

The Billboard

The World's Foremost Amusement Weekly

DECEMBER 10, 1938

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PAGE
12

JACK GILLETTE

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STOOGING TO SUCCESS

Moss Backs His SS Ruling; 250 Agents Sign Up

NEW YORK, Dec. 3.—Backing up his advice that agents were exempt from the Social Security tax for employers with a promise of services of his two legal assistants in case legal tiff arises, License Commissioner Paul Moss continued to curry trade favor at a meeting with the Associated Entertainment Directors of New York Wednesday, with announcement of bagging 250 licensees and instituting court action against nonconformists. At about the same time the American Federation of Actors, thru its attorney, Harold Koenigsberg, withdrew its objection to the monthly auditions arranged by the club bookers, provided paying audiences are not accommodated.

The commissioner's interpretation of the Security taxes, unauthorized by the Bureau of Internal Revenue, is based on ruling which exempted commission agents in radio field. Club bookers will have to prove themselves similar operators for such consideration. Many who have tried to dodge licensing on ground that they were managing contractors run the risk of being classed as employers, as has been held by the State Unemployment Insurance offices.

The 250 total of licensed agents represents the greatest control the department has ever had on the bookers, and includes several lecture bureaus, the commissioner's latest quarry. AED re- (See MOSS BACKS on page 25)

Lots of Sub Rosa Maneuverings At Chi's Radio School Meeting

CHICAGO, Dec. 3.—Altho the second annual School Broadcast Conference opened and closed a three-day session here this week with an innocent and purely "constructive series of demonstrations" designed to show educators

Social Security Rulings

NEW YORK, Dec. 3.—As a follow-up to the bulletin guiding musicians in their inquiries on Social Security tax, office of Collector of Internal Revenue here, Third District, has issued a similar memorandum for artists, entertainers and actors in all phases of show business. Free copies of these instructions may be had by writing to Tax Department of *The Billboard*, 1564 Broadway, New York City.

Three Ice Shows In Eight Weeks For N. Y. Garden

NEW YORK, Dec. 3.—Madison Square Garden is offering three ice shows within the next two months, indicating the rage for ice shows is at its height locally, as it seems to be thruout the country.

Opening show debuted Tuesday and closes tonight. It is MCA's *Ice Follies*, featuring Evelyn Chandler, Bess Ehrhardt, Roy Shipstad and Bruce Mapes, and is doing six performances. Heavy but not capacity audiences greeted the first few performances. Others in the cast are Oscar Johnson, Eddie Shipstad, Idi Papez, Karl Zwack, Ruby and Bobby Maxson, Henie Brock, Les Hamilton, Ruth Mack, Everett McGowan, Ann Haroldson, Osborne Colson, Valerie Fink, LaVerne Busher, Harris Legg, Gordon and Gilbert McKellen and 24 girls. Jean Heer, artist, designed giant (See THREE ICE SHOWS on page 25)

Many Ex-Flunkeys Gouged Way To Top Rank in Films, Vaude

Three Stooges, Silvers, Oswald and plenty more—some even have stooges of their own—Murray, Healy and Pepper stogeries hatched most—radio has own brand

By JERRY FRANKEN

NEW YORK, Dec. 3.—Despite the axiom that working as a stooge marks said stooge as a stooge forevermore, there is, upon investigation, an impressive list of such acts which, in one way or another, have made good on their own. The stooge label carries with it the inference that the stooge can't get by without the stoogee, the hint that the stooge is just a bum and, without his employer, would stand on the Palace Theater beach until its sands were washed away. This conclusion is only natural, since stooges are usually ludicrous and hungry in appearance. If there's a sock on a conk or a pie in the pan the stooge's conk or pan is on the take end. But study of *The Billboard* files brings out the names of many punch absorbers who have become well known. Some have even reached that pinnacle of stooge success by having stooges of their own. This is the stooge dream of paradise.

Probably the best example is the trio which graduated from vaudeville's classic stogery, the late Ted Healy's act, and became a national name. This is the Howard-Fine-Howard circus billed as the Three Stooges. After leaving Healy to be starred in Columbia shorts

trio became a high-priced vaude and nitery act. Shemp Howard is now part owner and featured act at his Stage No. 1 Cafe in Hollywood. Another to become an eatery proprietor is Dave Chasen, who for years stooged for Joe Cook in Broadway musicals. Chasen became known for his hand-before-the-face gesture. Cliff Hall, who was Jack Pearl's straight and stooge, also was a cafe owner, running a spot on Jamaica, L. I., for a while.

One of the first to reach any promi- (See STOOGING TO SUCCESS page 23)

Ticket Brokers Reported For Violations Under Code

NEW YORK, Dec. 3.—Test of theater ticket code will near its climax next week when the grievance committee tries two accredited brokers charged with code violation and informs all the signees that the Equity code committee "after hearing the other side will make no recommendations at the moment for changes to its council." Equity decision followed conference with League at which time League made satisfactory replies to all charges lodged against it by the brokers.

Charges of violation against brokers, filed by James F. Reilly, executive secretary of the League, accuse the brokers of accepting more than the 75-cent premium in deals with unaccredited

brokers and of sending tickets regularly to unaccredited agencies. Code provides for punishments ranging from fines to permanent suspension, which means the guilty one would not receive regular allotments of tickets from League members.

Brokers' protests to Equity a few weeks ago against 3½-cent police tax and argument that buys could save topping shows are falling on deaf ears at Equity presently. Convinced that buys which save a toddling show shorten the run of successful plays, Equity reiterated its violent opposition to revision of the code thru Paul Dullzelle, executive secretary. The union, he (See TICKET BROKERS on page 25)

Band Bookers Vs. Stations In Twin Cities AFM Muddle

CHICAGO, Dec. 3.—A fight between the franchised bookers of the American Federation of Musicians in St. Paul and Minneapolis and the radio stations in the Twin Cities is in the offing. Issue at stake is the charged unfair booking methods employed by WCCO, Columbia outlet, and KSTP, National Broadcasting Co. station, in trying to sell shows in competition with the bookers not linked with any radio stations.

Jule Miller, head of the Northwestern Amusement Co., who is conducting the fight, was in Chicago this week lining up co-operation from local AFM bookers. She stated that while radio stations have no AFM franchises, the network outlets in St. Paul and Minneapolis indirectly book bands in the guise of shows by placing a couple of acts in front of the band stand and give these units unlimited free air advertising. Thru such methods, Miss Miller charges, the independent booker has a hard time selling a band and cannot compete with

the advertising possibilities offered prospective accounts by the stations.

Miss Miller urged the local AFM agents who have been doing business with her to protest to Joe Weber, AFM prez, and to demand protection for franchised bookers. She stated that this afternoon she will address an AFL labor group in Minneapolis on the question and will threaten to file charges under the Sherman Anti-Trust Act against Stations WCCO and KSTP.

Minnesota at present requires no license from any talent booking agencies, but the booking of bands is limited to AFM franchise holders as regulated by that union.

News pertaining to the New York World's Fair and Golden Gate International Exposition in San Francisco appears this week on pages 36, 39 and 51.

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how to utilize school-directed programs there remained a flock of pro and con opinions from the various groups on several of the questions brought up. These "discussions," however, were reserved for the smorgasbord and not taken up at the meetings. The educators and broadcasters disagree on the proposed plan of having local school systems set up their own transmitters and producing their own shows.

William Boutwell, director of the Federal Department of Education in Washington and speaker at the opening session, said that future experimentation lies, of necessity, with the schools, because privately owned stations were now approaching the saturation point in their serving of educational institutions. However, he also said that this did not mean broadcasters should relent in their efforts thus far, since their work would always be useful as a supplement feature.

Stations as a whole are against this status of things, fearing that the government would exercise too much control over transmission of programs by the schools for one thing, and also claiming that schools would never have the access to facilities and talent now available thru the nets. Another faction taking this same attitude, but for another reason, is the AFL Teachers' Union, which figures that the handwriting on the wall for them is the reduction of teaching staffs and the employing of a few experts.

Altho it cannot be confirmed, rumor is persistent that Radio Corporation of America, thru NBC, is the only rebel on the broadcasters' side and that it would immediately stamp its okeh on any plan for schools to start airing their (See LOTS OF SUB on page 25)

Memphis Sour on Road Return; Asks for Shows But None Play

MEMPHIS, Dec. 3.—Tallulah Bankhead's single performance here in *I Am Different* was practically a sellout at the 2,600-seat Ellis Auditorium, but it did the road no good, taking a lacing from the local critics and a round word-of-mouth razzing from the public. Consensus was Tallulah wouldn't have got a nickel a second night. She apologized for her vehicle in a gracious curtain speech at the end.

Only other definite legit booking is Ethel Barrymore in *Whiteoaks*, tho city has been extremely ripe for shows all fall, as evidenced by interest in the summer's Overton Park musicals and the recent successful formation of a second amateur theater, the Civic, which scored a sensational triumph with *Judgment Day* at the Auditorium last month.

Local drama editors are so disgusted with the situation that they are waste-basketting new American Theater Council press service, despite extreme interest—even including attendance by one of

home scribes at original ATC convention. They point to abundance of shows tramping thru Chicago, St. Louis and even Louisville as evidence that Broadway managers are deliberately slighting Memphis, declare there is no point in printing ATC blurbs about shows that will never come this way. Direct appeals to the Lunts and to George M. Cohan and to *Pins and Needles* by one of the editors have brought no response.

Hopes Held for Big K. C. Season

KANSAS CITY, Mo., Dec. 3.—Prospects for another record-breaking legit season in Kansas City soared following Cornelia Otis Skinner's two performances of *Edna His Wife* in the ornate Music Hall of Municipal Auditorium. Aided by ideal weather and a convention which brought hundreds of Missouri teachers into town, the show grossed a strong \$4,001, including a fat \$1,400 matinee.

Miss Skinner's gross was exactly \$1,100 more for the one day than for a three-day engagement she had at the old Shubert Theater in 1933, according to James H. Nixon, who with George L. Goldman sponsors the legit attractions here. Nixon declared the 1938-'39 season would prove the most profitable in Kaycee's history.

Opener last month was *Pins and Needles*, which proved woefully weak at the box office. At least 15 other shows are booked, most of them for after the first of the year.

Sunday Revue at Barbizon-Plaza

NEW YORK, Dec. 3.—Gladys Andes has been directing a series of Sunday night concerts at the Concert Hall of the swank Barbizon-Plaza Hotel here, the concerts and also a series of lectures doing much to jazz up activity in this staid hostelry.

A five-people revue was presented a week ago Sunday night to an appreciative audience composed mostly of well-dressed women. The talent wasn't bad, basically, but it was stretched out to fill a full evening and it wasn't strong enough for that.

Suzanne Savoy, harpist; John Rockwood, baritone; Medesca and Michael, dancers, and Herbert Goode, accompanist, composed the show.

Miss Savoy is an attractive brunet whose deft harp plucking is a delight to the ear; Rockwood is a good-looking fellow whose baritone is excellent when let out forcefully but quite monotonous in the lower register; Medesca and Michael offer imaginative embellishments of ballroom routines, but could hardly be at their best considering the

Possibilities

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 FILMS

BETTY BRUCE—dancer now appearing in *The Boys From Syracuse*, legit musical at the Alvin Theater, New York. A svelte and attractive lass, she does superlative tapping combined with ballet, scoring an outstanding sensation in a show filled with hits. Smooth and unusual work could be used to excellent advantage in films—and, in addition, she handles lines in highly acceptable fashion, which is something that most dancers don't do. Was recommended here last year for legit musicals.

For LEGIT

MUSICAL

THE MERRY MACS—one of the best harmony quartets in many months, currently appearing at the Onyx Club, New York. Three boys and a girl, they combine grand arrangements of clever lyrics with personality and—in the girl's case—a large amount of charm. Their talent and youthful, attractive appearance would brighten any musical.

DUDLEY AND BOSTOCK—fresh and smart dance couple combining talent, appearance and a beautiful sense of satire, making their first start in the East at the Pelham Heath Inn, Bronx, New York. Created such an impression that bookings in the smarter clubs and hotel rooms are inevitable. Young, good-looking and endowed with top-rank pantomimic ability, they'd be a sure click in either a book show or a revue.

VERA FERN—lovely blond dancer whose work stands head and shoulders above that usually seen on a night club floor. Caught recently at the Village Barn, New York, she blended rhythmic interpretation into her acrobatic numbers with grace and ease. Rates a try in legit musicals.

small stage, and Goode, pianist, does an excellent accompaniment job.

The hotel's only regular entertainment is Hawaiian music in the cocktail lounge. *Paul Denis.*

Rejection Slips Outwit Nazis As Refugees Plan N. Y. Theater

NEW YORK, Dec. 3.—Publishers' rejection slips were put to their greatest use several months ago as a ruse whereby a group of Viennese actors and writers were able to smuggle highly censorable manuscripts out of Austria without reprisal from Adolph Hitler's censorship bureau.

Now known as the Refugee Artists' Group, Inc., American counterpart of the Vienna Kleinkunztzuhause, refugee outfit was formed a short time ago by approximately 50 actors, writers, directors, singers and composers who started trickling to America, some under the quota laws and others under refugee visas, after the anschluss wiped them out as an entity.

Before Hitler's march into Austria the group enjoyed a good deal of popularity in Viennese theatrical circles. On the eve of Germany's seizure, since most of the company were non-Aryan, the group disbanded and made plans to continue in the United States if possible. Many of its members were sent to prison and concentration camps, but thru the aid of friends here they managed to escape and came to this country. During this time writers connected with the group dug out their old Austrian rejection slips, clipped them to the written material and sent the scripts to friends in

Switzerland. In turn they were forwarded to America.

The group plans to run the new organization co-operatively, and funds are presently being raised thru the sale of subscriptions to performances at \$4 and \$5 a series. They are also trying to tempt Broadway backing, with negotiations reported to be going on with Joseph Hyman to invest from \$10,000 to \$15,000 on a percentage arrangement.

Most of the prepared manuscripts are now being revamped to suit the American scene, and spokesmen for the group say they will favor no political party. Actors' Equity Association will not compel them to become members until the group is on its feet. Since they are all foreign actors, and if they put on their own productions and use no American performers, they do not come under Equity jurisdiction.

They are also dickering around for a small theater, seating around 250, thus avoiding a full-size stage crew until the venture becomes profitable. The ultimate aim is to establish a Refugee Arts Center.

The leading spirits in the organization include Victor Gruenbaum, who was head of the project in Austria; Herman Ehrenreich, Lothar Metzl, Otto Andreas, Belle Didjah, and Ruth Yorke, of NBC.



BEFORE Olsen and Johnson close their run in the phenomenally successful revue, *Hellzapoppin*, they will make plenty of shekels for themselves and the Shuberts and they will have made a valuable contribution to the show business; at least that part of the business that is concerned with living entertainment. Every night that the two zanies and their sparkling company of bedlamites pack the Winter Garden to the rafters they demonstrate that not only does the public crave entertainment served over the footlights but it prefers the corny type of vaude entertainment exemplified with a minimum of glorification by *Hellzapoppin*.

Our critical and exacting Gene Burr uttered similar sentiments in his review of *Hellzapoppin* back in October. But when Br'er Burr laid aside his cloak of dignity and made typographical whoopee over the Olsen and Johnson production the deep impress had not yet been made on the show business by the sockeroo quartered in the Winter Garden. Venture over to *Hellzapoppin* reservation and see for yourself the nightly congress of agents, producers and others with their fingers stuck somewhere in the talent pie. See for yourself the wonder and amazement that has been created by a show that represents nothing more than a goldarned swell vaude unit, augmented by a few sprightly gals and stretched to revue running time.

True, Olsen and Johnson have for years represented the best in low comedy and just because they have scored a wallop on Broadway doesn't mean that any pair of comedians can do a repeat with any old show. But they have paved the way by proving to Broadway that good vaudeville, properly mounted, is nothing more or less than good revue—and the other way around.

Broadway's standards are different in some respects than other main drags. But New Yorkers as a class are not vastly different from natives of other large cities. From the standpoint of their preference for gusty, low comedy and tuneful music and pretty gals all publicans in all urban centers are brothers under the skin. The Olsen and Johnson show doesn't by a long shot satisfy the craving of New Yorkers for live entertainment. There is room on Broadway for at least half a dozen more revues built along precisely the same lines as *Hellzapoppin*. Every large city in the country can use a sock revue most months of the year. Regardless of the alibis advanced by theater men who prefer to remain in the film business exclusively, there is plenty of talent available for such revues and plenty of big names who would be willing to work in a show giving one or two performances a day. We can't blame former big names in vaude who are now on top in films and radio if they turn down offers made by bookers of presentation houses that grind out shows at the rate of four, five and six a day. Regardless of the money element, no performer with a bulky bank roll laid aside and with a fair portion of common sense would work himself into a breakdown for a few dollars of which a good portion must go to Uncle Sam anyway. Yet there are few of the old headliners who can resist the temptation of again playing for live audiences under ideal working conditions such as characterizes a full-length revue.

At this writing Kurt Robitschek is still flirting with the Shuberts on a proposition that would bring his enterprise and talent under the wing of the outfit that scored a home run in its judgment of Olsen and Johnson as dynamite for a show. It is to be hoped that something happens as a result of the Robitschek-Shubert negotiations.

Even if *Hellzapoppin* goes on forever and even if the Robitschek project is successfully launched all of this will represent a drop in the bucket; a mere beginning of a movement that nothing but sheer stupidity on the part of showmen can prevent from spreading all over the land.

It is not only thru the medium of revue disguise that vaudeville can be pulled back to its former high place in the amusement world. There is just as much opportunity for successful activity in theaters now employing straight picture policies. In this wing, of course, (See SUGAR'S DOMINO on page 27)

JACK GILLETTE

(This Week's Cover Subject)

JACK GILLETTE, the "jovial host of captivating rhythms," is a six-footer, weighs 250 pounds and was born 30 years ago in New York City. He went to Culver Military Academy, and while Horace Heidt and Red Nichols, two of his classmates, spent their leisure hours blowing a sax and a trumpet, respectively, Jack began fooling around with drums and a bass fiddle. The three of them comprised part of the school band, and when Jack left Culver and went to Western Reserve University he wasn't long picking up the musical thread where he left off, and his heritage of music—his mother was a concert pianist—carried him into WRU's band.

Football also occupied him during five of his scholastic years, and in addition he has one year of pro football to his credit. During this time he had two big ambitions, one to be a crack tile salesman like his father, and the other to conduct the best band in the land. The latter was out and he formed his first band in Cleveland and took to the road.

In the half dozen years since Jack has had engagements at the Lakeshore Hotel, Cleveland; the Neil House, Columbus, O.; The Willows, Pittsburgh's popular roadhouse; the Totem Pole, Boston, and the Casa Madrid, Louisville, among others. Gillette has made it a point to deliver any type of music, swingy stomps or sweet ballads. He prides himself on his knowledge of tonal combinations, cross rhythms and novel instrumental effects.

On the personal side, Jack's favorite hobby is taking motion pictures. He doesn't smoke or drink likes he-man movies, cares nothing for aviation, teaches riding Sunday mornings, likes fish and dislikes tricky people, and has no superstitions.

Broadway Beat

By GEORGE SPELVIN

BURLY performers remember when Mickey Rooney was a 5-year-old kid working in burlesque with his ma and pop; he was Sonny Yule then, doing a dance bit rigged out in miniature tails, etc.—and he was so adult-looking that audiences were convinced he was a midget. . . . His ma wanted him to become a straight man, while pop leaned toward comedy as a career—but Mickey fooled them both. . . . Add Anti-Swing Trends: when guests visited Jim O'Neill, of the Equity headquarters staff, at his home last week they brought along their 4-year-old pet monkey, which sat like a little gentleman with the rest of the party, listening to an organ recital coming over the air, but when the recital ended and the speaker announced a session of swing music coming up the monk picked up a near-by clock and smacked it at the radio—without even waiting for the swing to begin. . . . Which makes Mr. Spelvin wonder whether we ascended from the apes—or descended from them. . . . Kids in the cast of *Lorelei* were hepped up opening night when everybody in the cast, including even the bit players, got flowers—gardenias for the women and carnations for the men—from the management, and when Aldrich and Myers climbed all the way to the top-floor dressing rooms to wish even the supers good luck. . . . It's things like that that make show business a nice place to be. . . . Olsen and Johnson claim that when *Hellzapoppin* switched from the 46th Street to the Winter Garden the first night at the new home grossed \$4,000, no less; it's unusual for a smash to switch theaters in mid-career, but it doesn't seem to have done *Hellzapoppin* much harm. . . . Eddie Cantor ballyhooed Mary Martin's bit on his program as her first radio appearance—but he was just eight hours too late. . . . Bide Dudley had already interviewed her that day. . . . Lou Levy is not only personal-managing the Andrews Sisters, but is also ghosting a chatter column for them: it's called *Tin Pan Alley Hot Notes*, and he peddles it free. . . . A waiter in one of the higher priced Stem spots, when customers complain of the price, leans over confidentially and whispers that the spot gives out a Hitler dessert with each meal—a piece of Czechoslovakia. . . . Which brings to mind the idea for fortune-making offered by one of the gang at CBS—all you have to do is manufacture fire hydrants with a picture of Hitler thereon.

It was Noel Meadow, p. a. for Eddie Garr, who engineered the First National Conference of Screwballs of America last Sunday in the caverns of the new subway—but Garr lost out because he had to keep a booking in Chicago. *The Herald-Trib*, breaking a big story on the stunt, mentioned Olsen and Johnson, Kay Kyser, Clem McCarthy, Richard Himber and Al Schacht—but no Garr. Aftermath: NBC received 4,000 letters after broadcasting the shindig, so now Meadow says the screwball outfit will have more meetings.

Tom Kelly, club entertainment booker, reports that he received a phone call last week from an entertainment committee man who called on the basis of a show Kelly had put on for him 35 years ago, no less. . . . Linda Lee Hill will be playing the Peggy Ashcroft role in *High Tor* when that Maxwell Anderson fantasy is presented at Woodcliff. . . . Hy Gardner's Broadway column in *The Brooklyn Eagle* has had its appearances increased to three a week. . . . Grace Hayes, the veteran vaude name, has opened a night club in Hollywood; also in Hollywood, doing radio work and angling for a film spot, is Margaret Young. . . . Speaking of the Coast, Henry Major, caricaturist of celebs there and on the Stem, is holding an exhibit of his oil paintings at the Reinhardt Galleries December 6 to 27. . . . Jack Zero, who complained that when he was on the Loew's State bill with Milton Berle, Berle wanted to cut his bit from eight seconds to five, was reunited with the comedian last Tuesday night at the benefit for German refugees at the Rainbow Inn, lower East Side night spot; after a session of cross-patter across the floor the two finally got up and Zero said to Berle, "Am I on my own now or are we together again?" . . . Situation Wanted: An attractive lass, perched on a table at a leading Stem night spot soliciting funds for tuberculosis (See *BROADWAY BEAT* on page 27)

Slapped by Performers' Snake; Loses Court Suit

SYRACUSE, Dec. 3.—A slap in the face with a night club girl's pet performing snake caused Dorothy Ross to bring a \$50,000 suit against the New York Central here last week, which was turned down by Justice E. N. Smith in Supreme Court. Odd feature of the suit was that Miss Ross was beaten because, as Justice Smith said, "the railroad had not received any legal notice that the two entertainers had any intention of doing anything to harm or annoy other passengers." Miss Ross said two girl entertainers—she didn't name them—were carrying their "act," consisting of several snakes, in a hatbox as they made a night jump from Syracuse to Buffalo when they became noisy. As she passed them in the aisle, she said, one of them snatched up a snake and slapped her in the face with it. The court apparently conceded that the unusual assault took place but ruled that exuberance of passengers does not require a train crew to curb them.

Brattleboro Flops With Sketchy Farce

NEW YORK, Dec. 3.—Infinitely more tragic than the feeblest also-ran out of a shoeing producer's stable is the disintegration of an exceptionally promising theatrical idea into the thin air of pedestrianism. Such a tragedy is fast overtaking the Brattleboro Players; it was more discernible than ever in their second offering of the season, *If You Get It, Do You Want It?*, a quarter-hour revue skit in three acts by Leonard D. Weil and John Becker, which opened Wednesday (30).

The Man Who Ate the Popomack, presented last spring, was an imaginative and finely wrought production that held great promise of many more worth-while things to come. But a gradual unexplained collapse of the group's healthy and glowing spirit has become increasingly evident in the succession of plays that have followed. The current creation is as unimportant as *Popomack* was vital, in every angle of writing, direction and production.

The pun-raising title is attached to what is intended as a satire on the buyers and dealers of modern art. Boiled down to 15 or 20 minutes, with all the amusing lines—and there are some good ones—grouped together, a laughable sketch would result. The sad part of it as it stands, however, is that it is necessary to sit thru three acts and two hours of no play, to get to the few choice morsels.

What plot there is concerns itself with the efforts of a foursome of art-dealing tyros to make a go of their 57th street gallery; success and recognition, of course, are theirs in the last act, and the gallery's happy-go-lucky owner goes (See *BRATTLEBORO FLOPS* on page 27)

Labor Board Finds For Chi Announcer

CHICAGO, Dec. 3.—National Labor Relations Board handed down a decision here this week in favor of the American Federation of Radio Artists against WJJD for the dismissal of part-time announcer Joe Schecter. He received a \$100 cash settlement covering the period from the time of his release until the inception of the wage and hour law. This federal act does not allow part-time work.

Schecter's job at WJJD was for a few hours every Sunday at \$5 per shift. Shortly after all WJJD spielers were organized by AFRA Schecter was dismissed for "incompetence." AFRA filed a complaint in his behalf with the NLRB, claiming that the announcer was given the gate for his union activity. The Labor Board's Chi branch ruled that WJJD should pay Schecter for 20 weeks "at liberty" at his usual salary.

Gilman East Permanently

HOLLYWOOD, Dec. 3.—Rumors here are to the effect that Don Gilman, viceprexy in charge of western division of NBC, will be shipped to New York to hold down an important executive job in the web. Gilman trained for N. Y. yesterday.

Highlanders From the Moors And Heathers of 135th Street

NEW YORK, Dec. 3.—One of the most unusual sights among the Stem's mazda-lit resorts holds forth on the band stand at Kelly's Stable, pop leaning post for elbow benders among the Broadway beachcombers. For here is found a gang of sepia swingsters who take showmanship at its face value—and with a vengeance. Remembering how Maxine Sullivan skyrocketed with Scotch songs, and in line with the current vogue to make hot hymns of any lullaby endeared to native sons of Scotland, these lads go one better by dressing up in Scotch regalia.

Bill themselves as the "Harlem Highlanders," wearing red coats with plaited tartan petticoats reaching from waistline to knee, and boast of a kinship with their brethren across the pond. At least they hail from the moors and heathers of Harlem's 135th street.

Kilt-clad sextet includes a threesome of bass, guitar and drums laying down a heavy rhythmic foundation for as many tapsters, warblers and muggers. It's all dished out in the floy floy register, the kind of cuttings that make gin mill vapors so inviting at the Harlem

hideaways. It's not what they do that counts but the Scotch setting in which it is done.

Idea is the brainstorm of Sonny Austin, their ringleader. Austin, a vet vaude trouper, is remembered for his Three Gobs dancing act, last seen with Lew Leslie's *Blackbirds*. With competition both keen and fierce among sepia attractions, it was one way of attracting attention and, incidentally, grabbing off a job. Harlemites as highlanders isn't the only idea that's been buzzin' in his bonnet. "I've got millions of 'em," boasts bonnie Austin.

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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.

Conducted by MARTIN C. BRENNAN, 198 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

Bands Bolster Vaude Set at Akron Palace

AKRON, O., Dec. 3.—Several good vaude turns augmented by a name band seems the proper formula to keep the register ringing merrily for manager Bud Summers at the Palace Theater. House has played stage attractions this season longer than in former years, with better than average success at the box office. Stage shows have been packing the house, with out-of-town draw being very noticeable. No towns within 30 miles are showing stage attractions.

Best record was recently chalked up by Blue Barron, bill also including Ann Miller, Red Skelton and Stepin Fetchit's revue. Grossing \$10,000 for four days, take just topped marks made by Rudy Vallee and Fred Waring. Summers is counting on the current bill to top 'em all, bringing in Tommy Tucker's Band, Ben Blue and Estelle Taylor for marquee strength.

Ork Bookers Woo Outdoor Field at Chi Convention

CHICAGO, Dec. 3.—Music Corp. of America, Consolidated Radio Artists and Frederick Bros.' Music Corp. exhibited at the annual joint outdoor showmen convention at Sherman Hotel here this week, marking the first time for three national band bookers to go after the outdoor business. The Rockwell-O'Keefe did not exhibit, Mike Nidorf was on hand for a look-in.

Last season was probably one of the most successful for bands in amusement parks and at fairs, considering the sales rolled up by the above-mentioned agencies. While only MCA handled complete fairs, CRA and FBMC sold a number of their music outfits to parks and special outdoor events. MCA staged successful shows at the Michigan State Fair, which played to a new high of 728,947 people this year, and at the Oklahoma Free State Fair, which had a well-patronized grand stand for the first time in 10 years.

Brooklyn Ushers' Charter

NEW YORK, Dec. 3.—First concrete move to do something locally with jurisdiction over front-of-house employees was taken last week when the International Alliance of Theatrical Stage Employees granted a charter for the organization of ushers, doormen and cashiers in the downtown district of Brooklyn. Charter, B 170, takes in also Strand, single vaudeville house in the territory.

<p>STOCK TICKETS ONE ROLL... \$.50 FIVE ROLLS... 2.00 TEN ROLLS... 3.50 FIFTY ROLLS... 15.00 100 ROLLS... 29.00 ROLLS 2,000 EACH. Double Coupons, Double Price. No C. O. D. Orders Size: Single Tick., 1x2".</p>	<p>1939 as all indications point, will be a for Theater Going. LET US SERVE YOU WITH YOUR TICKETS so that you will be ready for the On Rush THE TOLEDO TICKET CO. Toledo, Ohio, U. S. A. Tickets of Every Description.</p>	<p>HUMMER SPECIAL PRINTED Roll or Machine. 10,000 .. \$ 6.95 30,000 .. 9.85 50,000 .. 12.75 100,000 .. 20.00 1,000,000 .. 150.50 Double Coupons, Double Price.</p>
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Radio Survey of Fresno, Calif.

CITY'S USE OF RADIO RECEIVERS DURING DAY AT 74%, FAR ABOVE AVERAGE . . . NEWS PROGRAMS DOMINATE LISTENING, WITH EARLY MORNING NEWS PERIODS COMMANDING LARGEST AUDIENCES

THE second portion of the survey of Fresno, Calif., covering daytime programs in that city, has as probably its outstanding point this fact—that Fresno is enormously fond of listening to the radio during the day. There were 1,016 people queried in Fresno on daytime programs, and of these 749, or slightly more than 74 per cent, said that they had listened to their sets during the day. In other words, only 26 per cent of the listeners interrogated had not tuned their receivers during the day. The weather during the survey period (October 3 thru October 9), as noted in The Billboard last week, was fair, indicating that neither rain nor other weather inclemency contributed to an unusually high listening percentage.

Breaking the weekly listening percentage into daily listening percentages, Wednesday, Thursday and Tuesday are the three leading days for daytime radio in Fresno—or they were during the survey period. This does not mean that more people actually listened these days, but that a larger per-

centage of those queried listened. The daily percentages were: Wednesday, 81 per cent; Thursday, 79 per cent; Tuesday, 77 per cent; Friday, 75 per cent; Saturday and Sunday, each 69 per cent, and Monday, 64 per cent.

As a natural consequence of this high listening figure, Fresno reported an unusually large number of programs. This is borne out by the chart on page 8 of this issue. In other cities surveyed for The Billboard by the Market Research Corp. of America it has been usual to find a comparatively large number of local programs which merited consideration for airing on national networks; but there are not many of these locally strong programs reported in the Fresno survey. One reason is that many of the leading shows were heard on network stations in Los Angeles or San Francisco and these programs were fed to split Coast webs. KPO, NBC's San Francisco station, is typical. Those local programs which warrant consideration and which scored more than five mentions are described on page 7 of this issue of The Billboard.

Leaders

Most heard hour program was the NBC show, "Women's Magazine of the Air," on KMJ, NBC Fresno outlet, and KPO, San Francisco. The second most heard program in the hour lengths was another NBC entry, "Farm and Home Hour," heard on KGO, San Francisco. "Professor Puzzlewit," a West Coast NBC chain program, is the half-hour leader, getting one more mention than Major Bowes' Sunday morning show (CBS) and the Salt Lake Tabernacle Choir, heard on KARM (CBS). All the other half-hour leaders were also carried by KARM. They will be found in the listing on page 7.

"The O'Neills" and "Ma Perkins," both sponsored by Procter & Gamble, were the most frequently heard daily strip shows in Fresno. Likewise, both shows were heard over a number of stations, as shown in the chart, with KNX, KMJ and KPO mentioned in each case.

A West Coast serial, written by Hal Burdick and titled "Dr. Kate," ranked third in the number of mentions made by Fresno listeners, finishing close to the more widely known "Ma Perkins" and "O'Neills." "Story of Mary Marlin" follows. It will be noted that the 15-minute programs are listed according to the number of days they were mentioned by listeners, altho actually all the quarter-hour programs listed, except Singing Sam, Master Singers, Southernairs, Easy Aces and Concert Hall, broadcast five times weekly. Exact comparisons of these programs and their respective standings are shown in the box headed "Leading Programs in Fresno" on page 7.

News

The 7:15 a.m. KMJ news spot returned 168 mentions. This period dominated the news listings, and the news listings dominated all of Fresno's listening, according to the number of times listeners reported hearing news

LOCAL LEADERS

Several of the programs mentioned more than five times by listeners in Fresno, while network programs, might also be described as actually local shows. They are originated by a chain station and aired over Pacific Coast networks. Included in the list are those programs described herewith:

"DR. KATE"—sponsored by Sperry Flour Co., KPO-NBC web. On the air since January of this year; story is a drama backgrounded in a small town hospital. Author is Hal Burdick. Talent includes Cornelia Burdick, lead; Charles MacAlister, Zella Layne, Helen Kleebe, Earl Lee Montgomery, John Everett Glass, Monty Margetts, Kenneth Garcia.

"DANGEROUS ROAD," KPO. Sponsored by Sperry Flour Co. On the air since September 26 of this year. Leads played by Nancy Douglas and Don MacLaughlin.

"PROFESSOR PUZZLEWIT," KPO. Sponsored by Gallenkamp Stores Co. (shoes). Quiz-participating; professor part played by Larry Keating. Show also includes a historical dramatization. Players include Carl Kroenke, Monty Margetts, Natalie Parks, Charles Gerrard, Ted Maxwell, Lu Tobin, Everett Glass.

Leading Programs in Fresno DAYTIME PROGRAMS

HALF-HOUR PROGRAMS

(Reported Heard Five Times Weekly)

Woman's Magazine of the Air.....	N	KMJ-16; KPO-6	22
National Farm and Home Hour.....	N	KGO-16	16

(Reported Heard Once Weekly)

Professor Puzzlewit.....	N	KPO-8	8
Major Bowes' Capitol Family.....	N	KARM-7	7
Salt Lake Tabernacle Choir.....	N	KARM-7	7
National Hillbilly Champs.....	N	KARM-6	6
Sunday Melodies.....	L	KARM-6	6
Columbia Church of the Air.....	N	KARM-5	5

15-MINUTE PROGRAMS

(Reported Heard Five Times Weekly)

The O'Neills (1:30-1:45).....	N	KMJ-20 (3 times)	20
(9:15-9:30).....	N	KPO-90; DK-1 (5 times)	91
(3:15-3:30).....	N	KMJ-7 (1 time)	7
Ma Perkins (12:00-12:15).....	N	KPO-38; (4 times)	38
(4:00-4:15).....	N	KMJ-26 (5 times)	26
(3:00-3:15).....	N	KNX-2 (1 time)	2
(12:15-12:30).....	N	DK-2 (1 time)	2

Dr. Kate.....	N	KPO-41	41
Romance of Helen Trent.....	N	KARM-29; KSFO-1	30
National Farm and Home Hour.....	N	KMJ-28	28
Pepper Young's Family.....	N	KPO-25	25

(Reported Heard Four Times Weekly)

Story of Mary Marlin (12:00-12:15).....	N	KPO-47 (4 times)	47
(3:15-3:30).....	CRS	KMJ-22 (4 times)	22
Betty and Bob.....	N	KPO-31	31
Dangerous Road.....	—	KPO-26	26
The Road of Life (10:45-11:00).....	N	KMJ-19 (4 times)	19
(2:45-3:00).....	N	KPO-3 (2 times)	3
Guiding Light.....	N	KPO-18	18
Our Gal Sunday.....	N	KSFO-1; KARM-16	17
Singing Sam.....	S	KMJ-14	14
Pepper Young's Family.....	CRS	KMS-9	9
Backstage Wife.....	N	KPO-6	6

(Reported Heard Three Times Weekly)

Vic and Sado (10:15-10:30).....	N	KNX-13 (3 times)	13
(1:45-2:00).....	N	KMJ-10 (2 times)	10
(4:30-4:15).....	N	KMJ-4 (1 time)	4
(4:30-4:15).....	N	DK-1 (1 time)	1
Myrt and Marge.....	N	KNX-11; KSFO-1	12
Arnold Grimm's Daughter.....	N	KPO-8; KFI-1	9
Kitty Keene.....	N	KMJ-9	9
Master Singers.....	N	KPO-7	7
Stella Dallas.....	N	KPO-5	5
Hilltop House.....	N	KD-1; KNX-3; KSFO-1	5

(Reported Heard Twice Weekly)

Valiant Lady.....	N	KFI-1; KPO-20	21
Southernairs.....	N	KMJ-6	6
Easy Aces.....	N	KPO-5	5

(Reported Heard Once Weekly)

Concert Hall.....	—	KPO-5	5
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10-MINUTE PROGRAMS

(Reported Heard Three Times Weekly)

Church in the Wildwood.....	5	KMJ-10	10
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NEWS PROGRAMS

Radio Headlines for McMahon—			
(7:15-7:30 a.m.).....	L	KMJ-168 (6 times)	168
(1:45-2:00 p.m.).....	L	KMJ-11 (1 time)	11
(3:00-3:15 p.m.).....	L	KMJ-41 (5 times)	41
News—			
(7:45-8:00 a.m.).....	L	KPO-35 (5 times)	35
(1:30-1:45 p.m.).....	L	KPO-17 (4 times)	17
(4:45-5:00 p.m.).....	L	KPO-6 (3 times)	6
Last Minute News for Borden's—			
(12:00-12:10 p.m.).....	N	KMJ-67 (3 times)	67
(1:00-1:10 p.m.).....	N	KMS-8 (1 time)	8
(2:00-2:10 p.m.).....	N	KMJ-10 (1 time)	10
(4:30-4:40 p.m.).....	N	KMS-8 (5 times)	8
News—			
(7:15-7:30 a.m.).....	L	KARM-43 (6 times)	43
(12:15-12:30 p.m.).....	L	KARM-7 (2 times)	7
News—			
(7:30-7:45 a.m.).....	L	KNX-13 (4 times)	13
Radio Bee News—			
(12:10-12:20 p.m.).....	L	KMJ-9 (3 times)	9
News—			
(8:45-9:00 a.m.).....	L	KGO-5 (3 times)	5

SPECIAL EVENTS

Stanford vs. Washington State—			
(2:00-4:45).....	N	KMJ-13 (1 time)	13

WORLD SERIES

Reported heard at various times on various stations heard in Fresno: Stations included: KFRC KNX KDON KGO KPO KARM KMJ
A total of 243 mentions was reported for these games. Those desiring actual station and time breakdown should write The Billboard, Radio Department, New York Office.

broadcasts. Quite evidently, the early morning news broadcasts carry the largest audiences of any daytime news broadcasts in Fresno, with no other news periods approaching the totals the early KMJ and KPO periods gathered; while the 7:15 a.m. KARM news period gained a good total as well. Noon news shots appear to follow the morning news in popularity, with 67 mentions for the KMJ broadcast.

CBS Fires Coast Ork

HOLLYWOOD, Dec. 3.—Newest development in the pay-raise battle between Local 47 and the web outlets here brought out the news that the staff ork of CBS is on notice. CBS officials claim they have spent the allotted money this year under the AFM agreement and intend to let out the staff.
Four men are out of NBC shows. One was released from ork on Signal Carnival; three went out of Good News.

DAYTIME PROGRAMS HEARD IN FRESNO, CALIF.

FROM OCTOBER 3 TO OCTOBER 9

Hour Listening	Programs Heard	Program Origin	Station	Number Listening	Hour Listening	Programs Heard	Program Origin	Station	Number Listening
6:30-6:45	Salute to the Day	L	KMJ	1	12:00-12:10	Last-Minute News for Borden's	CRS	KMJ	67
6:30-7:00	Bob Rogers' Early Risers Club	L	KARM	1	12:00-12:15	The Story of Mary Marlin	N	KPO	47
6:45-7:00	Breakfast Broadcast	S	KMJ	4	12:00-12:15	Harmony Isle	L	KARM	3
7:00-7:15	Just About Time	L	KARM	2	12:10-12:20	Radio Bee News	L	KMJ	9
7:15-7:30	Radio Headlines for McMahon	L	KMJ	168	12:15-12:30	Ma Perkins	N	DK	2
7:15-7:30	News	L	KARM	43	12:15-12:30	Ma Perkins	N	KPO	38
7:30-7:45	News	L	KNX	13	12:15-12:30	News	L	KARM	7
7:30-8:00	Musical Clock	L	KARM	3	12:30-12:45	Scattergood Baines	N	KARM	1
7:30-8:00	Breakfast Broadcast	S	KMJ	2	12:30-12:45	Pepper Young's Family	N	KPO	25
7:45-8:00	News	L	KPO	35	12:45-1:00	Guiding Light	N	KPO	18
8:00-8:05	News	N	KMJ	2	12:45-1:00	Between the Bookends—Ted Malone	N	KMJ	4
8:00-8:15	Rose and her Guitars	N	KPO	2	1:00-1:10	Last-Minute News for Borden's	CRS	KMJ	8
8:00-8:15	Originalities	N	KMJ	2	1:00-1:15	Backstage Wife	N	KPO	6
8:00-8:15	Tower Town Tempos	N	KARM	1	1:00-1:15	Pretty Kitty Kelly	N	KNX	3
8:00-8:15	Vaughn DeLeath	N	KMJ	1	1:00-1:15	Pretty Kitty Kelly	N	KSFO	1
8:00-8:30	National Hillbilly Champs	N	KARM	6	1:00-1:30	Club Matinee	N	KMJ	1
8:00-8:30	Gospel Male Quartet	L	KARM	3	1:00-1:30	U. S. C. vs. Ohio State	N	KPO	1
8:00-9:00	Cincinnati Conservatory of Music	N	KMJ	2	1:15-1:30	Stella Dallas	N	KPO	5
8:00-9:00	West Coast Church of the Air	N	KNX	3	1:15-1:30	Myrt & Marge	N	KNX	11
8:15-8:30	Sweethearts of the Air	N	KMJ	1	1:15-1:30	Myrt & Marge	N	KSFO	1
8:15-8:30	Ruth Carhart	N	KARM	1	1:15-1:30	Words and Music	N	KPO	1
8:45-9:00	News	L	KGO	5	1:30-1:45	News	L	KPO	17
8:45-9:00	Viennese Ensemble	N	KMJ	2	1:30-1:45	American Legion Band	L	KARM	2
8:45-9:00	Jingle Town Gazette	N	KPO	1	1:30-1:45	Hilltop House	N	DK	1
8:45-9:00	Sally of the Star	N	KARM	1	1:30-1:45	Hilltop House	N	KNX	3
9:00-9:15	Dorothy Dreslin	N	KMJ	1	1:30-1:45	Hilltop House	N	KSFO	1
9:00-9:15	Master Singers	N	KPO	7	1:30-1:45	The O'Neils	CRS	KMJ	20
9:00-9:15	Paula Durand	N	KMJ	1	1:30-1:45	Tommy Smith, Pianist	N	KARM	1
9:00-9:15	Southernaires	N	KMJ	6	1:30-2:00	Texas Rangers	N	KARM	3
9:00-9:15	Musical Workshop	N	KPO	1	1:45-2:00	Girl Alone	N	KPO	2
9:00-9:15	Federal Housing Administration	N	KNX	1	1:45-2:00	The Affairs of Anthony	N	KMJ	4
9:00-9:30	Fresno Bee Comics	S	KMJ	3	1:45-2:00	Of Men and Books	N	KARM	1
9:00-9:30	Major Bowes' Capitol Family	N	KARM	7	1:45-2:00	Vic & Sade	CRS	KMJ	10
9:15-9:30	The O'Neils	N	KPO	90	1:45-2:00	Scattergood Baines	N	KARM	1
9:15-9:30	The O'Neils	N	DK	1	1:45-2:00	Radio Headlines for McMahon	L	KMJ	11
9:15-9:30	George Griffen, Tenor	N	KMJ	1	2:00-2:10	Last Minute News for Borden's	CRS	KMJ	10
9:15-9:30	Melody Time	N	KGO	1	2:00-2:15	March of Games	N	KARM	3
9:15-9:30	Melody Ramblings	N	KARM	1	2:00-2:15	Women Forum	L	KNX	1
9:15-10:00	Federated Women's Club	N	KNX	1	2:00-2:15	Strange as It Seems	N	KNX	2
9:30-9:45	The Romance of Helen Trent	N	KARM	29	2:00-2:30	Let's Pretend (Nita Mack)	N	KARM	1
9:30-9:45	The Romance of Helen Trent	N	KSFO	1	2:00-2:30	Trio Time	N	KGO	1
9:30-9:45	Kitty Keen	CRS	KMJ	9	2:00-2:30	Metropolitan Opera	N	DK	4
9:30-10:00	National Farm and Home Hour	N	KGO	16	2:00-4:45	Stanford vs. Washington State	N	KMJ	13
9:30-10:00	Radio City Music Hall	N	KGO	1	2:00-5:00	UCLA vs. Washington	N	KARM	2
9:30-10:00	International Bridge Dedication	N	KARM	1	2:15-2:30	New Horizons	N	KARM	3
9:30-10:00	Salt Lake Tabernacle Choir	N	KARM	7	2:15-2:30	American Legion Auxiliary	L	KMJ	2
9:45-9:50	Today's Best Buys	L	KMJ	2	2:15-2:30	Happy Gordon's Rangers	L	KPO	1
9:45-10:00	Our Gal Sunday	N	KSFO	1	2:15-2:30	Phil Cook's Almanac	N	KNX	1
9:45-10:00	Our Gal Sunday	N	KARM	16	2:30-2:45	Radio Rubes	N	KMJ	1
9:45-10:00	Dorothy Crandall	N	KPO	1	2:30-2:45	Three Romeos	N	KPO	1
9:45-10:00	Church in the Wildwood	S	KMJ	10	2:30-2:45	Gray Gordon's Orchestra	N	KGO	1
10:00-10:15	Lest You Forget	L	KARM	1	2:45-3:00	Kitty Keene	S	KNX	1
10:00-10:15	Let's Listen	N	KPO	1	2:45-3:00	Road of Life	N	KPO	3
10:00-10:15	National Farm and Home Hour	N	KMJ	28	3:00-3:05	News	L	KARM	5
10:00-10:15	The Goldbergs	N	KNX	1	3:00-3:15	Radio Headlines for McMahon	L	KMJ	41
10:00-10:15	Richfield Reporter	N	KFI	1	3:00-3:15	Ma Perkins	N	KNX	2
10:00-10:15	Inquiring Microphone	L	KMJ	1	3:00-3:25	Bobby Hayes Orchestra	N	KGO	1
10:00-10:30	Radio City Music Hall	N	KMJ	2	3:00-3:30	Sunday Melodies	L	KARM	6
10:00-10:30	Shakespeare's England	N	KPO	1	3:00-3:30	Catholic Hour	N	KMJ	2
10:00-10:30	Columbia Church of the Air	N	KARM	5	3:00-4:00	Silver Theater	N	KNX	4
10:15-10:30	Agriculture Today	N	KMJ	1	3:15-3:30	The Story of Mary Marlin	CRS	KMJ	22
10:15-10:30	Vic & Sade	N	KNX	13	3:15-3:30	Songs for You	N	KARM	1
10:15-12:30	World Series	N	KFRC	1	3:15-3:30	Candle Lady	L	KPO	3
10:15-12:30	World Series	N	KNX	1	3:15-3:30	The O'Neils	CRS	KMJ	7
10:15-12:30	World Series	N	KDON	1	3:30-3:45	Concert Hall	N	KPO	5
10:15-12:30	World Series	N	KGO	3	3:30-4:00	Women's Magazine of Air	N	DK	1
10:15-12:30	World Series	N	KPO	5	3:30-4:00	Women's Magazine of Air	N	KMJ	16
10:15-12:30	World Series	N	KARM	7	3:30-4:00	Women's Magazine of Air	N	KPO	6
10:15-12:30	World Series	N	KMJ	41	3:45-4:00	KMJ Orchestra	L	KMJ	1
10:30-10:45	Dangerous Road	N	KPO	26	3:45-4:00	Dinner Concert	N	KGO	1
10:30-10:45	Domestic Science	L	KMJ	2	4:00-4:15	Ma Perkins	CRS	KMJ	26
10:30-10:45	Glen Darwin, Baritone	N	KPO	1	4:00-4:15	Easy Aces	N	KPO	5
10:45-11:00	Mary Lee Taylor	N	KARM	1	4:00-4:15	Ray Heatherton	N	KARM	2
10:45-11:00	The Road of Life	CRS	KMJ	19	4:00-4:15	Popular Classics	N	KMJ	1
10:45-11:00	Dr. Kate	L	KPO	41	4:00-4:30	Professor Puzzlewit	N	KPO	8
10:45-1:00	World Series	N	KARM	12	4:00-4:30	People's Platform	N	KARM	3
10:45-1:30	World Series	N	KPO	3	4:00-4:30	Pepper Young's Family	CRS	KMJ	9
11:00-11:15	Big Sister	N	KNX	2	4:15-4:30	Mr. Keen, Tracer of Lost Persons	N	KPO	4
11:00-11:15	Big Sister	N	KSFO	1	4:15-4:30	Vic & Sade	CRS	DK	1
11:00-11:15	Betty and Bob	N	KPO	31	4:15-4:30	Vic & Sade	CRS	KMJ	4
11:00-11:45	Standard School	N	KMJ	2	4:15-4:30	Keyboard Contrasts	L	KARM	1
11:00-1:30	World Series	N	KMJ	59	4:15-4:30	Brain Teasers	N	KMJ	4
11:00-2:00	World Series	N	DK	3	4:30-4:40	Last-Minute News for Borden's	CRS	KMJ	28
11:15-11:30	Arnold Grimm's Daughter	N	KFI	1	4:30-4:45	News	N	KGO	2
11:15-11:30	Arnold Grimm's Daughter	N	KPO	8	4:30-5:00	Rendezvous With Ricardo	N	DK	1
11:15-2:00	World Series	N	OK	10	4:30-5:00	Fitch Band Wagon	N	KMJ	3
11:15-2:00	World Series	N	KARM	23	4:30-5:00	A Song at Twilight	N	KARM	1
11:15-2:00	World Series	N	KMJ	62	4:40-4:45	Hits of the Day	L	KMJ	1
11:15-2:00	World Series	N	KPO	12	4:45-5:00	News	L	KPO	6
11:30-11:45	Valiant Lady	N	KPO	20	4:45-5:00	Mickey Mouse	L	KMJ	1
11:30-11:45	Valiant Lady	N	KFI	1	Don't Know	Musical Program	N	KOA	3
11:45-12:00	Singing Sam	S	KMJ	14	Don't Know	News	N	DK	1
11:45-12:00	Hymns of All Churches	N	KFI	1	Don't Know	News	N	KPO	1
11:45-12:00	Hymns of All Churches	N	KPO	2					
11:45-12:00	News	N	KGO	3					

CRS—California Radio System (Group of California Stations)
This survey prepared for The Billboard by the Market Research Corp. of America.

WPA to Industry

HOLLYWOOD, Dec. 3.—Leo Meehan resigned from public relations department of Works Progress Administration to take over spot in Caples ad agency

here. First job handed Meehan was task of scripting new radio show which Caples is doing for Union Pacific. With WPA two years, Meehan formerly scripted screen plays here, also acting as director and producer.

Calman Heads WINS

NEW YORK, Dec. 3.—Carl Calman has been named manager of WINS, according to E. M. Stoer, comptroller of Hearst Radio. Station will continue its present

policies. Calman succeeds Al Cormier, resigned.

William R. Carlson, formerly sales rep for R. U. McIntosh & Associates of Hollywood, has joined sales staff of WROK, Rockford, Ill.

FCC Hearing Still Blah; Chain Stations' Overlaps Described

WASHINGTON, Dec. 3. — Chairman McNinch was still pounding away at prepared statements at the beginning of this week at the current hearings at the FCC on monopoly and chain broadcasting. NBC witnesses were still testifying. Most important testimony was given by W. C. Lent, who estimated the amount of overlap given to NBC programs. He concluded that if the FCC were to insist upon no overlap the network would have to drop at least 45 stations from both webs. In other respects the vast government auditorium was still emptily echoing with the words of various witnesses who testified before a public-address system which carried their voices to the furthest reaches of the hall. The attending press occupies its time with reading matter. The log for this week:

TUESDAY, November 29. — McNinch launched another blast at puff testimony introduced in the form of brochures. Argument began getting hot over brightly written description of Radio City, which even listed the tons of steel in the City girders. Brochure was finally admitted as harmless "but not very helpful." Chief engineer of NBC ended testimony on NBC technical development. B. F. McClancy, NBC traffic router, told committee about long line policies introducing NBC-AT&T contract, which stirred Commissioner Walker, who is ordinarily interested in telephone matters anyway.

WEDNESDAY, November 30. — McClancy ended his description of relations with network traffic to admit NBC's Dr. Jolliffe, who revealed the inside on the NBC exclusive on the Munich Agreement. Phil Merriman, NBC station relations man, was on the stand briefly to tell who he was and to admit additional NBC exhibits.

THURSDAY, December 1.—Worthington C. Lent took stand to introduce for NBC a blue-bound exhibit of school atlas proportions. Evidence contained signal areas on colored charts outlining for the commission the program service areas rendered by the respective NBC webs. To avoid criticism of program duplication in various areas Lent told the committee that it would be necessary to drop approximately 45 affiliated stations. However, he qualified this by admitting that most of the stations overlapped by one-fourth, with the other three-quarters of the area reaching people who would not otherwise hear the program.

FRIDAY, December 2.—W. C. Lent for another day explained the NBC exhibit showing program duplication or the overlapping of NBC stations within any given area. Part of his testimony concerning the lack of relationship between signal areas and value of the signals was considered quite important by FCC engineers because no previous study covered this. Revealing that NBC had conducted listening tests in various parts of the country, Lent stated that their technical men had compared reception with measured recordings so that a uniform idea could be used on the signal value—good, fair, poor and unusable. By that standard NBC engineers tuned to as many NBC stations as possible; found that the nearest would come in consistently well. Others would depend upon atmospheric conditions so that out of 44 nights of

testing seldom more than two stations would be received with a "good" signal.

Invariably all stations within the area could be heard at all times, but with unusable signals. FCC Assistant General Counsel George Porter asked for a map showing the duplication given by any good net program, with the Chase & Sanborn show given as an example.

NBC counsel complained that the work would be terrific. Matter was left undecided. Committee Vice-Chairman Thad H. Brown ordered recess until next Tuesday, notifying those present that resumption of the hearing would take place in the commission's own hearing room, which will be more suited to the small attendance.

Philco, Finch Near Facsimile Contract

NEW YORK, Dec. 3.—Finch Laboratories, manufacturers of facsimile sets, has a pending deal with Philco Radio and Television Corp. Plan is for Philco to manufacture radio receiving sets with the facsimile attachment.

Understood that Finch is also dicker with other radio manufacturing companies that figure in the television market, figuring on making their facsimile equipment standard on all sets. Philco deal, which is expected to be closed this week, calls for 20,000 sets to hit the market by next April.

Philco aim is to make receivers with standard and short-wave bands, tele and facsimile.

Ralston's New CBS-er May Hit Full Web

CHICAGO, Dec. 3.—Gardner Agency has set a new true-life dramatic show for Ralston-Purina to start Thursday (December 8) over the CBS Pacific Coast net, but originating at WBBM here. Stint will be the first this sponsor has placed for the evening hours, being aired at 10 p.m., CST, and it is rumored that it will soon become a full net proposition if everything jells as expected.

Idea is to have an eye-witness account of some top historical event dramatized. One of the first will be the sinking of the Titanic. *The Inside Story* is the tentative moniker.

Trade To Preview "Shadow"

NEW YORK, Dec. 3.—Trade preview of the radio presentation of Sax Rohmer's *The Shadow of Fu Manchu* will be held at the Waldorf-Astoria Wednesday (7). Program is adapted from author's yarns appearing for years in *Collier's* weekly. Production will be supervised by the Fields Bros., of Hollywood.

Buck Rogers for Popsicle?

NEW YORK, Dec. 3.—Execs of Joe Lowe Corp., manufacturers of Popsicle, met with Blow ad agency heads this week to settle advertising plans. Report is that *Buck Rogers* will be selected as the advertiser's radio program. Blow just got the account last week.

Radio Manufacturers Invite NAB To Join in Promotion Campaign

CHICAGO, Dec. 3.—A "closed door" meeting was held here Wednesday between committees representing the National Association of Broadcasters and the Radio Manufacturers' Association. Neville Miller, NAB prexy, headed the former contingent, and Bond Geddes, business manager for RMA, was steerer for that group.

Outcome was that RMA told the NAB that RMA intended appropriating a "substantial sum" for promotional "tie-ins" with broadcasters, provided the NAB in turn sets up an equal layout for the same purpose. Miller did not make it definite, explaining it would have to be taken up by NAB's executive committee December 12.

Tie-ins were not explained by Geddes. Miller said that all information would have to come from RMA, inasmuch as it was host to the party. However, it

was learned that the tentative plan is for a publicity tie-up between broadcasters and manufacturers, aiming to educate the public on how to get the most out of their receiving sets in entertainment and education. Promotional pieces such as booklets going with the sale of each radio, telling the customer what's to be had on the air, etc., will be a probable starting point.

Observers opine that this sudden burying of the hatchet and groundwork laying by RMA and the NAB are preliminary steps toward effecting a hand-in-hand policy when television receivers are marketed. Television, they say, has become an almost imminent reality, and manufacturers are suddenly more aware of the lack of co-operation of broadcasters. Setting up of a joint fund for public relations would bring the two groups closer together for promoting television.

Radio Talent

By JERRY LESSER

MANNIE ROSENBERG, young tenor from Cleveland, made good for this column by being signed up by CBS. Will probably use the name of Earl Rogers. . . . Norman Siegel, radio editor of *The Cleveland Press*, is a recent papa. . . . Janet Lane is a member of Macy's puppet show, which continues thru Xmas. . . . Norman (CBS) Corwin's new poetry series started Sunday with the following cast: Don Costello, Adelaide Klein, Arnold Moss, House Jameson and Eric Burroughs.

Elsie Mae Gordon did her well-known sketch, "Behind the Broadcasts," for the Richmond, Va., Women's Club last Saturday and has several other personal appearances booked for this month. . . . Phil Baker, Bottle and Beetle start their new show for Dole Pineapple soon after January 1. . . . Art Elmer starts his own "Free-for-All" review over WOR this Wednesday from 2:15 to 2:45. Cast includes Jackson Beck, Betty Moore, Mack Gilbert and Pat Lederer. . . . Maurice Wells, who plays the German spy on "Alias Jimmy Valentine," also does the role of Jacob Kellner in the Broadway play "Glorious Morning." . . . Sid Slon is writing a play called "Sound and the Fury," based on radio.

CALL this irony, coincidence, vendetta or what you will; but at Reuben's, on Thanksgiving Eve, Walter Winchell

was asked to draw the lucky ticket for the prize turkey. He drew Murry Annenberg, of *The Daily News*. . . . James Bachus, who appears on *Gang Busters*, *Aunt Jenny*, etc., is leaving for a four weeks' tour with the *Gang Busters* road show. . . . Everett Sloane does the new heavy, Joe Hendrix, on *Alias Jimmy Valentine*. . . . Dorothy Lowell, lead on *Our Gal Sunday*, has just purchased a horse and rides every Sunday—but indoors due to the snow. . . . Blame the snow also for the fact that Walter Kinsella has a case of laryngitis. He has asked and applied the advice of all who cared, with this result: he still has laryngitis. . . . Andy Donnelly has a sprained ankle and torn ligament from tobogganing. . . . And Dick Keith, who is Mr. Gaines on *Two on a Shoestring*, is nursing a black eye, the result of having been thrown against the front glass of a cab in which he was riding. The cab was waiting for a red light but another, approaching from the opposite direction, couldn't stop fast enough and crashed into them. . . . Darn this snow.

Ethel Blume celebrates her first anniversary on "Easy Aces" this Xmas. . . . Barbara Lee plays Amy Maas, a new character on the "Goldbergs." . . . Adele Ronson, NBC actress, makes up for the microphone. Says that her invisible audience has become so real to her that she almost feels that it can see her.

Advertisers and Agencies

By PAUL ACKERMAN

RUSSELL PIERCE, who leads a somewhat varied and international life in addition to his stint at Cecil, Warwick & Legler, is now business manager of Lou Nova, heavyweight battler who, Pierce insists, will be next champ. The battler fights Tommy Farr December 16 at Madison Square Garden. Pierce, incidentally, goes on *Quite by Accident* December 13 to give the inside dope on how newsreel man Wong got the famous horror pic showing a Chinese kid sitting at the railway station in Shanghai. . . . George Griffin slated to return to the air next year for the same sponsor he had before, Mastercraftsmen oil burners. . . . Andre Baruch is announcing a series of transcriptions, *Linda's First Loves*, for Kroger Groceries. . . . Mrs. Janet Fox Wing, formerly of Young & Rubicam's copy department and lately with Kenyon & Eckhardt, now in copy department of Compton Advertising.

Robert Hutton, formerly of Advertising Age, being sent by CBS to Columbia University for a special course. Will get a post on a CBS station. . . . Pedlar & Ryan's copy chief, George Allen, just returned from the Grand Canyon, where he took pictures of the Hopi Indians. Allen is also one of the country's foremost builders of model railway trains. . . . Ruthrauff & Ryan placing spot announcement business for Dodge covering the holiday period. . . . BBD&O's Talbot Johns taking piano lessons. . . . Felix Knight and Joan Britton have been renewed for 13 weeks for the Schaefer Review, effective December 22. . . . Young &

Rubicam's Bill Thomas on the Coast. . . . Bruce Wendell, former Canadian announcer, now with WNEW, has been given a singing assignment. . . . New advertising agency, Hartman & Pettingill, opened offices last week.

PECK ADVERTISING AGENCY setting spot announcement campaigns for Inkograph and Beverwyck Brewery. . . . New Ethyl show with Walter O'Keefe and Andre Kostelanetz is the highest priced talent layout BBD&O has handled in years. And right opposite Bing Crosby, which is a modified kiss of death. . . . Judith Abbott, of WNEW, has finally found those two ideal wives via her questionnaire. . . . Dowd & Ostreicher, Inc., Boston, Mass., agency, has changed its corporate name to John C. Dowd, Inc., and has moved to larger quarters. . . . Karl K. Klimcheck, formerly with Y&R, now with Compton's media department. Richard J. Compton, agency president, barged in Monday (5) from his trip. . . . Lew Danis, lead player in *Ivory Masques*, has been approached by Paul Berney to play the lead in the legit, *The Wingate Affair*. Danis wants to see rehearsals first. . . . Helen Claire, star of *Kiss the Boys Goodbye* and in the cast of *The O'Neills*, has been written up in six mags within the last eight weeks.

Battle of the Sexes program Tuesday was a press stunt sans publicity. National Radio Registry brought together opposing teams made up of actors and actresses—but received no plug. Count on ad lib. publicity, however.

Chicago Air Briefs

By HAROLD HUMPHREY

JACK FULTON was scheduled to do the warbling on the new Old Gold show with Artie Shaw's Ork but had to pass it up when his *Laugh Liner* shot was renewed here. . . . Bob Hopkins, local impersonator, has decided to take a stab at radio on the strength of a well-received guest shot recently over WGR, Buffalo. . . . Erwin, Wasey & Co. have set a new 15-minute shot over WGN for the Aurora Laboratories, to be called *The Early Bird*. . . . Chuck Logan, new publicity writer at WBBM, still has fond hopes of acquiring a desk after working a month off a typewriter stand. . . . WGN musical director Henry Weber has added a couple of tooters to the ork, Cecil Reed and Jack Gillespie. . . . Reported that Floyd Gibbons is on the consideration list for a new show to originate here. . . . Believe it or not, a Seiznick-International talent scout has

been taking voice auditions around here from radio performers for the role of Scarlett O'Hara's father!

John Boles, making a p. a. at the Chicago Theater here this week, says he will appear on the Kate Smith show December 15. . . . Peter Fox Brewing Co. bought the "I Want a Divorce" show being aired on the Coast and starts it over WGN Sunday. . . . WJJD-WIND issued an ultimatum to Rev. Charles Coughlin this week, stating they would have to have his scripts a day and a half before going on the air. Coughlin's November 27 speech was canceled, making the first one in the three years these outlets have carried his stuff. . . . Gertrude O'Brien handled the press relations for the Second

(See AIR BRIEFS on page 10)

MORE FILM LOT SHOWS

Talking Shop

By JERRY FRANKEN

Hot Potato

The Father Coughlin-WMCA situation is as hot a potato as a radio station has ever handled. The rights and wrongs of the situation have been pretty well gone over in the daily papers, most of which seem to have agreed pretty thoroughly with the station's action both in correcting certain statements made by the cleric and in insisting on seeing future scripts within a reasonable time before the broadcast time. But, for the record, the situation came about when, after Father Coughlin had been told by WMCA that the station thought certain claims he made to be incorrect, the priest informed the station he would change the disputed passages, but did not. When that happened, the station followed Father Coughlin by stating he had made certain "misstatements of fact." Among the statements referred to by the station was one to the effect that German Jews were responsible for the threat of Communism in that nation; the station said that this seemed to be impossible—there were 500,000 to 600,000 German Jews and there were 5,000,000 Communist votes in Germany's last honest election. Other statements to which the station referred dealt with alleged financing of Soviet leaders by American (and Jewish) companies.

Now whether Father Coughlin is right or wrong or the station right or wrong is not to be argued here, much as I would enjoy it. Putting aside all discussion on rabble-rousing, one important thing about this whole situation is the emergence of a radio station from its anonymity and isolation. A radio station, unlike a newspaper, seldom really asserts itself or tries to project a personality. Its programs and certain personnel, such as announcers, are the only contact with the public that even in a bare measure might influence the public, and most of the time the items mentioned are not the kind to have a real effect on the listeners. And commercial shows, of course, reflect not the station but the advertisers. When a station has a broadcast on which someone gives an opinion the station or network nimbly avoids risk by the reading of a disclaimer.

But that, of all broadcasts giving opinions, Donald Flamm, head of WMCA, should have elected to take exception to one involving Father Coughlin seems to me to have taken an enormous amount of courage. There is a nation-

That Radio Influence

TEXARKANA, Dec. 3.—Dorothy Moore, traffic manager at KCMC here, became Mrs. Jack Young recently.

One of the station's best accounts is General Mills, and General Mills makes Wheaties.

So at the wedding, instead of the proverbial rice, guests tossed Wheaties at the bride and groom.

wide and strong group behind the priest and to dare its anger is to dare a tirade from a host of throats. It seems, also, that other stations were apparently waiting to play follow-the-master, since they took the same step once there was a precedent to follow.

Flamm may eventually be responsible for radio stations stuffing the fear of governmental interference and censorship. One station has really taken an editorial stand and others might follow. They should.

Rosenbaum Denies Cormier WFIL Deal

PHILADELPHIA, Dec. 3.—Samuel Rosenbaum, head of WFIL, denied yesterday that Al Cormier was to join WFIL. Rosenbaum said, "There is no basis for the report Cormier is coming to WFIL in any capacity." Rosenbaum also stated that Roger Clipp would definitely remain as general manager of the outlet.

Cormier has just resigned as general manager of WINS and vice-president of Hearst Radio.

Pic Stars for Kellogg Show

HOLLYWOOD, Dec. 3.—Carole Lombard was signed this week, according to good authority, by the J. Walter Thompson agency for the *Kellogg Variety Show*, slated to start Sunday nights on the NBC Red next month. Robert Emmet Dolan is to be the ork leader.

It is also stated that it is quite likely that Groucho Marx will be signed for the comedy spot. Agency is also making efforts to get Lawrence Tibbett as the singing star, with Ronald Colman another mentioned to be starred on the program.

Warners, Republic Starting New Radio Shows; Warners' as a Co-Op

HOLLYWOOD, Dec. 3.—Deal was closed this week whereby a radio program featuring talent from the Warner picture lot, similar to MGM's Maxwell House coffee show, *Good News*, will be offered to sponsors. Ben Roche, New York radio producer, made the deal with Warners, thru David McCosker, head of WE's radio department. Understood that, rather than being sold to one national sponsor, it will be offered on a co-operative basis, similar to Roche's *Show of the Week* now on Mutual. Warner show will be sold jointly by his office and the Redfield Johnstone ad agency. Idea of co-op shows was started by Roche a couple of years ago.

Warner program will be called *Let's Go Hollywood* and will be a half-hour layout. Starting date to air over MBS will be February, 1939. One or two details yet to be clarified include airing over the Warner Hollywood station, KFWB, and whether all talent from the Warner lot would be available or whether certain stars, such as Jimmy Cagney, would not go on the show.

HOLLYWOOD, Dec. 3.—With three agencies reported bidding on show, Bev-

erly Barnett, producer, announced today that new Republic ether program will be aired some time during December as a 13-week sustainer over CBS. Herbert Yates, Republic's chairman, is opposed to having the show go commercial without the 13-week trial stanza. Republic execs also figure that with show hitting public fancy as sustainer better price could be asked for program when it is bankrolled by a sponsor.

New show will feature Gene Autry. Tentative title is *Under Western Stars*. Program was waxed and turned over to Yates this week.

CBS Coast Ork Out After Union Clash

HOLLYWOOD, Dec. 3.—Following announcement by CBS that it was dropping staff ork for December is report that four top shows the outlet has had on sustaining for the past several months are to go off as a result of the tiff with AFM officials over upped wage scale. Wrangle with Local 47 came as a result of union's efforts to jack up the scale for staff orks playing commercials. CBS signed an agreement with AFM this year covering amount to be expended on staff bands. CBS says it has lived up to its allotment.

General feeling is that Local 47 pulled a boner in ordering the hike in pay just when everybody was apparently satisfied with radio situation here. On top of squawks from musicians who face the layoff, additional yells are coming from writers, producers and actors who participated on CBS sustaining shows which are being yanked due to lack of musicians. Clamor has arisen against union for upsetting the cart and throwing additional musicians and players out of jobs.

Two of the shows which black out are *White Fires*, produced by Wilbur Hatch, and Lud Gluskin, ork show.

Situation at NBC is not so drastic as that at CBS, but latest reports indicate that 13 men are to be dropped from the MGM show and five from the Texaco.

NBC, Mutual Gain; CBS Drops a Bit

NEW YORK, Dec. 3.—Network income for November, 1938, shows a gain for NBC and Mutual and a loss for CBS, as compared to 1937. Mutual's November gross this year of \$260,928 is the best individual month than chain has enjoyed since its organization. MBS score is 39.7 per cent ahead of November, 1937, and 29.6 per cent ahead of the first 11 months of 1937, with \$2,582,954.

NBC Red grossed \$2,949,850; the Blue \$950,065, totaling \$3,899,915. This compares to \$2,381,346 for November, 1937, up 15.3 per cent. NBC cumulative this year is \$27,576,603, a 7 per cent gain over last year.

CBS took in \$2,453,410 for November, 1938, against \$2,654,473 last November. This year CBS has taken in \$24,816,337, compared to the first 11 months for 1937 with \$25,935,500.

Lack of Agency Script Readers Damps Radio Writers' Enthusiasm

NEW YORK, Dec. 3.—Failure of advertising agencies to maintain any suit-

able or satisfactory system for reading scripts is a new source of aggravation to free-lance radio writers. Authors declare that unlike magazine and other buying fields, agencies do not maintain any sort of set-up where an intelligent or fair shake is assured unknown writers or writers unknown to the particular agency. As a result, not only are many pensters loath to submit stuff, but claim that when they do and it's rejected, they'll bet six, two and even that no one in authority read the masterpiece.

Writers point out that publishers have staffs of readers, as do picture producers, who do nothing but read scripts. The reader has authority either to reject a script or, if it is considered to have possibilities, to send it on to another on the editorial staff with more authority. It's certain, writers state, that a script submitted to a publisher is read.

In the case of ad agencies, tho, argument is made that actually only the program producer or radio department head can put the okeh on a script. Such aids as these execs have are often glorified stooges. In other cases, a producer or department head will toss the script to a secretary or stenog and tell her to read it. Heads or producers are always too busy to read scripts.

One of the authors' pet agency peeves is J. Walter Thompson. Writers say a script sent to JWT never comes back, but is filed because it may be used in the future. The future may be 1970.

RAY KINNEY

and his
Native Hawaiian Orchestra

NOW APPEARING

Nightly at the Hawaiian Room HOTEL LEXINGTON New York	also with his ALOHA MAIDS in the new musical hit "Hellzapoppin'"
---	---

And on the air via NBC Saturday,
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Management NBC ARTISTS BUREAU. Personal: SHERRY ALLEN.

"Brooklyn Eagle Travel Program"

Reviewed Saturday, 5:45-6 p.m. Style—Travel talks. Station—WMCA (New York).

Program is presented thru a deal with *The Brooklyn Daily Eagle*. Jo Ranson, radio editor of the paper, conducts.

Saturday spot was devoted to skiing, Ranson interviewing Jules Andre, noted ski expert. Material, of course, was timely, particularly apropos in view of the increasing publicity and interest attracted by the sport. Andre told of the history of skiing, both on the Continent and in America, then described different techniques—such as the telemark and Christiana turns. Discussed briefly skiing equipment and followed with what sounded like a very comprehensive listing and description of American skiing centers. Two important points touched upon were questions of expense and proper first methods to be followed by amateurs.

Subject matter must have been of interest to the skiing fraternity and possessed fairly wide general appeal as well. Ranson guarded his time carefully and managed to get plenty of info out of Andre. *Ackerman.*

"Do You Want To Be an Announcer?"

Reviewed Monday, 7:30-8 p.m. Style—Dramatic. Sponsor—Steem Electric Iron Corp. of America, St. Louis, Mo. Station—KCKN (Kansas City, Kan.).

Idea is similar to *So You Want To Be an Actor*, once on NBC, getting seven amateurs before the mike, handing each of them tricky script, and then watching them try to outdo one another with good pronunciation, enunciation and other requisites of regular speakers. Opening stanza clicked unusually well. Charlie Bryant and Thaine Engle, of the KCKN staff, emceed.

Contestant whose voice is adjudged best is awarded a temporary job on the station announcing another program by the same sponsor. With seven inexperienced speakers taking turns, there's much hilarity and a few real bellylaughs. Variety is offered via Ruth Royal's neat piano solos and a pair of baritone vocal exhibitions by Don Macon. Both are okeh.

Commercials are well written and neatly delivered, altho stressed too much. Program, on the whole, shapes up strong and should become better once the few minor kinks are ironed out. Ruth Sullivan produces. *Dexter.*

Miller and Mantan

Reviewed Thursday, 8-9 p.m. Style—Comedy. Sponsor—Standard Brands, Inc. Agency—J. Walter Thompson, Inc. Station—WEAF (NBC-Red network).

Flourney Miller and Caesar Mantan are a new Negro comedy team, with Miller hailing from legit, formerly of Miller and Lyles. Their deft deliveries were the best part of their comedy act, a routine familiar to vaude. It was enjoyable nonsense, tho, highlighted by the interruption or incompleting sentence gag. Material was much better than average, even tho the expected ever-present oldies were there. However, since the high spot was the interruption thing and this isn't especially durable for long-time radio consumption, act's worth as a regular air item is doubtful. *Franken.*

"Herald Reporter"

Reviewed Monday, 1:30-1:45 p.m. Style—Talk. Sponsor—Ontario Electric Corp. Station—WEBR (Buffalo).

Something different from the usual run of women's household hinter. Jimmy, young newspaper reporter, endeavoring to write a household column, finds himself at a loss for material. He visits an old friend of the family, Mrs. Henry Russell, an experienced home maker, for advice. Mrs. Russell, who as the conversation indicates has several children, a nice home and devoted husband, is just doing some little tasks around the house, such as fixing a scratch on a table top, mending or sewing on buttons and snaps. As she tells her young friend to make himself at home she tells him how to use in his column some of her little experiences and short cuts in doing this particular work. She cleverly works in a plug for the Ontario Electric Corp. by telling Jimmy how much more time she has for her friends since she got that

Program Reviews

EST Unless Otherwise Indicated

new range or ironer or washing machine. Mrs. Russell also gives Jimmy a recipe that either she likes particularly well or that some other homemaker (listener) favors.

Reporter is portrayed by Leo Eagen, who succeeded Ham Woodie. Mrs. Russell is enacted by Helen Cawthorn. Both do a fine job. Al Zink produces. Mary Dixon writes the script, snappy and interesting thruout. *Warner.*

Joey Nash

Reviewed Thursday, 7-7:15 p.m. Style—Singing. Station—Sustaining on WHN (New York).

Nash, tonsilling on a WHN sustainer, is better than plenty of the commercial vocalists now aggravating the air waves. Sings with plenty of pash in his voice and has a finished and neat delivery. Enunciated clearly, and this combined with straight arrangements made the quarter hour a pleasant session.

Thursday program had a production idea, all of the tunes being "Moon" songs, such as *Moon Over Miami*, etc. *Ackerman.*

"Lifetime Revue"

Reviewed Monday, 8-8:15 p.m. Style—Music. Sponsor—Sheaffer Pen Co. Station—WOR-Mutual.

Lifetime Revue is being sponsored for three weeks, looking for Christmas trade. When caught program consisted of Harold Stokes Orchestra and a male vocalist, neither of them showing any marked entertainment capacity. Band played in a style completely uninspired and plebeian, and singer was just another tonsill performer. *Ackerman.*

"The Dream Doctor"

Reviewed Monday, 8:15-8:30 p.m. Style—Psychoanalysis. Sustaining on WMCA (New York).

Program is one of dream interpretation and is conducted three times a week by Dr. Arthur Frank Payne. Payne's intent is to use only such dreams as may be interpreted with good taste. Inasmuch as the doctor is a Freudian, the

bill seems like a tough one to follow.

Program opened with a brief talk on the conscious and subconscious mind, followed by an analysis of five or six dreams. Stuff was interesting and not too involved. Whether it is helpful to the people concerned this reviewer cannot say, his feeling being that more intimate knowledge of the subjects' dream symbolism would be necessary. Program asks listeners to write in their dreams via mail, but possibly Dr. Payne makes a more thoro check-up.

Program of this type had it been presented some years ago—when the psychoanalysis vogue was at its height—would have amassed a large audience easily. Current prospects are more dubious, but show might click if Payne can keep it interesting. *Ackerman.*

"Red Ramblers"

Reviewed Thursday, 6:45-7 a.m. CST. Style—Hillbilly music. Sustaining over Radio Station KWOS (Jefferson City, Mo.).

Another backwoods band comes to the fore with its "splinter-kicking" music. That's about the sum and substance of it. There's the Man in the Red Shirt with occasional flashes of genuine humor and more occasional flashes of things genuinely unfunny. There are "the boys," riding hard on git-tars and fiddles.

All in all, it's just another mountain music program, with emphasis on the mountain. Good entertainment if you like all the sawing and wheezing and tub thumping that goes with it. *Jackson.*

Joe Bennett

Reviewed Monday, 7-7:15 p.m. Style—Commentary with interviews. Sustaining on WBRB, Red Bank, N. J.

Altho program doesn't give any commercials, it is plugging Bennett's Sporting Goods store and Joe Bennett's promotions. The commentator, Joe Bennett, owns and operates this Jersey shore store in addition to putting on grid games and sponsoring teams of different kinds. He takes the air each evening.

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.

The Texaco *Star Theater* moved last week from a 9:30 to a 9 o'clock start, Wednesday nights on CBS, thus starting at the same time Fred Allen does on NBC Red. Sponsors found that getting the audience away from the Allen show was tough once they were dialed there. Additionally Adolphe Menjou was replaced by John Barrymore as emcee. Barrymore an emcee. That's something.

But changing emsees and time isn't enough for Texaco's expensive radio show. It still lumbars along, not getting anywhere in particular and certainly not giving the entertainment to be expected. Mainly this is due to very weak stuff for the two comics, Charlie Ruggles and Una Merkel. Ned Sparks, as heckler of Jimmy Wallington, show's announcer, makes up a good deal for the Merkel-Ruggles weakness, his sour-puss delivery gathering many laughs even when the lines are wobbly. Dramatic spot, directed by Max Reinhardt, had Spring Byington and others from the *Jones Family* pictures' cast. Sketch was done by Thornton Wilder and was humdrum. Matters were made worse by a seeming lack of rehearsal. Musically the show is good, with Dave Broekman's Orchestra, chorus, Kenny Baker and Jane Froman.

Barrymore delivered most of his emcee lines as tho he were ashamed, not of doing radio, but of having to repeat what he had to repeat.

The Hostess, built along the lines of a women's radio club and on the air for six years, still possesses drawing power and feminine appeal. Presented Monday thru Friday on WEBR, Buffalo, program is made up of women's comment, with

Mary Barrett leading the discussion. On Tuesday Miss Barrett discussed the art of entertaining, setting tables for parties, flower arrangements, beauty hints, short cuts in the daily routine, home redecoration ideas, etc. Voice is pleasant, continuity smooth and script is presented enthusiastically without becoming gushy.

Program sponsored co-operatively, with commercials tied in and presented with an air of honesty. Sponsors include electrical appliance stores, baking companies, opticians and others.

We, the People program Tuesday (22) hit a high level in both content and presentation. Substance of the half-hour period was varied and sustained interest thruout the 30 minutes.

Gabriel Heatter, conducting the show expertly, introduced Sarah Schwartz, picture actress who specializes in screaming; Seth Spalding, 9-year-old ventriloquist; Mrs. Laurie Latham, 101-year-old Southern woman who knew Abraham Lincoln. Robert E. Lee and General Grant; Bill McKenna, composer of *Has Anybody Here Seen Kelly*; Alice B. Kirby, child with supernatural powers, and Ione Robinson, who told of seeing Nazi horrors in Berlin. In addition to this, program had a few short dramatizations of the "Job racket," "the fake specialist," etc. Incidents portrayed in these dramatizations are allegedly true.

Job done by Heatter is very creditable, his skill at no time appearing to better advantage than in his gentle prodding of 101-year-old Laurie Latham. Producers and those digging up the people deserve a bouquet. Good plugs for Sanka by Heatter and Harry Von Zell.

Monday thru Friday, to bring the shore people news about Monmouth County sports. Feature of presentation is interview with some ex-county athlete.

The script for programs is directed by a newspaper man who knows what is going on in area. Material is exceptionally good for field covered by station. However, Bennett takes broadcast too seriously and confuses public with mispronunciations. Following of series is large, not because of delivery of material but because of nature and information only. *Abbott.*

Rosalie Carroll

Reviewed Wednesday, 6:30-6:45 p.m. Style—Piano and singing. Sustaining on WEAF (Red network).

Appearing on the *Music Is My Hobby* program, this blind pianist and singer gave a more than ordinary connotation to the weekly series. Without tarrying too long on the physical handicaps of the artist, she was allowed to proceed with her offering with no further sympathy-heightening interruptions to detract from the actual worth of her accomplishments. Midway thru the period, however, she was asked how she happened to hit upon piano playing and voice culture as a hobby and to relate her duties with the New York State Department of Welfare and its work among the blind. Despite minimum reference to the sight (or sightless) angle, presence of the factor persisted in the mind of the listener, and coupled with not at all bad amateur efforts of Miss Carroll program took on an entertaining, interesting and sympathy-and-admiration-pulling aspect.

Opening with a Chopin piece on the piano, she evinced great expression of feeling and a touch and sureness that belied intimation of a handicap. Next a couple of vocals, *Mighty Lak' a Rose* and *Fiddle and I*, providing her own accompaniment and proffering a voice that showed a good amount of study and culture despite lack of any outstanding qualities. Best described as a light, airy soprano.

Possibility of sponsorship is clear-cut but limited. *Colson.*

"Riddles in Rhythm"

Reviewed Monday, 6:30-7 p.m. CST. Style—Musical quiz. Sponsor—Straus & Schram, Agency—Schimmer & Scott, Station—WBBM (Chicago).

This hodgepodge is the closest thing to a field day in a bargain basement that this reviewer has ever heard on the air. Sponsor has more angles for giving out cash prizes than there are nick-knacks on Woolworth counters. Principal idea is a direct take-off on Kay Kyser's *Kollege of Musical Knowledge*, but the carbon is so faint that Kyser will have no cause for worry.

Four contestants participate in guessing the title of a song after the emcee, Bill Anson, gives a verbal clue to each. Correct guess on first clue nets 100 points, a second clue calls for 50 points, third nets 25. After three rounds apiece, with the right ditties being either sung or played on twin pianos, the participants are asked to choose one of four envelopes containing different amounts of mazzuma. Then another batch of clues is spieled to each by Anson, with the guesser having to hit it on the head to keep the envelope. Following this is still another variation involving a community songfest, with the contestants elected to guess the State name contained in the title. Then just to make sure no one in the studio feels left out of things, Anson takes a traveling mike thru the audience and dishes out \$1 bills to customers guessing correctly on tunes batted out by the piano team. Everybody seems to have a fine time except the tuner-inner.

Mel Stitzel and Russ Wilt comprise the ivory-tickling duo, and Phil Kinsman and Janet Lind swing out vocally. Their work, what there is of it, is good enough, since it is only a means to an end anyway. Anson keeps things moving in a sprightly fashion. Lulls come in the form of a couple of too long sales plugs on furniture. *Humphrey.*

AIR BRIEFS

(Continued from page 9)

School Broadcast Conference. . . . Billy House is angling for some theater dates, following his last airing on Wrigley's "Laugh Limer," now scheduled on January 1. . . . Tommy Bartlett, WBBM announcer, is wondering just how to take that crack June Provines made in her *Chi Tribune* column about his being "the blond Orson Welles."

GUILD FOR COAST CLEFFERS

Basic studio agreement sought — may align with other screen guilds

HOLLYWOOD, Dec. 3.—In an attempt to establish basic working condition agreements with motion picture studios, tunesmiths here have set up a Song Writers' Guild, patterned along the same lines as the three other local film groups, Screen Writers' Guild, Screen Actors' Guild and Screen Directors' Guild.

Feeling that the Songwriters' Protective Association, of which most of the composers and lyricists working for films are members, is too general in scope to handle their particular problems, local words-and-music scribblers are taking the initiative to bring about the improved studio conditions for themselves. First step in the campaign took place at a meeting Monday (28) at Victor Hugo's, Beverly Hills restaurant, when more than 100 songsmiths turned out to discuss plans. L. Wolfe Gilbert, composer-publisher and Coast rep and v.-p. of SPA, headed the conclave. Jack Yellen, lyricist, was named to head a committee to study the situation.

With 250 to 300 songwriters working full or part time for the pic studios, leaders of the movement felt a definite need of a guild for collective dealing with producers. Once organized, Song Writers' Guild will have as its definite objective negotiations leading to a basic working agreement with the studios. It is questionable whether the guild will have any direct tie with SPA, dealings with movie men to be handled by the local org. Coast songwriters for some time have been desirous of breaking with SPA.

Anti-ASCAP Bills In Ia. and Colo.

NEW YORK, Dec. 3.—American Society of Composers, Authors and Publishers faces new legislative problems in Iowa and Colorado. Latest anti-ASCAP enactments are being instituted with movie exhibitor backing, attributable in part, the Society believes, to the encouragement given such laws at the recent Motion Picture Theater Owners' Association convention in Oklahoma City.

Believing that the antagonism in exhibitor ranks stems from their idea that ASCAP benefits from score charge collections, E. C. Mills, chairman of the Society's administrative board, sent protests to major distributors against the linkage of score charges with music taxes. Claims that ASCAP has nothing to do with the score charge and asserts that it collects only its per-seat fee from theaters for music performing rights, with no part of the score charge going to the Society.

An ASCAP victory in the maze of litigation directed against it was rung up this week when Statutory Court in Knoxville, Tenn., granted ASCAP's application for an injunction blocking enforcement of the State's anti-ASCAP law, enacted in May, 1937. Action will probably rest with the temporary injunction, pending outcome of appeals by both sides in other States.

"Sweet Sue" Legally Not "Cielo Celeste"

PHILADELPHIA, Dec. 3.—The staid Federal Court was the scene this week of a jam session during a copyright infringement case instituted by ASCAP against Tomisselo Maccal, operator of a small Italian night spot. ASCAP contended that a three-piece orchestra in Maccal's spaghetti and red wine spot had played *Sweet Sue* without permission. Maccal declared that the band had played an Italian air, *Cielo Celeste*, which sounds like *Sweet Sue*.

Judge George Welsh, presiding, ordered the musicians to whistle *Sweet Sue*—then he ordered them to whistle the Italian number. Hizzoner was bewildered. The whistling was off key. Courtroom attaches said the whistlers were swinging *Ciri Biri Bi*. After consultation with counsel, Judge Welsh had both numbers played and rendered a verdict in favor of ASCAP.

Sheet-Music Leaders

(For Week Ending December 3)

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

Position	Last Wk.	This Wk.
1	1	My Reverie
2	2	All Ashore
4	3	Two Sleepy People
3	4	Heart and Soul
6	5	My Own
5	6	Lambeth Walk
9	7	Alexander's Ragtime Band
7	8	I've Got a Pocketful of Dreams
11	9	The Umbrella Man
10	10	You Must Have Been a Beautiful Baby
—	11	Night Before Christmas
8	12	While a Cigarette Was Burning
—	13	They Say
13	14	Summer Souvenirs
15	15	What Have You Got That Get's Me?

Davis Suit Settled

NEW YORK, Dec. 3.—Infringement claim of Joe Davis against Song Lyrics, Inc.; Macfadden Publications, Inc., and Art Color Printing Co., Inc., was settled this week out of court. Davis charged Song Lyrics with publishing and selling without permission *After You've Gone*, Davis standard compo, in a nationally distributed songbook entitled *Song Hits*, distributed and printed by Macfadden and Art Color, respectively.

Kaye Using Bank Night Idea With 3 Plugs to the Winnah

NEW YORK, Dec. 3.—To many of the great unseen audience harking to late-hour dance remotes it must seem at times as tho the selection of the songs played was arrived at by pulling them out of a hat. Truth being stranger than fiction, that is exactly what will be happening now during Sammy Kaye's five hours of broadcasts each week from the Hotel Commodore here. It's Sammy's own idea and it proves that sometimes a maestro can be more clever than his press agent.

Stunt is simple, sure-fire and ingenious. Every Wednesday night, all of Tin Pan Alley are invited to the Commodore's Palm Room for a revised form of Bank Night. When each music pub or song plugger arrives, everyone in his party receives a number. Later in the evening, slips of paper bearing duplicate numbers are placed in a hat, and with all the thoroughness of an Irish Sweepstakes drawing, the lucky number is selected. If a pub, plugger or anyone in his party has the winning ticket, that pub will get three major plugs from Kaye for his current tune during Kaye's network time the following week. Pub himself doesn't have to hold the ticket; the luck of his grandmother, if she happens to be at his table, is enough to net him that most valued of all prizes to a music man.

Kaye started the stunt Wednesday (30) with Norman Foley getting the three-plug prize for Witmark. Harry Clark, member of the Adrian Rollini trio, held the lucky number and, as he was a guest in Foley's party, the reward went to Witmark's professional manager. Nick Kenny, song-writing columnist, acted as puller-out-of-the-hat.

This makes the second wrinkle launched in local hostilities for the benefit of the music crowd and the cash

register. Kay Kyser is drawing them in at the Pennsylvania Monday nights with his Kollege of Musical Knowledge, with the Broadway boys and gals as the students quizzed. Idea is generating a lot of laughs not only for the trade but for those outside it as well.

Roosevelt Hotel grill room almost jumped on the stunt band wagon too this week, but the idea was canceled before it began. Publishers received a card thru the mail signed by Guy Lombardo stating that every Thursday he would preview three tunes never played publicly before, and inviting the music men to come and pick their own musical "debutante." Cards hardly came to rest on the pubs' desks when a phone call told them that the whole thing had been dropped and to forget about it. Wrinkle, however, was carried over to the public, patrons voting on the one considered best equipped for future hitdom.

Pic Tune Brings 60G Suit Over Suppression Charges

HOLLYWOOD, Dec. 3.—A \$60,000 damage suit filed by Louis Herscher and Robert Wolf Gilbert against Warner Bros., Harms and songwriters Johnny Mercer, Al Dubin and Harry Warren claims illegal suppression of *Garden of the Moon*, written by the plaintiffs in 1937 after receiving permission from the authors of the story of the same name. Herscher and Gilbert charge deal was made with Harms to publish their compo, but when WB bought the yarn for a flicker, the staff writers were assigned to do a theme tune and Harms illegally suppressed the prior song. Plaintiffs ask \$10,000 damages for loss of ASCAP rating and \$50,000 exemplary damages, plus an accounting of profits.

