Houston, Tex., nc.
 Hardie, Dick: (Tally-Ho Tavern) Albany, N. Y., nc.
 Harris, Claude: (Joe's Stables) Detroit, nc.
 Hart, Little Joe: (Pia-More) Kansas City, nc.
 Hauck, Happy: (Virginia) Columbus, O., h.
 Haviland, Bob: (Colonial Tavern) Hawthorne, N. Y., c.
 Horton, Harry: (Le Mirage) NYC, nc.
 Hoyt, Pearl: (Manhattan Danceland) Johnstown, Pa., nc.

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

I
 Heidt, Horace: (Biltmore) NYC, h.
 Hembree, Joe: (Bertolotti's) NYC, re.
 Herbeck, Ray: (Blossom Heath) Oklahoma City, nc.
 Herbert, Hector: (Club Hollywood) Kalamazoo, Mich., nc.
 Hill, Worthy: (Pavillon Royale) Savin Rock, Conn., nc.
 Hill, Teddy: (Savoy) NYC, h.
 Hill, Les: (Sebastian's Cotton Club) Culver City, Calif., nc.
 Holden, Virginia: (Normandy Inn) Warren, Pa., nc.
 Hoopli, Sol: (Walkie) Hollywood, Calif., nc.
 Howard, Len: (Die Tock) Montreal, nc.
 Howard, Vincent: (Perona Farm) Andover, N. J., nc.
 Humber, Wilson: (George's Palace) Little Rock, Ark., nc.
 Hummel, Ray: (Club Luna) Raton, N. M.
 Hunkley, Lloyd: (Monte Rio) Montreal, h.
 Huynh, Tiny: (Cody) Grand Rapids, Mich., h.

J
 Irish, Mace: (Chantelier) Millburn, N. J., nc.
 Jackson, Paul: (Old Mill Tavern) Jackson Mich., nc.
 Jahns, Al: (New Kenmore) Albany, N. Y., h.
 Jalesnik, Eugene: (Tat) New Haven, h.
 Jenkins, Al: (Savarin) Buffalo, c.
 Johnson, Johnny: (Village Barn) NYC, nc.
 Johnson, Jerry: (Claridge) Memphis, h.
 Johnson, Eunice: (10-13 Club) Marshfield, Wis., nc.
 Jones, Isham: (Lincoln) NYC, h.
 Joseph, David: (Oliver Twist) NYC, nc.
 Joe, Jimmy: (Green's Casino) Youngstown, O., nc.

K
 Kampus Kids: (Bennett) Binghamton, N. Y., h.
 Keener, Les: (Madison) Jefferson City, Mo., h.
 Kirchner, Don: (Blackland Inn) Denver, nc.
 Klein, Jules: (Stadler) Detroit, h.
 Kopitz, Johnny: (Beverly Lodge) Morris Plains, N. J., nc.
 Kress, Andy: (Robert Treat) Newark, N. J., h.
 Krumin, Costya: (Russian Bear) New York, nc.
 Kuensler, Robert: (Martin's Rathskeller) NYC, nc.
 Kuhn, Richard: (Firenze) NYC, re.
 Kyser, Kay: (Blackhawk) Chi, nc.
 Lagman, Bill: (Club Trionon) Mobile, Ala., nc.
 LaMothe, Olive: (Rosegarden) Middletown, Conn., c.
 Lally, Howard: (Riviera) Ft. Lee, N. J., nc.
 Lamarr, Ayers: (Southern Mansion) Kansas City, nc.
 Lamb, Drexel: (Marine Room) Muskegon, Mich., b.
 Lande, Jules: (St. Regis) NYC, h.
 Pantone, Mike: (Loftus Ambassador Inn) Albany, N. Y., nc.
 Lary, Les: (Olmos) San Antonio, nc.
 Lazaro, Leo: (Tutweller) Birmingham, Ala., h.

L
 LeBaron, Eddie: (Radio City Rainbow Room) NYC, nc.
 Leifer, Alan: (New Fulton Royal) Brooklyn, re.
 Lee, Larry: (Olmos Club) San Antonio, Tex., nc.
 Lewis, Harry: (Del Mar) San Francisco, nc.
 Lew, Harry: (Brown Palace) Denver, h.
 Lewis, Vic: (Times Square) Rochester, nc.
 Lindsay, Udo: (Gloria Palace) New York, cb.
 Lishon, Henri: (Stork Club) Chi, nc.
 Little, Little Jack: (Lyric) Indianapolis, t.
 Lombardo, Guy: (Roosevelt) Phila, h.
 Lucas, Clyde: (Lowry) St. Paul, h.
 Lukewick, (Roosevelt) NYC, h.
 Lupien, George: (University Grill) Albany, N. Y., nc.

M
 McCall, Johnny: (Silver Cloud) Chi, nc.
 McGovern, Buck: (Chez-Marie) Phila, nc.
 McIntire, Lunt: (Lexington) NYC, h.
 Mack, Austin: (Open Door) Chi, nc.
 Maddi, Larry: (Place Elegante) NYC, nc.
 Malone, Don: (Dunn's Tavern) Harlem, Mont., nc.
 Mannors, Gregg: (Shorecrest) Milwaukee, h.
 Mar, Frank: (Sweeney) Baltimore, c.
 Marine, Rhythm: (Broadway Manhattan) b.
 Marsala, Joe: (Hickory House) NYC, nc.
 Marshall, Duane: (Essex) Boston, h.
 Marshall, Jack: (Mayfair) Boston, nc.
 Matthews, Frank: (Club 35) Phila, nc.
 Martin, Bob: (Chez Florence) Paris, nc.
 Martin, Freddy: (Aragon) Chi, h.
 Martons, Don: (Coo Rouge) NYC, nc.
 Massingale, Bert: (Hi-Hat) Houston, nc.
 Mayer, Ken: (Gunter) San Antonio, h.
 Meiner, Johnnie: (Avslon Club) Hot Springs, Ark., nc.
 Melvin, Jack: (Queens Terrace) Woodside, L. I., N. Y., nc.
 Menendez, Nilo: (Havana-Madrid) NYC, nc.
 Meredith, Jack: (Buccaneer) Ft. Worth, nc.
 Merritt, Wendell: (Schmidt's Farm) Scarsdale, N. Y., nc.

N
 Messner, Johnny: (McAlpin) NYC, h.
 Mezzrow, Mezz: (Harlem Uproar House) NYC, nc.
 Michales, Bill: (Station KUNO) San Antonio, h.
 Milledam, Frank: (Nixon) Pittsburgh, c.
 Mielekof: (Philadelphia) Phila, h.
 Milne, Del: (Ranch) Seattle, nc.

O
 Miller, Bob: (Midway Inn) Ft. Worth, re.
 Mills, Floyd: (Du Pont) Wilmington, Del., h.
 Mills, Dick: (The Grove) Beaumont, Tex., nc.
 Minkler, Howard: (Murray's Inn) Albany, nc.
 Mojeca, Leon: (Sebastian's Cotton Club) Hollywood, nc.
 Molina, Mauro: (Club Tivoli) Jaurez, Mex., c.
 Monroe, Jerry: (Southern) Baltimore, h.
 Moran, Jack: (The Farm) North White Plains, N. Y., re.
 Moore, Eddie: (Eagles) Ithaca, N. Y., b.
 Morelli, Larry: (Merry Gardens) Lynchburg, Va.
 Morris, Griff: (Paddock Club) Wheeling, W. Va., nc.
 Moseley, Leo: (Black Cat) NYC, nc.
 Motely, Berk: (Casa Grande) Berwyn, Md., nc.
 Moyer, Ken: (Thomas Jefferson) Birmingham, Ala., nc.
 Muro, Hal: (Ivanhoe) Chi, nc.
 Musical Aces: (Anvil Inn) Vista, N. Y.

P
 Navara, Leon: (Hollywood) NYC, re.
 Navarro, Al: (Belvedere) Baltimore, h.
 Nickles, Billie: (99 Club) San Pedro, Calif.
 Nobleman: (Beverly) NYC, h.
 Norris, Stan: (Merry Garden) Chi, b.
 Norris, Joe: (Frontenac Casino) Detroit, nc.
 Norton, Bob: (New Garden Center) Detroit, b.
 Notes, Four: (Chateau Moderne) NYC, nc.
 Nour, Walt: (M and T) Haverhill, Mass., re.
 Novak, Frank: (Warwick) NYC, h.

Q
 O'Hara, Ray: (Greenwich Village Casino) NYC, nc.
 Octabe Trio: (Ft. Hayes) Columbus, O., nc.
 Olan, Val: (Belmont Plaza) NYC, h.
 Olson, Walter: (New Julius) Gardenville, N. Y., re.
 Olsen, Harry: (Evergreen) Bloomfield, N. J., nc.
 Osborne, Will: (Lowry) St. Paul, h.

R
 Pablo, Don: (Merry-Go-Round) Dayton, O., nc.
 Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
 Panner, Ken: (Barbette's Isle of Hope, Ga., b.
 Pancho: (La Conga) NYC, nc.
 Pantone, Mike: (Loftus Ambassador) Albany, N. Y., nc.
 Paul, K. C.: (Plains) Cheyenne, h.
 Paul, Don: (Orph) Omaha, t.
 Payne, Al: (Grill Leon) Montclair, N. J., nc.
 Peck, Earl: (Cocoonut Grove) Bridgeport, Conn., nc.
 Peterson, Dee: (Seven Gables) Milford, Conn., nc.
 Peterson, Johnny Hikkal: (Old Mill Tavern) Salt Lake City, nc.
 Petti, Emil: (Savoy Plaza) NYC, h.
 Pinkston, Tom: (Mandarin) Memphis, nc.
 Ponselle, Andre: (Chez Ami) Buffalo, nc.
 Pilman, Jack: (Port Arthur) Providence, R. I., re.

S
 Price, Stanley: (St. Nicholas) Decatur, Ill., h.
 Price, Robert: (Lake Breeze) Buckeye Lake, O., h.
 Prima, Louis: (Famous Door) NYC, nc.
 Raginsky, Mischa: (Astor) NYC, h.
 Racon, Ike: (Rainbow Garden) Little Rock, Ark., c.
 Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
 Ray, Revelers: (Ray's Parkway Lodge) White Plains, N. Y., c.
 Reichman, Joe: (Cocoonut Grove) Los Angeles, nc.
 Reinherz, Sid: (Mirador) NYC, nc.
 Reisman, Leo: (Waldorf-Astoria) NYC, h.
 Rezend, Jacques: (Opus) Los Angeles, h.
 Reyes, Chica: (Continental) Detroit, nc.
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
 Ricciardi, John: (21) Phila, nc.
 Rich, Carl: (Banquet) Springfield, O., h.
 Richards, Fred: (Park Inn) Clearwater Beach, Fla., re.
 Rinaldo, Nino: (Chez Paree) Omaha, nc.
 Ringwalt, Clark: (The Place) Hempstead, N. Y., nc.
 Roberts, J., Eddie: (Red Mill) Bronx, nc.
 Robinson, Jay: (Evergreen) Bloomfield, N. J., nc.
 Rodger, Ralph: (Ritz Carlton) NYC, h.
 Rogers, Eddy: (Rainbow Grill, Radio City) NYC, h.
 Romano, Phil: (Hollywood) NYC, re.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.

T
 Sabin, Paul: (Jefferson) St. Louis, h.
 Sage, Fleeman: (Municipal Auditorium) Birmingham, Ala., h.
 Sager, Buddy, Trio: (Chantelier) Millburn, N. J., nc.
 St. Clair, Charles: (Gunter) San Antonio, nc.
 Salaria, Juanito: (Troceador) NYC, nc.
 Sanders, Coby: (Porter) Ft. Worth, nc.
 Saxon, Sam: (Gay Village) NYC, c.
 Schaefer, Bill: (Pickwick) Birmingham, Ala., nc.
 Schwartz, Charles: (Roumanian Village) NYC, nc.
 Scoggin, Chic: (Chez Paree) Louisville, nc.
 Scott, Lee: (De Witt Clinton) Albany, N. Y., h.
 Scott, William: (Ambassador) NYC, h.
 Sears, Carl: (56th St. Childs) NYC, re.
 Sentia, Gento: (San Roubin) Havana, nc.
 Sherr, Jack: (White Mansions) Pittsburgh, nc.
 Siboney Quartet: (Yacht Club) NYC, nc.
 Silvers, Buddy: (Roman Gardens) Potsdam, N. Y., nc.
 Small, Allan: (Jimmy Kelly's) NYC, nc.
 Smith, Paul: (Municipal Auditorium) Birmingham, Ala., h.
 Smith, Carl: (Athletic Club) Detroit, b.
 Smith, Stuff: (Famous Door) Hollywood, nc.
 Smith, Jimmy: (Brook Summit, N. J., nc.
 Smiley, Bill: (Rhinelead Gardens) Armonk, N. Y., nc.
 Smith, Joseph C.: (La Rue) NYC, nc.
 Snyder, Lloyd: (Cingside) Ft. Worth, nc.
 Snyder, Billy: (Gibson) Cincinnati, h.
 Soriano, Frank: (Paris Inn) Los Angeles, c.
 Spachner, Gendeman: (Orchestra: (Deshler-Wallick) Columbus, O., h.
 Sparr, Paul: (Warwick) NYC, h.
 Spector, Irving: (Andy's Inn) Syracuse, N. Y., c.

U
 Spence, Keeffe: (20th Century) Appleton, Wis., c.
 Staulcup, Jack: (Vanity) Detroit, b.
 Steck, Gus: (Robert Treat) Newark, N. J., h.
 Steel, Leonard: (Ft. Shelby) Detroit, h.
 Stein, Elmore: (Casino) Lancaster, Pa., b.
 Stein, Eddie: (Blue Moon) Toledo, nc.
 Stoltz, Colis: (Tropical Roy) Memphis, nc.
 Strom, Roy: (Fifth Avenue) NYC, h.
 Strong, Benny: (Brown) Louisville, h.
 Stube, Allan: (Bedford Springs) Bedford Springs, Pa., h.
 Stump, Wilbur: (San Pablo) San Francisco, nc.
 Susco, Nick: (Pago-Pago) Chi, nc.
 Swanson, Billy: (Edison) NYC, h.
 Swangetes: (Hayes) Jackson, Mich., h.
 Sylvester, Bob: (Seven Gables) Milford, Conn., nc.

V
 Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
 Thomas, Eddie: (Nut Club) NYC, nc.
 Thorne, Denny: (Mayflower) Akron, h.
 Thurin, Otto: (Alpine Village) Cleveland, nc.
 Tilson, Jack: (Food Show) Indianapolis, h.
 Tip Top Boys: (Jefferson Davis) Montgomery, Ala., h.
 Torney, Bob: (Powell) Niles, Mich., h.
 Tracy, Jack: (Cedar Lane) Opelousas, La., nc.
 Tucker, Orrin: (Edgewater Beach) Chi, h.

W
 Ulrich, Roberto: (Lobby Cafe) Juarez, Mexico, nc.
 Vaasts, Vic: (Ritz) Bridgeport, Conn., b.
 Vadochich, Finky: (Chez Paree) New Orleans, nc.
 Vanderbilt, Archie: (Francis) Monroe, La., h.
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
 Vargas, Eddie: (Bismarck) Chi, h.
 Veli, Tubby: (Eggs) re.
 Velozo, Emil: (Show Boat) St. Louis, nc.
 Vorden, Vivian: (Broadway Tavern) San Antonio, nc.

X
 Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
 Waldman, Herman: (Blackstone) Ft. Worth, h.
 Ware, (Olmos) San Antonio Nov. 29-Dec. 17, nc.
 Wardell, Tick: (Kungholm) West Orange, N. J., re.
 Waring, Fred: (Capitol) Washington, t.
 Watkins, Ralph: (Yacht Club) NYC, nc.
 Warles, Bud: (Roosevelt) St. Louis, h.
 Wardlaw, Jack: (Casa Madrid) Louisville, Ky., nc.
 Watkins, Sammy: (Hollenden) Cleveland, h.
 Weber, Marek: (Stevens) Chi, h.
 Weik, Lawrence: (St. Paul) St. Paul, h.
 Weiner, Michael: (Old Rumanian) NYC, re.
 Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
 Weston, Ernie: (Gleam) San Antonio, nc.
 Whiteman, Paul: (Drake) Chi, h.
 Wiley, Palmer: (St. Charles, Ill., h.
 Wiley, Bob: (Fontaine Terrace) New Orleans, nc.
 Williams, Sando: (Astor) NYC, h.
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.

(See ROUTES on page 17)

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CRA

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Orchestra Notes

By M. H. ORODENKER

Tooters Three—Farmers, Too

With plenty of time to spare during the daylight, "Those Three Guys," now holding forth at the Osborne Grill in Auburn, N. Y., set out to show the movie scenario writers that not only sea captains but also musicians have a yen to operate a farm. . . . MAX DAVIS thumping the piano, RED BARTON on sax and BILL DOHERTY beating the drums, "those three guys" give the cliff dwellers anything from a Chopin waltzer to a Clinton dipsey doodle . . . and after reaping the harvest at night they aim to reap the rewards of their one-acre farm . . . flooding the market with 15 tons of carrots, not a bad showing for a couple handfuls of blisters and a few backaches, no?

On the Rialto

ED KIRKBY, CRA radio supervisor, is back in town after a look-see of office activity in Toledo, Cleveland and Pittsburgh. . . . STAN ZUKER, Consolidated's general manager, saw to it that MORREY DAVIDSON had his fill of turkey fillings before their ace salesman returned to his Cleveland territory. . . . RUBINOFF back on the stem with two violins, counting his own and that of his new son-in-law, BOB CLAYMAN. . . . IRVING MILLS is the first of the set to sport a Miami sun tan, back from a Florida band-booking trek.

More Martins and the Coys

The ork boys just won't let them thar Kanetucky mountaineers keep all the feudin' in the family . . . now that the Dorseys have tooted the truce, HORACE HEIDT and FRED WARING will undoubtedly carry on from where they left off before . . . and before returning to the Biltmore HEIDT knocked off some of those theater record grosses polled by WARING . . . the box-office take was nip and tucker betwixt the two . . . coming up to bat again in Pittsburgh, the Pennsylvanians made it tougher for a next time by the Brigadiers, ringing the bell with \$30,000, two grand more than the previous top set by HEIDT.

All Points West

Starting Christmas, the Castle Farm terpsichore incentive for Cincinnati folk will be in the keeping of CARL (DEACON) MOORE . . . since the St. Francis in San Francisco failed to appreciate the swingeroo of Mr. and Mrs. Swing, RED NORVO shows his hand and hammers at the St. Paul in St. Paul . . . after keeping striped suit company for alimony arrears DON BESTOR settled with insurance policies in lieu of cash and proceeded to Cincinnati . . . the Ozarks of Arkansas will be flavored with sugar blues next Tuesday when CLYDE MCCOY shows at the Elks' Club at Brinkley . . . while BARNEY RAPP has a date at the Community Center in Jonesboro, Ark., on December 23 . . . and the wide-pants guys at Kent State College, Kent, O., will have CHARLES STENROSS for their big apple paring next Saturday.

The Duke Celebrates in Dixie

It's been 10 years since DUKE ELLINGTON gave the refined jungle rhythms to base New Yorkers at the old Cotton Club in Harlem . . . marking a second milestone in meteoric career, le duke opens Thursday for a week at the Orpheum Theater in Memphis . . . the first time a colored attraction ever played to a white theater audience in that city . . . and mayhaps it is only coincidental that our newest addition to the bookshelf, *Letters From Iceland*, by the young British poets Auden and MacNeice, carry these lines . . . in a hasty review of modern phenomena since Byron, the poets rhyme, "I can't imagine what the Duke of Wellington would say about the music of Duke Ellington."

Staccato Send-Offs

Originally set for two weeks two months ago, GRIFF MORRIS and his Clevelanders will hold forth until 1938 at Club Paddock in Wheeling, W. Va.; then embarking for the Wagon Wheel nitery in Akron, O., for a six-month

sentence . . . the Syracuse (N. Y.) Auto Show showed a record attendance last week, JOLLY COLBURN helping to bring in 35,000 potential car buyers in five days. . . . IRVING JACOBS has provided REGGIE CHILDS for the D. K. Charity Ball in Syracuse December 22. . . . MEYER DAVIS has entrenched SKETTER PALMER at the Seneca Hotel in Rochester, N. Y. . . . down at Lexington, Ky., the university lads and lassies will shag to the syncos of JOE HAYMES next Satiday. . . . LEI ALOHA and her Hawaiians wind up their stay at the Roosevelt in Pittsburgh on New Year's, returning to New York to record their hula-hula harmonies.

Dionnes Had a Word for It

J. BRAD SMITH is lining up a Coast-to-Coast tour for the BARRICK TWINS and their All TWIN Orchestra . . . with Philly their starting point, the TWINS feature the Delaphine TWINETTES, the only set of stamle TWINS in the TWIN outfit. . . . ART SHAW must have made a lasting impression in Pittsburgh, AL FREMONT artie shawing his band's style . . . more gossip from Smoky City finds BARON ELIOT winding up his one-nighting it for a location spot next month. . . . MARTY GREGOR holding over the holiday season at the Willows, and then an out-of-town spot as his next choice. . . . RAY PEARL replacing JIMMY JOY this week at Bill Green's Casino for a winter term . . . and KEN MARTIN, concluding his Duquesne Beer radio show this week, starts stringing the one-night lane.

The Broadway Scenic

Before BERT BELL and his Bells take over at the Rainbow Grill on January 11 EDDY ROGERS will have chalked up an enviable record for that Radio City swankerie . . . having had his contract renewed for a third time until that date. . . . TOMMY GOTT, formerly with Paul Whiteman, is the new maker of trumpet music for the Rogers rhythmpations. . . . MILT HERTH, rhythm stylst at the organ, has his own combo at the Shelton Corner for the supper dancing. . . . DICK KUHN opened this week at the Hotel Vanderbilt. . . . LEON NASH, with Sheila Lane lilting the lullabies, returns to the local scene today at the Arcadia ballroom after touring the Eastern hinterlands . . . and CRA had PHIL D'ARCY make the Eli Dantzlg replacement at Brooklyn's St. George hostelry.

Culled From the Coast

After a dosage of swing-outs Palomar Ballroom gives Los Angeles the smoother sort of stuff, with JAN GARBER set for a spell starting Wednesday. . . . FLETCHER HENDERSON hits these parts, to follow LOUIE ARMSTRONG at the Vogue Ballroom next Satiday. . . . CRA lined up the one-nighters en route . . . the long-hair lads have a patron in movieland. . . . CARL RAVEL, fiddling maestro, took an extra special haircut before presenting himself at the Warner lot for the screen testing . . . but when the movie moguls lamped his cut crop they yelped . . . now Ravel must wait a couple more weeks for his hair to grow in again so that the makeup men can give him a movie haircut to fit his head.

Round Town Topics

That new alto-clary tootef for GAB CALLOWAY is CHAUNCEY HAUGHTON, replacing Garvin Bushell in the sax section. . . . BETTY ALLEN, chantress for Hudson-DeLange, is chanting honey-moon chunes to the accomps of her new hubby's sax . . . he's GUS BIVONA, with the same band. . . . TOMMY (RED) TOMPKINS has rounded up nine of his original bandsmen to start anew on a co-op basis. . . . BILLY SWANSON leaves New York January 4 for a six-month storming of the barns . . . it's BILL McCUNE at the Bossert Hotel in Brooklyn . . . but when the band doubles the society dates it becomes WILL. . . . ELIZABETH ROUDEBUSH, of Canton, O., whose keyboard knocking patterns the Teddy Hilliana, is the new piano bencher for INA RAY HUTTON.

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Over the Waves

The band boys in England are having a time of it polling for their ace swing stars regardless of country or race . . . ballot boxes close this month, and the pre-closing returns shows RED NORVO slightly ahead of LIONEL HAMPTON among the hammer and mallet players. . . . BUNNY BERIGAN shows stronger than the late BIX among the white heat trumpeters, second only to ARMSTRONG in the total tally . . . television in the kingdom forged ahead last Wednesday when a barrel-house combo tilted the tele waves with a "jam session." . . . SIR JAMES JEANS would have us adopt the 12-note (chromatic) scale so that posterity may attain a stage where rattling pans and riveting irons, screeches and other noises would be tolerated as musical.

On the Cuff

DON FRANCISCO was rushed in from the Coast to the Chez Pares in Chi to fill in the interlude sessions while (See ORCHESTRA NOTES opposite page)

Reviews of Records

By M. H. ORODENKER

Abbreviations: V-Victor; B-Brunswick; D-Decca; BL-Bluebird; VO-Vocalion; M-Melotone.

Out of This World

Ye swing cults are prone to label as "out of this world" musical mannerisms that exceed their immediate apprehension. DUKE ELLINGTON takes one of these ethereal excursions, but we could hardly prescribe his *Diminuendo in Blue* and *Crescendo in Blue* (B) as heavenly. Stepping up a blues theme with blatant blasting, the scoring is so close and disconcertant that you will find yourself calling for the repair man to send up his trouble shooter for your phoneygraf. If we were G. J. Nathanish about it we could say that it is only so much noise and heave a sigh for the diminuendo side. At least the distortion is softer.

Organ Grinder Gutterals

Inspired by public acceptance of *Organ Grinder Swing*, Will Hudson comes up with a new theme based on the hokey-pokey gentry. But his *Pop Corn Man*, played by HUDSON-DELANGE, with Nan Wynn and a vocal ensemble for the hillyaby, has nothing to say of any import. Disc-backer in Hudson's *Goin' Haywire* (B) is strictly that.

LARRY CLINTON also patterns the hurdy-gurdy man, capturing the spirit of a street scene in *I Cash Clothes*. Altho a picked combo, it's as solid as any of the senders. And its plattermate in *Swing Lightly* (V) makes a swell setting for Babe Rusin to ride his tenor sax. Clinton's *The Dippy Doodle* gets fine treatment in the keepings of RUSS MORGAN in his you-know-what manner. It's a polite pattern with fifes and drum for the corny interludes. Doubler is that light and deft Morgan askings *I Want You for Christmas* (B).

Rumba a la Jive

The Decca label apparently seems to be the only one carrying on the south sea island stuff. And with a decided market for these waxers, apparently continues to cash in. This time Dick McIntire has a Hawaiian yodeler, LENA MACHADO, jumping the octaves vocally for the hula *O Ko'u Aloha* and the plaintive *Uluwehi O Kaala* and in like manner for *Mauna Kea* and *O Kalema Kai*.

Lani McIntire, Hawaiian strummer, has a new voice in the soft tenoring of JIMMIE DAVIS for the pops *Nobody's Darling But Mine*, *Have You Ever Been in Heaven*, *The Greatest Mistake of My Life*, and *One, Two, Three, Four*. The LANI MCINTIRE instrumentalists dip into the South American catalog, making for good tango steppings for *La Rosita* and *La Cumparsita*. More in the latin lilt, with fiddles and trumpets instead of the plectrum, AARON GONZALEZ reads four worthy sides, *China Soy*, *Perdoname*, *Tropicana* and *A Sois*.

JOE DANIELS and his Hot Shots from England's shores apply the riff rhythms for a beat up *Mama Inez*, the jam juice served better, but not any too palatable, on the back for *Wabash Blues*. More of the electric guitaring is cut by ROY SNECK, with Donald King for the wordage, in *I Still Love To Kiss You Good-night*, *Better Luck Next Time*.

Lil and Louie Listless

LOUIS ARMSTRONG, with the Mills Brothers for the voc-ork background, is found wanting in a spiritless *In the Shade of the Old Apple Tree*, and the foursome, on their own, give a dull and apathetic *Since We Fell Out of Love* (D). Nor does LIL ARMSTRONG, with a sextet of septia swingsters, add to the glory of the family tradition. Boys do the

best under the circumstances, but the lady's chanting is emotionless for *Let's Call It Love and You Mean So Much to Me* (D).

If your tastes run to native blues and the Negro gutterals don't sound like so much mush or esperanto to you, there's a threesome of Decca stove lids in the race register that should command your attention as a welcome respite from raucous rhythmpations. You'll find this welcome unwinding in LEROY'S BUDDY (BILL Gaither) real low-downy *Ornient Girl in Town* and *Sunrise Blues*; JIMMIE GORDON and his Vip Vop voppers for *I Believe I Been Hoodood* and *Pleanty Trouble on Your Hand*, and a deep-downy ROSETTA HOWARD and the Harlem Hamfats for *Rosetta Blues* and the zippy *If You're a Viper*.

For the more conventional chanting, DICK ROBERTSON inspires community singing with *In My Merry Oldmobile* and a medley of *Daisy Bell* and *Little Annie Rooney*; a coupling of *I Wonder Who's Kissing Her Now* and with a jam-up backing, *In a Shanty in Old Shanty Town*, and in more up-to-date singing circles, a right rhythmic *I Want You for Christmas* backed with the wide open spaces of *Rollin' Plains* (D).

Luneford Breaks Loose

BOOTS and his BUDDIES behave in the accepted manner of harlemese stomptology for *Ain't Misbehavin'*. Cora Woods adding the flavorings with the wordage. Side is split with FRANKIE REYNOLDS misses by a mile for the same treatment for *Oh, Lady, Be Good* (BL). Worse yet, the lads overlooked such a simple little thing like tuning up before catching the downbeat. But the Boots buddies back down for *The Happy*, not played overly well and having nothing new in the arrangement or the tune which Harms will recognize as *Sometimes I'm Happy*. The split side on the label holds greater interest. RONNIE MUNRO, originally pressed in England, makes good dandology for *Ten Pretty Girls* (BL).

The chippies worth lorgnetting will cut the rug aplenty, what with JIMMIE LUNEFORD back on wax for *Put On Your Old Grey Bonnet*. Plattermate slows down to a dirge Art Kassel's *Hell's Bells* (D).

Dorsey's Demon Digits

JIMMY DORSEY gives a tone of finality to the bee buzzed about by Jack Benny, in traffic stopping tempo giving his sax an unbelievable ride for *Flight of the Bumble Bee*. And without changing pace, only instruments for his clary, a speed race for *I Got Rhythm* (D).

For the FRANK FROEBA fingering of mean pianology, his whippings highlight a right rhythmic combo for the undistinctive ditties fashioned as *My Swiss Hill Billy*, the Al Rinker Trio for the vocal yodels, and *Tears in My Heart* (D), Bill Darnell for the opening confession.

The Chicken and the Lion

CHICK WEBB and his quintet (Little Chicks) are quite a disappointment on wax with *In a Little Spanish Town* and *I Ain't Got Nobody* (D), the clary, and

MCA Pushes Small Units

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

NEW YORK, Nov. 29.—Music Corporation of America, handling about 100 small band units for cocktail entertainment, is making a special effort to push them. Circularizing night spots out of its various offices, fancy portfolios laud some of the better units.

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

Other offices, such as CRA, have made a special drive to sell cocktail combos, seeing in them a chance to clear tidy profit without too much fuss. Units are easier to keep intact and easier to move. However, competent combos are not easy to find, as more than good musicianship is required. A strolling combo, for example, must have extensive repertoire, due to the multitude of request numbers, and usually has to play without reading. Smooth personalities are important, too, as strolling musicians come into close contact with patrons.

Among the small combos MCA is now handling are George Paderewski and Kay, the Beach Combers, Andrina Brothers and Lola, Table Tooners, Hewitt and Neale, Gene Erwin, Two Eds, and Co-Ed, Continental Four, Bernard and Stevens, Men of Note, Jules Duke and Orchestra, Al Davis, Otto Thurn's Bavarians, Jean Wald, Four Gentlemen of Rhythm, Sondra Steele and Johnny McGuire, Merle and Melody Men, Gene Baker Trio, Louis Cina and Gypsy Band, Five o'Clock Trio.

Gov. Would Confer Degree On Canadian Musicians

REGINA, Sask., Nov. 27.—A draft bill aimed to extend professional status to Saskatchewan musicians and to entitle them to use of some official designation such as R. M. (registered musician) will be introduced in the provincial legislature at the session opening in January.

Under sponsorship of the Saskatchewan Music Teachers and the Canadian Federation of Music Teachers. Object of the bill is to prevent non-registered musicians from teaching music. The bill is of interest to professional entertainers in the province, as a great majority of them are also teachers.

flute making nothing more than technical exercises to the rhythm setting. The EDGAR HAYES QUINTET, vibes and clary sharing the light, jam only lightly without excitement for *I Know Now* and *When You and I Were Young, Maggie* (D). More to the makings is WILIE SMITH (The Lion) and his Cubs for one of the blues classics, *Achtin' Hearted Blues*, O'Neil Spencer for the sobbing, but save the wear and tear on the needle for its backing with *Honeymooning on a Dime* (D).

Orchestra Notes

(Continued from opposite page)
MAURICE STEIN gets out the next set. CLYDE MCCOY, following his one-nighter for CRA at Brinkley, Ark., on Tuesday, takes a Gus Edwards booking on Thursday, set for a four-weeker return date at Hotel Schroeder, Milwaukee. LEW STROUSE, of ARA, back at his Broadway desk from Florida. ADELE GIRARD, Hickory House harpist, leaves for the MGM Hollywood lots tomorrow . . . after a delayed Turkey Day opening, LOUIS PRIMA swings out this week at the new Famous Door on 52d street.

On the Other Cuff

One of Indiana's "greatest little band," JACK TILSON continues to garner glory for his six-man combo . . . set for a fortnight at the Berghoff Gardens, Ft.

Music Items

GOTHAM GOSSIP. . . Just back from a Coast trip, Sidney Kornheiser, general manager for Famous Music, is again eying the Pacific shores. . . Sidney will split his time hereafter between Hollywood and New York . . . now that Cole Porter has checked out of the North Country Community Hospital, his fractured legs on the mend, he has checked in again at the Waldorf-Astoria. . . Oscar Hammerstein II is in from the Coast, getting a seven-week leave of absence from RKO to witness his new musical being whipped into shape.

FROM CLEFFING TO CROAKING. . . At the recent musicians' union benefit show, when Lew Brown fronted the foots to pipe a medley of his song hits a union official bellowed, "Why must all song-writers have frogs in their throats?" . . . but Harold Arlen aims to prove it ain't necessarily so . . . with Leo Reisman providing the orchestral colorations. Arlen will add the wordage to the recordings, waxing for the first time his singing for his *Hurray for What Tunes, God's Country* and *In the Shade of the New Apple Tree*.

PICCADILLY PLUGGERS. . . Since press agents polished their shingles as public relations counselors the contact men for music pubs have been anxious to add a touch of refinement to their song-plugger fraternalism. . . boys over in jolly England took a Yankee slant on things and now would have the Briton bandmasters respect 'em as "purveyors of copyrights." . . . Jimmy Kennedy and Michael Carr will fashion the ditties for the British-produced *Follow Your Star*, which will silver sheet Arthur Tracy's career as a "Street Singer."

COAST CHATTER. . . The songwriting team of Sherman-Kent-Kurtz is being sponsored by Sam Koslow for picture writing . . . after a good will tour to New York and back Mack Gordon and Harry Revel resume their work at 20th-Fox studios. . . *Between and Between*, a betweener Mabel Wayne and Neville Flesoon, will be a specialty sing for Judy Garland in *Everybody Sing*. . . Pinky Tomlin's *I Told Santa to Bring Me You* has been placed for publication. . . Atze Taconis and Homer Gayne scribbled the six ditties to sooth *Border Wolves*, Universal's horse opry, which went into production this week.

HAPPY BIRTHDAY. . . It is nary a care for radio plugs or sheet music leaders for E. B. Marks this Sunday . . . the important order of business for the day calls for the blowing of candles on his birthday cake, Marks marking his natal day with his immediate family . . . and mayhaps a roundelay of touch football with his grandchildren. . . Sam Serwer, sales and publicity head for the Warner subsids, is back at his desk after a fortnight tussle with la grippe . . . and Roy Music Company's E. F. LaFrenere returns to her composing now that the dislocated shoulder is on the mend.

ONLY PLEASURE. . . Carl Krttner, who heads the standard and educational divisions of the Warner subsids, is a Gotham visitor from the movie coast . . . but brings no business cares or worries in his bag or baggage. . . Edwin Gilbert and Alex Fogarty, musical show tunesmithers, have been signed by J. J. Shubert to fashion the melody moments for all Shubert productions. . . Columbia Artists negotiated the deal, first assignment calling for a *Romantic Lady* score, which goes into rehearsal next month.

MILWAUKEE, Wis., Nov. 27.—Efforts on part of Common Council to douse the lights and still the syncopation at 1 a.m. were stymied this week when a lobby by the Milwaukee Taverns' Association and three AFL unions, numbering 15,000 musicians, cooks and bartenders, tabled immediate action on the measure.

ROUTES

(Continued from page 15)

Williams, Charlie: (Checker) St. John, N. E. nc.
Wilson, Ray: (Rainbow) Grove City, Pa. nc.
Winder, Bill: (Senator) Seattle, W. nc.
Winston, Jack: (Bal Tabarin) San Francisco, nc.
Woodfield, Harry: (Hofbrau) Canton, O. c.
Zelman, Rubin: (Caravan) NYC, nc.

Sign-Toter Turns Suiter

NEW YORK, Nov. 27.—Without aid of attorney, Ira E. Arnstein, songwriter who gained sidewalk and columnar notoriety by staging a one-man picketing campaign against ASCAP for turning down his membership application, filed suit Wednesday (24) in the U. S. District Court against ASCAP, MPPA, SPA, NBC, CBS, Warner subsids, indie pubs and individual songwriters. Allegations were same as his signs, charging Tin Pan Alley pirated his tunes, and asked for an accounting of profits and ASCAP membership.

RUG-CUTTING AT WALDORF

Debs Debut to Hymnals Heated As Pop Bands Crash the 400

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

NEW YORK, Nov. 27.—The social-register sugar, formerly reserved for the silky strings of a Meyer Davis' unit, is now obtainable by the public-playing bands that were previously nixed in 400 circles because of their non-exclusiveness. More so, debs and their polo-playing boy friends are outraging blue-blooded pater and mater by calling for the red-blooded swingeros to color their coming-out shindigs. The winter social season, now under way, will find more of the Goodmans, the Dorseys, the Luncefords and the Wallers beating out a minked trotsky sans monocle. Blazing the way for Waldorf whoopee, Benny Goodman dished out a brand of swing that recognizes no social strata Thanksgiving Eve when Merlin H. Aylesworth, former NBC prexy, had his daughter, Dorothy, debut for the orchid lorgnetters. And to subdue any big apple inspiration that Goodman might manifest, Xavier Cugat and Mike Markel were on tap for the relief rhythms.

Save for Paul Whiteman, who cashed many century notes for helping the Dorance family usher in each New Year at the Bellevue-Stratford Hotel in Philadelphia, the dowagers frowned upon the public "name" maestro. Society had decreed that the ears and hoofing instincts of the rich mustn't be assailed by the same music that Johnny Q. Public could hear in the ballroom or night club. And thusly, Meyer Davis, who was, and still is, the top society one-night booker, built up an envious clientele by never offering his units for the average location date, rather selling his hands to the descendants of the Pilgrim fathers as ultra-exclusive music-makers.

DuPonts Set the Downbeat

Making factors influenced this breaking down of society's distaste to the popular band for its private ballroom. Of course, the swing bug had bitten a healthy chunk of collegiate blueblood. And the kids insisted upon the hot jazz when they returned to the manse to fete their fraternity brothers and sisters. But more so than swing per se, it was the DuPont clan who changed the superiority complex of the Park Avenooers, several years ago bringing down Glen Gray to brighten up a party at their Wilmington, Del., castle. The Casa Lomanites marked the date in their books for \$4,000. And with the \$600 per hour overtime paraded out of the DuPont palace with \$5,200.

Nice work if you can get it. And the boys are getting it now. With follow, the-leader being a game for street urchins and upper crust, social leaders took their cue from the munition manufacturer, the cream of society's cream, and the bars against hot polloi bands were broken down.

MCA Dons Top Hat

In spite of the blueblood acceptance of the popular name, Meyer Davis, however, still grabs off the lion's share of society's lucre, many of the horsey set still tied to tradition. And that they will continue to be so, MCA is grooming one or two of its bands who will confine their barnstorming to the gilt-edge ballroom. Johnny Johnson, currently at the Village Barn, is slated for the tony build-up. Arrangement with the Barn makes it possible for Johnson to step out any evening the 400 calls for his services.

Hester Street Hotski

NEW YORK, Nov. 27.—My yid-disha momma is really going to town as the hot warblers start swinging the Hebraic wall-songs. Now they gang up on *Ba Mir Bist Du Shane*, freely translated as *You're Okay by Me, Kiddo*. The Andrews Sisters, three Greek gals, who debuted on the CBS Swing Session, waxed it this week in the original dialect. Down at the Harlem Uproar House, Hazel Scott, Ivory-thumping septia canary, rides the same ghetto gutturals. But with gestures, Hazel's gaitzianer accent is the envy of the herring-tearing publishers who lol around at Lindy's.

Sheet-Music Leaders

(Week Ending November 27)

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

Position	Title
1	1. Vieni, Vieni
2	2. You Can't Stop Me From Dreaming
3	3. Once in a While
4	4. Harbor Lights
5	5. The One Rose
6	6. Blossoms on Broadway
7	7. Roses in December
8	8. I Still Love To Kiss You Goodnight
9	9. Rosalie
10	10. Remember Me
11	11. If It's the Last Thing I Do
12	12. Josephine
13	13. Bob White
14	14. Nice Work If You Can Get It
15	15. That Old Feeling

PHONOGRAPH RECORD best sellers will be found on page 75.

a relief combo filling the nitery gap. And when MCA finds enough ultra-ultra dates to keep Johnson busy all the time the Barn location will be passed up entirely.

Johnson also handled the society-date bookings for MCA and, along with Mike Markel, reports a tremendous demand for swing bands in social sets. In addition to the Goodman date there are about a dozen soup-and-fishers lined up for Tommy Dorsey and Bunny Berigan. Evening will be split between both swing masters at \$1,000 per to each, Dorsey taking things over after calling it a night at the Commodore.

Moss Gives 'Em Harlem Heat

With society dates paying anywhere from one to five grand per shot, Meyer Davis billing the Widener party in Philadelphia for 10 century notes, MCA is not alone among the band-booking offices making inroads among the upper classes. Bluebloods in Pittsburgh favor the selections of Harry Moss, of the Associated Radio Artists, giving them not only the best in white jazz but even the Harlem heat. Tonight (27) Joe Haymes will beat it out for the Smoky City bluebloods.

And on December 22 Jimmie Lunceford, subbing for Fats Waller, first set until Hollywood called, will have the jam juice flow as freely as the champagne magnums.

For the playing musician society work is no bed of roses in spite of the fact that the extra kale comes in handy to buy rosin, reeds and postage stamps. Bands start playing late in the afternoon or early in the evening and don't knock off until the rooster crows and the stiff shirts are too stiff to terp.

Fire Fails To Stymie Pauley

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

LINCOLN, Neb., Nov. 27.—Burning of the Turnpike Casino a day before his scheduled appearance last Friday didn't halt Shep Fields from fulfilling the date and ringing in a healthy box to boot. E. H. Pauley, manager of the blazed ballroom, suffered a \$20,000 loss not entirely covered by insurance. That his patronage must satisfy their dancing needs, Pauley immediately arranged to polish up the floor of the University Coliseum, and considering that the band was in and out twice before it was actually known it would play, Fields accounted for a heavy turnout to the tune of \$1,800.

Reports that Pauley would drop ballroom operation were poo-pooed. Already Pauley is dickering with bondholders of the Shrine Club to lease the ballroom for the winter season. In the meantime, Pauley intends to rebuild his Turnpike Casino for a spring opening, his new dance palace closer to the city.

Casino was eight miles outside the city limits, but in spite of the center city competitish built up a huge following in spotting name bands each week.

NEW YORK, Nov. 27.—A new high was set this week for local ballroom gatherings when Russ Morgan made the music for the Firemen's annual dance. CRA's Billy Shaw reports that 14,000 people jammed the polished floor, drawing 'em in as far as Boston, three bus loads coming in from the Hub.

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed are those which received six or more plugs on the networks, WJZ and WEAJ (NBC) and WABC (CBS), between 5 p.m. and 1 a.m. weekdays, and between 11 a.m. and 1 a.m. Sundays, from Friday, November 19, thru Thursday, November 25.		Position	Title	Plugs	
Last Wk.	This Wk.	Net	Ind.	Net	Ind.
16	18	Josephine	12	11	12
16	18	Sne's Tall, Sne's Tan, Sne's Terrific (M)	12	10	12
16	18	Thrill of a Lifetime (F)	12	6	12
21	18	You Took the Words Right Out of My Heart (F)	12	4	12
14	19	Harbor Lights	11	16	14
16	19	In the Still of the Night (F)	11	11	16
16	19	Sailing Home	11	11	16
21	19	I've Got My Heart Set on You (F)	11	5	21
18	20	It's the Natural Thing To Do (F)	10	16	18
20	20	Have You Met Miss Jones? (M)	10	7	20
20	20	Ten Pretty Girls (F)	10	5	20
22	20	I'd Love To Play a Love Scene	10	3	22
22	20	You're My Dish (F)	10	3	22
21	21	Sweet Stranger	9	13	21
21	21	Snake Charmer	9	12	21
18	21	Swing Is Here To Stay (F)	9	9	18
18	21	Have You Got Any Castles, Baby? (F)	9	8	18
21	21	Love Me	9	4	21
18	21	Sweet Someone (F)	9	3	18
18	21	Miles Apart	9	3	18
21	21	Let's Give Love Another Chance (F)	9	3	21
22	22	Caravan	8	15	22
18	22	Lady Is a Tramp (M)	8	13	18
20	22	I Want a New Romance (F)	8	6	20
22	22	Why Talk About Love? (F)	8	6	22
23	23	Sail Along, Silvery Moon	7	9	23
23	23	Dipsy Doodle	7	4	23
23	23	Greatest Mistake of My Life	7	1	23
23	23	Beautiful Lady	7	1	23
23	23	Let's Hitch a Little Woo	7	1	23
23	23	Let's Waltz for Old Times' Sake	7	11	23
24	24	Midnight in a Madhouse	6	8	24
24	24	After You (F)	6	8	24
24	24	Whispers in the Dark (F)	6	8	24
24	24	I Want You for Christmas	6	6	24
24	24	Moon at Sea	6	5	24
24	24	Mama, That Moon Is Here Again (F)	6	3	24
24	24	Afraid to Dream (F)	6	3	24
24	24	Goodnight Kisses	6	2	24
24	24	I'll Take Romance (F)	6	2	24
24	24	Cavernism	6	2	24

Turn to our Amusement Machines, Music Section, for listing of the five best record sellers (Bluebird, Brunswick, Decca, Victor and Vocalion) for the week ending November 29.

FR. CASINO FUTURE VAGUE

Lynch Quits Phila. Marguery

Result of bank trustees' economy demands—start of talent-cutting wave?

PHILADELPHIA, Nov. 27.—Jack Lynch, widely known showman and night club operator, resigned as manager and host of the Adelphia Hotel's Cafe Marguery Monday. His resignation came as a distinct surprise and was attributed to Lynch's resentment over the pinch-penny policies of the banker-trustees of the hotel.

Jack had a showdown with the trustees at a meeting Saturday. The trustees are reported to have insisted that he cut down on his expensive talent.

Lynch retorted that he had built his reputation and enhanced the prestige of the Marguery by getting the highest class shows available, and that he would rather resign than backtrack on this policy.

Lynch and the trustees have clashed frequently over his alleged "high spending." On Monday Lynch sent a "Dear Harry" letter to M. H. Goodin, president of the Adelphia Hotel Company, tendering his resignation, and received a nice "Dear Jack" letter in reply, accepting it.

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

"It's the old story of guys who understand books but don't know anything about the show business," Lynch said. "I'm still quitting friends with Harry Goodin and the rest of the Adelphia staff. They treated me swell, and I have nothing against them. I'm grateful to them, the people of Philadelphia and the people in show business for helping me make a success at the Marguery."

Lynch said that he had "several swell propositions" for a new night club in this city, but had not decided on anything definite.

It was reported that a syndicate of big political leaders would back him in his new venture. Lynch has a wide following among the sporting and political gentry and is classed as the best judge of talent in the city.

Goodin refused to discuss Lynch's run-in with the moneybags. "All I'll say is that Jack brought me his resignation on Monday and I regretfully accepted it."

The hotel head said there would be "no change in the Marguery's policy," except that Lynch's name would no longer be used in connection with it. "We intend to get even better shows than we have in the past," he declared.

Victor Lozinak, maitre d'hotel of the Adelphia, will replace Lynch as the manager of the Marguery.

Aberdeen Cafe Adds Show

ABERDEEN, Wash., Nov. 27.—Winter-garden Cafe here recently installed floor show policy with acts booked thru Lee Mantell, of the Bert Levey office. Spot is managed by Adam Kantor. Current show has Cay Baird, Francette and Don Bernard.

Belle Baker Becomes Volunteer Labor Mediator

NEW YORK, Nov. 28.—Belle Baker turned volunteer mediator in a union dispute here Tuesday night.

While walking by the Club Yumuri she noted the picket line of the AFA. Miss Baker, a member of the AFA Executive Council, entered the Yumuri and, after a long talk with the owner, J. Morales, persuaded him to meet Harry R. Calkins, AFA organizer, the next day for a conference.

Calkins and Morales met and adjusted their differences the next day and a contract is to be signed this week.

Just a Pal

PITTSBURGH, Nov. 27.—This is a tale of the wiseacre and the fall-guy. Months ago Press radio editor Si Steinhauser listened to the tears of a night club operator, lent him \$50 and gave a letter of recommendation to a friend who harbored the nightery big-shot in his home until a day of plenty should come.

Yesterday Steinhauser received a letter from New York signed by the guy he had helped. It read: "I've a swell job as promotion manager for here. If you get a chance to come down I'll be able to get you a ringside seat for \$1.25 a head." Gratitude.

Sacramento Nitery To Cost \$30,000

SACRAMENTO, Calif., Nov. 27.—About \$30,000 will be spent by Tommy Donovan and George Pike, proprietors of a cocktail lounge (Moderne Club), in opening Sacramento's newest night club. Plans call for a New Year's Eve opening.

Donovan and Pike will try to buck the "upstairs" jinx that has played havoc with Sacramento night spots. In the last 10 years every white upstairs club has gone to the wall.

Club dance floor will be surrounded by dining tables terraced above, giving a bowl effect. Cocktail lounge and bar are also a part of the layout.

Les Poe, widely known Coast entertainer and pianist, is recovering from a severe illness and expects to be back emceeing the floor show and band at the Silver Bowl, Sacramento hot spot, soon. Meanwhile Mike at the Bowl is being handled by Leonard Covello. Floor show is up to Bowl standard with Millie DeVore, personality songstress; Duvall and Renee, a smooth ballroom team, and Sela Safar, blues singer, the headliners.

Hotel Senator, ritzy Saturday night dancing rendezvous, changed orchestras this season, dropping George Breece's crew for Clyde Curran.

Hunt for Backers; Billy Rose May Produce; Nothing Definite

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

NEW YORK, Nov. 27.—Broadway, still stunned over the demise of the French Casino Sunday, has become a hotbed for rumors and canards on the real causes of its folding and the possibility of its reopening. Attempts to spike or in any way clarify the shrouded versions have been fruitless. None of the persons in a position to speak authoritatively will commit themselves. Most persistent rumor has it that the Casino, which will by that time have changed its name, is to be reopened Christmas week and is to feature Abe Lyman's Band. When and if the

Pittsburgh Spots Expanding Anyway

PITTSBURGH, Nov. 27.—Nitery operators are taking heart here, despite industrial doldrums, and are branching out.

Manager Dick Nash of Hotel Webster Hall has his new Imperial Room, originally scheduled for week-end dances, open nightly with Joe Haymes' Orchestra.

Greta Harbaugh, owner of the suburban Pines, also lengthened her winter plans by opening every night but Monday with Brad Hunt's Band.

In Wheeling the Diamond Club reopened tonight with a show headlined by Nat Nazarro Jr. and Marge Nelson.

Local booking offices are being deluged by dance and novelty teams but can't find many good girl acts with sex appeal.

New Kansas City Club

KANSAS CITY, Nov. 27.—The Silver Slipper Club, for many years one of this city's leading night spots, reopened this week after a long period of darkness. Eddie Martinez is leader of the new band. No covert, minimum or admission charges at any time.

Club Management

TO BUILD up a mail list, the Paradise Restaurant, New York, is placing cards on tables urging out-of-town patrons to write their name, address and favorite home-town newspaper. The club promised to forward a mention of their visit to the newspaper. The Paradise also has a tie-up with the Times Square Hotel and a bus company which enables visitors to take in the cabaret by merely depositing a card entitling them to a \$1.50 dinner.

EL CHICO'S in New York answers the question "why a cover charge" in its program cards: "Our elaborate revue makes some charge necessary. Rather than resort to the general practice of increasing menu prices to cover entertainment costs, we have chosen the cover charge—believing it to be the most fair and satisfactory plan for our guests."

THE Rainbow Room in Radio City, New York, has just issued a handsome table booklet entitled *Petite Carte des Vins*. It contains a preface describing the time of show, prices, cover charges, etc., of the room, with a detailed list of drinks following. The drinks are broken down into the broad classifications of "Champagnes, bordeaux, red and white"; "Burgundy, red, white, sparkling, Rhine, Moselle, American wines"; "Italian-Hungarian wines, sherry, port, madeira; Scotch, rye, whiskeys, bourbon, Irish whiskeys, rum, gin, aperitifs and cognacs"; "Cordials, beers, ales, mineral waters, non-alcoholic drinks," and "Cocktails, mixed, and long drinks."

THE Versailles, New York, is experimenting with a Sunday night Brainstorm Contest (the brainstorm of Press Agent Mack Millar). Patrons are handed sheets containing six questions and must write out answers without leaving their table. They return the next Sunday to find out who won, the male winner getting a bottle of champagne and the lady winner a bottle of perfume. If there are more than two winners, then they compete on the floor, being given additional questions. Questions are not too serious, but tough enough to provoke thinking and talking. P. S.—The angle, of course, is to build up a mail list.

ALWAYS sure-fire is the handing out of free puzzle tricks to patrons in connection with the appearance of magicians. Le Coq Rouge, New York, for example, distributes a set of cards which enable the holder to tell the age of his partner. It is a simple trick, but one which is delightful and the type that is carried home. The cards advertise the club, of course, and constitute a very inexpensive advertising stunt.

TEACHING classes seem to be sweeping the country's night clubs. Most clubs have their ballroom teams doubling for a "period of instruction," patrons being invited to learn the latest steps—usually tango and rumba. The Radio City Rainbow Room, New York, for example, has put aside Friday afternoons for instruction—tying up with the Arthur Murray School. Cards issued to regular patrons permit free access to

proposed reopening occurs managerial reins will have been switched from the hands of Louis F. Blumenthal, Jack Shapiro and Charles F. Haring, controlling triumvirate of the erstwhile French Casino Syndicate, into those of Bob Goldstein, radio agent, and Monte Proser, up to now engaged as publicity man for the huge theater-restaurant. Source of the financial backing necessary is still unsolved, but whoever shoulders the burden must have a lump sum of at least \$60,000, the minimum needed to appease creditors before business can be resumed. A host of possible backers have been mentioned, but as yet not one has been definitely pinned down on the question. Billy Rose, Herbert Yates, the Ritz Brothers, Abe Lyman, Donald Flamm; Joseph Moskowitz, of 20th Century-Fox, and others have been linked with the new set-up.

A discouraging note was projected into the picture when George White, recently arrived from the Coast and generally accepted as the producer of the contemplated all-American extravaganza that was to supplant the French editions which the Casino had heretofore assembled, turned down the offer. Billy Rose, now in town, issued no statement of denial or confirmation that he would take over the producing job.

Just as competing cabarets along Broadway reported spurts in grosses for the week, so the one remaining link, London Casino, to the once extensive French Casino chain reports a weekly take averaging \$40,000. The International here claims it reached a record high this past week with \$70,000.

Clifford C. Fischer, producer of the French Casino revues and sinker of an alleged \$140,000 into the pool in a last-minute effort to avoid a fold-up, is awaiting in London the arrival of the

(See F. R. CASINO on page 26)

the "instruction class." But most patrons spend money for cocktails anyway.

CABARET and restaurant patrons in Montreal may drink as much as they can hold up to 2 a.m., but all such establishments must close sharply at that hour, the Quebec Liquor Commission has notified every liquor license holder in Montreal by letter.

Tolerance in not applying the midnight closing law (now on the statute books of the province) will continue only if all customers are out by 2 o'clock by the latest.

IN PHILADELPHIA two bistros have cut their liquor prices from 50 cents per shot to 40. Other club operators are watching the experiment and may follow suit. Pioneers in the stunt were the 15 Club and the Latimer Club, both of the intimate type, which at one time got the "smart money" trade.


CLAIMING that "there are a great many dirty" restaurants and other spots, City Health Director I. Hope Alexander has called representatives of the 22,000 food-handling establishments in Pittsburgh for a Monday conference on a new licensing measure he plans to present to council.

Dr. Alexander intends to impose regulations that will force kitchen help, waiters and auxiliary forces to be more sanitary than the existing State rules seem to demand, also plans to insist on Wasserman tests for all handling foods.

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Night Club Reviews

Radio City Rainbow Room, New York

The new show here is entertaining as a whole, even tho a few spots lag. Outstanding is Alec Templeton, blind pianist-composer, with Dorothy Fox, dancer, a strong second.

As for the music, there is Al Donahue's Orchestra providing smooth dance rhythm and Eddie LeBaron's Band coming thru with lively tango, rumba and American tunes. LeBaron has a particularly grand orchestra, its rhythms drawing them out onto the floor consistently.

Getting back to Templeton, who is doing a return engagement here, he held his audience spellbound. A strong personality, his wizardry at the ivories is something to behold. In addition he does such novelties as a satire on Cuban singing and an improvised arrangement of four tunes called out by patrons, interweaving the themes cleverly. His symphonic arrangement of *Night and Day* is another spellbinder.

Miss Fox blossoms out as a soloist, and a good one. Opens with a rhythmic impression of a chorine looking for a job, followed by a "world tour" dance which includes a sharp dig at Herr Hitler, and finishes by swinging the minutet. She is a competent artist, proving an expressive body, a sure sense of timing and a faculty for satire that's understandable.

Edmond Fritz's Viennese Comedienne Singers, six girls, made their U. S. debut at the International Casino when it opened but did not do so well. Here their light spoofing of operatic singing gets a better response, tho it doesn't stop the show by any means. The girls take the dignity right out of fancy arias, but since their singing is either in foreign tongue or just gibberish the lyrics mean nothing and the act must depend on the arrangements and giggling and mugging by the girls. *The William Tell* number, incidentally, is their best.

Alice Glover and Walter La Mae double from the adjoining Rainbow Grill for the midnight show here. Not up to the standard of previous teams here, this duo nevertheless makes a good impression. Their graceful moves are heightened by spins and lifts forming attractive patterns.

Rosita Rios is the new vocalist with bouncing LeBaron's Band. She is a brunet whose sultry voice is just right for Latin tunes, LeBaron himself joining her for occasional duets. Durelle Alexander is still with the Donahue Band, possessing appearance and skillful way of handling pop tunes. The Donahue outfit also has a liberal sprinkling of glee club and specialty stand-outs.

Pianist Helen Myers is still entertaining at the organ and the piano, and Dr. Sydney Ross is still the pet magician of both rooms.

John Roy continues as managing director, and business has been good. Edward Seay is still p. a. *Paul Denis.*

Mayfair Casino, Cleveland

Cleveland's swankiest night spot is maintaining the high standard of programs set by it since George Pomerantz assumed management.

First of all there is the Adaire-Richard Trio, which starts as a conventional ballroom act and ends by two stalwart lads tossing a wisp of a brunet from hand

to hand and shoulder to shoulder. It proves to be a gymnastic turn in disguise, with plenty of acrobatic curlycues to give it zip. It's fast moving and makes a hit with the customers.

Continuing dancing with variety is curly-haired Don Cummings, who works with a lariat and intersperses a bit of comedy in his patter. And there is Gae Foster's chorus with their Piccadilly number in tophats, which has become familiar to the spot, and other routines newer but not so intricate. George Downer, a slapstick clown of the old school, does a bicycle act with plenty of pratfalls.

A newcomer is Estelle Schmertz, a Cleveland miss, known professionally as Esty Raynone, daughter of Isadore Schmertz, manager of the Fox 20th Century Exchange here. She is a promising tap dancer with lots of personality.

Bobby Grayson's Orchestra is one of the best which has played this spot, and this includes those imported at greater cost. Freddie Heikell's string ensemble alternates. *K. R. Hoyt.*

Crystal Tap, Brevoort Hotel, Chicago

Utmost in informality prevails here, the room and circular bar resembling a movie cafe of the gay '90s. Good food and very popular prices forced the hotel management some time ago to make room for additional tables in the adjoining lobby where the overflow and those who frown on conspicuousness are seated.

The scene caught Thanksgiving Eve was a gay one. The entertainers seemed to be working harder than usual, with the ready audience response encouraging them to work overtime.

No floor show or dance space here. All the entertainment is of the strolling variety. Commodore Duc, two personable chaps who use a violin and guitar, visit booths, tables and the bar with popular selections of today and yesterday. Invite spotted parties to join in mass singing or do the warbling themselves for patrons in a listening mood.

Dorothy Erickson, likable accordionist and songstress, is good looking and has a large repertoire of songs. Also knows where and when to play certain tunes.

Earle Smith is the moving pianist, doubling as a singer during and between ivory tickling selections. Smith has been here a long time and will probably continue indefinitely. *Sam Honigberg.*

The Ranch, Seattle, Wash.

A fourth week for Marque and Marquette, sensational Parisian dancers, is drawing crowds to The Ranch, popular theater-cafe on the Everett Highway. They share headline honors with the *Three Heat Waves*, young men. The *Heat Waves* harmonize and wiss-crack vocally, tap dance, and play a group of instruments.

Senorita Rosita, Frances Kelly and Bernice and Clarice Richardson are other units of the floor show rounded out by the music of the Del Milne Ranch Band. *C. M. Littlejohn.*

Gold Coast Room, Drake Hotel, Chicago

Paul Whiteman and his organization returned here for a four-week engagement before moving to the West Coast. His outfit has not diminished in popularity and each of his succeeding engagements adds to the reputation of this fashionable spot.

Whiteman brought most of his old family back and augmented his household with a few new members. A notable addition is Jeanne Ellis, a 10-year-old soprano with an attractive face and talented voice. She appears in the early evening shows and is groomed as another Deanna Durbin edition. Another new attraction is Marion Manners, swing vocalist, who has a good mike voice but makes only a fair showing on the floor.

Show caught featured Roy Bargy, pianist and assistant conductor, in a well-blended version of the late Gershwin's seldom-played *Second Rhapsody*. Jimmy Brerley, band's good-looking tenor, warbled a pop tune pleasantly, followed by Emerson Frome, interpretative tapper, who displayed well-executed spins and ballet steps. The boy has a carefree style that goes well with his youthful personality.

Jack and Charlie Teagarden and

Charlie La Vere, the jazz king's veteran musical trio, fill a spot with some *Me Myself and I* music that later serves for an amusing tap finish. Al Gallodora, a wizard on the sax and clarinet, scored with a couple of numbers, particularly with his sax take-off of *Nola*.

Bob Lawrence, baritone, continues on his upward climb with an improved delivery that now embodies both vocal and lyrical expressions and a more developed sense of showmanship. Has a very good mass-appealing voice.

Goldie, of the trumpet department, was heard in his old stand-by, *Is She Good—Not Bad*, that netted the usual laugh returns. Mike Pingatore closed with an impressive banjo number.

Gold Coast Room has six hours of air time weekly, with some 90 per cent of the programs reaching the networks. Announcing job is capably handled by Ed Allen.

Leiritia, originator of an instrument that is a combination of three steel guitars, plays on the band stand during lull sessions. Entertainers during other shows include Whiteman's Bad Habits, swing trio.

Charles Richter continues as p. a. *Sam Honigberg.*

The Brook, Summit, N. J.

One of the three top-ranking night spots in Northern New Jersey, the Brook has built up a rep that extends beyond the State border. Owned and managed by Joe Ziegler, better known to the public and trade alike as Zig, the club features the danceable rhythms of Joe Furst and orchestra and an excellent kitchen.

Furst, an oldtimer in the music biz, has been around the East for many a year and has played spots like the famous Canary Cottage, Hotel Roosevelt, Village Barn and has crossed the water. On the other side Furst picked up what he calls his Continental style, which is a slightly revised type of the usual smooth dance music so well liked in this part of the State. Joe has done away with the drums, depending on the electric guitar, an accordion, a dance harpist and the celeste to keep the beat. He does all his own arranging, while Bob King draws the vocal assignments.

The interior of the club is done in a dull shade of light blue and is completely modernistic. Yet, with all the angles and mirrors, clever lighting manages to give the entire place a restful appearance. Two units make up the Brook. There is the usual main dining room with the oval dance floor where the orchestra lads hang out and a cocktail lounge and bar created in the same motif, with a strolling guitarist to keep the drinkers amused.

There is a \$1.50 minimum week days, which is upped to \$2.50 on Saturdays. Peter Palmar is headwaiter.

Bruno M. Kern.

Nixon Restaurant, Pittsburgh

Pittsburgh's only nitery with a covert is likewise one of the few spots still doing consistently good business despite current industrial slump.

One reason is its central location in a basement under the city's sole legit playhouse. Another its well-liked owner, Tony Conforti's, and headwaiter George, who in the past 10 years has come to know thousands of customers. A third is the always entertaining show (booked by National Theatrical Exchange) and dansapation by Herman Middleman, in his third year here. Likewise a help is its air-conditioning. The biggest single cause for a steady patronage flow is probably the informality pervading the nearly always smoke-filled room.

Almost all emsees heckle the ring-siders. The acts evidently have signs in the dressing room admonishing "smile even if it hurts," and George hovers at a sympathetic but respectable arms-length. Capacity is ordinarily in excess of 250 in the main restaurant, with space for 100 or so more in an adjoining bar, altho in peak hours more have been accommodated.

Net result, butter-and-egggers, steel-town bitimers on a party and other folks with heavy pocketbooks flop at a table for a dandy dinner and the 8 o'clock show, or flock in near midnight for drinks, good (and fairly high-priced) snacks, and the 12:15 inning. Bills usually change every other week, tho occasionally an act is held over.

Recipe is a singing or dancing emcee, ballroom team, a couple novelty acts, and tenor Angelo di Palma, a perennial favorite now and in his second year. Conforti tried a line of girls a month

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A Belly Laff Every Minute of a 12-Minute Punchy Act

ago, but chucked the idea after a fortnight.

Headlining the current show are the Three Eltons, two men and a girl, who combine legerdemain with hokum rough-housing under the guise of dancing, and comedy juggler Lou Hoffman. Also on are the Dancing Leslies, in standard graceful ballroom turns, with personable Harvey Bell chairman of the festivities.

The routine opened with birthday songs and wedding greetings to folks in the audience by the band, led by bell-ringer Harvey Bell. Then the first of two ballroom duets by the Leslies, followed by a bagful of Bell's gags and a couple of his tunes. Next, one of the male Eltons and Eva Elton, winding up a dance turn with feats of magic, most of them the mister's, but Eva a nice help with her facial grimaces, arm flourishing and prop-holding.

Vet Lou Hoffman, starting off a bit like Stan Kavanagh, drew a big hand for his juggling that saw him tossing almost everything in sight but the piano. He's especially good with hats. The young Leslies returned with a series of twists and twirls, drew an encore soft-shoe number.

Next, hefty di Palma, who starts off with three operatic numbers, leaves a half-dozen more popular requests topped with *Funicula, Funicula*, which he has sung at least once every night since his coming here two years ago. Secret of his popularity is his jollity and skipping, which when indulged in by a 300-pounder, makes all but a professional deadpan join in the fun.

Wind-up was the Three Eltons' slam-bang routine, while the customers alternately gasp and laugh.

Not the best balanced show, because of two dandy teams on the same bill, the 65 minutes of fare seemed to please the customers, so what's the difference.

Music for both show and dancing is Herman Middleman's, aired over KDKA-NBC nightly at 12:15. Band vocalist is Sally Hughes. *Morton Frank.*

Embassy Club, London

At this newest and choicest of local night spots the floor show is 100 per cent American.

Benny Ross and Maxine Stone, vaude duo, doubling from *It's in the Bag*, are in their fourth week here. Couple are sensationally successful, with Ross' dandy appearance and singing ability and the languid humor of Miss Stone vying for applause and laugh honors. James Stine assist at the mike and is responsible for a load of laughs.

The Duffins, boy and girl, offer a peach of a novel dancing act. Their forte is a rag-doll number that stands out owing to its skill and the amazing bending of the seemingly boneless girl. Act clicks solidly.

Ernie Purslove's Embassy Club Orchestra furnishes the music. *Bert Ross.*

Seventh Avenue Hotel, Pittsburgh

Most recent corner and jammed every night is the grill of the Seventh Avenue Hotel. For the last decade just another once-respectable inn that was slowly tumbling into shoddiness, the hostelry was given a shot in the arm last year by owner Lew Leff, who sunk thousands into remodeling the rear of his lobby, installing a huge drink room where low-tariff entertainers kept the fun-making going until the wee hours. So quickly did the spot catch popular favor that this fall Leff increased his capacity.

The layout includes more than a hundred square metal tables surrounded by leather-seated chairs and divans, an auxiliary bar where wooden booths can hold almost 100 more customers and a spot-lighted circular platform in the center of the big room.

The acts, all singers, give out from the elevation, which revolves when Bessie Saunders pounds the piano, remains stationary when Bessie plays the portable Hammond organ which was recently installed.

Biggest single draw is black-haired Jessie Wheatley, girl baritone, who was recently signed by WCAE for sustaining programs. Minus the liability of hard lines and gifted with an unusual voice, Miss Wheatley, with training, should go places in radio. And if taken in hand for appearance-dressing she might be a good vaude bet.

Other solo vocalists are a high-voiced, somewhat zofftick blond lass named Nan Parker, and semi-cute-looking, nondescript-voiced Trudy Rice, who flashes a personality that makes the males repeat

patrons. The Weston Sisters, three of them, harmonize.

Novelties are baritone waiter Dewey Moon, and tenor youngster, Lewis Claybrooke, who also slings tray. *Morton Frank.*

Chez Henri, London

This bright spot is a popular rendezvous. Usually presents one set act for the week, with guest artists adding to the gayety on extension nights.

Current are Leon Kimberley and Helen Page, American wise-cracking team, who have headlined every important British vaude theater the past 12 years and who have also landed as a regular feature on the radio. This is their London club debut and judging from the success they achieve here it is remarkable that the team was overlooked by nitery bookers. Their talk, written by Kimberley, is smart, sophisticated and full of belly laughs. Snappy topical song numbers, again from the pen of Kimberley, enhance the act. *Bert Ross.*

Bismarck Bier Stube, Chicago

This Eitel operated spot in the Bismarck Hotel is among the most popular in town as a gathering place for those who like an old-world atmosphere, the best beer and wines and excellent food, along with musical entertainment. Room has beamed ceilings and colorful decorations, red and white plaid tablecloths and both waiters and entertainers are clad in native Bavarian attire.

Music is furnished by a violin, an accordion and a strange-looking instrument called a harp-zitherchord. There is a small dance floor. In the early evening there is community singing, with German tunes predominating. Later there are vocal soloists and a dance team that presents folk dances. Popular operettas also are presented—*The Student Prince, The Merry Widow* and others. Entertainers all have excellent voices. The fact that they have held forth continuously for more than two years indicates that their entertainment is what the customers want.

Henry Kublick is director and plays the zitherchord. Entertainers include Louie and Gretl, dance team; Mitzl Von Esh, soprano; Clara La Fevre, soprano; Annette Ploner, Tyrolean yodeler; Driscoll Wolf, Irish tenor; Carl Mueller, German tenor, and Carlos Hatvary, Hungarian tenor. Spot is patronized mainly by the middle-aged, with a sprinkling of the younger generation, and it is always well filled. *Nat Green.*

Freddie's, Cleveland

Reopened a few weeks ago with new decorations and smart furnishings, Freddie's is offering a snappy program which keeps the spot filled to capacity.

Pat Chandler does an excellent job of emceeing, and the program, while turning for the greater part to dancing girls, serves excellently for its purpose.

Mozelle, exotic dancer, is the top-notch, wearing a flimsy costume with pompons plocted at strategic spots.

Kay Kollette and Doris Deane have a snappy routine, and Marlon Kaye steps lively to the satisfaction of all. Frank Gushardo, local tenor, is proving a drawing card thru his wide Cleveland acquaintance.

Freddy Carlone's Orchestra, which served so well at Billy Rose's Pioneer Palace during the Great Lakes Exposition, furnishes the music. Chandler sings, dances and holds the whole together in first-rate manner. *H. R. Hoyt.*

Club Continental, Kansas City

Altho located on 12th street, known for its dimly lit inns and cabarets, this spot cannot be classed with that group. It is beautifully decorated and caters to class patronage.

Current floor show, *Parisian Revue*, is better than those of the last several months. Credit goes to Coonie Conrad, personable m. c., and to Dee (Prince) Stewart's Negro ork. Bill includes the Claire Sisters, from Chicago's Edgewater Beach Hotel; Moovo, eccentric dancer; Miss Vivian, acrobatic stepper; Penny and Joe, Negro tap artists; Adeline Clifford, singer; Elmina, exotic dancer, and the Royal Rumballiers, four Filipino singing instrumentalists.

Conrad handles his job skillfully, displaying unusual sense of humor and alert to hecklers. The acts are mediocre but were well received at show caught. Buster Smith, alto sax man; Jay Had-

nott, bass strummer, and Jesse Price, skin beater, add fire and class to the bill with their solo passages with the Prince's band. Standouts, besides Conrad and the band, are the Claire Sisters, who present class dance act. Fault in bill, obviously, is too much dancing. There are five separate hoof turns offered.

Prices are moderate. Shows begin at 10 o'clock and continue every hour until 2. No minimum, admission or covert charges at any time. *Dave Dexter Jr.*

Village Grove Nut Club, New York

Entertainment and reputation of this once Village landmark has slipped to a low, uninspired level in recent years, so that what once was the spot to visit has become just another of the many dubious-looking places that somehow seem to survive. It can still be termed intimate, being small, crowded and Bohemian, making no attempt at pretentiousness either in decorations or lavishness of floor show.

There's one person who could, with a little help, lift the pall of disinterestedness from the offerings, and that's Ralph Fielder, emcee. He labors like a Trojan, trying out every trick and accomplishment in his bag of tricks, and of the 65 minutes' running time of the entire show he easily takes up half. He varies his style from straight to table-topable methods and sings, imitates, yodels and whistles, does acrobatics, pantomime and gags and anything else that might bring the crowd his way.

Ruby Barth, pert little brunet, does best of the remaining turns with her torrid swing-singing. Her voice, a bit hoarse but eminently suited for her style, has force and personality and her delivery is arresting. Margo, brunet dancer, goes thru the paces of a slow afro-control waltz, and blond Shirley gives out with a fair tap routine.

Freddie Werner attempts to hoke up his symphony cello background and introduces bits of juggling and takes a few falls but does not get very far in the way of laughs. Despite queer get-up and bits of business, response in this house was very much lacking.

More afro-control work is offered by Lois Leeds. She has nothing startling in her routines but has enough of well-done sock tricks to wind her up pretty well.

A line of six, the Milray Girls, go thru the motions of several line numbers. Tiny Faber's Band of five dish out all of the music. *George Colson.*

of the informal variety. Gertrude Tobin, singing pianist, who is a dinner-hour entertainer in the Tiffany Room, doubles in the barroom afternoons. Her repertoire of old and new songs seems to be unlimited, filling varied requests with little hesitation and otherwise crowding her period with a crop of ditties.

Evenings Sid Pritkin and Charley Mason, strolling accordion and guitar combination, keep the trade entertained. (See NIGHT CLUB on page 28)

They Juggle for Laughs



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SENIA GAMSAL, Chicago.
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Cocktail Lounge, Chicagoan Hotel, Chicago

City's newest hotel, adjoining the Morrison, has been attempting to break the ice with an entertainment policy in one of its rooms since opening several months ago. Initial ork attraction in its Tiffany Room didn't go too well. At present concentration is centered on the Cocktail Lounge, a curving corridor-shaped filling station on the level floor, quite attractive in modernistic trimmings and conveniently enough located to attract a good share of the business on that Madison street block.

Two acts used, each with offerings



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12 weeks
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Ohio Niteries Expand Shows

STUEBENVILLE, O., Nov. 27.—The Half Moon, this district's largest night club, has inaugurated its former season policy of floor shows changed each week, with two shows nightly. Current are the Six Parisian Co-Eds, song and dance sextet; Helen O'Connell, song bird, and three other acts. Richards Brothers' Novelty Band stays on, as does Frank Isarios as emcee.

EAST LIVERPOOL, O., Nov. 27.—Floor shows have been resumed at Red Mack's Club Washington here, one of the best known spots in upper Ohio Valley. Club is maintaining a full-week schedule. Current there are Paul Robinson and his Harmonica Band; Ginger, dancer, and Red Mack's Gang, a danceable combo co-starring Bob Martin and Marcia Lynn.

MARIETTA, O., Nov. 27.—Castle night club, located halfway between here and Parkersburg, W. Va., has opened for the winter season. It is reported to be one of the first elaborate night clubs to be opened in this section.

WHEELING, W. Va., Nov. 27.—Club Paddock here, one of the better known night spots of the upper Ohio Valley, is reported doing nicely again under direction of George Mumley. Griff Morris' Orchestra is in its third week, with the following floor show current: Dee and Dolores, dance team; Mabel Barjon, blues singer; Dorothy Cable, novelty tap, and "Red" Evans, emcee.

AKRON, Nov. 27.—Akron's newest dine and dance spot, the Hawaiian Room at Hotel Mayflower, which opened here recently, was made possible by revamping hotel's former bar, lounge and main dining room, according to Jack Walsh, manager. About 250 persons can be accommodated and there is a sizable dance area. Jack Daley, Cleveland architect and decorator, is responsible for the Hawaiian idea. Current program lists Chet Ryk's Band and the Beach Combers, Hawaiian string quartet, which will entertain patrons during the daily cocktail hour. A no-couvert policy prevails.

4 Winter Clubs In St. John Area

ST. JOHN, N. B., Nov. 27.—For the first time night clubs featuring winter sports facilities, as well as dancing and dining, are available on adjoining properties on the lower west bank of the St. John River.

The Castle led the way. It is at South Bay, about six miles above here and directly on a trunk road. Ken Jones is directing the work. He lives on the property and raises chickens in his spare time.

Next door the Ridgewood Golf and Country Club has been acquired by the St. John Winter Sports Club and will be kept open thru the winter for dining and dancing.

On another road the White House Lodge, roadside restaurant, is being kept open thru the winter as a dining and dancing resort and for winter sports. H. A. Biggs has become manager and the club now seats 300 at the tables. Saturday nights get a floor show, with music by Bruce Holder's Orchestra.

The Trading Post night club, on the city line between St. John and Fairville, is being used by the Checker Club for weekly floor shows and supper dances, with music by Charlie Williams and his Towntoppers.

All three night spots are westward of St. John.

At Famous Door, Positively!

NEW YORK, Nov. 27.—Claims to the services of Art Tatum, blind colored pianist, were made simultaneously by press agents in their releases for the Harlem Uproar House and the Famous Door, pending reopening.

Confusion and feeling were reaching a feverish pitch, with denials and accusations hurled from both camps, and the issue was assuming the aspect of something more than a battle of words before the whole thing was cleared up by asking Tatum himself for the particulars. He opens definitely at the Famous Door next Tuesday.

AFA Clubs in N. Y. Now 25

NEW YORK, Nov. 27.—Four more local night clubs signed agreements with the American Federation of Actors this week, Wivel's Restaurant, Bertolotti's night club, Marta's Havana Madrid and the Barrel of Fun.

This brings the total spots operating under AFA contracts to 25. Other spots, such as the Club Yumuri, Harlem Uproar House, Rainbow Room and Rainbow Grill, are still negotiating. The Yumuri is set but the contract is not actually signed.

The Mirador signed last week after a session of picketing. Le Mirage, Club 18 and Yacht Club are among other clubs that signed recently.

A \$40 per week per person minimum has been established in each spot.

Cleveland Casino Is Bankrupt Again

CLEVELAND, Nov. 27.—For a second time the Mayfair Casino, Cleveland's swankiest night spot, is in bankruptcy. A petition in involuntary bankruptcy was filed in Federal Court Wednesday by three creditors whose bills total \$2,020.95.

On December 7, 1936, the Mayfair Casino went on the block after negotiations between locals and New York French Casino came to naught. Nate Weissenberg and associates, who had been interested, bought the property and assumed \$75,000 in valid liens. This sale wiped out approximately \$235,000 in claims. Harry Propper, who had been manager, left shortly before this. When Casino opened this fall George Pomerantz came on from New York to manage and Fanchon & Marco shows were booked.

From Booker to Skywriter

BOSTON, Nov. 27.—It's a far cry from booking entertainers for theaters and niteries, but Joe Rubin, brother of comedian Benny, has soared into a new venture. He's in the sky-writing business, and the company name is Sky-Ads. William Bowen is president.

Airplanes flit around the Hub skies with regularity, carrying streamers of advertising for niteries and ale and lager firms. They're good accounts, a host of new clients being on a waiting list.

Rubin premiered with an ad plugging George C. MacKinnon, columnist in *The Boston Daily Record*.

Senia Gamsa Opens Chi Booking Office

CHICAGO, Nov. 27.—Senia Gamsa, local booker, opened an office on Clark street this week to book night spots and handle acts under personal management. Lee Elman, formerly with Sligh & Tyrrell, joined Gamsa as an associate.

Gamsa is now booking acts into the 606 Club here; 26 Club, Milwaukee, and Alpine Village, Cleveland, and has under his management Dorothy Blaine, Lee Morse, Ann Suter and Ford and Barnes.

Jackson Clubs in Jam

JACKSON, Miss., Nov. 27.—Eighteen hours after troops of the State national guard had swooped down on Jackson's night-life area in Rankin County numerous clubs were again open in defiance of the law. The raids followed warnings that liquor serving (Mississippi remains dry) and gambling would not be tolerated.

Club Chatter

New York:

ROY TRACY'S Broadway debut is as dancer and emcee at the Hollywood Restaurant in place of Edith Roarke, who remains as featured showgirl. . . It's a second holdover for the JAYS, NOFF SISTERS at the Bossert Hotel, Brooklyn. . . WILL WEBER bookings include Jackson, Mills and Reeves in the 1214 Club, Philadelphia; Mary Burton in the Mounds Country Club, St. Louis; John Steele in the Coconut Grove, Washington, D. C., and Doryce and Dreddy Drew in the Mirador here. . . FRED LE QUORNE adds to his school activities the job of personal management, starting with Clark Howard, tenor, who will make his local debut within three weeks. . . DOROTHY WILKINS, who has been at the Hotel New Yorker since last May, was re-signed for another two months. . . GIVENS AND KAROL are the current attraction in the Downtown Athletic Club. . . FREDDIE FULTON'S gang, comprising Eleanor Wayne, Sammy Paige, the Three Swifts, Jack Hirsch, Jackie Kaye, Virginia Cooper and Rollie Lockhardt's Orchestra, has been set in Rudy's Cafe.

ETHEL POWELL, cousin to the Eleanor Powell, opens this week at the Normandie Room. JACKIE BEEKMAN, recently at the Chez Paree, Chicago, is currently officiating at the Penthouse, Baltimore.

Chicago:

BERT PECK, booker, took on additional office space. . . CLIFF CONRAD left the Variety Boys act and was replaced by Farrell of Farrell and Derma. . . VINCENT LOPEZ and his vocalist Lois Still parted company. . . MAURIE STEIN, the ork leader who is being lifted into the name class at the Chez Paree, is a brother of Jules and W. H. Stein, the MCA execs. . . MIKE FRITZEL, of the Chez Paree, has been in Hot Springs, Ark., on a 10-day vacation. . . AFA started franchising bookers here this week. . . COLEMAN CLARK, who closed a long run at the College Inn, broke up his table tennis act. . . BUDDY ROGERS considered as the attraction to follow Frankie Masters at the College Inn.

LITA GREY CHAPLIN follows Toby Wing into the Yacht Club. . . RAY GILBERT, the arranger, planning to take up a course in ork conducting. . .

Here and There:

SUNNY LUDWIG, emcee, will celebrate his third consecutive year at Dooley's night club, Charleroi, Pa., New Year's week.

BABE LA DELLE, with his juggling act, opens a two-week stay at the Pub night club, Portland, Ore., December 18. . . JOHN LONAS rounded out 28 weeks at the Earle Club, Baltimore, and opened November 29 at Club Chatterbox, Johnstown, Pa. . . MURIEL PARKER and Charles Fredericks are playing the Brown Hotel, Louisville, until the week of December 17, when they will go into the State - Lake Theater, Chicago. . . FRANCIS BLAIR opened recently at the Music Hall night club, Portland, Ore., for an indefinite stay. . . JOHN GAL-LUS, juggling clarinetist, is being held over for another week at the Pere Marquette Hotel, Peoria, Ill. . . LOOKOUT HOUSE, Covington, Ky., spotted a new show November 26 with Marya and Martyn, dance team; Ballard and Rae, skaters; the Royal Jesters, male quartet, and Don Arden, dance stylist. . . CHAP-PIE CHAPEL'S *Rhapsody in Black*, colored revue, is playing a return engagement at the Cat and Fiddle Club, Cincinnati.

FOUR GOLDEN GATE GIRLS are in their third return engagement at the Times Square Supper Club, Rochester. . . TERRY CIRCLE has returned to Chicago after a year's tour of theaters in New York, Ohio and Pennsylvania. . . JANS AND LYNTON opened at the Chez Maurice, Montreal, thru MCA. DAISY WHITE and Joan Clark, of Lou Walters' Eye-Dears, from Levaggi's

A. C. Niteries In the Dumps

Curfew, gambling ban, lack of publicity combine to put damper on clubs

ATLANTIC CITY, Nov. 27.—The resort's 9:30 curfew for young folks has been extended to include all and sundry as the last of a gay night life has given way to "open next season" signs. The Club Nomad and the Torch Club are vainly trying to hold on, the last of a gallant lineup.

Shortly after the season's close the lid was clamped down on all gambling, even prize games on the Boardwalk. This was immediately felt in the night club field, and the 500 Club closed on a moment's notice. At Babette's, Dan Stebbins boarded up and headed south. Soon a half dozen others followed suit. The latest to go was the Banker's Tavern, Jack Sittes giving up his partnership.

The Nomad held on a week more before it left out its revue and music, keeping acts for week-ends only. Lou Shapiro at the Torch has a couple of turns, but his revue was let out. The Neptune Inn, Sports Tavern, etc., have installed canned music.

It is doubtful whether any night spots will return for Christmas and New Year's, as the dropping of the City Publicity Department by Mayor White will not help bring any extra visitors during this much-ballyhooed week here.

Philly Clubs Okeh Despite Bad Biz

PHILADELPHIA, Nov. 27.—Despite the punko night club business in Philly here, rumors are strong that "Chickie" Trachtenberg is set to take over the dining room of the Sylvania Hotel and convert it into a club. It formerly was a very prosperous spot and catered to the sporting crowd.

A syndicate is also reported dickering for the site of the old Oriental Cafe.

Peggy Loeb, for many years hostess at the Walton Roof, is now associated with the Vincent Fields Booking Agency.

Ben Street's 1214 Club has put in a line of chorines to pep up the show.

Flamingo Room, Boston, did double duty during the recent Automobile Show, passing out literature to passers-by.

NICK AND DOLLY CARTER now appearing at the New American Hotel, Lowell, Mass. . . MARY AND JEFF ROLAND move this week from the Casa Madrid, Louisville, to the Alms Hotel, Cincinnati.

MEADOWBROOK BOYS (Arthur Herbert and Robert Page) are now offering their vocals at the Vogue Room, Hollenden Hotel, Cleveland. . . BERNHARDT AND GRAHAM, dancers, now in Brazil, write of the fancy Maxine numbers that they have picked up.

VERNON AND VANOFF are current at the Jernyn Hotel, Scranton, Pa., for Sligh & Tyrrell. . . LUCIAN, singer, is carrying on for a second year at the Bon Ton Club, Miami. . . COLLETTA ELLSWORTH, of Chicago, has joined the Jack Middleton office, Cincinnati, to handle banquet and convention departments. . . CARLOS LEVINS, after three months in Mexico City, is under a six-month contract at the Wonder Bar, New Orleans. . . MERCEDES KAM-MARER joined the Four Skyrockets, currently at Gay '90s, Chicago, superseding Betty May, who is now working single.

DICK AND DOROTHY REML signed for a tour of Sligh & Tyrrell spots, opening at the Beverly Hills Country Club, Southgate, Ky., November 30. Incidentally, Dick's wife, Helen Linns, is joining the act.

TINY HUFF, recovered from three weeks of illness, is back at the Barrel of Fun here. . . HOLLAND AND HART, together with Hildegard, have been held over for two more weeks at the Ritz-Carlton. . . BALASI AND SKAREN, novelty act, at the Broadway Hofbrau, were signed by Harry Norwood for a Warner short. . . MAZEL AND ZITA, dance team and heading a night spot unit that includes Joe Kearns, Bobbie Rae, Jack Drake and the Barrett Twins, are filling the bill at the Merry-Go-Round Club, Akron, O.

Vaudeville Notes

NADINE GAE, niece of F. & M.'s Gae Foster, and Gae Foster Dancing Troupe will be featured in Warner short starring Josephine Huston. . . **E. K. NADEL** is readying a novelty revue, *A to Z*, for a January opening on Broadway. Material for the book, with chapters touching every phase of entertainment, was prepared by Ed J. Lambert and Sidney Richards. . . Just back from a five months' tour of Mexico and recently finishing the Butterfield Time thru Michigan, Ray Fabing's *INGENUES*, an all-girl band unit, opened Eastern theater dates at the State, Hartford, Conn., Thanksgiving Day. Dates in Providence and Newark follow. . . Best wishes to Mr. and Mrs. **JOE EDMONDS**. They celebrated their 44th year of married bliss November 7.

JACKSON, MILLS AND REEVE go into the State-Lake, Chicago, week of January 7. . . **AMBASSADOR THEATER**, large neighborhood house in Chicago, is trying out a five-act vaude bill Sunday. Sid Wormser, of that city, is booking. . . Thirty-second annual **MOTOR SHOW**, Kansas City, lined up Alvin Stephens' Orchestra, the Embassy Three, Senorita Carmen and her troubadours and Jackie Merkle.

JACK SHEA supplements his work over **WJAE**, Providence, with a weekly amateur night at Fay's Theater, Providence, R. I., offering a \$50 cash prize to winners. . . **JACK LATOUR** has found the Big Apple a salable attraction, obtaining bookings thru Colorado, New Mexico and Wyoming for his colored troupe, which has been extended from 8 in number to 20. . . **JACK PEARL** was guest of honor at the 100th open meeting of the Jewish Theatrical Guild of America, Inc., November 28, at the Morocco Theater, New York. . . **RINNEY BOY**, dog act, is now making a tour of Southern educational institutions.

8 Weeks Vaude Set in Detroit

DETROIT, Nov. 27.—Full week vaude for about eight theaters of the United Detroit Theaters Circuit is announced by the Artist Service Bureau, which will book the spots. Either full week or split-week policy will be followed in the theaters, all suburban houses. Three to four acts will be used.

This move is apparently the first serious blow to double-bill policy here for about three years—with Detroit theaters now 100 per cent on a dual policy, aside from the first runs. It will give Detroit more vaude than the town has seen at one time since pre-depression days, and will also mean the biggest straight number of theater weeks for a local agency in some years.

Mabel Duggan, formerly with Empire Theatrical Booking Service, has joined the Artist Service Bureau as associate booker, Eleanor O'Rourke and Chuck Stanley being the other partners.

Sunday Vaude in Bridgeport

BRIDGEPORT, Conn., Nov. 27.—After several years absence of vaude in this city, Loew's Globe here suddenly announced the booking of one-day (Sunday) shows, consisting of eight acts and a picture. Opening bill on the 21st included Pat Rooney and Pat Rooney III, headlining; Dixie Four, Johnny Burke, Bob Easton and Company, Review of Reviews, Renee Lamarr and Company; Tarzan, movie monk, and Ray Harrison. With prices at 25 and 40 cents, the three performances played to turnaway crowds.

Gus Meyers Jr., for many years orchestra leader of the old Poli houses here, is in the pit, and Samuel J. Badamo is house manager. Tomorrow's headliner is Jack Larue and Vinca Barnett.

Bands for Met., Boston

BOSTON, Nov. 27.—Metropolitan Theater has booked in a heavy ork schedule for December. Week of December 2 a new Met. departure will be a *Battle of Swing* between Lucky Millinder and Jack Denny orks.

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

Embarrassing Moment

LINCOLN, Neb., Nov. 29.—Of all the injuries which may have been acquired by Bruce Sinclair, of the teeterboard and Risley act Bruce and Jimmy, now with *Havana Holiday* unit, he picked up one here which mused his dignity. In the middle of the act he jumped on the board so hard his false teeth popped out of his mouth and clattered on the stage. Sinclair smacked his lips and went on from there.

Theater Dates For Name Bands

Holiday season brings raft of orks into vaude spots—Vallee at State for \$12,500

NEW YORK, Nov. 27.—Holiday season brings an influx of name bands for the stellar attraction assignment in the variety houses. Harry Pincus and Sammy Berk, of Mills Artists, have booked Euss Morgan for a returning fortnight at the Paramount December 15. Lucky Millinder into the Boston Metropolitan and Hudson-Delange for the Philadelphia Earle starting Friday, and Ina Ray Hutton for New Year's Eve week at the Chicago Oriental. Date is returner for Miss Hutton, who rolled up a \$38,000 gross there last month.

Loew's State will have Rudy Vallee for Christmas week to the tune of \$12,500 and Moe Gale has Teddy Hill for the December 10 week at the uptown Apollo.

Consolidated Radio Artists have also lined up a string of theater dates for their attractions. Jack Denny follows Millinder into the Boston Metropolitan next week; Rita Rio is current at the Cleveland RKO Palace; Mike Riley doubles from the Memphis Orpheum from the Claridge Hotel; Harold Stern closed a split week at the Astor in Reading, Pa.; Louis Panico is current at the Chicago Oriental; Husk O'Hare has been set for next week at the Keith's in Indianapolis with Carl (Deacon) Moore to follow.

Vaude Quartet Pinched After 75-Mile Chase

AMITY HALL, Pa., Nov. 27.—Dashing from Buffalo to Washington to fulfill a booking, according to their story, John Lampani, Bennie Langley and Miss Frankie Wyche, of Buffalo, and Roy Chapman, of Chicago, were nabbed here by Pennsylvania motor police after a 75-mile chase and returned to Williamsport, Pa., to face motor violations charges.

Quartet of vaude players outdistanced several policemen and escaped others over the 75-mile route before they were finally captured and returned nearly 60 miles to face the law and lose several hours' time.

Leona Anderson Seeks Debut

SAN FRANCISCO, Nov. 27.—Leona Anderson, sister of "Bronco Billy" Anderson, one-time star in the old Essanay Western pictures, is reported seeking a radio and film tryout in Hollywood, with a probable fling at a night club.

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

Sally Fields Adds Clubs

DETROIT, Nov. 27.—Sally Fields has placed a line of girls at the Commodore Club. At the Ten Forty Club she has booked the floor show. Also set at Sax's Cafe, the Three Variety Boys, instituting a change of policy.

At Ala Tabarnelli, Toledo, she is booking the entire floor show, with a change every week.

Mae's Ex in Midwest

DETROIT, Nov. 27.—Frank Wallace, Mae West's former husband, and Trixie LaMae will be represented in the Midwest by the Gus Sun Vaudeville Agency. Team opened yesterday at the Gayety Theater, Cincinnati.

Foreign Bookers Seek U. S. Acts

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

CHICAGO, Nov. 27.—Scarcity of acts in flesh-playing cities in Australia and England has the bookers and operators of those countries competing in a talent-search here.

Representatives of the Tivoli Circuit of Australia were the early birds, having already signed up a couple of dozen acts to play the chain's houses next year. When reps of London's Foster Agency made one of their periodic trips into this city this week and revealed attractive offers, some of the acts already signed with the Tivoli boys began trying to free themselves of the contracts and link up with Foster.

While Harry Foster, here last week, does not knowingly talk business to acts already bought for Australia, a few of the involved performers are mum on any of their previous ties, hoping to get a Foster contract first and then attempt to free themselves from Tivoli signatures.

Foster Agency is signing talent thru the William Morris Office, Dick Henry, of the latter agency, accompanying Foster on his current Coast-to-Coast tour.

Ted Lewis Tops Waring in Pitts.

PITTSBURGH, Nov. 27.—Ted Lewis no longer throws peanuts by the peck into his audiences at the end of his show. He is content with only a few handfuls each performance.

Ted says it's because a woman was once injured by being struck by a peanut.

Be that as it may, Lewis' show this week cracked the all-time band record for the Stanley, set only last week by Fred Waring's Pennsylvanians. Helped by the Thanksgiving trade, he cracked \$31,000. Waring did nearly the same on a regular six-day schedule.

More Moss Vaude, Maybe

NEW YORK, Nov. 27.—Checkup on the newly installed policy of week-end vaude for the B. S. Moss Central Theater, Cedarhurst, L. I., showed a 100 per cent betterment over normal attendance during the second week of its tryout. should results for this week-end continue as gratifying as the first two, present policy of single feature and vaude bill installed at this house November 12 is certain to be expanded to five additional Moss houses.

Bowes Unit at Strand

NEW YORK, Nov. 27.—A Major Bowes unit played a one-day date at the Brooklyn Strand here Thanksgiving Day.

Bill consisted of 10 acts and was composed mainly of local amateur winners. A double-feature screen offering complemented the presentation.

Will P. A. Padula Club

PHILADELPHIA, Nov. 27.—Sam Bushman and Milt Shapiro, local press agents, have been appointed p. a.'s for Art Padula's Arcadia-International Restaurant.

Sally Too Modest?

BOSTON, Nov. 27.—The management of the REKO Keith Theater, via a specially mounted easel sign, regretted highly that it would have to deny all candid camera enthusiasts the privilege of snapping Sally Rand's new *Dance of Dawn*, which she debuted here last week.

\$50,000 for Command Show

Record gross—lone U. S. act does okeh—Max Miller is the big hit

LONDON, Nov. 22.—The Royal Variety Performance, the 16th of its kind, presented at the Palladium November 15 before Their Majesties, the King and Queen of England, and the Duke and Duchess of Kent, grossed \$31,710, a record for the event. Sum of \$5,000 paid by the British Broadcasting Company for broadcasting rights, various donations and sale of souvenir programs is expected to swell the total to \$50,000, all of which goes to the coffers of the Variety Artists' Benevolent Fund. George Black, president, and Harry Marlow, secretary, arranged the program.

Outstanding hit was registered by Max Miller, cockney comedian. Splendid performances were turned in by Wences; Jack La Vier and Ruthie Morgan, with a comedy specialty, *The Man on the Flying Trapeze*, which was a solid hit and particularly gratifying as it was the sole American contribution; Will Pyffe, Gracie Fields, Norman Evans, Cicely Courtneidge and Revnell and West.

Disappointing was the much heralded Florence Desmond. George Formby was very poor. Also weak was Ralph Reader and His Gang of 132 Boy Scouts. The Crazy Gang and the Gypsy Boy's Band rated fair.

Entire show was below standard of previous Royal Performances. Admission from \$1.75 to \$50.00.

It is estimated that theaters, both legit and vaude, and picture houses lost over \$250,000 that night due to so many people staying at home to listen to the broadcast.

Vaude for Orpheum, Omaha

CHICAGO, Nov. 27.—Orpheum, Omaha, returned to stage shows Thanksgiving Day and will continue as a full-week stand. Opening bill will have Anton Scibilia's *Waltzki Nights* unit.

Detroit Agency To Resume

DETROIT, Nov. 27.—National Vaudeville Exchange has closed its doors but retains a booking license. It will shortly resume activity, according to Jeanette Marie Vernier, proprietor of the agency.

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(Signed) **EMILIO CONZALES**,
Manager, Care The Billboard, New York.

Loew's State, New York

(Reviewed Thursday Evening, Nov. 25)

The new vaude bill is especially strong, probably to make up for the weak picture. *Doubling Wedding* (MGM). Opening day got off to good business, being a holiday and being aided by ballyhoo stunting front of the house.

Opening act is a thoroly pleasing affair and certainly much better than most of the flashes now playing around. Ann Pritchard and Jack Lord take the lead, providing ballroom routines that gain added strength thru tap and adagio movements. Lord is a swell tapper and Miss Pritchard inserts flashes of fine toe work, the combination being a happy one all the way. Bob Goffey provides a harmonica solo that is superb, Neva Chrisman accompanying the entire act at the piano.

Valentine Vox and Emily Walters, old-timers in vaude, are just as good as ever. With ventriloquy riding the crest of a popularity wave, this duo provides a routine that is consistently punchy. Vox is a past master at trick stuff and Miss Walters still amazes them with her baby cry bit. Their comedy material is good and the act moves along nicely. Two dummies are used.

Little Jackie Heller makes a big impression. With plenty of radio training, Heller sticks to the mike and lends his tenor voice handle such pops as *Bob White, You Can't Stop Me From Dreaming, Once in a While and Vieni, Vieni*. His voice has appeal, especially for the gals, and won him a couple of easy encores.

Another State veteran is Al Trahan, murderer of concert music. Al is an adroit mixer of serious baritone and piano moments with low slapstick in which his stately prima donna (Lady Yukona Cameron) gets it. His is a bolsterous, lively act based on a sure-fire premise—common hatred among vaude patrons for concert-style music and singing. Went over big.

Great Yacopis close with a whoop and a twist. Their teeterboard stunts are positively breathtaking. The six men and a lone woman work fast thru a varied program of teeterboard stunts, including very fancy somersaulting and pyramiding.

Louis Sobol returns next week with a

show built especially for him and featuring Cross and Dunn and Sheila Barrett. *Paul Denis.*

New Casino, Brooklyn, N. Y.

(Reviewed Tuesday Evening, Nov. 23)

Casino had a terrific opening Sunday, with Commissioner Paul Moss trekking over to congratulate the audience and management on the straight vaude bill. Zac Freedman, house's p. a., cracked most of the dailies with news of the policy.

Show itself is solid vaude, with good standard acts. Line of 12 girls, the Hollywood Eye-fuls, appears several times in dancing routines, giving the show production value and knitting it together. Their dancing is fair.

Variety Gambols, four men-three girl acro turn, spotted first. This is one of those whirling dervish, bounding turns that clicks along rapidly with never a let-down. People are all over the stage, with action everywhere. Back somersaults are eye-openers. Turn also does pyramid work. A swell act of its kind.

Conrad and Emerson, male comedy team, offer a variety of material. Open with a bit of hokey singing, go into gags and then do impersonations of drunks and gangsters. Draw belly-laughs with these, their mugging socking plenty. Follow with more mixed comedy and finally do two songs in counterpoint, *Blue Heaven* and *Cabin of Dreams*. A big hand and encoored with a splendid comic impersonation of Ned Sparks and Charles Laughton doing a Truckin' routine. A versatile turn.

Marian Bellett and English Brothers, knockabout comedy and acro dance team, is a sock turn. Routines comprise rough knockabout with high comedy value. Miss Bellett postures amazingly and keeps the act going at high speed. Two men, in addition to knockabout work, do acro dancing, followed by Miss Bellett in a whirling, spinning routine. A top act and should go anywhere.

The Virginians, eight-man singing turn, lately seen in the musical, *Virginia*. Do *I Know That You Know; Goodbye,*

Jonah, Goodbye; the Ranger Song and others. Soloist, a basso, sings *Old Man River* and sends plenty. Tunes are expertly delivered, have good arrangements and are well chosen. *Goodbye, Jonah*, sung with a swinging lilt, was especially fine. Rates with any harmony act.

Closer is Lewis and Ames, mixed comedy team. Gags are delivered in rapid succession. It's good cross patter, with the man hyping the turn with his mannerisms. Deliver a novelty tune and return to gags, closing with a big hand. Material clicked very well, with scarcely a letdown.

Madge Delaney, tapper, appears twice. Nice-looking brunet with a facile technique. Taps are clear and routines are rhythmic and fluent. It's a relief from the back-breaking, speedy type. Girl may be a comer.

House fair. Pic, *She Shall Have Music*. *Paul Ackerman.*

Varietes, Brussels

(Week of November 7)

While the opening bill of the new Varietes was scarcely of big-time caliber, the current program does much to retrieve big-time rating for the new house.

Paul Remos and his amusing midiget assistants are given feature billing and register a show-stop. Charles Wood, clever juggler, who complicates his tricks by working on a unicycle atop a table, also clicks solidly.

Kannan Bombayo, former Ringling show feature, scores with his sensational antics on the bounding cord. Gregory and Raymond, Americans, surprise by coaxing melody out of vacuum cleaners, tires, pumps and other weird instruments. Bobby Martin and his sepiar ork deliver a more melodious and orthodox brand of music.

Newcomers are Latascha and Laurence, team of clever dancers from Australia. Three Fonzals present hilarious slapstick comedy, and the Darlo-Barlo troupe of circus clowns deliver their usual line of gags.

The Empire is giving the Varietes stiff competition with big bill, featuring the zany comedians, the Pierrots. Other high-class acts at the Empire are the Rubio Sisters, equilibrists; Jeanne Fuster Gir, French comedienne; Prieto's bucking mule; Martinet and his gabby crow; Mady and Cord, acro comics; Zoiga and Rachel, dancers-imitators; Jean Pielie, crooner; Alexandre and Marianos, dance duo, and the Empire Babies. T. W.

Chicago, Chicago

(Reviewed Friday Afternoon, Nov. 26)

At the *Cabaret Russe*, a 30-minute flash, is all the stage portion the customers get on this week's menu. Columbia's exploited picture, *The Awful Truth*, is the main dish and it's too bad that all the extra trade attracted by the picture will not see a real flesh bill they can talk about.

Idea on hand, while not novel, is good. As the title indicates, the goings-on are in a cabaret of old Russia, presenting the usual songs and dances done so many times before. Surprising, incidentally, why a take-off of a modern Russian cabaret is not presented. Tourists tell us they have a flock of them in the key cities and are quite different from the niteries of the czar regime.

Predominating here are colorful costumes in atmosphere with the richly painted drop and backgrounded samovars. House line uses the runway to sing *Bublitshki* and toss pretzels to the front-rowers. Cute, altho a bit drawn out.

George Prentice and his marionette turn come in handy in the next spot. His character work with lifelike animation and his talk is clever. Went great with an afternoon crowd of kids.

Piroska, nimble-footed ballet dancer, is featured in a couple of production numbers and was aces at each appearance. His routines have technical perfection, yet so executed to make them meaningful for any audience. Drew a big hand.

Jay and Lou Seiler, only other act, proved favorites with a comedy dance routine and their *Ski Jumper's Nightmare*, which is still a distinct novelty.

Mass singing by a 16-man chorus and a gay folk dance by the girls, in which Piroska is singled out, produce a spirited finale.

House very big second show opening

day. School holiday brought a flock of theatergoers to town.

Sam Honigberg.

State-Lake, Chicago

(Reviewed Friday Evening, November 26)

Plenty of healthy comedy dispensed here this week, with such funsters as York and King; Mells, Kirk and Howard, and Roy Rogers spotted on the bill. Rounding out the session is a trio of swifty specialties by Jeanne Walker, tapper; a medley by the house ork and a couple of line production routines.

Opening caprice by girls in white tails and canes makes a nice sight and a good entrance for Miss Walker, with some cute stepping.

Roy Rogers deuced as the jolly inebriate and is still as good as ever. Some of his falls are of the sensational stage and net proper response. His talk is clean and clever.

Chick York and Rose King now four-a-day with their famed sketches and had an easy time selling all but their animal lecture. That piece is somewhat antiquated and contains comparably few laughs. The sleigh ride and Miss King's tomfoolery, however, went over big. In the act, too, is Roy Cropper, veteran romantic tenor, whose ringing voice registered well in *Falling in Love With Someone and Sweetheart, Sweetheart*.

House ork, on the stage, continues with a medley, featuring the drummer and Verne Buck, the leader. Jeanne Walker returned for two numbers and sold them with ease. Impressive hand. Mells, Kirk and Howard were next and stopped the show. It is an easy task to get enthusiastic about this trio, for they are thoroly entertaining and at the same time keep smut out of their act. Closest competitors to the Ritz Brothers around.

Apple Dance number by the dozen house cuties winds up the show.

On screen, *Murder in Greenwich Village* (Col.) House good first evening show opening day. *Sam Honigberg.*

Orpheum, Los Angeles

(Reviewed Wednesday, November 24)

There is a glamour to performers in the realm of the theater which outsiders rarely approximate, and this fact stands out starkly when viewing the artists in Major Bowes' *Musical Jamboree of 1937*. They are, for the most part, competent musicians and singers or dancers, but they lack that certain "umph" that spells professional.

Show opens with a well-played rendition of Al Lyons and his orchestra of *Tune In on My Heart*, with pleasant vocal by Bob Rogers and the Swingsters, harmony singers. Lyons has a pleasing personality and the audience seemed to like him.

Julie Ballew, vaude veteran, acted as mistress of ceremonies and just about adequate. John Jewell, banjoist, played *Orpheus in the Underworld* and then demonstrated how two banjos would sound played simultaneously, using only his own instrument. He's clever but he looks as tho he just walked in off the street—no color, no makeup and rather countifrighted looking, which robs his performance of "that certain something."

A husky-voiced dandel from Ireland is Mary Duddy, who sang *Did Your Mother Come From Ireland?* and *When Irish Eyes Are Smiling* in pleasant voice. Far

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more entertaining were the Four Nelson Brothers, who offered some clever musical oddities. Theirs is a swell act.

Three colored kids, well under 20, who call themselves the Virginia Hams, wowed the audience. Strictly personality performers and each one an individualist, they offered *I Don't Mean a Thing*, *Dinah* and an eccentric dancing bit that brought hearty applause. They're really good.

Julie Ballou next offered *Some Little Bug Is Gonna Get You Some Day*. She has a nice voice, pleasant personality but not outstanding. Oddity is Harvey Mearns' offering on a tubular harp equipped with hollow tubes instead of strings. He also offers a solo on a contraption made up of musical sleigh bells, a series of glass tubes in racks, with chimes and with steel disks on a metal top. A real Ripley *Believe It or Not*, this is a genuine oddity in presentation.

A few weeks ago we saw a great mimic, Al Bernie, do take-offs on the theatrical great. Roy Richards, who follows in his footsteps, has not his uncanny gifts to bring to life the personalities of these stage and cinema celebrities. His characterizations of Walter Winchell, Joe Penner, Donald the Duck, W. C. Fields, Paul Muni, Ned Sparks are none too accurate and the resemblance is too broad for perfection. Particularly good, however, is his take-off on President Roosevelt.

The Dancing Dolls are clever acrobats and their rough-and-tumble work is amusing. Show also features violin renditions by Constance Kronowski, 15-year-old prodigy, not in the Bowes unit, who plays with the hand of a master artist. O'Brien and Goldberg, two tappers from the Bronx, also deliver ably. Packed house during afternoon show, business seems to be swell. Pictures, *Stars Over the Desert* and *Small Town Boy*.
David Arlen.

Orpheum, Lincoln, Neb.

(Reviewed Thursday Afternoon, Nov. 25)

Riding thru to popular approval without a sock act is *Ballyhoo Brevities*, No. 2 show out of the Ed Gardiner book for the Cushman time, which came here for a four-day stand, beginning Thanksgiving Day. Show lacks a little of the smoothness of the previous *Stork Club Scandals*, but its newness may account for that.

What little stellar power it contains is lodged in Phil Bernard, with a pretty foil, Miss Langdon, and the Chandler Trio, comedy adagists. Bernard does impersonations of Groucho Marx, Ed Wynn, Charlie Chaplin and Eddie Cantor in good style. He's the next-to-closer. Chandler Trio, a man and two girls, starts straight and then works itself into a hodgepodge of misgesses. It's the wind-up.

Line work is handled by seven girls, all of whom double. They open with the *Big Apple* and are followed by the Three Valentines, cyclists. This one should be enough to satisfy almost any customer, judging from the equipment it carries. It's a good show starter.

LaMarr and Veola, two-timers to the footlights, are next. First bit is a semi-acro tap mixture. They return later for a white-dress strut. Azla, magician, with help from the audience, works in a slick manner, but his talk is a bit hard to catch. Les McFarland's singing is just fair, but he overcomes that by winding up with a trombone rendition of *Marie and Frivolous Sal*.

Delane and Randall, acro-dancers, take up the slack at this point. They are lookers and have some good tricks. Bernard and Langdon and the Chandlers bring it up to finale. Freddie Meeks manages and directs the band. Picture is *Lady Fights Back* (Universal).
B. Owe.

Roxy, New York

(Reviewed Friday Evening, November 26)

Holiday show here is tastefully arranged and presented. Opening curtain shows a Swiss village set. George Church, tap artist, out in front of the boys and girls for his stint. Church is a different type of tap dancer. Technique is limpid and clean, the routines being interspersed with a whirling movement common to ballet. Least touch of sloppy work would be deadly here; but there is none, the act going along in beautifully precise fashion. Church has plenty on the ball.

Patty Fayne and Carlyle Foster, novelty turn, featuring musical glasses. Foster clinks out a melody with bells while Miss Foster accompanies on the

accordion. Girl also is adept at the bell trick. Tunes vary from popular songs to such standards as *I Love You Truly*. Spotted where it is, act has atmosphere in addition to its melodic novelty.

Ben Yost's White Guards, eight-man harmony turn, offer rousing operetta tunes followed by a medley of college songs. Working the college angle is good showmanship and peps the audience considerably. Follow a raft of Romberg numbers, including *Stout Hearted Men*, *Softly as in a Morning Sunrise*; *Lover, Come Back to Me*, and Friml's *March of the Vagabonds*. Nice stuff.

Paul Gordon, cyclist, works on a variety of wheels, exhibiting deft ability at balancing and other forms of this specialized acro. With the wheel still Gordon passes himself thru the framework. Whirls himself around just holding the handlebars, does a handstand on the bars, rides in figures with the front wheel in the air, etc. It's a nice novelty expertly performed.

Cookie Bowers, in Panto Skits from Life, clicks strongly, his voice characterizations bowling the audience over with devastating effect. First piece is made up of impersonations of different people explaining the way to go to Coney Island. Follows with the way a man gets up in the morning. One lady in the audience nearly passed out watching this routine. Other skits are a mother and daughter swimming and a lady saying goodnight to her escort. Entire turn in general is exorciating and drew a fine hand.

Gae Foster girls and the chorus boys appear in two routines, first to *Vieni, Vieni* and later to *The Blue Danube*. First more effective than the second.

Pic. *Merry-Go-Round of 1938* (Universal). Excellent biz.

Paul Ackerman.

Palomar, Seattle, Wash.

(Reviewed Monday Evening, Nov. 22)

Headlined by three versatile young men, Three Heat Waves, a well-balanced series of vaude acts opened the Thanksgiving week engagement today here.

Locally the Three Heat Waves were fresh from triumphs at a Seattle nitery. They sang *Rhythm Is What We Sell*, and the enthusiastic audience was sold on their rhythm. They sang, tapped and played a number of instruments to considerable applause.

Thanksgiving menu included Sandy Lang and Company, who closed the vaude courses with roller-skating adagio. Two stalwart men and a lone lissom girl skater tossed between the two, spread-eagling on a raised circular platform in Buck Rogers costumes and illuminating effects. Make good as the "Sophisticated Rollers."

Fetch and Duvall are tops in tap and acrobatic dancing. Jesse Cryor, as a colored shoe-shine boy, sings a pleasing plea. He also uses his nose for an instrument. Altho Jesse is a singleton, he is quite good in a Mills Brothers' way. Juan and Cortez open the bill, a smiling dance duo, he in tails and she in a formal with elbow-length black gloves. Most gracefully the team dances to rhythm of old Mexican arias.

And a one-man show in himself is the emcee, Jerry Ross, manager of the Palomar, filling in between each act with fine comedy in answer to the call, "There's no comedian this week, so be funny, Mr. Ross." So Jerry responded with medals and, incidentally, told a most amusing yarn about the medal he sported.

Rounding out the pleasing variety entertainment was an excellent screen performance of Frieda Inescourt in the title role of *Portia on Trial* (Republic) and two excellent travel films.

Cyril M. Littlejohn.

Golden Gate, San Francisco

(Reviewed Monday, November 22)

That redoubtable showman, Count Berni Vici, is back with a new exhibit. Last year he brought the *French Follies*. Now it is the *Spices of 1937*. One item of the Count's new show was seen without paying a nickel. In the Golden Gate lobby is a mysterious maiden who inhabits a goldfish bowl and smiles gratis at the public.

Spices of 1937 is in 18 scenes and lasts about an hour. It provides a little of everything—chorus, routine, a few comedians, some songs and dances, a girl orchestra and one or two modestly spectacular effects. Count Berni Vici conducts the revue.

His smile of satisfaction beams paternally upon his starred performers.

For instance, there's the replica of the Queen Mary which docks rather jerkily on an upper level of the stage. Then there is a living jewel-box number, proving that it takes five girls to make a jewel-box live. For a finale the Count stages a tribute to John Philip Sousa with a movie shot of battleships and a rendition of *The Stars and Stripes*.

He features a dancer who is billed as a "fan dancer, balloon dancer, Minsky dancer," but which doesn't make her a good dancer; a violinist who makes his violin sound like an organ, and a choir and adagio dancers who are tops in their profession.

Among the comedians are Dave Tanner, a pantomimist, and Wally Brown, whose jokes verge on the blue side. For spiciness there is a mild suggestion of a strip-tease. A lady named Robert, clad in cellophane, does a dance with a star that is called the "Star Dance," while Mile. Adye Allyn Dore, with the aid of two large powder puffs, does a dance, too. Tanner, with two newspapers, impersonated Sally Rand's fan dance and sent the audience into hysterics.

Count Berni Vici's show might be likened to the average Golden Gate vaude revue, but with more scenery, more girls. Picture, *There Goes the Groom*, is the best that has shadowed the Golden Gate screen in months.

Edward Murphy.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Nov. 24)

Music hall has produced one of its better shows this week, managing to get a considerable amount of humor into one scene. Boy Foy, youthful juggler working on a unicycle, also lends welcome variety.

Orchestra, opening the show, plays *Southern Rhapsody*, by Lucius Hosmer. Piece is interwoven with themes from Southern tunes, such as *Dirge*, *Swanee River*, etc. Had the audience fairly excited for a while. First formal scene of the stage show is *The Barber's Opera*, presenting Viola Philo, Jan Pearce, Marlon Raber and the Glee Club. This is a happy departure from the usual type of Music Hall production and presents a satire on Italian opera. Pearce sings *La Donna e Mobile* (*Woman Is Fickle*), and together with Miss Philo does the *Miserere*. Albert Stillman has

written special lyrics, and when the featured singers and the Glee Club, the latter dressed as barbers, deliver *When We Give a Guy a Shave He's as Good as in His Grave* the effect is extremely fortunate. Winds up in a sort of hi-de-ho session. Set, a barber shop, is well done.

Boy Foy's juggling turn is a beauty and is performed entirely on unicycles, one taller than the other. Opens with clubs, passing them under one leg, meanwhile keeping the cycle going with the other. Follows with whirling plates balanced on sticks, one set on his hand and the other on his head, meanwhile juggling a couple of plates with his free hand. Works with ball and sticks and hoops next, the turns being a combination of juggling, balancing and wonderful mental and mechanical co-ordination.

Routines are done apparently effortlessly, with the act never lagging. Took a fine hand.

Rockettes and ballet girls appear in their usual lavish routines. Rockettes descend from a spiral to do their chore, and it's the old story over again. Their legwork is faultless, and the burghers applaud spontaneously when they straighten out and kick prettily.

Hilda Eckler and Jack Cole, dancers, appear with the ballet and entire company in *La Valse*, a modern dance number. Lighting and all elements of stagecraft here are in the Music Hall tradition, somewhat heavy and perhaps too lavish, but evidently well liked by the audience. Choreography takes place on four stage levels, and measure of the dance changes in tempo. Lighting very effective.

Pic. *Nothing Sacred* (UA). Capacity house.
Paul Ackerman.

Fox Tower, Kansas City

(Reviewed Thursday Night, Nov. 25)

Current show is well balanced, with Will Osborne's Orchestra jamming the house at all five shows Thanksgiving Day, when bill made its bow. As is customary whenever a name band appears in Kansas City the populace turns out full force to obtain first-hand views.

The Adorables, 12-girl dance line, open the show with a "Take Me Back to the Crinoline Days" routine which is about average. Girls get backing from Judy Conrad and the Fox Tower Band, a unit which has shown little improvement (See VAUDEVILLE REVIEWS page 26)

FAYNE AND FOSTER

IN A SYMPHONY OF TUNES

Billboard's Review, Sept. 18, 1937

THIS WEEK, ROXY THEATRE
NEW YORK CITY
Direction: LEDDY & SMITH,
NEW YORK CITY

Reviewed at State-Lake Theater, Chicago.
Style—Musical. Setting—In one. Time—
Nine minutes.

A novel musical glass and cowbell act offered by a mixed team to the utter delight of the customers. Two few of its like around these days. The man has a highly amusing line of patter (throughout the turn which brings many good laughs). Both open playing on glasses, set up on a xylophonetic contraption. The man singles next with his impression of a country fiddler and then the partner returns for an accordion tumber, using her feet on a musical oddity at the same time.

Close with cowbell offerings, the most hilarious being the final number in which they "borrow" bells from each other for its timely continuation.—Hon.



JEANNE WALKER

"INNOVATIONS IN BALLETAP"

THIS WEEK—STATE-LAKE THEATER, CHICAGO

Direction—AL BORDE

R K O THEATRES

1270 Sixth Ave.

Radio City, New York

Reviews of Acts

Hank Brown

Reviewed at the *Oriental Theater, Chicago*. Style—Comedy. Setting—In one. Time—Seven minutes.

Tap-dancing comedian, hick-town style, who has some fast footwork on hand but needs stronger material for his talk session. He is clean thruout and has a rather likable personality.

Uses brief take-offs of various acts on a variety bill, building it around the you-won't-find-me-go-that idea. His forte is peppery tap steps. S. H.

Johnson and Diehl

Reviewed at the *Paramount Theater, Los Angeles*. Style—Jugglers. Setting—Full stage.

Johnson and Diehl might be termed a pair of "jumbled jugglers," for they slap, kick and bump their way thru a group of tricks with an ease and facility that brought them well-deserved applause from the audience. Particularly deserv-

ing of a hand was their snappy Indian club trick performed with variations and interruptions.

Best stunt of the duo is worked with about a dozen "boomerang" straw hats which, when thrown into the air, always return to the stage to be caught in various ludicrous positions by the two comics. As a sensational climax the hats were skimmed out to the audience, members of which threw them back on stage where the jugglers deftly caught them on their heads. An interesting and entertaining act. D. A.

Nichols and Roberts

Reviewed at the *Chicago Theater, Chicago*. Style—Dancing. Setting—In front of band. Time—Three minutes.

White shag dance team caught with the Vincent Lopez unit. Make a young collegiate appearance and their arm-in-arm work, most of it a combination of modern dance steps such as trucking and the sust-q, is loaded with vitality. Girl is a personable brunet and the boy has opportunities of developing comical gestures, his dead pan lending itself naturally to such possibilities.

Dance they can. Stayed on for two routines, both almost alike, and went over big. S. H.

Tom Howard and Geo. Shelton

Reviewed at the *Palace Theater, Chicago*. Style—Comedy. Setting—In one. Time—Fifteen minutes.

Back in 1927 when Howard was given his last act review in *The Billboard* he worked as a rube comic with Joe Lyons, as a hard-boiled carnival type, and a couple of stooges. Now he shares honors only with George Shelton and both do a full session of funny patter.

Neatly dressed and making a clean-cut appearance, they get splendid results with an effortless style of delivery. Their material is good enough to get an almost continuous flow of laughs. Their efforts are about evenly divided, Howard attempting to tell a story, with Shelton periodically interrupting with a bit that ends with a laugh.

Took three bows when caught. S. H.

Carl Freed and Harmonica Lads

Reviewed at the *Palace Theater, Chicago*. Style—Harmonica band. Setting—In one. Time—Twelve minutes.

A harmonica act that stands out with fine arrangements but at present is weak on comedy. Six boys, conducted by Freed, are young and able players. The lad given the comedy assignment, however, is not the type to get the laughs.

Opened with a medley of pop tunes and successively followed with *Out of the Darkness, Vieni Vieni*, a brief talk session and closed with the *Poet and Peasant Overture*. During most of the selections the lads are hunched together, following Freed's gestulating directions. S. H.

Ruth Brent

Reviewed at the *Chicago Theater, Chicago*. Style—Singing. Setting—In front of band. Time—Five minutes.

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

Spotted badly in this house as part of the Vincent Lopez unit. She was too far away from the audience, staying very close to the band on the stage.

Her arrangements are suitable. At this showing she did *Mamma, I Wanna Make Rhythm and The Lady Is a Tramp*. Fair reception considering poor house. S. H.

A Playful Customer

PITTSBURGH, Nov. 27.—The other night one of the hostesses in a downtown night spot went up to a husky arriving patron to welcome him. She was greeted with a playful squeeze around the waist that cracked one of her ribs.

other orks in a manner resembling the Victor platter made by Tommy Dorsey's Clambake Seven a few months ago. A novelty, *Ding Dong Daddy*, written by Phil Baxter, Kansas Citian, evoked much laughter even the several jokes were of the lowest type.

Joan Whitney, gal warbler with band, failed to appear at show caught. Entire bill was better than average. Picture, *Second Honeymoon*. Dave Deater Jr.

F. R. CASINO

(Continued from page 19)

80 members of the cast from the local revue who embarked on the Normandie Wednesday to join the London show. As soon as Fischer has definitely aligned the coming London show it is believed he will make a bee line to this country. Among other pressing matters that demand his attention on this side is the *Streets of Montmartre* project that is planned for 52d street.

CHICAGO, Nov. 27.—Business in most Midwest night spots has taken a sudden dip and reached a new low for the year, according to local booking offices. The flow of acts into neighboring territories has slowed down, and where the talent channels into out-of-town spots are still open the demand is for fewer and lower priced acts.

Condition is most noticeable here. The depression bug has hit clubs both large and small, with the smaller ones continuing on a hazardous scale. While a few of the brighter spots are temporarily solving their low-gross problem by cutting down floor-show expenses, the smaller clubs are forced to fish for new cash rolls to string along until the holidays at least.

Surprisingly, none have folded. Some of the hard-hit ops are late in paying off acts and musicians, the talent stringing along and hoping for the best.

Business on week nights has been very sad this month, few important conventions in town to boost the attendance figures. Week-ends have been better but not encouraging.

To a smaller degree, the same condition extends into the Loop and neighborhood theaters. Grosses have been spotty and widely exploited picture are not lining them up at the box offices as anticipated.

NIGHT CLUB

(Continued from page 21)

A stock duo, singing and playing and producing satisfactory results.

Snake of the room does not permit all the customers to see an act at one time. As a result, when entertained at his table, the check lifter may well feel that he is honored with a private performance.

Liquor prices are reasonable and service is rendered by snappy uniformed waitresses. Sam Honigberg.

Savoy Hotel, London

Symmeck Four, quartet of husky men athletes featuring slow-motion endurance and leverage feats, impress with their strength and skill, altho their showing may appear too muscular for some of the diners.

Class of the floor show is again provided by Don Loper and Beth Hayes, easily the best dance team to appear here this year. They offer a change from last week and all three numbers are well up to their high standard. Blonde and shapely Miss Hayes never repeats gowns thru the week. She makes a stunning appearance.

Ben Berr is in his third week. He rates high as a juggling comedian, interpolating rich humor into a corking routine of dexterous and unusual feats. Bert Ross.

VAUDEVILLE REVIEWS

(Continued from page 25)

down thru the months since it opened as pit ork here. Only the trombone artistry of Gregory Haines saves the Conrad combo from being ranked a notch lower than mediocre.

Show moves better when Harlan Christie, veteran emcee, introduces Wilfred Dubois, a talented performer who juggles tennis balls on his nose. Dubois explains he works in the "European manner" and the audience likes his skill. Ruthie Barnes follows. Small and neatly garbed in blue with silk top hat, she went big with several tap routines. Gal is young and friendly, a good looker and a dancer of ability not often seen at this spot. Crowd liked her and she took one certain call.

Adorables returned for a short presentation which included lovely costuming and lots of high kicking and they, all talking at once, introduced Osborne's Band. Maestro Will could improve his stage manner, but he appears sincere and likable as he wields a white baton frantically in front of his noted trombone section. Band opened its portion of program with *Twilight in Turkey*, followed with *Vieni, Vieni*—an unusual arrangement which featured an intro of Herbert's *Italian Street Song*—and then added another Victor Herbert melody, *March of the Toys*, which was received well. Wild applause greeted the band when it copied Guy Lombardo, Hal Kemp, Clyde McCoy, Russ Morgan and several

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POOR BIZ FREEZES TWO OUT

Gimme Them Bloomers

BOSTON, Nov. 27.—It actually happened, and at a burlesque house! Joe Gale, Columbia Theater burly prize package concessioner, had called in the sale of his product to make an announcement that each vender would hawk 12 boxes in which there would be lapel watches, shaving sets and a pair of bloomers. An escorted lady sitting next to *The Billboard* reporter actually wanted to detain the vender so that she could get the pair of bloomers.

Reviews

Burbank, Los Angeles

(Reviewed Wednesday Evening, Nov. 24)

Rhythm on Parade, a fast-moving show staged by Johnny Baker and featuring Bubbles Rogers, Tiny Fuller and Billy Mack is offering here this week.

Show opens with a smart tableau to the music of *You're Marvelous*, with the line gals in abbreviated black satin costumes. Routines are good. Kay Johnson, blonde lovely, follows with a strip number and sings *Putting My Eggs in One Basket*.

Next presentation is a version of *Sally, Irene and Mary*, featuring Kay Johnson and Dot Farley, Eddie Ennis and Leonard Kramer. It's usual dancing and wisecracks with a blackout finish. Helen Colby, a bright redhead but quite voluptuous, gave the boys in the front seats a thrill.

Innovation this week was the introduction of a serious note into the show. Cast got together on a scene from the play *Broadway*, in which Mugsy is killed by the moll of the Shadow, whom he has just slaughtered. The cop lets the girl go, marking Mugsy's demise as suicide and delivering that classic line, "Yeah, I'm a swell guy but a heluva cop" as the girl slips thru the door to freedom. Well done.

Billed as Miss Geraldine, a warm-looking brunet does a real strip which garnered her a sock hand.

Mac Reed does a pleasant but unexciting strip. She has a nice figure but doesn't seem to have as much zip as a teaser should portray.

Chorus' routine to the tune *I Can't Remember* is okeh, altho a little lengthy. Most interesting strip of the evening is that of Bubbles Rogers to the tune *I've Got To Get Hot*. Chorus offers another good routine. Dot Farley is in the closing spot in a warm, provocative and intriguing strip number.

Business in the afternoon was rather slim but nights are okeh, with a sellout at Saturday midnight show.

David Arlen.

Irving Place, New York

(Reviewed Tuesday Evening, Nov. 23)

This was one of the poorest shows spotted this season. An amazingly badly trained chorus, untalented strippers and hoary bits made it a boring occasion. And particularly when contrasted with the colorful productions formerly associated with this 14th street house. Production was almost the perfect answer to "what's wrong with burlesque?"

For comedy there was Sammy Spears, Harry Lander and Arthur Gardner. Spears works as a Jewish comic, while Lander continues with his clear sharp-speaking style. Tops was smiling Arthur Gardner, but most of the comedy scenes rolled along with the abandon of a broken-down hearse. Bits include a hate women club, race track, lady barber, mummy, dance hall, general store, two maternity ward scenes and a stolen money number. Mummy, nicely backed by the three-piece ork, was the nearest thing to a laugh getter.

Production, staged by Jack Montgomery, showed a rigid budget, but the line of 11 kids was peculiarly untrained, even for a slim budget. Youngsters were passing fair in looks, but out of step most of the time and seemed to possess no sense of unison. Their talking and giggling on the stage were no treat to the

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

NEW YORK, Nov. 27.—Dismal lows in grosses and poor prospects forced both the Apollo and Oriental, vaudeuses houses, to fold this week. Morton and H. K. Minsky are said to have dropped about \$25,000 at the Oriental, while the Wilner-operated Apollo has also taken a financial loss. Oriental, which closed Thursday, is now exhibiting sex pictures, while Apollo, which is slated to fold Sunday night, is to reopen Wednesday as a Brandt Circuit picture house.

Folding of these houses leaves two uptown spots, Republic and Eltinge, both on 42d street; two downtown houses, Irving Place and the People's, on the Bowery, and one Brooklyn theater, Star—all offering a hybrid mixture of burlesque and vaude, mostly burlesque. Republic and Eltinge are credited with the largest grosses, while business at the Irving Place has been off but plenty. Understood that People's and Star have been doing so-so at the box office.

Back of the shuttering of these house with its loss of jobs to burlesque and vaude actors, chorines, stagehands, electricians and others is the crack-down administered by city officials last May. Shows were bon-amied after reopening, the word "burlesque" banned and the name "Minsky" forbidden. Burlesquers subsequently sought to have both words okeh for use on their marquees, but it was no dice at City Hall.

Observers, however, see little difference between today's shows and the pre-crack-down productions. But the banning of these "magical" words, burlesque and Minsky, has obviously had a great deal to do with the drop in attendance.

It is understood that the political party in power, Fusion, has little love for present operators whose shows have been termed indecent by civic and other pressure groups. Significance is attached to Mayor Fiorello La Guardia's remark of several weeks ago that "burlesque was definitely on the way out" and that he was "by no means certain" whether new licenses would be issued. Houses whose licenses expired have been permitted to operate minus licenses. (This matter comes up next week and is discussed elsewhere on this page.)

Added significance is seen in news articles appearing in *The New York News*, pro-administration daily. *News* appears to be going out of its way to slam burlesque. It is remembered that this newspaper conducted a vigorous crusade against burlesque several years ago.

Uptown operators are now hoping to get biz which might have gone to the Apollo or Oriental. Should their businesses be hyped by greater attendance it will probably stabilize these two houses as far as receipts go. This may mean an ease-off in desperate measures to get business, such as flooding the town with passes and "war" placards such as those used in front of the Apollo, offering 15-cent seats for a stage show without pictures. Other attempts to boost business have been use of words close to burlesque, such as "buril," "Burietta's Dream" and the like.

Minskys, it is believed, may make another attempt with burlesque at the Oriental after the first of the year, while the Wilners are mulling plans for further operations.

Sauce for the Goose, Etc.

NEW YORK, Nov. 27.—Burlesquers are scratching their heads over the lobby displays used by picture houses in the Broadway territory. Some of the flicker temples exhibiting sex pictures have displays that would make the wildest burly art look tame, yet nary a squawk from the powers-that-be.

Particular rub is in the newspaper blow-ups of sex crime stories used to ballyhoo the picture at the Oriental. Probably the rawest in town and pictures went in to replace the Minsky shows!

Ops Hope; Moss Makes 'Em Wait

NEW YORK, Nov. 27.—A decision is expected next week to determine whether burlesque theater operators will get licenses. Star, Brooklyn, case came up this Wednesday but no decision was made. Application for the Irving Place and People's, operated by Tony Miccio, come up next week and it is understood that a decision will also be made for the Republic and Eltinge.

These two last-named houses have been allowed to operate without permits since September. Passing of the Apollo and Oriental to pictures rids the city of the embarrassing question of granting or refusing permits to these houses.

Significance is seen in the fact that only five theaters remain open today offering vaudeuse entertainment out of 13 that operated when the city officials clamped down in May. Others have shows of a different type or are shuttered.

New Lineup for Star and Eltinge

NEW YORK, Nov. 27.—Emily Fisk opened Friday at the Eltinge, coming from the Star, Brooklyn. Jane Dobbins, another dancer, booked thru Joe Williams, due next week. Gypsy Nina left November 25. Fred Binder and Jack Rosen replaced McAllister and Fields. Boots Burns, slated for the Star, Brooklyn, was at the Republic. Also new are Ermaine Parker, McAllister and Fields, Betty LaVonne and Marvin Harmon to replace Joe DeRita, Al Pharr, Jewel Sothorn, Mildred Clark, Jean Caton and Emily Fisk. Eddie Lloyd succeeds Gus Schilling at the Republic. Schilling and Betty Rowland exited November 25. Marlene, featured dancer, putting on her own dance ballets and routines to special music by Tommy Peluso. Ann Valentine shifted from Detroit to the Palace, Buffalo, last week. Harry (Hello) Fields replaces Bert Carr in *Frisky Frolics*, next week in the show's second trip around the Hirst circle.

Bookings by Phil Rosenberg include Jerry McCawley for Boston's Old Howard week of November 29. Charmaine goes into the Troc, Philadelphia, week of December 5 as an added attraction, along with Lorna Tree, Jerry Brandon, tap dancer, at the Republic November 26.

Notes

New York

CECELIA TRAUER, now Clark, emerged from burly about a year ago and is now doing comedy and dances in niteries thru the Rosalie Harris office.

HARRY AND BETTY JACKSON, former big wheel burly featured comic and soub, respectively, celebrated an 18th wedding anniversary last week with a party at their home. Harry is now with the Universal Recording Company, Inc., in the RKO Building. GUIDO AND EVA, dance team with *Cupid's Carnival*, in addition to their refined adagio, are becoming familiar with the rough apache to help Manny Klug,

featured comic, in a scene. . . . DIANE KING, before she left for Detroit, was almost nabbed for a part in Jules Leventhal's road version of *Behind Red Lights*. . . . LEO STEVENS replaced James Brock as manager of one of the Hirst shows. . . . TAMARA (Relno) closed recently at the Palace, Buffalo, writes: "Now working at Manley's night club in Buffalo under my new name, Leda Lorraine. Have four weeks to go." . . . ZACK FRIEDMAN, manager of the New Casino, Brooklyn, has conceived the idea of a radio program. . . . EILEEN RANDALL, new principal at the Republic November 19, also first time in the East, comes from a lengthy stay in Cleveland's Roxo for George Young. . . . FREDDIE O'BRIEN, producer, and wife drove into town aboard a trailer after a year's engagement in Detroit.

GINGER SHERRY, Joan Dare, Virginia Woods, Ermaine Parker, Walt Stanford, Fred Walker, Floyd Halley, George Tuttle, Jack Lyons and 16 chorines comprised the company that closed when the 42d Street Apollo folded. . . . JEAN CATON celebrated a birthday November 19 backstage of the Star, Brooklyn.

All Over

RUBY WALLMAN, one of the Eltinge dancers, tendered her ma, Nettie, a birthday party November 16. Among those at the celebration were papa Rube, whistler, who leaves shortly to join a Gus Sun unit; grandma Mrs. A. Wallman; Rosalie Haddad, concert pianist and singer; Nat Wallman, Rube's brother, and Fanny Wallman, Rube's sister. . . . JEAN ROSE, former burly prim, is now night clubbing with Billie Harris, blues singer, at Rudy's, recently taken over by B. Von Bergen and managed by Fred Fuiton. . . . BOBBIE DRAKE and Ethel Berman, end-line dancers, have returned to vaudeuse, this time at the Star, UNO.

Thru Sugar's Domino

WHO would think several years ago that radio would exert a direct effect on film production budgets? But the time has come and the Hollywood biggies have radio to thank for a nut that is assuming serious proportions. With an army of radio satellites engaged also in picturemaking, holding on to their radio jobs in true American doubling style, it has become necessary in laying out production schedules to consider time required by the microphone names for radio rehearsals and broadcasts. With Hollywood film factories operating on a close time schedule, the handicap in overhead becomes apparent when extras and bit players are carried over days they do not work; crews are carried over; equipment rentals are extended; sound stages are tied up for indefinite periods—and in general the usual overhead is stretched out frequently for days with attendant high costs far beyond the figures provided in the original budget. But the film makers want radio names and they are paying for them like sailors on a spree.



E. E. SUGARMAN

TALKING about radio names in pictures, the more we see of them the less respect we have for radio as a medium for developing talent for other branches of amusements. By radio names we don't mean artists who were headliners in vaudeville and musical comedy and switched to radio with highly favorable results. We mean the strictly radio personalities who were never able to entertain theater audiences six inches away from a mike and even then did nothing more than a fair job. We don't mean such personalities as Bing Crosby, Burns and Allen, Eddie Cantor, Jack Benny and Joe Penner, who served their apprenticeship on the stage.

The ones we refer to had better not be mentioned if we expect to adhere to our principle and policy of never inflicting a hurt unless a definite benefit to show business is to be derived therefrom. What we can say without making any single individual suffer in consequence is that films should not find it necessary to exploit names that are not suited in talent and personality for the talking screen. There is a world of talent available in the acting branches of the theater. To develop and encourage these personalities would represent a sound investment and make less difficult the job of competing with radio in the matter of attracting patronage to film theaters.

EVEN the wisest of the showmen along the Main Stem are at a loss to account for the slump that has hit night spots the past five weeks. The best they can do is to blame it all on the market. Which is as good an alibi as any but not very good in this instance. There have been market slumps since the greatest of them all in '29 and still the after-dark spots continued to whoop it up in the cash till. Maybe the boys whose pocketbooks are suffering by the slump ought to consider that the amusement seekers want their big names in night clubs as they do in theaters, films and radio. Maybe a survey would show that when the night club owners lost courage at the first sign of bad business and stopped booking names that mean something in dollars and cents business began to drop off accordingly. A night club cannot continue to draw trade strictly on the basis of its atmosphere and girls. There must be something else; particularly in spots that cater to the masses. That something else must be a personality that is outstanding; that gives the public good value for its money. When the spots that have suffered will use showmanship in booking and exploiting personalities slumps will be buried in the dead past. Broadway is not overtableted in the night spot field. A spot that serves good shows and good food will always do business. The visiting population, who comprise the bulk of night spot patronage, have an uncanny way of finding out where the show is good and where they will be given a good run for their money.

WE WONDER whether anybody ever thought of a peculiar angle of radio that does not seem to apply to any other field that employs talent. There is no such thing as a good radio show considered as such separate and apart from the personalities comprising it. The star of a radio show is the beginning and end of its existence. Radio seems to be the only branch of the business that makes no provision for emergencies. When a sponsor builds a show he usually has a central idea in mind, but far more important than the idea or theme of the show is the personality of the star. It has happened rarely that a show has been built around a personality that the idea was eventually carried thru as originally planned if something happened to the star. Radio's stars have no understudies. A bad condition to be sure. Not that we say they should or can have understudies under present conditions, but it seems to us that more risk is occasioned than necessary by a situation that has everything dependent on the health, disposition and whim of a personality or two. Maybe if radio were to gradually build up a following for good shows rather than stars its future would be far brighter.

NO BRANCH of amusements can match music publishing in complexity. The same applies to the lack of harmony among publishers in connection with the exploitation of tunes. There is less honor among the pubs than in any class of men engaged in theatricals. Perhaps it is due to the tremendous strain placed on the most delicate points of human nature. A publisher is in business to sell tunes and to achieve the highest possible rating in ASCAP. As ethical as a publisher may be inherently, he cannot be expected to act in accordance with a highly principled code if he knows to a certainty that his competitors are leaving no stones unturned to achieve their ends. The importance of the name bands is such in music publishing that no genius has yet arisen who can lay out and put into practice a plan that would prevent a band leader from favoring one publisher for personal gain. The expense accounts of music contact men are tremendous. But they are never high enough because the next fellow is always ready to top what you have expended in the direction of gaining the favor of the men who play the music you are selling on the networks. The band leaders are to blame, of course, but this does not help the situation, because a remedy must be found in the music publishing industry itself. We can name on the fingers of one normal hand the band leaders and singing stars who have success-

(See SUGAR'S DOMINO opposite page)

As I See It

By DAVE VINE

MOE HAD A BIG HEART . . . but he owned an apartment house just as big. On the first of the month he rapped on Mrs. Cohen's door and greeted her with, "Mrs. Cohen, howz about the rent?" Mrs. Cohen started crying, "Mine husband broke his leg into pieces and he's laying like a dog in the bad—who's got rent?" Moe's big heart was touched, "All right," he said, "so you ain't got the rent. So what are you crying about? I wouldn't throw you out wid the kids in the streets. So you'll pay me next month the rent." The following month Mrs. Cohen was still crying, "Mine husband is still in the bad. Not only we ain't got the rent, but we ain't got for the kids to eat nothing." Moe, crying by this time, pulled out \$10 and said: "Here, get the kids to eat." It wasn't long before all the tenants knew that all they had to do was to tell Moe a sob story and he would forget the rent. Soon everybody owed him for six or seven months. One day they all received a notice that Moe was holding a meeting of all the tenants. The night of the meeting Moe walked in, took one look at their frightened faces and said: "Oh, you thought I'm going to throw you all out? This is not the idea. I know each and every one of your stories and I know that none of you can pay your rent; but I thought maybe you could all get together—AND HELP ME PAY MY RENT!"

HFMMMMM . . . Sidney Lanfield, who directed the Winchell and Bernie pictures, informed one of his assistants who had worked for him a long, long time that he was fired. The assistant looked at Lanfield kind of puzzled and said: "What, after all those years?" . . . Slogan for wives who want to get rid of their husbands—if at first you don't succeed, try, try a gun. . . . Henny Youngman visited the auto show; he wanted to see the type of cars that are going to knock him down next year. . . . Sign on the office door of the Klu Klux Klan at noon: "Will be back at 1 o'clock, out to lynch."

IF I HAD MY WAY . . . I'd change all those conflicting lights on the marquee of the Capitol Theater. . . . I'd cast Sylvia Sidney in a part where she wouldn't play a sob sister (for a change). . . . I'd tell the radio scouts that they are missing a great singing bet in Mark Plant. . . . I'd tell the Hollywood talent digger-uppers that if they want another Eleanor Powell she is around New York City and her name is Edith Delaney. . . . I'd remind those actors who used to say dese, dem and dose, but who now (since they are stars) say bauth, daunce and honestlay, to be themselves. . . . I'd inform those millions of people who applauded Charlie King when he appeared in the first *Broadway Melody* picture that he will be just as big a hit when he opens at the Hotel New Yorker in a few weeks. . . . If I had my way I'd go back and be a kid again just so I could hear my dad say: "Dave, always love everyone, and everyone will always love you."—(Gee, I tried, but you know how it is; it's hard to love everyone). . . . I'd tell those people who yell at waiters, bus boys and elevator operators not to do it. Who knows? They may be playing the leading part in the next feature picture you see. . . . Of course, you know I can't do all these things, but I would (so help me) if I had my way.

I HOPE YOU'LL REMEMBER. . . . That golf is the tie that binds many a husband and wife by separating them on Saturdays, Sundays and other fighting holidays. . . . Some women believe the only way to hold a man is down. . . . Do you remember the good old days when a prisoner, not the sentence, was suspended? . . . Also make sure you remember there is no such thing as a little garlic.

Chicago Chat

By NAT GREEN

KAY KYSER, from Calina, sup, has struck a popular chord with his "College of Musical Knowledge" which holds forth—blariously—at the Blackhawk on Monday nights. It bids fair to rival the old "Midnight Skyriders" which used to pack the Wabash avenue dine-and-dancey on Mondays until Jimmy Petrillo's edict against visiting maestra sloughed it. Kyser's "college" is conducted somewhat on the order of the *Professor Quiz* radio program. Listeners-in from all over the country send in questions pertaining to music—song titles, theme songs, composers and the like. Patrons of the Blackhawk are invited to fill out contest blanks and these are shuffled in a hat and 10 are selected. Those whose names appear on the blanks are divided into two sections of five each and are propounded the queries received from listeners. Winners of each section then are pitted against each other and the one answering the most questions is awarded \$25 in cash. It is astonishing how many of the contestants are unfamiliar with theme songs, school songs, etc., that have been played hundreds of times on the air. Kyser injects a lot of showmanship into the sessions, which are broadcast, and the patrons have a hilarious time.

EATERY: We've discovered a swell dine and dance spot to which we're going to introduce some of the convention boys this week. It's known as Barney's and is on the near west side off the beaten path. Not swell from the standpoint of furnishings, but the food is of the best and there is a camaraderie about the place that's refreshing. Barney himself, a rotund personage in shirt sleeves and white apron, greets all customers with "Come right in, Senator!" And when the music starts he's right there with "Everybody dance!" A three-piece orchestra—accordion, marimba and bull fiddle, played by a Mexican, a Colombian and a Spaniard—dispenses lively dance music and between times the accordionist sings old and new songs, the customers joining in lustily. Barney's delicious flet mignon, roast duck, steaks and fine liquors are rapidly building a reputation for the spot.

Norman Bel Geddes, noted artist and designer, has been engaged to design a costly building for Wilson & Company, the meat packers, for the New York World's Fair. . . . Chez Paree celebrates its fifth anniversary this week. . . . This cafe is credited with having given the big push toward stardom to Benny Fields and Edgar Bergen. . . . Mike Fritzel and Joey Jacobson also have provided a stepping stone to fame for Frances Langford, Ruth Terry, Martha Raye and others. . . . In the present show Gracie Barrie is co-starred with Bennie Fields and Georges and Jalna. . . . On December 1 she will be guest star with Harold Stokes and the WGN orchestra. . . . Anna Fitzgib, Demetrios Beneditos, Emil and Karl Eitel and other well-knowns were guests at a birthday dinner tendered Elen Dosia, 22-year-old opera star, by Eddie Varzos, orchestra leader at the Bismarck, a few days ago. . . . The rhythmic interludes of the three Lorraine Sisters, featured with Marek Weber in the New Boulevard Room at the Stevens, are going over big. . . . Many theatrical folk are planning to attend the annual banquet and ball of the Showmen's League of America in the grand ballroom of the Hotel Sherman the night of December 1.

AFA Sets Up Coast Branch

L. A. follows Frisco drive—wage scales set—agents organize opposition group

LOS ANGELES, Nov. 27.—Closely following organization of a branch in San Francisco, American Federation of Actors this week completed chief details of organization here. Wage scale drawn up is to be effective immediately for a radius of 100 miles around. Organization of the local office was measurably aided by Sophie Tucker, national president, who came in from New York. Miss Tucker has signified her willingness to obtain signatures from club and vaude managers.

Copies of wage scale have already been sent to agents falling within the newly organized jurisdiction, and this is expected to be followed by a move to license agents. Local agents have formed an association to deal with the AFA.

With a membership of about 700, according to Ralph Whitehead, AFA executive secretary, the officers of the Coast branch are Ralph Frazier, representative; Jack B. Milles, secretary; Ray Faulkner, treasurer, and Norma Tappin, recording secretary. George Moran, Patrice Brooks, William Borzage, Patsy Barr and William Raymond are on the advisory board.

SAN FRANCISCO, Nov. 27.—Local office of AFA claims to have John Hancock 80 per cent of all acts in the bay area, San Francisco and Oakland. All theater and club managers have been notified regarding principles of the AFA and have been asked to contact Charles Dreyfuss on working conditions and wage scales.

OUT-OF-TOWN OPENINGS

"Beware of the Greeks"

—AND—

"The Geometric Pattern"

STUDIO PLAYBOX
(Los Angeles)

Two one-act playlets, produced and directed by Katherine Von Blon. Sets designed by Wallace Cunninghamham. Cast: Ward Tatum, Anne Grinstead, William Munro, Lee Sheffield, Helen Valkis, James M. MacDonald, Katherine Von Blon, Bruce Daniels, Carl Neuberf, Dick Naylor and Jeanne Wagener.

Hollywood, crowded with actors from the four corners of the globe, abounds in small theaters where unusual plays are constantly being offered. These are not the amateur showings seen in other parts of America, most of the actors being professionals with years of stage training, altho they are lost in the highly competitive film colony.

A new theater was initiated this week with the opening of Katherine Von Blon's Studio Playbox. It is the ne plus ultra in intimate spots. Miss Von Blon is a well-known Los Angeles newspaper critic and reviewer.

Beware of the Greeks is a gay drawing-room piece. Situations are amusing, apparently unpremeditated, with the poignancy of the scenes never too emphatically stressed. Players revel in a bright extempore style of delivery. There is a nice burnish to the affair, the sophisticated flip of a Continental approach that most audiences would find diverting.

Ward Tatum, lead, played with charm and an easy nonchalance that marks him as a talented newcomer to the cinema scene. Anne Grinstead, leading lady, revealed poise and ease, tempering her playing with interesting voice inflection. Dorothy Levinson, 16-year-old girl making her debut, has a definite acting gift. William Munro's resonant voice and veteran technique lent conviction to his role. Lee Sheffield was good as the Negro wench.

The Geometric Pattern, a light and (See **OUT-OF-TOWN** on page 69)

WANTED COLORED MUSICIANS

Strong Cornet, Sax, Drums. Play theaters. Winter's work, tent next summer. WANT white Agent with car for Theater Unit No. 2, working now. Address quick, H. S. PALMER, General Delivery, Waco, Tex.

New Kind of Auditions; Private Strip Tease Parties

PITTSBURGH, Nov. 27.—John Law caught up with one type of booker bringing disrepute to agents here yesterday.

Held by a city magistrate on morality charges was a lad staging free strip-tease parties in his office for friends, according to allegations of several girl dancers, in the guise of previewing their wares to see what kind of an act the lasses had.

TMAT Huddles With Managers

Picketing continues—h.-q. men execs?—special abilities angle—1 man, 1 show

NEW YORK, Nov. 27.—Representatives of Theatrical Managers, Agents and Treasurers negotiated with a body representing the League of New York Theaters this week, but no decision was reached on the question of recognition for TMAT. While dickering for a blanket agreement (See **TMAT HUDDLES** on page 69)

Arthur G. Williams Dies

NEW YORK, Nov. 29.—Arthur G. Williams, 75, for 50 years a theatrical representative, died November 26 in Foly-clinic Hospital. He had been identified with W. J. Gilmour in Philadelphia early in his career, subsequently representing M. B. Leavitt in advance of *The Spider and the Fly*. Later he became associated with Comstock & Gest, the Shuberts, Joseph M. Gates and Richard Herndon.

BROADWAY BEAT

(Continued from page 5)

whenever she hits New York; Ed Weiner was an NYU football star; Dorothy Ross is the wife of George Ross, World-Telly night club editor; Harry Sobol is Louis' brother; Dorothy Kay is the wife of Ted Friend, Mirror night club editor.

When Jackie Osterman played an American Labor Party affair for the AFA last week he couldn't get attention from the noisy diners. So he went over to a table where stagehands were concentrated and screamed: "All stagehands are nances!" Whereupon the stagehands laughed so much that everyone else quieted down long enough for Jackie to catch his audience.

TO KEEP THE RECORDS STRAIGHT: The usually alert *Times* on Tuesday headlined its film news with the information that Sid Harmon had signed with Paramount. That was all right, except for the fact that the official announcement had been made some three weeks before—and on the previous Sunday *The Times* had run a long story summarizing Sidney's achievements on the occasion of his leaving the theater. When Leonard Lyons said that Mrs. Osa Johnson's cameramen were helped to forget Africa by playing a Vincent Lopez recording of *Peckin'*, the unwinding must have held surprises for all parties concerned—especially for Lopez and his ork boys, who have still to get a call from the wax studios to record *Peckin'*.

Louis Sobol's arithmetic can be questioned when he says: "When the Famous Door opens with Louis Prima, the hot pianist will be Art Tatum. All three are blind." Or maybe he meant to include the Famous Door. But just so that no one will accuse him of double-talking in print, Art Tatum (who is not a member of the Prima combine, but will massage the ivories during orchestral intermissions) is the blind one. . . . Malcolm Johnson, in his night club column in *The Sun*, quotes almost verbatim a press release on Bill Robinson, and says it was "confided" by Herman Stark. Since when is a press release confidential? . . . One of the prettiest boners perpetrated by a first-string critic since Brooks Atkinson's papier mache elephants came when Sidney B. Whipple, of *The World-Telegram*, couldn't tell the difference between Richard Paul Spater, a newcomer, and Louis Calhern, no less, giving Spater credit for playing Calhern's role in *Robin Landings*.

In his Tuesday (23) column Ed Sullivan intimated that Joan Crawford's *The Bride Wore Red* laid an egg because it wasn't a "rags to riches" role, also intimating that it was one of Miss Crawford's best acting jobs. The film concerned a gal in what was called "the lowest dive in Trieste," making a foray into the upper crust and wearing dresses all over the place in a one-woman fashion show. Altho she later returns to love and comparative poverty, it's strictly a "rags to riches" picture. And if what Miss Crawford did in that picture was acting, then Sullivan's a critic. Sullivan, incidentally, is the guy who, in reviewing a revival of Strindberg's classic, *The Father*, said that Strindberg would have given the Shuberts a hit if he'd improve his second act. . . . The November 20 issue of *Cue* has a picture of Loretta Young on its cover with a caption on the bottom reading, "Half a Honeymoon, page 38." Page 38 reveals a review of Loretta's latest film, *Second Honeymoon*.

SUGAR'S DOMINO—
(Continued from opposite page)
fully resisted the temptation of counting themselves in on tunes that they have helped to popularize. At various times the pubs have put into effect trade rulings barring gratuities. As quickly as these were made so quickly did the very ones who took part in the agreement devise ways and means of counterventing them. The gratuity evil is worse than it has ever been because of the practically sole dependence of pubs on network plugs. If something isn't done soon by the pubs they will all be heavy losers. What the music business needs is a man who will succeed in creating confidence among the various factors. The surest indication of a sad lack of this is the fact that the music business is the only one to our knowledge that has no organization designed to help men of the industry in sickness and distress. Maybe such an organization backed by the important man in the industry would be the first step in the direction of mutual helpfulness.

SUGAR'S DOMINO

(Continued from opposite page)
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Skating Shows Scoring Well

Gay Blades Ballets Hub profit, despite difficulties—Ice Follies' heavy biz

BOSTON, Nov. 27.—Gay Blades Ice Ballet, owned by the Ice Carnival, Inc., played to a total paid and free attendance of 14,293 people in a three-day four-performance engagement at the Boston Garden November 18 to 20. One matinee on Saturday. Altho results were below expectations, the venture met its nut and went over for profit, according to Edward J. Power, Garden auditor.

Before the show left town Garden officials conferred with Francis T. Hunter, president, and Bill O'Brien, vice-president of the Gay Blades troupe, on the tentative possibility of returning to Boston early next year, providing the ice troupe does not take up a European itinerary. If the outfit returns the Garden will be careful in spotting it so that it does not conflict with the program of winter sports now being scheduled and promoted.

Better attendance and grosses were impaired by several items. A stagehand and musician walkout (jurisdictional (See **SKATING SHOWS** on page 69)

Stock for Cincy's Gayety

CHICAGO, Nov. 27.—Milt Schuster, local burly booker, reports that the Gayety in Cincinnati will continue with a stock policy starting December 3 rather than fold next Thursday as scheduled. House now using Hirst shows. Future bills will be produced by Arthur Clamage.

Autographs From 2 to 3

BOSTON, Nov. 27.—Theaters here are beginning to set aside separate days for the delectation of autograph hounds. Latest to take advantage of the system is Heather Angel in *Love of Women* (Wilbur), who decided to accommodate her admirers by setting the hour from 2 to 3 p.m. last Tuesday in the Wilbur lounge. On Wednesday matinee autograph hunters were allowed en masse from the auditorium to the stage.

During Jack La Rue and Vince Barnett's RKO Keith Theater personal appearance several weeks ago they likewise gave the pencil and pad yokels a two-hour seance.

These "all at once" stanzas seem to do the trick of satisfying the majority of worshippers and decreasing the hazard of actors continually being on the hop at the sight of autograph pests.

10-Play Program For Fed Theater

NEW YORK, Nov. 29.—New York Federal Theater Project today announced a production program of 10 plays for the next three months. Move is calculated to re-establish the project "as one of New York's foremost theatrical producers."

Chief among the presentations will be *The Common Glory*. A cast of 300 is planned.

Project hopes the three-month production program will use the complete personnel of the local Federal Theater. Of the 4,017 now on the personnel list 1,400 are actors.

Project's Circuit Theater, not having come up to expectations, is slated for reorganization. Half of the 32 spots have been dropped. Plan now is to get two to five theaters in each of the boros other than Manhattan and alternate plays for a two-week run.

Apollo Closes After Rumpus With AFA

NEW YORK, Nov. 29.—The Apollo Theater closed yesterday after a terrific rumpus with the American Federation of Actors. It opened its box office three times but had to refund tickets each time, due to inability to get the AFA to release the principals and acts. The AFA still has about \$380 in salary claims outstanding, with the \$300 bond assigned to the AFA by Mrs. Max Wilner, Apollo operator, expected to reduce these.

It is understood the stagehands have a \$600 claim and the musicians a \$900 claim against the house.

Form Ballet Org. Under World-Art, Inc., Title

NEW YORK, Nov. 27.—A new ballet organization bearing the rather presumptuous title World-Art, Inc., has been formed, with ramifications in France, England and Italy. Center seems to be in New York, with S. Hurok, impresario and importer of foreign artists, as general manager.

Outfit will be strictly highbrow and will call mainly upon the so-called advanced modernists for music, scenery and dancers. It doesn't look like much of a break for American talent with the Monte Carlo, Paris Opera and De Basil ballet companies supplying the terping, and Matise, Derain, Berard and Braque (all French) doing the scenery and costumes, and Paul Hindemith (German), Igor Stravinsky (Russian) and Poulenc and Auric (French) composing the scores.

Troupe will rehearse at Monte Carlo February 10 and then fill short dates in Paris and London before coming here in October to give a four-week program at the local Met.

Rather pessimistic, the long-haireds don't expect to show a profit and are banking on the support of rich sponsors. Unlike the talent, the sponsors will be all American.

ATTENTION MARVO THE GREAT

Pop wants you to contact him, Care Orange Hotel, Orlando, Fla.

Sadler Show Doing Okeh Biz in Texas

SWEETWATER, Tex., Nov. 27.—Harley Sadler, head of the tent show bearing his name, reports a good season and continued good business in this territory. Show, which has all new equipment, will take a few days' layoff about December 15.

Sadler's present roster includes Harley and Billie; Jack Rooney, general agent; R. F. Hayes, advance agent; Mundee and June, jugglers; Billie Mack, dancer; Denver Crumpler, radio tenor; Slim and Lucille Andrews, Bud Nalrn Sr., Buddie Nalrn Jr., Burnett Massengale, Don and Myrtle Null, Buddy and Jeanie Oxford, Kennedy Swain, Randall Smith, Jackie Phillip, A. W. McNew, John Graham, Joe Latham, Bascom Ashley, Marvin Brown, Claude Fowler and Bob Smith.

Billroy Briefs

TALLAHASSEE, Fla., Nov. 27.—It certainly is a fine thing for the show that we don't play Pensacola, Fla., or Mobile, Ala., very often. Just too many friends in both towns. It will probably take us a few weeks to catch up on our sleep and get our nerves settled.

In Biloxi the Wests had a little family disagreement over three large oysters. After Bonnie learns to load that shotgun Cal had better watch his step. Russel Lewallen's pep tablets seem to be doing him a lot of good, for he's running around yelling like Tarzan. Morris Nelson, after taking out his unit this winter, is contemplating entering the grocery business.

Winona and Billie Wahle Jr. returned to the show for Thanksgiving. Looks as tho we are going to fold in Madison, Fla., without losing a performance this season, and we had some bad weather, too.

Recent visitors included Cliff Malcolm, Carl Reprobe, Ollie Hamilton and wife and Rebel Hartley and friends from Cobba Creek. *Wayne Bartlett.*

Mellers Supplant Floor Shows at Ohio Nitery

CANTON, O., Nov. 27.—Old-time melodramas presented by a group of repertoire players, some of whom appeared at the Great Lakes Exposition this summer, has supplanted floor shows at the Hofbrau night club at Myers Lake Park, near here.

First week's presentation was *The Drunkard*, and similar shows are slated to follow. Club officials have had special sets constructed and the club revamped for the presentations. Audiences accorded the new policy a warm reception.

Russell and Whitten Open in Charleston

CHARLESTON, W. Va., Nov. 27.—Mell Russell and F. D. Whitten, who joined forces this fall, will open with their kiddie circus at the Kearse Theater here December 4 and then go into Keith-Albee Theater, Huntington, December 11. Circus program includes clowns, music, magic, puppets and a miniature zoo.

Brown Books Miss. Circle

BILOXI, Miss., Nov. 27.—Harry O. Brown, manager of the Brown Players, who has conducted a tent show for many summers in Wisconsin, is combining business with pleasure this winter in the deep South. The veteran manager has booked a loop of towns in and around this city which he will play this winter with the following folks: Jack Brown, Edith Brown, Goldie Kleber, George Kleber, Earl Moore and Mrs. Brown.

JIMMIE M. SALTER, 24-hour man with Downie Bros.' Circus past season, writes from Milledgeville, Ga., that he hasn't seen a hypnotic show in 10 years and wonders what has become of them. Some of the hypnotic personages with whom he worked from 1908 to 1912 included Professor Alzada and wife; Zella, the Sleeping Beauty; the Great Dr. Crantz; Mazizi, the Living Mummy; Prof. Pauline, Dr. Sesqua-Revillo and Prof. Swint, dean of hypnotists.

JACK (DUKE) CAREY is confined in the State Sanitarium, Cresson, Pa., with tuberculosis and would like to hear from friends. He has been there since May.

The Trouper

By C. J. DUGGAN

Last night (November 2, 1937), just before curtain call at the Harley Sadler tent show, a soul winged its way to the Great Beyond. It was that of quiet-mannered middle-aged Franklin Raymond Spede, the talented piano player who had given pleasure to many thousands by his unusual ability to play the piano. His last number played in public the night before as the cast sang, joined by the audience, was *I Need Three Every Hour*, closing that splendid and heart-gripping story of the *Satnily Sinners and Sinful Saints*. Spede died as he had wished. His father, mother and sister had died with heart trouble and he, the last of his family, passed out in his sleep unknown to his tent mates, until he was called for the night performance.

The show went on as is the slogan of the trouper. A friend and fellow worker had paid his last debt to life and was gone forever, but it was his wish, could he have spoken to them, that each one carry on, make the world happier and better and not grieve because of his going. The hundreds of people laughing and enjoying the show knew nothing of what had happened only a few minutes before they bought their tickets. Little did they think that the cast was so choked with emotion, love and sympathy for their fellow worker that they could hardly provoke that laughter. So well did "Slim" substitute at the piano that none but the cast knew the difference. The main show was over, a typical cowboy life story of *Rose of the Rio Grande*, in which Harley Sadler carried the comical toby part. A concert followed. It was full of fun and wit. The audience laughed and laughed, and all went home feeling happy and better because of what they had seen and heard. But the cast and show attendants went about their tasks of tearing down and moving to the next town with hearts full to the breaking point—but they CARRIED ON, for Spede would have wished it so.

Today a fresh grave is in the Littlefield Cemetery. The body of a talented musician lies beneath cold clods of clay, covered with beautiful flowers from members of the cast and the American Legion. Loving hands of fellow workers bore the casket from the hearse to the grave, and with bowed heads, joined by others of the cast (minus their make-ups), cheeks stained with sincere tears (not the kind shed on the stage)—a

song sung by local people, scripture reading, well-chosen words in which he used the beautiful poem *The Tramp Musician* and a prayer by Rev. Marvin B. Norwood, pastor of the Methodist Church, Spede was laid to rest, given a Christian funeral in a civilized land by those who did not know him in life except for the members of his troupe. Tonight in Levelland, some 30 miles distant, the "show goes on," but by a nobler cast than ever before because they have known death in their midst; they have known a kindly person for many months working with them lay down his earthly mantle, wrapping the drapery of his couch about him, lying down to pleasant dreams, as it were, for Spede, their friend, has crossed the Bar.

This is the LIFE of the TROUPER, here today, gone tomorrow, over good roads or bad, weather cold or hot, rain or shine, health fine or terrible, crowds slim or full, regardless of personal feelings of joy or sorrow—"THE SHOW MUST GO ON"—the public MUST be entertained. Could anyone in any business or profession have a nobler creed—"THE SHOW MUST GO ON?"

Once upon a time there lived a small, unpretentious boy in the town of Stamford, Tex. He was alert, active in everything, always playing pranks on somebody, full of wit and humor, putting on home-talent plays, making people happy by his clean, wholesome fun. His one ambition was to "preach" to the multitude thru his "shows" and to own the largest and best tent show in the State. Today thruout Texas Harley Sadler is the household word in almost every home. He has acquired that ambition. His home now is in Sweetwater, where his talented daughter, Gloria, is in school. During the summer months Gloria takes her place on the Sadler stage along with her mother and father. Mrs. Sadler (Billie to her intimate friends) is ever with her husband in his work, assisting him with the business details, taking part on the stage, knows every female part backwards and can substitute when necessary on the spur of the moment for any part in the cast—gracious, talented, attractive, sensible, a chic dresser, a helpmate for one so ambitious and talented as is her famous husband.

Harley's witticisms and wisecracks are the talk of the town. "Every household needs a husband," for instance, is good and sound advice to mean, unappreciative and trifling wives. He has "preached" more good and wholesome "sermons" from his stage in his everyday-life plays than have been preached in many churches. He is unselfish and (See THE TROUPER on-page 68)

Kansas City Jottings

KANSAS CITY, Mo., Nov. 27.—Eddie and Lols Lane left here this week to join Aulger Bros.' Stock in a Minnesota spot. The team closed with a Cushman unit recently.

Mac and Maree McDonald have decided not to troupe this winter and have entered commercial lines in Sheridan, Ark.

Harry and Sue Dixon closed last week with Jack Ripley Players in Iowa.

The McOwen Sisters, of the Original McOwen Stock Company, are playing class night spots in and around the city.

Bob Grandi, former manager of the Grandi Bros.' Stock Company, who deserted the rep field several years ago to enter commercial lines here, has been ill at his home for the past four weeks.

Hershall Weiss, veteran character man and playwright, is producing religious plays here this winter.

Walters Comedians terminated a long canvas season this week in an Oklahoma spot. It is said they will play houses until the holidays.

Lester (Lew) Ayers, past season with the M and M Players, is now playing night spots in and around the city.

Del and Florence Post closed last week with Sid Sniders circle in Central Missouri and sojourned briefly in the village en route to a northern spot.

Mary and Dawd DeMille, after a long season with the Hila Morgan Stock Company, are in the city. It is said they are contemplating doing night club work for the winter.

Jake Vetter, veteran agent, past season with J. L. Landes Show, has been released from a local hospital here after a four-week illness.

Skeet Cross and Mickey McNutt have

formed a partnership for a circle to play a loop of towns in and around Sioux City, Ia. Show is now rehearsing and will open early in December.

Bisbee's Comedians are scheduled to close their long and successful canvas season this week in a Tennessee spot.

Toby Shelton, long a member of the Princess Stock Company, has organized a week stand rep to Southern spots this winter. Shelton will be featured in comedy roles.

Eva Hogan has closed a long season with the Darr-Gray Stock Company and is now sojourning at her home in Branson, Mo.

Ray and Margie Bash Players, who recently terminated a long canvas season, will open on a circle in Western Kansas at an early date.

Verna Gabriel is now producing home talents in Independence, Mo., for the winter.

Glenn and Donna McCord's circle, which opened recently in Nebraska, is said to be doing very good business.

Mr. and Mrs. Jimmy Parson, who have been with Bisbee's Comedians the past summer, have signed with the Balthazar circle in South Dakota.

Nig and Jess Allen are now sojourning in a Kansas spot with relatives. It is said they are making tentative arrangements to open a circle in Western Kansas at an early date.

Fred and Lylian Poole are playing schoolhouses here to a reported good business. Jack SchAAF, formerly with McOwen Stock Company, is booking the team.

Clyde and Gladys McWhirter will open a circle of South Carolina towns December 6 with headquarters at Greenville.

Attention! Managers, Players

All managers and performers are invited to contribute news items to this page. Show managers who are anxious to keep their routes a secret and thus refrain from sending in news might be reminded that it is possible to contribute news items on their shows regularly without divulging their exact whereabouts. In sending in news items all that we ask is that you confine yourself to facts and that you keep your communications brief and to the point. It isn't necessary to write a long letter; a postcard will do. May we have your co-operation?

Rep Ripples

CHESTER HUGHES, pianist with Boob Brasfield's Comedians on the Original Floating Theater the past season, is at his home in Savannah, Tenn.

ALICE KAHLE, wife of comic Harry Kahle, who is handling the show at the Mutual Theater, Indianapolis, is confined in the Branch Hospital, Cincinnati. She would appreciate hearing from friends.

MRS. JUANITA LONG JOHNSON closed the season with the *Red Rhythm Revue* and will go to Louisville for the winter.

QUEEN AND ELLIE DEANE PALMER are in Point Pleasant, Pa., much improved in health and expect to return to the road the first of the year.

JOE AND MAE LA PALMER are en route to New Mexico and Colorado after good business in Rolls and Slaton, Tex.

HARRY S. WEATHERBY, until recently with the Hunter-Pfeiffer Showboat Players, has joined the "SeaBee" Hayworth circle, with headquarters in High Point, N. C., as leading man. Hunter-Pfeiffer show has gone into winter quarters.

BRAIG BROS.' No. 1 and 2 shows are currently touring Maryland.

MELL RUSSELL and F. D. Whetten have joined hands in the operation of Fred & Mell's Kiddie Circus, school and theater attraction. They are set for the Kearse Theater, a 2,000-seater in Charleston, W. Va., December 4.

W. L. WARREN, still piloting the John R. Van Arnam Show, now is in Florida territory in the interest of the show. Working with him is Jay Wall, brigade agent. The pair have put the Van Arnam attraction over the road in swell fashion this season.

MINERVA JEFFRIES, for the last two years with the Norris Bros.' Circle, is now working at the Lockwood Tavern, Fort Worth. She was joined at the Tavern last week by her friend Corinne Bunns, who has just concluded a 17-month run at the State Theater, that city.

Saranac Lake

By T. BODWELL

Isabelle Rook took the phrenic operation in stride last week and is doing nicely.

Several patients left for their homes last week in a fine physical condition. They were Harry Gordon, who went to Newark, N. J., and Harry Davey, Mildred Gardner and Decann Morrison to Long Island, N. Y.

Roy Nunley is the latest addition to our ranks. He hails from Portsmouth, O., and was a projectionist for one of the Warner theaters. Mrs. Nunley accompanied him but left after a few days' stay.

Jennie Grande and Edith Lemlich entertained Miss Flanders, of the New York home office of Warner Brothers, over the week-end. Miss Flanders was greatly impressed by the swell progress both girls have made.

Henry Wunsch also enjoyed the phrenic operation last week. Henry is feeling fine and able to grace our weekly movie with his presence.

Jim Seelye thanks all his friends for their felicitations on his birthday anniversary. Jim is coming along nicely.

Please check your health to avoid the cure and write to those you know in Saranac Lake.

Magic

By BILL SACHS

(Communications to Cincinnati Office)

JOHNNY PLATT, Chi magish, is at the Gateau Country Club, Ottawa, Ont., after four weeks at the Chez Ami, Buffalo. . . WILLIAM W. LORD, mentalist, is filling club and school dates thru Pennsylvania for the Collins Management Service. . . ZANDER, who closed with the Strates Shows at York, Pa., November 15, is in Cincinnati dicker for department-store work for the holidays. From Cincy he contemplates jumping to Charleston and Bluefield, both in West Virginia, for school and club work, and then to Galveston and New Orleans for the balance of the winter. His wife assists him. . . RECHA, illusionist, is with the Busch Circus in Vienna. . . VAL EVANS is working his magic, Punch and marionettes in schools thru New England. . . THE GREAT ROBA (L. E. Collins) will present his hour-and-a-half *Night in Wonderland* in Missouri schools until Christmas, booked by Federated Lyceum Bureau. He is working out of his home town, Patterson, Mo. Roba is giving 'em magic, illusions and marionettes, assisted by Gladys Collins. . . DON SHERWOOD is back in the circle again after an absence of four years. Says he has been doing exceptionally well in schools in the Akron and Cleveland districts, booked by Ray Walzer and the Baldwin Davis agency. Sherwood recently added two trailers, one for living quarters and the other for equipment. . . AL SAAL, during his recent engagement at the food show in Anderson, Ind., was tendered a party by Full Deck Ring No. 52, IBM. Among those who performed were Jerry Furman and Hubert Collins, Indianapolis; Gubi, Richmond, Ind., and Ralph Pence and R. G. Buck, of Anderson. Al also showed the boys some of the finer manipulations. The Anderson magi are preparing a home-coming celebration in honor of Max Terhune, now in pics on the Coast. . . OTIS MANNING, after completing an eight-day engagement at the Industrial and Food Exhibit, Altoona, Pa., last week, headed for Baltimore. He will remain in the East until Christmas, heading for the Southland after the first of the year. During the Altoona date McDermott, magician and a teacher at the local high school, induced Manning to lecture the pupils on "The Art of Magic." Otis came thru okeh. . . JACK RUSSELL, who has been playing theater dates out of the Boyle Woolfolk office with his magic, will work vent in Chicago department stores until Christmas. Don Beard is managing him.

FRA DIAVOLO is one-nighting it in the smaller houses thru Central Tennessee with a 75-minute presentation, featuring sawing a girl with a 36-inch buzzsaw and the keyhole escape. He reports unusually good biz, despite much cold weather down that way. Leo Lau is Diavolo's manager. . . MAL B. LIPPINCOTT has closed his outdoor season as a free attraction at fairs and celebrations. In addition to his magic he operated an animal show under canvas on the midway. Mal, assisted by his wife, writes that he has some promising school dates lined up which will keep them busy until the holidays. . . MISS MADGE, illusionist, is playing the Leoni Circuit of theaters in Italy. . . THE GREAT GRAVITYO, the last two summers at Riverview Park, Chicago, is presenting his juggling, magic and escape acts in clubs around Cincinnati for Jack Middleton. He recently completed six weeks in the Columbus (O.) area for the Crech & Galloway offices. . . PRESTON, who has been playing Tennessee and Kentucky spots, had Howard Huntigton and his assistant, Frank Finch, and Jewel Watson, young Knoxville (Tenn.) magician, and his assistant, Beacher Watson, as his guests recently. . . BIRCH, magician and escape artist, received some swell after-notices in *The Martinsburg* (W. Va.) *Evening Journal* as a result of his recent performance at the high school there, where he featured his strong box escape. . . PAUL McWILLIAMS, after closing with Ringling-Barnum Circus, is in New York visiting friends and preparing for his European tour. He sails December 9 on the S. S. Hamburg and will open at the Olympia,

London, for a week's engagement beginning December 22. . . DANTINI, assisted by Miss Marvella, is appearing at Club Hollywood, new Baltimore nitery. Sylvia Spector, for three years with the Thurston show, is handling the emcee chores there. . . CHANDA has been contracted to present his act at Kaufman's Toyland, Richmond, Va., during the Christmas holidays. It will mark his fifth consecutive year in the spot. He reports a satisfactory season since opening his fall season. . . EDUARDO, touring the Pennsylvania coal region, infos that business is still holding up, despite the fact that there is plenty of magi competition there. . . FRANK DARLING is conducting magic classes for school children at the Bradley Recreation Center, Detroit.

NEW PLAY—

(Continued from page 13)

seasoned troupers both, do excellently as the brothers Garrison; Barbara Robbins does another sympathetic and sensitive job as Sara's daughter; Russell Hardie amusingly burlesques the famous aviator; Richard Carlson proves again, as he did in his one previous appearance, that he is probably the most promising juvenile on the stage today, and fine work is offered by a large number of minor players, including Don Costello, Donald Black, Kathleen Comegys and John Drew Devenaux. It is a fair, intelligent and intellectually absorbing play that Mr. Howard has written, given an excellent production by the Guild. It rates well up on the season's roster. Eugene Burr.

Endurance Shows

(Communications to Cincinnati Office)

Ross Show Winds Up 5-Week Stand

SACRAMENTO, Nov. 27.—After making money the first four weeks the Hal J. Ross Derby Show, walkathon, ran into bad weather the last week and wound up breaking about even, according to Ross, president of the enterprise.

Show opened October 9 and ended November 17, with Frenchy Borjille, of Fargo, N. D., and Chad Alviso, of Hanford, Calif., the winning couple. They defeated Ralph Ellis and Opal Ferdig in the final sprint.

Ross and several male contestants were arrested 10 days before the show closed on a charge of violating the State anti-walkathon act. No restraining injunction was put out, tho, and the walkathon ran its course. Court charge was taken under advisement by judge after show had closed.

Monte Hall was head master of ceremonies, with Rajah Bergman, Art Wolff and Danny Brammer assisting him. Jane Shannon was the featured singer. Marvin (Hobo) Hobough and his partner, Jean Moon, the principals in a public wedding during the engagement.

CHARLIE RICHARDS, formerly with the Ernie Mesle endurance enterprises, is now associated with the Springs of Mystery at the Orange Hotel, Orlando, Fla. Charlie says he's anxious to read a line on Marvo the Great, Walter Grafsky, Red Brown, Billy Goss, Red Skelton, Syl Reilly, E. C. Mesle and other old trouper friends.

CHARLES (PEACHIE) CUTHBERT, for the last two years with Don King's Band on Pop Dunlap's show, is now located in Elmira, N. Y., where he is doing emcee and playing with Norm Meserney's Band at the new Hollywood Club there. Peachie expects to return to the endurance field next season.

BOBBY ALLEN, seriously injured in an auto crash at Roanoke, Va., recently while en route from his home in Little Rock, Ark., to rejoin the George L. Ruty show in Baltimore, is confined in Louis Gale Hospital, Roanoke, where doctors feel that he may lose his left arm. Bobby is anxious to hear from all his friends in the business. Address him in care of the above hospital.

HELEN AND EDDIE HOWE have permanently retired from the endurance field and are located in Brooklyn, where Eddie is working in the furniture busi-

Minstrelsy

By BOB EMMET

(Cincinnati Office)

PAUL E. GLASE, who writes that he was a minstrel fan "just as long as they kept the curtain up" and who now is manager of the Wilmer & Vincent Embassy Theater, Reading, Pa., claims to have one of the largest and most complete collections of minstrel programs and playbills on record. Glase's collection starts back in 1844 with the original Virginia Minstrels and includes such grand old names as Pehlman, Frank Brower, Joe Sweeney, Dan Emmett, Cool White, Sam Sanford, Eph Horn, E. P. Christy, Dixey and Raintner and hundreds of others, and runs up to the time the last real minstrel troupe left the road. "It's a collection that old troupers can spend hours glancing thru," Glase typewrites.

AL TINT posts from Minneapolis under date of November 22: "Just arrived here from Winnipeg, where it was plenty cold. My friend Arthur Crawford is doing his musical act in theaters and night clubs here."

D. MILT GUTMAN announced last week that the annual Wheeling (W. Va.) Elks' Minstrel Revue will be presented January 23 to 26 at the Virginia Theater there. Show will be produced by the John Rogers Producing Company, with

Lehr Knowles directing it. Profits from the event go into the Elks' fund for undernourished children.

BILLY ARNTE AND BERTHA NORRIS, who recently closed with the Crystal Exposition Shows at Georgetown, S. C., are playing the Capitol Theater, Columbia, S. C., with their *Dixie Folies Revue*. Unit is aired over Station WIS each Saturday night.

MRS. RODY JORDAN wishes to thank the many friends of Rody Jordan for their notes of sympathy. He is expected to be about soon.

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HAL J. ROSS

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THURS., DEC. 9 UP TO

\$1,750.00

IN CASH PRIZES

All couples who have danced for me and appreciate good treatment and want to follow rules, contact me immediately. **WARNING**—Anyone accepting transportation money on fraud will be prosecuted. This spot looks like a honey and the last show five years ago.

SEND AIR MAIL LETTERS TO HAL J. ROSS ADAMS HOTEL, PHOENIX

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WALKATHON

OPENING WEDNESDAY, DEC. 15TH

VIRGIN SPOT 100 MILES AROUND

\$2,000 IN CASH AWARDS

Good contestants get in touch with me Main Office — 2129 Boardwalk, Atlantic City, N. J.

The Final Curtain

BATES—John William, 27, well-known Eastern Ohio night club emcee, November 22 in Twin City Hospital, Dennison, O., of pneumonia. He had been appearing at the Keystone Club in that city. Survived by a son and his mother. Services from Immaculate Conception Church, Dennison, and burial in Union Cemetery, that city.

BAYLIS—Lillian, 63, manager of the Old Vic and Sadler's Wells theaters in London, of heart attack at her home in that city November 25. Since 1914 she concentrated on Shakespeare at these two houses. Oxford in 1924 conferred on her the degree of Master of Arts. Deceased was a native of London. Newton Baylis, her father, was a singer and her mother was a singer and pianist.

BERNARD—Rose, wife of Max Harry Bernard, manager of Crafts World's Fair Shows, killed November 18 when the car in which she and her husband were riding crashed with another automobile. Services November 24 and interment in Mt. Carmel Jewish Cemetery, Los Angeles.

BLACKER—Fred, 42, Chicago projectionist and former business agent for the Motion Picture Operators' Union, Kokomo, Ind., shot to death by gunmen November 25 in Chicago. Survived by his widow.

BRANSON—James E., 72, father of Paul N. Branson, general agent for the Mix Show the past season, in Wichita, Kan., November 21. Burial in Winfield, Kan.

BRINNIN—John Thomas, 49, scenic artist, November 23 at his home in Detroit. Survived by his widow and son.

BROWNING—Henry Rice, 72, father of Mrs. Ben H. Voorheis, wife of Ben H. Voorheis, contracting agent of the Strates Shows Corporation, November 10 at his home in Varney, W. Va., of a stomach ailment. Survived by 13 children. Burial in Varney.

BURT—Everett, 40, musician, at his home in Cincinnati November 21.

CAIN—Henri, 80, celebrated French dramatist and artist, in Paris November 21. As a writer for the theater Cain was noted for his sprightly dialog. As a librettist he collaborated on a number of operas-comiques, several times furnishing words for Massenet's music, as in *Cendrillon*, *La Navarraise*, *Cigale* and *Cherubin*. He also was author of the librettos for *La Vivandiere* and *La Cabrette* and aided Pierre Gheusi in writing the words for *Le Juif Polonais*. Among his plays were *Jacques Callot*, *Sapho* and *Les Mirages*. Cain was a member of the Society of French Artists, Society of Dramatic Authors, Society of Composers, Society of the Friends of the Louvre and was an officer of the Legion of Honor.

COLOMBO—Emilio, 63, popular dance band leader in London and at one time solo violinist to the czar, of heart attack November 24 in London. His band was at Mayfair Hotel at the time.

COOGAN—Mrs. Mary Bentley, 80, grandmother of Jackie Coogan, film actor, at her home, Syracuse, N. Y., November 24.

CUMING—Robert M., 43, film salesman, at his home in Brooklyn November 19. Survived by his widow; a son, Robert, and a daughter, Jeanne.

DI SALVO—John, 53, cabaret owner, at his home in Kansas City, Mo., November 16 of heart disease. Survived by widow, four sons, five daughters, two brothers and two sisters. Services November 19 from the Italian Institute, Kansas City, and burial in Elmwood Cemetery, that city.

DONOVAN—Charles E., 57, former musician with the Al G. Field Minstrels, Campbell Bros.' Circus and Lyceum and chautauqua companies, recently in Kansas City, Mo., of a heart attack. Services from the home of his brother in St. Joseph, Mo., and burial in that city.

EARL—George, 69, former showman, November 14 at his home in Kansas City, Mo., of a heart attack. Earl was born in Lawrence, Kan., September 4, 1868, retiring 30 years ago. Survived by his widow, Rose Earl; three sons, George Jr., who toured with the McClellan Shows the past season; Jack, also a performer, and Richard F., and a daughter, "Jerry" Thomas, wife of Cody Thomas, director of the Kennedy Sisters' Stock Company. Services November 18 and burial in Green Lawn Cemetery, Kansas City.

FRANKLYN—Caroline, 62, actress, recently at her home in New Haven, Conn. She played the lead in *Shore Acres*, with James A. Hearn; in *Shenandoah*; in *Dr. Belgraff*, with Marie Wainwright and Wilton Lackaye, and *The Witching Hour*, with John Mason. She also played leading roles at Forepaugh's Theater, Philadelphia, and for the Shuberts at Rochester, retiring from the stage in 1913.

Burial in New Haven. Survived by a son, Gene Hogan, of New York.

GIRNAU—John J., father of Joe Girna, well known in carnival and musical circles, in Sacred Heart Hospital, Eau Claire, Wis., November 13 of cancer. Survived by six sons and three daughters. Services from Sacred Heart Church, Eau Claire, November 16, and burial in that city.

GOCHER—W. H., 73, secretary of the National Trotting Association, November 20 at his home in Hartford, Conn., of thrombosis. Gocher was born in Carleton, Ont., Canada, February 4, 1864, and founded the *Canadian Sportsman*, Toronto, in 1881. In 1886 he established *The New York Sportsman* and in 1889 became editor of *The Horseman*, Chicago. The following year he was made editor and general manager of *The American Sportsman*, Cleveland, holding that post until 1895, when he was elected secretary of the NTA. Survived by two sons, Frederick S. and Frank S., and two daughters, Mrs. Edith M. Keene and Annie H. Gocher. Services at Christ Church, Hartford, November 23 and burial in Cedar Hill Cemetery, Hartford.