Songs With Most Radio Plugs

"Cigaret" Burns Way to Top Again; "Shore" Is Runnerup

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, December 1. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs	
			Net	Ind.
1	1. While a Cigaret Was Burning.....	ABC	36	11
4	2. All Ashore	Shapiro, Bernstein	30	8
—	2. April in My Heart (F).....	Paramount	30	5
11	3. You Must Have Been a Beautiful Baby (F).....	Remick	29	14
15	3. Please Come Out of Your Dream.....	Words & Music	29	3
7	4. Two Sleepy People (F).....	Famous	28	17
2	5. My Reverie	Robbins	25	24
17	6. Love, I'd Give My Life for You.....	Stasny	24	3
3	6. Sixty Seconds Got Together.....	Santly	24	13
3	7. Deep in a Dream.....	Harms	23	17
9	8. Who Blew Out the Flame?.....	Feist	21	21
15	8. Simple and Sweet.....	Miller	21	13
11	9. Heart and Soul	Famous	20	21
19	9. Lambeth Walk	Mills	20	13
8	9. My Own	Robbins	20	12
—	9. Angels With Dirty Faces (F).....	Fisher	20	2
1	10. Have You Forgotten So Soon?.....	Berlin	19	15
13	10. What Have You Got That Gets Me? (F).....	Famous	19	13
5	11. They Say	Witmark	18	20
14	11. Jeepers Creepers	Witmark	18	12
10	12. I Won't Tell a Soul.....	Crawford	17	17
19	12. Girl Friend of the Whirling Dervish.....	Harms	17	10
17	13. This Can't Be Love (M).....	Chappell	16	13
18	13. Is That the Way To Treat a Sweetheart?.....	Olman	16	12
6	13. Ya Got Me (M).....	Lincoln	16	8
12	14. When I Go a-Dreamin' (M).....	Lincoln	15	12
10	14. Summer Souvenirs	Bregman	15	9
16	14. Hurry Home	Spier	15	8
14	15. You Look Good to Me.....	Bregman	14	8
—	16. Change Partners (F).....	Berlin	13	15
14	17. I've Got a Pocketful of Dreams (F).....	Santley	12	13
—	17. Get Out of Tone (M).....	—	12	7
—	17. I Long To Belong to You.....	—	12	4
—	18. I Must See Annie Tonight.....	Bregman	11	10
11	18. Day After Day.....	Green Bros.	11	9
—	18. You're the Only Star.....	—	11	3
—	19. Everybody's Laughing	—	10	3
16	19. Night Before Christmas.....	Chappell	10	12

Mills' Catalog Buys

NEW YORK, Dec. 3.—In line with his announced intention to build up a standard catalog for schools, colleges and general teaching purposes, Jack Mills this week purchased the Vandersloot Music Publishing Co., Harry J. Lincoln Music Co. and the United States Music Publishing Co. from Mrs. Harry J. Lincoln, widow of the composer-publisher.

G-D Sets Foreign Deal

HOLLYWOOD, Dec. 3.—Francis-Day, of Paris, and L. F. Collin, Ltd., Melbourne, set deals with Guadagno-Davis & Co., local music pubs, to release latter's songs in those countries. Both foreign pubs have just started with *You Are Just That Kind*, words by A. L. Sanders, music by C. V. Yegge, and report the number catching on in their countries.

Music Items

JIMMY MONACO and Johnny Burke put in their first public appearance this week on the stage of the Los Angeles Playhouse in a Federal Theater vaude show, *Two a Day*. Boys are following up their successful Bing Crosby pic tune, *Pocketful of Dreams*, by penning a score for a new Crosby Para starrer, *The Star Maker*. Jack Mills is convalescing in Mt. Sinai Hospital, New York, after an appendix withdrawal. Bill Weimann, head of E. B. Marks sales department, back in New York from a tour of the Philippines, Hawaii and China.

Alice Faye is the latest of the Hollywood coterie to turn songwriter. Penned *I Promise You*, collabbing with Sammy Lerner and Ben Oakland, ABC Music publishing. Joseph E. Howard premed his *Meet Me at the New York World's Fair* for FDR at the Gridiron Club dinner in Washington. Paull-Pioneer is releasing the compo. Jacques Dallin, French composer who has the scores of some 60-odd French films to his credit, signed by Sam Fox Publishing Co. His first Fox tune is *Little King of Toyland*, collabbing with Rudy Vallee, Al Stillman and Delyce Deering.

Orchestra Notes

By M. H. ORODENKER

Gotham Gab

RECKON it's a woman's prerogative, but there's no keeping up with Marla Kramer's changeability when she's shopping for bands for her Lincoln and Edison hotels . . . latter location has been set finally, we hope, with GRAY GORDON taking over New Year's Eve, following Les Brown. . . BLUE BARRON returns March 24 for eight weeks only, coming in again next fall on an indef contract that runs into 1940. . . Follow-upper for Artie Shaw with the new year at the Lincoln still hangs fire. . . CHARLIE BARNETT auditioned last week for Mrs. Kramer and may get the nod . . . his band sounded nothing short of a "white Ellington," which is easy to explain since Charlie uses all of Duke's arrangements. . . MEYER HOROWITZ is also having a time of it finding the right rhythmakers for the band stand at his Village Barn bistro. . . Carl Deacon Moore made a hasty exit to make way for Jack Sherr, who hardly stayed long enough to warm up the instruments, and now it's up to Joe Candullo. . . If the Troc, newest nitery among 52d street nooks doesn't light up purty soon MIKE RILEY is going to find himself in the cabaret biz . . . failing to open on time, Mike has been chalking up back pay . . . originally having a meager financial interest in the spot, Riley settled with his partners for a 25 per cent interest, which keeps growing larger the longer the club remains dark.

Chi Chat

ANDY KARZAS has GRIFF WILLIAMS for the kollar to Little Jack Little at his Trianon Ballroom on the 24th. . . Williams comes to the Windy City from his current stand at Schroeder Hotel, Milwaukee, which BILL BARDO takes over the day previous for a fortnight. . . EARL HOFFMAN chalks up one year on the Ivanhoe Gardens band stand and is lingering for a second. . . KING'S JESTERS wind up their engagement at LaSalle Hotel end of this month and sprout out into a full-sized band at the Commodore Club, Detroit, where they open New Year's Eve, remaining thru January 27. . . STAN (CRA) ZUKOR augmented the Jesters for the big money they can't get as a seven-piece combo. . . STUFF SMITH makes his debut here New Year's Eve, taking over the vacated stand at the LaSalle.

Southern Stuff

BILTMORE BOYS open the 11th for a three-weeker at Lamar Hotel, Houston, and it looks like Carleton Hotel, Washington, as their next stop. . . BOB CAUSER took his tooting to Richmond, Va., at Westwood Supper Club. . . ROBERT ESTES moved his Collegians to Hotel Twickenham, Huntsville, Ala., getting local airtime on WBHP. . . DON BESTOR goes into Rice Hotel, Houston, on the 28th, to be followed January 9 by BLUE BARRON thru the 21st, with the exception of the January 18 night when the Barrons play for the Jan Phillips Sorority sisters at Bartlesville, Okla. . . PHIL LEVANT lingers indefinitely at the Groves nitery, located three miles east of Orange, Tex., across the Louisiana border.

Cocktail Combos

MARIA KARSON MUSICLES opened this week for a trey of months at Onesta Hotel, Columbus, O., coming here after four weeks at Lamp Light Inn, Evansville, Ind. . . THE PLAYBOYS, quartet from the West Coast, caught on at Blackstone Hotel, Chicago, and hold over for an indef period . . . THE CAMPBELLS went to Santa Rita Hotel, Tucson, Ariz., for only a month but show no signs of leaving. . . MARY RAINES, solo inspiration for sippers, opens this week at Book-Cadillac Hotel, Detroit, for a four-weeker. . . The 18th brings the ARISTOCRATS OF RHYTHM to Hotel Monteleone, New Orleans. . . Closing at Embassy Lounge of Milner Hotel, Wheeling, W. Va., CHRISTEEN STREET takes her THREE SOPHISTICATES to Columbus, O., for a three-month strolling session at Fort Hayes Hotel. . . EDDIE KILLAMS locates his SINGING STRINGS for the holiday season at Gun Club, La Fayette, Ind.

Broadway Band Stand

When the Original Dixieland Jazz Band leaves Queen's Terrace, combo will be reorganized, with ROY SEDLEY, vet vaude and nitery comic, heading the group . . . at least, these are the intentions of TONY SPARGO, who manages both. . . BEN CUTLER returns January 8 to the Radio City rooftop, this time to the Rainbow Room. . . AL DONAHUE departs for Palm Beach, but EDDIE LE BARON remains for the royal rumba relief. . . WINGY MANNONE is back on 52d street at the Little Club . . . Deal to bring LOUIE ARMSTRONG into the Cotton Club fizzled and Cab Calloway will carry on 'til mid-March. . . JIMMIE LUNCEFORD bows out of 52d street's band stand within the next fortnight and his first night out will be the answer to a jitterbug's dream. . . Jimmie engages DUKE ELLINGTON in a battle of music the 26th at Penn A. C. in ever-so-peaceful Philadelphia. . . BILLIE HOLIDAY, having been let out by Artie Shaw, has decided that her next band affiliation will be her own. . . The swing diva is rounding up a combo she can call her own for a Greenwich Village spot. . . Possibility looms that VAN ALEXANDER (songwriter Al Feldman) will get the call to follow Mal Hallett at Meadowbrook Country Club for his initial stand.

Western Wing

CARL RAVAZZA opens the 16th for a five-week stand in Salt Lake City at Hotel Utah. . . With 18 months already chalked up, JOHNNY DAVIS gets a renewal 'til April 15 of next year at Miami Club, Milwaukee. . . FRANK TROMBAR stomps in the new year at Nicollet Hotel, Minneapolis. . . AL OLIVA, one-time Rhythm Boy for Paul Whiteman, joins Dick Barrie in Cleveland for the song selling. . . ANITA BOYER, recuiping after an emergency operation, will soon rejoin Barrie for the canarying. . . HAL HOWARD returns to Santa Rita Hotel, Tucson, Ariz., for a second season. . . Last year he lingered for eight months.

Coast Chatter

ORRIN TUCKER is next in line for Mark Hopkins Hotel, San Francisco, after Clyde Lucas takes in his eight weeks, starting the 21st. . . JACK KAPP, Decca waxwork prez, hits Hollywood for a three-week sojourn. . . ELI OBERSTEIN, Victor recording exec, in movieiland for a fast seven days, training back to New York. . . With PHIL HARRIS training east for the Jack Benny airshow, which airs from New York for the next couple weeks, ARTHUR JARRETT will front the band at Wilshire Bowl, Los Angeles, until the maestro returns. . . Jarrett was signed to a five-year ticket at Grand National and will double between dance duty and the flicker factory. . . CLYDE MCCOY hits Los Angeles the 14th to follow Gene Krupa at the Palomar. . . Goodman won't have to worry about Krupa copping the killer-diller diadem . . . but Wayne King better watch out . . . revival of interest in the three-quarter tempo made Gene polish up on the waltzers, featuring 'em as often as the stomperos.

Solo Stands

HARRY KOCH, road manager for BLUE BARRON, wires in that the heavy snowstorm Thanksgiving night couldn't keep down the record crowd of 7,200 turning out at the Armory in Schenectady, N. Y. . . that's a goodly number even on a clear night, but Koch forgets to add that the date was sponsored by the local firemen . . . that Barron shared the band stand with Freddie Goodman and Gordie Randall . . . and that a gala stage show was thrown in with the low admish . . . such publicity seeking augurs no band any good. . . Martin Buchsbaum, associated with Charles Milhiser in Marshalltown, Ia., dance promotions, plan on trying their hand with the name and mid-bracket bands. . . JAN CAMPBELL being routed for New England school and club dates by M. H. Waldron, of Continental Orchestra Corp., Utica, N. Y. . . LARRY MEYERS, CRA's office boy, chalked up another contract to his credit as salesman in selling Irving Rose for (See ORCHESTRA NOTES opposite page)

Never Heard of Him

KANSAS CITY, Mo., Dec. 3.—It happened the other night at Hotel Muehlebach, where Joe Reichman was playing to capacity crowds in the hotel's new Terrace Grill. Manager Barney Allis noticed that Sergei Rachmaninoff was a house guest, so he walked over to the piano and informed Reichman that one of the world's greatest keyboard artists was in the room.

"Can't help it," cracked Reichman, leading his ork from a seat at the Steinway. "Tell the guy to come around some time when I need a pianist. We're getting along okeh with Reichman for the time being."

Burke, Campbell Join PW

NEW YORK, Dec. 3.—Frank Burke, recently resigned national publicity director for Consolidated Radio Artists, moves over this week in a similar capacity to the Paul Whiteman office, handling both the maestro and Artists Management Bureau. Also coming in is Norman Campbell, who left his one-night desk at Mills Artists to serve as road booker for the Whiteman office. Whiteman plans on building up his booking office, and deal is on fire to bring in Bert Lown, who left Rockwell O'Keefe last week. Paul Wimbish remains.

WALLY STOEFLER

and his Orchestra
current
SOUTHERN MANSION, Kansas City, Mo.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

LARRY FUNK

and his
Band of a Thousand Melodies
Currently
RAYMOR BALLROOM, BOSTON.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

RAY HERBECK

and his
MUSIC with ROMANCE
Opening BILL GREEN'S CASINO,
Pittsburgh, Dec. 9
Brunswick, Vocalion Records.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

GLENN LEE

AND HIS
LEE-WAY MUSIC
ON TOUR.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

EDDIE PAUL

AND HIS ORCHESTRA
Entire Summer Broadcasting
ELBERTA BEACH
Now—3rd Season, WGAR
COLUMBIA BALLROOM, Cleveland.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

LAWRENCE WELK

The Champagne Music of
Now Hotel Wm. Penn, Pittsburgh,
WCAE and MUTUAL
BRUNSWICK-VOCALION RECORDS
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

MUSIC by GOLLY CECIL GOLLY and his ORCHESTRA

Currently appearing
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Now RAINBOW BALLROOM, Denver
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CRA MAKES NEW NBC DEAL

Loop Inns To Stay Air Shy

Hotelmen will not follow Edgewater — CBS may boost remote fee to \$200

CHICAGO, Dec. 3.—Talk of remote wires going back into the hotels has hit the town again, but everyone except the inn managers is doing the talking. WBBM-CBS is toying with the idea of boosting the \$100-per-week fee to \$200 for those hostelries making a hook-up after January 15, and it is reported that this squeeze was instrumental in that outlet's signing of the Edgewater Beach Hotel, which came back on the ether, causing the wiseacres to conclude that the others would soon follow suit. A check-up with the Loop inns this week, however, revealed that action on the part of the Edgewater did not produce the desired effect on the others, since that ritzy nabe spot was already on the Chi Hotel Association's blacksheep listing, due to its failure to act simultaneously with the rest when they went off the air last January.

Ironic part of the situash thruout the past year has been that that the hotel ops have done less worrying about the wire jerkings than the song pluggers, net outlets and name orks. Stations haven't fretted over any loss of coin, claiming the \$100 would only clear the nut anyway, but they have been kept in a lather trying to get the jump on each other when and if the hostelries decided to shell out Tune-pushers, on the other hand, have had it plenty tough, and name bands without ether commercials have been continuously shying away.

By locking hands together last January and leaving the air, hotel ops still feel they were smart under the circumstances. Figuring it on the basis of the wires costing 'em \$5,200 annually, they say that even if it were possible to net

Shoot the Likker To Me, John, Boy

REGINA, Sask., Dec. 3.—Symphony concert news will be sounding like swing jive if longhairs follow the example of a local aggregation. Write-up in a Regina newspaper reads: "Among the interesting numbers to be played will be MacKenzie's *Benedictus*, which Mr. — has arranged for the orchestra. In its original form, it is one of six pieces for the violin. For this occasion, it has been lightly scored for strings, single wood-wind and a bottle of rubbing alcohol in the horn."

a 10 per cent profit on their dine-and-dance rooms, this extra remote nut would toss most of them back in the red; as for checking it off to advertising, they had too many items coming under that heading already and had to draw a line somewhere. Whether or not the ops do come back will probably depend on their sticking together, as they have done thus far. If one of the Loop boys should bolt from the flock it is more than likely that they will all end up by installing wires by the first of the year. The way things shape up now, it is a cold biz proposition with them, and to date they have not been able to convince themselves the air time is worth the salt.

Lee Lightens KC Woe With 11C in 3 Days; Satchmo Sad at \$820

KANSAS CITY, Mo., Dec. 3.—Disappointed with grosses chalked up by big names at his Pla-Mor Ballroom this fall, Will H. Wittig last week imported Glenn Lee for three dates and was more than jubilant over the fat \$1,130 registered. Thursday night the take was \$480, with 1,200 dancers paying 40 cents each for Thanksgiving terping. Lee returned Saturday night to play for 600 persons at 55 cents each, climaxing his first trip into the Kaycee corner Sunday afternoon by chalking up a good \$350 for the matinee session. Wittig found the total \$1,130 profitable considering Lee's price and also learned the dancers were pleased with Lee's style.

Louie Armstrong returned here last Monday night after a poor Pla-Mor appearance to duplicate in the Municipal Auditorium. Sponsor was the Wayne Miner American Legion Post, which grossed only \$820 from Satchmo's solo. Considering the asking price for the band and the expense of a floor show and shag contest thrown in by the post, it was an anaemic showing. Francis Spencer, commander, said the post lost about \$50 all told. Only Negroes could attend.

Harlan Leonard reaped a so-so \$150 at Sunday's night's terp session at the Dreamland Ballroom. Competition and lack of publicity dealt the damage.

Miller Safe With \$475

BRIDGEPORT, Conn., Dec. 3.—Jupe Pluvius, combined with slippery pavements, kept the dancers down to 1,000 last Sunday at Ritz Ballroom for Glenn Miller. Box office was scaled lower than usual, 55 cents for gents and 40 pennies for fems. Gross of \$475 was on the safe side, and nobody was hurt.

Green Seeks Better Airtime For Agency's Dance Remotes

Pooh-poohs rumor that network is pulling out of agency —NBC percentage divvy on CRA gross biz cut in half— yearly guarantee of \$50,000 remains the same

NEW YORK, Dec. 3.—Rumors running wild all week that the National Broadcasting Co. was pulling out of Consolidated Radio Artists after the first of the year were put to rest by Harry Berman, chief counsel for the band booking agency. "Not only is there no truth to the reports," declared the attorney, "but they are utterly without foundation." Only change in the operations of CRA, if that can rightly be called a change, is that each branch office will handle its own advertising and publicity individually. Heretofore it all came out of the home office. As far as relations with NBC are concerned, Berman said that there is absolutely no schism. However, Charlie Green, CRA prexy, has been huddling with the networks in order to get better air time on dance remotes for the agency's bands. Basic contract between the agency and network guarantees CRA a number of half-hour broadcast periods each week for dance remotes. No stipulation is made as to the time of day for these, and Green is desirous of better scheduling for CRA bands.

Stage Orks Hype Takes for Tower

KANSAS CITY, Mo., Dec. 3.—Vaudeville came into its own this week in Kansas City with two downtown de luxers fighting it out for the lion's share of patronage. Buddy Rogers followed Bernie Cummins on the stage of the Fox Tower Theater just in time to buck the Chick Webb-Ella Fitzgerald combo at the Newman near by. Marks the first time in years that two name bands have competed in theaters. Tower, managed by Stanley Chambers, has done excellent business since August with a straight band policy augmenting films. Jerry Zigmund's Newman, on the other hand, imports flesh about twice annually. Webb band is probably the most expensive offering it's ever had.

Other downtown houses, using films only, are doing only fair business, and it's no secret most of the nabe pic houses are in difficulties. Week after week the Tower outgrosses Loew's Midland and RKO Orpheum, as well as the Newman, altho the Tower's seating is limited to a mere 2,200.

Liuzzi Philly Prexy

PHILADELPHIA, Dec. 3.—In one of the most spirited elections in the history of the local musicians' union, with 2,000 of the 2,600 members casting their ballots on Thursday (30), Frank Liuzzi copped off the presidency. An unem-ployed cellist, Liuzzi topped Israel Safren, Earle Theater fiddler. Romeo Cella, a past prez, was elected v.-p. Incumbent A. Rex Riccardi continues as secretary and Harry Kammerer comes in as his assistant. Joseph Bossle Sr. was unopposed for the treasurership.

\$815 Okeh for Crosby; Floyd Ray's \$310 Sad

LINCOLN, Neb., Dec. 3.—Bob Crosby turned in \$815 last Monday at Turnpike Casino. Not terrific, but band was bought right by promoter R. H. Pauley, and the showing represented a profit for the ballroom. Usual college crowd was held down because of curfew on the local campus for co-eds. Floyd Ray, preceding Crosby on Saturday, grossed a meager \$310, dancers apparently passing up the colored swinger and waiting for the dixielanders who haven't shown here since starting on their way up.

Orchestra Notes

(Continued from opposite page)

the Miami Biltmore Fashion Show at the Waldorf-Astoria Hotel, New York, on the 16th.

Notes Off the Cuff

Messrs. Shubert are dickering for JIMMIE LUNCEFORD to play in the pit for their proposed septa version of Gilbert and Sullivan's *The Mikado*. . . Best seller of the year for Victrola promises to be Larry Clinton's *My Reverie* the platter sale exceeding by far all others. . . Local 802 is hot on the trail of a

local band booker who has been operating under a dozen aliases in fleecing bands and dance promoters. . . evidence was turned over to the New York gendarmes this week. . . Tenor saxer Bud Freeman has left Benny Goodman and with drummer demon Davie Tough returns to Tommy Dorsey. . . Goodman's top trumpeter, HARRY JAMES, has a band of his own in rehearsal hall. . . GUY WOODS, British band leader handled by Joe Glaser, makes his metropolitan debut at Arcadia Ballroom, New York. . . And so we send our cuffs to the cleaners.

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PAUL WHITEMAN
And His ORCHESTRA
in A XMAS NIGHT CONCERT on
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ROYAL CAVALIERS
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For Available Time Write
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Or Any Licensed Booking Agency.

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

A

Agnew, Charlie: (Paramount) Ft. Wayne, Ind., t.
 Alberto, Don: (El Chico) NYC, nc.
 Alfredo, Don: (Cuban Casino) NYC, nc.
 Allen, Lee: (Blue Meadow) Lexington, Ky., cc.
 Alomona, Harold: (Pepper Pot) NYC, nc.
 Alston, Ovie: (Roseland) NYC, b.
 Angle, Dick: (Paradise) NYC, nc.
 Angelo: (Bertolotti's) NYC, nc.
 Apollon, Dave: (Casanova Club) NYC, nc.
 Arden, Wilson: (Crystal Terrace) Wheeling, W. Va., b.
 Ash, Paul: (Roxy) NYC, t.
 Ayres, Mitchell: (Murray's) Tuckahoe, N. Y., ro.
 Axtell, Billy: (Golden Pheasant) Hancock, Mich., nc.

B

Baer, Billy: (Van Cleve) Dayton, O., h.
 Barrie, Dick: (Statler) Cleveland, h.
 Bartal, Jeno: (Piccadilly) NYC, h.
 Basie, Count: (Paramount) NYC, t.
 Baum, Charles: (St. Regis) NYC, h.
 Beecher, Keith: (Colony Club) Chi, nc.
 Benson, Ray: (Montparnasse) NYC, nc.
 Berick, Joe: (Riviera) Pittsburgh, nc.
 Bernard, Stephen: (Dublin) Columbus, O., nc.
 Berni Vici, Count: (Ohio) Lima, O., t.
 Blaine, Jerry: (Arcadia) NYC, b.
 Bonick, Lewis: (Narragansett) Providence, R. I., h.
 Bono, Americo: (Chez Ami) Buffalo, nc.
 Bouer, Dave: (Geo. Washington) Jacksonville, Fla., h.
 Brandwynne, Nat: (Essex House) NYC, h.
 Bragall, Vincent: (Ambassador) NYC, h.
 Brandt, Eddie: (International Casino) NYC, nc.
 Braslow, Irving: (Jack Stamp's) Phila, nc.
 Breese, Lou: (Chez Paree) Chi, nc.
 Brigode, Ace: (Aragon) Cleveland, b.
 Brown, Les: (Edison) NYC, h.
 Bunts, Howard: (Ash-Trumbull) Detroit, nc.
 Bush, Eddie: (7 Seas) Hollywood, nc.

C

Calloway, Cab: (Cotton Club) NYC, nc.
 Calloway, Blanche: (Congo) Boston, nc.
 Camden, Eddie: (Henry Grady) Atlanta, h.
 Cardullo, Joe: (Village Barn) NYC, nc.
 Carlsen, Bill: (Nicollet) Minneapolis, h.
 Carter, Chick: (Southland) Boston, nc.
 Castro, Elmando: (Netherland Plaza) Cincinnati, h.
 Clark, Buddy: (Paramount) NYC, nc.
 Coe, Jay: (Governor Clinton) NYC, h.
 Coleman, Emil: (Waldorf-Astoria) NYC, h.
 Collins, Bernie: (Ansley) Atlanta, h.
 Confrey, Zee: (Vanderbilt) NYC, h.
 Cooper, Al: (Plantation Club) Detroit, nc.
 Cornelius, Paul: (Club Royale) McAllen, Tex., nc.
 Cornwall, Joe: (Newhouse) Salt Lake City, h.
 Correa, Eric: (Pelham Heath Inn) Pelham Manor, N. Y., ro.
 Courtney, Del: (Rainbow Room, New Kenmore) Albany, N. Y., h.
 Craig, Carvel: (Chez Paree) Omaha, nc.
 Crawford, Jack: (Schroeder) Milwaukee, h.
 Creighton, Johnny: (Ritz-Carlton) Phila, h.
 Crocker, Mel: (Red Horse Tavern) Steubenville, O., nc.
 Cromwell, Chauncey: (Commodore Perry) Toledo, h.

D

D'Andrea, Joseph: (Pepper Pot) NYC, nc.
 Daley, Jack: (Corktown Tavern) Detroit, nc.
 Davis, Eddie: (Larue's) NYC, re.
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
 Davis, Sugar Cane: (Southland) Boston, nc.
 Davis, Johnny: (Miami Club) Milwaukee, nc.
 Dawson, Ted: (La Conga) Hollywood, nc.
 Deas, Eddie: (Congo) Boston, nc.
 Del Mar: (St. Nicholas) Decatur, Ill., h.
 De Angelis, Harry: (Copley-Square) Boston, h.
 DeVodi, Don: (Plaza) NYC, h.
 Deutsch, Emery: (Netherland-Plaza) Cincinnati, h.
 Donahue, Al: (Rainbow Room) NYC, nc.
 Donath, Jeno: (Walton) Phila, h.
 Dorsey, Tommy: (New Yorker) NYC, h.
 Driscoll, Murray: (St. George) Brooklyn, h.
 Drummond, Jack: (Halfway House) Lake George, N. Y., re.
 Duchin, Eddy: (Plaza) NYC, h.
 Duerr, Dolph: (Green Derby) Cleveland, nc.

E

Edwin, Earl: (Club Aztec) Milwaukee, nc.
 Ellis, Joe: (Queen Mary) NYC, re.
 Edmund, George: (Le Mirage) NYC, nc.
 Eichler, Fran: (Nixon) Pittsburgh, nc.
 Engle, Freddy: (University Club) Albany, N. Y., nc.
 Engles, Charles: (Harry's New York Cabaret) Chi, nc.
 Ennis, Skinnay: (Victor Hugo) Los Angeles, nc.
 Ernie, Val: (Versailles) NYC, nc.
 Estes, Robert: (Twickenham) Huntsville, Ala., h.

F

Familant, Mickey: (Silver Lake Inn) Clevelton, N. J., ro.
 Farber, Burt: (Florentine Room, Gibson) Cincinnati, h.
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.
 Fielders Three, The: (Rome) Omaha, h.
 Fielder, Johnny: (Plaza) San Antonio, h.
 Fielding, Allan: (Adelphi) Phila, h.
 Felton, Happy: (College Inn) Chi, nc.
 Fisher, Buddy: (Beverly Hills) Newport, Ky., cc.
 Fisher, Jack: (Vienna Room) Boston, re.
 Fisher, Freddie: (Village Barn) NYC, nc.
 Fodor, Jerry: (Front St. Gardens) Toledo, nc.
 Fomeen, Basil: (St. Moritz) NYC, h.
 Forman, Lou: (President) NYC, h.
 Foster, Chuck: (Topsy's) Los Angeles, nc.
 Franks, Wee Willie: (Ye Old Tap Room) NYC, nc.
 Fredric, Marvin: (Park Plaza) St. Louis, h.
 Fredrics, Jan: (Boulevard Tavern) Elmhurst, L. I., ro.
 Fulcher, Charles: (Colonial Club) Augusta, Ga., nc.
 Funk, Larry: (Claridge) Memphis, h.
 Furry, Wendell: (Casa Marina) Jacksonville Beach, Fla., h.
 Furst, Joe: (The Brook) Summit, N. J., ro.

G

Gable, Jimmy: (Eddie Peyton's Barbecue) Pittsburgh, ro.

Orchestra Routes

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

ABBREVIATIONS: 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.

Gamble, Jack: (Lincoln Terrace) Pittsburgh, nc.
 Garber, Jan: (Blackhawk) Chi, re.
 Gasparre, Dick: (Ambassador) NYC, h.
 Gates, Mannie: (Royal Palm Club) Miami, nc.
 Gaugh, Hugh: (Lookout House) Covington, Ky., nc.
 Gendron, Henri: (Colosimo's) Chi, nc.
 Gerard, Gerry: (Top of the Town) St. Louis, nc.
 Gillette, Jack: (Henry Grady) Atlanta, h.
 Goho, Billy: (Bedell House) Grand Island, N. Y., h.
 Golden, Neil: (De Witt Clinton) Albany, h.
 Golly, Cecil: (Music Box) Omaha, b.
 Gonzalez, Ralph: (St. Moritz) NYC, h.
 Gonzalez, Aaron: (Bamba Club) Hollywood, nc.
 Gonyea, Leonard: (Lenox) Duluth, Minn., h.
 Goodman, Benny: (Waldorf-Astoria) NYC, h.
 Gould, George: (Old-Fashioned Cafe) Boston, re.
 Graff, Johnny: (Benny the Bum's) Phila, nc.
 Grant, Bob: (Trocadero) Hollywood, nc.
 Grenet, Eliseo: (Yumuri) NYC, nc.
 Griffin, Jack: (Little Rathskeller) Phila, nc.
 Gunler, Johnny: (Perkins Club) Kansas City, Mo., nc.

H

Hall, George: (Rice) Houston, h.
 Hallett, Mal: (Meadowbrook) Cedarbrook, N. J., cc.
 Halstead, Henry: (Deshler-Wallick) Columbus, O., h.
 Hamilton, George: (Statler) Cleveland, h.
 Hardy, Bob: (Flamingo) Boston, nc.
 Harris, Phil: (Wiltshire Bowl) Los Angeles, re.
 Headrick, Pearl: (White Swan Club) Johnston, Pa., nc.
 Heldt, Horace: (Shubert) Cincinnati, t.
 Hendricks, Dick: (Pia-Mor) Cedar Rapids, Ia., b.
 Herbeck, Ray: (Willows) Pittsburgh, nc.
 Herbeck, Ray: (Bill Green's Casino) Pittsburgh, nc.
 Herman, Pete: (Casa Manana) Boston, nc.
 Herman, Woody: (Roseland) NYC, b.
 Hines, Earl: (Grand Terrace) Chi, nc.
 Hoagland, Everett: (El Patio) San Francisco, b.
 Hoagland, Claude: (Mayflower) Akron, h.
 Hodalski, Frank: (Orpheum) Springfield, Ill., b.
 Holmes, Herbie: (Chase) St. Louis, h.
 Holst, Ernie: (El Morocco) NYC, nc.
 Hope, Hal: (Yacht Club) NYC, nc.
 Horton, Harry: (Le Mirage) NYC, nc.
 Howard, Hal: (Santa Rita) Tucson, Ariz., h.

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

Howell, Ed: (Buena Vista) Biloxi, Miss., nc.
 Hudson, Dean: (Lowry) St. Paul, h.
 Hunter, Bob: (Wonder Bar) Cincinnati, nc.
 Hutton, Ina Ray: (Riverside) Milwaukee, t.

I

Irish, Mace: (Chanticleer) Millburn, N. J., nc.
 Ink Spots: (Bennett) Binghamton, N. Y., h.
 Jahns, Al: (Biltmore) Providence, h.
 Jay, Johnny: (Campbell's Dinner Club) San Fernando, Calif., re.
 Jaxon, Jack: (Roosevelt) Cedar Rapids, Ia., h.
 Jenny, Jack: (Onyx Club) NYC, nc.
 Johnson, Pete: (Lone Star) Kansas City, Mo., nc.
 Jordy, Harold: (Plaza) Biloxi, Miss., h.
 Jurgens, Dick: (Aragon) Chi, b.

K

Kain, Paul: (Wardman Park) Washington, D. C., h.
 Kane, Allen: (Rose Bowl) Chi, nc.
 Kardos, Gene: (Hungaria) NYC, nc.
 Kassel, Art: (Bismarck) Chi, h.
 Kavelin, Al: (New Penn Club) Pittsburgh, nc.
 Kaye, Sammy: (Commodore) NYC, h.
 Kendis, Sonny: (Stork Club) NYC, nc.
 Kent, Larry: (Rainbow Rendezvu) Salt Lake City, nc.
 King, Henry: (Fairmount) San Francisco, h.
 King, Ted: (Ohio) Youngstown, O., h.
 King, Jay: (The Brook) East Orange, N. J., ro.
 King's Jesters: (LaSalle) Chi, h.
 King, Wayne: (Mark Hopkins) San Francisco, h.
 Kinney, Ray: (Lexington) NYC, h.
 Kirby, John: (Famous Door) NYC, nc.
 Knopp, Johnny: (Southmoor) Chi, h.
 Krupa, Gene: (Palomar) Los Angeles, b.
 Kuhn, Dick: (Astor) NYC, h.
 Kurtze, Jack: (Victoria) NYC, h.
 Kyle, Billy: (Pine Grove) Detroit, nc.
 Kysler, Kay: (Pennsylvania) NYC, h.

L

Lake, Sol: (606 Club) Chi, nc.
 La Marr, Ayars: (Chez Maurice) Dallas, nc.
 Lally, Howard: (Five o'Clock) Miami Beach, Fla., c.
 Lande, Jules: (St. Regis) NYC, h.
 Lang, Sid: (Hi Hat) Chi, nc.
 Lang, Teddy: (Club Cavalier) NYC, nc.
 Lankford, Walter: Port Saint Joe, Fla.
 LaPorte, Joe: (Old Rumanian) NYC, nc.
 La Rocca, Nick: (Queen's Terrace) Flushing, L. I., ro.
 Layne, Lesse: (Crocitto's) South Beach, S. I., nc.
 Layton, Bert: (Plaza) Pittsburgh, re.
 Le Baron, Eddie: (Rainbow Room) NYC, nc.
 Lee, Julia: (Milton's) Kansas City, Mo., nc.
 Leonard, Harlan: (Dreamland) Kansas City, Mo., b.
 LeRoy, Howard: (Orlando) Decatur, Ill., h.

Lewis, Ted: (Strand) NYC, t.
 Lewis, Sabby: (Royal Palms) Boston, nc.
 Light, Enoch: (Taft) NYC, h.
 Little, Little Jack: (Trionon) Chi, b.
 Locke, Buster: (Beverly Hills) Newport, Ky., cc.
 Lombardo, Guy: (Roosevelt) NYC, h.
 Long, Johnny: (Statler) Buffalo, h.
 Lopez, Vincent: (Casa Manana) NYC, nc.
 Los Gauchos: (Club Gaucho) NYC, nc.
 Loss, Jimmy: (Nelson) Rockberg, Ill., h.
 Loveland, Archie: (Olympic) Seattle, h.
 Lowe, Bert: (Lenox) Boston, h.
 Lowry, Babe: (Avalon) Bryan, Tex., nc.
 Luncford, Jimmie: (Band Box) NYC, nc.
 Lyman, Abe: (Roosevelt) New Orleans, h.
 Lyon, Bob: (Brant Inn) Burlington, Ont., h.

M

McCoy, Clyde: (Orpheum) Wichita, Kan., t.
 McCune, Will: (Bossert) Brooklyn, h.
 McDowell, Adrian: (Andrew Jackson) Nashville, Tenn., h.
 McFarland Twins: (Rainbow Grill) NYC, nc.
 McFarlane, Frank: (Chateau Moderne) NYC, nc.
 McIntire, Dick: (Hula Hut) Hollywood, nc.
 McKay, Coyle: (Jefferson Beach) Detroit, b.
 McRae Bros.: (Havana Casino) Buffalo, nc.
 McRae, Jerry: (The Gleam) San Antonio, nc.
 McShann, Jay: (Martin's) Kansas City, Mo., nc.
 Manzanares, Jose: (Colony Club) Chi, nc.
 Mario, Ray: (Swing Club) NYC, nc.
 Marsala, Joe: (Hickory House) NYC, nc.
 Martel, Gus: (Club El Rio) NYC, nc.
 Mariani, Hugo: (Club El Rio) NYC, nc.
 Martin, Lou: (Leon & Eddie's) NYC, nc.
 Marshall, Harry: (Somerset) Boston, h.
 Marshard, Jack: (Detroit-Statler) Detroit, h.
 Martin, Dave: (St. George) Brooklyn, h.
 Master, Freddie: (Nut Club) NYC, nc.
 Maul, Herbie: (Silver Moon) Pueblo, Colo., nc.
 Maya: (Monte Carlo) NYC, nc.
 Mayhoff, Eddy: (Governor Clinton) NYC, h.
 Mayhew, Nye: (Copley Plaza) Boston, h.
 Melvin, Jack: (Midnight Sun) NYC, nc.
 Menking, Ray: (Casa Loma Gardens) Steubenville, O., nc.
 Meroff, Benny: (Golden Gate) San Francisco, nc.
 Meyers, Vic: (Trionon) Seattle, Wash., b.
 Milkof, Joe: (Evergreen Casino) Phila, ro.
 Miller, Walter: (Copley-Plaza) Boston, h.
 Miller, Glenn: (State) Boston, b.
 Miller, Gene: (Wyatt) Casper, Wyo., h.
 Millington, Basso: (Black Cat) NYC, nc.
 Minkler, Harold: (Murray's Grill) Albany, N. Y., re.

Poll, Johnny: (Embassy Club) Buenos Aires, nc.
 Pooley, Bob: (Deshler Wallick) Columbus, O., h.
 Powell, Eddie: (New Riverside) Spread Eagle, Wis., cc.
 Press, Jack Arnold: (Berkeley-Carteret) Asbury Park, N. J., h.
 Price, Stan: (Mary's Place) Kansas City, Mo., nc.
 Prince, Graham: (Show Bar) Forest Hills, L. I., nc.
 Prima, Leon: (Bradford Penthouse) Boston, nc.
 Prima, Louis: (Jitterbug House) Hollywood, nc.
 Pryor, Roger: (Lyric) Indianapolis, t.

R

Ramona: (Book-Cadillac) Detroit, h.
 Randolph, Johnny: (Cassanova Club) Ft. Worth, Tex., nc.
 Renard, Jacques: (Cocoanut Grove) Boston, nc.
 Reyes, Chica: (Continental) Detroit, nc.
 Ricardel, Joe: (Yacht Club) NYC, nc.
 Richards, Jimmy: (Gray Wolf Tavern) Sharon, Pa., nc.
 Riley, Mike: (Raymor) Boston, b.
 Robbins, Billy: (Coronado) Worcester, Mass., h.
 Rodrigo, Nana: (Havana-Madrid) NYC, nc.
 Rogers, Harry: (Half Moon) Coney Island, N. Y., h.
 Rogers, Buddy: (Tower) Kansas City, Mo., t.
 Rohde, Karl: (Westminster) Boston, h.
 Roland, Don: (Utah) Salt Lake City, h.
 Rollini, Adrian: (Band Box) NYC, nc.
 Royal Palm Boys: (New Willard) Toledo, h.
 Royal Ambassadors: (Village Brewery) NYC, nc.
 Ruby: (Palm Springs Club) Palm Springs, Calif., nc.

S

Sachs, Coleman: (Britling) Birmingham, re.
 Savitt, Jan: (Arcadia-International) Phila, nc.
 Savoy, Sultana: (Savoy) NYC, b.
 Scoggin, Chic: (Show Boat) Fort Worth, Tex., nc.
 Selby, Evan: (Bungalow) Sacramento, Calif., nc.
 Shaw, Artie: (Lincoln) NYC, h.
 Shelley, Lee: (Hollywood) NYC, nc.
 Sherman, Maurie: (Oriental Gardens) Chi, re.
 Sherman Bros. & Tessie: (Trojan) Buffalo, h.
 Sissie, Noble: (Paramount) NYC, h.
 Skinner, Fred: (Capri) Hollywood, nc.
 Smith, Joseph C.: (La Rue) NYC, nc.
 Southern Gentlemen: (Merry Garden) Chi, b.
 Spitalny, Phil: (Biltmore) NYC, h.
 Spor, Paul: (Kin Wa Low) Toledo, re.
 Steel, Leonard: (Pt. Shelby) Detroit, h.
 Steele, Bibe: (Westwood) Little Rock, Ark., nc.
 Stevens, Dale: (Arabian Supper Club) Columbus, O., nc.
 Stipes, Eddie: (Frankie's) Toledo, nc.
 Stoefler, Wally: (Southern Mansion) Kansas City, Mo., nc.
 Strong, Benny: (Brown) Louisville, h.
 Sudy, Joseph: (Sir Francis Drake) San Francisco, h.
 Stutz, Dick: (Brown Derby) Boston, nc.
 Sylvio, Don: (Bertolotti's) NYC, nc.

T

Thompson, Lang: (Blackstone) Fort Worth, Tex., h.
 Three Shades of Blue: (Skyrocket Club) Chi, nc.
 Tidona, George: (Stork) Kansas City, Mo., nc.
 Tisdale Trio: (Coq Rouge) NYC, nc.
 Tisen, Carl: (Troika) Washington, D. C., re.
 Tito & His Swingtet: (Edison) NYC, h.
 Toft, Norman: (El Chico) Binghamton, N. Y., nc.
 Towne, Loren: (Hi-Ho Club) Wichita, Kan., t.
 Tolbert, Skeets: (Flantation) NYC, nc.
 Tracy, Jack: (Broadmoor) Denver, h.
 Travers, Vincent: (International Casino) NYC, nc.
 Trombar, Frank: (St. Anthony) San Antonio, h.
 Tucker, Orrin: (Palmer House) Chi, h.
 Two Marines: (Onesto) Canton, O., h.

V

Vallee, Rudy: (Cocoanut Grove) Los Angeles, nc.
 Varzos, Eddie: (Muehlebach) Kansas City, Mo., h.
 Velazco, Emil: (Danceland) Hammond, Ind., b.
 Venuti, Joe: (Belmont Plaza) NYC, h.
 Villanyi, Bela: (Hungaria) NYC, nc.
 Vincent, Carl: (Club Mayfair) Detroit, nc.
 Vorden's, Vivian, All-Girl Band: (Sportsman's Inn) Galveston, Tex., nc.
 Vouzen, Nick: (Coq Rouge) NYC, nc.

W

Walder, Herman: (Lucille's Paradise) Kansas City, Mo., nc.
 Waldron, Bobby: (Murray's Wonder Bar) New Market, N. J., nc.
 Wallace, Rudy: (Trocadero) Boston, nc.
 Waller, Fats: (Yacht Club) NYC, nc.
 Walton, Jack: (Schenley) Pittsburgh, h.
 Walton, Vern: (The Tavern) Reno, Nev., nc.
 Waples, Bud: (Marquette) St. Louis, h.
 Ward, Dick: (Black Cat) NYC, nc.
 Ward, Frankie: (Bradford Penthouse) Boston, nc.
 Weaver, Ernie: (Club Gloria) Columbus, O., nc.
 Webb, Chick: (Newman) Kansas City, Mo., t.
 Weber, George: (Henry) Pittsburgh, h.
 Webster, Ralph: (Rainbow) Denver, b.
 Weeks, Ranny: (Club Mayfair) Boston, nc.
 Weems, Ted: (St. Francis) San Francisco, h.
 Weldon: (Armador's) NYC, nc.
 Welk, Lawrence: (William Penn) Pittsburgh, h.
 West, Ray: (It Cafe) Hollywood, nc.
 Whalen, Tommy: (Queen's Terrace) World's Fair, Flushing, L. I., nc.
 Whalen, Jackie: (Butler's) NYC, nc.
 Wharton, Harry: (Village Barn) Phila, nc.
 Wilde, Ran: (Hofbrau) San Diego, Calif., re.
 Williams, Ozzie: (Esquire Club) Toronto, Ont., nc.
 Williams, Ernie: (Subway) Kansas City, Mo., nc.
 Wilson, Sammy: (Coronado) St. Louis, h.

Y

Yates, Billy: (El Tivoli) Dallas, nc.
 Young, Johnny: (Excelsior House) Sneders Lake, N. Y., h.

Z

Zito, Horatio: (Casanova Club) NYC, nc.

Music in the Air

By DANIEL RICHMAN

For the Four Hundred

SINCE this is a day and age of perfunctory classifications and sharp distinctions, even bands can't escape being typed and indexed. There was a time when an outfit was either good or bad; now it's swing or sweet or stylized or—to get to the point—society. Quite a few orks have, for various reasons, been catalogued as "society bands," principally because of a refined style of music-making that appeals more than the raucous type to that part of the population loosely known as the Four Hundred.

The main requisites for a society band seem to include an almost total absence of brass, a violin section of heroic proportions, a five-foot-shelf of Viennese waltzes and a physical appearance—on the maestro's part, anyway—that suggests Sutton Place rather than Tenth avenue. Sometimes the combination results in very pleasant listening and dancing, if it's all molded together with a sure touch, but even then only as far as literally meets the eye.

When it comes to loudspeaker listening, a different tale is told. It's one thing to enjoy a band in the flesh, in the proper surroundings of its home grounds, when a multitude of orchestral sins is covered up by the relaxed spirit of the moment. But how those same transgressions are pointed up when aired in the cold light of a living room. It's then that the listener comes to the conclusion that what he is hearing is neither fish, fowl, nor good red herring. The typical society band is not strictly a dance band and neither is it a salon or string ensemble, but a hybrid mixture of the two that is woefully lacking in the best ingredients of each as it pours thru a microphone.

A Lot of Upper Crust

OF a quartet of blue blood favorites tuned in on this week Dick Gasparre (Trianon Room, Hotel Ambassador, New York, WEA) offered the best proof of that. Entirely lacking in interest or stimulation or even plain entertainment, Gasparre's program, whatever it may sound like to his followers at the Ambassador, is wasted radio time. The only thing that can be said for it is that it at least gives listeners the opportunity of hearing more or less unfamiliar numbers, such as Raymond Scott's *Minuet in Jazz*, *The Donkey's Serenade* and the inevitable Viennese waltz or two, mixed in with current pops.

But it's played so badly, so listlessly, so dully as to make even the least captious auditor go into a dial spin after five minutes. What Gasparre does in the comparative privacy of the Trianon Room is his own and Park Avenue's business, but when he broadens his scope by the grace of a network wire he faces stiffer listening standards and he fails to meet them or come anywhere near them.

Happier Medium

WITH Eddy Duchin (Persian Room, Hotel Plaza, New York, WABC), Al Donahue (Rainbow Room, New York, WEA), and Charles Baum (St. Regis' Iridium Room, New York, WABC) things were a bit better for the fireside dialer. In addition to having been taken to the smart set's collective bosom, Duchin and Donahue have first-rate bands, and each, to judge from the broadcasts heard, seems to know how to effect a compromise in entertaining those who get their music diluted thru a set of radio tubes and the in-person crowd that expects something else. Duchin, in particular, manages to inject a goodly amount of popular appeal into his remote, due mostly to his still pre-eminent pianistics. Lew Sherwood's growl on 'something like Cole Porter's *Get Out of Town* from *Leave It To Me!* also makes up in great listenability for the arid stretches when the band is in the midst of pleasing the Persian Room's constituents.

This same applies to Donahue, who offers an entertaining enough half-hour considering the difficulty of playing for two mediums and two tastes at the same time. Paula Kelly's vocalizing is one of his best aids toward making the listener keep his hand off the dial and his ear on the Donahue dansapation. Baum, however, is much less successful along those lines, since as a radio band he's not too many cuts above Gasparre. His piano is effective enough to make one

The Reviewing Stand

Jack Tracy

(Reviewed at Turnpike Casino, Lincoln, Neb.)

OF the sweetened music school, Jack Tracy's is a group of neat-looking instrumentalists who have been together for more than three years, bowing to the amusement business in one of the Wilbur Cushman vaude units. Sweet now, band is slated to become more so with addition of three violins shortly. At present, the brass (only two) section is muted and lays out a good deal of the time, allowing the reeds to soften the melodies. Reed group is versatile, with flute and bassoon shots, in addition to the clarinets and saxes. Has three boys, as does the rhythm section.

Femme department is the weakest. Altho Ruth Strauss sings well enough, voice and delivery seem better suited for the more intimate spots. Lillian Lee has not the style, selling ability or looks to help. Other singers are the Three H's (Howie Grosh, Harold Kabus and Herb Peller) and drummer man Jerry Gabriel for solos. Lads overshadow fem efforts. Band's arranger is Henry Miller, and he makes a lot of the piano to good advantage. *Oldfield.*

Fletcher Henderson

(Reviewed at Park Casino Ballroom, Chicago)

LISTENING to this 14-piece colored aggregation under the capable leadership of this top ivory tickler and arranger proves once more that the Negro race is more than holding its own when it comes to beating out in the jazz idiom. Backed up by 14 years' experience of ork piloting, Fletcher omits all the phony tricks and schmaltz to get in there and pitch up well-executed arrangements sans fanfare and arm waving.

The six brass, four reed and four-rhythm set-up blends into one of the most listenable and danceable combos on the present rhythm market. Key to the situation is the finesse with which Fletcher combines the ork's solidity and its more far-reaching points of flexibility, giving each just the right amount of play thruout. Good example is his arrangement of *Flat-Foot Floogie*, which still retains all the melody, but without going off deep end with two or three ride men trying to send themselves so far the dancers can't even keep up with 'em. There are several top-flight soloists in this band, but they confine themselves to the general pattern.

Fletcher handles the keyboard rather than grabbing a baton, and it's a good piece of judgment, because when he takes a solo you're getting first-hand information on just how this thing should be played. Outfit makes a good appearance, lads all dressed in deep tan coats and brown trousers, and their showmanship rests securely on the product they put forth. Jean Brady, a little copper-colored gal with a big voice, sells her stuff with a smoothness, fitting right in to the theme of things. Gal has some improvisings all her own and they're right in the groove. Ork's library is very prolific, running the gamut from old to new, and Fletcher's handling of it is something that probably only another musician could truly appreciate. *Humphrey.*

Elmendo Castro

(Reviewed in the Pavillon Caprice of the Netherland Plaza, Cincinnati)

USED here as an alternating musical attraction with the Pavillon's name band features, this Cuban rumba outfit has made a favorable impression with the room's smart clientele. Originally set here for a month's stay, the combo is now in its eighth week, with one more to go.

Comprised of five Latin males and a blonde femme pianist and employing the instrumentation usual with a small rumba unit, the group contributes a sound brand of music. However, its success here may be attributed to its smart

want more of it thruout 30 minutes, but what it gains for the band in interest is lost in the enervating effect of too much fiddle and too little rhythm. Any-one looking for good, solid dance music would hearken to Baum for only a few minutes and then keep on looking.

selection of ditties rather than to its quality of music. Wisely avoiding conflict with the Pavillon's other musical attraction (Emery Deutsch), the Castro sextet succeeds in capturing a goodly share of attention.

Aggregation confines itself almost totally to rumbas, tangos and other Latin airs, which it beats out in a fiery manner, and to break the monotony slips in an occasional American or Continental waltz or fox-trot favorite of another day. While the crew does well with its present instrumentation it would be vastly strengthened by the addition of a bass fiddle and an accordion.

Castro, in addition to his tooling on the sax and clarinet, fronts the unit in aggressive fashion. Vocals are handled by Castro and two of the lads, with the combo also going in for a bit of acceptable group warbling. *Sachs.*

Jan Garber

(Reviewed at Blackhawk Cafe, Chicago)

A REAL veteran from way back, genial Jan has come along the rocky road of names appearing none the worse for wear today and with an ork groomed to suit the tastes of the majority of dance lovers. His present bunch was picked up a few years back around Cleveland, where they were playing under the leadership of Freddy Large and his frere, Jerry. Both lads are now playing sax in the present Garber line-up.

Ork's instrumentation is built to get the most out of present-day musical fads, and its product is a far cry from the sugary sweet things that Jan gained his first rep on. For most of the arrangements a three reed, three brass and four rhythm set-up is used, but the slush pumper alternates on the guitar and the tuba man on the bass viol on some of the note formulas. Brand of most of the stuff played is just over the sweet swing line, is definitely pleasing to hear and has a good light lilt for the hoofers. Occasionally the boys give vent to one of those slow Lombardish waltz arrangements which used to be Garber's stock-in-trade, but it's now the exception and not the rule, which proves this leader knows when it is time to revamp and adapt oneself to changing trends.

Musikers make a good appearance, decked out in deep blue mess jackets with tux accessories, and on the showmanship side Jan himself seems to be the sparkplug. He's as active and talkative as a Brooklyn outfielder in this more or less intimate spot and will break off right in the middle of a session to solicit requests from the customers. It's all in good fun and fits in okeh here. Lee Bennett splits vocalizing honors with trumpeter Fritz Heilbron, and both are strong bets for this band. *Humphrey.*

Louis Armstrong

(Reviewed at Pla-Mor Ballroom, Kansas City)

ONE of the few real pioneers of today's dance music, Louie and his gold trumpet are listed highly by musicians and dancers. Aside from his musical ability—which no one questions—Armstrong is a natural showman and has a knack of scoring with all types of audiences.

Louie has had many bands in his day. Currently, the one he calls his 'own is Luis Russell's and includes six brass, four each of sax and rhythm. And with Satchmo himself blasting out high notes about 40 per cent of the time the band is in action, it makes for a wild and woolly seven-way brass group that's featured more than the other sections. An amplifying system is just extra baggage for the Armstrong crew.

His flash horn work and infectious vocal style rightfully dominate most of the offerings, but Satch is no slouch in allowing his mates to take over the stand for solo instrumental and vocal contributions. Luis Russell, pianist; Henry (Ride, Red, Ride) Allen, trumpeter, and Paul Barbarin, drummer, handle most of the hot passages, and vocals are by Midge Williams and Sonny Woods. Neither is impressive. Armstrong allows them to chirp the current pops, reserving the old goodies for himself. Appearance of the men is good, the unit is definitely danceable and Armstrong is superb on his own. But without Louie in front it would be just another colored outfit. *Dexter.*

Off the Records

By M. H. ORODENKER

Good-mania

PACKAGING four previously pressed but unissued Benny Goodman platters, Victor offers in album a collection of diversified swing by the swingmaster. Fodder for jitterbugs, it's a tempting and tasty dish of disks. Excepting *Opus 1/2*, an original by the quartet, the remaining sides are all standards. The band digs deeply for *Make Believe* from *Show Boat*, *The Blue Room* from *The Girl Friend*, *I Never Knew* and *Sweet Sue*. In addition to the halfed opus, the quartet is altogether delirious for *Sweet Georgia Brown*, 'S *Wonderful* from *Funny Face* and with the Trio *I Must Have That Man*. By every token it's a prize package.

Decca Albums

For those who take their record unwindings more seriously without going hoity-toity, Decca has issued three albums that make parlor listening all the more enjoyable. If it's the romany and gypsy music that strikes the responsive chord, Nicolas Mettrey and his Gypsy Orchestra bunch 10 sides with authentic Roumanian peasant dances and folk songs. And his fiddle playing brings out all the bitter sweet of the minor strain. Harry Horlick, with a string ensemble, has a pleasantry in an album that combines Russian gypsy airs and Hungarian folk songs. In a stricter symphonic sense, the Decca Little Symphony Orchestra, conducted by Alexander Smalens, makes it possible to own and cherish Tschalkowsky's *Nutcracker Suite*, its entirety taking six sides.

Ban Jitterbugs At Chi Schools

CHICAGO, Dec. 3.—The jitterbug biz received another slap in the teeth, this time at the hands of Chi's school board, which for the past eight weeks has been sponsoring Friday night dance sessions in the local high schools.

At its inauguration the whole plan was publicized as a series of jitterbug clambakes, but squawks from the juveniles' parents brought instructions from Superintendent Dr. William H. Johnson to rein in the tempos and give out on more waltzes. Kids themselves have shied away from the tom-tom gyrations, chiefly because most of them were not hep to all the tricks, but their pas and mas figured that peckin' and shaggin' would lead to no good, so Jimmy Petrillo's tooters are turning sweeter than a fudge icing.

Idea itself has caught on with a bang, with more than 18,000 hoofers turning out at the 14 high schools in use every Friday. Turnstiles are set for a dime-a-twirl, but if some of the young-un's are found wanting they're allowed to scrape under the bar.

Cincy Jitterbug Festival Attracts Turnaway Crowds

CINCINNATI, Nov. 3.—Jitterbug festival being held at Music Hall here and billed as the National Jitterbugs' Contest winds up with the finals tomorrow night, with all indications pointing to the biggest gross ever rolled up by a similar event in this city.

The Music Hall's north wing seats 6,000, and since the opening of the contest Tuesday night more than 500 people have been turned away nightly. Admissions are slugged at 42 cents, with a newspaper coupon and 25 cents also admitting the bearer. More than 200 jitterbugs, black and white, are competing for \$500 in prizes. The Fletcher Henderson and Clyde Trask orks furnish the music.

Contest promotions, arrangements and publicity are being handled by Noah Schechter, well known in local theatrical circles; Harry Hartman, WCPO sportscaster, and Fritz Witte, local publicity man. The dough to finance the venture is reported to have come from Eddie Arcaro, nationally known jockey, and Jack Feldman and Joe Dermer, local sportsmen. Milt Unger, former manager of the Grand Opera House here, is also reported to have a piece of the show.

HUDSON

Beginning Monday Evening, Nov. 21, 1938

GOOD HUNTING

A comedy by Nathaniel West and Joseph Schrank. Staged by Jerome Mayer. Setting designed by Norris Houghton, built by Vail Scenic Construction Co. and painted by Triangle Studios. Costumes by Veronica and Charles Christie Co. Technical military adviser, Capt. Donald Rafferty Fraser. Press representatives, Phyllis Perlman and Theron Bamberger. Stage manager, Charles Holden. Assistant stage manager, James Larmore. Presented by Jerome Mayer and Leonard Field.

William Lewis Guy Spaul
 Corporal Thompson Dennis Gurney
 Hank Russo George Tobias
 Courier James Larmore
 Lieut. Colonel Jarvis, D.S.O. Nicholas Joy
 Corporal Bowker J. P. Wilson
 Major Fitzsimmons, M.C. Ben Smith
 Lieutenant Frenique Marcel Journet
 Captain Stuart Stewart, the Laird of Kilbrecht Edward Harvey
 Captain Ram Singh, the Nizam of Ladore John Barrington
 Second Lieut. Gerald Forsyte Derek Williams
 Brigadier General Hargreaves Aubrey Mather
 Marie Susi Lanner
 Grace Hargreaves Estelle Winwood
 Mousieur Jervais LeRoi Operti
 Major General Sir Arthur Reynolds, D.S.O. Horace Sinclair
 Lieutenant Max Von Auster Jess Thomassen
 Colonel Von Shimmelpfenig George Brandt
 Capt. Ras Mahamoud Tracy D. Rutledge
 General Liebfrau Alfred Kappeler
 Soldiers, French Workmen, etc.: Joseph Beale, Fitzroy K. Davis, Arthur Dudley, Deane Raine, Carl Gose, Basil Prock, Hobart Skidmore, Jess Wynne.

The Scene is the Church of the Twenty Virgins, in the Town of Millefleurs, France, Early in the World War.

ACT I—Before Noon. ACT II—Before Tea, the Next Day. ACT III—Early the Following Day.

Nathaniel West and Joseph Schrank, authors of *Good Hunting*, a little something presented at the Hudson Theater a week ago Monday night, evidently think that the sacrifice of countless soldiers to the incompetence of a general staff is an excruciatingly funny spectacle. They are, of course, entitled to their opinion; but it seems strange that they expected anybody else to share it. It seems even stranger that they actually found two people who did—Jerome Mayer and Leonard Field, who presented the piece. Current conditions in Europe were probably supposed to make the thing particularly hilarious.

Also strangely, however, they did manage to hit on a fairly legitimate satirical idea, and according to several infinitesimal scraps of evidence in the play, they thought they were writing a satire. But their attempted harpooning of army commands is so awkward, their humor is so infantile, their pitiful little attempts at satirical finesse are so embarrassingly broad, and their lack of all knowledge of playmaking is so comprehensive, that the proceedings at the Hudson seemed as tho they had wandered by mistake out of the *Gaiety Burlesque*. If the lovely lady spy had suddenly shucked her shirt and revealed the figure of Ann Corio, if the English general had turned out to be Joey Faye in a fright-wig, it would hardly have been surprising. And at that it might have helped.

The idea centers around the English military caste, led by a brigade commander who can't be awakened before 11 a.m. He and his aides make things simply ducky on the western front, to the indignation of a Canadian officer who labors under the outre opinion that they're there to fight a war. Wave after wave of English soldiers is sacrificed according to the best military usage until a fake plan, prepared for the delectation of a spy, is sent to the lines by mistake. The troops follow it and, of course, win their objective. But they also keep marching into Germany; the German troops also march forward, and in the end the high commands of both sides have completely lost track of their armies. At this point the curtain comes down for no discernible reason, probably realizing at that particular moment that it was just about two hours too late.

The wife of the general flutters cozily about headquarters, a subaltern makes tepid-tea love to a female spy who should be shot for her nuisance value alone—but isn't—and the division commander pops in and out to sputter inarticulately and get drunk on champagne.

Whatever satire there may have been in the original idea is completely lost in the writing, which levels everything to the broad basis of painfully obvious burlesque. And if any effect remained it would have been dissipated by the amazing play-construction favored by Messrs. West and Schrank, who evidently think

New Plays on Broadway

Reviewed by Eugene Burr

that a drama is something that starts at 8:50 and ends at 10:50. Beyond that their knowledge doesn't seem to go.

A large and for the most part excellent cast is left to flounder at the mercy of the authors, the players' acute discomfort being increased by Jerome Mayer's careful lack of direction. He allows his people to stand unhappily around the stage while all the vapid "humor" flops dismally at their feet. Aubrey Mather, that delightfully overgrown elf, does what he can as the brigade commander; Ben Smith is forthright and excellent as the Canadian, injecting whatever life the piece possessed, and Nicholas Joy plays smoothly as an archetype of English military breeding; but none of them can do very much.

The play was mowed down almost as quickly as its own soldiers, closing after two performances. I suppose Messrs. West and Schrank found that excruciatingly hilarious, too.

LITTLE

Beginning Friday Evening, November 25, 1938

GLORIANA

A play by Ferdinand Bruckner, starring Blanche Yurka. Translator uncredited. Staged by Tom Powers. Settings designed by Harry Horner and built and painted by Studio Alliance. Costumes by Eaves. Production manager, Garrett H. Leverton. Incidental songs by Thomas Jefferson Scott. Press agent, Mary Ward. Stage manager, Merritt Stone. Assistant stage manager, Marjorie Tas. Presented by Theater House, Inc.

Elizabeth of England Blanche Yurka
 Essex Boyd Crawford
 Cecil Sayre Crawley
 Bacon Tom Powers
 Mountjoy Leslie Denison
 Southampton Anthony Kemble Cooper
 Lady Ann Alice John
 Lady Mary Celeste Holm
 Northumberland Robert Breen
 A Tavern Wench Nancy Cushman
 A Tavern Singer Francis Swann
 Barmaid Marjorie Tas
 Plantagenet Philip Faversham
 Philip of Spain Harold Vermilyea
 Tajo George Cotton
 Isabella Betty Young
 The Cardinal Ainsworth Arnold
 Idiaquez John McKee
 Pater Mariana Benedict MacQuarrie
 The Archbishop Edwin Cushman
 LADIES IN WAITING: Helen Edwards, Beatrice Graham.

ENGLISH SOLDIERS: Stephen Deere, Hugh Franklin, Eric Franson, Philip Merrick, John Norton, Royal Rompel, Frederick Ross, Randolph Wade.

SPANISH GRANDEES: Charles Conrad, Arthur Davison, Joseph R. McMann, Jeff Roltico.

SPANISH SOLDIERS: Kenneth Ferril, Edward Stansbury.

ACT I—Scene 1: Elizabeth's Room in Whitehall. Scene 2: A Room in Essex's House. Scene 3: Elizabeth's Room. ACT II—Scene 1: The Mermaid Tavern. Scene 2: The Garden at Whitehall. Scene 3: The Escorial: King Philip's Palace. ACT III—Scene 1: Elizabeth's Room. Scene 2: On the Left, St. Paul's Cathedral, London; on the Right, the San Lorenzo Cathedral, Madrid. Scene 3: Elizabeth's Room.

Gloriana, the Ferdinand Bruckner play that was presented at the Little Theater last Friday night by an organization calling itself Theater House, Inc., is a perfect theatrical example of the old saw concerning the value of silence. So long as it was a much-talked-about but never imported opus, playing long engagements all over the face of what is still probably called Europe, getting itself announced over here and then abandoned, and all the while suppressing its own voice into a discreet silence, it gave the impression of being a whale of a play, a tremendous drama for which the American theater waited with trembling anticipation. But, like the silent man in the tale, as soon as it opened its mouth to speak for itself Friday night, it was clearly recognized as an unmitigated fool.

That, however, may be a bit unfair to Mr. Bruckner and all those European capitals that thought it an elegant item, for it had to be translated, of course, for American consumption—and that translation is about as awkward, ineffective and generally embarrassing a hunk of theatrical hackwork as has ever afflicted a castful of players. The translator left his name off the program at the Little—but that was less modesty than caution.

At any rate *Gloriana* presents Elizabeth of England during the last days of her affair with Essex, during that un-

fortunate nobleman's imprisonment and death, during the rise of Bacon and the incidents of the Spanish Armada. History is treated not quite as respectfully as so old a Muse should be, and there is nothing in particular added to or revealed in the character of the somewhat quaintly titled *Virgin Queen*. As for the other characters, they are made as choice a collection of fools as you could wish—flat cardboard cartoons tricked out in costumes. Bacon, it's true, is shown to be the sleazy, despicable, dishonest and self-seeking politician that he was, but even his lines seem to have been clipped by the translator from a comic strip.

Several actors of more than usual courage and ability struggle thru the morass as best they may, including Boyd Crawford, who does amazingly well with a conception of Essex which, as written, would have been more fittingly played by Jimmy Savo, and Sayre Crawley, Leslie Denison and Anthony Kemble Cooper in more or less minor roles. Tom Powers makes the weak and ineffective writing of Bacon as believable as possible with his excellent underplaying, but neutralizes that as director by offering staging that is static, awkward and dull. Various of the others, including Harold Vermilyea—who, as Philip of Spain in a couple of entirely extraneous scenes, is saddled with probably the worst role yet to be seen this season on Broadway—are literally snowed under by the lines.

And also failing enthusiastically to help is Miss Blanche Yurka as the *Virgin Queen* herself. Offering occasionally powerful and finely effective readings, she contents herself for the most part with a shrill and painfully overmannered performance that is as phony as the red wig she wears—or even as the play she is in. It seems unfair to perpetuate the catty comment attributed to Mrs. Pat Campbell, but it seems unfortunately and devastatingly applicable to the present performance. Aside from sparse and isolated readings, Miss Yurka merely yurked and yurked and yurked.

So, for that matter, did the play.

EMPIRE

Beginning Monday Evening, November 28, 1938

SOLILOQUY

A play by Victor Victor. Directed by Eugen Schulz-Brieden. Settings designed by Norman Rock and executed by Scenic Studios, Inc. Incidental music composed by Adrian Mack. Press agent, Dorothy Ross. Stage managers, Jess Finke and Marvin Kline. Assistant stage manager, George Reynolds. Presented by Henry Weisman.

Jimmy's Thoughts John Beal
 Jimmy Mimms John Beal
 Ella Mimms Ellen E. Lowe
 Mrs. McCorkle Daisy Belmore
 Ann Jenkins Helen Craig
 Eddie Page Alexander Lockwood
 Sidney Tarleton Gwyllyn Ford
 First Neighbor John Parson
 Mr. Danvers Clarence Derwent
 Lieutenant Simmons John Rutherford
 Medical Examiner Robert Dolan
 Mr. Braithwaite Edward Broadrey
 Stenographer Paul Marion
 Girl at Summer Resort Ruth Meredith
 Miss La Rue Joan Blair
 "Honey" Blake George L. Spaulding
 Reporter Johnson George Reynolds
 Miss McGill Grace Virginia Howard
 First Chorus Girl Katherine York
 Second Chorus Girl Helen Le Berthon
 Turnkey Paul Marion
 Al Graumann Jack Duval
 Mr. Sloman Elmer Jerome
 Jury Foreman Louis Labey
 Woman With a Mission Clare Hammond
 Subway Passengers, Office Workers, Neighbors, Chorus Girls, Jurors, Photographers, Etc.
 The Time and Place Are Those of a Large American City.

ACT I—Scene 1: Jimmy's Apartment. Scene 2: Inside a Subway Train. Scene 3: Jimmy's Office. Scene 4: Ferris Wheel. Scene 5: Apartment. Scene 6: Office. Scene 7: Apartment. Scene 8: D. A. Headquarters.

ACT II—Scene 1: Street Corner. Scene 2: Bench at a Summer Resort. Scene 3: Chinese Restaurant. Scene 4: Jimmy's Roadster. Scene 5: A Table at the Club Rivoli. Scene 6: Roulette Table. Scene 7: Nightstroll. Scene 8: D. A. Headquarters.

ACT III—Scene 1: Mrs. McCorkle's Rocking Chair. Scene 2: Roulette Table. Scene 3: Chorus Dressing Room. Scene 4: Detention Cell. Scene 5: Before a Jury. Scene 6: Street Corner. Scene 7: Soliloquy.

The boys on the dailies can file another notch in their little tin-plated howitzers; Victor Victor's *Soliloquy* opened at the Empire Theater Monday night and closed after the performance on Tuesday. *Soliloquy* is by no means the best play

in the world—nor even of the season. But it is a sincere, honest, almost always absorbing study of a murderer; it possesses sympathy and understanding and occasional moments of quiet beauty; as a psychological autopsy it has insight and interest; it presents the logical development of an intriguing stage technique; it is directed powerfully and smoothly; its settings and lights are brilliantly effective; and it has a large amount of excellent acting, including the debut of a new young actor of first stature.

The last paragraph, I suppose, should have been written in the past tense; it's all over now.

Taking up the last thing first—since the lead is played by John Beal, who is by no means making his debut—it is pleasant to report that the lead in *Soliloquy* is played by a new John Beal. I was never precisely a lover of Mr. Beal's much-touted ingenuous charm; his stage appearances seemed more than adequate, and his screen derelictions were something to be quickly forgotten by his friends. But now he returns to New York to offer one of the finest performances of the season—straightforward, honest, sincere, finely effective, clearly thought out, sensitively projected and altogether excellent in every way. Avoiding the innumerable pitfalls offered by the role, he has made himself a player to be reckoned with. More power to him; I only wish more people could have seen him.

The play tells of Jimmy Mimms, a henpecked, craven, harried little book-keeper, and of how he at last discovered that true life can only come thru love—of how he discovered it on the day before he was to die. Lest that seem like something of a bromide it is to be remarked that the word love is considered in its ultimate sense, the sense in which it is experienced by so pitifully few of all of humanity's teeming millions.

Jimmy, harnessed for 10 years to a scraggy, complaining slattern wife who is at long last pregnant, wins \$100 on the ponies and goes to Coney Island with a good-hearted little floozy from the office—and the miracle at least partially occurs. They love each other. After the maddening joy of two hours with Ann in her room Jimmy's throat is choked with disgust as he watches the swollen slut's body of his whining wife. Then he loses his job.

Jimmy never knew just how it happened—but he found himself holding the new carving knife and slitting his wife's throat. It was, of course, overwhelming disgust, the prospect of unending futility and the insanity of power borne by the strength of his new love. Jimmy had found that beauty was, after all, possible in an ugly world, and that knowledge threw the ugliness into unbearable, frenzy-creating relief.

Since his wife had told the neighbors that she contemplated suicide, Jimmy beat the murder rap; but the crime preyed on his conscience; it drove him to Ann and then away from her; it spread its ugly shadow over the beauty of their love; it drove him to excesses, and it finally broke him down in a second examination before the ruthless district attorney.

But Ann still rallied round; Jimmy, warped for so many years, smashed beyond recognition by his former life, could never love her quite fully or completely. But when, in order to save him at his trial she bared what the world was pleased to call her dishonor, proudly and with joy, Jimmy, tho convicted, found the fullness of love, the fullness of life. With his execution just a day away he finally understood, and so managed to live—which gave him one day more of life than is allotted to most of us.

The only time the play let down was in its second section—Jimmy's remorse and breakdown—which seemed a bit like a more obvious and less effective *Crime and Punishment*. For the rest it was an excellent and effective dissection. And to make the scalpel work complete Mr. Victor provided that Jimmy's thoughts be given by a sound track accompanying the action. A far cry from the ridiculous asides of *Strange Interlude*, which had the characters standing like dummies while they recited their thoughts, this made for complete understanding and at the same time a free flow of the action, which continued naturally enough—thanks to the finely integrated direction of Eugen Schulz-Brieden, while the thoughts were read. It is an interesting and effective technique.

Schulz-Brieden also brought power and flow to the innumerable short scenes, which followed each other with heightening effect; thanks to the intelligent di-

rection, they never appeared merely episodic. Norman Rock, the designer, furnished highly serviceable and effective sketches, and the lighting, tho cruel to some of the performers, was dramatically excellent.

Because of the technique, Mr. Beal frequently had to play a duet with himself—with the success that has been previously indicated. The rest of the cast was uniformly excellent, with Helen Craig (Mrs. Beal) doing an honest, sincere and sympathetic job as Ann, and Clarence Derwent offering his most effective work in many seasons as the district attorney.

In pace requiescat!

MANSFIELD

Beginning Saturday Evening, Nov. 26, 1938

GLORIOUS MORNING

A play by Norman Macowan. Staged by Oscar Hammerstein. Settings designed by John Koeng, built by Vail Scenic Construction Co. and painted by Bergman Studios. Costumes by Brooks. Press agent, Nat Dorfman. Associate press agent, Rowland Field, Stage manager, Chester Herman. Assistant stage manager, William Hammerstein. Presented by Oscar Hammerstein, in association with Michael Hillman.

Anna Veerkind.....Vera Allen
Katrina Hoefler.....Margaret Randall
Woden Veerkind.....John Balmer
Anton Veerkind.....Lee Baker
Leda Veerkind.....Jeanne Dante
Professor Hans Skaedia, of Litzia University.....Winston O'Keefe
General Gurgani (of the Supreme Council).....Frederic Tozere
Of the Burglitz Council:
Hansen.....Bruce Evans
Rutzstein.....St. Clair Bayfield
Buloff.....Len Mence
Duren.....Donald Campbell
Nekell.....Harry Mestayer
Jacob Kellner.....Maurice Wells
Ruth Kellner.....Frances Nabors
First Soldier.....Herschel Cropper
Second Soldier.....Eugene Francis
An Officer.....Arling Alcine
The Action of the Play Takes Place in Burglitz, the Capital of Burglitzia, a Province of Zagnira.

ACT I—A Room in Anton Veerkind's House. ACT II—Scene 1: A Room in the New Town Hall. The Next Day. Scene 2: Same as Act I. A Week Later. Scene 3: The Same. Two Days Later. ACT III—Scene 1: A Room in the New Town Hall. Six Days Later. Scene 2: A Corridor in the Prison. Next Morning.

One thing at least was accomplished by *Glorious Morning*, the play by Norman Macowan that was presented by Oscar Hammerstein last Saturday at the Mansfield Theater—it practically proves the case for liberalism, as distinct from Fascism (Scylla) and Communism (Charybdis). *Glorious Morning* concerns a totalitarian state without being specific as to precisely which, and it attacks the regimentation, brutality, irreligion and beast-like stupidity that are concomitants of such a set-up. But—and this is the point—it is absolutely impossible to determine the precise political ideology of the nation depicted in the play; I believe that it was Communistic, but a lot of other people claim that it was Fascist and I can see their angle, too. The methods of dictators and commissars are so much alike in the long run that there's really no way to tell them apart; and the liberal, I'm afraid, is to be forgiven for thinking that being killed for the right of free thought by a Comrade is almost as bad as being killed for the same thing by a Storm Trooper.

Glorious Morning (without, I suspect, realizing it) proves the case for liberalism—but it manages to do practically nothing else. Mr. Macowan has chosen the weakest possible point of attack against totalitarianism, has further weakened the result by mystically melodramatic action, has diluted the remainder with some woefully naive writing, and has handed over the dregs to be misdirected by Oscar Hammerstein and Acted with a capital A by the most emotion-filled cast this side of the American Music Hall. I'm afraid both Stalin and Hitler will survive *Glorious Morning*—which gives them the advantage over the customers.

The story is of Anton Veerkind, an ex-landowner in the liberal northern province of Zagnira, a totalitarian state. Anton has been allowed by the wise northern council to live on his farm and work it for the state instead of being moved to the regulation old men's home; but he still resents the fact that God has been exiled by law, which forbids worship of the Deity. Then his granddaughter comes home from medical school with a vision in which an angel proved to her that God had survived the onslaughts of dictatorship, and she insists on going around the neighborhood, preaching that Omnipotence is greater than the state. Anton helps her.
At the same time a ruthless emissary

BROADWAY RUNS			
Performances to December 3, Inclusive.			
Dramatic		Opened	Perf.
Abe Lincoln in Illinois (Plymouth)	Oct.	15	57
American Landscape (Cort)	Dec.	3	1
Bachelor Born (Morosco)	Jan.	23	361
Fabulous Invalid, The (Broadhurst)	Oct.	8	65
Glorious Morning (Mansfield)	Nov.	26	9
Hamlet (St. James)	Oct.	12	56
Kiss the Boys Goodbye (Miller's)	Sept.	23	78
Lorelei (Longacre)	Nov.	29	7
Oscar Wilde (Fulton)	Oct.	10	64
Rocket to the Moon (Belasco)	Nov.	24	12
Tobacco Road (Forrest)	Dec.	4	33,302*
Victoria Regina (return)	Oct.	3	72
What a Life (Biltmore)	Apr.	13	271
You Can't Take It With You (Imperial)	Dec.	14	'86 838
Musical Comedy			
Boys From Syracuse, The (Alvin)	Nov.	23	14
Great Lady (Majestic)	Dec.	1	4
Hellzapoppin (Winter Garden)	Sept.	22	84
I Married an Angel (Shubert)	May	11	238
Knickerbocker Holiday (Barrimore)	Oct.	19	53
Leave It to Me (Imperial)	Nov.	9	30
Sing Out the News (Music Box)	Sept.	24	81

comes from Zagnira's capital to the northern province, determined that the sway of the state shall be fully enforced. He takes over command from the wise liberal councilors and begins to use the iron fist. When he hears of Anton and his granddaughter his regimented hair stands on its regimented end and he has them tried for treason, also trying everyone who listened to the girl—and throwing in the head man of the old liberal council for good measure. Anton, the girl and the councilor are executed—but not before there are rumblings of a popular revolt in the northern province.

In attacking totalitarianism Mr. Macowan has, with almost inspired misdirection, chosen the weakest possible point; during the trial scene, when the inquisitor gives the state's stand in the religious controversy and the girl prates of her angel, the evidence in favor of totalitarianism is almost overwhelming. By injecting the vision angle, Mr. Macowan has strained credulity to the hernia point, and in his writing he gives a very good imitation of the thud-and-blunder of the Bowery mellers.

Mr. Hammerstein, perhaps taking his cue from that, staged the piece as tho he were directing *Shenandoah*, and the actors, some of whom evidently needed little or no urging anyhow, chimed in enthusiastically. There is, as a matter of sober fact, more acting per square inch on the Mansfield stage than on any other five stages in town. It's never mere lower-case performing — always Great Emotional Acting, as they used to call it at the opry house. The boys and girls at the Mansfield, led by Lee Baker as Anton, Run the Gamut—even when there's no gamut to run.

The only exceptions are the always dependable St. Clair Bayfield as the liberal councilor, the always dependable Vera Allen as Anton's daughter, and little Jeanne Dante, as the vision-seeing granddaughter. Miss Dante, graduating in this from the ranks of child actresses, brings sincerity and clarity to the aid of the fantastically ridiculous role, and, tho she does appear pretty bad at times, she shows enough quality to indicate that the lapses were probably the fault of the ten-twenty-third direction.

LONGACRE

Beginning Tuesday Evening, November 29, 1938

LORELEI

A play by Jacques Deval, starring Philip Merivale. Staged by Jacques Deval and Sir Cedric Hardwicke. Settings designed by Lee Simonson, built by Vail Scenic Construction Co. and painted by Robert W. Bergman Studios and Triangle Scenic Studios. Lighting by Harry Jellis. Press agents, Theron Bamberger and Phyllis Perlman. Stage manager, Fred Sears. Presented by Richard Aldrich and Dennis King, in association with Sir Cedric Hardwicke (Richard Myers, associate producer).

Robert.....Jack Merivale
Louise.....Murial Williams
Eric Rumpau.....Philip Merivale
Minna Rumpau.....Viola Roache
Antoine.....Larry Bolton
Simone.....Cobina Wright Jr.
Renie.....Joan Tetzel
Ruprecht Eisenkranz.....Dennis Hoey
Dora Bennett.....Edna Holland
Samuel Kronberg.....Bernard Lenrow
Julia.....Elizabeth Heckscher
Karen von Singall.....Doris Nolan
Gendarme.....Charles Atkins
Priest.....A. G. Andrews

Conrad von Ritterbach.....Arnold Korff
Elsa von Ritterbach.....Esther Mitchell
French Trumpeter.....Taylor Graves
German Telephone Operator.....Robert Lindsey
German Sergeant.....Sandy Strouse
French Corporal.....Charles Atkins
French Soldier.....Robert Gray
Colonel Mitthauffer.....Boyd Davis
German Lieutenant.....William Shea
Customs Guard.....Fred Sears
German Soldiers: Ronald Bennett, Tileston Perry, Charles Grenville, Arthur Lithgow, Hans Bert, Harvey Welch, Kevin O'Shea, Samuel N. Benjamin.

The Action of the Play Takes Place in Longemer, a French Summer Resort in the Vosges Mountains.

Time: Summer, 1938.

ACT I—The Hotel Terrace. Late Afternoon in July. ACT II—A Schoolroom. Six Weeks Later. ACT III—Scene 1: The Terrace, Six Days Later. Scene 2: A Road, the Same Night.

Lorelei, the Jacques Deval play that opened Tuesday night at the Longacre under the aegis of four (count 'em, four!) producers, seems to be the original hard luck item of the season. In the first place there was the problem of billing all those producers, finally settled by crediting the production to Richard Aldrich and Dennis King in association with Sir Cedric Hardwicke, and billing Richard Myers somewhat cryptically as associate producer. Then there was the problem of direction; Robert Milton was scheduled but dropped out, King started it until Deval got in from the Coast, Deval took over for a while, and finally Sir Cedric, taking a tip from Frank Merriwell, rushed to the rescue. Then there was the problem of the leading lady; Madame Deval was originally slated for the role, then they got another importation whose name escapes me at this midnight vigil, then they got Jane Wyatt, and finally Doris Nolan took over the part. Then there was the problem of rewriting; Deval cut out his fourth act, put it back in again as the second scene of the third act, and made various other extensive changes. Finally there was the problem of the much-postponed opening. But the hardest luck of all was the fact that it finally did manage to open.

For *Lorelei* is about as bad a play as we'll be privileged to be bored by this season. Vaguely indicating that it is supposed to be anti-Nazi, it establishes an interesting enough melodramatic situation in its first act, and then proceeds to rush madly (and sometimes to crawl madly) all over the place in its succeeding stanzas. It seems to have neither point nor purpose; and, unmotivated in characterization and muddled in thought, it ends by becoming as dramatically ridiculous as it is mentally under-headed.

It's about a great German professor (not Jewish) who leaves his school and his honors, disgusted by Nazi insanity, and sits in a French border town writing anti-Nazi pamphlets to be dropped by airplanes in the Reich and looking longingly at the hills of home. He is, of course, marked by the Hitlerites, and his friends fear for his safety; but he insists that if he were enticed back into Germany, tried and executed, it would stir up a storm of protest in the civilized world that would do much to end the terror. At the end of the first act his prize lady pupil, a confirmed Nazi, comes from Germany to entice him back—because she loves him.

In the second act, without warning, we find that she has overstayed her visa and is now proscribed by the Nazis too, and that the professor returns her love; the professor's wife, learning of it, calming goes off to Paris, and the girl compares herself to a broken arrow that has fallen short of the mark. (This is Symbolism).

In the third act the German lad who loved the girl and gave her her visa sends word by his parents that he is to be executed in her place—so, altho she is too late to save him and altho she loves the professor, she goes back to die, too. The professor, for some reason, lets her go; and his wife, for some reason, returns from Paris. The last scene shows the professor himself crossing the border—just like that—and being given a pack of cigarets by a German soldier assigned to escort him to his doom. (This, I suspect, proves—the somewhat belatedly—that not all the common people of Nazi-

land are Huns at heart.) The synopsis is given in some detail in the hope that you may be able to make head or even tail of it; frankly, I couldn't. There is a faint suspicion that the whole thing is a plea to Dr. Albert Einstein to go back and become a sort of mystic sacrifice on Hitler's altar of blood—but it would really take Einstein himself to figure it out. It gets nowhere and says nothing; the little that does happen happens for no conceivable reason, and the whole thing turns out to be less an argument against Hitler than against Gallic playmaking.

Philip Merivale, who is about as German as a side of roast beef, is cast as the professor and, despite some really fine work at frequent intervals, is literally snowed under. Even his ability to give an excellent impersonation of a somewhat puzzled St. Bernard fails to help him. Miss Nolan, the final choice for the role of his inamorata, seems merely like a Shubert showgirl who wandered onto a dramatic stage by mistake; and even such usually excellent performers as Viola Roache and Dennis Hoey fail completely to reach their own standards. Arnold Korff, that fine actor, is the only one to escape the route.

Even tho the professor was finally enticed back across the border, *Lorelei* won't do much enticing on its own account. Giving the lie to the first lines of the title song, the reasons for the sadness are obvious.

Chorus Equity Reps on Council

NEW YORK, Dec. 3.—Membership of Chorus Equity Association will for the first time have a direct hand in the shaping of its own destinies when changes in the constitution and by-laws, authorized by Council of Actors' Equity Association recently, go into effect in June. At that time five Chorus representatives with voting power on chorus matters will be added to the present council of 50. Now the chorusers sit in on council meetings but have no voting privileges.

The change, which Ruth Richmond, Chorus Equity's executive secretary, called "a great achievement and a victory," stipulates also that the representatives be nominated by a nominating committee and elected by the membership. They will vote only on matters affecting their own association. No opposition to the new set-up is expected.

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FAR EAST LIKES U. S. TALENT

... for Alterations

CHICAGO, Dec. 3.—Lee Elman, of the Eddie Sligh office here, tells of the night club that closed for alterations because a new bank roll was needed.

Chicago Agents, Bookers Pledge Support of AFA

CHICAGO, Dec. 3.—Ralph Whitehead, executive secretary of the American Federation of Actors, addressed a mass meeting of some 50 agents and bookers in the Capitol Building here Wednesday and was assured that co-operation from the talent-handling boys will be forthcoming.

In the open discussion it was brought out that the AFA has no intention of reducing the agents' fee from 10 to 5 per cent and that the only two requisites of franchised agents will be that they book AFA talent only and that they comply with the minimum specified by the organization.

Whitehead indicated that a working agreement between the AFA and the American Federation of Musicians may be reached at his next meeting with Joe Weber, AFM prez, in Hollywood during the next couple of weeks. Here to talk before fair managers, he also addressed the unorganized agents and the Entertainment Managers' Association of Chicago, a recently formed group of club bookers.

Guy Magley, local AFA rep, began to sign up agents following the meeting. Most of those who turned out indicated they will fall under the AFA wing.

Whitehead returns to Chicago late this month to address a mass meeting of performers. He was forced to cut this week's Windy City visit short due to some pressing business with an AFA attorney in Milwaukee regarding the organization's suit against the Ringling interests.

Number Seventeen in a Series of Opinions of the Nation's Leading Night Club and Hotel Owners and Managers about the Night Clubs-Vaudeville Department of The Billboard.

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Niteries Okeh Despite Wars

Shanghai spots reopen—money exchange problem—no dough out of China

CHICAGO, Dec. 3.—The Far East is as up to date in the hotel and night club entertainment field as the United States, insists Dick Hamilton, for 17 years a booking office operator in Shanghai—even to the point of having both classy spots and upholstered sewers as well as some unfair tactics employed by shady agents. Hamilton, in town to contact local bookers, stated that pictures played a major part in educating the Far East patrons as well as the numerous wealthy tourists who make the leading cities year in and year out.

Before the China-Japan conflict, Hamilton had a set route for acts and used some of them for consecutive engagements ranging up to two years. The war ruined most of the accounts in China and particularly in Shanghai, where performers played from two to three months. Leading spots there included the Cathay Hotel, the Sky Terrace in the Park Hotel, Farren's and the Arcadia. In a letter he received from Shanghai this week it was indicated that most of the spots are open again and doing unusually good business.

Hamilton admitted that good American acts are in demand, but different values of foreign money compared to American dollars makes it almost impossible to pay all acts as much as they earn here. This is the chief reason, incidentally, for lack of American names in the Far East.

Hamilton handles the better accounts in such cities as Hongkong, where the Hongkong and Peninsula hotels and Gloster House operate; the Manila Hotel in Manila, the Raffles Hotel in Singapore; Galle Face and Grand Oriental in Colombo; Firpo Hotel and Saturday Night Club in Calcutta; Tajmahal Hotel in Bombay, India; the Hellendoorn Restaurant in Java, and Shepper's in Cairo, which operates from December to February.

Most spots change shows monthly, using a line of girls, an emcee, dance team and flash production numbers. This arrangement, however, is true of only the leading places, since each city has its maze of dives employing local and cheap talent. Some foreign acts, falling to impress in the better spots, are forced, because of their financial status, to work anything the smaller agencies have to offer.

While a good number of Orientals are now regular patrons in the better hotels and clubs, the real spenders are the foreigners making their homes in the Far East and the tourists coming in to see the sights.

American musicians and music are preferred thruout the Far East. Swing is as popular there as it is in the States, but few Oriental musicians are able to duplicate the rhythm of U. S. swing cats, Hamilton says. Late movies bring the latest tunes, and patrons demand them. Performers, Hamilton claimed, are treated as artists and are invited out by the best social circles. As a result, in buying talent Hamilton makes sure that the acts are intelligent conversationalists.

Smut is not known in the better spots and comedians with double-meaning gags can expect to face starvation in the Orient. Real art is appreciated, particularly in the dance field.

Presently foreign acts cannot take out any money from China. They must spend in that country everything they earn there.

Hamilton went to the West Coast on his last leg of a world cruise. He is returning to Shanghai late in the month.

ST. JOHN, N. B., Dec. 3.—Petty thieves are plaguing dance halls and night clubs in this area. Altho cloakrooms have been the pet objectives of the thieves, another favored specialty is stealing gasoline from parked cars.

When Is Vaude Vaudeville? This Fan Wants To Know

CLEVELAND, Dec. 3.—Palace Theater's official funeral of vaude with the presentation of "something entirely different" in its "In Person Stage Shows" has caused a little confusion in the trade. Many are groping to find the difference.

Acts playing the Palace are standard vaude turns, but Nat Holt, RKO division manager, insists that it is something "different." Consequently some local critics suggested that a prize be offered to the first one who can define the difference and still make sense.

Ralph Emerson Powell, of the Institute of Scientific Sales Psychology ("Success! Ideas! Results!"), explains as follows: "Under the old deal people were lured into a theater under the promise of vaudeville and then saw one lousy act and went away satisfied. Today they are lured into a theater on the promise they will not see vaudeville. They buy tickets not to see the show just like the government doles out subsidies to farmers not to raise crops. Then they go in and see the show not called vaudeville."

"It is all in the NOT. People don't care so much what they are going to see as long as they know they are not going to see something. The censorship is concerned only with what people shall not see. Vaudeville shows can operate by advertising they do not show grand opera, and grand opera can draw a crowd by advertising that their singers have not appeared in burlesque."

Could it be double-talk?

Maisie Gets a Terrific Offer From the Sticks

Altho Maisie doesn't accept bookings direct, preferring to work thru her agent, Joe Pursent, because he is going to make her a picture star, the following letter from Fred Frazer offers food for thought. Maisie says she is tempted to take the date offered just to become acquainted with the provincial point of view.

Detroit.

Dear Mr. Denis:

I have been reading quite a lot lately about Maisie, the well-known dancer, and I would like to know if she books direct. I am opening a new club up-State and would be glad to have Maisie for my headliner on the first show.

It's something entirely new I'm giving the public. I have leased the big barn from the Jones farm and am having it all remodeled. I figure Maisie should be a sensation, as the farmers up there haven't seen a high-class toe number yet. There'll be no danger of her slipping and getting hurt, as I am leaving the original floor in.

Am also arranging the bill so she will have no competition. Also using several local people with reputations which should pack the place. Si Offen, who won the hog-calling contest in '23; Toby Acker, who can spit further than anyone in the country (he challenges all comers), and Cyclone Cummings who plays a mouth organ with his nose.

I plan to put the novelties on first, then the spitting contest and close with Maisie.

I know she is a real trouper and won't mind the little inconveniences of the first week. I haven't been able to fix up a proper dressing room like she is used to, but am having the stable cleaned out for the time being. The boys in the orchestra are all nice guys, and tho they don't read very well they can play *Sweet Sue* and *China Boy* backward.

She won't have to mix, unless some of the farmers come dressed up on Saturday.