GOLDFARB—Al, Coast representative for L. Wolfe Gilbert music house, killed November 17 when his car overturned near San Fernando, Calif. Widow and infant daughter survive.

HALL—Omer, 18, projectionist at the Princess Theater, Fort Valley, Ga., recently in a hospital at Macon, Ga., from burns received in a projection room fire. Services at his home near Blakely, Ga.

HENNESSY—Daniel F., 82, retired theatrical manager and founder of the Association of Vaudeville Managers, November 20 of a heart ailment in his hotel apartment in New York. Until his retirement 12 years ago due to ill health, Hennessy was a well-known figure in vaudeville circles. When the Keith-Albee Circuit, partly based on the AVM, was founded, Hennessy joined the chain as executive manager of the New York office and held that position for 25 years. During his long career, Hennessy managed such acts as Joe Hart and Carle DeMar; *Red, White and Blue*; J. Seabrooke in *Isle of Champagne*, and such performers as Della Fox and Willa Holt Wakefield. He built Cleveland's Empire Theater during the '90s, was business manager of the Conried Opera Company, business manager for Thomas V. Kenne, the tragedian, and handled the funds of Henry W. Savage's productions. Hennessy gave Will Rogers his first vaude job as a larriat twirler in 1906. He was a life member of the Friars. Surviving are his son, William F., of Atlantic City; three sisters and a brother. Burial in Kensico Cemetery, Westchester, N. Y.

IRACI—John, 52, radio executive, November 24 at his home in Brooklyn of a heart attack. Born in Italy, Iraci was an importer before he entered the broadcasting business in 1928. Emphasizing Italian-language programs, he built up the International Broadcasting chain, comprised of WOV and WBEL, New York, and WPEN, Philadelphia. Iraci was general manager of WOV and WBEL and president of WPEN. Survived by his widow; two daughters, Rosaria and

Mariahina, and a son, Sebastian Julio. Burial November 27 in Brooklyn.

KINGSBURY—Kenneth R., 61, president of the Standard Oil Company of California and manager of San Francisco's Golden Gate International Exposition, abroad the liner Santa Paula in Panama Canal November 22 of a heart attack. He was an organizer and first president of Californians, Inc., an organization which has attracted thousands of residents and tourists to the San Francisco area by community advertising, and a trustee of San Francisco War Memorial Board. Survived by his widow.

KOERNER—William Bailey, 50, of Woodruff, Wis., and member of the IATSE, Local No. 40, Sioux City, Ia., November 18 of heart trouble in a hospital in the latter city. Years ago he operated several tab shows. Services November 22 under auspices of the Sioux City Elks' Lodge and burial in Graceland Park Cemetery, Sioux City.

KRINKE—Harry, 56, pianist, composer and teacher, suddenly in Seattle after an attack of cerebral hemorrhage recently. He was past treasurer of the Pacific Northwest Academy of Arts, which he also served as director, and president of Krinke Publications, Inc., of Portland, Ore. A widow, mother and brother survive him.

LOWANDE—Anthony (Tony), member of the famous Lowande equestrian act and operator of a show for many years in South America and the West Indies, in Sao Paulo, Brazil, November 11. In recent years he had been leasing his extensive animal display to leading South American circuses. At one time he had the distinction of being the youngest bareback rider in the business and later appeared with American circuses, including Barnum & Bailey, Ringling Bros., Ringling-Barnum after the combine, the old Forepaugh Show, Sells Bros. and Forepaugh-Sells. Survived by his widow, Josephine, of Sao Paulo; two brothers, Oscar and Alexander, of New York, and a sister, Marrietta, also of New York. Oscar is with the New York WPA Circus. Services and burial in Sao Paulo; memorial services November 28 at Union M. E. Church, New York, auspices United Spanish War Veterans, the Rev. Alexander Lowande, deceased's brother, officiating.

MCGREW—Fred L., 32, pianist, at his home in Kansas City, Mo., November 8 after a long illness. He had been identified with several bands in that city and was for many years a member of the Kansas City Jackson Jubilee Singers. Survived by widow, Mrs. Louise McGrew, and a brother, Earl, of New York.

MCMANUS—John, 72, grandfather of Kitty Clancy, film juvenile, November 24 at his home in Bethel, Conn.

MANNIX—Mrs. Edward, 37, wife of Edward Mannix, MGM official, November 20 in an automobile accident near Palm Springs, Calif.

MARTIN—Mrs. Cora, 60, sister-in-law of John Francis, owner of Greater Exposition Shows, and mother of Art Martin, outdoor showman, in Decatur, Ill., October 29. Interment in Decatur November 1.

DEXTER W. FELLOWS

Dexter W. Fellows, 66, world-famous circus press agent, for 32 years associated with the Ringling interests, died at South Mississippi Infirmary, Hattiesburg, Miss., November 26. He had been ill of typhoid fever since early October, when he was stricken while at Hattiesburg with Ringling Bros. and Barnum & Bailey Combined Circus. He showed definite improvement for several weeks, but suddenly took a turn for the worse November 23 when bronchial pneumonia set in.

Trouping for more than 40 years, Fellows was known from Coast to Coast and from Canada to the Mexican border by practically every newspaper city and managing editor, special writer and cartoonist. No press representative excelled him in popularity. His tours also carried him thru Europe. To his associates and close friends he was always "Dex." He was one of the best versed men in the circus business.

Fellows started his circus exploitation career in 1893 with Pawnee Bill's Wild West Show. In 1895 he went with the Buffalo Bill show and remained with that organization until 1903, when he returned to the Pawnee Bill show for a year. In 1905 he joined Ringling Bros.' Circus. The following year he went with the Barnum & Bailey Circus, remaining with that show until 1919, when it was combined with Ringling Bros.' Circus and was identified with the combination ever since.

Fellows was the author of *This Way to the Big Show*, his book on circus experiences, which was published in 1936. He was a great lover of the opera. His home was at New Britain, Conn. He is survived by his widow, the former Sigre Eugene von Breitholz. At the time this was written it was not definite whether burial would be at New Britain or Fitchburg.

MATHEWSON—Sam, 43, billposter for Endy Bros. Shows the past season, November 18 in Miami. Services and burial in that city. Survivors reside in Reading, Pa.

MEANLEY—Blair, 67, for 25 years superintendent of concessions at Virginia State Fair, Richmond, November 22 in Memorial Hospital, Richmond. Well known to the theatrical profession, Meanley began his career with the late Jake Wells, Richmond theater operator, as his secretary and manager and served him for nearly 25 years. He belonged to numerous civic, social and political organizations. Survived by his widow; a son, Blair Jr., and a stepson, William Faulconer. Services at Bille's Mortuary November 23 and burial in Hollywood Cemetery, Richmond.

MENDOZA—Mrs. Leona Brochard, wife of Harry Mendoza, magician, November 22 on the West Coast of a heart attack brought on by chronic asthma. She had been ill for two years. For a time Mrs. Mendoza had appeared on the stage with her husband in the East. Services November 24 and burial in Calvary Cemetery, Los Angeles. Members of the Los Magicos and the Los Angeles assembly of the Society of American Magicians acted as pallbearers.

MOSER—Edgar E., brother of Floyd Moser, member of the Lake Troupe with the Haag Show, in Veterans' Hospital, Columbia, S. C., November 17. Burial in Greenville, S. C., November 20.

NICHOLAS—Joseph Henry, 52, for 24 years a member of the IATSE, Local 50, Sacramento, Calif., and well known on the advance of circuses, in Los Angeles November 7. Survived by his widow, Dora Nicholas, Los Angeles. Burial in Oakland, Calif.

POWELL—A. E., showman, at his home in Rich Hill, Mo., October 18. Survived by his mother, Mrs. Anna Powell.

ROBERTS—C. R., 62, veteran cook-house and concession operator with carnivals, in Dallas November 18 after a short illness. He had been a member of the Bob Hurst Shows the past season and at one time had been connected with the Schaeffer Shows. Services November 19 and interment in Restland Cemetery, Dallas.

IN MEMORIAM
JOHN RINGLING
Died December 2, 1936.
MELVIN D. HILDRETH.
"Golden are the days that linger in memory."

SAAR—Dr. Louis Victor, 69, internationally known composer and pianist, in a hospital in St. Louis November 23. He was born in Rotterdam. His parents were formerly identified with the Rotterdam Opera.

SOLMAN—Alfred, 69, popular composer of ballads during the pre-war period, recently of dropsy at Mount Sinai Hospital, New York. Born in Germany, many of Solman's compositions sold by the hundreds of thousands. *If I Had a Thousand Lives To Live* was in the repertoire of hundreds of concert singers in this country and abroad. *When the Bell in the Lighthouse Rings Ding Dong* was a standard basso selection of minstrels and vaudevillians for years, but Solman's *Bird on Nellie's Hat*, written with the late Arthur J. Lamb, was the most popular of all his songs. Solman was equally adept at composing a sentimental semi-concert ballad, and a humorous ditty like *All She Gets From the Iceman Is Ice*. Solman wrote music all the time, keeping a piano near his bed. His last song, *Try Tappin'*, written with his son, Curt Kremer, was published last summer. One of Solman's songwriting discoveries was George Brown, who, under the name of Billy Hill, went on to write the hit *The Last Round-Up*. Among other collaborators were Monroe H. Rosenfeld, Ballard Macdonald, J. Hayden Clarendon, Alfred Bryan, Sylvester Maguire, Walter Hawley, Robert F. Roden and Joan Hayden. Survived by his son, Curt, of Long Island City, N. Y.

SUMNERS—Charles, 60, retired musician, at the home of Mr. and Mrs. Everett James, Beaumont, Tex., November 17. Sumners served in the army as musician for 20 years and following the World War toured with Christie Bros. Circus for several seasons. Services under auspices of the American Legion November 18 and burial in Forest Lawn Cemetery, Beaumont.

TALBOT—Clifford F., 22, for the past eight years cornetist with the City Band, Merrill, Wis., November 15 in a hospital in that city. He was a member of the (See *FINAL CURTAIN* on page 69)

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place.

Parcel Post

Blair, Mrs. James. Irelan, Ray, 10c Foreign Kelly, 8c Emmett, Kelly, 8c R. G. G. Marlowe, Edw. 10c Gubbons, Artoria, Quizenberry, 10c Harris, Mrs. Ben, 10c

Women

Acovado, Mrs. Aurora Cherrington, Mrs. Patricia Adams, Buehlah Clone, Tony or Sonnie Adams, Lole Adams, Mrs. O. M. Alexander, Mary Mae Joan Cole, Alta May Cole, Mrs. Gertrude Coleman, Mrs. Irene Colla, Mrs. John G. Conacky, Esther Conner, Mrs. Bee Conner, Mrs. Pearl Converse, Clara Cooper, Tanva Cooper, Yvonne Coppell, Yvonne Costello, Marie Courtney, Mrs. Polly Courtwright, Edith Doyle, Katherine Craft, Virginia Creswell, Mrs. Lillian Cuddy, Mildred Cunningham, Mrs. John Curran, Anna Outler, Mrs. Rose Dabney, Margaret Daniels, Mrs. Glennadora Darling, Jean Darlington, Mary Davison, Mrs. Mervin Davis, Mary Daviss, Mildred Decker, Mrs. Genevieve Hunt, Myrtle DeGibbon, Shirley DeGlooblin, Frances DeGrowth, Marion DeHoney, Lucille DeMaunus, Mrs. Susan Decker, Mrs. Molly De, Delores Delaney, Mrs. Paul Demara, Alice Deane, Madam Dennis, Mrs. Susie DeRosa, Franz DeRyer, DeWitt, Irma Dickerson, Mrs. Era Dixon, Violet Dobbin, Mrs. Geo. Doherty, Neita Doria, Betty Lee Doyle, Agnes Cricket Doyle, Sheila Drans, Helen Egan, Jeannette Dufy, Lidia Duffey, Wire Duggan, Mrs. Walker Dunlap, Mrs. Ed Dunning, Mrs. Florence Dutton, Winnie Eaton, Betty Egan, Deomy Helene Edgar, Mrs. H. O. Edwards, Mrs. Dorothy Eldrid, Marie Ellison, Joe Emery, Mrs. Anne Erby, Mrs. Eddy Eugene, Nina Gene Fannin, Mrs. Dolley Estridge, Mrs. Virginia Fallon, Hattie Mae Farley, Bessie May Farley, Mrs. Albert Faust, Mrs. Ruth Field, Mrs. Dolley Finn, Mrs. Mildred Fianza, Madama Fitzsimmons, Mrs. Doris LaMar, Kitty Lemoreux, Eva Lorey, Edna LaRose, Jerry LaRose, Roxie LaSalle, Hazel Lawler, Mrs. Gloria LaVerne, Jo LaWall, Princesa Lawrence, Mrs. F. Lacey, Mrs. Earl Lake, Margaret Lamb, Bernice Lambert, Mrs. Katherine M. Lang, Olyrs Larey, Edwin Larson, Olive Larue, Mrs. Jack Laucelles, Srdie F. Leach, Marjorie Layone, Madama Lawrence, Marie Lee, Mrs. Frances Lee, Leona Leech, Madam Letferre, Mrs. J. A. Lehman, Mrs. Estelle

Hall, Mrs. Frank E. Haller, Christine Halton, Mrs. J. K. Hamilton, Mrs. L. Belle (Christine) Hamilton, Mrs. Lorn Hamilton, Mrs. Bessie Hamilton, Mrs. Tom Hapey, Mrs. Shannon Hansen, Gladys Hansen, Mrs. Jane Harl, Mrs. Dick Harden, Mrs. Alice Hardman, Mrs. Elsie Harmon, Mrs. Elsie Harris, Mrs. Bess Harrison, Mrs. Kitty Harrison, Margret Harrison, Mrs. M. Hasley, Mrs. Virginia Havenstock, Mrs. Harvey Hawkins, Elizabeth Vanover Hayden, Mrs. M. J. Libby, Mrs. Frank Liddy, Mrs. T. Lippincott, Mrs. Mel Lighthow, Mae Lloyd, Mrs. Ginger Love, Billie Love, Bonnie Love Joy, Miss Lovell, Ray Lowry, Elaine MacLeod, Mrs. Erpha McCabe, Mrs. Albert McCall, Mrs. O. Cecil McCormack, J. C. McDaniel, Mrs. Elaine McDaniel, Mrs. Polly McGibbon, Shirley McGroth, Marion McIntyre, Lucille McManus, Mrs. Susan Jarrett, Mildred Jennings, Mrs. Rubye Johnson, Mrs. Mabel Johnston, Marge Jones, Mrs. Elizabeth Jones, Marie Jordan, Mrs. Peggy Joy, Dorothy Joyce, Boots Kay, Faye Kehr, Mrs. Paul Khabrot, Mrs. Morris Kai, Bobbie Kanthe, Mrs. C. Karam, Mrs. Kar, Mrs. Waunita Gertrude Karoll, Mrs. Mabel Kellerman, Sue Keeley, Edna Keller, Mrs. Mary Kelly, Miss Patsy Kemp, Mrs. Sarah Keppler, Patricia Kinsey, Mrs. Lulu King, Helen King, Loni King, Mrs. A. H. Kirkwood, Mrs. W. Klein, Mrs. J. W. Knight, Ina Knapp, Fern E. Knowles, Marie Kobrick, Margaret Koehler, Mrs. Harry Kortas, Marie Kraus, Mrs. Clarence Kundra, Nellie Kyer, Lottie Kluge, Mrs. Amy LeDoux, Marie LaGrange, Thyllis LaMar, Kitty Lamoreux, Eva Lorey, Edna LaRose, Jerry LaRose, Roxie LaSalle, Hazel Lawler, Mrs. Gloria LaVerne, Jo LaWall, Princesa Lawrence, Mrs. F. Lacey, Mrs. Earl Lake, Margaret Lamb, Bernice Lambert, Mrs. Katherine M. Lang, Olyrs Larey, Edwin Larson, Olive Larue, Mrs. Jack Laucelles, Srdie F. Leach, Marjorie Layone, Madama Lawrence, Marie Lee, Mrs. Frances Lee, Leona Leech, Madam Letferre, Mrs. J. A. Lehman, Mrs. Estelle

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, 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.

Leonard, Mrs. Betty Leonard, Mrs. Bobbie Leonard, Mrs. Lillian Lewis, Mrs. Herman Libby, Mrs. Frank Liddy, Mrs. T. Lippincott, Mrs. Mel Lighthow, Mae Lloyd, Mrs. Ginger Love, Billie Love, Bonnie Love Joy, Miss Lovell, Ray Lowry, Elaine MacLeod, Mrs. Erpha McCabe, Mrs. Albert McCall, Mrs. O. Cecil McCormack, J. C. McDaniel, Mrs. Elaine McDaniel, Mrs. Polly McGibbon, Shirley McGroth, Marion McIntyre, Lucille McManus, Mrs. Susan Jarrett, Mildred Jennings, Mrs. Rubye Johnson, Mrs. Mabel Johnston, Marge Jones, Mrs. Elizabeth Jones, Marie Jordan, Mrs. Peggy Joy, Dorothy Joyce, Boots Kay, Faye Kehr, Mrs. Paul Khabrot, Mrs. Morris Kai, Bobbie Kanthe, Mrs. C. Karam, Mrs. Kar, Mrs. Waunita Gertrude Karoll, Mrs. Mabel Kellerman, Sue Keeley, Edna Keller, Mrs. Mary Kelly, Miss Patsy Kemp, Mrs. Sarah Keppler, Patricia Kinsey, Mrs. Lulu King, Helen King, Loni King, Mrs. A. H. Kirkwood, Mrs. W. Klein, Mrs. J. W. Knight, Ina Knapp, Fern E. Knowles, Marie Kobrick, Margaret Koehler, Mrs. Harry Kortas, Marie Kraus, Mrs. Clarence Kundra, Nellie Kyer, Lottie Kluge, Mrs. Amy LeDoux, Marie LaGrange, Thyllis LaMar, Kitty Lamoreux, Eva Lorey, Edna LaRose, Jerry LaRose, Roxie LaSalle, Hazel Lawler, Mrs. Gloria LaVerne, Jo LaWall, Princesa Lawrence, Mrs. F. Lacey, Mrs. Earl Lake, Margaret Lamb, Bernice Lambert, Mrs. Katherine M. Lang, Olyrs Larey, Edwin Larson, Olive Larue, Mrs. Jack Laucelles, Srdie F. Leach, Marjorie Layone, Madama Lawrence, Marie Lee, Mrs. Frances Lee, Leona Leech, Madam Letferre, Mrs. J. A. Lehman, Mrs. Estelle

WATCH THAT POSTAGE ON HOLIDAY GREETING CARDS. When mailing holiday greeting cards to relatives, friends or acquaintances in care of The Billboard be sure to use first-class postage (3 cents per ounce) if the cards are in envelopes. This applies whether the envelopes are sealed or unsealed, but it is better to seal them. Cards in unsealed envelopes and mailed under third-class postage (1 1/2 cents per ounce) cannot be forwarded and therefore will have to be sent to the dead-letter office. This ruling for forwarding of mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.

Men Burke, Frank Burke, George Burke, Leo Burman, Roy E. Burnell, Jimmy Burnes, Dick Burnett, Capt. Dr. Burnette, Bruce Burnette, Jack Burns, Everett Burns, Gregory Burns, Smokey Burnett, Bookery Bureau, Agency Burrill, Jerry Burslem, Jack Burt, Al Burton, L. Burton, Charles Burton, Edward E. Burton, Frank Burton, Fred Buech, Harry Burger, James Butler, Russell Butler, T. J. Butler, W. R. Butfield, J. B. Byers, C. W. Byers, Jimmie W. Byers, Betty Cabell, Rodney Caggan, Frank Cain, W. L. Caldwell, H. A. Cady, J. H. Calhoun, Harry W. Calhoun, Frank Cameron, Van W. Cannon, Rex Campbell, E. Y. Campbell, Max Campbell, V. D. Candou, Curly Canestraccia, The Six Cantars, S. J. Caper, Don Cardwell, Oscar Carey, Herbert Carl, George Carl, Irvin J. Carline, Freddie Carlson, A. M. Carlson, John M. Carlson, John Carolyn, Red Bird Caroon, Done Carr, Edwin Joe Carroll, Leo Carrigan, Kid Carrington, Carl Carroll, Harry Carroll, George Carroll, S. J. Carruthers, John Carson, Leo (Skillo Carson, Leo (Red) Carruthers, Roundy Carruthers, Ed Carth, Ed Carth, J. M. Carth, G. E. Carver, A. Floyd Carver, F. B. Cary, John Case Bros. & Case, Marie Case, Jack Casher, Charles Cassidy, A. E. Caspell, A. E. Caspell, John Castleman, Dick Castles, Buck Catlin, M. M. Catron, Virgil Cauble, A. M. Cave, Wm. E. Cedora, Prof. Center, Henry Cestaro, V. L. Ceward, Chester Chappin, E. W. Chappin, Paul Chappell, Delye Chardt, Charles Chene, Art Cheoncha, Mike Cherry, D. A. Chethren, John Christ, Paul Christiansen, Harley Christian, Wm. W. Church, Bill W. Church, F. W. Oimse & Company Cisco, Dick Clark, Archie Clark, Billie Clark, Gene Clark, Carl Clark, Chas. Clark, Curley Clark, George Clarkson, Al Claude, Lew Claude, Claude Clayton, Bert Clayton, Dr. H. Clements, Ray S. Brown, Irvin Sugar Clints Show (Lower Fox) Clive, Eugene H. Cobble, John Cobbs, Leonard Cobbe, Brown, Robert Cochran, Cecil E. Cochran, Robt. Cockrell, George Cody, Chief Buffalo Cody, J. M. Cohen, G. Rex Cohen, Chas. Condon, John H. Coleman, Robert O. Colla, John Blackie Collins, O. W. Collier, Bernie & Dorothy Collier, Jack Collins, Col Collins, C. E. Collins, Lloyd Colly, Joe Colvert, Frank & Helen Colvin, H. E. Conard, The Conner & Sons Conley's Circus Conley, Dan Connors, Bob Connors, Harold

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

ACTS, UNITS AND ATTRACTIONS

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

Abbott & Costello (Riverside) Milwaukee, t. Ace, Red (Crescent) New Orleans, nc. Adair & Richards (Mayfair Casino) Cleveland, nc. Adams, Dell (International Casino) NYC, nc. Adrian, Jill (Philadelphia) Phila, nc. Adrien, Iris (Leon & Eddie's) NYC, nc. Adler, William (Ambassador) NYC, h. Alexander, Durelle (Radio City Rainbow Room) NYC, nc. Alfredo & Dolores (Park Central) NYC, nc. Allen, Stuart (Essex House) NYC, h. Alvarez, Sofia (Hollywood) NYC, re. Ames & Arno (College Inn) Chi, nc. Andrews, Avis (Columbia) NYC, nc. Andrews, Joe (Blackhawk) Chi, re. Andrews Sisters (Riviera) Ft. Lee, N. J., nc. Antonita (Havana-Madrid) NYC, nc. Apollon, Dave, & Revue (Capitol) Washington, D. C., t. Ardelle, Billy (Triangle Gardens) Peoria, Ill., nc. Arden, Dolly (Chez Paree) Chi, nc. Armstrong, Lil (Plantation) NYC, nc. Arnold, Jack (Gay '90s) NYC, nc. Artini, Sonya & Elizabeth (International Casino) NYC, nc. Aunt Jemima (Tess Gardella) (Colonial Club) Chi, nc. Austin, Billy (Wonder Club) New Orleans, nc.

Bachelors, Four (Belmont Plaza) NYC, h. Baches, Pearl (Kit Kat) NYC, nc. Ballard & Rae (Lookout House) Covington, Ky., Nov. 26-Dec. 9, nc. Banks, Sadie (Old Rumanian) NYC, re. Barnes & Steger (835 Club) Chi, nc. Barnes, Ruthie (Tower) Kansas City, Mo., t. Barrie, Gracie (Chez Paree) Chi, nc. Bass Bros. (Riviera) Ft. Lee, N. J., nc. Bates, Peg Leg (Palace) Cleveland, t. Beann, Mercedes Zayas (Havana-Madrid) NYC, nc. Beasley, Thelma (Fonce de Leon Club) Dayton, O., nc. Beaucaire, Pierre (Monte Carlo) NYC, nc. Bellitt & English Bros. (RKO Boston) Boston, t. Bell & Grey (Manoa Inn) Manoa, Pa., nc. Bell's Hawaiian Folies (Reel) Hobbs, N. M., 3-4; (Lyric) Odessa, Tex., 5-8; (Yucca) Midland, Tex., 7-8; (Texas) Ballinger 9, t. Belmont Balladette (Belmont Plaza) NYC, r. Benet, Ethel (Old Rumanian) NYC, re. Ben, Ben: South Mobile, Ala. Berman, Harry (Rumanian Village) NYC, nc. Bernard & Henrie (Rose Bowl) Chi, nc. Bernard, Phil (Fox) Ogden, Utah; (Paramount) Idaho Falls 5-8, t. Bernie, Harry (Oliver Twist) NYC, nc. Berr, Ben (Savoy) London, t. Beryl, Billie (Golden Glow) Cleveland, nc. Bessinger, Frank (Belmont Plaza) NYC, h. Best, Larry (State Street) Shreveport, La. Betty Co-Eds (Commodore Club) Detroit, nc. Bishop, Fred (Gay '90s) NYC, nc. Black Forest International-Ice Revue (Memorial Coliseum) Evansville, Ind., 30-Dec. 1; Louisville, Ky., 3-5; Columbus, O., 7-9. Blair, Francis (Music Hall) Portland, Ore., nc. Blanc, Rose (Paradise) NYC, re. Bonner, Carl & Leone (Book Cadillac) Detroit, nc. Booth, John (Arcadia) Phila, re. Boran, Arthur (WOR Playhouse) New Amsterdam Theater, NYC. Bordine & Carole (Castle Royale) St. Paul, nc. Bowers, Cookie (Rox) NYC, t. Boyettes, The (Mayflower) Jacksonville, Fla., h.

Brandell, Edith (Old Rumanian) NYC, a. Brian, Melba (Riverside) Milwaukee, t. Briery, Jimmy (Drake) Chi, h. Brill, Billie (Piccadilly) Baltimore, nc. Brock, Lew (Post Street) Spokane, Wash., t. Brower, Walter (Orph.) Memphis, t. Brown, Bothwell, Girls (Rumanian Village) NYC, nc. Brown, Evans; Bayfield, Wis., 3; Minoque 4. Brown, H. (Piccadilly) Baltimore, nc. Brown, Isabel (Jimmy Kelly's) NYC, nc. Bryant, Betty (Pierre) NYC, h. Burton, Effie (Club Alabam') Chi, nc. Byrd, Muriel (Governor Clinton) NYC, h.

Calgary Bros. (International Casino) NYC, nc. Campbell, Roy, Ambassadors (Gibson) Cincinnati, t. Candido & Nena Montes (El Gaucho) NYC, nc. Cansinos, The (Hi-Hat) Chi, nc. Carlos, Vivian (Havana-Madrid) NYC, nc. Carman, Frank & Ethel (Palace Gardens) Lansing, Mich., nc. Carnes, Francis (Gleam) San Antonio, nc. Carpenter, Imogen (Weylin) NYC, h. Carr, Billy (608 Club) Chi, nc. Carr, Andy (Colony Club) Chi, nc. Carroll & Kane (Trouville) NYC, e. Carroll, June (Bertolotti's) NYC, re. Carter, Betty (Le Mirage) NYC, h. Cass, Mack & Topsy (Palace) Chi, t. Casey, Emmett (Gay '90s) NYC, nc. Castaine & Barrie (Park Central) NYC, h. Castaldo, Lee (Commodore) NYC, nc. Castro Sisters (Havana-Madrid) NYC, nc. Cafe International Revue (Capitol) Lancaster, Pa., t. Challis, Beth (Philadelphia) Phila, h. Chappenu, Ted (George Washington) Jacksonville, Fla., h. Charles & Barbara (Royal York) Toronto, Ont., h. Chelso & Renee (Monte Carlo) NYC, nc. Chocolaters (Cotton Club) NYC, nc. Church, George (Rox) NYC, t. Clara & Alberto (Texas-Madrid) NYC, nc. Claire, Jean (New Yorker) NYC, h. Clark & Sanna Sisters (Earle) Washington. Clark, Coleman, & Co. (College Inn, Sherman Hotel) Chi, h. Clayton, Pat (Barrel of Fun) NYC, nc. Coe & Duda (Club Bagdad) Miami, Fla., nc. Cole, Kid (Tane of Fame) NYC, re. Collean (Gay '90s) Chi, nc. Collette & Barry (Village Barn) NYC, nc. Collins & Peterson (Earle) Phila, t.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department 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; mh-music hall; n-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Continental Thrillers (Wivel) NYC, re. Cook, Alleen (Greenwich Village Casino) NYC, nc. Cook, Ted (Oriental) Chi, t. Coralli, Claudia (Barney Gallant's) NYC, nc. Corlies & Palmer (21) Phila, nc. Cortez, Al & Toni (Barkeley's) Brooklyn, nc. Costello, Diosa (Yumuri) NYC, nc. Costello, Don (Earle) Washington, D. C., t. Costellos, The (Colosimo's) Chi, nc. Courtney, Anne (Gay Nineties) NYC, nc. Covarr, Nico (Edison) NYC, h. Cowan, Tom & Verne (Dwan) Benton Harbor, Mich., h. Crane, Gladys (Yacht Club) Chi, nc. Crane, Thurston (Weylin) NYC, h. Crawford, Franklin (Hollenden) Cleveland, h. Croy, Roy (State Lake) Chi, t. Cruz, Henrietta (Roumanian Village) NYC, nc. Cummings, Don (Mayfair Casino) Cleveland, nc. D'Alavos, Rodolfo (El Chico) NYC, nc. Dall, Sonny & Shirley (Yacht) NYC, nc. Daniels, Jean (Plantation) NYC, nc. Dario & Diane (Radio City Rainbow Room) NYC, nc. Darling, Jean (Triangle Gardens) Peoria, Ill., nc. Datsko, Yasha (Russian Art) NYC, re. Davi, Eddie (Leon & Eddie's) NYC, nc. De Bain, Lee (Sebastian's Cotton Club) Culver City, Calif., nc. De Camps, Ronnie (Old Rumanian) NYC, re. De Coster, Emil; (Joy Gardens) New Castle, Pa., nc. De Flores, Felipe (Yumuri) NYC, nc. De La Grange, Chrissy (International Casino) NYC, nc. Del Rios (Piccadilly) Baltimore, nc. Deane, Laura (Village Barn) NYC, nc. Del Rio, Anita (Troadero) NYC, nc. Delahanty Sisters (Fogans Grill) Erie, Pa. Dehaut, Helen (Cafe Madrid) Buffalo, nc. Devereaux, Jeanne (International Casino) NYC, nc.

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

Diag, Rafaelo (Le Mirage) NYC, nc. Dior, Don & Dinah (Orph.) Memphis, t. Dion, & Sparkettes (Club Madrid) Buffalo, nc. Dolores (Gleam) San Antonio, nc. Dolores & Rossini (Rumanian Village) NYC, nc. Don, Donna & Donn (Colosimo's) Chi, nc. Donat Bros. & Dot & Donna (Hi-Hat) Houston, nc. Downey Sisters (Sebastian's Cotton Club) Culver City, Calif., nc. Downey, George (Mayfair Casino) Cleveland, t. Dover, Gene (Edison) NYC, h. Draper, Paul (Plaza) NYC, h. Drew, Charlie (Lombardy) NYC, re. Drayton Sisters & Jack (Mayfair Club) Detroit, nc. Dubois, Wilfrid (Tower) Kansas City, Mo., t. Dumm & Wise (Palm Beach Cafe) Detroit. Dumont, Valerie (Greenwich Village Casino) NYC, nc. Duren, Grude (Barrel of Fun) NYC, nc. Dyer & Kestler (Beacon) Vancouver, B. C., 26-Dec. 3, t.

Earl & Francis (Sebastian's Cotton Club) Culver City, Calif., nc. Edwards, Irving (Lido) Montreal, nc. Ellimen, Lois (St. Regis) NYC, h. Ellis, Jeanne (Drake) Chi, h. Enrico, Don (Colosimo's) Chi, nc. Erickson, Dorothy (Brewort) Chi, h. Esquires, Three (Commodore) NYC, h. Farrar, Jane (Locust) Phila, nc. Farrell, Billie (Place Elegante) NYC, nc. Farris, Dolores (Greenwich Village Casino) NYC, nc. Faye, Frances (Yacht) NYC, nc. Payne & Foster (Rox) NYC, nc. Feldler, Ralph (Nut Club) NYC, nc. Fields, Benny (Chez Paree) Chi, nc. Fiske, Dwight (Savoy-Plaza) NYC, h. Fitzpatrick, Jimmy (Stalier) Boston, h. Flash Gordon Foursons (Orph.) Memphis, t. Florenz (Savarin) Buffalo, N. Y., e. Flores, Marissa (Waldorf-Astoria) NYC, h. Flowerton, Consuela (Chateau Moderne) NYC, nc. Flying Whirls (Village Barn) NYC, nc. Fogarty, Texandra (Weylin) NYC, h. Fong & St. Clair (Gatineau) Ottawa, Ont., Can., c. Foote, Herbert (Edgewater Beach Hotel) Chi, h. Foran, Tommy (Levaggi's) Boston, nc. Forbes, Marie (Le Marquise) NYC, re. Ford, Nora (608 Club) Chi, nc. Ford & Barnes (28 Club) Milwaukee, Wis., nc. Ford, Senator (Radio City Rainbow Room) NYC, nc.

Fowler, Margie (Sam's) San Antonio, nc. Fox, Dorothy (Radio City Rainbow Room) NYC, nc. Frackson (Palmer House) Chi, h. Francis, Vivian (Park Central) NYC, h. Frome, Emerson (Drake) Chi, h. Franklin, Cas (Chase) St. Louis, h. Fuld, Leo (Roumanian Village) NYC, nc. Furman & Lorraine (Little Old N. Y.) NYC, nc. Gaby (Le Mirage) NYC, nc. Gaby, Frank (RKO Boston) Boston, t. Gainsworth, Marjorie (RKO Boston) Boston, t. Gale, Diana (Bertolotti's) NYC, re. Gale, Alan (Open Door) Chi, nc. Gall, Wanda (The Place) NYC, nc. Gall-Gall (Versailles) NYC, nc. Galt, John (Paris Marquette) Peoria, Ill., h. Gaudin, Larry (Hippodrome Grill) Cleveland, c. Garcia, Lucio (Bismarck) Chi, h. Gardner, Muriel, & Marvin Kane (Carlton) London, h. Gaston & Gypsy Irma (Monte Carlo) NYC, nc. Gaudin, Gypsy (International Casino) NYC, nc. Gay Blades, Three (Barney Gallant's) NYC, nc. Gaylord & Kent (Le Mirage) NYC, nc. Gene, DeQuincey & Lewis (Congress Casino) Chi, h. Georges & Jaina (Chez Paree) Chi, nc. Geracine & Joe (Palace) Cleveland, t. Gibson, Virginia (Park Central) NYC, h. Gilbert, Esther (Gay '90s) NYC, nc. Gilbert, Bob & Fleurette (Cavaller) NYC, nc. Girard, Adele (Hickory House) NYC, nc. Gils & LaMa (Radio City Rainbow Room) NYC, nc. Golden Gate Girls, Four (Times Square Supper Club) Rochester, nc. Goldfarb, Phil (Village Barn) NYC, nc. Gomez & Winona (Earle) Washington, D. C., t.

Gonzales, August (McAlpin) NYC, h. Gordon, Paul (Rox) NYC, t. Gorjanc, Sonia (International Casino) NYC, nc. Gory, Gene & Roberta (Orpheum) Los Angeles Dec. 1-7, t. Gray, Alexander (Palmer House) Chi, h. Green, Bernie (Planet Mars) Chi, nc. Green, Jackie (Yacht Club) Chi, nc. Green, Al (Pioneer Nut) NYC, nc. Gregory, Jack & Co. (Cafe Madrid) Buffalo, nc. Guarecitas, Las (El Chico) NYC, nc. Guy, Barrington (Plantation) NYC, nc.

Haal, Vera (Embassy) Phila, nc. Haines, Tate & Simpson (Leon & Eddie's) NYC, nc. Hall, Kid (La Paloma) Miami, nc. Hall, Julie Phelps (Radio City Rainbow Grill) NYC, nc. Hamill, Thos. J. (N. S. Democratic Club) Pittsburgh, nc. Hammond, Earl P. (Eskimo Troupe (Ice Follies 1937) Atlantic City. Hanley, Norman; Keokuk, La. Hannon, Joe, & Girls (Tally-Ho) Albany, N. Y., nc. Harmen, Hazel (Hi-Hat) Chi, nc. Harris, Audrey (Broadway Hofbrau) NYC, nc. Harris, Mary (Little Old New York) NYC, nc. Harris, Hazel & Whitey (Majestic) Chilli-cothe, O., 2-3; (Athens) Athens 4; (Regent) Jackson, Mich., 5-7, t. Harrison, Spick (Gay '90s) NYC, nc. Hartman, Paul & Grace (Waldorf-Astoria) NYC, h. Hart, Margie (Mirador) NYC, nc. Havana Trio (La Conga) NYC, h. Havilland, Dick (Greater Silhouette Inn) Eau Claire, Wis., re. Hector & Pals (Earle) Phila, t. Heller, Jackie (State) NYC, t. Henry, Noel (Riverside Plaza) NYC, h. Hibbert, Bird & Larus (Savoy) London, h. Hildegaard (Ritz Carlton) NYC, h. Hill, Joan (Normande) NYC, nc. Hill, Betty (Cafe Madrid) Buffalo, nc. Hillard, Jack (Royale Frolles) Chi, nc. Hinton, Hotcha (Oasis) Seattle, nc. Hoctor, Harriet, & Co. (Earle) Phila, t. Hoffman Sisters (McVern's) Buffalo, nc. Holland & Hart (Ritz-Carlton) NYC, h. Hollywood Bandwagon Revue (Riverside) Milwaukee, t. Holt, Maymo (Lexington) NYC, h. Honey Family (Earle) Washington, D. C., t. Hooker, Dyanis (Cotton Club) NYC, nc. Howard, Willie & Eugene (Hi-Hat) Chi, nc. Howard, Joe (Little Old New York) NYC, nc. Howard, Tom, & George Sheldon (Pal.) Cleveland, t. Hoyrard, John (Chez Firehouse) NYC, nc. Hux, Tiny (Old Rumanian) NYC, re.

Hughes, Lyabeth (Biltmore) NYC, h. Huling, Ray, & Seal (State) NYC, t. Hunt, Peg Wee (New Yorker) NYC, h. Hurley, Ruth, Girls (Chez Ami) Buffalo, nc. Ice Ballet (Boston) Boston. Ice Follies (Olympia) Detroit, t; (The Mart) Muskegon 5-7. Ice Follies of 1937 (The Arena) Cleveland, O. Ilder's Trio (Roosevelt) Pittsburgh, Pa., h. International (The Madison) NYC, h. Iris, Esperanza (Havana-Madrid) NYC, nc. Irving, Jack (Harry's New York Cabaret) Chi, nc. Jacqueline, Mignac (International Casino) NYC, nc. James & Peltz (Ball-Ball) Chi, nc. James, Freddie (Cotton) NYC, nc. Janet of France (Janet of France) NYC, re. Jans & Lynton (Chez Maurice) Montreal, nc. Jansley (RKO Boston) Boston, t. Jason Jay (Colosimo's) Chi, nc. Jeanita & Kalay (Mayfair Club) Boston, nc. Jenkins, Doris (The Place) Hempstead, L. I., nc. Jennings, Don & Sally (Bismarck) Chi, h. Johnny & George (Yacht Club) NYC, nc. Johnson, Elmer (608 Club) Chi, nc. Johnson, Lucille (Paradise) NYC, re. Johnson, Mae (Cotton) NYC, nc. Johnstone, Dave (Jabberwock) West Orange, N. J., nc. Jose & Patricia (El Chico) NYC, nc. Joseph, Charles & Catherine (Leon & Eddie's) NYC, nc.

Kammerer, Mercedes (Gay '90s) Chi, nc. Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h. Karavaeff, Simeon (Russian Kretchma) NYC, nc. Karson Musicales (Onesto) Canton, O., h. Kavanagh, Stan (Earle) Washington, D. C., t. Kay, Dolly (Glover) NYC, nc. Kaye, Grace (Bertolotti's) NYC, re. Kaye, Johnny, & Playboys (Market Tavern) St. Louis, nc. Kaye, Lois (Riviera) Ft. Lee, N. J., nc. Keene Twins, with Vic & La Mar (Riverside) Milwaukee, t. Kenney, Billy (Cortez) El Paso, Tex., h. Kenny, Phyllis (Park Central) NYC, h. Keogh, Jimmy (Leon & Eddie's) NYC, nc. Kerr, Jack (Ambassador) NYC, h. Ketcher, Dick (Pelican) Houston, Tex., nc. Khatovic, Nicolai (Russian Art) NYC, re. Kid, Ruth (Greenwich Village Casino) NYC, nc. King, Charles (Gay '90s) NYC, nc. Kinney, Ray (Lexington) NYC, h. Kinsey, Elmer (Barker) Washington, D. C., t. Kligatav, David (Village Barn) NYC, nc. Kozaik (Fair) Hattiesburg, Miss. Kramer, Dolly (San Diego Cafe) Detroit, nc. LaAna (Edison) NYC, nc. LaBlanc, Billy (J. P. C. Gardens) Rochester, N. Y., nc. LaDalle, Ede (Pub) Portland, Ore., nc. LaMar, Frankie (J. P. C. Gardens) Rochester, N. Y., nc. LaMont, Charlie (Riverside) Milwaukee, t. LaMothe, Olive (Red Rooster Club) West Hartford, Conn., nc. LaMothe, Sylvia (Cafe Madrid) Buffalo, nc. LaZellis, Aerial (McDonald's Party House) Compton, Calif. Labrunn & Carroll (Monte Carlo) NYC, nc. Ladell, Vincent (Bossart) Brooklyn, N. Y., h. Lada, Aicha (Greenwich Village) NYC, nc. Lame, Henry (Gay '90s) NYC, re. Lamberti (RKO Boston) Boston, t. Lane, Norma (Monte Carlo) NYC, nc. Lane, Levey (Uproar House) NYC, nc. Lang & Lee (Hollywood Club) Kalamazoo, Mich., nc. Lanford's Family Band: Ybor City, Fla. Lawlor, Terry (Versailles) NYC, nc. Lawrence, Bob (Drake) Chi, h. Lawton, Reed (Le Mirage) NYC, nc. LeBaron, Karle, Dancers (Royale Frolles Cafe) Chi, nc. Lee, Linda (Ambassador) NYC, h. Lee, Gypsy (Wine Cellar) NYC, re. Lee, Jean (608 Club) Chi, nc. Leeds, Lyda Sue (Park Central) NYC, re. Leely, Evelyn (Gay '90s) Chi, nc. Leonard, Jack (Commodore) NYC, h. Leonardos, Threa (Southern Dinner Club) Houston, Tex., 11-18, nc. Leonce (International Casino) NYC, nc. Lester, Jim (Jimmy Kelly's) NYC, nc. Leslie Sisters (Trenton) Lynchburg, Va., t; (Paramount) Hickory, N. C., 8, t. Lester, Ann (Royale Frolles) Chi, h. Lester, Jerry (Stork Club) Chi, nc. Lewis, Carlos (Wonder Bar) New Orleans, nc. Lewis, Henry (Matteoni's) Stockton, Calif., nc. Lewis, Kay (Chi-Am Chateau) Mountaineide, N. J., nc. Lewis, Buddy (Kit Kat) Boston, re. Libuse, Frank (Palace) Cleveland. Lindy Hoppers (Cotton Club) NYC, nc. Lita, Carmen (El Gaucho) NYC, nc. Litomy, Leslie (Chez Chateau) NYC, nc. Little Sachs, Threa (Bertolotti's) NYC, re. Livingston, Deacon (Lake to Sea Inn) Franklin, Pa., nc. Long, Avon (Plantation) NYC, nc. Long, Walter (Paradise) NYC, re. Loper & Hayes (Barker) London, h. Lopez, Vincent, & Orch. (Stanley) Pittsburgh, t. Lorraine, Lillian (Bertolotti's) NYC, re. Lorraine & Rognan (Riverside) Milwaukee, t. Lorraine Sisters (Stevens) Chi, h. Low, Tom (Savoy-Plaza) NYC, h. Lorraine & Renard (Blackhawk) Chi, nc. Lubina, Ada (Old Rumanian) NYC, re. Lucientes, Pepita (El Chico) NYC, nc. Ludova, Nadia (Russian Kretchma) NYC, re. Lyman, Tommie (RKO) NYC, nc. Lynn, Carl (Wonder Bar) Port Huron, Mich., nc.

McClelland, Reed (Weylin) NYC, h. McCormack, Frank (Greenwich Village Casino) NYC, nc. McCoy, Bob (Bismarck) NYC, h. McCoy, Jack (Stuff) (Cafe Madrid) Buffalo, nc. McCully, Jean & Gine (Adelphia) Phila, h.

McKenzie, Red (Nick's Rendezvous) NYC, c. Madison, Rudy (90s) NYC, nc. MacNaughton, Virginia (Le Mirage) NYC, nc. Major, Sharp & Minor (Park Central) NYC, h. Malina, Luba (Versailles) NYC, nc. Manchito (Yumuri) NYC, nc. Manginis (Moulin Rouge), Paris, nc. Mathabartes (College Inn) Chi, nc. Manners, Marion (Drake) Chi, h. Manners, Carol (Riverside) Milwaukee, t. Manning, Obis (Biltmore) Dayton, O., h. Manolitis (Russian Art) NYC, re. Manzanara, Jose (Havana-Madrid) NYC, nc. Mara (Ferroquet) NYC, nc. Marce, Lois (Colosimo's) Chi, nc. Marcell, Andrea, & Co. (Pal.) Chi, t. Marie's Marvel Dogs (Santos-Artigas-Circus) Havana, Cuba. Marinos, Los (Trocadero) NYC, nc. Mario & Florio (RKO Boston) NYC, h. Marion, Alice (Essex House) Boston, t. Maritza (El Dorado) NYC, nc. Marlow, Great (Perkins) Kansas City, Mo., nc. Martin, Molly (Oology Club) Chi, nc. Martinelli, Ugo (Hollenden) Cleveland, h. Martinez, Juan (Havana-Madrid) NYC, nc. Massey & Miller (Chez Firehouse) NYC, nc. Mason, Jack (Chateau Richelieu) NYC, nc. Mathieu, Juggling (Continental) Cleveland, nc. Maurice, The Great (Coq Rouge) NYC, nc. May, Bobby (International Casino) NYC, nc. Mayo, Buddy (Triangle Gardens) Peoria, Ill., nc. Meadowbrook Boys (Hollenden) Cleveland, h. Mehan, Stanley (Hollywood) NYC, re. Melan, Lou (Madison) NYC, h. Mells, Kirk & Howard (State-Lake) Chi, t. Melton, James (Earle) Phila., t. Menen, George (McAlpin) NYC, h. Mercedes, Eileen (Mirador) NYC, nc. Michon, Michel (Russian Kretchma) NYC, re. Miles, Gary (Paradise) NYC, re. Miliken, Bob (Little Old New York) NYC, c. Minute Man, Three (Greenwich Village Casino) NYC, nc. Mische, (Russian Kretchma) NYC, h. Mohamed, Maide Ben (French Casino) NYC, nc. Montgomery, Howard (Park Central) NYC, h. Montoya, Pola (Trocadero) NYC, nc. Moore, Peggy (Harry's New York Cabaret) Chi, nc. Morales Bros. & Little Daisy (Vern's) Detroit, nc. Moreno, Consuelo (Havana-Madrid) NYC, nc. Morgan, Helen (Hollywood) NYC, re. Morgan, Loreta (Gay '90s) Chi, nc. Moriche, Jose (Trocadero) NYC, nc. Morliche & Teresita (Trocadero) NYC, nc. Morison, Alec (St. Regis) NYC, h. Muriel, Mimi (Crisis) NYC, nc. Musical Maniacs, Three (Greenwich Village Casino) NYC, nc. Myers, Helen (Radio City Rainbow Room) NYC, nc. Myers, Timmie (Royal Gardens) Melrose Pk., Ill., nc. Myrus (College Inn) Chi, nc. Myrio & Descha (Moulin Rouge) Paris, nc. Myrtle & Pacaud (International Casino) NYC, nc.

Nations, Evelyn (Lexington) NYC, h. Nagas, George (Yuma) NYC, nc. Neller, Robert (Hollenden) Cleveland, h. Nelson, Nellie (Open Door) Chi, nc. Nelson's Boxing Cats (Leon & Eddie's) NYC, nc. New Yorkers, Four (Riviera) Ft. Lee, N. J., nc. Newman, Doug (Statter) Boston, h. Nichols, Howard (Statter) Detroit, h. Nielson, Eleanor (Crisis) NYC, nc. Nissen, George (Southern Dinner Club) Houston, Tex., nc. Noah's Ark, Modern: Anniston, Ala. Noland, Nancy (White) NYC, h. Norre, Lee (Triangle Gardens) Peoria, Ill., nc. Nuri Sisters (El Chico) NYC, nc.

Raucheres, Los (Weylin) NYC, h. Ray, Allen (Madison) Jefferson City, Mo., h. Raye, Prince & Clark (Walton) Phila., h. Raye, Vivian (Mirador) NYC, nc. Raye, Iris (Monte Carlo) NYC, nc. Raye, Lucille (Harry's New York Cabaret) Chi, nc. Roy & Naldi (Cocoanut Grove) Los Angeles, nc. Raymond, Charles & Celeste (Philadelphia) Phila., nc. Reed, Doris (21) Phila., nc. Reels Bros. (Royal Frolics) Chi, nc. Reels & Dunn (Club Greyhound) Louisville, nc. Renejo & Carlota (El Chico) NYC, nc. Renee (Jimmy Kelly's) NYC, nc. Rhoddy Twins (Ranch) Seattle, nc. Rhodes, Dorothy (Kit Kat) NYC, nc. Rhythm Rogues (Park Central) NYC, h. Rich, Pat (New Yorker) NYC, h. Riera, Virgie (Monte Carlo) NYC, nc. Riley, Mike & Band (Orph.) Memphis, t. Ringer, Carl (52d St.) NYC, nc. Rio, Rita (Oriental) Chi, t. Rios, Rosita (Rainbow Room) Rockefeller Center, NYC. Roark, Edith (Hollywood) NYC, re. Roberts, Betty & Freddy (St. Moritz) NYC, h. Roberts & Circus: Logansport, Ind., 3; Frankfort 4. Roberts, Jack & Renee (Joy Gardens) New Castle, Pa., 26-Dec. 5; (Rendezvous Villa) Youngstown, O., 6-12. Robin, Margot & Libby (Lyric) Indianapolis, t. Robinson Twins (Yacht Club) Chi, nc. Robinson, Bill (Cotton Club) NYC, nc. Robinson, Bill (Cotton) NYC, re. Rogers, Roy (State-Lake) Chi, t. Rohlin, Adrian (Essex House) NYC, h. Rohlme, Bob (Adelphi) Phila., t. Roschin, Nico (French Casino) NYC, nc. Rose, Jack (Place Elegante) NYC, nc. Ross, Geraldine (Northwood Inn) Detroit, nc. Ross, Murray (Fox River) Batavia, Ill., cc. Roy, Sydney (Rainbow Grill) Radio City, NYC, nc. Roth & Shay (Oskar) Stockholm, Sweden, Jan. 1, t. Roy, Jill (Roumanian Village) NYC, re. Royce, Norma (Chez NYC, re. Russell, Mabel (52d St.) NYC, nc. Russell & Christine Co. (Muehlebach) Kansas City, h. Russett, Sunny (Nick's Rendezvous) NYC, c. Russian Gypsy Trio (Gay Village) NYC, c. Ryan, Jerry (Gay '90s) NYC, nc.

Sahji (Plantation) NYC, nc. Salezar, Hilda (La Conga) NYC, nc. Salters, Dorothy (Kit Kat) NYC, nc. Sargent, Kenny (New Yorker) NYC, h. Scharf, Edwig (Belmont Plaza) NYC, re. Sava, Marusia (Russian Kretchma) NYC, re. Saxon, Betty (Rose Bowl) Chi, nc. Schaps, Sid (Paddock) Chi, nc. Schelly, Marjorie (Sebastian's Cotton Club) Culver City, Calif., nc. Schectel, Joe (Mar. In.) NYC, nc. Seller, Tay & Lou (Chicago) Chi, t. Sextuplets (Harlem Uproar House) NYC, nc. Shandor (Buckingham) NYC, h. Shatien, Anna (Roumanian Village) NYC, re. Shore, Norma (Chez NYC, re. Shannon, Louise (Open Door) Chi, nc. Shaver, Buster & Co. (Pal.) Chi, t. Sherman Bros. (Denty's Terrace Club) Cohoes, N. Y. Sherr Bros. (Ball-Ball) Chi, nc. Shore, Willie (Hi-Ho) Chi, nc. Shutta, Ethel (Belmont Plaza) NYC, h. Sicksel, Bob: Eufaula, Ala. Sigler, Billy (Wonder Club) New Orleans, nc. Silverman, Jack (Old Roumanian) NYC, re. Simpson, Carl (Cocoanut Grove) Boston, nc. Singer, Key (Hollywood) NYC, re. Skyrocks, Four (Gay '90s) Chi, nc. Smith, Earle (Brevoort) Chi, h. Sophisticates, Two (Tommy Thomas' Cocktail Lounge) Chi, nc. Spear, Harry (Park Central) NYC, h. Spivey, Billy (Hollywood) NYC, re. Stacey, Jack (Venice Grill) Phila., re. Stadler & Rose (International Casino) NYC. Stone, Al (Old Roumanian) NYC, re. Storrs, Allan (Commodore) NYC, h. Stump & Stumpy (Plantation) NYC, nc. Stuart, Gene (Kit Kat) Boston, re. Sullivan, Lee (Paradise) NYC, re. Sullivan, Martin (52d St.) NYC, nc. Suter, Ann (26 Club) Milwaukee, Wis., nc. Swann, Russell (Dorchester) London, h. Symington, Eve (Waldorf-Astoria) NYC, h.

Tadpole Trio (Le Mirage) NYC, nc. Tomaack, Sid (Royal Frolics) Chi, nc. Trahan, Al (State) NYC, t. Tramp Band (Cotton Club) NYC, nc. Tranger, Don (Berghoff Gardens) Ft. Wayne, Ind., nc. Travis, Jimmy (Club Piccadilly) Baltimore, nc. Teagarden, Jack & Charles (Drake) Chi, h. Toy, Ming (Fifth Avenue) NYC, h. Troizky, Vera (International Casino) NYC, nc. Tucker, Peggy (Riviera) Ft. Lee, N. J., nc. Turner, Elma (Plantation) NYC, nc. Vaccaro (El Gaucho) NYC, nc. Valdes, Alfredo (Havana-Madrid) NYC, nc. Vale & Stewart (Gaitly Cabaret) Brussels, c. Varone, Joe, & Four Sparklettes (Bowery Cafe) Detroit, nc. Veloz & Yolanda (Statler) Detroit, h. Venezia, Chiquita (Greenwich Village Casino) NYC, nc. Vermonte, Claire (St. Moritz) NYC, h. Vernon, James & Evelyn (Ambassador) NYC, h. Vesspers, Four (Adelphi) Phila., h. Villano, Jeronimo (Havana-Madrid) NYC, nc. Violetta & Rosita (Hollywood) NYC, re. Vodery's Jubileers (Cotton Club) NYC, nc. Wade & Wade (Levaggi's) Boston, nc. Wahl, Dorothy (Harry's New York Cabaret) Chi, nc. Walders, Darlene (Sporting d'Ete) Monte Carlo, France, nc. Waldron, Jack (Yacht) NYC, nc. Walker, Jeanne (State-Lake) Chi, t. Walsh & Barker (Berkeley) London, h. Wayne, Lillian (Hollend) NYC, nc. Weaces (Dorchester) London, h. Webb, Chick, & Ella Fitzgerald (Pal.) Cleveland, t. Werner, Freddie (Village Grove Nut) NYC, nc. West, Billie (Piccadilly) Baltimore, nc. Whalen, Jackie, & Streamline Steppers (Show Boat) Cypress Hill, L. I., N. Y., nc. White, Jack (18) NYC, nc. White, Ann (Bertolotti's) NYC, re. White, Hal C. (Club Garlocks) Chi, nc. White, Jack (Gay '90s) NYC, nc. White, Belya (Famous Door) Chi, nc. Whitman, Flo (Club Minuet) Chi, nc. Whitney, Marjorie (La Salle) Chi, h. Whitney, Maurice (Gay '90s) Chi, nc. Wickes, Gus (Gay '90s) NYC, nc. Wickes Bros. & Armda (Melbourne) Sydney, Australia, Oct. 16-Dec. 30, t. Wilkens, Dorothy (New Yorker) NYC, nc. Will Ward (Gay '90s) NYC, nc. Williams, Art (Club Alabam) Chi, nc. Williams, Janis (Chez Paree) Chi, nc. Williams, Hermanos (Casino) Buenos Aires, Argentina, t. Williams, Jack (RKO Boston) Boston, t. Williams, Maxine (ONY) NYC, nc. Wilson, Jackie & Honey (Cavalier) NYC, nc. Wilson, Edna Marie (Cotton Club) Joplin, Mo., nc. Wills, Frances (Greyhound) Louisville, Ky., nc. Wing, Toby (Yacht Club) Chi, nc. Winston, Walter (Brittwood) NYC, nc. Winters & Marano (Plantation) NYC, nc. Wolf, Tiny (Paradise) NYC, re. Woland (Funland Park) Miami, Fla., 27-Dec. 10. Wolfe, Lorna (Mt. Royal) Montreal, h. Wood, Britt (Pal.) Chi, t. Woods & Bray (Mounts) St. Louis, cc. Woods, Lorraine (International Casino) NYC, nc. Woolford's Pets (Pal.) Cleveland, t. Wright, Eydthe (Commodore) NYC, h. Wright, Charlie (Riviera) Ft. Lee, N. J., nc. Wright, Jack (Village Brewery) NYC, nc.

Yacopis, The (Stafe) NYC, t. Yanyego Voodoo Dancers (Le Mirage) NYC, nc. Yerman, Miriam (Village Barn) NYC, nc. York & King (State-Lake) Chi, t. Yosts, Ben, White Currys (Rocky) NYC, t. Yosts, Ben, Varsity Eight (Riviera) Ft. Lee, N. J., nc. Yum, Helen (Leon & Eddie's) NYC, nc. Yvette (Ball-Ball) Chi, nc. Zaitour, Joseph (Shelton) NYC, h.

Zaza (Armando's) NYC, nc. Zee Zee, Mlle. (Colosimo's) Chi, nc. Zuidella & Co. (New Normandie Club) Appleton, Wis. **HIRST CIRCUIT SHOWS** (Week of November 28) With Charms: (Embassy) Rochester, N. Y. Cupid's Carnival: (Howard) Boston. Frisky Frolics: (Casino) Pittsburgh. Merry Models: Layoff. Night Owls: (Gayety) Baltimore. Parisian Flirts: (Trocadero) Phila. Pirate Belles: (Gayety) Washington. Pageant of Polly: (Casino) Toronto. Pleasure Mad: (Capitol) Toledo, O. Peek-a-Boo: (Gayety) Cincinnati. Stage Scandals: (Worcester) Worcester, Mass. Swing High: (Hudson) Union City, N. J. Swan Dolls: Layoff.

MISCELLANEOUS Birch, Magician: Charleston, W. Va., 1; Montgomery 2; Beckley 3; Princeton 4; Princeton 5; Wytheville, Va., 7; Salem 8; Pulaski 9; Radford 10. Bragg Bros.' Show: Willards, Md., 29-Dec. 4; DeClos, Magician: (City Hall) Arcadia, O. Dressen's Circus Capers; (Sears) New Orleans, until Dec. 24. Dressen's Side Show: (Barnett Store) New Orleans, until Dec. 24. Grant's Variety Show: Wardville, Okla., 29-Dec. 4; Stringtown 6-11. Lewis, Harry Kay, Hollywood Varieties: Angels Camp, Calif., 1; Oakland 2; Coalinga 3; Avenal 4; Turlock 5-8; Fresno 7; Hanford 8; Riverdale 9; Exeter 10; Fresno 11. (See ROUTES on page 67)

CHORUS EQUITY (Continued from page 11) lect?" Of course, they could use this money. The answer is that Chorus Equity is one of the few organizations in existence whose members remain in their profession for a relatively short time. Youth is at a premium. The producers and the public both demand young faces, youthful agile dancers—young voices. To many of these youngsters the chorus is a stepping stone to the stage, the radio or the screen. Lots of them drift into other more prosaic jobs in the business world. Most frequently of all, however, the girls marry after a year or two and withdraw from the field altogether. Chorus Equity loses track of them after they marry. They themselves are out of touch with their buddies of chorus days; they don't see *The Billboard* or even their own magazine, *Equity*.

And that, to get back to the question above, is the chief reason why chorus members don't collect their claim checks! And now to get down to plain facts, we herewith print the list of chorus members who have not called for their checks: Adrian Anthony, Nancy Lee Blafine, Adele Butler, Charlotte Davis, Liela Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Lorraine Janee, Dorothy Mellor, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ. Seven new members joined the CEA in the past week.

Are your dues paid to May 1, 1938? Members are reminded that if they are unemployed and unable to pay their dues they may apply for an extension or an excused card before December 1, as the delinquency fine of 25 cents automatically goes into effect on that date. Be sure that your correct address and telephone number are on file in this office. EDITH L. CHRISTENSON.

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NOW ON SALE
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THE TITANS
(J. J. Ryan—A. J. Beck—F. L. Barker)
"RHYTHM IN SLOW MOTION"
HOTEL SHOREHAM,
Washington, D. C.
Directed by MILES INGALLS,
International Theatrical Corp., New York.

Tip Top Girls (Barkeley's) Brooklyn, nc. Tip, Tap & Toe (Cotton) NYC, nc.
UP! UP! UP!
"You Can't Have Everything"
Now
COTTON CLUB, N. Y.
Dir.: LEDDY & SMITH, N. Y.

Carter Off To Good Start

Eight-day engagement at Mansfield, O., Coliseum, auspices of Baku Grotto

MANSFIELD, O., Nov. 27.—Recruited from program of Cole Bros.' Circus, a new indoor unit, an Indiana corporation known as Carter Bros.' Great Eastern Circus, with Nick Carter and Eldridge Rumbley as co-owners and managers in charge, inaugurated its winter season at Coliseum here Monday night for Baku Grotto. Engagement is for eight days, with matinees daily.

Staffed almost entirely from ranks of Cole Bros., unit is one of most compact smaller winter shows to head the Midwest. Using more than 30 head of stock, five bulls and all standard circus acts, unit bowed in here without a hitch. Program is under direction of Homer Hobson Jr., with Ray Dean Jr. handling mike announcements and assisting in its presentation. Time of show, one hour and 35 minutes.

Seat Set-Up at Opening

Set-up for opening is more complicated than will be those to follow. Because there are no seating facilities at Coliseum, two reserved grand-stand sections, with chairs, which flank the two sides of the arena and blues for each end were brought here from shows' quarters at Rochester, Ind., providing accommodations for approximately 4,000.

A 10-day advance promotion by show's own personnel resulted in heavy banner sales and an attractive program, well filled with merchant advertising. Unit's next stand is Waterloo, Ia., opening December 4.

Hoot Gibson, with his own company of Wild West performers, is added attraction for this stand only, according to Carter.

Opening night business, in spite of unseasonable cold weather, was in excess of 1,500, with a slightly better Tuesday attendance. Tie-ups with Westinghouse and other industrial concerns contributed substantially to advance ticket sales.

The Program

The program in order: Tournament, Wells Brothers, comedy acrobats. Solo (See CARTER OFF on page 43)

Hamid Acts At Hearn Show

NEW YORK, Nov. 27.—George A. Hamid office supplied acts this week for Hearn's Department Stores' annual Thanksgiving outdoor circus in Central Park, Manhattan, and Prospect Park, Brooklyn. Program, presented once at each park, is significant of opening of Christmas shopping season and is forerunner of "Toyworld," big indoor circuses, at the three Hearn stores.

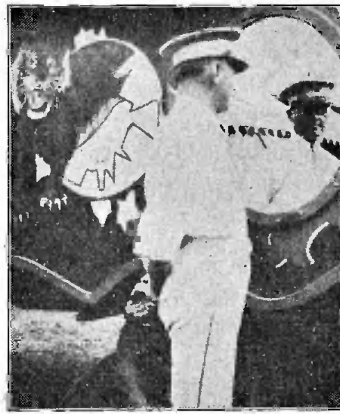
Program of Thursday's attraction included Joe Basile and his Madison Square Garden Band; John Moore, announcer; Capt. Charles Carlos and his dog and pony routines; Osaki and Taki, perch pole; Pallenberg's bears; Bert Sloan and company on high wire; Will Morris and Bobby, comic bike turn; Behee-Rubyatt troupe of tumblers and Dr. Bernard's elephants. A clown alley filled out the bill.

Rita La Plata Under Knife

MANSFIELD, O., Nov. 27.—Stricken suddenly ill shortly before she was to have opened with the Great Eastern circus here night of November 22, Rita La Plata, serialist, was rushed to General Hospital here where she underwent an emergency operation. Her condition is reported improved, but she will be confined to hospital for several weeks, attending physicians said.

Cook, Wiswell to Germany

ERIE, Pa., Nov. 27.—Cook and Wiswell have teamed to take Funny Ford act to Berlin, Germany. Will sail early next month and open at Deutschland Hall. Booked thru Hamid office by Leo Grund. Wiswell was with Walter L. Main Circus past season and Cook appeared at Midwestern fairs.



MACK HELLER seems to make the most of everything. Here you see him looking into a mirror, getting two poses in one shot. Another thing which he found worth looking into was The Billboard's subscription contest in which sales agents on circuses and carnivals participated. The contest ran for several weeks prior to the season's close. Heller the past season sold The Billboard on the Seils-Sterling Circus, where he was bandmaster and mail agent.

Cole Completing Building Program

ROCHESTER, Ind., Nov. 27.—The building program inaugurated by Cole Bros.' Circus for enlargement of its quarters will be completed about December 1. Jack Bigger is supervising the construction of a huge building unit that will house the electrical and tractor department. In same building will be seat department, sail loft and wardrobe section. Other buildings constructed during summer were out and indoor corrals for hay-eating animals. The quarters are recognized as among the largest and finest in the country.

Jess Adkins and family are cruising on their yacht in Gulf of Mexico, using St. Petersburg, Fla., as the base. Zack Terrell and wife, who have been in Louisville, Ky., past fortnight, will join them on a 10 days' cruise from St. Petersburg to Miami. Fred Seymour, superintendent, has returned from a short vacation at his home in Jackson, Mich. Work will get under way in all departments January 1. The building and enlargement program for 1938 will be the largest yet attempted by Messrs. Adkins and Terrell.

Earl Lindsey, treasurer, is spending a fortnight at his old home in Houston, Tex. Is accompanied by his wife, Pat. Harry Herrell and wife have returned from a motor trip to Florida. James McGrath, trainmaster, took the Shrine work in Fort Wayne, Ind., last week.

H. L. Fellows, president of Spring- (See COLE COMPLETING on page 43)

Singelton Again With H-W

BALDWIN PARK, Calif., Nov. 27.—George Singelton, boss canvasman of Hagenbeck-Wallace Circus past season, has been re-engaged for next year. Will be at his home here for several months.

Barney Business Spotty; in 13 States, Covering 20,000 Miles

EL PASO, Tex., Nov. 27.—Barney Bros.' Circus is in quarters here after closing at Sierra Blanca, Tex., November 13. Covered 20,000 miles in 13 States since last March. Show, claiming one of longest seasons for motorized circus, was considerably enlarged after opening in Arizona last spring. Business all season was spotty.

Charles Robinson, William Kemp Smith, clowns, and LeRoy Crandall, pitchman, left a week before closing to organize a winter show.

Mr. and Mrs. C. M. DeVere and Jack Foss, owners of the show, will winter here. Buck Branham, animal man, is in charge of animals at quarters until return of

Karl Bauer Councilman

Former showman elected in home town, Canton, O.—to come to aid of shows

CANTON, O., Nov. 27.—Karl A. Bauer, showman for 17 years with major circuses as an acrobat, hand balancer, in ticket departments and other capacities and who once had a one-ring circus on tour, has been elected councilman at large on Republican ticket in his home town, Canton.

He expects to sponsor legislation during his term of office, which starts January 1, that will reduce the prevailing circus license charge here. The present reader, drafted more than 25 years ago before days of the truck circus, is regarded as prohibitive for the smaller shows and for that reason many of the motorized shows have been avoiding Canton in recent years.

Meems To Purchase Animals in Far East

NEW YORK, Nov. 27.—William Meems, of the Meems Brothers & Ward animal importing firm, departed November 13 for the Far East to purchase a cargo of live stock to be brought to this country next April. Consignment will include rhesus monkeys, bears, tigers, rare birds and various species of snakes.

The firm recently moved its office and stock quarters to Mott street, Oceanside, Long Island, N. Y.

IABP&B Pacific Coast Locals Meet at S. F.

SAN FRANCISCO, Nov. 27.—Delegates from Pacific Coast locals of Billers' Alliance met here for three days, President William Baldwin, of the locals, presiding. It was annual convention. Uniform contracts for all sections and united action on jurisdictional rights were chief topics of discussion. Adjustment of each local's troubles in regard to the Foster and Kleiser agreement on the Coast was arranged.

Delegates included C. C. Garnett, Los Angeles, assistant International president; Charles Escene, Walter Green, Seat-Local No. 49; William Baldwin, secretary Portland Local No. 57; G. L. Phillips, president Local No. 44, and Loyal H. Gilmore, sixth International vice-president and secretary Local No. 44, San Francisco; B. A. Brundage, San Francisco, president of newly organized Circular Distributors' Local No. 11.

Gaston in Chi Coliseum Show

CHICAGO, Nov. 27.—Reuben Gaston, veteran animal man, who has been with all the big ones thruout the world, is appearing in the Milk Fund Circus, which opened Saturday at the Coliseum. Bert Clinton and Toby Wells, of Performers' Consolidated Attractions, who booked Gaston, state that they are planning some innovations in animal acts for hotel night spots.



WHEN DOWNIE BROS.' CIRCUS was at Leesburg, Fla., in October, the late Col. Linard Jones, a great circus fan if ever there was one, saw the show and it was his wish that this photo be published in The Billboard. Others shown in picture, left to right: Ed Baker, superintendent Harry-Anna Home; Harry Mack, Reb Russell and Bert Wallace, of the Downie show.

Lindemanns Have 29-Week Season

SPRINGFIELD, Mo., Nov. 27.—Lindemann Bros.' Seils-Sterling Circus closed its 19th annual tour at Mt. Vernon, Mo., November 7, giving a matinee performance only and then came here to quarters. Was on road 29 weeks and in 10 States. Opened in Springfield, Mo., April 16-17.

First two weeks eight performances were lost due to storms and continuous rains. Entered Illinois at Pittsfield, playing 19 stands, then entered Wisconsin at Beloit. Both States greeted show with usual turnout of good crowds. From Wisconsin back to Illinois. Returned to Wisconsin, playing at Sheboygan, home town and main office of show. At Sheboygan played to largest crowds ever to attend the circus in home city. Moved to Northern Michigan, then back into Wisconsin. Played Duluth, Minn., only stand in Gopher State.

49 Stands in Wisconsin

Ten more stands in Badger State, making a total of 49 in State. Then went into Northern Michigan, playing 11 towns, and then across Straits of Mackinaw. This made seventh time show has ferried the Straits. Cheboygan, Mich., was initial stand of lower Michigan. Twenty-one stands were made in (See LINDEMANN'S HAVE on page 65)

R-B Quarters Open to Public

SARASOTA, Fla., Nov. 27.—The quarters of Ringling Bros. and Barnum & Bailey Circus were thrown open to the public on Thanksgiving Day. Attendance was good.

During the time that has elapsed since show came into quarters the 700-acre tract has been placed in A-1 condition, all equipment stored and menagerie animals housed for the winter.

Entire executive staff is in quarters with exception of Sam W. Gumpertz, retiring general manager, and Carl T. Hathaway, tentatively designated as his successor, both of whom are in the North on business.

Gumpertz upon his return will dedicate the Sam Gumpertz ward for underprivileged children at Halton Hospital in Sarasota. A private subscription started by Gumpertz for purpose of equipping the ward with an iron lung is growing rapidly.

Mrs. Charles Ringling, together with Ed and Jennie Rooney, trapeze stars, spent last week at Bonner's camp on Lake Okeechobee.

Magyar Troupe, before sailing for Havana, made appearances at Royal Palm Club in Miami.

Joe Dan Miller, commissary superintendent, served customary turkey dinner to winter-quarters crew in the quarters mess hall. Franz Woska, menagerie superintendent, is spending a brief vacation in New York.

Matt Laurisch, trainer. Charles Willford, head mechanic, is working on trucks.

Other members left for following destinations: Mr. and Mrs. Jack Turner, banners, to Toby Young Players in Arkansas; Mr. and Mrs. Art Powell, Amador and Esperanza Gutierrez and Jimmy Sheldon, Phoenix, Ariz. C. W. McKay, Guy Blackburn, Mr. and Mrs. Ralph Noble and Mr. and Mrs. Mario Meza, Oklahoma City; Curley Roberts, chief electrician, Stephenville, Tex.; Joe Levine, concessioner, Chicago; Joe Riggers and his colored band, to homes in Missouri; Lee Hinkley and his band to scattered homes; Nat Alberts, Tye Cobb and Ham Hanson to California; Ted Fleury, brigade manager, to West Coast.



With the Circus Fans

By THE RINGMASTER

CFA
 President **MELVIN D. HILDRETH**, W. M. BUCKINGHAM
 716 Evans Bldg.,
 Washington, D. C.
 Secretary **WALTER HOHENADEL**, Editor
 "The White Tops," care Hohenadel Printing
 Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 27.—Members of James E. Cooper Top are planning to entertain Sir Cedric Hardwicke, president of CFA of Great Britain. Expects to present his play, *Shadow and Substance*, in Washington. Our member, Drew Pearson, will be chairman of welcoming committee.

Subscriptions to *White Tops* have been received from several motion picture studio research departments, which will use magazine in circus research for writers and for sets and equipment in motion pictures with a circus background.

A. T. Sawyer, CFA, writes: "I had several enjoyable visits with Irving K. Pond while he was detained in Monmouth in hospital for a little over two weeks. It was first time that I had met Mr. Pond and I am very proud to know such a grand man. He presented me with an autographed copy of his late book, *Big Top Rhythms*, which I treasure very much."

Usual Luncheon of Chicago John L. Davenport Tent was held in Old Town Room, Hotel Sherman, November 18.

Col. William S. Sneed was at Peru quarters when H-W show arrived there November 13. He met Don Howland at South Bend and motored to Peru from there. Met Howard Bary, Mel Smith, Terrell M. Jacobs and others on that show and then called on Nick Carter at his new night club.

Stuart M. English, member of Pat Valdo Tent, Binghamton, N. Y., has returned from St. Petersburg, Fla., where his wife and child are wintering. English will return at Christmas for several weeks and plans to make a number of journeys to Sarasota and Ringling quarters. Nelson Ellis, another member of this Tent, spends much time at State Troopers' Barracks, Sidney, N. Y., home of Dan E. Fox. Fox and Ellis talk circus

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in Fox's office, where are hung many pictures of famous stars of circus and Wild West shows.

George H. Scholderer, Fan, is now at his home after a very serious illness which kept him in City Hospital several weeks. He is rapidly recovering.

Linarud Jones Funeral Services at Elks' Lodge

EUSTIS, Fla., Nov. 27.—Funeral services for Col. Linarud Jones, 14, known as "The Little Colonel," who died at the Harry-Anna Home for Crippled Children, Umatilla, Fla., November 14, were held at the Elks' Lodge here afternoon of November 16. Burial was in Glendale Cemetery. For 11 years he had been bedfast, suffering from tuberculosis of the spine. The youngster had great admiration for the circus and circus folk and had many friends in the profession.

Full Elks' funeral services were conducted by J. Edwin Baker, superintendent of the Harry-Anna Home. The American flags on the lawns of the Elks' Lodge and the Harry-Anna Home were at half mast, and the banners of the mythical Col. Linarud Jones' Colossal Circus G'Lux were flying in the breeze. Many people were on hand, among them Helen Haag, her husband and Major Albert Korst, of Mighty Haag Circus, who traveled 460 miles to pay a last tribute. Pallbearers were Dr. W. L. Ashton, Tracy Hager, Harold Ferran and Vernon Hall. Survivors are father, brother and two aunts.

Numerous letters, telegrams and flowers were sent by showfolk and friends, among them S. L. Cronin and wife, Barnett Bros.' Circus, Ray W. Rogers, Jess Adkins, Frank R. Hanson, Bill Montague, Sam R. Stratton and wife, Marjorie Reed Rawls, John M. Caruthers and wife, George H. Lux, Mighty Haag Circus, Circus Fans' Association, Dolores Fielding Heater, Frank V. Baldwin Jr., Leonard Traube, Frank Braden, Ringling-Barnum Circus, Cole Bros.' Circus, Elks' lodges, *The Billboard*, Governor Cone of Florida and Dave Sholtz, ex-governor of that State, and Governor Davey of Ohio.

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

NEW YORK, Nov. 27.—The WPA Federal Theater Project's circus closed last of its week-end runs at Jamaica Arena, Jamaica, November 21. Biz was very poor. It was decided to keep show at the Arena to allow Managing Director Burns O'Sullivan ample time to balance program before tour of the armories starts. Visitors included "Slim" Walker, Art Eldridge and Jimmie Hughes.

Show moved to New Rochelle this week, opening at Naval Militia Armory. Admission prices for this date have been upped to decide whether or not it will pay project to troupe the show.

When show returns to Manhattan December 1 for a limited engagement the entire Federal Theater executive staff will be guests of O'Sullivan. Special invitations have been sent to members of the CFA in vicinity of New York to be on hand for this opening, reports Wendell J. Goodwin.

Bible Bros. Playing Under School Auspices

CANTON, O., Nov. 27.—Confining its route to smaller cities and playing under school auspices, Bible Bros.' Circus, new to this territory, has been playing extensively thru Ohio past two weeks. Before coming into Buckeye State unit played in Illinois, Wisconsin and Michigan. Is moving on two motor units presenting two performances in a town daily and an occasional morning show when jumps are short.

When caught by a representative of *The Billboard* at near-by Wadsworth performance ran slightly better than an hour and scored with large audience. Program, which is presented by O. R. Bible, assisted by his wife, Ruth, follows: Bible's King Lear pony troupe, well drilled and doing a better than average routine; riding dogs and monkeys; "Cute," human-minded pony, doing a difficult pickout repertoire; Miss Ruth's pigeons, excellently trained; the Red, White and Blue Canine Revue, with a high diving stunt for a finale, five well-trained Spitz dogs, each a different color. Unit closes with presentation of "Brownie," a cub bear.

Unit continues thru Ohio, then into the Midwest, with bookings completed until February 1, after which it will be routed south, Bible asserted.

Activities of Model Builders

ST. JOSEPH, Mich., Nov. 27.—W. M. Buckingham, Norwich, Conn., national secretary of CFA, is a new member of the Circus Model Builders. Ralph H. Miller saw Cole Bros. at Blytheville, Ark., not at Memphis as previously mentioned.

Osborn Schleentz, Long Branch, N. J., who has a model of Sells-Floto Circus, is a new member. Other new members are Jean LeRoy, Detroit; Robert O. Danner, Muncie, Ind.; Clyde S. Hight, Henderson, N. C. Clarence Pfeffer, Johnstown, Pa., has been busy working on his model circus.

George H. Graf, Peru, Ind., spent much time at quarters seeing H-W Circus put away for the winter and visiting with Terrell Jacobs and other friends with show.

W. H. Hohenadel, Rochelle, Ill., recently visited John Shepard in Chicago. They both went to the Hobby Show and had a long visit with Charles Bernard, who had an exhibit of circus items at show. Hohenadel has been made an honorary member of the Model Builders.

Charles N. Sateja, Camden, N. J., is the only member who has a motorized circus. Gordon M. Potter, St. Joseph, recently made several trips to Chicago and visited with Charles H. Bennett and John Shepard and saw their model circuses. Also attended a meeting with them of Chicago CFA and were at the Atwell Luncheon Club.

Those interested in Circus Model Builders and Owners' Association should write Secretary-Treasurer John R. Shepard, 438 North Parkside avenue, Chicago, Ill.

Beechnut Show at Miami

MIAMI, Nov. 27.—The Beechnut miniature circus opened last week on Biscayne boulevard to a continuous capacity crowd. Will remain here for winter.

It is a cleverly designed layout of a real circus, with one act representing the Wallenda act, Clyde Beatty cat act, aerial acts, but highlight is grand entry, with horses, elephants and camels in gorgeously colored costumes.

Several new circus outfits on wagons will take to road coming season, covering entire country.

Sparks Going to Springs

MACON, Ga., Nov. 27.—Charles Sparks, after recovering from severe illness, is planning to leave soon for Hot Springs, Ark., to take the baths. Will be away from Macon for three weeks or longer.

In meantime there is little activity at Downie quarters and no further announcement of plans for a railroad show.

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Under the Marquee

By CIRCUS SOLLY

ORVILLE SPEER, with Russell Bros. past season, is now at Clinton, Ind.

BUCK LEAHY, comedy gymnast, is playing night clubs in New England.

JEFF MURPHREE, clown, is in toy department of Joseph Horn Store, Pittsburgh.

JOHN COOPER, sousaphone player with Siebrand Bros. Circus, will winter in Kansas City.

KELLIE KING, who closed his animal show in Ohio in October, is now at Craig, Fla., and reports fishing good.

OLYDE BEATTY had his tonsils removed at Memorial Hospital, Houston, Tex., November 24.

FLOYD KING spent several days at Cole Bros. quarters, Rochester, Ind., last week.

GENE ROGERS went to Houston, Tex., to team up with Jane Walters and Baby Maxine and break a three-people slack-wire act.

RED RUMBELL, of Sells-Sterling Circus, and wife (Phyllis Darling) are spending a few weeks at Hot Springs, Will winter in Los Angeles.

DOC J. A. BURNS and wife, with Lewis Bros. Side Show past two seasons, will open museum in Kentucky second week in December.

A total of 40 cents federal and state charges on a reserved seat doesn't elevate the circus in the eyes of the public.

J. S. KRITCHFIELD, after closing with Downie Bros., went to Chicago to spend a few weeks with his brother and sister. Will go to Atlanta, Ga., for winter.

FRANK KISSELL has had a stroke of paralysis and is at Masonic Home, Utica, N. Y. Letters from friends will be appreciated.

MRS. WALTER GOLLMAR and son, Walter Jr., who had been in the South, returned home to Evansville Wis., for winter.

UNITED INDOOR Circus played South Bend, Ind., November 19-21, auspices of Studebaker Athletic Association. Reported that biz was not good.

HORACE LAIRD, clown with Cole Bros., is at Snellenberg department store, Philadelphia, in George E. Roberts' One-Ring Circus. After holidays he will work indoor circus dates.

THE LAVELDAS recently closed with Vandenberg Bros. Circus and are at home in Lincoln, Ill. Are building a housecar on a new truck. Show is still on road.

CHARLES CAMPBELL and Ben Sherwood, butchers, past season with Wallace Bros. Circus, are operating Campbell's Candy Shop in connection with Lyric Theater, Sylva, N. C.

SIX JORDANS, after six weeks on West Coast for Bert Levey, jumped to Washington, D. C., appearing at Howard Theater week of November 19. Apollo Theater, New York, followed.

WE REMEMBER when Teets Bros. Circus, traveling in Virginia, thought rubber bands were too expensive. They tied a bundle of 50 hard big-show tickets with a string.

WHEN SELLS-STERLING show was at Ada, Okla., band went to grave of Dad Whitlark and played a selection. Others present from show were Art Miller, general agent, and Col. Kit Carson.

MARTHA ERNESTO, formerly of Walters' riding act with Ringling-Barnum, is in Sweden, where she is visiting her parents and also continuing her studies in X-ray and Roentgenology.

ERNIE AND PAULINE SYLVESTER, of Cole Bros. Circus, are spending several weeks in St. Petersburg, Fla., visiting Dr. and Mrs. Partello. Expect to return to Rochester, Ind., first of year.

DRESSEN'S Circus Openers opened a four weeks' engagement in toy department at Sears Store, New Orleans, November 27 and Dressen's Side Show at

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

LENDING CIRCUS atmosphere to Gene Hamid's new stage unit, which he has tagged *Folies Internationales*, playing thru Eastern Ohio, are Six Tumbling Demons, acrobats, and Three Cards, teeterboard performers.

TIGE HALE, trombonist with Sells-Sterling, returned to Muskegon, Mich., with King Balle, Side-Show manager, following close of show. Will play in Sealed Power Piston Ring Band for winter.

FIVE FEARLESS FLYERS, after closing season with Russell Bros., opened November 22 at Shrine Circus, Evansville, Ind. Will play Elks' Circus, Portland, Me., to be followed by other indoor circus engagements.

IN SPITE of present conditions we predict that 1938 will be a good one for the circus that has something new and novel to offer, but a bad one for those who propose to see how little they can give.

CHARLES ROBINSON is spending winter in San Antonio, Tex. Lou Walton, who was with Seal Bros. Circus, spent a week with him and then left for Little Rock, Ark., to join a road show unit. Riggs Troupe also left for road.

ABE GOLDSTEIN, since close of Barnes show, has been living with his mother in Los Angeles. Abe is playing night clubs and kid parties and expects to appear at several indoor shows after first of year.

JEWELL AND CHARLES POPLIN, past six seasons with Downie Bros., spent a week with George and Thelma Quattlebaum at Anderson, S. C. Poplin went to Rocky Mount, N. C., to have cast removed in order that he can play some dates.

Arnold Maley, in charge of white ticket wagon on Cole Bros. Circus, and wife (Esma Wilson) have concluded a visit with Mr. and Mrs. K. C. De Long at Massillon, O. From Massillon the Maleys planned to go south for visits in their respective home cities.

Florida has more than its usual share of circuses. Barnett Bros.' show is here. Mighty Haag Circus recently made a long jump to return to its home State. Howe Bros. show also has a Florida route. Ringling-Barnum, Hagenbeck-Wallace and Downie Bros. are among other shows there previously.

BOBBY BURNS, of Walter L. Main Circus, was in Fife Lake Forest Reserve near Kalkaska, Mich., and obtained his allotment of buck deer. Went to Louisville, Ky., to resume radio clown work until Christmas for Sutcliffe Company, where he has entertained for past eight years.

M. PAUL THORPE, manager Flying Sensations, advises that act recently finished 28 weeks of parks and fairs for George A. Hamid and will again appear under Hamid banner next year. Will enlarge act, adding a girl flyer. Is wintering and rehearsing at St. Petersburg, Fla., prior to winter dates.

THE LATE George (Deafy) Denman was with Barnum & Bailey Circus for several years prior to 1910. In last week's issue it was stated that he had been with Ringling Bros. and Barnum & Bailey shows from 1910 until his retirement in 1933.

FRANK (MICKY) DOYLE has done a good job in compiling souvenir route book of Tom Mix Circus. It contains 28 pages, measures 7 by 10 inches and cover is done in colors. In addition to season's route it has complete personnel, program, group and other pictures, interesting facts, colorful sidelights, etc.

HENRY BROS. CIRCUS, at Green River, Utah, was visited by a cowboy who upon learning that the show's lions were fed mostly horse meat volunteered to go out and shoot a wild horse for the lions. The cowboy, in addition to this, also roped a two-year-old colt, which he led to the show's stockyard. The show's trainers are breaking it and will make a menage horse of it. Has been named (See Under the Marquee opposite page)

15 Years Ago

(From The Billboard Dated December 2, 1922)

W. H. (Bill) Rice contracted his water circus for the Manila (P. I.) Exposition November 22. Show also had contracts for Calcutta, Shanghai, Peking and Tokyo. . . . Horne Zoological Arena Company's animal and menagerie exhibit was on display in Chicago. . . . Charles Sparks show was contracted to exhibit in Tampa, Fla., for two days under Masonic auspices. . . . Charles Mack was working in a Cincinnati department store doing Punch. . . . Pufflonces show opened at National Theater, Havana, Cuba, November 24.

Charles Parker, old-time circus painter, was painting scenery for Hilla Morgan Stock Company. . . . Arthur Borella, clown, closed the season with Sells-Floto Circus at Ardmore, Okla., November 8 and opened in Milwaukee November 14 with Hagenbeck-Wallace Winter Circus. . . . Vernon Reaver was wintering at his home in Des Moines, Ia., after closing as contracting agent with Sparks Circus. . . . Charles Boulware, former manager of the Howe show, was with Thomas H. Ince Studio, Culver City, Calif. . . . Jumbo, large elephant of Gollmar Bros. Circus, which had been sold to a wholesale grocer of Columbus, Miss., sustained a broken neck when attendants attempted to extricate it from a mire.

George Salthouse, electrician of the Ringling-Barnum Circus, was working in same capacity for *Greenwich Village Folies* road show. . . . Bill Campbell, of Campbell, Bailey & Hutchinson Circus, visited Great Keystone Shows at Conetoe, N. C., and sold Manager Sam Dock a lion, bear and a cage. . . . Doc Hastings was convalescing at Cook County Hospital, Chicago. . . . Arch Blankop, vice-president of International Association of Bill Posters and Billers, Local 46, Cleveland, was fatally injured in an auto accident November 5. J. M. Carrington, who formerly operated Carrington's Circus, died in Richmond, Va., following an operation.

Rex M. Ingham's Show Playing Public Schools

LYNCHBURG, Va., Nov. 27.—Rex M. Ingham's Congress of American Indians played Academy Theater last week-end. Indians were sent to public schools and were presented to city officials by theater management. Group has been on tour since middle of November making school dates in Virginia and North Carolina. A 35-minute program is presented, six schools being played daily. Outfit is owned by Ingham and Sampson Sine, Winnabago Indian. School program consists of a seven-minute lecture on Indian life by Ingham and 28-minute program of tribal songs, dances and native ceremonials.

In party are Chief Canoe, of Canadian Iroquois; Chief Walks With the Wind and family, Winnabagoes; Big Elk, a Cheyenne from Wyoming; Black Hawk, Arapahoe from Oklahoma; Spotted Calf, a Kiowa; Flaming Arrow, a Comanche. Stands on a Cloud, Winnabago squaw with her two children, Daybreak, three years of age, and White Beaver, small papoose.

After working some store dates in toy departments in North Carolina outfit will play series of school dates in Tennessee. Group is transported in two cars and trailers. Ingham recently presented his wife, Fannie, with a Studebaker Commander.

Irish Horan Re-Engaged

CINCINNATI, Nov. 27.—Irish Horan, on press staff of Tom Mix Circus, has been re-engaged for next season. Was here yesterday on his way to Chicago.

Notes From France

PARIS, Nov. 22.—Among acts at Cirque de Rouen, in Rouen, are the Erwingos, aerial; Joe Ortnes, juggler; Volair Trio, flying trapeze; Great Frederic, iron jaw; Althoff's elephants and horses, and the clowns, Baby and Lole. Wervich's Animal Circus, Muller's Menagerie and Debard's Circus are at street fair in Pau. Lambert's Menagerie is at fair in Bourg en Bresse. Mago, trained elephant, is at Casino Municipal in Nice.

The Corral

By ROWDY WADDY

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

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

GET THE HABIT. Read the Letter List in each issue of *The Billboard*. Numerous rodeo folks' names have appeared therein lately. This free mail forwarding service each week is a wonderful aid in keeping the boys and girls of the profession in touch with each other.

DURING THE WINTER there is more space available for reminiscences of old-time rodeo and Wild West performers. This is made possible because there are so few rodeo results to be published. Why not tell Rowdy all about it?

COWBOY STANDING for the 1937 Grand Champion Cowboy title as announced by Fred McCargar, secretary of the Rodeo Association of America: Everett Bowman, 7,021; B. Mulkey, 5,395; Eddie Woods, 5,389; Paul Carney, 5,149; F. Truan, 4,921; Smoky Snyder, 5,854; Hub Whiteman, 4,786; Jack Cooper, 4,778; Bill McMackin, 4,239; Asbury Schell, 4,112; Carl Shepard, 4,074; Doff Aber, 4,036; Nick Knight, 3,879; Gene Ross, 3,834; Eddie Curtis, 3,489; Clyde Burke, 3,394; H. Bennett, 3,299; F. Schneider, 3,213; Clay Carr, 3,155; John Bowman, 3,107; Jake McClure, 2,934; Buckshot Sorrells, 2,890; Canada Kid, 2,870; Rusty McGinty, 2,730; J. Schneider, 2,698; Harry Knight, 2,687; H. Linder, 2,601; R. Matthews, 2,471; Dick Truitt, 2,465; Jonas De Arman, 2,451; S. Bartelmay, 2,426; Lonney Rooney, 2,399; Ken Hargis, 2,335; Dave Campbell, 2,294; Ray Matlock, 2,158; Jerry Ambler, 2,151; H. Pettigrew, 2,138; J. Whiteman, 1,943; Hughie Lough, 1,901; Charles Jones, 1,814; T. Greenough, 1,776; Ralph Bennett, 1,768; Shorty Hill, 1,741; R. Merchant, 1,737; Slat Jacobs, 1,729; Cleve Kelley, 1,709; Everett Shaw, 1,703; Pete Grubb, 1,699; H. Heffner, 1,693; Dick Griffith, 1,691; Cliff Helm, 1,671; Earl Thode, 1,613; Leo Murray, 1,543; Floyd Stillings, 1,506; Andy Jaurugui, 1,491; B. Stevers, 1,476; Irbly Mundy, 1,453; M. McCrorey, 1,365; Alvin Gordon, 1,358; Terry Lockyer, 1,309; Doug Bruce, 1,302; Milt Moe, 1,269; B. Goodspeed, 1,257; Roy Lewis, 1,247; Herb Meyers, 1,247; Cecil Owsley, 1,231; Ted Powers, 1,225; Jack Meyers, 1,215; Tom Taylor, 1,212; R. Ingersoll, 1,200; Bob Askins, 1,193; Eddie Jones, 1,191; Harry Hart, 1,162; Leonard Ward, 1,136; Kid Fletcher, 1,134; Ken Roberts, 1,131; John McIntyre, 1,124; O. Zumwalt, 1,123; John Jordan, 1,121; Floyd Peters, 1,120; Pat Woods, 1,118; Guy Cash, 1,060; E. Pardee, 1,021; Steve Heacock, 1,004; Floyd Depew, 992; Rube Roberts, 984; Carl Arnold, 981; Arthur Belcoat, 970; L. Conley, 964; J. Rhodes, 958; T. Rhodes, 935; Jim Snively, 944; Toots Mansfield, 940; Dogtown Slim, 939; Ward Watkins, 938; Herschell Ross, 932; Jess Goodspeed, 924; Buck Davis, 918; Bob Crosby, 892; Tom Hogan, 887; Roy Adams, 879; Jim Irwin, 879; Roy Gafford, 869; H. Strickland, 866; M. Stopehouse, 866; Vic Rogers, 864; Duward Ryan, 861; Shaniko Red, 854; Foreman Faulkner, 848; Bob Walden, 833; Tom Bredren, 826; Shorty Ricker, 812; Ike Rude, 811; Cecil Henley, 805; Joe Thompson, 792; Felix Cooper, 783; D. Thompson, 774; Hugh Ridley, 771; Bronk Riding—Burel Mulkey, Jack Cooper, Eddie Woods, Doff Aber, Bull or Steer Riding—Smoky Snyder, Frank Schneider, Canada Kid, Shorty Hill, Bareback Riding—Smoky Snyder, Paul Carney, Kid Fletcher, Hoyt Heffner, Calf Roping—Everett Bowman, Clyde Burke, Roy Matthews, Asbury Schell, Steer Wrestling—Gene Ross, Hub Whiteman, Rusty McGinty, Everett Bowman, Steer Decorating—Art Lund, Harry Knight, Joe Mendes, Herman Linder, Steer Roping—Everett Bowman, Foreman Faulkner, Charles Jones, Bill McMackin, Team Roping—Asbury Schell, Carl Shepard, John Rhodes, Breezy Cox.