Ask her to write me and state her lowest salary. I pay the transportation

Club Talent

New York:

GIL LAMB, with Tommy Sanford, booked by the William Morris office for a 10-day engagement at Beverly Hills Country Club, Newport, Ky., opening December 23. . . . GARLAND AND MARLA, dance team, have been held over for three consecutive shows at the Park Central Hotel and are now in their 12th week. . . . HACKER AND SIDELL, now concluding a tour of Europe and the Orient, sail for home December 7. . . . MARITA ELLIN has been engaged indefinitely at the Condado Club, Trenton, N. J.

VELOZ AND YOLANDA, who just concluded an engagement at the Casa Manana this week, dazzled patrons the last few days there with a gown that had 1,000 ermine tails, embossed with crystal embroidery. A Kathryn Kuhn creation. . . . CAESAR AND DOREE are now dancing at the Melody Bar, Bucharest, Roumania.

Chicago:

RENITA, popular vocalist at Monte Cristo Restaurant, has been held over again in her second consecutive year. . . . CEDRIC AND ARLINDA are back after a two-year tour in the Far East. Plan to go back soon.

NATE CHERNEY, singer, held over at the Hi Hat. Lee Bartell goes into that spot Christmas week. . . . YVETTE left town this week to open at the Lookout House, Covington, Ky., Thursday (8).

Here and There:

CHUCK NELSON and Virginia Shannon will remain at the Arlington Club, New Orleans, till the first of the year. They've been there for three months. . . . MELISE BALLOU, now in her fifth week at the Club Ten-Forty, Detroit, sails for club dates in London in January. . . . HOWARD SHARLAN, of the dance team of Sharlan and Aldyth, is now doing a single under the name of Val Howard in clubs of the Kaycee sector. The team expect to be together again in a few months. . . . ELENORE WOOD has just completed a run at the Cocoanut Grove, Boston. . . . DOTTIE DEE has been held over at the Gladstone Hotel, Caspar, Wyo. . . . JOHN GALLUS, juggling clarinetist, is working as added attraction at the Palomar Ballroom, Los Angeles. . . . TED MERRIMAN and his *Hollywood Stars That Shine* are on a two-week stand at the Blue Meadow Country Club, Lexington, Ky., to be followed with a run at the Paddock Club, Louisville. . . . BERNIE LIT, emcee, and his supporters, Art (Snooky) Humphries, Princess Valda, Mack and Mack, Frances Miller, the Four McKeones and Arletta Rainey, are in their fourth week at Ionoff's Supper Club, Harrisburg, Pa. . . . ROCHELLE AND RITA, after completing a Western tour, opened at Old Vienna, downtown Cincinnati spot, December 1. . . . JIMMY C. STONE is managing the Duke's Club, Myrtle Beach, S. C. . . . JEANETTE AND KALAN are dancing at Evergreen Casino, Philadelphia. . . . BERT LAYTON'S Four Flirts are back at the Plaza Cafe, Pittsburgh, to remain until January 7.

DEAN SISTERS (Sharad and Carol), line gals at the Club Mayfair, Boston, become a sister team when they finish at the Mayfair. . . . MOORE AND REVEL, satirical dancers, are in on a two-week ticket at Benny Gaines' fashionable Club Mayfair, Boston.

HARRIET HILLIARD, with Ozzie Nelson's Orchestra; Roxanna Stevens, Frank Payne and Ross Wyse Jr. will headline the pre-holiday revue at the Beverly Hills Country Club, Newport, Ky., opening December 9.

DON LA VOLA AND CARLOTTA, wire act, are set for Toronto and Montreal by Jack Davis and the Gus Sun Agency.

one way—she can get a ride back, as most of the trucks stop at the place.

Best wishes,

WILL E. BUNKER,
The Cow Shed Night Club,
Route US 812.

FLA. OUTLOOK DOUBTFUL

Philly Arcadia Heads for Shake-Up

PHILADELPHIA, Dec. 3.—A shake-up in the management of the Arcadia International is probable. Altho no one will make an official statement, it is known that the club's bankrollers are dissatisfied with business.

The cloakroom concession, up till now run by the management, was sold last week for a reported \$5,000 to a local syndicate. Contract of John Ferro, general manager of the spot, expires in February.

The Albert M. Greenfield interests, representing one of the biggest stockholders, are favoring a change in policy. However, it is not believed that Arthur H. Padula, operator of the spot, will be displaced.

Joe E. Lewis enters his seventh week at Jack Lynch's Walton Roof, breaking all records for the spot. His engagement will last until December 20, when he leaves for a Chicago spot. Jane Pickens joined the show this week, making her night club debut. Belle Baker, who topped the opening show at Lynch's, is reported set to follow Lewis.

Charlie Kessler, Philadelphia real estate operator, will open a new night club on Moravian street, the Shipdeck.

The Club Africana, operated by Mrs. Harvey Lockman, is ready to ditch its sepia show policy in favor of white acts.

Night Club Management

By GEORGE COLSON

Tip in Advance

WE all know how important concession money is to the New York night club owner. But why the owner should permit high-pressure checkroom girls, etc., to drive away customers is beyond us.

For example, when an organization throws a banquet at the New York Paradise Restaurant, the checkroom girls ask organization members and their friends to please pay the tip in advance, while regular patrons continue to leave the tip as they please.

This tip-in-advance demand is sure to antagonize patrons, who can see no reason why they should "tip" before even getting a service.

It's a screwy idea, and it doesn't do any night club any good.

Hardy's Paid Auditions

BILL HARDY, owner of Bill's Gay Nineties, New York, tells us that he has dropped the audition idea and that he employs performers for one evening, paying pro rata salary, and then hires them for the rest of the week, etc., if they make good.

This is a fair arrangement. The audition becomes a one-night engagement, with the employer holding an option. The AFA has advocated this audition plan for years.

Lousy Service

MANY big cabarets must make it a point to hire the worst waiters possible—judging from the way the alleged waiters bump into patrons, spill food on them, forget to provide the proper silverware, ask for tips with outstretched hand, disappear for long periods, leaving patrons waiting, etc.

The old Hollywood Restaurant had notoriously poor service. Now the Paradise Restaurant, New York, seems angling for this dubious "honor." The hotels usually have the best waiters, with the "smart set" spots second and the established middle class clubs third.

Correct Time Given

EL CHICO, New York, waiters—when asked for the correct time—bring a patron the time stamped on a slip of paper, apparently from a time clock in the kitchen.

Not a bad idea; it makes the patron feel he's getting very special service.

Sensayuma!

LONDON, Dec. 3.—Prominent income tax official, celebrating his golden wedding here with a big party to professional colleagues and friends, decided to stage a cabaret at a West End hotel for the event.

Income-taxer engaged one act only, Giovanni, who does a pickpocket turn.

N. Y. Nitery Assn. Fizzles as Owners Suspect Each Other

NEW YORK, Dec. 3.—The reluctance of those night club owners not putting on leg shows to complain to the police department over its recent censorship activities, has caused a temporary snag in the organizing activities of night club owners who are supposed to be banding together to fight police regulations and the union problem.

A meeting was supposed to have been held two weeks ago, but not many showed up, with the result that no proposals have come forth yet. But those who are running shows that are beyond rebuke from the law say that they don't want to be the patsies to liberalize the laws for the sake of a few who want to run nude shows and permit irresponsible mixing.

The birth of this move to get together was an outgrowth of a conference 15 night club owners had with Grover Whalen at the World's Fair to figure out New Year's eve tie-ups to plug the World's Fair.

Whalen has sold them a bill of goods on the idea of using table knockers, glasses and entertainment frills with the World's Fair emblem, and, wherever possible, to erect electric signs plugging the fair. Idea is that night club owners will profit from the increased crowds the fair will bring to the city. World's Fair, incidentally, stands to make additional money on the idea because a royalty must be paid to the fair for all gadgets bearing the World's Fair emblem.

Hollywood To Open, We Hope; Int'l Casino Having Troubles

NEW YORK, Dec. 3.—The Hollywood Restaurant has finally announced, to end all announcements, that it will reopen December 7, but altho unannounced, under different auspices than the original plans called for. Nat and Joe Moss and Jess Shelley are reported out of the management end and Nicholas Weiss, architect who designed the newly refurbished Hollywood, has become the principal stockholder. Rockwell-O'Keefe agency has a slice of the place to the tune of \$15,000.

Jack Bertell has a one-year contract, with options, to book the acts for each show, which will change every four months, and Rockwell-O'Keefe has the same kind of an agreement for the band bookings. Bobby Sanford, producer of the floor show, is also under contract to the Hollywood for one year.

The opening show will be a revue, *Hollywood Revels of 1939*, and will include Rob Russell, Pepper January, Hal and Honey Abbott, Baby Alyce and the Collegiate Sextet. Music will be dispensed by the bands of Lee Shelley, Seagar Ellis, Red Stanley and the Rimaacs, but Shelley gets his notice opening night to make way for Ellis, who was signed when R-O'K reportedly stepped in.

Rose, Richman Openings

Only other openings set are Billy Rose's Diamond Horseshoe in the Grill of the Paramount Hotel and Harry Richman's spot in the Hotel Delmonico. It has been reported that Bobby Martyn, owner of the late La Conga, may go into the Delmonico with Richman. Cast already set for Rose's cafe, in addition to Frank Libuse, Clyde Hager and Fritz Scheff, includes the Hazel Mangan Troupe and Beatrice Kaye.

Broadway Business Poor

Outside of that, however, business on

Usual Pre-Season Pessimism Over Possible Ban on Gambling

Miami resorts worried that Havana gambling will cut into State's annual tourist income of \$94,000,000—Draper, Hartman, Fiske, Hildegard only names set

NEW YORK, Dec. 3.—With the usual pre-season rumors of pro-gambling and anti-gambling factions clouding up the vision for a really clear look into the prospects for the coming Florida season, Broadway is again holding back commitments to the last minute. One or two attractions have already made plans for the winter months and a few local agents are outspoken in their prediction of a good, wide-open free-spending condition for Miami and environs. But for the most part acts and agents alike are prone to meet the question with an enigmatic shrug.

Those who are optimistic over the Florida resort outlook base their hopes on a change of local government. With the belief expressed both by the Florida Chamber of Commerce and leading tourist agencies that last year's \$94,000,000 income from tourists will be increased by almost 50 per cent this fiscal year, there is a possibility that more clubs and other places of entertainment will be running this winter than before, regardless of whether gambling will be allowed or not.

Already, there are about a dozen spots open for business, offering both dance music and floor entertainment. The Royal Palm is in full swing with a complete floor show that includes Bob Nolan, Merrill Brothers and Sister, Nadine and Charles, Jean Bolton, Lou Ann Meredith, Marylin Duke, Ruth King, a 12-girl line and the music of Mannie Gates. The Five o'Clock Club is offering Lady Vine, Paul Carroll, Sonia Zaranoff and Howard Lally's Band. La Paloma Club features Johnny Langston, Ginger Rudell, Ronnie Carr, Peggy Ralston, Violet Clemons and Frank Talley's Band. Mother Kelly's has Owen and Parco, Pan-American Trio, Mickie Barrie, Warwick Sisters, Jack Reynolds and Bennett Green. Jimmie's Bar and Grill boasts of Yvonne Marie, Charlotte and Jerry Madow, Lee Lyons, Howard Harper, Hal Hall, Bunny Hallow and others. Life Bar entertainment is headlined by Benny Cash and Tommy Kent. Roadside Rest has Jack Eby's Orchestra and an occasional show. Club Continentale (Jack Dempsey's) has just unshuttered and is offering the Devons and the music of Alex Bodkin.

Dows and Sherman Swap Newark Spots

NEWARK, N. J., Dec. 3.—Shubert Theater here will be reopened with stage shows December 23, with Eddie Sherman, booker, bringing in Ben Bernie and band for initial bill. House is owned by Sherman, Sam Steifel and I. Rappaport, who also took over the Nixon-Grand, Philadelphia, recently. Shubert has not had vaude since the last week of September when A. and B. Dow relinquished it.

Flesh opposition here is the Paramount, booked by A. and B. Dow since the week of October 19.

This house had previously given up flesh last May, at which time it was handled thru Eddie Sherman.

Juggling Jewels Sail

NEW YORK, Dec. 3.—Five Juggling Jewels sailed yesterday on the Queen Mary to open December 12 at the Kelvin Hall, Glasgow, Scotland, for six weeks. The act had been here since June 9, making it the third year that it had played in this country in spring and summer and returned abroad for the winter.

The street has been very glum and some spot owners have one eye on the creditors and the other on the sheriff. An indication of the decline in night club attendance along the stem is the fact that the Paradise has been living mostly off special parties and the others have had to cut acts out of their shows.

The Cotton Club let out approximately 30 people who included six Lindy Hoppers, six chorus girls, six chorus boys and the team of Gordon and Rogers.

International Casino

Cast of the International Casino has been trimmed down a bit, too, with the result that many acts there were separated from the pay roll, including Emma and Henry, Dillon, Bruay, Marion Manning, Nargo, Kosloff, Bood and Bood, and Chase. The rest of the cast, it has been reported, received their closing notice to take effect December 10, altho this has been denied by Clifford Fischer, who returned from Paris Thursday. Fischer has a contract with the Casino until the end of February, but it is considered extremely likely that the show will fold before then and a settlement will be made. Meanwhile, the International Casino management has been dickering around with Earl Carroll and George White with an eye towards having one of the two replace Fischer as producer of the next floor show.

Yacht Club, NTG Troubles

Two other spots that have been on the brink of disaster for some time are the Yacht Club, which has called a creditors' meeting for this week to iron out the trouble, and NTG's Midnight Sun, which narrowly averted 77-b by getting the creditors together and making an agreement. NTG's creditors, who held (See HOLLYWOOD TO on page 28)

The list of spots readying to open in Miami is headed by the Palm Island Club, which a few years ago had Earl Carroll shows; the Beach and Tennis Club, which will be reopened by Ira Levy and George Carter under the moniker of the Riviera; the Paddock, which is expected to be ready by the middle of the month and is bringing in Frances Faye and Leon Prima's Ork, and the Embassy Club.

At near-by Miami Beach, the Gay Nineties and Lo Conga are putting final touches to their refurbishing.

Coral Gables expects big things from The Drums, new spot, which has already signed up Dwight Fiske, with Hildegard to follow.

At Palm Beach, the Patio opens December 15 with Cassandra and possibly Paul Rossini. The Colony Club preems January 20 with a name band and talent as yet undecided. The Everglades opens New Year's Eve with Emil Petti's Orchestra featured.

The Herbert Taylors, dance team, open their third season at the Patio and the Colony clubs, Palm Beach, next week. Teaching as well as working in the show.

Clearwater will see the reopening of the Carouel Yacht Club, where entertainment will be in the hands of Arthur Humby, Duke Smith and Guido Salmaggi.

Paul Draper and Grace and Paul Hartman are the only other names definitely set for Florida dates, Draper's appearance not expected till late in February. The Hartmans are contracted for eight weeks. Veloz and Yolanda expect to play Florida after their six-week European engagement which opens next week.

On the other hand, a great many who are allegedly in the know declare that this year Florida will experience its worst season. These pessimists believe that, unless the resorts on Biscayne Bay very shortly give some assurance of full play (See FLA. OUTLOOK on page 25)

Paradise, New York

"Star Nights" are being run Sunday nights here, with band leader Russ Morgan emceeding. The "guest acts" appear for nothing and the club has nothing to lose. However, since the acts work on the cuff the least the Paradise could do is to present them right, so that if any agents or scouts are around the acts will be at their best.

Judging from the "Star Night" caught (November 27), the acts would have done better to have stayed away. Lack of rehearsal was apparent and, without good music, no dance or singing act can really click. Visiting stars dropping in for a "hello" don't need music rehearsal, but the other acts do, and this "Star Night" had few stars.

Anyway, the only real sock was Carol King, a brunet graceful toe dancer whose spirited, stunted and diversified dancing to waltz time was first rate. She looks like a real comer. Then came Ed Ricker, doing interesting shadows with his hands and arms; Joe Lewis, dropping in for a few swell gags and a song; Sam Barton, doing a funny collapsible bike-riding act; Hollis Shaw, blond soprano, revealing a lyric pleasing voice; Walter Walters, doing a smooth ventriloquial turn full of stunts; Rose King (without Chic York), in a fast satiric number too quick for this audience; DeQuincy and King, boy-girl comedy ballroom team, doing fair work; Charles Fredericks, good-looking baritone with a stirring voice that unfortunately blasts in the higher register; Tommy Trent, Punch and Judy act, and Lou Babion, radio monologist, who spilled a line of fast gags.

Russ Morgan emceed and his messing

up the introductions and attempts at comedy did much to slow up the "Star Night" show. Morgan also emceeds the regular floor show, doing okeh, and then leads his fine dance band thru easy-to-dance-and-listen music.

The floor show has Edward Noll and Mary Nolan in fast loose-limbed high-kicking numbers; Harry Jackson, whip-cracking and ax-throwing act; ABC Trio, Latins singing Mexican ditties; Frank Paris, still doing swell puppet work; Gloria Day, uncorking excellent tapping of the Powell type; Della Carroll, doing a modified nude dance and also some posing, and the Titans, three youths doing excellent hand-to-hand balancing routines.

Eight parade and a dozen chorus girls work in the colorful production numbers staged by Marjorie Fielding.

Food, good. Service, bad.

Paul Denis.

El Dumpo, Chicago

Most unusual about this North avenue spot, formerly the 835 Club, is the advertising employed by Co-Owner Ted Stacey in selling it to local and visiting after-dark rounders. It is not rare to read that it's the worst dump around, to find a New Year's Eve party on Halloween night and to get bromoseltzers on the house. Also the ads are kept up to date, conforming with current conventions and worded in suitable lingo.

This feature probably attracts some

curious out-of-towners, and, once in, they are bound to have a good time if only by patronage of the bar and observation of the amusing male and female devil caricatures paneled on the walls. Drinks are reasonably priced, and outside of a \$1 minimum Saturdays there is never any table fee in effect.

Entertainment is continuous and typical of the neighborhood nitery variety. Outside of Bernie Green, veteran emcee, there are no standard acts, but those on hand do make an effort to please. Initial show is on around 11, with music on hand until the last spender calls it a night.

Green is a handy man in an informal room of this type, mixing generously with the customers and equipped with a sufficient number of gags and situations to camouflage some poor support on the bill. Dorothy Keith's four-girl line opens and closes the show with soft-shoe tap and tambourine routines, respectively. Kids also double in rhythm tap specialties.

Jane Ray, songstress, warbled *My Reverie* and *Saving Myself for You*, and Thelma White displayed a shapely figure in a fan parade. Vic Canova has a five-piece combination on the band stand for dance and show music. Intermission talent includes Eddie Makins, accordionist, and Lois Frazer and Jackie Baker, strolling vocalists.

Ted Mitchell handles the show. Jimmie Lane is host and manager and when called upon doubles with songs.

Sam Honigberg.

Rancho San Pablo,
El Cerrito, Calif.

Rancho San Pablo has a corking new revue, headlining Belle Baker, supported by the Peggy Taylor Trio and Burns and White. Lou Ashe, emcee, is in his second year here. Ropes were out and plenty of standees when show was caught.

Show opened with Burns and White, clever mixed team of dancers. Girl is a striking blonde, and the couple makes a smart appearance. Act received extremely well.

Ashe next with a smart repertoire of songs, including the Rancho's prime favorite, *It Ain't Necessarily So*. Peggy Taylor Trio followed and scored solidly with their adagio and comedy routine.

Belle Baker came on to a tremendous ovation. Sang one song after another, cleverly mixing ballads and character numbers. Altho her first appearance in this territory in eight years, it was proved that the old Orpheum patrons haven't forgotten her. Audience was still clamoring when she left after a half hour.

She was ably assisted by Jerry Peluso, who conducted and assisted at the piano on a couple of numbers. Carlton Ackley and his orchestra handled the show well.

Current revue is undoubtedly the best show to date. Miss Baker is booked for four weeks, the supporting acts for two weeks with option. Sam Rosey agency booked.

Edward Murphy.

La Marquise, New York

This is a niche for small musical combinations and soloing string instrumentalists.

It's a cozy salon, featuring the Three Vocallons, who are making their season's first night club appearance in the East; Frances Connolly, pianist, and Harold Leonard, violist. Leonard gave no performance at this showing. As a side order there is Rhoda, handwriting analyst. Personnel of the trio lists Tommy Barron, violinist; Pat Monte, guitarist, and Dick Byron, pianist.

Musical ramblings are easy-to-take entertainment, helped considerably by winning personality of musicians.

Owner is Tony Vietro. Jay Faggen-Dorothy Kay, p. a.

Sylvia Weiss.

Bali Bali, Chicago

Once one of the most popular South Side spots, it recently reopened under Bud Quinn's management with a small budget floor show and a good 10-piece band. Pickings look ripe for week-ends but promise to be lean on week nights. Should prove a favorite with the young set with Stan Norris' Orchestra.

Norris has a youthful and clean-cut personality, and the boys play with a bouncing rhythm that is swingy and bordering on the sweet side. Leader is

a versatile chap, doubling as vocalist, tooting a sax and beating out Latin favorites on a marimba. Kay Armen, heavyweight blues singer, is a good vocal asset, giving out with a sweet reserved delivery. Other band warblers include Wally Rue, Bell Stone and Jack DeBacker.

Show changed about twice a month, employing the standard pattern of an emcee, team and a couple of singles. When caught bill also included the Jordan Trio, roller-skating novelty, in addition to Bert Gilbert, comedian; Yvette, interpretative nude, and Park and Lane, tap team. In this week are Jack Farrell, Fonda and St. Clair; Ming, magician; Mildred Perlee, acrobat, and Jean Blue, singer and dancer.

Yvette has two unusual nude displays, one the familiar muff dance, which in the early part of the routine is tastefully costumed, and the other a bird number which spices a stripping specialty with novelty.

Park and Lane are a clean and bright team. They do fancy rhythm work and a more intricate routine to the *Orpheus* overture. Chap has a gracious personality and girl is an attractive and shapely blonde.

Kay Armen dispensed effectively with *Chained to the Rockin' Chair*; *Music, Maestro*; *Lady Is a Tramp* and *You Go to My Head*.

Three Jordans closed with a fast roller-skate turn standing out in several good spin tricks. Audience participation gag also used by this two men and girl act. Gilbert is a typical nut comic who keeps the pace agreeably informal.

Intermission instrumental trio includes Al Milton, violin; Fred Bollin, accordion, and Charles Johnston, guitar. Never a cover and a \$1.25 minimum Saturday nights only.

Sam Honigberg.

Mother Kelly's, Miami

Now technically known as a night club instead of just a bar. New trimmings include a stage, chiseled out behind the bar, a new entrance and a different table set-up.

The five acts are Owens and Parco, who might have been made for the place; a lippy and singing emcee yclept Bennett Green; an under-five-footer tagged Mickey Barrie, whose voice and mike personality are more than just listenable; the Pan-American Trio, strictly a filler, and Jack Reynolds and the Warwick Sisters.

Owen and Parco sing not risqué songs but out-and-out dirty ones. But they are cleverly written and nobody gets offended. Owen's delivery is especially good.

Pan-American Trio is inconsequential except for Rudy Vasco's trick whistle. Whistles harmony to his own melody and can chirp in four different tones simultaneously. Two women in the act are deadwood. Repertoire is mostly rumbas.

Jack Reynolds and the Warwick Sisters are more of the strolling type of entertainment. Reynolds is not in his niche, as he is strictly slam-bang and is now held down too much.

Bennett Green, emcee, has Harry Richman's motions and Bennett Green's voice.

Mickey Barrie, petite vocalist, has worked clubs in the area and has always been well liked. Not too much range, but more, than overcomes this shortcoming with her smile and gestures.

Publicity by Leer. Lee Simmonds.

Bernhardt's Blue Lantern,
Detroit

This has long been one of the most popular downtown spots, with its reputation based upon consistently good shows, aided by more attention to the cuisine than is common in popular priced night spots.

Host Lowell Bernhardt is busy remodeling the place thruout so that comments on appearance must be reserved. However, his patrons are faithful enough to wend their way in sizable crowds amongst the necessary litter of construction in progress.

Art Arden's band furnishes the music, with Arden on the sax. Another sax

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player does a good vocal. Orchestra is fairish. Herby Harrison, emcee, does most of the conducting with a style that may help him to the baton of a big band some day. He has a whole repertoire of impersonations, particularly an unusual one of Lionel Barrymore, and comic specialties a bit on the Ted Lewis style.

Yvonne, blond warbler, who sings bass, gave her best in a very dramatic *My Man*, doing a contrast number to *You Must Have Been a Beautiful Baby*. Marie Paul also sings some numbers and strolls thru the house between shows twanging a mandolin. She has a soft intimate vocal quality that would make her more suited to a cocktail lounge.

Louise McKay does a high-kick dance that combines grace with a bit of unusual roller-skating technique. Babe Harris has a semi-nude that gives the customers something to look at.

The Martins have a distinctive Argentine tango and return with a spectacular Whirlwind, which fully justifies its title. Helen Laslo has a novelty tap with a bit of Russian technique.

Typical of the care exercised by Esther DeRoy, producer, was a well-conceived finale that brought in the principals for new specialties. This was done in carnival style at the show caught, with Harrison as a deadpan Ned Sparks.

Yvonne did a laugh-clown-laugh number and Babe Harris did something different in a Little Egypt specialty, while the ballet of five returned in clown costumes. Their earlier rose number rates a special mention as an unusual floor-show production. Harrison closed the show with an Amos 'n' Andy dialog.

H. F. Reeves.

Lookout House, Covington, Kentucky

Like its contemporaries hereabouts, the Lookout House has suffered a dip in business in recent weeks. However, it continues to draw its share of the spending money still floating about and maintain its reputation as one of the liveliest night spots hereabouts. In the meantime local nitery nabobs are lying awake nights, trying to figure the cause for the drop in biz, feeling it's still too early to blame it onto the holidays.

Having tried a policy of name floor-show features in recent months, Jimmy Brink, affable Lookout houseboss, in a retrenchment move, is swinging back to the lesser lights. With one exception—Sophie Tucker—high-priced names have failed to draw a proportionate increase in business, Brink says. The current offering, while minus real names and

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HOLIDAY GREETINGS
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less costly than its predecessors of recent months, makes for smooth-running entertainment.

Rajah Rabold, one of the country's best known mentalists, garnered favorable audience reaction with his two "scientific demonstrations of psychic phenomena," *Seeing With the Fingertips* and *Human Vibrations*. Makes a good appearance, talks plainly, injects the proper amount of comedy and proves thoroly entertaining in answering the patrons' questions.

Francita, comely morsel with a figure, presents a novelty dance, *The Firebirds*, employing two huge fans and the radium lights for an unusual effect. Donn Arden line girls show off to good advantage in introducing the Francita specialty. It's the novel effects created by the unusual lighting rather than Francita's dance efforts that puts the turn over.

Anderson and Allen, acro-tumblers, make a good impression with their strong-arm efforts. Lads present a series of standard and original acro nifties on the floor and later on a specially constructed apparatus. Their efforts won plaudits thruout the running, and a sensational dive over the apparatus by the top-mounter into a handstand with his partner lying on the floor made for a sound finish.

Applause honors of the evening went to Johnny Hale, handsome tenor-emcee. The lad's forte is singing and he does a neat job with it. In addition, he handles the emcee duties in acceptable fashion. Fills this spot with his warbling of *Let's Face the Music* and *Donkey's Serenade* and then discards the mike to sing *A Pretty Girl Is Like a Melody* and *When Irish Eyes Are Smiling*, all to a terrific hand. Could have remained on much longer, but elected to parade.

Francita and the Donn Arden girls (latter recently trimmed from 10 to 8) wind up the proceedings with an appropriate finale labeled *Harlemesque*. The Arden lassies, all lookers and capable dancers, continue as a valuable asset to the club's floor offerings.

Ted Travers' Ork, with Louise Raymond, vocalist, made its bow here tonight (2), and judging from its initial showing is destined for a long stand here. George Rahe continues as p. a.

Bill Sachs.

Rainbow Inn, New York

This is one of the lower East Side spots that has become an integral part of Jewish cafe society, trading on the name and past reputation of Boris Thomashefsky, who was famous as a Jewish legit actor and subsequently went into night club work.

On the night caught, however, the entire evening was devoted to an easing of the social consciousness in the form of a benefit show to aid the German refugees. The entire roster of regular talent, including Duc Granada, Woody and Betty, Doris LaVerne, Gregory Dniestroff, Regina Zuckerberg and the Frances Lane Girls, served as ringside table foil, with guest acts appearing in their stead. It was also an agents' holiday with two of them emseeing—Jack Hirsch and Marty Barrett—the most of the work was done by the former.

The surprise act of the evening was Milton Berle, who popped in late, and, as to be expected, stole the show. His sparring around with a former stooge, Jack Zero, who claims he holds the undisputed record for laying off, was a spontaneous entertainment surprise and provided many a laugh. Zero, what with his shiny bald pate and appearance plus a fair gift for comedy, proved himself to be a natural as a comic. Al Schacht, the baseball comedian, also regaled the house with a comic bit of business. Of the supporting cast baritone Cass Franklin polled the heaviest applause for his renditions.

The slew of talent, too numerous for individual critical praise or brickbats, also includes David Myerovitch, Jewish songwriter; Harry Goldman, Sidney Kosover, Aaron Lebedoff, Red Buttons, Mac Dennison, Ray Goss, Lou Saxon and Goldie Eisman. Fifteen per cent of the gross proceeds went to the refugees.

Joe Rosen is manager of the house, and publicity is being handled by Murray Goodman and Lawrence Beller.

Sol Zatt.

Music Box, San Francisco

We had been made to understand that Sally Rand was about thru with fan and bubble dancing and that it was to be dramatics for her. But here is Sally dancing without fans or bubble; and

she hasn't taken up dramatics either. More definitely, it is an artistic ballet she does after the petals of an oversized water lily fall apart, leaving her practically on her own. She's substituted varicolored lights for the old fan and bubble idea and has gained the city fathers' official okeh.

Sally has surrounded herself with her own revue, with added pulchritude of nine other girls, costumed for different periods since the '80s.

Brash Alan Carney is the emcee for this and for Dora Maughan, singer; the comical acrobatic Nonchalants, and Flower and Paul, dancers, who feature a South Seas divertissement.

Edward Murphy.

Cuban Casino, New York

Small but interesting Latin floor show here.

Ramon and Lucinda, ballroom team, show real improvement. Their three numbers—a lively Samba-Maxixe combination, a spirited Conga and an apachesque Argentine tango—made a solid impression.

Estrellita Villaneuva, a lovely little brunet, drew encore calls with her vivacious Mexican hat dance and her Spanish peasant castanet number. Costuming is excellent.

Felicia Flores sang Cuban ditties in low voice, relying mainly on a glittering personality and a charming accent to get over.

Aguste Sanavia and his three men dish out surprisingly good Latin rhythms considering the band's small size.

Paul Denis.

Rainbow Room, Main Central Hotel, Ashbury Park, New Jersey

About the only spot in this vicinity presenting a variety program Saturday nights during the winter. Most local spots have stopped floor shows entirely or cut them down to one or two acts during the cold weather. However, policy here is getting excellent crowds over the week-end.

Joe Williams is the agent and emcee. Ruth and Sluce got a big hand for their rolls and tumbles. Later appearance with "a little bit of nonsense" amounted to only that. Pair better in serious workouts.

Honey Murray has a Harlem strut that is good, and her imitations of Eleanor Powell are tops.

Tom Bell and A Flat put on a good show, with the dog getting much applause.

Sandra Beleskaya, vocalist, pleased with several numbers. Her *Smoke Gets in Your Eyes* pulled down the house. Russian folk songs, exceptionally well rendered, were well received.

Haynes and Raymond, vocalists, are appearing nightly at musical bar. Couple makes flashy appearance but voices do not blend well. Hayes uses microphone, while Raymond sings at piano.

Elon Hobbs and orchestra play for floor show, dining and dancing.

Cocktails moderately priced. Minimum \$1 at ringside.

Sam Abbott.

Bill's Gay Nineties, New York

As usual, Bill Hardy has on tap a fine array of old-time talent. It's all singing and piano, but Hardy manages to make the entertainment appear diversified so that there is never a lull.

Outstanding in the current bill is a 17-year-old youth whom Hardy brought from Philadelphia. He is Stephen Iles and his sessions at the piano are tremendously interest-holding. This boy rambles thru classic and symphonic snatches, weaving the pieces together, interpolating and changing styles and tempos. The result is unusual music for a night club and certainly a pleasant surprise for patrons. The youth is obviously headed for the concert stage.

Hardy has organized another Gay Nineties quartet and it is composed of Bill Quentmeyer, baritone-bass; Roy Barnes, tenor; Norman Hall, second

tenor, and Bill Kossuth, baritone. Quentmeyer solos, revealing an exceptionally melodious voice.

Harold Willard, baritone, offers an ingratiating singing style. Bill (Spike) Harrison regales the customers with spicy ditties; his mugging and expression are excellent. Harry Donley, formerly Jimmy Durante's pianist, does Durante-style piano-and-songs. Arthur Behan and Bernie Grauer also do a good job at the piano.

Rudy Madison, young tenor, sang nicely. Old-time songwriter Joe E. Howard is out but due back soon. A minstrel number will be restored next week due to the many requests. Music will be arranged by Mabel Pearl and 10 singers will be used.

A tall brunet revealed a fine soprano in operetta numbers. The show could use at least another two or three women, incidentally.

Hardy himself is around to keep things going and show patrons the place, which has become a virtual museum of the American theater of the '90s.

Paul Denis.

Minturn FT Head In Midwest Again

CHICAGO, Dec. 5.—Harry Minturn, director of Federal Theater productions here, was renamed head of the entire FT project in the Midwest, succeeding John McGee, who held the post for several months.

Minturn held that post temporarily following the transfer of George Kondolf as director for New York.

De Ridder, La., Gets Vaude

DE RIDDER, La., Dec. 3.—New Realart Theater here, recently opened, is booking its first stage attraction, *The Sunshine Boy*, a radio feature incorporating a band heard regularly on KWKH, today. Slim Smith's Arizona Ranch Riders, from Nashville, appear December 11. Two more attractions and several colored bands are also scheduled. House seats 900 and is managed by Lamar Hargrave and W. S. Samuell.

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

Acts-Units-Attractions Routes

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

EXPLANATION OF SYMBOLS

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

A. B. C. Trio (Paradise) NYC, nc.
 Abbott & Costello (Casa Manana) NYC, nc.
 Abbott, Hal & Honey (Hollywood) NYC, re.
 Ace Rollers Trio (Ryan's Rendezvous) Kew Gardens, L. I., nc.
 Adrian, Iris (Leon & Eddie's) NYC, nc.
 Agnes & George (Shubert) Cincinnati, t.
 Agnew, Charlie, & Band (Paramount) Ft. Wayne, Ind., t.
 Allen, Roberta (McAlpin) NYC, h.
 Allen, Beverly (Palmer House) Chi, h.
 Amanda (Brick) NYC, nc.
 Anderson & Allen (Lookout House) Covington, Ky., nc.
 Andre, Julia (Crisis) NYC, nc.
 Andre & Delphine (Hotel Utah) Salt Lake City, h.
 Andrews Sisters (Beverly Hills) Newport, Ky., cc.
 Andrews, Ernie, & His Modern Varieties (Majestic) Evansville, Ind., 8-10; (Rialto) Cincinnati 11, t.
 Antelaks, Six (Roxy) NYC, t.
 Arden's, Don, Artist Models (Lookout House) Covington, Ky., nc.
 Aristocrats, Twelve (College Inn) Chi, nc.
 Arren & Broderick (Earle) Washington, t.
 Ash, Paul, & Band (Roxy) NYC, t.
 Avery, Randolph & Co. (Oriental) Chi, t.

Bachelors, Four (Belmont Plaza) NYC, h.
 Bailey, Addison (Leon & Eddie's) NYC, nc.
 Bailey Sisters (Palmer House) Chi, h.
 Bailey, Mildred (Famous Door) NYC, nc.
 Baker, Bonnie (Palmer House) Chi, h.
 Ballero, Marc (Palace) Cleveland, t.
 Banks, Sadie (Old Roumanian) NYC, nc.
 Barker, Frederica (Armando's) NYC, re.
 Barrett, Sheila (El Rio) NYC, nc.
 Barrie, Mickey (Mother Kelly's) Miami Beach, nc.
 Basie, Count, & Orch. (Paramount) NYC, t.
 Basile's, Joe, Band (International Ski Meet) Madison Square Garden, N. Y., 6-10.
 Batsony, Dr. L. (Zimmerman's) NYC, re.
 Beaucaire, Pierre (Monte Carlo) NYC, nc.
 Behan, Arthur (Gay Nineties) NYC, nc.
 Bela, Ziza (Zimmerman's) NYC, re.
 Bell & Grey (Laurier Club) Lowell, Mass., nc.
 Bell's Hawaiian Follies (State) Poughkeepsie, N. Y., 7-8; (Paramount) Peekskill 9-10, t.
 Belmont Bros. (Nixon) Pittsburgh, c.
 Belmont Balladeers (Glass Hat) NYC, nc.
 Belmonte, Gloria (Casa Cubana) NYC, nc.
 Bennet, Ethel (Old Roumanian) NYC, nc.
 Bergen, Jerry (Hi-Hat) Chi, nc.
 Berk, Irving (Roumanian Village) NYC, nc.
 Berni Vici, Count, & Band (Ohio) Lima, O., t.
 Bernie, Al (Roxy) NYC, t.
 Berry Bros. (Paramount) NYC, t.
 Betty Lou (Palace) Cleveland, t.
 Birse, Daria (Russian Kretchma) NYC, re.
 Blackstone, Nan (Colony) Chi, nc.
 Blairst, Dorothy (Hungaria) NYC, re.
 Boaz, Jean (Alms) Cincinnati, h.
 Boles, John (Chicago) Chi, t.
 Bonner, Carl & Leonne (Copacabana) Rio de Janeiro, nc.
 Bood & Bood (International Casino) NYC, nc.
 Borg, Igna (Colosimo's) Chi, nc.
 Bourbon, Ray (Rendezvous) Hollywood, nc.
 Bouvier, Yvonne (St. Moritz) NYC, h.
 Bowes, Major, Unit (Buffalo) Buffalo, t.
 Boyle, Jack & Jane (Roxy) NYC, t.
 Boys From Boytown (Palace) Chi, t.
 Brigade, Ace & Band (Aragon) Cleveland, b.
 Broadway After Dark (Orph.) Memphis, t.
 Brock, Heine (Pan-Pacific Rink) Los Angeles, a.
 Brown, Jimmie (Commodore) NYC, h.
 Brown, Ralph (Kit Kat) NYC, nc.
 Brown, Evans (Red Gables) Indianapolis, nc.
 Browne, Peggy (Pepper Pot) NYC, nc.
 Bruay, George (International Casino) NYC, nc.

Bruce, Carol (Hi-Hat) Chi, nc.
 Buck & Bubbles (Paramount) NYC, t.
 Bunchuk, Sanya (Penthouse) NYC, re.
 Burke Sisters (Rose Bowl) Chi, nc.
 Burke & King (Gray Wolf Tavern) Youngstown, O., nc.
 Burton, Mary (Top Hat) Union City, N. J., nc.
 Byrnes & Swanson (Hungaria) NYC, re.
 Byron, George (Roxy) NYC, t.

C
 California Varsity Eight (Chez Paree) Chi, nc.
 Calloway, Hazel (Plantation) NYC, nc.
 Cameron & Van (Garbo) NYC, re.
 Carlton, Charlotte (Swing) NYC, nc.
 Carr, Billy (606 Club) Chi, nc.
 Carroll, Della (Paradise) NYC, re.
 Carroll & Gorman (885 Club) Chi, nc.
 Cashin, Leo (Ninety Club) El Cerrito, Calif., nc.
 Carson, Betty (Madrid), Milwaukee, nc.
 Carter & Bowie (Barney Gallant's) NYC, re.
 Carter, Johnny (Tokay) NYC, re.
 Carter, Betty (Jimmy Kelly's) NYC, nc.
 Carlos & Carito (Havana-Madrid) NYC, nc.

Carpenter, Thelma (Black Cat) NYC, nc.
 Cesar & Dolores (Casa Cubana) NYC, nc.
 Chappie & Reed (Kit Kat) NYC, nc.
 Charles & Barbara (Freddie's) Cleveland, c.
 Chase, Rhoda (Corso) NYC, nc.
 Chase, Chaz (Riverside) Milwaukee, t.
 Cherney, Nat (Hi-Hat) Chi, nc.
 Claire, Jean (Piccadilly) NYC, h.
 Clifton & Miley (Chez Firehouse) NYC, nc.
 Cobey, Lew (White) NYC, h.
 Cogg, Inogene (Drake) Chi, h.
 Collette, Joan (606 Club) Chi, nc.
 Collegians, The Four (Palomar) Los Angeles, b.
 Colligan, Bill: (Crisis) NYC, nc.
 Collins & Beasley (Plantation) NYC, nc.
 Colomo, Aurelia (Radio City Rainbow Room) NYC, nc.
 Colt, Phyllis (Drake) Chi, h.
 Connors, Jack (Onyx) NYC, nc.
 Comstock, Frances (One Fifth Ave.) NYC, h.
 Cook Jr., Joe (Show Bar) Forest Hills, L. I., N. Y., nc.
 Cooper, Adra (Jimmy Kelly's) NYC, nc.
 Coralli, Bunlichki Hollywood, nc.
 Corf, Alyce (Hollywood) NYC, re.
 Corlies & Palmer (Queen Mary) NYC, re.
 Cortez & Maida (Muriel) NYC, nc.
 Cowboy Jack's Radio Round-Up (Victoria) Greenfield, Mass., 8-10; (Lafchis) Clairmont, N. H., 11-12; (Strand) Gloucester 13, t.
 Cromwell, Ann (Club Gerde) Hollywood, nc.
 Grump, Pleasant (Glass Hat) NYC, nc.
 Cruz, Amparito (Yumuri) NYC, nc.

D
 D'Amore & Anita (International Casino) NYC, nc.
 D'Arville, Sylvia (Bal Tabarin) NYC, nc.
 Dancing Donovans (El Morocco Club) Hartford, Conn., nc.
 Dandridge Sisters (Cotton Club) NYC, nc.
 Daniels, Jean (Plantation) NYC, nc.
 Daniels, Betty (Ninety Club) El Cerrito, Calif., nc.
 Daniels, Muriel (Hungaria) NYC, re.
 Daniels, Billy (Mammy's Chicken Farm) NYC, nc.

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

Dario & Diane (Ambassador) NYC, h.
 Darrow, Chick (Village Nut) NYC, nc.
 Dato, Dio (Powatan) Detroit, nc.
 Datsko, Yasha (Russian Art) NYC, re.
 Davis, Red (Village Nut) NYC, nc.
 Davis, Dolly (Lexington) NYC, h.
 Dawn Sisters (Riverside) Milwaukee, t.
 Day, Gloria (Paradise) NYC, nc.
 De Angelo & Porter (Casino De La Plaza) Havana, Cuba, nc.
 De May, Moore & Martin (Colosimo's) Chi, nc.

DeCamp, Ronnie (Old Roumanian) NYC, nc.
 De Carlos & Granada (Chez Ami) Buffalo, nc.
 De Cruz (International) NYC, nc.
 De Flores, Felipe (Havana Madrid) NYC, nc.
 De LaPlante, Peggy (Jimmy Kelly's) NYC, nc.
 Dean & Martin (Monte Carlo) NYC, nc.
 Deauville Boys (Powatan) Detroit, nc.
 Del Rio & Diane (Ivan Fiesta) San Francisco, nc.
 Delahanty Sisters (Moonlite Gardens) Middletown, O., nc.
 Dell, Helen (Bertolotti's) NYC, nc.
 Delys, Leo (Continental) NYC, nc.
 Delmor & Louise (Top Hat) Union City, N. J., nc.
 Dempsey, Audrey (Blackhawk) Chi, nc.
 Denise (Village Casino) NYC, nc.
 Dennis, Dorothy (Continental) NYC, nc.
 DeRondo & Barry (Corso) NYC, re.
 De Thury, Iona (Tokay) NYC, nc.
 Devand, Burton (Le Mirage) NYC, re.
 Dictators, The Four (Old Hickory Inn) Chi, re.

Dillon, Ernie (International Casino) NYC, nc.
 Dimitri & Helen Virgil (El Gaucho) NYC, nc.
 Dixon, Alice (Kit Kat) NYC, nc.
 D'Orsay, Fifi (Top Hat) Union City, N. J., nc.
 Dolores & Candida (Mayflower) Akron, h.
 Dominguez, Paquita (El Chico) NYC, nc.
 Donahue, Al, & Band (Rainbow Room) NYC, nc.
 Dorsey, Tommy, & Band (New Yorker) NYC, h.
 Dorla & Val-roy (El Chico) NYC, nc.
 Downey, Morton (Plaza) NYC, h.
 Dracken, Russell (Whirling Top) NYC, nc.
 Draper, Paul (Waldorf-Astoria) NYC, h.
 Drew, "Hotcha" (Kit Kat) NYC, nc.
 Duanes, The (Casa Cubana) NYC, nc.
 Dudley & Bostock (Pelham Heath) Bronx, NYC, ro.
 Dunbar, Dixie (Loew's State) NYC, t.
 Dunn, Jerry (Bungalow Cafe) Sacramento, Calif., nc.

E
 Earl, Doug & Cal (La Marquise) NYC, nc.
 Eight Midshipmen (Gray Wolf Tavern) Youngstown, O., nc.

Ellard, Jimmy (Indigo) Hollywood, c.
 Elliman, Lois (Plaza) NYC, h.
 Elliot, John (Gay Nineties) NYC, nc.
 Elton Trio (Park Central) NYC, h.
 Emil & Evelyn (Palomar) Los Angeles, nc.
 Emma & Henry (International Casino) NYC, nc.
 Entenza, Johnny (Geo. Washington) Jacksonville, Fla., h.
 Enters & Borgia (Show Bar) Forest Hills, L. I., N. Y., nc.
 Etheridge, Eleanor (Wivel) NYC, re.

F
 Fagan, Nutsey (Village Nut) NYC, nc.
 Fanton, Joe, & Co. (M-G-M) Brussels, Belgium, t.
 Farney, Evelyn (Yacht) NYC, nc.
 Farrell, Bill (Place Elegante) NYC, nc.
 Farrell, Jack (Ball-Ball) Chi, nc.
 Faye, Gladys (Jimmy Kelly's) NYC, nc.
 Feeley, Mickey (Boulevard Tavern) Elmhurst, L. I., N. Y., nc.
 Feeley, Lois (Bungalow Cafe) Sacramento, Calif., nc.
 Fenton, Mildred (Blackhawk) Chi, nc.
 Ferguson, Bobby (Dude Ranch) Berwyn, Md., nc.

Fern, Vera (Le Mirage) NYC, re.
 Fern, Vera (Le Mirage) NYC, nc.
 Fields, Benny (Casa Manana) NYC, nc.
 Fiske, Dwight (Savoy-Plaza) NYC, h.
 Fitzgerald, Lillian (Plantation) NYC, nc.
 Flagg & Arnold (Gray Wolf Tavern) Youngstown, O., nc.
 Flippen, Jay C. (Capitol) Washington, t.
 Flores, Felicia (Cuban Casino) NYC, nc.
 Floretta & Boyette (Mayfair Club) Detroit, nc.
 Florian, Jean (Palmer House) Chi, h.
 Folies De Paree (Hollywood) California, Pa., 6; (Colonial) Dayton, O., 9-15, t.
 Forrest, Helen (Lincoln) NYC, h.
 Foran, Dick (Earle) Washington, t.
 Foster, Gae, Girls, Sixteen (Earle) Washington, D. C., t.
 Foster, Gae, Girls (Roxy) NYC, t.
 Foth, Bert (Midnight Sun) NYC, nc.
 Four Co-Eds (Palomar) Los Angeles, b.

Frakson, Magician (Beverly Hills) Newport, Ky., cc.
 Francine, Anne (Le Coq Rouge) NYC, re.
 Francita (Lookout House) Covington, Ky., nc.
 Frazee Sisters (Chez Paree) Chi, nc.
 Frederick & Yvonne (Blackhawk) Chi, nc.
 French, Eleanor (Ambassador) NYC, h.
 Frost, Jack (Indigo) Hollywood, c.

G
 Gale, Judith (Fifth Ave.) NYC, h.
 Gale, Ann (Whirling Top) NYC, nc.
 Gallagher, Ruth (Rudd's Beach) Schenectady, N. Y., nc.
 Galvan, Gilberto (Casa Cubana) NYC, nc.
 Garber, Jan & Band (Blackhawk) Chi, re.
 Garcia, Carmen (La Fiesta) San Francisco, nc.
 Garr, Eddie (Chez Paree) Chi, nc.
 Gavin, Margo (Edgewater Beach) Chi, h.
 Gay, Shirley (Wivel) NYC, re.
 Gaynes, Leila (Club 18) NYC, nc.
 Gilmore, Amelia (Delavan) Buffalo, nc.
 Gilbert, Ethel (Radio Franks) NYC, nc.
 Gonzales & Menen (McAlpin) NYC, h.
 Gordon, Paul (Capitol) Washington, t.
 Gower & Jeanne (Palmer House) Chi, h.
 Grace & Nikko (International) NYC, nc.
 Graffolier, Frenchy, & Band (Cocoanut Grove) Minneapolis, nc.
 Grafton, Gloria (Belmont Plaza) NYC, h.
 Grauer, Bernie (Gay '90s) NYC, nc.
 Gray, Muriel (Edgewater Beach) Chi, h.
 Gray, Jack (Park Lane) NYC, h.
 Gray, Billy (Hi-Hat) Chi, nc.
 Green, Al (Pioneer Nut) NYC, nc.
 Green, Jackie (Top Hat) Union City, N. J., nc.
 Green, Bennett (Mother Kelly's) Miami Beach, nc.
 Green, Bernie (El Dumbo) Chi, nc.
 Grey, Betty (Bismarck) Chi, h.
 Grissom, Dan (Bandbox) NYC, nc.
 Grogan, Willie (18) NYC, nc.
 Guerlaine, Annette (Bertolotti's) NYC, nc.
 Guy, Barrington (Plantation) NYC, nc.
 Gyldenkrone, Baron (Wivel) NYC, re.
 Gypsy Four (L'Algon) Chi, re.

H
 Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.
 Hammond, Earl F. Eskimo Troupe (Ice Follies of 1937) Atlantic City.
 Handy, W. C. (Cotton Club) NYC, nc.
 Harmon, Ginger (Biltmore) NYC, h.
 Harold & Lola (International Casino) NYC, nc.
 Harper, Lois (Chez Paree) Chi, nc.
 Harrison Pat (Club 18) NYC, nc.
 Harris Val (Indigo) Hollywood, c.
 Harris, Marcla (Pelham Heath) Bronx, NYC, ro.
 Farris, Dolores (Little) NYC, nc.

Harris & Shore (Radio City Rainbow Room) NYC, nc.
 Harrison, Spike (Gay '90s) NYC, nc.
 Harvards, Three (Century) Baltimore, t.
 Hassett, Buddy, & Stal Lomak (Strand) Brooklyn, t.
 Hawaiian Nights (Colonial) Dayton, O., t.
 Hayward & Allen (Le Ruban Bleu) NYC, nc.
 Hayworth, Seabee (Carolina) Burlington, N. C., 7; (Stevenson) Henderson 8; (Academy) Lynchburg, Va., 9-10; (Louisburg) Louisville, N. C., 12, t.
 Heatherton, Ray (Belmont Plaza) NYC, h.
 Heidt, Horace, & Band (Shubert) Cincinnati, t.
 Helene, Miss (Gray Wolf Tavern) Youngstown, O., nc.
 Herbert, Florence (Queen Mary) NYC, re.
 Herrera, Armanda (Bamba) Hollywood, nc.
 Herrera, Sarita (Havana Madrid) NYC, nc.
 Hersey Twins (Bismarck) Chi, h.
 Higginbotham, Carl (Geo. Washington) Jacksonville, Fla., h.
 Higgins, Peter (Park Central) NYC, h.
 Hill, Florence (Plantation) NYC, nc.
 Hilliard, Jack (Royale Frolics) Chi, nc.
 Hilliard, Harriet (Palace) Cleveland, t.
 Hoctor, Don & Betty (Biltmore Bowl) Los Angeles, nc.
 Hoffman, Lou (Bismarck) Chi, h.
 Holder, Roland (Kit Kat) NYC, nc.
 Holland & Hart (Casa Manana) NYC, nc.
 Hollywood Horse, The (Leon & Eddie's) NYC, nc.
 Holtz, Lou (Casa Manana) NYC, nc.
 Horn, Rudy (Village Nut) NYC, nc.
 Hourckle, Johnny (Bal Tabarin) NYC, nc.
 Houston & Harden (Stevens) Chi, h.
 Houston, Elsie (Le Ruban Bleu) NYC, nc.
 Howeler, Winnie, Girls (Harry's New York Cabaret) Chi, nc.
 Howard, Joseph (Bill's Gay '90s) NYC, nc.
 Howard, Bob (Mammy's Chicken Farm) NYC, re.
 Howard, John (Village Barn) NYC, nc.
 Howard, Shemp (Stage 1) Hollywood, nc.
 Hoysradt, John (Chez Firehouse) NYC, nc.
 Hubert, John (Fifth Ave.) NYC, h.
 Hudson, Dean, & Band (Lowry) St. Paul, h.
 Hunter, Alberta (Tony's) NYC, nc.
 Huston, Josephine (Loew's State) NYC, t.
 Hutchinson, Hal (Biltmore) NYC, h.
 Hutton, Ina Ray, & Band (Riverside) Milwaukee, t.
 Hutton, Betty (Casa Manana) NYC, nc.

I
 Iles, Stephen (Gay Nineties) NYC, nc.
 Irving, Val (Yacht) NYC, nc.
 Irving, Jack (Club Alabam) Chi, nc.

J
 Jackson, Stone & Reeves (Colosimo's) Chi, nc.
 Jackson, Jigsaw (Cotton Club) NYC, nc.
 Jackson, Harry (Paradise) NYC, nc.
 Janet of France (Janet of France) NYC, re.
 Janis, Deane (Capitol) Washington, t.
 January, Pepper (Hollywood) NYC, re.
 Jarvis, Johnny (Fifth Ave.) NYC, h.
 Jarvis, Sam (St. Regis) NYC, h.
 Jayne, Estelle (Fifth Ave.) NYC, h.
 Jaxon, Ventriloquist (Badger) Reedsburg, Wis., 6-7; (Blaine) Bosobel 8-10, t.
 Jeanette & Kalam (Evergreen) Phila, nc.
 Jessel, George (Loew's State) NYC, t.
 Johnny & George (Maxim's) NYC, re.
 Johnson, Mae (Cotton Club) NYC, nc.
 Johnson, Myra (Yacht) NYC, nc.
 Johnson, Charlie (Black Cat) NYC, nc.
 Johnson, Loys, & Glee Club (Shubert) Cincinnati, t.
 Johnson, Johnny (Edison) NYC, h.
 Johnson, Maxine (Brick) NYC, nc.
 Jones, Owen (Leone's) NYC, re.
 Jordan, Johnny, Six (Colonial) Dayton, O., 9-15, t.
 Joyita & Maravilla (El Chico) NYC, nc.
 Juancito (Gaucho) NYC, nc.
 Juanita & Champions (Winter Garden) Berlin, Germany, nc.
 Juvelys, The (Chez Paree) Chi, nc.

K
 Kalmus, Bee (Royale Frolics) Chi, nc.
 Kapelova, Klavdia (Russian Kretchma) NYC, nc.
 Karavaeff, Simon (Russian Kretchma) NYC, nc.
 Karolis (Biltmore Bowl) Los Angeles, nc.
 Kauff, Ben (Place Elegante) NYC, nc.
 Kaye, Evelyn (Biltmore) NYC, h.
 Keller, Greta (Le Ruban Bleu) NYC, nc.
 Kelly, Paula (Rainbow Room) NYC, nc.
 Kelsey, Billy (Elysee) NYC, h.
 Kenney, Billy (Cortez) El Paso, Tex., h.
 Kincaid, Nelda (Geo. Washington) Jacksonville, Fla., h.
 King, Wayne, & Band (Mark Hopkins) San Francisco, h.
 King, Anna (Garbo) NYC, re.
 King, Charlie (Red Mill) Bronx, NYC, nc.
 King the Wonder Dog (Radio City Rainbow Room) NYC, nc.
 Kinney, Ray (Lexington) NYC, h.
 Kosloff, Alexis (International Casino) NYC, nc.
 Kraber, Tony (Chez Firehouse) NYC, nc.
 Kramer, Leon (Hungaria) NYC, re.
 Kreis (International Casino) NYC, nc.
 Kruger, Jerry (Leon & Eddie's) NYC, nc.
 Krupa, Gene, & Band (Palomar) Los Angeles, b.

L
 La Carmelita (Gaucho) NYC, nc.
 LaMarr, Henry (Murray's) Tuckahoe, N. Y., nc.
 Lake, Helen (Monte Carlo) NYC, nc.
 Landes, Jean (Midnight Sun) NYC, nc.
 Landi, Ruth (Le Mirage) NYC, re.
 Lane, Toni (Hollenden) Cleveland, h.
 Lane, Mary (Jimmy Kelly's) NYC, nc.
 Lane, Jack (Leon & Eddie's) NYC, nc.
 Lane, Barbara (Pepper Pot) NYC, nc.
 Lane, Lola (Oriental) Chi, t.
 Lankford's Band (Fair) Lake City, Fla.
 Latoure, Nita (16 Club) Chi, nc.
 Laurie, Jack (Swing) NYC, nc.
 Lawlor, Terry (El Rio) NYC, nc.
 Lawton, Reed (Armando's) NYC, re.
 Layton, Bert, & Four Flirts (Plaza Cafe) Pittsburgh, nc.
 Le Baron, Karre, Trio (Royale Frolics) Chi, nc.
 LeBaron, Peggy (Wivel) NYC, re.
 Lee, Bob (Wivel) NYC, re.
 Legg, Harris (Pan-Pacific Rink) Los Angeles, a.
 LeMaires, The (College Inn) Chi, nc.
 LeMaynes, The (Mayfair) Detroit, nc.
 (See ROUTES on page 66)

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Unions Fight Opera-on-Tour's Injunction Suit

NEW YORK, Dec. 3.—Injunction suit brought to prevent musician and stage-hand unions from interfering with Opera-on-Tour, Inc., revealed an investment of \$70,000, a \$3,500 weekly pay roll and \$1,500 weekly expenses. Testimony was submitted by Mrs. Harold M. Lehman, treasurer, before Supreme Court Justice Kenneth O'Brien yesterday. Also introduced as evidence was the agreement between the two unions to work together at labor disputes.

Joseph N. Weber, president of the American Federation of Musicians, stood by his original premise to prevent the company from giving opera with recorded orchestral accompaniment with prediction that canned music would thus eventually find its way into the pit of the Metropolitan Opera.

Leo Fischer, executive secretary of the American Guild of Musical Artists, testified also for the unions, whose strike in Birmingham, Ala., two weeks ago, halted opera tour. Trial will continue next week.

U. S. Acts Return; Blame Salary Cuts

NEW YORK, Dec. 3.—American actors and performers are squawking more than ever at the price cutting of their acts once they get abroad and the guaranteed time is played. A flock of American actors, including Gaynor and Ross, Walter (Dare) Wahl, and Loew, Hite and Stanley, came back Thursday after playing but 10 weeks in England.

The acts who complained said there is plenty of work abroad, but they were asked to take a healthy cut in order to get it. In addition to taking cuts as high as 50 per cent, they claim they sometimes are required to double for the same salary. Once they are abroad, bookers figure that the acts are eager to get more work in order to cover the investment they've made in passports and passage.

Weeks' Band Held Over

BOSTON, Dec. 3.—Ranny Weeks and ork at the Club Mayfair has had his option taken up by Benny Gaines.

Moore and Revel are in for two weeks. Lita and Jerry Marsh, instrumental and vocal duo, in for one week, have been kept four by Gaines.

Reviews of Acts

Lola Lane

Reviewed at State, Hartford. Style—Patter, song and films. Time—Ten minutes. Setting—In full.

Lola Lane makes the most of her film background in her first Eastern vaude appearance.

Opening is a trailer showing the entire first sequence of *Four Daughters*. Then she emerges, tells anecdotes and sings acceptably. Later she shifts back to the screen for her bit as a temperamental actress in *Hollywood Hotel*. Finishes the act on the stage in the same costume. This is a novelty that puts her across, for she does it to perfection.

Bert Walton acted as straight man here. First performances were botched and uneven but smoothed out at the end of the five-day stand. Audiences like her.

J. B. T.

Roy Rogers

Reviewed at the Colonial, Lincoln, Neb. Style—Talking and singing. Time—Seventeen minutes.

After completing *Shine On, Harvest Moon* Roy Rogers, Republic studios' singing cowboy, came direct here to start a string of personal appearances which will take him to Boston.

Is accompanied by a trio, violin, banjo-mandolin and accordion. Does five numbers, interspersed with chatter about making horse pictures and some homespun jokes.

Act goes swell with the kids, and he lopes off, having made a swell impression.

Republic is carrying the full load on Rogers for this stint, playing him in houses using its product.

B. O.

Now It's "Furz-a-Flyin"

CHICAGO, Dec. 3.—Olsen and Johnson's *Hellzapoppin* influence is in evidence in the new College Inn show, *Furz-a-Flyin*.

The fondest hope of the management, of course, is that there will also be some similarity in the business.

Mahoney Set for Year in Sydney

SYDNEY, Australia, Dec. 3.—Frank Neil has signed Will Mahoney to a year's contract. It is intended to put him in a number of the new shows that are to be presented by Neil on his Tivoli Circuit.

International Merry-Go-Round, at the Sydney Tivoli, is playing to excellent business. Chang, the magician, who has cut his act down to about 35 minutes, is extremely popular. Others in the cast who are also proving draws are Emille Boreo and Peg-Leg Bates.

Larry Adler is proving himself a money spinner at the Melbourne Tivoli in the new revue, *Swing It*. A large cast also includes Will and Joe Mandell, Alaid and Anise and Barbara Blair. This show is due to follow *International Merry-Go-Round* at the Tivoli this month.

Harry Howard's production, *Sketch Book*, is keeping up the standard of its predecessor, *Hollywood Hotel*, at the Theater Royal here. There are one or two changes in the original cast. Magda Neeld is taking Joan Abbott's place and Kitty Bluett is in for a dancing specialty.

Jitterbug Units For Philly Indies

PHILADELPHIA, Dec. 3.—A plan is under way here for a traveling jitterbug contest to make the rounds of the independent theaters in this territory.

Backer is a local booker, who is negotiating with the musicians' union for a deal for an orchestra.

The union this week cracked down on the Jumbo Theater, allegedly on the complaint of Warner Bros., for using records for their jitterbug contests.

The house, as well as several other independents, are now using five-piece orchestras once a week.

Vaudeville Notes

LOU SEILER, of the Seiler Brothers act, has bought into the Parkside Riding Academy, Forest Hills, L. I. . . . BELLE RIGAS, singer, has left the Murray Lewis act to emcee and produce the floor shows at Oetjen's Restaurant, Brooklyn. Five acts used, changed weekly. . . . HARRY ROSE went into the Tic Toc Club, Montreal, Monday. Jean Sablon co-featured. . . . FRANK LIBUSE'S contract with Billy Rose is for one year, with Rose having the right to use him in any Rose venture.

BEE KALMUS goes into the Oriental, Chicago, December 30. . . . BEN BLUE will work the Palace, Chicago, week of December 16. . . . HARRY ROGERS, Chicago unit producer, has a new show on the road featuring Carl Freed and his harmonica gang. . . . JIM CRISTY, RKO head in the Midwest, is ill in his Chicago home. . . . FRANK SMITH, manager of the Palace, Chicago, will again handle Mayor Kelly's annual Christmas benefit show to be staged at the Stadium in that city December 24.

SEÑOR WENCES (Lao Moreno), novelty ventriloquist, on the stage of Shea's Theater, Buffalo, last week, will return to London in December for a second royal command performance at the Palladium. . . . JACK SEXTON is working Wisconsin for the Gus Sun office out of Chicago. He is right at home in the territory, having for years lived at Lipon, Wis.

GANG BUSTERS, radio feature, started a theater tour, opening at the Earle, Philly, December 2, and follows with dates at the Stanley, Pittsburgh; Earle, Washington, and Strand, Brooklyn. . . . THE SPURGATS followed dates in Paris with engagements in Nice and Cannes, and open December 23 at the Cafe de Paris, Monte Carlo. Back home in March for the World's Fair. . . . MELODY LANE is the first show booked for the Realert Theater, De Ridder, La., by the Dallas Amusement Co.

El Brendel Plans Vaude for Philly Scot Rite Temple

PHILADELPHIA, Dec. 3.—A revival of old-time vaude is in the offing here. The site for the renaissance is the former Scottish Rite Temple—a \$2,000,000 building now in the hands of a local bank.

The building is being run by El Brendel Jr., son of the film comic, who is expected to have charge of the variety attractions.

Plans are in the wind for a gala show New Year's Eve on the style of Olson-Johnson's *Hellzapoppin*. The elder Brendel, now on a personal appearance tour, is expected in Philadelphia this week to complete plans for this stunt.

The building houses a 2,000-seater auditorium; a 2,500-seat banquet room and 105 other rooms, all air-conditioned.

Young Brendel has also received offers to stage Jewish drama and low-priced opera in the spot. Negotiations are also under way to bring the choir of Father Flanagan's *Boys Town* here.

Poor Opening For Philly Nixon

PHILADELPHIA, Dec. 3.—Nixon-Grand Theater had a disappointing opening last week due to miserable weather conditions and lack of preopening publicity. Despite a top-notch show headed by Ethel Waters, attendance was away below par.

Bill Robinson opened yesterday for a week, backed by Willie Bryant's Orchestra. Others booked for the near future are Count Basie's Orchestra, the Mills Brothers, Duke Ellington and other top-notch septa acts.

Acts booked by Eddie Sherman, who is co-operating the spot with Samuel H. Stiefel.

STOOGING TO SUCCESS

(Continued from page 3)

nence as a stooge was Sid Silvers, one of Phil Baker's earliest plants. Silver, as well as his successor, the rotund Johnny Muldowney, later went out for himself and is now in Hollywood. He has been in a couple of pictures and written for radio and pix. Muldowney, who hasn't been heard of locally for a year or so, had a commercial on WMCA. He is a tenor.

Ted Healy, mentioned before, and Jack Pepper, two of the better known vaude acts using stooges, have contributed by their posts as lords of stoogetom to current well-known performers. In addition to the Three stooges Healy had Fred Sanborn as one of his butts. Sanborn is now a standard act, with a salary ranging from \$600 to \$750 a week. There's no one who'll refuse to stooge if it leads to that kind of cabbage. Pepper had as human props three boys who later went into vaude as the Beau Brummells and played around for quite a while.

Clyde Hager ranks high as ex-flunky making good. Hager, whose "Get away from me, boys, you bother me" is a noted tag line, formerly did his peddle act as an Olsen and Johnson stooge. Helen Charleston was a familiar face at the Palace and other vaudeeries as one of the trained seals Ken Murray had in his act. Now, however, Miss Charleston is doing a singing-mimic single on her own, playing the Paramount, New York, only recently.

Tommy (Cecil) Mack likewise stepped out of the Ken Murray stooge line. He first became a vaude single (using his own stooge, Evelyn Oakes) and then was featured on the Gillette radio show with Milton Berle. Both Mack and Miss Oakes did hare-lip acts. Probably the best known of Murray's array of stooges is Oswald (Tony Labriola), who is now on his own after working with Murray in vaude and radio. Oswald's slow take on his "Oh, yeah" delivery became a nationally repeated tag. He recently appeared on the Vallee show, teamed with Val Stanton, formerly of Val and Ernie Stanton. Murray appears to be a chief stooge contributor.

Another Jack Pepper-ite, Sam Pokrass, presents a twist of the stooge-makes-good situation. Pokrass came over here from Russia and was known over there as a leading composer. But to feed the face Pokrass, before being recognized here, was on the receiving end in Pepper's act. He's now writing music in Hollywood.

Lou Holtz is represented by Benny

Precarious!

CHICAGO, Dec. 3.—Trying to stimulate interest in a little-known picture at the Palace this week, Manager Frank Smith signed a guarantee in which he offers to return the admission fee to any patron not admitting that it is one of the finest pictures ever shown in that theater. Pix in case is RKO's *A Man To Remember*.

Schwartz New RKO Division Manager; Mandel Is Promoted

NEW YORK, Dec. 3.—John J. O'Connor, vice-president in charge of RKO Theaters, this week rearranged divisional control of the circuit's 48 local houses and also announced that Harry Mandel succeeds John Dowd as national director of publicity, advertising and exploitation. Dowd resigned after 21 years with the circuit's publicity and advertising department. He says he will join the World's Fair here.

A new division has been created for Sol Schwartz, who has been directing the Fordham and Albee theaters. Schwartz will handle the circuit's 11 Yorkville, Harlem and Bronx houses. Charles McDonald will handle 14 West Side and Queens houses; Louis Goldberg will have 12 in Rockaway and Brooklyn, and Russell Emde will supervise 11 Westchester and Northern New Jersey theaters.

Mandel has been with RKO since 1927 and more recently had been handling publicity and advertising under McDonald. Previous to his RKO connection he had been with B. S. Moss.

John A. Cassidy is now general press representative for the Greater New York houses. Maurice Harris joins Schwartz's division as publicity man; Edward Sniderman continues with the Emde group; Paddy Grosso has been promoted to publicity man for the McDonald group, and Fred Herkowitz continues with the Goldberg houses.

Baker. Baker's cherub pan was a vaude landmark, taking punishment from Holtz before he went into films as a comic. Baker was featured at Loew's State, New York, only a month ago.

Guy Martin, now an agent, used to stooge for Herman Timberg. Zeppo Marx, now an agent with billings among show business's highest, was a combination stooge-useless appendage with his brothers' act. Zeppo turned the tables, and the only way he stooges for Chico, Harpo and Groucho now is in getting them work.

Radio

Radio has contributed two kinds of stooges in the main. There is the never-present always-absent stooge, as exemplified by families, i.e., Bob Burns' Grandpa Snazzy, Eddie Cantor's five daughters, Bing Crosby's four sons, Georgie Jessel's mother.

The other radio type is the announcer or singer or orchestra leader type. Jack Benny not only has made himself a sort of stooge for the other acts on his bill but has made Phil Harris, Kenny Baker and Don Wilson, now with him, butts; previously he had Frank Parker and Don Bestor stooging. Harry Von Zell has stooged and still does on various shows he's announced, while Cantor had Rubinooff and Parkyakarkus (Harry Einstein). Parky is now with Jolson, but as comic, not stooge. Announcer Jimmy Wallington has stooged for Cantor for years and is now stooging for Ned Sparks on the Texaco radio series. And Bing Crosby's horses have made him stooge for 10,000,000 gags based on a complete inability to win. In connection with Rubinooff, it is interesting to note that Cantor's use of the ork leader as a stooge helped Rubinooff's box-office draw immeasurably. Teddy Bergman, who did the actual voice for Rubinooff on the Cantor shows, is now one of radio's better known acts, working as actor and dialectician.

Jackie Marshall was a sort of semi-stooge for Benny Meroff, featured with Meroff as stooge-comic. Today he's in Hollywood, with a film contract hanging fire.

Finally, there are Milton Berle's mother, Edgar Bergen's dummy and vice-presidents. The vice-president thing goes from the Washington species right down the line, including radio v.-p.'s.

State, New York

(Reviewed Thursday Evening, Dec. 1)

Somewhat novel arrangement this week has George Jessel holding the fort against an all-girl supporting cast of four acts. The bill also tends to be on the too-much side on dancing and singing. However, Jessel is always there with the right antidote for any evidence of monotony and the program winds up as truly big-time entertainment.

There's very few of that old school caliber left on the stage today, but Jessel is one of them and the fact that that type of master-emseeing and polished technique is definitely on the wane makes him stand out still stronger. He is at all times master of the situation. A lot of new and funny material, plus the old ones, most with a new twist, makes him not only the pivotal figure of this show but also a rare treat. As a matter of fact, he more than counterbalances the bill's entire feminine contingent.

Opening has the Six Skating Marvels, mixed lithe and husky girls, in round after round of daring and unusual tricks and spins, with an eye-opener in the closing stunt by Lyda and Betty. A good act that could increase its sensationalism a great deal by stepping up the pace only slightly more.

The Readinger Twins perk things right up with their modern, peppy ballet satirizations. One of the most distinctive sister dance acts to come forth in the last year or two, the cute duo really have something in their unusual routines. Moreover, they know a thing or two about panto and have well-chosen music to back everything up.

A thrilling, vibrant soprano, Josephine Huston sings a couple numbers in her own husky quality. *Change Partners* and a cavalcade of Berlin tunes. She gets a lot of feeling in her singing and is able to hit the high registers with the best. She returns for a bit of light spoofing with Jessel and they duet a parody of *I've Got a Date With a Dream*.

Fresh from Hollywood, Dixie Dunbar has little trouble impressing with her added prestige. Attired in a black sequin costume that allows for plenty leg appeal, she gets off with a vocalization of *Alexander's Ragtime Band*, with a lot of body English to help, then does her forte, a tap with swing embellishments. A pseudo-dramatic bit with Jessel as a closer nets her nothing.

Finale allots more time to Jessel, ton-siling *So Help Me* and finally working into his familiar phone bit, refurbished to advantage in one or two spots.

Added stage attraction for the week is the *Great Waltz* eliminations for the New York boroughs, with finals to be held closing night.

On the screen, *The Citadel* (MGM). House packed. *George Colson.*

Strand, Brooklyn

(Reviewed Friday Evening, December 2)

Drawing power of vaude, especially with a freak act that means something to the locals, was amply demonstrated Friday when, with Buddy Hassett, Brooklyn ball club first baseman and outfielder, headlining, and a nothing picture on the screen, the lower floor had 'em standing. Only Hassett and the vaude could have done this, the picture, *Illegal Traffic*, being of genus lousou.

Picchiani Troupe, seven men, in a teeterboard act, opened. Stunts and leaps were okeh, but timing seemed off in several cases. Closing stunt, according to announcement, featured Albert

Vaudeville Reviews

Cristiani, from the Ringling show, in a triple somersault from board to basket on shoulders on understander.

Hassett is working with Stan Lomax, WOR sports commentator. Lomax opens, at a desk with a mike and a WOR banner, telling stories, with Hassett out in a few minutes for some pleasantly humorous crossfire. Hassett then sang *When Irish Eyes Are Smiling* and *So Help Me*. For a ball player, he has a darn good voice, better than a lot of other vaude tenors seen and heard. Vocal quality is quite good, certainly pleasant, and much better than expected. He can work in most vaude houses around now. Lomax is an ingratiating personality, altho the gag umpire story he tells could be substituted for a shorter one. A solid reception.

Teddy King, as emcee, follows Hassett, leading the house band on the stage for *Change Partners* and a Tommy Dorsey-like arrangement of *Dark Eyes*. Ork has 12 men, and is all right. Patricia Norman, recently at the New York Strand, did three numbers and the house absolutely refused to let her off. King, trying to introduce the next act, Joe Besser, was obviously nettled by the unruly gallery mob that apparently thought they were still at Ebbetts Field, where anything goes.

Besser's low comedy was ideally suited to the house and trade. Doing his combination silly and hoke stuff, he drew hosts of laughs. One good thing is that he has cut down on his hand movement. Lee White straights and sang *Old Man River* to a good mitting. Act was cordially appreciated.

Slim and Slam, the two Negro boys who popularized *Flat Foot Floogie*, are a sock vaude act. Sing and accompany themselves on guitar and bass, with fine jammeroo. It was impossible to tell what they were singing, with the gallery clapping hands in rhythm thruout. Slim also plays xylophone, piano and dances. Act wowed 'em.

Slim and Slam followed Eleanore Whitney, an excellent tap dancer, who also was strongly welcomed.

Strand also had an affair called a Jit-terbug Contest in a tie-up with *The Brooklyn Daily Eagle*. This was a thing in which 15 pairs of kids, apparently in their teens, got on the stage for shagging, hopping around and stuff. Thought comes that maybe it could happen only in Brooklyn. *Jerry Franken.*

Newman, Kansas City, Mo.

(Reviewed Thursday Afternoon, Dec. 1)

House is offering flesh this week for the first time in many months, making things hum along the main stem and also—to Manager Jerry Zigmund's satisfaction—increasing activity at the Newman box office. Chick Webb's Band and two acts comprise the bill.

Show is entertaining on the whole, altho trouble with the lighting and p.-a. system was experienced at the matinee opener. With Bardu Ali serving as emcee adequately, the Webb crew starts it off with a fast-tempoed version of *That's A Plenty*, spotlight hovering on Chick's traps. The Lindy Hoppers, two colored dance teams spectacularly garbed in red and white, follow thru with two enthusiastic routines. Returned for three bows. Chick's quintet takes the spot for two numbers and clicks. Culled from the band, it includes flute, clarinet, piano,

and the leader's drums. It gave way to team of Stump and Stumpy, personable young colored boys who had the huse jumping with clever gags, imitations and dances. Boys had to beg off.

Ella Fitzgerald, dusky chanteuse with the Webbs, came next. Her soulful canarying of *My Reverie* and *What Do You Know About Love?* preceded the inevitable *A-Tisket A-Tasket*, penned by Ella herself along with Al Feldman. Got a big hand and led into the finale, *St. Louis Blues*, which starred exceptional trumpeting by Taft Jordan. Thrown in for good measure, but unwisely, was a stumpy attempt to play *One o'Clock Jump*, a jive ditty written in Kansas City by Bill (Count) Basie. Most of the audience had heard it performed much better by the Count's Ork.

On the whole, a fast-moving hour of fun. Paramount's *Thanks for the Memory* on the screen. Business very brisk, only seats available being those high in the balcony. Webb is bucking Buddy Rogers' Band at the Fox Tower near by. Both houses should wind up the week with better-than-average grosses, judging from opening day's patronage. *Dave Dexter Jr.*

Oriental, Chicago

(Reviewed Friday Afternoon, Dec. 2)

It takes the standard acts to hold up the honors of the current stage bill here, despite all the commotion made about Lola Lane, Fred Waring's former vocalist, who has been thru the Hollywood mills and popped in for a personal appearance. Her screen experience notwithstanding, she does not have a strong enough act or commanding personality to back up all the fanfare given her. Uses a couple of screen trailers from *Four Daughters* and *Hollywood Hotel* in which figures prominently, warbles a Dave Rose arrangement of *So Help Me*, which is only so-so, and returns for a bit of overacting as the stupid star she portrayed in *Hollywood Hotel*.

The Sixteen Sweethearts, house line, open with an interpretative routine to usher in Mignone in her familiar and amazing control dance. A subject for Ripley, her offering is one of the few that is both out of the ordinary and commercial.

Max Terhune held his own with an assortment of sound imitations, including those of denizens on a farm which were the most amusing. He works with a cool and collected style that is rather pleasing. Stadler and Rose, in two appearances, scored with versatile dance routines. Team makes a bright appearance, accomplish intricate tricks deftly and have two fine novelties in their *Trip 'Round the World* and the *Rag Doll Dance*.

Stuart and Martin have a slow opening but warmed up later on to close with show-stopping honors. The boys, generally, have an entertaining talk act, aided immeasurably by their musical instrument effects. They don't depend on gags but strictly on situations which are funnier and more lasting.

Randolph Avery Trio follow Miss Lane. Three young chaps who are all right so long as they stick to knockabout tricks and acrobatic nonsense. Avery conducts the proceedings, the other youths stacking up as comparatively capable assistants.

Line repeats its flashy *Poet and Peasant* tap version in the finale. Business good second show opening day. On screen, Warner's *Secrets of an Actress*. *Sam Honigberg.*

Roxy, New York

(Reviewed Friday Evening, Dec. 2)

Plenty of talent on the stage, but bill is too long. Seems as tho the house went overboard on flesh in view of the pic, *Just Around the Corner* (20th-Fox), which is truly a grade-A stinker.

Bill is headed by A. Robins, novelty comedy turn. In the case of Robins, seeing is believing. Uses a huge trick wardrobe and continually pulls prop watermelons and violins, etc., out of his pockets. Act grows more amazing as it goes on.

Al Bernie, mimic, gave his usual expert impersonations and takeoffs. Began with his sketch, *Murder at the Trocadero*, a hokey piece enabling him to do The Shadow, W. C. Fields, Charles Butterworth, E. G. Robinson and others. Sang a tune, *The Mimic's Lament*, then did takeoffs of Hepburn, Charles Laugh-ton and Charlie McCarthy. Used a dum-

my in last-named bit, doing a regular vent turn. A very good performer.

Six Antaleks, ace perch act featured in the last Ringling Bros.' Circus, are four girls and two men. Perform dangerous foot-balancing stunts, with the girls draped atop the high rigging. In one stunt a girl is the understander. Antalek's trickiest turn, in which three girls were balanced in dangerous postures atop a high pole balanced by one man, was given a special build-up by the house announcer. Knocked the audience over! A showy act.

Tommy Trent, puppeteer, presents a beautiful Punch and Judy show. Work is clever, has plenty of comedy value and act looks well. Can go as a novelty anywhere. Ended with a marionette, controlled by strings, dancing a *Flat Foot Floogee* turn.

Jack and Jane Boyle, hoofers, are spotted twice on bill in conjunction with production numbers done by the Gae Foster line. Did neat tapping to a swing version of *Dance of the Hours*, and later appeared in a hoofing novelty—tapping on chairs.

George Byron, baritone, sang wherever the production required it.

Foster girls delivered beautifully.

House okeh opening day.

Paul Ackerman.

Earle, Philadelphia

(Reviewed Friday Evening, December 2)

If it's variety the customers are seeking, the Earle has it this week—from soup to nuts. The nuts part is taken care of by Milton Douglass and Company, the latter consisting of his wife, Priscilla Douglass, and Perry Hale, as looney a pair of stooges as we've seen in these parts in many a moon. Douglass also emsees the show in his inimitable smooth style.

Aiding and abetting the nutty part of the program is Stuff Smith's "It's A-Muggin' Orchestra." The seven-piece band really gives out, with Stuff pouring in his best on his battered violin. The crew starts off with *One o'Clock Jump*, slows down a bit with *Indian Love Call*, then gets in the groove with *I's A-Muggin'*. Winds up in an old-fashioned jammeroo with a nameless number that had the fans jumping in their seats.

A sepi songstress, Gladys Meggins, does the vocals in the second number and is pretty good, altho not up to the quality of the band.

The program also offered one of the most novel acts ever put on the boards here—a visual dramatization of the *Gang Busters* broadcast. The *Gang Busters'* troupe, including sound men and technicians, puts on the Phillips Lord show, *The Lamar Bank Robbery*, with all the studio business, and in an effective and dramatic manner.

The rest of the bill included Eunice Healey's top hoofing; the Oxford Boys, three fine mimics, and the Keene Twins and Vic and La Marr, acrobatic act.

Considering the fact that the bill was made up hurriedly, due to the unsettled situation with the musicians' union, the show was well-rounded.

Film was 20th Century-Fox's *Up the River*, a silly piece. *Si Shaltz.*

A. B. C., Paris

(Reviewed Wednesday, November 23)

Acts here are all good, altho program is top-heavy with singing numbers.

Raymond Bour, in the opening spot, has a nice line of patter and song. Pierre Bayle and Jacque Simonot, with piano and songs, are well received. Les Chesterfield, in low comedy and a bit of music, get a sock hand. Nadia Mirova and an orchestra of four entertain with well-selected songs. Princess Chiyu, American-born Chinese, does a little dancing and singing.

Bobby May, classy American juggler, has his usual success. Fred Addison's

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Jazz Band (14) closes intermission, the band adding the pep to give the entire show a little snap.

Alphonse Berg drapes live models with a lightning hand. Marguerite Piffreau pleases with talent and arias she brings from the Opera Comique.

Wilson, Keppel and Betty, Americans, the craziest dance act seen in Paris since they were here three years ago, get the sock hand of the show. Marie Dubas, headlining the program, closes with her vocal efforts. *C. M. Chambers.*

Orpheum, Los Angeles

(Reviewed Tuesday Afternoon, Nov. 29)

Show opens with Lyons and boys in the pit. New femme singer, Janalee Moore, featured with band this week, did *So Help Me*. On the cute side, with plenty of personality to help sell her numbers.

Three Jays, two partners acting straight and the third clowning, got good laughs from some of the clown's antics on the three bars spaced across the stage. Finish found the trio whirling at arms' length simultaneously on the bars. Good climax that brought a nice hand from the sparse crowd.

Al Lyons sprang his weekly talent find in the person of 12-year-old Virginia Mae Lewis. Did several numbers which went well, finishing with bird calls. Gag about Mae West didn't set so well coming from this juvenile.

Bankoff and Cannon did a burlesque ballet number that had its high moments. Good gag had male playing solitaire on his femme partner's stomach while he holds her across his knees. Crowd got a laugh when the monocle-wearing male lost his pants while holding his partner aloft. Finish found him spinning femme across his back without holding her.

Cliff Edwards held down top billing. Good to see him back at the Orpheum, but his act didn't seem to get the crowd. Edwards worked with a pianist on the stage. Introduced a new Johnny Mercer tune, *Old Folks*, which went well. Following a collection of political jokes and one about chickens that finally got the crowd off their hands, Edwards did a medley of the old tunes.

Show stealer this week was Bert Lynn and his vibrolynn. This is one of the most unique acts to play here in some time. Lynn has a new electric guitar gadget, the vibrolynn, and played *Bells of St. Mary's* and did sound effects of a sea voyage and an air raid. Good stage personality; really sold himself.

Closer was Bob Hall, using extemporaneous material in rhyme. Has crowd call out headlines of late news events which he weaves into a song. Laughs came fast when he made up stuff about people in the audience. A very good act that goes well here. *Dean Owen.*

Paramount, New York

(Reviewed Wednesday Afternoon Nov. 30)

The ushers had all they could do and then some to keep the kids from truckin' down the aisles and stampeding the stage. But such earthly powers couldn't stop 'em from stompin' feet and clappin' hands. The incentives coming across the foots were far too strong to resist. For it was Count Basie heading a sock septa show that sent the packed house to kingdom come—or wherever it is that jitterbugs graze when the swingo becomes ethereal.

The Count has gone a long and rough road to make the stardom that this "Palace Theater of Bands" affords. And as an exponent of swing-what-am-swing, he rates the kudus. And like kudus are due Willard Alexander, MCA exec, who took the Count as a musical founding and nursed the band along until Basie spells box office.

Squatting at the Steinway, Basie inspires his band of 14 stellar instrumentalists. The orchestral selections, all too few, were the sock and stomp sort. Even rheumatics must have caught themselves rockin' in rhythm. Basie show-cased his own keyboard whippings with Gershwin's *Lady Be Good*. And his ivory massages wear the blacks and whites down to a pulp.

Helen Humes, Basie's swing diva, put in a righteous bid to share honors with Ella Fitzgerald and Billie Holiday. And sounding like herself rather than other canaries, she had an easy time of it with *So Help Me* and a race ditty, *Where Shall I Go?* Rotund James Rushing, whose rating for blues singing is strictly bless you, sister, is also of the Basie contingent. And there was no rushing him off, not until he delivered with *Rhythm in My Nursery Rhyme, I May Be*

Wrong But I Won't Be Wrong All Day (a race blues), *St. Louis Blues* and *Stop Beatin' 'Round the Mulberry Bush*.

Added acts were all top drawers and in keeping with the killer-diller concept of the stage offering. Berry Brothers (3) are still the berries for strut stepping and eccentric soft shoe. And plenty sweet on the splits. Buck and Bubbles, socko all the way, smashed thru with their familiar song, dance and comedy patter routine. Couldn't beg off until Bubbles obliged with his *Porgy and Bess* song, *It Ain't Necessarily So*.

But honors for really breaking it all up go to guitar-strumming Sister Tharpe, a holy-roller songstress, doubling from the Cotton Club show. This brown-skinned beaut doesn't have to preach religion. She has 'em begging for it. It's biting season for the black snakes when she's shoutin' *Hold Me in Thy Bosom, That's All* and *When My Heart Is Bowed in Sorrow*. With the rest of the show setting the pace and putting 'em in the mood, her converts were many.

Show is booked in for a single week, which means that percenters will start comparing Basie's gross with Chick Webb's recent seven-day stand. Screen shows *Say It in French* (Paramount). Coming bill is double-barreled, with Blue Barron's Band, Ken Murray, Shirley Ross and the NBC Kidoodlers, with *Thanks for the Memory* silver-sheeted. *M. H. Orodener.*

Palace, Akron, O.

(Reviewed Thursday Evening, Nov. 24)

Not the best show this house has played, but one that's entertaining and, in George Olsen's Orchestra, particularly, should do good with the jitterbugs. Staged well, unit has flash, pace and considerable punch, and provides almost an hour of lively entertainment.

A well-organized unit, Olsen's Band offers better-than-average arrangements. It is sophisticated music and toe-stirring rhythm at the same command. Several members step out front for solos. The maestro himself is a quiet and unostentatious leader and emcee.

Loudest applause was for Imogene Coca, whose smart burlesque is a constant source of mirth. Audience enthusiasm, however, divided between the comedienne and singer Phyllis Colt, a gal with a remarkable voice and an original style.

Massey and Miller do some swift and stirring tap routines.

Film fare, *His Exciting Night* (Universal). *Rez McConnell.*

Chicago, Chicago

(Reviewed Friday Afternoon, Dec. 2)

John Boles in his return engagement here should boost the box-office figure above last week's gross, despite the hold-over of the screen companion, *Angels With Dirty Faces* (Warners). While not at his peak of his movie career, he should still prove a magnet for the female element which figured so profitably in his early silver sheet vehicles. Boles holds down the closing spot with his familiar singing assignment, this time including *I See Your Face Before Me, Rio Rita, That Girl in California* and a swing version of *Katy*. Has a ringing tenor voice which, tho somewhat theatrical, is pleasing.

Toy and Wing, held from last week's bill, open with a classy array of dance specialties, including a smooth ballroom tap routine, a bright carbon of a couple of jitterbugs and a strong wind-up with toe and acrobatic work. Team looks as modern as their act and are gracious Oriental personalities.

The Three Reddingtons netted laughs with their entertaining and thrilling trampoline diversion. Audience participation gag doesn't go well in a house such as this, but the tricks performed both by the father and daughter of the family were received with their accustomed response.

Louis Adrian and orchestra, occupying the setting given over to Clyde Lucas last week, impress with a diversified arrangement of *Dark Eyes*, featuring Maurie Stein in a well-studied sax solo.

Lorraine and Rognan, other holdover act, scored with their dance nonsense. Woman is funny and fits into all the amusing bits sandwiched in between routines. High spot is their screwball waltz to *Blue Danube*, which has a number of belly laughs.

Rognan doubles as emcee and with his partner contrived a novel bit that serves as both their exit and introduction for John Boles.

Business good first show.

Sam Honigberg.

Review of Unit

"Revue Magnificent"

(Reviewed Tuesday Afternoon at the James Theater, Newport News, Va., November 29)

Girls in Lingerie, a half-dozen cuties above the average in looks and showing plenty of epidermis adorned with fetching costumes, make this unit stand out. From the opening number, when the gals doff satin negligees to exhibit pink negligibles, to their final appearance in even less, decorative femininity is definitely the theme.

Show also boasts a flash finale in the Avalon Troupe, three men and two women doing a teeterboard routine in colorful Bavarian costume against an effective winter drop. Child performer in this troupe shows especial promise.

Chorus works hard and plenty, with extensive and beautiful wardrobe. Highlights include striking Egyptian number with plenty of hip-weaving by gal solo dancer, and silver parade, featuring specialties by Florence Laylock and Pat Paterson, latter packing plenty of umph into scanty costume for acro number.

Tom and Mickey Harris try hard, but their comedy is weak. They were on for a couple of song parodies and then came back for comic society dance routine which has possibilities. Chief fault is that both, and especially the girl, try to be too funny.

Helen and Christine offer a rhythm tap without novelty, and there is a tenor emcee and five-piece stage band.

House was less than half full and audience not very responsive.

Warner Twyford.

TICKET BROKERS

(Continued from page 3)

said, was now determined to see the code thru no matter what it takes in the way of support to the League—even in the event of court action.

Along with charges against the agents, Reilly announced that the Lyceum Theater had now joined League membership ranks. Out of the fold now are only the Biltmore, Vanderbilt, Labor Stage and Mercury.

Altho six theaters had already negotiated with brokers for New Year's Eve sales on the basis of "all sales final," which the agents interpreted as buys, the board of governors of the League ordered members to follow usual procedure in ticket sales, allowing for returns.

THREE ICE SHOWS

(Continued from page 3)

flower pictures between layers of congealed water in the Garden, giving the ice show new pictorial background. The show made a technicolor film for MGM recently in Hollywood and played Chicago and Cleveland before opening here.

The next Garden show is the *Winter Sports and Ski Show*, December 5 to 10 (nine performances), which will feature Hazel Franklin, Jay and Lou Seiler,

Alfred Trinkloff, Alex Hurd, 15 ski jumpers and four manikins. Harold J. Dibley staged the show, which goes into the Municipal Auditorium, Philadelphia, for five days after the Garden date.

The Sonja Henie show plays the Garden January 16 to 21, one day more than the five-day run last year at the same spot. Show hopes to gross at least \$60,000.

Each of the Garden's three ice shows has a different admission scale, with the Henie layout expected to run the highest prices.

In Los Angeles the Tropical Ice Gardens opened Monday with the *St. Moritz Express*, 20 ice acts and Ted Fio-Rito's Band. Prices, 50 cents to \$2 plus tax. Pat Merifield and Sparky Bourque, junior Coast pair ice-skating champs, drop their amateur standing next week to work in *The Art of Skating*, a short that will ballyhoo MGM's coming *Ice Follies of 1939*.

Locally the only ice show on permanent location is the unit at the St. Regis Hotel's Iridium Room. Dorothy Lewis is featured.

MOSS BACKS

(Continued from page 3)

ported licensing for its full membership of 27 members.