Cowboy Sit-Downers Okeh as Long as They Sit on Horses

OGDEN, Utah, Nov. 27.—Mayor Harman W. Peery of Ogden said here last week that he is in favor of "sit-down tactics" on the part of cowboys as long as they sit atop their horses and keep moving in the right direction for the (See COWBOY SIT-DOWNERS page 66)

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

GREATER CINCINNATI amateur roller skating championships will be held in Norwood Roller Rink under auspices of Norwood Roller Skating Club on December 14. There will be four divisions for men and women: Juvenile up to 12 years of age; Junior, 12 to 14; intermediate, 14 to 16, and senior, over 18 years. There will be three distances for each division—quarter, half and one-mile events—making a total of 24 events. Gold, silver and bronze medals will be offered to first, second and third in each event. Clayton Von Hagen has been named chairman of the entry committee. The races are being held under sanction of the Roller Rink Operators' Association of the United States and all contestants will have to meet Amateur Athletic Union amateur registration requirements. Hi Baurittel's Amateur Athletic Union Officials' Association will furnish all officials for the meet.

THE ARENA, Jacksonville, Fla., has been opened for roller skating on Wednesdays, Thursdays, Saturdays and Sundays, reports President Jimmie Murdock, who conducts amateur boxing Monday nights and pro wrestling Tuesday and Friday nights. Rink is 92 by 42 feet with maple floor. He plans to present exhibitions and skating acts.

CONTINENTAL Thrillers, fancy and trick roller-skating act, reported being in its seventh week at the Wivel Restaurant, New York City.

PART of Pewsey's garage building, Edgewood, R. I., reports R. Pewsey, has been remodeled for roller skating. A maple floor has been laid in the structure, which still has plenty of space for extension.

REALTOR, roller skater, is at the Coliseum in Paris. Four Macks, American roller skaters, are at the Hansa Theater in Hamburg. Three Veronas, roller skaters, are with the Circus Busch in Vienna.

FOUR MACKS, American roller skaters, are returning to the United States in December after playing principal cities of Europe. Four Comets, American roller skaters, are at the Varietes in Brussels.

AFTER engagements at Oak Park (Ill.) Fremens' Benefit on November 16-19 and a return date at Odd Fellows' All-Star Revue in the Hotel Schroeder, Milwaukee, on November 29, Royal Rollers report they will play at a Socialist Carnival in Milwaukee Auditorium on December 1-5, having also been on the bill at the 1936 event.

EAST AKRON RINK, Akron, O., second to operate there, has been opened with sessions nightly except on Saturdays, when the rink will operate until midnight. Features include a new floor, new decorations and new Chicago skates. A beginners' class is held nightly, limited to 40. New spot is only competition for Leo Mayntner's rink in Summit Beach Park, which for several years has operated the year round.

SOME of the dress rules and other regulations of Winter Garden management, Dorchester, Mass., are: "Gentlemen are not permitted to skate in vests or with suspenders showing. Overalls or dungarees are strictly forbidden. If sweaters are worn they must be clean and neat in appearance. Gaudily striped football jerseys are forbidden. Aluminum, alloy or metal wheels of any kind are forbidden. Fast skating, playing tag, racing, showing, wrestling, smoking on the skating surface, stamping skates on the floor in time with music, drinking or bringing intoxicating liquors into the building, petting of any kind and profanity are strictly forbidden. The management reserves the right to refuse admission to any objectionable person or persons and the right to eject any person or persons breaking these rules."

ORVILLE GODFREY, manager of Madison Gardens Rink, Detroit, reports his spot so popular that he bought another hundred pair of skates from Chicago Roller Skate Company last week.

THREE BEES, Betty, Buddy and Bob, roller skaters, recently played Club Rio and Andrew Perry's Walnut Skating Palace, Allentown, Pa.

"REGARDING the recent statement of E. M. Moear in the Rinks-Skaters columns," writes Bill Henning, Armory Roller Rink, Chicago, "about sizes of roller rinks, Armory Rink is 280 by 120 feet. I have been around a bit and I don't believe there are any as large as this. It has no beginners' floor and all space is for skating. Rink is now decorated with cream ceiling, buff side columns and dark brown base. Skating sessions are on Mondays, Wednesdays, Thursdays and Saturday and Sunday afternoons and nights. Joe Laurey, floor manager, has a staff of 12 and four skate boys. Bill Henning is in charge of skate-room with two helpers. Mr. and Mrs. Sid Kean have the refreshment stand. Mr. Lange, formerly of Euclid Beach Park, Cleveland, is out of Hines Hospital and back on the job as floorman. Fred Leiser is owner and manager and Mrs. Leiser assistant manager. Crowds are getting bigger and boys and girls from Riverview Rink, Milwaukee, and other rinks near by often visit. George Schrader has his hands full with beginners and does a nice job of it. George Schwartz, oldtimer, is around at all race events."

International Relationship

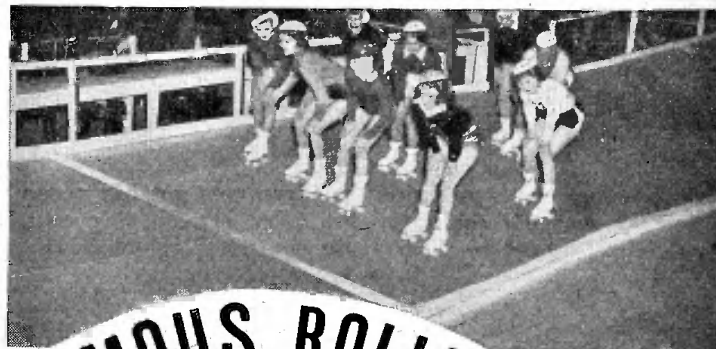
By CYRIL BEASTALL

DERBY, Eng.—A wider and more valuable co-operation between roller organizations of England and other countries, especially France, Germany and the United States, is becoming more noticeable year by year and this augurs well for the future of international competitions.

I hear that the roller boys have wished a job onto Perry Rawson, New York, who was over here some weeks looking into the roller dancing art as developed in England. They have appointed him chairman of the dance committee of your new organization, which, if I may be forgiven for suggesting it, might have been given a more fitting name. The present title is too suggestive that it is there to serve roller rink operators and not necessarily the skaters themselves.

In view of this cabled appointment, Mr. Rawson remained in London a week longer than he originally intended in order to absorb everything in the dance line that may be of value to American skaters. He sails for home on November 17. I visited him in London and was delighted to find a man whose intelligent outlook on the whole roller skating position was a revelation.

Besides collecting a mass of dance data and technique he has been in conference with officials of our National Skating Association who were fortunate enough to be present in Stuttgart, Germany, last month, at the birth of inter-



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Ordinary floors won't do for featured roller racers. They prefer smooth, speed-surfaced floors of Celotex Tempered Hard Board.

The big 4 by 12-foot boards make an almost crack-less floor! And one that's free of choking pumice dust—for this floor stays in condition without constant use of pumice—one treatment of powdered pumice when the floor is laid is usually sufficient!

Plan now to build a Tempered Hard Board floor in your roller rink. You'll get a far bigger payoff. For, once they've tried this fast, smooth floor, occasional skaters become regulars. Send the coupon for full information.



Laying a Celotex roller floor. Ordinary mechanics can apply the big, strong 4 by 12-foot Celotex Tempered Hard Boards direct to existing wood floors or sub-floors.

THE CELOTEX CORPORATION BB 12-37
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Please have your nearest representative call with full costs and application details on the Celotex roller floor.

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County.....State.....

national competition in roller pair and figure skating.

To the roller skating world this event was a momentous occasion. It marks the possible debut of roller skating into the charmed circle of Olympic sports. What a tremendous boost that will give our art!

At Stuttgart there were certain disputed rules to be ironed out, as there are at every international competition, but, on the whole, everything went off in amicable style. This augurs well for the future. All that is now needed to give the required impetus is for the United States to affiliate with the Federation Internationale de Patinage a' Roulettes.

If it does this and begins to train its inexhaustible supply of skating talent in school figures, dancing, speed and hockey, it is my firm opinion that a golden era lies ahead for roller skating.

From my conversation with your dance chairman, I gathered that he believes that France and Germany will have to look to England for their dance routines

for international competition, not having many of their own.

With this idea in mind, his recommendations to his committee will probably stress the necessity of inclusion of a number of the best English dances so that American skaters will be somewhat prepared in the event of U. S. A. affiliation with the international body.

UNDER THE MARQUEE—

(Continued from opposite page)

Green River. Hi Walker, scenic artist and painter, arrived from Hollywood and is painting animal heads and clowns on all cars. Show has 14 trucks and cars, 5 lions, 2 pumas, 2 bears, a tiger and leopard, 2 racoons, 2 badgers, 10 monkeys, an ape, 1 baboon and 8 Shetland ponies.

THE CIRCUS OWNER is a cheerful fellow, but facts are facts. There were not many circuses that made any money the past season. With exception of several, any truck show is on the market for sale. The truth is the fall tour of many circuses was anything but encouraging.



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Established 1884.
3312-3318 Ravenswood Ave., Chicago, Ill.
The Best Skate Today

NOW USING
Ice Skating Acts with Hockey Games Every Week.
Address
J. B. SOLLENBERGER
Hershey, Pa.

CORRECTION
Due to a typographical error the word "or" instead of "of" appeared in a recent Roll-Away Skate Company advertisement. The sentence should have read "Write for free sample of descriptive literature."

ORDER "CHICAGO" RACING SKATES
built for **ENDURANCE**
as well as **SPEED**. Used and indorsed by the fastest.

No. 886
CHICAGO ROLLER SKATE CO., 4427 W. Lake St., Chicago, Ill.

SKATERS WILL BUY
the new Roll-O-way Challengers. They have everything: quality—construction—durability—safety—speed—and low price appeal. Rink owners cash in on the skaters' desire to own their own.
Write for free sample of descriptive literature.
THE ROLL-AWAY SKATE CO.
12435 Euclid Ave. Cleveland, Ohio

Miami's Funland Has Array Of Shows, Rides on Midway

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

MIAMI, Nov. 27.—Funland Park, which opened last Saturday night to big crowds in spite of a cold spell, is newly painted and well laid out, with shows, rides and concessions getting a big play. It remained for the new ride, the Stratoship, to get a play from opening till long after park gates closed. David B. and Ralph N. Endy and W. J. Tucker were complimented on a job well done. Telegrams poured in from showmen and park managers thruout the country, wishing the management success. State, city and county officials looked over the park and a delegation of ministers took in all rides and shows and gave their approval, several indicating they would hold picnics thru the winter in Funland. Wall of Death, motordrome, with a swell flash, got plenty of business, while rides did big business and shows played to capacity. Bal Tabarin, open-air dance floor, was crowded all evening for dancing to music by William D. Seigrist and his Funland Jazz Band.

Showmen from all parts of the South, on hand for the opening, were loud in praise of the clean midway and colorful layout. Free attractions were well received and the management has sensational acts scheduled for the winter.

Advertising Is Heavy

Matthew J. (Squire) Riley was active as chairman of entertainment and Jean Belasco, doing publicity, entertained reporters and photographers from the dailies. Oscar V. Bubcock, loop-the-loop, and Wollandi, high wire, were given big receptions.

About 20,000 pieces of mail were used in exploiting the opening, and newspaper, billboard and street-car advertising within a radius of 50 miles in addition to radio on three stations. Many concession stands are on the midway, with more coming in. Rides and exhibits have used more space than anticipated, necessitating abolishing parking space on grounds and forcing the leasing of additional ground on an adjoining lot for 600 cars.

Crosswalks and main midway have been given names, with signposts erected. The two main thoroughfares have been named Endy Boulevard and The Billboard Avenue. Crosswalks have been dubbed Walling Lane, Jackpot Avenue and Shamus Row. Attendants are all uniformed and park is open daily from noon till midnight.

Roster and Concessions

David B. Endy is general manager; Ralph N. Endy, treasurer; William J. Tucker, managing director; Matthew J. Riley, chairman of entertainment; Jean Belasco, press and advertising; Mary Swift, secretary; William D. Seigrist, musical director; Charles Connors, grounds superintendent; Alonzo Baker, scenic artist; Charles Hulfish, superintendent of tickets; Paul Griffin, manager of Bal Tabarin; Jack Lambert, electrician; Sam Murphy, properties; Charles Parker, chief of police; William Yestedt, assistant; John F. Fisher, physician; Alice Bright, nurse; Mrs. George Snow, matron; Matty Matthewson, timekeeper; Jerry Girard, auditor.

In center are Kiddie Autos, Loop-o-Plane, Merry-Go-Round, Octopus, Ferris Wheel, Tilt-a-Whirl, Ponies, Flying Scooter, Chair-o-Plane, Ride-o-Whip, Baby Octopus, Kiddie Airplane, band stand and ballroom. On the right are Stratoship, Motordrome, Speedway, Boomerang, Funhouse, Body and Soul, Reptile Exhibit, Monkey Exhibit, Skooter, Miniature Railway and Over-the-Waves, kiddie boats.

Concessioners include Ben Weiss, bingo; ball games, Mrs. Tucker; long-range shooting gallery, J. Gilbert Noon; pitch-till-win, Downing; cigaret gallery, Riskey; balloon darts, Sheesholtz; bumper, Tucker; string game, Iyenaga; blower, penny roll, short-range gallery, Sam Kaplan; ring pitch, Al Goldby; skee ball, Mrs. A. Hamid; diamond board, Al Hamid; mouse racer, skee ball, Charles Grish; pig slide, Abe Moore; high striker, L. Krem; hoopla, Walker; beer garden, grab, candy apples, Ernie Buzzella; scales, Louis Hirsch; pop corn, photos, Mrs. Marion; custard, Trousdale; candy floss, M. Peterson; cardiometer, O. A. Maron.

Traver by Radio?

PARIS, Nov. 22.—Harry G. Traver, American ride builder and showman, operator of the Cyclone Coaster at Paris International Exposition, scheduled for an address at the Chicago NAAPPB annual convention on December 2 on *Adventures at the Paris Exposition and a Rest Cure in Russia*, finds it impossible to leave Paris before late December and said he is trying to arrange to deliver the speech by radio. He plans to return to New York at the end of December to arrange for attractions at the New York World's Fair in 1939.

S. F. Playland in Ice Arena Activity

SAN FRANCISCO, Nov. 27.—To become home of ice hockey and skating championships, Sutro's Ice Arena, opened on November 18 to an overflow crowd of skaters and spectators, is an addition to Whitney Bros.' Playground-at-the-Beach.

Housed in one of the oldest landmarks, Sutro Baths, which abuts historic Cliff House, the new ice palace has 18,000 feet of ice. Sutro's, thru the medium of a painting, 250 feet long by 50 feet high, offers an atmospheric setting. Skaters, thru its appeal, get the impression that they are skating high in the Tyrolean Alps.

Spectators are not allowed on the north side of the rink, this being set aside for the skaters. A steam-heated glass-front compartment has been built. Directly in the rear are skate rooms and a unique restaurant.

Altho more than \$100,000 was expended on the new beach rink, it could not have been realized except for the fact that it is built within the huge building which houses the six plunges of Sutro Baths as well. The building, erected in the 1890s by Adolph Sutro, former mayor, is 500 feet long by 275 feet wide, with sides and roof glassed in. The rink is in line with continued growth of new enterprises under Whitney Bros.' management of the amusement park, Playland-at-the-Beach.

Playland will put on a Winter Carnival December 1-January 31, exclusive of New Year's Eve and New Year's Day. Idea was adopted as a tie-in with the new rink. Barbara King, Pacific Coast junior skating champion, was one of the first to try out the rink and declared it lightning fast.

Abner A. Hager, superintendent of Playland, left for Chicago to attend the park convention. Ellis Kimball, dance director at Topsy's Roost, is no longer broadcasting.

DETROIT.—Paul Heinze, proprietor of Edgewater Park, on vacation in California, is expected home about the middle of December.



BERTHA GREENBERG, who believes she is the only woman in America selling amusement rides, returned to the business recently after several years of inactivity. Declaring she was successful with the *Dodgem* when it first came out, she now concentrates on *Stratoships* and *Lasse Scooters*. She recently sold a *Stratoship* to Nate Miller for his *Florida and Pacific Coast* dates.

Rock Springs Crews Work

CHESTER, W. Va., Nov. 27.—Merry-Go-Round in Rock Springs Park here has been redecorated by crews under direction of W. K. Wynne, Philadelphia Toboggan Company. Work is part of that planned during winter, said R. L. Hand, park manager. Some construction is scheduled for early spring and will be completed in time for Decoration Day opening.

Tell About NAAPPB's Outstanding Contribution to Members in 1937



NORMAN S. ALEXANDER



JOHN LOGAN CAMPBELL

PUBLIC LIABILITY INSURANCE, called "the association's outstanding contribution in 1937," discussed at the Chicago convention of the National Association of Amusement Parks, Pools and Beaches by Norman S. Alexander, chairman of the organization's insurance committee and lessee of Woodside Park, Philadelphia, and John Logan Campbell, of J. L. Campbell & Company, Baltimore, followed by discussion as to present results and future prospects.

North Pier's Year Good in Blackpool

BLACKPOOL, Eng., Nov. 20.—Blackpool Pier Company, owner of North Pier, reports an increase in profit. Amount available for disposal this year, as shown by profit and loss account, is £25,522, 17s., 10d., against £21,694, 19s., 8d. in 1936, says *The World's Fair*. Directors recommend a dividend of 5 per cent per annum upon the cumulative preference shares, less tax, absorbing £656, 5s., and a dividend of 17½ per cent per annum on stock of the company, less tax, requiring £6,562, 10s.

It is suggested that £8,000 should go to improvements and contingent fund, and balance to next year's account of £10,304, 2s., 10d. The board points out that this year it recommends that the dividend on stock of the company be paid less tax, instead of free of tax, as before. It is estimated that the company will have to find £500 as national defense contribution on profits of the year.

In the balance sheet cost of the pier, as per the last account, is given as £112,796, 13s., 8d., while on capital and liabilities side the reserve fund stands at £30,000. Improvement and contingent fund is £12,155, 2s., 11d., after £9,211, 13s., 10d. has been deducted for new bar, cafe and sun lounge. Retiring director is Edgar S. Bailey and retiring auditor Joseph Smith, candidates for re-election.

Amusement Men in A. C. Watch Race Move Progress

ATLANTIC CITY, Nov. 27.—Horse racing here next fall is visioned by Hugh Riddle, one of the owners of property on which are Little Steeplechase Pier and Calvert Pier, and president of Atlantic City Jockey Club and a director of New Jersey Horse Racing Amendment Association. Bill has passed one legislative session, but must pass a second before being put to a referendum vote. Backers feel this session will pass it and May will see the voting. A site near Atlantic City borders has been picked for races in early spring and late fall.

Amusement men of the State have opposed racing until now. Local amusement men say they are not so much opposed to horse racing, which would bring visitors here and in which they would all benefit, but that they feel it would lead to night dog racing, and to this they are bitterly opposed.

For Fun Zone in Glasgow

OLDHAM, Eng., Nov. 27.—Messrs. Butlin and John Collins, Yarmouth, Eng., will be jointly responsible for the amusement section at Empire Exhibition, to be held in Bellahouston Park, Glasgow, Scotland, next year, according to *The World's Fair*.

ALBANY, N. Y.—Marjel Amusement Company, Inc., Brooklyn, was granted a charter to operate amusement parks by the secretary of state. Subscribers are given as George Kyrimis, H. Schneider and Marjorie Ehoenberger, Brooklyn.

MILWAUKEE.—Ernest Untermann, director of Washington Park Zoo, reported receipts of a shipment of rare birds, including a toco toucan, pair of hunting cissa, Levallant barbet and red-face barbet, Australian catbird, four pairs of African weavers, cotinga and pairs of motmots, blue martin lorles, toucacos, chestnut-breasted finches, sugar birds and Columbian jays.

Keeping Pace

NEW YORK, Nov. 27.—"The topic, *Are We Keeping Up With Modern Trends?*, featuring stream-lining, fronts and speeding up rides, old and new, constitutes recognition on the part of the amusement device manufacturer that antiquated models and ideas are things of the past," declared Fred Fansher. He is chairman of the program committee of the American Recreational Equipment Association. The idea of having a dinner meeting of AREA on November 28 came from his committee, which also comprises L. L. Custer, C. V. Starkweather, Lee U. Eyerly and Wallace St. C. Jones.

American Recreational Equipment Association

By R. S. UZZELL

The New York World's Fair of 1939 moves on toward its goal of "Opening on Time—The Greatest of All Expositions." There are 15 months intervening before opening but a careful computation reveals only 365 working days. The management is keenly aware of this short space of time in which to accomplish so huge a task.

Concentration and specialization are the order of the day. They will not wait for concessioners to buy piling but are buying in wholesale lots at a price so as to insure supply and will make a special price to individual builders on the grounds. The four displays in the rotunda of the Administration Building now showing are well worth a trip to the grounds by all New Yorkers and sojourners here. The methods of telling time from prehistoric times up thru the ages are all represented and the time is given accurately in the principal cities of the world. It is all done mechanically from one central source at a cost of \$5,000.

Fair Displays Lauded

Common, ordinary paint is displayed in harmonious colors, making a symphony in colors. A masterpiece in assembling colors. A very much glorified method of the French Canadians in arranging their display of fruits and vegetables into a harmonious picture of colors. What scientific student or lover of chemistry could not enjoy the apparatus for making and refining sulphur? This one display represents the price of a good amusement riding device. At the fourth display page the ladies! The finest display of gowns ever seen. It is an animated display that does display the gown—and what gowns! These four places for displays will be changed at intervals. Present ones run until January 1, 1938.

Color scheme and architecture of the rotunda itself are classic, a worthy introduction to what is to be produced here. The models of buildings, some of the devices and the landscaping are pictures in themselves.

More Fair Plans Talked

Your committee on the World's Fair met with the officials for a dinner in the Administration Building on the evening of November 18. Present were A. W. Abbott, Playland, Rye, N. Y.; Harry C. Baker, Norman Bartlett, Frank P. Duffield, W. F. Mangels, Maurice Piesen, William Rabkin and R. S. Uzzell. The evening was consumed almost entirely by discussion of the various plans and suggestions for the amusement section of the midway.

One plan was for almost all villages, which would make the mistake here for the duration of the exposition that Chicago exposition made the second year when they vilaged the fair to death. We learned long ago that a finished play is about an eighth cousin of the original manuscript. Sometimes the name did not even remain. The various plans for the amusement zone have already been modified and combined but the big changes will be made as the zone grows into its final form.

It most assuredly will not be overburdened with villages. The resultant benefits to our industry of the meeting are not immediately apparent but they will appear as applications for space in the amusement area are considered. This was our third meeting with the officials of the exposition. Baker says he will call another meeting soon after our Chicago convention.

Representatives of the great fair will attend our Chicago convention. Any of our members who wish to meet them personally can be presented to them by any member of our exposition committee. That large attendance record of the Paris Exposition should not mislead as it includes passes and the price of admission was about 20 cents.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Nov. 27.—Dark skies with a hint of snow seemed in sympathy with amusementgoers last week-end as they watched closing of the Boardwalk's last big amusement place, Steel Pier. For the first time in six years the millions of lights outlining the pier dimmed and as the last-nighters filed out there

was a tendency to linger. A snappy show under direction of Harry Rose didn't seem to click as it should, the audience finding itself slightly out of step with the gayety of the stage.

Last-minute conferences held by the Chamber of Commerce and Mayor White failed to keep the spot going. Realization of loss by city officials appeared to have come too late, amusement men of the resort feeling that if their protests had been acted upon earlier conditions in the amusement industry here would have been much better.

Christmas season was opened on the avenue (business section) with a big parade in which the Tony Sarg balloons were a feature. Mall Dodson, of the Auditorium, is responsible for the publicity innovation around town of ice-hockey advertisements on ceilings of barber shops—Stop for a shave and read at the same time. Murray Rose is back in the Aud again with pin games.

Manager Vautrinot, Atlantic County Fair, returned from a tour of the West. Lenny Hayden, of WPG staff, took a trip to California and met George Foster, late of WPG, now with Warners, and decided to stay, sending back his resignation by wire. Publicity Director Slinger of the Hollywood announces the house will install vaudeville, starting next week and continuing Saturdays and Sundays thruout cold months.

Long Island

By ALFRED FRIEDMAN

Next to the fair itself, perhaps the most important factors in entertaining the millions who will journey to the great exposition in 1939 at Flushing will be the beaches of Long Island. This will be a doubly assured fact if two summers hence Mother Nature takes it upon herself to give vent to a real hot creation, as summers go. The grand lady deems that the summer be of the type that makes gallivanting around fairgrounds less attractive than dipping in the nice cool surf, then, dear reader, figure out which will be the gainer for it. Especially with the "inlanders" who visit Flushing fairgrounds, to whom the beaches will be a real oddity. Be sure a good hot summer will mean plenty of opposition for the fair from the seashore.

When one speaks of beaches on Long Island he must speak of more than 50 of the hundred or more miles that fringe its south shore and a good many miles of the north shore, which constitutes, all told, "a healthy heap of sand." In point of importance, the beaches are Rockaway, Long Beach, Jones Beach and Rias Park.

From the standpoint of interest, in association with the World's Fair, State-operated Jones Beach, a successful experiment in the "new type of beach," should hold the most. Very few out-of-towners in for the fair will be unfamiliar with this resort's widespread publicity, and each of them, plus others, will be anxious to appraise it and match Jones Beach with what they've heard of it.

The Rockaways, Long Beach, Rias Park and other surf spots may have been less publicized of late, but their multitude of other features, including convenience from the fairgrounds, will be important. It must be understood that not an exposition in the nation's history has been in a locality (as is Long Island) such as to make possible a "seashore outing" together with a fair visit.

Some persons have ventured to state that probably proximity in regards local beaches will encourage curtailment of fair expenditures so that visitors may use the funds at the shore. Others have refuted this argument, insisting it won't mean pruning of "amusement buying" but merely enlargement of the budget to enable visits to the beaches as well as the fair.

COLE COMPLETING

(Continued from page 38)

field (Mo.) Wagon Company, delivered a new steel-bodied cage to quarters last week. It is equipped with pneumatic tires and is first of a series of steel cages to be constructed by that firm for Cole Bros.

Three elephants that have been with Frank Wirth's winter circus past six weeks returned to quarters Monday. James Reynolds, in charge of these elephants, has gone to Los Angeles for a short vacation. Clarence Adolph has returned from a short visit to Erie, Pa. Scotty Brown has gone to Minneapolis for a vacation.

The Pool Whirl

By NAT A. TOR

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

Conventional News

CHICAGO—Well, the 19th annual convention of the NAAPPB got off to the proverbial flying start. And as you read these lines many discussions are flying fast and furious within corridors of the Hotel Sherman. You can wager, too, that much will have been learned by the time pool men return to their communities—not only from papers read and round-table forums, but from the many merchandise exhibits.

As in previous years this column will comment upon happenings this week in Chicago in this pillar for the next five or six weeks. I expect to editorialize on some of the more important utterances made and report some of the more interesting gossip. Now, however, I should like to call attention to the swell reference library maintained by the association. Many who are in Chicago are urged to consult the reference books and papers on hand in the association's permanent headquarters in the Sherman. Those who could not attend the meetings might also be interested to know that a most complete reference library is available to all members of the NAAPPB.

Not enough publicity has been given to bulletin service maintained and supplied by the NAAPPB. On a few occasions this department has been honored by having some of the ideas first mentioned here reprinted and sent out thru this service. Those attending the convention should not feel that after they leave the meetings the work of the association is over until next year's gathering. On the contrary, the NAAPPB's work just about begins, using the valuable information resulting from the various meetings as a nucleus for the forthcoming season's activities.

And so, if you, as an operator of an outdoor or indoor pool, are not a member of the association now is the time to join. Whether you are attending the meetings or whether you just plan to read about them, think of the many advantages the organization offers.

Winter Activities

Adolph Sutro reports that he has converted his Tropical Beach on the West Coast into an ice arena for winter. It is said to be the largest rink west of Chicago, which is easy to understand, considering that Sutro's bathhouse and pool is recognized as one of the largest in the world. Understand, too, that Sutro has made arrangements to have the Jantzen Learn-To-Swim Week again at the pool next spring. It will be the fourth annual. It always proves a big success, both in publicity and as a builder-upper of swimmers.

New Idea

Pool men are always seeking new ideas in the way of promotions or attractions. That's why a lot of them are in Chicago with eager ears. Here's an idea for those with eager eyes. Why not use some magic to draw them in? Night club operators have recently discovered that magicians can prove to be great-drawing attractions. Many clubs headline mystic performers. The type of entertainment they offer has proved the "something different" that night club patrons apparently have been seeking. And so I think pool owners, especially those running inclosed natatoriums, might have the same successful results. If you get a clever magician you can work the pool effects to good advantage. Have him do magic in the water itself, if that be possible, or on a float. And I think that it will prove an enticing added feature.

Dots and Dashes

London Terrace indoor tank, New York City, cut its tariff last week. . . J. E. Oates, of Oates' Baths, Seaside, Ore., announces he is going to revive Friday night water exhibitions next spring, even if he has to hire real talent.—In the past he has put on swell shows with gratis entertainment offered by his champion friends, but it drew so that he is going to revive it and go into it on a big scale.

JACKSON, Miss.—Work has started on a \$40,000 improvement project at Livingston Park Zoo, including erection of a new lion and tiger house and improvements on practically all other cages. New buildings will be of native stone and brick, work to be done by WPA labor.

PARK CONCESSIONS!

If you own or control a number of rides, get in touch with us for 1938. We operate big, successful swimming pool and book large picnics in 13-acre park. Will give right, man full charge of all concessions. If you qualify, write at once. BOX D-63, Care The Billboard, Cincinnati, O.

LARGEST MANUFACTURERS OF MECHANICAL
SHOOTING GALLERIES
PARKS-RESORTS-SPORTLANDS-CARNIVALS
CATALOGUE FREE
W. F. MANGELS CO. CONEY ISLAND, N.Y.

FOR SALE LINDY LOOP BARGAIN

Space required for other purposes.
BENJAMIN KRASNER, General Mgr.,
Lakeside Park, Denver, Colo.

With the Zoos

SAN DIEGO, Calif.—Two of three emus hatched in an incubator in San Diego Zoo, too weak to extricate themselves from the shells, did not live. The survivor, dubbed Herman, appears to be doing well. Mrs. Belle Benchley, zoo executive secretary, reports arrival of a fine pair of anoa's.

CHICAGO.—A report of the zoological session was given by Edward H. Bean at the 38th annual convention of American Institute of Park Executives and American Association of Zoological Parks and Aquariums in the Hotel Texas, Fort Worth, this fall. Mr. Bean is treasurer of the zoo section and director of Chicago Zoological Park, Brookfield, Ill. "The zoological session was marked by an absence of the old guard," he reported, "but one of the gratifying things was that many young directors from smaller zoos were present and showed a great deal of enthusiasm. It seems that thruout the country federal authorities have recognized zoos as being one of the outstanding features of recreation and other means to get people out into the open. Smaller zoos have received considerable money, as attested by superintendents and directors at the meeting."

CARTER OFF

(Continued from page 38)

elephant and two ponies, Capt. John Smith. Swinging ladders, Misses Carter, Matson, Wentz, Rogers, Evans, Cooke, Clowns. Lady principal, Juanita Hobson. Clowns. Harold Barnes, juvenile wire walker, one of standouts of program. Muscle grinds, Jean Evans, Mary Matson. First concert announcement with Gibson and company in center ring. Comedy bar, Wells Trio. Clowns (giraffe). Iron jaw, Misses Disler, Cooke, Matson. Eight Liberty horses, fine equine display, Smith. Second concert announcement. Five-elephant herd, expertly handled by Betty Stephens. Hobson family, riding act, with Homer Jr. handling comedy and thrilling audience with daring riding. High-school horses, handled by Misses Stephens, Cooke, Rogers, Carter, Wentz, Smith and John Smith. Clowns. Five Flying Illingtons, under direction of Harold Voise, fine closing number.

Victor Robbins, conductor of the Cole band, using four of his musicians—Lew Bader, trombone; Forrest Fought, air calliope; Albert Yoder, bass drums; Ray Bronwell, snare drums, augmented by a dozen members of Batu Grotto Band.

Gibson's contingent—Stella and Ralph Clark, Ted Merchant, Betty Hammond, Al and Gayle Thomas. Joe Lewis headed the joey's department, with Percy Smith credited with being producer of clown numbers.

Executive Staff

The staff: Nick Carter, Eldridge Rumbley, owners and managers; A. W. (Pat) Hanlon, general agent; Thomas (Skinny) Dawson, director of publicity; R. J. Lawell, program advertising; Win Partello, secretary and auditor; H. E. Colvin, radio and educational director; Don Cooke, general superintendent; Homer Hobson Jr., equestrian director; Victor Robbins, musical director; Ray Dean Jr., personnel director, announcer and press; Charles Hodson, superintendent lights; Orville Wilber, superintendent props; Wanda Wentz, wardrobe; Irene Ramey, advance ticket sales; Paul McIntosh, superintendent tickets; Charles Land, advertising agent; Eddie Gray, superintendent elephants; John Smith, superintendent ring stock; James Wilcox, manager concessions.

WORLD'S FAIRS TAKE STRIDE

More Nations Sign in N. Y.

Puerto Rico and Greece to participate—Peace Temple campaign is launched

NEW YORK, Nov. 27.—Puerto Rico signed for space at the New York World's Fair last week and Greece signified its intention thru representatives to join the growing list of international participants. Puerto Rico became the first island possession of the United States to join the ranks when Fernando J. Geigel, director of agriculture and commerce, signed for exhibit space of 4,500 square feet. Island is expected to spend not less and probably more than \$50,000 on a graphic display of island industries. A number of natives will be brought to the fair site to add native color.

Greece, thru Angelos Metaxas, industrial leader, is planning to be represented by a large exhibit, and it is hoped that it's merely a matter of time until space will be officially contracted.

Most elaborate and extensive piscatorial display the world has ever known will also make its appearance at Flushing Meadows in 1939, President Grover Whalen revealed. Exhibits of all sorts of fish and sea life, with extensive facilities for sporting events, will be combined in one large building for lovers of sport and science. Building has been budgeted at \$250,000 and will be of usual steel and stucco construction, officials said, and will house several sea-food restaurants. Extensive use of lighting to enhance effect of under-water exhibits is expected to lend a new touch to aquarium phase of the project.

For Temple of Peace

A campaign to raise nearly \$500,000 for construction of a Veterans' Temple of Peace at the fair was launched several days ago at the Hotel Commodore. Complete plans for the temple have not been divulged as yet, but general features will depict, thru art and structures, a symbol of the peaceful aspirations of a nation composed of diverse races and

(See MORE NATIONS on page 46)

St. John Grants Considered

ST. JOHN, N. B., Nov. 27.—When a delegation from St. John Exhibition Association went before city council for a grant of \$1,800 supplementary to \$2,000 allotted for 1937, and \$2,000 for 1938, more attention was paid to the question of responsibility for the 1938 fair than to requests for money. Delegation said responsibility for continuance of the annual fair rested with the council. Council members declared the fair association alone responsible. There was an intimation that the 1938 fair might be canceled if council did not make the grants. Extra \$1,800 for 1937 was requested to meet a deficit of \$3,849 from the fair, vanquished by an inflexible paralysis epidemic. Money pleas were taken under consideration by council.

Maine Meet in Skowhegan

SKOWHEGAN, Nov. 27.—Annual meeting of Maine Association of Agricultural Fairs will be held here on January 18, said Francis H. Friend, president of Skowhegan Fair. It was scheduled for Bangor, but fair officials there at solicitation of the local agricultural society relinquished the meeting so that Skowhegan Fair, which observes its 100th anniversary in 1938, could entertain the State organization during its centennial year.

ALBANY, N. Y.—Universal Exposition Corporation of New York City has been authorized by the secretary of state to finance and promote expositions and fairs. James Bestwick Jr., Donald A. Wiggins and Elsie A. Thuebell, New York City, are given as shareholders.



FAIR OFFICIALS ENTERTAINED Gov. Olin D. Johnson at Greenville (S. C.) Fair October 25-30. Left to right: Secretary C. A. Herlong, Governor Johnson and President Jolly. Too much rain put a crimp in attendance and receipts of this annual.

Engel Takes On Tri-State

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

CHATTANOOGA, Tenn., Nov. 27.—Contract of Joe Engel, "Showman of the Southern League" and president of Chattanooga Baseball Club, to operate Tri-State Fair here was approved by city commissioners on Tuesday. J. A. Darnaby, who operated the fair since its renewal three years ago, did not seek a new lease. Mr. Engel said he plans trotting and pacing meets twice yearly, that he has planned improvements to Warner Park track, where fair and races are held, and that he will remodel stables to accommodate 200 horses, with a view of establishing winter quarters. The new fair operator will attend the Chicago meetings next week. An office at Engel Stadium, local baseball park, to conduct business of the fair, will be open the year round. A permanent organization will be formed with Mr. Engel as president, known as Chattanooga Tri-State Fair Association. W. L. Broxton, general manager of the base-

(See ENGEL TAKES on page 46)

Britain Will Not Exhibit in Paris in 1938

PARIS, Nov. 22.—British Overseas Trade Department announced last week that the British Government will not participate in revival of Paris International Exposition next year. This is the first country to make known its intentions as to maintaining exhibits at next year's fair. The fact that a colonial exposition is to be held in Glasgow next summer probably may be responsible for the decision.

While plans for revival of the expo and financial problems are practically settled, apparently no information is available as to fate of the amusement zones. Aside from conflicts between concessioners and operators of the park, merchants in the district adjoining the park have demanded drastic changes in the amusement zone, such as suppression of sale of certain staple articles of household use and closing of certain—undesignated—rides and shows declared dangerous or immoral.

Among showmen at the amusement park recently were Louis Berni, Juanes-Pins; Gustaf Nilsson, operator of Tivoli Park, Stockholm; Belli, Danish circus owner, and Altenburgh, Swedish circus owner. Attendance and business

(See BRITAIN WILL on page 46)

Complete IAFE Program in Chicago

SESSIONS IN THE HOTEL SHERMAN

Tuesday, November 30

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

Invocation.

Roll call by secretary.

Address, member of Chicago Chamber of Commerce.

Response.

Minutes of 1936 meeting.

Appointment of committees.

Address of President Maurice W. Jencks.

Report of board of directors.

Report of government relations committee, Chairman Milton Danziger.

Open discussion.

12 noon—Luncheon, Past Presidents' Club.

2:30 p.m.—The *Quilt Show and the Fair*, Harold F. DePue, Great Falls, Mont.

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

Showmen's League of America, President J. C. McCaffery.

Open discussion.

Wednesday, December 1

2 p.m.—*Problems of Trailer Camps*, A. R. Corey, Des Moines, Ia.

NAAAPP, President Harry O. Baker, New York City.

Report of classification committee, Chairman Ralph E. Ammon.

Seeing Europe, Maurice W. Jencks, Topeka, Kan.

Reports of committee on resolutions; special committees.

Open discussion.

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

Adjournment.

Public Views Site in S. F.

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

SAN FRANCISCO, Nov. 27.—Treasure Island, site of the 1939 Golden Gate International Exposition, has been viewed and approved. Thousands last Sunday embarked on a "voyage of discovery" to the world's largest man-made island. As airplanes droned overhead and speedboats darted between hundreds of sailboats moored in the harbor, the deed to the island was presented to the exposition by Acting Mayor Warren Shannon of San Francisco.

Participating in ceremonies were the 6th Coast Artillery, California Grays, Municipal Band, Pacific Philharmonic Chorus, school children and Boy Scouts. Grounds in front of the \$1,000,000 administration building were turned into an amphitheater for more than 15,000 spectators.

Pageant and Roll Call

A 19-gun salute marked arrival of Governor Frank F. Merriam, speaker of the day, and official party. Dedication ceremonies were opened by W. P. F. (See PUBLIC VIEWS on page 46)

Race Meet Is Hope For Arizona Annual

PHOENIX, Ariz., Nov. 27.—Profits from a 23-day racing meet to start in January will finance a 1939 State Fair, declared Scott Donnell, secretary of Arizona State Fair Association.

Meet will be run by Phoenix Jockey Club, recently incorporated by W. H. DeWolfe, H. R. Roberts and A. Margolis. Special trains will be run from Los Angeles each Saturday night.

State Fair Association is completing a \$400,000 WPA improvement project on the grounds, including a roof for a new grand stand and several exhibit buildings. A State fair has not been held since 1934, when Verne Newcombe directed the event. Service organizations of Phoenix united, to sponsor the fair after the Legislature refused to make an appropriation for the event. The 1934 fair was a financial success.

Profit Made in Montgomery Despite Handicap of Rains

MONTGOMERY, Ala., Nov. 27.—Results of Central Alabama State Fair here, scheduled for November 2-11, but extended thru November 14 because of loss of Armistice Day, were remarkable, considering conditions, said Mort L. Bixler, manager. Heavy rains flooded grounds and seriously handicapped Max Gruberg, Gruberg's World's Exposition Shows, in preparing for the event.

Fair was sponsored by Smith-Wynn Post, Veterans of Foreign Wars, under a strong committee. About \$2,000 profit is reported. Chairman was Arthur W. Andsey, past commander, assisted by Quartermaster John B. Joyner; A. J. Lanford, new commander, and Charles F. Morgan.

Attendance at the opener, School Day, was over 30,000, it was said, and business held up well until Armistice Day. Good agricultural exhibits were in evidence and premium checks were issued two days after the opening, called good evidence of the fair's success, said Manager Bixler.

Jubilee Set for Auglaize

WAPAKONETA, O., Nov. 27.—Elaborate plans for a Diamond Jubilee Celebration of Auglaize County Fair here in 1938 are being made by Secretary Harry Kahn, the board and leading citizens. A big fireworks spectacle, stellar acts and a pageant are already programmed.

Fair Breaks

By CLAUDE R. ELLIS

LET'S HOPE something constructive and equitable to all concerned comes out of IAFE discussion of problems caused by growing use of auto trailers on fairgrounds. It is a sign of the times, a modern development that demands intelligent recognition and doubtless will be handled properly. When the auto



CLAUDE R. ELLIS

practically supplanted the horse and buggy and the night show revolutionized most fairs, the changed situations were met by fair men and women in a manner which made their annuals more important and popular than ever. The question was new at the 1936 meeting, and a committee named to make recommendations had little ground upon which to start. Numerous delegates said enough to indicate that some tangible regulations are desirable. But not all fairs had then had much experience with the trailer issue. A. R. Corey, Des Moines; Frank D. Fuller, Memphis, and Maurice Jencks, Topeka, were named to the committee, Mr. Fuller withdrawing with the statement that "trailers have not yet hit Tennessee to any extent as far as fairs are concerned." F. T. Strieder, Tampa, was appointed in his place. Mr. Corey did not believe it possible to recommend any fixed rules that would apply to all fairs as to parking, rental, current and sanitation. It is likely that fair managers, after hearing this year's discussion, will have more definite ideas as to properly handling fairgrounds trailers. It having been tacitly agreed that the committee should hold over until this year, it is probable that something more informative and specific will emerge.

MAURICE JENCKS says the only reason he won't tell the IAFE about every place he saw in Europe is because of his limited time on the program.

THE LATE Will Rogers used to say that he never knew a harness race-horse man who was under 80 years of age. One of his sly exaggerations, of course; but horsemen are a hardy lot. And superintendents of concessions appear to be of the same mold. In nearly every spot where there is a bang-up concession man records show he has been there a long time and in many instances has seen lots of boards and secretaries come and go. Out at the Kansas State Fair, Emmett Hutton, Hutchinson, completed his 37th year this fall and during that time, says The Kansas State Fair Bulletin, "he has won the friendship and admiration of everyone who has been connected with the fair. In dealing with concessioners he has always shown a spirit of fair play which has made them like him and respect his good judgment. . . he has learned to handle the work without friction because of his tact, ability and genial manner. His ready wit, sparkling eyes and Southern type of personality have made him a very valuable asset to the State Fair over the years he has served so faithfully."

THE whimsical humor of Secretary J. W. Russwurm, Tennessee State Fair, is missed at the 1937 IAFE Chicago meeting. "Russ" has been ill several months and his colleagues from Nashville had to go to the convention without him. A past president of the body and pioneer fair worker, his fund of rich anecdote and experience has high lighted many a conclave. Those fortunate enough to have heard him at the 44th

Fair Meetings

International Association of Fairs and Expositions, November 30-December 1, Hotel Sherman, Chicago. Ralph T. Hemphill, secretary, Oklahoma City, Okla.

Fair Managers' Association of Iowa, December 6 and 7, Savery Hotel. E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 8, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Wisconsin Association of Fairs, January 5-7, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

State Association of Kansas Fairs, January 11 and 12, Hotel Jayhawk, Topeka. George Harman, secretary, Valley Falls.

Ohio Fair Managers' Association, January 12 and 13, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Association of Georgia Fairs, January 13 and 14, Richmond Hotel, Augusta. E. Ross Jordan, Macon, secretary.

Western Canada Association of Exhibitions, January 17 and 18, Royal Alexandra Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Maine Association of Agricultural Fairs, January 19, Skowhegan. J. S. Butler, Lewiston, secretary.

Michigan Association of Fairs, January 18 and 19, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

South Carolina Association of Fairs, January 18 and 19, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

Western Fairs Association, January 20 and 21, Whitcomb Hotel, San Francisco. Tevis Paine, secretary, Sacramento.

Massachusetts Agricultural Fairs' Association, January 20 and 21, Boston. A. W. Lombard, secretary, 136 State House, Boston.

Virginia Association of Fairs, January 24 and 25, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 24-26, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Texas Association of Fairs, January 28 and 29, Adolphus Hotel, Dallas. J. C. Watson, secretary, Graham.

SECRETARIES of associations should send in their dates, as inquiries are being made.

annual meet in the Royal York Hotel, Toronto, in 1934 still grin delightfully when they think of it. His invitation for the organization to meet in Nashville was a gem. Finch-hitting for Frank D. Fuller in a response to the Toronto mayor's address of welcome, Russ quoted a former Tennessee senator who when asked how long he could talk if he had preparation replied, "About an hour; without preparation, indefinitely." The Tennessee sec came pretty nearly beating that. "It is our proud boast," he said, in part, "that we have in Tennessee better bulbs than they have in Holland and that the cheeks of our women are of a more delicate pink than roses. We boast of our lowing herds, our bleating flocks and our horses, beautiful valleys and mountains, rich in mineral wealth. From the sides of these mountains flow the most wonderful and limpid of waters and from these waters we make the most wonderful liquor that ever chased a skeleton over the billowy deep or painted landscapes on the nose of man." Voice from the floor: "I would like to ask if the gentleman has with him any liquor made out of that water?" Reply: "Unfortunately, it gave out before we got here. We met a bunch of Showmen's League people on the train and we had to divide up with them."

IF CHICAGO'S A Century of Progress, the Texas shows; Great Lakes Exposition, Cleveland, and San Diego's two seasons really made folks "fair-minded," then they ought to be kept so by the coming New York and San Francisco World's Fairs and other big expos in the offing.

THOUGHTS WHILE STALLING (Apologies to O. O. M.)—Wonder what a fair sec without rain insurance thinks about on a rainy "big day." . . . Fred Chapman is said to wear overalls while painting the Ionia plant. . . . They're probably big- (See FAIR BREAKS on page 56)

Only Two Are Off in Canada

Exhibitions report good results at meet, barring infantile paralysis spots

TORONTO, Nov. 27.—Every Class A exhibition except that of Vancouver was represented at the annual meeting of Canadian Association of Exhibitions in the Royal York Hotel here on November 22 and 23 in conjunction with the Royal Winter Fair.

Of 34 official delegates all except those from the Canadian National Exhibition, Toronto, and Western Fair, London, Ont., reported good years. Unprecedented infantile paralysis spread out receipts.

On November 24 the Royal Winter Fair closed with the biggest gate and exhibition record in history. Turnstile figures are not reported as a matter of policy, but the management pointed to sellouts on five nights at the Horse Show.

Concessioners operating under a statute permitting play at agriculture fairs reported good takes. Threat to bar games, made two years ago when some were closed, was not revived.

Association was so little irked by problems that only resolutions dealing with proposals to improve classifications for breeding stock were adopted. Elected to the executive staff: President, A. W. Mackenzie, manager of Maritime Winter Fair, Amherst, N. S.; past president, Sid W. Johns, manager of Saskatchewan Exhibition; vice-president, G. W. Frost, manager of St. John (N. B.) Exhibition; secretary, W. D. Jackson, secretary Western Fair, re-elected; director, H. H. McElroy, manager of Central Exhibition, Ottawa.

Two attractions left at close of the fair with more than contract money due to unique tieups. Willie Necker and his trained Doberman Pinschers were engaged as a feature of the Coliseum Horse Show. Necker put his Laddie Von Neckerheim into the National Kennel Club Dog Show, held in conjunction with the Royal, and won best of breed. Dog show men made use of the act to advertise the club's exhibition.

Another was Jasper Burr's educated gander, Fanny, honker in movies and radio. Fair placed Fanny on a gilt pedestal in the poultry division. Proof of

the bird's ability to draw was given in the management's presentation of a silver bracelet to Fanny with an invitation to return. While 29 carloads of stock left for the Chicago International, Fanny departed in a Pullman compartment.

VANCOUVER, B. C.—Applicants for the post of general manager of Vancouver Exhibition will be sought thruout Canada, said John Dunsmuir, vice-president of the association, which not only stages summer and winter fairs but operation of a golf course, Forum building, racing, athletic and other phases.

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Legal Notice

SAM HOWARD, creator of the Double Springboard and Bouncing Net used in connection with his original Diving Act, introduced for the first time at Billy Rose's Aquacade, will prosecute anyone who in any manner infringes on, or pirates his act or equipment.

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PHILIP R. DAVIS,
Attorney for Sam Howard

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14x22, 22x28 paper and cardboard posters, one sheet heralds, etc. for all occasions. Quick service, low prices. Write for free catalog.

BOWER SHOW PRINT 1246 ST. LOUIS, MO.

Want Acts for 1938 Fairs

Sensational Acts, Troupes, Animal Groups. Can use Acts of all descriptions for coming season. Yes, we too gave some of our Acts 20 weeks' work this past season. Write WILLIAMS AND LEE, 484 Holly Ave., St. Paul, Minn.

Georgs Ar HAMID INC. wonder attractions

WHY GAMBLE?

Why play hunches, long shots, so-called sure things? Why not be sure of yourself by dealing with the house known for its fair and square shuffle? For its devotion to the fine points of the game? A Full House is in the cards for you with Hamid Kings and Queens—and Aces thrown in for good measure. We're right on deck with your requirements . . . and that's a straight tip.

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JOE CODY ATTRACTIONS

— FAIR BOOKING ASSOCIATION —

Acts Notice—Can use all standard Outdoor Acts.

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"RUBE OF ALL RUBES"

Anywhere—Anytime—Anyway—Always at Home

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WANTED ACTS

NOW CONTRACTING ACTS FOR OUR 1938 SEASON OF FAIRS, CELEBRATIONS, PARKS, ETC. No Act Too Large for Us to Handle—Routes of 12 to 16 Weeks Given Many Acts This Year. Give Full Particulars in Your First Letter.

COLLINS ENTERPRISES

"Bookers of World-Standard Attractions"

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ATTENTION ACTS!

Wanted Standard Acts of all kinds for our 1938 season of fairs, parks and celebrations. Give full particulars, photos and salary in first letter.

KLEIN'S ATTRACTIONS

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WANTED ACTS

FOR 1938 FAIR SEASON

Can use Novelty Acts of every description.

EDNA DEAL—RAY SHUTE

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Report Good For Calgary

Increased 1937 gate and satisfactory credit balance, directors are told

CALGARY, Alta., Nov. 27.—A credit balance of \$6,259.16 was reported on the 1937 Calgary Exhibition and Stampede at the annual meeting on November 12, said General Manager E. L. Richardson.

He declared this is considered very satisfactory in view of the fact that \$2,509 more was paid in live-stock awards than in 1936 and Stampede prizes were \$754 more. Meeting was attended by 93 shareholders, directors and associate directors. Attendance was 220,554, an increase of 7,104 over last year.

J. Charles Yule was re-elected president and Mr. Richardson starts his 36th consecutive year as general manager. He and President Yule left to attend the Royal Winter Fair, Toronto; annual meeting there of Canadian Association of Exhibitions and annual meeting of the International Association of Fairs and Expositions and International Live-Stock Show in Chicago.

"Vice-President T. A. Hornbrook and myself, accompanied by P. W. Abbott, managing director of Edmonton (Alta.) Exhibition, visited the State Fairs in Minnesota, Iowa, Indiana and Michigan and the Canadian National Exhibition, Toronto, and Western Fair, London, Ont.," said Mr. Richardson. "After having seen the midways and attractions programs at these fairs we are in a much better position to consider midways and attractions for future fairs."

Horsemen Planning To Air Grievances at Ohio Meet

COLUMBUS, O., Nov. 27.—Owners, breeders, trainers and drivers of harness horses have been invited to air grievances on the present system of starting money-won basis of classification for pacers and trotters or any other phase of the sport.

Citing "an undercurrent of dissatisfaction" on many aspects, Mrs. Don A. Detrick, Bellefontaine, O., secretary-treasurer of United Trotting Association, sponsor of racing at county fairs, has called a luncheon meeting here on December 8. She suggested that resolutions incorporating wishes of horsemen be adopted and committees appointed to present them to the Ohio Fair Managers' Association annual meeting here in January.

Classification system particularly has drawn criticism because of the few events for high-class horses offered at Ohio fairs. Many drivers declare that the better their horses the less opportunity they have to race. Use of two starting systems also has been under fire.

Fair Grounds

KINSTON, N. C.—The 1937 Atlantic Fair was the most successful held here since 1929, said Secretary N. G. Bartlett. Premiums were offered exhibitors in 10 counties and all floor space was taken. Kaus United Shows, on the midway, were contracted for the 1938 fair. J. A. Jones is president; R. F. Grady, vice-president, and Mr. Bartlett, secretary-treasurer.

GREENUP, III.—Directors of Greenup-Cumberland County Fair in annual meeting prepared plans for a golden jubilee celebration in 1938. Profit from the 1937 fair was reported at \$2,100, spent in improvements.

ROSWELL, N. M.—President H. A. Poorbaugh and Secretary W. C. Holland, Eastern New Mexico State Fair here, signed a contract with Don M. Brashear for him to furnish all midway attractions for the 1938 fair.

PALMETTO, Fla.—Activities are on for the second annual Manatee River Fair here. D. M. Reese was appointed assistant manager and director of exhibits and advertising at a meeting of officers and members November 16. Officers are: President, Lincoln Marine; secretary-treasurer, F. C. Lloyd; vice-president,



E. L. RICHARDSON, general manager of Calgary (Alta.) Exhibition and Stampede, snapped at his desk telephone during the 1937 annual, this month enters his 36th consecutive year in the post. Annual meeting reports showed increased attendance this year and financial figures called satisfactory by the board. Photo, Dadsell, Royal American Shows.

William Snyder; general manager, H. S. Hughes; legal adviser, Colonel J. Ben Fuqua; directors, Lincoln Marine, L. M. Schulstad, H. S. Hughes, William Snyder and M. D. McLean. Art Lewis Shows will be on the midway.

MINEOLA, L. I., N. Y.—Life members of Queens-Nassau Agricultural Society, which for more than 95 years has sponsored Mineola Fair, are to vote on a proposal to sell the ground to Nassau County as a civic center site, said Raymond Fish, president. Proposition is that the county pay \$50,000 for the grounds, with the fair group reserving right to conduct its annual there.

LOUDONVILLE, O.—For its 1938 Free Street Fair, Loudonville Agricultural Society is already making plans for an enlarged event to celebrate the 50th anniversary of the annual street fairs, said Secretary O. K. Andress.

ST. JOHN, N. B.—Three Eleven Club, of veterans of the World War of Scottish extraction, decided that its three officers shall hold life tenures of office instead of being elected annually as heretofore. G. W. Frost, secretary-treasurer-manager of St. John Exhibition, is quartermaster of the club.

ZANESVILLE, O.—Directors of the Retail Merchants' Association of the Chamber of Commerce reiterated their stand against dog racing. A representative of a dog-racing concern from Cortland, O., recently contacted an official of Muskingum County Fair Association to secure approval for a 30-day dog-racing meet here next summer. He was advised of last year's efforts of a Dayton con-

cern and of opposition by Zanesville merchants and civic groups. William Maharry, secretary of the association, presented the proposition to merchants, who are reported to be unanimously opposed.

CHILTON, Wis.—Calumet County board voted a \$1,000 appropriation for support of the county fair after the fair association had sought \$1,500.

MADISON, Wis.—Dane County board voted a \$2,500 appropriation for Dane County Fair. Fair association members declared the sum insufficient to meet debts totaling \$5,000.

KENOSHA, Wis.—Receipts from 1937 Kenosha County Fair totaled \$1,898.30 and disbursements \$1,872.28, reported County Agent E. V. Ryall, fair secretary, to the county board.

WAUTOMA, Wis.—Waushara County board voted to purchase the fairgrounds from Waushara County Agricultural Society and will take over management of the fair, appropriating \$4,000 for the purchase.

KEWAUNEE, Wis.—Because Kewaunee County Fair Association has a \$7,000 bank balance, county board refused to make an appropriation this year. Should the association need financial aid, it will be forthcoming, it was said.

CHARLOTTE, Mich.—A plan is on for Eaton County Fair grounds to be put up for sale. Property is now held by the city and either a sale or long-term lease is imminent. Plans are being made for construction of a new grand stand.

Fair Elections

RED LAKE FALLS, Minn.—Red Lake County Fair Association elected E. E. Hill, chairman; E. J. Grenier, vice-chairman; E. A. Palmer, secretary; Clarence W. Orr, treasurer.

FOND DU LAC, Wis.—Clarence Sheridan was elected president; William Sefern, vice-president; Roy H. Cameron, secretary, and Leo N. Richter, treasurer, of Fond du Lac County Agricultural Society. A \$400 balance was reported, best in 10 years.

LOUDONVILLE, O.—Loudonville Agricultural Society, sponsor of annual Loudonville Free Street Fair, elected H. G. Arnholdt, president; F. M. Smalley, vice-president; J. O. Arnholdt, treasurer; O. K. Andress, secretary; Mrs. O. K. Andress, assistant secretary.

HALLOCK, Minn.—Kittson County Fair Society elected Albin Olson, president; Hans Moen, vice-president; M. J. Florance, treasurer; D. J. Larson, secretary.

BRITAIN WILL

(Continued from page 44)
at the exposition and amusement park has dropped off seriously. To attract repeat visits admission has been cut to half price on Mondays, Tuesdays, Wednesdays and Thursdays.

Cutting the Nut

JANESVILLE, Wis., Nov. 27.—Joseph A. Craig, Janesville, president of Rock County 4-H Fair Association, has turned over to the association for a 10-year period beginning on February 1, 1938, the fairgrounds here, rent free.

MORE NATIONS

(Continued from page 44)

creeds living together in harmony and prosperity. Designs of the proposed building have been turned over to fair authorities for approval.

Contracts for lots for an all-glass building and a structure for dramatization of industrial chemistry were signed last week by Libbey-Owens-Ford Glass Company, Toledo. Agreement calls for occupancy of 28,428 square feet in the Community Interests Zone at a rental of \$15,577.39, and E. I. du Pont de Nemours & Company, Wilmington, Del., taking 36,222 square feet in the Means of Distribution Zone at a cost of \$14,258.30.

Plans for the E. I. du Pont de Nemours building have not yet crystallized, but it will be informative and educational and will dramatically portray the meaning of the du Pont phrase, "Better Things for Better Living Thru Chemistry."

Libbey-Owens-Ford unit will consist of a large building topped by a four-story tower, all of which will be made of glass. Entire exhibit will include most modern uses and innovations in use of glass. Mirrors, colors, etc., will make it one of the most impressive buildings on the fair site, officials are saying.

PUBLIC VIEWS

(Continued from page 44)

Brawner, chairman of the day, who introduced the speakers, Col. James A. Dorst, U. S. corps of engineers; Atholl McBean, chairman of the exposition board, and Governor Merriam.

As the dedicatory pageant, *California Invites the World*, unfolded Miss California, in shining gold satin, called the roll of California counties, represented by 58 school children. Forming her court of honor were 11 beautiful girls, representing the Western States.

Distinguished guests included members of the foreign consulate, federal and State dignitaries, officials of San Francisco and 62 mayors of California cities.

At close of the pageant visitors thronged the buildings and palaces under construction for a close-up, while thousands lined up on the shores of the 400-acre island to watch a program of thrilling water sports.

ENGEL TAKES

(Continued from page 44)

ball club, will be fair manager and Mrs. Davis Sandlin treasurer.

Contract terms ratified by the city commission are similar to those under which Mr. Darnaby operated. Contract is effective for five years, with option of renewal for another five, and the city is to receive 5 per cent of the first \$12,000 of gross receipts from operation of the fair and 10 per cent of gross receipts in excess of \$12,000. Mr. Engel said he plans to erect new exhibition buildings and that special attention will be paid to agricultural and live-stock exhibits, with prize lists appreciably increased.

During his years in Chattanooga he has put baseball on the map here, building a new stadium and staging stunts which helped boost attendance. Tri-State Fair in 1937 had its most successful year, with attendance almost double that of 1936.



JOE ENGEL, PRESIDENT of the Chattanooga Baseball Club, is shown signing for a five-year lease to operate Chattanooga Tri-State Fair. At the left is Commissioner R. M. Cooke, representing the city of Chattanooga.

WANT MORE REVENUE
for
YOUR ORGANIZATION?
Read
"BINGO BUSINESS"

A Column About Bingo in the
WHOLESALE MERCHANDISE
Department

THIS WEEK and EVERY WEEK

IAS ORGANIZES IN ST. LOUIS

Membership for Showfolk Only

Charitable and social in purpose — John Francis, pres.; F. B. Joerling, secy.

ST. LOUIS, Nov. 27.—The International Association of Showmen was organized here Tuesday night, November 23, when 34 outdoor showmen met at the American Hotel. Enthusiasm was high among all of those present and everyone was in favor of an organization with headquarters in this city.

John Francis was chosen temporary chairman and Frank B. Joerling alike as secretary.

The new association membership will be limited strictly to showmen and men closely allied with the outdoor (See IAS ORGANIZES on page 59)

Lyles and Morency; Both With Lewis

NEW YORK, Nov. 27.—Art Lewis, Eastern carnival operator, announced this week that Jack V. Lyles, general agent with the C. C. Buck Shows past season, would represent the Lewis Shows in the same capacity season 1938. Lyles is now lining up arrangements in Florida for the Lewis organization preparatory to the shows opening January 3.

F. Percy Morency will again be secretary-treasurer of the show. Al Rogers and Charles Lewis, brother of Art, with a crew of men at quarters. Lewis after attending the Chicago meetings will rest in Florida and then go to Eastern fair meetings.

Bistany Closes for First Time in Years

JACKSONVILLE, Fla., Nov. 27.—The Orange State Shows, under the management of Leo M. Bistany, closed for the season last Saturday night. The prohibitive State licenses caused the show to fold before it had finished the first week of the seven booked to be played in this city.

Bad weather also played havoc with the prospects for business. Show was rained out entirely on Tuesday, and Saturday the thermometer dropped 24 degrees to freezing. This night was called off due to this extremely cold weather at night.

The show had a nice lineup of shows and rides, including Merry-Go-Round, Big Hill Wheel, Octopus, Merry Mix-Up, U-Drive-It, Kiddie Autos and Loop-o-Plane. The shows were fat girl, fat man, Sammy the chimp, snake, girl, minstrel and side show. High wire and flying (See BISTANY CLOSES on page 59)

C. S. Reed Will Again General Agent Zimdars

CENTRALIA, Ill., Nov. 27.—It was announced here this week that C. S. Reed will again be the general agent for Zimdars Greater Shows, making his third year with this organization.

Harry Zimdars, owner and manager, also announced that many additions to his carnival are planned for season 1938, in the main to make it larger and of greater amusement value. The pay-gate policy will again prevail and more free acts will be carried, it was stated, and also that only stock concessions will be permitted under the new setup.

French Showmen Plan To Unite

PARIS, Nov. 27.—At a national convention of carnival and park showmen, as well as market traders, called by the Avenir Forain and Industrial Forain for February, an attempt will be made to group all the showmen's organizations into a confederation.



IT WAS A MIGHTY HAPPY EVENT, as the smiles of these outstanding Showmen's League officials indicate, when Carl J. Sedlmayr, cemetery fund chairman, thanked Shreveporters for what he termed the greatest fairgrounds cemetery fund campaign in history. Left to right, in photo made especially for The Billboard by Dadsuvel, of RAS, are William R. Hirsch, cemetery fund treasurer and general manager of the Louisiana State Fair; Frank P. Duffield, second vice-president of the Showmen's League of America and a partner in the Thearle-Duffield Fireworks Company; Carl J. Sedlmayr, cemetery fund chairman and general manager of Royal American Shows; J. C. McCaffery, president of the Showmen's League of America, and Joe Rogers, first vice-president. More than \$2,500 was raised at this benefit show held at the Louisiana State Fair, Shreveport.

Max Gruberg's Shows Make Good in Montgomery

MONTGOMERY, Ala., Nov. 27.—Despite every unfortunate thing that could happen to a carnival manager, Max Gruberg brought his World's Exposition Shows to

the Central Alabama State Fair and put on a midway that was both pleasing, satisfactory, and a better money-getter than some organizations traveling on flat car trains. Max Gruberg will winter his show here and it is a bet that his pleasing personality will not detract from the Gruberg reputation in this city.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Jaggers Switch, Fla. Week ended November 27, 1937.

Dear Red Onion—The five Ballyhoo brothers checked into the Sherman Hotel, Chicago, today. Being noted spend-thrifts they thought is best to leave their press agent back with the show, so instead treated their treasurer to the trip.

There is no doubt in the writer's mind but what hundreds of fair secretaries are now falling into the arms of the five famous brothers, begging them to let them book their "biggest" midway. Their 40 by 25-foot banner reading, "We give no passes," is hanging over the heads of the many who are attending the convention and is attracting a lot of attention.

This spot, Jaggers Switch, is not much to write about. To start with the weather turned unusually cold and due to rain two nights were lost. The entire city is made up of tattoo-minded people, with several ex-tattooers holding city and county offices. The top money on the week was registered on the side show, wherein the tattooer needled some 7,000 chumps. Decorating them with every design from cupid bows to Social Security numbers.

The local mayor who at first fought against the show making its stand here was soon squared by covering his entire back with the thrilling picture captioned "The Battle of Death Between a Chinese Dragon and an Octopus in the Red Sea." The chief of police then insisted on being taken care of. He was squared with a piece that covered his

entire chest, depicting "The Sinking of a Schooner by a Whale and a Shark." The sheriff to not be outdone asked for and was jagged with a beautiful four-colored scene of two mermaids kidnaping a shipwrecked sailor. Under each piece of art or number the name Ballyhoo Bros.' Circulating Exposition was placed, giving the show lifetime publicity.

Saturday here was nothing more than Fair Meeting Preparedness Day, and every good suitcase, overcoat and pair of shoes on the midway were ordered checked into the office. Those that came up to the Ballyhoo Brothers' standard were immediately borrowed and are being used to flash up the bosses during the convention. We doubt if anyone will appear with more changes during the meet. The Big Six, Pete, Jake, Hank, Herman and Amos Ballyhoo, General Agent Lem Trucklow and wives should be able to "Shanghai" a few dates. The big boss stated before leaving: "We haven't many new things to offer, but I believe that the six of us can hold our own by outknocking the others."

One more week and the show will close until it starts on a long string of Florida fairs. The show did not celebrate Thanksgiving Day, due to it being so close to Christmas. By then the sheetwriters will bring in a few turkeys. All fair officials that sign up with Ballyhoo Brothers will be invited. The date will be the "Conch Listener's Convention." On to Key West, Fla.

MAJOR PRIVILEGE.

Hilderbrand's Shows Now in Quarters

LOS ANGELES, Nov. 27.—Hilderbrand's Shows played its closing stand at Armistice day and harvest festival, Reedley, Calif., rounding out one of the most successful seasons of O. H. Hilderbrand's career. The show, under the management of E. W. Coe, covered five States, approximately 14,000 miles. Electrical department under Fred Stewart had the show a blaze of light. George Morgan, secretary and treasurer, attended to all the yesses and noes. Advance, handled by E. Pickard and Lucille King, headed for Los Angeles. The shows longest jump, 700 miles from Kalispell, Mont., to Yakima, Wash. Mrs. Betty Coe handled the front gate. She never missed but one night and that on account of high altitude. The showman's rendezvous, private car, owned and managed by Jerry Mackey and Danny Callahan, with Tommie Parkins, a new invention (See HILDBRAND'S SHOWS page 59)

Buckeye State Has Very Good Season

LAUREL, Miss., Nov. 27.—After a week of cold and rain and few patrons the Buckeye State Shows closed its season here, with the band playing *Auld Lang Syne*. Season was one of the best in show's history, with all dates played in Mississippi, excepting one week in Alabama and one in Louisiana. Equipment was stored in buildings previously secured by Joe Galler.

Several persons have gone to their homes and the remainder are making plans to leave. Mr. and Mrs. Joe Galler will spend the holidays at their home in Cleveland, then they will go to Hot Springs, Ark., for a few weeks before re- (See BUCKEYE STATE on page 59)

Terry Martin Will Put Out a Carnival

NEWCASTLE, Ind.—Quarters have been established here and work will commence the first of the year building a new show to take to the road for 1938 season. The title is America's Modern Midway Shows. Manager Terry Martin has made arrangements with the Danville Tent and Awning Company for tents, a marquee and side wall to inclose the midway. All equipment will be new thruout. Arrangements are pending with an independent ride operator for the leasing of several rides. Show will carry free acts and have a 10-cent gate. An announcement will be made as to the executive staff later. Manager Martin and the writer are enthused the way things are shaping up. Reported by F. J. Morrison, secretary.

Burke Shows to Barn In Chandler, Ariz.

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

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

DETROIT, Nov. 27.—Frank B. Pilbeam, one of the oldest carnival operators, has recovered from a few weeks' illness. Pilbeam recently operated a series of bingo parties in up-State Michigan. He is considering plans for taking out a new carnival in 1938.

Zeiger Shows Get 38-Week Season and Close

BUCKEYE, Ariz., Nov. 27.—The C. F. Zeiger Shows closed a 38-week season here at the "Helzapopin" frontier celebration. Show covered 11 States during season. Will winter in the vicinity of Phoenix. C. F. Zeiger, owner. Frank Ward was general agent past season.

J. J. COLLEY States:

"For the eleventh time the BIG GOLI Wheel has come out 'on top' for net profits, and it competed against ten other rides on my Show this season. The new No. 5 I bought is very satisfactory and the 'Duplex' Unit adds plenty of 'Flesh' and profit to my Midway."



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Midway Confab

By THE MIXER

Chicago! We are here for goodfellowship and business.

WONDER WHERE Funch Allen is.

OTIS L. SMITH SR.—Will it be the Otis L. Smith Shows in 1938?

BOY! Page me again!

F. W. RYAN is handling the press for the Sam Lawrence Shows for the present.

J. A. RICHARDS, scenic artist, is in Tampa, Fla., for a rest.

Join the Showmen's League today.

HARRY M. GOODHUE, what is the title of your new show for season 1938? Who with?

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

SORRY NOW that I did not bring my press agent to the convention.



JACK V. LYLES, general agent for the Art Lewis Shows for 1938 bookings. Lyles recently took up his duties in North Carolina, his home State. His Thanksgiving was spent with his family at Tarboro. Photo by Mayfair Studios, Inc., New York.

WILLIAM NEIL will represent the H. William Pollack Poster Print at the Chicago conventions.

SHERMAN HAYES, late of the Blue Ribbon Shows, is now at the City Hospital, Indianapolis.

AL CARSKY should make a candy pitch right here in this lobby, right now! Good bunch to work to.

J. S. BULLOCK, general manager Bullock's Amusement Enterprises, was in Cincinnati last week and a visitor to The Billboard office.

JAMES E. STRATES letters from Elmira, N. Y.: "Many thanks to The Billboard for the picture that appeared in issue November 20."

WHAT are you here for, fun or funds? Both should be available, as most all here had a good season.—Wadley Tiff.

FRED SHRADER seems to be interested in the midway at the Michigan State Fair, Detroit. He was once a newspaper and trade paper man.

J. C. McCAFFERY lettered from Hot Springs, Ark., that he was looking forward to seeing them all at Chicago for the Showmen's League banquet and ball.

SEE Matthew J. Riley; he can probably explain it. He can explain most anything that needs explaining.

BEN WILLIAMS is probably out now booking his 1938 dates. He generally knows about this time where he will be for the coming season.

W. H. (BILL) RICE, the new general agent for the Sheesley Midway, was in Cincinnati last week and a visitor to

The Billboard office. En route from Savannah, Ga., to Chicago.

There is a lot of speculation regarding the future plans of Lew Dufour and Joe Rogers, to say nothing of a lot of others.

W. O. (PARSON) TAYLOR was a real talker in the early days. Few if any could equal his vocabulary and tactfulness. He is now in the newspaper business at Archbold, O.

GEORGE F. WHITEHEAD letters from Miami: "I will again be with the Kaus Greater Shows Unit No. 1 in 1938, in the same capacity as the past season, which was business manager."

Some general agents talk too much to the wrong people, simply because some of them are ignorant as to who the right people are.

ANYONE knowing the whereabouts of George Earl Jr., the past season with the McClellan Shows, please notify him that his father died and that his family wishes to communicate with him.

FRIENDS write from Tampa, Fla., that Bertha Nomack, who spent last season on the Cumberland Shows, has been ill in that city but is rapidly on the road to recovery.

TOM L. SWEENEY, who was the Western States Shows, is in Fort Worth, Tex., and with Sammy Lasky and Billie Hill is operating the Rook Gardens night club.

Be not afraid to ask the question, "Are you fully empowered to sign this, or these contracts."



WILLIAM CARLETON FLEMING, vice-president of the Jones Corporation, operator of the New Johnny J. Jones Exposition.

PETE (KING KONG) PETERS cards from Sandgap, Ky.: "Past three seasons, with F. H. Bee Sr. Wintering here. In an accident about seven weeks ago, resulting in a broken hand."

GROSS' CAVALCADE OF WONDERS, a traveling museum, has Stanley J. Gross as president and Mrs. Stanley J. Gross as secretary and treasurer. Now playing in Texas.

MR. and MRS. RAY VAN NOY letter from McColl, S. C.: "We had concessions on Sam Lawrence Shows but closed with them in Carthage, N. C. Came here and opened a long-range shooting gallery."

Men in business who suffer with a grudge seldom get very far in the popularity line of march.

ROBERTS & COMPANY card from Vidalia, Ga.: "Presenting magic acts and butterfly dance and joined B. H. Nye's Indoor Show here and played to good business."

L. G. SKEEN cards from St. Louis: "John Gabel and myself are wintering here after closing our athletic arena with the Greater Exposition Shows, making our ninth season with it."

NOT SO long ago John H. Marks an-

nounced that the Marks Shows would play a string of fairs in Florida that had been booked by Robert R. Kline. Wonder what is the latest regarding this proposed tour.

If W. C. (Billy) Marcus were here he could straighten a lot of things out.

Sometimes people fight others when they should not because they do not always know who those men's friends are.—Soapy Glue.

C. J. SAUTER, sales department of Southland Motors, Inc., letters from Miami that Mac McNally is with the firm and that both of them are well known to a great many in outdoor show business.

Who are that man and woman standing over there that look like a million dollars less 3 per cent sales tax?

BEN DAVIESON cards from Columbus, O.: "Finished my promotion and will rest until after Christmas. Will winter in Kittanning, Pa., my old stamping grounds. Will be an agent with some carnival season 1938."

THERE ARE a lot of new faces here in Chicago this week at the convention. Also there are a number here who have not been here in years. The Showmen's League Silver Jubilee had a lot to do with many attending.

My! Look at the beautiful women that are in show business and attending these conventions, banquet and ball.

Why make the other fellow feel bad by saying that you flew in. He may have had to come in in a less expensive manner.

CLARENCE ST. GERMAIN letters from New York: "Closed the season in Enfield, N. C. Out 29 weeks and it is nice to be home again, altho the show had a good season. Hope to be agent for The Billboard again in 1938."

Wants To Know What Act Has The Highest Rigging of All

WASHINGTON, D. C.—Closed a successful season with the Santellos, revolving trapeze act. I took some varied and interesting motion picture shots of free acts. Am curious to know what act actually has the highest rigging in the world. I think to have this question settled would be very interesting and enlightening, to say nothing of good, clean discussion this question should develop.

I have been in show business 10 years and have missed very few issues of The Billboard during that time, but never before sent in any writeups. This question as to what act has the highest rigging has been on my mind for years, but to date I have never heard it discussed in the prints, with possibly the high-diving contest last year as the exception. Would like to see the question discussed and settled in a friendly way.—FRANK COOK.

L. C. McHENRY letters from Gastonia, N. C.: "Crescent Amusement Company closed a fair season at Blountstown, Fla. Wintering here and will open in South Georgia in March with a larger organization."

STANLEY J. GROSS lettered from Waco, Tex.: "Why was the Museum section left out of a recent issue of The Billboard?"

GEORGIE SPEARS JR. cards from Camden, O.: "Bill Moore and myself left the Eric B. Hyde Shows and are now here at a night club. Bill is at the bar and Georgie plays the piano. Will be on the road again in 1938."

MONTE NOVARO cards from High Point, N. C.: "Would like to hear from Billie Lane or Billie Love, formerly with Cetlin & Wilson Shows and one time played night clubs. Her mother is very sick and she may not be alive if she waits too long to get in touch with her."

DOC HALL letters from San Bernardino, Calif.: "Here is one I read in a Los Angeles paper recently: 'Dashiell Hammett, author of The Thin Man, who was once a Pinkerton detective, says, 'I once knew a man who stole a Ferris Wheel!' I am wondering who that guy is."

A lot of them will not know where they are going until the entire week has

ended and then some of them will have to guess. Sorry, old man, we cannot use you as you never stick with any show over two weeks or so!

F. J. MORRISON letters from New-castle, Ind.: "Will keep the showfolk advised of the progress of the newly organized America's Modern Midway Shows thru the advertising columns of *The Billboard* from time to time."

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

NEIL BERK letters from Pittsburgh: "Want to thank *The Billboard* for its splendid co-operation in the past. Hope my present connection will not make it impossible to be in Chicago for the meetings."

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

Is It Love or Jealousy?

Scene 1—An executive on a carnival knocking everybody on the show to the owners and managers.

Scene 2—Said executive is taking out his own carnival.

Scene 3—Same executive is now trying hard to get everybody he knocked in the first scene to join his show.

Scene 4—He will probably get some of them, as carnival folk are like that. They believe for the most part in following the last man who gets to them with a good sales talk and less percentage.

ZILDA PINSONAULT, of King Reid Attractions, letters from Manchester Center, Vt.: "Read Midway Confab with considerable delight. It is the means of keeping in touch with the rest of the carnival folk during that '10-year stretch' between October and April."

FRANK H. CUSHING letters from Savannah, Ga.: "Closed the season with Sheesley Midway here. Had my high pole act on which Majorie Bailey performs. Had a very successful season with the Eric B. Hyde, World of Fun and Sheesley."

Get your fair bookings right. Have faith in the drawing and entertaining power of your carnival. Remember the old saw, "haste makes waste!"

HARRY FITZGERALD lettered Claude R. Ellis from Fall River, Mass.: "Am not only the world's worst correspondent but have gotten to be a lonesome fellow. Since I lost my brother, Gerald, years ago I have few laughs and little in common with the Cape Cod folk."

MR. AND MRS. C. A. MERCIER, of the Beckmann & Gerety Shows, visited *The Billboard* last week, coming from their home in Connerville, Ind. They left for Ashland, Ky., where the Waltzer, Harry Witt's famous ride, was born.



THIS PHOTO taken in Kansas City, Mo., shows Joseph Cramor, professionally known as "Sutside" Zorsky, left; Mrs. Cramor and A. J. Stephens wishing Junior Cramor the best of luck as the Cramors take over their 1938 model home on wheels. Zorsky is finishing out the season with the L. J. Heth Shows, on which he is presenting his well-known free act.

Mercier is a master mechanic. He built the light towers for B. & G.

IT WOULD be interesting to all showfolk to know the names of the entire membership of the Showmen's League of America, Pacific Coast Showmen's Association, Heart of America Showmen's Club, Southwestern Showmen's Association and the Michigan Showmen's Association. Send them in.

B. L. MOORE letters from Anniston, Ala.: "Wild Bill Moore, who operated the Lion Autodrome on the Strates Shows the past season, recently bought a drome from Rubin & Cherry Exposition and will operate it with that show in 1938. He will present a lion act that will be different from others."

Why is it you did not have a good season? There must be a reason. Analyze the situation and try to not let the same thing defeat you again.—Wadley Tif.

EARL KNAUFF and Clifford Adams, members of the J. L. Landes Shows past several seasons, are welcoming visitors to Kansas City at the Jubilesta nitery, where both are employed for the winter by the popular showman's friend, Charles Bruno, owner of this showfolk meeting place.

J. A. PEARL, for past few seasons mail man and *The Billboard* agent on the Johnny J. Jones Exposition, was a recent visitor in Cincinnati. He was en route to his home in Rochester, N. Y., where he has employment for the winter. Being constantly employed is an old custom with J. A.

MR. AND MRS. E. M. McINTYRE letter from Winchester, Va.: "Returned home after a successful season with Kaus Shows Unit No. 2, of which W. C. Kaus is general manager and his wife, Mrs. Marie Kaus, is secretary. Never did business with better people. We had a fine bunch of ride boys."

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

E. C. RITTER, who has been a builder for C. W. Parker, Rubin & Cherry and others, was recently in Cincinnati and a visitor to *The Billboard* offices. He closed the season with the Johnny J. Jones Exposition. He belongs to the business, having had long years of experience in it. Ask him about the Human Roulette Wheel ride.

STARR DeBELLE letters from Jacksonville: "Never saw so many outdoor show people in one spot as are here now. Like most of them, I will probably go further south in Florida. Sorry I cannot be in Chicago for the big conventions, Showmen's League banquet and ball. Anyway down below here I will not have to worry about the cold weather."

Larry Mullins Hated To See Season Go; Wants Better 1938

WACO, Tex.—The Western States Shows have closed. The last seat on the Big Eli Wheel has been taken off. The banners of the various shows have been folded, the concession awnings have been lowered, as this is the Final Curtain for season 1937.

Remember last spring when the show opened? It did not matter if we had had a good winter or not, nothing mattered then, the show was opening its season. Then there were bad weeks; we all had them. As in all things in life, the bad ones serve to make us appreciate the good things.

Then the skies cleared and the sun beamed down on us and there were many who said to themselves, "It is a swell business to be in." Show us a trouper who cannot remember a "red one," be it last week or 10 years ago. They still cut up the jack-pots in honor of it.

Now the band has played *Home, Sweet Home*, and there is the shaking of hands. There are goodbyes and good luck all around. Even the best of friends must part.

To those who were fortunate enough to have a good season permit me to say "I am glad you got it." Regardless of what the winter may bring forth let us be thankful for what we have and pledge ourselves to make 1938 a bigger and better season. "It is a swell business to be in!"—LARRY MULLINS.

JACK RUBACK, general manager Western States Shows, reports from Kansas City: "Season 1937 opened in



MRS. JACK PALMER standing in front of her new Indian trailer after it was delivered at Buffalo, N. Y. Mr. and Mrs. Palmer had the popcorn concession past season with C. H. ToThill Attractions. Note the pooch "Fluffy" the lady is holding in her arms and she says this doggie has traveled something like 65,000 miles with the Palmers, last heard from in Madison, Wis.

Crystal City, Tex., March 20 and played 16 fairs and celebrations and closed the season in Clifton, Tex., November 20. It was the best season in the history of the shows. Show is now back home in San Antonio."

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

R. T. (BOB) IRWIN letters from Louisville: "Been talker and lot superintendent with Johnny J. Jones Exposition 15 years, Boyd & Linderman two years, L. J. Heth in 1926 and H. G. Melville's Nat Reks Shows in 1927-'28. Now have three razor blade stands in good locations here. Will be with a big carnival in 1938."

MAE JOE ARNOLD letters from Georgetown, S. C.: "After a successful season with Sol's Liberty Shows Johnnie Webb joined Crystal Exposition Shows with side show and closed when the shows did here, which was also good. Museum opened in Marion, S. C. I am still working the annex and want to thank *The Billboard* for services rendered."

SOAPY GLUE is now ably assisting me in getting all messed up on our "out all winter" tour. He claims that we should put on snow ball concessions because free ice can be had in the winter.—Tillie Few Clothes.

W. H. (DUKE) BROWNELL letters from Miami: "Finished my season ahead of shows. Here for the winter and am again with Commercial Advertising Company. Our first job was to bill Funland Park, which opened November 20. Its management presents many new features. Miami looks forward to a big

winter season from an amusement angle."

BILLY PITZER cards from Portland, Ore.: "Past season operated girl show with L. J. Heth Shows, making 15th year with L. J. Now with Billy Rose's *Show of Shows*, playing only key cities. Three weeks at Curran Theater, San Francisco. This show carries 150 people and travels on its own special train of 11 cars. Before opening at Fort Worth, Tex., I made a business trip to Mexico City, Santa Cruz and other cities in Mexico."

HAROLD L. LANGHLAN letters from Louisville: "Back again with Hollywood Museum, making my sixth winter season. Playing towns in Kentucky and they are very good. All museums seem to be doing good. Everything around this museum has been rebuilt and the walls are covered with blue and red cloth, doing away with all banners. Has 15 working acts, among them Nico, pig man, and Major Little, midget."

THERE IS Soapy Glue over there putting iodine on his corns! He says it is good for them. Next thing we know he will announce that he is going to put on a "sucker's side show."—Tillie Few Clothes.

EDWARD A. HOCK letters from Chicago: "Replying to the question in Midway Confab issue November 13. The Imperial Shows did not pass out and neither were they absorbed by another organization. Show had a nice season. Opened in Anderson, Ind., second week in April and closed in Griggsville, Ill. (See MIDWAY CONFAB on page 52)

EVANS
MONEY MAKERS
Make your concession the LIVE SPOT! Rely on EVANS' 45 Years' Experience for Latest and Best Amusement Equipment.

PADDLE WHEELS OF ALL KINDS \$7.50
Long Range Shooting Galleries and Supplies for all makes. Wheels of every type. Everything for the Midway.

FREE CATALOG
H. C. EVANS & CO.
1522-28 W. Adams St., CHICAGO

PRICED FROM \$1,150.00 Up

ALLAN HERSCHELL CO.
1937 DE LUXE KIDDIE AUTO RIDES
MORE THAN 150 SATISFIED OWNERS.
"Made in three different sizes, for 1937. Model 'A' De Luxe 10-Car seating 14 children, sells for \$1,350.00. Model 'B' De Luxe 8-Car, seating 12 children, sells for \$1,150.00. Model 'C' De Luxe 6-Car, seating 10 children, sells for \$950.00. Special 20-Car Model for \$2,250.00 furnished on special order. Also Manufacturers of Blue Goose Kiddie Ride.

ALLAN HERSCHELL CO., Inc.
NORTH TONAWANDA, N. Y.

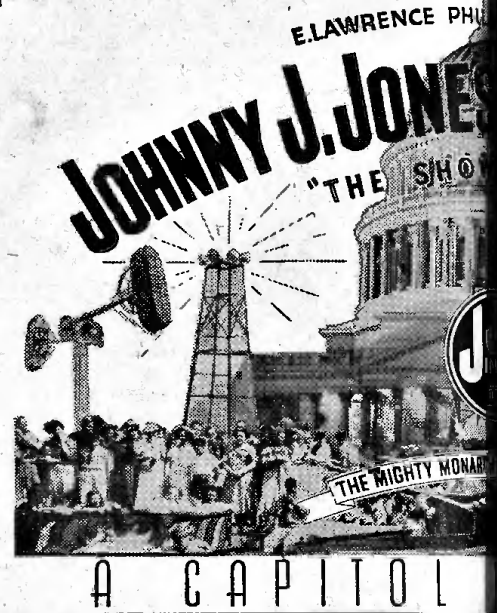
OCTOPUS
"World's Newest Ride Sensation"
Unequaled For Performance and Profits
SALEM, OREGON
ABNER K. KLINE, Factory Rep. LUSSE BROS., LTD., Blackpool, England, European Suppliers.

A TRIUMPH-OF-ACHIEVEMENT

BETTER, MIGHTIER-AND GRANDER-THAN-EVER

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

STILL-CLIMBING-TO-NEW ACHIEVEMENTS^A AND PROGRESS



HOME OFFICES
WASHINGTON

ADDRESS ALL COMMUNICATIONS
AUGUST

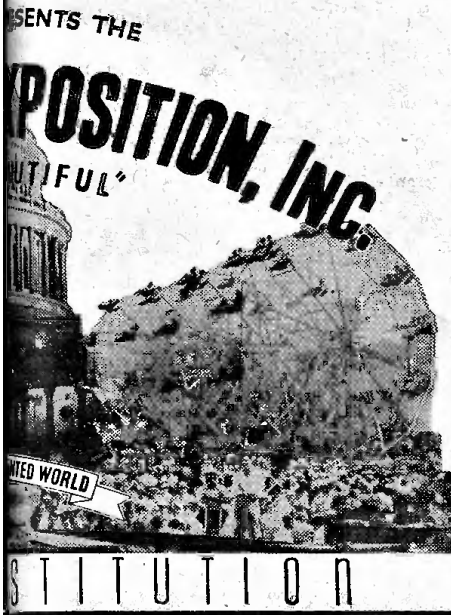
WALTER A. WHITE		T. M. (Tom) ALLEN	
KARL J. WALKER'S GAY NEW YORKERS With the Best Show on Earth.		Thanks a Million to E. LAWRENCE PHILLIPS and Staff, for Wonderful Co-Operation. FRED MAURICE & GANG	DAVID STARR <small>Advance</small>
A WONDERFUL SEASON WITH THE MIGHTY MONARCH Thanking Messrs. PHILLIPS AND WHITE ROYAL RUSSIAN MIDGETS	A Big Season with Thanks to the Management of the Johnny J. Jones Expo. R. E. HANEY	Thanks to the JOHNNY J. JONES EXPO. "The Show Beautiful" For a wonderful season. MR. AND MRS. J. LEE CUDDY	TWO-HEADED BABY CHESTER CASS WILLIAM COUCH Owners
LEE J. YOUNG On the Front AL MATHEWS Piano Russian Midgets	HARRY L. WILSON HARVEY T. WILSON 4th Season Going Big	MISS AMERICA MR. AND MRS BOB EDWARDS JACK EDWARDS Thanks "Johnny"	THE STRATOSHIP Latest and Flashiest Ride of the Day. Spectacular—Popular—Profitable. Eight Park Rides in Successful Operation During 1937 Season. First Portable Device Opened on Jones Show at Indianapolis, Where It Grossed Over \$1,800.00 During Fair Week. See R. E. Haney on Johnny J. Jones Shows or Write Factory for Information. Ride Will Be in Operation at Miami for 12 Weeks, Commencing November 20. Visit Us at Booth 124. —Chicago Convention.
DOLLY DIMPLES Personality Fat Girl Frank Geyer, Mgr. Buddy Rush, Talker	CARL J. LAUTHER presents Three Big Shows Side Show — Illusion Show Nudis in the Annex KAY Sex Reversal Paul Sprague, Orator Jean Rockford, Cashier 3d Season	TEMPLE des RHUMBA Bill Holt, Mgr. Margaret Holt, Emsao O. T. Pleasant, Talker Jose Lopez, Violin Margarita Lopez, Dancer Tex Martin, Bass Jesse Lopez, Marimba 22 People	R. E. CHAMBERS COMPANY, Inc. BEAVER FALLS, PA.
HARLEM & DIXIE George Baldwin, Prod. John L. Henderson, Mus. Dir. David Hicks Jimmie Moorman Ralph Letman Joe Hart Pearles Williams Helen Anderson, Star			

AN-ECLIPSING-EPOCH IN COLLECTIVE-AMUSEMENTS

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

OUR RECENTLY CONCLUDED SEASON WAS ONE
OF RECORD BREAKING GROSSES

THANKING COMMITTEES, FAIR SECRETARIES
AND OFFICIALS FOR THIS PLEASANT
SEASON



1000 C ST. N. E.
N. W. D. C.
TO WINTER QUARTERS
GA.

J. C. (Tommy) THOMAS

RALPH LOCKETT

GOTT
Pleasant Season
With the J. J. J.

TEMPTATION
MARVIN DENT, Owner

CATERPILLAR
Year With Johnny J. Jones
Pearl Harvey, Owner
Bill Keys, Mgr.
John L. Miller, Clutch
Amos Harvey, Mascot

THA (Gyp) McDANIELS
PLEASANT AND PROSPEROUS SEASON
AT THE JOHNNY J. JONES EXPOSITION

Enjoyed a Week With the
Johnny J. Jones Exposition

**SOL SOLOMON'S
DIVING ACT**

LIPSKY and PADDOCK CONCESSIONS

Still With the Best Show on the Road

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

EDDIE E. COE
EDGAR HART
TONY CIRESI

FRANCIS SCOTT
SOL WASSERMAN

TEMPLE OF KNOWLEDGE

Mrs. Bootsie Paddock
Operator
Mrs. George Davis
Reader

My 20th Season With the J. J. J.

CLIFF AND BETTY Bammel

A Great Show To Be With
Concessions
Leo Mulvey, Agent

THE GREAT RIDE FOR BIG AND SMALL MIDWAYS

"THE LUSSE AUTO SKOOTER"

Building and Cars
See the Auto Skooter on the J. J. Jones Show
LUSSE BROS., INC., 2809 N. Fairhill St., Philadelphia, Pa.

ALL MERCHANDISE USED

by

LIPSKY and PADDOCK CONCESSIONS

furnished exclusively by

HORROW NOVELTY CO.

Manufacturers and Jobbers

215 Market Street, PHILADELPHIA, PA.

JOE PEARL

Champion Billboard Salesman

Booked Again for
1938

JOSEPH STIY'S PROSPERITY GRILL

MRS. J. C. SIMPSON'S Concessions

Palmistry
Mrs. Emmett Barfield, Mgr.
Photo Gallery
Clearance Hunter, Mgr.

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

FLOYD HESSE and Agents

FROZEN DELIGHT

George Davis
Walter Bable
William Vining

OLLIE TROUT'S TRAILER PARK

Trailer Paradise

MIAMI, FLA.

National magazines have gone on
record as saying that we have the
most beautiful park of its kind and
we feel sure that you will agree, pro-
vided you can find it convenient to
inspect our property. We invite you.
Under personal supervision of

OLLIE TROUT, Sole Owner and Mgr.

MIDWAY CONFAB—

(Continued from page 49)

October 5. Played a number of fairs in Wisconsin. The Imperial Shows are in quarters at Rock Falls, Ill., and will be very much in evidence in 1938."

JAMES BARBER letters from Seattle: "I operate the Pacific Coast Shows. Now in winter quarters here. Rides are being repaired and painted by George Church, Ira Hudson and myself. Raymond Barber is with it during his off days from school. Show will be enlarged in all departments for 1938. Recent visitors were H. H. Avery and Wayne Endicott, of American United, and George French, of the French & Ziegler Shows."

GIL TRUVE letters from Lennox, S. D.: "Mr. and Mrs. Art B. Thomas, owners and managers of the shows bearing their name, are now on an auto trip to the West Coast. They will spend most of their time in and around Los Angeles. On November 16 they were in a smash-up while in their Buick near Orland, Calif., both escaping with slight injuries. While the car is being repaired in San Francisco they will see the sights of that city."

I JUST finished reading the Christmas edition of The Billboard and I find that there are quite a number of carnivals still in business and appreciate the value of advertising. Wadley Tif.

JACK J. CARR, manager of the Casino Amusement Company, letters from Cleveland: "We purchased the circle swing and callope formerly owned by Dr. Irwin Siebert, of this city. It is our intention to put out a motorized carnival unit to play in this district. All the equipment will be owned and operated by Mrs. Elsie Carr and myself. This unit will be small but clean and free from questionable features of any kind. Have shop and storage quarters here."

WILLIAM A. (SNAKE) KING letters from Brownsville, Tex.: "Was in San Antonio recently and had quite a visit with Charles and Maude Jamison. There were several young and middle-aged folk like myself present. Last time I saw Red Onion was at the opening of the Ringling-Barnum Circus at Madison Square Garden, New York, some years back. Glad he is back with The Billboard."

JACK A. MONTAGUE cards from Punta Gorda, Fla.: "Closed fifth season with Max Gruberg's World's Exposition Shows. Handled The Billboard sales and mail. Mrs. Mazie Montague produced the Rainbow Frolics Revue with the assistance of Charles Joy Gramlich."

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 95 cards, \$5.25; 50 cards, \$3; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 8 1/2 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theaters, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, real class. . . . \$12.50 Automatic Bingo Shaker, real class. . . . \$12.50 Lapboards, white cards, 8 3/4 x 14, Per C. . . . \$1.50 Stapling Bingo Cards on same, extra Per C. . . . \$1.50 Bingo Card Markers, in strips, 25,000 for. . . . \$1.00 Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.

19 W. Jackson Blvd., Chicago

TRUCKS

AUTOMOBILES — MOTORIZED YOUR SHOW

Write

CHARLIE T. GOSS
With STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

"MAC" McNALLY

Formerly Allentown, Pa.,
Now With CHUCK SAUTER, Selling
CHEVROLET CARS.**SOUTHLAND MOTORS, Inc.**

Miami, Florida.

Will vacation here for the rest of the winter. Still look forward to the mid-week mall, at which time I receive copies of The Billboard. Punta Gorda is the home of the Silver King Tarpon."

PREMATURE publicity has spoiled many prospects in show business. News should be facts, not imaginings of press agents. Managers should co-operate with their press agents and news men to the nth degree and then some.—Wadley Tif.

VAN CAMERON letters from Nashville: "Rogers Greater Shows cover the same Tennessee fairs each season and enjoy a circle of warm-hearted friendships which are renewed each year. Here in Nashville Bill Rogers is known and respected by his fellow citizens. Heads turn when he enters a room, night club celebrities seek him out and traffic officers on the corners salute him when he passes. This city's own carnival man holds a place in the hearts of his many local friends."

Unkle Jerk Lets Out a Squawk And Wants More Midway Space

My Dear Bermuda: I went on a number of exhibition and fair grounds the past season and I naturally noticed a great number of things that I did not think are just right. They could be remedied if the sense of both common and proportion was used.

First: Exhibition and fair ground midway at quite a number of places should be located where the public can find them and would have to pass thru the midway coming in and going out of the grounds.

Second: At some fairs and exhibitions the midways should be more roomy so that all of the carnival booked in could be located properly when it gets in to show its amusement wares.

Third: A carnival that is too large for the space actually available for the midway should not be booked in. Neither should the carnival owner who has a carnival that is too big for the available space book in.

Fourth: There are too many carnivals that start to dismantle before the full date is completed. I went on one fair-ground on a Saturday and all the wonderful illuminations that the carnival had when it opened the date had been removed from the shows and rides. The midway was jammed with people, many of whom could not attend the opening days, but had been told by their friends what a beautifully decorated and illuminated carnival it was. They were disappointed when they saw it dismantled before the engagement was over and they, of course, limited their spending accordingly. It is my opinion that the carnival should be all there from the very opening day to the time the last ticket is sold on the closing night of an engagement.

Fifth: The exhibition managers and all fair secretaries should pay more attention to the location, space, landscape, sanitation, illumination and a lot of other things than some of them do now. Let's trust that we will see greater improvements for 1938. Improvements that the public will appreciate and pay for if they are given them. It is the public that pays both the exhibition, fair and carnival.

Trust I have not been too exacting in this suggestion for more common business sense and a better sense of proportion as relating to this subject.—UNKLE JERK.

TOM DOC MEHL cards from Houston, Tex.: "Closed season with Smith's Greater Atlantic Shows at Dillon, S. C. Had a nice tour with Brownie Smith. Saw these shows while on the way here to winter: Johnnie Bullock's Amusement Company, Bamberg, S. C.; Tip Top Shows, Branchville, S. C.; Barfield's Cosmopolitan Shows, Buena Vista, Ga.; Gruberg's World's Exposition Shows, Montgomery, Ala.; Ralph R. Miller Amusements, Crowley, La.; Dodson's World's Fair Shows, Lake Charles, La., and Royal American Shows, Beaumont, Tex."

JACK V. LYLES letters from Tarboro, N. C.: "Contracted with Art Lewis to represent his shows for the 1938 season. Had hoped to be at the Chicago convention but not so. Will stay down here and contract some dates while some of the boys are jack-potting it on the Magic Carpet. Had a peculiar experience while coming home from Wilmington, N. C., where I had gone to arrange for the movement of the Lewis Shows from Moultrie, Ga., to D. Land, Fla. Coming into Mt. Olive, N. C., George S. Marr's

home town, I saw the Show Boat Players advertised. Stopped and called a boy and asked him if Charlie Hunter was around. Charlie came out and we talked a while, and he said Jimmy Adams and his wife, Mrs. Bertie Adams, are here now. So I went in and saw them for the first time in 22 years. I stayed over two hours with them. They are not in show business any more but were just visiting Charlie and Beulah Hunter. She is James Adams' sister. Strange things happen. Hope Al Hartmann and Claude Ellis and the rest of The Billboard staff have a grand time at Chicago and wish I were going to be there, too."

CHARLES DOCEAN, famous freak animal showman, letters from Shreveport, La.: "Had my show with Sol's Liberty Shows past season. Front built on trucks and over 300 lights built in panels. Was rated as the outstanding show on the midway. Been well and working hard as usual. Am trying to make it bigger and better and will if I can get the freak animals. Now have only 40 but want to make it 70 animals again. Will stay here until spring. Two shows here in quarters, Al C. Hansen, at Bossier City, and Hennies Bros."

EDWARD K. JOHNSON letters A. C. Hartmann from Sylva, N. C.: "Stopped over here after the Crystal Exposition Shows closed the season at Georgetown, S. C., November 13. Enjoyed being with Warren J. Bunts thruout the tour. Had a beauty pageant here at the Lyric Theater, staged by local girls Friday evening, November 19. Will be in Philadelphia for the winter to rest, relax and visit old friends. Have several offers to general agent carnivals for 1938 and will probably make a decision after the Chicago meeting."

OTTO STEPHEN letters from Spikard, Mo.: "While playing Arton, Ia., July 14 a windstorm hit us and destroyed the Merry-Go-Round top. It was replaced the following week. That same day I was operated on for appendicitis and was in the hospital at Ocala, Ia., for two weeks, but the show went on just the same, as I had a crew of loyal workmen. My father, who is over 70 years young, came on and took care of the business end of the show. My wife stayed at the hospital with me. Out 18 weeks and played 21 fairs, celebrations and still dates; covering 1,450 miles. Season was fair."

FOR A RECENT good deed in Savannah, Ga., Jerry and Kitty Swisher, cookhouse operators, should go down in the good book as real people. As far as this column is concerned they are already listed.—Red Onion.

THOMAS LUCAS letters from Mt. Carmel, Ill.: "My brother George owns three riding devices and reports that he had a very satisfactory season. Rides are now in quarters at Richmond, Va. Caterpillar finished the season with the World of Mirth Shows at Anderson, S. C., November 3. George says it grossed \$1,500 over 1936 season and that W. of M. is one of the largest and best carnivals on the road. He is of the opinion that Marks Shows are one of the largest and best gilly carnivals in any section of the country. This show is motorized and on rails, using 15 semi-trailers, trucks and cars. The Octopus ride with the Marks Shows closed the season at Greenwood, S. C., November 13. Kiddie Autos was with Kaus Greater Shows and closed season November 13. George is here at home and will attend to his real estate and visit homefolk until after January 1, when he will go to Florida for the balance of the winter.

MEN WITH IDEAS should never give them out unless they are willing to kiss them good-bye as their property. It is a strange trait in human nature that causes them no pang of conscience when they steal other people's ideas and appropriate them for their own use. They think it is more of a crime to pay for ideas than it is to steal them.—Wadley Tif.

St. Louis

ST. LOUIS, Nov. 27.—This city is the mecca for many show people. With the formation of the International Association of Showmen, visiting showmen will now have a meeting place when in or passing thru. There are now approximately 400 outdoor showfolk residing here and in East St. Louis, Ill.

"Everyone" was Chicago bound this week. Among those wintering here who will be on hand for the big doings are Mel G. and C. Guy Dodson, Vernon Korin, Mr. and Mrs. Ray Balzer, of the Dodson Shows; Mr. and Mrs. Dee

Lang, Elmer Brown and John Sweeney, of the Dee Lang Shows; Mr. and Mrs. John Francis and J. Crawford Francis, of the Greater Exposition Shows; Mr. and Mrs. Charles T. Goss and Frank Haus, of the Standard Chevrolet Company; Milford Smith, of the Siegel Tent and Awning Company; Donald LaCost, of the Gold Medal Shows; Tom W. Allen, erstwhile carnival owner and former partner of Clarence A. Wortham, and Carl Byers, of the Byers & Beach Shows.

Doc Waddell, carnival evangelist, who was chaplain and publicity director the past season for Miller Bros.' Shows and who has been spiritual adviser to the human oddities with Morris Miller's indoor Ripley "Believe It or Not" museum, spent several days here this week en route to New York, where next month he will be on We, the People Coast-to-Coast broadcast. Waddell addressed the Eastern Star here and was the honor guest at a dinner in the Anchel A. Skagg home.

Among those passing thru this week en route to Chicago were Mr. and Mrs. Fred Beckmann, of the Beckmann & Gerety Shows, who drove up from San Antonio, parked their car here and took the train to the Windy City on Thursday; Mr. and Mrs. Mel H. Vaught, of the State Fair Shows. Mrs. Vaught is spending the week with her parents in Cleveland and will arrive in Chicago Sunday, while Vaught departed for Chicago from here Monday at noon. Mr. and Mrs. Sam Solomon, of Sol's Liberty Shows, left Thursday; Oscar Bloom and L. S. Rohter, of the Gold Medal Shows, came in from Hot Springs, stopped over Thursday and left Friday.

Mrs. Harry Allen, wife of the general agent, who was able to leave the hospital here two weeks ago, suffered a setback and was compelled to re-enter the hospital again for radium treatments.

James W. Laughlin and Bruce Barham, of the West Bros. Amusement Company, spent several days, coming up from winter quarters at Morley, Mo. They departed again Wednesday, Laughlin for winter quarters, from whence he leaves today for Chicago, and Barham for Memphis, Tenn., where he will look after a kiddie ride which he booked at the Sears-Roebuck store from now until Christmas.

Harry A. Smith is again managing the toy department entertainment at the Famous-Barr department store here, this making his sixth successive year there. Harry Bernstein is there for his fourth consecutive year with his toy demonstration and sales. Quite a few carnival men are employed in the toy department of this store from now until Christmas.

Dave Carroll, past season publicity director for Dodson Shows, is booking the Colored Revue, which was with that show all season, at theaters in this vicinity.

Mrs. Alice Shaw and Hazel Shaw, who for the past several years have been operating the W. H. J. Shaw wax-figure studios here, returned Monday after a two months' vacation on the West Coast.

Among other arrivals this week who will make St. Louis their winter homes were Fred Zschilli, of Cetlin & Wilson Shows; Mr. and Mrs. Viola Hayes, of Gold Medal Shows; Mr. and Mrs. E. R. Cobb, of Dee Lang Shows, and Ralph and D. C. Bogue.

Bob LeBurno, who has been in the city for the past several weeks, following the closing of the Oliver Amusement Company, departed Wednesday for Memphis, where he plans on remaining for a while.

O. R. Strohmaier, corn game operator, and during the winter months representing E. G. Staats & Company, writes that he will spend December in Fresno, Calif., with relatives, but will be on hand for some fair meetings in the Middle West in January. He reported a good 1937 season.

WANT MORE REVENUE
for
YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the
WHOLESALE MERCHANDISE
Department

THIS WEEK and EVERY WEEK

American Carnivals Association, Inc.

By MAX COHEN

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

While it is too early to anticipate the outcome of these meetings, it is already evident that there will be a large attendance as indicated by the sizable quantity of correspondence received from the members of the association. They express their interest and plan to be present and participate in the activities of the association.

The ACA again welcomes one and all who plan to attend the sessions at Hotel Sherman. It is certain that with the good attendance that is now assured that the association will make progress of an important character. The meeting will further indicate the established position of the association in the carnival world.

To those who will be in attendance in Chicago a cordial invitation is extended, particularly to the owners, managers and others interested in the carnival industry in general and the association in particular. Meetings open Monday night, November 29, and continue nightly until the business of the association is completed.

The full program of the annual meeting has heretofore appeared in *The Billboard*. High spots of the meetings will include a review of the association's activities for the past year and formulation of a legislative program for 1938.

It is the sincere belief of the officers and directors of the association that the coming meeting will be a notable milestone in the annals of the association. The organization extends a sincere welcome to all.

Jacksonville

JACKSONVILLE, Fla., Nov. 27.—This city is overflowing with show people. When the writer dropped into the lobby of the Duval Hotel Saturday night the first showmen's convention was on in full sway. Many of the 70-odd showmen and women were preparing to leave for points south.

Among those in the lobby at the time were Johnny Young, Ernest Able, Mr. and Mrs. John Weiss, Cash Couch, Jack Barth, H. A. Frahm, Ed Sweeney, Little Harry, Abe the agent, Frank Burke, Matty Brown, B. Harrison, B. Landes, C. Robinson, R. Hawkins, Bert Seymore, N. Kramer, Mr. and Mrs. P. O. England, Mr. and Mrs. Ray Polson, Helen Webster, Louis Swartz, Ben Faust, Benny Fox, S. Glazert, J. Young, M. Stone, Mr. and Mrs. Ralph Decker, Al Gale, Mr. and Mrs. Clyde Wilson, T. J. Oederkirk, Mr. and Mrs. Bill Wilson, Mr. and Mrs. Tom Saunders, Cliff Swisher, Herb Backus, W. Scott, Wm. Heiman, Bottsie Mack, E. D. Lansford, J. Reynolds, J. Zukerman, Mr. and Mrs. H. Lent, P. Linske, Frank H. Starr, Herold Somers, Ted Farrington, Mrs. Jack Casey, Abe Gorman, J. E. Flowers, Curley Davis, Chic Ramon, George Leonhardt, Mr. and Mrs. B. C. Gray, Bob Allen, Mr. and Mrs. Bob Meyer, Raymond LaValle, Mr. and Mrs. R. F. Appelby, Blackie Jacobson and David Kann.

Those of the Art Lewis Shows who are spending a few weeks in the city are Mr. and Mrs. Dave Kerman, Mr. and Mrs. Daniel Donnem. The exact number of show people in the lobby and registered in the hotel was hard to check. Many were with the Orange State Shows that closed the season here. Reported by Starr DeBelle.

Street Fairs in France

PARIS, Nov. 22.—Big street fair running entire month of November at Montpellier has 120 rides and attractions. Paul also holding full-month carnival with many rides, circuses, menageries and shows.

Other important carnivals are under way at Courc-en-Bresse and Clermont-Ferrand, each with midways grouping 50 rides and concessions.

CANTON, O., Nov. 27.—J. G. Clark, co-owner past season of Spencer & Clark Shows, is making this city his permanent home. He has made no revelation as to his future plans, but intimated he would be active again in carnival field.

15 Years Ago

(From The Billboard Dated December 2, 1922)

Con T. Kennedy Shows closed a successful season of 31 weeks at Corsicana, Tex., and immediately set sail for winter quarters in Waco, Tex. . . . While Veal Bros.' Shows were playing Columbus, Ga., members of the organization held a memorial service at the graves of those killed in the wreck on the Kennedy Shows' train in 1915. . . . After a good season, spent for the most part in Central Pennsylvania, the Sam E. Spencer Shows closed their season and took up quarters in Brookville, Pa. . . . Robert R. Kline signed as general agent with Zeidman & Pollie Exposition Shows and was preparing to begin his duties with that organization immediately.

The Loos Shows were housed for the winter in a spacious barn at La Mours, N. D. . . . Nick Stark, bandmaster with the S. W. Brundage Shows, together with his wife and daughter, was wintering at his home in Muscatine, Ia. . . . T. A. Wolfe's Superior Shows went into quarters at Augusta, Ga. . . . C. A. Vittum, well-known showman, entered the novelty business at Cedar Rapids, Ia. . . . C. W. Cracraft took the management of Odeon, the Mental Mystic, to play dates thru the Middle West. . . . All-American Shows blew into quarters at Lawton, Okla., after concluding a successful season at Hollis, Okla. . . . Francis Grenier, who had charge of the carousel with Zeidman & Pollie the latter part of the season, closed with the organization at Goldsboro, N. C., and returned to Cincinnati for a short vacation with friends.

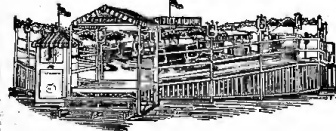
Charles Bagdig, of ride fame, gave a chop-seuy dinner at a cafe in New Orleans and had Jean De Kreko, Hosvep De Kreko, Charles Wedge and Charles Detzel as his guests. . . . S. A. Hayhurst, well-known showman and ride man, closed with Billie Clark's Blue Ribbon Shows in North Carolina and headed for his home in Hamilton, O. . . . Mrs. Con T. Kennedy was reported to be getting along nicely at St. Anthony Hospital, Oklahoma City, where she had been confined for several weeks. . . . J. J. Reis, genial secretary of the Zeidman & Pollie Shows, arrived in Cincinnati for a week's rest from Nitro, W. Va., where the shows were wintering. . . . Numbered among the showfolk sighted in Nashville were Johnnie Bullock, Jack Eastman, Frank Earl, Walter Dennis, Bob Stewart and Jimmie Williams.

FORT WORTH, Tex., Nov. 27.—Mrs. Irene Pitzer will winter in Eagle Pass, Tex., while her husband, Billy Pitzer, is with the Billy Rose Show of Shows, now on tour. The Pitzers were with the L. J. Heth Shows past season and with the Nide Ranch at the Fort Worth Frontier Centennial in Fort Worth the year previous. Pitzer is handling the program concession with the Show of Shows.



SHIRLEY TEMPLE is no different from other American children when it comes to enjoying the amusements offered on a carnival midway. This famous little actress of the pictures is shown here with an unknown companion riding a Big Elk Wheel. This photo was taken at the Los Angeles County Fair, Pomona, Calif., during an engagement of Crafts' 20 Big Shows. Shirley's little seat-mate seems to be having a good time, too, just like millions of children do all over the world when a carnival comes to town.

It Pays To Own A TILT-A-WHIRL



No Wonder Successful Ride Men Buy TILT-A-WHIRLS and More TILT-A-WHIRLS—YEAR AFTER YEAR.

FOR PARTICULARS WRITE

SELLNER MFG. CO., Faribault, Minn.

EL PASO, TEXAS

Third Annual Sun Carnival, December 24 to January 2

WANTED—High-class Concessions of all kinds, except Eats, Drinks, Popcorn and Peanuts. Write or wire VERNE NEWCOMBE, Mgr., Concessions and Amusements, Suite 502, Martin Bldg., El Paso, Texas.

Slightly Used Miniature Steel SHOOTING GALLERIES PRICED TO SELL

7—5-ft. Miniature Steel Galleries, \$59.50 Ea.
8—Cases 10,000 Shell Pack, Splat, terproof .22 Caliber Gallery Cartridges, \$3.20 per 1,000; or \$31.50 per Case of 10,000.

Target Cards. Take in 40c Each
Card \$2.25 per 1,000
8—Winchester Rifles, Slightly Used, Model 61 \$8.50 Ea.
6—Winchester Hammerless Rifles, Slightly Used, Model 62 . . . \$12.50 Ea.
Terms—1/3 Deposit, Balance C. O. D.

All this Equipment First-Class Condition.

C. C. LUCAN, 1315 1/2 St. Joe St., Rapid City, S. Dak.

Missouri Show Women's Club

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

New members whose names have been omitted are Peggy Smith, presented by Mary Francis, and Laura Potter, secretary of the C. E. Pearson Shows, presented by Jane Pearson.

Members present were Grace Goss, Clela Jacobson, Norma Lang, Florence Parker, Arlene Smith, Gertrude Lang, Millicent Navarro, Irene Burke, Laura Potter, Jane Pearson, Nell Allen, Mary Francis, Peggy Smith and Kathleen Riebe. Reported by Kathleen Riebe.

Philadelphia

PHILADELPHIA, Nov. 27.—Business continues fair at the Eighth Street Museum with the following attractions: Leo, magician and demonstration of neon tube and sword swallowing; Popeye, in faces and escapes; Spidora Illusion; Poses Plastique. Dancing girls in the annex.

South Street Museum presents this week Kid Tailey and colored revue; Silas Whalley, expansionist; Tam Tam, leopard skin man; Ray Sheldon, prison act; Mme. Orva, mentalist. New girls in the annex are Anna Turner, Vivian Burke and Dolly Eddy. Samuel D. Eddy is now

manager of the museum. Business good. Harry and Bench Bentum arrived in the city during the week after closing a very successful season with Endy Shows and independent booking. They will spend the winter here.

E. K. Johnson, this year with the Crystal Shows as promoter and press representative, arrived in for the winter. Reports a very successful season.

Joe Payne came in from the Marks Shows and says first part of season was good, but latter part at fairs below par.

Fitzie Brown, who had the concessions with West Shows, passed thru the city. Says season was very good. He is boosting the Showmen's League and taking memberships.

Jack Miller, Irving Sherman and Jack Gallagher, concession agents, arrived in the city.

Jerry Zabaski and wife came in from the Marks Shows. Did very nicely on the season.

Woodrow Olson and wife, newlyweds, arrived from the South. Have been with Carl J. Lauther's attractions on the Johnny J. Jones Exposition. Will winter here.

El Paso

EL PASO, Tex., Nov. 27.—Paul Towe, owner of Silver State Shows, announced his show will play the Eastern New Mexico State Fair, Roswell, N. M., in 1938.

Buddy Thornton, with State Fair Shows past season, left for Tahoka, Tex., to join Yellowstone Shows. Mr. and Mrs. Mel H. Vaught, owners of State Fair Shows, left the Middle West. They will Show, left the Middle West. They visit Mrs. Vaught's relatives in Ohio.

Neil Berk Now G. A. For Ideal Exposition

PITTSBURGH, Nov. 27.—Neil Burk, general agent for West's World's Wonder Shows the past season, announced that he has been engaged in the same capacity for the Ideal Exposition.

In speaking of his association with Frank West, Berk said, "I closed with him at Henderson, N. C., October 23, and it was a pleasure to have been associated with him."

Carnival Dancer Freed On Manslaughter Charge

LINCOLN, Neb., Nov. 27.—Manslaughter charges against Mrs. J. H. Roby, 36-year-old hula dancer of Daily Bros.' Carnival, were dismissed in District Court in Red Cloud, Neb., this week. She had been in jail since August 26, when her husband was fatally shot in an argument near Braden, Neb. Testimony revealed her life had been frequently threatened by Roby.

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

Full Date Carnival Show Letters

(As Reported by News Representatives for the Shows)

Sam Lawrence Shows

Anderson, S. C. Week ended November 13. Anderson Colored Fair. Weather, rain three days. Business, good.

Show people arrived early Sunday and enjoyed visiting departing World of Mirth personnel. Everything up and ready for the preview Tuesday night to a packed midway. Manager Sam Lawrence presented a fine line-up of attractions and a well-lighted show in Carter Park for this fair. Wednesday, official opening for this four-day fair, the sky was heavy and light rain fell all day. Regardless, patrons came early and stayed late. All shows, rides and concessions played to real business in the rain. Thursday and Friday continued rain held attendance down. Saturday the sun put in an appearance and aided the closing of a profitable week. Minstrel Show got top money for shows and the Big Eli Wheel and Octopus battled for top ride honors. Sol Bloom's well-stocked corn game pleased. Show moved into Georgia from here with Mabel Mack's Hippodrome as feature attraction.

F. W. RYAN.

Isler United Shows

Elmo, Mo. July 26-August 7. No business was done these two weeks, as equipment was taken off the train and put into trucks. Train and wagons were left here.

Alton, Mo. Fair. August 9-13. Location, fairgrounds. Business, best of the season.

Mountain View, Mo. August 16-20. Legion Homecoming. Location, city park. Business, fair.

Naylor, Mo. August 23-27. Location, city park. Auspices, picnic committee. Business, good.

Corning, Ark. August 30-September 4. Location, ball park. Weather, rain Saturday night. Business, good.

Morehouse, Mo. September 6-11. Location, city park. Auspices, Labor Day Committee. Business, none.

Isler sold his train and wagons to Mel G. Vaught. Business has been better since the show left the train.

Lutesville, Mo. Fair. September 13-18. Location, fairgrounds. Weather, cold. Business, fair.

Imboden, Ark. September 20-25. L-O-C-A-R-N Winter Quarters—(IV)—12-4 Woxation, fairgrounds. Business, fair.

Piggott, Ark. Fair. September 27-October 2. Location, fairgrounds. Twenty-five cent gate. Business, fair.

Saturday was lost because of rain. The Whip, Merry-Go-Round and Chairplane were stored here.

Rector, Ark. October 4-9. Location, streets. Auspices, American Legion. Weather, rain and cold first half of week. Business, good.

Forrest City, Ark. October 11-23. Location, State highway lot. Weather, rain. Business, poor.

Crawfordsville, Ark. Location, heart of town. Auspices, none. Business, fair.

Cherry Valley, Ark. Location, heart of town. Auspices, none. Business, light.

Wetner, Ark. November 8-13. Location, heart of town. Weather, rain first three days. Business, good.

Swifton, Ark. November 15-20. Location, uptown. Auspices, Parent-Teachers' Association. Weather, rain, snow, cold and windy.

Show did not open this week because of the weather and stayed over a second week. Roster: Louis Isler, owner; Fred R. Cullin, general agent; Whitey Emerson, assistant manager and lot superintendent.

FRED CULLEN.

Kaus United Shows No. 2

Charleston, S. C. Week ended November 13. Negro Fair. Weather, rain. Business, bad until Saturday, a very good day.

Mr. and Mrs. McAlvery and daughter, June, with Baby Joe and C. Charles Beckett, went to Florida and Joe Sauerland traveled with them. Mr. and Mrs. Ray McWethy, of bingo, to Florida to be with their son, Ray Jr. Mr. and Mrs. W. C. Kaus to New Bern quarters, later to Pennsylvania and New England to be with their children, Billy and Kathleen. Simon Krause shipped Big Eli Wheel to Florida. Guss Elsner stored his Octopus and left Jacksonville. Mr. and Mrs. Jer-

ry Thorne remaining on lot. Booking spots for store show. Manager W. C. Kaus says his unit will be bigger for 1938 season. CHUCK BECKETT.

Kaus United Shows

Warsaw, N. C. Week ended November 13. Auspices, American Legion. Weather and business, good.

Major portion of show went into quarters at end of last week. Three rides, 3 shows and 12 concessions were held for this Armistice Day spot. There was a nice crowd for this one day and everyone grossed enough to justify the hold-

Museums

Address Communications to Cincinnati Office

Harry Lewiston's Traveling

PONTIAC, Mich., Nov. 27.—Harry Lewiston's Traveling Museum opened here November 15 in the department-store district after a successful two weeks in Toledo. Location is very good and business the same. Strikers from General Motors Fisher Bodies here swelled attendance.

Personnel includes Clico, African pygmy; Disco, magician; Melvin Burkhardt, anatomical wonder; Jerry Murkhart, snakes; Stell Rogan, tattoo girl; Rose Zindra and Yohanna Rittler, mental act; Leona Young, fire and blowtorch act; Carlson Sisters, fat girls; Card, sword entertainer, and Kongee, "man that can take it." In the annex Jean Young, Dave Morris and Percy Barnard, ticket sellers; Buck Phillips, ticket taker; Butch Porter, cook; Merrick Nutting, general agent and press. From here the show moved to Saginaw. Reported by Harry Lewiston.

Zorda's Museum

CONNELLSVILLE, Pa., Nov. 27.—Frank Zorda's Museum opened here recently in bad weather, cold and snow. Business, however, was fair. All acts and freaks are on platforms. Among attractions are Rosa Lee, armless girl; John Williams, man with alligator skin; Madam Zola, bearded lady; Madam X, mentalist, and Bambula, fire eater. Reported by Frank Zorda.

Corey's World Museum

HOPE, Ark., Nov. 27.—Curly Corey's World Museum opened in a downtown store here November 15 for a 10-day engagement under American Legion auspices for benefit of Christmas Charity Basket Fund. Business very satisfactory. There are 12 people with this museum

over. Day was cloudy, but rain held off until 11 that night and then continued thru with no let-up until 10 o'clock Friday night. Many vacation plans were announced. Manager A. J. Kaus and staff will be in quarters in New Bern, N. C., for a few weeks, then a short vacation before beginning alterations for 1938. Business Manager George Whitehead and Mrs. Whitehead started south in their new car and trailer, with Miami as their destination. Others Florida bound are Mr. and Mrs. Ray McWethy, who will winter in Sarasota as usual. The Dick Trailors bound for Tampa, Mr. and Mrs. Claude Woods will go to Miami, as will Mr. and Mrs. O. F. Mack. The latter to make a short visit first to his folk in Indianapolis. William A. and George Roberts will spend the winter at various points on the East Coast. Jimmie Burns to Brooklyn to be with Mrs. Burns and infant daughter. All sorry that Mrs. Burns did not get back to her post

as secretary of the show. Mr. and Mrs. Harold Lucas to Portsmouth, O.; W. R. Aitken to Syracuse, N. Y. He accompanied by Mr. and Mrs. Frank Bee to operate the gallery indoors this winter. Willie Lavine to play a few weeks indoors with his photo gallery and will then home to Kansas City, Mo. Claudia Woods, daughter of Mr. and Mrs. Claude Woods, on No. 1 unit, will be married to Henley Faulconer, mike operator on No. 2 bingo. They will honeymoon in Miami. The writer and Blackie, the dog, to our old hunting camp in the wilds of Florida. LESTER KERN.

Dodson's Shows

Lake Charles, La. Week ended Sunday, November 14. Auspices, American Legion. Location, South street showgrounds. Ten-cent gate. Weather, showers opening night. Business, fair.

Show ended 1937 season here. Heavy shower at 8:30 cleared midway of 3,200 outdoor show fans. Armistice Day was fittingly celebrated with a parade downtown and a large display of fireworks at night. Season as whole was very satisfactory. Show experienced lots of rain and cold weather. Opening in Savannah, Ga., April 10, it traveled up thru North Carolina and West Virginia. The northernmost point played was Niagara Falls, N. Y., and the southernmost at Lake Charles on Gulf of Mexico. Show route covered 7,409 miles. The banner date of the year was played during the Antietam Commemoration Celebration, Hagers-town, Md., September 4-17. Only one fair was played during entire tour and that two days at Helena, Ark. Following close of season showfolk scattered to all points. Mr. and Mrs. Joe Baker, Lake Charles, La.; Mrs. Stella Regan, Mr. and Mrs. Mae McCaulley, Mr. and Mrs. Sol Speight and Mr. and Mrs. W. F. McGuey, St. Louis; Mr. and Mrs. Ed Bruer, Fort Worth, Tex.; Mr. and Mrs. Howard Peirce, St. Louis; Mr. and Mrs. Harry Moss, Miami; Bert Miner, Tampa; Arthur Thompson, St. Louis; William Ballweg, Dunkirk, N. Y.; Helen Chapman, Mr. and Mrs. Vittorio Zucchini and Edmundo Zucchini and daughter, Egle, Tampa; Four Sensational Jacks, Ann Lou Hayden, Jean La Marr, Bob Blackstone and Jack Brick, Los Angeles, Calif.; Mr. and Mrs. Charles Clark, Nashville; Mr. and Mrs. Clarence Sherman, Miami; Mr. and Mrs. Bert Brundage, Los Angeles; Mr. and Mrs. Lee Folkner, Salt Lake City, Utah; Cy Holliday and John J. King, St. Louis; Peggy Doss and Jimmy Doss and Prince Mongo, Dallas; Joe C. Phelps and Joe Weinberg, Houston; Slim Curtis, New Orleans; Mrs. Bertha Curtis, New Orleans; Mr. and Mrs. George Roy and son, Harley, Lake Charles, La.; William Durant, St. Louis; Mr. and Mrs. Harry Dice, Rochester, N. Y.; Mr. and Mrs. Elmer Day, San Antonio; Gilbert Reichert, Owensboro, Ky.; Olive Hager, Beaumont, Tex.; Iris Stewart and Eddy Taylor, Baton Rouge, La.; Luther Curtis, East St. Louis, Ill.; Johnny Bucdini, Chicago; Vincent Rumore, Tampa; Mr. and Mrs. Charles LeRoy, Lake Charles, La.; Mr. and Mrs. Larry Johnson, New Orleans; Norman Jacobs, Miami; Charles White, Atlanta; Mr. and Mrs. Jack Champion, Jacksonville; Joe Reed, San Antonio; Mr. and Mrs. William Burton, Miami; William McCortrick, St. Louis. DAVE CARROLL.

and several more acts are contracted to join.

E. J. Mc Ardell, who finished the season as general agent for Pan-American Shows, is in the same capacity with Corey. Edw. C. Andrews, magician and fire eater, also closed with Gurly Corey's Side Show on the Pan-American November 15. Reported by Edw. C. Andrews.

Cooke's Congress of Oddities

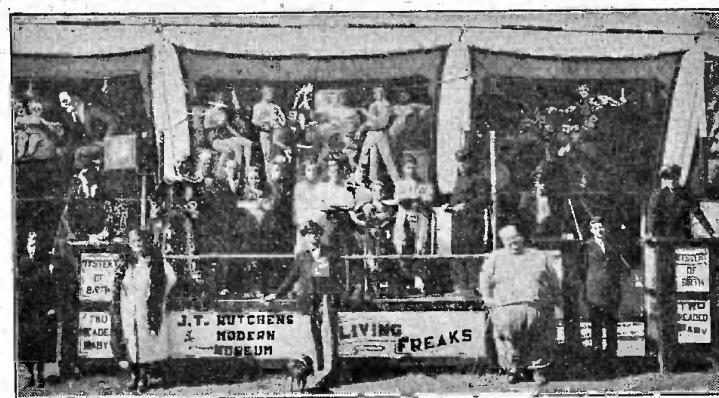
McCOMB, Miss., Nov. 27.—Cooke's Museum opened the season at Columbia, Miss., November 18 under American Legion auspices. Weather was cold but business was good. From Columbia museum moved here and opened November 24 under auspices of the local Christmas Tree Fund.

Roster includes Mrs. Charles F. Cooke, manager and advance; Charles F. Cooke, inside manager; Chief Waun Pony, wire-haired act; Princess Grace, mystery midget; Sailor Frank, tattoo artist; Madam Claire, mentalist; Uncle Hiram Hindsley and performing dogs, Major Hoopie's pet fishing worm, large python, performing monkey, window display and James Jeanette, half and half, in annex. Reported by Mrs. Charles F. Cooke.

Kortes Traveling

LAREDO, Tex., Nov. 27.—Pete Kortes' Traveling Museum arrived here after a two-week vacation for a 12-day engagement, the first of the winter tour. Doc King billed the town for the opening. Sheriff Duffie, Popeye, Harry Lewis and the Albino twins have been enjoying themselves for two weeks in Old Mexico. Dr. Ben Pardo is ready for business after his summer vacation. Thy, the fat boy, bought a new car. Dr. Ellis arrived for the winter to present his attraction.

T. HARRIS.



A MUSEUM LINEUP: It is that of John T. Hutchens with the Ralph R. Miller Amusements. Photo was taken at Eunice, La., during the recent engagement at the fair. Standing, left to right, Mrs. Charlotte Williams, Mrs. John T. Hutchens, Manager-Owner Hutchens; Sam Hall, fat man, and Lewis DeWitt, ticket taker. Leo Hutton, left ticket box, and W. C. Russell, right ticket box. Glen Russell has the field ticket box. On the balcony, left to right, Mystic Odi, mentalist; Leopold Williams, spotted boy; W. N. Montgomery, talker; Mrs. W. N. Montgomery, blade box; Ted Keller, annex talker; Ester-Lester, annex attraction; Sailor Jack, tattoo artist; Mrs. W. C. Russell, electric chair; Bobby, dog-face girl; Leo Ballman, assistant to Odi, and Ted Ward, lecturer.

Western States Shows

Clifton, Tex. Week ended November 20. Bosque County Fair. Weather, cold. Business, only fair. Show closed season here.

Fair opened Thursday with a special train from Fort Worth, Tex., headed by Chamber of Commerce members. Friday, Waco Day, a caravan of cars and busses arrived about 1 p.m., but it was too cold for much business. Warmup Saturday and shows, rides and concessions did fair. Winter quarters again in San Antonio. Show had a very profitable season. Manager Jack Ruback left for Kansas City and Chicago to attend the Showmen's League banquet and fair meetings. Assistant Manager A. R. Wright to Turlock, Calif., to visit relatives. General Agent J. A. Schneck is in Montana booking. Mr. and Mrs. Frank Downes left for the East to handle some promotions. Mrs. Ben Hyman was called to San Antonio on account of the illness of her mother, Mrs. Campbell, who is reported as doing nicely. Mr. and Mrs. Hypo Demko and the writer and husband, Larry Mullins, left for California to visit relatives. SOPHIE MULLINS.

Winter-Quarters News and Gossip

(As Reported by Representatives for the Shows)

Bantly's All-American Shows

REYNOLDSVILLE, Pa., Nov. 27.—The writer arrived here recently from Mississippi and found all connected with the show very much enthused over prospects for 1938 season. Mr. and Mrs. Harry Copping, owners of the Imperial Hotel and parents of Mrs. Bantly, have given employment to 11 men in order to have them ready when work starts in quarters. New Ridee-O will take the place of the Caterpillar, which has been sold. All rides will be owned by Bantly. Plans are now for a special gift each night and also special Kiddies' Days. The writer has contracted to operate a bingo game for a committee in a near-by town, which in addition to his duties with the show will keep him busy for the winter. Bud Copping Bantly is at school in Meadville, Pa., where he will graduate this year, then for four more years taking a medical course. Those in quarters now are Bill Whitmore, who is assistant manager of the hotel; Leo Smith, Ray Milliron, Mac Kirkland, Kenneth White, Harry Marshall, Jimmy Marshall, John Long, Tex Nichols, Bob Worth and M. A. Sirols. Reported by Harry E. Wilson.

Zimdars Greater Shows

JACKSON, Tenn., Nov. 27.—Shows moved into quarters following last stand at Columbus, Miss. With about 300 persons who braved the cold November 6 Manager Zimdars brought the band before the Twin Eli Wheels on the midway and had it play *Home, Sweet Home*, ending the season to a total banquet, just as it opened. Business, however, was profitable, but not as good as 1936. Show covered 4,194 miles in six States. C. S. Reed, general agent, and E. L. Brown, special agent, are engaged for next season. Harry Zimdars and wife and Reed will attend the meeting in Chicago and then will visit Mrs. Zimdars' parents at Dallas. Work at quarters will begin December 15. Among those remaining here are Two Flying Crawfords, Clyde Johnson, Junior Senick, Two Kellys, Pop Harrington, Don Danber Smith, Calvin Landrum, Charles Seip, Mr. and Mrs. Bernard Munn, Mr. and Mrs. Henry Welke, Mr. and Mrs. Frank M. Wadron, Mr. and Mrs. Arthur Zimdars, Bernard Munn Jr., Wayne Welke, Whitey Larson, Mr. and Mrs. Harry Zimdars, Sailor and Pearl Harris and Betty Belle Muse. Last three named recently returned from a vacation in Louisiana. Mr. and Mrs. Jake Miller, Ruth Draper, C. S. Reed and Mr. and Mrs. E. L. Brown will winter in Memphis. Harold Virtue and Mr. and Mrs. Logan went to Kansas City and Carl Miller to Milwaukee. Reported by Charles Seip.

Crowley's United Shows

AUSTIN, Tex., Nov. 27.—George S. Cabbell has been signed as special agent for 1938. Contract was received from D. E. Pence, who will have three shows. He features a crime show with Bonnie Parker and Baby Face Nelson's death car with 17 full-size reproductions of the nation's former bad children. Contract also from Bert Rogers, who will have a 24-foot walk-a-round Mickey Mouse Circus. He is playing a department store in Dallas now. Crew of men under Robert Griffith are painting and building new fronts. Bob Morton, scenic artist, is due at quarters soon. Doc and Mrs. G. C. Crowley arrived in Austin after a fishing trip to Corpus Christi, Tex., and brought a big one back with him along with a barrel of fish for the

boys in quarters. V. McLemore also arrived from Corpus Christi and headed north to book and will meet G. C. Crowley in Chicago for the meetings. Doc Crowley, Roy Kincheloe and the writer had a pleasant visit with Chris Cornalla and Cheerful Gardner, of the Hagenbeck-Wallace Circus, who closed season here and made a haul to Peru, Ind. Received photo from Bill English of his ladies' band with their new uniforms. This band will grace the midway on opening date in March. Midway will be a blaze of lights with stringers running to all shows from Captain Webb's high-dive rigging and six large navy searchlights mounted on special-built trucks. Reported by George Webb.

Crafts Shows

SAN BERNARDINO, Calif., Nov. 27.—Orville N. Crafts and wife and Roy E. Ludington and wife now on vacation at Honolulu, T. H., will return on the S. S. Lurline, leaving there December 4. After a few days in San Francisco they will go to Los Angeles for the Pacific Coast Showmen's Association banquet and ball. Tom J. Myers is in charge of quarters. Work on the new office wagon, mounted on a semi-trailer 33 feet long, is nearly completed. There will be private offices for O. N. Crafts and Roy E. Ludington; an office for the auditor, T. J. Myers, and the front to be occupied by the cashier. John Hobday will again be secretary of the No. 2 unit, Golden State Shows, and Harold Mook will have same position as representative of the No. 3 unit, World's Fair Shows. Everyone connected with the show was much shocked at the death of Mrs. Rose Bernard, wife of Max Harry Bernard, who acted as manager of the World's Fair Shows past season. The Bernards were driving north from quarters to their old home in Canada when their automobile was run into by a man driving on the wrong side of the road without lights. This caused a head-on collision and Mrs. Bernard suffered a concussion of the brain, from which she succumbed. Max Bernard was slightly hurt. Crafts purchased the 10-car Heyday from Mrs. Bert Earles. Ride has been at Ocean Pier, Ocean Park, Calif., will be overhauled and sent out with the World's Fair Shows. C. Wrightman's Shows will have one of Crafts' Big Eli Wheels again next season. Reported by T. J. Myers.

Sol's Liberty Shows

CARTHERSVILLE, Mo., Nov. 27.—All paraphernalia is stored at the fairgrounds and many are looking forward to the Showmen's League convention in Chicago. This show will be well represented.

Mr. and Mrs. Sam Solomon returned from Hot Springs, Ark., and Pop Whitman from North, where he had been resting. Pop, ride superintendent, will have men at work soon building new fronts and changing old ones, as it is a rule of the show that all fronts be changed each year. Herb Myers, painter, designs the fronts. Two new light plants are ready to be delivered to the show. Indirect lighting will be in effect the coming season. Six light towers, with a bank of 15 lights on each and a large revolving spotlight on top, are being constructed. Jack (Doc) Wilson is down on the Gulf of Mexico fishing. He will attend the Showmen's League convention. Reported by Alton Pierson.

Reynolds & Wells United

TEXARKANA, Ark., Nov. 27.—Reynolds & Wells Shows closed the season here November 13 auspicious American Legion. Weather first three days, rain; last three days, good; business, just fair. The band played *Home, Sweet Home*, Saturday night, closing a very successful season of 31 weeks in Missouri, Illinois, Wisconsin, Iowa and Arkansas. General Manager Reynolds and Business Manager Wells departed for a vacation on the Gulf Coast. A. N. Opsal, corn game operator, went to San Antonio. W. H. McClannan, concessioner and pit-show owner, to Dallas. Jack Thomas, concessioner, went to Michigan. Raymond Taylor, concessioner, remains in Texarkana. J. E. Miller, owner of the Battlefield Show, is in charge of quarters. Painting and rebuilding will start after the first of year. Several new shows

will be added and all fronts will be re-modeled as well as some new lighting features. Visitors from the Tom Mix Circus, as his quarters are here.

Electrician Red Miller and writer left to look over tower lighting of other shows, as some changes will be made in the lighting effects. In closing the season the management wants to thank *The Billboard* for courtesies shown all shows in regard to news, also for its stand for cleaner and better shows. Reported by W. J. Lindsay.

Model Shows

MACON, Ga., Nov. 27.—After a season of 32 weeks, of which 15 were fairs, the show equipment is tucked away in a building. Most of the people have departed for their homes and other places. The season was by far the most prosperous for Manager Harris. Considerable money will be spent in repairing and adding new equipment for 1938 as the show will enlarge to 15 cars, but work will not start until after the first of the year. Harris has a new LaSalle coupe and Mrs. Harris a new Chrysler sedan. Mrs. Harris left to visit her dad and sister in St. Petersburg, Fla. Dick, as he is known by his associates, will stay around quarters until some time in December, as he and the writer are re-celebrating the Scottish Rite in the Macon Masonic Lodge. Assistant Manager E. B. Braden and Mrs. Braden have gone to their home, the "Braden Hollow," Tennessee. Mr. and Mrs. Loney Perkins returned from Atlanta, where they purchased a new Covered Wagon, and will depart for Florida. The writer purchased a new Hudson coach and El-Car trailer and together with Mrs. Kaw will go to Florida until after the holidays to fish. Staff for 1938 season will remain as of '37. W. R. (Dick) Harris, general manager; Mrs. W. R. Harris, secretary-treasurer; E. B. Braden, business manager; E. B. Kaw, general agent, and George Parrot, trainmaster. Reported by E. B. Kaw.

Weer Shows

CASSOPOLIS, Mich., Nov. 27.—Mrs. M. R. Weer is keeping Agent Frank McKay on all winter. He is back after a week's trip thru new territory. Season 1938 Mrs. Weer will subtitle her show, "Cleanest Outdoor Entertainment Available." Concessions will be legitimate stock stores only. Mr. and Mrs. Edward McComb will have corn game and photo gallery; Van Slye, crackerjack and peanuts. Penny pitches will be made smaller. Reported by Frank McKay.

Royal Exposition Shows

REIDSVILLE, N. C., Nov. 27.—Bert Rosenberger, general manager of the show, will leave Atlanta next week for a business trip thru Florida. Recent purchases of canvas are a side-show top and one for a revue, and a new semi-trailer and a transformer. Work will start on building fronts in January. An office trailer is now under construction. The writer is on the road with his Congress of American Indians playing schools and picture-house dates. Sampson Sine, Winnebago Indian, will have charge of the Indian Village on the show. Reported by Rex M. Ingham.



Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, Mo., Nov. 27.—Last Friday night meeting was called to order by Brother Art Brainerd, acting as president during the absence of President Jack Ruback. Brother Altschuler, treasurer of the club, and G. O. McGinnis, secretary, as well as Past Presidents P. W. Deem, George Howk and N. B. Cresswell, were present.

As the banquet and ball is about a month off much of the business of the club was making preparations for the event. Mayor Brice B. Smith and Judge McElroy, city manager, have consented to be present at the speakers' table. Ben O. Roodhouse and Walter F. Driver have been invited to be present at the speakers' table. The sale of the tickets is going rapidly. Brother Harry Duncan, who is in charge of the ticket sale as well as the arrangement for the banquet and ball, is very busy. Brother Duncan will be the club's representative at the banquet and ball of the Showmen's League of America at Chicago. All members of the club as well as the committee are working hard to put the banquet and ball over. All the money made from this will go to the Monument Fund.

The membership drive is still the hot spot of the activities of the club and Harry Altschuler is in the lead with a few new members to his credit. Benny Hyman is a close second, with J. L. Landes in third place.

The Monument Fund still needs money and pledges and donations are still coming in. Each meeting brings more good news and more donations. At last meeting Brother Dave Stevens donated \$50; Sam Carrolia, \$25; R. E. Haney, \$25; Midwest Merchandise Company, \$25; *The Billboard*, \$25; Frank Capp, \$5, and Frank Delmaine, \$5. Brother Art Brainerd is chairman of the committee and will gladly accept any donation for such a worthy cause.

The dedication and unveiling of the new monument will be December 26 and all showmen are invited.

The barbecue feast after the meeting (*See HEART OF AMERICA on page 56*)

HARRIS-TRAILERS, DISTRIBUTORS
TROY, OHIO
NEW AND USED TRAILERS—COVERED WAGON TRAILERS.
FACTORY—823 S. Clay Street.
SALESROOMS ALSO AT
22 S. Perry Street, Dayton, O.
2103 West Main Street, Springfield, O.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

FOR SALE
Eli No. 5, Serial No. 382, Eli Power Unit, complete, good condition, \$2,000; Small 24-Ft. Merry-Go-Round, new top, 12 horses, 9 chariots, for adults or kids, with motor, \$550.00; one 30x50 Khaki Top with Sidewalk, Poles, Stakes, \$95.00; one 20x40 Khaki Top with Sidewalk, Poles, Stakes, \$95.00; two 18x24 Khaki Top with Sidewalk, Poles, Stakes, \$80.00 each; one 8x10; two 10x12 Concession Tops and Frames, \$30.00 ea.; 8 Trunks, Games, Stock, Banners, Banner Lines, Green Marquee, 12x18; Electric Cable, Switch Box, all above \$2,500 cash. This offer expires December 18.
JOE W. STONEMAN, Ridgeland, S. C.

FOR SALE
Most complete and attractive Platform Show outfit in America. Semi-trailer with V-8 Tractor, Steel Roof. Platform opens up 20x20. Panel front attached. Seats up to 40. Price \$7,000.00. Will sacrifice for cash or will trade for desirable Show Property. Address MODERN NOAH'S ARK, Anniston, Ala., November 6-12; Selma, Ala., November 13-19; Dothan, Ala., December 20-26.

GREATER EXPOSITION SHOWS, Inc.
NOW BOOKING FOR 1938 SEASON
OPENING APRIL 2 — IN THE HEART OF ST. LOUIS
14 RIDES — 12 WORTHWHILE SHOWS
WILL FINANCE ANY SHOWMAN WITH NEW OR NOVEL IDEAS.
Can use capable Managers for Shows, also Ride Foremen for all Rides.
OUR ROUTE THIS YEAR WILL TAKE US THRU ILLINOIS, INDIANA, MICHIGAN, OHIO AND WEST VIRGINIA

FAIR SECRETARIES AND CELEBRATION COMMITTEES
LOOKING FOR THE LARGEST AND MOST BEAUTIFUL MOTORIZED SHOW IN AMERICA, GET IN TOUCH WITH US.

Will be at the Chicago, Indiana, Michigan, Ohio and West Virginia Fair Meetings.

HAVE FOR SALE Parker Two-Abreast Merry-Go-Round, Baby Eli Ferris Wheel, Travers Merry Mix-Up and one Flat Ride. Also 25 K. W. A. C. Light Plant. This property all recently overhauled and repaired and is in A-1 condition.

All Address JOHN FRANCIS, Mgr., Biltmore Hotel, 3643 Washington Ave., St. Louis, Mo.

Detroit Expo In Four Halls

Fourth annual of Michigan show moved ahead—stage shows are to use many

DETROIT, Nov. 27.—Fourth Annual Detroit and Michigan Exposition has been moved ahead from previous April dates and will be held in all four halls in Convention Hall. "Too good weather" in the spring dates was given as the reason. Detroit Convention and Tourist Bureau is sponsor.

Outstanding attraction will be James Melton, who has a wide following here after several appearances. Detroit Food Show, Michigan Food Show and Michigan Fraternal Congress, representing all fraternal organizations, have combined with the expo. Fraternal groups will have leading drill teams for presentation. Morlok Quadruplets will make their first professional Detroit appearance during the show.

A tank show will feature log rolling, canoe tilting, wood chopping and casting. A trailer city will be installed in connection with the Sportsmen's Show. Stage shows will employ 3,000 people, the management said. Exhibit space has been 60 per cent sold, with 250 exhibitors expected, averaging 1,000 square feet of space each. Promotion has included mailing of 10,000 circulars to exhibitors, 30,000 circulars for advance ticket drive and placing of 100,000 advance tickets. Average attendance for the past three years has been 400,000. Program is scheduled to go on the air nationally over Mutual network thru CKLW. Charles A. H. Thom, is general chairman, with Carl G. Sedan general manager and Milton Herman handling publicity.

Vets Ask Use of Streets

GREENFIELD, O., Nov. 27.—Council here listened with willing ear when a committee of Disabled American Veterans' unit requested amendment of an ordinance to permit Greenfield veterans use village streets for one week each year for a community street fair and festival. Proceeds would be utilized for rehabilitation programs of the D. A. V. and American Legion post. If council sanctions use of streets plans will be made for a six-day celebration in 1938.

Ind. Shrine Presents Acts

EVANSVILLE, Ind., Nov. 27.—Acts at Hadl Temple Shrine Circus in the Coliseum on November 22-27 were Madame Bedini's Horses and dog and pony act; Janet May, aerialist; Randow Troupe, comedy acrobats; Merrill Brothers and Sister, equilibrists; Bob Fisher and his Five Fearless Flyers and Don Bernardo, swinging wire. Chairman Del V. Blackburn reported all acts booked independently except Randow Troupe, booked thru Art Hill.

BOB MORTON and George Hamld will again stage the winter circus in Miami. Dates have not been set. It probably will be under auspices of the newly formed Police and Firemen's Benevolent Fund.

CIRCUS ACTS ATTENTION

WANTED FOR ELKS' THRILL CIRCUS,

A Xmas Basket Benefit, December 17, 18 and 19, 1937.

Aerial Acts, Tumbling Acts, Flying Acts, Wire Acts, Contortionists, Small Animal Acts and Elephant Act. Flying Valentinos, Aerial Brocks, Picchchanni Troupe, Silvers-Johnsons Clowns and Hal Silvers write or wire your best price at once.

WANTED—Expert Phone Men and Program Men. Answer quick. WANT organized Side Show and Pit Shows. Privileges are all open. Communicate with

MAX GROSSMAN or JOSH KITCHENS, Elks' Club, San Antonio, Tex.

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TELEPHONE TICKET SALESMEN, PROGRAM AD SALESMEN.

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HOUSTON FIREMEN'S XMAS FUND FOR NEDY CHILDREN
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Walter Nealand, Mickey Blue, wire quick.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

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

Chi Shrine Circus To Have Noted Acts

CHICAGO, Nov. 27.—Shrine Winter Circus, to be presented for two weeks in the International Amphitheater here, will be under auspices of Medinah Temple. Case L. Griffis, Medinah potentate, is chairman of the executive committee, and Orrin Davenport is in charge of the program.

Davenport said that among many prominent acts engaged are Canestrell Duo, Flying Concellos, Ed and Jenny Rooney, Six Antaliks, Flying Vassar; the Wallendas, high wire; Cyse Odell; Davenport and Hodgini Troupe of riders; Dorothy Herbert, noted rider; Rudy Rudinoff and his Liberty horses, Tortelli's dog and pony circus and a troupe of clowns that will include Otto Griebling, Ed Wheelan, Bo-Bo and others.

For Sun Carnival Midway

EL PASO, Tex., Nov. 27.—Rides on Southwestern Sun Carnival midway here, said Verne Newcombe, director of amusements and concessions, will be from Paul Towe's Silver State Shows, Ralph Forsythe's Royal Shows, Ed Lundgren's Midwest Shows and Royal Mexican Show. These shows have been contracted: Milo Anthony's 20-in-1 Circus Side Show, Hollywood Monkey Circus, Clyde Davis Girl Revue, Akbar's Illusion of Light, Geer's Promise of Truth and William J. Collins' production of *The Drunkard* to play in Diamond Horseshoe Music Hall. Director Newcombe left on a trip thru New Mexico and into Old Mexico.

Advance Sale Big For Macon Shriners

MACON, Ga., Nov. 27.—Advance sale for the annual Shrine Circus in municipal auditorium is declared about 80 per cent ahead of last year. D. C. Ferguson, chairman of the committee, said 11,260 tickets had been sold.

Among bookings announced are Berniece Kelly Circus revue, which jumps from Chicago to Macon; Stewart Roberts, aerial bars; Cooke and Cooke, comedy acrobats; Eton Girls, dancing troupe, and Charles (Bounding) Johnson, wire. There will be other acts.

Shriners are getting out their own program, reportedly larger than before, and will operate all concession games. Catering concessions have been leased. Ray Parker's Shrine Band will play.

BECAUSE of a record advance sale an extra afternoon performance of Klein's Indoor Circus was necessary in East Liverpool, O., high school on November 22. Show gave three performances to capacity, under sponsorship of the mothers' group for benefit of the school band.

Harvest Festival Treasury Aided by Hildebrand Shows

REEDLEY, Calif., Nov. 27.—A flat rate of \$400, paid by Hildebrand Shows to the committee for showing at the Third Annual Harvest Festival and Armistice Celebration here on November 11-13, sponsored by Chamber of Commerce, resulted in the only profit shown by the organization, said Secretary Helen F. Broeker. Free attraction was George Roth, strong man.

Merchants' tickets were distributed and sale of booth space, football, horse show and street dance tickets brought \$4,800 to finance the event. An automobile giveaway, pageant and cooking school were featured.

Shorts

NUMEROUS acts will be presented at the Elks' Thrill Circus in San Antonio, Tex., for benefit of the Christmas basket fund, reports Josh Kitchens.

ACTS booked thru the Jack Collins Agency were at the 32d annual Motor Show, sponsored by Kansas City (Mo.) Motor Car Dealers' Association, including the Embassy Three, strolling combination; Senorita Carmen and her Troubadors; Mexican vocal and instrumental ensemble; Jackie Merkle, 9-year-old boy mentalist, and Alvin Stephens' 13-piece orchestra.

DOLGEVILLE (N. Y.) Second Annual Celebration and Picnic, sponsored by firemen, American Legion and Athletic Association on September 6, made \$1,000 profit, said Director Cliff H. Swick. Program featured display by Imperial Fireworks Company and parade.

RALPH Miller Shows are furnishing midway attractions for a carnival sponsored on Lafayette, La., by Stanley Martin Post, American Legion, on city fairgrounds, with Post Commander W. W. Thayer in charge.

LATHAM'S Dog and Pony Show, free-act unit, was at Columbus (Ga.) Police Circus on November 22-27 and will play two days in Fort Benning, Ga., after having closed seven weeks over the Thomas P. Littlejohn fair circuit in Clayton, Ala., on November 13. Unit played 20 celebrations and fairs and four park engagements in the 1937 season.

FAIR BREAKS

(Continued from page 45)

ger than those Ray Lee used during his building program. . . . If half the people at a 50-cent fair get in for nothing, does that make it a two-bit fair? . . . How come Milt Danziger never gets his dog show and government relations reports mixed? . . . Ralph Hemphill isn't running for office, but bet he's plenty interested in that Oklahoma City bond election on December 7. . . . Dangerous thing to offer advice these days. . . . Giveaways are good things at fairs if they don't apply to tickets and space. Those are all a fair has to sell. . . . Chance for argument: Did fair boards jack up percentages or did carnival managers get the prices up by overbidding one another for fairs? . . . Any mileage left in your scrip books?

HEART OF AMERICA

(Continued from page 55)

of last week was a big success, 150 persons attended.
Brothers Orville W. and Harry W.

HELP This Department by Telling Committees About It.

Hennies, who were here visiting with their mother, left on a business trip.

R. E. Haney and his son, Conrad, arrived from the Johnny J. Jones Exposition. Fred E. Cox and wife and B. Spencer, also from Jones, arrived for the winter. Denny Howard was a visitor at the club for several days. Willie Levine is in for a short stay.

Mrs. Russell Hull left for Tulsa, Okla., called home on account of her father's death.

Word has been received from Mr. and Mrs. Jake Brizendine that they will winter at Tampa, Fla.

L. Clifford Kelly is visiting friends and having some dental work done here.

Ed Liggett, who has been confined at the University of Kansas Hospital is in a critical condition. He had a serious operation performed and one of his kidneys removed. His condition is improved, but he is not out of danger.

W. J. Doc Allman is sick here at the hotel and is under doctor's care.

Joe Roselli, who was injured in an automobile accident, is up and around and will be back to work soon.

Those that will attend the Chicago convention and banquet and ball from Kansas City are George Howk, Toney Martone, Sam Benjamin, Harry Duncan, Victor and Mario Brancato, Ellis White, Orville W. and Harry W. Hennies, O. N. Tex Clark and Owen Dauphine.

Mrs. Mac Findley, off the West Bros' Amusement Company, just returned to Kansas City from Rochester, Minn., where she was under a doctor's care.

Members who have sent in their dues are R. E. Haney, Walter A. White, G. L. Wright, Frank Layman, Fred F. Dodson, Sam Carrola, Owen Russell and E. O. Whitesell.

Ladies' Auxiliary

Over 20 members at regular meeting last Friday. Myrtle Duncan, first vice-president, presided. After talking it over it was decided to postpone the rummage sale until after the first of December, as many of the ladies have not brought in their articles.

Plans for the annual bazaar to be held on December 15-17 were discussed and all members were urged to bring or send in their donations early.

Also the ladies talked about the different activities for the Christmas holidays. They included the annual luncheon at noon, December 30, and the Tacky Dance that night. Open house and card parties so as to make the holiday season long remembered. Then there is to be a memorial service on Sunday, December 26, when the new monument will be unveiled.

After the meeting the ladies attended the benefit given by the men to raise money for the Monument Fund. A. T. Brainerd said that quite a nice sum was realized. The ladies helped prepare the barbecue meat, coleslaw, baked beans and spaghetti which had been donated.

Myrtle Duncan, Helen B. Smith, Elizabeth Yearout, Letty White and Margaret Haney are planning to attend the Chicago banquet and ladies' annual installation dinner.



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Protect them against Tuberculosis, the disease that still leads as a cause of death between 15 and 25

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AT LIBERTY

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Figure Total of Words at One Rate Only
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BIG MONEY APPLYING INITIALS ON AUTOMOBILES; \$1.45 profit on each sale. Write for particulars and free samples. **AMERICAN MONOGRAM CO.,** Dept. 20, Dunellen, N. J. x

IT'S NEW! IT'S HOT!—EGG DISPLAY RACK. Sells to beer gardens, taverns. Post card brings details. Jobbers, here's a honey. **SCHMUHL MFG. CO.,** Centerline, Mich. x

"MEN LOOK"—SNAPPY SOUVENIR PHOTO-Tone Views. Particulars and samples 10c. None free. **ARNOLD, 101 S. Halsted St.,** Chicago, Ill.

MEXICAN FINEST FEATHER PICTURES—4x9"; costs 25c, including duty. Retail \$1.00 (sample 20c stamps). Embroidered Tablecloths, 36x36", with Napkins, cost \$1.18, retail \$2.50 (sample \$1.00). Free particulars. **MARQUEZ, Apartado 1176-A, Mexico City.** de25x

NO PEDDLING — FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE, 214 Grand St.,** New York. de25

PAPERMAN—RAY TAYLOR AND C. L. DOBSON, of Progressive Farmer, will be at the Kentucky Hotel in Louisville Saturday and Sunday, December 4 and 5. Anyone interested in working PF see them there. de4

SELL BY MAIL PICTURES, CHRISTMAS Goods, Books, Novelties, Bargains! Calendars. Big profits. Particulars free. **F. ELFCO, 438 N. Wells, Chicago.** tfnx

SELL BARS, CAFES—NEW SENSATIONAL Chemical Sponge. No towels, no laundry bills. Magic Safety Glass Cleaner and germicide, tasteless, odorless. Approved by Ohio Liquor Control Board. Big demand. Enormous profit. **THE REGAL CHEMICAL CO.,** Piqua, O. de4x

SPEND THE WINTER IN FLORIDA SELLING Beautiful Souvenir Lamps. Postal brings particulars. Address **EDWARD C. WILLIAMS, New Port Richey, Fla.**

SPICY CARTOON BOOKS, MAGAZINES, Photos, Novelties. Sample catalog 25c or \$1. None free. **P. O. BOX 468-B, New Haven, Conn.** de25x

STRANGE CHEMICAL SPONGE REPLACES clothes brush. "Erases" dirt. Saves drycleaning. Sensational demonstration. Samples sent on trial. Rush name. **KRISTIE 103, Akron, O.** x

SURE VISION KEEPS WINDSHIELDS, EYE-glasses, Mirrors free from steam, fog, etc. Great demonstrator, free sample. **SUNNE-BROS., 602 Fox Theater, Philadelphia, Pa.**

TIES—HOLLYWOOD STYLED XMAS LINE, \$17.00 Gross; Hand Made, \$3.50 Dozen. 25% cash, balance C. O. D. Send \$2.00 for Sample Dozen, money refunded. **FREEDLINE TEXTILE, 106 W. 9th, Los Angeles, Calif.** de18x

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400% PROFIT—SELL XMAS, TAVERN, RE-ligious Signs. Dazzling modern designs. Send \$1.00 for 10 samples. List free. **SILVER-GLO SIGNS, 184 W. Washington, Chicago.** x

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A column about Specialty Salesmen, working house-to-house and store-to-store

In the
WHOLESALE MERCHANDISE
Department

THIS WEEK AND EVERY WEEK

ANIMALS, BIRDS AND PETS

ACQUIRABLE — GIFTS THAT LIVE. Monkeys, Baboons, Chimpanzees, Puppies, all breeds; Parrots, Macaws, Canaries, Finches, Animals, Birds. **LINDEMAN, 63 West Eleventh, New York City.**

ALLIGATORS, SNAKES AND LIZARDS FROM Florida, Cuba, Central America. 12 assorted Small Snakes, \$3.00; 8 assorted Large Snakes, \$10.00; 14 Water snakes, \$6.00. **ROSS ALLEN, Silver Springs, Fla.** Wire via Ocala. de4x

ALLIGATORS, SNAKES, LIZARDS FROM FLOR-ida; 12 Assorted Small Snakes, \$3.00; 8 Large Assorted Snakes, \$10.00; 14 Water Snakes, \$6.00. **ROSS ALLEN, Silver Springs, Fla.** Wire via Ocala. jal

ANIMALS, BIRDS, MIXED FIXED DENs Snakes, Boas, Dragons, Iguanas, Monkeys, Parrots, Macaws; also Parakeets for Wheels. **SNAKE KING, Brownsville, Tex.** de18x

GENTLE GIANT MALE RHESUS — TURNS somersaults, \$40.00; 6 Legged Sheep, \$40.00; Baby Porcupines, \$3.50. **OKAY PET SHOP, 1423 Michigan, Detroit.**

COLLIES, BOSTONS, SHEPHERDS, BULL PUPS, Yankee Terriers, Others. Guaranteed Mange Medicine. Ship anywhere. Live delivery guaranteed. **BOBB TONN, Dallas, Tex.** de18x

LIVE CANARIES IN INDIVIDUAL CAGES — Complete with seed and water cups, \$9.00 dozen. Peddlers and pitchmen clean up. **NATIONAL PET SHOPS, St. Louis, Mo.** x

LION ACT COMPLETE—5 LIONS, ARENA, Props, Semi-Trailer with Chevrolet Tractor. Cheap for cash. Stored here. **BOX 432, Alexander City, Ala.**

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

SINGING INSTRUCTION — ALL DEFECTS OF the singing and speaking voice corrected. Microphone activity taught. Special reduction to profession. **STUDIO 49, 1425 Broadway, New York City.**

6 & 7 BOOK MOSES — POW-WOW BOOKS. Parchments, Oils. Circular free. **STAR BOOK CO., Dept. A, Camden, N. J.** de4x

BUSINESS OPPORTUNITIES

HAVE THAT BUSINESS YOU'VE ALWAYS craved. Establish Janitor Supply House. Profitable, repeating, continually grows with your efforts. Makes you independent financially. We start you on few dollars. Supply goods, instructions. Write quick. **MILTON MFG. CO., Dept. A, Drexel Bldg., Philadelphia, Pa.**

I NEED BRANCH MANAGERS FOR MY WORLD-Wide Mail Order Publishing Business. No personal selling. Operate work from your home spare time. Experience unnecessary once started. Make daily profits. Sample, with plan, application full information, dime. **LIND COMPANY, 652 Woodland Park, Chicago, Ill.**

MANUFACTURERS' ATTENTION!—OPEN FOR Distributorship in all Coin Operated Machines. What have you? **MICHIGAN MUTUAL DISTRIBUTING COMPANY, 4424 Woodward Ave., Detroit.** de1x

OPERATE MAIL-ORDER BUSINESS DURING spare time. Literature free. Act today. **PERDERSON CO., 1609 East 5th Street, Duluth, Minn.**

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A-1 BARGAINS—ROCK-OLA'S WORLD SERIES, \$149.50; Bally's Eagle Eyes, \$139.50; Ray's Tracks, serials over 3300, \$98.50; Seeburg 1936 Model "A" Symphonolas, \$87.50. One-third deposit. **BARGER NOVELTY COMPANY, 2546 N. 50th, Milwaukee, Wis.**

ABT PISTOL TARGETS—TEN SLOTS FOR ONE cent. Bargain \$1.00 cash. Send 1/3 cash, balance C. O. D. **H. ROSENBERG CO., 2178 Amsterdam Ave., New York City.** x

AAA-1 — PAYOUTS USED ONLY A SHORT time, like new. Golden Wheel, \$50.00; Foto Finish, \$60.00; Preakness, \$55.00; Racing Form, \$65.00; Carom, \$29.50; Turf Champs, \$40.00; Classics, \$5.00; Latonia, like new, \$55.00; Gottlieb Derby Day (clock), \$55.00; Consoles: Jennings Liberty Bells and Derby Day, \$105.00; Keeney Track Time, \$165.00; Bally Bells, \$100.00; Pamco Rosemont, \$100.00. Better wire 1/3 deposit. **MARKEPP CO., Cleveland, O.** x

ATLAS SPECIALS — ALL STARS. \$14.50; Baffle Ball, \$7.50; Pacific Ballot, \$13.50; Broadway Angel, \$32.50; Bonus, \$12.50; Arioca, \$5.95; Bally Derby, \$13.50; Nuts Double Header, \$12.50; Flicker, \$21.50; Gans, \$7.50; Grand Slam, \$11.50; Jumbo, \$11.50; Roundup, \$14.50; Ten Strike, \$19.50; Tycoon, \$18.50; Credit, \$12.50; Deluxe 46, \$7.50; HI Pockets, \$5.95. 1/3 deposit with order. **ATLAS NOVELTY COMPANY, 2204 N. Western Ave., Chicago, Ill.** x

ATTENTION — WURLITZER 312 AND 412, perfect, \$125.00 each; Wurlitzer 616s, perfect, \$175.00 each. **THOS. ROBERTS, Box 576, Covington, Va.**

ATTENTION — DAVAL REEL SPOT, STONER Ball Fan, Fireball, Electric Scoreboard, Home Run, Daval Baseball, \$12.50; Tycoon, Jumbo, Profless, Hialeah, Monopoles, Equit, Trojan, Prospect, Giant, \$5.00; Daval Reel 21, \$3.95; Rays Track, high serials, \$89.50. One-third deposit with order, balance C. O. D. **BOYLE AMUSEMENT CO., Oklahoma City, Okla.**

AUTOMATIC PAY TABLES — TURF CHAMPS, \$40.00; Latonia, \$59.50; Fair Grounds, \$97.50; Preakness, \$65.00; Belmont, \$25.00; Air Races, \$52.50; High Card, \$67.50; Derby Day, \$37.50; Roundup, \$7.50; Kipper, Multi-Play, Leatherneck, Multiple, \$22.50 each; Daily Races, All Stars, \$17.50 each; Captain Kidd, Pamco Chase, \$15.00 each; Gold Award, \$10.00; Paces Races, \$135.00; Rays Track, \$142.50. 1/3 deposit. **MARKEPP COMPANY, 1410 Central Parkway, Cincinnati, O.** x

BARGAINS—CAROMS, \$37.50; PACES RACES, nickel cash, Serials 3907, 3910, \$175.00; Serials 4162, 4163, 4199, 4235, check separator, \$200.00; Serial 4403, walnut cabinet, 30 odds, check separator, \$250.00. All machines perfect condition, just off location. Third deposit. **EDWARDS, 2003 Pender Ave., Wilmington, N. C.**

BOWLETTE, \$39.50; TURF CHAMPS, \$59.50; Carom, \$49.50; Classics, \$69.50; Golden Wheel, \$9.50; Derby Day Clocks, \$59.50; Slot Machines, \$10.00; Blue Fronts, \$45.00; Advance Cigarette Venders, 120 packs, \$19.50; new, \$45.00; Jungle Dodger, \$45.00; Tournament, \$35.00; Mercury, \$35.00; Penny Packs, \$7.50; Reel Dice, Reel 21, each \$7.50; Zephyrs, \$9.50; Nugget, \$6.50; Home Stretch, \$45.00; Bumper \$15.00; Pop-O-Lite Bumper, \$29.50; Daval Derby, \$17.50; Trio-Pak, \$12.50; Boo Hoo, \$32.50; Daval Bumper Bowling and World Series, Latonia, \$74.50. Write. **LEHIGH SPECIALTY CO., 2d and Green Sts., Philadelphia, Pa.** x

ELEVEN JUNGLE DODGERS, PERFECT CONDI-tion, \$15.00 each; Twelve Wurlitzer Skee Balls, perfect condition, \$50.00 each; Five Wurlitzer Phonographs, P-30, perfect condition, \$105.00 each; Twenty Wurlitzer Phonographs, P-12, perfect condition, \$115.00 each; Twenty-Five Wurlitzer Phonographs, 312 or 412, perfect condition, \$145.00 each. One-third deposit with order, balance C. O. D. **JUBERT C. MALOUF CO., 121 73d Street, Niagara Falls, N. Y.** de4x

ERIE DIGGERS, IRON CLAWS, CHEAP; 700 Peanut-Vend Gums, \$3.00 up. Candy Bar 5c Venders, \$4.50 up. **NATIONAL, 4242 Market St., Philadelphia, Pa.**

FIVE IDEAL SMALL PENNY SCALES, POR-celain Enamel, worth \$35.00 each; will trade for two Mills Dance Masters or one Do-Re-Mi. Will trade Black Paces Races for Mills Do-Re-Mi or two Chukalettes. **DONALD HEGEMAN, Waukon, Ia.**

FOR QUICK SALE — LATE MODELS RAYS Tracks, Check Separators, \$125.00; Paces Races, \$25.00; Classics, \$65.00; Rosemonts, \$85.00; Gottlieb HI Cards, \$40.00. Send for list. **CHARLES PITTLER, New Bedford, Mass.** de11

FOR SALE — 50 MILLS BLUE FRONT BELLS. Five cent play. Late serial numbers. Territory closed. Make offer for all or part. **GEO. MARKOS, Dover, O.** x

FOR SALE—WURLITZER, SEEBURG AND MILLS Phonographs; all make Slot Machines, Pin Tables. Write for prices. **UNITED NOVELTY, 504 W. Howard, Biloxi, Miss.** de18x

FOR SALE—ROUTE OF 26 COIN-OPERATED Phonographs. Most late model Wurlitzers. **SHELBY MUSIC CO., P. O. Box 342, Shelbyville, Ind.**

FOUR WURLITZER P-10 PHONOGRAPHS, \$75.00 each; four Style P-12, \$100.00 each; two Seeburg Symphonolas, \$80.00 each; two Wurlitzer Jumbos, Style 35, \$225.00 each. Excellent condition. **W. C. WILLINGHAM, third deposit, balance C. O. D. C. L. WHITEHEAD, 1205 Market St., Wilmington, N. C.** x

GOODBODY'S BARGAIN LIST IS WAITING FOR You. We buy, sell or exchange. **GOODBODY, 1824 East Main St., Rochester, N. Y.** de25

HIGHEST CASH PRICES FOR YOUR PENNY Packs, Tri-O-Packs, Tit-Tat-Toes, Reel Spots. **BLACK NOVELTY CO., 1127 Kinney, Corpus Christi, Tex.**

LOW PRICES — MILLS AND PACE SLOTS, Bumper and Automatic Tables, Wurlitzer Phonographs, Paces Races, all type Counter Machines, Chams, one gross 80c. No metal toys. **MARION COMPANY, Dave Marion, Wichita, Kan.** de11

MILLS WALL BOXES—GOLD FINISH, \$3.50 each; Mills Turn Table Motors, \$8.00; Mills Changer Motors, \$12.00; also complete stock all Mills Troubadour Parts. Bargain prices. Write your needs. 1/2 deposit. **SHERMAN SHAPIRO, 364 Willow St., Waterbury, Conn.**

PENNY ARCADE MACHINES—33 IN EXCEL-lent condition, \$325; reconditioned, newly painted, Wurlitzer 15Kee Ball, perfect condition, \$75.00; Four Cold Rush Shooting Targets, including Guns, Ammunition Targets, \$85.00 each. **FUN SPOT, 221 E. Michigan Ave., Kalamazoo, Mich.**

PRICED FOR QUICK SALE—FULLY RECON-ditioned: Roundup, \$8.10; All Stars, \$10.80; Straight Eight, \$3.15; Latonia, \$50.00; Pamco Bells, \$16.20. Will buy Harmony Bells. **WINONA DISTRIBUTING SERVICE, 702 West Fifth St., Winona, Minn.**

SLOT MACHINE CLOSURETS — 16 PENNY Dukes, 3 Nickel Caille Sphinx, 10 Mills Nickel Goosenecks, 1 Mills Dime Gooseneck, 1 Watling Dime DJP, 4 Quarter Caille Sphinx, 2 Quarter Mills Goosenecks. All single jackpots good shape, \$15.00 each; 2 for \$25.00. Half deposit. **CLEVELAND COIN MACHINE EXCHANGE, 8125 Superior, Cleveland, O.**

STOP AND GO, \$25.00; DERBY DAYS, \$35.00; Paddock, \$37.50; Speed King, \$35.00; Pamco Tout, \$37.50; Air Race, \$45.00; Bally Rays Track, \$125.00; Mills Extraordinary, 5c play, \$40.00; Mills 5c Cherry Bell, \$65.00; Q. T., 1c Double Jackpot, \$25.00; Stamp Machine, \$7.50; Snacks, 5c play, \$10.00; Reel 21, \$4.50. **BRIEN, 89 Thames, Newport, R. I.**

TOM MIX RADIO RIFLES, \$150.00; ROCK-O-Ball Seniors, \$10.00; Exhibit Shoot-a-Lite Radio Rifles, \$50.00. Will buy Rock-a-Ball Junior Alleys, Popmatic Pop Corn Machines and Supplies for sale. Lowest prices. **INDIANA POPMATIC DISTRIBUTOR, 136 North Pennsylvania, Indianapolis, Ind.** de4x

TRADE — JUNGLE DODGER, SHOOT-A-LITE, Bally Rolls and Marine Miniature Bullet-proof Jackpot Shooting Gallery for Slot or Automatic Pay Machine or Small Scales. **AMUSEMENT GAMES CO., 108-110 E. Oak St., Louisville, Ky.** x

WANT TO BUY—TURF CHAMPS, PREAKNESS, Counter Games. Quote lowest prices or submit list. **IDEAL NOVELTY CO., 1518 Market St., St. Louis, Mo.**

WANTED—BUMPER TYPE NOVELTY GAMES. Will trade three Seeburg Symphonolas, four Selectophones, perfect condition at current prices in Billboard. Share freight basis. Prefer Mercuries, Bumper Boosters, Home Runs. For sale or trade, four Genco Footballs, like new, \$47.50 each. **WM. F. HAMPTON, Box 271, Gainesville, Fla.** x

WANTED—JUNGLE DODGERS, STATE QUAN-tity, serial numbers and price asked. **LA-SALLE DISTRIBUTING CO., 2026 Market St., Philadelphia, Pa.**

WHILE THEY LAST—15 MILLS DANCE MAS-ters, \$50.00 each. Cabinets and mechanisms excellent condition. Wire one-third deposit. **R & S SALES CO., Marjetta, O.**

WILL SACRIFICE — 500 PEANUT AND BALL Gum Venders. Low priced. Carry over till first new equipment. **PENNY PRODUCTS CO., Lansdowne, Pa.**

WILL TRADE MERCHANTMEN FOR PENNY Scales, Ray Guns or Cigarette Machines. **E. & R. SALES, 1010 Hall St., Grand Rapids, Mich.** x

WURLITZER PHONOGRAPHS—P-10s, \$55.00; P-12s, \$95.00; 412s, \$140.00. Subject inspection; machines guaranteed perfect operating condition. **TAYLOR ELECTRIC CO., Brunswick, Ga.** de4

"5/8" BALL GUM, FACTORY FRESH, 12c Box; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.** fe12x

20 MERCHANTMEN DIGGERS, ROLL-CHUTES, \$39.00; Cash and Ticket Previews, \$39.00; Caroms, \$35.00; Latonia, \$28.00; Challengers, \$13.00; Rainbows, \$7.00. Novelty Games; Running Wilds, Meters, \$16.00; 15 Exhibit's Ticket Rodeos, Sharpshooters, Play Balls, \$4.00; Keeney's Boats, Ticket and Cash, \$10.00. **MILLER VENDING CO., 615 Lyon St., Grand Rapids, Mich.**

\$12.50 CASH PAID FOR MILLS McCOY; \$35.00 Paid for Mills Blue Fronts. State serials first letter. **ROCKPORT NOVELTY CO., Rockport, Tex.** de11

100 OR MORE 1c PLAY MARBLE TABLES — First class order, all automatic payoff. All Stars, Sunshine Baseball, Jumbo, Stampede, De Luxe 46 and others, \$5.00 up. Also a number Nickel Pay-off Tables. **REX NOVELTY**, 304 Austin, San Antonio, Tex.

COSTUMES, UNIFORMS, WARDROBE

ATTRACTIVE COSTUMES—EVENING WRAPS, Gowns, Street Wear, Furs, Fans, Hulas, Shoes, Ornaments. Bargains. **C. CONLEY**, 310 West 47th, New York. x

BARGAINS—SWING BAND JACKETS, Assorted colors, \$2.00; excellent Tuxedo Suits, \$10.00; Orchestra Coats, \$2.00; beautiful Coats, \$50.00. Minstrel Suits, Costumes, Accordion, Drum. **WALLACE**, 2416 North Halsted, Chicago. x

INDIAN RELICS, BEADWORK, CURIOS, Weapons, Catalogue 5c. 5 Arrowheads, 20c. Eagle Feather Indian War Bonnet, \$9.00, fine. **INDIAN MUSEUM**, Northbranch, Kan. x

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. tfnx

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. **H-BELFORD**, 4042 N. Keeler, Chicago. x

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—GASOLINE, ALL ELECTRICS, Rotary, heavy aluminum 12-quart Popping Kettles. Caramel Corn equipment. **NORTHSIDE CO.**, 1528 19th, Des Moines, Ia. jalx

FINE AMPLIFYING SYSTEM—POWERFUL Portable Outfit. Latest type, beautiful tone. Cost \$125.00; sell \$42.00. Free trial. **DON KENNEDY**, Shelbyville, Ind.

NINE ALMOST-NEW MABEY ELECTRIC HOT Tarnale Steamers. Cost \$25.00; \$8.00 each; \$60.00 for all. **DEPT. A**, 315 Irving St., Grand Rapids, Mich.

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE—SIXTEEN SEAT ADULTS' CHAIR Plane, complete; Kiddy Aero Plane Swing, twenty-four capacity. **CALVIN GRUBER**, Pineknayville, Ill. del1

POPCORN MACHINES, CRISPETTE, CARMEL crisp, Cheese Coat, Potato Chip Machines. **LONG EAKINS**, 1976 High St., Springfield, O. ja22x

REGULAR \$275.00 STRIP PHOTO OUTFIT— Perfect condition, complete ready to work, \$100.00 for quick sale. **HASSAN**, Box 971, Parkersburg, W. Va. de18

4 MINUTE PICTURE MACHINE—BEAUTIFUL outfit. Mounted in 2 wheel living trailer. Complete, new tires. Price \$250.00 cash. Cost \$800.00. **BOX 432**, Alexander City, Ala.

HELP WANTED

GIRL FLYER—MUST BE EXPERIENCED. SEND photo, age, weight and height. For season 1938. **M. PAUL THORPE**, Mgr., "Flying Sensations," St. Petersburg, Fla.

GOOD SAX MAN—DOUBLING HOT CLARINET. Join immediately. Salary \$18.00, Saturdays extra. Long contract. Spot job. Wire. **MALONE**, Harlem, Mont.

MAN OR WOMAN WITH CAR—BOOK POPULAR Money-getting Act. Schools, audisces, theatres, etc. Percentage. Experienced, capable producer only. **D. BAKER**, General Delivery, Detroit, Mich.

TENOR, CLARINET—PREFER MAN WITH Alto, other doubles, good reader. Small combo. Steady location Midwest. Salary. **BOX CHI-45**, Billboard, Chicago.

TWO GROUND TUMBLERS—JOIN IMMEDIATELY Pyramid Tumbling Troupe. State routines in first letter. **ALBERT ACKERMANN**, 1219 North Clark St., Chicago.

WE CAN USE SMALL VAUDEVILLE UNITS and Road Show Feature Pictures for immediate booking in theaters. **PARAGON**, 1426 W.O.W. Bldg., Omaha, Neb.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic. Spirit Effects, Horoscopes, Buddha and 1938 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. New 148 illustrated page catalogue, 30c. Since 1921. **NELSON ENTERPRISES**, 198 South Third, Columbus, O. (Deal with known dealers.) de4

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. de4x

Show Family Album



AFTER completing a tour of Canadian provinces, members of the Carl W. Cook Stock Company were photographed on April 2, 1909, at Sault Ste. Marie, Mich. Top row, left to right: James McBride, Theo. Shaler, Al Vade, Myrtle Roslyn Vade, Kenneth Minor and B. A. Anderson. Second row: Joe E. Vitts, Edith LaNora, Hosea F. Moyer, manager; Viola Bancroft; Dora Swearingen and son, Junior Francis, and "Cat" E. Francis. On floor: Earl Hawk and Joe H. Lee. Moyer, Viola Bancroft, Hawk and Lee are dead. Junior Francis is now a Cincinnati musician. He resides in Cincinnati with his mother, who retired from the stage about six years ago.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

MAGIC TRICKS AT LOWER PRICES, SOUTH'S largest line. My famous "Book 1,000 Wonders" and "50 Magic Mysteries" postpaid 10c. Write today. You will be surprised. **LYLE DOUGLAS**, Station A-9, Dallas, Tex. x

PINXY PUPPETS—VENTRILQUIAL FIGURES, Punch & Judy and Marionettes. **PINXY**, 1313 North Wells St., Chicago, Ill. Illustrated Folder Free.

PUNCH CABINET—COMPLETE, EXCELLENT condition; 8 Hand-Carved Wooden Puppets, solid, heavy brass frame. Heavy velvet cover, \$75.00. **TED VALENTINE**, 61 W. 89th St., New York City.

VENTRILQUIST FIGURES—24-PAGE ILLUSTRATED catalog 10c. **FRANK MARSHALL**, 837 N. State St., Chicago, Ill. Note new address. de4

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photostrip Outfit, 1 1/2 x 2 or 2 1/2 x 3 1/2, complete, \$140.00. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. de4

CALLING ALL 4 FOR 10-CENT PHOTO OPERATORS. Save money, buy from Hanley. We have the live lines of Glass Frames, Folders and jewelry items. Eastman Direct Positive Paper, 250 Ft. x 1 1/2 in. \$4.75 Roll. Write for catalog. **HANLEY'S PHOTO CO.**, 205 East 12th St., Kansas City, Mo. de4

FREE NEW CATALOG OF MONEY-MAKERS for 4-For-Dime Operators: Photo-Strip Junior, complete with lens, \$140; Rolls, 1 1/2 x 2 1/2, \$4.75. Sample assortment Mounts, Mirrors, Frames, etc. \$1.00. Send for free catalog. **MARKS & FULLER, INC.**, Dept. BC-11, Rochester, N. Y. de25x

LOTS NEAR LAKE OF THE OZARKS AND RESORTS, \$75; \$3 down, \$3 monthly. Free list and literature. **HUBBARD**, 240 Grossman Bldg., Kansas City, Kan. jan1x

MEXICAN PAPER MONEY—OLD, DISCONTINUED issues; the original, not a counterfeit, green backs, all denominations. Liberal quantity samples and price list, \$1.00 P. O. money order. **JOS. B. MANA**, P. O. Box 231, Phoenix, Ariz. de11

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more 1c. **SUMMERS' STUDIO**, Unionville, Mo. de4x

ROLLS DEVELOPED—TWO BEAUTIFUL DOUBLE-weight professional enlargements and 3 guaranteed never-fade perfect tone prints, 25c coin. **RAY'S PHOTO SERVICE**, La Crosse, Wis. x

20% CASH DISCOUNT TO SHOW PEOPLE ON New 1937 Alma Silvermoons and Covered Wagon Trailers. **SELLHORN TRAILER HEADQUARTERS**, East Lansing, Mich. del18x

M. P. ACCESSORIES & FILMS

ATTENTION, ROADSHOWMEN—WESTERNS, Comedies and full line 35MM. Sound and Silent Equipment. Discounts offered for limited time. Write today for new list. **ZENITH**, 308 W. 44th, New York, N. Y.

CHRISTMAS TALKIE SPECIAL—HAPPY NEW Year and Holy Night, featuring Roxy Chole and Jesse Crawford, 16mm, 35mm, 8 minutes, \$25.00. Other religious specials. **CHURCH FILMS**, Box 524, Cincinnati, O.

EVERYTHING FOR THE THEATRE—SAVE 20 to 50%. Projectors, Sound Equipment, Public Address, Screens, Chairs, Accessories, Supplies. **CONSOLIDATED THEATRE SUPPLY CORP.**, 1600-B Broadway, New York. de11

MOVIE ROADSHOW BARGAINS—35 MM. AND 16 MM. Portable Sound Projectors, complete with Amplifiers and Speakers. Popular makes. Fully guaranteed. Savings up to 50%. **CONSOLIDATED THEATRE SUPPLY CORP.**, 1600-B Broadway, New York. de11x

ROAD SHOW SOUND SPECIALS—WESTERNS. Actions, Features, \$1.50 up. Wire **APOLLO EXCHANGE**, 117 S. 9th St., Newark, N. J. de25

SILENT FILM FOR SALE CHEAP, AND PROJECTORS. Retiring. Will sacrifice. **BILLY FARAWAY**, Scotland Neck, N. C.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. **MOVIE SUPPLY CO., LTD.**, 844 S. Wabash, Chicago. de4

WANT ROADSHOW FEATURES—A-1 SEX Features, Sound and Advertising for same; also Shorts. **M. TOTMAN**, care General Delivery, Jacksonville, Fla.

\$1.00 A REEL—35MM. SILENT FEATURE Films. Lists. 1 buy and sell. **S. GROSSMAN**, 1438 N. Talman, Chicago, Ill.

PERSONALS

DIVORCES, SO QUICK, SO EASY. SEND \$1.00 for copy of Arkansas Divorce Law. **W. P. DODDS**, Attorney, Beebe, Ark. de25

I WILL NOT BE RESPONSIBLE FOR ANY debts contracted by my wife, Dorothy, after November 14, 1937. (Signed) **PETE PULLMAN**.