The unsuccessful up until now in court tests of his licensing powers, the commissioner has authorized Vincent D. Calenda to proceed with court action against William Cody, who claims exemption from the licensing provisions. Similar case against Paul Lester will be dropped as a result of Lester's having yielded to persuasion to take out license. He was held on a \$100 bond. Bail for Cody was fixed at \$500 by Judge Andrews in the magistrate's court at 54th street. Cody litigation will be heard in the Court of Special Sessions, Manhattan, as soon as the d. a.'s office sets the date.

LOTS OF SUB

(Continued from page 3)

own lessons, since it would mean a terrific equipment account for that firm thru the installing of receiving sets, transmitters, etc. Boutwell stated that schools could now install a transmitter on the lower kilocycle band at a cost of less than \$5,000. Cleveland and New York are the only two cities operating such units at present.

FLA. OUTLOOK

(Continued from page 19)

to the sporting, fun-loving tourists, Florida is going to lose out to Havana.

They claim that those who have made a habit of migrating to Florida year after year have had their gambling urge frustrated too many times. Increased activity in Havana clubs seems to support this view. So does a check-up in the increasing number of U. S. acts that find steady employment in Havana clubs and casinos. Indication of a possible inroad into the popularity of Florida spots by Havana is the engagement of Dario and Diane and Marjorie Gainsworth by its Casino Nazionale, opening December 15.

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Penna Club Agents Seek Strict Laws Banning Outsiders

PHILADELPHIA, Dec. 3.—A lobby will be launched by the Pennsylvania Entertainment Managers' Association when the Legislature opens at Harrisburg January 17.

The group will urge a stringent law compelling agents to get State licenses in order to conduct business in Pennsylvania.

This is aimed at New York bookers who have invaded the State in defiance of the law. The law, however, has never been enforced, and bookers who have paid the \$110 license fee are up in arms against State officials' laxness.

Plans for the campaign will be mapped at a meeting to be held here next Thursday, Florence Bernard, local EMA head, says.

Miss Bernard will head a delegation of Philadelphia bookers to the national convention being held tomorrow at the Hotel Taft in New York. At least 25 local bookers expect to attend the meetings, which aims to organize a national association of bookers.

Canton, O., Burly Out Again

CANTON, O., Dec. 3.—After playing to spotty business stock burlesque ended eight weeks at the Grand Opera House here November 30. Company had been maintained at 30 thruout the run, with four specialty dancers, a vaude act each week, 14 girls and two comics. Bills ran better than an hour and a half. No immediate future plans for the house.

Vaude Grosses

NEW YORK—Shades of prosperity have hit the Strand, and despite the inclement weather and icy streets which the other theater owners blame for bad business last week, the Strand boasted its best week since it reverted to stage shows. With Ted Lewis and revue on the stage and a strong pix, *Angels With Dirty Faces*, the box-office take was around \$53,000. Radio City Music Hall had its first good week in a month, grossing \$96,000 with the *Cowboy and the Lady* on the screen and regular stage revue in addition to Rolf Holbein and Art Frank.

The second week of Larry Clinton's *Ork and Arkansas Traveler* at the Paramount accounted for only \$28,000.

Cross and Dunn and Jack Denny's *Ork at Loew's State*, in addition to *If I Were King*, brought the house gross to \$26,000.

The Roxy, in its second week of *Submarine Patrol* and Loretta Lee, Johnny Burke and the Condos Brothers on the stage, did a weak \$25,000.

CHICAGO.—A poor week compared to the Thanksgiving session. Chicago failed to draw the women with Warner's *Angels With Dirty Faces* and the Clyde Lucas Band unit on the stage. Scooped up only a fair \$32,000 but held the picture another week, figuring that a new stage bill headed by the femme drawer John Boles may improve the set-up. Dizzy Dean was a b.-o. disappointment at the Palace, house winding up with a frail \$13,000. Despite some good flesh support and Warner's *Hard To Get* on the screen, the heavy billing given Dean focused the interest of the baseball fans only, and they are at their enthusiastic low at this time of year. Oriental, with Sims and Bailey on stage and Paramount's *Road to Reno*, repeated with another good \$17,000.

WASHINGTON—Capitol, with Harriet Hctor and Johnny Perkins on the stage, along with *The Shining Hour*, grossed \$21,000. \$5,000 better than average.

PITTSBURGH—Horace Heidt's Band at the Stanley with *The Mad Miss Manton* had a take of \$31,000—just \$10,000 above normal business.

CLEVELAND—Gypsy Rose Lee's unit helped keep the house at even keel by drawing \$15,500 at the Palace with ordinary pix, *Girls School*.

CINCINNATI—Shubert's *Battle of the Bands*, including Don Bestor and Clyde McCoy, accounted for \$15,600. Average is \$12,000. Pix was *Affairs of Annabelle*.

MILWAUKEE—Riverside grossed an average \$4,500 with Grace Barrie and revue along with *Dark Rapture*.

MINNEAPOLIS—Orpheum, with Hal Kemp and ork in conjunction with *I Am the Law*, grossed more than four times the average with \$18,000.

DETROIT—Fox did an average \$19,000 with *Room Service* and stage show, including Oxford Boys, Bob Ripa, Four Hollywood Co-Eds and Arlene Whitney.

LOS ANGELES—Paramount did \$5,000 better than normal with Kenny Gardner, Jimmy Edmundson and F. & M. revue, along with *If I Were King*, grossing \$23,000.

SEATTLE—Vaude bill at the Palomar, headed by Capt. Dobbie and double feature, *Shadows Over Shanghai* and *Fugitives for a Night*, did \$5,400.

MONTREAL—Loew's, with Milt Britton's Band and vaude revue and *Listen, Darling*, fell below the \$8,000 house par with but \$6,000.

PHILADELPHIA—Despite bad weather, Jan Savitt's Orchestra, with Eric Blore and Ethel Shutta, drew \$21,500 at the Earle Theater this week. Picture was *Thanks for the Memory*.

Briskman Plans N. Y. Vaude Spot

NEW YORK, Dec. 3.—Samuel Briskman, who recently operated burlesque at Werba's, Brooklyn, is taking over the Continental Theater, now running foreign language films, and will open it Christmas Eve with films, name bands and name acts. He says the policy will have nothing to do with burlesque. Briskman leaves today for Miami by

Burlesque Notes

(Communications to New York Office)

New York:

LILLI DAWN, a new stripper, singer, dancer and talker hereabouts, and for a long spell in California burly houses, opened November 25 at the Star, Brooklyn, thru Dave Cohn. . . . JOE ROSS was added to the comedian division of the People's, December 2. . . . ADRA, dancer, opened at the Republic December 2. . . . ANN VALENTINE back from a short stay on the Midwest Circuit. Unsatisfactory position on the program caused her to turn in her notice, explained Ann. . . . BABE DAVIS, held over for another week at the Star, Brooklyn, finally left December 1, as did Annette and Joan Lee. New principals December 2 were Countess Nadja and Zonia DuVal. Janeese, acro and ballet dancer, a Stanley Woolf find, left the Star December 1 to undergo a minor operation.

AUDREY ALLEN was selected to produce the Weinstock-Miami Beach show now scheduled to open December 23 at the Million-Dollar Pier. Will have eight showgirls and 16 line dancers for her chorus ideas. Jack Montgomery, of the Eltinge staff, where he was co-producer with Billy Koud, will replace Audrey at the Republic over the winter. . . . HANK HENRY, comic, turned down two offers, one for Australia and one for Florida, preferring to remain another 10 weeks at the Eltinge. . . . LOUISE ROGERS, a new strip-teaser, jumped from the Bowery (People's) to Broadway (Gaiety), opening at the latter November 25, replacing Peggy Reynolds. . . . LILLIAN KEENE, now Rattinger, former burlesquer, living in retirement in Washington Heights, wonders where Mabel Francis is in California.

Hirst Cast Changes

NEW YORK, Dec. 3.—Hirst Circuit will have additional new casts for new shows opening December 11. In Baltimore, *Joy Parade* will be principaled by Al Golden, Max Coleman, Diane Logan, Billy Ainslee, Sam Gould, Esta Alja and Leone Thurston. In Washington, *Follies of Pleasure* starts out with Jack Diamond, Walt Stanford, Harry (Shuffles) Le Van, Harry White, Earl Root, Hazel Walker, Ethel DeVoe and Doree. In Boston, *Going Gay* will be launched with Mike Sacks, Alice Kennedy, Harry (Hello Jake) Fields, Benny (Wop) Moore, Diane Johnson, Lew Petel, Ina Thomas, Jean Carroll and Sid Gold. Sunya (Smiles) Slane extra attractions December 11 and December 18 weeks in Washington and Baltimore, respectively. Ditto Cornish and Dean.

Concessioners Elect

NEW YORK, Dec. 3.—Theater Concession Managers' Association will hold an election of officers for 1939 December 12, when plans for expansion and reorganization will be taken up. Sid Kramer, secretary, is now busy with letters from out-of-town members touching on these subjects.

Murray Cohen is to shift from the Gaiety, New York, to Miami Beach, Fla. J. A. Brown, former president, takes Cohen's place at the Gaiety.

Eve Arden, Definite

BOSTON, Dec. 3.—Eve Arden, due at the Old Howard on December 5, will finally appear after being booked to play this house on three different occasions. She had refused to split billing with Ann Corio and, at another time, Margie Hart.

Arden was a chorus girl for Earl Carroll and has done nudes at the Coconut Grove and the Penthouse here.

Ina Lorraine Pinched

SAN FRANCISCO, Dec. 3.—Ina Lorraine, strip teaser at the Capitol Follies, was given a command performance in Police Court. Released on bail, but police warned management they would make an arrest every night unless show was cleaned up.

plane, returning December 12 to start rehearsals for the opening show at the Continental, which ran burlesque last year when it was called the Oriental Theater. Lease for the Continental is for two and a half years.

HINDA WASSAU threw a double-header birthday party for Alma Malben and Vicky McNeeley, co-principals, at the New Back Stage Club after the night show at the Hudson, Union City, N. J., December 2. . . . JULIA BRYAN, back from a brief stay in burly houses on the Coast, opened at the Eltinge December 2, along with Bubbles Yvonne, which relieved Dot Dabney, Dorothy Mae and Marjorie Roye. . . . PANNETTE PIPER, together with Julia Bryan, became pupils for new dance routines at the Wally Jackson studio last week. . . . HELEN WRIGHT opened and closed November 25 at the People's. . . . MARGIE LEE, for her Eltinge stay, had her billing changed to the single moniker Steffie, which, she says, is short for Stephany, her dad's name. . . . MIKE AZZARA, ork leader, alternating with Sammie Kurtz in the Triboro pit.

ANN CORIO is deep in books on philosophy and plans to take up a course on that subject at Columbia University at the close of the season. . . . LILLIAN DIXON, after her fortnight at the Star, Brooklyn, moved to the Howard, Boston, to fill an extra attraction engagement. . . . AI-LING FOO was with a unit that played Fay's, Philly, recently. . . . HARRY MORRISSEY, former straight man on the big wheels and later in vaude, is now treasurer of the Empire, Newark. . . . FLOSSIE DEVERE, ex-burly ingenue lead, is now a buyer in a local department store. UNO.

Chicago:

MILT SCHUSTER was in Detroit Monday to attend another Midwest circuit meeting. He placed Lew Fine into the State, Seattle, for an indefinite engagement. . . . BOBBY PEGRIM, former producer at the Gaiety, Minneapolis, is in town with a line of girls. . . . TWO CLOSINGS in Ohio last week, the Palace, Youngstown, and Grand, Canton. . . . HARRY JACKSON and Dorothy Sevier open for the Midwest Circuit at the Casino, Toronto, Friday.

From All Around:

ALBERT G. (BOZO) BAUGH, well known in burly circles, scribbles that he's now in Miami for his third straight winter and that he's keeping busy these days showing Harry Noey and Bob Pardue, Tanya's ex-hubby, the wilds of South Florida. . . . FRANK AND GOODIE NALDI are in Miami preparing for another Minsky season there. . . . JULES LAPORTE, former burly straight, now working as assistant manager of a Cincinnati ready-to-wear shop, is readying a mental turn for a return to show business, via the night clubs, next March.

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Magic

By BILL SACHS
(Communications to Cincinnati Office)

MILBOURNE CHRISTOPHER, still on tour with Glen Gray's Casa Loma Band, typewrites from Akron, O.: "Saw final proofs of *Greater Magic* at Carl Jones' home in Minneapolis; attended a party given by Jerry Furman in Indianapolis and visited Horace Marshall here. Also enjoyed several sessions with Dean Longfellow, who also ties knots in ropes. From here to Youngstown, O.; then Hartford, Conn., and then three weeks at the New York Paramount." . . . L. O. GUNN, who presents magic with a bang out California way, did his stuff at the Desert Inn, Palm Springs, Calif.. Thanksgiving night and succeeded in having Shirley Temple assist him in one of his stunts. . . . WESLEY WHITEHOUSE has been held for a second week at Webster Hall, Detroit hostelry. . . . DANNY DEW spent a few hours in Cincy last week, en route to his home in Pueblo, Colo., where his wife, recently stricken ill, will recuperate for several weeks. In a phone call to the magic desk Danny related that schools in New York State gave him satisfactory fall business. . . . BEN CHAVEZ and Dolores are appearing at the Capitol Theater, Atlanta, December 4-10 with the *Shanghai Nights* unit. . . . HASKELL has left Los Angeles for New Orleans, where he's set to play the Hotel Roosevelt. . . . BERT GUSTAFSON, Windy City magish now sojourning in Los Angeles, will stop off in San Francisco for a visit with the boys before returning to Chi. . . . THEODORE ANNE-MANN, magician and editor of *The Sphinx*, played the Buffalo Auto Show November 12-19 with his mental magic and psychic experiments. . . . DON SHERWOOD, after completing an extended engagement at McVan's, Buffalo nitery, has moved over to the Cafe Madrid in the same village. . . . DECLEO is playing schools and Legion halls thru Central and Southern Ohio, piloted by Jack Gamble. . . . EMERICO postals from Modesto, Calif., that he's still doing okeh in high schools out that way, but that competition is great, what, with Brush, McGill and Francisco playing the same section with their mystery units. . . . NATIONAL MAGIC CO.'S latest catalog supplement No. 4 carries a swell line of items for night club magi or emsees.

HARDEEN has just concluded his first 10 weeks with Olsen and Johnson's Broadway hit, *Hellzapoppin'*, which recently moved from the 46th Street Theater, New York, to the Winter Garden there. Hardeen says he's getting lots of laughs out of magic without resorting to exposures. . . . AL PAGE and the missus were visitors at the magic desk last week while in Cincy to visit the latter's parents and to play a single date at the Strand, Cincinnati, last Saturday (3). They leave this week for Rome, Ga., to begin on a string of dates for the Lamb circuit of theaters. They will remain south all winter, returning to the Middle West in the spring. The Pages have just concluded club and theater bookings thru Ohio for Ernie Creech, of the Sun office, and report a successful season. They are still raving over the fine treat accorded them recently during their engagement at the VFW Club,

Columbus, O., by Joe Partell, ex-trouper and now manager and emcee at that spot. . . . AL DELAGE and Shirley are in their fourth week at Phil Amigone's Chez Ami, Buffalo, where Al is also doubling as emcee. . . . PIERCE THE MAGICIAN recently put on a show for the lads at Boys Town, Neb., and succeeded in cracking *The Boys Town News* with a crackerjack story. He had as guests there John Booth, Huntington the Magician and wife and Mr. and Mrs. Tracy, of Sioux City, Ia. Pierce has just finished a tour of the Dakotas and Nebraska and has invaded Iowa. He closes in Missouri December 20 for a holiday vacation and begins a Western tour early in January, winding up on the Coast around March 1. Charles K. Lake is setting the dates for him. . . . JOSEPH P. SCHAD'S (Great Zadok) new five-people magic-mental unit is heading for the Eastern States after concluding a three-week stand in the Rathskeller of the Hotel Madison, Jefferson City, Mo. With Schad in the turn are Jeanne LaMarr, Andrea LaMarr, Baby LeRoy Schad and Carl Schaffart. G. W. Shaw is handling the advance. Company will play halls, schools and theaters. . . . COMPEERS CHUTE, Badley, Eifert, Ross, Scott, Leroy and Bremner, of the St. Louis Ring No. 1, IBM, recently entertained the kiddies of the Webster Grove, Mo., orphans' home. . . . MEL-ROY (W. W. Holley) is jumping up and down in Paris, Tex., these days, overjoyed at the arrival of a 10-pound son there December 2. That gives the Holleys a millionaire's choice—a boy and a girl. Congratulations, Ma and Pa Holley.

SUGAR'S DOMINO

(Continued from page 4)

progress depends in part on the willingness of exhibitors to face facts and agree finally that they cannot get anywhere depending solely on Hollywood's product. Also to be considered is the stupidity and treachery on the part of union officials towards the men who depend on them for their economic salvation. Every showman can tell stories galore of experiences in various situations with unions; experiences that in many cases have turned showmen against living attractions for the rest of their lives. The international bodies can and must assert themselves towards the end of forcing certain locals to be more co-operative and reasonable in their attitude towards theater men sincerely interested in reviving stage policies. We can safely predict that next year at this time the

living stage will be enjoying its greatest era of prosperity since 1930 if in the meantime the various unions involved in the amusement picture adopt the constructive policy of live and let live.

BROADWAY BEAT

(Continued from page 5)

prevention, confides that she'd rather be collecting money for the German refugees; it's a more popular issue at the moment, she says. . . . Mr. Spelvin is glad that Christmas is coming—he can now watch the electric trains in the store windows.

BRATTLEBORO FLOPS

(Continued from page 5)

back to his true love, deep-sea fishing, leaving the romantic angles of the play, vaguely built up thru the three stanzas, totally unresolved.

A set of personable performers, several of whom have appeared in former Brattleboro productions, walks thru the script's slight ramifications pleasantly and capably. G. Albert Smith flavors his delineation of the fisherman-art dealer with a bit too much coyness in spots, which may be quibbling in the face of a generally attractive performance. Millicent Green is forthright in a poorly written part; Araby Childs and Frank Downing do all that's asked of them, and sepia Jimmy Wright turns in the most amusing playing as a garrulous, slightly unorthodox domestic. Houseley Stevens Jr., who was so splendid in the lead of *Popomack*, makes the most of a one-dimensional character bit.

Hans von Twardowski apparently directed the production while munching on sandwiches with his feet on the back of the orchestra seat ahead. It is a tribute to the cast that it makes as much of the play as it does against the odds of such aimless, lackluster staging. Albert E. Ward Jr. contributed two settings, one fair, the other something less than that.

The only possible reason for the production of an *If You Get It, Do You Want It?* by a company capable of a job like last season's surrealist and superior entertainment seems to be that one of its authors, Becker, is on the group's executive board and holds down the position of production manager. Otherwise it's a waste of the Brattleboro's money and the audiences' time. Remembering *The Man Who Ate the Popomack*, it's little short of criminal. *Daniel Richman.*

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

GEORGE GREENE postals from Sioux City, Ia., that he has been there since the close of the Charlie Hayden show there recently, as working conditions are pretty good. George also reports that Vivian Branch and Charley Smalley are in town, and that they won first prize in a local jifferbug contest recently.

A POSTAL CARD signed "Walkathon Admirers" received at the endurance desk last week reads: "Just a note to ask for a line on Red or Rusty Walters. Where is he now? We think he is the best spoon player in the walkathon business. We also hear he has had offers to play in bands. Lots of luck, Rusty." Well, Rusty, how about a little follow-up to this?

GINGER COLEMAN pens from New York that Johnnie Martin is recovering from a severe back injury sustained when he fell from an eight-foot ladder recently. The cast has been removed and Johnnie will be able to enter the field again soon, she writes. Ginger says she would like to read a line here on Mickey Thayer and Bernie Corbin.

WE HAVE REPEATEDLY explained that if you want to communicate with your friends you should write them in care of *The Billboard*, 25 Opera place, Cincinnati. Your letter will be advertised in the Letter List and forwarded when an address is received. This service is rendered free.

HARRY SMYTH postals from Hollywood, where he has been vacationing for the past six weeks, that he is having a great time and has seen quite a few walkathon people around the picture city. "I have been heat judge for Young-

blood's show for the past few years and was sure sorry to read of the blow-down in Centralia, Ill., recently," says Harry.

PORKY JACOBS, out of the endurance field for the past five months, letters from Long Beach, Calif., where he has been resting, hunting and fishing, that he is in fine fettle and ready for another good show.

One Year Ago

KENNY VIDELO was left ill and stranded in Baltimore. . . . CHARLIE KAY was working night spots in Philly. . . . BOBBY MADISON and Ruth Pruitt, ex-walker, were newlyweds. . . . BILL OWENS was in New Porterville (Calif.) Hospital recuperating, having injured his back, which he broke several years ago. . . . IRVIN J. WALTERS resting in St. Louis, waiting for a show to open in that territory. . . . JACKIE LEONARD was laying over in Peoria, Ill., after winding up with a show there. . . . LUMAN AND FLORENCE BEEDE were back in Hollywood, Fla., for their third consecutive season. . . . EARL EDWIN (TINY) SCHILLINGER died of a heart attack in his room in a Peoria, Ill., hotel. . . . "CHUCK" ARCHER, Jackie Fields and Jimmy Mason were working night clubs in Miami, waiting for a new show to open. . . . GEORGE RUTY'S walkie in Baltimore was in its final stages. . . . GEORGE W. PUGHE'S Derbyshow got under way in Dallas October 28. JIMMIE HORAN, who had just finished in the prize money at the Topeka, Kan., show with Betty Hanley, jumped home to Minneapolis to remain until Christmas. . . . EDDIE BEGLEY returned to New York after winding up with the George L. Ruty show in Baltimore.

Minstrelsy

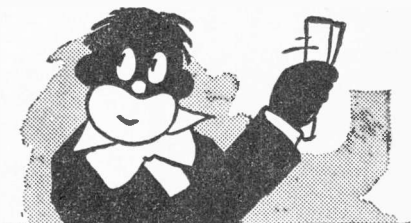
By BOB EMMET
(Cincinnati Office)

FORMER MINSTREL STARS, including John Cartmel, Bill Church and Ray Zirkel, of the old Al G. Field show, were featured in *A Night of Knights*, presented by Aladdin Shrine Temple, Columbus, O., recently. Zirkel directed the production.

KENNETH DOC HAINES, on the WPA show in Syracuse, N. Y., writes: "A number of us troupers are located on the Federal Theater vaudeville project here, including Marty Lynch, juggler; Eddie Bolton, acrobat and comedian; Roy Elwood, ventriloquist; Will Goodall, Ralph Ellis and myself. We have a fine show of 30 people under the direction of Lester Al Smith, ex-dramatic and vaude man. Have a fine orchestra of nine men under leadership of Carl Crist, who had his own band in years past around Boston and the South. Carl keeps the band in top form. We also have a fine line of girls who have a good routine."

GEORGE R. GUY, dean of minstrels, advises, in an answer to a recent letter, that he doesn't know the present whereabouts of his brother, Arthur, a matter that has baffled minstrel lads for some time, inasmuch as Arthur was reported to have died more than a year ago, a report which has been denied on several occasions in recent months. Writing from his home in Springfield, Mass., under date of November 29, George R. Guy writes: "I am sorry I can't give you any information about my brother, Arthur, as we have not heard from him for a long time. His wife sent us word some few years ago, saying he was ill and that he was residing in a town or on a farm outside of Chicago. That was the last we heard of him or his family. We hope he is alive and in good health. He is the youngest of the six Guy Brothers. I, at 84, am the oldest, with a record of 72 years on the stage in this country and abroad."

JOHN H. JERNIGAN, formerly of the Strates and the Clyde United shows, postals that he's organizing a minstrel troupe to tour the South in 1939. Jernigan, who is known professionally as Rastus Jenkin, says the outfit, which will travel as a two-nighter under the label of John H. Jernigan's Famous Minstrel Show, is now in rehearsal in Suffolk, Va.



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Ted North Players Will Work Kansas Circle After Xmas

ARKANSAS CITY, Kan., Dec. 3.—Ted North Players, feature attraction at the Fifth Avenue Theater here for the past three weeks, will close tonight for a pre-Christmas holiday. Troupe will reopen December 26 to play a circle of Kansas theaters, the majority of which are located between here and Topeka.

North will be out again under canvas when the bluebirds sing, but it is understood he will not play his regular Kansas route next season, as plans have been made to play a stock engagement in one of the larger Kansas cities, the name of which was not made known.

Besides Manager North, cast for the circle will include Foy Witherspoon, Arthur Kelly, Ann Kelly, Virginia Cullen, Frank Chiddix, Barney Wolfe, Marie Peters and Ethel Regan.

Heffner-Vinson Hi-Lites

MILLEN, Ga., Dec. 3.—A sudden drop in temperature had us all wondering if it's true what they say about Dixie. Coke heaters, installed the past week, added much to comfort of patrons and cast as well.

Unusual sight was the entire company in a cafe together at Vienna, Ga., for a bounteous Turkey Day spread.

Jack Wardlaw and orchestra were visitors here, catching the show on a night off because of a booking mix-up. Wardlaw has 16 people and plenty of flash with his new sleeper-trailer.

Soperton, Dublin and Wadley, Ga., new towns for us, were all good in spite of the cold wave. Overcoats were dug out of the moth balls this week. Herman (Kambone) Lewis and the writer springing for new bennys.

The Rhythm Boys, with Ralph Herbert directing, played for local rug cutters at the Soperton, Ga., Legion clubhouse this week.

Mayor Peacock of Wadley, Ga., who hadn't seen a show in 30 years, came out to see the "peer of them all" and was loud in his praise of the cleanliness and entertainment of the show.

Writer enjoyed a visit at Dublin, Ga., with W. M. Harrison, editor of *The Dublin Courier* and also a magic fan. Harrison is a member of the Society of American Magicians.

It is rumored that the show is returning to Florida after our frigid sojourn in Georgia, which is welcome news.

AL PITCAITHLEY.

Rotnour Biz Ahead of '37

RICHMOND, Ill., Dec. 3.—J. B. Rotnour Players are in their ninth week of their ninth consecutive season of circle stock in Illinois. This season's route is practically the same as that played by the company in 1929. Business is reported as considerably better than last year. J. B. Rotnour directs the show's destinies from headquarters here. Cast includes Jimmie Lawler, Bob Gentry, Cliff Rainer, Al Unruh, John Henry Adams, Mary Wellman, Claire Louise Bjkerger and Dorothy LaVerne.

FOR SALE BILLROY'S COMEDIANS TITLE AND ENTIRE EQUIPMENT.

Positively the finest equipped Tent Show in America and (for the amount invested) the greatest money-making theatrical enterprise on the road! \$25,000 cash necessary to handle, balance easy. Reason for selling: Have interests in Miami that will devote my full time this summer. Entire expenditure should be returned coming season, as show has a great route. This is a real outfit and all Trucks, Light Plants, 100x120 Top, etc., stored and may be seen at Saunders Warehouse, Valdosta, Ga. Address: BILLY WEHLE, 1529 S. W. 16th St., Miami, Fla. Phone 3-7512.

SHORT CAST PLAYS FOR LEASE

Tab and full length versions for repertoire and circle stock. Send for list and state how your cast is framed and what territory you play.
JOHN LAWRENCE, Worthington, Ind.

Rep Ripples

FRANK (RED) FLETCHER, the past season co-owner with Ollie Hamilton of the tent show bearing the latter's name, went to his home in San Antonio at the conclusion of the season recently. He's at present papering his house there and plans to remain in San Antonio for at least a fortnight. After the close of the Hamilton Comedians' season Red visited a flock of tent shows from the Carolinas to Texas. . . . THE MAYOS, Ernest and Mae, are promoting amateur nights in Maine towns under auspices. . . . GORDON MYATT is trying to arrange a circle of towns for a small cast, with Brockton, Mass., as headquarters. . . . LEWIS (RED) MACK, former tab show tycoon and who also appeared for years in rep, was in Cincinnati last week renewing acquaintances and gathering talent for his new company, which began a stock engagement at the Westland Theater, Portsmouth, O., December 4. Troupe is presenting two bills a week. . . . WE DON'T KNOW know to whom we're indebted for that swell sack of pecans received recently, there being no marks on the tag to identify the sender. At any rate we're highly appreciative of the thoughtfulness. . . . JOSEPHINE BRYANT has returned to Cincinnati after a visit with her homerolks in Logansport, Ind. . . . DICK HENNESSEY, of Springfield, Mass.—How about dropping a line to your sister, Nellie, in care of *The Billboard*, Cincinnati? She's worried about your welfare.

JERRY AND MARVEL DEAN, now out of the field, are conducting an antique shop in Kansas City, Kan. . . . HERBERT WALTERS' Comedians concluded a long tent season in Oklahoma last week. The troupe will not circle this winter as heretofore. Walters, accompanied by Mr. and Mrs. Ross McKay, will motor to California for a vacation. . . . CORINNE McDONALD has terminated her engagement with the Kirkman Players, circling in Kansas. . . . MRS. EDGAR JONES visited friends and relatives in Kansas City, Mo., last week. Edgar Jones, who formerly headed his own show in Midwest territory, is now manager of a movie theater in Southern Illinois. . . . BUSH BURRICHTER and Trislie Maskew have joined Denny's Comedians in Colorado. . . . HARRISON AND LOUISE AULGER are spending the winter at Tucson, Ariz. . . . DON NULL is reported to be opening a one-nighter in Texas soon. *Texas Ranger* will be the bill, and a cowboy band will be featured. . . . L. M. GILBERT, who recently closed the season with Henry L. Brunk's Comedians, was seen on the Kansas City, Mo., rialto last week. . . . THE WOLFE TWINS have terminated their engagement with Jack Winston's revue and are now playing night spots in Oklahoma. . . . MILES LITTLE circle, which played a loop of Missouri spots for the past two months, has closed, but definitely this time. . . . CRESTON WRIGHT, former "chief choker" with the Town Hall Players in Kansas City, Mo., has accepted a commercial position there. . . . DAVIS-BRUNK COMEDIANS, management of L. P. Davis, recently closed a 35-week canvas season at Hope, Ark. . . . FRANK JONES and Dorothea Roberts have joined Harry Dunbar's Comedians in Western Kansas. . . . BRIGGS-DARLING Rotary Stock opened last week on a Texas circle with Corrigan as the bass town. . . . OLLIE AND LUCELIA LOCKTEE are in California, where they will sign with the Fred Jennings Players. . . . JIMMY WARREN is scheduled to open a stock engagement at Lawton, Okla., soqn.

MR. AND MRS. J. RICHMOND ROY, after three months of continuous showing in Michigan with their educational feature, have journeyed to Arkansas for the winter to play return dates. . . . MONROE HOPKINS PLAYERS, after many months under canvas in Dallas, have moved to Houston, where they are slated to open this week. Hila Morgan is said to have assumed the management.

. . . JACKIE AND ELSIE LOWRY closed with the Ted North Players last week. . . . MR. AND MRS. RALPH BRAY, who recently closed their Montana circle, sojourned briefly in Kansas City, Mo., last week, en route to Florida for the winter. They were accompanied by their two children. . . . FRED TWYMAN, former manager of the Hazel Hurd Players and now out of the biz, was recently elected sheriff of Kingman County, Kansas, by a majority of one vote. . . . GIL JENSEN PLAYERS, who have been showing North Dakota for the past year, have moved to Aberdeen, S. D., to work a circle out of there for the winter. . . . GLENN MORRIS recently joined the J. B. Rotnour Players, now circling thru Illinois. . . . E. R. MISNER PLAYERS, after 12 weeks in the Dakotas, are slated to return south soon. . . . GLENN BRUNK'S COMEDIANS closed their long season under canvas in Texas last week. . . . NEAL HELVEY, of the Morgan-Helvey Players, and Jimmie Martin are playing night spots in Miami, Fla. . . . HUGH PHILPUT was spotted in Kansas City, Mo., last week after closing with Henry Brunk's Comedians. . . . CHARLES WHITCHURCH Players are circling in Northern Missouri, with New Hampton as base town.

ROBERT VAN BUREN is lining up a set of new towns for his seven-people circle operating out of Detroit. . . . ROSCOE (NIG) ALLEN'S six-people rotary is rehearsing new bills for its Kansas whirligig, working out of Dodge City. . . . NORMA GINNIVAN is at her home in Dayton, O., superintending the re-vamping of her tent show paraphernalia preparatory to an early spring opening. . . . HARRY MARBLE is booking a circle of towns within close radius of Philadelphia. He'll use a cast of four and three. . . . CASFORD PLAYERS are appearing under auspices in New England with the following cast: Edith DeBold, Jean Ancona, Emry Heaton, Mack Allyn and Lee Young. . . . MR. AND MRS. K. W. LEMON, after winding up a 45-week season with Henry L. Brunk's Comedians, are visiting for a few days in Belleville, Ill., en route to their home in Allen, Mich. This was their third season with the Brunk outfit. . . . THE McBRIDES (Pat, Myra and Sonny), late of the Winnipeg Players, have a small trick working halls and schools in British Columbia. . . . MARY DEMILLE, who recently journeyed to Arkansas to visit her mother, has returned to Kansas City, Mo., to resume her duties as orchestra leader in one of the night spots. She was formerly with Hila Morgan. . . . BRADFORD CRANDALL, character man, has been drafted into the cast of *Judgement Day*, current at the Resident Theater, Kansas City, Mo. . . . ORION MARR and Dorothea Holt are terminating their engagement with the Smith-Lathey Players, looping it in Texas. . . . MARY AND JIMMIE BURKE recently joined the Orpheum Players, trouping Kentucky towns. . . . MR. AND MRS. ABE LOWDER were in Kansas City, Mo., last week en route to Western Kansas to join Harry Dunbar's Comedians. . . . MR. AND MRS. DICK CALDWELL, with Christy Obrecht Players the past season, are visiting friends and relatives in Indiana.

ERNEST BRADY'S Lyceum Players are making halls and schools thru Maine under auspices. . . . BUDDY CANNON, of Cannon's Comedians, is currently beating the hides with Bob Schepler's Ork at the Casa Grande, Cincinnati nity. . . . JAMES McDUGALD PERGUSON is still taking things easy at his sister's home in Louisville. . . . KEN MCINTYRE, for the last nine seasons with Cannon's Comedians under canvas, is now a government engineer on Lock 11 at Morgantown, W. Va., a position he held years ago prior to joining up with the Cannon troupe. . . . JACK LATHAM, former minstrel and later director and character man with such reps as Sadler, Brunk and Kell, is now night bartender at the Colonial Inn Grill, Port Jervis, N. Y. . . . LUCIUS JENKINS, veteran trouser now engaged in the trailer camp biz at Tifton, Ga., writes under date of November 30: "Today my mind is wandering back to the good old days of 1911-12-13. I am wondering how many of my trouser friends of those days are still with us and how many have answered The Final Curtain. Some of those I am thinking of at the moment are Sam Parks, Frank Maddox, Edna Edwards, Norman Fields, Marian Bell, Max Bagley, Thomas (Fud) Dean, Charles Mack, Harvey Holland, Bill Suanzo, Carl Kennedy, E. W. Marsh, Bill and Lottie Chagnon, Mrs. Ed C. Nutt, Otho Wright, Carl and Kennedy Swain, Captain and Mrs. W. I. Swain, Tim Lester, Bert Heddon, Mr. and Mrs. Harry Bulmer, Pete

Brunk's Comedians End 45-Week Tour

WICHITA, Kan., Dec. 3.—Henry L. Brunk's Comedians packed away their big top in Texas, November 23, after a good season of 45 weeks. The tour was climaxed by a Thanksgiving dinner for the entire company given by the management. Only one change was made in the company during the past season.

After closing the various show members went their respective ways. "Klink" Lemmons and wife, Frances, went to their farm in Michigan; Herman Munden, to Dallas; Dee Dee Forrester, to Tennessee; Lloyd Gilbert, to Indiana; Mercedes Rey, to Kansas City, Mo., and Helen Travis journeyed to California to join Tex Ritter in pictures there. Buddy Brown struck out for the Arkansas mountains on a hunting spree; Walter and Ruby Pruitt jumped to Missouri; Ruth Clark, to Kansas; Hugh Philput, to Fredonia, Kan.; Chuck Moore, to Dallas, and Wayne Patterson, to Vermont. Henry and Charles Brunk, owner-manager and agent, respectively, will locate in Wichita for the winter.

The top, a 70x150, was handled by Chuck Moore and four assistants.

Jimmy Ogle Tent Show Moves Into Quarters

MOBILE, Ala., Dec. 3.—The Jimmy Ogle Tent Show, which closed a satisfactory season of 34 weeks, has stored its equipment in winter quarters in Tullahoma, Tenn. Only one change was made in the Ogle line-up during the season, Mabel and Cliff Malcom replacing Ray and Lorene Lamb.

Roster at the close included Jimmie Ogle, comedy; Robert Anderson, leads; Cliff Malcom, heavies; Maurice LaTier, characters; Harry LaTier, juve; Mary Ogle, leads; Mabel Clifford, characters, and Harriett LaTier, ingenue. A working crew of four men and a five-piece orchestra were also carried.

The Ogles are residing in Mobile at present, where they figure to spend a couple of months hunting and fishing before returning to Tullahoma to prepare for the spring opening.

Van Arnam Notes

OPA LOCKA, Fla., Dec. 3.—The last week ran true to form of the 1938 season. First four days gave nice weather and fair business; Friday we were nearly frozen out in Pahokee, Fla., and Saturday we were rained out in Pompano, Fla., our closing stand.

We are back in Opa Locka in winter quarters. Wingy Sanders and his crew did a fine job and the tent is put away high and dry.

Joe Witherstine, Clarence Reed and Wingy Sanders will remain in winter quarters, while the entire tent show cast, with six additional people, make up the stage unit that opened yesterday for a four-day run at the Paramount-Flagler Theater, Miami.

We have been visited by Mr. and Mrs. Bill Ketrow, Frank Ketrow and Bob Ketrow and wife since we arrived. They all live near us in Opa Locka. Bill Ketrow has several pieces of real estate in Miami.

BILLY O'BRIEN.

and Andrew Paoli, Nick Caloa, Wesley Marshall, Mr. and Mrs. Gabe Pence, "Speck" Leach, Mrs. Sam Hunter, Dolly and Leon Phillips, Billy Van, Layman Rice, the Wolf Twins, Everett Evans, Hi Washburn, Boyd Holloway, Lew Childre, Pullen Brothers, Harry Armstrong, Felix Alcantara, Carl Milone, "Big Boy" Garrett, Jake Olsen, Ed and Pauline Reno, the McNally Family, Frank Cannon and Earl Waltz. Why not shoot in a line to the rep column and let your friends know if you're still among the living."

HOLLYWOOD TO

(Continued from page 19)

their confab last week, agreed that the club was doing enough business to warrant its continued existence but that costs must be pruned radically. They felt the cost of talent was excessive and that would be the first slash on the budget. Other items that will be cut, they say, will be the kitchen help.

The creditors have not been in entire accord with the way things have been handled at the Midnight Sun and after an inventory was made urged tighter supervision. They agreed that the liquor bill, which is said to be outstanding the longest, would be the first to be paid.

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The Final Curtain

ALCORN—Earl V., 50, well-known Atlanta musician, November 26 at his home in that city after a brief illness. He was a graduate of the Dana Institute of Music, Warren, O., and had been connected with several Atlanta musical concerns. Survived by a sister. Services November 28, with burial in Greenwood Cemetery, Atlanta.

ALEXANDER—Scott, 76, in Sydney, Australia, early in November. He had been on the stage for some 50 years. One of his last professional appearances in Sydney was with Muriel Starr some years ago. For the last few years he conducted the Kursaal Theater with amateur players and two weeks before his death had opened his new Kursaal Theater in North Sydney.

ALLEN—Charlie, violinist and for nine years orchestra leader at Keith's Theater, Toledo, when vaudeville was in its heyday, in Knoxville, Tenn., recently. Following his Toledo engagement he directed orchestras in several vaude houses in Detroit.

AUG — Edna, 60, former vaudeville monologist, found dead at Willow, an artists' colony near Kingston, N. Y., December 1. Death attributed to peritonitis. She was born in Cincinnati and toured many countries of Europe as well as principal cities on this side as a monologist.

BABCOCK—Inez, 61, mother of Carl N. Babcock, musician and quartet singer, for many years with the John R. Van Arnem attractions, at her home in Batavia, N. Y., November 21. Besides her son she is survived by two daughters, Mrs. Jessie Scott and Mrs. Ken Scott. Burial in Sidney, N. Y., November 23.

BLACK—Mrs. C. W., who with her husband owned and operated the Black Show Print Co., Thayer, Mo., there November 25.

BLESCH—Francis T., 77, for years a department superintendent of the Brown County Fair and prominent business man and civic leader, November 27 at his home in Green Bay, Wis. Survived by his widow, a sister and brother.

BLOOMER—Charles, 63, retired actor, at his home in Baldwin, L. I., November 29. He appeared in *A Man of the World*, *The Bonnie Briar Bush*, and *Josephine, Empress of the French*. Interment in the Catholic Actors' Guild plot in Calvary Cemetery, New York.

BRADLEY—R. S. (Whip Jim), November 21 in Waco, Tex. Burial in Mt. Olivet Cemetery, Ft. Worth, Tex., with military honors. Survived by his widow and four children.

FAUBERT—Mrs. Marie J., 77, mother of William E. DeLorey, traveling showman, in Atlantic City Hospital November 27 after a long illness. Interment in Pleasantville Cemetery, Pleasantville, N. J., November 30.

FAUST—Hugh D., 60, for the past 25 years executive director of Tennessee Valley Agricultural and Industrial Fair, Knoxville, Tenn., November 25 in Fort Sanders Hospital in that city following amputation of a leg because of an infection. He had been in the hospital six weeks. A good organizer, he was credited

Bernard M. L. Ernst

Bernard M. L. Ernst, 59, retired president of the Society of American Magicians and in private life an attorney specializing in the fight for legal rights for magicians, died at his home in New York recently after several years of ill health.

Ernst succeeded Harry Houdini in 1926 as president of the Society of American Magicians and continued in office until 1936. He became honorary life president after that. As head of the Society he led a drive in 1931 to control the operations of mediums, fortune tellers and astrologers in New York. He also assisted professionals in working out a rigid code of ethics to prevent pirating of tricks. He owned Houdini's private papers and correspondence and was co-author of *Houdini's Magic and Houdini's Diaries*.

A native of Uniontown, Ala., he studied at College of the City of New York and at Columbia, where he received his Bachelor of Laws degree. Member of many prominent social organizations, he was also a member of the American Society of Psychic Research, the National Vaudeville Artists' Association, the International Brotherhood of Magicians, the International Magic Circle and had been a vice-president of the Magic Club of London.

Survived by his widow, two daughters, a son, a brother and a sister.

with having put the fair on a paying basis and specialized in entertainment features, personally supervising concessions and contracting for midway and free attractions. Following failure of Appalachian Exposition in 1913, he and some associates decided to continue the event as a fair and in 1914 he became secretary of the present-day fair, then known as East Tennessee Division Fair. When the fair was not in progress he supervised rides and concessions in Chillowee Park, Knoxville. Early in his career he operated an insurance firm in Knoxville and at one time served a term in the Legislature. Survived by his widow, Frances R.; two sons, Hugh D. Jr., Knoxville, and Charles, Bluefield, W. Va.; a brother, Charles L., and two sisters, Elizabeth Mae and Mrs. Stuart Pettijohn, all of Indian Springs, Tenn. Services from Mann Funeral Home and interment in Highland Memorial Cemetery, Knoxville, November 27.

GALLAGHER — Charles Frederick, executive officer of Toronto Lodge No. 58, IATSE, and Toronto Lodge No. 11, Theatrical Mutual Association, suddenly at his home in that city November 21. For years he was on the road with the *Way Down East* show, later returning to Toronto as stage carpenter with the Ed Robbins and Percy Haswell repertoire company. At the time of death he was connected with Loew's downtown theater, Toronto.

GASSER—Eugene, 63, retired night club and hotel manager, November 25 in the University Hospital, Ann Arbor, Mich., after an illness of six weeks. Gasser was formerly manager of Blossom Heath and Cafe Frontenac, Detroit, and at one time was associated with the Hotel Statler there. Survived by a son, Eugene A.; two brothers, Oscar, and Christ, and a sister, Mrs. E. Schwebel. Burial in Grand Lawn Cemetery, Detroit.

GEISLER—Mrs. Lillian M., 45, pianist and member of the staff of the George Geisler School of Dancing, Cincinnati, in Deaconess Hospital, that city, November 30 after a brief illness. Survived by her son, George; two brothers and a sister. Services December 3, with burial in Evergreen Cemetery, Cincinnati.

GETTYS—Victor D., 39, radio expert, November 25 in a Youngstown, O., hospital of pneumonia. In 1926 he was employed at Station WKBN there, and in 1930 he installed the police radio station WPDG there and was chief engineer of that station at the time of his death. Services and burial in Youngstown.

GOLDEN—Michael (Mike), well-known West Coast showman and former owner of Golden Bros.' Circus, November 25 in Glendale (Calif.) Sanatorium after a lingering illness, as briefly mentioned in last week's issue. Services November 28 from the Graham Isbell Funeral Home. Pallbearers from Pacific Coast Showmen's Association were Ralph Clawson, Steve Henry, Pat Armstrong, Milt Runkle, Jack Bigelow and Ted LeFors. Interment in Inglewood (Calif.) Cemetery. Runkle read the PCSA ritual at the burial services.

GOODWIN — Edward Joseph (Peanuts), formerly of the team of the Dancing Goodwins, who played with many repertoire shows and until recently with the Goodwin Tate-Lax Show, of a heart attack November 27 in Crystal City, Tex.

INCE—Richard, 23, son of the motion picture producer Thomas H. Ince, at Oakland, Calif., Speedway November 27. He was a movie stunt rider and was fatally injured during the running of the feature event at the speedway. Survived by his widow, Barbara; his mother and two brothers, Thomas and Dr. William Ince. Services in Los Angeles.

KETTER—Robert, for many years a concessioner on the West Coast, November 23 at his home in Venice, Calif. Burial in National Cemetery, Sawtelle, Calif., November 28.

McCLELLAN—Roy W., 51, former Hollywood talent scout, newspaper and publicity man, a suicide by gas asphyxiation at his home in Dallas December 1. McClellan had worked on newspapers in Nashville and Memphis.

MACCHAROLI—William J., 52, stagehand for the old Poli Circuit in Bridgeport, Conn., for 30 years, of a heart attack in that city November 26. He was a brother of Dom Maccharoli, stage electrician at the Loew-Majestic Theater there.

MORRISON—G. Elliott, 40, vice-president of the New York State Hotel Association and on the hotel advisory com-

mittee of the World's Fair, at his home in Sayville, L. I., November 30. Surviving are his widow, a son, a daughter, his mother and a sister.

PAINED—Richard, 80, noted musician and first director of the Litchfield (Conn.) Choral Union, in that city November 28 after a brief illness.

PETERS—William Frederick, 67, musical composer for radio and screen, in Englewood Hospital, Englewood, N. J., December 1. Survived by his widow and a son.

RAMSDELL—Louis, 65, former stock actor, in Alexian Brothers' Hospital, Chicago, December 1 after a long illness. Three sisters survive.



RYLAND—John (Big John), colored, 70, last of the original employees of the Empire Theater, New York, at his home there November 25. He went to work for Charles Frohman when the Empire Theater opened its doors in 1893, and in more than a half century of service he ran the gamut of menial jobs with the theater and finally wound up as the unofficial house superintendent. He became a landmark of theatergoers and was the close friend of a great many of the contemporary stars. His collection of mementos from personages of the era is highly prized. Survived by his widow, whom he met when she was a maid at the Empire, where she is still employed.

SANDLASS—William, 76, pioneer hotel and bathing beach owner, of Highland Beach, N. J., recently at Lester Manor, Va., after a long illness. Survived by his widow and two sons. Funeral and interment in Baltimore.

SHEPHERD—James G., 49, member of the Mahoning County Agricultural Society, in City Hospital, Youngstown, O., November 29 of a heart attack. He had been appointed to the fair board a year ago. His widow, two sons, a brother and a sister survive. Services in the Canfield, O., Methodist Church, and burial in Union Port Cemetery, near there.

SPENCE—Tom, 55, pianist and music instructor, of a heart attack in Panguitch, Utah, October 28. He had been associated with many Midwestern repertoire companies and for many years was with the Will H. Locke Co. He was director of the Melody Makers' Orchestra in Panguitch at the time of his death. Survived by his son, Rollin L. Spence, of Los Angeles. Interment in the Panguitch Cemetery.

SYDMETH—Louise, 70, London-born dramatic actress and for a brief period in vaudeville with Anita Stewart, in a New York hospital November 26. She came to the United States in 1890 and among the plays she appeared in were *The Earl of Pawtucket*, *All on Account of Eliza*, *Just Out of College*, *The Deserters*, *Mister Antonio*, *Lombardi*, *Ltd.*, and *The Adding Machine*. Services under the auspices of the Actors' Fund.

TATE—Joe, 72, American actor who played in *The Belle of New York* in England over a period of 30 years, November 27 in St. Mary's Hospital, Highgate, England. He had been in ill health since 1931. Tate first appeared in England with Hardie von Leer in *Two Little Vagabonds*.

WILLIAMS—Idris, 60, for many years secretary of the Palmyra, O., Fair Association, November 23 in Warren, O., City Hospital. A son and a daughter survive. Services and burial in Palmyra.

WILMONT—Mrs. C., a film pioneer in Australia, in Mackay, Queensland, Australia, October 23. For over 30 years she conducted pictures in the north of Australia, having started out with her husband touring with a wagon picture show.

WOELHLER—William, concessioner and demonstrator, in St. Elizabeth's Hospital, Dayton, O., recently. Survived by a daughter, a brother and sister. Burial in Memorial Park, Dayton.

Marriages

CHESSE-WYCKOFF—Chester Chess, nonpro, and Audrey V. Wyckoff, dancer, in Bowling Green, O., November 19.

FRANK-WEEKS—Carl Frank, radio announcer, and Barbara Weeks, radio actress, in Edgemoor Community Church, Spuyten Duyvil, N. Y., November 27.

FRANKLIN - HOOVER — Benjamin Franklin IV, magician, and Virginia Hoover, nonpro, of Athens, O., in First Presbyterian Church, that city, November 24.

JONES-BURTON—Darwin M. Jones, vocalist and saxophone player with Harlan Leonard's Orchestra, and Marian Burton, nonpro, Topeka, Kan., November 19.

LYNCH-MACFARLANE — William T. Lynch, owner of the Bill Lynch Greater Shows, and Mary Marjorie MacFarlane, nonpro, November 23 in Toronto.

LYONS-CURNETT—Arthur S. Lyons, theatrical manager, and Ida Rae Curnett, actress, both of Beverly Hills, Calif., in Yuma, Ariz., November 24.

ROGERS - COBB — Robert Cameron Rogers and Elizabeth Cobb, daughter of Irvin S. Cobb, humorist-writer, in Las Vegas, Nev., November 21.

SHERMAN-STERLING—Tex Sherman, well-known rodeo and circus press representative, and Edythe Sterling, presenting Hopi Indians with various circuses, carnivals and schools, in Elkton, Md., November 21.

SMITH-AMBROSIUS — Reuben Smith and Irene Ambrosius, member of the singing duo Alice and Irene, heard over Station WTAQ, Green Bay, Wis., November 24 in Oneida, Wis.

SULLIVANT - GROSIDIER — Milton Sullivan, University of Kansas football star, and Marie Grosdidier, affiliated with Station WREN, Lawrence, Kan., November 26 in the Sacred Heart Church, Baileyville, Kan.

TORRENCE-MORAN — Fred Torrence, dining car superintendent of the Robbins Bros.' Circus, and Clara Moran, nonpro, of Ft. Wayne, Ind., in that city November 23.

Coming Marriages

Timothy J. Cleary, Michigan MGM salesman, and Georgina Selvt, nonpro, of Cincinnati, January 14.

Henry Wilcoxon, English film actor, and Joan Woodbury, film actress, December 17.

Harry Lotz, United Artist booker, and Allegra Law, of Buffalo, there December 26.

Violet Phillips, Oriental dancer, and Dr. Anthony Marino, of Pittsburgh, December 25.

Births

A five-pound daughter, Dorothea Della, to Mr. and Mrs. Don D. Kimmel in Unadilla, Ga., November 16.

Twins, Kenneth and Richard, to Mr. and Mrs. Kenneth A. Lane, of Bergenfield, N. J., November 17. Father is former juvenile of many Broadway productions and presently is engaged as personnel director for the New Yorker and Belmont Plaza hotels, New York.

A 10-pound son, Wilbert Willis, to Mr. and Mrs. W. W. Holley at a Paris, Tex., hospital December 2. Father is well known in the field as Mel-Roy, mentalist-magician.

A 6½-pound son, Peter, to Mr. and Mrs. Bert Nevins in Lenox Hill Hospital, New York, November 27. Father is a well-known show publicity man in that city.

A 7½-pound son, Eugene Mason, to Mr. and Mrs. Fletcher Tetts in Hearne, Tex., November 16.

A six-pound son, Donald Rex, to Mr. and Mrs. Rex Taylor in Houston November 22.

A 4½-pound daughter to Mr. and Mrs. Dave Williams in Chicago November 18. Father is known professionally as Prof. Waxo, mechanical man.

Divorces

Lea (Leona C. Israel) Howard, burly principal with Hirst Circuit road shows, from Buzz (Howard Israel) Ferris in Detroit September 14.

Ralph Morocco, concession operator with Model Shows, from Nellie Ruth Morocco, nonpro, in Macon (Ga.) Superior Court recently.

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place.

Parcel Post

- Balzer, Ray, 6c; Bernard, Glenn, 10c; Boudry, Mrs. Valentine, 9c; Bowen, D. M., 30c; Davenport, T. T., 6c; Klobecke, Webster, 13c; Price, Jack, 10c; Stone, Leon B., 6c; Townsend, Robert, 10c; Wade, Billy, 14c

Women

- Abdella, Genevieve; Abbott, Mrs. Paye; Addison, Mrs. Dorthie Alexander; Mrs. Jerry Alexander; Mrs. Rose Allen; Mrs. E. D. Allen; Alfredo, Mrs. Alice; Anderson, Mrs. Lou; Anthony, Mrs. Hattie B.; Arckel, Joyce; Arend, Margie; Arend, Uthala; Arend, Mrs. Lucy; Arnold, Mrs. Eva; Arthur, Mrs. Jack; Augustino, Mrs. Louis; Austin, Connie; Austin, Mrs. Z.; Bastock, Vivienne; Baker, Juanita; Barnhill, Mrs. K. B.; Barrett, Hellon; Bartone, Mrs. Pearl; Bates, Juanita; Bee, Mrs. Frank; Bejano, Percilla; Bel-Mar, Mrs. Jack; Bemiss, Mrs. T.; Bender, Mrs. Greta; Benesch, Mrs. Frank; Benes, Mrs. Hazel; Bennett, Mrs. Owen; Berk, Roslyn; Berlow, Margie; Bert, Bertha; Bessett, Bessie; Biehler, Mrs. Ray L.; Birdley, Florence; Bird, Donas; Bird, Pearl; Bistary, May; Blaker, Mrs. Dale; Bland, Mrs. Ella; Boegman, Mrs. Anna; Bookman, Edith; Boris, Mrs. Margaret; Boswell, Mrs. W. S.; Bradford, Glenna; Brabham, Blanche; Brannon, Ruth; Britt, Helen; Brookins, Marilyn; Brooks, Mrs. Gladys (Red); Brown, Heloise; Brown, Mrs. R. B.; Brown, Ruth; Bruce, Mrs. Flora; Bruce, Jane; Bryan, Mrs. Carrie; Buck, Mrs. G. L.; Buckhannon, Mrs. Dora L.; Buckner, Flo; Bulerson, Madam; Bullard, Mrs. Thersia; Burkarte, Mary; Burkhardt, Mrs. Butch; Burkland, Mrs. Williams; Burrell, Mrs. Jerry; Bush, Lillian; Butterfield, Virginia; Byrd, Hilda; Cannon, Phyllis; Caricafe, Hazel; Carner, Loraine; Carney, Geane; Carr, Jewel; Carr, Betty; Carr, Clarice; Carroll, Anne; Cartier, Natalie; Castle, Mrs. J. R.; Caswell, Maggie; Chalkias, Mrs. Bill; Chester, Elizabeth; Chishim, Mrs. E-tell; Chismam, Mildred; Clinio, Grace; Clark, Pearl; Claibough, Mrs. Gladys; Clement, Ida C.; Clifton, Mrs. W. L.; Cluff, Mrs. A. G.; Cole, Mrs. Daisy; Cole, Mrs. Rex; Collin, Jean; Collins, Mrs. Alice; Collins, Sue; Colly, Miss Jerry; Coneita, Mrs. Ethel; Conner, Mrs. L. R.; Conway, Mrs. Harry; Costello, Mrs. Lois; Cotton, Mrs. Dan; Courtney, Mrs. Arthur; Crawford, Mrs. Mary; Crow, Mrs. E. C.; Curren, Mrs. Charles W.; Curtis, Mrs. Bertha; Cutler, Mrs. Billie; Daniels, Mrs. Glendora; Daniels, Mrs. Rachel; Darling, Jacqueline; Darlington, Mary; Davidson, Mrs. O. G.; Davis, Mrs. Rose; Day, Josephine; Day, Mrs. Robt.; D'Costa, Mrs. A.; Dealing, Mrs. Grace; Dean, Mrs. Myrtle; Deann, Tommie; DeCisar, Jane; De LaPlata, Rita; DeWitt, Bobbie; Delain, Thelma; Demorest, Mrs. Fred; Desain, Helen; Deshon, Doral; Desaw, Mrs. Dina; Dew, Mrs. Daniel; Dittrott, Mickey; Dill, Melba; Dittler, Madam; Doocen, Kitty; Poolson, Suzie; Dognell, Mrs. Edw.; Donna, Princess; Dor, Jean; Doyle, Mrs. Agnes; Drain, Ethel; Dugan, Kathryn; Dunning, Vivian; Durand, Marie; DuVell, Sunny; Dyer, Mrs. A.; Dykman, Midge; Earle, Mrs. Wm. C.; Echo, Helen; Edgerly, Mrs. Jack; Edmonds, Mrs. Mary; Edwards, Helen; Edwards, Maryann; Ellinwood, Mary Ann; Elliott, Mrs. Tray; English, Mrs. W. H.; Erwin, Eva; Estrella, Madam; Ernst, Mary; Evans, Mrs. Marge; Everett, Mrs. Gaynell; Ewitts, Mrs. Geo. F.; Facenyer, Ora C.; Fallon, Alice; Fallon, Mrs. Thomas; Failor, May; Farley, Mrs. Viola; Farley, Mrs. W. T.; Faust, Mrs. Ruth; Felder, Mrs. Frankie K.; Ferguson, Mrs. Juanita; Ferguson, Thelma; Pietum, Mrs. Cleo; Fiedler, Mrs. Richard; Flannigan, Mrs. Jerry; Flinn, Mrs. Pearl; Florese, Consuelo; Ford, Mrs. E. I.; Fortune, Mrs. Geo. E.; Foster, Mrs. Iuz; Foulkner, Mrs. Ann; Fowler, Maybelle; Franks, Mrs. W. E.; Frear, Mrs. Ada; Fredrick, Maxine; Freeman, B.; Brock, Betty; Fuller, Helen; Fulton, Mrs. Margaret; Gaddis, Mrs. Rosale; Gallagher, Andrea; Gallant, Helene; Gann, Mrs. Red; Gann, Mrs. Dorothy; Gately, Mrs. Cleo; Gay, Mrs. Louise; George, Helen; Gidaro, Jean; Girton Girls, Three; Glassmayer, Mrs. Howard J.; Glenn, Mrs. Dan; Godfrey, Jane; Golden, Helen; Gondee, Pauline; Gonzalis, Billie; Gordon, Bobby; Gordon, Mrs. Mary; Gordon, Pat; Gorman, Mrs. Geo.; Gowda, Mrs. Leo; Grant, Dolores; Graves, Mrs. Joe; Green, Mrs. Doc; Gregory, Kay; Gregory, Margaret; Gregory, Mrs. Rosa; Grimes, Mrs. F. M.; Grimes, Marion F.; Grossclose, Mrs. Fern; Groves, Elmore; Hahn, Mrs. Peggy; Hahn, Mrs. Ruth; Halmon, Mrs. Bessie; Hamby, Angie; Hamilton, Louis; Hancock, Scott; Haney, Mrs. Henry; Hani, Jeanette; Hardison, Mrs. Gertrude; Harlowe, Bernice; Harmon, Mrs. Elsie; Harris, Mrs. Opal; Harris, Babe; Harris, Ella; Harris, Rachel; Harris, Mrs. Fred; Harris, Mrs. W. R.; Harrison, Emma; Harrison, Mrs. J.; Harrison, Marcella; Hart, Ethel; Harvey, Mrs. Henry; Hatfield, Jerry; Hawkins, Mrs. Mickey; Hawks, Mary

- Heath, Mrs. Punch; Heath, Mrs. Ruth; Henderson, Mrs. Etta; Henderson, Mrs. Jack; Henderson, Mrs. Patricia; Henry, Mrs. Marie; Henning, Ethel; Herndon, Mrs. Glennes; Hill, Margaret (Midget); Hilton, Daisy & Violet; Hinckley, Mrs. Ray; Hockack, Mrs. Ida; Hoffman, Cleo; Hogan, Mrs. Terry; Hogue, Mrs. Robt.; Holmes, Lillie; Holt, Mrs. Clayton; Holton, Lillian; Hood, Mrs. Lonnie; Horner, Mrs. Mildred; Howard, Ola Mae; Howard, Mrs. Pearl; Howe, Mrs. Jack; Hughes, Mrs. Helen; Hull, Mrs. H.; Hull, Mrs. Helen; Hulme, Mary; Hunt, Mrs. Chas.; Hunter, Mrs. John A.; Hutcherson, Charlotte; Ingram, Mrs. Howard; Irvine, Mary; Jackson, Mrs. Exie; Jarvis, Mrs. June; Johnson, Helen K.; Johnson, Mrs. Judith; Jones, Mrs. Mabel; Jones, Frances; Jordan, Mrs. Peggy; Justus, L. M.; Karloff, Madam; Karshura, Marsha; Kelley, Mrs. Elizabeth; Kelly, Mrs. Edith; Kelly, Jean; Kelly, Marie; Kenyon, Ann; Kenyon, Mrs. Jack; Kern, Mrs. Art L.; Ketting, Mrs. Peggy; King, Mildred; King, Mrs. Don; Kinko, Mrs. Tony; Kirkwood, Eugene; Kline, Violet; Kling, Mrs. Peter; Klinghille, Laredo; Knight, Ina K.; Koch, Phyllis; Kohler, Mrs. Evelyn; Kosinski, Adele; Kreutz, Wilma R.; Krupa, Mrs. Dolly; Kruse, Lulu; Laberta, Lillian; LaFloure, Thensla; LaPaze, Rayline; LaPoint, Beatrice; LaRue, Mrs. Madu; LaTroux, Pat; LaVonne, Betty; Lamont, Mrs. Geo. A.; Landers, Mrs. Frank C.; Landreth, Mary; Lane, Mrs. Larkey; Lane, Lucille; Lang, Mrs. Chrystabel; Langlan, Lillian S.; Larsen, Jean; Lawson, Lee; Layton, Mrs. Ruth; Lea, Mrs. Wesley; LeBeauf, Mrs. M. J.; LeClair, Marie; LeClure, Jean; LeRoy, Mrs. Chas.; Lee, Mrs. Ann; Ledgett, Mrs. Irene; Lee, Jackie; Leggett, Mrs. Irene; Leininger, Mrs. Elvis; Lester, Mrs. Laura; Lettice, Mrs. Ann; Levoyer, Mrs. Helen; Levrett, May Bell; Lilley, Jennie C.; Lillian, Baby; Lindman, Mrs. Gertrude; Love, Eddy; Love, Billie; Love, Judy; Lovett, Sunny; Luther, Laverne; Lyons, Mrs. S. O.; Lyons, Mrs. Dolly; McCampbell, Mrs. A. P.; McCaskey, Mrs. Rosa; McClellan, Mrs. H.; McCloud, Mrs. Elua; McDonald, Mrs. Jack; McGaha, Hazel; McGoodwin, Lallie; McGill, Mrs. Walter; McIntyre, Mrs. Lucille; McKee, Mrs. Frank; McKenzie, Mrs. Pat; McLane, Mrs. Anna Belle; McNatt, Mrs. Virginia; Mack, Mrs. Ernestine; Mack, Mable; Mack, Libby; MacKis, Betty; MacKen, Alma; Maddox, Margaret; Main, Betty; Malowka, Princess; Mannheim, Mrs. T.; Marchell, Charla; Martin, June Rose; Martin, Effie; Martin, Violet; Martini, Mrs. Joe; Marvin, Eunice; Mason, Geraldine; Matsumoto, Lulu; May, Elsie; Mayne, Mrs. Martha; Metcalf, Mrs. Bobby; Metz, Mrs. Helen; Michaels, Mrs. Annie; Mildred, Mrs. S. C.; Miles, Mrs. Coreen; Miller, Mary Alice; Mitchell, Mrs. Tom; Mixon, Ruby; Modawell, Mrs. Mollie; Monteith, Veonle; Moon, Alice; Moore, Mrs. Geo. C. (Dutch); P. L. J.; Moorehead, Vivian; Morales, Theresa; Morey, Mrs. H. A.; Morgan, Mrs. Ann; Morgan, Mrs. Hila; Morgan, Mrs. Gloria; Morrison, Mrs. Mary; Morton, Mrs. Carol; Murphy, Mrs. Warren; Myers, Barbara; Wagner; Myers, Boots; Nation, Mrs. Al (Ma); Nelson Jr., Mrs. James N.; Nelson, Mrs. Mary E.; Newbanks, Mrs. Nelson; Newman, Mrs. Arthur; Nickolas, Mrs. Betty; Nixon, Johnnie Lee; O'Connor, Mrs. J. O.; O'Connor, Margaret; O'Day, Mrs. Esther; O'Dell, Mrs. Dessie; Obermiller, Mrs. Georgia; Orr, Anna Louise; Osborne, Mrs. J. L.; Paddock, Mrs. Boots; Paley, Barbara; Paleson, Cynthia; Parker, Kitty; Parker, Mrs. Marie; Parks, Virginia; Parr, Mrs. James; Patton, Mrs. Mae; Peasley, Mrs. Frances; Peck, Bobbie; Pence, Mrs. W. L.; Perrin, Lea; Perring, Mag; Perry, Mrs. Ernest; Peterson, Margaret; Phoenix, Mrs. Speedy; Pierce, Annabell; Pisara, Mrs. James; Pittington, Francis; Plum, Mrs. E.; Porter, Mabel; Powell, Mrs. C. B.; Powell, June; Previo, Marie; Prather, Mrs. Babe; Snyder, Elizabeth; Thomas, Mrs. V. B.; Thomaschek, Hattie Sue; Thompson, Mrs. Ann; Tinsley, Billie; Tolin, Mrs. Dave; Tomis, Mrs. Rose; Tomley, Kate; Troutman, Mrs. L.; Tucker, Mrs. Lee; Turner, Mary; Tyler, Mrs. B. B.; Vail, Joan; Vann, Mrs. Evelyn; Varble, Pearl; Varnell, Patzie; Willis, Mrs. J. W.; Wilma, Madam; Wilsie, Mrs. Birdie; Wilson, Mrs. G. E.; Wilson, Mrs. Thomas; Winters, Mrs. Ruth; Wolfe, Janice; Wood, Mrs. Bert; Wood, Mrs. Nellie; Worton, Gladys; Wright, Mrs. Ardo Mae; Zarlington, Mrs. Bonnie; Zarlington, Tenny Belle; Zehna, Madam; Abbott, Noel L.; Abbott, Sam; Abel, Buck; Abers, Tommy; Acuff, Homer; Adams, Allen F.; Adams, Dewey; Adams, Ned; Adie, Joe; Adolph, Clarence; Aetkuis, Rory; Aikis, Melvin; Alabama Rides; Albert, The Kid; Alexander, S. N.; Alexander, Tommy; Alger, Joseph; Allen, Bernard; Allen, Casey P.; Allen, J. J. Co.; Allen, Mickey; Allen, Victor; Alligator Tex; Altman, James; Altou, Fat; Amak, James R.; Ambler, Walter; Amburn, Wilbert; American Repertory Co.; Amos, David; Andas, F. L.; Anders, Frank; Anderson, Alfred; Anderson, Carl; Anderson, Dr.; Anderson, Roy; Anderson, Sid; Antry, Eugene; Antry, Milo; Antry, Johnny; Archer, Joe; Archer, Jimmy; Archie, Walter; Arenz, Thomas; Arley, Danny; Armon, Earl; Armstrong, Charles; Arnett, Dan; Arst, Emil; Artaugh, James; Arthur, Billy K.; Arthur, Dude; Aska, Magician; Askew, Jimmie; Atkins, Amos; Atkins, Geo.; Atkins, Jess; Atkinson, Harrison; Atlantic Coastal; Atterbury, Ernest; Atterbury, R. L.; Atwell, Dain; Aussen, Carl; May

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.

- Malowka, Princess; Mannheim, Mrs. T.; Marchell, Charla; Martin, June Rose; Martin, Effie; Martin, Violet; Martini, Mrs. Joe; Marvin, Eunice; Mason, Geraldine; Matsumoto, Lulu; May, Elsie; Mayne, Mrs. Martha; Metcalf, Mrs. Bobby; Metz, Mrs. Helen; Michaels, Mrs. Annie; Mildred, Mrs. S. C.; Miles, Mrs. Coreen; Miller, Mary Alice; Mitchell, Mrs. Tom; Mixon, Ruby; Modawell, Mrs. Mollie; Monteith, Veonle; Moon, Alice; Moore, Mrs. Geo. C. (Dutch); P. L. J.; Moorehead, Vivian; Morales, Theresa; Morey, Mrs. H. A.; Morgan, Mrs. Ann; Morgan, Mrs. Hila; Morgan, Mrs. Gloria; Morrison, Mrs. Mary; Morton, Mrs. Carol; Murphy, Mrs. Warren; Myers, Barbara; Wagner; Myers, Boots; Nation, Mrs. Al (Ma); Nelson Jr., Mrs. James N.; Nelson, Mrs. Mary E.; Newbanks, Mrs. Nelson; Newman, Mrs. Arthur; Nickolas, Mrs. Betty; Nixon, Johnnie Lee; O'Connor, Mrs. J. O.; O'Connor, Margaret; O'Day, Mrs. Esther; O'Dell, Mrs. Dessie; Obermiller, Mrs. Georgia; Orr, Anna Louise; Osborne, Mrs. J. L.; Paddock, Mrs. Boots; Paley, Barbara; Paleson, Cynthia; Parker, Kitty; Parker, Mrs. Marie; Parks, Virginia; Parr, Mrs. James; Patton, Mrs. Mae; Peasley, Mrs. Frances; Peck, Bobbie; Pence, Mrs. W. L.; Perrin, Lea; Perring, Mag; Perry, Mrs. Ernest; Peterson, Margaret; Phoenix, Mrs. Speedy; Pierce, Annabell; Pisara, Mrs. James; Pittington, Francis; Plum, Mrs. E.; Porter, Mabel; Powell, Mrs. C. B.; Powell, June; Previo, Marie; Prather, Mrs. Babe; Snyder, Elizabeth; Solar, Laura G.; Somers, Florence S.; Sparks, Vera; Spencer, Doris; Sperling, Mrs. Lois; Spicer, Mrs. Earle; St. John, Mamie; Stalter, Mrs. Oliver; Stanley, Rachell; Standley, Irene; Steele, Irene; Steele, Mrs. Harry; Stellmore, Mrs. Oega; Stephens, Carlene; Sterchi, Mrs. Wm.; Strassburg, Mrs. Juanita; Stewart, Irma; Stock, Mrs. Bee; Stone, Mrs. Kurt; Stratton, Mrs. John; Strayer, Mrs. J. R.; Stray, Clarence; Stringfellow, Mrs. W. K.; Stroube, Mrs. Reba; Summers, Alice; Sutton, Mrs. Margaret; Swain, Mrs. Daisy A.; Swan, Effie; Swinger, Mrs. Geo.; Swisher, Kitty; Tatum, Josephine; Taylor, Mrs. Raymond; Temple, Charlotte; Terrell, Mrs. Harry; Thomas, Mrs. Alice; Thomas, Mrs. Jack; Venus, Madam; Verlain, Yvonne; Vernon, Mrs. C. A.; Vetter, Mrs. Hila Morgan; Vigilante, Dorothy; Wagner, Mrs. M.; Wagner, Virginia; Walker, Lee; Wall, Mrs. Tex; Wallace, Lorraine; Walton, Boots; Ward, Mrs. Geo.; Ward, Mrs. Julieanne; Ward, Lecta; Warkins, Leona; Warren, Mrs. Joe; Warta, Nancy; Washburn, Luttie; Wasserman, Mrs. S.; Watkins, Esther; Watrins, Mrs. Paul; Wattors, Mrs. R. S.; Watts, Mrs. Virginia; Webb, Grace; Webb, Mary; Weiss, Helen; Wells, Mrs. William S.; West, Mrs. Aileen; Westlake, Eileen; Wheller, Coma; White, Marjorie; Whiter, Mrs. Marcus; Whitehead, Mae; Whittington, Mrs. E. V.; Wilcox, Mrs. Harry; Williams, Mrs. Mary; Austry, Johnny; Ayres, James; Ayres, Doc; Bacon, Billy; Bacon, Philip; Bacon, Walter (Pop-Eye); Bahlen, Ralph; Bailey, Carse; Bailey, Charlie; Bailey, Edwin; Baker, Bernie; Baker, Bob; Baker, M. H.; Baker, Phil; Baker, Walter; Baldwin, Roy; Ball, Snow; Balzer, Ray; Bammel, Cliff; Bankson & Morris; Banks, P. E.; Barham, Bruce; Barks, Albert; Barley, Hal C.; Barlow, Edw. H.; Barnes, Freak; Barnes, Roy; Barnett Esq.; Barnett, Chester; Barnett, O. H.; Barr, P. Steve; Barrere, Chas.; Barrett, Bob; Barron, John C.; Barth, Ben; Barth & Myers; Barry, Dr. J. H.; Bart, James; Bass & Lane; Bass, Amuse. Co.; Bateman, Murry; Bauer, Kurt; Baumman, B. J.; Baxter, Bill; Beaham, Billy; Beams, B. Ward; Bean, Roy; Beandie, David; Beards, Boston; Beary, Ed; Beary, Sam; Beaumont, Frank; Behle, Clarence E.; Beley, Paul; Beckman, W. H.; Bee, Frank; Beelman, Allen; Behmer, Irwin; Bejano, Emmett; Bejano, Paul; Belders, Mike; Bell, Cleo; Bellomo, Vincent; Bematels, Prince; Dennison; Benham, Harry; Bennett, Bozo; Bennett Sr., Ed; Bennett, Eugene; Bennett, Fred; Bennett, Foust; Bennett, (Frosty); Bennett, R. C.; Bennett, Owen; Bennis, Jack R.; Berg, Lebrecht (Spitz); Berg, R. G.; Berk, James; Bernd, Willie B.; Benson, J. C.; Bentley, Claude; Best, Dick; Bethune, Gus; Betsill, Odell; Bey, Ben; Beyno, Geo. H.; Biggell, Frank; Biggers, Larry; Billings, Carly; Bills, Brance; Binder, Herman; Birley, P. W.; Bish, Paul E.; Bisson, Isador; Bixler, Walter F.; Blake, Carl; Blacksee, E. L.; Bland, Richard; Blazer, Ray; Blevins, Carter; Blinn, Tom; Bliss, Ralph H.; Blockwood, E.; Bloom, Jack; Blott, Eddie; Boegen, M.; Boelke-Nelson; Studios; Bofe, Eddie, The Clown; Boggett, E. C.; Boggs, B. B.; Boggs, Sterling; Bogue, D. C. (Cockie); Boliannan, S. W.; Boldue, Henry; Bolen, John; Bolis, Fred; Bond, B. K.; Bond, Fred; Boone, Charlie; Booth, H. M.; Borah, Stanley; Boswell, W. S.; Bottoffer, Arthur S.; Botcher, J. H.; Boultinghouse, J. K.; Bonsh, Geo.; Bowen, Eddie; Bowen, Howard; Lefty; Bowling, Joe H.; Boyer, Chick; Boyle, Bill; Boyle, Blackie; Bozzo, Tom; Braden, J. W.; Bradfield, Jack; Bradley, Clinton; Lee; Brady, O. J.; Brady, Pat; Bramble Jr., Lonnie; Brandon, R. W.; Branham, Joe; Brahear, Don; Bratton, Harry; Brayers, Louis A.; Breck, Shory; Breese, W. M.; Brenson, Robt.; Brenner, Eddie; Brenshaw, J. E.; Brenshawn, T. J.; Brenner, Leo; Brewer, Allen S.; Bridges, Willie W.; Brigade, Ace; Briggs, Rob; Brinley, Wm. R.; Britz, Herman; Brizzendine, Jake; Brockhahn Jr., Geo.; Broerman, W. H.; Brokaw, Woody; Brownell, Herbert; Brooks, Geo.; Brooks, Johnny; Brophy, Geo. (J. G.); Brothers, Robert; Broughton, Cy; Brower, Tim; Brown, Archie; Brown, Biddy; Brown, Chuck; Brown's Concessions; Brown, Earl; Brown, Ed Tex; Brown, J. T.; Brown, Jack; Brown, Max; Brown, Jos. Staten; Brown, Troy; Brown, W. A.; Brown, W. B.; Brownshears, Louis; Bruun, Paul M.; Bruno, Louis J.; Bryant, Jimmy; Bryant, Robt. O.; Buchanan, C. T.; Buck, Buddy Mayo; Buck, Oscar; Buck, Ralph H.; Buckhannon, Eddie; B. Budd, Paul; Buley, Paul Wm.; Bullock, Bob; Burke, Billie; Burke, James; Burke, Jerry; Burney, Elbert; Burns, Ossie; Burnsh, Chas.; Burnsh, Prof. C.; Bush, Willie; Butts, Aiber N.; Butts, Fred; Butsch, Edw.; Buzzington's, Prof. Ezra; Byerly, Carmen; Byers, Jimmie; Cain, J. L.; Calamari, Bill; Callahan, J.; Calvert, The Great; Calvert, Thomas; Campbell, Arizona; Jack; Campbell, F.; Campbell, Malcom; Campbell, M. F. (Alabama); Campbell, Monto; Cannon, Otis; Cannoy, Billy; Cantara, S. J.; Caporal Orchestra Service; Cararias, Gennimos; Carlie, Henry; Carlos, Don; Carlton, Carlton; Carmeclad, John; Carpenter, Norman; Carr, Jack; Carr, Wm. (Clark); Carrington, Shay; Carson, Frank L.; Carson, Herman A.; Carson, John; Carson, Rex W.; Carter, Nick; Carter, Wray; Carver, Homer C.; Cary, Victor (Frenchy); Cassidy, Edward; Caswell, Johnnie; Carvanaugh & Ramon; Cave, L. H.; Caze, Jack; Cerrone, Vito; Chalkias, W. N.; Chambers, Bob; Chandler, Wm.; Chapman, Wm.; Chapplin, Ray E.; Checkrell, James; Checks, Gilbert (Slim); Chester, C. B.; Childers, Roy; Childs, Geo. A.; Chiodo, Jos. J.; Christian, Conrad; Christman, Chas.; Christman, Ernest; Christensen, Big; Whitey; Church, L. C.; Ciaburri, J. P.; Cizek, Fred C.; Clark, Beth; Clark, Billy; Clark, Byron; Clark, Chas. A.; Clark, Charles C.; Clark, Geo. A.; Clark, James; Clarksons, The; Claude, Leo; Clayton & Phillips; Clayton, C. C.; Clear, Chief; "Morning Star"; Clem, Bob; Cleve, A. W.; Clint & Clark; Clower, Flo; Cluff, A. G.; Cochran, Edw. Leo; Cochran, Harold W.; Cody, J. M.; Cogdite, Eugene (Sailor); Cole, Jack; Cole, Rex; Coleman, Joe; Coleman, Fred; Coles, Jimmie (Harlem Revue); Coles, C.; Cooley, Jim; Collins, A. E.; Collins, Bill (Ernie); Collins, James A.; Collins, W. T.; Dunbar, Jack

- Colman, Albert; Compton, Hal; Conway, James; Concello, Arthur; Conley, Al; Conley, Thomas F.; Conrad, Martin L.; Converse, Art; Cooke, Ray; Copass, Jack; Copeland, Edw. J.; Corbett, Carl (Relatives); Corcoran, Thomas; Corey, Victor; Coriell, Vernell; Cormack, Tim F.; Cornish & Dean; Corr, Danny; Correa, Eric; Cortez, Blackie; Cortini, Zeek; Costa, Bob; Costa, George; Costello, Frank; Cottan, Dan; Cottfield, W. J.; Cotton, Delvin; Coulter, Rex; Courtney, Mystic; John; Cover, Al; Cowans, The; Coyne & Tommy; Craemer, Ed; Craford, Edw.; Craig, Mert; Crain, Alfred; Crandall, Roy; Crane, Robt.; Crawford, James P.; Crawford, Robt. P.; Crawn, Mat H.; Crewe, M. W.; Crewe & Summers; Cristiano, Ernesto; Crofoot, Curley; Crosby, Chester; Cromfley, Chief; Crumley, E. C.; Cruz, Dewey; Cruze, Conway; Cummings, B. G.; Cunningham, John; Curry, Arthur; Van Weart; Curtis, Geo. H.; Curtis, Rube; Curtis, Whitey; Custer, R. P.; Dabbs, Robt. E.; Dale, Bobby; Dale Bros.; Dale, Dr. John H.; Dale, Dr. X. X.; Daless, Mickey; Daless, Ray; Daly, James; Vincent; Daly, Tom A.; Damarin, Geo.; Daniel, Theodore; Therson; Daniels, J. P.; Darby, J. W.; Darwin, The Magician; Daugherty, Carl H.; Daughenbaugh; Samuel Edw.; Davas, W. L.; Davenport, E. I.; Davidson, Eugene; Davidson, James; Davis, Carl O.; Davis, Ches; Davis, Gene; Davis, L. W.; Davis, Maurice J.; Day, C. E.; Dawkins, Speedy; Dawson, Beck; DeBlord, Eddie; DeGraul, Louis; DeMay, Lester B.; DeRichardson, Mr. DeRicke, Frank; DeWolff, Linton; Deedy, P. V.; Deder, C. O.; Decker, Jos.; Decker, Harry; Decker, Joe; Decker, Toby; Deever, Darrel; DeJohn, Pat; Delaney, Sam; Delaney, Sam; Deleport, Johnny; Dell, E. M.; Delmonte, Jos.; Delmore, Lou C.; Deloy, Eddie; Dember, James; Demetro, Archie; Demetro, Tom; Demetro, Frank; Dempsie, Pete; Denby, Buck; Denenham, E. H.; Dengler, Jack; Denlap, Dr. Ted; Deportch, Bennie; Dereski, Frank; Deshon, Doral Dina; Dew, Daniel; Dewitt, T. R.; Dexter, Bert; Deyoe, Victor; D'Elmonte, Pete; Dingrin, Elson R.; Dinon, Andrew (Owner Show); Disco, Dick; Dissell Jr., Charles; Dixon, O. H.; Dobas, Four; Dock, Sam; Dockery, Ray; Dodd, W. H.; Dodson, Eddie; Doile, Harley R.; Donaldson, Robt.; Donnelly, Capt. Geo. F.; Donnell, J. W.; Donovan, Billie & Dore; Donovan, Forest; Dorman, Chas. E.; Dormas, J. H.; Dose, Kurt; Dotty, Jack; Draper, Richard; Drew, Johnnie; Drew, Livat; Drichelbeis, H. H.; Drushkew, Joe; Duane, John H.; Duke, D. D.; Dunbar, Jack (See LETTER LIST on page 56)

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 must 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.

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

Hartmann's Broadcast

THE annual gathering of outdoor amusement folks in Chicago last week again proved a memorable one. The lobby of the Sherman Hotel was just about as busy a scene as on any previous occasion of this nature, and the registrations for the several conventions staged were on a par with other good years.

The attendance at the annual banquet and ball of the Showmen's League of America reached the sell-out mark, with the demand for tickets still brisk. And what a variety of outside business lines were represented! There were lieutenant governors, mayors and other city execs, sheriffs, railroad officials, bankers, fire department superintendents and what not. Exactly 805 people were served at the banquet, and only one table, reserved of course, was vacant. This mark was slightly under that of last year, but it must be borne in mind that the league then celebrated its silver anniversary and tickets were sold for tables on the mezzanine floor, outside the grand ballroom. Occupants of mezzanine floor seats made complaints about their location, and it was for this reason that the league this year confined the sale of tickets to the grand ballroom and the side of the balcony from which the speakers' table was visible.

The business sessions of the various conventions were about as well attended as in other years, but there were many delegates who failed to make all of the sessions and probably some who did not even see the inside of the meeting rooms. Business appointments or social affairs might have kept them away, but regardless of what accounted for their absence, it's a certainty that their benefits from the conventions could have been increased materially if they had been on hand for each session. Conventions, as all should know, are for the purpose of exchanging ideas, holding discussions, mapping out future plans and passing along information from one to another, and those who fail to make the most of the meetings are only cheating themselves of this valuable knowledge.

Taking the attendance of the convention as a whole, it was not only gratifying but surprising, especially since the season of 1938 for many amusement people was disappointing.

For most carnivals the early months of the season were disastrous, but there was a pick-up later, and fairs and expositions helped greatly in making up for a bad start. Only a few amusement parks came out in the black, while many went into the red very deep. Fairs as a whole came thru the season very well indeed, altho receipts were off in certain departments in some instances. Circuses were probably hit the hardest of any outdoor branch in 1938, most of them going in the red, but circus men are not much concerned with this annual gathering outside of the Showmen's League banquet and ball.

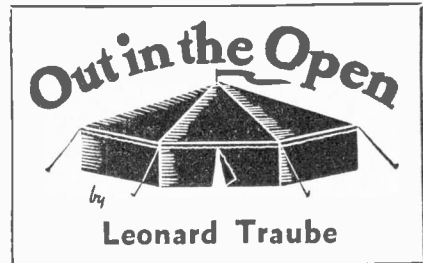
Yet, as surprising as the attendance was at the various conventions and banquet and ball, those visiting exhibit hall of the National Association of Amusement Parks, Pools and Beaches seemed to be light in number, or maybe their visits were so scattered as to make it appear as such. Just what this apparently light attendance signified it is difficult to say. It might have meant lack of funds on the part of those interested in amusement devices, supplies, etc., and then again it might have been lack of appreciation of what it means to conduct this big exhibit. If it was lack of funds the prospective buyers concerned could have at least "looked things over" in exhibition hall, and if it was lack of appreciation of the value of the exhibits, then all we can say is that we wonder how these men can ever expect, as caterers in the amusement business, to increase their patronage and move ahead when they do not take advantage of the opportunity and see the things that are new in the world of amusements. Those showing lack of appreciation of these exhibits should get hep to themselves—should wake up to

the fact that they can't expect their public to accept their offerings any more than they accept the latest items from device manufacturers, supply houses and others.

Getting back to the business sessions of the various groups, steps were taken that are expected to make for bigger and better organizations. The greatest changes in set-up, however, concern the International Association of Fairs and Expositions. These changes, among which are the alteration of the constitution and by-laws, opening of headquarters in the convention city, appointment of a nominating committee of five members to handle selection of prospective officers, having the incoming president each year prepare a program of promotion for fairs in general, etc., all adopted at the suggestion of the outgoing president, Ralph Ammon, are expected to make for a more progressive IAFE.

The idea of all outdoor amusement men gathering "under one tent" most likely will be out so far as next year is concerned. When Elwood Hughes, general manager of the Canadian Exhibition, Toronto, was president of the IAFE in 1934 these fair men met at Toronto as an honor to him and in tribute to our adjoining country. The organization now has another Canadian as president, Sid W. Johns, secretary of the Saskatoon (Sask.) Exhibition, and for the same reasons as in the case of Mr. Hughes the IAFE convention goes to Toronto in 1939. It is therefore only natural for the Showmen's League to have its annual banquet and ball at Toronto at the same time, as upon these fair men it depends for a great deal of its support. The American Carnivals Association, Inc., will also go to Toronto for its annual meeting, but it is practically a foregone conclusion that the National Association of Amusement Parks, Pools and Beaches will hold its 1939 meeting in the East, probably at the New York World's Fair. And it's a cinch that the device manufacturers, jobbers, supply houses, etc., will not go to Toronto either because of the exhibit flop in 1934, but will follow the NAAPPB.

Let's hope, tho, that 1940 will find all back "under one tent" again, as all their interests are more or less in common and the idea has proved its worthiness.



CHICAGO, Dec. 1.—This is being written at white heat a few hours after the close of the annual outdoor amusement powwow in the Windy City. The presses in Cincinnati have been screaming for convention copy (not this column's material, of course) all day, so the writer will be pardoned, he hopes, if this particular stint lacks coherence and such smoothness as can be delivered under other conditions.

The most significant happening, as we see it, at the meetings of the International Association of Fairs, and one fraught with great significance, was the appointment of a new IAFE secretary. This move has apparently been in the making for some months and was hastened by the attack on the association's set-up and inner workings by its own president, Ralph Ammon, of Milwaukee,

The Cincinnati offices of *The Billboard* have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to *The Billboard* Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:
Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

an attack the nature of which is practically unprecedented.

Voltaire once said that if it isn't clear it isn't French. Joseph Pulitzer once said that if it is isn't fearless it isn't journalism. Mr. Ammon spoke in old-fashioned Americanese. His inferences were nothing if not clear. As to the fearlessness of his speech, students agree that he is a great newspaper man from that point of view.

Frank H. Kingman, secretary of the Brockton Fair in Brockton, Mass., is the new secretary of the association. He is a keen, aggressive student in the realm of fairs with a scholarly twist to his make-up.

Kingman will either do a colossal job or lay a colossal egg. There can't be any middle ground on this. The secretary of such an organization must be fearless to the point of ruthlessness in executing the giant tasks imposed upon him. He must not and cannot play politics. He must be enthused about fairs, hungry for improvement, interested in every phase of the field's welfare. I believe Kingman has all the attributes necessary for the job—and it is a job, not an honorary berth.

The outgoing secretary, Ralph Hamilton, has served with distinction, but it was inevitable that he give way to younger, tho not necessarily more capable, timber. He can contribute much to the new secretary in advice and in the benefit of his vast experience. We hope he will. We are sure he will.

The most significant happening concerning the carnival business didn't happen. This is by way of teasing you into reading a future column. We hope to discuss the happening which didn't happen in a week or two.

Notes From the Crossroads

By NAT GREEN

ANOTHER outdoor showmen's convention has passed into history. As this is written (Friday) most of the fair and park men have checked out and are well on their way home. Carnival men are still on hand picking up the loose ends before scattering to the four points of the compass. There was more genuine hard work done this year in the way of battling for contracts than we have seen in many moons. Every owner and agent was on his toes. The many changes and new set-ups in the carnival field have put everyone on his mettle. From all indications it looks as if these changes may result in better business management, better attractions and a general improvement in the outdoor show field. Such a need has long been apparent. We can't expect a sudden transformation of the field. It's a matter of slow growth. But the past season has shown the need, more than ever before, of progressing with the times, and the idea is beginning to perk.

It's a little late, but we just learned of a new "production" of Ted and Bessie Fish. Ted is representative of the John B. Rogers Producing Co., but occasionally he does a little producing "on his own." Newest effort is Mary Lou, who put on her premiere performance at Fostoria City Hospital, Fostoria, O., November 4, with doctors, nurses, internes, etc., as the ensemble. Mary Lou is Ted

Biographies

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

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and Bessie's second daughter, the other being Shirley Eleanor, age 16.

We're glad Billy Exton, former circus man and now operator of a string of theaters in Wisconsin, dropped in at the convention, for it gave us the first opportunity for a real visit with him in a long time. . . . If there's anything Billy and I missed on our tour of the Sherman I can't recall it. . . . Lew and Elsie Christensen dropped in during the convention to renew acquaintances among the showfolks. . . . Mr. and Mrs. Fred Young, formerly the Aerial Youngs and now operators of the Jockey Club in Peru, Ind., visited Billy Senior and his wife during the convention. . . . Senior tells me he has signed the Teeter Sisters, known as the Hollywood Thrill Girls, to a five-year contract. . . . That handsome young fellow in Western get-up who attracted marked attention from the ladies in the Sherman lobby was Montie Montana, rodeo and movie star. . . . Jack Benny and Mary Livingston strolled thru the lobby at the height of the convention and were almost mobbed by autograph seekers. . . . J. B. Palmer, of chiropractic fame and owner of two radio stations, was at the Showmen's League banquet minus his bushy hair. . . . Says he's out of the limelight and has settled down to getting some real comfort and enjoyment.

Comes a note from Hot Springs, Ark., reading: "Mickey Coughlin, Reeder (Pie Car Red), Bernie Head, Harry Candle here now—more later." . . . They'll soon have plenty of company, for many of the boys who attended the convention are Hot Springs bound! . . . Grover McCabe is out of a local hospital where he underwent an eye operation. . . . L. B. Greenhaw, circus general agent, brought his two charming daughters, Lucille and Marcille, for their first convention. . . . It was a new experience for them and they were duly thrilled. . . . Arthur Hoppper, having finished his season's work with the Al G. Barnes circus, has hopped over to Cuba on pleasure bent. . . . We're glad to see J. C. (Tommy) Thomas moving up the line. . . . A swell guy who deserves the breaks! . . . The pleasantest thing about these conventions is meeting old friends. . . . We couldn't spend half the time we'd have liked to with scores of carnival and fair men and women, because they, as well as we, were plenty busy. . . . But we want to express here a bit of appreciation for the pleasure of the all too brief visits and that we'll all be together again next November in Toronto.