QUICK—EASY—SIMPLE. SEND ONE DOLLAR for copy of Arkansas New Divorce Law. **D. D. BABB**, Lawyer, N. Little Rock, Ark. de4x

SALESMEN WANTED

A SURE CURE FOR CLOGGED DRAINS—A tool that sells on sight. Get a city and become independent. 3420 Fletcher Drive, Eagle Rock, Calif. x

SALESMEN—SELL BUSINESS STATIONERY. Book Matches, Calendars, Xmas Cards. Advertising Pencils, Shelf Moulding, Labels, Sales-books, Pricing Sets, Tags, Office Supplies. Business Cards, \$1.50 thousand. 35% comm. daily. Free deals. Sales portfolio free. **WILLENS**, 2130 Gladys, Dept. WV, Chicago. x

WANTED COUNTY DISTRIBUTORS—EXCELLENT opportunity for earnings. Nationally advertised product. Large company. Dept. 252, **FYR-FYTER COMPANY**, Dayton, O. x

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO**, 3544 North Halsted, Chicago. de25

BANNERS, DIORAMAS, SCENERY, ARTISTIC Work. Low prices; save money; order now. Send dimensions for lowest estimate. **ENKE BOLL STUDIOS**, Omaha, Neb. x

BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Absolutely no appointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. del1

TENTS—SECOND-HAND

SIDEWALL BARGAINS—FINE STOCK 8-FT. Sidewall, 7.68 oz. White Drill, hand roped. Good as new, \$21.00 per 100 ft long. Hurry deposit. **KERR CO.**, 1954 Grand, Chicago. del1

50x170 ROUND END, RED TRIM, STREAM-line built, waterproofed, A-1 shape, \$375.00 complete, 40x80, A-1 shape, Top only, \$75.00, 20x30, Top only, A-1 shape, \$25.00, 30x50, Top only, good shape, \$50.00. Tell us what you need. **SMITH TENTS**, Auburn, N. Y. de18

THEATRICAL PRINTING

MODERN ILLUSTRATED TWO-COLOR POSTALS —1,000 prepaid, \$4.00; 5,000, \$12.50. Express charges collect. Samples. **MUREL PRESS**, Box 748, Dayton, O. x

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D. plus shipping charges. **THE BELL PRESS**, Winton, Pa.

200 (14x22) 6-PLY ONE-COLOR WINDOW Cards, \$6.00; Two Color, \$8.00. Date changes, 25c each. **"DOC" ANGEL**, ex-Trouper, Leavittsburg, O.

500 8 1/2 x 11 LETTERHEADS, \$1.25; 500 6 1/2 Envelopes, \$1.25; 500 5 1/2 x 8 1/2 Noteheads, \$1.00. Printed to your copy. **VICTOR'S PRINT SHOP**, Exeter, N. H. del18x

WANTED TO BUY

USED 32-FT. MERRY-GO-ROUND—SPILLMAN or Allan Herschell. Must be in good condition and cheap for cash. **TOM DAVIS**, 415 N. 17 St., Richmond, Ind.

WANTED—40x80 SQUARE END TENT FOR Vaudeville Show. Must be in A-1 condition, no patches or junk. State lowest cash price with full particulars. **WILLIAM J. BEAUPRE**, 1 South State St., Concord, N. H.

WANTED—CONCESSION AND SHOW TENTS. Floss Machine, Stall Light Plant, Kid Ride and Ride Engine. Give details. **JACK CARR**, 3356 W 25th St., Cleveland, O.

At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type) 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type). (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY AGENTS AND MANAGERS

ACCOUNTANT-MANAGER AND SHOW SECRETARY. Eight years' experience in outdoor field. Want connection with reliable organization now. Age 30, with excellent habits and references. Salary or salary and percentage. Write **P. O. BOX 545**, Salem, Mass. de18

ADVANCE AGENT—EXPERIENCED, RELIABLE, with car. Wants to contact a real Showman with organized Stage Unit, large or small. Acquainted best money-making territories, consecutive circuits and independent theatres. Consecutive routes, small jumps. Percentage or salary. Write or wire. **BOX C-389**, Billboard, Cincinnati, O.

AGENT—To Represent Free Acts, Minnesota Federation of County Fairs Convention, January 12-14, for 1938 bookings. Write at once. **BOX CHI-44**, Billboard, Chicago, Ill.

ADVANCE AGENT—22 years' experience. Can route and book any attraction anywhere in the United States or Canada. Close contractor, salary reliable. **BOX 838**, Billboard, Chicago.

AT LIBERTY—Agent. All the word handling. Handle any show. Stop manager worries. Show results. Join on wire. **TOM AYTON**, Millner Hotel, Mason, Ga.

DANCING MASTER — Can manage your Dance Floor or Show. Age 55. Reliable, give bond. T. M. A. LODGE NO. 14, Box 52, Pen-Mar Park, Ill.

PIANO ORCHESTRAS—Attention! How would you like to skyrocket your band into the overnight "just another ork" to a top position as the No. 1 Girl Band? No, this isn't a correspondence school ad. It's just the ad of an Ace Publicity Firm, unexpectedly at liberty, due to a break with certain interests. I want to hear immediately from some band with ability and ambition, but which is in the mediocre class due to lack of proper build-up, explanation and publicity. I want a connection with this band in capacity of business and publicity manager on percentage basis only. I am ready to bet my full time and experience that I can make you national recognition for your band from stage, radio, screen and dance spots within a very, very short time. This sounds strong, and I mean for it to. My percentage won't start until you're well on the way up. Remember I can only handle one band, so if you think your band has the ability to click in the upper brackets, write at once! Send latest photos, references and a very detailed report covering each individual connected with your unit in any manner. Such report to contain such information as whether they read at sight, take jam, transpose, double, re-write, arrange, etc. Also give ages, heights, weights, color hair, etc. Photos will be returned, of course. If you don't mean business don't write. I have organized, rehearsed, managed and handled publicity for nationally known bands and I will have the right connections to put a band on top. Own a flash car, long gleaming white Hudson 5 convertible. Let's hear from some of you brim with ork leaders. BLAIR (FLASH) CUNNINGHAM, 617 West Park, Oklahoma City, Okla.

AT LIBERTY BANDS AND ORCHESTRAS

RECOGNIZED FIVE-PIECE BAND NOW AVAILABLE on two week notice. Interested in better class clubs, hotels, restaurants. BOX 41-45, The Billboard, Chicago, Ill.

SIX-PIECE BAND FREE FOR LOCATION IMMEDIATELY. Three Saxes, Trumpet, Piano and Drums. Sweet, swing, up-to-date library. Special arrangements. Recently completed seven-month club engagement. Take best offer. State all first letter. Go anywhere. Photos on request. WEN SCHUH, 218 1/2 S. Main, Minot, N. D.

SIX-PIECE BAND FREE FOR LOCATION IMMEDIATELY. Three Saxes, Trumpet, Piano and Drums. Sweet, swing, up-to-date library. Special arrangements. Recently completed seven-month club engagement. Take best offer. State all first letter. Go anywhere. Photos on request. WEN SCHUH, 218 1/2 S. Main, Minot, N. D.

OLLIE HOWARD'S Music of Distinction. Just in last week of successful seven months engagement. Five piece library. Old organization, smooth unit, good vocalists, hot and sweet music. Uniforms, own sound equipment. Dependable. Six men or eight. Permanent address, 208 E. Main St., Chanute, Kan. de11

SEVEN-PIECE BAND for Night Club. Uniforms. Latest library, sound system and feature singer. Argument or cut to suit your need. Only reliable managers answer. HARRY COLLINS, 2824 Dodge St., Omaha, Neb. de4

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—SIGN AND PICTORIAL ARTIST. 27 years' experience. Will join circus or carnival, first class only, at winter quarters. Capable assuming entire charge of painting crew. PALMER SIGNS, Herkimer, N. Y.

HIGH-CLASS SIDE SHOW ATTRACTION—Deaf Mute Comic Artist. Also good Sign Painter. Write man of 32. BRYAN BATES, 181 8th Avenue, Bessemer, Ala. de4

AT LIBERTY COLORED PEOPLE

TED ASHLEY AND HIS "SWINGSTERS"—FIVE read hot pieces, vocals included. Closing six months' engagement, next week. Managers, night clubs, beef gardens, what have you? Eliminate correspondence course. State salary and full details in first letter. Write or wire TED ASHLEY, 415 E. Columbia Street, Detroit, Mich. de4

AT LIBERTY DRAMATIC ARTISTS

TEAM WITH COMEDY ACTS, including feature "Rock-Comedy" Bounding Act. Trapeze, Rings and Perpendicular Rope Act; Three Wonderful Dogs; Comedy Juggling, magic. Will furnish tent, show equipment to interesting party with capital on percentage. WILLIAMS AND BERNICE, de4 Billboard, Cincinnati.

AT LIBERTY MAGICIANS

FEATURE MENTAL ACT—Mindreading, Crystal, Magic, Theaters, night club, hotel attraction. Oriental presentation. Private Rings. Salary for per. percentage on readings. PRINCE YOSE, The Billboard, Cincinnati, O.

AT LIBERTY MISCELLANEOUS

EXPERIENCED PRODUCER — UNITS, FLOOR Shows. Write own gags, sketches. Inside publicity contacts. Headliner references. PRODUCER, 41 Oxford Road, Manhasset, N. Y.

MRS. NELLIE M. H. KING—Presenting Five High-Class Novelty Musical Acts. (Hawaiian Golden Bell, Sleigh Bells, Steel Marimphonos, Four-Hand Swiss Bells, Trick Violin.) Prof. George Grant King; Punch & Judy and Ventriloquist Acts. Real troupers. Experienced, sober, reliable. Address, 518 Orange St., Henderson, N. C. Phone 1547. de11

TICKET SELLER-SECRETARY—Fast, accurate, Young Man. Honest, sober, reliable. Expert typist, good bookkeeper. Can double stage. Go anywhere. BOX 1211, Elko, Nev. de18

AT LIBERTY M. P. OPERATORS

PROJECTIONIST—Non-union, four years' experience; 6 years radio and sound work. Can handle all standard equipment. Sober, single. Go anywhere. Excellent references. ARTHUR CLOUSE, East Tipton St., Seymour, Ind.

AT LIBERTY MUSICIANS

ALTO SAX, DOUBLING Tenor and Clarinet. Young, union, dance experience. RUSSELL ADAMS, 518 Graffins, Punksutawney, Pa.

VIOLINIST-UNION, sober, reliable. 20 years' experience in Vaudeville, Radio, Dance. Age 38. Go anywhere if steady. DAN SALAZAR, Hotel Palms, San Antonio, Tex. de4

A-1 DRUMMER-DANCE, SHOW, CONCERT. Thoroughly experienced. Dependable, sober, union. Age 35, neat appearing. Reliable connection anywhere. CLIFF OSSLER, Hotel Raleigh, Chicago, Ill. de11

ALTO SAXOPHONE, CLARINET, SECOND Trumpet. Experienced; no take-off; union. JAMES CURRIE, Murray, Ia. de4

BAND ORGAN EXPERT — CAN REPAIR, overhaul, rebuild any model organ. Twenty years with factory and carnivals. Will work on lot or winter quarters. W. ANGIER, 409 E. Main, Lafayette, La. de11

DRUMMER AT LIBERTY — AGE 23, SINGLE, read well and work in any rhythm section. Must have transportation and steady union work. STUART BONNER, 218 Virginia Ave., Sturgis, Mich.

FIRST ALTO SAX, CLARINET—ALSO TRANSPOSE also parts on tenor. Good tone and reader. Experienced and consistent. Arrange. Take-off very little. Union. MUSICIAN, 874 N. Highland Ave., Atlanta, Ga.

FLUTIST—THEATRE ROUTINED, MUSICIAN-ship. Other jobs also considered if necessary. BOX C-388, Billboard, Cincinnati, O.

HARPIST AND VIOLINIST — EXPERIENCED. Classy team for cocktail lounges, etc. BOX C-380, Billboard, Cincinnati, O. de11

TROMBONIST — AVAILABLE IMMEDIATELY. Experienced, good reader, good tone and range. Young, single. Go anywhere. JACK LEZOTTE, 1302 Church St., Flint, Mich.

VIOLINIST — DOUBLING STRING BASS. South preferred. BOX C-380, Billboard, Cincinnati, O.

ACCORDIONIST—Cut anything. Orchestra, Strolling or Specialties. Young, neat, reliable, union, single. Prefer West Coast but will consider anything that will pay. Leave immediately. Write or wire. JACK ELLIOTT, 3014 Tracy, Kansas City, Mo.

AT LIBERTY — Handy Man. Trumpet, Doubling Trombone or vice versa. Both well. Very good arrangements. Sing some. BILL NEWTON, 4706 Magnolia Ave., Chicago, Ill. Earned 1008.

AT LIBERTY—Alto Sax and Clarinet. Read, like. Non-union. Will join. Panics out. Consider anything, anywhere. Can furnish fast Piano Man. Write MUSICIAN, care General Delivery, Manitowish, Wis.

DANCE TROMBONE—23. good tone and range, sight read, arrange. Reliable, sober. Three years music college. Don't misrepresent. TOMMY MORGAN, General Delivery, Daytona Beach, Fla.

FIRST-CLASS STRONG BARITONE and Bass—Big Circus Concert Band experience. Reliable and competent. I want job with real friend. DeCARLOS, 319 Walnut St., Macon, Ga. de18

FLANK—Open as Bone Player with Dance Orchestra. Ventriloquist, Character Man, for local work. 281 Dean St., Brooklyn, N. Y.

STRING BASS—Young, reliable, union, sober. Like or read anything. Location preferred. Sing and have late model sedan. No names. Write or wire immediately. JOHNNY CATRON, 32 East 68th St., Kansas City, Mo.

VIOLINIST—Doubling Piano Accordion, Banjo, Guitar. Experienced, library. Age 29. Orchestra-band instructor, orchestra or music school. State full particulars. Write BOX 270, Billboard, Chicago, Ill.

AT LIBERTY PARKS AND FAIRS BALLOON ASCENSIONS

FOR 1938 — Parks, Fairs and Celebrations, covering United States and Canada. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. ja8

BALLOONISTS AND AIR-plane Parachute Jumpers. One unit in South-east. Contact THOMPSON BROS. BALLOON PARACHUTE CO., Aurora, Ill. Established 1903. de25

"DIVE OF DEATH" — THE World's Greatest Thrill Act. Booking 1937-1938 dates now. Write CLARENCE A. MCCONNEY, INC., 60 Washington St., Salem, Mass. de25

ATTENTION, FAIR, PARK AND RODEO Managers! Arabian High-School Horse, starring Arabella, the equine graduate. Desirable grand-stand attraction. Work indoors or out. Flashy wardrobe, beautiful equipment. References. Booking 1938 fair dates now. EARLE SCOTT, Wilmore, Kan. de11

WILLIAMS & BERNICE ATTRACTIONS—Four acts, comedy bounding trampoline and burlesque trapeze act, perpendicular rope act, three world's cleverest dogs, rube hay-wagon act. Cash bond guarantee. Address Billboard, Cincinnati. de4

AT LIBERTY—World's Greatest Trained Animal Exhibition for Parks, Fairs, Celebrations. Comedy Figs, beautiful white Colics. For information write JAKE RICE, 1200 Linwood, Jackson, Mich.

AT LIBERTY PIANO PLAYERS

PIANO PLAYER—DANCE MUSICIAN. FULLY experienced with all types of shows, sight reader, rhythm. Sober and reliable. Will travel or locate. EDDIE FELLOWS, 3962 Wallace St., Philadelphia, Pa.

UNION PIANIST AT LIBERTY FOR VAUDE. Concert and Dance. JOE CRAWLEY, 525 Marine, Boston, Mass. de4

AT LIBERTY—Pianist, experienced in Med, would like to join show. Dances and halls. Mail lost, write again. HARRY MCKENNEY, General Delivery, Charlotte, N. O.

EXPERIENCED PIANIST—Plenty rhythm, take-off, young, reliable. Prefer small combination. Club, garden, or what have you. Consider all. Write fully. JIMMIE MOORE, General Delivery, New Orleans, La. de4

PIANIST—Union, Concert or Dance. Experienced. Prefer hotel work in Florida. Want reliable location. Best references. Give particulars. LARRY SCHUBBEN, General Delivery, West Palm Beach, Fla.

AT LIBERTY VAUDEVILLE ARTISTS

HIGH-CLASS MIDGET — Sing, Dances, Comedy and Dramatic Work. Height 42 in.; weight 85 lbs.; age 24. Wonderful personality. Home address: VIRGINIA CAMPBELL, Chatsworth, Ga.

AT LIBERTY — DANCE TEAM. NOVELTY Ballroom Dancing by Southern Boy and Girl. Our specialty: Little Apple, Shag and Original Dances. Experienced. State salary. Write. DAN AND CRICKET, Louisburg, N. C.

SOME OPEN TIME — 2 SEPARATE ACTS. FAST Double Juggling Act, Comedy Slack Wire Act and Diving Dog. EDDY & EDDY, General Delivery, Stoughton, Mass. de11

VERSATILE SPECIALTY TEAM — LADY Accordion and Piano; Man Singer and Comic Characters. No black face. Have car. SPECIALTY TEAM, General Delivery, Lexington, Ky.

GALVET'S SOCIETY PUPPETS — (Punch & Judy). The Greatest Little Show in the business. For theatres, clubs, parties. Special advertising. GALVET, 226 W. 50th St., New York. de4

FEMALE IMPERSONATOR — Singing, Dancing; also M. O. for night clubs. Nice wardrobe. Address: HARRY BINK, Hubbard Hotel, 417 N. Clark St., Chicago, Ill.

NINE-YEAR-OLD GIRL—For Dramatic, Vaudeville, Night Clubs, Med Shows. Singing-Dancing Specialties. Parts; 7 Routines. Mother sight-reading Pianist. Takes, transposes. Joint salary eighteen dollars. Write: MARTIN EATON, General Delivery, Grand Island, Neb.

PIANO MAN—Doubles Accordion or Accordion doubles Piano. Also some Trumpet or Melodion. Takeoff, good reader. Have library. Sober, union, married. Location or fairly good stand only. Prefer St. Louis or vicinity. EDDIE EVERETT, Highland, Ill.

IAS ORGAGNIZES (Continues from page 47)

show business, and to operate only for charitable and social purposes. The organization meeting was called at this time because of the fact that so many show people are at present in St. Louis, seven different shows maintaining winter quarters in this city and East St. Louis. Then, too, St. Louis is a near central point and railroad center, that many outdoor showmen come thru during the year, either making railroad contracts or train connections.

For many years St. Louis was the home of the Mississippi Valley Showmen's Association, which organization folded three years ago. The reason for the discontinuance of that association at that time was due to the fact that the membership was composed of many local people in no way connected with the show business. Since the "folding" of this erstwhile showmen's club talk has arisen many times about organizing a new showmen's association, with the result that on Tuesday night the prominent outdoor showmen at present in the city got together and organized the International Association of Showmen.

Officers Elected Many splendid talks were made by some of those present about the object and value of organization, and if the first meeting is any criterion of whether the club will be successful, then its

success is unquestionably assured. The new organization will maintain permanent clubrooms in St. Louis, and a committee was appointed to look into the matter of leasing a suitable location. A committee to draw up a constitution and by-laws was also appointed, as was a temporary membership committee, which plans to have application blanks on hand for distribution at the Chicago meetings, where it will solicit outdoor show people to join the new association.

Selection of officers followed with John Francis, president; C. Guy Dodson, first vice-president; James W. Laughlin, second vice-president; Vernon Korhn, secretary, and Dee Lang, treasurer. Those elected to the board of governors were Tom W. Allen, Mel G. Dodson, Elmer Brown, John Sweeney, Harry Allen; Bruce Barham, Harold A. Hayes, Charles T. Goss, Mel G. Dodson Jr., Harry A. Smith, Harold Barlow, Ralph Bouge, D. C. Bouge, E. R. Cobb, J. Crawford Francis, Donald L. Coost, Dave Carroll and Frank B. Jaerling.

HIDERBRAND'S SHOWS (Continues from page 47)

with motorized shows, tells the world that something new under the sun pays. Mr. and Mrs. O. H. Hiderbrand and Betty Joan leave for a vacation in Mexico City.

They Scattered

Balance of the personnel left as follows: E. Pickard, Lucille King and Walton de Pellaton resigned to take up duties on a new show. Concessioners wintering in Los Angeles are: Mr. and Mrs. James Rapin, Fern Chaney, Jerry Mackey, Cax Bloom, Al Gorban, Jerry Jackson, Tommy Reed, Tommy Parkins, Tim O'Leary, Toots Apple, Dan Callahan, Al Johnson, Bill Burns, R. C. Balcom, Margaret Balcom, Jockey Henson, George Ames, Eddie Gripper, Swede Olson, Ethel Jackson, Johnnie Archer, Joseph Disante, John Cardwell, Clara Cardwell, Kenyon Taylor, Verma Taylor, W. O. Warrington, Mickey McVary, Mr. and Mrs. Jack Clifford, Mr. and Mrs. Howard Clifford, Miss and Mrs. H. B. Clifford, White Stack, Bob Clifford, Jack Zumhoff, Curley Gates, Bob Anderson, Mr. and Mrs. Myles Nelson, Edward Brayles, R. L. Woodside, Art Anderson, Shorty Melton, Mac Quillin, Eddie Huston and Sammy Shafter.

Mr. and M. M. Buckley and Al McCormick, Seattle, Wash.; Mr. and Mrs. W. L. McNeese, Fresno, Calif.; Virgil Miller, San Francisco; Hazel Fisher and Verma Seeborg, El Cerrito, Calif.; Mr. and Mrs. Bud Cross, Silvertown, Ore.

Way Others Went

Buck Buchanan, Mrs. Buchanan, R. Murphy, Togo, spotted man; Jolly Edna; Harold Crack, fire and torture; Pete Florez, Tiny Barker; Bizzell, iron-tongue man; Lloyd Wyatt and Arlene Jordan winter in Los Angeles. Claude A. Barrie, manager Leone Barrie production; Mel Eenack, Jean La Velle, Nellie Eva Norton, Virginia Morris, Babe Newman, dancers; Jack Crawford, tickets; Bud Foster, talker; Smoky John Dunn, stage manager, and the Barles will winter in Hollywood. Mr. and Mrs. Elmberg, Los Angeles; Charlie Fort, Long Beach; Phillip Smith, Santa Barbara; Mr. and Mrs. Max Williams, Venice; Mr. and Mrs. Buck Ritchey, Los Angeles; Four Thrillers, Reggie Marrion and Frederick P. Nelson, Los Angeles; Al Keenan, Monterey Park, Calif.; Louise Clifford, Culver City, Calif.; Charles Soderberg and Margie Soderberg, Bert Warren, Fred Stewart, Mrs. Stewart, Harry Rhinehart, Los Angeles; D. O. McCarthy, Marshfield, Ore.; Dave Shannon, Beaver Creek, Ore.; Babe Gresham, Jack King, Jim Crouse, Bill Smith, Don Jordan, Earl Branam and D. Middleton all at Los Angeles. Show closed its season as Music McCarthy played Auld Lang Syne. Reported by George Morgan.

BISTANY CLOSES (Continues from page 47)

and return act were offered as free attractions. This marks the first closing for a Bistany carnival in four and a half years. He moved the show to the Duval County fairgrounds as winter quarters, from which place he will take the road again at a time to be announced following the new year.

BUCKEYE STATES (Continued from page 47)

turning here. Upon Galler's return work will begin in quarters. Among concessioners from Wallace Bros.' Shows who visited here were Mr. and Mrs. Shep Millean and Pop Erby. Reported by H. G. Starbuck.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA JR. — Communications to 1564 Broadway, New York

RACKET-RATS HURT BINGO

Gangsters' muscling-in, cash prizes crimp game in Cleveland, Milwaukee and Atlantic City—merchandise award games gain steadily in popularity

NEW YORK, Nov. 27.—In Cleveland, where every bar, grill and tavern was running Bingo games for drinks and cash prizes, local authorities clamped down and arrested several operators. Order to make arrests in all cases where tavern operators were running Bingo came thru early this month from Acting Prosecutor Sidney B. Fink and was aggressively followed thru by Police Chief George J. Matowitz. Reason for the move, as given by the prosecutor's office, was that the racket-rats had been muscling in and trying to take over control of Bingo on an organized racket scale. Churches and fraternal organizations are still being permitted to run Bingos for raising funds for charitable purposes in Cleveland. These operators look with favor on the closing of the games where the racket touch had been in evidence.

Policy games 10 years ago, too, were run by small local groups and seemed an innocent enough form of amusement. The racket boys muscled in, organized the business and built it up to a several-million-dollars-a-year industry for themselves. Gang killings and bombings followed in the wake of the racket takeover. For this reason it is definitely for the good of Bingo if alert authorities step in and nix Bingo where the stink or the rackets has permeated it.

Milwaukee Nixes Money

In Milwaukee Archbishop Samuel A. Stritch banned money games and money prizes from all Catholic Church Bingo parties. Merchandise prizes must be given at all games or the games will not be permitted to run.

Local observers feel that this is a healthy step for the future of Bingo in the Wisconsin city. Cash prizes there as elsewhere were rapidly reaching proportions where the churches and operators could not hope to show a profit on the games, and the interest of the local authorities was being drawn to what ob-

viously was a new and vicious form of gambling.

Leading operators feel that the restriction on cash prizes will in no way affect attendance at the games and that the crowds will continue to flock to them in even greater numbers than before.

In Atlantic City, where officials showed some inclinations to shut down Bingo, popular protest and scathing comments in the local papers quickly changed officials' minds. Church and charity Bingos will be permitted to continue unmolested, but professional operators will not be permitted to cut in on the profits of organization games. This is seen as a move to forestall racket mobs from muscling in on the Bingo business and is welcomed, as it is in Cleveland, as a smart move.

Merchandise Prizes

Where merchandise prizes are given Bingo continues to gain in popularity. Churches, lodges and other organizations insist that the game is the most popular as well as the most profitable pastime they have ever used to raise funds for charitable purposes.

Reports of new games and continua-
(See RACKET-RATS on page 62)

Stores Pick Petals in Dem Booking Policies

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

NEW YORK, Nov. 27.—The schoolgirl gag of picking flower petals and muttering with each pick, "He loves me, he loves me not," is currently being used by chain and department stores to determine whether they will permit independent demonstrators to work their counters with the dem's merchandise on a percentage basis. This situation was brought to light in questioning of leading dems, supply houses and store execs. From information received, at any rate, there seems to be little more judgment than that shown by the average school lass used by stores in indie dem booking policies. One authority stated that most stores pick the "yes" petal and begin booking indie dems until these all but outnumber the store's staff of clerks. After a period of such booking they suddenly awaken to the fact that they have too many indie dems in the shop and start a general clean-up.

Following this they go into a complete reversal of form and absolutely refuse to book an indie dem regardless of how fine his reputation, how meritorious his item or any other factor. Feeling is simply that they have had too many dems, have arrived at the point where they pick the next flower petal, and since this is the "love 'em not" leaf, dems are out.

Smart dems apparently are aware of this situation and watch the petals as they fall. They manage to be on hand during the "love 'em" period and in this way keep working pretty steadily.

Exception to the bone-headed policies followed by most stores is such a period as the pre-Christmas rush. This, with all stores, seems to fall on the "love 'em" petal and they are wide open for practically any dem with a Christmas touch. Immediately following the hectic holidays, on the other hand, the stores reach the next petal and decide on no more dems.

One dem who has kept a record of five stores' booking policies, brings out this fact very strongly. He has gone into each of the five stores with a good demonstrating item and been turned down. Returning less than a month later with the same item and with all other conditions apparently similar, he has been booked. Only reason he could possibly cite to account for the change in attitude is that he happened to return at the time they had plucked the "love 'em" petal.

General theory is further proved by the records of this same dem, which show that immediately following his opening other dems were booked regularly until the stores began to look like a dems' convention hall. When the management finally began to trip over several of the boys they were all let out. Amount of business they were doing apparently was no factor in determining whether they would be permitted to remain on or not.

Not one of the dems, supply men or store execs queried could offer a solution to the problem. Attitude of all seems to be, "So what!" And until such a time as dems become good enough salesmen to convince the stores that they are not using good judgment in their booking policies—or the stores wake up to the fact that indie dems can be one of their largest revenue-producing branches—the daisies will continue to be plucked . . . and the petals continue to fall where they may.

By BEN SMITH

Because the salescard is a natural for fund-raising campaign, fraternal and charity organizations, clubs and churches have been gold mines for salesboard operators.

In handling a fund-raising campaign the operator pays the organization a flat commission on each card sold or splits 50-50 after all expenses are deducted. In either case the operator finances and assumes full charge of the campaign. He selects and purchases all merchandise to be distributed, prepares all the literature, works up the salescard to be used and takes care of every other detail necessary to bring the promotion to a successful and profitable conclusion.

To instill confidence in the members and to make the campaign more effective all circular matter and cards are imprinted to make it appear that the organization is running the campaign direct and mailed from the organization offices either by the secretary of the organization or by a paid clerk. Full membership list is covered and when the cards are completed the money is turned over to the secretary, who in turn passes it on to the operator. Then the merchandise is distributed.

Flat Commission

Under a flat commission arrangement the operator usually figures 20 per cent of the gross take-in of the card as the commission for the organization. That is if the card takes in, let us say, \$20, the commission on each card sold is \$4. The operator takes care of all expenses, including the salary of the secretary or clerk for the duration of the campaign. When the secretary takes care of the clerical work the operator in some cases, instead of paying the secretary a salary, may decide to give him a flat fee on each card completed, usually 50 cents.

When the organization membership is large the operator more often than not will work out a budget and profit-sharing arrangement. As before, he will finance the campaign, and after deducting all expenses and cost of merchandise will split the net profits 50-50 with the organization. Budget plan lends itself to wider exploitation, and the operator will very often tie up the deal with a free drawing on a grand
(See DEALS on opposite page)

THAT'S NO TOMATO, that's our face. In our November 20 pillar we tried to tell you about the new "Get-Even Special" which some operators are featuring as a wind-up game at Bingo parties. Well, we got the information all cockeyed. At a recent Bingo we actually played a "Get-Even Special" and this is the way it works: Not one prize, but 10, 15 or 20 prizes are awarded on the one special card. Number of prizes depends on the crowd present. Game is played on one card, and as a player gets Bingo he receives his award and hands in his card. All numbers called count, and the man on the mike continues to call numbers until 10, 15 or 20 persons have made Bingo. As each player yells Bingo he receives his prize and his card is taken away from him. Appeal of the game is that there are a large number of winners and the prizes, all similar, are worth about the amount of money the average player has spent during the evening. . . . Yeah, our face is red, but not as red as it would have been if one of you readers had discovered our error before we did. . . . Sleepyheads!

RAZZBERRIES, SOUR ONES, to the operators who don't use varied merchandise assortments as prizes at their games. We attended a game recently at which four candlewick bedspreads were

Backfire

A bingo op recently advertised SPECIAL FREE SURPRISE AWARDS to players attending on a certain night. Announcement was made after the 10th game to an assembled crowd of about 500 bingo fans. "Any player in the house," said the man on the mike, "who has an unopened package of cigarets, please step forward and receive absolutely free our special surprise award, an article worth \$1." He smiled confidently as he finished his announcement and waited for the lucky few to come forward. The special backfired as 186 players rushed up with unopened ciggie packs.

awarded as prizes for four different games. There were 36 merchandise prizes awarded and it seems to us that the interest and player appeal would have been much stronger if 85 different merchandise awards were made. Comments from players all around us were to the same effect. We understand that an op may occasionally be overstocked on one particular item and, wishing to dispose of the stock, may consider it smart business to feature four or five of this item as prizes. But is it worth killing the player appeal?

BIG-TIME BINGO is what we call a game like that run by a Jersey church recently. Admission was \$1 per person, but the list of prizes drew them like a magnet draws a nail. In addition to the standard-type prizes, such as Magic Maid Kitchen Mixer, bridge table set, 95-piece dinner set, floor and table lamps, Pepperel sheets and pillow cases, silver set, linen dish towels, highball set,
(See BINGO BUSINESS on page 62)

TUMBLING SANTA CLAUS

Toss-Up Balloon



With Giant Bow Tie. Assorted Christmas Colors. Inflates 24 in. to 36 in. high. Packed in 3 colored envelopes.

PRICE \$5.00
Gross
Sample Dozen, \$1.00 prepaid.

Manufactured By **United Balloon Co.**
Over 700 Bargains

XMAS TREE LIGHTING OUTFIT— 8 Series. Each \$1.00. Packed 100 \$17c
XMAS TREE BULBS. Packed 100 \$65c
Assorted to Box. 100 \$65c
No. 475—CHRISTMAS CARDS, 8 Assorted to Box. Each Box \$6c
No. 725—CHRISTMAS CARDS, 8 Assorted to Box. Each Box \$10c
Packed 12 Cards to a Box. Each Box \$10c
DON'T BUY XMAS GOODS UNTIL YOU SEE OUR XMAS CATALOG.
OUR PRICES WILL SAVE YOU 25%.

BENGOR PRODUCTS CO.
673 BROADWAY, NEW YORK, N. Y.

DIRECT SALES STUFF

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

By WALTER ALWYN-SCHMIDT

Ben Kirkman, who works a route out of Springfield, Conn. (by the way, I do not have your address, Ben, and you might leave it next time you see me), wants some pointers on how to work office trade in medium-sized cities. Many have switched over to this in recent months from home-to-home selling, finding it a more convenient way of operation. Generally you meet more customers on one call and they are willing to listen these days when business is not too brisk. This at least is the case in the small cities, and restrictions against callers are not as severe as they are in the big-town office buildings.

My idea of how to get into this trade is: Take a copy of *The Billboard*. Read the advertisements and decide what would appeal to you if you were sitting in an office chair. Take razor blades for a start, especially the new 25 and more blade sets. They have been worked little in small cities. Razor stropper is another good article which generally cannot be had in small towns except from direct sellers. Christmas and New Year cards will be good items during the next few weeks. At this writing one man is doing a big trade in funny mechanical animals, showing them on office floors.

There is a continued demand for fountain pen and pencil sets. Also cigar lighters are finding a good reception. One man is doing a good business with an appliance preventing telephone cords from entangling themselves. His method is to play up telephone manners. He sells several at each call and works the larger offices exclusively. It pays to carry several lines, but specialize in a leader.

News from the men's clothing field is that lower prices are giving the house-to-house salesmen a new interest. Judging from conditions in the Eastern section, selling men's clothing is rapidly becoming a residential job, with the salesman cobwebbing his field from an established center where his customers can reach him. The door-to-door canvasser who worked where the road carried him is getting out. Men work with an eye upon repeat business. They generally carry one or the other related line as ties for instance. Both cheap and higher priced suits are selling and I am informed that it is sometimes a good idea to carry a quality line, especially in smaller cities where good tailors are not available.

The regular meeting of the Direct Selling Executives' Club in the New York Advertising Club November 10 was attended by about 60 executives and salesmen. Arthur Hoover, of Hoover Manufacturing and Sales Company, was in the chair. Features included the showing of the film *Making a Sales Presentation Stay*, by Busse and Borden. Among those present were Mr. Foster, Spencer Corset Company; J. M. Rosen, Roseliff Quaker Shirt Company; C. Silver and C. Kaufman, Arthur Rosenberg Company; Mr. Campazzi, Star Overall Company; Mr. Boss, of Buckley Bros. Company; Dave Schneider, Zell Products Company, and C. Lomas, of *The Billboard*.

DEALS

(Continued from opposite page)

award, which may be either an automobile or an expensive radio, etc.—the drawing to be held at a ball which serves as the grand finale to the program. The operator supplies coupon books with the cards, and for each punch taken on the salescard the purchaser receives a coupon entitling him to a chance in the drawing for the grand award in addition to the chance of winning the major item on the card itself. This induces the purchaser to take more than one chance and helps complete the card in a shorter period of time.

Operator's Budget
The operator arrives at his budget in this manner: He charges a flat fee for every member in the organization to

FAST SELLING XMAS SPECIALS



Peek-A-Boos. Novelty Drinking Glasses. Each glass bears an artistic reproduction of a Demure Girl in a colorful costume. Turn the glass around and the costume drops away, revealing her in nature's own.

Packed 1 Dozen to Box—6 Distinctive Styles.

B2N105 — Per Gross \$21.00 Per Dozen:.....\$1.85
Packed 6 Glasses in Beautiful Gold, Black and Red Display Boxes
Per Box of 6.....\$1.20

B2N20—CHARLESTON DANCERS. Per Gross...\$4.50


FAST SELLING MECHANICAL TOYS



Per Gross

- B40N151—Tumbling Clown \$ 9.25
- B40N 75—Pecking Bird 7.50
- B40N141—Rodeo Jim 8.00
- B40N139—Hula Dancer 9.60
- B40N150—Dog with Shoe 9.00
- B40N155—Dancing Couple 9.25
- B40N191—Clown Handstand 9.60
- B40N140—Waiter 22.50
- B40N194—Crawling Baby (large size) 21.00
- B40N 76—Hula Dancer (large size) 21.00
- B40N145—Dog with Shoe (large size) 21.00
- B40N195—Duck with Frog 21.00
- B40N192—Walking Clown with Cane 21.00
- B40N158—Dancing Bear 21.00
- B40N157—Looping Plane 22.50
- B40N188—Cowboy on Horse 21.00

Ingersoll Mite Wrist Watch



Just Look—only 1.50 each
B1W78

INGERSOLL MITE WRIST WATCH. At the market's lowest price. Former wholesale price was \$3.39. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.

N. SHURE CO. ADAMS and WELLS STS. CHICAGO, ILL.

CHRISTMAS FOLDERS

With Envelopes, packed in Attractive Boxes—Outstanding Designs

- ASS'T No. 1—10 in Box. Doz. Boxes. \$1.05
- Sample Box, Prepaid, 18c.
- ASS'T No. 2—18 in Box. Doz. Boxes. 1.75
- Sample Box, Prepaid, 24c.

TURKEY PUSH-CARDS, 60-70-80-100-Hole. Per Dozen, \$1.00.

BOXED CHOCOLATE SALESBOARD DEALS. DECORATED XMAS WREATHS, doz., 40c. NOTIONS, BLADES, TOILETRIES, CARDED GOOD GIFTS, PREMIUMS.

Write: Free Catalog and Sample Case Offer! (25% Deposit on C.O.D.—incl. postage.)
CHAMPION SPECIALTY CO., 814-T Central St., KANSAS CITY, MO

Now The RADIO SENSATION PEE WEE POCKET RADIO



USES
NO ELECTRICITY
NO BATTERIES
NO WIRES
NO UNKEEP COSTS

ONLY \$2.99 Retail.

Beautiful clear tone DIRECT FROM POCKET RADIO. All one unit—just like the big sets. Fits pocket easily. Take it with you. No electric socket connections required. COSTS NOTHING TO OPERATE. Brings in stations with fine tone quality. Tunes broadcast band. Should last for years. Music comes direct from built-in speaker phone. Easy instructions for using anywhere. Rigidly made, accurately tested. The Pee Wee is guaranteed. (Worth many times its low price.) For use in HOME, OFFICE, CAMP, HOTEL, AUTO, BOAT, BED, etc. Can be used by anyone. An ideal gift. Don't wait, order now. Concessionaires, Pitch and Salesboard Men—Your price \$21.80 per Dozen, plus postage, or send \$21.60 cash or money order and we pay postage. 25% deposit on C. O. D. Orders. Above includes beautiful 3-Color Show Cards, Samples, \$2.98 Each.

PEE WEE RADIO MFG. CO.,
206 W. 9th Street, Dept. 10-G,
LOS ANGELES, CALIF.

Majestic Electric Dry Shaver

At a New Low Price



Only \$7.50

A FULLY GUARANTEED ELECTRIC RAZOR at a price EVERYONE can afford. Changes shaving from "A DREADED NUISANCE" to a "POSITIVE PLEASURE."


You use NO SOAP, WATER, BRUSH, or LOTIONS—just plug into any AC or DC socket—shave when and where you please. Genuine Bakelite Case. Self-sharpening, non-clogging, rust-proof head. Complete with leather traveling case.

FULLY GUARANTEED. Only \$7.50

Save C. O. D. charges. Remit in full. Or send \$1.00 and we will ship, balance C. O. D.

REAL MANUFACTURING COMPANY
Findlay, O.


WALTHAM MEN'S WRIST WATCH



Size, 7 Jewels, rebuilt new fancy chromium case, leather strap in gift box. In lots of 3. Ea. Samples, 50c Extra. Send for Extra Money Making Watch and Diamond Catalog.

PLYMOUTH JEWELRY EXCH.
163 Canal St., New York City.

\$100.00 PER WEEK Guaranteed!



or we cheerfully refund your money. Our men earn up to 400 per cent profit with the new Life O-Phone cigar lighter. Business repeats from year to year with no additional investment, an unlimited field. Great Demand. Good open territories. Pleasant work among high class business men. A money maker without equal for you. Get full facts today.

M. W. M. Co. Dept. 28 Aurora, Missouri

NEW CATALOG

Send for IT Today

Showing Over **Seventy-Five New Models** from 4 to 12 Tubes

RADIOS for Auto Farm and Homes

from **\$5.85 UP**

PLAYLAND SUPPLY CO., Inc.
14 West 17th St., New York.

69c EACH



No. B101—Case Metal, Assorted Colors. Snap or Time Pictures. Size: 1 1/2 x 1 1/2 in.

TEN FOR \$6.50

Send for New 1937 Catalog.

ROHDE-SPENCER CO., Wholesale House
223-225 W. Madison St., Chicago.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

ELGIN-WALTHAM & HAMPDEN WATCHES \$1.75 up

In new Chromium Cases, all sizes. Satisfaction guaranteed or money refunded.

B. LOWE
Wolverine Hotel, Detroit, Mich.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA JR. — Communications to 1564 Broadway, New York

RACKET-RATS HURT BINGO

Gangsters' muscling-in, cash prizes crimp game in Cleveland, Milwaukee and Atlantic City—merchandise award games gain steadily in popularity

NEW YORK, Nov. 27.—In Cleveland, where every bar, grill and tavern was running Bingo games for drinks and cash prizes, local authorities clamped down and arrested several operators. Order to make arrests in all cases where tavern operators were running Bingo came thru early this month from Acting Prosecutor Sidney B. Fink and was aggressively followed thru by Police Chief George J. Matowitz. Reason for the move, as given by the prosecutor's office, was that the racket-rats had been muscling in and trying to take over control of Bingo in an organized racket scale. Churches and fraternal organizations are still being permitted to run Bingos for raising funds for charitable purposes in Cleveland. These operators look with favor on the closing of the games where the racket touch had been in evidence.

Polley games 10 years ago, too, were run by small local groups and seemed an innocent enough form of amusement. The racket boys muscled in, organized the business and built it up to a several-million-dollars-a-year industry for themselves. Gang killings and bombings followed in the wake of the racket take-over. For this reason it is definitely for the good of Bingo if alert authorities step in and mix Bingo where the stink or the rackets has permeated it.

Milwaukee Nixes Money

In Milwaukee Archbishop Samuel A. Stritch banned money games and money prizes from all Catholic Church Bingo parties. Merchandise prizes must be given at all games or the games will not be permitted to run.

Local observers feel that this is a healthy step for the future of Bingo in the Wisconsin city. Cash prizes there as elsewhere were rapidly reaching proportions where the churches and operators could not hope to show a profit on the games, and the interest of the local authorities was being drawn to what ob-

viously was a new and vicious form of gambling.

Leading operators feel that the restriction on cash prizes will in no way affect attendance at the games and that the crowds will continue to flock to them in even greater numbers than before.

In Atlantic City, where officials showed some inclinations to shut down Bingo, popular protest and scathing comments in the local papers quickly changed officials' minds. Church and charity Bingos will be permitted to continue unmolested, but professional operators will not be permitted to cut in on the profits of organization games. This is seen as a move to forestall racket mobs from muscling in on the Bingo business and is welcomed, as it is in Cleveland, as a smart move.

Merchandise Prizes

Where merchandise prizes are given Bingo continues to gain in popularity. Churches, lodges and other organizations insist that the game is the most popular as well as the most profitable pastime they have ever used to raise funds for charitable purposes.

Reports of new games and continua-
(See RACKET-RATS on page 62)

Stores Pick Petals in Dem Booking Policies

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

NEW YORK, Nov. 27.—The schoolgirl gag of picking flower petals and muttering with each pick, "He loves me, he loves me not," is currently being used by chain and department stores to determine whether they will permit independent demonstrators to work their counters with the dem's merchandise on a percentage basis. This situation was brought to light in questioning of leading dems, supply houses and store execs. From information received, at any rate, there seems to be little more judgment than that shown by the average school lass used by stores in indie dem booking policies. One authority stated that most stores pick the "yes" petal and begin booking indie dems until these all but outnumber the store's staff of clerks. After a period of such booking they suddenly awaken to the fact that they have too many indie dems in the shop and start a general clean-up.

Following this they go into a complete reversal of form and absolutely refuse to book an indie dem regardless of how fine his reputation, how meritorious his item or any other factor. Feeling is simply that they have had too many dems, have arrived at the point where they pick the next flower petal, and since this is the "love 'em not" leaf, dems are out.

Smart dems apparently are aware of this situation and watch the petals as they fall. They manage to be on hand during the "love 'em" period and in this way keep working pretty steadily.

Exception to the bone-headed policies followed by most stores is such a period as the pre-Christmas rush. This, with all stores, seems to fall on the "love 'em" petal and they are wide open for practically any dem with a Christmas touch. Immediately following the hectic holidays, on the other hand, the stores reach the next petal and decide on no more dems.

One dem who has kept a record of five stores' booking policies brings out this fact very strongly. He has gone into each of the five stores with a good demonstrating item and been turned down. Returning less than a month later with the same item and with all other conditions apparently similar, he has been booked. Only reason he could possibly cite to account for the change in attitude is that he happened to return at the time they had plucked the "love 'em" petal.

General theory is further proved by the records of this same dem, which show that immediately following his opening other dems were booked regularly until the stores began to look like a dems' convention hall. When the management finally began to trip over several of the boys they were all let out. Amount of business they were doing apparently was no factor in determining whether they would be permitted to remain on or not.

Not one of the dems, supply men or store execs queried could offer a solution to the problem. Attitude of one seems to be, "So what!" And until such a time as dems become good enough salesmen to convince the stores that they are not using good judgment in their booking policies—or the stores wake up to the fact that indie dems can be one of their largest revenue-producing branches—the daisies will continue to be plucked . . . and the petals continue to fall where they may.

DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Because the salescard is a natural for fund-raising campaign, fraternal and charity organizations, clubs and churches have been gold mines for salesboard operators.

In handling a fund-raising campaign the operator pays the organization a flat commission on each card sold or splits 50-50 after all expenses are deducted. In either case the operator finances and assumes full charge of the campaign. He selects and purchases all merchandise to be distributed, prepares all the literature, works up the salescard to be used and takes care of every other detail necessary to bring the promotion to a successful and profitable conclusion.

To instill confidence in the members and to make the campaign more effective all circular matter and cards are imprinted to make it appear that the organization is running the campaign direct and mailed from the organization offices either by the secretary of the organization or by a paid clerk. Full membership list is covered and when the cards are completed the money is turned over to the secretary, who in turn passes it on to the operator. Then the merchandise is distributed.

Flat Commission

Under a flat commission arrangement the operator usually figures 20 per cent of the gross take-in of the card as the commission for the organization. That is if the card takes in, let us say, \$20, the commission on each card sold is \$4. The operator takes care of all expenses, including the salary of the secretary or clerk for the duration of the campaign. When the secretary takes care of the clerical work the operator in some cases, instead of paying the secretary a salary, may decide to give him a flat fee on each card completed, usually 50 cents.

When the organization membership is not large the operator more often than not will work out a budget and profit-sharing arrangement. As before, he will finance the campaign, and after deducting all expenses and cost of merchandise will split the net profits 50-50 with the organization. Budget plan lends itself to wider exploitation, and the operator will very often tie up the deal with a free drawing on a grand
(See DEALS on opposite page)

BINGO BUSINESS

By JOHN CARY

THAT'S NO TOMATO, that's our face. In our November 20 pillar we tried to tell you about the new "Get-Even Special" which some operators are featuring as a wind-up game at Bingo parties. Well, we got the information all cockeyed. At a recent Bingo we actually played a "Get-Even Special" and this is the way it works: Not one prize, but 10, 15 or 20 prizes are awarded on the one special card. Number of prizes depends on the crowd present. Game is played on one card, and as a player gets Bingo he receives his award and hands in his card. All numbers called count, and the man on the mike continues to call numbers until 10, 15 or 20 persons have made Bingo. As each player yells Bingo he receives his prize and his card is taken away from him. Appeal of the game is that there are a large number of winners and the prizes, all similar, are worth about the amount of money the average player has spent during the evening. . . . Yeah, our face is red, but not as red as it would have been if one of you readers had discovered our error before we did. . . . Sleepyheads!

RAZZBERRIES, SOUR ONES, to the operators who don't use varied merchandise assortments as prizes at their games. We attended a game recently at which four candlewick bedspreads were

Backfire

A bingo op recently advertised SPECIAL FREE SURPRISE AWARDS to players attending on a certain night. Announcement was made after the 10th game to an assembled crowd of about 600 bingo fans. "Any player in the house," said the man on the mike, "who has an unopened package of cigarets, please step forward and receive absolutely free our special surprise award, an article worth \$1." He smiled confidently as he finished his announcement and waited for the lucky few to come forward. The special backfired as 186 players rushed up with unopened ciggie packs.

awarded as prizes for four different prizes. There were 35 merchandise prizes awarded and it seems to us that the interest and player appeal would have been much stronger if 35 different merchandise awards were made. Comments from players all around us were to the same effect. We understand that an op may occasionally be overstocked on one particular item and, wishing to dispose of the stock, may consider it smart business to feature four or five of this item as prizes. But is it worth killing the player appeal?

BIG-TIME BINGO is what we call a game like that run by a Jersey church recently. Admission was \$1 per person, but the list of prizes drew them like a magnet draws a nail. In addition to the standard-type prizes, such as Magic Maid Kitchen Mixer, bridge table set, 95-piece dinner set, floor and table lamps, Pepperel sheets and pillow cases, silver set, linen dish towels, highball set,
(See BINGO BUSINESS on page 62)

REMINGTON
PENS • PENCILS • COMBOS



ZIP! ONE PULL—IT'S FULL!
JOHN F. SULLIVAN
NEW YORK CITY.
488 Broadway.

PIPES

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

CHIC DENTON . . . is reported to be making Louisiana territory with his pitch layout.

EARLE B. WILSON . . . pens that he would like to read some pipes from Mack Wilson, polish purveyor.

MEMORIES: Remember when Tom Kennedy made a Sunday pitch on the Maxwell street market in Chicago? He passed his hand over the paddles, making the spot disappear. Every time he did this he would murmur snookum or flukum or some other mysterious sounding word. A foreigner who had purchased the set and couldn't work the trick successfully returned the following Sunday and wanted to know which of the two words was best to use in operating the paddles. When Tom explained that the words sounded so much alike that it really didn't make much difference the man thanked him and went away pleased. All of which made Tom wonder why skepticism existed.

TA-CO MEDICINE COMPANY . . . under direction of Doc Compton, is anchored for the winter in Austin, Tex., where the doc's son, Paul Jr., is attending school, according to Bill Wyant. Writing from that city, Wyant says: "Doc is keeping most of his performers busy by presenting them in floor shows in local department stores. He himself is making an occasional Saturday pitch. Joe Mullins is managing Doc's show, which is one of the best and cleanest I've ever seen."

JACK GRANT . . . owner and manager of Grant's Variety Show, letters from Cairo, Okla., under date of November 20: "Have been playing school dates to satisfactory business since closing our free show October 9. Although we have experienced a real siege of winter weather the natives are still coming out. Looks as tho we have this territory to ourselves, as we haven't seen a show all fall. Cotton crop was short here, but the pecan crop was ok and some money can be had. Plan to head for Louisiana and Arkansas soon. Certainly sorry to hear of Happy O'Curran's death. Where are you, Toby Johnson? The latching string is ever out, so drop in when you're down this way, fellows."

DR. CARLTON V. LaMONTE . . . after a long silence, links from Ruffin, S. C., under date of November 22. "Will close our Thomson and LaMonte show November 24 for a brief layoff after enjoying one of our best seasons in years. My daughter, Bea Thomson, did not travel with us this year owing to ailing health. She is living at Lake City, S. C. Show's personnel has been the same all season. In addition to myself line-up includes Jessie Lou LaMonte, Lightning Thomson and Ted and Ruth Barker. We also had Mr. and Mrs. F. H. Barker and their Deep-Sea Wonder Show with us for a short visit. Plan to reopen soon in either Central or Southern Georgia."

PITCHING, when properly conducted, is one of the greatest mediums of advertising.

DR. STOUT . . . veteran ginseng worker, was sighted in Columbus, O., recently looking fit and prosperous.

ROBERT (RED) GUTRIDGE . . . of sharpener fame, is reported to be getting along nicely in St. Francis Hospital, Columbus, O., after undergoing an appendectomy there.

THE BOYS . . . at the General Products Laboratories, Columbus, O., including Fergie Ferguson, Jay Hobson and Doc Frandree, are reported to be stepping high and looking fine.

PITCH STORES should be located on every main street from Coast to Coast.

DOC GEORGE M. REED . . . comes thru with the following effusion from Columbus, O., under date of November 22. "Walter Byers and yours truly have just opened a novelty and gift

store here. This town is no good. Shops are n. g. and no doorways are available on either High or Market street. You need a city basket license and State vender reader to work here and you must be a resident before you can obtain the basket license. High street is no good, as you must keep moving all the time and there are no parking lots there."

CONDUCT YOUR business along ethical lines and you'll never have to worry about the future.

W. H. SPENCER . . . will remain at his home in Washington, D. C., until the first of the year and then head south, according to reports emanating from that city.

CARL BAILEY . . . veteran pitchman, was the recipient of some laudatory publicity in a recent issue of *The Washington (D. C.) Herald*. Piece, which was written by Robert McKee, staff writer, was accompanied by three two-column size illustrations depicting Bailey at work.

COURTESY AND DIGNITY are the keynote of every pitchman's success.

"AFTER TWO MONTHS . . . of able tutoring from that ace med man, King LaMar," blasts B. E. (French) Thibaut from McMinnville, Tenn., "I am working mineral crystals at court and trade days in Kentucky and Tennessee. Business at present is a little slow, but I anticipate a pick-up when the tobacco markets open. Haven't seen any of the boys since the Springfield (Mo.) Fair, where we had a real convention. Would like to hear from Frank Vail, Art Cox, James E. Miller and some of the fellows on the West Coast. Where are you, Al Rice and Jimmy Wells?"

A PERSON . . . is best known and judged by his deeds, not by his deceptive talking.

WE KNOW . . . of no more condemnable flattery than self-praise.

CHRISTMAS IS COMING . . . Have you prepared for the holiday trade?

PITCHMEN'S SAYINGS: "I am the poor man's friend." Ed St. Mathews.

BETTER DECIDE . . . now on what you plan to work for the holidays. There isn't much time left, you know.

A SUCCESSFUL . . . pitchman looks about for opportunities and keeps looking until it becomes a habit.

AS IN OTHER YEARS . . . that final week before Christmas is expected to be a red one. If you don't have your stock on hand now, you'd better hurry and order it.

TRIPOD OPININGS: Rentals paid by the knights of the tripods must be within the keeping of their take to make their efforts profitable. Competitive bidding for spots means that the fellow who does the renting got his, while you may or may not get yours.

YOU BOYS . . . in the large cities who complain that you are having a hard time realizing a god tip: Is it possible that you might be staying in one spot too long?

HOW'S ABOUT . . . a word from Tom Kennedy, the Bartoks and Teddy Goldstein?

OLD BILL . . . wouldn't even venture the guess as to how many of the pitch fraternity are working in Chicago, but there's a mob. What do you say, fellows? Let's have some pipes from that section.

FAMOUS LAST WORDS: "It's all out and it's all over."

A FEW MINUTES . . . of your time will do it. Just the men-

OAK-MYTEX MICKEY MOUSE BALLOONS



Offering a grand array of popular "prints" and unique novelties. They are the fastest selling balloons offered to-day.

Sold by Leading Jobbers. **The OAK RUBBER CO. RAVENNA, OHIO.**

PITCHMEN

Here is the winter item that you need. Sell "I. C." Eyeglass Cleaner, the new liquid cleaner that not only cleans the glasses, but leaves a protective film that prevents fogging and steaming.

Get Started on This Now.
Price, \$7.20 Per Gross; Sample, 10c.

GOLD MEDAL PRODUCTS CO.
133 E. Pearl St., Cincinnati, Ohio.

BIG PROFITS! AMAZING NEW BUSINESS



Sell Stores Nationally Advertised Goods. Get into a business of your own without capital. Large profits possible right away. Show merchants plan that increases sales, profits. Handle Nationally Advertised Line 5c-10c goods. Put up on self-help Counter Displays. 200 daily necessities. Included is Leryman's Aspirin—approved by Good Housekeeping Bureau—and famous Twenty Grand Blades. Get free book which tells how you can build a year store route.

Free Book **Chance to DRIVE SERVICE CAR Like this**

World's Products Co., Dept. 1288, Spencer, Ind.

REX HONES Now Less Than 3c Each

\$4.25 a Gross

Send \$1.00, Bal. C. O. D., Plus Postage.

Each hone is flashy silver box, priced 50c. A real fast-cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Hone men are cleaning up. ACT QUICK. **REX-HONE MFRS.**, 1500 West Madison, BR-12, Chicago, Ill.



ELGIN & WALTHAM WATCHES \$1.75

7 Jewel, 18 Size In Engraved Cases at . . .

Send for Price List. Money Back If Not Satisfied. **PRESIDENT CITY SMELTING CO.**, St. Louis, Mo. 118 N. Broadway.

BANKER PENS

The only Pen just like a Banker, is another Banker. The Pen with the interchangeable "Silverlike" Pen Point. Lifetime Guarantee. Dependable Service. Hotly Boxes Free With All Pens.

PLUNGERS-COMBINATIONS-SETS
JAS KELLEY, The Fountain Pen King, 487 B'way, N. Y.; CHICAGO, 180 W. Adams St. 784 Mission St., San Francisco, Calif.

MEDICINE HEADQUARTERS

A complete Medicine Show, private label, and Office Special Line. **SUPERIOR SERVICE.** Wholesale Catalog and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES
Mfg. Pharmacists,
137 E. Spring Street, Columbus, O.

Christmas Card Agents

Large profits easily earned selling new 21 Folder Assortment. Sells on sight for \$1.00. Other Holiday Assortments. Write for particulars.

DOROTHEA ANTEL, New York, N. Y.
226 W. 72nd St., New York, N. Y.

SNAPPY CHRISTMAS CARDS

Christmas, New Year, Lovers, Flappers, Petting, Boozers, 200 for \$1.00; 1,000 for \$4.50. Joke Novelties, Booklets, Photos—20 Samples 10c. Complete Sample Assortment, over 100 Articles, \$1.00 prepaid. **ARTFORM CO.**, 1710 Underhill Ave., New York City.

RINGS
Cameo and Whitestone. Highest Grade Rhodium and Gold Finish. Send \$2 for 20 Samples of popular styles.

OLYMPIC BEAD CO.
307 5th Ave., New York

Also Showing Latest Styles in Crystal-Rainbow and Novelty Jewelry. Send \$2.00 for No. No. 24 of Pendants, Crosses, Bracelets and Items for Engraving.



UNDERWOOD



PLUNGERS SPECIAL \$21.00 PER GROSS.

FREE: One Gross Boxes With Every Gross Order, 25% With Order, Bal. C.O.D. Send 25c for Sample.

GRODIN PEN CO., 306 Broadway, New York City.

963% PROFIT

Install Vending Machines in Taverns, Nite Spots, Dance Halls, etc. New machines cost you \$5.00. **MONEY-BACK GUARANTEE.**

KAPLAN
8-1618 S. Kostner, Chicago, Ill.

PLUNGER \$21.00 PER GROSS PENS

Entirely new line of plunger pens and pencils. Quality merchandise. Quick sellers. Lifetime guarantee.



Immediate delivery of Xmas Merchandise. Real low prices. 3 different styles. 50c Postage. Write for lowest jobber prices.

NATIONAL PEN CO., 210 W. 8th St., Kansas City, Mo.

ELGIN & WALTHAM WRIST WATCHES \$3.95

In New Cases.

Send for Circular, showing the Biggest Bargains in Rebuilt Watches and Unredeemed Diamonds in the country.

H. SPARBER & CO.
108 North 7th Street, St. Louis, Mo.

PLUNGER PENS, \$20.00 PER GROSS. Don't Buy Your Christmas Pens Until You See Our Samples.

No. 4—MOTTLED PLUNGER . . . \$20.00
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All 4 Samples, Prepaid, 75c.

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Hot, peppy, laughable designs in flashy colors. Each card with envelope, fast 1c sellers. Eye-opening profits. Start filling your pocket-book for Xmas. No return for being broke. 100, \$2.50; 500, \$10.00; 1,000, \$18.00. Real sellers. No junk. Envelopes with each card. 12 samples 50c. None Free.

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No. 1 OUTFIT—2 in. STROP, \$12.00 per Gr.



RADIO STROPPER CO. SANDWICH, ILLINOIS

NEON-LIKE XMAS AND TINSELED XMAS SIGNS

11"x14"—Cost 5c—Retail 25c. Every store-keeper buys. Your opportunity to make Xmas money. Buy direct from the original manufacturer. Finest and largest selection. Clean up this season. Free Sample and Catalog of Full Line All-Year Signs.

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Successors to the Business Conducted by
HARRIET HUBBARD AYER DURING YEARS 1886-1887

4-Pc. Deal Consists of
 Perfume—Lip Stick
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Per Deal, each in gross lots 22c

Individual Items Illustrated
 Each \$8.00 gross
 25% Deposit With Orders,
 Balance C. O. D.—Same Day Service
 ORDER FROM NEAREST OFFICE.

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 134 W. 32nd St. OR Le Center
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Not connected with the business conducted since 1907 by Harriet Hubbard Ayer, a N. Y. Corp.

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Streetmen!
 GET THESE FAST SELLING MECHANICAL TOYS

SEND FOR BIG CATALOG LISTINGS
 HUNDREDS OF HOT SPECIALTY ITEMS

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 SAME DAY SERVICE — ALL GUARANTEED QUALITY

No. 2301—MECH. O. U. DOG. Gross.....\$20.75
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Send for Our Illustrated Bulletin Featuring All New Items Just Arrived.
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CANVASSERS — PEDDLERS — SALES AGENTS

Make more money selling this new Merry Christmas Tissue Banner Direct to Beer Parlors, Nite Clubs, Restaurants and Stores NOW! Size of Banner, 10 feet long, 15 inches wide. Flashy Colors—Red, White and Green. Sells for \$1.00. Cost you \$4.80 per Dozen. Sample on request, 50c.

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EPSTEIN'S SUPER SPECIALS
CRAWLING DOLLS LARGE SIZE

Doz. \$1.75, GROSS \$26.00—Case Lots, 4 Gross to Case, Per Gross \$19.50

CRAWLING DOLLS, Small Size, Dozen, 80c; Gross \$9.00
 MECHANICAL O. U. DOG, The Original 0165 Make, Dozen, \$1.80; Gross \$21.00

MECHANICAL DANCING COUPLE, 4" Size, Dozen, 85c; Gross \$9.60
 MECHANICAL DONKEY, Large Size, Doz. \$1.80; Gross \$21.00

Remit 25% Deposit with Orders, Balance C. O. D.

EPSTEIN NOVELTY COMPANY, 116 Park Row, New York City

tion of your name and where you are makes interesting reading for your friends and acquaintances.

FOR THOSE WHO expect to go far in the pitch profession friendliness should be their first requisite. A prime fault among pitchmen these days is a little too much individuality. Why not get better acquainted with the other fellow?

A POINT IN PITCHMEN'S FAVOR... is the spirit which prevails around Christmas time. It often works on the powers—that be to such an extent that they will condone the boys who seek to earn a few dollars by working in doorways and on the streets.

HARRY DUBY... well known in pitch circles, has been contracted to present a magical entertainment in a Pittsburgh department store during the holidays, according to reports emanating from that sector.

A REALLY SUCCESSFUL pitchman is a getter and a square shooter who doesn't wait for opportunity to knock but creates his own opportunities.

MAE LITHGOW... wigwags from Pittsburgh that she and Lida and Harry Duby are working to fair business there after having completed a successful engagement with their herb demonstration in a Philadelphia department store. She reports that the two also worked farm sales with Edith Holcomb, wife of Bill Holcomb, of soldier and polish fame. "We will have trio demonstrations here during the Christmas holidays," continues Mae, "and will then head west. We certainly enjoyed those home-cooked meals served us by Mrs. Holcomb." Mae adds that the latchstring is ever out and that she is spending much of her time on her culinary art, especially in regards to mince and pumpkin pies for the holiday dinners.

NOTES FROM THE... sidewalks of New York by Carl Herron: "Charlie Morgan has returned to the sidewalks and he's just as active as he was 25 years ago. He is working transferine... Factory noon hours around New York and Brooklyn are perfect blanks... Pitch stores are doing well and the weather just now is similar to that of Florida... Jack King continues to work static eliminators on East 86th street... Bill Eckler has doubled up with Mickey and is working transferine... The wife and I are still holding down our downtown spots."

HUSTLERS' TIPS: You fellows who are working Christmas novelties can make a smart move by adding a little holly or poinsettia to your display. It not only makes for an eye-pleasing setup but will also add impetus to your sales. To create holiday buying the display must have the holiday touch and the purveyor the holiday spirit.

REPORTS DRIFTING... into the pipes desk indicate that vacuum fillers have been creating a big demand for the writing sticks and that coupon workers are making some real touches thru stores.

JOHN T. FIX JR. is reported to be working Bay Pines, Fla., to an okeh business.

W. R. OHISM is now in Dexter, Ia., after closing with the Hiawatha Med Show, which is owned by Roy Gillman and managed by Doc D. A. Napier.

JOHN H. JONES, that falling from Du Quoin, Ill., that falling health has necessitated his retirement from the pitch business.

IF YOU CONTEMPLATE working toys and other Christmas items on sidewalks, you can do yourselves a favor by reminding city officials that the practice is a tradition and has always been permitted in the past. By using this plan of action you'll find that the officials usually concede your point. And once their mind is made up they'll stand by it. So get busy, boys.

FITCHMEN AND NOVELTY purveyors who contemplate working factory gates with Christmas merchandise

BRILLIANT XMAS SIGNS
AGENTS and JOBBERS WANTED

Buy Direct From Manufacturer. No Substitutes
 Tinsel Will Not Come Off.
SIZE 11" x 14"—RETAILS 25c

4 1/4c EACH LOTS OF 100 **EACH 5 1/2c**

Sample Set of 12 Sent for \$1 Bill

R22—Wishing You All A Merry Xmas.
 R23—Wishing You All A Happy and Prosperous New Year.
 R24—Wishing You All A Merry Xmas and a Happy New Year.
 R25—Do Your Xmas Shopping Early.
 R26—Let Us Help You Select Your Xmas Gifts.
 R27—Buy Your Xmas Gifts Here and Save.
 R28—Wines and Liquors—Ideal Xmas Gifts.
 R29—A Small Deposit Will Reserve Any Article Until Xmas.
 R30—Large Selection of Useful Xmas Gifts.
 R31—Large Selection of Xmas Toys at Lowest Prices.

NEW SIZE 7" x 22"—RETAILS 35c
 No. 46—(R24 Wording) Each 8c
 Lots of 100 Each 7c

SPECIAL 5c SELLER
 No. 45—(R24 Wording) Each 8c
 Lots of 100 Each 2c

SPECIAL XMAS BLADE DEALS
 Original NORWALK (S.S.R.) S. E. Per 100 88c
 VIM S. E. BLADES, Per Card 80c
 SPAN S. E. BLADES, Per Card 58c
 FREE—\$1.75 Gilbert Alarm Clock with Every 100 Well-Known RIO (S. E. or D. E.) Blades at \$1.79 per 100.

All Orders 50% deposit; Foreign full amount. Free Catalog on Signs, Gifts, Xmas Cards, Lights, etc.

LIBERTY SALES CO.
 Dept. B, 24 East 21st Street, New York.

will find the factory employees a grateful lot at this time of the year. Pitchmen are prone to hug the congested districts during the holidays, but a wide-awake worker will make it his business to appear at a factory gate at least half a dozen times to supply those people who are too busy or who are wont to avoid shopping in crowds.

"STILL GOING" pens A. Decker from Winston-Salem, N. C. "This town isn't up to par, as tobacco is very cheap. There are plenty of people here, however, and a fellow is almost certain to get some money every day. Plan to head for South Georgia and Florida soon. Kentucky and Tennessee were no good this year as far as I'm concerned. Come on, Bob Posey, Jim Osborne and Dave Schoen, shoot some pipes."

KENNETS DANIELS and Ralph McCune are reported to be putting over the Satanic in Arkansas with a clever window sale.

RICTON "Barnum of the sticks," blasts from Peoria, Ga., that he is anxious to read pipes from Tommy and Nancy La Rosa.

"THIS TOWN IS closed," scribes Tommy Adkins from Jacksonville, Fla. "I've never seen a spot like this before. There are very few people here and no tourists to speak of."

BE FAIR with yourselves, fellows. Promises mean nothing unless they are fulfilled.

"THIS TOWN IS better than I expected it to be, altho I'm only doing fair business," scribes Lew Peters from Jacksonville, Fla. "Have been working pens straight in a store with an open front. There must be 60 of the pitch fraternity in town, including Dr. Garfield and his staff. Reader here is \$10 per year. How about some pipes, Joe Hess, Doc Bebe and Dr. V. Perry?"

LEAF WORKERS should find the International Live-Stock Show being held this week in Chicago a lucrative spot. Reports indicate that the event has attracted the attention of farmers all over the country. If space is not available on the inside you can always get some real scores by working from your car on the outside.

Genuine -- HURST GYROSCOPES -- Genuine
 The Leader for Demonstrations for Nearly Thirty Years.
BUY FROM YOUR JOBBER
 Direct Shipments Only for All Cash With Order. No C. O. D. Shipments.

L. J. HURST MFG. CO.
 J. H. CHANDLER, Owner. Indianapolis, Ind.

708 E. 16th Street,

Hartmann's Broadcast

THE stock concession seems to be really coming into its own on fair-grounds. Which is as it should be. Close observers tell us that they were surprised to find so many fairs this year having their midway policies changed from previous years when almost any kind of device was permitted to operate and but little attention was paid to the methods used by the individual owners.



A. C. HARTMANN

And the beauty part about this, these observers point out, is that when the weather elements did not interfere these fairs showed increased attendance over previous years.

As one observer wrote: "It is a pleasure to note that so many of the fairs are now catering to strictly stock concessions. They, too, seem to be the fairs that draw the largest crowds. Many former flat-store concessioners are now seen behind stock stores."

There are still other fairs where the midways need cleaning up and the sooner this is done the better off they will be, both from the standpoint of financial progress and public satisfaction.

FRANK A. SMALL, Buffalo Bill's publicity director for many years, might be down, but by no means is he out. The vet is in the Good Samaritan Hospital, West Palm Beach, Fla., under observation and, judging by a letter from him dated November 21, is determined to go on with the fight. His trouble seems to be a general breakdown complicated by a pair of what Small terms his "personal sit-down strikers" (kidneys). Anyway he is a brave man who can write a letter such as the one just received from Small. Says he:

"My dear Al: It has been a long close chase by the fellow with the knife, but he is a persistent cuss and generally gets his man. On the 15th of this month two prominent officials, one of the county and the other of the city, drove up to my house and by force of numbers, youth and strength yanked me out of my own bed and forced me onto a stretcher, which was rolled into an undertaker's ambulance and I was rushed to the Good Samaritan Hospital in West Palm Beach, where I am now trying to find out what I am charged with. I am here under observation. As near as I can gather from what they say, mine is a case of general breakdown complicated by a pair of kids—short to you for kidneys. They are so lazy and obstreperous that they positively refuse to perform any of their signal functions. I call them my personal sit-down strikers. The concessions that have been made to them have stuck me with 16 hypodermic needles, each carrying an anti-toxin toxin, and I am not without hope of a speedy and comfortable solution of the present difficulty. They have got me down but I will give no

consideration to any suggestion of compromise. I will not give up without a complete surrender to me of a full bill of health, one that will be accepted by public authority and my friends, and my small number of enemies, for all future time.

"If this reaches you in time for use in your neurological section please send me a dozen copies of Billyboy. "Believe me, always your friend."

TRACY (BOJO) HAGER, who spent many an hour with the late Col. Linard Jones, says he could talk for hours on events in "The Little Colonel's" last four years of life that are fairly astounding when one considers that he was merely a waif. Here are the details of a few of the events which show that the youth was in a class by himself:

"As Marion Shuford brought out the flag in Downie Bros.' Circus spec at Leesburg, Fla., October 8 up went the kid's little hand to his forehead. Harry Mack misunderstood and told him that he need not applaud. 'But,' said the Colonel, 'I must salute the flag.' Harry looked up in the seats, and the other 18 kids, together with Ed Baker, superintendent of the Harry-Anna Home, and the nurses, had their hands raised in salute. Harry looked at the kid and said: 'Sonny, since you are doing it I might as well, too.'

"I asked the folk on the show to give the kid no money. He had little use for it. Leaving the show we met a Negro canvasser I've known for several years. He had just come over from the Hoxie show and was, of course, broke. When I put the Colonel into the car a half dollar rolled off the frame—he didn't know it was there, but a certain colored man did. At the home the kids started to tease him. The Colonel's eyes blazed when he told them: 'He's a friend of mine.'

"The circus is better understood because of him. Dr. G. L. Messenger, a minister at that time in Texas, told me several years ago that he could not believe that there was much decency in the circus as a calling. He was a close friend of the kid and read much of his mail. One day he told me that he had discovered how terribly wrong he had been and added: 'It's a shame there is so much narrowness among some members of the clergy.' The doctor is only one of hundreds who thru the Colonel have discovered the real worth of circus folk.

"And here is a little proof as to his gratitude and loyalty. He was told that Dexter Fellows was dangerously ill in Mississippi. He asked Ed Baker to wire him immediately. As Ed was 'reporting' the job done I visited the home. When Baker left his bedside the kid told me that he was sure Florida oranges would help the doctors' medicine in Mr. Fellows' case. He said that a certain individual had some money belonging to him (\$5 or \$6 at the most) and he wanted to buy a couple of boxes from our grove. Here's the reason for the second box, in his own words as closely as I can remember: 'You know, I wasn't feeling so well for a few days and I missed my circus family. Don't you think I should send Mr. Al (meaning you) a box for getting them to write me again? I explained I had no fruit ready to ship but that when the time came I would have the packing house forward the two boxes.'

"The last we can do for the Little Colonel," continues Hager, "is the erection of a memorial. Members of the State Elks' Association will help, but I would like for it to be as nearly all circus as possible. He belonged to the white tops, and the people with them thru their kindness gave him, I am quite sure, a longer life. Others had a chance to do something for this boy, but it remained for troupers to tell his story and arouse interest. It's too early now, but I have a plan to suggest to Ed Baker and I am sure you won't mind if you are a part of it."

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Nov. 27.—Regular meeting transferred to Friday, hence no news.

Many early arrivals and the rooms are beginning to present a convention-week aspect several days in advance. Those in are L. E. Roth, Mike Rosen, Noble G. Fairly, Nate Miller, L. S. Hogan, Mei H. Vaught and L. C. Kelly.

Committees are working hard and the president's party will be a real affair. Doc Shean has plans completed for the memorial service and promises it will be most impressive.

Harry Coddington left the hospital and was a caller at the rooms. Brothers Col. Owens and Bob Miller still on the sick list and condition about the same. No late news of the condition of Brother North.

Ed Hook, Sam J. Levy and M. J. Doolan returned from Hot Springs, Ark. The rest of the boys will be in Friday. Patty Conklin in for the meeting of the 18th and on to Toronto. He and Neil Webb will arrive during the week-end. Morris Lipsky and Fitzie Brown are expected in Saturday.

Brother Frank Conklin writes that he is improved and showing a gain in weight. Receipts in the cemetery fund drive keep coming in, and as this is the final week we urge prompt attention.

Applications received for Frank D. Fuller, William J. Bloch and Ralph Glick.

New members receiving cards during the week are James C. Gordon, Arthur E. Campfield, A. L. Miller, H. William Pollack, Harry G. Templeton, Fred E. Jule, William E. Hegeman, James C. Ward Jr., Harold Holliday, Arthur F. Gordon and Irving Sherman.

Everyone is all agog over the silver anniversary banquet and ball. Chairman Sam J. Levy assures us nothing is being left undone to make the event outstanding.

Money received in the cemetery fund drive from Mel H. Vaught, Vic Horwitz, Johnny J. Jones Exposition, J. A. Morrissey, Zimdars Greater Shows, A. C. Hartmann, John J. Sweeney, Joe Abrams, Howard Fink, Edward J. Young, Ben Beno, H. J. Talley and F. E. Gooding.

Ladies' Auxiliary

Regular meeting November 26. Usual matters of business transacted and the balance of the evening was spent at cards and entertainment. Coffee and cake served.

The committee is busy preparing for the installation on December 2. After the ceremony the annual dinner will be served.

Open house will be held all week during the convention and all visiting ladies are cordially invited.

Mrs. Noble C. Fairly was one of the early arrivals and attended the meeting.

COWBOY SIT-DOWNERS

(Continued from page 38)

edification of the public. The mayor, who runs Pioneer Days Celebration and is connected with the staging of the rodeo here each July, was prompted in his statement of economic philosophy by word from officers of the Rodeo Association of America that strikes of cowboys during several rodeos this year will be one of the important matters to be considered at the RAA's forthcoming convention to be held here.

"We have had no cowboy strikes at our Pioneer Days Celebration and I do not care to make any statements prior to the convention," he said.

"I believe the majority of the cowboys regret the strikes called just before the shows in several places during the past year," wrote Fred S. McCargar, of Salinas, Calif., RAA secretary. "The paying public will not tolerate disputes such as we have gone thru during the past year."

The convention will be held here January 7-8 at the Ben Lomond Hotel. Grand champion cowboy of the country will be determined at the convention. Also to be selected are champions in calf roping, steer wrestling, steer decorating, bronk riding, steer or bull riding and single roping.

RAA national officers include Maxwell McNutt, president; Charles Sadler, first vice-president; L. B. Sylvester, second vice-president; Elton Hebron, third vice-president, and Fred S. McCargar,

secretary. Mayor Peery is a national director in the organization.

LINDEMANNS HAVE

(Continued from page 40)

Wolverine State, all towns giving exceptionally good business. Alpena, Mich., was best stand, turning them away in afternoon and straying them at night. Four stands were made in Hoosier State, first time in two years.

East Chicago Banner Stand

East Chicago, Ind., was banner day of season, straw in the afternoon and two at night. Then three stands across Illinois into Iowa, where business was rather spotty. Four stands in Nebraska to excellent business before entering Kansas. Seventeen stands in Sun Flower State, all to satisfactory biz. Only three Missouri towns were played on the fall itinerary. Joplin, Mo., October 3, first circus in city for a Sunday date, using the old airport. First time a circus ever played this lot. Coffeyville, Kan., the last before going into Oklahoma at Bartlesville. This was one of the best of the season and best of fall tour. It was first tour of show in Oklahoma since 1930. Altho biz was not up to expectations in that State, several of the 33 stands gave capacity business. Four towns were contracted and canceled in Texas.

During tour there were four two-day engagements, 21 matinees and one night "only" stands. La Crosse, Wis., for three consecutive seasons, 1935-'36-'37, was played May 28.

Two Blowdowns

There were blowdowns at Columbia, Mo., and Manistiquie, Mich.

Show will have all new canvases and many new acts for 1938 season.

Al C. Beck, business manager, returned to his home in Cleveland, O., for brief visit before going to Florida for winter.

Bill and Pete Lindemann returned to Sheboygan, Wis., after remaining in quarters a few days. Al Lindemann remained a week, then went to Wisconsin to spend winter at his farm.

Several acts have been booked for indoor engagements, among them 20th Century Flyers, Fred Leonard and wife, Hodgini Troupe and the Snyders.

THERE ARE "SCORES" OF REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

In addition to being the oldest institution of its kind in America, it also is outstanding among fraternal organizations.



LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Out in the Open



by Roger Littleford Jr.

City-Controlled Coney?

NEW YORK, Nov. 27.—It seems to me that Jack and Irving Rosenthal are on the right track—but definitely. Their recent announcement to the effect that Palisades Park in New Jersey is being groomed as a testing ground for a circuit of super-amusement parks signifies clearly enough that the two clever parkmen hold great hopes for the future. They have realized, they say, that the commercial park as we have known it in the past is due for oblivion before so very long—but that Palisades will be one step ahead—far enough in advance of the times to escape that untimely death. Competition from all sides—but chiefly from tremendous non-profit ventures on the part of city, State and federal governments—threatens to eat out the heart of our old-style park system. Greater New York is leading the way in this direction, say the Rosenthals, and it's pretty obvious that they are correct. Jones Beach, Jacob Ellis Park and the others hereabouts played host to millions of outdoor amusement seekers the season past and there's reason to assume that the local park system will be further developed as time goes on. The revived rumor this week that Mr. Robert Moses, our park commissioner, is now after "Careless" Coney Island lends weight to that.

For generations Coney has been the greatest amusement playground in the nation, and for years there have been attempts on the part of the city to take over the whole shebang. Coney is big; it's famous; it's firmly established. But Coney is also dirty, shoddy and behind the times in many more ways than one. People continue to visit the big layout by the millions, but concessioners, ride-men and show operators will tell you (although it's obvious otherwise) that little money is being spent per visitor. There's very little profit realized by anybody at Coney these days, and deep down in their hearts the average landowner, concessioner and operator well know that chances are practically nil for the eventual return of the "gold old days" of 15 or more years ago. Coney is passe. And Coney knows it.

So it would be of no great surprise to see the city's plan go thru in the next couple of years. It would still be Coney Island, but most of the shows, independent concessions and such would go out with the wind. Although there has been no definite action, talk has it that the city is contemplating the purchase of all property between Ocean parkway and Seagate, south of Surf avenue, a stretch of more than two miles. A resort would be laid out along the lines of Jones Beach. It would mean a tremendous clean-up, a strict adherence to regulation and the development of modern trends in convenience facilities. An admission fee of possibly 10 cents would garner plenty of working funds for the park commission thruout a season, and moderate prices for athletic recreation and entertainment with-

in the grounds would tend to encourage a paying public. Possibly the entire idea is another bluff, but this time we're inclined to doubt it.

And in the opinion of the brothers Rosenthal the purchase of Coney would be merely another incident of capital taking over places of private enterprise. The time is here, they say, when commercial projects must fight that trend—fight it to the limit if the individual company wishes to survive. The private park must rival civic enterprises in appearance, cleanliness, draw attractions, facilities and general policy. The Rosenthals plan to do so thru the chain system—a system that should relieve the individual park of the extensive expense involved.

Fallsides will be the first unit of that circuit and it will be interesting to follow the progress of the big park's theater-type shows, "sensational" rides, augmented athletic facilities, additional recreation and picnic grounds, elaborate name artist and free-act policies.

LONDON, Nov. 15.—Stanley W. Wathon is lining up talent for his circuses, due to open for a Christmas season at the World's Fair, London, Kelvin Hall, Glasgow; Waverley Market, Edinburgh; Belle Vue, Manchester; Stadium, Liverpool. He is sole booker for them.

Lord John Sanger's Circus is playing a week at Palace, Nelson, and packing them in.

Five Maxellos, sensational Risley experts; Rhohrad Troupe and Lime Trio, contortionists, are circus numbers in Clifford C. Fischer's "London Casino" show.

"Circus Beauty," MCA floor show at swanky Grosvenor House, Park Lane, is still attracting record patronage. Texas Tommy and his wonder horse "Baby Doll"; Carlton Emmy and his Mad Wags, funny and original "pooch" act; Fred Emney, English comedian, as ringmaster, and Palm Beach Girls are featured.

Girls in the Kafka, Stanleys and Gray Sisters' act, aerial novelty, came into the news last week while playing the Palace, Plymouth. Their timely warning saved the theater from destruction by fire.

Pantzer's Midgets, circus novelty, tops a strong bill for Fred Collins at the Tivoli, Aberdeen.

Paul and Nino Ghezzi, sensational equilibrists, are headliners at the Palace, Blackpool.

Chapman's Bengal Circus is at Theater Royal, Huddersfield. Is making a hit and doing okeh business.

Harry and Burton Lester, American boys, who have operated several circuses this side, have found a winner in their new vaude-circus-revue show, *Hot From Hollywood*. Production is in its second year.

Jack La Vier, comedy trapeze novelty acrobat, with Ruthie Morgan assisting, was only American entry in Royal Command Performance, which took place before the King and Queen of England at London Palladium last Monday. Act hit heavily.

PARIS, Nov. 22.—Big crimp put in Cirque Medrano bill thru the Three Codonas dropping out first night. Another flying act, Three Alizes, shoved in later on to replace the Codonas.

Remainder of bill, aside from the clowns, is rather weak. Most novel act is that of Ellin's Cats—two girls who put a batch of sleek tabbies thru quite unusual and interesting tricks. An ace act for any kind of fem audience.

Five Cantons in new act offer excellent routines of contortion, hand-to-hand, head-to-head and plate spinning. Two Willy-Jos click in neat balancing act on bicycle atop high pedestal. Three Namedl Brothers on in perch act featuring good double perch feats. Guldams bears amusing in usual type of tricks.

Strassburger horses presented in neat Liberty and high-school evolutions. Big clown alley, featuring Calroti Trio, Porto and Alex, Boulicot and Recorder and Tony and Loyal, good as usual. Montal Ballet girls still optimistic.

Walter Powell, American wire walker; Tully Carre and his high-school horse and several big animal acts from the Cirque Pinder have been added to bill at Cirque d' Hiver.

Two Albertinis, tumblers; Charley Wood, juggler-uncyclist; Two Clerans, aerial and Bim and Bom, clowns, are at the Bobino. Mady and Cord, acrobats, and Lena and Dora, contortionists, are at the European. The Descamps, comedy bar; Cincis, acro comics, and Mylos and Yvette, clowns, are at the Petit Casino. Three Fratellinis, clowns, are at the Artistic in Billaincourt.

BRUSSELS, Nov. 22.—Bouglione Circus, at Cirque Royal, playing to packed houses. New Yorkers, hat jugglers; Four Comets, roller skaters; Two Linders, perch, and Sobski's dogs are at the Varietes. Sans, Iron jaw; Astonys, aerial; Billy Bourbon, tumbler; Smol, contortionist, and Atharos and Marinos, bar act, are at the Empire. Cirque Semay playing Antwerp.

Cilly Feindt, high-school horse; Seven Menoras, acrobats; Gaston Palmer, juggler, and Charlie Rivels troupe, acrobats and clowns, are at the Ronacher in Vienna. Adolf Althoff's horses; Three Lupescus, bar act; Marocco Boys, jugglers, and Manetti and Rhum, clowns, are at Circus Salamonski in Riga.

Maximo, wire walker, and Four U. S. A. Girls, contortionists, are at the Coliseo des Recreos in Lisbon. Larry Keimble, comedy bike, is at the Apollo in Dusseldorf.

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Miami

MIAMI, Nov. 27.—Mrs. Bess Crandall, sister of Mrs. James Vare, left for Kansas City on a business trip. She has been cashier for Jimmie Vare's restaurant, rendezvous of showfolks in Miami.

John Mack, former well-known high diver with various carnivals, has been engaged again this year to announce the races at Hollywood dog track.

Bryan Woods is opening a new zoo at Opa Locka, Fla., and aims to feature the largest collection of snakes in the South.

Mr. and Mrs. Ted Filbert will open a new amusement park in Key West January 5.

Howard Engle closed the season with the Heller Shows and is now in Miami with his advertising automobile. It is 45 feet long and has a loud-speaker that can be heard clear to Miami Beach.

Frank Gannet, well-known newspaper publisher, and Lord Beaverbrook, publisher from London, England, with a large party, spent an evening at Funland Park as the guests of Dave Endy and J. W. Tucker.

The opening night at Funland Oscar Babcock had a narrow escape from death while riding the Loop-the-Loop. A strong wind caused his bicycle to leave the run at a terrific speed. He was badly shaken up and was compelled to cancel the act for that night.

Sam Mathewson, of Reading, Pa., bill-poster for Endy Bros' Shows, was buried in a cemetery here. Members of the park raised a fund to bury Sam, who died penniless. A very beautiful service was held for the departed showman and his casket was piled high with beautiful flowers from his fellow showmen. The money that was lacking for the complete funeral was made up by Endy Brothers and J. W. Tucker.

Bill and Frances Piper will open a large snake farm at Bonita Springs, Fla. Exhibitions will be given in the art of handling snakes every Saturday and Sunday. Piper doesn't intend to show this winter, as the single-lane bridge near his farm is torn down. It will be April before the county will be able to complete the construction. In the meantime Bill and Frances will devote their efforts to building the farm.

Father Sullivan, of the Gesu Catholic Church, will again promote an outdoor show in the yard of the church. Last year the carnival was a financial success.

Jimmie's Restaurant, at 162 West Flagler street, headquarters of showmen in Miami, shows troupers arriving in large numbers. All day long crowds of showmen congregate in front of the restaurant and cut it up during the winter months. Many a show train is loaded and unloaded in record time, also many jackpots are cut up.

George Reinhardt left for Atlanta, where he will spend the winter. Many showmen are planning to attend the Gasparilla in Tampa when the big fair opens there.

How Jas. A. Bailey Broke in Show Biz

By HARRY W. COLE

Standing at Saginaw and Pike streets, the main stem of Pontiac, Mich., the old Hodges Hotel marks its hundredth anniversary this year, for it was built in 1837, I was told. It has undergone some remodeling inside, but the outside, with its third story gable windows and a cupola in the center, suggests an ancient style of architecture. All around it the buildings are modern, the street is paved, there is no hitching rack in sight for the horses of travelers; no livery barn is visible for the care of their steeds. But the sturdy old brick building, the two upper stories of which are still used as a hotel, looks as if it might outlast some of its more modern neighbors.

In the summer of 1862 a buggy pulled up before the Hodges House, as it was then known, and a man entered the hotel office while the other bustled himself removing packages of paper from underneath the seat. A 16-year-old boy of slender frame and with red hair came bustling out to take the rig around to the barn. On entering the office again the boy learned that one of the men was Frederick A. Bailey, advance agent for Robinson & Lake's Circus, the other his assistant. As efficiency did not move with the acceleration it shows nowadays they would be there a couple of days, fastening up their big bills in conspicuous places and making other arrangements for the one-ring show's appearance. The boy was able to aid Mr. Bailey with some trifling services, and he took a fancy to him. When it came time to leave the advance agent asked the boy how he would like to go along and learn the show business, travel to many distant places. It was a great temptation. But the boy was on his own, his wages at the hotel were too small to be of any inducement for his remaining there, so he went with Mr. Bailey. It was just about 11 years later than young James McGinnis, who in the meantime had adopted the name of his benefactor, bought an interest in James E. Cooper's Circus, which changed the name to Cooper & Bailey's Circus in 1873.

And in 1892, 30 years afterward, James A. Bailey could look back at that fateful day in 1862 when he left the Hodges House, according to Gil Robinson, and squeezed in between the two advance couriers of a circus was on his way to high adventures and fame and fortune, of which he little dreamed then, but most of all, he was finding his work and had vast reasons for being thankful that he had found it.

ROUTES

(Continued from page 37)

Pierre, Magician: E. Liverpool, O., 1; Salem 2; Oshocton 3; Athens 6; Washington C. H., 7.
 Dixon's Show: Bloomingdale, Ga., 29-Dec. 1; Clyde 2-4.

REPERTOIRE

Hayworth, Seabee, Players: (Iris) Belmont, N. C., 1; (Strand) Cherryville 2; (Avon) Lenoir 3-4; (Liberty) N. Wilkesboro 6.

DRAMATIC AND MUSICAL

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

Brother Rat: (Selwyn) Chi.
 Brother Rat: (Masonic Aud.) Rochester, N. Y., 2-4.
 Doll's House: (Grand O. H.) Chi.
 Evans, Maurice: (National) Washington, D. C.
 Greenwood, Charlotte: (Erlander) Buffalo 2-4.
 Hayes, Helen: (Hanna) Cleveland; (Cox) Cincinnati 6-11.
 House Master: (Wilbur) Boston 29-Dec. 1.
 Love of Women: (Royal Alexandra) Toronto.
 Mulatto: (Majestic) Brooklyn.
 Right This Way: (Cass) Detroit.
 Room Service: (Shubert) New Haven, Conn.
 Room Service: (Municipal Aud.) Kansas City 4-5.
 Show of Shows: (Curran) San Francisco 29-Dec. 1.
 Skinner, Cornelia Otis: (Playhouse) Wilmington, Del. 1-2.
 Stage Door: (Hartman) Columbus, O., 2-4.
 Three Waitzes: (Chestnut St.) Phila 29-Dec. 1.
 Tobacco Road: (St. Charles) New Orleans.
 Tonight at 8:30: (Auditorium) Denver 1-2.
 Tevarich: (Shubert) Boston.
 Tevarich: (Temple) Saginaw, Mich., 3; (Palace) Flint 4.
 Women, The: (American) St. Louis.
 Yes, My Darling Daughter: (Davidson) Milwaukee; (Lyceum) Minneapolis 6-9.
 You Can't Take It With You: (Harris) Chi.
 You Can't Take It With You: (Plymouth) Boston.

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You Can't Take It With You: (State) Raleigh, N. C., 4.
 Your Obedient Husband: (Cox) Cincinnati.

CIRCUS AND WILD WEST

Bible Bros.: E. Cleveland, O., 1; Bellaire 3; Connersville, Ind., 3; Howe 4; Fremont, Mich., 6; Muskegon 7; Marshall 8; Lansing 9.
 Polack Bros.: (Auditorium) Muskogee, Okla., 29-Dec. 5; Coffeyville, Kan., 6-8; Independence 9-11.
 Klein's Indoor: Dennison, O., 30; Austinburg Dec. 1.
 United Indoor: Battle Creek, Mich., 1-2; Logansport, Ind., 3; Frankfort 4.
 Vanderburg Bros.: Stamps, Ark., 2; Bearden 3; Kingsland 4.
 WPA: (Coast Artillery Armory) New York, N. Y., 1-4.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Dixie Expo.: Mobile, Ala.
 Dyer's Greater: Louisville, Miss.
 Evangeline: Winnfield, La.
 Florida Expo.: Denmark, S. C.
 Greater United: Benavides Tex., 29-Dec. 3.
 Henry's United: Ft. Towson, Okla.
 Isler United: Pangburn, Ark.
 Lawrence, Sam: Brooksville, Fla.
 Midwest: Anthony, N. Y.
 Miller Amusement: Lafayette, La.
 Rogers & Poole: Houston, Tex.
 Spencer, C. L.: Glen Allan, Miss.
 Stanley Bros.: Ware Shoals, S. C.
 World's Fair Attrs.: St. Marys, Ga.

Additional Routes

(Received too late for classification)

Believe It or Not Show: Greenville, S. C.
 Charlotteers, The (Met.) Boston.
 Cortello's Hollywood Canine Mimics: (Orph.) Omaha, Neb., 25-Dec. 1.
 Crowley Show: Ray City, Ga., 29-Dec. 4.
 Daniel, Magician: Petersburg, Ill., 1-2; Bloomington 3-4; Lincoln 6-7.
 Franklin, Cas: (Oriental) Chi 3-8.
 Jackson, Joe (Michigan) Detroit.
 Jakobi, Anita (Chicago) Chi.
 LaBenton Sisters (Met.) Boston.
 LaVere, Earle & Co. (Met.) Boston.
 Lewis, Ted & Band (Buffalo) Buffalo.
 Lewis, Tex. & Cowboys (Michigan) Detroit.
 Leroy, Hal (Met.) Boston.
 Mayer, Lottie (Met.) Boston.
 Reaska (Chicago) Chi.
 Sophisticates, The (Met.) Boston.
 Stafford & Louise (Michigan) Detroit.
 Swifts, Three (Michigan) Detroit.
 Sylvester, Fred, & Nephews (Met.) Boston.
 Walker Family Show: Everett City, Ga., 29-Dec. 4.
 Wilson, Kepple & Betty (Michigan) Detroit.

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 Shows, Rides, Concessions. No exclusives except Cook House and Corn Game. WANT a thoroughly capable man to take over all Rides; must furnish references. All apply by mail, as it must be forwarded. Address P. O. BOX 283, Lilbourn, Mo.

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Dinner Opens AREA Meet

Over 100 exhibitors and others on hand—interesting papers, talks presented

CHICAGO, Nov. 29.—For the first time in the history of the American Recreational Equipment Association and its predecessor, the Manufacturers and Dealers' Section, the annual meeting and program session on Sunday night was preceded by a dinner held in the Crystal Room of the Hotel Sherman. More than 100 exhibitors and others attended.

Following the dinner an open session was held at which a number of interesting papers were presented and talks made. Program included *Speeding Up Rides—Old and New*, by R. E. Chambers; *How's Business*, general discussion; *Hours, Wages, Taxes—Their Effect on Our Industry*, by W. St. C. Jones, with discussion led by W. F. Mangels; *Credit to Whom Credit Is Due*, discussion led by Lee Eyerly and M. W. Sellner; *Stopping the Leaks*, by Charles A. Curtis; *Are We Keeping Up With Modern Trends?*, discussion led by L. L. Ouster; *Streamlining, Fronts, Lighting, Etc.*, discussion led by C. V. Starkweather. An executive session followed. President George W. Cramer delivered his annual address and reports of the various committees were presented.

A more complete report of the meeting will appear later.

Memorial Service For Dexter Fellows

CHILLICOTHE, O., Nov. 27.—In the personage of Doc Waddell, pastor of the "Canvas Church" at 175 East Main street, this evening was held a remembrance service for Dexter Fellows, dean of the Ringling Bros. and Barnum & Bailey Circus publicity purveyors. Many show-

folk, headed by Dode Flisk, George Conner, Adam Gilger, William Hedrick, William Merrick, Loring Arledge, A. J. Grohe, Mike Alexander, Parson Waddell, Harry (Sheeny) Bush and wife, "Dolly," the Doll Lady, were present. Mrs. Dolly Bush sang the favorite hymns of the deceased. In speaking the memory tribute Chaplain Waddell said:

"Dexter Fellows has gone away! He said farewell to the crowds of show lots and the realm of jungleland and sawdust and spangles and the haunts of editors and feature writers and hid himself, touched by the 'fullness of God's time.' Forty years ago he set his hand to the plough. He never turned back. He was good and brave and clever. Not of the old school but 'dean of the new.' He builded for something big, and he came into it.

"Proud is the show world of what Dexter Fellows became. Not a mar on his efforts. What he did was for a purpose—worth while, knightly and golden.

"To me, it appears, I heard the old, old stalwarts—Hamilton, Burke, Davis, Stowe, Day, Dean, Starr, Allen, Joseph, Kane, Rial, Cobb, Wilson, Lowlow, Thompson, Wheeler and the other 'deans of veterans' school of press men—calling to the 'glant dean of younger set': 'Come, Dexter, come. We're waiting in eternity's mansion of the press. We ask you, as was asked us, when going down the final side, headed toward showdom's supreme immortal 'abide': How does it feel? Your answer just as ours: If you have had a good view from the Top it feels fine."

"Dexter has had his view—the love of a world. He will always have it. Nothing can take it away.

"My friend (he was such thru all the years) lives a monument to the town of his nativity—Fitchburg, in Massachusetts. He enjoyed his final Thanksgiving Day on earth, and then the next day, with these words, a prayer of thanksgiving, Father Time sniffed the candle of his mortal self:

"I cannot thank the Lord enough
In one Thanksgiving Day
For all the good that has been showered
Upon my earthly Big Top way;
And, so, every moment left me
I lift my heart
Gratefully as I pray."

Winners of The Billboard "Sweepstake" Contest

CHICAGO, Nov. 27.—The *Billboard* agents on carnivals and circuses finished the season with a spirited "sweepstake" contest for subscriptions to be in effect during the winter layoff season.

The agents "in the money" finished as follows: 1st prize, Mack Heller, Sells-Sterling Circus; 2d, L. H. Howe, World of Mirth Shows; 3d, Rodney Harris, Downie Bros. Circus; 4th, J. A. Pearl, J. J. Jones Exposition; 5th, James (Irish) Kelly, Endy Bros. Shows; 6th, Sam Sanderson, Conklin All-Canadian Shows; 7th, George Engelbreth, Coney Island, Cincinnati; 8th, G. O. Hutchinson, C. E. Zeiger Shows; 9th, W. H. Jeffrey, Coleman Shows; 10th, Tony Lewis, Cetlin & Wilson Shows; 11th, Mrs. Ben Hyman, Western State Shows; 12th, R. S. Mettler, Bantly All-American Shows and 13th, Eddie Woeckener, Barnes-Sells-Photo Circus.

The "sweepstake" award of \$50, made at the testimonial party to President J. C. McCaffery at the Showmen's League clubrooms tonight, was won by subscriber Dave Traugott, Augusta, Ga., and an award for the same sum went to J. A. Pearl, agent on the Johnny J. Jones Exposition.

SLA Considering Eastern Division

CHICAGO, Nov. 29.—Pursuant to the desires and intentions of a number of prominent showmen of the East to form an auxiliary of the Showmen's League of America with headquarters in New York, the matter took form today in this city.

Yesterday afternoon in the office-apartment of J. C. McCaffery, president of the League, in the Hotel Sherman, the first official meeting was held, at which time the matter of organization was discussed at great length by all present. McCaffery after hearing the viewpoints of those assembled appointed the following committee to report to him this afternoon with a concrete plan of organization:

George A. Hamid, chairman; Max Linderman, Art Lewis, James E. Strates, Oscar C. Buck, Max Cohen and Frank Miller.

Those present at the meeting were J. C. McCaffery, Joe Rogers, Frank Miller, L. Harvey McCann, James E. Strates, Oscar C. Buck, Max Cohen, Art Lewis, Max Linderman, Lew Dufour, Frank D. Shean, George A. Hamid; J. W. Conklin, A. L. Rossman, Ben Weiss and Jack Page.

KANSAS CITY, Nov. 29.—Jack Ruback has declined nomination for a second term as president of the Heart of America Showmen's Club.

ST. LOUIS, Nov. 29.—The newly formed International Showmen's Association has to date enrolled 75 members.

La. State Fair Official Dies

SHREVEPORT, La., Nov. 29.—Ed J. Smith, 52, for the past 25 years superintendent of Louisiana State Fairgrounds, died November 23 as a result of a stroke suffered November 21.

Globe Poster Corp. Moves

ST. LOUIS, Nov. 27.—Globe Poster Corporation has moved to a larger location here at 115 South Eighth street.

OUTDOOR ADVANCE

(Continued from page 3)
assurance that the banquet will be one of finest the League has ever held and that the entertainment program will be a knockout. The League has installed booth in Sherman lobby, where reservations can be made. All indications point to sellout.

The park men's banquet Thursday night will wind up the week's activities. Early arrivals are numerous. There has been no registration as yet, but among those noticed in the lobby are Mr. and Mrs. Fred Beckmann, Mr. and Mrs. Carl J. Sedlmayr, Mr. and Mrs. P. T. Strieder, J. C. Simpson, Rubin Gruberg, L. S. Hogan, Mel Vaught, R. L. Lohmar, Orville Hennies, Floyd Newell, Doug Baldwin, Mr. and Mrs. Raymond A. Lee, Phil Little, Mr. and Mrs. Pezzie Hoffman, Mr. and Mrs. Nate Eagle, W. C. Fleming, Sam Gluskin, W. H. (Bill) Rice, Cliff Wilson, Arley Mucks, Duke Drukenbrof, T. P. Eichelsdoerfer, Ford Campbell, Lew Dufour, Joe Rogers, R. S. Uzzell, Mr. and Mrs. Dee Lang, Ned Torti, Max Lavine, F. D. Fuller, Mr. and Mrs. Noble Farley, Elmer Velare, Max Goodman, John Sheesley, Mel and Guy Dodson, L. B. Herring and Mr. and Mrs. Charles Goss.

THE TROUPER

(Continued from page 30)
thoughtful to the nth degree—never known to say an unkind word about anyone under any circumstances, always willing to give a helping hand, figuratively and literally, financially supporting whatever cause is needed—always playing under auspices of civic organizations, usually the American Legion—and has possibly contributed more money to the various organizations throughout Texas than any one other individual or group. Harley Sadler literally lives in a house (a trailer) by the side of the road and is a FRIEND to man.

When a man takes innate pleasure in his work, whether it be day labor or creative business, there is only one answer and that is SUCCESS. Harley Sadler gets more real joy and "kick" out of his acting than any person I have ever known. There are times when members of his cast get so convulsed at some of his impromptu witticisms that they have to turn their backs to the audience to try to hide their laughter. They never know what "fool" stunt their superior is going to pull. As a result they are always alert for anything that may bob up unexpectedly. It is not always pleasant; the bed is not always full of roses for a troupier, for there are many thorns strewn along the trail, but Harley Sadler is always equal to the emergency. Some years ago in the midst of one of his shows a message came that his father had passed on, but the show went on—it would have been the wish of the loving father that this was so. Again in the same town, by coincidence, Big Spring, Tex., another year, news came of Mrs. Sadler's father's passing, and, as usual, the show went on, the hearts of actors were full to the brim of sympathy for their loved fellow troupier. Giving joy and happiness to those about him is one of Harley's greatest assets, never in a hurry, never excited, always calm and collected and kind and efficient in his directions and business dealings.

The coming of the Sadler show is an event in the history of any town and is always looked forward to each year with happy anticipation by citizens of those towns in the itinerary of the SHOW. Many travel many miles to see Harley. His troupe is always of the highest type, men and women selected for their varied talents and good morals. They are ever ready and willing to put on benefit programs or entertain at civic club luncheons, take part in local affairs whenever and wherever possible. Always happy and cheerful, they go about their life work, rehearsing, practicing their stunts, being kind to one another and to the public in general. They could not remain with Harley Sadler (and some of them have been with him for many years) if they were otherwise constituted.

The untimely passing of Spede, the talented piano player, brings back to our memory that slogan: "It is better to pin a rosebud upon the lapel of a man's coat so that he may enjoy its fragrance while he is living rather than to place a wreath upon his casket after he is dead." So I want to let Harley Sadler enjoy the "fragrance" of the "rosebud" while he can yet enjoy it—the compliments of his public, expressed by the humble writer, one of whom he is—to wish him continued success in the great ambition of his life of making people laugh and be happier because he GOES ON WITH THE SHOW. More power and prosperity to you, Harley—your PUBLIC is with you in all your endeavors—ON WITH THE SHOW.

ROOMS PACKED

(Continued from page 3)
naturally lampooning well-known league members. Each parader also carried sparklers, and their march thru the hall elicited hearty laughs and applause. The paraders marched to the stage, where President McCaffery was seated, crowned "Mac" King and presented him with a scepter. He then was presented with a beautiful solid leather traveling kit, Sam J. Levy, past president, making the presentation. The kit was the gift of members of the league in appreciation of the splendid work the president has done. President McCaffery made a short speech of acceptance, in which he lauded the co-operation and loyalty of the members.

The party was still in full progress when *The Billboard* reporter had to leave to get the story on the wire, hence it is incomplete. At any rate the testimonial was a huge success.

Showmen's League Memorial Service Is Attended by 400

CHICAGO, Nov. 29.—The memorial service of the Showmen's League of America, held Sunday afternoon in the Bal Tabarin of the Hotel Sherman, was beautiful and impressive. Some 400 members, showmen and friends attended.

In Bal Tabarin a replica of Showmen's Rest had been set up, showing graves of showmen decorated with flags and wreaths, while in the background was the big elephant statue and above it the League emblem flanked by two large American and Canadian flags. Special lighting gave the entire hall the effect of a grove. Small elephant statues graced each corner of the plot.

The service started with an organ prelude by Norma Ballard, followed by a beautiful vocal solo by Mrs. Neil Webb.

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SAMPLES? YES. 50 ass't. and Cat. 2.00
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SAMPLES of Xmas Cards & Folders. 4.00.
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Ind. Law Hits House Trailers

Calls for \$10 weight tax effective Dec. 31 — reciprocity to non-residents

INDIANAPOLIS, Nov. 27.—A weight tax of \$10 per house trailer, a provision of the motor vehicles law enacted in the last Indiana Legislature, will go into effect December 31. The same act provided for a license fee of \$5 for house trailers, which is already in force, since it was passed under an emergency ruling.

The \$10 weight tax, however, is on a reciprocity basis providing that if the owner or operator of a house trailer shall have complied with the regulations of his own State he will be exempted from the Indiana weight tax. But if the home State of a house trailer operator or owner does not extend equal privileges to residents of Indiana the weight tax will be imposed on owners and operators of house trailers from that particular State. The weight tax, the law provides, is to be paid to the State department of treasury January 1 of each year. A metal plate, which will be provided applicants upon payment of the tax, must be displayed prominently on the outside of house trailers, the act further provides. Violations of the law may be punished with a fine of not less than \$10 and not more than \$100 for each day that the vehicle was operated illegally.

The last Legislature also enacted a resolution forming a committee to make recommendations for safety laws which, if enacted, will impose certain standards of lighting on house trailers.

Milford H. Smith Joins Campbell Tent-Awning Co.

ST. LOUIS, Nov. 27.—Campbell Tent and Awning Company announced today the appointment of Milford H. Smith as show canvas manager, making his headquarters at Springfield, Ill. The Campbell firm has also purchased the entire show tent department of the Siegel Tent and Awning Company, with which firm Smith was connected during the past year. Operators and ropers of Smith's entire department, as well as the equipment and inventory will be moved to Springfield, where all of the show tent manufacturing will be done.

Smith has been vice-president of the Siegel firm the past year and, as most showmen know, has had many years' experience in carnival and circus canvas work. Concerning the move to Campbell, Smith said: "We have developed a new material, Sho-Green, which we believe is the best tent material ever to make its appearance on the midway. To finance this, we needed considerable capital, which Campbell Tent and Awning Company has. The sale of this department and my own transfer will in no way affect the status of my present friends and customers, who will be taken care of better than before."

FINAL CURTAIN

(Continued from page 32)
Wausau (Wis.) Local No. 480, AFM. Survived by his parents, four brothers and two sisters.

TAYLOR—Tell, 61, composer of the popular old favorite, *Down by the Old Mill Stream*, of a heart attack November 23 while on a visit to Chicago with his home in Findlay, O.

THOMPSON—William E. (Billie), 47, member of the Flying Moopes Troupe, aerialists, the past season with the J. J. Page Shows, November 26 in Veterans' Hospital, Dayton, O., after an illness of four weeks. Survived by his father, Allen J.; two brothers, Howard and Melville, and five sisters, Mrs. Charles Hastings, Mrs. Homer Hardwick, Mrs. Arthur Luckey, Mrs. Mark Lambert and Mrs. Virgil Hostler. Body was sent to Muncie, Ind., November 26 for services and burial in Beech Grove Cemetery, Muncie.

URBAN—Frank, 51, lecturer and medicine pitchman during the past 35 years, recently of peritonitis in Mobile, Ala., while en route to the Coast. Burial in Bayview Cemetery, Jersey City, N. J. Survived by his widow, Ruby.

VAGNON — Madame, known professionally as Pierrette Zepp, actress with a French road-show troupe, killed in auto-

mobile accident near Bourg-en-Bresse, France, November 14.

WOLFE—R. D., Parkersburg, W. Va., booker, November 25 of a heart attack in that city. Survived by his widow and three children.

YOUNGER—Scout, 64, former Wild West showman and film actor, November 18 at his home in Tulsa, Okla., of a brain ailment. He was a native of Fairfax, Va. Younger figured with his troupe for a number of years. He appeared in the first Western film, *The Great Western Holdup*, and later was seen in other Western pictures. He retired from show business in 1924 to enter the wax-model business. Survived by his widow and a daughter, Bess; his mother; two brothers, Jack, of Philadelphia, and George, of Phoenix, Ariz., and two sisters, Mrs. Lucy McMahon, of Dallas, and Mrs. Linnie St. Pierre, of Houston. Services and interment November 20.

Marriages

CORWIN-WADE—George Gorwin, and Jean Wade, burlesque performers, in Buffalo November 18.

GOLDSTEIN-WILLIAMS — Sid Goldstein, office manager of the Famous Music, Inc., Chicago, and Janice Williams, tap dancer, in that city November 21.

GREEN-FURNESS—Johnny Green, orchestra leader, and Betty Furness, actress, in Los Angeles November 26.

JOHNSON-REEVES — B. W. Johnson, endurance show producer, and Eunice Reeves, well known in walkathon fields, in Houston November 11.

LUDWIG-JOHNSON — Sunny Ludwig, emcee at Dooley's Night Club, Charleroi, Pa., and Ellen Johnson, nonpro, of New York, in Charleroi recently.

NEILSON-HARRIS — James Neilson and Glenna Harris, in Clayton, Mo., October 19. Both with the Pearson Shows the past season.

ROBENETTE-BARNHART—Ole Robenette, nonpro, and Leona Barnhart, Chesaning, Mich., member of the Barnhart Family Band, in Saginaw, Mich., November 27.

SCHAUB-ZIENTEK—Al Schaub, member of the engineering staff of Station WXYZ, Detroit, and Mary Zientek, in Detroit November 27.

STRATTON-OVERTON—George Byron Stratton, Falmouth, Mass., former circus clown, and Fannie Kate Overton, Washington, Mass., lyric writer, in Falmouth November 23.

TOOMEY-COLE — George Toomey, Springfield, Mass., and Beatrice Cole, actress, in New York City recently.

VOSE-WEGNER — Harry Vose, motion picture projectionist, and Cecelia Marion Wegner, in Pickett, Wis., November 13.

WHITE-TIERNEY—Robert White, announcer for Station WBZ, Boston, and Josephine E. Tierney, former acting manager of Station WBZA, in Springfield, Mass., November 25.

Coming Marriages

Carlton H. Dickerman, announcer for Station WEEB, Boston, and Sybil J. Morse, of Roxbury, Mass., organist for the same station, soon.

Fay Jennings, Boston musician, and Ethel Simmons, nonpro, in Falmouth, Mass., soon.

Edward J. Hogan, Brighton, (Mass.) entertainer, and Elsa Tebbets, nonpro, of Cambridge, Mass., soon.

Herman Fielder, nonpro, and Mazie Jaroski, fat girl on Cola Bros.' Circus Side Show for the last two seasons, December 5.

Albert White, nonpro, and Frances Lazarus, both of Dorchester, Mass., soon. Miss Lazarus is secretary to Lou Walters, Boston entertainment booker.

Robert M. Reuschle, production chief for *We the People* radio show, and Bernice Sims, Beechurst, L. I., soon.

Ruth Hilliard, actress, and Jimmie Ritz, of the Ritz Brothers comedy team, soon. Joseph Henderson, actor, and Ida Mitchell, nonpro, both of Boston, soon.

Fred Edwards, announcer for Station KMBC, Kansas City, Mo., and Doris Stauffer, radio singer, of New York, in the latter city December 6.

Births

A son, Erman William, to Mr. and Mrs. Erman Gray in Tahoka, Tex., October 29. Father is musical director with Fred G. Brunk's Comedians.

A seven-pound daughter to Mr. and Mrs. Johnnie Rexola, in Flowers Hospital, Toledo, November 23.

A 7½-pound son to Mr. and Mrs. Floyd

R. Strobel, in Mercy Hospital, Columbus, O., November 23. Father is son of Mystic Courtney, magician.

A son to Mr. and Mrs. Cyrus W. Durgin in Boston November 8. Father is music editor and assistant dramatic editor of *The Boston Globe*.

An eight-pound son to Mr. and Mrs. J. D. Ayur, in Tampa, Fla., November 21. Father is a concessioner.

Divorces

Betty Lawford, stage and screen actress, from Monta Bell, motion picture producer, in Juarez, Mexico, recently.

Rosemary Loomis Whitnack, from Tony Whitnack, both with C. F. Zeiger United Shows, in Phoenix, Ariz., November 4. Miss Loomis is a niece of Mrs. C. F. Zeiger.

TMAT HUDDLES

(Continued from page 29)
with the managers via the league, TMAT is continuing to picket the four Sam H. Grisman houses and the three Theater Guild houses.

While Grisman has told his employees they may become TMAT members and retain their jobs, Grisman in principle is opposed to unionization of box-office employees. Feels their work is of a confidential nature. Theater Guild has also voiced similar objections, saying it does not believe in unionization of "executives." Further states that managers, press agents and treasurers are confidential executives who, in the opinion of the Guild, "do not lend themselves to unionization as they handle our funds, are vested with discretion."

TMAT has pointed out in answer that bartenders and conductors handle money, that newspaper men are vested with plenty of discretion and that these groups are unionized.

Guild claims that picket signs carried by TMAT men are untrue, that Guild has never refused to employ members of TMAT and is employing one currently. Union avers the box-office girls said Warren P. Munsell, business manager of the league, did not want them to join. Munsell denies this. Guild further claims that if box-office girls were to join the TMAT they would be put out of their jobs by the union in order to make work for unemployed box-office treasurers. TMAT, tho, has no rotating plan, claiming its aim is a closed shop, but an open union.

Argument has centered around the special work required of box-office people working for the Guild, owing to the latter's subscription plan. TMAT, in answer to statement that its members are not equipped to handle Theater Guild box offices, says at least 12 of its men are able to do so. At out-of-town theaters working subscription shows TMAT is understood to have members also. In town a girl at one of the leading subscription theaters is a TMAT member in good standing.

TMAT in its fight for recognition first negotiated with Theater League and then went to regional labor board, where a hearing is due soon. Union intends going after p. a.'s of course. Previous negotiations with the New York Theatrical Brass Agents broke over the one-show-to-one-man theory advocated by the TMAT.

SKATING SHOWS

(Continued from page 29)
labor controversy) on opening night scared the customers away, in addition to rain opening night and snow on Friday and Saturday. Saturday matinee was light because of the number of local pigskin tussles.

Publicity in the form of cartoons and features suffered, since all local press lads were choked with the Harvard-Yale gridiron classic and couldn't extend ordinary co-operation.

In spite of all these setbacks the show was a huge success in entertainment value, proved by negotiations for a return engagement.

CHICAGO, Nov. 27.—Now in its third season, *Ice Polles of 1938*, show-skating unit, is doing capacity biz in the West and Middle West. Opened Tulsa, Okla., November 2 and played the Coliseum three nights, then into the Arena, St. Louis, playing to 22,000, and finally grossed \$45,000 at the newly opened Sutherland's Arena, Cleveland. Last year the strictly all-pro rinksters strutted their figure-eights to almost a million people, including an eight-week run at Atlantic City, summertime.

Ice artists are booked solid until April 7, some scheduled stopovers being Madison Square Garden, Chicago Stadium,

Detroit Olympia, Philadelphia Arena, Baltimore Carlin's Park, Boston Gardens and Montreal Forum.

Company of 51, counting a line of 24 pretties with blades instead of ballet slippers. Business Manager Edward A. Mahlike has been secretary of the last four Olympic skating committees.

Midwest, because of its large Scandinavian population which admires skatery and because lakes freeze early, and Canada, where kids learn to skate before they can walk, have always been two of the best spots for doing good ice-show b. o.'s, whether amateur or pro.

OUT-OF-TOWN

(Continued from page 29)
delicate musical fantasy, was built around those eternal theatrical figures, Harlequin, Pierrot and Columbine, who desert the world of illusion for that of reality. But after risking their all for a brief flirtation with the actual world they sigh happily and return with gusto to the land of illusion, where they belong and can be uninterruptedly happy.

Helen Valkis, Warner First National player, proved a fine Columbine, appealing and pretty. James Michael MacDonald was the handsome Pierrot and revealed authority and style in his lines. Miss Von Blon herself played with a volatile style, bringing color and gayety to her part, and surprising the audience by revealing an impressive grand opera caliber voice. Bruce Daniels, Carl Neubert, Dick Naylor and Jeanne Wagoner were also good.

These one-acters are interesting and reveal new talent, Worth while.
David Arlen.

"Love of Women"

WILBUR THEATRE (Boston)

Drama by Almee and Philip Stuart. Produced by Milton Shubert. Staged by Leo Carroll. Designed by Raymond Sovey. Presented by Messrs. Shubert for two and one-half weeks, beginning November 18.

Cast: Heather Angel, Valerie Taylor, Hugh Sinclair, Leo G. Carroll, Cathleen Cordell, Clifford Brooke, Muriel Starr, Michael Goff.

Love of Women maintains a level of theater that should put it into favorable Broadway brackets.

Theme is the shutting out of sex from the lives of two healthy young playwrights (Angel and Taylor). For five years this team has struggled sans men till now they are successful people in their chosen field. Their existence thruout these years has been virtual nunnery in the remote and quaint Block Beach Cottage, Sussex, England. But this sort of combination, living and working away from the civilized world, has set the idle tongues a-working. Hence the Atlantic crossing of Angel's mother and dad (Starr and Brooks). They don't exactly feel that anything unordinary has taken place, but anything is or has been, likely under the circumstances. They want their daughter to return to New York.

In a burst of emotion Angel gives vent to her engagement to Hugh Sinclair.

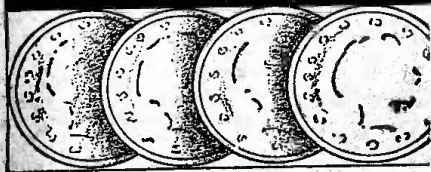
Mother's anxiety to let the world know that her daughter has quit her foolish existence sets the village agog.

In the meantime Sinclair makes his appearance unexpectedly.

The eternal triangle enters between the two girls and Sinclair. Taylor argues that women can get along without the male sex, utilizing their physical emotions via creative work. Intellectual verbal combat ensues until a fervent kiss between the two breaks down the colossal barrier to love and men which Taylor has been harboring and fighting against all these years. She is finally licked and OKes it for Angel to accept the duties which Mother Nature intended for woman—love, marriage and to bear children. Thus Taylor's conviction that women can live without men is blasted, so that as a moral she vehemently tells Cordell to grab the first guy that comes along and be normal.

The book is intelligent and meaty. It has a good deal of smart dialog, cleverly delineated by the well-chosen and well-directed cast. The piece is wholesome and follows a channel of direct and logical thought, which the authors have obtained easily. Natural acting by the various members gives the 125-minute play a gay pace which the premiere cash and paper customers legitimately enjoyed. Two sets are superb. *Love of Women* should not have much difficulty satisfying. Sidney J. Paine.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

LECHEROUS RECORDS

(A guest editorial by James T. Mangan)

Lecherous records are unfair to everybody! Leaving out all considerations of immorality, and looking at it strictly from the sportsman's point of view, I want to show how the music operator who uses the lecherous record is really nothing more or less than a bum sport.

Lecherous records are certainly unfair to the owner of the location housing the phonograph which plays them. Cases are daily becoming more and more numerous where establishments have been closed, owners arrested, licenses revoked, because dirty songs and tunes were publicly rendered by phonographs in the places. The music operator, like every other operator, lives off his locations. Tho the location owner always gets his share of the proceeds, the operator still should be grateful to him for letting him control the location. How unfair it is, then, to insert a lecherous record or two, under the promise of some extra earnings, and then watch the man go out of business if his place be closed for infringing on or impugning the morals of the vicinity.

Location owners don't always think these things thru. The music operator who is tempted to handle lecherous records knows the possible consequences. Is it right to put an unwary friend out of business for a few extra pieces of silver?

Lecherous records are unfair to the manufacturers of phonographs. After all no one could operate music if the manufacturers didn't make the phonographs. He is constantly inventing, developing, seeking to improve; investing hundreds of thousands of dollars in the future of the industry. Is it fair for unscrupulous users of lecherous records to endanger that investment, that future and the jobs of thousands of people, for the very petty and most often wholly imaginary gain the reprehensible disc may bring?

And such records are unfair to fellow operators. They tend to put the idea of "operator," the name "operator" in the class of the moral leper, the blasphemer, the lecher, the outcast. The greatest majority of all coin machine operators are respectable, responsible, hard working business men who enjoy the good will of their neighbors and friendship of their community. Any movement that tends to fix the label of blackguard on every operator—and the use of lecherous records by even an infinitesimal few can have this effect—is destroying something big, precious and impossible to earn back. It is rotten sportsmanship, cheap, mean, unmanly action!

And the worst kind of injustice rendered by the lecherous record is its unfairness to the public at large. An operator may regard himself as bold, liberal, very much man-of-the-world when he indulges in the use of the slimy kind of record. He has always, we'll say, had a love of bawdy humor and can't see why some "sissy" or "reformer" should interfere with his fun. He doesn't realize that when he tells a private story he has picked his audience and received appreciation because he knew his listeners would enjoy that kind of stuff; whereas, when he causes a lecherous record to be played in a public location he has given his private filth to a great many people who may not relish it at all but still have to put up with it, at least for one performance.



JAMES T. MANGAN
Advertising Manager, Mills Novelty
Company

A customer, or a number of customers, sitting in a tavern when one of these numbers goes on the air just has to sit there and take it. The stuff may offend him, or positively roil him, yet he has to sit there and publicly listen to the thing, as if giving his personal approval to the filth. Some people may like to live in the gutter—but not everybody. It's unfair to those people who like to grade up in their taste to punish them with something of which they are in no way guilty. This is the worst kind of narrowness, prejudice, reform. We condemn the prohibitionist because he wants to take away from us something we like. Far worse than the prohibitionist is the reprobate who tries to make us take something we don't want!

Lecherous records—the biggest threat that faces the great phonograph business today! It isn't hard to define what a lecherous record is. A lecherous record is one you wouldn't want your 15-year-old daughter or your 10-year-old son to hear. Those men are hypocrites who are so thoughtful about their own young sons and daughters and then boldly step out to smear someone else's sons and daughters with their leprous "entertainment."

The respectable operator who doesn't do something about this menace is in danger of being ensnared in it sooner or later. It won't clear up all by itself. Let's understand once and for all that operators of lecherous records are bum sports, destroyers of other men's reputations, grasshoppers lacking in ordinary prudence and selfishness. They're unfair to everybody in the business and to themselves worst of all.

"Legalized" PIN GAME



KEENEY'S FREE RACES

5-BALL-OFFERING
"FREE GAME" AWARDS
(Meter Equipt)

Location tests over period of 30 days prove FREE RACES comparable with payout tables in earnings, and demonstrate the mechanical perfection of the game.

Write for descriptive circular, and set of legal decisions and opinions establishing the legality of FREE RACES in any territory. Now available thru Keeney Distributors or direct from

J. H. KEENEY & CO., CHICAGO
"Better Builders of Better Games"

"It's in the bag" -



— for those operators who want games that will really make money for them

Keeney's

- TRACK TIME** 3-dial, 7-play slot, console game with interchangeable tops. Operators **\$279⁵⁰**
- SKILL TIME** Same as Track Time, but with miniature playing field attachment for operation in 1-ball payout table territories. **\$299⁵⁰**
Check Sep., \$314.50
- DARK HORSE** 7-play, selective, 1-coin slot and Daily Double Dial. Greatest of all console games for the money. **\$179⁵⁰**
After Dec. 15, \$199.50
- FREE RACES** 5-ball, "Free Game" pin game, legal in all territories. **\$139⁵⁰**

Procurable, as usual, through Keeney Distributors or direct from

J. H. KEENEY & CO.
"The House that Jack Built"
2001 CALUMET AVENUE
CHICAGO—Coin Game Center of the World

Bally's Newest Is Lite-a-Pax

CHICAGO, Nov. 27.—"Really 5 games in one," explained Jim Buckley, general sales manager of Bally Manufacturing Company, as he displayed the new Lite-a-Pax counter game. "The basic game, as the name implies, is built around 6 popular brands of cigarettes. The packs are reproduced on the display front in full

colors and awards are in cigarettes. However, other styles of play will be available immediately at a slight extra charge, and additional replacement fronts will be developed from time to time. Thus operators will be able to run their Lite-a-Pax machines year in and year out, merely changing the front whenever necessary. The change can be made in about three minutes, and there is no end to the variety of games which can be developed.

"In appearance Lite-a-Pax is unquestionably the most attractive counter game seen in years. Altho surprisingly compact, the machine has much the same flash and eye-appeal of the modern pin game backboard, with lights flashing up and down and back and forth, creating the utmost suspense as the player waits for the lights to fall into one of the almost countless patterns which are developed by the unique new multiple-spinner mechanism.

"Operators and jobbers who have seen Lite-a-Pax claim it is the most attractive counter game offered in years and are placing orders by the hundreds. We are swinging into full production at once and within a week expect to be on a 300-a-day schedule."

B 4 "B" SPECIALS B

TRAPPER, SR.	\$ 3.00
DAVAL RACES	3.00
TACKLE	3.00
FIVE & TEN	4.00
HOLD & DRAW	5.00
MADCAP	5.00
SHORT SOX	5.00
BALLY BABY	6.50
SEQUENCE	7.50
HAPPY DAYS	10.00
HOLD 'EM	10.00
HOME RUN	12.50
BUMPER	12.50
EAST & WEST	25.00
OUTBOARD	30.00
HOME STRETCH	35.00

Send for New Price List No. 256.
BESSER NOVELTY CO.
4803 Manchester Ave., St. Louis, Mo.

truly amazing VANAK

SLUG REJECTOR
Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your jobber or write
A. DALKIN CO.
4311-13 Ravenswood Ave., Chicago.



O. D. JENNINGS, president of the O. D. Jennings Company, confers with Memphis operators at a luncheon in the Peabody Hotel.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Music Biz Family Affair for Wis. Op

KAUKAUNA, Wis., Nov. 27.—Three sons and one daughter and they all work for dad—that's the proud record of G. W. Ristau, old-time operator, who has been identified with automatic music for the past 45 years. Ristau was one of the nine oldest ops in America who were honored guests at the first annual convention of the Wurlitzer Century Club held in Buffalo last August.

Getting back to this family business, the firm here is known as G. W. Ristau and Sons, but that's only part of the story. Ristau's daughter is married and



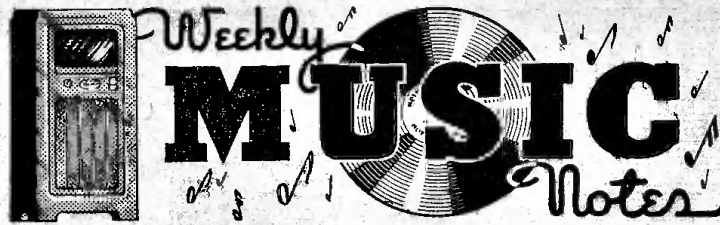
G. W. RISTAU

her husband is in the business. The three sons, Alfred, Harold and Arnold, are all devoted to the business of getting and holding the best locations with Wurlitzer Phonos, it is said.

Ristau's connection with the automatic music business goes back to 1892, when he operated Regina Music Boxes, the Regina Hexaphone, and later on the first electric pianos. Previous to this he was in the brewery business with his brother, and later on in the hotel and tavern business before turning to automatic music. He has been a Wurlitzer operator since the days of the famous P-10, and stated that he believes their present model 616-A is really outstanding in eye appeal and play appeal.

Seeburg Praises Unsung Heroes

CHICAGO, Nov. 27.—In a statement last week, N. Marshall Seeburg, official of the J. P. Seeburg Corporation, made public some interesting facts which up to now have been unknown to the trade. "The scope of our company's activities is far-reaching," he declared, "more so than is generally known. We realize the importance of the operator to our success as well as the distributor, conse-



LOCATION owners in and around Minneapolis find their service geared to a still higher degree of efficiency since Don Leary, of the Automatic Sales Company, has worked out his penny postcard idea. Leary has his route men drop off a few cards with each location owner. The card simply asks him to list the records he would like to have on his machine and put it in the mail box. As the returns come back a few each day it is easy to handle the requests promptly. Location owners like the idea, for it helps keep their machines stocked with the latest hits. Leary likes it, too; not only because it's his brainchild, but because it means satisfied location owners and bigger profits. Frequently it is simple "extra service" ideas like this which mean the difference between a money-making route and a dud.

Mills Music, Inc., publisher of the new Will Hudson song, *Pop Corn Man*, have made a tie-up with the Popmatic Manufacturing Company, of St. Louis, so that the firm can carry in its advertising a dedication of the recent Hudson-DeLange recording of the song to their new automatic pop-corn vender. . . . Victor announces a quartet of new discs done by Goodman, Lombardo, Clinton and the Emilio Caceres Trio. . . . Over 1,000 recordings of Cab Calloway's *Mama, I Wanna Make Rhythm* platter have been sold to motion picture exhibitors to ballyhoo the forthcoming filmusical, *Manhattan Merry-Go-Round*, in which the sept king appears with Phil Regan, Leq Carrillo, Ann Dvorak and others.

Most patrons of automatic musickers have a yen to know what band is going to play the piece they select, just like they want to know who makes the clothes they wear. Why, then, do so many phones list only the name of the tune and omit the ork? There are plenty of Goodman, Lombardo and other ork fans who will shove a nickel in the slot to hear the band regardless of the tune. Many people buy the tune, too, and care little for the band. Best policy, it seems, is to list both band and song title on the record index. Perhaps this may seem a mere trifle, but in visiting 10 different locations the other night not one had all the orchestras listed.

Jimmy Davis, popular hillbilly songster, has made *Nobody's Darling But Mine* again for Decca. This time with a Hawaiian background. Few know it, but Davis in real life is clerk of court down in Shreveport, La. . . . From 35 to 50 per cent of the total dollar and cents sales volume chalked up yearly by the record makers is made up of sales to music ops, it is estimated. . . . All music operators should not miss Jimmy Mangan's article in this issue on "Lecherous Records." It contains much food for thought written in clever fashion by one who knows what he is talking about. Be sure to read it, then read it again, then pass it on to everyone in your organization.

quently we are doing everything within our power to help him profit.

"Our efforts in his behalf are not confined to producing finer equipment," he continued. "We extend our efforts beyond the Seeburg walls to every part of the United States. Altho Royale and Rex, our famous 20 Record Multi-Selector Symphonolas, are known to all music operators, our staff of 'unsung heroes' is known to no one but ourselves.

"It is these 'unsung heroes' who are helping tremendously to increase profits for Seeburg operators," he went on. "Their job is to travel incognito to all parts of the country contacting location owners and the general public. From all

the information they gather we are not only able to better design our equipment for more profitable operation; but by maintaining close contact with every one who has any part in the success of Seeburg Symphonolas we are better able to guide operators in such a way that they will obtain the most profits.

"The merchandising of music is as important as the merchandising of a necktie or a shirt," Seeburg concluded. "We realize this factor and operators all over the country appreciate the valuable help we give them in this respect." Their approval and appreciation of our efforts are evidenced by the tremendous number of orders they have placed for our machines."

MAYNARD REUTER.

Bill Shayne Expands Florida Operations

MIAMI, Fla., Nov. 27.—Way down deep in the South there's a music-operating organization that may well serve as an example for the so-called "aggressive Northerners." It's known "throughout the South" as the Shayne Dixie Music Company. Of course, there's a man behind this successful business called Bill Shayne—the owner.

The Shayne Dixie Music organization is recognized as one of the largest, oldest and most successful music-operating organizations in the United States. Established in 1913, it has enjoyed a steady growth until now it occupies the imposing Shayne Building, most favorably located in the downtown district of Miami. At present 15 trucks give instantaneous service to the hundreds of locations which look to Shayne for their music. With the approaching new year Bill Shayne is making brilliant plans to further expand his route of music machines.

When asked for his "secret of success," Bill Shayne said: "First of all, this business suits me and I put everything I have into it. I like Florida and the customers it brings to me. I like people—and down here in Florida you can certainly meet a variety. I mix with them all, for that, too, brings business. Then I contact a manufacturer such as the Rock-Ola organization up in Chicago whose equipment is built upon the highest standards. After that the boys and I just get out and hustle."

Bill Shayne is an active civic leader in Miami. He is past director of the Miami Chamber of Commerce and is now director of the Young Democratic Club. He is affiliated with the Order of the Miami Elks as assistant exalted ruler.

Shayne gives plenty of credit to his efficient organization, many of them having started with him. A few of the members include Freddie Grayson, vice-president and manager; Mrs. Ruth Greenwood, bookkeeper and cashier; Dorothy Butterfield, Leon Hirsch, Charlie Budd, J. D. Callahan, Bernie Lashman, Howard Cowles, Bill Belsario, Manuel Perez, George J. Maier, Jack Wilson and Franklin Lashman.

New Orleans

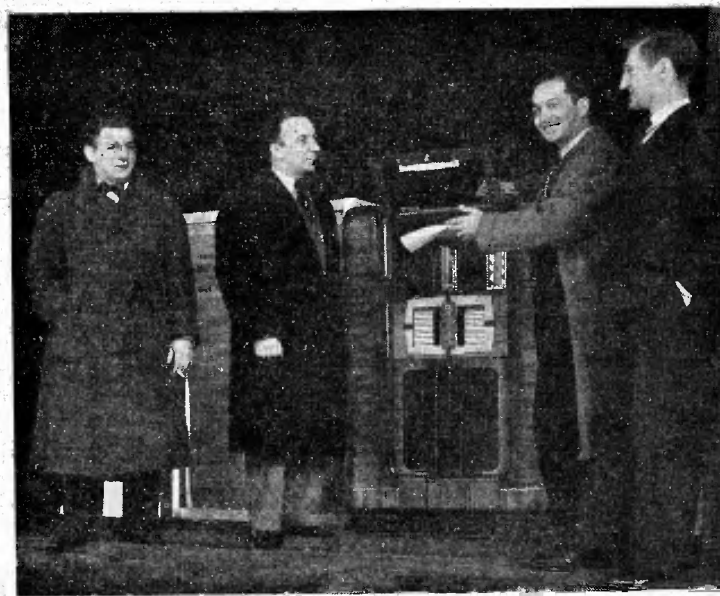
NEW ORLEANS, Nov. 27.—Phonograph distributors of the Crescent City area report a steadily mounting demand for the better advertised machines. Operators are not only buying in larger quantities but on a more strictly cash basis. There is no doubt that this immediate section has not as yet felt the let-down in general business experienced over wide areas of the nation and the continued good feeling is being reflected in numerous "block" sales of phonographs.

The Jerry Germentis Novelty Company, territory distributor for Wurlitzer, is doing a fine job and proves it with opening of books to this correspondent. The reports show that in the past several days Frank De Barros, New Orleans operator, has bought a block of 25 1938 models; Jack Young, of New Iberia, an even dozen; Andrew P. Monte, of the A. & M. Amusement Company, New Orleans, 15; Dom Fazzio, his 25th new machine since the 1938 models have reached the market, and last but not least, the purchase of 100 Wurlitzers by John Lomino, well-known local op. Interspersed are dozens of individual sales of 1 to 10 machines, all for as quick shipments as possible. Jules H. Peres, manager, believes that his 1938 sales will surpass the best previous record by a vast majority.

A visitor here this week was R. E. (Buster) Williams, of Newellton, La. A big cotton crop with government backing at 9 cents a pound has brought prosperity back into that northeastern part of the State. Williams also announces that he is expanding his phonograph operations into Southeast Arkansas.

Further indication that Peres, of the Germentis Company, is doing a good business is the fact that he has started construction of a new home that is reported to be setting him back \$35,000.

A. M. Mendez, Wurlitzer factory representative in this territory, reports a visit to Pensacola last week, where he conferred with F. A. Blalock, operator of 1,200 phonographs in the East Gulf section.



IRWIN NEWMAN, well-known Pennsylvania and New Jersey music operator, unloads his latest carload of Rock-Ola 20-record Imperials. From left to right: Monroe Spiegel, manager of B. D. Lazar Company (Philadelphia office), J. D. Lazar (partner of B. D. Lazar); Irwin Newman, of Modern Music Company, now serving hundreds of locations, and Joseph Sickle.

Sheet-Music Leaders

(Week Ending November 27)

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

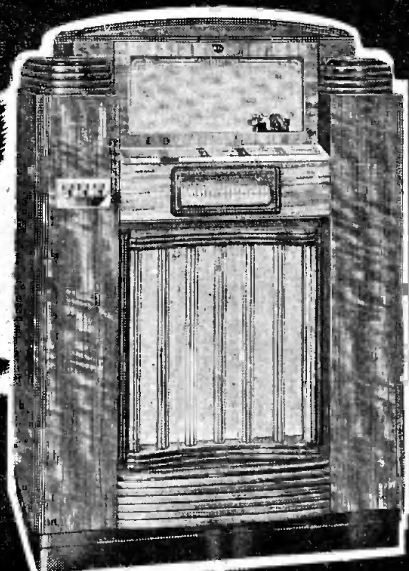
Position	Last Wk.	This Wk.
1	1.	Vieni, Vieni
2	2.	You Can't Stop Me From Dreaming
3	3.	Once in a While
4	4.	Harbor Lights
5	5.	The One Rose
6	6.	Blossoms on Broadway
7	7.	Roses in December
8	8.	I Still Love To Kiss You Goodnight
9	9.	Rosalie
10	10.	Remember Me
11	11.	If It's the Last Thing I Do
12	12.	Josephine
13	13.	Bob White
14	14.	Nice Work If You Can Get It
15	15.	That Old Feeling



*They've Got
What
it Takes!*

GUY LOMBARDO
and his Royal Canadians
now playing at the Roosevelt Grill. Management
Music Corporation of
America.

**Royale
20 RECORD
MULTI-SELECTOR**



"Top Billing!"—A phrase significant of success in the entertainment world . . . synonymous with leadership and lasting popularity attained by consistent topnotch performance and originality!

On the finest locations everywhere Seeburg Symphonolas get "top billing." They have established leadership through outstanding performance. Seeburg's headline attractions, the Rex and Royale Symphonolas, with the Illuminated 20 Record Multi-Selector and the original Lumalite Grille, are the basis upon which music operators all over the country now earn greater daily profits.



J. P. SEEBURG CORPORATION
1500 DAYTON STREET • CHICAGO, ILLINOIS

Makers of Fine Musical Instruments
Since 1902

B. D. Lazar's Annual Party Big Success

PITTSBURGH, Nov. 27.—Once a year members of the B. D. Lazar organization get together and whoop it up with operators and friends. The party of this year was bigger and better than ever. Following a morning of examining the variety of equipment in the display rooms of B. D. Lazar and transacting some business, the guests attended en masse the Nebraska-Pittsburgh football game. After a most exhilarating afternoon they were invited to a dinner party in the banquet room of the Hotel Roosevelt. The room, beautifully decorated, furnished a charming setting for the many lovely ladies who also were present. After the dinner B. D. Lazar announced the toastmaster, the popular Jack Nelson, vice-president and general sales manager of Rock-Ola Manufacturing Corporation. Responding to Mr.

Nelson's introduction, I. F. Webb, vice-president and manager of Rock-Ola's phonograph division, inspired the guests with the possibilities for operators in the operating field and very deftly traced the amazing growth of popularity for Rock-Ola equipment.

J. D. Lazar, whom Nelson aptly termed, "the friend of all operators" in the territory, immediately complimented his entire organization on their fine spirit of co-operation which had made their success possible. He asked all the branch managers and employees to stand and take a bow. In the absence of D. C. Rockola, who was unable to be present, Hymie Rogal made the address of the evening, offering many splendid suggestions for operators. Mr. Rogal, a man entirely outside the coin machine field but a friend of all in that business, has done considerable work for operators, seeking no reward except the good will of his staunch friends, J. D. and B. D. Lazar. The toastmaster found opportunity to express his delight at seeing

Mills Natural Finish Dance Master \$49.50	1936 Selectophone \$ 59.50
1935 Selectophone 49.50	Seeburg Model A Symphonola . . . 110.00
Seeburg Model B Symphonolas . . . \$125.00	

1/3 Deposit, Balance C. O. D. All Machines in Wonderful Condition.

Southern Automatic Music Co.
542 2nd Street, Louisville, Ky. | 420 West 7th Street, Cincinnati, O.

PHONOGRAPHS

WURLITZERS

312s, 412s	\$125.00 Each.
616s, 716s	195.00 Each.
P-12s	100.00 Each.

Guaranteed Like New.

Large Stock Mills Blue Fronts, Mills Q, T's and Paces Races.

TERMS: 1/3 Certified Deposit, Balance C. O. D.

J. L. JONES SALES CO., Cor. 11th Ave. & 13th St., Hickory, N. C.

DEAL WITH CARL - ALWAYS A SQUARE DEAL

GUARANTEED TO BE LIKE NEW.

Wurlitzers P-412 (In Lots of 5) . . . \$132.50	Rockola 1937 Rhythm Master—
Wurlitzers P-400 130.00	12-Record \$170.00
Wurlitzers P-312 125.00	16-Record 180.00
Rockola-Rhythm King, 12-Record . . 135.00	Rockola Regular 100.00

SEND FOR OUR LIST OF USED MACHINES, 1/3 Deposit.

UNITED AMUSEMENT COMPANY
3410 MAIN ST. KANSAS CITY, MO.

RECORD REQUEST

We would appreciate having the following records placed on the Wurlitzer Phonograph at "Name" _____
Address _____

If you do not have these number available we would appreciate your ordering them at once and let us know at once how soon we may expect them.

1 _____	6 _____
2 _____	7 _____
3 _____	8 _____
4 _____	9 _____
5 _____	10 _____

Signed _____

so many interested ladies present. He declared that when the women in the family took an active interest in the music business they proved most helpful in building a successful business. Drawing from the experience of successful Rock-Ola operators, Mr. Nelson said that many operators counted on their "womenfolk" to keep the books, assist on the detail work, and in the music end of the business were most valuable in suggesting records. Nelson concluded with the thought that once the women were "in the music business" its success is assured.

4—8-RECORD SEEBURG. Each . . .	\$25.00
10—12-RECORD MODERN GABELS, Selective	49.50
2—24-RECORD GABELS, Selective . . .	25.00
1—12-RECORD MILLS TROUBADOUR, Selective	35.00
4—12-RECORD GABELS, JR., Selective	35.00

All Machines A-1. Picture on Request.
One-Thrd Deposit, Balance C. O. D.

C. B. BROOKS
618 Duke Street, Norfolk, Va.

Following the speakers a drawing was made for door prizes of five beautiful Rock-Ola cellophane bars. Then the guests were treated to a 10-act vaudeville show. After that they enjoyed refreshments and dancing until morning dawned.

Clean Your Cellars Out

WE BUY ALL KINDS OF RECORDS. WILL PAY 2c PER LB. AND FREIGHT.

NOVELTY RECORD CO.
814 Spring Garden St., Philadelphia, Pa.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

HERE IS A REPRODUCTION of the "record request card" which Wurlitzer operator J. D. Leary, of Automatic Sales Company, Minneapolis, reports made a hit with his locations.

★ ★ ★ ★ ★

You NAME It--We've GOT It!

A QUALITY Used Game Stock
Second to None!!

PACES RACES BANGTAILS RAY'S TRACKS TURF CHAMPS TRACK TIMES	WATLING TREASURES WATLING COL-A-TOPS JENNINGS CHIEFS MILLS BLUE FRONTS GALLOPING DOMINOES	MANY GOOD 1-BALL AUTOMATICS COMPLETE STOCK NOVELTY PIN GAMES COUNTER GAMES
--	---	--

★ ★ ★ ★ ★

Write for RIGHT Prices

GEORGE PONSER CO. of PENNA., Inc.
900 N. FRANKLIN (Phone: MARKET 2656) PHILADELPHIA, PA.

★ ★ ★ ★ ★

**RECONDITIONED
PHONOGRAPHS**

PRICED VERY LOW
Guaranteed—Ready To Operate

Wurlitzer P-10...	\$ 60.00
Wurlitzer P-12...	87.50
Wurlitzer 412...	124.50
Rock-Ola (1936 Model)	99.50
Mills Dance Master	35.00
Mills Dance Master De Luxe	97.50
Sæburg Model E.	35.00
Selectophone	37.50
Selectophone De Luxe	69.50
Symphonola Model A.	99.50
Symphonola Model B.	115.00
Symphonola Model C or D.	125.00

Terms—One-Third Deposit With Order, Balance C. O. D.
Lowest Prices Ever Offered!
Wire—Write—Phone—While They Last.

W. B. NOVELTY CO., Inc.
3800 North Grand Blvd.
Saint Louis, Missouri

PERMO POINT

STANDARD DOUBLE RIBBED

The Only Long-Life Phono Needle with the Patented Elliptical Point.
Provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output.

Endorsed By All Leading Manufacturers and Record Distributing Companies.
Standard for All Phonos. Double Ribbed for 1937 Models.

PERMO PRODUCTS CORP.
6415 Ravenswood Ave. Chicago, Ill.

"SACRIFICE SALE"
30 Rowe Imperial Eight (color two-tone grey), complete with stand, money-changer, 1 or 35, \$95.00 each. Wurlitzers P-10, each \$49.50; 1 or 2 100, Wurlitzers P-12, \$59.50. Wurlitzers P-400, \$149.50. Wurlitzers P-412, \$129.50; Wurlitzers P-30, \$89.50. Terms: 1/3 down, balance F.O.B. shipping point. HERBER PHONOGRAPH CO. 116 E. 5th St., AUSTIN, TEXAS.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Wurlitzer Phono Scores at A. C. Expo

ATLANTIC CITY, Nov. 27.—"Let me tell you my own story in my own way. You will find that I, too, know a thing or two about zinc alloy die casts. I am the Wurlitzer Automatic Phonograph. I accept nickels, dimes and quarters given

British Amusement Trade Unites To Hold Grand 1938 Exposition

(Editor's Note: The coin-machine trade will be interested in the announcement of the Amusement Trades' Exhibition, which will include the 1938 British Coin Machine Exhibit, as published in *The World's Fair*, British amusement weekly, November 13, 1937.)

When the third annual Coin-Operated Machine Exhibition and the second annual Amusement Caterers and Allied Trades' Exhibition closed last February at, respectively, the Royal Hotel and Dorland Hall many were asking, "Why not combine the two and have one show representative of the entire business?"

"Why not?" echoed the respective organizers. Feelers were put out and it was apparent that there existed no diversity of opinion as to the principle involved. The great thing was to get down to "brass tacks," but summer-season business claiming the attention of executives on both sides, the matter had perforce to remain in abeyance until autumn came along. Meanwhile the two parties refrained from proceeding with the making of separate exhibitions. Came September and representative committees of the Manufacturers and Distributors' Section of British Amusement Machine Operators' Society conferred with directors of Amusement Caterers' Exhibitions, Ltd., which, as readers know, is very closely connected with the Amusement Caterers' Association.

That conference resulted in both parties agreeing to combine forces for the holding of a joint show under the most apt name of the Amusement

Trades' Exhibition. Every exhibition must have an administration, and for that purpose there is a joint board consisting of Messrs. W. Thompson and Henry Seff (directors of Amusement Caterers' Exhibitions, Ltd.) and W. G. Green and Bernard Brenner (chairman and vice-chairman, respectively, of B. A. M. O. S. M. D. Section), with Henry Rymen as secretary. This board honored me (i. e. Edward Graves) with the appointment of general manager, and in this capacity I would like to put in a personal note. The task, with the time available, is not one to be taken lightly, but I face it happily and with every confidence in the united effort turning out a success. For the effort is very truly a united one. I am greatly impressed and inspired by the spirit in which the meetings of the board are conducted. This alone augurs well.

In exchange for the best in music. My skeleton of working parts is almost wholly composed of zinc. In all, my bones of zinc weigh 34 pounds. Sixteen big record trays form my spine. My throat is a die cast tone-armpost assembly. My hands, three of them with which I accept your coins, are made of six most ingenious die castings. See how complex and accurate they are, so I can sort out counterfeit cash. Do you wonder that I present myself as a human? I can talk, I can sing and I can trade."

These words, coming from a Model 616 A Wurlitzer Phonograph, nearly blocked all traffic at the recent National Metal Exhibition here, it is said. Prominently featured in the exhibit of the New Jersey Zinc Company, the Model 616 A actually told its own story, describing its zinc alloy "innards" by means of a specially prepared record. The individual die-castings were mounted on a display board alongside the Wurlitzer Phonograph for ready reference as the machine told its story.

The novel presentation scored a big hit for its sponsor, the New Jersey Zinc Company, maker of all the zinc alloy die castings used by Wurlitzer. Visitors at the Metal Show were enthusiastic about the exhibit and came away vividly impressed, not only with the story and its manner of delivery, but also with the brilliant color and light of the phonograph itself, the exhibitors declared.

Incidentally, the administrative office of the Amusement Trades' Exhibition is at *The World's Fair*, Cromwell House, Fulwood place, London, W. C. 1.

Date and Place
The selected date is Monday, Tuesday, Wednesday and Thursday, February 14, 15, 16 and 17, 1938. Moving in days for exhibitors will be Friday and Saturday, February 11 and 12, and clearance day Friday, February 18. The date of the actual show is a week earlier than that on which the two exhibitions were held this year and coincides with the first week of the British Industries Fair. The place is the New Horticultural Hall, Greycoat place and Elyerton street, Westminster, opposite the old Horticultural Hall in Vincent Square. It is a fine well-equipped one-floor hall, complete with restaurant, telephone connections for stands and a liberal number of public telephone kiosks. As for accessibility there can be no complaints. It is quite near to Victoria Station and but a short walk from Victoria street on the South Side of which it lies.

Coin-operated machine and accessory exhibits will be accommodated in the section taken care of by B. A. M. O. S. M. D. Section, with games, swag, rides and all the other interests of the business looked after by that part "rathered" by A. C. E., Ltd. This reference to sections and parts does not mean segregation in its full sense. The entire show will be in the one hall on the one floor. Rentals will be standard thruout. All space will be sold in standardized units, each with its fixed price, and prospective exhibitors will apply for the number of units necessary to make up a stand of required dimensions. This follows the system which proved so satisfactory at the Coin-Operated Machine Exhibitions. As for the rentals they will, I feel certain, be considered reasonable. The joint board has fixed them at figures as low as they possibly dare.

It is hoped to have the plans, schedules, rules and application forms ready next week. Immediately they are received from the printers dispatch will be made to all previous exhibitors at the two shows and to all who have so far made application for either in anticipation of their continuing separately in 1938. Others desirous of being sent these or other particulars should communicate either with me at the address given or to Amusement Caterers' Exhibitions, Ltd., "Gloicester House," 19, Charing Cross Road, W. C. 1.

The exhibition will be open each day from 10 a. m. to 8 p. m.

In connection with the Amusement Caterers' Exhibition of last February the organizers issued a combined catalog, diary, inspired and compiled by Henry Seff. So highly was this appreciated and deservedly so, that a publication on similar lines will be issued for the Amusement Trades' Exhibition, with Henry Seff and myself as joint editors.

Book Early
So much for general details at the moment. Before I lay down my pen, however, there is one point that cannot be overemphasized: Prospective exhibitors will be very well advised to apply for space at the earliest possible moment. Altho nothing has so far been issued, the joint board has every reason to anticipate a heavy demand for space right from the "off." The first united Amusement Trades' Exhibition with its foundation of individual achievements and experience must be, and I am confident, will be a success.

Mint Reveals Cent Is a Costly Coin
WASHINGTON Nov. 27.—The copper penny, termed the "one-cent bronze" by the mints, requires the same operation of the money press as is necessary to turn out any other coin.

The Philadelphia mint, the largest of the government's three, turned out 137,784,200 pennies in the first nine months of the year. This mint, which operates 27 money presses and works a double shift of employees, also turned out 53,330,660 "five-cent nickels" and silver coins valued at \$9,138,191.

For the period the total coinage of the mints, including those in Denver and San Francisco, was \$18,300,289, represented by 349,311,837 pieces of money.

No gold has been coined by the mints since 1933, when the government went off the gold standard. There has been no call for silver dollars since 1934 and none have been coined since then.



BILL SHAYNE WELCOMES ROCK-OLA representatives to Miami. From left to right: I. F. Webb, vice-president in charge of phonograph sales; Jerry Hude, Rock-Ola factory representative in Florida, and Bill Shayne, owner of Shayne Dixie Music Company, the operating organization known and respected thruout the South.

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More Nickels for
AUTOMATIC PHONOGRAPH OPERATORS

With This Best Seller
BLUEBIRD 87228

"Snake Charmer" and
"Dipsy Doodle" as played by
JERRY BLAINE
and his
Streamline Rhythm Orchestra

New Orleans

NEW ORLEANS, Nov. 27.—New Orleans' winter season formally opened Thursday with the running of the first card of a four-month horse-racing meet at the Fair Grounds. The grounds were jammed to see the best horses stabled here in several years with a big increase in all purses. With the start of the season the city has taken on a capital appearance and there is money circulating in big gobs. It looks like a big season for the Crescent City.

Everywhere you go on coin-machine row of late groups of operators are discussing plans for the Louisiana group's trip to the January show. There is not an operator seen anywhere who is not convinced that games will be back on location within a short time after an absence of several weeks, during which the public has come to the defense of the pin games and small business houses complain of the loss of operations. And here's a tip, this New Orleans delegation will be ready to look at the show with a business eye. New equipment will be needed sorely by that time and they will be a fine group of prospects for ambitious manufacturers.

The Dixie Coin Machine Company claims the distinction of having the only one-armed service man in captivity. He is Anthony Virgilio and he knows more about the inner works of pin games and slots than the majority of service men who are unhampered by the loss of half their arm power.

Into our midst this week came one Leonard Brand, of H. C. Evans & Company, and with him plenty of information about that firm's new Skillo, the seven-coin-head console game. Out on the road now for his sixth month, Brand has found business very good in the Middle South, especially in the Mississippi Delta and in Tennessee. He expects to be back in Chicago for Christmas, but to be sure that he will not be alone if that important holiday catches him out of town he has brought the missus along with him.

J. Adolph Meise, popular personality of the local coin-machine circle, has left New Orleans to take over the management of a Meridian (Miss.) theater. An ordained minister of the Evangelical faith, Meise has also proved himself a good business man and probably one of the best publicity directors this side of the Mason-Dixon thread.

Over in Southwest Louisiana prosperity has come down on Mitchem & Louie, biggest operators of Lake Charles area. These ambitious fellows have completed the invention of a new concession game which won a blue ribbon at the Louisiana State Fair at Shreveport two weeks ago. Louie left early this week for Chicago, where he hopes to begin manufacture of the clever new gadget. Credit for creation of the game goes to the firm's service man, Glen Fleak.

Word reaches our old ears that Electro Ball Company, Dallas, has filed notice of entry into the State of Arkansas with Seth Godwin as resident agent at Little Rock. In filing, firm listed assets at \$203,176.07 and liabilities at \$37,284.60.

T. E. Odder, operator of the State capital city, Baton Rouge, was a visitor early in the week. This speed marvel of the air-line highway between New



"FIT FOR A KING" is the title one distributor bestows on Pop-matic as he places a symbolic crown atop the vender.

Orleans and his home town did it again, making the 83 miles from in front of his home to Canal street in 57 minutes. Odder won't tell us the make his car, saying he's holding out for a commercial.

Sam Gentilich, oyster-opening expert of previous Chicago conventions, has flown back to New Orleans after a hurried visit to the Bally and Mills factories. Gentilich promises to bring up another barrel of Louisiana bi-valves in January and show the boys how he continues to improve the wielding of a shucker.

Frank De Graauw, Abbeville, factory rep for Paces Races and Comets, jumps into the night club game with the purchase of Southwest Louisiana's finest night spot, Edgewater Club at Lafayette. He will not operate the club himself, however, leasing it out to J. Boudreaux for a winter season of name bands and floor shows. In addition to his coin machine and night club fame, De Graauw is also owner of the town's biggest theater.

A local radio station has refused further time to a preacher who of late spent considerably more time fighting against coin machines than to his pulpit needs. The manager of the station broke it gently, but said it just had to be done. As life would have it, his time on the air has been taken by a local newspaper editor who advocates the return of the

ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

BRAND NEW—ORIGINAL CRATES
 PACIFIC'S DOMINOLE \$ 67.50
 EXHIBIT'S SILVER BELLS (7 Play Coin Chute) 125.00
 STONER'S LATONIA (Bumper Payout) 59.50

GUARANTEED REBUILT CONSOLES
 JENNINGS LIBERTY
 BELL (flat top) ... \$ 77.50
 BALLY BELLS 79.50
 GALLOPING DOMINOS 129.50
 EXHIBIT RACES (7-coin chute with check sep.) 109.50
 THOROBRED 49.50
 RAYS TRACK (serials over 3300) \$129.50
 PACES RACES (1937 brown model cabinet) 224.50
 TRACK TIME (rebuilt) 159.50
 TRACK TIME (late models rebuilt) ... 174.50

RECONDITIONED PAY TABLES
 LATONIA \$44.50
 CENTER SMASH 24.50
 GOTTLIEB DERBY DAY 44.50
 FLICKER 21.50
 TEN STRIKE \$19.50
 TURF CHAMPS 47.50
 PIKES PEAK (like new) 55.00
 LITE-A-PAIR 31.50

1/3 Deposit With Order, Balance C.O.D. All Prices F.O.B. Chicago. Write for List of 1-Ball Ticket Games!

WANTED TO BUY—50 SKIPPERS

ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE., CHICAGO. 1326 W. FLAGLER ST., MIAMI. 1901 FIFTH AVE., PITTSBURGH, PA.

Seasonal Studies

machines and "more freedom of the liberties of the Constitution."

Word reaches us that Salvador Bertucci, with his brother owner of the United Novelty Company, big Mississippi Gulf Coast firm, is rapidly recovering from an operation for appendicitis.

Eddie Ginsburg Is Contacting Fla. Ops

CHICAGO, Nov. 27.—Eddie Ginsburg, manager of the Miami office of the Atlas Novelty Company, has begun a trip thru Florida contacting operators of the State, according to co-official Morrie Ginsburg, of the Chicago office. "From all indications this year will be one of the most profitable in history for Florida operators," Ginsburg stated. In traveling thru the State the past few weeks Eddie has contacted the leading operators and they are all of the opinion that the increased interest in novelty games will be an exceptionally strong factor in helping them earn more profits this year. The sales in Florida are shooting as high as the marvelous temperature and weather now being enjoyed down there.

"By maintaining our two basic principles of personal service and perfect equipment we have established our dependability so far as operators are concerned. They already realize the valuable service we offer them, and their approval of our policy is manifested by the tremendous volume of orders they are placing with us," he went on. "This service, plus the fact that we carry in stock here the finest in new and reconditioned equipment, has helped to make the name Atlas 'tops' in Florida. Since we offer our helpful advice regarding trends of coin operated machines in the various territories, many operators now make our office their buying headquarters," Ginsburg concluded.

Avon Novelty Co. Increases Staff

CLEVELAND, Nov. 27.—Art Nagel, of the Avon Novelty Sales Company here, reports that his company's personnel has been added to in order to cope with increased business. Nagel is pleased with the run the firm has had on Western Equipment and Supply Company's game, Ak-Sar-Ben, and says Mrs. Art Nagel left for Chicago last week to speed up delivery on these games to take care of operators' needs.

Ski-Hi Sales Soar Sky High, Says Exec

CHICAGO, Nov. 27.—"Ski-Hi sales have far surpassed our fondest expectations," says Dave Gensburg, official of Genco, Inc. "Sales have been soaring far into space just as does the ski jumper on Ski-Hi. The unusual action and suspense in this game are two of the biggest factors which have entered into the tremendous success it is enjoying.

"Operators all over the country report the outstanding performance of Ski-Hi on locations," continued Gensburg. "They tell us that it is not often that they get a machine that is as trouble-free, universally popular and as large as profit maker.

"A surprising fact," Gensburg concluded, "is the great number of reports from individual operators telling us about the profitable results they are achieving with Ski-Hi. This is even more substantially evidenced not only by the number of orders we are receiving, but also by the size of the individual orders."

Five Best Record Sellers for Week Ending Nov. 29

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B7195 — "Foggy Day in London" and "Nice Work If You Can Get It." Shep Fields Rippling Rhythm.	8003—"Vieni, Vieni!" "In a Mission by the Sea." Horace Heidt Alemitte Brigadiers.	1506—"Put on Your Old Gray Bonnet" and "Hell's Bells." Jimmie Lunceford Orchestra.	25693—"Dipsy Doodle" and "Who?" Tommy Dorsey Orchestra.	3747—"Vieni, Vieni!" and "Once in a While." Bert Block and His Bell Music.
2	B7184—"The One Rose" and "Doodle - Doo - Doo." Art Kassel Kassels-in-the-Air.	8007—"Popcorn Man" and "Goin' Haywire." Hudson-DeLange Orchestra.	1415—"You Can't Stop Me From Dreamin'" and "Blossoms on Broadway." Dick Robertson Orchestra.	25706—"I've Got My Heart Set on You" and "True Confession." Larry Clinton Orchestra.	3758—"Right or Wrong" and "Loving You." Mildred Bailey Orchestra.
3	B7069—"Vieni, Vieni!" and "Don't Play With Fire." Rudy Vallee Connecticut Yankees.	8005—"The Dipsy Doodle" and "I Want You for Christmas." Music in the Russ Morgan Manner.	1201—"The One Rose" and "Sentimental and Melancholy." Bing Crosby with Victor Young and Orchestra.	25686—"Just Once in a While" and "If It's the Last Thing I Do." Tommy Dorsey Orchestra.	3848—"Nice Work If You Can Get It" and "Easy To Love." Maxine Sullivan—orchestra under direction of Claude Thornhill.
4	B7256—"Once in a While" and "Queen Isabella." Ozzie Nelson Orchestra.	7976—"Shoot the Likker to Me, John Boy" and "Free Wheeling." Art Shaw and his New Music.	1483—"Basin Street Blues" and "Bob White." Bing Crosby and Connie Boswell with John Scott Trotter Orchestra.	25709—"Sweet Someone" and "I Want To Be in Winchell's Column." Guy Lombardo Royal Canadians.	3850—"If It's the Last Thing I Do" and "You're in Love With Love." Fletcher Henderson Orchestra.
5	B7255—"Rosalie" and "Thrill of a Lifetime." Art Kassel Kassels-in-the-Air.	7977—"Once in a While" and "Sweet Varsity Sue." Horace Heidt Alemitte Brigadiers.	1487—"Getting Some Fun Out of Life" and "Roses in December." Dick Robertson Orchestra.	25704—"I Cash Clo'es" and "Swing Lightly." Larry Clinton Orchestra.	3849—"The Dipsy Doodle" and "Swing Is Here To Stay." Swing and Sway with Sammy Kaye.



FRANK B. STURNAGEL has recently become associated with the O. D. Jennings Company as road man.

GET BUSY with U-POP-IT

IT BUILDS PERMANENT STEADILY INCREASING INCOME IN A LEGITIMATE OPERATING BUSINESS!



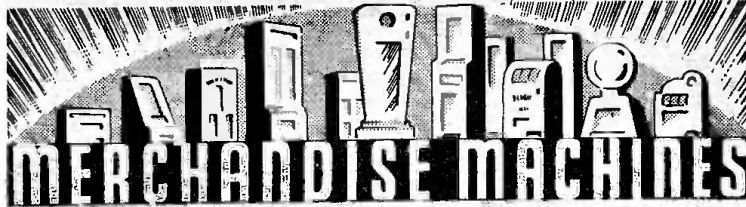
PATENTS PENDING

U-POP-IT IS . . .
 a thoroughly perfected automatic corn-popping and vending machine!

PRECISION-BUILT
 to stand up and deliver years of profitable service in thousands of locations.

FULLY GUARANTEED
 against all hidden defects, a product of DAVAL, backed by 29 years of successful manufacturing and business experience — plus fair dealing.

RANEL, INCORPORATED
 325 N. Hoyne Ave., CHICAGO, ILL.
 Affiliated with DAVAL MFG. CO.
 SOLD ONLY TO OPERATORS THROUGH DISTRIBUTORS



Popmatic Makers Assign Territory

ST. LOUIS, Nov. 27.—Territories are being taken rapidly for the new Popmatic automatic pop-corn venders in all parts of the country, according to Rudolph Greenbaum, president of the Popmatic Manufacturing Company, of St. Louis.

"We've been unusually lucky," he commented, "in getting some of the best organizations in the country as distributors for Popmatic. They're all live wires. We expect to play absolutely fair with them and we know they'll do a good job for us."

Stone-Bert's Music Masters, in Chicago, have recently been appointed distributors for Popmatic in Chicago and Northern Illinois. This organization has approximately 1,500 Wurlitzer phonographs on location at the present time and is well and favorably known thruout the coin-machine industry.

William Clarity, of Minneapolis, has been given the distributorship for North Dakota, South-Dakota and Nebraska, the organization to be known as the Tri-State Popmatic Company.

F. L. (Fritz) Hall, 2635 Southeast 25th street, Portland, Ore., is distributor for the States of Washington, Oregon and Idaho. This organization will be known as the Northwestern Popmatic Company.

Vending Op Uses Seasonal Candy

DETROIT, Nov. 27.—J. S. Rennie, Detroit operator, who specializes in various types of vending machines, is a believer in the sound merchandising principle of adapting the goods he is selling in his machines according to the seasonal demand. His business is based on several years of experience, and about a year ago A. D. Garfield joined him as partner, continuing the business under Rennie's name, however.

The company operates Hershey candy venders of the selective type and single stack gum venders, as well as a few other machines. The ideas back of the system were explained this week by Garfield, who said:

"Variation on the Hershey machines is what keeps the business going in the summer time. We use a Dairy-Maid candy in the summer, especially on the penny venders. At this season the straight chocolate bars cannot be used, of course, and a good variation must be found instead.

"Factory locations are undoubtedly

the best for this type of machine today. A curious thing is that the diffier the factories are the better the candies seem to sell. Men working around oil, for instance, are big consumers of these products.

"Where women are working in the shop gum usually goes very well indeed. Altho our very best gum location is a small stamping shop employing only men. Right now is the best season of the year for the vending field in general. The colder the weather gets the more people seem to eat and to buy from the machines."

Four-in-One Gets Belgium Order

DETROIT, Nov. 27.—American vending machines are continuing to go to the far corners of the earth, as witnessed by the experience of the Four-in-One Manufacturing Company here this past week. An order for their four-unit vender was received and filled for a firm in Belgium during the week.

However, even more surprising was an inquiry that is expected to result in a definite order from a firm clear on the other side of the world, in India. This inquiry, incidentally, was received in response to advertising published in *The Billboard*. The two partners in the company, Ben N. Osher and Saul E. Gordon, had a friendly dispute during the week on which one should make the trip out to see the customer after establishing the policy of "personal contact" for their trade.

Osher was away again this week on a trip thru Ohio and Pennsylvania cities, planning to return for the week-end, after which he will again go out to New York and other Eastern States.

Detroit

DETROIT, Nov. 27.—The Teeghman Bros. Company, which operates a wide variety of venders in this city, is strictly a family business. At the head of the business is Henry K. Teeghman, who is general manager, while his two sons, Robert and Burt, take care of the details of the biz.

Louis A. Colen, who operates the Commercial Automatic Vending Sales Company, announced that David Price has left the company and moved to Newark, N. J.

Morris Davis and Morris Halperin, owners of the Michigan Vending Corporation, are active organizers of the

series of hikes for Detroiters being sponsored by *The Detroit News*. They also run the Davis and Halperin Shoe Store, and in their "spare time" they have grown to be one of the city's largest operators of cigaret venders.

American Dispensing Company is installing new production equipment in its plant here and will be ready to increase production on its soap vender in a few days, according to W. C. Thompson, of the Amdisco Sales Corporation, who will handle national sales of the vender.

Thomas Agney, local operator, is enlarging his operating activities. He placed a sizable order for cigaret venders with National Venders, Inc., during the past week.

5/8" BALL GUM ASSORTED—FACTORY FRESH

Per Case \$10.95 10,000 Balls TRANSPORTATION PAID

CASH WITH ORDER, NO C.O.D.

PEANUT & GUM VENDING MACHINES

NEW, DIRECT FROM FACTORY

Only \$2.40 and up

Over 60,000 Sold Write for Full Information Today

ROY TORR

2047A—So. 68th Street, Philadelphia, Pa.

DUO-VEND

THE OPERATORS' CHOICE

2—Compartments—Will vend all kinds of nuts and candies together with toy-mix. Removable merchandise compartment. Finished in a beautiful red with black trim.



DISTRIBUTORS-JOBBERs and ROUTE MEN

Write for Details.
 10 Venders—Capacity 10 lbs.
 Size—18" High, 7" x 8".
 Rejects Tax Tokens.
 Shipping Weight, 24 lbs.
 PRICE ON APPLICATION.

DUO-VEND SERVICE CORPORATION
 35 East Wacker Drive, CHICAGO.

SELL MORE with SEL-MOR

THE GREATEST TOY VENDOR MADE!



Designed Especially for TOYS, CHARMS!
 Make yourself Big Steady Year Round PROFIT! Install a route of SEL-MOR TOY VENDORS! SEL-MORS out-sell all others. Preferred by the more swanky spots. Crinkled Chinese Red Baked Enamel Base, tamper-proof lock, chromium trimmings. 5 lb. capacity.

VENDS EVERYTHING Nuts, Hard Candy, Toys! Save—buy from our Factory! Guaranteed 5 years. Start YOUR SEL-MOR route NOW. Order today.

Write for Operators' Special Prices.

STAR MFG. & SALES CO.
 3902-09 Wayne Ave., Kansas City, Mo.



BIG - BEAUTIFUL Highly Polished Aluminum, baked on satin finish. Best buy on the market. Money back if not satisfied.

PRICE: \$3.50 with 3-Lb. Bowl. \$4.00 with 5-Lb. Bowl. Sample, 50c Extra for Postage. Write for Quantity Prices. 25¢ With Order.

LITTLE NUT VENDOR CO., Lansing, Michigan



OVERSEAS VISITORS at Bally Manufacturing Company plant. Left to right: H. C. Wilkens, Dick Scott, Al Adickes, of Scott, Adickes & Company, Ltd., London; Harold Howell, National Carloading Corporation, Chicago. The Londoners are interested in Bally's "New Trend" games.

How To Get Best Cig Vending Spots

Here is a pretty good stunt employed by an operator in order to get a desirable location which had been solicited by practically every operator in town.

It concerns a fine eating place in the heart of a busy city which everyone knew sold a good quantity of cigars. No one had been able to get to first base in his efforts to procure this location. Finally an alert operator hit upon an unusual angle which he felt would be interesting to the proprietor of this restaurant.

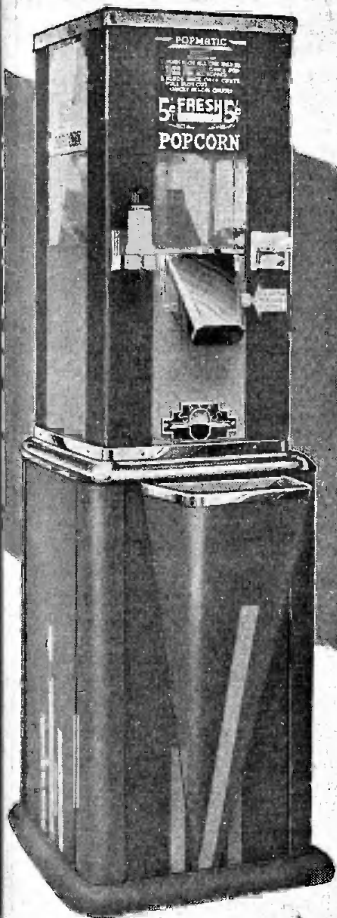
About three doors away from the location in question was a very busy bowling alley which received the patronage of practically every bowling team in town. This operator, who had his cigaret machine in this busy location, figured that this could be the medium by which he could interest the restaurant owner. He sold him the idea of having his special book matches placed in the cigaret machine in the bowling alley. Thus the restaurant owner would receive the benefit of advertising his restaurant to the many bowlers who were in town practically every night. This proved to be "the straw that broke the camel's back," inasmuch as no other unusual offering would interest the restaurant proprietor. You, too, can probably secure additional business by offering to advertise the establishments of restaurant owners and barroom owners in machines in similar locations which would not object to matches publicizing an eating or drinking place.—Rowe-grain.

**NEW
YES!
but 3
years old
and
FULLY
PATENTED**

Sunflower Launches First Sales Drive

NEW YORK, Nov. 27.—With Louis Goldberg as managing director and Harry Krain as president, the Sunflower Vending Machine Corporation is launching its first sales drive on bulk-type venders and other merchandisers. The firm also plans to feature in the drive toys, charms, gum, candies, nuts and all the other kinds of supplies with which they have been furnishing the trade here during the past 15 years.

"We feel that the market for merchandising equipment is coming back stronger than ever," stated Goldberg, "and we are in a position to satisfy all demands for this type of operation. Our 15 years of experience in this field has equipped us with a priceless knowledge of both vending machines and the type of products that will attract the public. We have a fine reputation for fine equipment and high quality merchandise in this territory. Now we intend expanding and are making arrangements to sell our machines and merchandise to operators everywhere in the country at reasonable prices."



M. M. MARQUIS, head of the Markepp Company, steps lively during the rehearsal of a play in which he is appearing in Cleveland.

No need to INVESTIGATE if you INVEST in **POPMATIC**

Trade Mark Registered U S Pat. Off.

FIRST AND BEST . . . LEADER AND PIONEER

POPMATIC is not an imitation - it's the **original** automatic corn popper and vending machine - the result of more than three years of development and testing . . .

Fully patented features - housed in an attractive modernistically designed cabinet - insure simplified, positive operation . . . POPMATIC is past the experimental stage - it is proving profitable in hundreds of locations, . . . POPMATIC offers a steady, legitimate business for someone in every town in the United States. Write, wire or phone **today** for details and prices!



Typical locations include: Taverns, Theatre Lobbies



Drug Stores, City Garages, Railway Stations, Bus Stations



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CABLE TRIPPE *Price Plus Guaranteed Satisfaction* **SLOT MACHINE BARGAINS** *Always A SQUARE DEAL WITH IDEAL*

Every Machine Reconditioned, Buffed and Refinished

Caille Dictator (5c)	\$22.50	Watling Twin J.P. Front Vender (5c)	\$17.50
Jennings Bell, D.J.P. (25c)	25.00	Jennings Little Duchess (1c)	14.50
Jennings Chief S.J.P. Mystery Bell (5c)	45.00	Watling Twin J.P. Bell (1c)	17.50
Jennings Escalator, D.J.P., F.V. (5c)	22.50	Mills Skyscraper Mystery Bell (5c)	27.50
Jennings Little Duke, S.J.P. (1c)	11.50	Watling S.J.P. Front Vender (5c)	17.50
Jennings Tripl J.P. Bell (5c)	25.00	Mills Eagle Front, D.J.P. Escalator (10c)	31.50
Jennings Bell, S.J.P. (10c)	12.50	Mills Eagle Front (25c)	31.50
Jennings Tripl J.P. Bell (10c)	25.00	Jennings Little Duchess (5c)	12.50
Mills Blue Front, S.J.P. (5c)	62.50	Mills Skyscraper, D.J.P. Side Vender (5c)	25.00
Mills Blue Front, D.J.P. (5c)	47.50	Mills S.J.P. Bell (25c)	12.50
Mills D.J.P., F.V. Mystery (5c)	22.50	Mills S.J.P. Front Vender (5c)	12.50
Mills Eagle Front, D.J.P. (5c)	27.50	Jennings S.J.P. Front Vender (5c)	10.00
Mills Extraordinary, D.J.P. Bell (5c)	39.50	Mills Dial (5c)	17.50
Mills Front Vender, D.J.P. (5c)	22.50	Jennings Little Duchess, F.V. (5c)	12.50
Mills Front Vender, D.J.P. (Escalator) (5c)	17.50	Mills Blue Front, S.J.P. (10c)	62.50
Mills Futurity Mystery Bell, D.J.P. (5c)	69.50	Jennings Today Vender, No Jackpot (5c)	5.00
Mills Q. T. Bell (Blue Model) (5c)	25.00	Caille Doughboy (5c)	19.50
Mills Q. T. Bell (Blue Model) (1c)	29.50	Jennings D.J.P. Bell (25c)	22.50
Mills Q. T. Bell (Orange) (5c)	39.50	Darby Race Horse (Counter Auto.) (5c)	12.50
Mills Q. T. Bell (Orange) (10c)	39.50	Reliance Dice (5c)	17.50
Mills Q. T. Bell (Green) (1c)	35.00	Mills Blue Front, D.J.P. Side Vender (5c)	45.00
Mills Q. T. (Green Model) (5c)	39.50	Mills Front Vender (No Jackpot)	6.50
Mills S.J.P. Bell (10c)	10.00	Watling Twin J.P. Bell (5c) (Large I. Pots)	16.50
Mills S.J.P. Side Vender (5c)	10.00	Jennings Victoria, S.J.P. (5c)	12.50
Mills Skyscraper, D.J.P. (5c)	25.00	Watling Twin J.P. Bell (10c)	17.50
Mills Tiger Front, D.J.P. Bell (5c)	25.00	Mills Junior Silent (1c)	15.00
Pace Bantam, S.J.P. (10c)	12.50	Pace D.J.P. Front Vender (5c)	15.00
Pace Bantam, S.J.P. (5c)	12.50	Jennings Club Vender (1c)	17.50
Pace Bell, S.J.P. (25c)	12.50	Mills Golf Ball Venders (25c), Floor Samples	155.00
Pace Comet, D.J.P. Bell (5c)	32.50		
Watling Rol-A-Top, D.J.P. Bell (5c)	37.50		
Watling S.J.P. Bell (5c)	15.00		
Watling J.P. Bell (25c)	17.50		
Watling Twin J.P. Bell (5c)	17.50		

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IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS MO.

U-Pop-It Grows in Favor With Trade

CHICAGO, Nov. 27.—Reports coming from the offices of Ranel, Inc., manufacturer of the U-Pop-It automatic corn-popping and vending machine, indicate that the U-Pop-It machine is being greeted with great enthusiasm the country over. A. S. Douglas, president of Ranel, confirmed these reports, saying: "Once in the lifetime of every individual a sure-fire hit comes along. Alert men with business acumen recognize such an opportunity immediately and take quick action to get the most out of it. For example, I remember about 25 years ago when the vacuum cleaner first appeared. It was readily accepted as a remarkable innovation and some men made their fortunes with it. But others decided to wait and have regretted it ever since."

"We at Ranel deem ourselves especially fortunate in being able to manufacture a machine which is quickly establishing a new business with financial security and future happiness for operators the country over. The U-Pop-It automatic corn-popping and vending machine is a legitimate operator's enterprise, designed to build a permanent and steadily increasing income for the operator in a progressive and dependable manner. Think of the appetizing appeal of aromatic and delicious piping hot pop corn delivered to the customer in a minute in a clean, sanitary and wholesome manner! And the added thrill of watching his own corn pop right before his eyes."

"Locations for the placement of U-Pop-It are unlimited—there are literally hundreds of thousands of them. However, operators must keep in mind that the early bird gets the worm and that the operator who orders U-Pop-It first is a step ahead. Actually location owners are impatiently awaiting operators with U-Pop-It machines, since the U-Pop-It vender has tremendous possibilities as a business stimulator. Also the flash and beauty of the glistening U-Pop-It finish enhances the appearance of a location. "But convenience for the operator has been the thought uppermost in our

minds. To this end we have what we believe to be the most flawless mechanism in the U-Pop-It vender ever seen in the coin machine industry. The most exhaustive location tests have definitely proved U-Pop-It to be dependable in every way and a consistent profit maker."

Toy Venders Have Big Season in Southwest

DALLAS, Nov. 27.—With the advent of cooler weather the toy and charm venders are enjoying a nice business in the Southwest. M. Brodie Company reports its Hi-Low toy pack sales higher than ever. The number of toy venders has doubled in the last few months, they state. Many peanut operators are adding routes of charm machines. Many new operators are starting in the toy vending field also.

A new plan started by M. Brodie Company in connection with its Hi-Low toy packs is a Spel-a-Gram contest. Thru

AMERICAN SALES CORPORATION
CHICAGO, ILL.
950 WRIGHTWOOD AVE.,
OPERATORS!
FATTEN your winter b. r. by giving your locations the kind of games that bring repeat play. We have 'em! You can have 'em, too, on our convenient Extended Credit Plan which has helped hundreds of ops to success. YOU CAN'T GO WRONG!
WRITE FOR CREDIT!
Lee J. Jones
P. S.—Conventioners, come up and see us.

Cigaret Output Hits New Peak

WASHINGTON, D. C., Nov. 27.—Production of small cigarettes in October was the highest for the month on record, according to figures released by the United States Bureau of Internal Revenue.

Total output, based on sales of tax stamps, was 13,892,142,613 small cigarettes, compared with 13,203,851,027 in October, 1936. Last month's total, however, was below the figure of 14,853,803,420 for September this year.

There were 17,897,560 small cigars produced in October, compared with 17,140,080 in the same 1936 month, while output of large cigarettes amounted to 308,870, against 177,900 in October last year.

Popmatic's PopCorn Praised by Execs

ST. LOUIS, Nov. 27.—The pop corn has long been a favorite confection of the American people, the pop corn put out by Popmatic is truly fit to be crowned king over all other varieties, maintain officials of the Popmatic Manufacturing Company.

"The instant success of the new Popmatic automatic corn popper and vending machine," officials stated, "is due as much to the superlative quality of the corn it pops as to the sturdiness and dependability of the machine itself. There is no doubt that our patented popping process has a lot to do with the tenderness of our corn, for each tiny cell is exploded into a mammoth grain that is tender and fluffy. It certainly has grandmother's old iron skillet beat a mile.

"There's nothing more truly American than pop corn," they concluded. "It's been a stand-by for at least 200 years, and probably was known to the Indians long before that. Maybe the Aztecs had a word for it, but in coin machine lingo the only name for it is 'Popmatic.'"

the use of tokens in the toy packs many valuable premiums will be given away. There will be radios, watches, bicycles, footballs, merchandise orders and many others. This contest, it is believed, will stimulate the toy and charm venders of the Southwest even more during the winter season.

Moloney Message Excites Industry

CHICAGO, Nov. 27.—"Looks as if the 'New Trend' is what the trade wants," replied Ray Moloney, president of Bally Manufacturing Company, when questioned about the response to his Thanksgiving message published in the November 27 issue of *The Billboard*. "Wires and phone calls," Ray continued, "began to come in within 24 hours after the message went to press, and we are still being flooded with inquiries from operators, jobbers and distributors demanding more information on our 'New Trend' machines."

The Thanksgiving message, after pointing out that the operators' dilemma has been a choice between the type of equipment which provides comfortable security but comparatively small profits . . . and equipment which piles those profits on the shifting sands of local approval," stated that, in addition to new machines of the type being manufactured at present, Bally would soon "offer a complete and varied line of 'middle-road' machines . . . at prices which will enable operators whose capital has been depleted by adverse conditions to 'get going' again with a minimum investment."

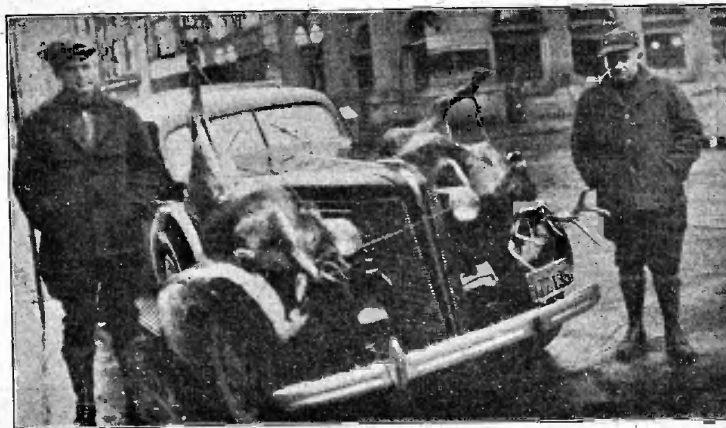
The "New Trend" machines are described as "legal in the strictest sense of the word . . . with emphasis on amusement . . . and radically different in appeal and in appearance" and it is forecast that machines of this type "will create a new spirit of confidence and courage . . . inspire a new friendly attitude on the part of public officials . . . attract new patronage . . . and provide operators with a new opportunity to earn substantial profits without fear of restrictions."

Big Camera Deal Is Consummated

NEW YORK, Nov. 26.—One of the biggest merchandise deals ever consummated, involving cameras with a retail value of \$1,500,000, was closed last week by Master Distributing Corporation and General Moviematic Camera, Inc. Deal gives Master Distributing Corporation exclusive distribution thru salesboard channels for the New Improved Moviematic 3-in-1 Camera and firm expects to move 85,000 cameras in the next 12 months. Camera retails for \$17.50.

General Moviematic Camera, Inc. succeeded the original producers of the Moviematic Camera as new owners. In taking over the patents they mechanically improved the camera, a 3-in-1 instrument that takes Candid Snapshots, 16MM Movies for home projection and for Moviebooks, actual motion pictures printed in book form which produces a moving picture when thumbed. Camera is of all-steel construction, rustproof precision parts thruout, equipped with a high-speed lens and has a shutter speed of 1/32 of a second. It is guaranteed for life.

Master Distributing Corporation has made wonderful progress in the last few months in the salesboard market and is giving every indication of becoming an increasingly important factor in this field. Al Lockyer, Murray Potruch and Harry Jacobs, of this firm, are enthusiastic over their new tie-up and expect their Moviematic Deal to be a sensation! In addition to the Moviematic Deal company also has deals on the Canary-Klock, Strip Tease Highball Glasses, Timepack and Electric Shavers.