Barnes Closes in Cold Weather With 10,000 on Hand; Terrell Jacobs Planning Big Animal Act

SARASOTA, Fla., Dec. 3.—The Al G. Barnes-Sells-Floto Combined Circus wound up the season and went into winter quarters here last Sunday, with 10,000 turning out for the final two shows despite a cold wave that brought near-freezing temperatures to this region.

Gargantua, the big gorilla, was shipped to New Orleans the next day, where he was slated to be placed aboard the Holland-American liner Massdan, bound for London. Will be featured for six weeks by the Mills circus in England.

John Ringling North will leave New York for London aboard the Queen Mary during the first week in December. He will tour Europe in search of new talent for the Big Show and other Ringling enterprises. He was quiet on plans for the Ringling-Barnum show, other than to say that it would be still further modernized and would contain a number of innovations in the circus world, including a practical air-conditioning unit for the big top.

Terrell M. Jacobs, animal trainer with the Big Show, came into quarters with the Barnes unit and announced that he will immediately start work on the development of the "largest wild animal act ever seen in America." Jacobs, who has quartered his cats in the new structure adjoining the No. 1 ring barn at the Sarasota quarters, plans to build an act featuring 50 lions and tigers.

Despite the cold weather, there were many notables on hand for the final performances at Sarasota. Courtney Ryley Cooper was among those on the lot.

Three members of the press depart-

ment, Roland Butler, Frank Braden and Gardner Wilson, were in Sarasota for the close. Butler will winter here as usual, and Wilson will go to St. Petersburg, where his mother is very ill. Braden has not yet formulated his winter plans.

Ralph Clark, riding star of the show, and wife, Estelle Butler Clark, have opened a riding school in the swank Siesta key residential section of Sarasota for the winter season. They have erected a rustic combined office and paddock on the site, which is near two exclusive private schools. Clark, who closed with the show in Atlanta, was a featured performer at the All-Florida Rodeo in Arcadia last month.

WPA White Plains Business Light; New Acts for Show

WHITE PLAINS, N. Y., Dec. 3.—The WPA Federal Theater Project's circus closed its engagement here November 26. Biz was light thruout the date. An epidemic among school children is believed to be the reason why business was ruined. The day before show opened the local paper appeared on the streets with scare headlines which read, "Six Hundred School Children Stricken With Mysterious Malady." Last year when show played this spot many were turned away at every performance.

Show moved from this spot to Stauch's Casino, Coney Island, for a limited engagement. Acts joining here are Captain Engerer and his fighting lions; Addie Kay, trapeze; Biglow and Parrish, comedy tumblers; Nick Gaik, teeterboard performer, and Billy Sully, on horizontal bars.

Thanksgiving afternoon W. L. Montague came from Connecticut to see the show. The writer, Wendell J. Goodwin; Chief White Cloud and wife and uncle were guests of Montague at Thanksgiving dinner. Saturday afternoon Paul Edwards, administrative officer of the Federal Arts Projects, and members of his staff caught the matinee. He conferred with Managing Director Burns O'Sullivan on plans for enlarging the show. In Mr. Edwards' party were Mrs. Paul Edwards, Virginia Wheatley, Mr. and Mrs. F. E. Terry, Charles Paterno and Ralph Finney. Walter Campbell, business manager of Federal Project No. 1, also visited.

Thru special arrangements of Messrs. Edwards and Paterno, a large group of (See WPA WHITE PLAINS on page 57)



CLAUDE MORRIS has been engaged as director of advertising for the Parker & Watts Circus the coming season. He was with the Ringlings many years and for 10 seasons had the opposition brigade on the Ringling-Barnum show. He worked for Ned Alvord at the Ft. Worth, Tex., Frontier Days, 1936-'37.

Foss, Dick Buy Mix Elephants For Barney Show

EL CAMPO, Tex., Dec. 3.—John D. Foss and Billy Dick, managers of Barney Bros.' Circus, purchased the elephants of the Tom Mix Circus at El Paso, and Jack Turner and Otis Hall brought them here yesterday.

Business with the show has been above the average. Show, which opened March 18, will be on road all winter.

Burke, Brown Have Snipe Plant

NEWARK, N. J., Dec. 3.—Charles C. Burke and Jack Brown, in the sniping business here, are covering the entire State. They are doing considerable business for indoor events, skating rinks and theaters. Have quite a crew of billers.

Clyde Ingalls Recovers

SARASOTA, Fla., Dec. 3.—Clyde Ingalls, manager of the Ringling-Barnum Side Show, has recovered from recent illness and will devote much time this winter in working on some new ideas that will materially improve the kid show. Will have a larger tent and more and better attractions.

Fire Destroys Kelly Property

Some animals, equipment lost — Dores Miller receives painful burns

SPRINGFIELD, Mo., Dec. 3.—A farm building three miles east of here which housed animals and equipment belonging to the Al G. Kelly and Miller Bros. Circus was destroyed by fire November 24. Loss is estimated to be about \$2,000, with no insurance.

Four monkeys, a large African lion, a number of dogs and a few other animals were saved. A bear, a lynx, an Australian wolf, a big monkey, a baboon and a leopard were lost, besides several hundred yards of new canvas, all the tools and a quantity of new lumber.

The building, which was owned by Frank Fellows, of the Springfield Trailer and Wagon works, was covered by insurance. It is believed the fire started from a spark falling on the shingle roof.

Dores Miller received painful burns on the back and shoulders when he entered the lion cage and drove out the lion, which later was corralled.

Long Season For Haag Bros.

IOWA, La., Dec. 3.—Haag Bros.' Circus is in its 36th week, with no closing date in sight. Manager Roy Haag has just equipped all ticket sellers and takers on the big and both side shows with bright flashy uniforms. Roy Swinburn, elephant trainer, also has two new uniforms. Andy Colino, chimp trained by Del Graham and wife, is going over big.

The Zarados came close to losing their trailer when it was set on fire by an oil stove while they were at dinner in cookhouse. Was badly burned and carpenters are repairing it.

Shorty Sylvester had not seen his mother in several years, so when the show was in Texas the Sylvesters went to Eloy, Ariz., and had a nice visit. They are back in clown alley.

Mrs. Bertha Morris, daughter of Roy and Freda Haag, visited on show with her parents for three weeks, following which she returned to Jeffersonville, Ind., home of her husband, M. A. Morris, of the Morris Troupe.

The show is now in the oyster country, and L. Claude Myers, band leader, can be seen nightly at an oyster bar stowing away several dozen on the half shell.

Five Weeks' Run For Malloy in Pittsburgh Store

CANTON, O., Dec. 3.—The J. R. Malloy Circus unit is playing a five weeks' engagement at Kaufman's department store, Pittsburgh, Pa. Several acts of the show form the nucleus for a children's play, under direction of Grace Price, script by Harold Goldstein, titled *Under the Big Top*. It is presented twice daily in the store auditorium. Several of the Malloy troupe have speaking parts, including Bob Merrill, Art Hill, Nancy Darnell and Jack Malloy. The play is in three acts, with the circus dominating the entire action.

Circus line-up is as follows: Bob Merrill, acrobatics and hand balancing; Rags and Bobby, comedy acrobats; Art Hill, bicycle; Tinker Toy and Pals, dog and pony act; Ruth and Jack, Roman rings; pony pickout; Nancy Darnell, aerialist, and four clown numbers. During the Pittsburgh engagement the Malloy circus will play several theaters and clubs in the district.

Turney With Gene Autry

EL PASO, Tex., Dec. 3.—Dail Turney, general manager of the Tom Mix Circus, in quarters here, was a visitor en route to the West Coast to assume his duties as personal representative of Gene Autry, the singing movie cowboy.

Gladstone Shaw, superintendent of the Tom Mix show, is in a hospital here, having undergone an operation.

Billetti Injured In Fall at Mobile

MOBILE, Ala., Dec. 3.—Eddie Billetti, of the Billetti Troupe, high wire, with Polack Bros.' Circus, fell here night of November 23 while coming down the ladder after finishing the act and broke his arm in several places. He will be unable to perform for several weeks. Was replaced by Johnny Risko, formerly with the Blondin-Relims high-wire turn. Four people are in the Billetti act.

On November 28, last day of the local engagement, committee of Zamora Shrine Temple, Birmingham, headed by Harry E. Winfield, Recorder, visited the show and were entertained by Irving J. Polack and Louis Stern.

Paul Del Rio, of the Del Rio Family, was out of act for a few days, owing to a very bad cold. His sisters, Delores and Trinidad, continued act, with Sedgewick Mickel making the talks for them.



JIMMIE WOODS (right), owner-manager of the Yankee-Patterson Circus, who had his big top and side show at the recent Farmers' Market Circus and Fair, Hollywood, Calif., which was staged for the entertainment of customers and as an advertising medium. Poodles Hanneford was equestrian director and presented the Hanneford riding act. Billy Hoffman, former trouper, is on the left.

Russell Indoor Unit Returns To Quarters; Business Is Off

ROLLA, Mo., Dec. 3.—Russell Bros.' Circus indoor unit returned here last Sunday after completing a five-day engagement in Joplin, Mo. C. W. Webb, manager, said the indoor show would not resume until conditions showed signs of improvement.

Business the preceding week in Hutchinson, Kan., was only fair, and was considerably worse in Joplin. The show was acclaimed as the best ever presented indoors in either city, but the local sponsors blamed hard times for the lack of attendance. The sponsoring organization in Hutchinson was Cyrus Grotto, and in Joplin it was Azotus White Shrine. Both committees co-operated nicely but found the show-going public apathetic.

Only a matinee was given on closing day in Joplin in order to make way for the weekly barn dance of Radio Station WMBH. What probably amounts to a record was established in vacating Memorial Hall. The performance started at 1:30 and by 5 o'clock the dirt ring had been removed and all the rigging and show property was out of the building.

The Clarkes had a family turkey dinner Thanksgiving with Madame Bedini as their guest. She returned to her home

in Aurora, Ill., Sunday, and the Clarkes started for Southern California. Madame Bedini was unable to work the last two days because of an infected foot, her comedy act being presented by Danny Gordon and her Liberty horses by June Russell, who also worked the bulls. Gordon returned to the Coast with the Clarkes.

Walter and Ethel Jennier went to Detroit with Buddy, the sea lion, and stopped off at Rolla en route, as did the Great Dalbeanie on his way to New York City. Charles Webb accompanied the Jenniers.

Bob and Irene O'Hara left the middle of this week for Seattle, Wash., to spend the holidays with relatives, and Clifford Brooks, bandmaster, and wife left for Oakland, Calif. Both parties are driving but left their trailers in Rolla. Justus Edwards has gone to Oquawka, Ill.

James and Margot Webb have moved to Union City, Tenn., where James has taken over the editorship of a newspaper. He joined the circus to spend a vacation in 1934 and remained with it for five years.

Jack Crippen and mother, of Sharon, Ia., recently spent several days in quarters on their way to Florida for the winter.



With the Circus Fans

By THE RINGMASTER
CFA

President MELVIN D. HILDRETH, 716 Evans Bldg., Washington, D. C.
Secretary W. M. BUCKINGHAM, Thomas Bank, Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Toppers," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Dec. 3.—The Grotto Circus opened at Norwich, Conn., evening of November 28. In anticipation of a street parade, the committee brought the band wagon down to the armory and it was necessary to clear a path in the snow to get it out of the way. Walter Buckingham, a member of the circus committee, and another party did the snow shoveling. Buckingham states that he has done many things about a circus lot, but this was the first time he ever shoveled snow to make a path for a band wagon.

The WPA Circus issued special invitations to Fans for the opening of their fourth indoor season at White Plains, N. Y., on Thanksgiving Day. Bill Montague, of West Hartford, Conn., was the only member of the organization to report. Bill reports he was shown every courtesy by Wendell J. Goodwin, general press representative, and had pleasant visits with others of the personnel: Burns O'Sullivan, Eddie Sullivan, Ben Probst, William Cutty, Alice Powers and Chief White Cloud and wife. The weather was cloudy and raw, with a nasty sleet storm starting in mid-afternoon. He reached home early Friday morning in a heavy snowstorm after five hours of travel by bus, train and taxi.

Mr. and Mrs. W. H. Hohenadel were in Chicago December 2. Visited the Atwell Luncheon Club, Hotel Sherman, at noon. Had dinner and spent the evening with John R. Shepard.

Cold Weather Strikes Parker & Watts Quarters

FT. SMITH, Ark., Dec. 3.—Weather was "very unusual" the past week for Fort Smith as temperature was down around 20 degrees for four days. Now that it has warmed up, visitors are again in evidence around Parker & Watts winter quarters.

Johnny Delmar and James Hackensmith have returned from an engagement at the Houston Shrine Circus and report a splendid engagement. Both have engagements for the Christmas season, clowning for local stores. Jimmie Thomas has been working at several local entertainments.

Mr. and Mrs. Ira M. Watts and Joe Webb visited Russell Bros.' Indoor Circus at Joplin and from there made a trip to Springfield (Mo.) Wagon Works.

Thanksgiving dinner was enjoyed by 20 circus employees, the turkeys being furnished by Charles Brady, of Izard County, Ark.

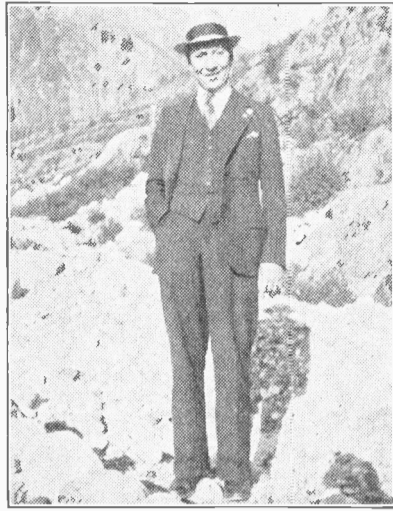
Red Monroe wires that everything is okeh in West Virginia. Frank Nally, master mechanic, informs that he will start for quarters shortly after Christmas. Jack Fenton and Pete Brovold have covered much territory and are still hitting the ball in the interests of Parker & Watts national advertising. Have made Chicago, Toronto, New York and Raleigh, N. C.

The Chamber of Commerce, under management of Scott Hamilton, is co-operating with the show at every turn. L. B. Greenhaw, general agent, was in Chicago for the convention.

Lowrey Says Shows Play Havoc With Roads

MIAMI, Fla., Dec. 3.—Commissioner Lowrey, of the county highway board, says that if he has anything to say about it circuses will never again show on grounds far removed from railroad trackage. Moving their heavy equipment, including iron-shod tractors, over the highways has played havoc with the roads, Lowrey says.

The two circuses which showed here this season did considerable damage and there will be no more permits for them to move over the highways of Dade County if Mr. Lowrey has anything to do about it. The situation, however, is not desperate for the circus—because friend Lowrey has as much to say about it as that year-round resident of the moon.



DON LaVOLA, wire performer, who played fairs in Alaska this year. This picture was snapped while he was standing at the rim of Taku Glacier, said to be the only glacier in the world that one can get close to. It is located 16 miles from Juneau.

Ingham's Indians Resume

CHATHAM, Va., Dec. 3.—After a four-day layoff for Thanksgiving, Ingham's Congress of American Indians opened here November 28, playing some of the schools in the county missed last season. Finishing these schools the following day, they went to schools of Surry County in North Carolina. Members of troupe enjoyed a turkey dinner Thanksgiving Day. It was prepared by Mrs. Rex M. Ingham at Rex's in Ruffin, N. C.

Elephant "Queen" Dies At Downie Bros.' Quarters

MACON, Ga., Dec. 3.—Queen, noted circus elephant, died at Downie Bros.' Circus quarters here Tuesday morning.

Queen, said to be 84 years old, has been in failing health. She was in a Santa Claus parade last Friday in unusually cold weather. Pneumonia developed and this was declared the direct cause of death.

Originally named Queen Helen, according to Downie executives, the elephant was purchased in 1930 by Charles Sparks when the Gentry show property was sold.

Downie officials said Queen's first public appearance was with the old Montgomery Queen Circus. Later she was purchased by the Pullman and Co. Circus and later by the Harris Nickel Plate Circus.

Judgment for Mrs. L. F. Bullen

SYDNEY, Nov. 10.—A judgment for \$1,409 (about \$7,046) was given for Mrs. L. F. Bullen, proprietress of Bullen Bros.' Circus, in her action against Thomas Culley and Cornelius O'Connor on the ground of having killed four of her performing animals in an accident on June 16 last. The judge took into account the value of the animals, their value to the show, the probable loss caused by their deaths and the amount paid for medical fees to try to save the animals. He then gave his judgment for the plaintiff.

IABPBD Local 46 Elects

CLEVELAND, Dec. 3.—At the annual meeting of the Billers' Alliance, Local No. 46, held November 23 the following officers were elected: Gregg Broscheid, president; L. Stine, vice-president; M. Soloman, financial secretary; C. Silber, treasurer; P. Wallace, business agent; L. Shade and C. Wheeler, trustees.

Why a "Biggest Show on Earth?"

By P. M. SILLOWAY, CFA

THE history of the circus in the past 30 years has apparently shown that the idea of a "biggest show on earth" is a costly experiment. Since the World War there has been developing a complexity of conditions inimical to the existence of a "biggest show on earth" touring the nation at large—difficulties in the nature of handicaps in transportation, business and legal technicalities, unsympathetic labor attitude, new municipal regulations and enforced demands from wage earners, with many other unfavorable factors of the circus environment. All these indicate an adverse future for the idea of a dominant enterprise among American circuses.

Along in the decades from 1890 to 1910 there were several circuses which might have claimed the title of a "biggest show on earth." In the zenith of its greatness the Barnum & Bailey Circus was a tremendously big show. Later were the John Robinson Circus, the Sells-Forepaugh combination, the Sells-Floto show, the Hagenbeck-Wallace aggregation, the Ringling Bros.' Circus and the Al G. Barnes show. Each of these carried the highest class of attractions, the earth being scoured for new and novel features of every kind. None, however, claimed to offer all the cream of circusdom nor attempted to monopolize the world's stellar attractions.

Spirit, Personality of Their Own

A review of the history of the big circuses of the past 30 years discloses that each was built up by a master spirit or a unity of direction, each being dominated by a single guiding hand or by the traditions of a single family. Generally each aggregation was the outgrowth of the owner's idea of what a successful show should be to acquire a leading place in the estimation of circus patrons. The John Robinson show was carried along by three generations. Thus all the big shows of the past 30

years grew and prospered—the old Sells Bros.' Circus, Adam Forepaugh show, Barnum & Bailey Circus, Hagenbeck-Wallace show, Sells-Floto Circus and Ringling Bros. Each had a spirit and personality of its own, given to it by the courageous initiative and unflinching persistence of the owners.

Also we can discern that each of the big circuses of bygone days was built up on a distinctive conception which the builders kept strictly in mind as they grew annually into greater proportions. The Barnum show specialized in the museum idea, presenting strange men and strange beasts from all the corners of the earth. The old Sells Bros.' Circus was built around the exhibition of two trained hippos presented in the arena by the owners in person. The John Robinson show specialized in fine riding and dancing horses. The Wallace show began with the exhibition of the largest horse then on record and continued touring with the finest lot of draft horses ever shown in parade. The Sells-Floto Circus started with the slogan "The finest equipped show in America," and it held to that idea until it ceased to be a separate organization. The Al G. Barnes show was developed strictly as a wild animal circus, and on that basis it grew in popularity.

High Cost of Best Seats

When a traveling aggregation reaches such size that the expenses cannot be (See WHY "BIGGEST" on page 39)

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Under the Marquee

By CIRCUS SOLLY

FIVE ELGINS, for many years with major circuses, are playing night clubs in the Middle West.

CALVIN WHYTES returned to his home in Cressona, Pa., after closing his second season with the Four Kressells.

PHYLLIS DARLING expects to winter in Philadelphia with mother. Was with Barnett Bros.' Circus.

FRED AND BETTY LEONARD are visiting at their mother's home in Wichita, Kan.

C. H. DROEGE states that Doc Waddell's article in the Christmas Number was a dandy and that he greatly enjoyed it.

WAXO. Mechanical Man, opened November 25 with Jack (Abe) Tavlin's Side Show at Goldblatt's Loop store in Chicago.

RUBE EAGAN, with Russell Bros.' Circus the past season, who has been playing some dates, is back home in Oakland, Calif.

SOLLY UNDERSTANDS that Howard Y. Bary is determined to again have a circus next season. Bary was in Washington, D. C., last week.

T. F. WIEDEMANN has been at the Charity Hospital, Jackson, Miss., for several weeks, having had one major operation and is preparing for another. Letters from friends will be appreciated.

DO NOT SPARE on light around your show. It certainly brightens up things.

BARNEY AND JIMMY ARENSEN are in charge of winter quarters of the J. R. Malloy Circus at Canton, O. They plan to work clubs and other dates in the district during the holidays.

FLYING WARDS are having a long season in South America with Atayde Bros.' Circus. In act are Gus and Betty Bell and Harold Ward. Show is working its way toward Lima, Peru.

SHIRLEY LYONS, of Cleveland, O., enjoyed reading Doc Waddell's article, *Between the Lines*. He says: "I am glad to see *The Billboard* publish good, sincere articles on the circus."

LLOYD CROUCH and company, wire act, with Hagenbeck-Wallace past season, are working vaude dates in Chicago after playing on West Coast. Esther Crouch and Eddie Henricks are in the act.

KELLEMS AND WELLS, clowns, are in the Wolf & Dessauer Department Store, Ft. Wayne, Ind. Happy Harold Kellem recently became a Noble of the Hadi Shrine, Evansville, Ind.

BRYAN AND BILLIE WOODS will have the Opa Locka (Fla.) Zoo ready for the tourists December 15. They are spending plenty of money to make it one of the most popular spots in Greater Miami.

CARL MONAT, of Gallon, O., writes: "Read Doc Waddell's article in the Christmas Number and want to compliment him. Showfolk should be impressed by reading it. The ideas are great."

HARRY E. MOORE, after closing his animal show, saw the Bronx, New York; Washington, D. C., and other zoos. He then went to Akron, O., from which point he left November 28 for Gainesville, Fla.

THE 1938 SEASON is over. Forget it. Plan for 1939.

BERNIECE KELLY Circus Revue was at the Shrine Circus, Houston, Tex. Following the last performance evening of November 26, the Shriners gave a banquet for all the acts and employees of the show.

CAPT. BILL SPAIN, in charge of Charles Weir's elephants, will shortly leave New York for Hollywood to work for Warner Bros. in a picture with the Three Marx Brothers. Picture will have a number of circus sequences.

CAL ANDERSON, formerly with Cole Bros.' Circus, is recovering from a serious illness. Letters from acquaintances will be appreciated. His address is Ward 6, Room 9, Bed 32, Veterans General Hospital, Wood, Wis.

BARRY GRAY thought Doc Waddell's article, *Between the Lines*, in the Christmas Number was one of the best he ever read. And Glenn J. Jarmes says: "Doc hit the nail right on the head. His article is stupendous."

JOE SIEGRIST is on staff of Fanchon & Marco Studios, Hollywood, Calif., producing gymnastic ideas, using the Fanchonettes. His first production will open at Paramount Theater, Los Angeles, in two weeks.

THE FOLLOWING are at Louie S. Ladma's Texas Hotel, Waco: Frank Geiser and Hubert Wilson, of the Ringling show; Luther Waite and Mack Powell, Barnes-Sells-Floto; H. M. Harrell, billposter; Connie Munde, Harley Sadler's show.

THE KLINES (Elmer and Elvira) opened a five weeks' engagement November 19 in Toyland of a department store in Lansing, Mich. Kline also is doubling at Strand Theater, working "Kute Kris Kingle," a six-inch high novelty.

A FIRST-CLASS parade is an asset to a show. If a good one cannot be staged, then forget it.

NEWS OF THE DEATH November 13 at Rockford, Ill., of Fred Ledgett, equestrian director, was a shock to Canton, O., showmen and friends. He enjoyed the friendship of hundreds in Canton, where he framed and directed the first two annual indoor circuses for Nazir Grotto.

BABE THOMASSON and Bebe Siegrist have been working at Metro-Goldwyn-Mayer Studios, doing the trapeze number in *Idiot's Delight*, starring Clark Gable and Norma Shearer. Before the scene was completed Joe Siegrist was called in as technical director. Stella Cronin also is in the picture, doing iron-jaw swivel.

TONY GENTRY, wild animal trainer, is managing the Frank Buck Jungle Camp unit No. 1 at a New York department store. Gentry is a permanent member of the Buck staff at the Amityville, L. I., camp and during the winter months will be busy breaking cat animals.

FROM CHARLES H. (DOC) GARDNER, Corpus Christi, Tex.: "Read Doc Waddell's article, *Between the Lines*, and will say that for many readers it may seem like a dream, but it is a dream that can come true. Waddell is a great visionary and with his long experience in show business knows what he is talking about."

FROM BILL PENNY: "I enjoyed reading Doc Waddell's article in the Christmas Number. I remember back in 1925-'26 when we tramped together on Hagenbeck-Wallace Circus. Doc predicted that another James A. Bailey would come back with his ideas of the circus. It now appears so from what I hear Big Bertha is going to do."

EVERETTE JAMES and wife motored from Beaumont, Tex., to Jasper, Tex., November 24 and spent the day on the lot with Haag Bros.' Circus. Renewed many old acquaintances. Trucks are in good condition after being out 36 weeks. Manager Roy Haag stated that season has been good. Despite cold weather at Jasper, matinee was fair and night house good.

EDDIE AND EUGENIE SILBON recently returned from a four months' trip to the Orient, visiting 16 ports in the following countries—China, Straits Settlement, Sumatra, Java and Philippine Islands. In Shanghai they met Francis Reed, of the Reed family of American bareback riders. He is in business there. In Hongkong they visited with Vic Hugo and wife. Hugo is managing several big picture houses for a Chinese company.

WHEN THE ADVANCE of Downie Bros.' Circus closed at St. Augustine, Fla., Lee S. Conarroe, car manager, went to Cincinnati, O., then to Hot Springs, Ark.; A. Adelman, boss billposter, Hot Springs; L. Deitz, boss lithographer, Flushing, L. I., N. Y.; P. Rogers, Little Rock, Ark.; L. Hadley, Wichita, Kan.; J. Raymond Morris, Jacksonville, Fla.; G. Paul Hale, Mid- (See UNDER THE MARQUEE on page 64)

15 Years Ago

(From The Billboard Dated December 8, 1923)

The Al G. Barnes Circus made some changes in its executive staff. Charles C. Cook, veteran employee of show, was appointed manager, and J. B. Austin was named general agent. . . . Frank A. Cassidy, director of publicity on the Barnes show, left for New York and said he had joined the movies for good. . . . Val Vino, lecturer and announcer in the side show of the Ringling-Barnum circus, was doing advance and press work for the Moose Fun Festival at Ponca City, Okla. . . . W. H. Cleveland, in the privilege department of the Ringling-Barnum circus, signed to go with the John W. Moore Indoor Circus for the winter. . . . Eddie Silbon visited *The Billboard* in New York and announced that the Silbons were signed with Fred Bradna for a series of indoor celebrations.

Downie's Hippodrome Elephants left for Akron, O., where they were to be featured at the Eagles' Carnival there week of December 10. . . . The Tamaka Troupe of Japanese wrestlers, Powers' Elephants and Valasco, wire performer, were playing at the Maryland Theater, Baltimore. . . . The Riding Lloyds were playing indoor circus dates in New England. . . . The Siegrist Sisters, aerialists, began their winter string of indoor circus and vaudeville dates at the Park Theater, Carrollton, O., under direction of George Marlowe. . . . Ray Glaum, iron-jaw performer on the Knisely Bros.' Indoor Circus, was injured in a fall at Barberton, O. . . . Mark Frisbee and Charles Parker, show painters, closed with Cole Bros.' Circus and joined Wolcott's *Rabbit Foot Minstrels*.

Horace Laird and his Five Merry Jestlers were playing indoor circuses. . . . Jolly Ray, fat woman of the Al G. Barnes Circus, was with the Santos & Artigas Circus in Cuba. . . . George Stumpf, boss hostler with the Hagenbeck-Wallace Circus, died of heart disease at his home in West Baden, Ind., December 2. . . . Joe McCullom, formerly with Sells-Floto Circus, was running the No. 1 ticket box on the side show of the Christy show. . . . Mr. and Mrs. Phil E. Keeler contracted to go with Sells-Floto Circus for season of 1924. They were playing indoor circus and vaude dates. . . . Dell Simmons, after closing with the Gentry-Patterson Circus, joined clown alley of the M. L. Clark & Sons Shows.

Editor Complains About Press Ducats

Editor *The Billboard*: For more than 30 years I have been engaged in daily newspaper work, the past 20 years as managing editor of *Shreveport Journal*. During that long period it has been my privilege to direct the handling of publicity for circuses and also to handle for the newspaper the courtesy tickets issued it by circus agents. As a rule there has been no cause for serious complaint about the manner in which the circus representatives treated those to whom the newspaper courtesy tickets were issued.

But there was such a "raw" deal to various holders of courtesy tickets to Al G. Barnes and Sells-Floto Combined Circus, presenting Ringling Bros. and (See EDITOR COMPLAINS on page 64)

Watkins Animals to Cuba

ORLANDO, Fla., Dec. 3.—Irah J. Watkins' animals left November 26 for Havana, Cuba, for appearance in the National Theater. Watkins and wife were accompanied by their son, David; Sam Jackson and Joan Spalding, aerialist. They will return in time for the Tampa and Orlando fairs. After Mr. and Mrs. Watkins left Mighty Haag Circus they played 14 fairs, closing at Valdosta, Ga.

Evans in Cleveland Store

CLEVELAND, Dec. 3.—J. J. Evans Circus unit is presenting show at the May store here for the kiddies. Six acts are given, including four midget mules, eight dogs and educated horse. "May West." Eddie Raymond, clown, and Billy Winters, singing joey, are here. This year makes Raymond's 10th straight at the store. He and Winters have trouped together on a number of circuses.

The Corral

By ROWDY WADDY

BUDDY MEFFORD, trick and fancy roper, had an official position at the Pensacola (Fla.) rodeo recently, it is reported.

MONTIE MONTANA finished his engagements on the West Coast in time to attend the big powwows in Chicago last week. He reported that he planned to return to the Coast at the conclusion of the meetings to fulfill several contracted dates.

THANKSGIVING DAY RODEO at the Oklahoma State Reformatory, Granite, had over 100 participants, officers and inmates and a big attendance. Officials were Warden Fred Hunt (one of the outstanding rodeo performers of Oklahoma), sponsor; Lem Willis, arena manager; Wayne Winton, arena director; Buck Armstrong, arena secretary; Cecil Crosby, Son Brown and Willard Raper, judges; Tom Park, announcer. Music by the 40-piece Reformatory Cowboy Band, directed by Col. Fred W. Pike. Results: Calf Roping—Son Brown; T. J. Parkey and Fred Jackson split second and third. Bulldogging—Tommy French, Gordon Blood. Steer Riding—Marlow Weaver; Ernest Jones and W. L. Billy split second and third. Steer Team Roping—Lem Willis and Gordon Blood split first; Son Brown and Ed Sowers split second; Warden Fred Hunt and Tommy French split third. Colored Boys' Steer Riding—"King Kong" Hoffman, Willard Edward Jackson, H. T. Dennis.

IF PRESENT indications mean anything, rodeo folk will watch with deep interest the proceedings at the Rodeo Association of America convention in Livingston, Mont., January 6-7. It is plainly evident that numerous folk are far from satisfied with what has been accomplished by the RAA in lining up rodeo managements and the way in which it functions. The Cowboy Turtles Association apparently has the majority of bona fide rodeo contestants in its membership and should be able to set forth in clear, concise manner just what contestants desire. The Turtles must, however, submit some sort of proof that its membership will adhere to any agreements entered into by its authorized representatives. Now is the time for both organizations to get their individual plans mapped and sanctioned by their respective memberships so that common sense methods can prevail when the representatives of both organizations meet to find a solution for their problems. Don't make foolish promises, but if you do make promises be prepared to adhere to them thruout the new season. From this point it seems unreasonable to believe that the two bodies can't get together to draw up plans whereby the public, contestants and rodeo managements alike will be the beneficiaries. The decision rests with you fellows. It's within your province to make or break one of the most entertaining and exciting pastimes in America.

RESULTS of Bakersfield Frontier Days at Bakersfield, Calif., recently, are: Bronk Riding—First day, Burel Mulkey; Frank Schneider and Jackie Cooper split second and third; Nick Knight. Second day, Nick Knight, Frank Schneider, Jackie Cooper, Harry Logue. Finals, Nick Knight, Frank Schneider, Jackie Cooper, Harry Logue. Bull Riding—First day, John Schneider; Frank Schneider and Pete Travis split second and third; Frank Raho. Second day, John Schneider, Frank Schneider, Canada Kid, Joe Burrell. Bareback Riding—First day, Pete Grubb, Frank Schneider, Joe Burrell, Pete Travis. Second day, Pete Grubb, Joe Burrell, Harry Logue, Frank Schneider. Calf Roping—First day, Harold Jackson; Asbury Schell and Lawrence Conley split second and third; Andy Jauregui. Second day, Tom Rhodes; Everett Bowman and Asbury Schell split second and third; Lawrence Conley. Finals, Asbury Schell, Lawrence Conley, Andy Jauregui, Clay Carr. Steer Wrestling—First day, Everett Bowman, John Mendes, Oscar Warren, Clay Carr. Second day, Everett Bowman, Clay Carr, Canada Kid, John Mendes. Finals, Everett Bowman, John Mendes, Clay Carr, Canada Kid. Single Roping—First day, Willie Clay; Bill McFarlane and Girard Davis split second and third; Asbury Schell. Second day, Dick Robbins and Clay Carr split first and second; Pete Grubb and Everett Bowman split third and fourth. Finals, Willie Clay, Clay Carr, Asbury Schell, Gene Arrants. Team Roping—First day, Bill McFarlane, Joe Edwards, Charles Jones, Pete Grubb, (See CORRAL on page 64)

IAFE IS GIVEN A SHAKE-UP

New Policies Will Be Tried

Kingman succeeds Hemphill as secy.—Ammon leads off with verbal barrage

CHICAGO, Dec. 3.—In a session marked by revolutionary changes in its parliamentary set-up, the International Association of Fairs and Expositions convened for the 48th time in this city this week. Delegates were offering the opinion today that the association is seeing the first stages of its own "new deal," brought about and prompted by the so-called younger delegation of member fairs.

Meeting in the Hotel Sherman on November 29 and 30, the organization resolved to adopt apparently far-reaching alterations in its operation and by-laws. Keynote to the moves that "will take control of the association out of the hands of a select group" was delivered by the retiring president, Ralph E. Ammon, Madison, Wis., who literally tore the organization apart in a constructive way.

At the closing session the association resolved to establish headquarters in the convention city, offices to be maintained by the association and under direction of the president and secretary; resolved to rewrite the by-laws to conform with the changing picture of the organization in general; appointment of a nominating committee of five members to handle selection of prospective officers; provide for the incoming president to annually prepare a program of promotion for fairs in general; set aside not more than \$300 annually for expenses incurred by the president in fulfillment of his official duties, and introduction of a pre-convention party in the convention city, designed to encourage conclave attendance and internal good will.

Herring Is Vice-President

Sid W. Johns, manager of Saskatoon (Sask.) Exhibition, was elected president.

L. B. Herring Jr., secretary of South Texas State Fair, Beaumont, replaced Johns as vice-president, and Frank H. Kingman, secretary of Brockton (Mass.) Fair, was selected as secretary-treasurer, replacing the incumbent Ralph T. Hemphill, secretary-manager of Oklahoma State Fair and Exposition, Oklahoma City. Hemphill had held the secretary-treasurer seat 15 years.

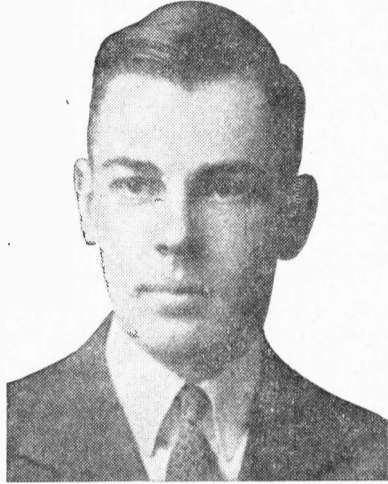
Directors elected included Ralph E. Ammon and Roy Rupard for one year; Herbert H. McElroy, Ottawa, Ont., and Charles W. Green, Sedalia, Mo., two years, and Mrs. Ethel Murray Simonds, (See IAFE IS GIVEN on page 37)

Ohio Annual Reduces Debt

ZANESVILLE, O., Dec. 3.—In marked contrast to last year's unprofitable event, the 1938 Muskingum County Fair closed with gratifying success, said Paul D. Elliott, secretary, upon completion of the annual report. Not only was the 1938 fair self-supporting, Elliott said, but \$3,285.29 was applied to indebtedness, reducing it to \$9,645.75. Total receipts were \$17,187.93. Gate receipts were \$5,180.50, and concessions brought in \$2,903.81. Prize winners received \$7,284.77.

SMITH'S SUPERBA BAND closed season at Anderson, S. C., November 5, making total of 26 weeks. Still dates were booked thru Johnny J. Jones Exposition and fairs thru the Hamid office.

New IAFE Sec



FRANK H. KINGMAN is new secretary-treasurer of the International Association of Fairs and Expositions, having been elected at the Chicago annual meeting to succeed Ralph T. Hemphill, Oklahoma City, who held the post 15 years. Secretary of Brockton (Mass.) Fair, Kingman entered the fair field in 1919 as assistant to John C. Simpson, and from then until 1925 as assistant to General Manager Charles A. Nash at Eastern States Exposition, Springfield, Mass. He was manager of Connecticut State Fair, Hartford, 1925-'26; assistant secretary, Iowa State Fair, Des Moines, 1927-'28; general manager, New England Fair, Worcester, Mass., 1929-'31, and was auditor of Brockton Fair six months in 1932. He was born in Springfield, Mass., January 22, 1900.

Big Attendance At Royal Winter

TORONTO, Dec. 3.—Royal Winter Fair closed a successful eight days here November 23. While it is the policy of the fair board not to give out attendance figures, Mr. Elliot, publicity manager, told *The Billboard* correspondent that attendance this year was the best since the fair's inception and hiking up of admission from 25 cents to 35 cents had no effect. Horse Show had sellouts every (See BIG ATTENDANCE on page 37)

Greater Field Service by IAFE Is Advocated by Past President Ammon in Address at Chi Meet

Address of Ralph E. Ammon, director of Wisconsin department of agriculture and markets, manager of the State Fair and retiring president of the International Association of Fairs and Expositions, at opening convention session in the Hotel Sherman, Chicago, on November 29.

A year ago you honored me with the office of president of this, our association. No honor which has come to me in my young life has meant as much to me; I doubt that any honor will come to me in the future that will be as much cherished as the honor which you bestowed upon me. I have had the privilege and pleasure of knowing 14 former presidents of our association, not all of them while they were serving as president, but since they completed their

service in that office. Knowing the ability, capacity and integrity of these men, I appreciated the responsibility which this office imposes.

For nine years I have attended all sessions of this association. I have learned to know many of our members and to respect and cherish the friendship of all whom I know. During the nine years in which I have been manager of Wisconsin State Fair I have visited many fairs in the United States and Canada. I have been impressed with the sincerity and seriousness of purpose of the officials of all these fairs. It is obvious to one who studies fairs that much time and thought (much more than the laymen realize) has been given by the fair management to make each

(See GREATER FIELD on page 38)

More Buildings In Albuquerque

Revived State fair makes strides—solons to be asked for continued support

ALBUQUERQUE, N. M., Dec. 3.—Revived after a lapse of 22 years, New Mexico State Fair here on October 9-16 earned net operating profit of \$5,590.53 and has title to a plant worth \$438,482, reports Leon H. Harms, manager-secretary. After paying off \$4,638 the fair is in debt only the \$14,066 advanced as a loan by Albuquerqueans for additional construction. In addition there remains on hand \$1,073 to keep offices open until February 1 and to maintain grounds until the 1939 fair.

Credit thru approved WPA projects totals \$100,000 and when it is matched by \$90,000 sponsors' money will be utilized to complete the industrial building, to build administration and poultry exhibit buildings and complete landscaping. Need for a continuing appropriation by the Legislature is foreseen by Frank Shufflebarger, chairman of the fair commission, as he appointed a legislative committee to seek yearly allot-

(See MORE BUILDINGS on page 37)

Chi Sidelights

CHICAGO, Dec. 3.—It's Toronto for the IAFE next year. Earlier than usual but the same sort of thing when the boys arrive.

H. WILLIAM POLLACK, of the Pollack Poster Print, Buffalo, was busy accepting congratulations from his many friends on his election as sheriff of Erie County, New York. He assumes these new duties on January 1.

FOR MANY of his close friends (and there are plenty of them) Charlie Nash's absence from the conclave in the Sherman was a distinct disappointment. The general manager of Springfield's Eastern States Expo has always been a leader in business and fun sessions. Complications created by his show's tragic hurricane experience kept Charlie at home this year, tho he sent his energetic and talented assistant, Milt Danziger, to carry on.

IN A QUIET and unassuming sort of way, Clem Schmitz, the Radio City insurance man, hit the contract and contact lines hard. He returned to New York with several prominent fair, carnival and attraction policies in his pocket, the boys said today.

FOR FAST and intelligent speaking Maurice Merney, of the New York World's Fair, took the cake. His short and sweet and to-the-point spiel at the SLA banquet Wednesday evening hit a high note in the kindness-to-banquet-listeners department.

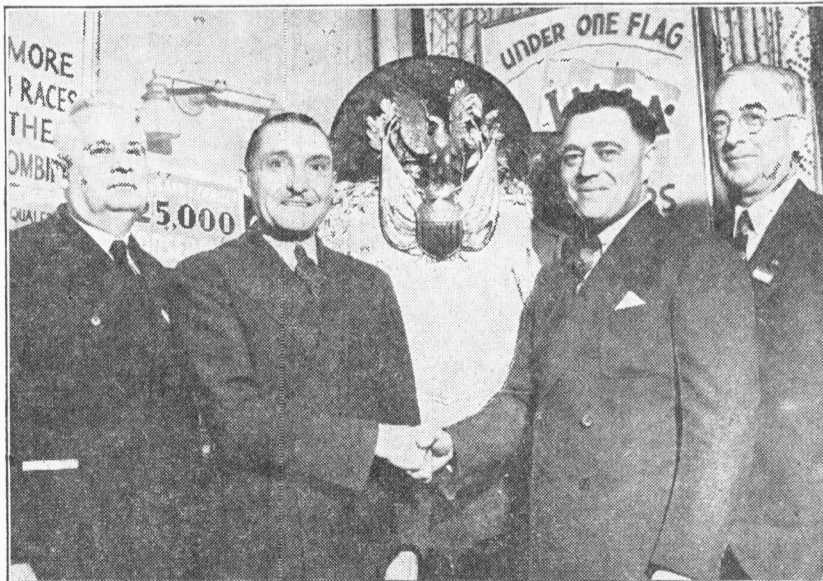
GEORGE A. HAMID, representing the American Recreational Equipment Association, in convention at the same time, delivered a polite and interesting invitation to all fairmen to visit AREA's spacious exhibit hall. It looks as tho the park and equipment delegations will be missing from the fair convention scene in 1939, having decided to convene in New York immediately following close of the World's Fair.

INCIDENTALLY, world's fairs are of no aid whatsoever to State, district and county annuals in the eyes of Elwood Hughes, key man of Toronto's Canadian National. As usual, Hughes was his own little beehive of activity all week.

MAZIE C. STOKES, Davenport, Ia., skipped the 1937 meeting because of illness and had to take it easy this year because of illness.

IT WON'T seem like the same meeting with Ralph Hemphill out of the secretary-treasurer seat. Ralph has held down the detail end 15 years, but relinquished the position to an Easterner, young Frank Kingman, Brockton's boss.

RETIRING President Ralph E. Ammon is happy it's all over—meaning his official report that prompted the changes in IAFE's governing and operating set-up. (See CHI SIDELIGHTS on page 37)



FAIR OFFICIALS PRESENTED Emory Collins with championship trophy during the annual IAFE meeting in Chicago last week. Left to right: Maurice W. Jencks, manager of Kansas Free Fair, Topeka; Gus Schrader, former dirt-track champion; Emory Collins, winner of the Grant Trophy, emblematic of the world's dirt-track championship; A. R. Corey, secretary of Iowa State Fair, Des Moines. Jencks and Corey are members of the contest board of the International Motor Contest Association, governing body of dirt-track auto racing.

IAFE Government Relations Body On S. S. and Wage and Hour Laws

Report by Chairman Milton Danziger, assistant general manager of Eastern States Exposition, Springfield, Mass., and the committee on government relations to the annual convention of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on November 29.

SOCIAL SECURITY—At the last annual meeting the members went on record favoring a petition to the Congress of the United States to exempt agricultural fairs from the provisions of the Social Security Act. This resolution was not presented to the proper authorities because shortly after it was passed the Congress appointed an investigating committee to study methods to increase the scope of the Act.

The investigating committee has announced thru the press that it plans to recommend to the Congress that persons now having exempted status under educational institutions should be included within the scope of the Act. In view of this recommendation it would seem to your committee to be futile to oppose the wishes of the Congress in making it possible for more persons to enjoy the benefits of Social Security. Inasmuch as many of our fairs are under State, county or community direction, they are automatically exempt. Agricultural fairs, altho non-profit educational institutions, but organized and directed by private control, and not direct instrumentalities of government, are not exempt and must pay the Social Security tax.

Your committee has had to answer many inquiries from members and non-member fairs pertaining to their status, and this has taken much time because each inquiry required examination of the fair's charter, by-laws and organic set-up. No broad or general interpretation or opinion can be given. Each inquiry requires special study.

WAGE AND HOUR LAW—The Fair Labor Standards Act, commonly known as the Wage and Hour Law, which went

into effect on October 24, sets a minimum hourly wage rate of 25 cents for persons employed in interstate commerce and the production of goods for interstate commerce, and a maximum standard work week of 44 hours with regular pay and overtime rates of time and one-half the usual rates. Oppressive child labor is outlawed from the start. From October 24, 1938, to October 24, 1939, wages cannot be less than 25 cents an hour; from October 24, 1939, to October 24, 1940, 30 cents an hour and thereafter 40 cents an hour. There is also a limitation of hours of work to October 24, 1939, of 44 hours; from October 24, 1939, to October 24, 1940, of 42 hours and thereafter to 40 hours a week.

The penalties for violations of the law are severe. The law is unique in that it does not confer upon the administrator of the Act any general power to issue rulings including industries within the coverage of the Act or excluding them. In other words, each industry must determine for itself whether it comes within the purview of the Act. If the employer guesses wrong, employees can recover twice the amount of unpaid minimum or overtime wages, and for guessing wrong he can also take a fine of not more than \$10,000 or imprisonment of not more than six months. To make it easy for the wrong guesser of wages and hours, he need not go to prison only after conviction for a prior offense, so on the first wrong guess he only has to think of the \$10,000.

So naturally under these peculiar provisions of law your committee on government relations not wanting to see any member languishing in Atlanta, Ft. Leavenworth or possibly Alcatraz Island is somewhat timid in advising the members, but it is hard to stretch the imagination to see how fairs come under the purview of the Act, because: (1) We are not engaged in "trade, commerce, transportation, transmission or communication among the several States or from any State to any place outside thereof." (2) We are not engaged in the "production of goods for commerce." (3) Persons employed in a bona fide executive, administrative or professional capacity are specifically excluded.

UNITED STATES DEPARTMENT OF AGRICULTURE EXHIBITS—The United States Department of Agriculture exhibits under the supervision of Joseph W. Hiscoc, chief of the division of exhibits of the department, reached a new high during the year in quality and in effectiveness of presentation, despite the lack of increase in appropriation. There was considerable discussion at the last meeting for a program to increase the

appropriation for this work. There were many suggestions that the members write or wire their senators or congressmen, urging them to support an increased appropriation. This would be simple enough if the administrative officers of the department of agriculture approved, and the bureau of the budget concurred, in a request to the Congress for an enlarged appropriation. It is unlikely that the committee on appropriations of the house of representatives would entertain a request of this nature without the support of the bureau of the budget. To overrule the bureau of the budget would require your committee to remain in Washington for many weeks, making individual congressional contacts, a condition which does not seem feasible at this time.

The appointive members of your committee wish to thank President Ammon and Secretary Hemphill for their support and assistance. It is apparent, with the passage of new laws affecting our interest, that the committee on government relations must assume an important place in the functions of our association in the future and that the chairmanship should be intrusted to some trained person with a knowledge of government subjects who will have the time to devote to its duties. With becoming modesty we feel that the activities of the committee and what it has meant to the fairs of the United States in dollar and cents value could be well used as a sales argument for lining up every important fair in North America for membership.

Committee on Government Relations, International Association of Fairs and Expositions. Milton Danziger, chairman; Ralph E. Ammon, president; Sid W. Johns, vice-president; Ralph T. Hemphill, secretary-treasurer; P. T. Strieder, W. B. Boothby, members.

Lynch Is Signed for W. F.

NEW YORK, Dec. 3.—Jimmie Lynch and his Death Dodgers will perform at the B. F. Goodrich Co.'s auto exhibit at the New York World's Fair. The fair signed a contract with the Goodrich company Tuesday. It will use a plot of 120,150 square feet and build a tower and an oval field where the Lynch troupe will perform. Fair also announced that the Trunk Line Association of New York and the Central Passenger Association of Chicago have okeed substantial reductions in passenger rates of all classes for distances more than 250 miles from the city during the fair.

W. C. (BILLY) SENIOR and wife spent Thanksgiving with Mrs. Senior's parents, Mr. and Mrs. Fred Young, at Peru, Ind., after which they went to Chicago for the showmen's doings. Senior is general road representative of the Gus Sun office.

G. G. Expo Considering Show for Jewish Relief

SAN FRANCISCO, Dec. 3.—Returns on some of the very "big" attractions already set or in the making for the Golden Gate International Exposition find fair officials a bit groggy because of the somewhat disinterested and apathetic feeling on the part of the public.

Now the Expo's bigwigs are mulling the idea of a mammoth show to be held during the fair, proceeds going into a fund for relief of European Jewish refugees. Fair officials believe the idea to be a good one and that the public would be very responsive to such an appeal.

Other than the fact that Chief Director Harris Connick has given such a show some thought, there is really nothing material, as yet, to show that the exposition will go thru with any such plans.

Conferring with Concessions Director Frederick Weddleton this week was William Russell, who negotiated for a Scottish Village. Russell said the An Clachan concession at the Glasgow Exposition, just closed, was the top-money attraction on the fun zone. He will produce same sort of concession here.

H. A. De Vaux, managing director of the Golden Gate Amusement Co., will set up a Children's Village, with all the characters of childhood fables housed on a four-acre site. The Rudolph Wurlitzer Co. has contract for installation of a three-manual organ, which will be placed in the auditorium of the California State Building.

Set also are Harry Illions' two giant Ferris Wheels. Illions will come here direct from the Showmen's convention in Chicago to supervise their erection. Both attractions held fun spots at the Chicago Fair.

Treasure Island turnstiles have clicked for some 200,000 paid admissions since grounds were opened to the public April 3. Single daily attendance reached an all-time high November 6 when Charles Kullman's recital drew 12,032 persons.

County May Conduct Fair at Barron, Wis.

BARRON, Wis., Dec. 3.—As a result of action by the Barron County board of supervisors, citizens will indicate at a referendum at the spring election in 1939 whether they desire to have the county provide for and conduct the Barron County Fair. If the referendum is approved it will give the county the right to purchase the fairgrounds at Rice Lake and expend moneys to improve the same and to conduct fairs on the grounds.

It was resolved, that prior to the acceptance of a deed of conveyance from the Barron County Fair Association all stockholders of the association relinquish their stock in the corporation and deliver to Barron County an unconditional deed to the property.

Surplus for Fredericton

FREDERICTON, N. B., Can., Dec. 3.—At the annual meeting of the Fredericton Fair Association, the Fredericton Exhibition, Ltd., and Agricultural Society 34 it was revealed that the 1938 fair, despite several rainy days and unfavorable economic conditions, had produced a surplus of \$3,933, enabling the fair entity to wholly retire the mortgage balance, which was \$3,000. The financial showing was considered remarkable by the directors, in view of what the 1938 fair had to cope with.

Monroe Faces Deficit

MONROE, Wis., Dec. 3.—Stockholders of the 84-year-old Green County Fair will decide at a meeting here December 13 the fate of the exposition, which faces a \$5,200 deficit. A request by the board of directors of the fair for a \$2,000 appropriation was refused by the county board at its last meeting. Anticipated State aid of \$3,000 would reduce the indebtedness to only \$2,200.

ARMAND J. SCHAUB SR., who recently returned to Cincinnati, advises that he met Jack Raum, owner of Raum's Circus and Red David Drivers, at Owosso, Mich. He reported that Jack had a very good season. Raum has already contracted the Michigan Oil and Gas Exposition, Mt. Pleasant, Mich., and Ingham County Fair, Mason, Mich., for next season.



★

Selden
THE STRATOSPHERE MAN

TRADE MARK
WORLD'S HIGHEST AERIAL ACT!
NO NETS!—NO SAFETY DEVICES!

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THANKS!—FAIR MEN

for the many offers of engagements for 1939.

This act—thrill-packed from beginning to end, finishing with a breathless, spine-tingling "Slide for Life," is proclaimed the greatest drawing attraction ever presented and will help you to increase attendance.

TIME STILL AVAILABLE FOR FAIRS, PARKS AND CELEBRATIONS.
PERMANENT ADDRESS CARE OF THE BILLBOARD, CINCINNATI, O.

The Origin of the County Agent

By STARR DeBELLE

In 1912 the La Porte County Fair, La Porte, Ind., again closed as a successful and profitable event. But the closing Saturday was a dismal, rainy day, one that closed the amusement zone and kept the fairgoers at home or braving the elements doing their daily chores or shopping. On this afternoon a number of the fair's officials sat in a stock barn merely spending time and discussing the week in general. J. A. (Jim) Terry, now secretary of the fair, was one that was present and the one who later gave the data regarding the origin of the present County Agent.

The fair had been successful for a number of years and money was piling up in its treasury. The discussion arose in regard to what good use this money could be put to. One that would not only benefit the surrounding agricultural belt, but one that would prove to the farmers and fairgoers in general that the La Porte County Fair was not strictly a commercialized yearly event, but a progressive organization that had the farmers' interests at heart.

Several different ideas were discussed but none seemed to bring aid to the betterment of farming. Then it was decided, but not officially, that the La Porte Crop and Soil Improvement Association could be organized for the benefit of those that had been instrumental in not only providing great agriculture displays but had supported the event with their hearts and souls.

An Outstanding Feature

The matter was soon placed before the

fair board and the management immediately agreed that it would be an outstanding feature with the welfare of the entire county as an object. At that time Leonard B. Clore, a prosperous farmer and noted as the Indiana Corn King, was approached regarding accepting the responsibility of heading the organization. He accepted the post with the understanding that should the organization not be successful in its aim and if the farmers refused to co-operate in bettering their soil and crops he was at liberty to resign. The organization met with the approval of the farmers and great strides were made towards better farming and crop conditions during the first year.

During that time the Purdue University of Indiana, an agriculture college, watched the operation, which was to its liking, and had a law passed authorizing the county agent plan. The Crop and Soil organization was then disbanded and the fair followed the county agent plan; were then paid by the State.

Now every county thruout the country has an agent serving in that capacity and La Porte County Fair can boast of creating a new county office that has been co-operating with the sons of the soil for the advancement of agriculture for a number of years.

J. A. Terry (Uncle Jim) has been connected with the fair for 34 years and has been secretary of the annual event for 23 years. Each year marks new improvements for the fair, which is as solid as the famed Rock of Gibraltar.

WANT MORE REVENUE
for
YOUR ORGANIZATION?

Read
"BINGO BUSINESS"

A Column About Bingo in the
WHOLESALE MERCHANDISE
Department

THIS WEEK and EVERY WEEK

Fair Elections

HAMILTON, O.—Result of election of the Butler County Agricultural Society, November 26, follows: John W. Cochran, 508; M. E. Murray, 503; William Taylor, 502; A. J. Magie, 291; John Brosier, 69.

WASHINGTON C. H., O.—The Fayette County Fair board has re-elected the old officers: Ray Brandenburg is president; Walter Sollars, vice-president; George L. Gossard, secretary; George Steen, treasurer.

NEW CASTLE, Pa.—Directors of the New Castle Fair Association have been named as follows: Thomas Cooper, S. A. McCreary, W. H. Atkinson, C. A. Brookhaver, Thomas A. Kilkey and E. E. McGill.

CARROLLTON, O.—Howard Van Fossen, Floyd Manfull, John H. McClain and T. W. Blazer have been re-elected directors of the Carroll County (O.) Agricultural Society. Blazer for several years has been superintendent of privileges.

CANTON, O.—All officers of the Stark County Agricultural Society have been re-elected: J. E. Holm, president; W. T. Shekels, vice-president; Ed S. Wilson, secretary; A. G. Smith, treasurer. In a general discussion of plans the board decided to allot higher budgets for horse-racing events and grand-stand shows for the 1939 event.

CHIPPEWA FALLS, Wis.—Northern Wisconsin District Fair Association re-elected L. J. Vaudreuil, president; H. A. White, vice-president; C. E. Stiles, treasurer; A. L. Putnam, secretary; John Wolfe, superintendent.

WAUSAU, Wis.—Wisconsin Valley Fair and Exposition re-elected F. J. Gaetzman, president; D. M. Genrich, vice-president; Bert E. Walters, secretary. H. A. Kiefer, in charge of concessions for several years, was elected treasurer. Reports showed a loss on the year of \$2,600, due to rain-outs.

MANITOWOC, Wis.—Louis O. Rehm and George Kiel, president and secretary, respectively, of Manitowoc County Fair Association, were re-elected to the fair board by the county board of supervisors on November 17 for three-year terms.

SWAN RIVER, Man.—Swan River Agricultural Society elected: President, Dr. T. I. E. Rutledge; vice-president, R. G. Lennie; directors, L. Lockhart, N. Wright, C. Barnsfield, J. Matheson, J. Vopni, A. Petrie, J. Stephens, F. Smith and J. Shaw. Plans are for extensive grounds improvements. This year was said to be most successful in the society's history.

ST. JOHN, N. B.—W. J. Wetmore was re-elected president of St. John Exhibition Association; H. G. Harrison, W. F. Knoll, vice-presidents; Mrs. Mildred A. Gray, acting secretary-treasurer; F. X. Jennings, H. H. Scovil, J. B. Dever and A. D. Rankine, committeemen.

LISBON, O.—Van J. Morris was elected president of Columbiana County Agricultural Society, succeeding J. H. Sinclair; W. B. Stratton, vice-president; H. A. Marsden, re-elected secretary; R. C. Bean, treasurer. G. A. Rogers will continue as head of speed department, with L. R. Cobbs in charge of the show horse department.

SALTCOATS, Sask.—George Trowell was re-elected president; Clifford S. Erratt, Jack Neal, vice-presidents; Rupert Kirkham, secretary-treasurer, by Saltcoats Agricultural Society. An effort to continue the exhibition, resumed in 1938 after five years of inactivity, will be made by the society.

ZANESVILLE, O.—Clyde McFarland and John Hobbs were elected directors of Muskingum County Fair, replacing Emmons Dick and Paul Aitken.

MEDINA, O.—Medina County Agricultural Society re-elected C. H. Damon, J. V. Einhart, L. R. Wideman, C. L. Goodwin, Homer Homan, Dr. R. D. Way and Fred Koons as directors. John C. Davis was elected a director.

FOND DU LAC, Wis.—All officers of the Fond du Lac County Agricultural Society have been re-elected as follows: Clarence Sheridan, president; William E. Seffern, vice-president; Leon N. Richter,

Fair Meetings

Iowa Fair Managers' Association, December 12 and 13, Savery Hotel, Des Moines. E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 14, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Indiana Association of County and District Fairs, January 3 and 4, Claypool Hotel, Indianapolis. William H. Clark, secretary, Franklin.

Wisconsin Association of Fairs, January 4-6, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Western Fairs Association, January 5-7, Palace Hotel, San Francisco. Tevis Paine, secretary, Sacramento, Calif.

State Association of Kansas Fairs, January 10 and 11, Hotel Jayhawk, Topeka. George Harman, secretary, Valley Falls.

Ohio Fair Managers' Association, January 11 and 12, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 11-13, Nicolet Hotel, Minneapolis. L. O. Jacob, secretary, Anoka.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, S. C., January 16 and 17. J. A. Mitchell, secretary, Anderson.

Western Canada Association of Exhibitions, January 16-18, Fort Garry Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Western Canada Fairs Association, January 16-18, Fort Garry Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage La Prairie, Man.

Canadian Midwest Fairs Association, January 16-18, Fort Garry Hotel, Winnipeg, Man. A. E. Russell, secretary, Lethbridge, Alta.

Michigan Horsemen Association, January 17, Ft. Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

Maine Association of Agricultural Fairs, January 17 and 18, Penobscot Exchange Hotel, Bangor. J. S. Butler, secretary, Lewiston.

Michigan Association of Fairs, January 18 and 19, Ft. Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

Massachusetts Agricultural Fairs Association, January 19 and 20, Hotel Northampton, Northampton. A. W. Lombard, secretary, 136 State House, Boston.

North Carolina Association of Agricultural Fairs, January 19 and 20, Raleigh. A. H. Fleming, president, Louisburg.

North Dakota Association of Fairs, January 19 and 20, Waldorf Hotel, Fargo. Dick Forkner, secretary, Langdon.

Rocky Mountain Association of Fairs, January 22 and 23, Havre Hotel, Havre, Mont. Jack M. Suckstorf, secretary, Sidney, Mont.

Virginia Association of Fairs, January 23 and 24, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 23-25, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 26 and 27, Penn-Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 27 and 28, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denton.

Association of Tennessee Fairs, February 7, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 21, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Ontario Association of Agricultural Societies, February 23 and 24, King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

SECRETARIES of associations should send in their dates, as inquiries are being made.

treasurer, and R. C. Cameron, secretary. Total receipts from the 1938 fair were \$10,209.97, plus a balance of \$415.25, provided a \$10,625.24 working capital. Expenditures were \$10,132.03, leaving a \$493.21 balance. Gate receipts for the 1938 exposition totaled \$2,519.70, and grand-stand receipts, \$997.10.

Galax Books Acts

GALAX, Va., Dec. 3.—W. C. Roberson, secretary of the Great Galax Fair, has announced that he is already proceeding with plans for the 1939 event. He has booked a large revue and a number of acts with George A. Hamid, Inc. The appropriation for the grand-stand talent has been increased because of the splendid results received from this year's show.

CSRA Purses Upped

SAVANNAH, Ga., Dec. 3.—National championship CSRA-sanctioned and supervised speed events resume on a semi-monthly basis at the local speedway December 4. Purses have been upped with a change in the program presentation, which has been approved by the executive secretary of CSRA, Norman Witte. Following Sunday's events, the speedsters return here December 18.

Miss. State's Theme

JACKSON, Miss., Dec. 3.—Mabel L. Stire, secretary of the Mississippi Free State Fair, announced at the annual winter meeting this week that Parade of Progress will be the theme of the 1939 event. Members of board voted for continued modernization of plant with a new combination grand stand-administration building first to be built.

Big Attendance at Harlingen

HARLINGEN, Tex., Dec. 3.—Clear cool weather helped to set new attendance records for the Valley Midwinter Fair with 15,000 on November 24 (third day), breaking record for single day to hear W. Lee O'Daniel, governor-elect, and his hillbilly band and singers. O'Daniel and his family put on a character show and later he gave a political talk.

BIG ATTENDANCE

(Continued from page 35)

night, with good matinees, price range, rush seat 50 cents to boxes at \$1.75. Exhibits of all kinds were better and more numerous. While attendance was good, concessioners complained of no spending. Burny Arnett and George Atkins had a line-up of nine concessions, roll down, futures, pitch-till-u-win, darts, shooting gallery, add-a-line, picture machine and two wheels (blanket and groceries); Garnet Walker, three (pennant machine, candy and ice cream); Paul Dider, sketchedettes, and Goldberg, Lord's Prayer on a penny.

Royal Winter of 1937 showed a deficit of \$3,324 compared with a surplus of \$4,474 in 1936. Official audit of the 1937 fair showed revenues at \$281,832, as compared with expenditures of \$285,157. Expenditures during 1936 were \$12,911 below this figure. The Dominion and Provincial governments each contributed \$60,000 in 1937. These amounts are included in the total revenue.

IAFE IS GIVEN

(Continued from page 35)

Muskogee, Okla., and Harold F. DePue, Great Falls, Mont., three years.

The 1939 convention will be held on November 23-25 in Toronto in the Royal York or King Edward hotels following the org's custom of meeting every fifth year in Canada.

The session was marked, as usual, by several member secretaries speaking on problems facing the industry, discussions this year pointing chiefly towards promotion and advertising ends. Titles of the papers included *Membership of the International Association of Fairs and Expositions*, L. B. Herring Jr.; *Contributing Factors to a Successful Fair*, President Samuel S. Lewis of York (Pa.) Interstate Fair; *Advertising a Fair*, Elwood A. Hughes, general manager of the Canadian National Exhibition, Toronto; *The Value of Moving Pictures in Advertising*, Harold F. DePue; *The Aims and Accomplishments of the National Dairy Show*, Lloyd Burlingame; *Methods of Advertising*, by Manager Harry G. Templeton, Indiana State Fair, Indianapolis.

Questions brought up by Milton Danziger, chairman of committee on government relations and assistant manager of Eastern States Exposition, Springfield, Mass., dealt chiefly with explanations and advice concerning the social security and wage and hour laws as they apply to the fair industry. Members were warned especially to take an attitude of co-operation with the federal government, a policy that should insure a fair or individual fair treatment in the future.

Roll call showed 53 member fairs rep-

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HIGH ACTS AND STANDARD NOVELTY ACTS.

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resented, and Secretary Hemphill estimated that at least a dozen non-member delegations were also present. Roll call last year showed 64 fairs in attendance.

Some Split in Opinion

President Ammon's criticism dealt chiefly with these points: the organization is too Midwestern; it is not representative of U. S. fairs in general; it does not function on a democratic basis; it is not catering to smaller fairs; it is governed by a combination of a small but powerful minority and a set of archaic by-laws. The address apparently met with the approval of many Eastern and Southern delegates, action being taken immediately to attempt a revision of policy as outlined in the resolutions. Following the meeting there was a definite difference of opinion concerning outcome of the new regime, the org being split as to the value of the new moves. Many thought it the signal of the launching of a new day in IAFE history, while others were of the opinion that very little if any tangible improvements were devised at the meeting.

North Iowa Fair, Mason City, joined the organization, R. D. (Duke) Molesworth, secretary, signing the papers on Wednesday.

MORE BUILDINGS

(Continued from page 35)

ments. Credit for increased attendance was given to the eight-day racing meet with pari-mutuels, but no action was taken on a spring racing season.

Gross receipts were \$98,373.84; gross expenditures, \$97,374.70; cash receipts from operation, \$51,173.84; cash disbursement of operation, \$45,533.31; net operating profit, \$5,590.53; donations, materials and services, \$12,815.56; cash put into construction, \$50,935.98; construction cost by sponsor, \$63,787.53; labor paid by fair, \$9,442.03; paid by government, \$257,527.02; land, material, equipment and other expenses paid by fair, \$53,845.50; paid by government, \$117,167.76. Total, \$171,013.26. Receipts: From State 1937-'38 outright appropriations, \$15,000; State matched by city of Albuquerque, \$18,755; Albuquerque Chamber of Commerce, \$538.12; loan from citizens, net, \$12,273.11; donations equivalent to cash for services, etc., \$12,815.56; income from fair, \$51,173.84.

CHI SIDELIGHTS

(Continued from page 35)

It was a courageous move on the part of the young Wisconsinite.

FRANK WIRTH and Frank Duffield were here, there and everywhere all week. Wirth's return to the attraction booking biz apparently has met with sound approval of the industry.

CHARLIE GREEN likes horses and seldom misses an opportunity to plug the plugs as a fair attraction, whether they be show, harness or running breeds.

MUSIC CORP. OF AMERICA was represented by Bill Stein, Lew Wasserman, De Arv G. Barton and Bill Green. They are still looking for a capable outdoor man to head their proposed fair attraction department.

SENATOR MURPHY was absent this year—much to the disappointment of the Western delegation who enjoyed his antics no end in 1937.

AND SO it's just another meeting gone by the boards, the boys trekking homeward in search of sleep and rest and a sensible diet.

THERE WERE about 90 exhibition rooms in Chi and Charlie T. Goss, the "match king," could be found in any of them, his "signs" read.

FRED BECKMANN, that grand old showman, was unable to make the Chicago meetings for the first time in more than 20 years. Altho feeling fine, he has been suffering from a cataract.

Fair Grounds

SANDY CREEK, N. Y.—The 1938 Sandy Creek Fair was in the black, with income of \$48,975.54 and expenditures of \$48,795.72. Success of the five-day fair means it will be continued in 1939.

NEILLSVILLE, Wis.—Clark County Board of Supervisors voted an appropriation to repair buildings on Clark County Fair Society grounds. Secretary Harold Huckstead reported 1938 fair receipts totaled \$6,952.87, plus \$348.88 cash on hand, against disbursements, including premiums, of \$7,089.52, leaving a balance of \$212.23.

JANESVILLE, Wis.—Construction has started on a new 4-H Fair grounds here and the \$45,000 project is scheduled to be completed for next year's fair. The land, 18½ acres of the old Janesville Fair grounds, was purchased by Rock County as a permanent site for the junior fair. Plans call for 13 building units, including a new grand stand. WPA labor is being employed.

GREEN BAY, Wis.—As result of a \$191.76 profit on the 1938 fair, Brown County Fair Association has a cash balance of \$4,341.82, against \$3,732 last year. Besides the fair profit, the gain represents a profit of \$300 from a July 4 celebration, plus \$175 increased State aid and a \$50 dividend from De Pere Federal Savings and Loan Association, in which the funds were invested. It was voted to hold the 1939 fair later than in previous years.

Many Exhibits For Leipzig Fair

LEIPZIG, Germany, Dec. 3.—The Leipzig Trade Fair will hold its next spring session in March. It will comprise over 10,000 exhibits of the newest products of 34 of the leading producing countries, including the United States. An attendance of more than 300,000 business men attracted from 74 countries is assured, indicating a general improvement in world trade.

The spring fair will be the 1,981st session of the historic exchange which, having been in existence for more than 700 years, is today the oldest and largest industrial exchange in the world. It is significant that 80 per cent of those visiting the fair during the past five years have repeated their visits.

Model Mormon Tabernacles To Be at N. Y., San Fran

SALT LAKE CITY, Dec. 3.—The Mormon Church will erect a scale model of the famous Mormon Tabernacle in Salt Lake City as part of the Utah exhibit at the San Francisco Golden Gate International Exposition. Contract has been arranged for by Stephen L. Richards, chairman of the Mormon Church radio, mission, literature and publicity committee.

The tabernacle will be erected in the center of one of the major exhibition buildings. A pipe organ simulating the tabernacle organ will be built within the structure, and motion and still pictures will be projected upon a screen for the entertainment of visitors. Surrounding the tabernacle will be landscape effects depicting the L. D. S. Temple block.

A Utah State exhibit at the New York World's Fair will include a miniature of the Salt Lake City Mormon Temple Block.

GREATER FIELD

(Continued from page 35)
fair a credit to the State or community it serves.

For Statistical Info

There is a great opportunity, in my opinion, for someone to render valuable service to fair officials and enrich his own store of information by making an extensive and intensive study of American fairs. I have had ambitions to do just that. In fact, last winter I began to gather statistical information on fairs thruout the continent. About the time I was becoming really engrossed in the study, my duties in Wisconsin were expanded to include the directorship of agriculture and markets, as well as management of the State fair. These added duties made it impossible for me to carry on the research I had contemplated. But I had gone far enough to know that a great field of opportunity and service awaits someone.

I had gone far enough to estimate

that there are more than 2,100 county, State and provincial fairs in the United States and Canada, and that these fairs are attended by more than 45,000,000 people annually. These 2,100 institutions and these 45,000,000 people represent the clientele whom the International Association of Fairs and Expositions should serve. They represent our opportunity, if not our obligation to serve.

As president of our association I have asked myself a question many times during the year. The question: "Is our association meeting its opportunity and its obligation to serve this potential membership?" The answer (from my own knowledge): "No." Not satisfied to accept my own answer I have asked the same question of four previous presidents of our association. Each has given the same answer: "No." I have asked the same question of many members of our association. Many have given the same answer.

A second question naturally and logically follows: "Why isn't the association meeting its opportunities and its obligations to serve its membership?" It is always easier to see that a man is sick than to know why he is sick. Likewise, it is easier to know that our association is not doing all it can do than it is to say what can be done, how it can be done and why it isn't being done.

Drawing upon my own experience and that of many others in the association I have tried to learn some of the answers. While it is neither the polite nor the politic thing to do, I feel that I would not be fair with the membership of our association and would not have been worthy of the honor which you bestowed upon me as president if I did not present to you my analysis of these answers. I assume that it is my obligation as president to speak of the status of our organization.

Questions for Analysis

Therefore, with your patience and indulgence, I shall attempt to complete my analysis of the situation under four general heads: (I) What is our association doing? (II) What can it do that it isn't doing? (III) What are the deficiencies of the association? (IV) How can the association be improved?

I. What is our association doing?
1. It provides a common organization for the fairs of the United States and Canada.

2. It provides the machinery for a national convention.

3. It provides the mechanism for uniform classifications and rules thru the classification committee.

4. It provides a Washington representative in the person of chairman of the government relations committee—probably the most valuable service of the association and one worth to each association many times the dues paid.

5. It provides a means of co-operation with exhibitors, showmen, park officials and others.

II. What can our association do?

1. Sell the agricultural fair to the American public. (A) Institutional publicity—this association is the only organization in a position to issue general publicity on the American fair, its romance, its service to agriculture, its economic and social value, its educational service and its merchandising possibilities. Baseball, football and even the well-known movie business continually conduct definite and constructive publicity campaigns to sell the institution to supplement the publicity for a given game or a certain picture.

(B) Showmanship in our annual convention and other meetings. Here we are meeting in Chicago, the heart of the greatest agricultural country in the world. We are supposed to be agricultural showmen. Who knows we are here? Who knows what we are doing and why we are doing it? How long since a newspaper reporter found these meetings worth covering for the news that might emanate from these gatherings? Are we showmen? Are we not missing a great opportunity for institutional salesmanship?

2. Sell the American agricultural fair to the American manufacturer. (A) Direct contact with key men—providing the information that the fairs which are members of this association have an annual attendance of 25,000,000 people—more serious-minded and more potential as customers than an equal number scurrying across the country for a so-called "World Fair."

(B) Research and dissemination of fair information. Who goes to a fair? How much information has the average fair manager on the who, where, what and why of his patrons? At the convention of New England fairs in Boston last

winter I heard the presentation of a study of the attendance of a small New England fair. This study, conducted by an agricultural college, sought to learn who attended the fair and why. This gave me an idea to conduct an intensive study of the patrons of Wisconsin State Fair of 1938. Accordingly we took the license numbers of 85,000 cars entering the gates during the fair. From the records of the secretaries of state of our own and adjoining States we are getting the names of the car owners.

From these names we are selecting 15,000 to receive a questionnaire asking: (1) Why did they come to the fair? (2) What advertising attracted them? (3) What exhibits did they like? (4) What attractions appealed to them? (5) What didn't they like at the fair? (6) What suggestions have they for improvements?

To Remove Boycotts

From the answers of these patrons we expect to have a fair picture of our customers. This will be valuable in sales talks. It will be valuable to our publicity staff and to our concession staff. If we had a picture of the fairgoer of the nation, think of the value as a sales talk to national advertisers. A magazine or a newspaper has this picture of its readers. I can conceive that this association could induce many agricultural colleges to make such studies of our fairs, for the information would provide many a thesis in rural sociology.

(C) Co-operation with the National Exhibitors' Council. There is in New York a service organization maintained by national manufacturers and exhibitors. This organization collects and publishes information on trade shows, exhibitions and expositions. It informs its clients on the advisability of taking space. While in New York last winter I made special effort to contact this organization. Its secretary was greatly interested in State and other large fairs and was eager for information on them. I regretted that I could supply him but little authentic information.

(D) The International Association of Fairs could and should break down all commercial exhibit boycott of fairs. You will recall that in our convention a year ago we discussed the apparent boycott of fairs by the tire industry and dairy equipment industry. At your request President Jencks appointed a committee of three to investigate the alleged boycotts. The committee included C. A. Nash, Springfield, Mass.; A. R. Corey, Des Moines, Ia., and myself.

After the convention was adjourned a year ago there was no opportunity for the three of us to co-operate in this study. While in New York, however, I took it upon myself to secure what information on the subject I could. I introduced the question at a meeting of the contest board of the American Automobile Association. No one knew of a boycott. They referred me, however, to the editor of the magazine *Tires*. Here I was informed that there is no boycott, but that there is an agreement between the big tire manufacturers not to exhibit at any automobile show or any agricultural fair. I was told that this agreement dated back to a series of complaints on the part of auto dealers that the tire exhibits were "hogging" the shows. I was informed that if I visited the right people in Akron, Cincinnati and Detroit that quite possibly I could get fairs exempted from the agreement.

But as president of the association I had no funds to follow up the suggestion. In fact, I had no funds except my own for the work in New York, and I could not personally afford to carry on. I am convinced, however, that the association could remove this boycott. Furthermore, I am convinced that there is a great unexplored field of attractive commercial exhibits for our agricultural fairs. I think it will be the job of the entire association or of a group of eight or 10 fairs to do this selling job. One fair cannot do it alone.

3. Sell the International Association of Fairs to our own membership and increase our membership. It may sound like treason for the president of an association to intimate that the membership is not sold on the organization. My eyes and ears tell me that it is true, however. Before we can sell fairs to the public and to the exhibitor we must sell ourselves on ourselves.

For More Democracy

III. What are the deficiencies of the Association?

1. The association is not sufficiently representative of the fairs of the United States and Canada.

(A) It is too Midwestern—not sufficiently representative of the East, of the West, of Canada or of the South.

(B) It is not representative of the small fair. Does not give proper opportunity or recognition to the small fair.

2. It is not democratic.

(A) The newcomer is not made to feel welcome. The smoker or mixer last evening was meant to correct this condition.

(B) It is ruled by a few, rather than by the whole. For five years I have wanted to protest that fact. As a member of the association I was afraid that such protest would sound like "sour grapes." As a director two years ago I was afraid it would sound like the egoism of the newly elected. As vice-president and newly elected president a year ago I felt that to speak would show impatience. But now as president and eligible to the Past Presidents' Club I do protest that this association should be governed by the democratic processes of the entire body. I believe in the competency of democracy. We, as fair managers, are called upon as individuals to make quick decisions on extremely important issues. As individuals we never have doubted our ability to make such decisions.

But in a convention, with due time for deliberation, we apparently do not trust our collective judgment, for we leave important decisions to a select group. I repeat that I have the greatest respect for those in control and consider them my best friends in this association. But I also repeat that I believe in the efficiency of democracy. I can understand that in the early years of this organization it needed guiding paternal hands to steady it while it learned to walk. But after 20 years it should be past the walking stage and should be ready to step out. If it is to step out it needs the full and unfettered power of the whole body, which in this case means the full and unfettered strength of the entire organization.

3. It is governed by archaic by-laws, written in 1919 and not reprinted since 1925. They are not adapted to the present and will not permit of adaptation to modern needs.

Greatest Days Ahead

IV. How can our association be improved? Gentlemen, the following suggestions are those of only one man. I offer them with no thought that the list is complete or that all are worthy of your approval. I offer them only as a beginning from which this convention may wish to develop a new program for our association. My suggestions for improving the association are:

1. Make it more representative and more democratic.

2. Return all control to the membership.

3. Enlarge the board of directors to permit of greater official representation. Ten directors would permit of representation from more sections of the continent.

4. Rewrite and revitalize the by-laws.

5. Outline a program of promotional and publicity work for the secretary or any other paid official.

6. Make funds available for important committees to carry out the work assigned to them.

7. Plan a research program for presentation to agricultural colleges.

8. Elect new officials in the afternoon of the first day of the convention so that they may preside the second day and have an opportunity to present their suggestions for the ensuing year. To make this possible I would gladly yield the chair to the incoming president for the second day of this session. In fact, I suggest and recommend this procedure.

Perhaps I have been presumptuous and egotistical in making this speech which for frankness probably is unprecedented in the annual convention of this association. Many times during the past few months I have reached a compromise with myself in deciding to be a good fellow and offer you a glittering speech of generalities on the greatness of our fairs instead of this frank speech and proposed program for improvement. My conscience would not permit me to compromise.

Were I not convinced that the greatest days of the American agricultural fair are ahead of us instead of behind us. I should not have risked your esteem with this speech. But I am convinced that not yet have we dreamed of the future possibilities of the American fair. My one and only motive in planning and delivering this speech has been and is the hope that our association will arise to the occasion and be ready for that promising future which awaits our fairs. May I close by expressing my appreciation for your co-operation during my term as your president.

Displays of Fun Caterers In Big Array

CHICAGO, Dec. 3.—The Hotel Sherman was virtually filled with exhibitors and displays of caterers to the fair business during the outdoor meetings this week. Among concerns represented were George A. Hamid, Inc.; Barnes-Carruthers, Thearle-Duffield Fireworks Co., Frank Wirth Attractions, Illinois Fireworks Co., Ohio Fireworks Co., United Fireworks Mfg. Co., Charles T. Goss, O. Henry Tent and Awning Co., Clem Schmitz, Charles Lenz, Lucky Teter's Hell Drivers, Jimmie Lynch's Death Dodgers, Triangle Poster Print, Globe Poster Print, Donaldson Litho, Music Corp. of America, Ernie Young Production and Management Co., Pollack Poster Print Co., Erie Poster Print, United States Tent and Awning Co., Baker-Lockwood Co., Wisconsin De Luxe Corp., Gus Sun Exchange, Hudson Fireworks Co., American Red Cross, New York World's Fair; Golden Gate International Exposition, San Francisco; A. E. Selden, "The Stratosphere Man"; Flash Williams, Capt. F. F. Frakes, Hinck's Thrill Attractions, Perey Turnstile Co., Rockwell-O'Keefe, *The Greater Show World* and *The Billboard*.

Fair secretaries and visitors were definite in their praise of this year's displays, extent of ingenuity, etc., offered by exhibitors in general, ranging above previous meetings.

Usual number of firms and carnivals had get-together facilities in rooms from top to bottom of the hotel. Usual late-hour revelry held sway Monday, Tuesday, Wednesday and Thursday, many a secretary or caterer being entertained until the wee hours of the morn. Friday the delegation vacated, thru for another year and ready and willing to call it a week.

Offer to Quints for N. Y. World's Fair To Be Rejected

TORONTO, Dec. 3.—Offer of \$1,000,000 to the Dionne Quintuplets to appear at the New York World's Fair will be turned down, according to word received here. Father of quintts and Dr. Dafoe are not in favor of the proposal. Keith Munroe, quintts' business manager, is authority for the statement that huge offers have been made. Munroe declined to say what chance there is of the offers eventually being accepted by the guardians.

Other offers received, it was said, were from the San Francisco fair, New Orleans Mardi Gras, British Empire Exposition and a proposal from Billy Rose to duplicate the community of Callender and the quintuplet hospital. The World's Fair officials are understood to be willing to deed part of the grounds to Ontario so that the quintts would be on Canadian soil in New York. They would send a special air-conditioned train to transport the entourage to New York. Some time ago Dr. Dafoe made the statement, "If the quintts were shown at any exhibition it would be in Toronto."

Plymouth Has Balance

PLYMOUTH, Wis., Dec. 3.—The 1938 Sheboygan County Fair showed receipts of \$13,272.82 and disbursements of \$13,417.44, according to W. H. Eldridge, secretary. As the result of a 1937 balance of \$277.77 the fair has a balance of \$133.59 at the close of this fiscal year. Attendance at the 1938 fair was reported as being the greatest in the last four years, with 14,996 25-cent admission tickets purchased. In addition there were 3,352 automobiles on the fairgrounds, for which a 10-cent charge each was made.

THE GREAT SIEGFRIED STEINWALL and Sverre Rolterund have been signed for the first indoor Ski show in Europe, which will be held in London during December and January at Earls Court. Promoter is Armand Vincent. Steinwall will be at the Winter Sports Show in New York, December 7-10, before sailing. He expects to appear at big fairs in this country in 1939.

Chicago Pick-Ups

CHICAGO, Dec. 3.—Art Concello, prominent flying act producer and a featured performer on the Barnes-Sells-Floto show this season, was a late arrival, pulling into town Thursday afternoon. Other circus folk noted around the hotel during the week were Ira Millette, Clint Finney, Harry Atwell, Allen Lester, Eddie Vaughan, Antoinette Concello and Felix Adler.

L. B. HERRING JR., new vice-president of the IAFE, was taken suddenly ill on second day of the business session and couldn't make the election of officers, etc. He departed later in the week sufficiently recovered.

ART LEWIS, the Eastern carnival op, purchased a new Ferris Wheel and Rollo Funhouse.

W. F. MANGELS CO. displayed a new-style ticket box and sold a number of units during the week, almost exclusively to carnivals.

PATTY CONKLIN and Elwood Hughes had their heads together discussing next year's Frolexland at the CNE. It'll be bigger and better, according to Patty.

THE LUCKY Teter and Jimmie Lynch bunch, friendly rivals, spent time together and some of the personnel met for the first time.

Combo Forms Exposition in Charlotte, N. C.

CHICAGO, Dec. 3.—Unique combination in process of incorporation as Southern States Exposition will blossom forth with the long-looked-for fair in Charlotte, N. C., it was announced here as the annual convention of outdoor organizations drew to a close.

Officers are J. S. (Doc) Dorton, manager of the North Carolina State Fair in Raleigh and Cleveland County Fair, Shelby, who is president and general manager; Lucky Teter, of the thrillfest Hell Drivers bearing his name, vice-president; J. H. Powell, Teter unit business manager, secretary-treasurer, and George A. Hamid, of George A. Hamid, Inc., chairman of the board.

Combo has taken over 100-acre property about a mile from Charlotte city limits. They aim to build a half-mile track and erect four or five commercial and exhibit buildings of fabricated steel, plus a grand stand seating 6,000, with exhibit building beneath stand. There will be a large-sized parking ground, band stand on lagoon and a dance spot featuring traveling bands, according to Dorton, who said an amusement park is in prospect. Representative local business men will be asked to participate in the Southern States expo to furnish the community flavor.

WHY "BIGGEST" —

(Continued from page 33)

met by the take at the door it becomes too large to succeed as a touring organization. This must invariably happen in the history of a "biggest show on earth." Under conditions which have prevailed since the World War, the average circus-going family cannot afford to pay \$1.75 for best seats per person; and a "biggest show on earth" seemingly cannot afford to tour the country for a smaller charge per capita. There are in the United States, outside of the 10 largest centers, about 80 cities exceeding 100,000 population, and these are scattered far and wide from Coast to Coast. Cities of a smaller population than 100,000 right now haven't enough families which can afford to patronize a "biggest show on earth." Under such circumstances a "biggest show on earth" cannot find a route of compactness which will justify its annual tours without a fight for exhibition stands with "near-biggest" circuses.

Present business conditions are vastly different from what they were in the bygone days. Outside of the large manufacturing centers, farmers and wage

earners make up the bulk of the circus patronage. Formerly farmers constituted over 50 per cent of the population, and they produced abundant crops at top prices; today the farmers constitute about 25 per cent of the population and good crop prices are exceptional, so that their annual incomes have dwindled to less than that of average laborers. Formerly the percentage of unemployed wage earners was small, but now there are about 13,000,000 people in America on relief. These are the conditions confronting the sponsors of a "biggest show on earth" today.

Evidently the rivalry for the title of a "biggest show on earth" would seem more detrimental to the circus as a traditional American institution than it would be helpful. It has been proved that when a circus of stellar magnitude went into a combination to produce an overshadowing aggregation the combining units soon lost their individuality and many soon went out of existence. Practically there is no John Robinson show today, nor any Hagenbeck-Wallace Circus, nor any Sells-Floto show, nor any Al G. Barnes Circus, for the traditions and personality of such organizations have been lost in the shuffling about of these titles.

Paternal Guidance Gone

Considering the history of the big circuses, we discern that behind each there has always been a kind of paternal guidance. The owner of the circus maintained a patriarchal relation to a group of attaches and subordinates, who in times when their funds ran low could always look to the owner to carry them thru the periods of idleness, and they in turn were fully satisfied to stick to the ship in times when the owner's fortunes were at low ebb. This phase of circus management is a thing quite unknown in syndicate ownership. Under the latter the dominant idea is to earn dividends for the stockholders, and in carrying out this view, whenever a financial loss seems impending, the stockholders generally make rapid moves to grab the physical properties of the organization. A "biggest show on earth" has never been built up under such conditions.

Current Idea of Make-Up

An ancient myth relates that Mars sprang forth full-armed from the head of Jove. Some such idea appears to prevail right now regarding the birth of a big show. An organization will be framed up in midwinter, and in the spring a "biggest show on earth" will claim precedence with the circus-going public. The current idea of the make-up of a big circus is a combination of a favorite movie actor, an outstanding animal act and such standard circus attractions as are available for the experiment. When such a combination begins to flounder in midseason the public points to it disparagingly and cries aloud that the circus is folding up as a decadent institution.

The conception of a "biggest show on earth" implies the elimination of the parade, the most efficient feature of the circus in bidding for the esteem of the public at large. Without the daily parade to excite the imagination and

arouse the interest of the throngs lining the city streets in anticipation of the spectacular display it is doubtful whether any of the major circuses could have attained a place of pre-eminence in circusdom. Every one of the aggregations whose titles are now displayed in the show world owes its success more to the parade than any other feature in circus traditions.

In the elimination of the parade feature the circus is ignoring a generation which must be its patrons in the future. As the matter now stands there are thousands of boys and girls of high-school attainments who have never felt the thrill of a passing circus parade and to whom the general announcement of a circus coming to town makes almost no appeal. The daily parade is a feature of the circus as traditional as elephants and clowns, or peanuts and red lemonade. It is a tolerably safe bet that the elimination of the parade feature was the killing of the hen that laid the golden egg.

Fate of "Biggest" Is Question

We have heard considerable stress placed recently upon the idea that the circus is at the crossroads as an American institution. No, this is not the question. The main question is as to the survival of a "biggest show on earth" under the conditions now prevalent in the business world. There is absolutely no reaction against the circus in itself, but the question at issue is regarding the fate of a "biggest show on earth" as a traveling aggregation dependent on the patronage of the circus-going public. At present the patronage outside of the very largest cities is apparently insufficient to keep a "biggest show on earth" off the financial rocks. Candidly the major circuses which are operating without parade and still holding up the admission prices to high figures have no right to expect capacity business.

The circuses with frame-ups as they were from 1900 to the World War, with the daily parade, came nearer to meet the demands of the public than a "biggest" show can achieve under present circumstances. The three-ring show, with high-class menagerie features, or two rings and a central stage, affords ample room for a display of the top-notch circus features. Anything larger than that can be only a pyramiding of the general features of the circus. It takes a mighty fine lot of circus talent, and plenty of it, to keep three rings going in a balanced program. Besides, the equipment of a high-class three-ring circus with menagerie is about the limit in point of transportation and workmanlike handling of the equipment.

The popularity of the circus is not waning in any degree, nor is it passing into obsolescence. If the public support in these times is not at par with bygone times it is chiefly because the circus has so widely departed from the traditions of its past. In conclusion, I suggest that when a big circus emerges from the confusion of the present it will be built up on the traditional standards, and it will have a distinctive vitality different from its competitors. It may not be the biggest show on earth, but it will be among the biggest and will be classed with the best.

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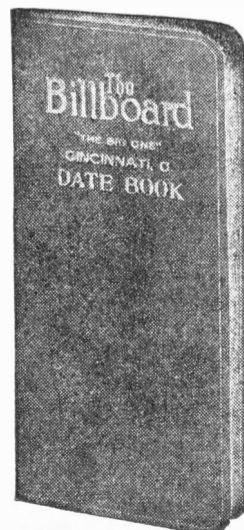
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NAAPPB SPLIT ON 1939 MEET

Groups Divide Between Toronto And New York as Conclave Site

World's Fair department administrators enhance exchange of ideas as to convention locale—Baker is re-elected for fifth term—British magnates attend

CHICAGO, Dec. 3.—As the National Association of Amusement Parks, Pools and Beaches and its most important allied and kindred arm, the American Recreational Equipment Association, concluded their annual five-day assembly at the Sherman Hotel Thursday no decision was reached as to the site for the 1939—World's Fair year—convention. One faction, believed not to have more than a handful of supporters, favors the usual joint assembly with the International Association of Fairs and Expositions and the Showmen's League of America, which are scheduled to gather in Toronto next November.

Another faction favors a meeting in New York, provided practical dates can be selected which will fall during the time the World's Fair is still in operation. Still another faction champions New York as the convention city even after the fair closes its gates, based on the possibility that the convention and exhibit can be accommodated on the expo grounds following the closing of the '39 extravaganza. Much will depend on when the fair will cease operations, with November 1 announced and extension to around Armistice Day a possibility.

Active presence of World's Fair department administrators served to enhance exchange of ideas on the next convention locale. Maurice (Mike) Mermey, director of exhibits and concessions, delivered during the closing Thursday session a brilliant half-hour narrative of the fair's scope and promotional plan which drew thunderous applause and won new band wagonists to the 1939 spectacle of "light and color, sound and motion."