BOB BLEEKMAN (right) and Larry Cooper, manager and service engineer respectively of the Chicago district for the Wurlitzer Company, photographed at Manistee, Mich., with the two eight-point buck deer they bagged on the opening day of Michigan's hunting season.

NEW IN ORIGINAL CRATES

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**Hearing on Pinball Case
Long Pending in Oregon**

Operator bases plea on 1935 State license law—case is result of long and bitter crusade—slot machines may complicate pinball status

SALEM, Ore., Nov. 27.—The first test case in the long-fought pinball scrap to determine the legality of operating pinball games thruout the State of Oregon came before the State Supreme Court November 17 in the State's appeal from a Polk County ruling which held that C. C. Coats, Independence, Ore., pinball operator, was innocent of operating a lottery. Attorneys for Coats argued that the 1935 law which authorized cities and counties to license pinball games repealed a 1901 law against such devices. Coats, however, is also charged with operating slot machines, which may complicate his defense.

The State argued that the 1901 law is still effective and that the 1935 licensing statute is unconstitutional. Attorneys for the State contended that "the pinball business is a widespread pestilence in Oregon and the United States. It is impossible for a person to enter the ordinary places of business in the communities that allow pinball games without being affected by the pestilence. It seems clear that if business and our everyday merchants have come to the place where they must rely upon such questionable devices as this to secure business, then business is certainly in a bad state of affairs."

Coats' brief stated that "the Legislature certainly had the power to authorize the license of a pinball game involving an element of skill, and this same power carried with it the power to put the pinball game into a class by itself; to make a distinction between the pinball game and the slot machine."

This case has been bounced around from one court to another in Oregon to the end that while at least two circuit judges have held the devices to be lotteries, others have granted them legality or have allowed them operation under restraining orders. To date pinball games are operating in 32 of Oregon's 36 counties, and the State Supreme Court test of the case has aroused much interest. At the first hearing all seven Supreme Court justices were in attendance and heard the arguments.

Since the pinball battle became the popular topic of conversation in the State dart games, slot machines, motion picture Bank Nights and nearly every sort of game involving chance and skill have been included under the one title "pinball."

First squawks against the machines originated in Portland in 1934, but city commissioners did not sponsor action until February, 1935, when a city ordinance was considered which would prohibit minors from playing such devices even tho there is no charge. This ordinance did not become effective and was later junked in favor of a more drastic measure adopted in January, 1937, following a Circuit Court decision declaring them violations of State laws.

**Gottlieb Launches
Two New Hit Games**

CHICAGO, Nov. 27.—Two brand-new games this week rolled off the production line at D. Gottlieb & Company, destined, the firm reports, to make history. One is Horse Shoes, a one-ball racing payout, and the other is High Card, a de luxe console. Both are said to be unique in features and built around great hit ideas.

"Horse Shoes," said Dave Gottlieb in explanation, "is the 1938 version of the two greatest racing favorites of all time, Derby Day and Dally Races. For a long time requests have been pouring in to us from the trade for a game that combines the outstanding features of these two great hits with the newest features of today. Horse Shoes not only supplies the answer to these requests but the sensationally low price we have achieved has given operators and jobbers a genuine surprise."

This game, the company revealed, has a giant 24-inch square light-up back panel. It is equipped with their mystery single slot, which brings up from two to seven horses or Field or Dally Double

at each play, as well as odds, all of which light up on the giant back panel. Payouts are for win, place, show, fourth, Field or Dally Double. Odds are 4-1 to 40-1 on the winning horses, 40-1 on Field or Dally Double. Mechanically the game is said to be built along new lines, highly simplified and precision engineered. It is fitted with new oversize power pack. Cabinet is finished in silver-flaked sky blue, with red and black decorations.

High Card Console, the other new introduction, presents an exciting card play in a rich modernistic de luxe console. It is equipped with the new Gottlieb foolproof multiple nine-coin head, whereby up to nine card selections can be played at once by one to nine players. Payouts for winning cards are according to suits in the following order: spades, hearts, clubs, diamonds. Odds are 4-1 to 40-1. Payouts for Deuces Wild and Joker, either of which can only be won when all nine selections are played, are 20-1. The game is also equipped with cycle arrestor, third dimensional back panel and all the rich appointments of the Gottlieb de luxe consoles.

"In both these new games," said Gottlieb further, "we feel certain that we have accomplished just what the trade has been asking for. Horse Shoes provides them with an outstanding game of proven features at a sensationally low price; in High Card Console they are getting the very utmost in modern

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NEW**



JOBBER WANTED

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styling and mass earning power that it is possible to build. Distributors who have inspected these games acclaim them great hits. Location tests showed amazing results, both in the marvelous performance of the machines and in their fascinating appeal to players. All in all they are two games that show every indication of going to town in a big way."

**Exhibit Reports
Big Production**

CHICAGO, Nov. 27.—Exhibit Supply Company officials said the best news from their plant this week was the heavy production output that has been going right ahead recently. "All this while we are also whipping new ideas into shape," said Perc Smith, who counts his years in the coin machine business now like a hillbilly makes notches on his gun.

Smith says that the Exhibit line has been developed to offer a wide list of machines, ranging from diggers to small counter machines, so that any operator can "find what he wants with our firm. But it is not our idea to tell an operator how to run his business. If an operator wants to specialize in some high-grade machine, we can offer him consoles, diggers and other machines which will make a business for anybody. If an operator wants to diversify and have something for all types of locations and for the ups and downs of operating, we have something to offer that operator too. The operator can make his own choice of how he wants to do business, and then come to us for good machines."

Exhibit stresses its work in developing a low-priced console as one of the important contributions to the operating business today. Whatever may be the problems for operators, officials say, they can use consoles to good advantage and especially when a modern console can be had on such a small investment. Shoot-the-Moon is the newest console addition to the Exhibit line and it offers additional features, following the other well-known Exhibit console. Counter games, too, will be increased since Exhibit officials say operators will have need for increasing quantities of such types.



ST. LOUIS OPERATORS talk over local conditions with O. D. Jennings, president of the O. D. Jennings Company, at a recent luncheon in a prominent St. Louis hotel.



TABLE TYPE CONSOLE

Now in stock ready for shipment. FLASHER is available with either Race Horse or Bell Fruit Symbols, 5c, 10c or 25c play, and if so desired, with Milco Checks. We also carry in stock all new Mills slot machines, such as the Melon Ball and Vendor, Cherry Bell and Vendor; all latest Novelty Games, One-Ball Automatic Games, Consoles and Phonographs. **WHY DELAY? PHONE, WIRE OR WRITE FOR OUR ROCKBOTTOM PRICES TODAY.**

CLOSING OUT AT GIVE-AWAY PRICES APPROXIMATELY 750 ONE-BALL AUTOMATICS—FURNISHED EITHER WITH OR WITHOUT CHECK SEPARATORS.

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SLOT BARGAINS—AUTOMATIC PHONOGRAPHS

We also have on hand a large assortment of thoroughly reconditioned Slot Machines and Automatic Phonographs. Write for our complete list of Used Equipment.



A complete stock of accessories for all standard makes of machines carried on hand, thus insuring prompt delivery on all parts orders.

WRITE NOW FOR COMPLETE LIST OF ALL MACHINES. SAVE MONEY WITH VEMCO!

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Orig. Crates Mazuma \$ 27.50	Flasher, New 132.50	Classing, New 45.50	Racing Form, New 59.50
Track Odds 190.00	Track Time, F. S. \$190.00	Used Consoles 125.00	Challenging Domino 120.00
Ball Tails 120.00	Silver Bell 125.00	Fag Track 105.00	Ray's Track, 4000 100.00
Dominio 90.00	Favorite 75.00	De Luxe Bell 62.50	Coronation 62.50
Rosemont 62.50	Chucklets 60.00	They're Off (New) 32.50	Slots 225.00
A. C. Slot, 25c Play \$145.00	Galle Console (New) 125.00	Chief Console 90.00	Blue Fronts—390000 47.50
Yellow Front—373378 45.00	Auto Punch, F. S. 20.00	World Series 225.00	

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SLOT BARGAINS

160 BLUE FRONTS, 5-10-25c PLAY \$40.00
All late serials, light cabinets and cannot be told from new.
40 Jennings Chiefs, 10-25c Play \$36.50
10 Keeney's Track Time, Used One Week \$155.00

100 Late One-Ball Pay-Outs at Give-Away Prices. Write for List.

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Gensburg Secretive About New Creation

CHICAGO, Nov. 27.—"It's coming soon. No, I can't say just when, but it won't be long now. Yes, definitely before Christmas. But I can't say for sure." These are typical answers that Dave Gensburg, official of Genco, Inc., is reported to be giving to questions about Cargo, Genco's new game.

Gensburg has been exceptionally mysterious about Cargo in spite of the fact that he is so extremely enthused over the prospect of its setting a new peak in sales. The only definite information that Gensburg has disclosed to date is the fact that the game will incorporate some new mechanical and playing-field features that will raise player appeal to excitement pitch.

As Gensburg put it: "Genco has built its enviable reputation on two main factors. One, the use of the finest materials in extremely well-built games, and, two, an unusual playing theme that contributes so greatly to the success of the game. The combination of these two factors, plus the use of all the engineering skill at our command, promises to make Cargo one of the year's outstanding games."

Monarch Features Bags of Gold Deal

CHICAGO, Nov. 27.—Roy Bazelon, head of the Monarch Coin Machine Company announces that his organization has taken on the distributorship for a new trade-stimulating counter deal called Bags of Gold. "On the assumption that operators are thoroly sold on the set-up card and jar deals, we are pleased to offer Bags of Gold," said Bazelon. "It is an unusual deal in point of set-up and appearance. The highly attractive bags of gold, from which the deal receives its name.

"This deal is unusual," he continued, "in that it features a handsome conveniently sized box rather than a jar from which players draw their tickets. The special attraction is the \$50 top award which operators already find a strong factor in the success of the deal on hundreds of locations."

Bazelon also reports that his new and used game departments are experiencing a highly satisfactory season in view of the fact that the large Monarch quarters contain not only a complete stock of equipment but a highly efficient workshop in which machines are thoroly reconditioned.

Young Londoner Visiting Trade

CHICAGO, Nov. 27.—Before the week had come to an end, Genco, Inc., hastened to announce that H. Seener and his firm had been appointed to handle the full Genco line abroad. H. Seener is the director of the Coin Amusement Machine Supply Company, Ltd., of London, with Alfred Cohen also well known in the States for several days and has been "seeing America" as well as making personal contacts with manufacturing and distributing firms. A young fellow, he brings to the American trade the cheering news that conditions in the coin machine field are getting better in Britain.

Chicago firms were loud in their praise of the quantities of machines that Seener's firm is handling for them. Seener explains it by saying that his firm "has taken the more progressive view of the times and are adapting their selling methods to conditions as they are. It is too easy to continue in the path of a few years ago, when conditions in Europe are changing as they do in America. The American trade has shown that it can change as conditions change and for that reason it keeps going forward."

"We have problems in Britain pretty much as you do in the States," Seener continued. "In fact, we can take your editorials and articles in *The Billboard*, change the names in a few places and they will apply to our trade just as well. While there has been a pinch, I am glad to say that the games business is improving. It is to be novelty games and we may have trouble again if somebody tries to go too far. We know what the police will permit and it is best to stick to that."

"The cigaret is our big help in the way

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BUCKLEY SEVEN BELLS AND TRACK ODDS \$150.00
GUARANTEED RECONDITIONED GAMES:
CAROMS, WINNERS, FLOCKERS... \$27.50
RED DAILY RACES CLASSICS... \$22.50
WILLIS DEWEYS JOCKEY CLUBS... \$37.50
CHUCKALLETES... \$5.00
RAVE TRACKS... \$5.00
PACE RACES... \$5.00
Wire Third Deposit. Immediate Shipment.

UNITED AMUSEMENT CO.

310 Alamo Street, San Antonio, Tex.

of prizes. The government does not frown on cigarets and the players like the idea. So it is cigarets and novelty games with us. It all helps, you know. Sportlands are also helping the games business in England. These places have a variety of machines and are really proving our best customers."

Reminded that American manufacturers had been severely critical of sportlands in America because they held on to old games too long, Seener said that sportlands in England seemed to want new games and were really taking a large portion of the pinball games today. Sportland operators felt they must have the new games to get the play, he said. Seener said his firm is buying all the good used games they could get in America and that he spent 10 days in New York to see what the distributing firms had there. He said that his firm is eliminating the older games in England by breaking up many taken in trade. In addition to buying used games in America, his firm also is looking for the newest games that will comply with British regulations for novelty games.

SEATTLE, Nov. 27.—Penny parking thru installation of 1,600 parking meter machines in this city is the plan urged upon the city council. A new-type machine to cost the motorist 1 cent for each 10 minutes up to an hour is being advocated for a 90-day tryout, as numbers 5 and 10-cent parking meter plans were investigated.

Jimmy Johnson Offers Free Game Idea to Protect Op's Earnings

(By the Previator)

The man who popularized one-ball automatics promises to score again. It is Jimmy Johnson, head of Western Equipment and Supply Company, of Chicago. This time Johnson and his institution have designed and perfected a free-game type of amusement table which they expect to achieve even greater popularity than the Western Put 'n' Take machine. In brief, the new game has territory developing, earning capacity and protective features for the operator that promise to go far in re-establishing operator confidence in the soundness and permanency of the amusement games industry.

To operators seeking a machine that will permit the compliance with territory requirements, the new Free Game machine is being heartily recommended by the maker. To get an accurate preview of the game and its many potentialities, Jimmy himself will relate the full story, as follows:

"You can tell the boys," he said, "that we've got another sensation. In my judgment, Western's Free Game type of table is the answer to the operator's prayer. It's a game that will do things. A game that will enable the operator to go on again. A game that is more than 18 months in the making. Tried and proven. Fully patented. An amusement machine that offers the operator money-making opportunity unequalled in the history of the coin-machine industry. I feel very proud that my institution has created something that will enable the operator to re-establish himself.

The first Free Game released," Jimmy went on to say, "will be known as Ak-Sar-Ben Free Game. I've made this decision for the reason that Ak-Sar-Ben is Western's newest one-ball automatic game and the finest game we have ever made. By incorporating the same tried and proven features of this table in the construction of the first Free Game I am offering the trade a table chock-full of player appeal, together with a pay-out percentage as perfect as years of experience can obtain.

"Ak-Sar-Ben Free Game will be made in the de luxe one-ball type cabinet offering a full-size playing surface. This is done because only on the de luxe-size playing field can we give the player the ball action expected and demanded. The backboard, too, will be identical. The same brilliant coloring and flash so popular in Ak-Sar-Ben automatic will be embodied in the construction of the first Free Game table. Mystery coin chute, variable odds along with first, second, third and purse awards will be offered. As a matter of fact, Ak-Sar-Ben Free Game will be identical to the automatic model in appearance, in appeal, in performance and in its capacity to get the money. The pay-out assembly is the only unit omitted in the construction of Ak-Sar-Ben Free Game.

"In designing this table," Jimmy continued, "Western engineers have prepared for every operating contingency. Ak-Sar-Ben Free Game can be used for one, two or five-ball operation. If played with two or five balls a Skill Hole entraps the extra balls. Just one ball actually figures in the play and determines the skill or success of the player. Thus this flexible feature permits operators introducing Ak-Sar-Ben Free Game to successfully meet every legal requirement of their territory. Nothing has been overlooked in making this table a game that will fulfill every requisite of the locality in which it is placed.

"On the backboard," Jimmy pointed out, "you will note we have visibly located the Free Game totals. Every winning award of the skilled player is instantly posted in the space provided. This totalizing unit adds and subtracts, it keeps a visible and accurate score of every winning award. For illustration purposes, let's say the score is zero and the player has 10 nickels. On the first play a winning award of two free games is hit. Instantaneously the figure two appears in the illuminated space provided. Then the player inserts the second, third and fourth nickels without results. On the fifth play another hit is made and this time the award is four. Again the totalizer goes to work and almost instantly the free-game total shows six. The next five plays are without result. The supply of nickels is exhausted. The player seeks additional

amusement. The free games now may be enjoyed. Directly alongside the coin chute is a small free-play take-off switch. The player snaps the switch. This permits the chute to be pushed in without a coin. The ball or balls are again released for action. The totalizer works. The number of free games shown changes from six to five. If another winning award is made by the player on a free play, then, as I described, the totalizer continues to do its job. The player (also the location) knows at all times the total free games if any his skill has achieved.

"Now here's another feature we have provided," Jimmy went on to say. "Just suppose a player has accumulated a total of 18 free games. He has resolved to discontinue playing when the total reaches 20. Hence he may continue to insert nickels without changing the totalizer. When he gains his objective he calls the merchant and then, territory conditions permitting, the cash award is made by the location. Thus we see Ak-Sar-Ben Free Game can be operated in a manner that will appeal to the player and merchant alike. Its flexibility of operation is certain to enhance its popularity.

"And get this, too, Western has equipped this table with a take-off button which enables the location to clear the totalizer after every period of play. This button is under cover, or should I say concealed. A visible counter is connected with this button.

"Each time the button is pressed the totalizer works. Thus the total free-game score is cleared. At the same time each take-off is registered on the visible counter. Thus the location owner sees the counter making a permanent record of every free game he has cashed for the player. Hence the operator and merchant have no difficulty in checking up. The location owner sees at a glance that the counter is recording one each time the button is pressed and the totalizer score is reduced. The operator knows the counter is setting up an accurate record of every play. Fraud and padded slips are avoided. The merchant and operator alike enjoy a happy and profitable business connection.

"We propose to allot the sale and distribution of Ak-Sar-Ben Free Game on a more or less exclusive basis," said Jimmy, "and to work hand in hand with operators who have the vision and foresight to really appreciate the operating and money-making possibilities this game offers. The sooner we hear from interested users the quicker we'll be able to enter into a profitable understanding with these operators. I firmly believe the operating principle of this Free Game table will permit its use almost everywhere, and I know for a fact that where tables of the strictly novelty type are in use Ak-Sar-Ben Free Game, with its appeal, its tried and proven mechanism, its protective features and its legal standing, will be accepted and approved. I know, too, that this table has that certain something so necessary in money-making coin-operated devices.

"Smart operators, especially those seeking something new and different, will welcome this game with open arms," concluded Jimmy.

Jennings Talks to Ops in 3 Centers

CHICAGO, Nov. 27.—Recently O. D. Jennings, president of O. D. Jennings & Company, accompanied by B. T. Perkins, sales manager, of the coin-machine division, and several Jennings field representatives, was host to groups of operators in Memphis, St. Louis and Nashville. Many operators were glad to meet the big boss of O. D. Jennings & Company and appreciated the opportunity of sitting in at the "round table" discussions.

The purpose of these get-togethers was to exchange ideas and consider ways and means for the advancement of the operation of coin-controlled devices, it was stated. Mr. Jennings is well qualified to lend assistance and offer practical suggestions, having been identified with the coin-machine business for the past 42 years. His experience embraces operating, selling and manufacturing. Naturally, during this period of time he has been thru good times and bad times. Many principles which are now considered an integral part of the business

New-Diamond Bell



NOTE THE NEW DIAMOND POT 3 BIG JACK POTS

The Diamond Jack Pot is not a dummy to fool the players, they really can win the contents of the Diamond Pot when the 3 proper symbols line up on the reels, just an extra reward for the player to shoot at. In other words he knows he can win the Diamond Jack Pot or one of the regular Jack Pots. 2 Jack Pots the public can really win has long been the dream of the smart operator.

It is equipped with all the good features of our famous Cherry Bell and Rol-A-Top combined.

Built in the following payouts:

3-10-14-18-20 AND THE JACK POT

3-5-10-14-18-20 AND THE JACK POT

Please advise what payout you want when ordering. The Diamond Jack Pot holds approximately \$7.00. Built in 1c-5c-10c-25c and 50c play. Built in the Straight Bell, as herewith shown, and is also built in the Front Vender Model.

Write for circulars and prices

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WATLING MANUFACTURING CO.

4640-4660 W. Fulton St., Chicago, Ill.

Est. 1889—Tel., Columbus 2770

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were originated, and successfully promoted and developed by him, notably the use of gum and mints in connection with check machines, also the successful use of the tell-in-advance feature, it is claimed.

"The present low ebb of coin-machine operation undeniably is due in a great measure to the use of machines and devices which do not give the player his money's worth," Mr. Jennings said. "We have always advocated liberal machines. Obviously, such machines are more popular with the players and do not incur public disapproval, which, after all, dictates whether or not certain types of coin-operated machines will be tolerated."

Mr. Jennings' recommendation to the present-day operator suggests a right

about face and met with the hearty approval of all operators attending these recent meetings. "It's time to inject new ideas, new application of practical ideas," he added. "The conditions must be met by the use of new and untried means of operating. I recall incidents in the past where operators were faced with the same problems confronting the present-day operators. There's an old adage: 'History repeats itself,' and the conditions today are no different than those prevailing many times in the past."

All column attending the meetings at St. Louis, Memphis and Nashville have taken a new viewpoint on conditions and left the meetings well satisfied with the assurance that the coin-machine business is destined to begin a new era of prosperity.

????

**IT'S NEW!
IT'S GREAT!
THE
ANSWER TO THE
NOVELTY OPER-
ATOR'S DREAM**

**C
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**ORDER
NOW!
\$74.50**

GENCO, Inc.

2621 N. ASHLAND AVE.
CHICAGO, ILLINOIS



Address: THE COIN CHUTE LEAGUE, 600 Woods Building, Chicago, Ill.

Giving Season

Now that Thanksgiving is past, attention turns toward Christmas and the most charitable time of the year. The giving spirit increases as the big holiday draws near. Everybody remembers his friends, but the humane spirit also would have us think of the total stranger who may be numbered among the unfortunate. Many agencies will be busy during these next few days in collecting gifts, cash, etc., to give to the needy. The work is well organized in most cities and communities and this organization prevents duplication. Coinmen who wish to have part in the cause will in most cases find it best to co-operate with some organized charity. But there are always needy cases overlooked, or cases in which a little extra touch of human kindness will mean much more than a mere gift.

Many organizations engaged in bringing Christmas cheer to the poor often need means for delivering gifts. Operators and coin machine organizations have their cars, trucks and route men and may in many cases render good service to organizations.

It is well to remember that there are racketeers working in the name of charity. Many cities have a central board or commission which lists all worthy charities and warns of unreliable agencies. Other cities have ordinances which require all agencies engaging in charitable work to register under the law. In spite of these precautions many fake solicitations are made. All people interested in worthy charities will naturally be interested in locating and punishing those who use the cloak of charity to cheat.

Some Good News

The fortunes of so many people are tied up with general business conditions that cheering news of business often becomes good news for all. *The New York Times*, November 23, says: "In such a situation as that which now prevails it is not false optimism to recognize that along with many discouraging reports of the course of American business recently there has also come some reassuring news. In fact, if our perspective is not to become so distorted that we see nothing but the bad and overlook entirely the good it is fair to say that in certain fundamental respects the present situation is actually more favorable than that which prevailed at the end of last February, when business was moving rapidly ahead and the security markets, reflecting this advance and the hope of future gains, were at their highest levels of the year."

The Oregon Merchants' Legislative League recently set an important precedent in a petition for the legalization of practically all forms of popular games of chance, skill, etc., from racing to bunco, pinball games, salesboards, etc. This is an intelligent and unselfish attitude and it is recommended that the revenue be used for old-age pensions.

The cause is often jeopardized by one group trying to gain an advantage for one form of gambling to the exclusion of all others. Racing interests are perhaps most selfish in this respect and often try to gain a complete monopoly under legal guise. The Oregon merchants are to be congratulated on their broad view of the problem.

During the prolonged reform wave in Milwaukee bingo in churches and clubs has come in for an airing. Recently the Catholic Church authority there has banned cash prizes at bingo parties. The archbishop's letter, however, said there was no objection to prizes that are not of such a nature as to suggest cash gambling. This is an important recognition of the use of merchandise prizes with games. It is also recognition of the use of games of chance in providing funds for charity. It is an important point in a city that has had its prolonged drive against table games.

The United Charities of Chicago announced recently that it had no more money to aid emergency cases among relief clients. This is an important matter. The vast relief load which the government is carrying makes it impossible to meet all needs efficiently. In fact, the Coin Chute League contends that government aid can never supply any real amount of human sympathy that means so much to the unfortunate. This means that private charity will always be needed. And private charities, to meet the great needs of the time, need the reasonable contributions which can be made by lotteries, games of chance, pinball games, popular forms of gambling, etc. It is a safe prediction that private charity will never carry the load it should carry nor establish the human contacts it should have until it derives support generally from the various forms of chance which have become popular with the masses.

The Kentucky edition of *The Cincinnati Times-Star* recently expressed the following editorial appreciation of the charitable contribution of Col. E. R. Bradley:

"HATS OFF TO THE COLONEL. Kentucky orphans who are listed in the various institutions thruout the State will enjoy their usual Thanksgiving and Christmas turkeys this year thru the generosity of Col. E. R. Bradley.

"The noted horseman is making a gift of \$10,000 to be distributed among the orphan institutions to be used expressly to give the youngsters an old-fashioned Thanksgiving and Christmas celebration with the turkey and 'all the trimmings.'

"For many years the Colonel has remembered the fatherless and motherless children of the State at the Thanksgiving and Christmas periods.

"It is recalled that he staged orphan race meetings one day each year on Armistice Day at Idle Hour Farm, in the heart of the Blue Grass region. When he abandoned these affairs the Colonel continued to make donations of

\$10,000 each year. "A fine gesture, Colonel, and one that is thoroughly appreciated by the hundreds of little tots who are registered in these homes. "Thru the efforts of Col. Bradley a sum approximately \$233,000 has been donated to the cause of the orphan since the idea was conceived to give these children their yearly treat."

Members of the Coin Chute League will justify their charitable claims by seeking an intelligent opinion on charitable needs and work. The purpose of this column is to furnish notes on the many varied agencies and causes that are in operation today. To follow the column regularly will be an education in how to meet human needs. Every member of the coin-operated machine industry who shows intelligence about charity in general will win respect for the industry. All of which will advance the cause of winning public recognition of amusement and other types of automatic machines.

Babe Kaufman Claims She Was "The First"

NEW YORK, Nov. 27.—Babe Kaufman, well known and foremost woman personality in the coin machine industry, claims to have been the first to realize the market for used phonographs and contends her advertising in *The Billboard* is proof of this statement.

Babe says: "A woman usually starts things and always has the last word to say. I was the first to take advantage of the market for used phonographs and I'll be the one to have the last word on price."

ALL SOLD

Please Send No More Deposits on COUNTER GAMES.

Still Have Limited Quantity Other Items Advertised in Billboard November 27!

ALL AT SENSATIONAL LOW PRICES.

Also Offer the Following Additional Items at FINAL Prices:

- 2—Traveling Crane, International Mutoscope, good as new. . . \$35.00
- 1—Magic Finger, like new. . . \$49.50
- 5—Exhibit New Merchandise. . \$25.00

WURLITZER PHONOGRAPH, Model 312. . . \$124.50

WURLITZER PHONOGRAPH, Model 412, F.O.B. Okla. City. \$124.50

Wonderful Stock Mills, Waring, Pace and Jennings Slots at Lowest of the Low Prices. Write for List.

No Shipments Made on Less Than 1/3 Cash Deposit With Order, Bal. C. O. D.

ELECTRO-BALL CO., Inc.
Dallas, Texas

NO APPLE SAUCE—



The BIG APPLE

(Jar Deal) IS A BONANZA TAKES IN 2280 5c Sales. \$14.00 Pays Out . . . 75.00

Definite Profit. \$38.00
124 Awards: 3 \$5.00
\$1, 48 50c, 48 25c All
Seals Go. All Seals Paid
Price \$5.00 Complete
Cards and Refill, \$4.00
U. S. Tax Paid.

FIRSTS.
All Color, Over All Illustration, Die Cut Cards and Label, New Holder and Glass Jar Does Not Touch Counter. (Many Others. Watch Competition Copy.) No Literature—Order Sample.
Deposit \$2.00, Balance C. O. D.

B & W MFG. CO.
602 Voris St., Peoria, Ill.
Operators—This is a Localized Deal. Use It Without Risk.

Oregon Merchants in Petition

SALEM, Ore., Nov. 27.—Representatives of the Oregon Merchants' Legislative League today filed with the secretary of state a preliminary petition aimed to distribute revenues from their various operations to the aged.

The petition is a preliminary move in the direction of an amendment to the State constitution section on lotteries. It would seek to legalize the following games of skill and chance: Bank Nights, salesboards, pinball and collective skill games, raffles and bazaars, bridge studios, pari-mutuel wagering systems, horse and dog racing and racing establishments.

Revenues from the licensing of these activities would be distributed as follows: 65 per cent to the old-age security fund; not to exceed 25 per cent to the cities or counties in which the licensed activity is located, and 10 per cent to publicly supported fairs and exhibitions. Under the terms of the proposed measure all persons in Oregon reaching the age of 65 years would be entitled to a minimum pension of \$35 a month, regardless of other qualifications. The act would become operative on January 1, 1940, the legislative session of 1939 being directed to enact the legislation necessary to carrying the provisions of the measure into effect.

The following signatures, all officers of the Oregon Merchants' Legislative League, appear on the petition: Frank B. Watson, president; John Witty, first vice-president; Oscar T. Olsen, secretary-treasurer; Eugene E. Smith, director; all residents of Portland, Ore. Members of the executive committee who signed are Claude W. Kemp and Hal D. Becker, both of Portland; John W. Vanhorne, Seaside, Ore., and Robert Stivers, Enterprise, Ore.

End your correspondence to advertisers by mentioning *The Billboard*.

New England

Jack Swartz, of Roxbury, Mass., head of the Wintox Vending Company, Winthrop, Mass., announced his engagement on Thanksgiving Day having presented his bride-to-be with a sparkler. Swartz is a Seeburg operator and dining car proprietor. His fiancée is a Quincy, Mass., girl.

George J. Young, manager of Westrock, Inc., left for Berlin, N. H., recently with a Rock-Ola Imperial 20 job via his beach wagon. At the time he left re-

ports came from Berlin that there was a seven-inch snowfall. Young made a special trip to start in a new operator. An RM-16 machine had already been shipped, with the new operator to decide which of the two he will continue to operate. Following his decision he will place an order for five.

J. V. Fitzpatrick, Bridgeport, Conn., postponed a trip to the Hub on account of bad highway traveling. Snow.

Paul LeBuoquet, Haverhill, Mass., operator, ill for a week at his home. He's on the mend, however, and should be hopping around as usual.

John West, service man for the Charles R. Foote Company, of Jamaica Plain, Mass., is now a divorced man. It happened in Boston last week, according to his close associates.

Boston Leisure Show chose a Wurlitzer music machine from the Charles R. Foote Company, Jamaica Plain. Show is holding forth at Mechanics Building, Back Bay, Boston. The machine was spotted in a prominent place and show officials have dressed it up to advantage, including a special canopy. "A break for Wurlitzer," says Ranny Foote.

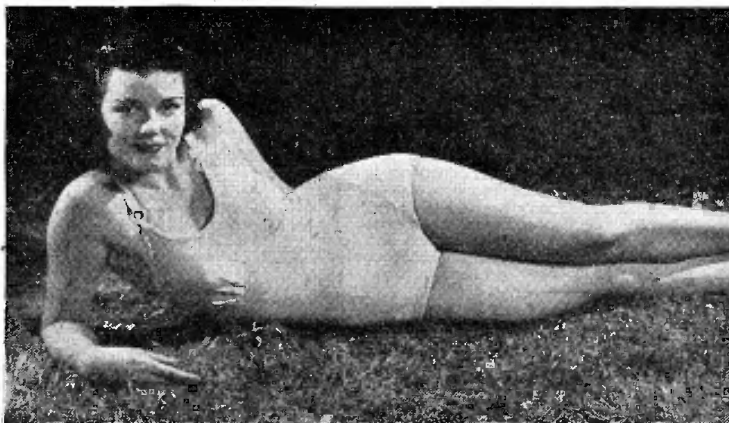
Purity Restaurant, of Hyannis, Mass., rebuilt after gutted by fire recently, has spotted a Wurlitzer music box there. Al Dolins, Hyannis, is the operator. Another placement is a Wurlitzer box in at Bill Cox's Sea Grill, Hyannis, also by Dolins.

Irwin Dube, Seeburg operator from Falmouth, Mass., escaped injury last week when his new 1937 Buick sedan was smashed beyond repair in a collision with another motor vehicle. Dube was thrown 25 feet. Ironically enough, last year the opposite occurred. His automobile figured in an accident. His car was free from any repair work, yet he was laid up in the Cape Cod Hospital for two weeks. Al Dolins took him to his home following hospitalization.

Uncommonly supposed, Cape Codders of Massachusetts go for swing music 100 per cent, particularly the younger element, according to Al Dolins, Hyannis operator who has a series of Wurlitzer machines in Cape Cod locations. It is the general opinion that staid Cape Codders would more or less mix the hot tempos, but Dolins has his profits on which to gage the degree of interest, besides mixing with location customers to ferret their desires, likes and dislikes.

Charles Holt, of Bar Harbor, Me., in town again with his newly born mustache maturing to noticeable proportions. While here he solicited the services of George J. Young to direct him to social activity.

I. F. Webb, vice-president in charge of phonographs of the Rock-Ola Manufacturing Company in Chicago, included Boston as a link in his journey to visit distributors and operators, and as a result of a two-day stay closed a large deal with Nate Cutler, of New Haven, Conn., better known as "Hit the Spot" Cutler, goes into the phonographic business after being in the pinboard end field. Concurrent with Webb's visit here, Cutler signed an order for 200 Rock-Ola machines for immediate delivery thru Westrock, Inc.



"OKEH, I'M READY. SHOOT, BOYS!" says delightful Dolly Flasher to a bunch of photographers. Dolly is the girl at Mills who is sponsoring Flasher, Clocker and Big Race.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

1-BALL AUTOMATICS

22 CAROMS\$24.50 25 GOLDEN WHEELS....\$39.50
18 CLASSIC 32.50 16 PREVIEWS 16.50
16 RACING FORMS\$49.50

Slots

MILLS BLUE FRONTS—
Mystery 5c-10c-25c Play.
With or without Gold Awards. Late Serials...\$45.00

MILLS BLUE FRONTS—
Mystery. 50c Play. With or without Gold Awards. Late Serials 60.00

MILLS BLUE FRONTS—
Mystery 5c Play Venders. Without Gold Awards. Original Crates. NEVER USED. Serials from 395,- 533 to 404,969..... 70.00

JENNINGS CHIEFS—5c-10c-25c Play. Serials from 120,113 to 127,161... 40.00

GROETCHEN'S COLUMBIAS, Convertible, 5-10-25c Play 30.00

Slots

WAR EAGLES
(5c, 10c, 25c)\$32.50

EXTRAORDINARY
(5c, 10c, 25c) 30.00

MILLS QT 34.50

JENNINGS CONSOLES—
10c-Play. Late Serials 65.00

JENNINGS CHIEFS—50c
Play. Serials from 126,- 776 to 126,789..... 50.00

A.C. (CAILLE) MULTI
(7) Slot. Late Models, 5c Play 100.00

CHERRY BELLS—5-10-25c. Used 3 weeks.... 59.50

Consoles

BALLY FAVORITE\$ 99.50

PACES RACES 109.50

EVANS ROULETTE 129.50

GALLOPING DOMINO 129.50

TEASER 89.50

ROULETTE 59.50

PACES RACES (25c Play, Brand New) 265.00

1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

CATERING TO OPERATORS ONLY

E Z PICKIN' JAR DEALS

The best-known Jar Line in America. Write for our Factory Representative to call on you.

GAY GAMES, INC.
MUNCIE, INDIANA

Guy E. Noel, President

COUNTER GAMES	
Beat It	\$8.50
Cent A Pack	6.50
Hit Mo	4.00
Horses	4.50
King Six Jr.	7.50
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Pipe Eye	3.00
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Reel Races	5.00
Reel 21	5.00
Rithmatic	3.50
Spell It	4.50
Tickette	3.00
Tit Tat Toe	4.50
Twenty-One	6.50
Twins	4.50
Wagon Wheels	4.50
TABLES	
Ball Fan '37	\$17.50
Batter Up	22.50
Score Board	17.50
Live Wire	15.00
Mad Cap	5.00
Pocket	7.50
Running Wild	22.50
Sensation	25.00
SLOTS	
Mills 5c Wolf Head, Double J. P.	\$20.00
PHONOGRAPHS	
ROCK-OLA REGULAR 1936	\$100.00
WURLITZER 416s	185.00
WURLITZER 616s, 716s	190.00
EVERY MACHINE FULLY GUARANTEED. One Third Deposit, Balance C. O. D. C. CHARLE & CO., Springfield, Mo.	

NOTICE! WARNING!
M. RAY JAMES
Formerly Manager of the McCall Novelty Co., is no longer in our employ, and we take this method of publicly stating we will no longer be responsible for any debts or contracts made by him.
A. McCALL, President.
THE McCALL NOVELTY CO.

For BIG LEGAL PROFITS
It's the
Imperial
BILLIARD TABLE
WRITE FOR CIRCULAR TODAY!
BIRMINGHAM VENDING CO.
217 THIRD AVE. NORTH, BIRMINGHAM, ALA.

SALESBOARD OPERATORS
Read
"DEALS"
A column about new salesboard ideas, deals and personalities.
In the
Wholesale Merchandise Department
THIS WEEK and EVERY WEEK

J. V. (I Can Take It) Fitzpatrick, of Fitzroc Amusement Company, Bridgeport, Conn., accompanied Cutler to the Hub.

Nick Russo, president of Superior Amusement Company, was chairman of the committee of the Mutual Benefit Employees' Association of the Supreme Markets, Inc., in which he has interests. The committee ran a dinner dance of which moneys realized were put to work to purchase hospital equipment, etc., for the markets. Nick is purchasing agent for the Supreme Markets, Inc. Party was held last week at the Bradford Hotel.

William F. Walsh, former Mills Cigarette Company affiliate, this week started as salesman for Westrock, Inc., covering the New England territory, according to an announcement made by George J. Young, manager. Walsh resumes his coin machine activities following a slege of illness. Now that he is out of the woods his traveling and contact work will aid him to better health.

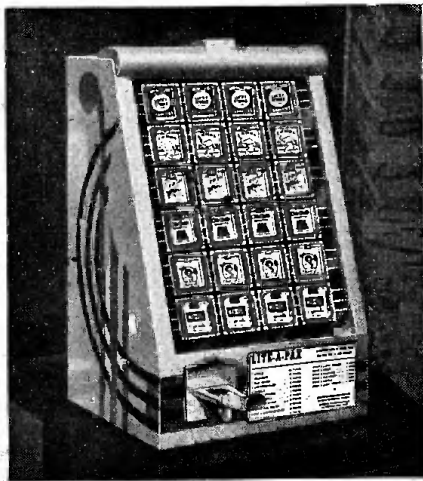
Bean-O Bag
Positively LEGAL—
for Amusement only !!!
PACIFIC MFG. CORPORATION
4223 Lake St., Chicago

SOFT PICKIN' JAR OR CIGAR DEAL BOX DEAL
960 Tickets and Seal Card. Takes in \$48.00; pays out average of \$31.20; average profit \$16.80. No label necessary. 1/2" x 8" seal card with 90 green seals paying 25c to \$1 or red seal. 65 green seals to pull. 14 red seals paying \$3, \$5, \$10. Highest possible number of pulls at these 4. Lowest possible pulls at red seals, none. Average 1 winner to 15 tickets. Each winner has same chance to get in big money. Plenty of winners and at the same time a good profit for dealer is the reason for the large ever-increasing demand for these sets. Can be handled in Jar or Cigar Box. Seal card fits inside average cigar box lid. Sample Set, \$1.65. Dozen Sets, \$16.50. Check or money order for one-fourth amount must accompany C. O. D. orders.
BARNES PRINTING CO., New Paris, O.

CERTIFIED
1/3 Deposit With Order, Bal. C. O. D.
Round Up...\$ 7.50 Carom ... \$29.50
Peerless ... 10.00 Pikes Peak 42.50
Hi De Ho... 12.50 Foto Finish 57.50
Mazuma ... 20.00 Liberty Bell
Preview ... 21.50 Console ... 90.00
Spot Lite ... 22.50 Golden Wh' 57.50
Daily Races 18.50
MILWAUKEE COIN MACHINE CO.
3725 W. Center St., Milwaukee, Wis.

LITE-A-PAX

NEW BALLY COUNTER SENSATION



4-COIN PLAY
1-5-10-25 CENTS

BIG FLASH
CIGARETTE PACKS IN
FULL COLORS ILLU-
MINATED BY FLASH-
ING LIGHTS

SIMPLE MECHANISM

CHEAT-PROOF

ADJUSTABLE

9 IN. BY 11 IN.
17 IN. HIGH

5 DIFFERENT GAMES IN ONE

Four quickly interchangeable replacement fronts will be available at a slight extra charge . . . every one a real money-maker. Additional fronts will be announced from time to time, assuring you perpetual profits from your LITE-A-PAX machines.

WRITE FOR CIRCULARS AND PRICES
ON LITE-A-PAX AND OTHER BALLY HITS

BALLY MFG. CO. 2640 BELMONT AVE.
CHICAGO, ILL.

ANOTHER GREAT LOW PRICED CONSOLE HIT!

"SHOOT the MOON"

3 JACK POTS - Top Payout up to \$6.00

The Finest Console on the Market regardless of price and the Greatest Money-Maker of them all.

SEE IT AT YOUR JOBBER or WRITE
EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO.

Detroit

DETROIT, Nov. 27.—The business of the Weiss family of Taylor avenue is strictly a family affair. Mr. and Mrs. Frank Weiss are the founders, but the actual running of the business has been carried on by two sons in the illness of the senior Weiss. Rudolph Weiss is a partner in the business, while the younger son, Dave, is also active in the firm. They operate pin games exclusively and their routes are spread thru-out the city and suburban territory.

Like many other ops in the amusement game field here, George Cook reports a drop in business but is optimistic about future conditions. "With the holidays coming on, people are not spending so much for amusement," he maintains, "but I expect things to pick up as soon as Santa is back at the North Pole again."

Joseph Frederick, who has penny arcades with the Carolina Attractions Shows and the Mabel R. Weer Shows, left here this week to rejoin the Carolina Shows at Varnville, S. C. He spent the past summer on the Weer Shows and has been visiting his family here before going back on the road. At 25 Fred-

erick is one of the youngest arcade ops in the business. He started in show biz at the age of 15 with the Davis Shows, doing comedy acrobatics in a side show with his brother.

Just like other crime waves, coin machine thefts run in cycles. Saginaw, Mich., is the latest city to report a series of thefts from coin boxes. Over the week-end a thief broke into the Sunshine Tavern there and took about \$12 from the music and cigaret machines on the spot.

The business of Fred W. Fisher has been taken over by former business associates and all machines have been transferred to locations in Southern States. Fisher died several months ago and his business has been disposed of by his family.

Two Highland Park ops have recently moved to new quarters. Ronald F. Tucker, formerly on Richton avenue, has moved to Connecticut avenue, while Arthur Rowe has moved from Pasadena to W. Buena Vista avenue.

Clarence O. Leitch, who operates his phono route out of Flint, bought another phono this week. Leitch is a once-a-week customer these days.

Life of Dolly Flasher

(What has gone before: Dolly Flasher, favorite of thousands of operators all over America, was born in the South 20 years ago. Nothing out of the ordinary happened in the life of this pretty Southern girl during childhood. She led a normal, healthy life doing the things that any other girl of her age would do. She did, however, have the desire to study art and this ambition was realized when after finishing high school her parents decided to move to Chicago, where Dolly would have the opportunity to go to art school. Now go on from here.)

When the Flasher family arrived in Chicago Dolly immediately set out to get a job. On her very first interview for a job the man interviewing her was so impressed with her natural beauty that, altho he could not employ her himself, he advised her to go to a model agency where her beauty could be put to the best advantage.

After a few days Dolly did manage to get a job in a downtown department store as a clerk. Within the first week she had also made inquiries about art school. Needing a tuition fee to enter the art school of her choice Dolly worked awhile in the department store until she had saved up enough money and then entered art school.

In school the instructors often used Dolly Flasher as a model for full figure work, for hand modeling, for portrait work and for general use whenever a model was needed. In this way she earned extra money which helped pay her way thru school.

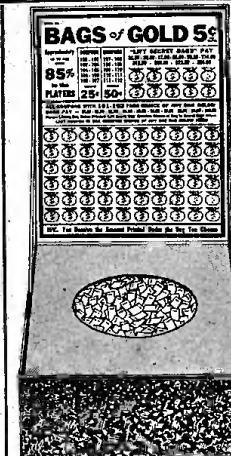
Up to the present day Dolly is still attending advanced classes in art, altho she works at Mills during the day. She hopes some day to become a full-fledged artist in her own right.

At present Dolly Flasher is working under one of the finest designers in the Middle West, Everett J. Eckland, Mills industrial designer, and is getting a great deal of practical experience under his guidance. She assists Mr. Eckland in deciding various colors, shapes and lines for Mills products.

Dolly Flasher was chosen as the girl at Mills to christen the new Mills "no-ball" table early in September and from that day on she has been busy, not only with her regular work, but a thousand other things, too. Her day is filled with photographers taking pictures, reporters asking questions about her life, operators and fans writing letters to her; Art Cooley and Charlie Schlicht, of the Mills Coin Machine Sales, standing around asking her to autograph pictures, etc.

Just a little bit about Dolly Flasher, the person, now. In spite of all the attention paid Dolly in the past few months she remains sweet and unaffected. She goes on her business day after day just as tho nothing had happened to mar a perfectly calm life. Dolly has a lot of friends, both girl and boy friends. She belongs to two bridge clubs and an outdoor club. Her left hand shows no signs of an engagement or wedding ring as yet.

Dolly still does a lot of swimming during the summer and occasionally rides a horse. She likes golf but ad-



STAKE YOUR CLAIM WITH "BAGS OF GOLD"

Jack Pot Card Pays \$5.00 to \$50.00

SAMPLE DEAL COMPLETE, \$4.00
Doz. Lot Prices, Refills (With Card) . . . \$ 30.00
Doz. Lot Prices, complete Deal, Doz. . . 36.00
Deal takes in (2280 @ 5c) . . . 114.00
AVERAGE PROFIT . . . 44.00
This Deal also furnished with 2520 or 2772 Tickets at slight additional cost.
Write for Quantity Prices.
1/3 Deposit, Balance C. O. D.
MONARCH COIN MACHINE CO.
DISTRIBUTORS
1731 BELMONT AVE., CHICAGO, ILL.
Are You On Our Mailing List?

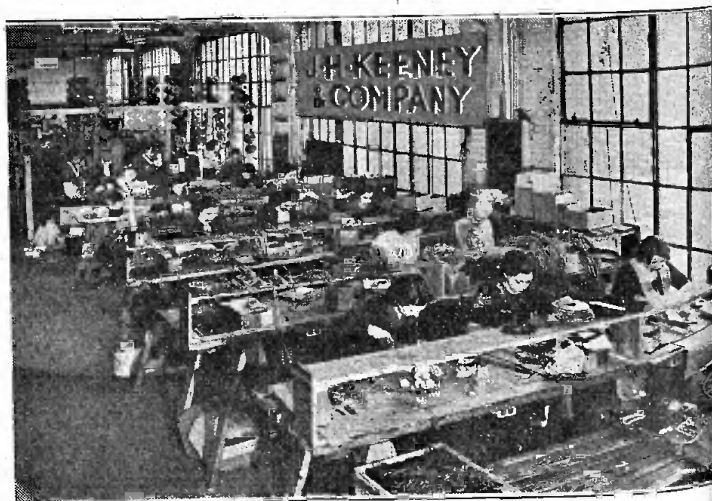
mits she is "a lousy player." Dolly is an expert pin table shooter, one of the few women who excel at this sport. Needless to say Dolly loves to dance and she can do the shag, the big apple and truckin'.

There are two cats and four dogs in the Flasher household and Dolly loves each one of them. Her parents don't mind the animals very much either, that is, not much. Of course, Dolly has to watch her figure very carefully to keep in trim at all times for posing and photographing. She doesn't particularly diet, but keeps away from pastry, sweets, etc. She takes a drink occasionally. Tom Collins is her favorite.

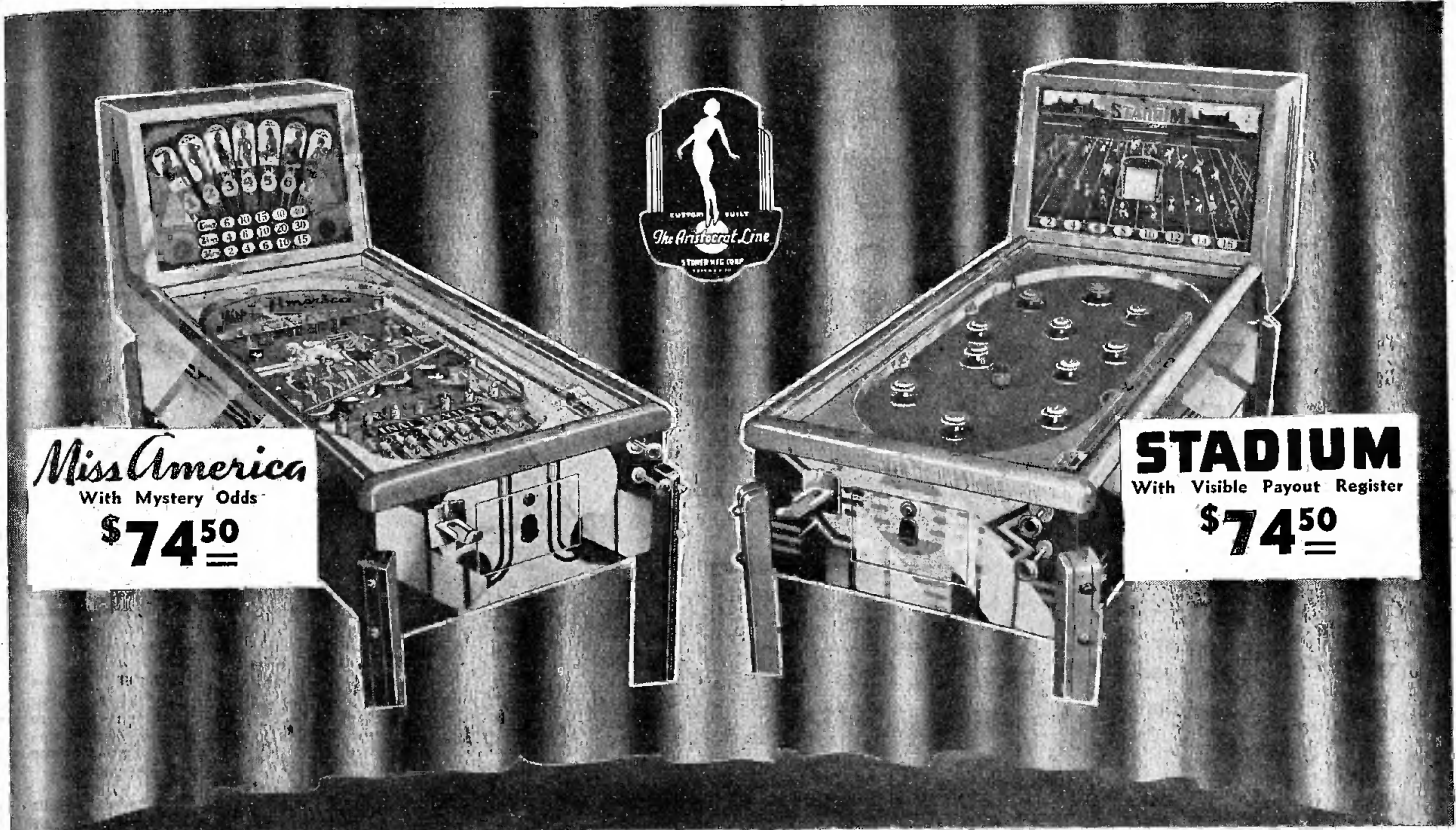
As yet Dolly still has a typical "Southern accent" and a slow, languorous manner that is very becoming to her. Dolly weighs 118 pounds, is five feet, four inches tall, has raven black hair, blue eyes and fair skin. Dolly is an even tempered person, is very courteous, polite, sociable and makes friends very easily.

Many people think that Dolly is beautiful enough to compete in the prize for Miss America in the annual contest at Atlantic City. Who knows? Maybe she will.

More popular than ever in open towns of the State are Bally's Fair Grounds. So popular is the call for these machines in the interior, sellers of used games have steadily advanced their prices to within a shade of the new list.



TO THE LADIES go the skilled task of fabricating wire into cables for Keeney games; 53 miles of wire are used daily on the average in producing Track Time and Dark Horse games.



Miss America
With Mystery Odds
\$74⁵⁰

STADIUM
With Visible Payout Register
\$74⁵⁰



STONER CORPORATION
Aurora, Illinois

Club Law Is Held Valid

Seattle decision may pave way for test on bona fide clubs

SEATTLE, Nov. 27.—Judge Malcolm Douglas, of the local Superior Court, in a momentous and long-awaited decision declared that the new anti-slot machine laws of the last Legislature are constitutional despite the growing rulings in the vicinity of this city that certain phases of the law were unconstitutional. Such rulings had been made by Superior judges in Pierce and Kitsap counties in other Puget Sound communities, so all eyes were focused upon the awaited ruling in the metropolis of the Sound thru the Superior bench of King County.

nature in Seattle, where an immense capital has been invested in many thousands of amusement and coin devices of every conceivable design and innovation, was made to a demurrer. This legal instrument had been filed for the officers of the Washington State Educational Club, who had been charged with possession of slot machines.

The new State law permits operation of slot machines in private clubs. This phase of the enactment had been declared unconstitutional in interpretations by Judge Ernest M. Card, of Tacoma, and Judge H. G. Sutton, of Bremerton, Wash., recently. Therefore attorney for defendants at Seattle in the case against the Washington State Educational Club contended that if the act were unconstitutional the charge against his clients would be void. Ruling, however, of Judge Douglas enables the State, to proceed with its trial against the club officers arrested by deputy sheriffs and city police, who seized more than 40 machines in the "branch clubs" of the set-ups, taverns and other places held by the club officials to be part of the edu-

COMING SOON!
STONER'S STADIUM
The Football Novelty Game that has Everything, including a Payout Register that Positively Prevents "Cheating."
\$74.50. Includes Register.

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

D. ROBBINS & CO. 114-B DEKALB AVE. BROOKLYN, N.Y.

2 in 1 Vendor for Nuts, Candies, Ball Gum, Etc.

1c and 15c Cigarette Vendors.

cational plan or program to "educate" the public to the revenue which the State could derive from licensing of coin machines.

The ruling of Judge Douglas specifies that the private club portion of the Washington State enactment "is not an infraction of the statute which permits special privileges to certain classes. There is a reasonable line of demarcation that could be made, for example, between the club composed of mature people and between the corner drug store, beer taverns and other places where children might congregate. The act therefore is not unconstitutional."



ROCK-OLA PIN SMASHERS IN ACTION. Every Friday evening 20 teams from the management division of the Rock-Ola organization meet in league competition. At this writing the "Jig-Joyers" are league leaders.

HOWARD SALESBOARDS and SALESCARDS AT FACTORY PRICES

Specializing in cards for fund-raising campaigns and mail order propositions.

HERMAN WEILLER
41 UNION SQ., NEW YORK CITY.

10 Mills Flashers (Like New) . . . \$97.50
5 Preakness 59.50

1/3 Deposit, Balance C. O. D.
RUSH YOUR ORDER.
Service is Our By-Word.
AUTOMATIC SALES CO.
227 Second Ave., North, Nashville, Tenn.

WANTED-ACTIVE PARTNER
for new operation in New York City. New type of service to be placed in 1,000 locations. Non-competitive item with great possibilities. Investment can be returned in a comparatively short time. Thorough investigation invited. Principals only. \$9,000 cash necessary.
BOL BROWN,
288 Weequahic Ave., Newark, N. J.

SPECIALS

LIBERTY BELLS—Flat Top \$ 69.50
ARLINGTONS 59.50
FAIR GROUNDS 112.50
FOTO FINISH 47.00
BEAT-EM 27.50
CAROM 22.50
WESTERN WINNER 30.00
MILLS FUTURE PLAY—Melco Check 79.50
USED SLOTS—MILLS, JENNINGS, ETC., \$45.00 AND UP.

1/3 Deposit — Balance C. O. D.
GENERAL NOVELTY COMPANY,
521 N. 16TH ST., MILWAUKEE, WIS.

FREE GAME

MODEL of AK-SAR-BEN

LEGAL

Favorable legal opinions and judicial decisions establish the legality of Free Game model of Ak-Sar-Ben! Write at once for complete information on how to build up your territory with Free Game Ak-Sar-Ben!

MAKES OPERATING POSSIBLE and PROFITABLE EVERYWHERE! WESTERN'S SENSATIONAL PAYOUT HIT NOW IN FREE GAME MODEL OPENS UP NEW TERRITORIES—REVIVES OLD LOCATIONS BECAUSE IT'S PROVED LEGAL EVERYWHERE!

MULTIPLE PLAY PAYOUT

6 Way Multiple Play—Mystery Chute—Variable Odds—First, Second, Third Purse Awards!

SINGLE-COIN PLAY PAYOUT

available for locations favoring 1-coin play.



1. Free Game Totalizer! Shows number of Free Games won.
2. Vender Counter! Records Free Games "Taken off" by store-keeper.
3. Handy Button Clears Free Games from totalizer.
4. Skill Shot! Makes Western's Free Game Ak-Sar-Ben a 1, 2 or 5 ball game at operator's option.
5. Coin Chute Takes Nickels even tho Free Games won have not been played off.
6. Switch Permits Operation of Coin Chute without insertion of coin if player has Free Games coming.

WESTERN EQUIPMENT & SUPPLY COMPANY

925 W. NORTH AVE.,

CHICAGO.

McCALL NOVELTY CO.

McCALL'S SPECIALS

IN GUARANTEED USED MACHINES

Pancho Ballet	\$ 9.50	Round Up	7.50	Bally Multiple	\$12.50
De Luxe "48"	6.50	Jumbo	7.50	Grand Slam	6.50
Stop & Go	6.50	Tycoon	17.50	Skill Roll	3.50
Credit	6.50	Pearl Harbor	3.50	Acc	3.50
Big Casino	17.50	Traffic	3.50	Champion	3.50
Big Derby	17.50	Mammoth	7.50	Gold Rush	3.50
Preview	17.50	Daily Limit	7.50	Red Arrow	3.50
Winners	9.50	Bally Poorless	17.50	Rocket	3.50
Daily Races	9.50	Pop Shot	4.50	Fair Play	7.50
Daily Derby	9.50	Bally All-Stars	6.50	Pancho Balls	3.50
Hollywood	6.50	Double Score	6.50	Liberty Bells	3.50
Sunshine Derby	6.50	Double Score	6.50		
Double Header	6.50				

Cable Address: "McCallco" Phone: Jefferson
3147 LOCUST ST. ST. LOUIS, MO.

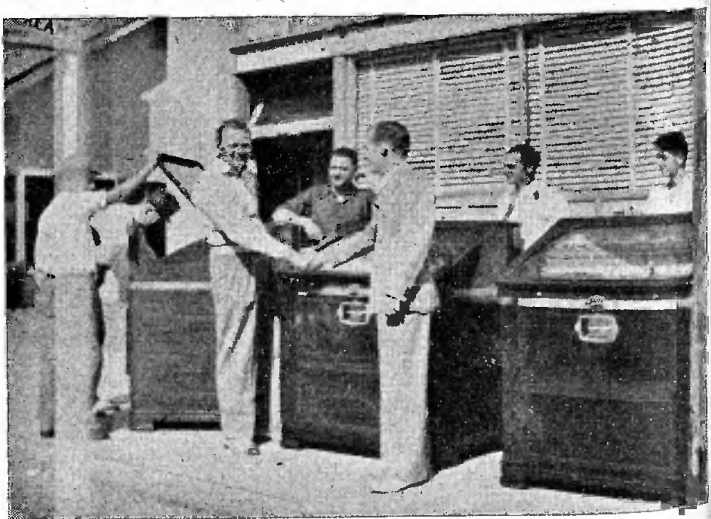
Ops Report Success Of Dux to Gensburg

CHICAGO, Nov. 27.—Sam Gensburg, official of the Chicago Coin Machine Company, is all smiles these days, according to reports. The reason is said to be the tremendous hit which Dux, Chicoin's latest game, is scoring all over the country.

"Every man in the plant is working at top speed these days to fill the large number of orders we are receiving for this game," Gensburg stated. "Many

ops have taken time out from their daily business to congratulate us on turning out so great a money maker. The many fascinating effects which we have built into this game have captured the fancy of thousands of pin-game fans. They just don't seem capable of resisting the appeal crammed into the moving dials on the backboard of this game.

"When we announced this game," Gensburg concluded, "we predicted that it would be a winner, and the tremendous reception which operators have accorded it in the short time it has been on the market proves that our prediction has come true."



"BOB" STARK AND "BUD" SMITH move in a load of "World Series" games received from Rock-Ola Manufacturing Corporation. Bob (right) is head of National Amusement Company, Hollywood, and Bud (left) is a well-known and popular operator in Los Angeles. The boys are taking a good look at their most recent profit makers.

WHILE THEY LAST!

WURLITZER • P • \$99⁵⁰

ROCK-OLA—Late 1936 Model..\$99.50 | KEENEY BOWLETTES..\$49.50

WURLITZER — P-400 — \$19.50
ALL MACHINES GUARANTEED PERFECT CONDITION.

BABE KAUFMAN MUSIC, (CIRCLE 250 W. 54th St., N. Y. C. INC. 6-1642)

WE OFFER FOR SALE THE FOLLOWING

3—World Series @	\$165.00 Ea.	3—Reel 21 @	\$ 5.00 Ea.
2—Sensburg Duck Shoots @	175.00 Ea.	1—Turf Flash @	5.00
1—Keeney Bowlette @	45.00	15—Superior Cigarette Machines @	5.00 Ea.
Now @	Like	Metal Weighted Safe-Stands @	7.00 Ea.
2—Ray's Tracks—Like New @	260.00 Ea.	Weighted Safe Stands with	
1—Bally Derby @	115.00 Ea.	Back Protected @	12.50 Ea.
1—Sunshine Derby @	15.00 Ea.	2—Single Safes, Double Door @	15.00 Ea.
1—Pancho Paylay @	15.00 Ea.	2—Double Safes @	17.50 Ea.
1—Western Races @	15.00 Ea.	Callio Centaurs @	100.00 Ea.
1—Daily Races @	15.00		
The Entire Lot of 13 Games for \$125.00			

WRITE FOR PRICE LIST ON SLOTS.

THE STARK NOVELTY CO., 1510 W. Tuscarawas St., Canton, O.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Big Race

A new type skill console. An exciting, suspenseful race. Seven-way coin head. Skill odds-changer! Mills Novelty Company, 4100 Fullerton, Chicago.

JUST OUT
\$18950
 F. O. B. CHICAGO



Sportland To Open Dec. 3

About 45 machines to be ready when new games center opens

KANSAS CITY, Mo., Nov. 27.—Plans are completed and the stage is set for grand opening of the Midwest Sportland, first coin-game arcade to be opened in this section of the United States.

The enterprise will occupy the entire ground floor of the Keystone Building, 1320 Main street, in the heart of the downtown Kansas City business section. Midwest Sportland will be owned and operated by Rue F. Mason and T. C. Crummett, who are prominent in coin-game circles in the Middle West for their activities as heads of the Central Distributing Company, 105 West Linwood boulevard.

For the last two weeks Mason and Crummett have been busy installing machines in the building. At least 45 will be ready for public play when Midwest Sportland opens December 3. Included in the layout—biggest of its type ever assembled here—will be an automatic phonograph, pop-corn vender, weighing machine, Skee-Ball, Play-Ball, electric ray gun, Photomatic picture booth and

a host of other coin-operated devices which have long proved popular with operators and players.

Total ground space of new arcade will be approximately 40 by 110 feet. Mason and Crummett are enthusiastic over their latest venture. With wide experience in the field behind them, they feel that Midwest Sportland will prove a sensation in this city of more than 450,000 population.

"We will be forced to hire a number of new employees," Mason said today as he outlined plans for the grand opening. "As far as we know there is no arcade of this type within several hundred miles of Kansas City. Naturally enough, we expect a good response to our efforts. Kansas City is and always has been a good coin machine town."

Midwest Sportland will be situated in one of the busiest sections of downtown Kansas City. It will be in the building which formerly housed the Midwest Novelty Company headquarters.



GUY E. NOEL, of Gay Games, Inc., of Muncie, Ind., is secretary-treasurer of the National Association of Tally Card Manufacturers.

CHARMS

For your Vending Machines. Our complete assortment consists of more than 200 different kinds. Send \$1.00 for samples and quantity prices.

M. T. DANIELS

1027B University Ave., Wichita, Kansas



FOOTBALL

600 HOLES—5c. THIN BOARD ONLY.
Takes in \$30.00
PRICE \$1.60
 Pay out:
 1 \$5.00
 1 2.50
 1 1.00
 2 50c
 2 25c
 43 10c
Total Pay Out 14.30
Total Profit \$15.70

A Money-Maker for the approaching Football Season. A 1,000-Hole Set-Up Board. Colorful—Attractive—Inviting.
GLOBE PRINTING CO. 1023 Race Street Philadelphia, Pa.

2 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEAL

50 WINNERS
 A 3c Salesboard

COSTS YOU \$5.50

QUICK TURNOVER DEAL

Every Punch Receives a One-Pound Box of Chocolates.

24 WINNERS

COSTS YOU \$4.25

20% Deposit With Order, Balance C. O. D.

CANDY HOLIDAYS FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates. **70c**

5-Lb. Box of American Mixed Hard Candy. **Per Box, 60c**

All 5-Lb. Boxes Packed 1/2 Dozen to Carton.

DELIGHT SWEETS, INC. NEW YORK, N. Y.

FOR SALE

Unusual opportunity for live wire, established latest Coin Machine Business in Maryland, operating Phonographs, 1-Ball Payout and Legal Console Tables. Net average business per month, \$4,000. Double that amount in summer time. All machines are licensed in Maryland. Price for quick sale, \$22,500. Triflers, don't waste your time.

BOX D-109, Care The Billboard, Cincinnati, Ohio.

A WORD TO THE WISE



INSIST ON

Evans'

MORE MONEY--NO GRIEF!

You can't carry a 7-ton load on a 1-ton truck! You can't get 7-coin earnings with single slots! Use EVANS' new 7-COIN Head and MAKE TOP PROFITS. So gyp-proof, it saves cost of machine in the losses it ends! Be wise! EVANS' 7-Coin Games occupy no more space, cost no more to operate. They give you the MOST for your money WITHOUT any grief!

1938 GALLOPING DOMINOS

Refined! Restyled! Absolutely the last word in coin machine perfection! Unmatched by any other game before! Today, this EVEN GREATER King of Consoles stands far above every comparison!

Restyled Cabinet, black walnut and quilted maple! Gyp-proof 7-Coin Head! Foiler prevents all cycling and synchronization! New Power Pak overcomes voltage drop! Cabinet Ventilation eliminates heating! Large Payout Cup or concealed Locked Drawer optional! Drastically simplified Mechanism, EVANS precision-engineered! Coin Head and Mechanism entirely removable from cabinet! Many other new Master-Features—BUT NOT ONE CENT OF ADDITIONAL COST! Sold on EVANS' famous 10-Day MONEY-BACK GUARANTEE!

EVANS' NEW 7-COIN HEAD!

Greatest improvement in the industry! Guaranteed to positively stop the gyp-artist! Prevents grief of overlapping coins, thick coins, slugs, gum, string, metal strips, celluloid, etc. Last 3 coins in each chute visible at distance! Patented and Manufactured by EVANS—obtainable only on EVANS Games!

GALLOPING DOMINOS

Superb Dice Payout.

BANG TAILS

Horse Race Payout De Luxe.

ROLLETTO, JR.

Roulette in Super-Payout.

Order from your Jobber, or Write, Wire or Phone HAYmarket 7630.

H. C. EVANS & CO.
1522-28 W. Adams St., CHICAGO



TICKET PAYOUT MODEL ● CHECK PAYOUT MODEL ● UNBREAKABLE GLASS PLAYING FIELD ● EXTRA 5c OR 25c FLAY ● OPEN PAYOUT CUP OR LOCKED DRAWER ● OPTIONAL

LADY LUCK

1200 Hole Form 4190

Takes In \$40.00

Pays Out 19.00

Price With Easel . . . 1.46

Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS

Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.



Californians Bring Rock-Ola New Orders

CHICAGO, Nov. 27.—Bob Stark, head of National Amusement Company, Hollywood, and Bud Smith, well-known Los Angeles operator, recently "broke in" a new car by driving to Chicago. They visited friends and visited the Rock-Ola Manufacturing plant to discuss plans for 1938. These two young live-wire business men were enthusiastic over the popularity of Rock-Ola equipment out on the West Coast. "We can't keep up on demands for the World Series game and Imperial 20s," they said. "And on locations they certainly do bring in the harvest." Bob and Bud personally placed orders for two carloads of 20-record Imperials and World Series games for immediate delivery. After confiding their plans for a greater 1938 they were assured by Jack Nelson, vice-president and general sales manager of Rock-Ola, that Rock-Ola would do everything to fill their orders just as soon as they were received.

SANTONE SPECIALS

- BANG TAILS \$149.50
- EXHIBIT BAZAAR 69.50
- BALLY BELMONT 17.50
- BALLY CAROM 39.50
- EXHIBIT CHUCK-A-LETTE 49.50
- GOTTLIEB DAILY RACE (Mys.) 25.00
- GOTTLIEB DERBY DAY 39.50
- EVANS GALLOPING DOMINOS 149.50
- BALLY GOLDEN WHEEL 39.50
- EXHIBIT JOCKEY CLUB 49.50
- BALLY RAY'S TRACK 69.50
- EVANS ROLLETTO, JR. 149.50
- KEENEY SANTA ANITA 27.50
- BALLY SNAPPY 25.00
- SPRINGTIME 32.50
- WINNER 32.50
- KEENEY TRACK TIME 149.50
- JENNINGS DERBY CONSOLE 99.50
- ALL MACHINES COMPLETE WITH 1937 TEXAS STATE LICENSE AND GUARANTEED A-1 IN EVERY RESPECT.
- TERMS: One-Third With Order, Balance C. O. D. Immediate Shipment Guaranteed.

SANTONE COIN MACHINE CO.
1524 Main Ave., San Antonio, Tex.

AVON SAVES YOU MANY DOLLARS

New in Original Crates—PACIFIC DOMINOLE—\$62.50
USED AND FLOOR SAMPLE CONSOLES

- | | | |
|-----------------------------------|-----------------------------------|--|
| Bally Favorite \$ 97.50 | Track Time, Keeney . . . \$150.00 | Ray's Track \$125.00 |
| Jennings Derby Day . . . 89.50 | Exhibit Races 100.00 | Gottlieb's Derby Console F.S., 9-coin hd. 245.00 |
| Dominos 59.50 | Mills Flasher 100.00 | |

1/3 DEPOSIT REQUIRED ON ALL C. O. D.

Get acquainted with Avon Service

AVON NOVELTY SALES CO.,

5907 EUCLID AVENUE, CLEVELAND, OHIO

LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT. A 1,200-hole board with six genuine leather hand-laced purses containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$60.00, pays out approximately \$30.00.

Sample \$5.00; Lots of 6, \$4.25; Lots of 12, \$3.75. Deposit required on all orders.

H. G. PAYNE COMPANY

312-314 BROADWAY,

NASHVILLE, TENN.



33 LARGE AND MEDIUM SIZE, FANCY PICTURE TOP BOXES CHOCOLATES

50 Boxes KISSES and a 600-Hole \$7.95
50 Salesboard. Takes in \$30.00

25% With Order, Balance C. O. D.

SEND FOR OUR CATALOG OF NEW ASSORTMENTS. Salesboards and Counter Games. You Will Save Money.

LEE-MOORE & CO. 180-192 W. Adams St., Chicago, Ill.

OPERATORS . . .

\$5.00 Value DISTRIBUTORS



Men's or Women's ZIPPER Slight

\$6.95 AUTOMATIC SALES CARD

Yet Plenty Profit to You

Sales just plain Automatically sure! Now in the height of the season, thousands hikers, hunters, outdoor prospects eager for one. Start now!

GRUND NOVELTY COMPANY, INC.
418 E. Walnut, Des Moines, Ia.

NEW GOTTLIEB HITS!

★ UNBELIEVABLY LOW PRICED!
UNEQUALLED IN CLASS! ★

HORSE SHOES

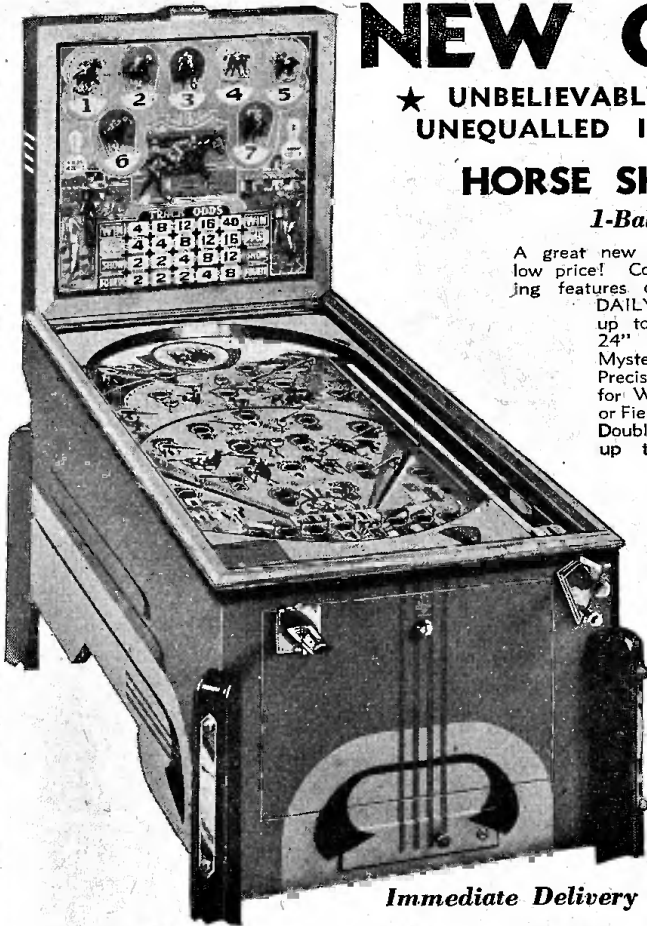
1-Ball Payout

A great new game at an amazing low price! Combines the outstanding features of DERBY DAY and DAILY RACES modernized up to the minute! Giant 24" square back panel, Mystery Slot, Simplified Precision Mechanism! Pays for Win, Place, Show, Fourth or Field or Daily \$149.50 up to 40-1.

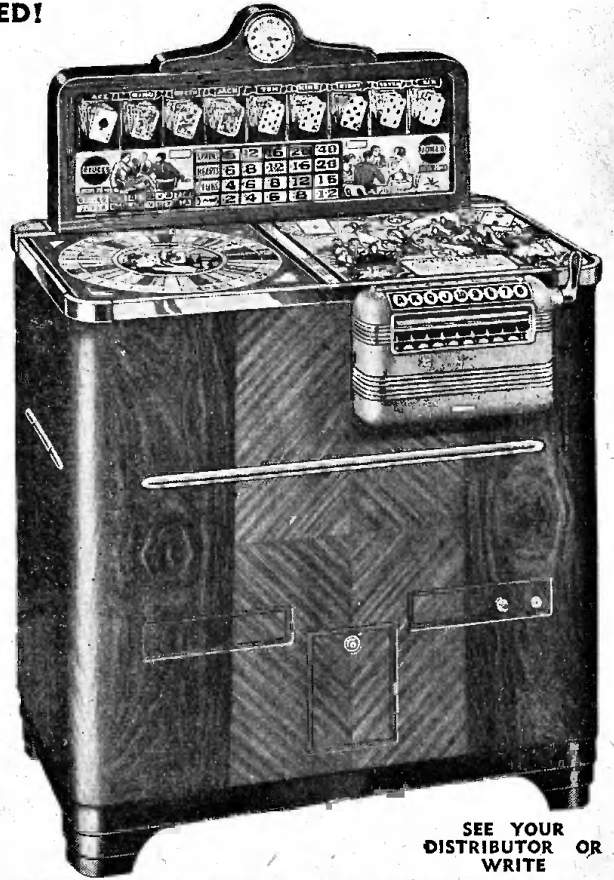
POWERPAK (AC)
Equipped

HIGH CARD Console

A New Gottlieb top quality Console in a game of universal appeal! Absolutely unequalled in class and earnings! Equipped with Gottlieb famous Multiple 9-Coin Head, Cycle Arrester and other super-features! Pays for Card Suites, odds up to 40-1! Deuces Wild or Joker, odds up to 20-1! Captures the finest locations and the big-time profits!



Immediate Delivery



SEE YOUR
DISTRIBUTOR OR
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D. GOTTLIEB & CO. 2736-42 N. PAULINA ST., CHICAGO

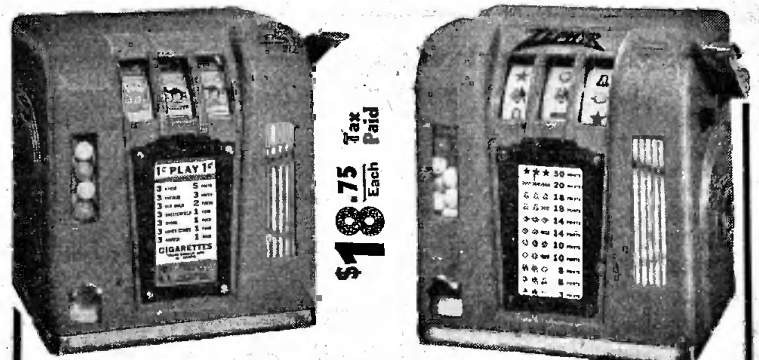
SALE
OF ALL LATEST
Used Games
WRITE NOW
FITZGIBBONS
DISTRIBUTORS, Inc.
453 W. 47th St., New York
362 Mulberry St., Newark, N.J.

Hurvich Corrects Wrong Impression

BIRMINGHAM, Ala., Nov. 27.—In going over the many requests for more information on their Imperial Billiard Table Max and Harry Hurvich, of the Birmingham Vending Company, of this city, report that most of them have come from closed sections of the country. "Many of the operators seem to think that the Imperial is the type of table that should be operated only as a last resort," stated Harry Hurvich. "This impression is entirely erroneous.

"It isn't necessary for operators to wait until they are faced with the problem of what to operate before they call on us for information regarding the Imperial," he continued. "We have started operations of our coin-operated billiard table in spots that were wide open and found out that our earnings stood up with the best. We know that the Imperial forms the backbone of many of the best operations in the country. Operators who have had the foresight to place this machine on choice locations realize that their profits are assured no matter what comes to pass.

"At the present time," he concluded, "locations are easy to get. Later on there won't be so many available. While suitable spots can be obtained smart ops are installing these machines everywhere in their territory so that their 'bread and butter' is assured in case anything happens to their other equipment."



18.75
Each
Tax Paid

TWO MACHINES IN ONE ZEPHYR Cigarette Vender or Bell Fruit Vender

Buy the smartly streamlined ZEPHYR Cigarette Machine and receive free of charge, extra "Fruit Reel" strips—thus getting the benefit of two machines for the price of one.

Engineers designed an entirely new Mechanism for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken. Ball Gum Vender with visible display. Large Cigarette or Fruit symbols. 4 Reward Cards.

BALL GUM 1c a Box (100 Pieces) **100 Rolls, 75c**
Case Lots (100 Boxes), \$12.00 | **MINTS** Case (1,000 Rolls), \$9.50

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

3 JAR DEALS COMPLETE FOR \$10.00

To acquaint you better with the outstanding Jar Deals we are manufacturing, we offer you an assortment of 3 Jar Deals complete—one as pictured and 2 others similar; all have 2280 Tickets and beautiful Jackpot Cards for Card Holders and Jars included.

One-Half Deposit—Balance C. O. D.

LOUISVILLE NOVELTY MFG. CO.
830 E. Breckenridge St., Louisville, Ky.

LOOK AT THESE!

RAYOLITE GUNS \$165.00
1937 ROCKOLA WORLD SERIES... 150.00
1936 A B C SEEBURG
SYMPHONOLAS 125.00
LATE MODEL SILVER BELLS..... 125.00
1/3 Deposit — Balance C. O. D.

ED. GEORGE NOVELTY COMPANY
37 IRA AVENUE, AKRON, O.

WORLD'S MOST BEAUTIFUL SALESBORD

Superior's "Cook Fight", 2280-Hole, average Payout Board with accompanying Payout Card is ready for you! Lush colors make this one even greater than all the rest! New ways to win, NO STEP-UP! Made in both thin and thick. Both 5c and 10c—longer profits.

5c DEAL.
Takes In 2280 @ 5c \$114.00
Pays Out (Average) 72.86
Profit (Average) \$ 41.34

10c DEAL.
Takes In 2280 @ 10c \$228.00
Pays Out (Average) 155.19
Profit (Average) \$ 72.81

Thin or Thick Board with easels, cellophane wrapped.

SUPERIOR PRODUCTS, INC.
"World's Fastest Growing Saleboard Factory."
14 No. Pearl St., Dept. C, Chicago, Ill.

DUX

\$ 74⁵⁰

Chicago Coins Sensational New Type Skill Novelty Game is opening "restricted territories" all over the country - and operators from the North, South, East and West alike reporting the biggest earnings ever made from novelty games -- If you haven't ordered yours as yet, Do so at Once! DUX, because of its unusual play, will be a big money maker for many many months to come!

NOTICE! TERRITORIES ARE STILL OPEN FOR NEW AND OLD JOBBERS

CHICAGO COIN

MACHINE MANUFACTURING CO.
1728 DIVERSEY BLVD. CHICAGO, ILL.

SURE-FIRE ON LOCATION
BEAMLITE
Matched colors and sufficient number of hits—a clever 5-ball novelty game.
\$74.50

Best of the Horse Race Games!
CHICO DERBY
\$74.50
Balls race down the track—the first one in—the winner!

GEORGE PONSER
Distributor for New York, New Jersey and Connecticut.

SCOTT ADICKES CO., LTD.
London, England, Distributor for All Chicago Coin Games.

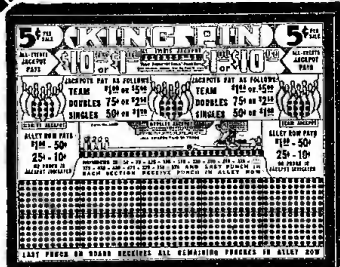
A KING PIN FOR PROFITS

A SENSATIONAL NEW HARLICH JACKPOT BOARD THAT'S BOWLING 'EM OVER

KING PIN

No. 16006 600 Holes
TAKES IN \$30.00
AVERAGE PAYOUT... 12.84
AVERAGE GROSS PROFIT \$17.16

HARLICH MFG. CO.,



PRICE **\$1.98** EACH PLUS 10% TAX
Get in on This New Number Now for a Real Profit Strike
1413 West Jackson Blvd., CHICAGO, ILL.

Slug Visible Slotted Coin Counter
MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be our business. Our method of counting and tubing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

30 DENNIES
THE BALTIMORE COIN COUNTER COMPANY
WRAPPER TUBES, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Big Lot Prices.
Accurate Coin Counter Co., Fatton, Pennsylvania

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
H. C. Evans & Co. A. B. T. Co. Western Equip. Co.
Groetchen Mfg. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

SUBSCRIBE TO THE BILLBOARD

St. Louis Distrib Visits Chi Mfrs.

CHICAGO, Nov. 27.—Carl Trippe, genial head of the Ideal Novelty Company of St. Louis, was a recent visitor here to look over the lines of many manufacturers. "Judging by the caliber of machines which Bally, Daval and other manufacturers will announce soon 1938 is going to be a boom year in every sense of the word," Trippe declared.

"Down in St. Louis," Trippe went on, "our business has been better than usual for this time of the year. The many bargains which we have been featuring in reconditioned games, phonos and other types of coin-operated equipment have scored with ops in our territory, and we have been hard pressed to keep up with the demand for equipment of the type we feature. We stand behind all our equipment 100 per cent with an ironclad guarantee that has gained the confidence of our customers.

"Judging from what Ray Moloney, Jim Buckley, Al Douglas and other coinmen have to say about the new machines they plan springing in the near future," he concluded, "operators are due for the surprise of their lives. I've seen many machines of many different types come and go in my day, but the new ones which I saw here have me eagerly awaiting their unveiling, for I know they will meet the approval of Ideal customers. I've made arrangements to get hold of these machines as soon as they are released, and that day can't come too soon for me."

RECONDITIONED AND GUARANTEED Mechanically Perfect

- 2 ROTARY MERCH, Each.....\$75.00
 - 3 MAGIC FINGERS, Each..... 75.00
 - 5 ELEC. HOISTS - 1038, Each, 50.00
 - 10 ELEC. HOISTS - 1935, Each, 40.00
 - 2 RAY'S TRACKS, Cash Model, Each.....\$110.00
- COMPLETE SELECTION OF NEW AND USED PAYOUT TABLES OF ANY DESCRIPTION — Write for Complete List.

SAVOY VENDING CO.
406-8 W. FRANKLIN ST. BALTIMORE, MD.

ing upon the actual playing of the game either in obtaining a score or in increasing it.

"Free Races," Keeney explained, a hole and bumper type playing with a mystery coin chute which up one of eight numbers on the select panel of the backboard and also indicates the odds for that play. A show hole must be made to obtain any score. Then the player must make a number hole that matches the number lights on the backboard. If both "show" and "play" holes are made the player receives an award in free games. He can play these games without inserting any additional nickels as long as the free game appear on the backboard recorder."

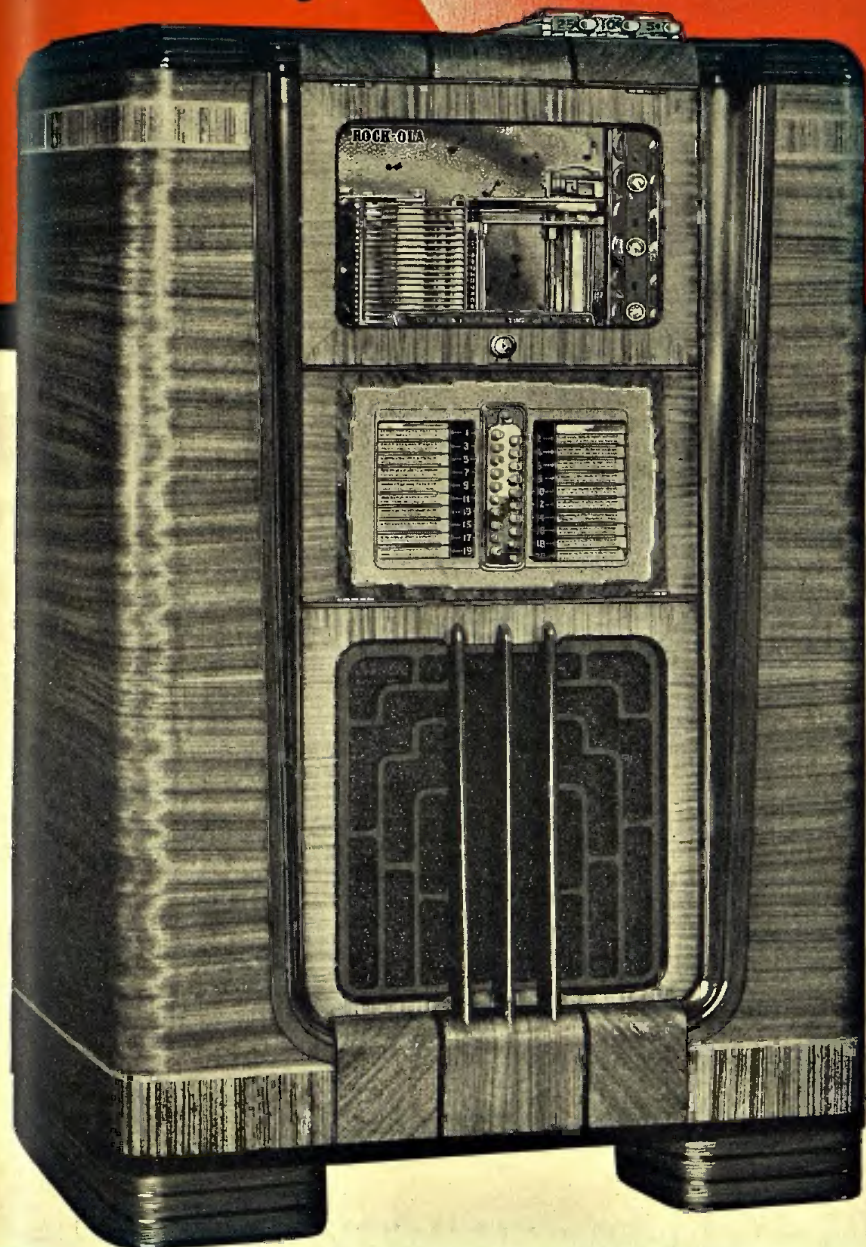
Free Races Is New 5-Ball Keeney Game

CHICAGO, Nov. 27.—Free Races, a new five-ball game featuring free game awards, is the latest creation to be announced by J. E. Keeney & Company. According to Jack Keeney, head of the firm, each one of the five balls used in this game has a definite bear-

Keeney added that on location test Free Races has demonstrated its mechanical excellence and its ability to secure a play comparable to that of payout tables. In conclusion he said that he believed this game would prove immeasurably valuable to operators and that it was now in full-time production.

ROCK-OLA'S

TWENTY RECORDS Imperial 20

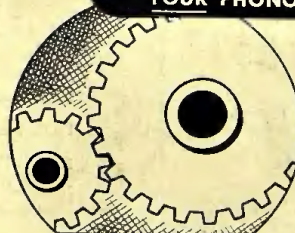


When all the world's music-conscious at holiday-time, let the "Imperial-20" heighten the festive spirit. Reproduce the music of favorite orchestras, new songs and old refrains. When music preferences are varied, your collection will be greater with TWENTY RECORD Selections.

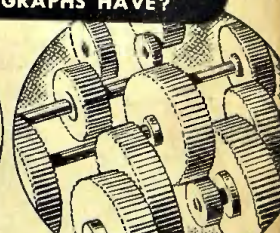
ANOTHER OF ROCK-OLA'S QUALITY FEATURES

Simplicity OF MECHANISM

WHICH TYPE OF MECHANISM DO YOUR PHONOGRAPHS HAVE?



ROCK-OLA'S simple mechanism eliminates service calls—reduces upkeep expense



COMPLICATED mechanisms mean more service calls and great upkeep expense

- **LESS PARTS!** Rock-Ola engineers have eliminated all unnecessary parts—Nothing to jam. Nothing to wear out. Extremely simple.
- **ONE POSITIVE CAM MOVEMENT!** The entire changer mechanism is controlled by a single cam assembly. Simple—nothing to get out of adjustment. The cam is worm-driven by a V-belt from the power motor. Both cam and worm gear are of tough metal, instead of fragile bakelite or composition.
- **DUAL MOTORS!** Control motor is designed for the changing of records only, while the turntable motor is specially designed to give a 100% noiseless, smooth, even-running turntable. Dual motors eliminate the need for clutches and other unnecessary parts.
- **MICRO SENSITIVE SWITCHES!** The famous Burgess Micro Switch is known and respected by all experienced music operators. No burning or sticking of contact points.



Rock-Ola Mfg. Corp. 800 N. KEDZIE AVE., CHICAGO, ILL.

CANADIAN DISTRIBUTORS
P and H COIN MACHINE CO.

126 DUNDAS STREET WEST
TORONTO, CANADA

LOOK TO ROCK-OLA FOR LEADERSHIP!

Every night, in every town in America
WURLITZER patrons swing to the "solid sending"

of **GLEN GRAY** *and his*
CASA LOMA ORCHESTRA



KENNY SARGENT
"cuts the sugar thick" with his dreamy vocalizing when the band plays sweet music for soft lights.



"PEE WEE" HUNT
swings out with torchy shouting when the band turns on the torrid stuff.

GLEN GRAY
and the
CASA LOMA ORCHESTRA
are definitely "in the groove" with these recent
DECCA RECORD releases.
 1473
"Smoke Rings"
"Always"
 1412
"For You"
"Casa Loma Stomp"
 1396
"Let 'er Go"
"Swing Low, Sweet Chariot"

Two basic rules for successful operation: One—put the latest hits on your Wurlitzer Automatic Phonographs; Two—change records often for added appeal.

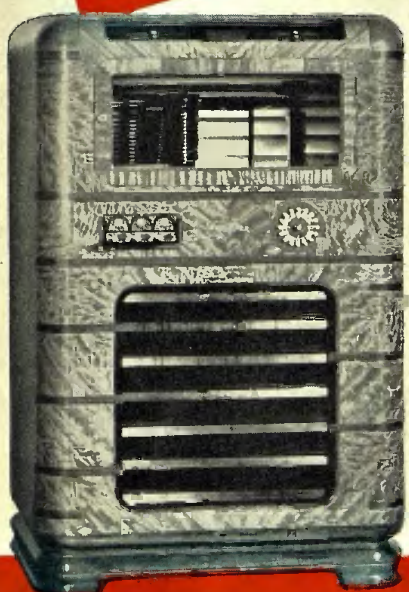
Hundreds of thousands listen with eager anticipation for the haunting strains of "Smoke Rings"—the Casa Loma theme—that introduces radio programs by this outstanding musical organization. Thousands impatiently wait for Glen Gray and his famous swingsters, now at Hotel New Yorker, to make one of their personal appearance tours.

But millions of music-loving Americans have found they need not wait an instant to hear Glen Gray wherever there is a WURLITZER Automatic Phonograph. In every corner of the land—in taverns, restaurants and cafes whose entertainment is necessarily

limited to automatic music—the WURLITZER brings the recorded rhythms of America's favorite bands to brilliant life at the touch of a finger.

Discriminating patrons recognize and prefer WURLITZER music. Location owners, realizing this, are insistently demanding WURLITZER living tone. This nationwide popularity is the chance-of-a-lifetime opportunity for aggressive music operators everywhere. Act now — write, wire or phone for full particulars.

THE RUDOLPH WURLITZER COMPANY
 NORTH TONAWANDA, NEW YORK
 Canadian Factory: RCA-Victor Co., Ltd., Montreal, Que., Can.



SOLD ONLY TO OPERATORS

W U R L I T Z E R
AUTOMATIC PHONOGRAPHS

Bring the Music of Modern Masters to Millions