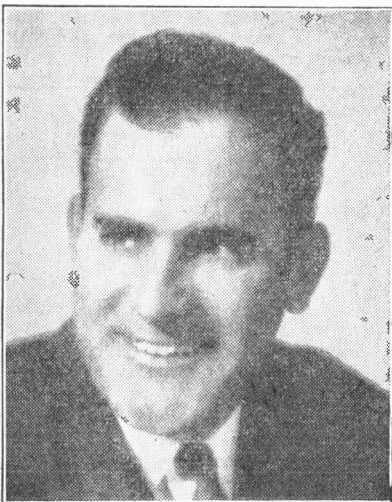
Another unusual lecture-address on World's Fair activities was made by Frank W. Darling, who, aided by slides, diagrams and promotional literature,

(See NAAPPB SPLIT on page 42)

Son Born to Bert Nevins

NEW YORK, Dec. 3.—Bert Nevins, advertising and publicity director for Palisades (N. J.) Park, is father of a six-pound nine-ounce son, Peter, born in Lenox Hill Hospital here last Sunday. Mrs. Nevins is the former Marion Cahn, formerly assistant publicity directress of Palisades Park.

Program Maker



HARRY J. BATT, representing the Deep South, was elected second vice-president of the National Association of Amusement Parks, Pools and Beaches at the Chicago annual meeting last week. This post carries with it the duties of program chairman for the 1939 meeting. General manager of Pontchartrain Beach, New Orleans, he is engaged in relocating that resort on a site near the old one, and a modern fun spot more popular than ever is assured.

AMPR Heads Retained

CHICAGO, Dec. 3.—President Fred W. Pearce, Detroit, and his entire slate were re-elected to their posts in the American Museum of Public Recreation, headquartered in Coney Island, where W. F. Mangels has for years fathered and nurtured it to its present historical importance. Annual meeting was staged here this week as part of the outdoor amusement conclave. The other 1939 officers are Harry C. Baker, New York, vice-president; R. S. Uzzell, New York, secretary, and Mr. Mangels, treasurer. Trustees are N. S. Alexander, Harry C. Baker, Frank W. Darling, James A. Donovan, S. W. Gumpertz, A. R. Hodge, George A. Hamid, George P. Smith Jr., Fred W. Pearce, Leonard B. Schloss, Edward F. Tilyou and R. S. Uzzell.

Park Men Give Tribute To Members Who Passed

CHICAGO, Dec. 3.—Submitting resolutions as chairman of the committee, Edward L. Schott, manager of Coney Island Park, Cincinnati, paid tribute to three members of the park and park-catering industry who died during the year. Delegates to the annual convention of the NAAPPB and affiliated bodies heard stirring eulogies for Paul Castiglioni, Rocky Point, R. I.; Dudley Humphrey Scott, Euclid Beach Park in Cleveland, and Robert J. Lusse, Lusse Bros., Philadelphia.

During another session R. S. Uzzell, of the New York device corporation bearing his name, paid special tribute to the memory of Harry Tudor, pioneer British-American showman, whose death was mourned thruout showdom.

The Loud and Soft of It

Sidelights on the Chi Confab

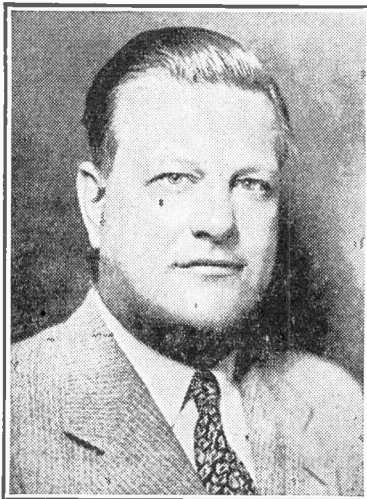
CHICAGO, Dec. 3.—A memorable line culled from the "in absentia" picnic-address of Rex D. Billings, Belmont Park, Montreal: "Avoid as you would the plague giving your park away."

CY BOND, of the Dodgem outfit, proved himself a glib authority on the Scriptures, and as for R. S. Uzzell, the sagacious poet-taster and historian, he submits that Eve was the first Professor Quiz: "Will you have a bite of apple?" Jack Lambie, of Euclid Beach Park, Cleveland, suggested that question was rhetorical. Strictly a private intellectual discussion, apparently.

ONE OF THE fanciest dressers at the gabfest was Arnold B. Gurtler, the Denver delight. And easily the most active among the caterers was Clem, Schmitz, the Brooklyn insurance impresario. Bill Haeffner, Enna Jettick, Auburn, N. Y., looked like the huskiest.

FRED FANSHER and "Paderewski" Cassidy combined their genius and handed out those light-it-with-a-burning-cigarette racing games which took your return-fare money. Remember?

Honored Again



HARRY C. BAKER, New York, again heads the National Association of Amusement Parks, Pools and Beaches, having been prevailed upon at the Chicago annual meeting last week to accept another term. During the years of his incumbency the NAAPPB has made marked progress and his repeated re-elections are considered a tribute by the members to his energetic and intelligent grasp of the duties imposed upon him.

NAAPPB Member Awards Go To Four Firms for Merit

CHICAGO, Dec. 3.—Frank W. Darling Award to an exhibitor at the NAAPPB convention was won by the Swan Associates, of Chalfont, Bucks County, Pa. Trophy, a handsome engraved plaque, is awarded annually to the manufacturer of a new device who in the opinion of the donor best expresses merit and entertainment values in his product. A provision of the donor is that the device must be on the market. Winner displayed its huge Swan ride in the lobby of the Sherman Hotel.

The F. W. Pearce Award in the pools division was won by the Pittsburgh Reflector Co., of Pittsburgh. N. S. Alexander Award for an elaborate display of a device went to the W. F. Mangels Co., of Coney Island, N. Y. The J. R. Davies Award relating to equipment or accessory was won by the U. S. Slicing Machine Co., La Porte, Ind.

Trade Show Orders Brisk

Chi convention exhibit's modernized staple stuff takes lead in turnover

CHICAGO, Dec. 3.—Cross-section of the nation's device-equipment-supply products was revealed in Exhibit Hall of the Sherman Hotel, where the National Association of Amusement Parks, Pools and Beaches concluded its 20th annual meeting with a banquet in the smart Bal Tabarin on Thursday. Co-operating with the parent org in staging and assembling the expo hall was the American Recreational Equipment Association.

Despite comparatively few new or original items, a fairly brisk order turnover was accumulated, with staple stuff, streamlined and given some new twists, in the lead. Secretary A. R. Hodge expressed himself as highly satisfied because of the number of new exhibitors and said practically all regulars were on hand with their respective goods.

The exhibitors follow: Allan Herschell Co., North Tonawanda, N. Y.; American Asphalt Paint Co., Chicago; A. B. T.

(See TRADE SHOW on page 43)

Johns Returns From Jaunt; Lake Park To Be Improved

COSHOCTON, O., Dec. 3.—Dick Johns, lessee of Lake Park here and penny arcade operator, with Mrs. Johns and Jimmy Rice, former assistant manager of the park, returned recently after a sojourn of several weeks in Los Angeles and other Southwestern cities. They made the trip in Johns' new Covered Wagon trailer.

Mr. and Mrs. Johns plan to remain here until after the holidays, when they will go to Florida for the remainder of the winter. He is now working on the park's construction program, to get under way next spring. Johns reports that his arcade bookings for next year's fairs have been practically completed.

Vet Secretary



ALFRED R. HODGE, who has been secretary of the National Association of Amusement Parks, Pools and Beaches since the inception of the former National Association of Amusement Parks in 1920, was re-elected at the annual meeting in Chicago. He has been especially active in laboring to widen the scope of the annual trade show sponsored by the National Association of Amusement Parks, Pools and Beaches and American Recreational Equipment Association and in furtherance of the program of the liability insurance committee.

MAYBE it was a convention of film distributors or something. Jack Rosenthal, of Palisades Park, presented newsreels and attraction films. George P. (See THE LOUD on page 43)

The Pool Whirl

By NAT A. TOR

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

Just as Harry C. Baker was preparing to sound his gavel in one of the rooms of the Hotel Sherman in Chicago, officially opening the NAAPPE meeting last week, my son and sole heir made his noisy entrance into this world in a New York hospital. Hence, if I fail to make the proper references to the national convention please excuse and be assured that I will have gotten over the stages of goo-gooing thru a hospital pane at a new-born babe by the time the next column appears.

As a matter of fact, last week's big news in the swim pool field presented itself in New York and not in the Windy City, altho there certainly were plenty of doin's on the shores of Lake Michigan. The "flash" news of the week is that it seems likely that the New York World's Fair will have a swim pool after all. Rumors and tips concerning this were flying fast and furious all last week but the only thing that seems definitely authentic now is that there will be a pool.

The proposed tank will be directly in front of the New York State amphitheater adjacent to the amusement area in the Flushing fairgrounds and will be 200 feet long. This is the project which is being built by the State and city, but which will be operated by Billy Rose to house his much-heralded Aquacade. The natatorium, according to figures obtainable last week, will cost about \$60,000 and will be employed exclusively for use of Rose's water frolics. In other words, it won't be operated as a swimming pool with bathing facilities. Billy wants it understood that he will merely use it for his show during the fair.

Continuing to track down rumors, I discovered that Commissioner Robert Moses, responsible for Jones Beach, Rias Park and other Eastern beach and pool environs, is in charge of the planned World's Fair tank. He could not be reached before this column went to press, but I have his secretary's promise that the commissioner will write this department a letter giving complete, authentic and final word concerning the new aquatic enterprise of his department. Last rumor of the week was to the effect that all the plans are set for the tank, but that the powers-that-be have not as yet voted on an appropriation for it.

Just a Thought

Notice that not an awful lot was said last week at the convention concerning indoor tanks. As the season for inclosed pools is during each year's meeting, it seems that more attention should be given this phase of swimming business. Another subject that should be discussed during pool sessions is one mentioned here from time to time—Southern outdoor swimming pool operation during winter. I would be very much interested in learning the trials, tribulations and experiences of men who conduct such aquatic establishments because their type of business is entirely different from regular outdoor operation.

N. Y.'s School Fight

New York City's swimming teachers who last summer bore the brunt of a criticism by the mayor because the schools' pools were closed week-ends while teachers were away on vacash with the rest of the instructional staff, stand a good chance of emerging victorious (See POOL WHIRL on page 43)

Playland, Key West, Doubles Working Crew

KEY WEST, Fla., Dec. 3.—With the opening of Playland Park only five weeks away, the working crew has been doubled. The new office building has been completed. Mr. Macie, of the Key West Electric Co., has ordered two new transformers. New front for the Girl Revue is under construction. Decorating and painting are under direction of R. A. Hunie. A policy of legitimate concessions and clean shows will prevail. City and surrounding territory have been heavily billed and invitations will be mailed to all city and county officials for the opening.

C. L. Bockus, Mr. and Mrs. Coleman, Mr. and Mrs. Dorman and the writer, Bill Eaton, recently motored to Miami to visit the Al G. Barnes-Sells-Floto Circus.

A letter received from Ben Beno states that he closed with Funland Shows at

Cordele, Ga., and will soon arrive here. Floyd Kile is accompanying him. Sam Weintraube recently caught over 100 fish. Jim Nelson is spending a few weeks at home with his father in Saco, Me.

C. L. Bockus and Robert Coleman left for Miami to visit Funland Park. Recent visitors here were Willie P. Roberts, Earl Adams, Roy Fullford, R. A. Jennings and Lloyd Sampson.

Moses Reveals Further Plans For Rockaways

ROCKAWAY BEACH, L. I., N. Y., Dec. 3.—On top of his launching of local improvement projects that to date run into more than \$15,000,000, Robert Moses, in his capacity of New York City park commissioner, has revealed further plans for the Rockaways.

Commissioner Moses' newest scheme, which at present is merely in the form of a suggestion, calls for the clearance of virtually all property in the area extending between South Beach 73d and Beach 95th streets to make room for

Fine Opening for Funland Park, Miami; No Free Acts Are Given

MIAMI, Fla., Dec. 3.—A big free day for children featured the second inning of the two-day opening of Funland Amusement Park here last Thursday and Friday. Beginning its third season, Funland threw wide its gates at noon on Thanksgiving to a gala holiday crowd which came and went until midnight. On Friday more than 10,000 members of the Happy Times Club, a junior organization fostered by *The Miami Daily News*, literally packed the park's nine acres.

For the first time, Funland is not offering free acts, depending entirely upon its 50-odd attractions to draw the customers thru a 10-cent gate. Judging by the premiere, the new policy will survive, since 5,000 paid admissions were registered against stiff competition from six Turkey Day tussles on Dade County gridirons and a Santa Claus party in a city park.

Called Largest Gathering

Locals called Friday's event the "largest gathering of school children ever witnessed here." Conceived and carried out for the park by Glenn Ireton, in charge of press and promotion, the deal consisted of a carte blanche Oakley to each child who presented proof of club membership. Put over by heavy picture, story and coupon publicity in the newspaper, and announcements and a remote via WIOD, its affiliate radio station, the affair proved beneficial to paper and park, with circulation reportedly upped for the former and the turnstiles clicking off a good adult patronage. *Daily News'* executives and department heads responsible for the newspaper's participation were D. J. Mahoney, publisher; Hal I. Leyshon, managing editor; Jim LeGate, promotion manager; Jack Frost, circulation manager; Wanda MacDowell, editor of the Happy Times page.

For two weeks previous to the opening, a force of 200 men, working under direction of David B. Endy, William J. Tucker and Ralph N. Endy, reconditioned all permanent buildings, rides and fronts.

Prominent Midway Guests

Announcement of Funland's 1938-'39 bow brought an avalanche of congratulatory and well-wishing wires from scores of showmen and State, county and city officials thruout this country and Canada. Prominent midway guests included Guy Dodson and family, W. D. Bartlett and daughter, Bryan and Billie Woods, Paul Prell, Pop Dailey, Chet Dunn, Mr. and Mrs. J. M. Croft, Mr. and Mrs. J. O'Leary, William Ketrow and family, the American Eagles, Mr. and Mrs. Fitz Winters, George Hartley and family, Mr. and Mrs. Max Herman, Mel Dodson and family, Mr. and Mrs. Dave Singer, Duke Brownell, Frank Sweeney, Dr. and Mrs. Grant Abbott, Mr. and Mrs. Jack Seifert, Barney Backus, Charles Osolow and Mr. and Mrs. William Singer.

On opening days, "Speedy" Merrill's Wall of Death and Prof. Wendell Kuntz's Ten-in-One divided top honors, closely followed by another dead heat between Leo Carrell's Monkeyland Circus and Doc Garfield's Hall of Science. The twin Elis

a housing project that would cost more than \$32,000,000.

The announcement is in accord with Moses' belief that the vast majority of the residential, amusement and business structures are of an antiquated nature, and in the main constitute "dangerous fire hazards."

When Moses' plan was presented locally citizens were inclined to accept it with more than mild reaction, knowing as they do from past experiences Moses' aversion toward procrastination in carrying out anything that has a reasonable amount of merit.

The idea would spell doom to all the amusements that remain in the zone, following demolition last spring of more than 250 structures catering to the appetites of diversion seekers. It would leave only those spots that still stand in Far Rockaway, Edgemore and Rockaway Park.

Thus far civic leaders have failed to comment on the proposal, waiting for it to acquire a more definite shape. Their attitude one way or the other is likely to have little bearing since Moses and other officials are inclined to treat the contemplated eradication stunt as a "must" project, pointing out that the buildings are in most cases of shabby frame make-up and three and four decades old.

and Boomerang received best play among rides.

Besides *The Daily News'* tie-in, all standard means of exploitation were used, including advertising lineage in both metropolitan papers, announcements on three radio stations, billboards, street car cards and direct mail. An original slogan, "Thrills for Sale," is carried in all copy. Susie, Leo Carrell's educated chimp, figured in a Fox-Movietone newsreel ground by Al Waldron, staff cameraman for South Florida. The story will show Susie in a deep-sea fishing exploit. Stills appeared in *The Miami Herald*.

Hazel Merrill Under Knife

A cloud of apprehension and sympathy floated over the park on Tuesday, when Hazel Merrill was rushed to St. Francis Hospital, Miami Beach, for an abdominal operation. However, she was reported as doing well on Friday. Hazel claims the present instance marks the first time in 15 years that a physical handicap has prevented her from motorcycle cycling.

Benny Weiss is set up in Funland with his new bingo layout and plenty of action was reported on the first go.

Roster of Personnel

Roster of personnel and attractions follows: David B. Endy, general manager; Ralph N. Endy, treasurer; William J. Tucker, managing director; Mathew J. Riley, chairman of entertainment and greeter; Glenn Ireton, press and promotion; Eddie Hollinger, auditor; Doc Keeney, secretary; George Christian, musical director; Charlie Connors, superintendent of grounds; Neville Baker, scenic

artist; Charles Hulfish, superintendent of tickets; Charles Gross, manager of Bal Tabrin Ballroom; Jack Lambert, electrician; Blackie Moore, assistant electrician; Jake Davis, master mechanic; Sam Murphy, superintendent of rides; C. H. Chalk, chief of park police; W. E. Baker, patrolman; Dr. J. B. Piddlewaite, physician; Mrs. George White, matron; Louis Kauffman, timekeeper; Mrs. Della Schmidt, gate number one; Jerry Gerard, gate number two; J. Stone, gate number three; Robert Flynn, superintendent of parking lot; Charlie Traub, master builder; Ernie Buzzella, in charge of commissary; Sam Carver, steward; Hank Lambert, superintendent of streets; Carl Fontaine, in charge of amplification; Irish Kelly, mailman and *The Billboard* sales representative.

RIDES: Boomerang, Mrs. S. A. Carver, tickets; Thomas L. Briggs, foreman; H. (See FINE OPENING on page 52)



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American Recreational Equipment Association

By R. S. UZZELL

CHICAGO, Dec. 3.—Not the largest exhibit we ever had, but by common consent the finest. We are going streamline with a vengeance. There are plenty of innovations with which to rejuvenate any amusement park. The manufacturers have not been idlers. All of them reflect the new day with its new trends. Streamlines and color can be had that should satisfy the most exacting.

AREA is getting back to its old pep and go. The dinner meeting was a huge success and much larger than last year. The program numbers were fewer, but the discussion was more animated and instructive. There was an opportunity for a short session, but the members were in no hurry to go. They seemed determined to get the most out of the meeting and therefore prolonged it until almost midnight.

It was the first time we ever had entertainment at our meeting. George Hamid, our president, not only furnished the talent but took full charge of the program. He kept up his rapid fire between the numbers and advanced the interest in the meeting so that none realized that the time was passing.

The New England storm and its damage was the big topic of the evening. Wallace St. C. Jones, president of New England park men, showed his loyalty to his trust. He has his business to care for and a living to make, but just now he seems to put government loans to his fellows first on the calendar until they are cared for and on the road to recovery.

Wages and Hours Law seemed to be charged with an extra strong battery. No one seemed sure of what it is all about. The exception for overtime during our spring rush is now our chief concern. The matter was left to our executive committee for study and action.

The place of 1939 meeting got a good look-in. A canvass of sentiment among the members at large was ordered for a report later. This subject was left for final action, so far as AREA is concerned, to our executive committee.

The officers of the present year were elected to succeed themselves for another year. The names, together with those of all the members of the executive committee and standing committees, will be published in a later issue.

There seems to be a possibly prolonged litigation between two of our members. From long experience and from records of the past we can show that a compromise and a get-together is far the best way. The Charles Griffith vs. L. A. Thompson lawsuits almost wrecked these gentlemen and kept them poor for years. The Lusse vs. Dodgem case cost each side a young fortune. Better go slowly, gentlemen, and sit down together. The Mangels-Spillman diplomacy over the Whip-Heyday situation may not have been 100 per cent perfect, but it has much to recommend it.

We shall look forward to a better 1939, but only if we do something to justify a better year's results.

The members all revere the memory of that respected member, Robert Lusse, who passed on since our 1937 meeting.

Long Island

By ALFRED FRIEDMAN

The snow that mantled the Island played havoc with what little biz the shore resorts expect to do at this time of the year. Several of the units of the Long Island State Park Commission, especially Bethpage, capitalized on the situation by lifting the curtain on winter sports, which included skating and skiing, as well as other modes of diversion of a winter ilk.

A federal government survey shows that there are more than 20 miles of Boardwalk at various regions along the Island's South Shore, with the largest promenades belonging to Rockaway, Long



GEORGE A. HAMID, who was re-elected president of the American Recreational Equipment Association at its annual meeting in Chicago on November 27. (Story of the meeting appeared in last week's issue.)

Beach, Jones Beach and Atlantic Beach. The Rockaway Walk, longest, stretches more than six miles and is believed to be the largest on the Eastern Coast, if not anywhere in the nation.

Morris (Freeport promoter) Mead, ever in quest of the new in promotion, is weighing the possibilities of a show barge for next summer along the lines of the showboat idea. If Mead can master the technicalities required for fulfillment before the State Liquor Board will grant a permit he is sure to undertake the scheme, he reports.

To Run Many Trains

Long Island Railroad is planning to run its largest number of trains ever to the beaches next summer in expectation of increased interest in the shore as the result of the World's Fair visitors. Bernard Trask reports an allotment of WPA money to clean up certain of the Island's beaches for next summer. The Riis Park golf course venture last summer didn't fare quite as well as had been hoped.

Changes in the shoreline of the Island's coast, wrought by the recent hurricane, are being studied thru an aerial survey by the American Geological Society.

ROCKAWAY BEACH: Andrew Kenny, prez of the Rockaway Chamber of Commerce, is being officially accepted as the spokesman for the local amusement colony. Kenny, a retired police sergeant, has resided locally for three decades, prior to which he made his home in Coney Island, N. Y. Number of illuminating lights on the Walk has been cut in half for winter economy's sake. Abe Schragar, erstwhile beach umbrella operator, is now an attorney, and brother Frank, formerly with him in that biz, is an accountant. Profits from the sunshading trade paid their way thru college. The snowstorm checked progress on the new beach road, but contractors have no fear that it will interfere with completion in time for the World's Fair.

NAAPPB SPLIT

(Continued from page 40)

dealt with the set-up at the highly touted Children's World, a privately endowed concession of which he is director. Mr. Darling revealed a few of the firms which have been granted contracts, including R. H. Macy & Co., New York (Toyland); Borden's and food participants (restaurant), George A. Hamid (European Circus); Walt Disney studio, American Express Co. (special strip ticket and kids "passport" plan), B. Altman & Co. (Doll's House); the focal point of the show, Trip Around the World, with backing from Gimbel Bros. store, in New York. In addition there will be a play and ride area, a dog show and other shows in the contracting stages.

George P. Smith Jr., of the amusement and concession bureau of the fair, presented slides of the amusement area at its present stage of construction. A highly entertaining and thoroly instructive talk on how the fair will affect and benefit the outdoor amusement business was delivered by George A. Hamid, who with his familiar dynamics suggested some slogans that fairs, parks and traveling shows could use to take advantage of the fair's international build-up and promotion. An unparalleled incentive, inspiration and influence can be derived from the fact of the fair, and those who

do not attempt to capitalize on factors coincident with a World's Fair year are doing an injustice to their business, he declared.

Kindred Bodies Greet

Harry C. Baker, New York, was named president for his fifth consecutive term, thus setting to rest early rumors that another man would be named. Insiders say Baker wanted to relinquish the post in favor of new blood, but that he was persuaded to accept the office again. His entire slate, with the exception of Second Vice-President and Program Chairman Herbert F. O'Malley, Playland, Rye, N. Y., continues, including Arnold B. Gurtler, Elitch Gardens, Denver, first vice-president; Harry J. Batt, Ponchartrain Beach, New Orleans, second vice-president and 1939 program chairman; Roy Staton, Spring Lake Park, Oklahoma City, third vice-president; A. R. Hodge, Chicago, secretary; Nat S. Green, Chicago office of *The Billboard*, treasurer, and A. L. Filograsso, assistant treasurer.

The same board of directors was installed, composed of N. S. Alexander, Harry C. Baker, Frank W. Darling, Harry J. Batt, Arnold B. Gurtler, George A. Hamid, A. R. Hodge, Paul H. Huedepohl, A. W. Ketchum, J. E. Lambie Jr., Richard F. Lusse, Fred L. Markey, A. B. McSwigan, H. F. O'Malley, F. W. Pearce, Leonard B. Schloss, John Davies, Edward L. Schott and Roy Staton.

In the opening business session on Tuesday, held in a section of the Grand Ballroom, the delegation was greeted by kindred associations. George Hamid represented Ralph E. Ammon, president of the IAFE. Max Cohen, secretary-treasurer and counsel, spoke for the American Carnivals Association and Frank P. Duffield for the Showmen's League of America, of which he is first vice-president. George Hamid addressed the body in his dual presidential capacity, National Showmen's Association and AREA. F. W. A. Moeller, Erie, Pa., delivered greetings for the Pennsylvania Amusements Parks Association, and W. St. Clair Jones, Boston, for the New England wing of the NAAPPB.

Insurance Carrier Okehd

Following a report on liability insurance by Norman S. Alexander, Woodside Park, Philadelphia, risk problems were discussed by Fred W. Pearce, Leonard B. Schloss, Harry G. Traver, Roy Staton, Norman Bartlett, Harry J. Batt and others, and there was a unanimity of agreement respecting the excellence of the carrier, Associated Indemnities Corporation, represented by Vice-Presidents E. E. Sawyer and Ralph L. Inglis.

J. W. Shillan, English device manufacturer and showman, explained features of the Showmen's Guild of England, an employer body with 3,000 members employing between 50,000 and 70,000 workers. Mr. Shillan was accompanied here by Billy Butlin, British amusement park magnate, and both took an intense interest in all phases of the convention.

The business quiz at the Thursday session, a division filled with ability and distinction by J. E. Lambie Jr., of Cleveland, proved the most instructive. Such subjects as grosses, dancing and ballroom operation, free acts, bands, weather, operating periods and other important phases of the business came up for detailed scrutiny within the limitations imposed by time.

Speakers and Subjects

Speakers and their subjects during the three-day program were William B. Schmidt, Riverview Park, Chicago, who spoke about safety coaster cars and rubber seats; Jack Lambie, Cleveland, new stainless steel Rocket Ships; Leonard B. Schloss, Glen Echo, Washington, D. C., pinch-talking for W. W. Littlefield, Santa Cruz, Calif., on special attractions as stimulants for pools and beaches; Harry J. Batt, Ponchartrain Beach, New Orleans, value of special promotions, with emphasis on contests and fads-crazes; Bert Nevins, New York publicity contractor, on outdoor exploitation, with emphasis on stunts (paper read by Harry J. Batt. Nevins became a father as the convention was about to open and could not attend.) Norman Bartlett on showmanship here and abroad; Paul H. Huedepohl, Portland, Ore., brief resume of Golden Gate Expo in San Francisco; Harry G. Traver, the future of outdoor amusements, with stress on personal incompetence and lack of showmanship; Joe Malec, Peony Park, Omaha, business trends in swim pool field and tips on how to dress up pools with side fare; Carl E. Henninger, Kennywood Park, Pittsburgh, price policies and price incentive in promotion, urging operators not to destroy values with price cutting;



JOHN LOGAN CAMPBELL, Baltimore insurance expert, was named insurance consultant, a newly created office, by the executive board of the National Association of Amusement Parks, Pools and Beaches at its Chicago convention last week. Mr. Campbell, one of the most popular members of the association, was a leader in formulating the liability insurance plan for the organization and bringing it to its present basis, considered one of the best trade association insurance plans ever worked out in this country.

D. Melville Carr, Chicago Chapter, American Red Cross, safeguards and accident prevention; Cy Bond, Dodgem Corp., who read a paper on picnic promotion prepared by Rex D. Billings, Belmont Park, Montreal. (Speeches containing the most interest for general consumption will be published in detail in forthcoming issues.)

Awards Are Announced

The Harry C. Baker award for the best paper pertaining to parks went to William B. Schmidt, Riverview Park, Chicago; D. S. Humphrey citation (beach and pool topic), to J. O. Ziegfeld, Meadowbrook, Baltimore, and the McSwigan award, for service and contribution (rebuilding Coney Island, Cincinnati, after the havoc of the flood last year), to Edward L. Schott.

Round-table noonday forums-lunches, beach and pool section, were spread over the three days and directed by Julian M. Bamberger, Lagoon Resort, Salt Lake City; R. N. Perkins and Paul H. Huedepohl. A variety of topics came under observation by the following speakers: Robert L. Ferguson, Capitol Beach, Lincoln, Neb.; Charles H. Schroder, Boulevard Pools, Philadelphia; C. A. Hyatt, Illinois State Board of Health; Julian M. Bamberger, N. S. Alexander, Leonard B. Schloss and Jock Hutchinson.

Banquet on Thursday

The week's events terminated for the park men Thursday evening when the entire delegation, plus numerous friends and associates, gathered in the colorful Bal Tabarin for the org's annual banquet and ball. It was a rapidly moving and cleverly managed affair, marked chiefly by above-average banquet cuisine, an elaborate array of entertainment, excellent music and general tomfoolery interspersed thruout by Harry Traver, Johnny Campbell, George Hamid and President Baker.

Thru courtesy of Music Corp. of America, Rockwell-O'Keefe office and the George Hamid house, one of the largest and most talented entertainment bills in NAAPPB history was presented later in the evening. Headed by Bill Barlow's versatile stage band and George Hamid, emcee, acts from many of Chicago's show spots offered their stints for more than two hours and a half.

List of acts included such top turns as the Twelve Aristocrats from the College Inn; Human Echo, Don Enrico, opera singer, Evan Cohn, vocalist; Rier Sisters, song and dance duo; the knockabout experts, Whitehouse and Michaels; Miss Mansfield's marionettes; Joe Wallace and Dorothy Brighton's acrobatic line of girls; Ulis and Clark; Edith and Billy Percy and the Gerhardts, adagio trio. Barlow's boys and girls offered several novelty routines to start the show on its way and played for balance of the program.

Following the floor program some retired to the penthouse for an hour of funmaking, while others remained in the Bal Tabarin for dancing.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

ROLLING CLOUDS, Billy and Bob, managed by Wayne Schneck, are booked for eight weeks of Minnesota fairs next year, they report. Team appeared before the Eagles' Lodge, Allentown, Pa., on November 27.

MORTON D. MEEHAN, now business manager of C. Frank Briggs' South Orange (N. J.) Roller Rink, reports that Anthony Gattalo was recently appointed skate manager. Rink is open nightly and conducts daily matinees.

COINCIDENTAL with the fourth anniversary celebration of Chicago's Army Roller Rink under management of Mr. and Mrs. Fred Leiser on December 12, Bill Henning, skateroom manager, and Joe Laury, floor manager, will celebrate the 30th anniversary of their entrance in roller-skating business, they report. Both began their careers in Riverview Rink, Chicago, in 1908. Since then they have competed in many roller-skating meets and Laury holds numerous records. On March 8-14 the Illinois amateur roller-skating championship meet will be held in the rink.

JACOB GACHMAN, Fort Worth, Tex., is erecting a brick and concrete roller rink, expected to be completed by mid-December.

ROYAL ROLLERS and Mickey, who were booked for Milwaukee Auditorium Bazaar and Carnival on November 30-December 4 for the third consecutive year, report that a new rink is being built in that city, expected to be completed by late February.

NEW ROLLER RINK which opened recently in Hungarian Hall, Alliance, O., holds sessions nightly except on Sundays, when matinees are held. Sessions are held on Saturday afternoons for children under 15 years of age.

C. W. SCULLY, manager of Aronda Ballroom and Roller Rink, Creston, Ia., has been transferred by Archer Ballroom Co., operator to its new rink to be opened soon in Sioux City, Ia. Larry Philbrick will succeed him in Creston.

DESPITE bad weather, a large crowd attended a Thanksgiving party in Idyl Wyld Roller Palace, Marion, Ind., on November 23, when a turkey was given away as door prize and Wright's Orchestra was featured, reports D. H. Truman, manager.

AL WISH, proprietor of New Playland Roller Rink, South Bend, Ind., reports he is sponsoring a waltz contest for Northern Indiana, prizes and an appearance in a South Bend theater to go to winners. Runners-up will also receive prizes. Preliminaries will be staged for 10 weeks, a winner to be selected each week and two weeks will be devoted to

finals. Prizes for men and women, respectively, are first, gold cup and fur coat; second, silver medal and dress, and third, a bronze medal. Some stores will participate in the contest and newspapers and radio stations have signified their intentions of giving the contest publicity, said Manager Wish.

WHILE playing the Willard and Mayflower hotels, Washington, Renee and Evans Bros. visited Coliseum Roller Rink in that city, reports W. Snell.

HERMAN BAKERMAN recently installed an organ in his roller rink in Keansburg, N. J.

MRS. E. KELLEY'S Chez-Vous Roller Rink, Philadelphia, is skating about 600 on week-day nights and about 800 on Saturdays and Sundays, reports Lee Goens, a recent visitor and member of Muncie (Ind.) Skating Association. Admission on Wednesdays and Saturdays is also good for dancing in an adjoining ballroom. Goens also visited Olympia Rink, Philadelphia, and said large crowds are attending five nights weekly. Rink is forming a club.

REMODELED Oceanside (L. I.) Roller Rink opened recently, offering free skating to patrons the first four days as an advertising feature.

PALLADIUM Roller Rink, St. Louis, managed by Ben and Earl Hodges, has been enjoying good business since opening on October 15. Tom Avey is organizer.

ALVIN N. HYSLER, vice-president of Moonlight Gardens Waltz Club, Moonlight Gardens Roller Rink, Springfield, Ill., reports that membership is increasing and that a class has been formed to teach dance steps. On November 22 60 members were guests of Danceland Roller Rink Club, Decatur, Ill. Acts were put on by members of both clubs and refreshments were served.

FREDERICK BOCK'S Ski Hi Roller Rink, South Bend, Ind., is drawing good crowds nightly and on some afternoons, reports E. W. Bock, manager. Parties are booked up to March 13.

LEXINGTON Roller Rink, Pittsburgh, has sponsored a series of attractions during the past month. Jimmy and Joan Lidstone, British amateur figure-skating champions, and Billy Watson, runner-up, made recent appearances, and collegiate and harvest nights, a Halloween party and a Thanksgiving program have augmented regular sessions. Manager H. D. Ruhlman also sponsors prize essay contests for articles on *Why I Like Roller Skating*, publishing winning papers in *Lextra*, rink publication. Nine Lexington skaters attended the Second Annual International Amateur Roller Skating Revue in Fred Martin's Arena Gardens Roller Rink, Detroit, on November 8. Another group plans to make a trip to Wheeling, W. Va., soon. Manager Ruhlman recently sent an exhibition group to a benefit show in a rink in Tarentum, Pa., and he is sponsoring the Hi-Hat Revue and Roller Ballet the week of December 12.

A. O. JOHNSON, manager of Erie (Pa.) Roller Rink, has formed a club. A new floor was laid in the rink during the past summer.

WINNER of a recent 15-lap speed championship race in Skateland Roller Rink, Trenton, N. J., was Douglas Correll, reports B. W. Marten, manager. Lewis Saunders was second.

THE LOUD
(Continued from page 40)
Smith Jr., of the New York World's Fair, presented slides. Frank W. Darling, of the Children's World at the same county fair, presented slides. J. W. Shillan, British device manufacturer and showman, presented movies of one of the Butlin parks in England. Better than a double feature and screeno combined anyway.

EARL K. COLLINS, the beach and pool trade editor, wrote a speech for the 1937 convention which was delivered by a pinch hitter this year by mistake. It seems the pinch speaker lost the address written for this conclave, so he used last year's. It's all very lucid, isn't it? P.S.: The speech intended for this meeting will go into the annual records, although not actually delivered.

SOMEBODY cracked that Len Schloss, head of the Glen Echo Park works in Washington, D. C., lives right next door to Santa Claus, because Schloss remarked

that when one government bureau chops off 300 employees another arm of the government hires 600. No depress in D. C. Schloss should relabel his spot Paradise Park.

HERE'S HOPING you have all recuperated from the constant procession of penthouses, speeches, round-table luncheons, banquets, parade into and out of rooms and what nots. The correspondent is down to a very slow walk after having started with a fast trot.

Penthouse Patter

ARCHIE CLAIR, Norembege Park, Auburndale, Mass., thinks there's nothing quite so restful and enjoyable as the daily get-togethers in the spacious penthouse atop the convention hotel. It affords a pleasant and inexpensive opportunity for park man and caterer to spend the non-convention hours in fun and frolic.

For a nominal charge guests are entitled to light lunches, refreshing drinks, strolling entertainers and what have you. . . . The Big Three, Mike Mermey, George Smith and A. J. Colletti, of the World's Fair, were a center of interest all week and seemed to enjoy the festivities. This is the third convention for Mermey, the first for Colletti, but old stuff to Smith, a veteran attendant at outdoor shows. . . . Somebody urged Harry Baker to relax for just a few minutes—but it didn't work, and the prexy was off again in the interests of his varied responsibilities during convention week. . . . And what would the penthouse and banquet—the entire convention—be if it were not for Harry G. Traver. The life of the party—invariably.

It was Ed Schott's birthday and they gave him a rousing song and cheer during the banquet program. . . . Al McKee, Fallside, N. J., lost his appetite; Len Traube his hat, and everybody lost sleep. . . . Mrs. H. F. O'Malley hit a jackpot on the dimer, and Frank Darling lost his nerve on the quarter machine. . . . Pete Piesen and Cy Bond Lambeth-Walked for hours on end, it seemed, and Harry Traver sang songs.

TRADE SHOW

(Continued from page 40)

Mfg. Co., Chicago; American Red Cross, Chicago Chapter; Norman Bartlett, Tonawanda, N. Y.; George D. Barock, Columbus, O.; *Beach and Pool*, New York; William B. Berry Co., Boston; The Billboard Publishing Co.; Bisch-Rocco Amusement Co., Chicago; H. V. Bright Turn Stile Co., Chicago; Buckley Mfg. Co., Chicago; J. L. Campbell & Co., Baltimore; R. E. Chambers, Beaver Falls, Pa.; Chicago Roller Skate Co., Chicago; *Com Machine Journal*, Chicago; Custer Specialty Co., Dayton, O.; Consolidated Radio Artists, Chicago; Dodgem Corp., Exeter, N. H.; Elcar Coach Co., Elkhart, Ind.; Eli Bridge Co., Jacksonville, Ill.; H. C. Evans & Co., Chicago; Eyerly Aircraft Co., Salem, Ore.; Fred Fansher, New York; Frederick Bros.

Music Corp., Cleveland; General Equipment Co., Indianapolis; Gerber & Glass, Chicago; *Greater Show World*, New York; George A. Hamid, Inc., New York; Hearing Aid Laboratories, Michigan City, Ind.; International Mutoscope Reel Co., New York; Jantzen Knitting Mills, Portland, Ore.; Fred S. James & Co., Chicago; Lauerman Bros., Inc., Chicago; Liberty Steel Supply Co., Chicago; Lion Mfg. Co., Chicago; Lusse Bros., Philadelphia; Mandel Products Co., Chicago; W. F. Mangels Co., Coney Island, N. Y.; Mission Dry Corp., Chicago; Moderne Amusements Mfg. Co., Bridgeton, N. J.; Music Corp., Chicago; National Amusement Device Co., Dayton, O.; Orange Crush Co., Chicago; Open-Air Bowling Alleys, Chicago; Park and Beach Supply Co., Inc., New York; Perey Mfg. Co., New York; Perkins Laboratories, Omaha; Philadelphia Toboggan Co., Philadelphia; Piesen Mfg. Co., Coney Island, N. Y.; Pittsburgh Reflector Co., Pittsburgh; Pop-o-Products, Inc., Chicago; RCA-Victor Co., Camden, N. J.; Recreation Equipment Co., Anderson, Ind.; Richardson Ball Bearing Skate Co., Chicago; Royal Metal Mfg. Co., Chicago; Swan Associates, Chalfont, Bucks County, Pa.; Schult Trailers, Inc., Elkhart, Ind.; Seliner Mfg. Co., Fairbault, Minn.; Silent Sales Co., Minneapolis; Spillman Engineering Corp., North Tonawanda, N. Y.; Twentieth Century Engineering Corp., Chicago; United Fireworks Mfg. Co., Dayton, O.; U. S. Slicing Machine Co., La Porte, Ind.; U. S. Rubber Products, Mishawaka, Ind.; R. S. Uzzell Corp., New York; Wilson Rubber Co., Canton, O.; Woodward-Hogber Amusement Enterprises, Inc., Chicago.

POOL WHIRL

(Continued from page 41)

from the fray, after all. Associate Superintendent Margaret J. McCooley, acting on a commission from the superintendent of schools, has presented a report regarding a recent suggestion that the swim staff be given staggered winter vacations so that its members may be on hand during the summer to keep pools open on week-ends. While the report is being kept secret pending further discussions, it is understood the board rejects the staggered vacation idea as impractical and affirms that the real solution lies in employing more swim teachers. All of which will be swell for the long line of civil service aquatic teachers now awaiting appointments, but I shudder to think what the opening of school pools on week-ends may do to commercial tanks in their vicinity.

With the Zoos

MILWAUKEE.—Bessie, a zebu at the Washington Park Zoo, has given birth to a 25-pound daughter, boosting the zebu population of the zoo to 11.

COLUMBUS, O.—Armand Denis and wife, Leila Roosevelt, famous explorers, recently visited the local zoo. They are on a lecture tour.



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SLA HOME BANQUET THEME

Impressive Message Carried To Showdom at Annual in Chi

More than 800 are guests at festivities addressed by distinguished speakers—short program is feature of gathering—pleasing entertainment and music offered

CHICAGO, Dec. 3.—The Showmen's League of America, continuing the steady progress it has made in its quarter century of existence, struck a new note in its 26th annual banquet and ball Wednesday night in the Grand Ballroom of the Hotel Sherman. The proposed home for aged showfolks was the central theme, carried out beautifully and effectively. Living up to the high standard set by its predecessors, this year's affair pleased an audience that filled the main ballroom to capacity and overflowed into the balcony. In keeping with the expressed wishes of a majority of those who annually attend, this year's program was considerably shortened in order to give the people more time for dancing.

Speeches were held to a few minutes each and the entertainment, while not as extensive as in former years, was of a high class that admirably filled the bill. Banquet and program were completed by 11 o'clock, after which there was dancing until 3 a.m.

Message of the Home

The repast, served to more than 800 guests, was all that could be desired. As the time came for dessert Lew Diamond's Orchestra struck up *When My Dream Ship Comes Home*. The stage curtains parted, revealing a huge painting depicting the proposed Showmen's League of America Home for the Aged, which brought cheers from the assemblage. Then four waiters entered the banquet hall bearing on their shoulders a replica of the home. When it had been placed upon a pedestal in front of the speakers' table a long line of waiters filed in, each bearing a miniature home made of ice cream, which they proceeded to serve. It was an impressive and beautiful sight that carried most effectively the message of the home.

Seated at the speakers' table beneath American and Canadian flags was a

(See SLA HOME BANQUET on page 46)

Millions Contracts At G. G. Exposition

CHICAGO, Dec. 3.—Century Ferris Wheels, Inc., has booked two No. 16 Eli Wheels at the Golden Gate International Exposition in San Francisco for 1939.

President Harry A. Illions, of the company, widely known ride operator who has been operating in Belmont Park, Montreal, made the announcement during the outdoor meetings this week.

Simpson Is Latest G. A. To Sign Up With the ACA

CHICAGO, Dec. 3.—James C. Simpson announced his affiliation as a general agent of the Amusement Corp. of America while he was attending the outdoor meetings here this week. He resigned recently as general representative of the Johnny J. Jones Exposition after five years' service and went to Birmingham, Ala., where he and Mrs. Simpson have purchased a new home, for a rest.

He is one of the best known men in (See SIMPSON IS on page 53)



FRANK P. DUFFIELD was elected first vice-president of the Showmen's League of America at the annual election in Chicago on November 28. He succeeds Joe Rogers, who relinquished the post because of his planned World's Fair activities in 1939. A third term was given President J. C. McCaffery, and the veteran secretary, Joe Streibich, was among officers named for another term.

Wilson Goes West To Receive Pythons

CHICAGO, Dec. 3.—Chf Wilson, extensive operator of exposition and carnival shows, left here after the outdoor meetings for San Francisco to be on hand to receive a shipment of 25 pythons via a Java-Pacific steamship line.

The specimens are to arrive in port on December 10 and will be featured in his Live Monster Show at the Golden Gate International Exposition of 1939, where he will have a counterpart of the show he is building on grounds of the New York World's Fair of 1939.

ACA To Scan Wage Measure

Study of fed law will be made by committee—Chi biz held to one session

CHICAGO, Dec. 3.—Fifth annual meeting of the American Carnivals Association, Inc., in the Hotel Sherman on the night of November 28 proved satisfactory beyond expectations, officers declared. There was a large representation of membership shows in attendance as well as an unusually large number of interested spectators representing prospective members and some newer members.

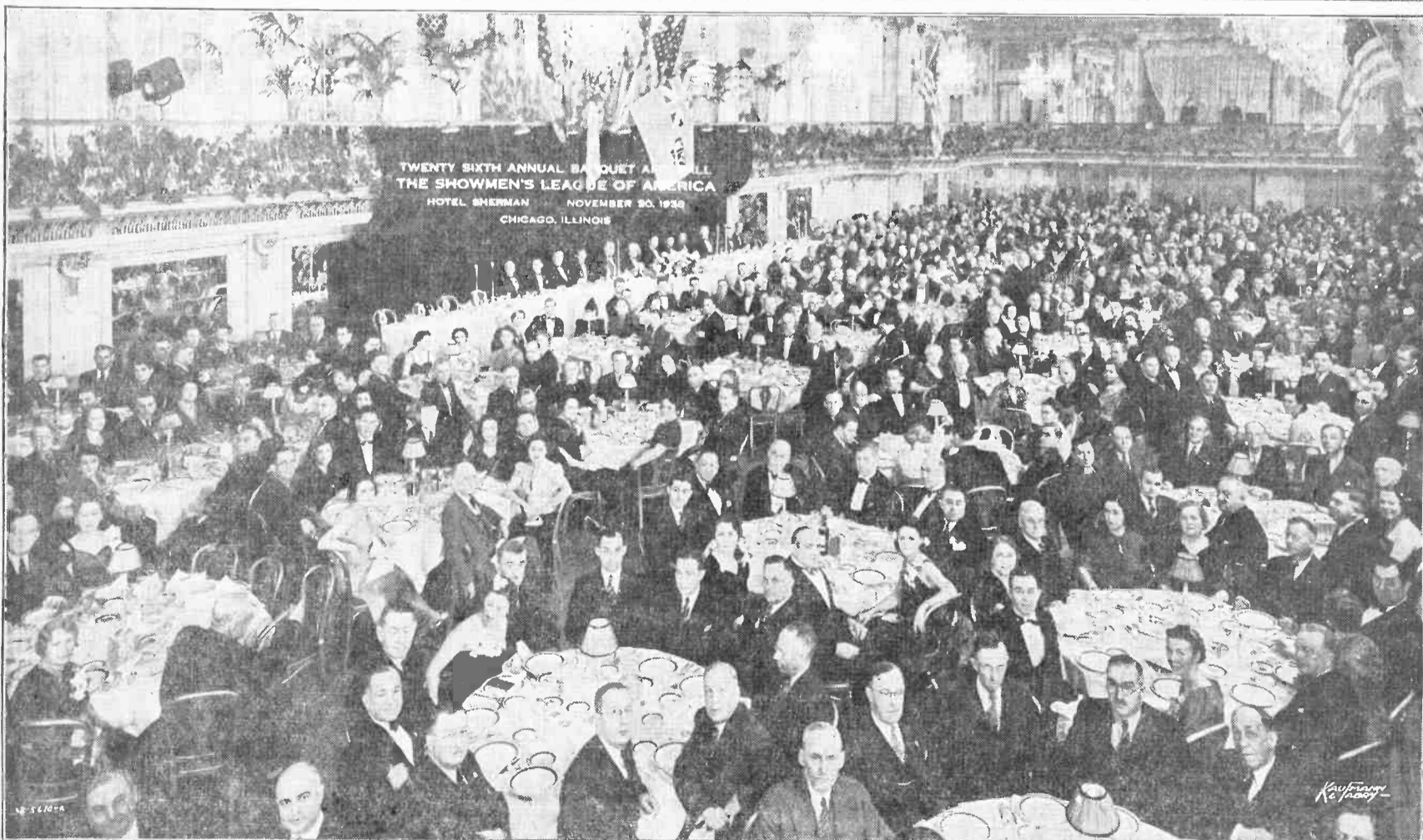
President John W. Wilson, Cetlin & Wilson Shows, presided, and Secretary Max Cohen presented his report on the activities for the past year with suggestions and recommendations for 1939. The report, quite lengthy, was unanimously approved by the membership, who indicated that they appreciated (See ACA TO SCAN on page 53)

Ford Pilot of Gold Medal

CHICAGO, Dec. 3.—Pat Ford has been promoted from special agent to general agent of the Gold Medal Shows, succeeding H. B. Shive. Announcement was made by General Manager Oscar Bloom during the outdoor meetings.

Wyse To Have Show in '39

WAYLAND, Ia., Dec. 3.—H. L. Wyse, well-known ride man, has formed a new carnival organization here. Wyse will direct and manage the show which plans to play Iowa and adjoining States next season. Construction, painting and decorating work is under way.



MORE THAN 800 PEOPLE WERE SERVED at the 26th Annual Banquet and Ball of the Showmen's League of America in the Grand Ballroom of the Hotel Sherman, Chicago, on the night of Wednesday, November 30.

Leah Brumleve SLA Auxiliary Prez for 1939

CHICAGO, Dec. 3.—With Frances Kelley ably officiating, Ladies' Auxiliary held its annual installation dinner in Hotel Sherman's Crystal Ballroom here November 29. Efficient and impressive ceremony saw the following inducted into office for 1939: Leah M. Brumleve, president; Ida Chase, first vice-president; Mrs. Joseph L. Streibich, second vice-president; Maude Geller, third vice-president; Mrs. Robert H. Miller, secretary, and Mrs. William Carsky, treasurer. Chaplain Mattie Crosby started festivities with a beautiful prayer and immediately following gifts were presented to officers who served during 1938. Principal speakers included Mrs. Noble C. Fairly, Mrs. Abner Kline, Mrs. Al Wagner, Mrs. J. M. Sheesley and Mrs. Charles Goss. Past presidents Mrs. Thomas Rankin, Mrs. Edward A. Hock, Mrs. Marie Brown, Mrs. Albert Latfo, Mrs. Albert Miller, Mrs. Cleora Helmer, Mrs. Coral Yeldham, Mrs. Anna Belden and Mrs. Lew Keller were introduced by President Brumleve.

Table decorations were unique and magnificent, with the club's royal blue and gold colors predominating. Miniature elephants, emblem of the Showmen's League of America, and Mrs. Kline's silver ash trays made up the tables' favor adornments. Club was the recipient of sprays of flowers from the Ladies' Auxiliary of the Heart of America Showmen's Club and Missouri Show Women's Club, while telegrams conveying good wishes and congratulations were received from Pacific Coast Showmen's Association and a score of others.

Immediately after the dinner bunco was played with crystal and gold ash trays and a crocheted pocketbook as door prizes. These were donated by Elsie Miller and awarded to Mrs. Ed Hill and Ida Chase. Other donors and winners were Mrs. Al Wagner, electric clock, won by Mrs. Miller; Mrs. J. M. Sheesley, Mexican wine set, won by Jack Gruberg; Blanche Latto, knitted dress; Mrs. Jack Ballery, hand-crocheted afghan; Elsie Miller, hand-crocheted black and gold rug, won by Mrs. Doc Wilson.

Many new members were added during the week. Those in attendance included Mrs. Noble C. Fairly, Mrs. Abner Kline, Mrs. Al Wagner, Mrs. J. M. Sheesley, Mrs. Charles Goss, Elizabeth Yearout, Helen Brainerd, Margaret Haney, Ruth Ann Lewin, Mrs. J. L. Landes, Mrs. John Francis, Mrs. Art Brainerd, Mrs. Lillian G. Glick, Mrs. C. D. Clark, Mrs. Roland W. Richards, Sis Dyer, Pearl M. Darling, Evelynne J. Mueller, Ruth Bre-Count, Mrs. Frances Lauther, Mrs. A. C. Merkel, Mrs. W. A. White, Mrs. Emma Fleming, Mrs. Mabel Strates, Mrs. Betty Gregg, Mrs. Pearl Vaught, Alice Morse, Mrs. Helen Wilson, Mrs. Elsie Miller, Mrs. Maude Geller, Mrs. Edith Streibich, L. B. Brumleve, Ida Chase, Mrs. Phoebe Carsky, Mattie Crosby, Mrs. Lew Keller, Nan Rankine, Mrs. Charles Driver, Mrs. Edward A. Hock, Mrs. Marie Brown, Mrs. Al Latto, Mrs. Al Miller, Mrs. Cleora Helmer, Mrs. Cora Yeldham, Mrs. Henry Belden, Mrs. Esther Thorson, Mrs. Marge Dittman, Mrs. Clara Harker, Mrs. Julius Latto, Mrs. Pearl McGlynn, Mrs. Bert Clinton, Mrs. Wesley C. Taylor, Mrs. Fannie Plaisir, Mrs. Carmelita Bishop, Mrs. Ed Hill, Minnie Murdo, Mrs. G. M. Hacker, Mrs. L. L. Hall, Mrs. E. M. Dieringer, Mrs. Lillian Woods, Mrs. Bessie Simon, Rose Page, Lillian Krauss, Dorothy Carsky, Lucille Hirsch, Alice Streibich and Jeanette Wall.

Jack Burslem Chairman Of Sun Carnival Dinner

EL PASO, Tex., Dec. 3.—Jack Burslem has been appointed general chairman of the annual dinner for Southwestern showmen to be held in Juarez, Old Mexico, during the Southwestern Sun Carnival there. Tony Spring will be treasurer.

Funds will go to aid incapacitated outdoor showfolk.

Morris Leaves Goodman

CHICAGO, Dec. 3.—Milt Morris was here for the various meetings this week "representing" himself. This means that he is no longer with the Goodman Wonder Show. He has something up his sleeve for the future.



CARLETON COLLINS, who has signed for another year as press representative of the Eric B. Hyde shows and is now in Winston-Salem, N. C., quarters for the Hyde organization, preparing advance publicity. He is a veteran publicist, having formerly been publicity director with the World at Home, John Marks, World of Mirth, Bernardi Greater and Melville-Reiss shows.

McCaffery SLA Head for 1939

Frank Duffield first vice-prez—'38 season prosperous for League

CHICAGO, Dec. 3.—At the annual election of officers of the Showmen's League of America Monday, J. C. McCaffery was re-elected president for a third term. Other officers chosen were: First vice-president, Frank P. Duffield; second vice-president, Frank R. Conklin; third vice-president, Carl J. Sedlmayr; treasurer, A. L. Rossman, and secretary, Joseph L. Streibich.

During 1938 the league continued the progress that has characterized its recent years. Membership was increased by nearly 200, and thousands of dollars were poured into the cemetery fund, hospital fund and the home for aged and infirm show people.

Interest in the League among the various outdoor shows has continued strong and the organization is in a stronger position financially and in every other respect than ever before.

Members elected to the board of governors were: Percy W. Abbott, M. H. Barnes, Fred Beckmann, Jack Benjamin, Oscar Bloom, Samuel Bloom, H. F. Fitzie Brown, William Carsky, E. Courtemanche, Lincoln G. Dickey, Mel G. Dodson, Michael J. Doolan, Walter F. Driver, Lew Dufour, Max Goodman, Rubin Gruberg, Nat S. Green, Morris A. Haft, Orville W. Hennies, Lewis B. Herring Jr., Albert J. Horan, Elwood A. Hughes, Harry A. Illions, George W. Johnson, Lew Keller, L. Clifton Kelley, Johnny J. Kline, Fred H. Kressman, H. A. Lehrter, Art Lewis, Louis Leonard, Rube Liebman, Morris Lipsky, Max Linderman, Donald S. MacLeod, Harry Mamsch, Bernie A. Mendelson, Tom Mix, E. Lawrence Phillips, John F. Reid, Joe Rogers, Harry Ross, L. E. Roth, Harry Russell, Frank D. Shean, Fred W. Sims, Rudolph Singer, Sam Solomon, Lee A. Sullivan and Louis Torti.

Galluppo in Auto Accident

PLAINFIELD, N. J., Dec. 3.—Jack Galluppo, press representative of Blue Ribbon Shows, reports that his car and trailer were badly damaged near Macon, Ga., en route to his home here where he will winter. In trying to avoid hitting a pedestrian the car struck a steep embankment. The trailer, which carried a grab stand, broke loose and turned over three times, scattering equipment for 300 yards along the highway.

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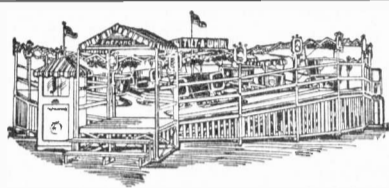
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HASC To Elect This Week; Plans For Ball Completed

KANSAS CITY, Mo., Dec. 3.—With plans for the 19th annual New Year's Eve banquet and ball at the Reid Hotel virtually complete, members of Heart of America Showmen's Club this week diverted attention to the annual election of officers, slated to be held next Friday night at HASC quarters in the hotel.

It appeared likely that Abner K. Kline, incumbent president, would be re-elected by acclamation. Discussion to that effect was heard by Chairman Art Brainerd at the last meeting. George Howk introduced the plan. If Kline is honored by winning the election, it will be the first time in many years that a president has held the office twice. President Kline was attending the Showmen's League of America conclave at Chicago this week and could not be reached for a statement.

Frank Capp, chairman of the entertainment committee, returned from Chicago with the report that many attending the SLA function would be here for the New Year's Eve party. Tom Collins, assistant to the publisher of the new *Kansas City Journal*, will be speaker. He also spoke this week at the SLA meeting.

Reynolds & Wells Closes Season With Small Profit

WENTWORTH, Mo., Dec. 3.—Reynolds & Wells Shows are now in quarters here and an audit of books shows that the organization came out on the right side of the ledger by a small margin, reports W. J. Lindsay, secretary. Business Manager H. Wells recently submitted to a minor operation in Excelsior Springs, Mo., and is recovering rapidly. He is expected back at quarters soon.

Mr. and Mrs. A. N. Opsal departed recently for San Antonio. Mr. and Mrs. Al Kish went to New York for the holidays. Richard Hard, pit show operator, and Blackie Miller, Tilt-a-Whirl foreman, left for Rio Grande Valley. Buck McClanahan is in Mississippi with his Rollo-Plane and concessions. Miller's Mechanical Battlefield is playing a few towns on streets before coming to quarters. Raymond Taylor, concessioner, will remain here.

Wilno to Endy Shows Again

CHICAGO, Dec. 3.—The Great Wilno, cannon act, has been signed by Endy Bros.' Shows for the 1939 season, the second for the act with that organization, it was announced here by General Manager David B. Endy of the shows and of Funland Amusement Park, Miami, Fla., during the outdoor show meetings this week.

Important Announcement

New 1939 Chevrolet Trucks and Passenger Cars available for immediate delivery.

CHAS. T. GOSS
WITH STANDARD CHEVROLET COMPANY, East St. Louis, Ill.

SECOND-HAND SHOW PROPERTY FOR SALE \$20.00 Gibson Tenor 4-String Banjo, large head. \$5.00 Genuine Norwegian Sled, easily packed, great drawing card. \$35.00 Pair Antonia Twins. Fine specimens. Lord's Prayer and Ten Commandments on Penny Machine. Sell cheap. \$1.65 Pair, 500 Pairs of Richardson Fibre Rink Skates, all sizes. WE BUY ALL KINDS RINK SKATES AND GUESS YOUR WEIGHT SCALES. WEIL'S CURIOSITY SHOP, 20 S. Second St., Phila., Pa.

"MAC" McNALLY

(Formerly Allentown, Pa.)
Handles Show Folk's Business on
CARS—Chevrolet —TRUCKS
With
SOUTHLAND MOTORS, Inc., Miami, Fla.

Model Shows Do Biz At Close in Macon

MACON, Ga., Dec. 3.—Model Shows closed their season here on November 26, the engagement proving highly successful, with attendance showing a big increase over last year, reports Carl Mack, press representative and *The Billboard* agent. Show had a number of attractions at a Shrine Circus held during the week in City Auditorium. Organization had a moderately successful season. Early dates were marred by rain, but weather favored the show at 15 fair dates in Kentucky, Tennessee and Georgia.

The attraction will open early in April and will make an Eastern tour. Personnel will be about the same as during the past season, with the addition of C. J. Franco to the staff. After a conference with General Manager W. R. Harris last week Franco left for New York in the interest of the show. Mr. and Mrs. Harris left this week for their home in Florida, where they will remain until after the holidays, when work will start at quarters here.

Texas Kidd Headed South

CAMERON, Tex., Dec. 3.—After a successful summer tour, Texas Kidd Rodeo and Amusement Co., headed south for winter dates, opened here to a good crowd with a 10-cent gate on November 21, officials report. Attendance dropped off Tuesday and the show was closed on Wednesday and Thursday. Attraction carries five rides, two shows and 20 concessions. Equipment has been repaired and repainted and Mrs. Texas Kidd recently bought a housecar. Ruby Brown has acquired a new Kiddie ride.

SLA HOME BANQUET*(Continued from page 44)*

group of distinguished guests. At the table were Charles G. Driver, chaplain of the league; Al Rossmann, league treasurer; Frank P. Duffield, first vice-president; Tom Collins, speaker of the evening; J. C. McCaffery, president; Maurice W. Jencks, toastmaster; Joe Rogers, retiring vice-president; Maurice Mermey, representative of the New York World's Fair; Harry C. Baker, president of the NAAPB; Sid W. Johns, newly elected president of the International Association of Fairs and Expositions; Dr. Max Thorek, chief surgeon of the American Hospital, and Joseph L. Streibich, secretary of the league.

Jencks Is Toastmaster

President McCaffery made a brief announcement, after which invocation was pronounced by Chaplain Driver. The mike was then turned over to Maurice Jencks, who did an excellent job as toastmaster. In a few fitting words he paid a glowing tribute to the work of the league. Telegrams wishing the league continued success were announced from Michigan Showmen's Association, Walter K. Sibley, Frederick Weddleton, Mrs. W. H. Donaldson, William Judkins Hewitt, Steve Henry, Frank Conklin, C. G. and M. G. Dodson, Heart of America Showmen's Club; John Liddy, secretary National Showmen's Association; Neal Walters, Lincoln G. Dickey, Mayor Edward J. Kelley and Fred Beckmann. Toastmaster Jencks paid a special tribute to Fred Beckmann, who is chairman of the Showmen's Home Fund and a showman beloved by everyone. He next introduced as distinguished guests Princess Red Rock, queen of the banquet and ball, who was given a rousing reception, and President Lewis, of York (Pa.) Fair and new lieutenant-governor of Pennsylvania, who also got a big hand.

Pleasing Entertainment

The entertainment program was pleasing throughout. Jack Kline presided as emcee in his usual suave manner. The Twelve Aristocrats offered a clever waltz adagio as opening feature. These six women and six men are accomplished artists and their graceful dancing won generous applause. They were on later in the program with another pleasing routine. Frieda Draper, of the Chicago

Opera Co., won the hearts of the audience with her beautiful singing. Clever comedy is the forte of Terry Walker and the College Inn Dancing Buffoons, and their screwy routine won plenty of laughs. Frank Bennett Singers went over big with their splendid rendition of *I Feel a Song Coming On*, Vincent Youmans' *Great Day* and *Something About a Soldier*.

Highlight was Tom Collins, witty lecturer, who made such a good impression at last year's banquet and ball that he was invited to return. Collins has an infectious brand of wit and humor and, altho handicapped by a severe cold, he did a bang-up job of entertaining. Never repetitious, he has a seemingly inexhaustible fund of stories and kept the audience in an uproar of laughter. His talk also packs plenty of homely philosophy.

Dr. Max Thorek, of the American Hospital, was called upon and lauded the humanitarian work the league is doing. Dr. Thorek has for years given of his time and means to help show people and he pledged his continued co-operation. He gave especial praise to the proposed showmen's home and said he hoped to be able to serve it as long as he lives.

Maurice Mermey, representative of the New York World's Fair, was called upon and told something of the amusement zone of the fair, which he predicts will be a huge success.

President McCaffery extended his and the league's thanks to Sam J. Levy, chairman of the banquet and ball, for the efficient manner in which it was handled. He also introduced Al Horan, prominent member of the league.

As a fitting climax to the evening President McCaffery presented the gold card award and life membership in the league to Ned Torti and Harold (Buddy) Paddock in recognition of their work in obtaining 100 members each for the league during 1938. Lew Diamond's Orchestra took over at the conclusion of the program and provided excellent music for dancing.

The dancing was preceded by the grand march, led by President McCaffery and Mrs. McCaffery. Mrs. McCaffery was beautifully gowned in a light egg-shell satin creation with fur jaquette and beside her stalwart husband made a regal picture. Picturesque and colorful, the march set the dancing off to a lively pace.

Banquet Registrations

A

Mr. and Mrs. P. W. Abbott, Edmonton (Alta.) Exhibition; Mr. and Mrs. August J. Abe, Milwaukee; Andy Adams, Hillsdale (Mich.) County Fair; Mr. and Mrs. R. N. Adams, Adams & Sloan Television Girl; Rolland Ade, Newton County Fair, Kentland, Ind.; William F. Aldrich, Royal American Shows; Charles Allan, Chicago; Mr. and Mrs. Tom W. Allen, Tom W. Allen Enterprises; J. J. Allen, Western States Shows; Mr. and Mrs. Ralph Ammon, Wisconsin State Fair; Mr. and Mrs. Carl Amrhein, Springfield, Ill.; Ralph and Margaret Anderson, Beckmann & Gerety Shows; Sam Applebaum, Miami, Fla.; J. R. Applebaum, Randolph Printing Co.; Joe Archer, Roller Derby, Chicago.

B

Thomas E. Baker, Michigan Department of Agriculture; Harry C. Baker, National Association of Amusement Parks, Pools and Beaches; Lucille Balantine, Consolidated Radio Artists, Inc.; Ray Balzer, Dodson's World's Fair Shows; Mr. and Mrs. W. B. Banning, Nebraska State Fair; Dick Wayne Barlow, Roller Rink, St. Louis; Mr. and Mrs. M. H. Barnes, Barnes-Carruthers; Mr. and Mrs. A. S. Baysinger, Al Baysinger Shows; Walter L. Beachler, United Fireworks Mfg. Co.; Henry W. Beaudoin, MidSouth Fair, Memphis; R. C. Beezley, Kansas State Fair; D. S. Bennington, Greater Exposition Shows; Leo Bergman, Johnny J. Jones Exposition; Frank Berry, Hannibal Outdoor Advertising Co.; Felix Bley, Gooding Greater Shows; Oscar and Dan Bloom, Gold Medal Shows; Thomas J. Bowler, Chicago; Mrs. A. T. Brainerd, Kansas City; Louis and Amelia Brandenburg, Chicago; H. E. Bridges, Tulsa (Okla.) State Fair; Mrs. Orchid W. Browne, Chicago; K. R. Brown, Imperial Shows; Joyce Bruce, Kentucky State Fair; George N. Brunk, Melody Stables; S. B. Brunk, Evanston, Ill.; Bob Buckley, Michigan State Fair; Harry Bushaw, Rockford, Ill.; Jack Byers, Regina (Sask.) Exhibition; Al C. Beck.

C

Robert H. Cahn, Johnny J. Jones Ex-

position; Mr. and Mrs. Ford Campbell, Superior, Wis.; Mr. and Mrs. Arthur E. Campfield, Baker-Lockwood Co.; Victor Canares, Imperial Shows; L. Harvey Cann, World of Mirth Shows; Frank H. Capp, Baker - Lockwood Co.; S. W. Carruthers, Barnes-Carruthers; Mr. and Mrs. Al Carsky, Royal American Shows; Mr. and Mrs. Bill Carsky, Casey Concession Co.; J. E. Cashman, Steele (Minn.) County Free Fair; J. A. Cayce, Tennessee State Fair; Orville Ceaser, Chicago; N. B. Chown, Grand Trunk-Canadian National Railway; F. J. Claypool, Indiana State Fair; H. S. Cleveland, Kentucky State Fair; Thoda Cocroft, Chicago; Eddie E. Coe, Johnny J. Jones Exposition; Ida E. Cohen, Chicago; Mr. and Mrs. Al R. Cohn, Conklin Shows; Tom Collins, Kansas City (Mo.) Journal; Emory Collins, Racing Corp. of America; Mr. and Mrs. D. S. Coltrane, North Carolina State Fair; Mr. and Mrs. J. W. (Patty) Conklin, Conklin Shows; A. R. Corey and A. W. Corey, Iowa State Fair; C. W. Cracraft, Strates Shows; L. F. Crouse, Cambria (Pa.) County Fair; W. J. Colletti, New York World's Fair.

D

George W. Daigh, Johnny J. Jones Exposition; T. Gordon Dalglish, Canadian National Exhibition; Milton Danziger, Eastern States Exposition; A. H. Dathe, Minnesota State Fair; Art Davis, Grand Trunk Railway; George Davis, Johnny J. Jones Exposition; William B. Davis, Hennes Bros.' Shows; Francis L. Deane, Fulton Bag and Cotton Mills; Charles S. DeKreko, Dee Lang Shows; H. Delgarian, Delgarian Amusement Co.; Mrs. Mary Dinkins, Mississippi State Fair; Robert R. Doepker, *The Billboard*; Alice Doherty, *The Billboard*; Jack Dondlinger, Hennes Bros.' Shows; E. A. Donnelly, North Dakota State Fair; M. J. Doolan, Doolan Rides; J. S. Dorton, North Carolina State Fair and Southern States Exposition; Mrs. P. B. Doty, South Texas State Fair; Freda Draper, Chicago City Opera; Charles Driver, O. Henry Tent and Awning Co.; Frank and Jack Duffield, Thearle-Duffield Fireworks Co.; Lew Dufour, Dufour & Rogers; H. R. Duncan,

Tennessee Valley Fair; Harry Dunkel, Cettlin & Wilson Shows; Clarence H. Dusenberry, Michigan State Fair; Mrs. W. W. Dyer, Hennes Bros.' Shows.

E

Dick Eberhardt, Grand Trunk Railway; C. H. Egolf, Chicago; Simon Ehrlich, Saenger-Ehrlich Enterprises, Inc.; D. T. Elliott, Grand Rapids, Mich.; Claude R. Ellis, *The Billboard*; Mrs. D. E. Ellis, Gooding Shows; E. W. Evans, *The Billboard*; Lee U., Harry Lee, Bernice and Betty Eyerly, Eyerly Aircraft Co.; Dave Endy.

F

Mr. and Mrs. Noble C. Fairly, Fairly & Little Shows; F. T. Fawcett, Jimmy Lynch Co.; Frank G. Farley, Auburn (Ind.) Fair; J. Victor Faucett, Steuben County (N. Y.) Fair; Reba Faulkner, Zimdars Greater Shows; Leon and H. Finder, Fascination Candy Co.; Allen H. and Mrs. Helen Fine, Zimdars Greater Shows; H. L. Finke, North Dakota State Fair; C. W. Finney, Aurora, Ill.; Dr. L. H. Firestone, Flint (Mich.) Park; Mrs. W. M. Fisher, Sol's Liberty Shows; Mr. and Mrs. L. Fishmore, Chicago; Mr. and Mrs. Mal M. Fleming, Dodson's World's Fair Shows; M. K. Fleming, Moultrie-Douglas County (Ill.) Fair; O. R. Fleming, Illinois State Fair; W. C. Fleming, Johnny J. Jones Exposition; E. M. (Pat) Ford, Gold Medal Shows; Walter B. Fox, Wallace Bros.' Shows; John and Mary Francis, Greater Exposition Shows; Grant W. Frederick, Lake County (Ind.) Fair; Joseph J. Frisch, La Crosse (Wis.) Interstate Fair; E. E. Frizell, Kansas State Fair, Larned; Harry J. Frost, Minnesota State Fair.

G

John Gallagan, Knoxville Fair; Joe Galler, Buckeye State Shows; Mr. and Mrs. H. W. Gardner, South Texas State Fair; B. S. Gerety, Amusement Corp. of America; Mr. and Mrs. Don Gibson, Sol's Liberty Shows; Jack Gilbert, World of Mirth Shows; Homer Gilliland, Hennes Bros.' Shows; R. W. Glick, Robinson Amusement Co.; William Glickman, West's World's Wonder Shows; Sam Gluskin, Duluth, Minn.; Charles Golding, Hennes Bros.' Shows; Mr. and Mrs. Max and Joe Goodman, Goodman Wonder Shows; J. C. Gordon, Gordon Radio Co.; Mr. and Mrs. Charles Goss, Standard Chevrolet Co.; Mr. and Mrs. Jay E. Gould, Glencoe, Minn.; Mr. and Mrs. Nat S. and Virginia Green, *The Billboard*; William H. Green, Music Corp. of America; Jack L. Greenspoon, World of Mirth Shows; Mr. and Mrs. F. O. Gregg, Fearless Greggs; Alice Gron, Racing Corp. of America; Mr. and Mrs. Irving H. Grossman, WHO Radio Enterprises, Inc.; Elizabeth Groteke, George A. Hamid, Inc.; Mr. and Mrs. Rubin Gruberg, Amusement Corp. of America; William Glick.

H

Albert E. Haas, Albert E. Haas Ensemble; L. L. and Pearl Hall, Milwaukee; Halvor L. Halvorson, North Dakota State Fair; Mr. and Mrs. George A. Hamid, George A. Hamid, Inc.; Mr. and Mrs. Hogan Hancock, Music Corp. of America; Dr. E. B. Handel, Louisiana State Fair; Mr. and Mrs. R. E. Haney, Sol's Liberty Shows; George E. Hanscom, Minnesota State Fair; Mr. and Mrs. C. B. Hansen, South Dakota State Fair; Mr. and Mrs. J. D. Harper, Indiana State Fair; A. C. Hartmann, *The Billboard*; Bill Hartzler, Hartzler P.-A. Systems; Robert C. Hedges, Indiana State Fair; Seymour W. Heilbron, Wise, Shepard, Houghton & Lebett; Mrs. Seymour W. Heilbron, Philadelphia; E. Heilman, South Dakota State Fair; Mr. and Mrs. Ralph T. and Betty Hemphill, Oklahoma State Fair; J. B. Hendershot, Mighty Sheels Midway; F. D. Hongst, Kentucky State Fair; Orville and H. W. Hennes, Hennes Bros.' Shows; L. B. Herring Jr., South Texas State Fair; William A. Hettick, H. & B. Concession Co.; Litton Hickman, Tennessee State Fair; Dorothy Hild, Barnes-Carruthers; Will H. Hill, Hill's Society Circus; Mr. and Mrs. Clarence W. Hinck, Original Congress of Thrillers; W. R. and Julia D. Hirsch, Louisiana State Fair; Mr. and Mrs. Nat Hirsch, Conklin Shows; Edward A., Margaret and Evelyn Hock, Imperial Shows; Gloria A. Hoffman, Ida E. Cohen, Inc.; Mr. and Mrs. Peasy L. and Joie Hoffman, Rubin & Cherry Exposition; Larry S. Hogan, Amusement Corp. of America; Mr. and Mrs. Clayton Holt, Sol's Liberty Shows; Sam Honigberg, *The Billboard*; Mr. and Mrs. Albert Horan, Chicago; Mr. and Mrs. Irish Horan, Lucky Teter Co.; Mr. and William Horder, Canadian Pacific Railway; Edgar A. Hornby, South Dakota State Fair; Denny Howard, Hennes Bros.' Shows; Alice Howell, L. L. Hall Co.; A. J. Humke, State Fair Shows; Mr. and Mrs. Harold Humphrey and Mr. and Mrs. Walter W. Hurd, *The Billboard*.

I-J

Mr. and Mrs. E. E. Irwin, Illinois State Fair; Phil Isser, World of Mirth Shows; Laura Jackson, Royal American Shows; W. D. Jackson, Western Fair, London, Alta.; Lee Jankowski, Milwaukee; Maurice Jencks, Topeka (Kan.) Free Fair; Charles H. Jenkins, Tennessee Valley Fair, Knoxville; Frank B. Joerling, *The Billboard*; Sid W. Johns, Saskatoon (Sask.) Exhibition; E. Paul Jones, Texas State Fair; Harry L. Jones, Beckmann & Gerety Shows; Mrs. Johnny J. Jones, Johnny J. Jones Exposition; Mr. and Mrs. P. M. Jones, State Fair Shows; E. Ross Jordan, Georgia State Fair.

K

Florence Kaiser, *The Billboard*; John W. Kapp, mayor of Springfield, Ill.; Edward L. Karn, Beckmann & Gerety Shows; Mr. and Mrs. Al Kaufman, Conklin Shows; Mr. and Mrs. Lew Keller, Casey Concession Co.; E. B. and B. M. Keley, Associated Indemnity Corp.; H. B. Kelley, Hillsdale County (Mich.) Fair; L. Clifton Kelley, Amusement Corp. of America; Mr. and Mrs. Thomas W. Kelley, World of Mirth Shows; Don H. Kellogg, Beckmann & Gerety Shows; Mr. and Mrs. F. W. Kemp, Edmonton (Alta.) Exhibition; Lolita Kemp, Hennes Bros.' Shows; Mr. and Mrs. F. G. Ketner, Indiana State Fair; J. E. Kidd, Kidd's Motorcycle Races; Ruth King, Gold Medal Shows; Frank Kingman, Brockton (Mass.) Fair; A. M. Kirk, Canadian National Railways; Mr. and Mrs. Abner K. Kline, Eyerly Aircraft Co.; G. E. Kohn, Fulton Bag and Cotton Mills; H. E. Krueger, Dodge County (Wis.) Fair; Johnny J. Kline, *Greater Show World*.

L

Mr. and Mrs. Harry LaBregue, New Jersey State Fair; Ainsley Lambert, Barnes-Carruthers; Mr. and Mrs. Lamp-ton, Zimdars Greater Shows; Mr. and Mrs. J. L. Landes, Landes Shows; Mr. and Mrs. Dee Lang, Dee Lang's Famous Shows; Mr. and Mrs. Albert Lato, Midwest Attractions; Mr. and Mrs. Carl Lauther, World Fair Oddities; M. H. and Vernice Lavine, Royal American Shows; Mr. and Mrs. Howard C. Lawrence, Ionla Free Fair; M. J. and Mrs. Mina Law and Rev. H. B. Lawlor, Chicago; J. Warren Leach, Alabama State Fair; Mr. and Mrs. Raymond A. Lee, Minnesota State Fair; Myrtle Lehrter and Virginia Lee, Chicago; John Lempert, Racing Corp. of America; Louis Leonard, Showmen's League; Carl and Mrs. Chester Levin, Midwest Merchandise Co.; Mr. and Mrs. Sam J. Levy, Barnes-Carruthers; S. S. Lewis, York (Pa.) Interstate Fair; Mr. and Mrs. Paul M. Lewis, Lewis Bros.' Circus; Sam and Mrs. Gus Lieberwitz, Sol's Liberty Shows; Miss Lieberman, Gold Medal Shows; Jimmie E. and Mrs. Laura Limbaugh, Beckmann & Gerety Shows; Max Linderman, World of Mirth Shows; Morris Lipsky, Johnny J. Jones Exposition; Phil G. Little, Fairly & Little Shows; Roger Littleford Jr., *The Billboard*; Patrick Lizza, Golden State Fireworks Co.; Ralph G. Lockett, Johnny J. Jones Exposition; Vincent Lococo, Kentucky State Fair; R. L. Lohmar, Amusement Corp. of America; A. W. Lombard, Massachusetts Agricultural Fairs Association; Mr. and Mrs. John L. Lorman, Goodman Wonder Show; Cortez Lorow, Royal American Shows; S. N. Lorow, Hennes Bros.' Shows; C. D. Lowe, United States Department of Agriculture; Robert J. Lund, Minnesota State Fair; Mrs. H. J. Lund, St. Paul; Jimmie Lynch Sr. and Jr., Jimmie Lynch's Death Dodgers; Rev. C. J. Lynch, Chicago; C. J. Latscha, *The Billboard*; Art Lewis, Art Lewis Shows.

M

Mr. and Mrs. J. C. McCaffery, Chicago; Mr. and Mrs. Earl J. McCarel, Anderson (Ind.) Free Fair; J. McCulloch, Calgary, Alta.; H. L. McCaughey, Grand Trunk-Canadian National Railways; William E. McGinley, Milwaukee; Dan and Lucile McGowan, North Dakota State Fair; Pete E. McKenna, Los Angeles; H. C. McPhee, Hyattsville, Md.; Vera Mahnkey, Jimmie Lynch Co.; Harry Mamsch; Mutual Amusement Co.; Frank L. Mann, Mann Concession Co.; Mr. and Mrs. J. C. Man-nix, Chicago; Harry A. Manley, Cumberland (Md.) Fair; Tom Martin, Hennes Bros.' Shows; Toney Martone, Royal American Shows; C. C. Mast, Adams County (Ill.) Fair; Mr. and Mrs. W. L. Mellor, Baker-Lockwood Co.; Alice Melville, Fairly-Little Shows; Maurice Mermey, New York World's Fair; Jack Meyer, Dee Lang Shows; Mr. and Mrs. Herbert C. Meyers, Sol's Liberty Shows; E. Michelson, *The Billboard*; Don R. and Minnie S. Mihills, Fond du Lac, Wis.; Dave and Nancy Miller, Beckmann & Gerety Shows; Jule Miller, Northwestern Amusement Co.; Will J. Miller, Topeka, Kan.; Richard and Mrs. R. Miller, Chicago; Kirk F. Mitchell, Michigan State

Fair; Louis M. Miner, Kalamazoo (Mich.) Fire Department; A. C. Mirkel, Quincy, Ill.; S. M. Mitchell, Kansas State Fair; Mr. and Mrs. R. D. (Duke) Moleworth, North Iowa Fair; J. T. Monsour, State Fair of Louisiana; C. D. Moore, All-Iowa Fair; Levi P. Moore, Indiana State Fair; William Moon, North Carolina State Fair; Mr. and Mrs. F. Langdon Morgan, *The Billboard*; Jimmy Morrissey, Baker-Lockwood Co.; Robert M. Morse, La Porte County (Ind.) Fair; Alice Morse, Chicago; Dottie Moss, Gold Medal Shows; Mrs. J. C. Mouton, South Texas State Fair; A. H. Muir, Park Point Beach, Duluth, Minn.; Mr. and Mrs. John Mulder, Mulder Concessions Co.; J. P. Mullen, Iowa State Fair; Edward, Joe and Mr. and Mrs. W. P. Murphy, Chicago; J. F. Murphy, Gooding Shows; Frank Miller, Milt Morris.

N
Mr. and Mrs. William B. Naylor, Hagenbeck-Wallace Circus; George H. Neises, Lake County (Ind.) Fair; Floyd Newell, Mighty Sheesley Shows; J. Gilbert Noon, Chicago.

O
Mr. and Mrs. Matt O'Connell, Doolan Rides; Mr. and Mrs. S. E. Olson, Minnesota State Fair.

P
Mr. and Mrs. Harold (Buddie) Paddock, Johnny J. Jones Exposition; B. J. Palmer, Davenport, Ia.; Helene Palmer, *The Billboard*; Robert Parrett, Hennies Bros. Shows; Peggy Parsons, San Angelo, Tex.; Gertrude Payette, Chicago; Billie N. Peabody, Oklahoma Free State Fair; Louis P. Petersen, Chicago; E. Lawrence Phillips, Johnny J. Jones Exposition; Ed and Opal Phillon, Hennies Bros. Shows; Dave Picard, Conklin Shows; Mr. and Mrs. Alton Pierson and Mrs. Mabel Pierson, Sol's Liberty Shows; Pat Pizza, Chicago; H. William Pollack, H. William Pollack Poster Print; J. H. Powell, Lucky Teter Co.; Mr. and Mrs. Frank M. Powers, Baker-Lockwood Co.; D. J. Poynor, Joplin, Mo.; Seward B. Price, Muncie (Ind.) Fair; E. S. Priddy, Indiana State Fair; Aug. B. and Hilda Priegel, Milwaukee; Denny Pugh, Dallas; Pat Purcell, Jimmie Lynch Co.

R
Nan and Tom Rankine Jr., Royal American Shows; Princess Red Rock, Chicago; H. W. Reinhart, Gibson County (Ind.) Fair; Lois Reynolds, Arcadia Roller Rink, Chicago; Mr. and Mrs. Roland W. Richards, Royal American Shows; Mr. and Mrs. E. L. Richardson, Calgary (Alta.) Exhibition and Stampede; Clarence T. Riddick, Virginia State Fair; Irma Roach, Imperial Shows; Lillian G. Robinson, Robinson Amusement Co.; J. F. Rodabaugh, Baker-Lockwood Co.; Eileen Roedl, Sol's Liberty Shows; Joe Rogers, Dufour & Rogers; Ben O. Roodhouse, Eli Bridge Co.; Mary Rooney, National Amusement Device Co.; Mr. and Mrs. Mike Rosen, Gold Medal Shows; Margaret Rosenfield, Michigan State Fair; W. Rosenstein, Kentucky State Fair; C. W. Ross, Canadian National Exhibition; A. L. Rossman, Chicago; Mrs. C. L. Rowe, World of Mirth Shows; Jack Ruback, Western States Shows; W. E. Rudolph, Canadian National Railways; Roy Rupard, State Fair of Texas; Harry A. Russell, Armour & Co.

S
B. B. Sawyer, Saginaw Co. (Mich.) Fair; H. E. Scheever, Princeton, Ind.; L. Schlossky, Chicago; Lewis, Bob, Adele and Lena Schlossberg, Philadelphia; Joe S. Scholibo, Hennies Bros. Shows; Gus Schrader, Racing Corp. of America; Frances Scott, Johnny J. Jones Exposition; Mr. and Mrs. Carl J. Sedlmayr, Amusement Corp. of America; Charles Seip, Zimdars Greater Shows; A. E. Selden (Stratosphere Man), Lansing, Mich.; L. B. Selden, Stratosphere Man, Tampa; M. W. Arthur M. and Mrs. Frieda Sellner, Sellner Mfg. Co.; W. H. Settle, Indiana State Fair; Jake Shapiro, Triangle Poster Printing Co.; Frank D. Shean, Winter Wonderland; Mr. and Mrs. F. E. Sheldon, Iowa State Fair; Mr. and Mrs. J. M. Sheesley, Mighty Sheesley Midway; Jack W. Shillan, London, Eng.; W. W. and Ethel Murray Simonds, Oklahoma Free State Fair; J. C. Simpson, Amusement Corp. of America; Fred W. Sims, Sims' Greater Shows; T. J. Singleton, Enna Jettick Park, Syracuse, N. Y.; Jack Sloan, *The Billboard*; George P. Smith Jr., New York World's Fair; Helen Brainerd Smith, Ladies' Auxiliary, Heart of America Showmen's Club; Milford H. Smith, Baker-Lockwood Co.; Wallace Smithly, Strates Shows, Inc.; G. Snellens, World of Mirth Shows; Mr. and Mrs. William A. Snyder, Chicago; Sam Solomon, Sol's Liberty Shows; Charles A. Somma, Virginia State Fair; A. J. Sugarman, Cleveland Merchandise and Novelty Co.; C. Hilmer Stark, *The Billboard*; Mr. and Mrs. Marvin Staton, Springlake Amusement Park, Oklahoma City, Okla.;

Clifford A. Steele, Zimdars Greater Shows; Mabel L. Stire, Mississippi State Fair; C. J. Stind, Chicago; David B. and Mrs. Helen Stock, Goodman Wonder Show; Mazie and Leone Stokes, Mississippi Valley Fair; Mr. and Mrs. James E. Strates, Strates Shows, Inc.; Mr. and Mrs. Joseph L. and Edith Streibich, Showmen's League of America; P. T. Strieder, Florida State Fair and Alabama State Fair; Mr. and Mrs. Cliff Strom, *The Billboard*; Harry E. Strong, Duquoin (Ill.) State Fair; E. D. Strout, Strout's Band; Mr. and Mrs. Albert H. Stuart, Newhall, Ia.; Mrs. C. J. Sturd, Baker-Lockwood Co.; Aut Swenson and A. L. and Bernice Sweeney, Racing Corp. of America; John J. Sweeney, Dee Lang's Famous Shows; Clem Schmitz.

T
W. J. and Mr. and Mrs. H. J. Talley, Sol's Liberty Shows; Jack Tavlin, Chicago; G. R. Taylor, Anderson (Ind.) Free Fair; C. H. Taylor, Big Boonville (Ind.) Fair; Dave Tennyson, All-American Amusements; Harry E. Tennyson, Armour & Co.; Harry G., Bernice and Alice Templeton, Indiana State Fair; J. A. Terry, La Porte County (Ind.) Fair; Lucky Teter, Lucky Teter and his Hell Drivers; J. C. (Tommy) Thomas, Johnny J. Jones Exposition; Mr. and Mrs. M. Thompson, White's Novelty House; Dr. and Mrs. Max Thorek, American Hospital, Chicago; C. A. Tincher, Stelle County (Minn.) Free Fair; Harry Irving Tong, Strates Shows; Ned E. and Louis Torti, Wisconsin De Luxe Corp.; Leonard Traube, *The Billboard*.

U-V
F. J. Ucker, Baker-Lockwood Co.; Paul F. Van Pool, Joplin, Mo.; Eddie Vaughan, New York; Mr. and Mrs. M. H. Vaught, State Fair Shows; Elmer C. Velare, Royal American Shows, C. G. Vogt, Jacob Lasker & Sons.

W
Claire Wainer, Chicago; H. B. Waite, Brazos Valley Fair, Waco, Tex.; H. L. Wallace, Sol's Liberty Shows; R. C. Ward, Beckmann & Gerety Shows; W. H. Watt, Michigan State Fair; E. W. Weaver, F. E. Gooding Amusement Co.; J. C. Wehrley, Kentucky State Fair; W. J. Wendler, Allan Herschell Co., Inc.; Beverly White, Goodman Wonder Show; Clifton W. White, Cumberland (Md.) Fair; E. Curtis White, Indiana State Fair; Ellis White, Kansas City; Mr. and Mrs. Walter A. White, Quincy, Ill.; Eugene and Thoda Whitmore, Chicago; A. Jack Wilhelm, Princeton, Ind.; W. R. Wilkerson Jr., Kansas City; Thomas Willeda, Dodson's

WANTED FREAKS AND NOVELTY ACTS

SINGALEE
EMMETT PRISCILLA

GRACE McDANIELS
JEANIE WEEKS

Write at Once

DICK BEST

ROYAL AMERICAN SHOWS

TAMPA, FLORIDA

World's Fair Shows; Mr. and Mrs. Charles E. Williams, Anderson (Ind.) Free Fair; Walter Williams, superintendent Illinois State Police; Mr. and Mrs. H. T. Wilson, Johnny J. Jones Exposition; Jack Wilson, Cetlin & Wilson Shows; Mr. and Mrs. Doc Wilson, Sol's Liberty Shows; Mr. and Mrs. Cliff Wilson, Royal American Shows; Marge Winblad, Illinois State Fair; Frank Wirth, New York; Charles E. Witt, Milwaukee; Mr. and Mrs. T. Gilbert Wood, Virginia State Fair; G. L. (Mike) and Mrs. Mabel Wright, Chicago.

Y
Elizabeth Yearout, Greater Exposition Shows; Ernie Young, Ernie Young Attractions; J. Charles Yule, Calgary (Alta.) Exhibition and Stampede; Harry H. and Mrs. Vivian Zimdars, Zimdars Greater Shows.

Fair Contracts Added to Lists At Meet in Chi

CHICAGO, Dec. 3.—Iowa State Fair, Des Moines; Kansas Free Fair, Topeka; Oklahoma State Fair and Exposition, Oklahoma City; Tennessee Valley Fair, Knoxville; Anderson (Ind.) Free Fair and Columbus (Ga.) Fair are included in a partial list of fairs in 1939 contracted by the Amusement Corp. of America, said General Manager J. C. McCaffery of the ACA.

Contracts for these were closed during the outdoor show meetings this week and supplement a previously contracted list comprising Battle of Flowers, San Antonio; Cotton Carnival, Memphis;

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Chicago.
Week ended November 26, 1938.
Dear Mixer:

Due to the bosses' bringing their press agent to the convention it is impossible to give any news regarding their show, which is enjoying a big week in the Mississippi Delta. But the unusual arrival of these five famous showmen and their activities on the Magic Carpet would alone fill a book with worth-while reading material. In the words of Pete Ballyhoo, the event was a monetary and liquid success both financially and internally.

Their five private cars loaded with fair officials arrived at the Union Station and was promptly switched to the electric line and pulled to the front of the Hotel Sherman, where the unloading of the human cargo and baggage was quickly handled by several members of the show's train crew and porters. The 60 or more rooms reserved were filled in no time (not at no time) and the business of getting the show's bar and banner up was soon under way. This year the bosses outdid their competitors by doing away with liquors entirely and furnished almost any kind of a shaker, soda, chaser and glasses, as well as ice, that visitors wanted with which to mix their own drinks.

On our train's arrival in front of the hotel carnival managers, agents and showmen rushed out to welcome the contingent from the World's Largest Bell Metal Midway. The bosses handed out a brass souvenir to each as an early Christmas gift, stamped with their own title and "5 cents in trade." Our cars made a bad appearance on arrival due to the guest secretaries having marred the sides of the coaches with such signs

as, "Our Fair Will Play the Ballyhoo Bros. or Bust," "There Is Nothing Too Good for the State Fair. The Century of Profit Forever," "Long Live the Circulating Exposition," "Give Me Liberty and the Ballyhoo Show," etc.

All during the convention such phrases as "on the hip," "in the bag," "in my vest pocket," "signed and sealed," "before the meeting," "last fall before the fair was over" were common conversation. Having more fairs than their show could play, the bosses invited the visiting fair managers to dine with their competitors and filled their banquet table with those who could not afford the treat. Then, to the astonishment of all, Pete Ballyhoo sprang a new one and one that had never been heard at the conventions before by publicly announcing, "Our show will not carry grift next year."

The biggest problem that faced General Agent Lem Trucklow was what to do with all of the contracts. Unless arrangements are made to extend the year to 300 weeks we couldn't make them all. Three hundred fair contracts and only 52 weeks to make them in would call for six more shows. Rather than build to fit the dates it would be wiser for fair managers to arrange dates to play the show and give us an unbroken chain of 300 weeks. But Pete Ballyhoo said: "I have my own process of elimination. The best and quietest way to cancel a fair contract is to mail a rubber check as a deposit."

"This finds the Ballyhoo Special homeward bound with all present and accounted for. Positively play Florida fairs this winter.

MAJOR PRIVILEGE.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 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 or 100 cards each. Played in 3 rows across the cards—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 5x7.

THIN BINGO CARDS

Bingo cards, black on white, size 5x7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c.
Automatic Bingo Shaker, real class \$12.50
Leppboards, white cards, 8 1/4 x 14. Per C 1.50
Stapling Bingo Cards on same, Extra, per C50
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.

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HAPPYLAND SHOWS, INC.

Best in the Middle West.

Contracting Shows and Concessions for
1939 Season.
Address: GIBSONTON, FLA.

Hernando De Sota Exposition, Tampa, Fla.; Tri-State Fair, Superior, Wis.; Minnesota State Fair, St. Paul; Illinois State Fair, Springfield; Tennessee State Fair, Nashville; Alabama State Fair, Birmingham; Mississippi Free State Fair, Jackson; Southeastern Fair, Atlanta, and Ionla (Mich.) Free Fair. The ACA also took the contract for concessions in Memphis.

Hennies Bros. Shows seemed to have given the ACA the most trouble in the contest for the Midwest circuit, composed of the Nebraska State Fair, Lincoln; Kansas State Fair, Hutchinson, and Oklahoma Free State Fair, Muskogee, besides Des Moines, Topeka and Oklahoma City mentioned above.

"This circuit met to discuss and vote on a carnival on Monday," a statement from a Hennies official said. "The meeting seemed not to agree and it was carried over until Tuesday, when there was a walkout of some of the representatives of these fairs, three of whom voted for Hennies Bros. and three for a show belonging to the ACA. No other circuit meeting was held."

The general representatives of the ACA, Robert L. Lohmar, L. Clifton Kelley, L. S. (Larry) Hogan and James C. Simpson, will not represent any specific shows of the organization, which includes Royal American Shows, Beckmann & Gerety Shows and Rubin & Cherry Exposition. General Manager McCaffery said the representatives will work out of the headquarters office in Chicago, will be given certain assignments and will be held on them until completed, thus avoiding a previous custom of calling agents from one set of uncompleted duties to undertake some new or emergency tasks.

While here Director-General William C. Fleming, Johnny J. Jones Exposition, announced the contracting of Kentucky State Fair, Louisville, and Interstate Fair, Chattanooga, both played by the show last year.

Contracts for Clay County Fair, Spencer, Ia.; All-Iowa Fair, Cedar Rapids, and South Dakota State Fair, Huron, were announced by General Manager John M. Sheesley, Mighty Sheesley Midway.

A route of fairs in Wisconsin, where Sol's Liberty Shows have played seven consecutive years, was announced by General Manager Sam Solomon. Contracts are with the fair boards in Wausau, Menomonie, Oshkosh, Marshfield and Beaver Dam.

Midway Confab

By THE MIXER

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

SOME of these human torture acts torture the spectators more than they do themselves.

GIVE ME the money instead of the drink. I had a tough season.

HOMER BOYD reports he is no longer with the B. & H. Shows.

PEOPLE WHO operate glass houses must tip the train crew.

VICTOR CANARIES is new general agent of the Imperial Shows.

JIMMIE WINTERS is now general agent of Dee Lang's Famous Shows.

THE BEST way to play politics with show people is thru their dogs.

ORVILLE HENNIES will general agent Hennies Bros.' Shows, with Joe S. Scholibo as his assistant.

TOM W. ALLEN attended the SLA banquet in Chicago for the first time in a decade.

BECAUSE you hired a man does not mean that you have a long-time foe on his body.

CLARENCE POUNDS, his bride and Lucille Hodge, of Mighty Sheesley Midway, are wintering in California.

Manchester, attended his first Chicago meeting in 15 years.

MANY showmen regret the untimely death of Robert Kiely, county treasurer, Evansville, Ind. He was well known among Eastern showmen.

A CONCESSIONER who was always on the up and up said: "I'll spend thousands for defense but not one nickel for protection."

RALPH R. MILLER, prominent ride operator of Baton Rouge, La., attended his first Chicago meeting, as did Joe Galler, of Buckeye State Shows.

MRS. MILES S. JONES, West Coast show woman, who was seriously injured in an automobile accident last July, is up and about again.

OBVIOUSLY it will take more than midway electrification to get some carnivals out of darkness.

HARRY H. ZIMDARS, Al Fine and Charles Selp, of Zimdars Shows, arrived in Chicago from North Little Rock in time for the banquet.

WALTER B. FOX departed for Greenville, Pa., immediately after the Chicago meetings and will spend the holidays there with his brother, D. R. Fox.

on Silver State Shows, last week was in El Paso, Tex., having his trucks repaired before playing the forthcoming Tortugas (N. M.) Indian Celebration.

SAM GLUSKIN, former special agent of the Royal American Shows, left Chicago after the outdoor conventions for his home in Duluth to prepare for a season of indoor promotions.

WANTED. Man who can do 10 acts and has a banner for each. Everybody with this show sets up and tears down. Good cook-house. Winter salary. Don't write or wire, come on.—Sidewall & Top's Ten-in-One.

WILLIAM H. McCANN, well known to carnival agents and managers as a former county commissioner in New Hampshire, was recently elected city clerk of Dover, N. H., reports David Shean.

ART CONVERESE closed his traveling museum after two fair weeks in Winston-Salem, N. C., returning to his home in Seymour, Ind. He plans to reopen the show in Ohio after the holidays.

AS A RULE carnivals that fill in a section of a local parade belittle their organizations. Not that the midways are not worthy of representation, but the fact remains they are not equipped for the occasion.

TOM C. ROGERS reports that among those wintering in Tarpon Springs, Fla., quarters of America's Best Shows, are Mr. and Mrs. William Chalkals, manager and secretary, respectively, and William Jr.; Shorty Long, Bill Morly, Red-Face Brownie, Blackie Haskin and Princess Yucamiam.

IRISH JACK LYNCH cards from Houston that he met Tommy Dunn, Tommy Devellan, Harry Dean, Joe Florie and Shanty and Billie Mahoney on a recent trip to New Orleans. Among showmen wintering in Southern Texas, says Lynch, are Harry Calvert, Cliff Wilson and Blackey Daley.

"**I ONCE** worked for one of those daily-issue board and lodging shows. The only way our manager had of cutting down on his nut was to keep the beef out of the beef stew," reminisces Bartholomew, the side-walling philosopher.

MRS. MARY BOWEN and Mr. and Mrs. Norman Smith, who will tour with Snapp Greater Shows in 1939, were recent arrivals at quarters in Joplin, Mo. After making arrangements for next year, Mr. and Mrs. Smith left for Virginia to spend the holidays with relatives.

MRS. FLOYD E. GOODING, Columbus, O., entertained the Gooding Shows delegation and other friends during the outdoor meetings in Chicago, the occasion being her birthday anniversary. "Thoughtful of the officers to make the convention dates agree with her natal day," it was observed.

EGBERT IRONBENDER, artistic and modernistic blacksmith, complains: "In the past they squared me with I O U's, brass, poker chips and conversation. But when the show closed this year I was paid off with boxing lessons."

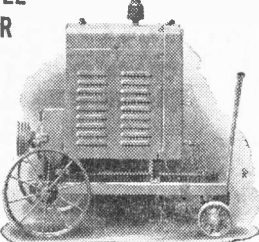
L. E. ROTH, manager of the Blue Ribbon Shows, motored from the Chicago outdoor meetings on December 1 to Columbus, O., to meet Mrs. Roth, who was returning there for a visit after several weeks' sojourn in Hot Springs, Ark., part of a rest treatment that has been prescribed for her.

O. F. FRIEND, of Harry Lewiston's Traveling Museum, presented his sleight-of-hand act before the Lions' Club luncheon at Hotel Courtland, Canton, O., November 29 during the museum's stand there. Lorello, contortionist, and his dog, Frisco, also appeared on the program. The Lewiston museum is currently appearing in Canton.

ANY MAN who is scared to death of the boss cannot serve him efficiently. There must be a confidence built up between the two, making it possible for them to sit down and work out plans that are essential in making the different departments a success.

SHOWFOLK entertained by Mr. and Mrs. Tony Spring at a spaghetti supper in El Paso, Tex., November 30 included Mr. and Mrs. Roy Ludington, of Crafts' 20 Big Shows; Mr. and Mrs. Verne Newcombe; Mr. and Mrs. Leo Floyd, Mr. and Mrs. Johnny Graves, Ray Stoeker and Buddy Thornton. The party finished the evening at Club Tivoli,

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SMALLER SPACE.**

16 HORSE POWER.

NEW V-Belt drive. A compact, economical engine for all portable rides. The ELI Power Unit pays for itself.

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Size 48x48", With 4 Jack Pots, \$30.00.
Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price\$12.00

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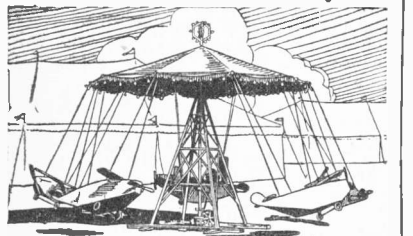
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The NEW KIDDIE AIRPLANE SWING

Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 16 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.

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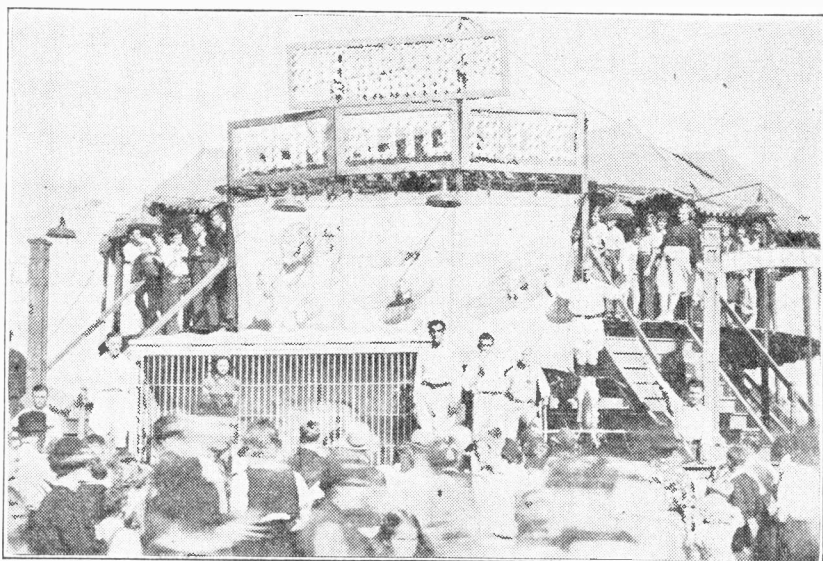
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198 S. Third St., Columbus, O.

ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH RESULTS



LION MOTORDROME OF WALLACE SMITHLY, which has been contracted for the season of 1939 on the Strates Shows, where it has operated successfully during the 1937-'38 seasons. Principals in the photo, left to right, are Mickey Donahue; Mrs. Smithly, called "The World's Youngest Girl Lion Trainer"; Wallace Smithly and Walter Marks.

MARGARET RAGLAND, of Golden State Shows, is living in San Bernardino, Calif., scribes Tillie Palmteer.

WHAT are you going to do during the winter? We don't mean this one—the next one.

LEO LEOLA is at home in Portsmouth, O., after playing Southern fairs with her sex show.

BILL STARKEY and family are wintering in Cleveland, Annabell attending school there and Bill driving a taxi. Mrs. Starkey has taken over a rooming house.

LET'S HOPE that all the show squirrels haven't forgotten where they planted their nuts.

JACK L. OLIVER, who resigned as legal adjuster of Wallace Bros.' Shows, will general agent an Eastern show, it is said.

HENRY JOHNSON reports that Harvey and James H. Drew visited him recently in Fayetteville, Tenn., en route to Chattanooga.

NOW AND THEN you find a fair secretary who is very conservative with his gate passes but very liberal with the show's.

E. W. (DEAK) WILLIAMS, secretary of Iowa Association of County Fairs,

WITH ONE of the worst rainy seasons behind them, carnival managers can say, "We rode the waves."

EARL (SMOKY) HALL and Mae Hall (La Belle Rosa) are spending a few weeks vacationing at home in New Ulm, Minn., before joining a winter museum.

RAE-TERRILL, after closing with Jack Hamilton's Hall of Oddities in Houston, returned to St. Joseph, Mo., for the winter to prepare new wardrobe for 1939.

SIDE-SHOW GLASSBLOWERS not only offer an interesting exhibition in the art for the entertainment of the public, but are valuable assets to these neonized midways.

BENNIE WELLS, after closing with the Strates Shows, spent two weeks at home in York, S. C., before returning to quarters to take charge of painting, reports B. W. Leroy.

MR. AND MRS. WALTER ZIMMERMAN are wintering in Shelbyville, Tenn., where Walter is writing sheet and Mrs. Zimmerman is associated with a local manufacturer.

PROMISES of all-winter work, under smiling Southern skies alongside sheltering palms, sometimes is used as bait for a not-so-hot string of fall dates.

MILLO ANTHONY, side-show operator

Juarez, Old Mexico, where Jimmy Oakes, emcee, gave it a real welcome

GIFF RALYEA, electrician with the Strates Shows, and Mrs. Ralyea closed a successful season recently in Savannah, Ga., and are vacationing in Florida for a few weeks before returning to quarters.

ROBERT SORENSEN, who will operate rides, shows and concessions in the South during the winter under the title of Sorensen Bros.' Shows, reports that a minstrel show has been added as free attraction.

ANY SHOW operator can charge and collect a good profitable admission price for his attraction if he has what showgoers wish to see. Movies were elevated from nickelodeons to even grand opera prices.

LOUIS MARGOLIES, president of the Michigan Showmen's Association, left Detroit recently for Nashville, Tenn. He plans to go to Florida to book fair dates but expects to return to Detroit before Christmas.

R. F. McLENDON, secretary of O. C. Buck Exposition, lost all his personal belongings, including his luggage, in the fire which destroyed much of the show property November 25 in quarters at Portsmouth, Va.

SENDING an ununiformed minstrel show band downtown to parade in a dilapidated, unpainted truck without an announcer or with crude home-painted signs dangling on its sides is not effective advertising and belittles an entire organization.

ROBERT SORENSEN cards from Register, Ga.: "Sorensen Show opened here November 21 to cold weather and poor crowds, but spending was okeh. Management and all with it seem to be well-pleased with this spot."

SONJA REA, with Praylor's Museum on Kaus Exposition, Shows the past two years, cards from Seneca, S. C., that she closed a fair season with the show recently and has joined Millar's Oddities for a few weeks as annex attraction.

DISGRUNTLED employees who are forever quitting should be paid off and let go. When a person ceases to be loyal to employer or organization it is a waste of time and money to try to hold him, regardless of how capable he has been in the past.

Midway Goats

WHEN A MIDWAY is laid out on fairgrounds it is not only the showmen's midway but the fair management's amusement zone as well. Fair officials should look upon it as a unit of the fair that is very much in public demand. If this were not so the largest and best fairs in the world would not bargain for and contract carnivals at yearly fair meetings thruout the country. Yet when it comes to giving midways a break, some fair managers appear to do everything in their power to hold the money spenders away from the showgrounds.

A Southern fair management last fall seemed to be against the midway that it had contracted last winter. Not that the company did not live up to every agreement, furnish the shows and rides promised and put up an appearance bond that would have been forfeited in event of late arrival and opening-day disappointment, but for the simple reason that the fair board seemed to feel that the midway was no longer desired by the public.

At the head of the midway the fair officials placed a concert band and a sensational free act. The band played until time for the grand stand to open, while loudspeakers announced the grand-stand show and informed the public that immediately after the grand-stand show the free act would be given at the front of the grounds. This rushed patrons to the grand stand and as soon as the show there was over the front end free act rushed the crowds thru the midway.

The midway is one of the financial stand-bys of any fair. How can one man or group of men know just what fairgoers want? Showmen have built up their organizations by giving amusements that were sought and liked by the public. Big railroad shows formerly played this fair but this year a truck show had to be the goat. By giving the midways a break, a big break also is given fairgoers.



AL FISHER, who has handled the general agent chores for Clark's Greater Shows for the past three seasons, has been re-engaged in the same capacity for 1939. He and Mrs. Fisher left Los Angeles last week to visit in San Francisco, Seattle and Portland, Ore., before beginning the season.

W. H. (LOUIE) LEWIS, the past season with Gold Medal Shows, writes that a lot of showfolk are in Grand Rapids, Mich., playing beno and that he was married to Evelyn Keny, of that city, November 26. He is building a new store for next year.

MATT BALCH, who closed recently with T. J. Tidwell Shows, is in Waco, Tex., where he met H. M. Harrell, billposter; J. B. Hendershot, of Mighty Sheesley Midway, and A. V. Lane, of Parade of Shows. T. J. Tidwell was a recent visitor.

BEING with it and for it, heart and soul, should be appreciated by an employer to the extent of giving not only a living wage but enough so that workmen can lay aside something for the time when they can still be for it but not with it.—Colonel Patch.

GEORGE PENCE, foreman of one of F. E. Gooding Amusement Co.'s ride units, postcards from Ruskin, Fla., that Johnny Enright, also with the organization, is catching a lot of fish, but it keeps him busy baiting his hook and pulling them in for him. Pence and Enright, with their wives, are wintering in Ruskin.

BILLING, like everything else, must give way to progress. Quite often "A Grand \$10,000 Fireworks Display Nightly" and "More Headline Acts Than With Any Circus" are jokes to the natives. Why not use "Excursions on All Railroads and Steamboat Lines," which passed out when autos came in?

DOC WADDELL letters that Georgetta Crowley, daughter of Mr. and Mrs. George C. Crowley, of Crowley's United Shows, is recovering from a recent illness and that Dad Nelson's fingers, injured by Goliath, a lion, are healing. He adds that Mary Driscoll, stenographer in quarters at Corpus Christi, Tex., recently mailed 1,000 messages of thanks to those who gave co-operation to the show on its 1938 tour. Mr. and Mrs. Otis Vaughan returned to quarters from San Antonio.

H. SIEBRAND, of Siebrand Bros.' Circus, recently bought a Hudson automobile and housecar. Show will winter in San Diego and was scheduled to close in that city December 3. Showfolk gave the following as their destinations: S. V. Bevard, Dude Lankford, L. W. Payne, Charles Holloway and John Cooker, San Diego; Elmer Payne, Kansas City, Kan.; Bill Payne, New York; Harrison Blackburn, Slim Austin and John W. Webb, Los Angeles. Mr. and Mrs. Kelly will winter in the East.

"JUST VISITED the Gate & Banner Shows," said Cousin Peleg. "I must admit there was nothing cheap about them. One talker offered \$10,000 if the four-legged wasn't alive. Another offered \$20,000 if the act wasn't presented. The talker on the half-and-half offered \$5,000 if not as pictured. They had one show that hadn't paid off called the Million-Dollar Exhibit. I only found one cheap showman who was offering to apologize to the public if he did not live up to all promises."

JACK GALLUPPO pens the following notes of Blue Ribbon Shows wintering in Columbus, Ga.: Mrs. L. E. Roth and

Mrs. A. L. Peterson visited Hot Springs, Ark., recently. Larry Pelch, master mechanic, is working in a local oil station. Capt. Harry Selder is staying at the Terminal Hotel. Mr. and Mrs. Perry Chester are planning a fishing trip to Florida. Mr. and Mrs. Pope Hudgins are parked on the fairgrounds and will leave for Miami, Fla., soon after he is accepted by the local Masonic Lodge. H. B. Page and family are rebuilding a trailer at quarters and will leave on a vaude tour when it is completed. Pat and Billy Brady are handling local promotions.

Michigan Showmen's Association

DETROIT, Dec. 3.—Meeting of November 28 was called to order by President Louis Margolies. Seated at the table were Vice-Presidents Harry Stahl and Ed McMullen, Treasurer Louis Rosenthal and Secretary George H. Brown.

A review of the association's activities for the past year showed that the organization has taken in 260 members since March 1 and has had a prosperous year. Clubrooms have been enlarged to double their original size and have been refurnished. A room is now equipped with pool tables, and the sitting room has a radio and writing desks. A cardroom has been built and the association has a bar.

President Margolies set January 17 as the date for the third annual banquet and ball to be held in the Hotel Detroit and named the following committeemen: Leo Lipka, general chairman; Jack LaRue, program; Ed McMullen, entertainment; Louis Wish, tickets, and Frank Wagner, Dr. S. B. Danto, Leonard Simons, Jack Dickstein, Sam Wilson, Harry Wish, W. G. Wade, John Reid, Roscoe Wade and Louis Rosenthal, reservations.

Harry Stahl, Hymie Stone and Harry Ross have been awarded gold life membership cards for getting 50 members. Brother M. Jack Maxwell will be home from the hospital shortly. Brother Willie Griffin left for Florida. Brother Harry Ross is a nightly visitor and is working hard for the club. House Committee Chairman Hymie Stone is doing a good job in keeping rooms in order. Custodian Sam Burd is also working hard and doing a fine job. Treasurer Louis Rosenthal attends every meeting despite illness. Hymie Sobel is a steady caller. Frank Hamilton, George Harris, Louis Wish, Abe LeVine, Kekis Lundquist and Frank Wagner play bridge at the club nightly. Louis Exler is champion pool player. Harry Davis and Tommy Martin returned from California and reported they will leave for New Orleans soon. Returning from Texas, Marshall Ferguson, Sam Wilson, John Carrigan, Bill Stephens and Tommy Reisner reported a profitable trip.

Los Angeles

LOS ANGELES, Dec. 3.—Anfenger & Hutton Exposition train played to big business in Bakersfield, Calif., while crowds were fair in Glendale and Pasadena, Calif. Among those visiting the unit were Harry Wallace, Joe Glacy, Joe DeMouchelle, Cal Lipes, Ted Levett, Moe Levine, Harry Fink, Charley Haley, Jack Bigelow, Johnny Ward, Bob Perry, Red Crawford and Eddie Stewart. Frank and Toots Mason have taken an apartment here, while Mr. and Mrs. Herb Usher have returned from their recent trip north and will winter here. Harry C. Gordon is working independent promotions, and Moe Levine has taken an apartment here for the winter. Leona Barie left for a vacation in the North and Middle West. Lucille King is quartered at the Rutland. Lobby of the Hotel Bristol seems the mecca for showfolk at night.

Ed Hayes has returned here and is booked to appear before several medical clinics in Southern California. Doc Cunningham is playing Santa Claus at a local department store. Clyde Gooding has his midgets and freaks working in a W. C. Fields picture. Sam Abbott doing night clubs. George Haley will be associated with Tex Cameron's concessions at the San Francisco fair. Art Carroll arrived from the North and joined the Coast Defenders. Joyland Shows are in quarters at Dinuba, Calif., after closing the season in Firebaugh, Calif. Ted Levitt, general agent of the show, had Mr. and Mrs. H. C. Bowen and Harry C. Gordon, general agent West Coast Shows, as Thanksgiving guests at his

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home here. Mr. and Mrs. Bowen left shortly after for the East. They will return here about January 1.

M. E. Arthur, past season with West Coast Amusement Co. and Hilderbrand's United Shows, is winter trouping with the C. H. Alton's Silver State Shows. Joe Glacy has signed his three shows with W. C. Huggins West Coast Shows for 1939. Mr. and Mrs. W. T. Jessup, after a brief visit here, left for Oakland, Calif. Mr. and Mrs. Archie S. Clark, of Clark Greater Shows, left for Gilman Hot Springs, Calif., for the winter. Frank R. Conklin, of Conklin Shows, is recuperating at Palm Springs, Calif.

Mr. and Mrs. J. Ed Brown have taken an apartment in Hollywood. They will return to San Francisco about January 1. Mr. and Mrs. Edwin Tait will sail from San Francisco about January 1 for the Philippines. They open in Manila February 16. Mr. and Mrs. Frank Forest are preparing for a Southern trip.

Missouri Show Women's Club

ST. LOUIS, Dec. 3.—There wasn't much activity around the rooms this past week, since almost everyone attended the Chicago meetings. There were, however, several welcome visitors last week. President Mrs. Norma Lang came in from Waco, Tex., for a brief visit at home before going to Chicago. Mrs. Viola Fairly also visited.

Mrs. Judith Solomon came here to undergo an operation at a local hospital. She was accompanied by Mr. and Mrs. Alton Pierson. Mrs. Ruby Francis went to Florida for a visit at the close of the season. Kathleen Riebe, after being seriously ill the past month, has fully recovered.



Palace Theater Building,
New York.

NEW YORK, Dec. 3.—Board of Governors has authorized the house committee to enforce the ruling whereby none but paid-up members are to be admitted to clubrooms. This applies not only to club meetings but social activities as well. In regard to guests, House Committee Chairman Sam Rothstein reported that members will be permitted to sign in guests for a limited number of visits.

Things are humming these days, many members dropping into the clubrooms to chat, play checkers or games contributed by Brother William Rabkin. Those in need of sustenance are ministered to by Harry Schwartz, who reports the lunch counter is doing a thriving business. Brother David Hilzenrath, of Circle Stage Lighting Co., has contributed additional equipment for the stage. A switchboard and 24-unit border are now being installed and will be ready soon.

In December, 1937, the National Showmen's Association, Inc., was formed in the minds of some 20 men. There were those who said it could not be done. However, what was just an idea a year ago is now a thriving organization of nearly 600 members. Our feet are firmly planted on the ground and we are going ahead in leaps and bounds.

At the last meeting prior to our successful banquet, President Hamid thanked all those who had made it possible for our organization to thrive, not only officers and organizers, but unselfish individual members as well.

Executive Secretary John M. Liddy is taking orders from those who desire photos of the banquet. The pictures are on display in the lounge of the clubrooms. Secretary Arthur Hill bade bon voyage to Brother Prince Nelson, high-wire artist, who sailed for South America last week for an extended tour. Sam Rothstein and Bill Block, of the furnishings committee, reported the purchase of additional furniture for clubrooms. Delivery is expected in a week or 10 days.

Members are requested to keep the executive secretary advised of changes of address. We desire to keep members posted on important meetings and functions of the winter season.

Birthday congratulations from officers and members to the following: Daniel DiPrite and Edward B. Braden, December 9; Raymond E. Oviatt, Francis E. Anderson and James L. Edwards, December 10; Lawrence Bowe and Herman Wolfe, December 11; Frank Schillizzi, December 13; Nick Dobrovolsky, December 14; Joseph Landy and Vincent Sirico, December 15.

Philadelphia

PHILADELPHIA, Dec. 3.—South Street Museum is presenting the following attractions and enjoying good business: Bill Cornell's Colored Revue; Forrest Lewis, original Pop Eye; Mlle. Excella, physical culture exhibition; Professor



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1564 Broadway
New York City

Hall, magic, and Mme. Marajah, mentalist. Dancing girls are in the annex.

Eighth Street Museum reports improved business the past two weeks. This week's show consists of Amelia Smith, rope spinning; Jim Thompson, magic; Shackles, escape and handcuff exhibition; Original Congo, Poses Plastique, Spidora and Mysteria illusions. Dancing girls are in the annex.

George E. Roberts is furnishing the following attractions in the Snellenburg department store here during the Christmas holidays: Pamahasika's dogs, monkeys, ponies and birds; El Dora, hand balancing; George De Mott, juggling clown; Tickle, whistling clown; Major Nowak, midget clown. Goldie Pitts is ringmaster.

E. K. Johnson advises that he again has been signed as general agent of Blue Ribbon Shows for 1939. He left last week for the Chicago meetings. His daughter, Mrs. Marion K. Cappella, has been seriously ill with pneumonia in the Jewish Hospital here. Professor Peak's Punch and Judy Show and Ko Ko the clown are Christmas attractions at Lit Bros.' department store.

Atlanta Date Is Fair For Lauther's Oddities

ATLANTA, Dec. 3.—Carl Lauther's Oddities on Parade opened its second week here under auspices of the Veterans of Foreign Wars Post to fair business despite a prolonged cold snap, reports George D. Kitzinger, press representative.

Thanksgiving Day was celebrated with a big dinner with Bob and Babe Keating, med workers and mentalists, as guests. Mrs. Keating is substituting for Mrs. Carl Lauther on horoscopes while she and her husband are in Chicago attending the Showmen's League banquet and ball. Among recent visitors were Mr. and Mrs. Harry Williams; Walter B. Fox, of Wallace Bros.' Shows; Calvert and Co., appearing at the Capitol Theater, and Brandino, magician.

On the show roster are Paul D. Sprague, advance; Raleigh Brandenburg and Chet Hutchinson, talkers; Tex Conroy, inside lecturer; Larry Kuntz, lecturer and magic; Herbert Walberg, tickets; Frances Lauther, miracle girl; Leo Milo, lobster boy and glass blower; Frances Murphy, gorilla girl; Jack Donahue, human balloon; Tex Yates, human pincushion; Jack Stetson, paper tearing; Cavilla, oldest living clown; Jean Weaver, iron tongue; Herman McQueen, torture act; Jean Hutchinson, shooting thru woman; Mary Brandenburg, indestructible girl; Mary McKennon, electric chair; Mary Yates, sword box; Zippe, pinhead; Duke Edwards and Clara Johnson, pygmies; Roach, fire act; Iola Grass, mail and *The Billboard* agent; Dale Phillips and Lee Hayford, electricians; Gilbert Brandenburg, Jack Carter and Bill Norman, utility; Milton Wright, chef; Tommy Cobb, waiter; Walter Brown, porter, and Cora Hughes, nurse. Annex attractions are Billy (Kay) Burke, sex oddity, with Carl Lauther Jr., tickets, and Grace McDaniel, mule-faced woman, with Elmer McDaniel, tickets.

Rubin & Cherry Expo Work Progressing in Quarters

MOBILE, Ala., Dec. 3.—Repair work has settled down to a steady tempo in Rubin & Cherry Exposition's quarters here, with a crew of 15 under direction of Nat Worman and Whitey Belote, reports Ralph Williams.

Earl Ammon received two green monkeys which he intends to break. The new cookhouse opened adjoining the shop. Among those wintering here are Bob Norris, Harry Julius and Bench and Harry Bentum. Everyone turned out to see Royal American Shows pass thru en route to quarters in Tampa, Fla. Shep and Lil Murray Shepherd have their trailer on the fairgrounds. Quarters personnel took in Downie Bros.' Circus, thanks to Manager Katz. Eddie Marconi is designing new fronts with a world's fair motif. A new Eli Wheel arrived recently. Joe Redding is frequently seen at quarters.

William T. Lynch Marries

TORONTO, Dec. 3.—William T. Lynch, owner of the Bill Lynch Greater Shows, and Mary Marjorie MacFarlane were married in Church of Our Lady of Perpetual Help here on November 23. Rev. W. A. Egan performed the ceremony. A wedding breakfast was served in the King Edward Hotel, upon the conclusion of which the couple departed for a honeymoon in Bermuda. They will reside in Halifax, N. S., upon their return.



Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Dec. 3.—Regular meetings of the club are in full swing and each Friday night showmen from all branches of the profession gather here. While President Abner K. Kline was attending the showmen's conventions in New York and Chicago Art Brainerd acted as president.

Final arrangements have been made for this year's convention, banquet and ball. The meetings will start on December 25 and end with the banquet and ball on December 30. Frank Capp is chairman of the entertainment committee, assisted by J. L. Landes, who will be in charge of banquet tickets. R. E. Haney and Ellis White are assisting Landes. George Howk and G. C. McGinnis have the work of getting out the program. Howk also is chairman of the house committee, whose duty it is to see that the club is decorated and a Christmas tree is erected in the hotel lobby. Howk will be assisted by Cliff Adams, Jake Brizendine, Ellis White, Jack Moon and W. F. Wilcox.

The membership drive will close on December 30, and it is going to be a close, hard-fought contest. Harry Alshuler, club treasurer, is leading. In second place is President Kline, with Sturgeon a close third, there being only one point difference between the last two named.

Many members are sending in their dues in order to make the deadline, December 30. The following have received their 1939 cards: Ben Roodhouse, W. R. Hirsch, John Francis, J. W. Conklin, Mel Vaught, Lee U. Eyerly, R. E. Haney, Paul Parker, Frank Joerling, Billy Senior, K. W. Forsyth, Fred H. Krissmann, W. F. Wilcox, Jake Brizendine, Henry Duncan, Frank Ryan, Harry Vliet, Herman Schwartz, Ellis White, Dr. Philip Mather, K. Wayne, F. S. Hanasack, Sam Carrollo, H. J. Brown and J. Schneck.

Among members attending the showmen's conventions in Chicago were Jack Ruback, Mel Vaught, Frank Capp, Neal Walters, C. J. Chapman, J. L. and Peggy Landes, Mr. and Mrs. C. I. Levine, Ellis White, Frank Delmaine, George Howk, Toney Martone, H. Schmidt, William Morrissey, W. L. Mellor, Mrs. Art Brainerd, J. F. Rodabaugh, Mr. and Mrs. R. E. Haney and Don Sutton.

Among recent arrivals here are Sam Benjamin, of Greater Exposition Shows, and Col. Dan MacGugin, of Fairly & Little Shows.

Ladies' Auxiliary

Two new members, Mrs. Phil Little and Mrs. Babe Hutchison, were admitted to the club at Friday's meeting. There was a general discussion about the bazaar to be held December 15-16. All members are asked to send in two articles for it and are also urged to pay their 1939 dues, which should be paid for December 16, the night of election of officers. Many members left for the Chicago meetings.

Hyde Shows End in Black; To Be Enlarged Next Year

WINSTON-SALEM, N. C., Dec. 3.—Eric B. Hyde Shows, struggling thru early weeks of the season' to poor business, came into quarters here a winner, reports James Tiernan.

Plans are under way for a bigger show next year and it was announced that the organization would carry eight rides and 10 shows. Manager Hyde has engaged help to superintend building operations and plans some new fronts. One of these will house a revue, and another, a combined banner front and panels, will house a side show. Feature acts have already been booked and a 10-piece band will be carried.

After storing equipment Mr. and Mrs. Hyde left for Miami. L. H. Harden, general superintendent, joined his wife, who operated a side show on the Bantly Shows. Mr. and Mrs. Harry O'Hara departed for New Jersey. Vernon Moore, legal adjuster, and Mrs. Moore left for the South with several concessions. Mr. and Mrs. Pat Ryan went south. Charles Eichorn, Ferris Wheel foreman, will be in charge of quarters. Mr. and Mrs. Tom Hale, bingo operators, joined another show in Georgia. Mr. and Mrs. Billy Morgan, in charge of the sound system and *The Billboard* and mail agent, respectively, went to Florida. William C.

15 Years Ago

(From The Billboard Dated
December 8, 1923)

The vanguard of carnival showmen and their wives began pouring into Chicago for the annual Showmen's League of America banquet and ball and December meetings. . . . Annual Thanksgiving bazaar and dance held by the Ladies' Auxiliary of Heart of America Showmen's Club in Coates House, Kansas City, Mo., proved highly successful. . . . Rubin & Cherry Shows wound up the season's tour with a highly satisfactory stand at Florida State Fair. . . . C. A. Vernon's Southern Standard Exposition Shows closed the season in Muskogee, Okla., and went into quarters there. . . . W. H. (Bill) Rice and his corps of lieutenants left St. Louis to attend the Chicago meetings.

Milton M. Morris and John R. Castle played host to personnel of Morris & Castle Shows at a party held in celebration of Mrs. John R. Castle's birthday anniversary in Fort Worth, Tex. . . . Among members of T. A. Wolfe's Shows who arrived in Chicago for the meetings there were Doc Waddell, Mrs. A. D. Murray, Happy Holden and A. F. (Doc) Collins. . . . Jack Lee, well-known side-show man, took over management of the Marsh Museum at Indianapolis November 25. . . . Arthur J. Wilson, of Johnny J. Jones Exposition, went to London to join E. J. Kilpatrick's engineering forces there. . . . Brown & Dyer Shows' final stand of the season at the Marion County Fair, Ocala, Fla., proved a winner.

Ray Williamson, who closed the season with Joe Oliveri on Zeldman & Pollie Shows, was wintering in Washington. . . . Walter F. Driver, of Driver Bros., tent firm, was one of the busiest men at the Chicago meetings. . . . William R. Hicks, of Greater Sheesley Shows, arrived in Chicago from Richmond, Va., and with his wife registered at the Planters, advancing the coming of Mr. and Mrs. John M. Sheesley and Claude R. Ellis, press agent. . . . W. David Cohn wasn't permitting any of the carnival folk in Chicago to forget that Brenham, Tex., was his home town.

Rain Hurts B. & V. Shows

GARFIELD, N. J., Dec. 3.—Closing at Morristown (N. J.) Fair recently, B. & V. Shows are now in quarters here after a poor season due to adverse weather and business conditions, reports J. Van Vliet. Show covered the States of New Jersey, Connecticut, Massachusetts and New York and encountered seven consecutive Saturdays of rain in addition to rainy days in the middle of weeks. Preparations are under way for a larger show next year. A new entrance will be built with the show's name in lights over the marquee. George Penley, who had the Motordrome on the De Luxe Shows of America during the past season, was a recent visitor, and Billy Outten, high diver, reported that he was Florida bound. Show will carry eight rides and eight shows with a pay gate and free act next year.

Funland

Cordele, Ga. Week ended November 26. Auspices, baseball club. Location, stadium. . .

All expected a big week here because Cordele has been closed for two years, but such was not the case. The prejudice of one man and three rainy days helped to reduce proceeds to the ball club. The committee was excellent, Messrs. Morris Shepherd, Waldron and Johnson really working hard and giving complete cooperation. TED C. TAYLOR.

Earle, auditor, and Mrs. Earle will winter in Florida. Major G. Watson Scott, special agent, went to New York. Tony Martini, electrician, was engaged by a local concern. Tom Leonard, master of transportation, went to his home in Fort Wayne, Ind. Walter Johnson, Red Barrett, Vernon Black, Leon Pedigo, Ted MacFarland, LeRoy Greene, Jimmie Johnson, Leon Fuhrman, Rickey Rock, Mark Dalby and Tony Gardner, of the working department, went to their homes. William Hewitt, concessioner, will winter in Atlanta.

Golden Gate Cleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Dec. 3.—William Russell, producer of An Clachan, top-money attraction at Glasgow Empire Exhibition, which closed recently, has contracted for 60,000 square feet on the Gayway of the San Francisco exposition.

Mr. and Mrs. F. M. Davis, of Oakland, Calif., were guests of Mrs. Walter K. Sibley in San Francisco recently. Mrs. Davis is a sister of Robert Ripley, cartoonist, and, like Bob, is a native Californian.

Mr. and Mrs. Ted Metz called on the writer recently on the eve of their departure for Compton, Calif., where they expect to settle down. Ted avers that he is thru with show business.

Mrs. Bertha Melville has left San Francisco after spending 10 days visiting friends in the Bay District. She is motoring in a Buick recently purchased while in Detroit. Bertha is en route to Los Angeles, Venice and Long Beach, where, with Nate Miller, she operates Scooter concessions. She will return to San Francisco after the holidays to oversee installation of Scooters on Treasure Island.

Toll on the Bay Bridge, which must be used by motor traffic to the expo, is 50 cents a round trip from San Francisco or Oakland for car and five passengers. Running time from the center of town to Treasure Island is about seven minutes. Car-less visitors will use the ferry at a possible cost of 15 cents a round trip. Time eight and one-half minutes. Ferry has capacity of 65,000 per hour.

Frederick Weddleton, director of concessions, says that the GGIE is the only world's fair in history that has not had to either finance or assist in securing capital for amusement zone concessions. The Gayway is almost a sellout now and so many contracts are pending that the department is wondering where to place them, when and if.

Harry Seber and Johnny Castle are working out a show.

Ground-breaking ceremonies took place on the Gayway when building operations were started recently on the Streets of the World production. Bernard Russell, general manager of this village, is elated with the set-up of the attraction.

A large-scale model of An Clachan, top-money attraction of the Empire Exhibition in Glasgow, recently arrived and architects are now using it to guide them in their operations. All Scotch societies here plan to give William Russell, sponsor of the attraction, a reception on his arrival here from Scotland.

Joe Kennedy, Major Bowes' Pacific Coast representative, will visit New York to organize a show for the Gayway. If time will allow the show will play its way across the continent.

Artists are now painting various exhibit palaces.

Art Hoffman is working on a deal to make Clyde Beatty the central attraction of an animal show.

Robert L. Fargo is making a film for the American Railway Express Co. to be used by the Department of Special Events on certain occasions on Treasure Island.

The Carter brothers, Monte and Joe, of Los Angeles, veteran producers of flesh shows, visited Treasure Island recently and started negotiations for attractions in Edenland.

The Rogers-Dufour combination will have resident managers for its attractions on the Gayway.

Bill Collins says that plans for the Midget Village are now in the Department of Works for approval and as soon as they are okehed work will begin.

The Coliseum, whereip will be held stock shows and indoor events, is fast taking shape.

Mr. and Mrs. Tex Cameron played hosts to Mr. and Mrs. Frederick Weddleton, Mr. and Mrs. W. K. Sibley and Mrs. Bertha Melville at a Thanksgiving dinner at their home in Oakland.

Recent visitors to the Division of Concessions were Al Mulligan, Mr. and Mrs. Fred McFalls, Tex Cameron, Art Hoffman, Charlie Gerard, Hugh Mack, Henry Valleau, William Russell, Harry Davis, Berni Davis, E. C. Smith, William S. Morgan, H. B. Anderson, Johnny Branson, R. F. Cronin, F. Whittier, Reni F. Hoeffler, E. D. Berndt, Joe Brandon, Johnny Castle, Bill Collins and William Klein.

O. C. Buck Places Damage at \$60,000

PORTSMOUTH, Va., Dec. 3.—O. C. Buck, owner-manager of O. C. Buck Exposition, which was destroyed by fire here November 25, this week placed his loss at \$60,000 with insurance covering trucks only. Buck, who was on a hunting trip in Vermont at the time of the fire, arrived here Monday morning. He said that "while the loss caused by the fire is terrific, we hope a bigger, better and more modern organization will rise from the ruins. All contracts will be fulfilled."

Rebuilding and reconditioning of the superstructures of the riding devices, almost all of which were saved, will start as soon as they can be removed to new quarters. Building occupied by the show had large double doors, and it was thru these that two living trailers and two automobiles were saved. They belonged to Mr. and Mrs. Donald Frear, and to Jockey Roland, who managed and operated the Motordrome. Frear sustained painful arm burns in saving the trailer. The only other person in the building at the time was R. F. McLendon, show secretary.

Greatest damage was done to the 15 trucks and the show paraphernalia, the trucks being burned beyond repair, and the show fronts, canvas and all equipment a total loss. A practically brand-new sound truck and a transformer wagon, built and equipped with modern materials last spring, as well as all other electrical equipment was reduced to a mass of copper and iron.

Everything in the building was Buck's personal property with the exception of truck and Kiddie Auto Rides belonging to the Frears and seven motorcycles, tools and sound equipment, the property of Roland. Office records, correspondence, files and tickets also were destroyed.

Art Lewis Shows Making Improvements for 1939

NORFOLK, Va., Dec. 3.—With the Art Lewis Shows housed for the winter here work started in earnest upon the recent return of Al Rogers, general superintendent, who visited relatives in Bridgeport, Conn., thence to the first annual banquet of the National Showmen's Association in New York, reports F. Percy Morency.

Earl Knauff, master mechanic, has already started his crew building new fronts, first of which is a modernistic main entrance. When completed it will be 50 feet wide and over 30 feet high, illuminated by indirect lighting and neon. Theme of the entrance will be the friendship existing between the United States and Canada. General Manager Art Lewis bought an Eli Wheel in Chicago recently, making three the show will carry next year. Many innovations are planned for the coming season. Jack Wells, electrician, is repairing electrical equipment and new light towers are being built.

Greater Expo To Feature One-Ring Circus Next Year

MADISON, Ill., Dec. 3.—Greater Exposition Shows returned to quarters here, moving the show in from the closing spot in two days, reports H. W. Smith.

Canvas has been hung and trucks jacked up. Two more buildings have been rented, making four in all. Capt. Bob Perry has one for himself and crew and a training quarters for his lions. Mr. and Mrs. Walter Jaap and son, Archie,

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Dec. 3.—With 119 members on hand, Monday night's meeting set a new high for attendance. President C. F. Zeiger presided. Seated with him were Harry Hargraves, first vice-president; Ted LeFors, second vice-president; Al Fisher, fourth vice-president; Ross R. Davis, treasurer, and Secretary H. C. Rawlings. Usual business procedure was followed and current bills were ordered paid.

Communications: William Hobday, of Golden State Shows, sent a letter and inclosure for a new member. Past President Will Wright also came thru with an interesting letter. New member: Ralph Willard, sponsored by William Hobday. There were no reinstatements.

Committee for nomination of officers for 1939 was then appointed and included J. Ed Brown, John M. Miller, Bud White, Moe Levine, Charles Walpert, Phil Williams, Dr. Ralph E. Smith, Claude Barie, Milt Runkle, Clyde Gooding, Frank P. Redmond, F. La June, Louis Wald, Harry Wooding and Harry Taylor. After receiving the board of governors' approval committee retired to an anteroom for deliberation, after which it reported the following ticket: President, Harry H. Hargraves; first vice-president, Joe Glacy; second vice-president, Phil Williams; third vice-president, John R. Ward; fourth vice-president, Mike Krekos; treasurer, Ross R. Davis; secretary, Ben Dobbert. The announcement was greeted with a huge ovation. Nominated for board of governors were C. F. Zeiger, chairman; Pat Armstrong, S. L. Cronin, O. N. Crafts, Archie S. Clark, Ben Dobbert, Harry Taylor, Nick Wagner, Milt Runkle, Harry B. Levine, Ted LeFors, Al Fisher, George Moffet, Frank J. Downie, E. M. Foley, W. T. Jessup, O. H. Hilderbrand, Roy Ludington, Harry Phillips, Dr. Ralph E. Smith, Jack Schaller, George Tipton, Charles J. Walpert, Sol Grant, Hugh Weir, George Silvers, Nate Miller, Al Weber, Moe Levine and John M. Miller.

President Zeiger then reported that Claude Barie had been selected chairman of the 17th annual charity banquet and ball which will be held at the Hotel Biltmore January 17. Change was made in deference to members' wishes, many of whom thought the Biltmore the best location. Barie will select his associates. Ticket sale has been good and officials expect a sellout. Nonmembers have only 10 days left to receive the cut-rate membership effective during the present drive.

John M. Miller, finance committee chairman, reported the organization's funds to be in excellent condition. Charles F. Haley also reported on the emergency sick and relief fund. First Vice-President Harry Hargraves reported that the Gigantic held at Venice Pier November 22 was successful and a substantial profit was realized. He then thanked all who aided him in making the event a success. Refreshments and lunch were served by Harry Phillips, Meyer Schlom, Jack Bigelow and Charles Soderberg at adjournment.

Ralph Reed To Manage Colley Shows in '39

HUGO, Okla., Dec. 3.—Ralph Reed, well known in outdoor show circles in the Middle West, announced here this week that he had been contracted as business manager of J. J. Colley Shows for next season. Reed and wife will also operate their concessions and the Little Working World, mechanical show, on the organization.

They will remain in shows' quarters here until the season opens.

will winter here and prepare a new show for next year. Paint and carpenter shops are already in operation. An elephant was bought recently and Captain Patterson, of Houston, is expected to take charge of the animal soon. Plans are being made to feature a one-ring circus next year. Negotiations are being made for other animal acts. Among recent visitors were Charles Goss, Tom W. Allen and Mr. and Mrs. Earl Strout.

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19 W. JACKSON BLVD. Chicago, Ill.

Lewiston's Museum Has Fair Opening at Canton

CANTON, O., Dec. 3.—Harry Lewiston's Traveling Museum opened a two-week engagement here November 28 to fair business. Said to be the first store show here in nearly a decade. Exhibit caught on Tuesday night, and large crowds have been on hand nightly.

Attractions include John Dunning, illusionist; Harry Lewiston's reptile collection; Big Jumbo, man with two faces; Flo Jones, Amazon Giantess; Mr. and Mrs. Orlando Simino, midget couple and normal baby; Dorothy Mae Valez, nurse; Lorello, man with revolving head; Miss Lorain's trained chimp; Leona Young, Ripley's Devil's Daughter; Kongee, pain-proof man; Lady Zindra and Lady Johanna, mentalists, and Vivian Dunning, sword swallower. Leo-Leon is in the annex, with Leona Young doing the openings.

Staff included Harry Lewiston, owner-manager; Rose Lewiston, treasurer; Johanna Ritley, secretary; Johnny Reeves, agent; Hazel McDonald, chef; W. H. McDonald, advance; Jack Brennan, waiter; Chuck Carter, tickets; L. E. Redding, front, and O. F. Friend, assistant lecturer and publicity.

Showmen's League of America



165 W. Madison St.,
Chicago, Ill.

CHICAGO, Dec. 3.—Annual meeting for 1938 was well attended. President McCaffery presided and seated with him were Vice-President Frank P. Duffield, Treasurer A. L. Rossman, Secretary Joe Streibich and Past Presidents Sam J. Levy, Milton M. Morris, Ernie A. Young and J. W. Conklin. Vice-President Joe Rogers arrived late, getting in for the board of governors' meeting.

Committee reports showed that Carl J. Sedlmayr and his fund drive committee have been active and indicated results will equal if not exceed last year's. Sedlmayr presented a check for \$300, donated by Brother W. D. Bartlett for Showmen's Home Fund. Brother Max Goodman advised that \$429.50 raised from a benefit given by Goodman Wonder Show will be forthcoming soon. Brother Sedlmayr also stated that he had made contacts which no doubt would bring further results soon.

Membership committee closed the year with a 229 total, Brothers Ned E. Torti and Harold (Buddy) Paddock winning gold life membership cards in the campaign. Altho not having a complete report, it was stated that the number attending the banquet and ball would be about 160. A full report is to be made next week. Badge and reservation committee showed real results and thanked all who had been so faithful in their work during the convention. Brother Rossman presented a good idea for a new program and predicted that if carried out it would be a real source of income for the annual banquet and ball. Memorial service and President's Party committees reported the events were carried out on schedule and thanked members of their committees. Auditor's report was not completed, but Secretary Streibich outlined briefly what it would show. League now is at the height of its financial condition.

Club then went into session for its regular meeting and Past President Sam J. Levy introduced new officers, Vice-President Carl J. Sedlmayr taking his seat at the table amid applause. Brother Kelley advised that he has been busy arranging the ad for a reward for the arrest and conviction of the party or parties guilty of the murder of Brother Cliff Jewell. Committee members who served so faithfully during the year were discharged with sincere thanks for their

co-operation. Brother Ned E. Torti was elected membership committee chairman for 1939, and Brother Morris A. Haft will be league counselor.

Brother John W. Galligan made the first touch for 1939 and presented the application of Jack Galluppo. Brother Fred Kressmann, being unable to attend, sent regrets and inclosed applications of Jorgen M. Christiansen, Andy T. Frain and E. J. Calihan. Brothers Ned Torti and Buddy Paddock closed the year by presenting applications of Jay E. Gould, Anthony Vitale, M. J. Law, Stanley Neskey, A. S. Baysinger, Walter Mathieson, Frank A. Berry, A. Swenson, Fred Bischoff, R. J. Cousins, Walter Dupont, Clarence M. Hinck, William (Bill) Garrett, E. G. Dowe, Pat Purcell, Jimmy Lynch, E. M. (Pat) Ford, Donald T. Elliott, Joseph Perry Prete, G. E. Kohn, Robert S. Sugar and Sam Provenzano.

Brother Charles G. Driver has offered a five-year membership as a prize in the 1939 campaign. It is to go to the member with the highest total over 50 but who still does not reach the 100 mark. Board of governors has taken action and any member obtaining 100 members in the 1939 drive will receive a gold life membership card.

Members who have not been in attendance for some time and who were called upon for remarks were William D. Bartlett, Phil Isser, R. E. Haney, Max Goodman, Joe Goodman, J. J. Allen, Orville Hennies, Frank D. Shean, Ray Balzer, Dave Stock, Ed Karn, Harry Hennies, Dave Picard, Bob Parker, Edw. K. Young, Cliff Wilson, Jack Gilbert, Harold Daly, R. L. Lohmar, Rubin Gruberg, Floyd Hesse, Harold Paddock, Ned Torti, Pat Ford, Oscar Bloom, Milton M. Morris and Charles DeKreko. Some of the brothers visited Brother Pinkey Blitz at Manteno Sanitarium.

New home committee is planning its 1939 campaign. Brother Fred Beckmann wired his good wishes, advising that he is feeling fine. This was met with much applause.

Weather Hampers Bullock's Closer

BOWMAN, S. C., Dec. 3.—Bullock's Amusement Co., under direction of Johnnie Bullock, closed a 34-week season here November 26 to severe cold and little business, reports Virginia Harris. Altho business for the season was off from last year, Bullock says he has no complaint and there is some evidence of prosperity around the show. K. E. Lambert purchased a new car, Jimmy and Louise Anderson purchased a new trailer, Virginia Harris took delivery on a trailer, and Manager Bullock presented his wife with a new car in celebration of her birthday anniversary. Organization will move into quarters at Sumter, S. C., tomorrow, with quarters activities getting under way some time in February.

Purl Shields, assisted by Jack White, will take out the Palmetto Amusement Co., and many of the folks will join the winter troupe, including the Carolina Minstrels; Mr. and Mrs. Sam L. Swain, Illusion Show; Bob Young's Frog Boy Show; Mr. and Mrs. Ed Murray, shooting gallery, and Hatchie Hileman and Ted Ramsey, cookhouse.

Mr. and Mrs. Bullock and daughter, Virginia Harris, left immediately for their annual visit with Mrs. Bullock's parents in Dayton, O. General Agent and Mrs. E. A. Murray, accompanied by Buck Wheeler, will winter in New Orleans. Mr. and Mrs. E. C. Evans and son, James, will winter in Augusta, Ga.; Milt Schuman, Savannah, Ga.; Knox Frith, Bennettsville, S. C.; M. H. Baker, William Mathis and C. W. Brown, Sumter, S. C.; Jimmy and Louise Anderson, Bradenton, Fla., and Mr. and Mrs. Joe Wooley in Rome, Ga. K. E. Lambert, accompanied by Clarence Poplin, left for Ohio. Mr. and Mrs. Orville Miller went to Spencer, W. Va. Work in winter quarters will start some time in February.

With the Fair Sex At the Chi Doings

By VIRGINIA KLINE

CHICAGO, Dec. 3.—Headquarters for the showwomen was the room of the Ladies' Auxiliary of the Showmen's League, but groups formed almost any place to enjoy the get-together again. Mrs. Leah Brumleve, Mrs. Lew Keller, Mrs. Edith Streibich, Mrs. Edith Miller, Mrs. Lucille Hirsch and many others of the Chicago club made the welcome warm and lasting. The installation dinner was given Tuesday night so many of the out-of-town members and friends could attend. The dinner was a colorful affair and thoroughly enjoyed. The prizes were numerous and useful, and the favors, the food and hospitality will long be remembered.

In the lobby I saw Hattie Wagner one day in a new mink coat and the next day in a new set of silver fox furs. Annette Sheesley stopped even the gossip when she came in in her stunning new red fox chubby.

Pearl Vaught wore a Cossack hat with her mink that was more than becoming. Viola Fairly wore one costume with more and larger pearl trim than I ever saw.

Helen Brainerd Smith came in from Kansas City in a new gray squirrel-trimmed wine-colored costume suit and was forced with Elizabeth Yearout to occupy one of the directors' suites till more rooms were available.

Mrs. John Francis and Mrs. Alice Stroud can give all of us an object lesson in the prettiest complexions to wear with any costume.

Mrs. Grace Goss, of the Chevrolet Gosses, wore a new black skunk-trimmed coat.

Mrs. Sara McCaffery, in mink and browns to match her warm brown eyes, had a struggle every time she tried to get thru the crowded lobby to take the black pom out for an airing.

Mrs. Edith (Patty) Conklin was her usual demure self in a matching suit and hat of green with sable trim.

Mrs. Peggy Landes, in gray squirrel, and Mrs. Ruth Ann Levin managed to see that I got the only dribble trick glass in the set when they entertained in their rooms.

Mrs. "Tiny" Pearson's gray hair and her daughter, Mrs. Caroline Holt's, long ropes of black braids caused many admiring comments.

Mrs. Helen Wilson, in a black silver fox-trimmed suit and matching hat, claims she is from Milwaukee, but the shuffle she showed us in the Celtic room savored of the Ole South.

Mrs. Rubin Gruberg, in a beaver-trimmed suit and hat, looked like a small girl ready for a shopping tour.

Mrs. Arby Gooding did not think there was quite enough excitement, so she celebrated her birthday on Tuesday.

Mrs. Raymond Lusse, in a gray wool dress with black trim and black zippers, was all thrilled one night when a man entertained their party with a mysterious vase that suddenly had flowers in it where it had been empty before.

Florence Lusse took time off for a little advance Christmas shopping.

Mrs. Dick Lusse took me to breakfast in the Celtic Room the only morning I forgot to count calories.

Mrs. John Strates had a lame foot the night of the banquet, but after a few dances it was forgotten.

Mrs. Mel Fleming, from Franklin, Pa., and Mabel Stire, from the Mississippi State Fair, attended the banquet.

Mrs. Phoebe Carsky wore a quaint topless formal when she was installed as secretary of the Chicago auxiliary.

Mrs. Carl Lauther's dimples are always a source of envy to us less fortunate.

Mrs. Walter White, in a fuchsia-colored gown, was a good example of why that color is so popular this season.

Mrs. Jenny Merkel was an interested pupil during the Lambeth Walk at the banquet.

Mrs. Jim Visoky danced often enough during the evening to realize that 3 o'clock in the morning is long enough.

Mrs. Sis Dyer, in a new Fitch coat, brought us the latest news from the Los Angeles club.

Mrs. A. T. Brainerd was welcomed back after several years of absence.

I heard Mrs. E. C. Drumm say you had to be careful what show you were on. She has been on the Gooding show 19

years now, so she says you should pick one where you want to stay.

The newest guests to their first convention were Betty and Bernice Eyerly, from Salem, Ore., and Mrs. C. D. Clark, from Canton, O.

The unlimited vitality of Mrs. George Baker and Mrs. Herbert O'Malley in keeping the dancing and entertaining at a high pitch in the Penthouse was little short of remarkable.

Annette Sheesley's cloudlike feather cape, Mrs. Lillian Wood's vivid red evening gown, Nan Rankine's rhinestone-studded sheath costume and Mrs. George Hamid's gorgeous white evening wrap were the highlights of the climax of the week, the Wednesday evening banquet.

Showmen's Home Committee Meets

CHICAGO, Dec. 3.—A meeting of the Showmen's Home committee of the Showmen's League of America was held Thursday to discuss plans and the work of the coming year. Fred Beckmann, chairman, was unable to be present.

Members of the committee have been investigating various proposed sites, but no decision has yet been made as to where the home will be located.

Members are very much pleased with the progress so far made and they expect the season of 1939 to bring the home much closer to actual realization.

Attention, Chester Daugherty

CINCINNATI, Dec. 3.—Mrs. A. McCrea, of Clinton, Ind., in a letter to *The Billboard* this week requests that anyone knowing the whereabouts of Chester Daugherty, photo gallery operator, have him contact her immediately. Mrs. McCrea reports that Daugherty's father sustained a broken back November 1 while working in a mine.

MR. AND MRS. TOM WILSON, concessioners, who closed the season with Snapp Greater Shows at Monroe, Tex., write from Baton Rouge, La., that they have been vacationing and fishing there for the past few weeks and are about ready to put in for the winter. Tom and J. A. Waters recently had a catch totaling more than 75 pounds after two hours of fishing. The Wilsons report they plan to return to the Snapp organization in 1939.

FINE OPENING

(Continued from page 41)

D. Williams, clutchman; C. W. Foster, hook-on; William Laughlin, brakeman. Miniature Railroad, John Laughlin, operator; Anne Clancy, tickets; Ed. Jones, conductor. Kiddie Aeroplane, R. S. Walters, tickets; R. S. Walters Jr., foreman. Chair-o-Plane, Mrs. F. E. Walker, tickets; H. E. Schmidt, foreman; Olo L. Moore, helper. Pony Ride, Doc Weber, operator; Mrs. Weber, tickets. Twister, Mrs. Paul Kaduke, tickets; Paul Kaduke, operator; Harold Moore, helper; Martin Grover, helper. Giant Twin Elis, Charlotte Lambert, tickets; Otis Smith, operator; Arthur Putnam, operator. Kiddie Autos, Mrs. Harry Smith, tickets; Big Bill Yestedt, operator. Merry-Go-Round, Viola Schmidt, tickets; Herman Smith, operator; Joe Donchak, helper. Loop-o-Plane, Roy P. LaBarr, tickets; Harry Kelly, operator. Super Roll-o-Plane, Margery Gehner, tickets; Lee Cuddy, operator. Octopus, Joker Smith, tickets; Sam Murphy, operator. Loop-the-Loop, B. J. Constantine, operator; Steve Shannon, tickets.

Wall of Death, Speedy Merrill, Hazel Merrill and Ralph Justice, riders; Whitey Ryan, talker; Dutch Leister and Wop Richards, tickets. Hall of Science, Tom Scully, talker; James Boyd, talker; Walter Short and Henry Bissinger, tickets; Doc Ralph Garfield and Doc Crosby, lecturers; Margie Short, Wilma Peacock and Mrs. Garfield, nurses. Monkeyland Circus, Leo Carrell, operator and talker; Carl Fontaine, tickets. Ten-in-One, Hindu Charlie Johnson, talker; E. B. Miley, Harry Forrest and Earl Lewis, tickets; Prof. Wendell Kuntz, operator and flea circus; the Great Gravityo, Jack Huber, Gertie, Happy Jack and Alie Fielden, performers. Glass House, W. F. Korhn, operator and tickets.

CONCESSIONS: Frozen custard, Edwin Yestedt, operator; Carlos Romero, helper. Scales, Louis Hersch, operator; Albert Johns, helper. Wire jewelry, I. J. Goldsmith and L. A. Huston, operators. Grab stand, Hank Lambert, operator. Slum pitch, George Piercy and W. W. Lilly, agents. Fishing pond, Con Sullivan. (See FINE OPENING opposite page)

Showmen's League of America



165 W. Madison St., Chicago

SHOWMEN'S HOME FUND

Total Subscribed and Collected to Date,
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CARL J. SEDLMAYR, General Chairman Drive
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Little Rock, Ark.

Shrine Circus Draws 37,000 In Macon, Ga.

MACON, Ga., Dec. 3.—Attendance at the Shrine Circus in the Auditorium here on November 21-26 was announced as 37,000 and the event was declared a big winner. Weather was generally fair. It was the sixth annual show sponsored by Arab Patrol of Al Sihah Temple, members handling all details. D. C. Ferguson was general chairman, assisted by A. M. Harrison, Kyle D. Sloan, G. P. Lockhart, M. R. Arden and Isadore Putzel. Matinees were eliminated this year.

On Thursday Norma Rogers, performer, was stricken with appendicitis and was rushed to a hospital in York, S. C., where her condition is reported improved.

Among those on a program of 19 acts were Pat Knight, tight wire and slide for life; Barbara Myers, late of Al G. Barnes Circus, and Rogers Sisters, tight wire; Frank DeRiske, head balancing on trapeze and comedy juggling; Viola Barnett, iron jaw; Morales Sisters, acrobats; Theresa Morales, heel-and-toe on trapeze; Karl Sonderland's Lion and Dogs; Flo McIntosh and Norma Rogers, double swinging ladders, and George and Dempe Eno, barrel juggling and perch.

Concessions were more numerous this year, Shriners operating 16, and W. R. Harris, owner of Model Shows, booking in Sam Serlen and Ralph Morocco, rat game; Ed Kennedy and William Donaldson, scales; Bill and Mrs. William Davis, photos; Herb Creager, pitch-till-win and cigaret gallery; Mrs. Art Price, ball game; Jay Lewis, lead gallery, and C. J. Franco, candy floss and apples. Ollie Bradley had pop corn, peanuts and fishpond. Joe End, assisted by Sam Glickman, doll palace; Johnny Applebaum, groceries; Olive Rinehart, wine, and Dinty Moore, diggers.

Factory Sponsors Party; Uses Midway Attractions

PONTIAC, Mich., Dec. 3.—Utilizing an unoccupied factory for a midway, and featuring circus and carnival attractions, the Yellow Truck and Coach Mfg. Co. sponsored a Thanksgiving party for employees here on November 19, 7,000 attending, reports John Robertson, who furnished acts.

On the midway were a revue and 10-act side show, including Volcano, fire eater; Amlah, ventriloquist; Dead-Eye Sullivan, trick shot; Chief Little Bear, Indian dancer, and Great Wilson, magician. Other acts were Leo Snyder's Western Entertainers; Guyer Brothers, rolling globes and juggling; Phillip's Dogs; Rube Williams, comedian; Danny Noggle's Circus Band, a strolling troupe and clowns. Art Bradley's Orchestra furnished music for dancing and four concessions played the date.

More Attractions Signed For El Paso Sun Carnival

EL PASO, Tex., Dec. 3.—Verne H. Newcombe, director of Southwestern Sun Carnival midway, announced that the Flying Arnolds have been added as free act and that Sid Presson and Charley Greiner will have shows on the midway. Fireworks contract has been let to Akron Fireworks Co.

Among concessioners recently signed are Albert Anderson, Johnny Graves, Fat Duffy, Tony Spring, Jimmy Dupree, Buddy Thornton and Edna Tarkington.

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Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Houston Shrine Circus Records Daily Capacity Biz in Coliseum

HOUSTON, Dec. 3.—Capacity crowds attended each performance of the Shrine Circus, sponsored by Arabia Temple Activity Association in Sam Houston Coliseum here on November 21-26, reports Josephine Kelly. There were matinees on Tuesday, Thursday and Saturday, and following the final show a banquet was served performers by the Shriners. Rev. J. W. E. Airey was producer and equestrian director, assisted by Leo Hamilton, showman.

A pageant and ballet opened each performance. On the bill were Lloyd's and Christy's pony drills; Chrisman's goats; Berniece Kelly and Irma Kling, swinging ladders; Kling Brothers, revolving ladder; Ann Howe, Spanish web; Pauline Eaton, Roman rings; Carl Williams, trapeze-web; Corinne DeAro, cloud swing and muscle grind; D'Arcy Girls, aerialists; Miss Uyeno, Conner Trio,

Berniece Kelly and Herbert (Slats) Beeson, wire walkers; the Connors, trampoline bounding and foot slides; Williams and Berniece, trampoline and bar; DeLisle Chappell, Conchita Pape, Ann Howe and Eaton Sisters, aerialists; Three Klings, DeKohl Troupe and the Uyenos, juggling; Bert DeAro, human frog; Pat Kelly's pony; Billy Irwin, tables; Snyder's bear; Katherine Eaton and Ernie White, balancing trapeze; Bert DeAro, contortion trapeze; Lloyd's monkeys and dogs; Harrison, cyclist; Christy's Liberty horses; Billy Pape and Conchita, the Uyenos and DeKohls, high perch; Four Flying Valentinos and Flying Covets; DeLisle Chappell, dogs; Happy Jack Darling, contortionist; the Uyenos, teeterboard; Great Fussner, rolling sphere, and Harry LaPearl, Uncle Hiram, Billy Pape and Billy Kling, clowns. Mexican Joe Barrera, trick roper, was featured in the concert.

Wirth Circus Has Good Start At Norwich, Conn.

NORWICH, Conn., Dec. 3.—With a record crowd filling State Armory here and many turned away, the Frank Wirth Circus got away to a good start on Monday for a week's stand under auspices of Nemrod Grotto for the benefit of the local Red Cross organization, reports L. C. (Ted) Miller, press representative. Advance ticket sale far exceeded that of previous years, with many organizations aiding. Crippled children and orphans were guests of the show at Monday, Wednesday, Friday and Saturday matinees. Romeyn Holdridge was general chairman of the Grotto committee.

On the 2½-hour program were Nelson and Nelson, Harry Rittley, Bubbles Ricardo, Bluch Landorf, Jimmy Davidson, Roberta's Circus, Jim Wong Troupe, Spiller's Seals, Pallenberg's Dogs, Seven Gauchos, Emerald Sisters, Dion and Dawn, Prosk's Tigers, Bernard's Elephants, Will Morris and Bobby, Victor's Band and Elmer Linquist, clown. Concert was headed by the Gibbs Sisters, Siamese twins; an armless wonder and a seal boy.

Circus staff included Frank Wirth, director; Max Kassow, concert director; Donald Bish, general superintendent; Pauline Miller, treasurer; M. Seifert, office manager, and Leslie Miller, public relations.

Hadi Shrine Show Has \$4,000 Profit

EVANSVILLE, Ind., Dec. 3.—Hadi Temple Shrine, which has freed itself of debt during the past four years thru sponsorship of indoor circuses, made a profit of about \$4,000 at the fifth annual show in the Coliseum here on November 21-26, proceeds of which will be used for special activities, reports Delbert V. Blackburn, program chairman and announcer. General admission was 20 cents. Performances were given twice daily and door prizes were awarded nightly, including an auto giveaway on Saturday.

On the program were the Continental Four, comedy acrobats; the Rosards; Carl, Mickey and Georgia, balancers; John Robinson's Elephants; Kellams and Wells, Georgianna and Rosini, slides; Seven Cressonians, tumblers and barrel jumpers; Kinko, comedy contortionist; Hal Silver, tight wire; Larkin and Larkin, high perch, and Flying Behees, trapeze. Hadi Shrine Band played accompaniments. Harold E. Berges was equestrian director. Robert L. Greek, general chairman, was assisted by Arthur Mann.

Main Show and Midway Booked for Boston Event

BOSTON, Dec. 3.—Boston's World's Fair, to be held in Mechanic's Building here under auspices of the Elks' Lodge and directed by Charles F. Gordon, has contracted a number of attractions, some thru Stanley Willis, booker.

A one-ring circus will be staged in the main hall, opening with a revue with 24 girls in line and Wanda DeMuth, prima donna. Dan Morarity will follow with a dog and pony show. Other headliners include the Hanneford Family, equestrians; Delmar's Lions and Dogs; Togo, slide for life; Fantino Family, aerialists; Chief War Eagle Troupe, Indian dances; several comedy acts and the 24-girl International Ice Revue, headed by Libby Olson. Show will run about two hours. In the basement will be a midway with side shows, dog and pony rides, animal shows and a number of concessions.

Shorts

PAMAHASIKA'S PETS gave two performances daily at the Fur and Feather Fashion Show on November 23-26 in Stevens Hotel, Chicago, officials report. Event was sponsored by Master Breeders' Association and was advertised in five local papers and over three radio stations.

AMONG attractions at 13th annual Charlotte (N. C.) Home Service Stores Food Show and Exposition on November 10-19 were Conley's Dog and Pony Show, Golden Gate Quartet and Bo Norris' Orchestra, reports Bobby Edwards.

ACA TO SCAN

(Continued from page 44)

knowing in full detail what has been accomplished during the year. The report was followed by supplemental reports of Associate Counsel Richard S. Kaplan for the Midwest and Paul M. Conaway for the South.

Wilson Is Re-Elected

The association took up in detail a discussion of matters covered in the report, particularly facts devoted to railroad transportation and the new wage and hour law. By agreement of all present, it was decided that the meeting would stay in session until all business of the annual meeting was completed. Election of directors for 1939 resulted in the unanimous re-election of Oscar Bloom, Gold Medal Shows; J. W. (Patty) Conklin, Conklin Shows; Harry Dunkel, Cetlin & Wilson Shows; Art Lewis, Art Lewis Shows, and James E. Strates, Strates Shows.

The officers, all re-elected, are John W. Wilson, president, Cetlin & Wilson Shows; Floyd E. Gooding, first vice-president, Gooding Greater Shows; John

Francis, second vice-president, Greater Exposition Shows; Art Lewis, associate secretary-treasurer, Art Lewis Shows; Max Cohen, general counsel-secretary-treasurer. The general counsel announced reappointment of associate counsel: Midwestern section, Richard S. Kaplan, Gary, Ind.; Southern section, Paul M. Conaway, Macon, Ga., and as assistant general counsel, Hyman G. Gould, Rochester, N. Y. Announcement was made that other appointments of associate counsel were anticipated.

Thanks to The Billboard

A resolution was adopted unanimously expressing appreciation for the space devoted to its activities by *The Billboard*, particularly to the space granted the weekly column.

A long discussion ensued relative to the wage and hour law and after deliberation a committee was appointed to take this matter up with General Counsel Cohen after a study of the wage and hour law is completed and it is definitely ascertained whether or not the industry is subject to its provisions. A full report of developments will be made from week to week. The meeting came to a close about 2:30 the following morning and all present seemed impressed with its outcome. Included in shows elected to membership were the State Fair Shows, Zimdars Shows and Buckeye State Shows.

SIMPSON IS

(Continued from page 44)

outdoor show business and in a long career has been general manager and has occupied other staff positions with numerous major carnivals.

Like the other general representatives of the ACA, he will work out of the Chicago headquarters.

FINE OPENING

(Continued from opposite page)

operator. Electrical ball game, Garms and Comello, operators. Skee ball, Joe Osan and Joe Maunella, operators. Batting ball, J. T. Thrasher, operator. French fries, Mr. and Mrs. W. E. Allison. Short-range gallery, Frederick W. Smith, operator. Groceries, William Hagelman, operator. Milk bottles, Mrs. William Tucker, operator; William Boker, helper. Bingo, Benny Weiss, operator; Harry Smith and Leonard, assistant managers; P. Malloy, caller; Mike Perrock, Stanley Cutlaunce, John Burta and Arthur Pouliot, helpers. Barbecue and beer garden, Ernie Buzzella, operator; Frankie Bruno, chef; Bob Buzzella, counterman; Grant Coral, waiter; Doty Maw, waitress. Long range, Gilbert Noon, operator; Slim Murphy, manager. Knife rack, Roy Van Sickle, operator; Bud Bowen Jr., agent. Duck pond, Bill Burns, operator; Joe Pitts, helper. Balloon pitch, Blackie Storrs, operator. Hoop-La, John Risley. Bal Tabrin Ballroom, Charlie Gross, manager; Mrs. C. H. Chalk, tickets. Baby rack, Mrs. William J. Tucker, operator; Hattie Hogan, Charles Sereikis and Sam Madaloni, talkers. Candy floss, Harry Merrill, operator. Candy apples, Charles Groden, operator. Photos, Grace Marion, operator; Larry Osborn, Gerald Borley and Ernie Shell, helpers. Pop corn, Larry Osborn, operator; Helen Wilmot, helper. Darts, C. C. Seesholtz, operator; James McNamara, helper. Miniature golf course, Herbert W. Bash, operator; Bessie Whelan, tickets.

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Letters for store windows. Free samples.
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Only advertisements of used machines
accepted for publication in this column.
Machines of recent manufacture and being
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manufacturers, distributors or jobbers may
not be advertised as "used" in The Bill-
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Legal Machines. Write today and save money.
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de17

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All first-class condition. One-third deposit
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Tab, Stick, Midget Chicks, every Vending
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Half Dollar Blue Front Mystery Gold Award
Machines, perfect condition, used short time,
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—Always something different. Write for
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Everything good condition, in storage. Would
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Real Mummified Male Human Body ever
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Work—Musicians, Impersonators, Master of
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Wanted — Park near New York preferred.
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Show Family Album



AT THE LEFT is Roy E. Ludington, general manager of Crafts' 20 Big Shows, as he appeared about 20 years ago when he returned from France, where he saw service during the World War. He was a member of the 26th Division, 101st Field Artillery, and did veterinary work. His division today is considerably heavier in weight and minus the hairy adornment on the upper lip. Born at Laurel, Ind., he was 23 years old when the picture was taken at Indianapolis, where a sister resides. He has been with Crafts' 20 Big Shows for the last five years.

The comedy team of Frank H. Swain and Bessie Powers, which presented the skit "Fritz Heim's Visit" from 1904 to 1908 on big-time vaude circuits, is shown at the right. During the past season Swain was a concessioner with the Ajax Shows.

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.

SELL BUSINESS CARDS, \$1.50 THOUSAND. Business Stationery, Book Matches, Advertising Tape, Paper Towels, Pencils, Salesbooks, Rubber Stamps, Tags, Menu Covers. Free sales portfolio. 35% commission daily. Money-making specials. **WILLENS**, 2130 Gladys, Dept. DA, Chicago. x

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side Show Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIOS**, 3544 North Halsted, Chicago. de17

DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$10 to \$25, according to size. **SHELL SCENIC STUDIOS**, Columbus, O.

TENTS—SECOND-HAND

PRACTICALLY NEW — TOPS ONLY. 14x23, \$20.00; 20x30s, \$35.00, \$40.00, \$45.00; 30x50s, \$60.00, \$70.00; 40x60s, \$75.00, \$80.00; 40x80s, \$90.00 up; 40x100s, \$125.00 up. White Tops, red trimmed, A-1 shape. No patches or mildew. Stamp with inquiries. **SMITH TENTS**, Auburn, N. Y. de24x

SIDEWALL BARGAINS — 7.68 OZ. DRILL, hand roped, clean white, good as new, 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. Slightly used Concession Tents, 10x12 ft., \$32.00; Carnival Tents, 20x30 ft., \$80.00. **KERR COMPANY**, 1954 Grand Ave., Chicago. de17x

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BUSINESS CARDS PRINTED — WHITE LINEN Finish, 1, 7-8x3, 3-8, 250, \$1.00; 500, \$1.80; leather holder with 500, prepaid. **HOMER WOODRUFF**, Sidney, O.

PRINTING PRESSES, PAPER CUTTERS, EQUIP-ment. Also printing at reasonable prices. **COMMERCIAL PRESS**, 50 Melrose St., Rochester, N. Y.

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1,000 6x12 CIRCULARS, \$1.75; 5,000, \$5.75; 1,000 4x9, \$1.10; 5,000, \$3.50. Postpaid Zone 4. **LAWDALE PRESS**, Box 303, Franklin, N. H.

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WANT TO BUY—TWO ABREAST CARROUSEL Merry-Go-Round for cash. Write full particulars. **EMIL ZABKA**, Belgrade, Neb. de10

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TRIO—Violin, Cello, Piano; doubling Reed, Rhythm. Dinner, dance. Experienced, character, appearance. Union. Comprehensive library. Hotels, resorts, bookers write. **TRIO**, 77 Walnut, Elmira, N. Y. de10

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—ALIVE, OSSIFIED STONE MAN. Museum or Freak Show Act. Salary, room and transportation. Write **MAURICE**, 1315 W. 3d St., Los Angeles, Calif. de3i

AT LIBERTY—For Indoor Circus or reliable Units, Department Stores. Good Clown Combination. Slack Wire and Juggling Act. Nice wardrobe and apparatus. **DONALD CLARK**, Route 1, Springfield, Ohio.

FLO IRWIN'S Animal Acts At Liberty — Clubs, schools, celebrations and department stores. Ponies, Dogs, Monkeys, Birds. **BOX 1109, Harrisburg, Pa.**

AT LIBERTY COLORED PEOPLE

DUKE HERMAN'S Four-Piece All Colored Band—Twelve instruments, novelties, vocals. Organized 18 months. Open for any engagement on the West Coast. Wire or write **GIANT ALLEN**, Manager, Box 60, Porterville, Calif.

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY — Jerry and Viola Bruce. Man, comedy or general business. Woman, ingenues or second business. Good line of singing and dancing specialties; also plenty of ukulele and harmony singing doubles with lots of hillbilly stuff, such as side whistle, ocarina, etc. Man double tenor banjo in ork, wife relief piano. We have car. **JERRY BRUCE**, 385 N. Bryant Ave., Minneapolis, Minn.

AT LIBERTY MAGICIANS

CRYSTAL GAZING — Magic, Hypnotism, Spirit Show, Straights in Acts, Private Readings. Car, plenty of changes. Join at once. **PRINCE ELMER**, 2311 Scioto Trail, Portsmouth, O.

AT LIBERTY MISCELLANEOUS

AT LIBERTY—A-1 READER FOR RELIABLE EN-gagements. **BLAIR REILLY**, 204 Division, Audubon, Ia.

EXPERIENCED COIN-MACHINE SERVICE MAN Wants job — Go anywhere. References. **JAMES R. STOVALL**, 1817 St. Louis, Fort Worth, Tex.

PROFESSIONAL SANTA CLAUS — FOR COM-mercial Christmas Show, advertising or for stores. Have donkey made up as reindeer, cutter with wheels. References and photographs upon request. **DARWIN BROWN**, Gables, Mich.

GAG WRITER—Idea Man. Writing acts, skits, continuity. Material for radio, stage, vaudeville, night clubs. Moderate rates. Stamped envelope appreciated. **DON FRANKEL**, 3623 Dickens, Chicago.

Additional Ads Under This Classification Will Be Found on the Next Page.

AT LIBERTY—Sound Truck and Driver after December 1. Truck newly decorated and equipped with two large speakers. Free to travel anywhere, South preferred, and will work for reasonable salary or consider percentage proposition. AL DEVINE, General Delivery, Bath, N. Y. de10

TICKET SELLER-SECRETARY—Fast, accurate typist. Good correspondent. Honest, steady, sober young man. Age 30. Can double stage. JERRY ELLER, 805 Curtis St., Albany, Calif. de10

VENTRILOQUIST—Walt Darwin and His Boy, Jerry Maguire, now entertaining Westchester elite, will soon be at liberty. If you want a snappy act address all letters to WALT DARWIN, Box 012, Billboard, 1504 Broadway, New York City. de10

AT LIBERTY

M. P. OPERATORS

M. P. OPERATOR—Experienced on Powers, Simplex, W. E. and Picture Fone Sound. Some experience with Bell and Howell equipment. Sober, reliable, good character, able to travel. J. E. MYERS, 112 Scioto, Urbana, O. de10

AT LIBERTY

MUSICIANS

A-1 ALTO - TENOR - CLARINET

Name experience, thoroughly schooled musician. Beautiful tone, good take-off, sight read, phrase. Single, union, appearance. References. Give details. ANTHONY ROSSINI, 122 W. Center, Marion, O.

BASS MAN—RECORDING

Tuba with Kayser Style and Tone. 21 years old, sober, reliable. Write or wire DUANE OLSEN, Cleghorn, Ia. de10

ALTO SAX, CLARINET, FLUTE, BASS CLARINET Name experience. EARL BRANCH, Apt. 32, 605 E. 14th, Minneapolis, Minn.

CONCERT ORGANIST—CLASSICAL, SEMI-popular. Library, hotel, radio. BOX C-42, Billboard, Cincinnati, O.

EXPERIENCED DRUMMER—GO ANYWHERE. Union, car, sing, new Leedy tri-tone blue outfit, bells. Beat out a groove or lay back and boost. Habits okay. Nine-man band or larger. Write or wire JOE ST. CLAIR, Box 792, Jamestown, N. D. de10

HAMMOND ORGANIST—YOUNG MAN. Radio, club, hotel experience. Play modern swing, solo or with orchestra. BOX C-45, Billboard, Cincinnati, O.

NOTICE—AGENTS, OFFICES, HOTELS, RADIO Clubs. AAA-1 Arranger at liberty to direct and front your band. Can organize unit to meet your requirements. Age 34, height 5-11. All essentials. Have modern special library. Now doing specials for four top outfits. Go anywhere. If you want your band developed into a real attraction address BOX C-46, Billboard, Cincinnati.

STRING BASS—DOUBLES VIOLIN. YOUNG, reliable, experienced, good appearance. No drink or weed. Go anywhere. WALLY PELLETIER, Erie, Ill. de17

STRING BASS—SOLID RHYTHM. FULLY EXPERIENCED, all essentials. No panics, please. Write, stating all details. MUSIQIAN, 3512 S. Harriet, Minneapolis, Minn. de17

STRING BASS—DOUBLING BRASS BASS. APPEARANCE, reliable, sober, union, fully experienced. Cut absolutely anything. Prefer location in South. LEONARD FYE, 283 Walnut St., Meadville, Pa. de17

TENOR SAX - CLARINET—READ, JAM, MODERN ride. No habits. LEE ULBRICH, 148 Mill, Memphis, Tenn.

TENOR SAX—CLARINET, DOUBLING STEEL Guitar, Violin, Vocal. Read or fake. Age 24, union. Definitely state all. KENT MILLER, 810 S. Dunton St., Arlington Hts., Ill.

TENOR SAX—TRANSPOSING ALTO PARTS. Double go Clarinet, Trumpet, Piano. Will play piano. Read and fake anything. Plenty show experience. Union. Want location after Dec. 10. COSS, 129 N. Pierce, Lima, O.

VIOLIN—DOUBLING STRING BASS. EXPERIENCED, South preferred. BOX C-17, Billboard, Cincinnati, O. de17

3d ALTO SAXOPHONE, CLARINET, CORNET—No take-off. Team with section. Single, age thirty, union, sober. JIM CURRIE, Murray, Ia. de17

ACCORDIONIST—Will go anywhere immediately. Consider anything. Sober, single, young, experienced, neat. References. Song writer. IRVING SIDGEL, 3038 S. W. 8th St., Miami, Fla.

AT LIBERTY—Harpist and Violinist (Lady and Gent), at liberty for hotels, lounges, dances, etc. BOX C-17, Billboard, Cincinnati, O.

AT LIBERTY—Six String Guitar, doubling Second Trumpet and Violin. Read, sober, union, reliable. South preferred. Have car. CLARENCE T. NELSON, General Delivery, Fergus Falls, Minn.

DRUMMER—Union, interested in immediate connection with established orchestra. Preferably not too sweet. Plenty experience, cut shows. Age 23. Will go anywhere. Now working at decent salary but desire change. Five weeks' notice required. Beautiful new drums for good location. References exchanged and all offers considered and answered. BOX C-44, Billboard, Cincinnati, O.

DRUMMER—Swing plenty, sight read. Shows or concert. Thoroughly experienced, young. Can join at once. Best references. MARSHALL SMITH, Bronck House, Coxsackie, N. Y. de31

ELECTRIC HAWAIIAN GUITARIST—Age 25. Double on straight box or uke. Read, ride or fake. BOB HOLDEN, 301 N. H St., Lake Worth, Fla.

GIRL TRUMPET—Young, reliable and union. Thoroughly experienced. Good reader, transpose, fine tone and nice range. Consider any reliable offer, preferably location. MUSICIAN, Box C-43, Billboard, Cincinnati, O. de17

LEADER - MUSICAL DIRECTOR—Road show, musicals, vaudeville units. Formerly Loew. Modern. References. Can manage in conjunction. MUSICAL DIRECTOR, 436 Crown St., Brooklyn, N. Y. Sloum 6-9787.

OUTSTANDING TRUMPET—Young, all-around trumpet. Read, fake, tone. Will join union if necessary. ALFRED TRYGAR, 21943 Gratiot Ave., East Detroit, Mich.

STRING BASS—Competent and experienced. Will satisfy. Good rhythm, read, fake, swing. Age 25, union, sober, dependable. References furnished on request. Can join immediately. Job must be steady and reliable. Location preferred. No small jam outfits. Write stating all, without misrepresentation. Guarantee prompt reply. EMMETT LASHER, 1219 Twelfth St., Tell City, Ind.

AT LIBERTY

PARKS AND FAIRS

CHAS. AUGUSTUS—High-Class Trapeze Artist. Committees wanting a real feature novelty act for indoor circus and other events, get in touch with me. I have complete and flashy apparatus and do a real act. Literature and price on request. Address CHAS. AUGUSTUS, care Dreier Drug Co., 602 Calhoun St., Ft. Wayne, Ind.

AT LIBERTY

PIANO PLAYERS

ALL REQUIREMENTS—WOULD LIKE JAM Band. Route 1, Box 51, Puxico, Mo.

EXPERIENCED PIANIST—READ, ETC. CAPABLE, reliable; all essentials. BOX C-30, Billboard, Cincinnati, O.

EXPERIENCED PIANIST—SOLOS, SONGS, EXCELLENT reader, appearance, ability. At liberty Dec. 17 account show closing. MAURICE LUCKETT, General Delivery, Wilson, N. C.

ORCHESTRA PIANIST—RECENTLY SEVEN months Slab Inn, Spokane. RAY VEDDER, North Platte, Neb. de17

PIANIST—EXPERIENCED LARGE AND SMALL bands. Solid rhythm. Young, single, union. Go anywhere. Write details. CHARLES MOSHER, Chisholm, Minn.

PIANO OR ACCORDION—EXPERIENCED large or small band. Accompanist or strolling trio. All essentials, appearance. Must give notice here. Florida or south preferred. CARLTON REED, Waldo Hotel, Lima, O. de10

RELIABLE PIANIST WANTS LOCATION—Married, age 23, experienced. Union. Read, fake, take-off, all essentials. Can join immediately, go anywhere, sober. Address MUSICIAN, Box 222, Mexico, Mo. de10

PIANO MAN—Young, capable, solid rhythm. Can arrange. Experienced old time. CHET HICKLE, 401 9th St., Bismarck, N. D.

AT LIBERTY

SINGERS

PARISIAN TRIO—FEMALE AND MALE Singers and Accordionist. BOX 350, Billboard, Chicago.

AT LIBERTY

VAUDEVILLE ARTISTS

AT LIBERTY—Straight Man. Age 30, guitar specialties, hillbilly singer; rep or med. Sober and reliable. Salary your top. Write or wire IRELAND CLOUSE, Nardin, Okla. de10

AT LIBERTY—Versatile Team. Accordion, piano, novelties, singing, dancing, comic sketches, monologues. Have car. MUSICAL COMEDY TEAM, General Delivery, Montgomery, Ala.

AT LIBERTY—Med Team. A-1 pianist, black comic. Change ten days. Car and trailer. State salary. South preferred. A MED TEAM, General Delivery, Oil City, Pa.

AT LIBERTY—Team. Two real people for any real show. Singles, doubles, bits, acts, piano. Reliable managers only. State salary, all particulars. BOX C-39, Billboard, Cincinnati.

COMIC SINGER—Female. Big bit at popular New York theaters. BOX 911, Billboard, 1504 Broadway, New York City. de10

DASHINGTON'S CIRCUS—Dogs, Cats for theaters, indoor shows. A real act. Reasonable prices. Also booking fairs for next year. 429 16 Ave., Moline, Ill. de10

KNOCKABOUT COMEDY Dancing Act—Playing best vaude today. Work not steady. Want join steady unit. Advise best. JOHN & MARY DOE, General Delivery, Waukegan, Ill.

PUNCH AND JUDY—Refined, different and talented. De luxe cabinet and figures. Expert manipulation. For theaters, units, clubs. Special advertising, etc. CALVERT, 226 W. 50th St., New York. de31

YANKEE MUSICAL MOKE—Six patent wind instruments, one hand chromatics on sax, ocarina, remote-controlled cornet, musette, flageolet, Turkish and Schmitzball costumes. Limited traveling in metal team-hauled van, having startling animal head demonstration balcony that folds. BERNARD, 35 Duffield, Brooklyn, N. Y. de10

WANT TO JOIN Radio Unit, Vaudeville Show or anything that pays salary. Have hundred dollar Gibson guitar; really play it. Sing, yodel and talk. Western wardrobe. Experience on Stations WSPA, WAIM, WSB, WIOD and others. Ticket, yes. Address TOM SCOTT (Texas Slim), Barnesville, Ga.

LETTER LIST

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Duncan, W. E. Feudrick, Bessie
Dunlap, Slim Fenton, E. T.
Dunn, Chester A. Ferguson, Earl C.
Dunn, John Fernandez, Jerry
Dunn, Lonnie Fernandez, Jesse F.
Durand, Don Fernandez, Paul
Durante, Smiling Al Ferris, Howard
Durham, Frank Ferris, W. N.
DuVal, Jack Fields, Geo.
Duvall, Geo. Fields, Harry
Dye, Ross Fields, Sidney
Dyer, Guy Filby, H. G.
Dyer, John Luther Fine, Al N.
Dyer, W. H. Fink, Harry
Dyke, Bill Firby, Buss
Ealey, Edgar C. Firestone, Howard
Earl, The Great Fisher, Bob
Earle, Jack Fisher, Geo.
EASTIN, E. C. Fisher, John
Eavens, Frank Fisher, John (Cookhouse)
Eberstein, Mose C. Fisher, Joe
Edlin, Ivan Fisher, Richard E.
Edwards, Curtis Fitzgerald, Maurice
Edwards, Doc Fitzgerald, Maurice
Edwards, Frank Flanigan, Wm.
Edwards, Johnnie Fletcher, Chas.
Eller, R. E.
Ellings, Frank
Ellis, Pete
Ellis, Theodore
Eller, R. E.
Elliot, J. R.
Ellis, F. F.
Ellis, Ray
Elmore, Frank
Elmerson, Jack
Engesser, Geo.
England, Ted
English, Pat
English, W. H.
Englit, Art
Enocks, Ray
Erdman, Lee
Escalera, Geo.
Ethridge, Lode
Eugene, the Great
Eugene, Jean
Eule, Monroe
Evans, Bob (Gypsy)
Evans, Chas. H.
Evans, Frank
Evans, Nick
Evans, Tom S.
Evans, Wm.
Evans, E. V.
Everett, Jake
Ewing, Tony
Eymann, Leo E.
Fague, Pete
Farley, John D.
Farrasse, Paul
Farrell, James
Farrell, Mickey
Farraconi, Paul
Farris, Hank
Faast, Dan
Faulstner, Larry
Faust, Ben
Faust, Ike
Faust, Mike
Faust, Jake
Feakes, Dr. Geo.
Fenszell, Robt.
Fee, Frank
Fellows, Jack

Ganda, John
Gannon, John P.
Gar, Johnny
Garber, Edw.
Garber, Maurice
Gardner's Tent
Gardner, Ed
Gardner, Gus
Garfield, Ralph
Garkow, Phillips
Gar, Billy
Gear, W. M.
Gecoma, John
Geller, Jack
Gemison, Eddie
Gentry, John H.
Gesford, Lyle
Gibboney, Harold
Gibbons, D. N.
Gilbert, Art
Gilbert, Clyde
Gilbert, G. E.
Gilbert, Jack
Gills, H.
Gill, James
Gillespie, Edw.
Gilliland, Mr. M.
Gilmore, Arley
Girard, Charles E.
Girton, Marine
Gladden, Clyde
Glenn, Bernard
Gloth, Bobbie
Glover, Ernie
Glover, Tally
Goerny, Robt.
Goldberg (Red)
Golden, Max B.
Golden, Nat
Goll, W. F.
Golub, Meyer
Gonzales, R.
Good, Elwood
Goodeagle, Tom
Goodhue, H. Milton
Goodman, Joe
Goodman, Luther
Goodrow, Freddie
Goodwin, Doyle A.
Goolsby, Jack
Gordon, Art
Gordon, Daniel P.
Gordon, Danny
Gordon & Oliver
Gordon, Ray L.
Gordon, Robt. A.
Gordon, Wm.
Gore, Edw.
Gore, W. B. Red
Gorman, F. P.
Gosh, Byron
Gossom, Wheeler
Gould, Doc P.
Goulet, Jacques E.
Gourain, Harry
Gowda, Leo
Grabs, Louis
Grady, Johnny
Graham, Curly
Graham, Milford
Graham, Stanley
Grasnick, Alex
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Gratman, Edw.
Gratvity, The Great
Gray, G. G.
Gray, Geo.
Gray, W. N.
Graybill, Maurice
Greater Expo.
Green, C. V.
Green, Dec

Green, Irving
Green, Thomas H.
Greely, Paul
Gregory, W.
Grenier, Co.
Grieling, Otto
Griff, Harry
Griffin, Elmer E.
Griffith, Eddie
Groffo, Ephram
Groffo, Miller
Grossa, Michael D.
Grossman, Charles
Grove, Raymond
Gunn, Geo.
Gunn, Geo.
Gunn, Geo.
Gunn, Harry
Gupara, Paul
Haag, Harry
Hackensmitz,
Hafley, C. F.
Hairs, Bill
Hagen, Barney
Hale, J. F.
Haley, Loyd
Hall, Alki
Hall, C. P.
Hall, C. L.
Hall, D. D. (Doc)
Hall, E. B.
Hall, John
Hall, Preston
Hallie, Robt.
Hallock Jr., Wm.
Halsey, Leroy G.
Halsard, Arthur
Ham, Prof. A.
Hamby, Harry
Hames, Robt.
Hamilton, Jack
Hamilton, Wm.
Hamilton, W. D.
Hamlet, Pee Wee
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Hammond, Billy
Hammond, Doc
Hammond, (Charles)
Hammond, Earl
Hammond, L. Loyd
Hammond, Russell
Hamula, John
Handel, Louis
Hansbry, J. B.
Hanlon, Dad H.
Hansen, Leo
Hansen, Leo (Heyday)
Hanson, Bill
Happy Day Shows
Hardy, Bob Dennis
Hardy Co.
Harme, Geo. H.
Harme, Roy F.
Harrison, Wm.
Harrington, Jim
Harrington, Odie
Harris, Bing
Harris, Nelson A.
Harris, W. R.
Hart, Charlie Jas.
Hart, Lieut. C. K.
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Hartley Jr., Geo.
Hartman, Whitty
Hartnagel, Geo.
Hartsell, Ray
Harville, L. R.
Harwell, R. W.
Haskett, Russell

Haskins, Wayne
Hassan, Geo.
Hasson, Tom
Hatfield, Jerry
Haub, Eddie
Hawkins, Ralph H.
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Hayes, Frankie
Hayes, Morgan
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Hazard, Stuart
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Headley, Arthur
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Healey, Jack
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Heckler, Arthur
Heckler, Elmer
Heffner, Dox.
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Heller, Geo. (Red)
Heller, Geo.
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Hendrickson,
Henkson, Cecil
Henneckamp, Chick
Herbert, Olet
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Herman, Maxie
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Hewett, Jack
Heyers, The
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Holzer, J. A.
Hoor, Geo.

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Horton Jr., Wynn
Houck, Doc
Houck, Paul
Houghton, Janfred
House of Harlem
House, Joseph
Houser, Sam
Houston, Ted
Houston, W. K.
Houts, J. C.
Howard, Albert I.
Howard, C. W.
Howard, Irish
Howard, Sonney
Howell, Doc
Howey, Clyde
Hron, Jimmy
Hubbard, R. H.
Hubert, Paul
Hudson, Tex
Hughson, Eddie
Hull, Jimmy
Hummel, Ray C.
Hunfredo, Tommy
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Huntley, C. O.
Huprich, Herbert
Hurd, James M.
Hutchinson, Speedy
Indian Joe
Iraus, Will
Iran, Capt. J. G.
Irving, Martin
Isble, Dan
Ishikanea, Ishi
Isler, Louis
Jackson, Ben
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Jackson, Ollie E.
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January, Jos.
Jason, Fred
Jeanette, Louis W.
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Jefferson, L. D.
Jenkins, Henry
Jenner, E. C.
Jennings, Ted
Jensen, Elmer
Jenser, Ora
Jerand, Clarence
Jerklin, Bill
Jesson, Edw.
Jewell, Cliff
Jitney Players
Johnson, Frank
Johns, Arthur W.
Johns, R. I.
Johns, Tommie
Johnson, Allen
Johnson, Alie
Johnson, Chas.
Johnson, Chas.
Johnson, Cleo
Johnson, Edw.
Johnson, Geo.
Johnson, Elmer
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Johnson, Johnnie L.
Johnson, Joe
Johnson, Jesse

Johnson, P. O.
Johnson, Dick (Rodeo)
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Johnstone, Edw. B.
Jones, Alex C.
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Jones, H. W.
Jones, Harry
Jones, Jack
Jones, Jack Walsh
Jones, Kenneth
Jones, Roy B.
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Jonson, Charlie
Jordan, Clyde L.
Jordan, Jess
Jordan, Oscar
Joyce Jr., Harvey
Joyce, Jack
Jungst, Geo. W.
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Kahn, Harry
Kain, White
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Kalinoskous, Leonard
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Keno, Dick
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Keyes, Geo.
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King, Oreb Leader
King, Everett
King, Joe
King, Luke
King, Nova
King, Doc Sidney
Kirk, Blackie
Kirkendall, Merle
Kirma, Dr. Fred
Kittle, Charles
Klark, Ken
Klein, C. A.
Knauff, Earle D.
Knight, II, M.
Knight, Richard J.
Knopf, E. H.
Knuckles, Glatton
Koban, Kareli
Kochler, C. H.
Kohlbrand, Fred

Koley, Frank
Koriell, Everett
Koschland, K.
Kosterman, Ralph
Kraemer, Will
Kraft, Phil
Kramer, A. W.
Krauser, Daniel
Kraw, Jack
Kreager, Earl
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Kuelmed, Julius
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LaDeane Attra.
LaFara, Frank
LaGrane, Bert
LaMain, Leo
Lamar, Robt.
LaPearle, Johnnie
LaPoint, Ray
LaPurl, Chas.
LaStrange, Jean
LaVell, Sylvester
Lake, Buddy
Lamar, Dave
Lamar, Doc
Lambe, Lee
Lambert, Wm. U.
Lambert, Wm. H.
Lambo, Frank C.
Lamer, James
Lamont, Geo. A.
Lamont, Jevon
Laudes, Fritz
Langavine, Alfred
Langford, Whitey
Langley, Mac
Langford, Harvey
Lankford, Harold
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Larabee, James
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Lawson, L. J.
Lawson, Russell
Lazone, Elmer
Leah, Lee
Lecarda, H.
Lecardo, M.
Ledbetter, Willis
Ledford, Vance
Ledger, Edw.
Lee, Ernest E.
Lee, Capt. Frank
Lee, Jimmie
Lee, Robt. T.
Leedy, Robt.
Leidman, Wm.
Leigh, Lester
Levens, Carl
Leonard, Al
Leonard, Frank
Leonard, Harry
Leos Side Show
LeRoy, John F.
LeRoy, Richard
Leroy, the Wizard
Leslie, Bert A.
Lester, the Great
LeTourneau, W. G.

Lester, N. B.
Levitch, Prof. L.
Lewis, Dudley
Lewis, Frank
Lewis, James P.
Lewis, Sammy
Lewis, Wren
Lewis, Y. G.
Lewis, T. G.
Lilly, Frank
Lības, Cliff
Lilley, W. E.
Limanfeller, Bob
Lind Jr., Art
Lindsay, Geo. A.
Lindsay, Mrs. Patsy
Linder, Paul
Linton, Bob
Lippincott, Malcolm
Lipsky, Morris
List, Herman
Little Fox, Chief
Little Eagle, Chief
Little, J. M.
Liz, Herbert
Lloyd, Wm.
Lobbie, Bush
Lofthus, Speedy Ray
Logsdon, David
Lokey, Gilbert
Lollar, Roy
Lombardo, Mickey
Long, Harry K.
Lord, Archie
Lorenz, Don
Lorenzo, Jack
Loros Bros.
Loudy, Kyle
Loughner, Howard
Loughney, Frank J.
Louis, Harry
Lovell, Chas. W.
Lovell, Mitchell
Lovitt, T. J.
Lowe, Cliff
Lowe, Harold & Fay
Loy, Donald
Lucas, Bernard W.
Lucas, Geo.
Lucas, Harold
Lucas, Jack
Lucas, L. B.
Lucas, O. W.
Lumford, Mack
Lylo, A. T.
Lynch, John J.
Lyon, Sam L.
Lyons, T. J.
MacAleese, John A.
MacCollam, H. G.
MacKay, Jerry
MacAlroy, Jos. H.
MacAllister, Wm.
McArdle, V.
McCart, Wm.
McCart, R. C.
McCarthy, Ernest
McCarthy, Geo. P.
McClan, J. T.
McClure, Harry
McCool, J. Arthur
McConick, Bob
McCoy, Tim
McCoy, Prof.
McCullough, Oliver
McCullough, Trusty
McCullom, Wm.
McDonald, Jack
McEachern, Reed
McFadden, Max
McFarland, Jack
McGarry, K. C.
McGill, Carl L.
McGinner, Bob
McGowan, Lindy
McGregor, Donald
McHenry, R. G.
McHenry, L. C.
McIntyre, Arnold
McKay, Wm.
McKennon, Joe
McKenna, Pete
McKinney, Mac & Joyce
McLachlan, A.
McLanahan, C. S.
McLaughlin, C. L.
McMahon, Pat
McMillan, S. S.
McPeak, Blackie
McPeak, Jack & Jimmie
McPherson, James
McQuiston, Harry
McSpadden, James
McVary, Mickey R.
McWhilher, Paul
McWilliams, Big Mouth
Maar, L.
Mace, Jim
Mack, Durwood M.
Mack, Hughie
Mack & LaRue
Mack, Capt.
Madden, Mike
Magridge, Ray
Maddi, Mystic
Maddik, John
Majestic Expo.
Malang, Wm. J.
Malcolm, Cliff
Mallison, Carl
Malroy, Elw. J.
Malone, James
Maneuse, Lew
Manusso, Angelo
Manley, Harold A.
Mann, Jean
Mansfield, Robt.
Mansfield, Emil
Marle, Wm.
March, Walter
March, Curley
Marcuse, Lew
Marcy, Jack
Mareno, Tony
Marietta, R. E.
Marino & DeVal
Marks, Al
Marks, Jacob
Mark, Wm.
Marquette, John
Raymond
Marr, James Al
Marsh, Albert S.
Martell, Edmond
Martell, George
Marton, Howard
Martin, Arthur W.
Martin, Earl
Martin, Edd
Martin, Fat
Martin, John
Martin, R. S. G.
Martin, Terry
Marx, Prof.
Mascoe, Fred
Masilek, Philip

- Mason, Jimmie
- Massey, Ednat
- Massey, Harvey
- Matheny, M.
- Matney, Don
- Matteson, Bernie
- Matthews, Joe
- Matthews, Sport
- Mayer, John
- Mayes, Livingston
- Mayne, Donald B.
- Mazzo, Salvatore
- Mechanic, Julius
- Meek, Al
- Meeks, Lenord
- Mefford, Bud
- Mendenhall, Jess J.
- Merkle, J. B.
- Mertins, Hans
- Mettler, R. S.
- Meyers, Fred
- Meyers, John
- Michell, Johnny
- Michalek, John E.
- Midanib, B. J.
- Miles, Bob
- Milikal, John
- Miller, Efrom
- Miller, Freddie
- Miller, James
- Miller, Wooden Leg
- Miller, Jerry
- Miller, Lucky
- Miller, Paul H.
- Miller, Ray
- Miller, Sam E.
- Miller, Taylor
- Miller, William
- Miller, Willard
- Milligan, George
- Milliner, C. C.
- Milton, Jack
- Mimic World
- Minor, Frank
- Minton, Ray B.
- Mitchell, Alex
- Mitchell, Charlie
- Mitchell, Clyde
- Mitchell, Green
- Mitchell, Gus
- Mitchell, Johnnie
- Mitchell, Leo
- Mitchell, McMiller
- Mitchell, Mike
- Mitchell, Sam
- Mitchell, Tom
- Mitchell, Walter
- Mix, Art
- Mize, Oscar
- Moan, Jimmy
- Mock, Walter
- Moffett, Henry M.
- Mohan, Richard
- Molter, Joe
- Money, Whittie
- Monroe, Jack
- Monroe, Jimmie
- Monteith, Geo. E.
- Montas, Ted
- Moore, B. L.
- Moore, Denny
- Moore, Dinty
- Moore, Harry B.
- Moore, J. D.
- Moore, James
- Moore, Raymond
- Moore, H. Whitey
- Moore, W. F.
- Morales, Pedro
- Moreno, Jack
- Morgan, Carl
- Morgan, James P.
- Morgan, J. O.
- Morgan, Orville
- Morning, Jimmie
- Morris, A. L.
- Morris, Allen
- Morris, Claude
- Morris, Harry
- Morris, Nat Henry
- Morris, Joe
- Morris, Robt. K.
- Morris, Whitey
- Morrissey, T.
- Morrison, Sandy
- Morris, Geo. B.
- Mort, Joe
- Moseley, W. P.
- Moss, Lee
- Moyer, Capt.
- Moyer, Chas.
- Muller, Rudolph
- Mullica, Lee
- Murphy, E. J.
- Murphy, Mr. Ruby
- Murphy-mgr. Del
- Murphy Jr., J. Family
- Murphy, R. Lee
- Murray, J. L.
- Muschert, Theodore A.
- Myers, Charley
- Myers, Harry
- Myers, Phil
- Myato
- Nash, Edwin F.
- Nauoth, Paul
- Nayer, Prof. L.
- Neal, Edgar Curley
- Nealson, L. B.
- Neechabal, Chief
- Nelson's Cats
- Nelson, Jack
- Nelson, Jim
- Nelson, (Wrestler)
- Nelson, M. J. Red
- Nelson, Morris
- Nelson, Vic
- New, Bert
- Newman, Daniel P.
- Newman, Martin
- Newman, Allen
- Newton Jr., Bill
- Newton, Honest
- Newton, Clyde C.
- Newton, K. S.
- Niblack, Al
- Nicum, Leonard M.
- Nicholas, Steve
- Nichols, Jack
- Nichols, J. L.
- Nichols, Miller
- Nickerson, Samuel
- Nixon, Rube
- Noel, Chas. S.
- Nommay, LeRoy
- Noranda, Togie
- Nori, Bill
- Norman, Leonard
- Norris, Ben E.
- Norworth, J. E.
- Novak, Robert

- Norkoff, Geo.
- Redman, E. T.
- O'Brien, Chas.
- Gillick
- O'Brien, James
- O'Brien, John
- O'Brien, Francis
- O'Camh, H. H.
- O'Connell, Danny
- O'Donnell, Eugene
- O'Donnell, Wm.
- O'Kade, George
- O'Keefe, R. J.
- O'Neal, Frank
- O'Neal, Gene
- O'Shea, Jack
- Odell, Players
- Odette, Roy
- Oehme, Henry
- Oliver, Otis L.
- Olson, Ollie
- Oman, (Wrestler)
- Orman, Frank
- Orme, Herbert
- Osar, Joe
- Osoborn, Paul
- Otterbacher, Rupert
- Owens, Glenn C.
- Owens, Mitchell
- Owens, T. R.
- Owens, W. L.
- Paden, Howard
- Page, Earl H.
- Page, Jack
- Paige, Geo. W.
- Paige & Jewett
- Painter, Al
- Palmer, Bob
- Palmer, Ray
- Palmer, Sylvan
- Paloutan, John
- Parent, Art
- Parker, Hiram J.
- Parker, H. L.
- Parker, James
- Parks, Earl
- Parks, Joe
- Parry, Archie
- Parlay, Bert
- Patersons, Nick
- Patersons, Robt.
- Paul, Jack
- Paul Jr., Charles
- Paul, John
- Paultel, Albert
- Pazzi, John
- Pearce, James C.
- Peck, George
- Peck, Kenneth
- Peck, K. L.
- Peck, W. A.
- Pello, Whitey
- Pengelly, Dr. H.
- Penz, Frank
- Pepper, Abe M.
- Peppers, Frank
- Perry, C. H.
- Perry, Ernest
- Perry, Frank
- Perry, Gene
- Perry, Joe
- Perry, Paul Popeye
- Perry, Capt. Robert
- Perry, Verne
- Peruchi, C. D.
- Peters, Ernie
- Peters, Lowell
- Pettigrew, Bill
- Petvine, Slim
- Phaup, Harwood
- Phaunt, Leo
- Phleister, Kack
- Phillips, Frank
- Phillips, J. G.
- Phillips, Phil
- Phillips, Wm.
- Phillips, Wm. O.
- Pickering, Paul
- Piercy, Howard
- Pieroni, W. A.
- Pilgrim, Billy
- Pincus, Harry
- Pivin, Geo.
- Planets, the Four
- Plas, Stanley
- Plavcan, Tom
- Plunket, L. L.
- Poe, James
- Pogson, Alan
- Pope, Bill
- Pontier, Leo
- Pope, Frank C.
- Popeil, Seymore
- Porel, Jake
- Porter, Cleve B.
- Porter, James H.
- Porter, P. A.
- Potter, Dave
- Powers, G. E.
- Prel, Pat E.
- Prentice, Bill
- Prentiss, Pets
- Prescott, F. L.
- Presley, Arthur
- Pressnell, Joe
- Preston, R. L.
- Prevo, Frank
- Price, Billy
- Price, Dr. Frank
- Price, F. Pat
- Prince, J. G.
- Pringle, Johnny
- Probst Jr., Clyde
- Provins, Edgar
- Pruitt, Thomas
- Puckett, Ray
- Pugh, John White
- Purdin, Dewise
- Purvey, Geo.
- Pyane, L.
- Qualls, Knox
- Quenten, Albert
- Quirk, Frederick J.
- Quinn, Don
- Radcliffe, Floyd & Bertie
- Rae, Jimmy
- Rains, H. E. Jack
- Ramelli, Tony
- Ramez, Johnnie
- Ramsey, Darrel
- Ramsey, Reuben
- Randa, Johnny
- Rankin, Jake
- Rankin, Capt. Red
- Rapier, Duke
- Rarnes, Roger A.
- Rataman, Wm.
- Rawls, Wm.
- Ray, Ala. Dee
- Ray, Buster
- Ray, H. E. Happy
- Ray, Harold Rufus
- Ray, Ralph V.
- Ray, Rubin
- Raymond, Ed
- Rearik, Wm.
- Reaver, Vernon

- Redaux, Clifford
- Redman, E. R.
- Redmond, Bill
- Reed, Edwin Denton
- Reed, Jimmy
- (Booger)
- Reed, Lawrence E.
- Reed, Stan
- Reese, P. M.
- Reese, W. K.
- Reeves, L. H.
- Reeves, Stephen
- Reich, Philip
- Reid, John
- Reicher, Edw.
- Reid, S. C. Whitey
- Reilly, Bill
- Reilly, Tom
- Relja, J. P.
- Renning, Jack
- Reuo, Paul
- Requa, C. E.
- Reser, Ira
- Restorick Jr., John W.
- Revolt, Paul
- Reynolds, Ellory
- Reynolds, James
- Reynolds, Jerry
- Rheinhardt, Geo.
- Rhinehart, Jack
- Rhodes, Dusty Dick
- Rhodes, T. A. Slim
- Rhodes Jr., Tom
- Rice, A. E.
- Rice, A. C.
- Rice, Dan
- Rice, L. L. Alabama
- Rice, Lucien Lee
- Rich, Doc
- Richards, A. L.
- Richardson, Blackie
- Richardson, G. S.
- Richardson, Arthur
- Ridenour, Ray
- Ried, Tent Show
- Riemann, Charles
- Riggle, Trickey
- Riggs, Dick
- Riggs, Sailor Dick
- Riley, Raymond
- Rippel, Jack
- Rish, John
- Roberson, Bus
- Roberts, C. L.
- Roberts, C. Bugs
- Roberts, C. Bob
- Roberts, F. O.
- Roberts, J. H.
- Roberts, Josia
- Roberts, Reginald
- Roberts, P. A.
- Roberts, Thayer
- Robertson, Buster
- Robertson, E.
- Robinson, Garlan
- Robinson, Harry E.
- Robinson, John
- Robinson, Roy
- Rocco, R. W.
- Roche, Joe L.
- Rodwell, E. W.
- Roden, Wilbur
- Roemer, Milton
- Rogers, Atlanta
- Rogers, John Billie
- Rogers, Dutch
- Rogers, W. Clayton
- Rogers, Dutch
- Rogers, Tom C.
- Rolley, Joe
- Rose, Dave
- Rose, Marty
- Rosen, H.
- Rosen, Mike
- Rosenbeck, David
- Rosenberger, Bert
- Rosier, Harold
- Rosin, Joe
- Ross, Hal J.
- Ross, Jack
- Ross, Leonard
- Ross, Milton
- Ross, Stanley
- Ross, Tommy T.
- Rouse, Lee Edw.
- Rowan, Walter
- Rowley, Bud & Pat
- Rubin, Harry
- Rupp, Frank
- Russell, A.
- Russell, Bert
- Russell, Mell
- Russell, Reb
- Russell, Ross
- Rutherford, Harry
- Ryan, Danna
- Ryan, F. W.
- Ryan, Walter
- Rymes, Arthur
- Saenz, E.
- Sailer, Ervin
- Sakobie, James
- Sallee, Sandy
- Salmon, Art
- Sample, Marlon B.
- Sanders, Thos. L.
- Santini, Hiram
- Savary, Jim
- Saylor, John T.
- Schubb, Charlie
- Scott, Billy
- Scott, Charles E.
- Scott, Finger
- Scott, Pingree C.
- Scott, Richard
- Scott, G. Walton
- Scullie, Fred
- Scully, Edw.
- Searle, Lee
- Sego, Frank
- Sego, Freddie
- Seifried, G. W.
- Seigrist, Charles
- Setler, George
- Seviell, Dave
- Seymour, Charlen
- Seymour, Doc Joe
- Shaffer, Wm.
- Shaler, J.
- Shaonick, Peter J.
- Shapiro, Prof.
- Shattuck, R. L.
- Shaw, Jack
- Shea, Francis J.
- Sheehan, Pat J.
- Shelley, Jack
- Shelton, James
- Candy
- Shelton, Toby
- Shepherd, Eddie
- Sheppard, H. R.
- Sherck, W. E.
- Sherlock, Jas.
- Sherman, W. B.
- Sherick, Bill
- Sherwood, D. Dee
- Shields, Purl
- Shipp, H. B.
- Shipp, R. C.
- Shoits, Robt.
- Shorty, A. P.
- Shote, Robt.
- Shriver, Thomas
- Shuck, F. T.

- Shroyer, Sullivan
- Shuemaker, Ray
- Shull, Frank
- Shults, Traveling
- Schoolmaster
- Shumaker, Hoyt
- Shumway, Zeke
- Sidener, A. J.
- Sibert, Jack
- Siebold, Emil
- Simpson, Happy
- Simpson, Oscar
- Simpson, Wilfred G.
- Sine, Sampson
- Singer, E. H.
- Singleton, O. H.
- Sisk, Pat
- Sizemore, John
- Skiver, Charlie
- Slott, Dave
- Smart, Robt.
- Smith, B. W.
- Smith, C. O.
- Smith, Charles
- Smith, Clarence
- Smith, Dell
- Smith, Frank Shows
- Smith, Geo. W.
- Smith, Grover
- Smith, Harry I.
- Smith, Johnny
- Smith, Luther I.
- Smith, Milton M.
- Smith, Pete
- Smith, Roy & Shirley
- Smith, Sid
- Smith, Thos. H.
- Smucker, Barney
- Snediker, B. W.
- Snyder, Tiger Bill
- Solove, Morey
- Sontag, Joe
- Spahr, Leon
- Spain, Allen
- Spann, John A.
- Sparpana, Jos.
- Spaulding, Wm.
- Spencer, Buck
- Spencer, Rodney
- Spicer, Mr. Patsy
- Spillman, Don F.
- Spirlides, Geo.
- Spurgeon, Ralph
- Springer, C.
- St. Claire, Al
- St. Clair, Earnest
- St. Johns, Art
- St. John, Don
- St. Maria, Thomas
- Stacey, Tom
- Stafford, Cleo
- Stalko, Ben
- Stalker, Ben
- Stanley, Louis J.
- Stanley, Dr. P. L.
- Stanley Jr., W. A.
- Stanley, Paul
- Stanton, Steve
- Stark, Ohas.
- Starr, Frank
- Starr, Solon
- Stebbar, J. E.
- Steele, J. E.
- Steiger, W. J.
- Sterling, Col. Frank
- Steve, Miller
- Stevens, George W.
- Stevenson, George
- Steward, A. D.
- Stewart, C. B.
- Stewart, Robt. E.
- Stiles, Paul
- Stillman, Francis
- Stinson, Ed
- Stockwell, Jay
- Stone, Edwin J.
- Stone, Joe
- Stone, O. L.
- Stout, R. W.
- Stover, Pat Foster
- Strickler, Chas. E.
- Stricker, Tommy
- Stutz, Roy
- Stutz, Charlie
- Suggett, J. W.
- Sullivan, J. S.
- Sullivan, Scotty
- Summers, Shorty
- Surlox Med. Co.
- Swain, F. C.
- Swartzlander, Lonnie E.
- Swicegood, Earl
- Syria, Joe
- Tarrata, Lee Roy
- Tata, W.
- Tatarn, Cecil
- Tatum, Cecil
- Tavlin, Jack Abe
- Taylor, Andy
- Taylor, Frank E.
- Taylor, Joseph
- Taylor, Mike
- Taylor, Moore
- Taylor, Raymond
- Taylor, Sam
- Tebbetts, W. E.
- Teese, Ben
- Tennis, Theodore
- Tennyson, Dave
- Tervey, Eugene
- Teska, Jos.
- Tettes, Walter
- Fletcher
- Texas Blackie
- Thames, Gene
- Theman, Tommy
- Thilman, Earl
- Thomas, Wit
- Thomas, Al
- Thompson, Butch
- Thomas, Fred
- Thomas, Jack Kitty
- Thomas, James A.
- Thomas, J. C.
- Tommy
- Thomas, Jimmy
- Clown
- Thomas, K. B.
- Thomas, Lee
- Thomas, L. I.
- Thomas, R. D.
- Thompson, F. M.
- Thompson, Fred
- Thompson, Jimmie
- Thompson, Madam Orva
- Thompson, Lee
- Thompson, Pete
- Thompson, Phylis
- Thompson, W. E.
- Thornton, Charles
- Thorpe, Clarence
- Thorpe, Tex
- Ticke, Billy
- Tidwell, Teddy
- Tierney, Eddie
- Tietjens, Wm.
- Tigere, C. J.
- Tijan, Leonard M.
- Timmons, Robt.
- Tinell, Lonie
- Tipton, Jake

- Winslow, Jack
- Winslow, W. J.
- Winter, Happy
- Winters, Jack
- Winzler, Geo. H.
- Wise, Luie
- Wise, Ralph
- Wish, Jacob
- Wolandi
- Wolfe, Andrew
- Wolfe, Norman
- Wolfe, Willie
- Wolfson, Dick
- Woltz, Earl
- Wong, Jim
- Wood, Henry
- Wood, Julian L.
- Woodall, Gus
- Woods, Claude B.
- Woods Jr., John
- Boman
- Woodward, Norman
- Wools, Bob
- Working Village
- Worl & Worl
- Wortham, Jack
- Wright, Bob
- Wright, John W.
- Wright, Oscar
- Herbert
- Wright, Warren G.
- Wykoff, Eddie
- Wyninger, H. L.
- Yanko, Frank
- Yeager, Chas. H.
- Yennie, Harold
- Yonias, Green
- Yong, Green
- Youngs, Green
- Young, Lee
- Young, Raymond A.
- Zachini, Hugo
- Zandu, Prof.
- Zanger, Irving
- Zarlington, Ray
- Zeidman, M.
- Zell, Bob
- Zenoz, L.
- Zem, Larry
- Zetter, Louie
- Zimmer, Joe
- Zobedia, F. & M.
- Zukor, Arred
- Zulung, Eric P.
- Ray, O. A.
- Redington, Joseph
- Riley, Eddie
- Riley, Jimmie
- Rixford, Otis
- Robb, L. O.
- Rowland, N.
- Rubin, Harry
- Russell, Leonard
- Rutledge, Tracy
- Simon, Ben
- Simpkins, Earl W.
- Sloan, Phil
- Small, Frank
- Smith, William
- Spinks, H. G.
- Stoker, Bill
- Stillman, Henry
- Storer, Johnnie
- Taylor, Jack
- "The Captain"
- Thurston, Harry
- Trenholm, Jos. A.
- Troy & Lynne
- Van Buren, Carlos
- Van, Freda Fred
- Vannoy, George
- Walker, James
- Wallington (M.C.)
- Walters, Henry
- Ward, Hank
- Weller, Herman
- Whitney, Ralph
- Williams, Buck
- York, Thomas
- Young, Alfred
- Nottingham, Mrs. Rex
- Ploscgrnski, Celia
- Potter, Mrs.
- Wayne
- Rollens, Mrs. Dee
- Ross, Carolyn
- Smith, Mrs. Marie
- Stanly, Mary
- Wainworth, Ione
- Wells, Mrs. Mary
- Men
- Adams, Booster
- Allman, W. J. (Do)
- Anderson, Lou C.
- Ballenger, Roy G.
- Barby, Stanley
- Barber, Ray
- Bailey, D. M.
- Bills, Blackie
- Bolden, John
- Bozza, T. M.
- Brooks, George
- Brose, Nick
- Bryer, Ollie
- Bullock, R. T. Bob
- Bunch, Sam
- Burke, R. F.
- Burnett, Richard
- Campbell, Frank
- (Whitie)
- Claude, Leo
- Cline, Ernie D.
- Coleman, L. W.
- Conley, T. D.
- Crane, Sid
- Cresley, Orren
- Daniels, Osa
- Dempsey, Pete
- DeWitt, J. R.
- Donovan, Billy
- Ellman, Frances
- Shows
- Evans, Frank
- Farrall, Mickey
- Fermolie, Phillips
- Fisher, Eugene
- Flick, Edward L.
- Forsythe, Fred M.
- Freed, H. T.
- George, Harris
- Gibson, Jack
- Jessie
- Glisson, Harold
- Goldsburg, Mickey
- Goodale, Frank
- Greenlee, Jerry
- Greer, Clifton L.
- Hall, Clinton O.
- Hall, Edward
- Hausen, Al C.
- Hesse, Floyd
- Hirsch, Harry
- Hoffman, Arthur
- Hoffman, Frank
- Hoffman, E. J.
- Holt, Jean
- Hoy, Joseph
- Hughes, Chas. E.
- Hutton, M. C.
- Isabell, Johnny
- Johnson, Lloyd
- Kelly, Jack
- Kennedy, W. H.
- Knight, Felix
- LaCost, Donald
- Lindsay, W. J.
- Lucas, Don
- McCully, "Trusty"
- McPeak, R. E.
- Miller, Bertram E.
- Moreland, F. H.
- Morris, Roy
- Morton, John M.
- Newton, Wm.
- Norman, John R.
- O'Brien, Pat
- O'Connor, T. J.
- Pacific Waving Co.
- Parker, C. W.
- Peppers, Frank
- Pike, Blackie
- Pink, William
- Ray, R. V.
- Regan, Elmer
- French & Virian
- Ridiculous Trio
- Roma, Prof.
- Scott, C. B.
- Scott, Fingers
- Sewell, Dave W.
- Smallwood, Bruce
- Sprada, Jack
- Stanley, Lazie
- Stanley, Paul
- Stanley, Sam
- Stark, Abie
- Stevens, George W.
- Stevens, Vern
- Thorsen, Norman
- Toby's Comedians
- Truman, H. L.
- Vogstad, Geo.
- Wagner, R. L.
- Ward, Harry
- Webb, Joe B.
- Webb, Wm.
- Webber, Jesse J.
- Well, Rex
- Wilkinson, George
- Wilhelm, Gene
- Willis, Macon F.
- Winslow, Harold
- Wright, Harry P.

MAIL ON HAND AT CHICAGO OFFICE

404 Woods Bldg., 52 West Randolph St. Women

- Allis, Frances
- Alter, Marie
- Baby Ruth,
- Barrow, Bobbie
- Bell, Evelyn
- Broadwell, Mrs.
- Clark, Mrs. Ruby
- Conley, Mrs. Ted
- Davis, Mrs. Marion
- De Loris, Doris
- De Marrs, Mrs. Fred
- Dixon, Irene
- Doherty, Lorraine
- Hallo, Nozaro
- Heth, Mrs. Ann
- Keiser, Helen
- King, Mrs. Hazel
- Lee, Mrs. Chang
- Lorow, Mrs. V. J.
- Mack, Mrs. Cuban
- Mack, Marquita
- Mura, Corinna
- Rankine, Mrs. Nan
- Ringlin, Mrs. Geo. K.
- Scogin, Mrs. Catherine
- Stuart, Grace
- Tuttle, P. T.
- Van Arden,
- Virginia
- Verner, Mrs. Paul
- Verrill, Virginia
- Wilkinson, Dixie
- Wilson, Mrs. Lee
- Dorothy

Men

- Albanese, Ben
- Ames, Alfred B.
- Appelbaum, Sam
- Barclay, Harry
- Beck, Al C.
- Bible, O. Roy
- Brooks, Cicero
- Brown, George & Mrs. Carolina
- Canham, Bill
- Carter, Jack K.
- Carl, Bert
- Clayton, Frank
- Collins, Bill
- Coombs, Rudy
- Cullers, Leo E.
- Du Barry's
- Cocatoos
- Dunn, Harvey B.
- Finnerty, Jack
- Fischer, Dr. J.
- Holm, Shorty
- Frederick Carnival
- Co. Fredman, Mr. and Mrs. H.
- Fuelter, E.
- Galligan, John
- Goldstein, Al
- Grauman, Edward
- Grey, Gene
- Hamid, H. Ben
- Hamilton, Francis
- Hardman, Harold
- Head, Harry
- Henrichs, Eddie
- Herley, John
- Higgins, George
- Hoover, Bill
- Hope, Jerry
- Horton, W. M.
- Jansley Troupe,
- Johnston, Brooks E.
- Fredman, Mr. and Mrs. H.
- Risburg, Joe
- Roche, Bob
- Rolling Cloud,
- Ross, Milton E.
- Siegrest, Joe
- Shapiro, Dave
- Small, Mr. and Mrs. Edwin
- Sorensen, Louie
- Spencer, G.
- Stevens, George W.
- Van, F. Fred
- Vaughan, Geo. F.
- Wick, Kenneth
- Williams and Williams, Bernice Co.
- Williamson, Blackie
- Zerado, Tola

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. Parcel Post

- Arenz, Thos., 21c
- Reynolds, E., 15c
- Bahnsen, Mrs. Elizabeth
- Blanchard, Mrs. T. A.
- Brooks, Annie
- Butcher, Mrs. O. J.
- Camda, Mrs. Ada
- Clemmons, Miss
- Coatney, Miss Ruby
- Corley, Betty
- Cundiff, Mrs. Emma
- Davidson, Mrs. G. F.
- DeRosignknob, Mrs. Lois
- DeGraw, Mrs. Steve
- Eisenmann, Mrs. Gertrude
- Dorothea, Lady
- Farnell, Mrs. Jimmy
- Gann, Mrs. Alice
- Gately, Miss Jackie
- Handcock, Mrs. Vera
- Helman, Mrs. Merle
- Jones, Mrs. Leonard (Velma)
- Kelley, Mrs. Edith
- KillingBall, Larda
- Knox, Mrs. Gussie
- LaRue, Mrs. Maude
- Lambert, Evelyn

Annie Putnam, Notice!

CINCINNATI, Dec. 3.—A telegram received by The Billboard today from Edith Terry, of Columbus, Ga., advises that Annie Putnam's baby is seriously ill and asks that Annie come home immediately.

WPA WHITE PLAINS

(Continued from page 32) boys from Children's Village at Dobbs Ferry attended the Saturday afternoon performance. Were accompanied by Douglas Merrill, director of welfare for the village.

Staff of Show

Burns O'Sullivan, managing director and general contracting agent; Wendell J. Goodwin, general press representative and special agent; Eddie Sullivan, general manager with show; Ben Probst, equestrian director; William Cutty, director of 55-piece concert band; Jimmy

Thoms, director of personnel with show; Billy Walsh, announcer; Capt. William R. Saacke, superintendent of police system; Billy Wilson, requisition clerk; Capt. Vernon Walker, superintendent of concessions; John Davis, ring stock; Harry Di Dio, domestic stock; Capt. Engerer, wild animals; Carl Neil, superintendent of lighting system; Bill Stack, timekeeper; Joe Ring, chief attendant; Eddie Pidgeon, superintendent of front door; Eddie Lester and Bob Greathouse, on front door; Joe Wall, properties; master mechanic; Mother Smith, wardrobe.

Advance department: Harold Sullivan, special promotion and manager of advertising brigades, with seven billposters and four lithographers; I. Gold, school and merchant tickets; John Jarrett, local contractor; B. Zamichow and B. Swartz, story men; Paul Slayer, checker-up. There is a total personnel of 375 people, of whom 200 are performers.

Wholesale Merchandise

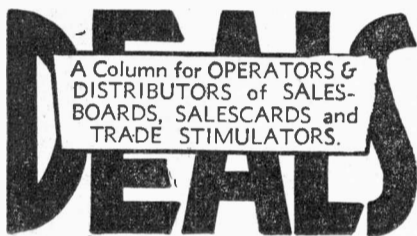
PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Pitchmen and Dems Do Big Biz With Mechanical Toys

Popularity of O-U Scotty dogs and monkeys has created wide demand for clever, mechanical numbers—small and large size items getting a heavy play

NEW YORK, Dec. 3.—The folding money pitchmen and demonstrators have been garnering since midsummer with O-U Scotty dogs appears to have set off a nation-wide demand for mechanical toys. The success the boys have enjoyed with the mechanical dog and its partner, the monkey with comb, mirror and wagging tail, has resulted in many of them chucking other numbers and banking on some of the newer creations in the mechanical toy line to garner their share of Christmas profits. Of all the toys and novelties introduced during the past year, the pups and monks seem to have captured the fancy of the public the most. Dems needed no ballyhoo to make sales. The clever animation of the numbers sold themselves. The only prop some Dems used was a small whistle to attract attention of passers-by, and many thought it was the dog that did the whistling.



By BEN SMITH

Chance-taking is the great American sport and at least one out of every two individuals indulge, according to the American Institute of Public Opinion, which recently conducted a study of American gaming habits. The institute's survey covered a cross-section of the adult population in all parts of the United States, and interesting differences were revealed as to gaming habits of different sections. Of special interest was the fact that of all chance-taking devices, salesboards ranked second.

Men and women in the East are the most consistent chance-takers in the country, according to the survey. They do more betting on horse races and elections and buy more sweepstakes tickets than the people of any other section. Almost two persons in every three in this area have done some wagering or gaming in 1938.

The South and Middle West, on the other hand, are sections which abstained most, the Institute found. One reason for this is the fact that farmers, in general, are the least addicted to various forms of chance-taking. They seldom bet or gamble, but when they do indulge they choose slot machines or salesboards most often.

The most common form of gaming, the survey shows, is not betting on horses or buying sweepstake tickets or putting a quarter in a slot machine, but in church-conducted lotteries and raffles.

The following table shows the percentage of Americans who say they have indulged in each type of play.

	Per Cent.
1. Church lotteries.....	29
2. Salesboards	26
3. Slot machines.....	23
4. Playing cards for money.....	21
5. Betting on elections.....	19
6. Sweepstakes tickets.....	13
7. Betting on horse races.....	10
8. Number games.....	9

Men do more betting and gaming than women, especially on horse racing, election betting and playing slot machines and number games, the Institute adds. Women, however, are just as likely to buy a church lottery ticket as men, the survey shows.

Upper income group people list their favorite games of chance as church lotteries, playing cards for money and betting on elections. People in the lower income group do less betting in general and their commonest diversions are playing salesboards, buying church lot-

(See DEALS on page 60)

While the popularity of the O-U Scotty dog and monkey with the comb and mirror is reported to be on the wane, still these two numbers have set off a definite popularity cycle for mechanical toys. Among newer numbers bidding for honors are the tipping-hat monkey, the tumbling clown, the dog with a shoe in its mouth, the walking Charlie McCarthy; the walking dwarf, Dopey; the juggling sea lion, the pecking bird, the dancing couple, the boy with dog, the duck with frog, the prancing penguin, the hula dancer, the coon jigger, the crawling baby and the clown with donkey cart.

Some numbers are now being put out in a larger size. These cost about twice as much as the smaller type and are reported to bring the Dems two to three times as much dough. Some of the more

popular large mechanical numbers are the duck with the frog, the cowboy on the horse, the running dog with bone, the dancing couple, the looping plane, the crawling baby, the hat-tipping monkey, the boy with dog biting his pants, the clown on donkey and the walking dog.

While snow and ice during the past week have hindered those who've planned to work the numbers outside, inside Dems report big sales. Outside workers are looking forward to warmer weather the weather man has promised them so that they can get out on the sidewalks and street corners and do some real selling. Wholesalers report that as soon as outsiders get going strong, they'll be hard pressed to meet demands.

Popular Items

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

Pen Sig Engraver

A new engraving machine for fountain pen demonstrators has recently appeared on the market that is reported to be attracting the notice of many. Machine is called Pat and is an invention based on the pentograph principle. The demonstrator hands the customer a piece of paper about 10 inches long on which the patron writes his signature on a larger scale than ordinary. Operator adjusts the strip of paper in an attachment on the machine and proceeds to trace the name, which in turn reproduces a smaller facsimile on the pen. Operation takes about a minute. Machine can also be converted to the use of type. Printing or script in both cases are in gold or other colors to suit the color of the pen. Manufacturer is known as New Hermes, Inc.

New Majestic Line

A new line of Majestic radios is being offered to the prize and premium trades by the Earl Chrome Co. Firm reports that the feature of the new numbers is that sets offer front row reception since they combine automatic bass compensation and automatic volume expansion. Exclusive feature makes possible accurate true-to-life reproduction of musical broadcasts by restoring all tonal balances and variations lost thru transmitting deficiencies, it is said. Firm states that ordinary sets reproduce music as transmitted but Majestic reproduces mu-

sic as played in the studio. Attractive line is reported to include many numbers suitable for salesboard promotions, as well as for use as bingo, bazaar and concession prizes.

Handee Ironer

The portable Handee Electric Ironer is reported to be the answer for a low-priced, small-sized electric ironer that takes little space and can be easily carried about. Number has been introduced by Wheel & Manufacturing Co., maker of "Handee Tools of 1001 uses." Iron is said to be simple to operate and to iron anything from sheerest fabrics to largest sheets in half the time it takes to do the job by hand. Item weighs 25 pounds and requires 10 square inches of space for storing. It works on AC current and is said to use no more electricity than a hand iron. Comes with cord, plug, heavy pad and cover cloth. Firm states that the price is unusually low for a quality-built, motor-driven electric ironer.

Rubber Toothbrush

A new type of toothbrush of interest to pitchmen and demonstrators is being offered by the American Toothbrush Co., Ltd. It is called Denti-Set and claims are made that it is superior to the regular toothbrush because it has rubber tines for the cleaning and massaging of the teeth and gums instead of bristles. It is said that Denti-Set erases film on

(See POPULAR ITEMS opposite page)

Candy Deals In New Dress

Sweets packaged in attractive useful containers are reported clicking

CHICAGO, Dec. 3.—Following the trend in other industries toward packaging gifts in containers that may be put to other purposes, salesboard firms specializing in candy deals have originated some novel and attractive boxes to package their chocolates. Not only may these containers be used as jewelry cases, cigar and cigaret humidors, cosmetic cases and dresser ornaments after the candy is gone, but they have been made so attractive that ops report as many people are trying their luck to win the box as to win the candy.

Zenith Sales Co. has several attractive boxes on the market, all filled with first-quality candies, they report. Two of the most popular are the vanity chest and the vanity dresser. Both are fashioned from blue and crystal mirror in a pleasing modern design. Chest has lift-up top compartment and large bottom drawer which contains a pound of chocolates. Dresser has a swinging vanity mirror, large bottom drawer and two small compartments on top. Other boxes include a silk-lined grained chest of birch wood with an all-walnut top. Chest has a mirror on inside top cover, a walnut chest, a cedar chest and a French doll package that consists of a 22-inch doll mounted on an oblong box containing a four-pound box of chocolates.

According to reports, candy deals are enjoying unusual popularity now. Last year the average American consumed 16 pounds of candy and manufacturers expect that percentage to be raised this year as a result of the intensive promotional campaigns they've waged to get the public to eat some candy every day. Deals like those described above and other similar numbers being marketed by other firms make ideal Christmas gifts and ops appear to be losing no time in placing deals and realizing worthwhile profits from the rapid turnover with which they are meeting.

Pen Workers Cash In on Xmas Demand

CHICAGO, Dec. 3.—Purveyors of inksticks are making hay while the sun shines these days. In rented stores, behind department store counters, as well as on street corners and in doorways, pen workers are grabbing off a good share of Christmas dollars. The boys appear to have trotted out their choicest pen and pencil combos and have added a Christmas touch to their spiels.

From all indications, demonstrations are meeting with as good if not better response than last year. Several are reported to be hyping their sales by taking advantage of the current vogue of personalized merchandise by cutting the name of a person into the pen. While this is an old gag, a new development is the machine called Pat which reproduces the signature of the buyer on the pen by means of a new adaptation of the old pentograph system.

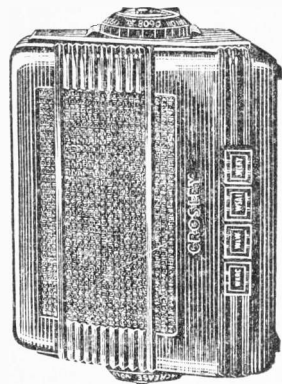
There is no time for pen sales quite like the days before Christmas, it seems, for the pen and pencil are always the old reliable gift for any member of the family.

AMAZING-TERRIFIC-GIGANTIC

THE NEW 1939
(5 Tube)

CROSLEY
AUTOMATIC TUNING

DON'T GAMBLE- ONLY \$8.65
WITH UNKNOWN BRANDS



Push button tuning with two-position, sloping panel cabinet. 4 positive-action push buttons for fast, accurate tuning. Control knobs on side for dial tuning. AC-DC operation. Excellent tone quality. 5-inch electro-dynamic speaker. Dimensions: 6 3/4" high, 9 1/4" wide, 6 1/2" deep.

EXTRA
Send for New 1939 Stuart-Warner and Crosley Radio Catalogue.
25% Deposit on All C. O. D. Orders, F. O. B. Chicago.

EARL CHROME CO.
2757 Lincoln Ave., CHICAGO, ILL.

THESE TESTED SELLERS BRING QUICK PROFITS



GUVERNOR
PLUNGER
PENS and
PENCILS

No. R400. Fountain Pen. Fitted with a smooth-writing, non-tarnishing size 4 pen point. Has plunger filler, transparent window to show ink level. Beautiful jet black color. 5-year guarantee with each pen.

SAMPLE 13c.
DOZEN \$1.40.
GROSS \$16.70.

No. R405. Mechanical Pencil to match above pens.

SAMPLE 8c.
DOZEN 90c
GROSS \$10.60.

Also have pens and pencils in mottled and pearlized colors at slightly higher prices. Send for our catalog which shows the complete line.



ASSORTED
MINIATURE
CHARMS

No. V89—Made of white and colored celluloid. One gross of one style to a box.

Gross 69c
10 Gross \$5.50



WIND-PROOF
LIGHTER

No. M32—Has perforated chimney which protects the flame from the wind. Silverlike finish. Each 12c.

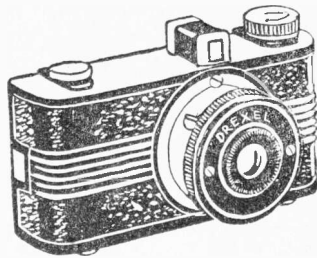
Dozen \$1.15.
Gross \$13.45.



PERFUME

\$1.98 a Gross.
No. T578—Fancy 1-dram size bottle filled with a good quality perfume.

Gross \$1.98.



DREXEL CANDID-TYPE CAMERA

No. V597—Will take 16 pictures on one roll of film. Has genuine ebony-black case, speed lens, fixed focus, eye-level view finder, shutter stops, space for extra film. Takes action or still shots. Makes a welcome gift.

Price \$1.19 Each.

GENUINE
ELGIN
KWIK
SHAVER



No. E308. Compare with \$15 performance. Operates on 110 A. C. Ready to operate.

Sample, \$1.00.
Doz. 85c Each.

WHOLESALE CATALOG SEND FOR IT TODAY.



SPORS CO. 12-38 BARTON STREET LE CENTER, MINNESOTA

POPULAR ITEMS

(Continued from opposite page)

teeth instead of scratching it off and that rinsing a Denti-Set toothbrush in hot water after using removes the possibility of germ culture. Prominent dentists, doctors and clinics are reported to have recommended Denti-Set and it is said to be an item which has profit possibilities.

Hy-Lo Contract Bridge

The latest idea in Contract Bridge is Hy-Lo, sponsored and distributed by Bridge Headquarters, Inc. Played with tiles instead of cards, it would appear to be so like Mah Jong and so unlike bridge that there would be a lot of new rules to learn, the firm reports, but the truth is that rules and bidding are almost identical. Main difference is that Hy-Lo gives each player the choice of a high hand and a low hand to bid and play, hence the name, and the reduction of poor and uninteresting hands. Item should make a popular number with many prize and premium buyers, it is said.

Directo-Lite Bed Lamp

Bingo and salesboard ops and other prize users looking for something new in a household lamp combining novelty and utility will grab up the new Directo-Lite bed lamp introduced by the Lucerne Electric Co., the firm reports. Item has adjustable clamp for affixing to bed or desk, and is said to be compactly designed and streamlined. Ball and socket joint permits lamp to be adjusted to any angle. A magnifying lens increases the efficiency of standard 25-watt lamps and an "on" and "off" push-type switch is conveniently located, it is said. Item is available in two finishes, bronze or silver.

IMPORTANT ANNOUNCEMENT
TO WEST COAST HUSTLERS

ORDER TODAY
Mechanical Toys at Reduced Prices.
Scotty Dogs, Mechanical Donkeys With Fly on Back,

\$18.00 Gross

Balloons, Workers, Birds, Whips, Paper Hats, Serpentes, Horns.
JOHN TREANOR
86 Santa Ysabel Ave., San Francisco, California.
Phone: DELaware 2782.

LATEST STYLE
FUR COATS

Genuine Fur Coats, all types, all sizes. P'd Seal, Swagger or Semi-Fitted Models. Finest quality. A-1 workmanship. Excellent prizes for bingo and salesboard operators. Rush your orders today for immediate delivery. Lowest prices in fur history. Send for New Illustrated Catalog Showing Coats We Sell You.
M. SEIDEL & SON
243 W. 30th St., New York, N. Y.

WRIST WATCHES 15 JEWEL \$5.00 EACH

LADIES' OR MEN'S UP-TO-DATE MODELS. Rebuilt in Yellow Top Cases, complete with Wrist Band and Display Box. This Bargain until Xmas only. Cash with Order. Your Money Back if Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO., 113 N. Broadway, St. Louis, Mo.

Fast Selling Mechanical Toys

- | | |
|--------------------------------|-----------------|
| B40N148—Juggling Sea Lion | Per Gro. \$7.20 |
| B40N175—Pecking Bird | 7.50 |
| B40N155—Dancing Couple | 8.40 |
| B40N133—Hula Dancer | 9.00 |
| B40N190—Clown with Donkey Cart | 9.00 |
| B40N151—Tumbling Peter | 9.00 |
| B40N187—Wagging Tail Monk | 9.25 |
| B40N150—Dog with Shoes | 9.25 |
| B40N191—Handstand Clown | 9.25 |
| B39N15—Boy with Dog | 9.50 |
| B39N17—Duck with Frog | 9.50 |

Large Size Mechanical Toys

- | | |
|-----------------------------|------------------|
| B40N195—Duck with Frog | Per Gro. \$16.50 |
| B40N174—O-U-Scotty Dog | 16.50 |
| B40N188—Cowboy on Horse | 18.00 |
| B39N6—Running Dog with Bone | 18.50 |
| B40N196—Dancing Couple | 19.50 |
| B40N157—Looping Plane | 19.50 |
| B40N194—Crawling Baby | 19.80 |
| B39N5—Tipping Hat Monkey | 21.00 |
| B39N7—Boy with Dog | 21.50 |
| B39N8—Clown on Donkey | 21.50 |

B2N20—Charleston Dancers. \$4.50 Gross

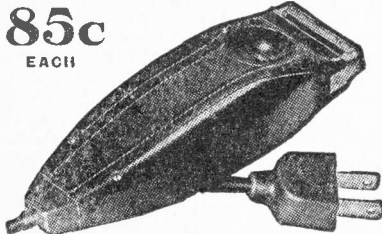
N. SHURE CO.

200 W. ADAMS ST., CHICAGO

We Will Exhibit Only at the Sherman Hotel, Jan. 16-19.

SUPER VALUE

85c EACH



The ELGIN "KWIK-SHAVE" ELECTRIC DRY SHAVER

- DEPENDABLE SELF-STARTING MOTOR.
- DOUBLE-EDGE SHAVING HEAD.
- STREAMLINED CASE.

Reaches a new high in quality and performance—compares favorably with other higher-priced shavers—yet is astoundingly low priced. Made for 110-volt A.C. current only. Individually boxed, complete with cord and plug. SEND FOR FREE COPY OF OUR LATEST 360-PAGE GENERAL CATALOG.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

HOT COMIC SPICY XMAS CARDS

Printed in 3 Flashy Colors. 20 different. Post Card size. 50c a 100, or \$2.00 M. XMAS FOLDERS with Funny Spicy Poetry . . . or FOLDERS with Cartoons. \$1.50 per 100. NEW XMAS SERIES. Baronial size with Env., 1 Color. Per 100, 75c; in Colors, \$1.25 a 100. Send 50c for 50 Different Samples and Catalogue of Cards and Folders, etc. T. R. PAYNE, 25 Cardinal Place, New York.

End your correspondence to advertisers by mentioning The Billboard.

Shaket

THE NEW PREMIUM SENSATION

Never Before Offered

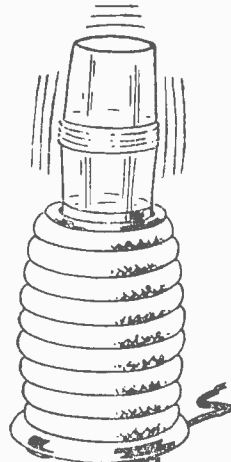
"Shaket" is a remarkable new AUTOMATIC DRINK MIXER that shakes drinks ELECTRICALLY. It's modern . . unique . . fascinating . . practical. Makes better "mixes" than by hand . . faster, too. Extremely simple. No switches. Just tap to start it. Just tap to stop it. Available for 110 volts AC or 110 volts DC current. Beautiful appearance.

EVANS NOVELTY CO.,

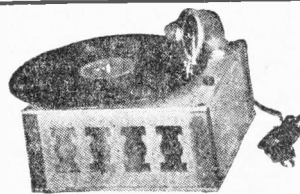
Everybody Wants One

You'll really go to town with Shaket. It's a natural! Everybody buys! A powerful premium item! Ideal for finest homes and taverns. Packed with action, beauty and appeal. Best of all, it's priced so you can make some REAL money with it. Wire or write for beautiful colored circular and special introductory low prices.

946 Diversey - CHICAGO



PLAYS ANY RECORD - WITHOUT LOUD SPEAKER or RADIO



MODEL 12 EP

Size 9" square x 4" high. Comes in air-cushioned carton and weighs 6 lbs. packed ready for shipment. Comes equipped with cord to plug into your electric light current and also has starting and stopping switch. Will play 8" and 10" records. Does not need to be connected to radio to reproduce music.

This is the only phonograph with an AC motor with tone arm and tone chamber that has ever been sold at so low a price. Now is your opportunity to cash in on some real business for Christmas. Specially adapted for the home, dances, bungalows, parties, bingo prizes, sales board prizes, etc. Has sufficient volume for a large size room. This is regular merchandise and is not a closeout.

\$2.98 EA. - \$2.49 EA.

SAMPLES THREE OR MORE

Send \$1.00 Deposit, Balance C. O. D., F. O. B. N. Y.

PLAYLAND SUPPLY CO., 14-16 West 17th St., New York, N.Y.

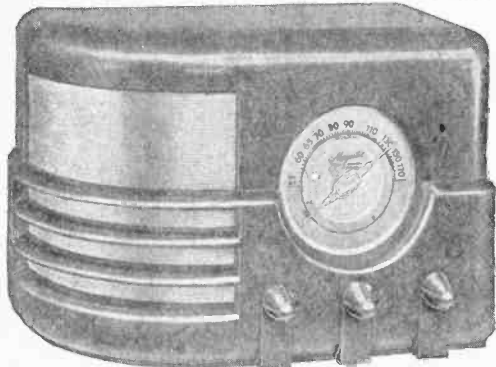
My, My, I've Never Seen the Likes of It!

THE NEW

Majestic

MIGHTY MONARCH OF THE AIR!

GREATEST RADIO-VALUE OF 1939
OPERATORS — PREMIUM USERS — NOW REALIZE
THE VALUE OF STANDARD RADIOS



MAJESTIC 651—6 TUBES
AC-DC SUPERHETERODYNE.

Automatic volume control, 5 1/2" electro-dynamic speaker, 2.5 watt output. Tone Control. Tuning band range: 535 - 1750 Kcs. Cabinet: Modern Plastic. Size: 8" high, 12" wide, 9 3/8" deep.

EARL CHROME COMPANY
2757 LINCOLN AVE., CHICAGO, ILL.

Send for Complete Catalog of Majestic Line and Prices

AT A REAL PRICE
ONLY

\$9.95

25% Deposit on All
C. O. D. Orders
F.O.B. Chicago

RETAILS AT \$15.95

**DON'T
GAMBLE—**

With Unknown Brands.

NOTES from SUPPLY HOUSES

Lambskin fur rugs being offered by H. M. J. Fur Co. are moving fast, according to Mike Abrahms, of the firm. "The Christmas rush is on," says Mike. He adds that once the present supply of rugs is sold, they will cost more to duplicate than the price he is now selling them for.

Estelle Epstein, of Epstein Novelty Co., is on her way to the Pacific Coast, stopping off at principal cities and sight-seeing points along the line. She plans to consume six weeks in travel to her destination, Los Angeles. Rumor has it that Estelle will be married there and will not return east. She and her brothers, Jack, Julius and Bernie, built the firm to its present prestige in the trade. She was chief accountant and was highly regarded by all those with whom she came in contact.

DEALS (Continued from page 58)

tery tickets and putting money in slot machines. As *The New York Times* comments editorially, "The one definite conclusion to be drawn from this poll of gambling habits in the United States is that Uncle Sam still remains a cheerful optimist. More than half our population took some sort of money chance, and in the East the proportion approached two in three. The obvious fact that almost everybody lost is not expected to reduce the incidence of the disease. And obviously, the average American does not think his moral fiber will deteriorate if he takes a chance now and then."

Charlie Seidel infos that his fur coat deal is going over better than he had anticipated and that not only is the mail coming in strong but that operators are dropping in to his office personally to place substantial orders. One visitor came from as far away as Canada.

Zenith Sales Co. is doing a fine job with a series of attractive candy deals. And what makes the deals most appealing is the Vanity Chests in which sweets are packed. Chests are available in two-tone color effect of blue and crystal mirror, also two-tone color effect in walnut and cedar. After the candy is consumed chests may be used for decorative purposes around the house or as containers for cosmetics, cigarets and sundry items.

HAPPY LANDING.

HAMILTON De Luxe Electric Dry SHAVERS

Sensational Seller on Coupon \$1.98
Sales At.....

SPECIAL 90¢ Each

ANY QUANTITY
Operates on 110 Volt A.C. Current. One-Year Factory Guarantee. Each Shaver packed in Display Box.

RUSH YOUR ORDER
IMMEDIATE SHIPMENT
25% Deposit with Order, Balance C.O.D.

Williams Sales Company
210 West 8th St., Kansas City, Mo.



DIAMOND WRIST WATCH
With 36 Sparkling Facsimile Diamonds. Latest Vogue in Ladies' Jeweled Wrist Watches. Copied from \$100 Model. In lots of 3.

25% Deposit, Balance C. O. D. Samples, 50c Extra.
SEND FOR XMAS WATCH AND DIAMOND CATALOG.
PLYMOUTH JEWELRY EXCH.
163 Canal St., New York City.

XMAS SPECIALS

- ELECTRIC LIGHT TREE SETS, 8 Light Series. Each ... 17c
- OUTDOOR LIGHT TREE SETS, 7 Light Series. Ea. Set ... 50c
- MAZDA TREE BULBS, Per 100 ... \$3.00
- TREE ORNAMENTS—Unbreakable. Gross. ... 1.90
- ICICLES—For Xmas Tree. Large Size Box. Gross. 2.25

ELGIN



ELECTRIC SHAVER

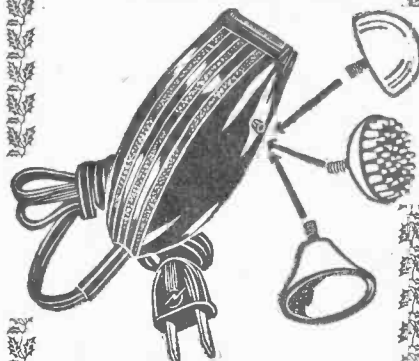
STILL SELLING FAST
Can be used with Salesboards and as a pitch item. Guaranteed for one year.
85¢ Each
DOZEN, \$10.00
Mats - Cuts - Electros and Advertising Material for Elgin Shaver Supplied FREE.

SALES CARDS

- Blank Space on Top. Sturdy.
- 10 Hole. . . . Per 100. . . . \$.90
- 15 Hole. . . . Per 100. . . . 1.00
- 25 Hole. . . . Per 100. . . . 1.25
- 30 Hole. . . . Per 100. . . . 1.50
- 40 Hole. . . . Per 100. . . . 1.75
- 50 Hole. . . . Per 100. . . . 2.00
- 60 Hole. . . . Per 100. . . . 2.20
- 75 Hole. . . . Per 100. . . . 2.60
- 100 Hole. . . . Per 100. . . . 2.75

"SENSATION" 4 IN 1 WONDER

Electric Shaver—Massager—Vibrator
Now Smashing All Profit Records



Added Demonstration Features Open Unlimited Selling Field. Lose no time, place your order, be the first to promote "SENSATION" in Your Territory. IT'S A NATURAL!
Sales Promoters — \$150
Book Your Sales Now.
Demonstrators—Contact Your Stores at Once.

DOZEN \$16.80
25% Deposit With All C. O. D. Orders.

BENGOR PRODUCTS CO.

878 BROADWAY, NEW YORK, N. Y.

BINGO

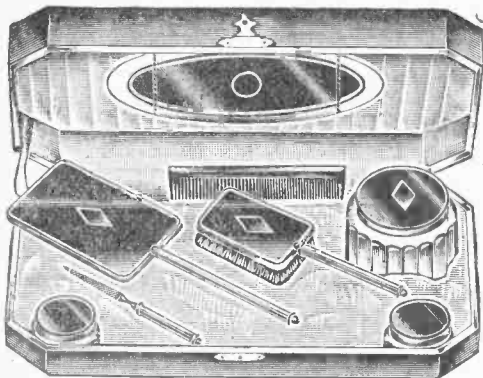
Deluxe Bingo Equipment for Group Games Operators. Electric Score Boards, Electric Fishers. BINGO BLOWERS, Lap Cards. Games of every description since 1900. We know exactly what is needed. Circular free.
POP BAKER, 2907 W. Warren, Detroit, Mich.

FUR COATS SECURE THE BEST-PRY LESS

Form-Fitting, Swagger and Princess Styles in all sizes. Your choice of:
Sealines Kid Paw
Lapins Beaverettes
Coneys Perslans Free Muff To Match
Caraculs Pony
Marminks Broadtails
Act immediately to get full particulars on these sensational Fur Bargains. Write today for price list and complete details without obligation. We manufacture Fur Coats exclusively which enables us to give you greater value for your money.

S. ANGELL 236 WEST 27th ST.
NEW YORK CITY N.Y.
MANUFACTURING FURRIERS

Here's POSITIVE PROOF



THERE IS A
**SANTA
CLAUS!**

An AMAZING GIFT at
\$3.30 SET

FIVE SETS FOR
\$15.50

No. BB 922—Eight-Piece Beautiful Modern Dresser Set. Will immediately create a desire for possession when your customers see it. Enamel finish in assorted colors, Black, Green, etc. Chromium handles and trim. Includes Oblong Tray, Mirror, Comb, Brush and four other items. Order at least 5 sets at our amazingly low price. Each in Gift Case. Per Set \$3.30
Five Sets for Only \$15.50

DEALERS ONLY: Write for New COUNTER Catalog — It's FREE!

ROHDE-SPENCER CO., 223-225 W. Madison St., Chicago, Ill.

NEW PRICE EFFECTIVE NOVEMBER 21

Blue and Silver Mirror Vanity Dresser. Packed with 1-lb hand-dipped Chocolates. An outstanding premium for holiday business.
★ Be sure to ask for our nudist candy deal circular.

IMMEDIATE DELIVERY
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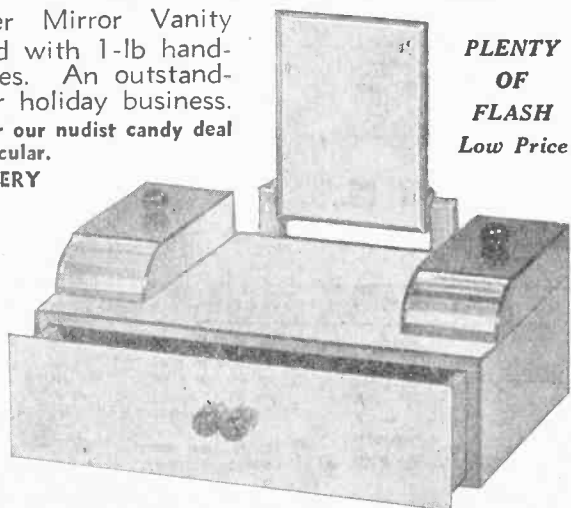
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IN LOTS OF 6
WRITE-WIRE

TERMS:

30% DEPOSIT—BALANCE C. O. D. Freight prepaid in lots of 24 pieces

ZENITH SALES CO.
539 So. Franklin St. Chicago, Ill.
"WRITE FOR HOLIDAY CIRCULAR"



PLENTY
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FLASH
Low Price

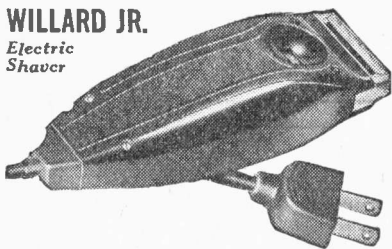
Is Your Subscription to The Billboard About To Expire?

READY-MADE TIES

Manufactured by ZIP-ON

Finest and fastest selling ready-made tie in today's market. ZIP-ON has a beautiful ready-made non-wrinkle knot. Made entirely of material—no rubber neckbands. As low as \$2.00 per doz. Packed ready to sell. Complete lines for live wire distributors. Special Sample 25c prepaid.

ZIP-ON NECKWEAR CO.
Dept. Y-425 Market St., Philadelphia, Pa.



WILLARD JR. Electric Shaver

Electric Shavers are selling hot and still have a big season ahead...

No. B10K6 - Packard Lektro-Shavers. Hundreds of thousands sold at \$15.00. Now \$5.00 each...

No. B10K67 - Famous Rand Close Shaver, by the makers of Remington. Retail \$9.50. A.C. only. Only \$6.17 each...

WRITE - WIRE TODAY. 25% Deposit on C. O. D. Jewelry, Novelty and Premium Holiday Cat. No. 386 or Toys and Giftwares. No. 385 sent on request...

JOSEPH HAGN CO.

Wholesalers and Importers Since 1911. 217-225 W. Madison St., Chicago, Ill.

BINGO GAMES

Heavy Cards, complete with numbers. \$2.00 per 100. Write for price list on 500, 1,000, 1,500, 3,000 Specials, New Transparent Markers, 25 for 5c...

MONEY MAKING MECHANICAL TOYS



A LARGE MECHANICAL WALKING DOG. More than Twice as large as the original O-U Dog. Walks on all four legs...

PER DOZ. \$2.50

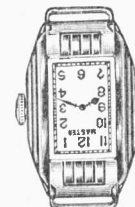
NEW FAST SELLER!

LARGE MECHANICAL FIGHTING AIRPLANE with SPARKLING MACHINE GUN and REVOLVING PROPELLER. Dozen \$2.00. MECHANICAL DANCING MONKEY. Combing its hair, wagging its tail, while looking into a mirror. Doz. \$1.75; Gross \$2.00...

COHEN BROS.

108 PARK ROW, NEW YORK, N. Y.

Just In Time For Xmas 1000 WATCHES DIRECT FROM THE U. S. GOVERNMENT At Your Disposal



Brand New Seven Jewel Ladies' Wrist Watch, Yellow Gold, Handsomely Boxed.

In Lots of 25... \$3.50 EA. In Lots of 6... 3.75 Ea. In Lots of 3... 4.00 Ea.

NORMAN WATCH CO. 82 BOWERY, NEW YORK CITY.

MECHANICAL MONKEY WITH COMB AND MIRROR AND WAGGING TAIL \$21.00. Large Flashy Box ICICLES \$2.35. New Large Walking Dog with Leather Shoe in Mouth \$30.00...

HARRY KELNER & SON, Inc. 50 BOWERY, NEW YORK CITY.

BINGO BUSINESS

By JOHN CARY

TWISTS ON BINGO are always interesting. Our mention of Jumbo several pillars back elicited the following letter from Wallace Allardyce, of Pittston:

"I have been in the bingo business for the last three years in Pennsylvania and was surprised to read in Bingo Business in the Christmas edition about this new game, Jumbo. I would appreciate it very much if you would send me all details of this game and a sample card the people play on."

TO ALLARDYCE and all other readers interested in this game, we would like to say that it is not within our scope to send details on any of the new game ideas mentioned here. N. Sinclair Ames is originator of Jumbo and anyone who wishes more information about the game may address Mr. Ames in care of this column. Your letters will be forwarded.

E. S. LOWE comes along with another variation on the good old game. He calls it Marko and insists it can be played in any territory. Marko makes the game one of skill. Instead of calling numbers, the announcer asks the audience questions, such as:

What age must one reach before one becomes eligible for Social Security? At what temperature (Fahrenheit) will water freeze? How many letters are there in the alphabet? The answer to each of these questions, it will be noted, is a number. The answer to the first, of course, 65; the second, 32, and the third, 26. To help players, the announcer tells under which letter the answer to the question will be found. For instance, in asking the Social Security question, the announcer will say: "The answer to this question will be on your card, under the letter 'O.' If you have it please check the card." Marko is made, of course, in the same way that bingo is made. Any one of 12 ways, horizontally, vertically or diagonally.

MARKO HAS BEEN PLAYED on the air by a number of radio broadcasters and, according to Lowe, has always proved successful. Churches and organizations now are also showing interest in the game, particularly in territories where bingo is forbidden. Among the groups using it now is the Vespucci Society in Danbury, Conn.

WHAT DO YOU THINK of Marko, of Jumbo? Have you heard of any new game ideas or variations on bingo? Drop us a line. Let us pass the info on to others in the business.



HOT HOLIDAY SELLERS

SOLID BEER GLASS, Doz., 1.20. Whiskey Glass, Doz., .70. Beer Chaser, Doz., .80.

These glasses appear to be full of liquid, but the contents is SOLID. Big Sellers.

HOT COMIC XMAS CARDS. No. 1 Postcards in colors, 80c 100. 2.50. XMAS FOLDERS with Cartoons & Poetry, 2.00 100. 12.50 M. X3 De Luxe P. C., Ass't. 50 diff. 100 for 1.00, 500, 2.25, 3.50 M. Comic Xmas Gifts, Doz. How To Raise Dog, 1.50. Maid's Hope Chest, 1.85. For a Titewad, 1.10. Xmas Alarm Cand., .50. Nos., No., a 1000. For a Cut Up, .75. RUSH YOUR ORDER FROM ABOVE LIST. Inc. Dep. or send 2.00 for 50 Samples and Catalogue. Xmas List Free, Catalogue 25c. We refund. Over 100 diff. Comic Gifts That Sell Fast. NEW JITTERBUG DECALS for Highball and Whiskey Glasses. RED HOT subjects, 8 diff., on strip, 98 to doz. Show 'em, sell 'em. Small, 1.00 Doz. Strips. Large, 2.00 Doz. Strips. MAGNATRIX NV. CORP., 136 Park Row, N. Y.

25 YEARS FUR MFG. FROM A RABBIT'S FOOT TO A MINK COAT. GENUINE DEPENDABLE FUR COATS AND SCARFS. Clean up NOW! State which coats you want and sizes! Send \$2.00 Deposit, Balance C. O. D. PIECED COATS: Sealine Hair Down, Swagger & Fitted (Black) \$7.50. V-Shaped Sealine, Fit., Swag., Prin. 9.00. Bk., Brown Beaverettes, Fit., Swag., Prin. 9.50. Middles, Pieced Skin Sealine, Fitted, Swag. & Princess 10.00. V-Shaped Sealine, Stout, Sizes 44 up 11.00. Black Caraculs, Pieced 12.50. Pieced Marmots, Fitted & Swag. 13.00. FULL SKIN COATS: Brown Coneys, Fitted, Swag., Princess \$13.50. Minkolens (Dyed Coneys), looks like Genuine Mink 14.00. Cocoalettes, Fitted, Swag., Princess 17.50. Squirrelettes, Fitted, Swag., Princess 13.50. Striped Sable Cocoalette, looks Sable 21.50. Sealine, Fitted, Swag. & Princess 22.50. Brown & Grey Lapins, Fitted, Swag. & Princess 22.50. SILVERED FOX SCARFS \$6.00. CHARLES BRAND 208 W. 26th St., N.Y.C.

WIND-UP TOYS ALL NEW AND ALL FAST SELLERS. The Toys listed here are best sellers for Pitchmen, Window Workers and Demonstrators. 25% deposit must accompany C. O. D. orders. Order from this ad. IMPORTERS - JOBBERS LEVIN BROS. TERRE HAUTE, INDIANA. BB55 Running Turtle 40c \$4.50. BB56 Crawling Baby 85c 9.50. BB57 Tumbling Clown 80c 9.00. BB58 Prancing Penguin 85c 9.50. BB59 Swimming Doll 80c 9.00. BB60 Hula Dancer 85c 9.60. BB61 Coon Jigger \$1.25 14.00. BB62 O-U Scotty Dog 1.90 21.00. BB63 Pop-Pop Boats 75c 8.00. BB64 Gyroscope Tops, Hurst \$1.50 17.50.

BINGO OPERATORS. Be sure and contact us today for full details on the most complete line of Merchandise in the country suitable for Bingo Games, Celebrations, Bazaars, Indoor Carnivals, etc. OUR 1938 CATALOG COVERING A FULL LINE OF XMAS GIFTS IS NOW READY. WRITE FOR COMPLETE CATALOG AND LISTINGS.

WISCONSIN DELUXE CORPORATION 1902-12 NORTH THIRD ST., MILWAUKEE, WISCONSIN

FAST CLEAN-UP--HOT XMAS SPECIALS. FLASHIEST 5 LB. FANCY XMAS BOX CHOCOLATES. 70c EA. \$8 DOZ. A Sure Quick Money Maker. Sells on Sight. You can't miss with our new 12-Hole Card Deal. Sell a Dozen at a time—12 Holes—12 Winners. All Capital prizes. \$2.25 Per Deal. Doz. \$24. PLENTY OF HOT—LAST-MINUTE SPECIALS. Biggest Lines of Xmas Hats—Noisemakers—Ornaments. Write for Holiday Catalog Today. ACME PREMIUM SUPPLY CORP. 3139 OLIVE ST., ST. LOUIS, MO.

HAVE YOU HEARD?—THEY'RE HONEYES!!! 1--WHITE PEN & PENCIL DEAL! 2--MIDGET KNIFE DEAL! 3--ATTRACTIVE ASSORTED MERCHANDISE DEAL! EVERY SALE A WINNER! WRITE FOR CATALOG TODAY! Premiums, Sales Boards, Electric Clocks, Perfumes, Notions, Lotions, Blades, Soap, Extracts, Carded Goods, Sideline Merchandise. Wagonmen, Pitchmen, Home, Office Canvasers and Premium Workers, Turkey Cards—Xmas Cards and Wreaths—Tree Lights. CHAMPION SPECIALTY CO. 314-B CENTRAL ST., KANSAS CITY, MO.

ELGIN & WALTHAM \$2.95. RENEWED GUARANTEED Men's Wrist Watches. Wholesale Jeweler Since 1914. Send for Free Catalog. 25% Deposit, Balance C. O. D. Watch, 7 Jewels New Cases. New Leather Strap. LOUIS PERLOFF, 729 Walnut St., Philadelphia, Pa.

REPEAT ORDERS ASSURED BY OUR FUR COATS FREE CATALOG. Smartest fall models in Coats, Scarfs, Capes. All furs, styles, sizes. EX. Pieced Seal. Dyed Fur COAT (Swagger or Coney Fur Style)—\$9. Guaranteed best workmanship and value at this price. 1/4 Dep., Bal. C.O.D. Genuine FUR RUGS About 2x3 Ft. Lambskin White, Brown, Gray. \$1.00 EA. Ideal Christmas Item. 1/4 Dep., Bal. C.O.D. H.M.J. FUR CO. 150 W. 28 ST. N.Y.C.

End your correspondence to advertisers by mentioning The Billboard.

LOWEST PRICES!
ELECTRIC
RAZORS
FOR SPECIAL SALES
Write for Details Today!



NEWEST RING STYLES
—New Jewelry Styles for Jewelry Sales! Photo Lockets, Cameo and Whitestone Rings, Jewelry, Engraving Pins and Machines. Write for Catalog No. 23.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

LELAND JOHNSON . . . informs that Milwaukee is open on a soldier's reader or a State reader of \$10 a year and that one lot there is open for \$1 per day.

HARRY MAIER . . . reports from the Montefiore Hospital, New York, that he is feeling much better. Says he has connections with the New York World's Fair and a good location for himself there.

THE FACT that you are staying in one spot too long might answer the question: "Why don't I get good tips?"

O. B. REDDEN . . . still in Charity Hospital, Shreveport, La., wishes to thank J. F. McReynolds, sheetman, and John Vogel for remembering him during his confinement. Another old trouser and blackface comedian who is company to Redden and others in his ward is P. G. Gilstrap. Redden would like to hear from friends.

BARNEY WEINER . . . was recently seen getting the gelt with glass knives at Avon-by-the-Sea, N. J., blasts Al Sears from Newark, N. J. Sears also infos that Joe Lessler was seen clicking with glass knives at Glendola, N. J., a good pitch town, as all mills there are working.

HOW WAS THE INTERNATIONAL Live-Stock Show, you leaf workers?

DEAL, N. J. . . . is reported closed on account of two jam men who loaded the mayor and chief of police with razors.

R. LLOYD . . . is working gummy at Wayside, N. J., according to Al Sears.

TRIPOD OPININGS: Your ability and the effort you put forth is what determines the size of your pay check.

JAMES J. COSTELLO . . . a reader of this column for many years, pipes in from New Orleans for the first time to ask how the boys in New York are doing. He would like to hear from some of his old friends of static eliminator fame and asks where Bob Williams, of song book fame, is working. Says he saw Paddle Whitey working St. Charles street, New Orleans, recently.

BOB POSEY . . . squibs from Battle Creek, Mich.: "Am still grinding along inside and preparing for Christmas demonstrations. Would like to read pipes from J. C. (Jack) Curran, Al Decker, A. L. Richards, Glen Bernard, Jim Osborne, Al West and Billie (White Cloud) Barlow."

HAVE ANY of you added some of the many Christmas novelties and specialties to your old stand-bys for the holiday trade?

PHIL BRADLEY . . . shoots the following lengthy one from Bristow, Okla.: "Have been in this neck of the woods for the past five weeks. Previous to that my partner, Madeline Ragan, and myself spent the late summer and early fall in Missouri, working herbs and books to fair business, and we found that most of the towns can be worked to reasonable readers. The towns with high readers or which were closed entirely we found were the result of some of our own so-called knights of the keister. Take the case of Independence, Mo., where I tried to work. The sales barn there was closed and very hostile to pitchmen. I tried the town clerk for permission to work the town and he told me that on sales day the town did not charge anything for farm products or o. m., but \$2 for all other merchandise. Then walked in some wise guy who thought he knew the business from A to Z and asked for permission to pass out sample razor blades. The clerk asked him if he intended to sell anything. His answer was in the negative. So he got his okeh and went to the sales barn and worked outside and jammed the town to a fare-thee-well. As a result the barn

and town are closed, not only to members of pitchdom but even to the farmers, who previously worked there free for 20 years. Now they are forced to pay \$20 a year. Pitchmen and jam men can say what they wish, but each time I go to a town and find it closed I never figure what closed it but who. This territory is still okeh if the people have the money. But just let the same happen in a few more towns as it did in Independence and we can skip Missouri. Haven't worked any of the Oklahoma spots yet but expect to get in action soon."

INSOBRIETY has no place in any business or profession, least of all Pitchdom.

RAY BOLZER . . . and Chief Little Fox worked med in Marion, Ind., recently, infos Bob Posey.

W. D. COOPER . . . still rambling along and collecting on the old leaf, squibs from Malone, Fla., that he met Brown and Blalock in Donaldsonville, Ga., and that they were doing okeh on the cow sheet.

1939—I will.

BOB VEHLING . . . ex-pitchman and leafie, is managing the Robert Treat Hotel in Newark, N. J., reports Senator Harris. Mrs. Vehling and her daughter are the hostesses. Many a jackpot is cut up every night when leafies and pitchmen congregate at the hotel, and Bob says he knows all the good spots.

CAPT. WILLIAMS . . . of corn punk fame, is reported working to good business on Market street, Newark, N. J.

FAMOUS LAST WORDS: "I formerly was one of the best pitch exponents in the business, but I'm a little short of funds now. Can you lend me a few bucks?"

STANLEY NALDRETT . . . of juicer fame, who concluded a successful stand in Woolworth's, Waco, Tex., last week, pens from San Antonio that he will work Joske Bros.' department store there until after the Christmas holidays. He adds that he worked a sidewalk spot in St. Louis recently to fair business.

H. L. (COUNT) HARRINGTON . . . has been working out of Richmond, Va., for three weeks with Col. (Red) Sanborn, boosting circulation for *The Progressive Farmer*.

PITCHMEN who enter commercial lines are generally successful. The pitch business is a great training ground, to say nothing of the fact that it is one of the greatest professions in the world in which to study human nature.

G. KENNEDY . . . squibs from Modesto, Calif., that he's heading for San Francisco to remain there for the rest of the year. He infos that Johnny Vogt is in Spokane and Dutch Hendricks and Herb Johnson in Sacramento, where Wild-Horse Macy is pitching to no takers. Davis, the jam man, and Chief Snake Oil are also pitching in Sacramento, according to Kennedy.

ART COX . . . has four ties stores in Toronto for the Christmas season.

DO YOU CREATE your own opportunities?

EDDIE (SHIFTY) LEWIS . . . pencils from Sanford, Fla.: "Here we are back in sunny Florida. Worked the State Fair at Macon, Ga., to good results. City reader there was \$2.50 per day. While there contacted my old partner and his wife, Mr. and Mrs. E. A. Pine, with whom we have again joined forces and are working Florida on our State soldiers' reader. Places we have been so far have been closed to non-veterans. Lake City, Fla., n. g.; Tallahassee, excellent; Orlando, excellent; Leesburg, fair. We are head-quartering at present in Sanford and business is fair but should pick up, as

THEY'RE NEW | **SPRING-O-MATIC,** | **THEY**
SELL | **PLUNGER VAC.** | **SELL**
PENS • PENCILS • COMBOS
INK GAUGE PENS.
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

New Catalog
Showing Fast-Selling Newest Items in Whitestone and Cameo Rings, Locketts, Crosses, Signet Rings and Jewelry for Engravers. Send \$2.00 for Samples.
OLYMPIC NOVELTY COMPANY
307 5TH AVE. NEW YORK

SELL . . . ACE RAZOR BLADES
Single, Double Edge. Snappy packages. **FREE SAMPLES**
LOWEST FACTORY PRICES. Free Delivery.
ACE BLADE CO. 60 N. Division, Dept. 118, BUFFALO, N. Y.

BETTER PLUNGERS
ASS'D PEN, Mfrs., 187 Lafayette, N. Y. C.
3 Assorted Samples Postpaid 50c
PER GROSS \$1.18

ELGIN & WALTHAM WRIST WATCHES \$2.95
In New Cases,
Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.
H. SPARBER & CO. St. Louis, Mo.
108 North 7th Street.

UNDERWOOD PLUNGERS—Special \$18.00 PER GRO.
PENS • PENCILS • COMBOS
Buy Direct From Manufacturer.
GRODIN PEN CO., 693 Broadway, New York City.

Big Profits!
Own your own business, stamping Key Checks, Social Security Tags, Name Plates. Sample, with name and address, 25 cents.
HART MFG. CO. 311 Degraw Street, Brooklyn, New York.
We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.

SOUTHERN PEN CO. Manufacturers Since 1913.
16 N. Union St., Dept. "X", Petersburg, Va.
Send \$2.00 for Samples. Prompt Shipments.

Every \$1.00 Gets you \$5.00
Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects Homes are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distra, write for low gro. prices. Best season ahead. Sample 10c.
GOODRICH, 1500 West Madison, Chicago, Dept. BG-12.

DREXEL BLADES
Buy Direct From the Manufacturers.
20 Million DREXELS Sold in 1937.
50 Million Will Be Sold in 1938.
Send 10c for Samples.
REGENT MFG. CO. NEW YORK CITY.
134 W. 32d Street.

MEDICINE MEN
Write today for new catalogue of Tonics, Oil, Salve, Scap., Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, Ohio.

Veterans Wake Up!
Note removal to larger quarters. Old-timers are back in line selling our Veterans' Joke Books, Magazines—2c to 5c. Sell 10c to 25c. Other seasonal features, Holiday Flashers, Patriotic Calendars, Welcome Cards, etc. 2c to 5c. Send 10c for Samples. **VETERANS' SERVICE MAGAZINE,** 169 Duane St., New York City.

SOCIAL SECURITY Machines and Plates
Our Tried, Proved Portable Machine, Stamping Names and Numbers. No Skill Required Over 200 Sold at \$65. Now \$52.50 Weight, 14 Lbs.
Hand Stamping Outfit, patented, plate holder, spacer. \$19.95
24-Gauge Flahow Brass Social Security Plates, polished front, back. Ea. 5c
1,000 Lots, \$45.
Double Fold, Metal Edge Leatherette Cases . . . 3c
Leatherette Cover . . . 1/2c
Salesmen, Agents, Operators write for Special Introductory Deal. Complete samples, details 10c. Terms: 25% cash deposit with order. Bal. C. O. D., F. O. B., N. Y. C.
INQUIRE ABOUT NEW PLATES! CATHOLIC • GENERAL IDENTIFICATION • DOG PLATES.
SOCIAL IDENTIFICATION CO. 1560 BROADWAY NEW YORK CITY

ELGIN — WALTHAM & HAMPDEN WATCHES \$1.75 UP
In New Chromium Cases, all sizes. Satisfaction guaranteed or money refunded.
5 USED RUNNING POCKET AND WRIST WATCHES
American and Swiss. Our Assortment at the Special Price of . . . \$7.50
B. LOWE Room 1208, Kesner Bldg., Chicago, Ill.

Get My Low Down Price on "Air Mail" Pens . . . Also New Prices on Bankers and Pitch Packages.

JAS. KELLEY, The Fountain Pen King. 487 B'way, N. Y. CHICAGO, 180 W. Adams St.

FUR COATS \$11.50
Guaranteed Non-rip Genuine Fur Coats. \$2.00 Deposit, Balance C. O. D. Money refunded within 3 days if not satisfied. Real flash for salesboards, bingo operators, agents, salesmen or storekeepers. Other Coats from \$8.00.
WAYNE FUR CO. 8761 Linwood Ave., Detroit.

NEW \$18.50 Gro. PLUNGERS LOWEST PRICE EVER!

Ink Gauge tells when to refill. Modernistic Band—Extra Top Band. Beautiful Variegated Colors. Complete Sample Line 50c.
JACKWIN PEN 50 W. 28th St., New York, N. Y.

AGENTS! — SALESMEN! — STOREKEEPERS!
MAKE SOME QUICK EASY PROFITS!
SPICY COMIC XMAS GREETING CARDS
20 New Thrillers that please and bring plenty repeat sales, not the usual junk, but real Xmas Cards well printed in two colors on white cards, with good grade Envelopes to match. Sells fast at 10c, allowing up to 8c profit. Get busy and get your share of the Xmas Trade. Wholesale Price, 20 Samples. . \$ 1.00
100 Cards with Envelopes 2.50
500 Cards with Envelopes 10.00
1000 Cards with Envelopes 18.00
Hot, Peppy, Flashy designs that will make a dead man laugh.
COMIC SHOP, 2483F Kensington Avenue, Philadelphia, Pa.

XMAS TOYS MECHANICAL ITEMS

Everyone a Fast Seller
and Specially Priced
For Streetmen



- Monkey w / Comb & Mirror. Doz. \$1.75; Gr. \$21.00
- Monkey w / Tipping Hat and Flower. Doz. \$1.75; Gr. \$21.00
- Large Mechanical Walking Dog. New. Walks on 4 legs, wags its head and holds shoe in its mouth. Doz. \$2.50; Gross \$30.00
- Regulation OU Scotty, In Blue Box. Doz. \$1.50; Gross \$18.00
- Hiking Bear, New Item. Doz. \$1.80; Gr. \$21.00
- Dog & Shoe, Large size. Doz. \$1.75; Gr. \$19.50
- Large Dancing Couple. Doz. \$1.65; Gr. \$18.00
- Tumbling Peter—Large Size (Clown). Doz. \$1.65; Gross \$18.00
- Small Walking Donkey... Doz. \$1.00; Gro. \$10.80
- Boy on Sled... Doz. 2.00; Gro. 22.50

- SPECIAL CLOSEOUTS (While They Last)**
- Small Cat & Shoe... Gross \$ 6.75
 - Small Dog & Shoe... Gross 6.75
 - Walking Dog w / Bone (Special)... Gross 15.00
 - Mech. Clown & Donkey... Gross 18.00
 - Mech. Donkey, Large... Gross 16.50
 - Mech. Bull, Large... Gross 16.50
 - Large Kongo... Gross 17.00
 - Dancing Couple (Sailor), Small Size... Gross 8.00
 - Large Loop-the-Loop Airplane... Gross 24.00
(Last Year's 50c Number.)

Send \$2 for Set of 12 Samples.
Remit 1-3 Deposit with Orders.
Balance C. O. D.

EPSTEIN NOV. CO.

116 PARK ROW, NEW YORK, N. Y.

Fastest Seller on the Market A SMASH HIT

EVERY PERSON A PROSPECT YOU MAKE 100% PROFIT

Dip a pen into the Amazing Chemical ROTEX PROCESS INK and watch the GOLDEN MAGIC transform your personal writing into \$5 to \$25 Daily Earnings! It's new! Clean up at once! No sales resistance! ROTEX engraves your personal handwriting right before your very eyes! Lettering is instantly transformed into RAISED GOLD DESIGN. Inexpensive! Easy to use! Here is a product that truly SELLS ON SIGHT! Over 100 uses; such as Xmas, New Year Greeting Cards, Gifts, Bridge Favors, Signatures, etc. All Year Round Item! SELLS FOR 25c a package. Send 25c for TWO Trial Regular Packages, Gold and Silver. This is REFUNDABLE with DOZEN PACKAGES, \$1.50. (Choice Gold or Silver.)

MAKE UP TO \$25 daily

UNION SPECIALTY CO. 1775-B BROADWAY NEW YORK CITY

BRILLIANT TINSEL XMAS SIGNS AGENTS WANTED

Buy Direct from Mfr. Tinsel will not come off. Size 11x14". Retail 25c.
Each 4 1/4c In 100 Lots
FREE WALLET and KEY CASE WITH EVERY 100 SIGNS.
50% Deposit With Order.
LIBERTY SALES CO.
Dept. LA, 24 East 21st St., New York City.

Leaders for PITCHMEN & DEMONSTRATORS! COMBINATION SHARPENER, GLASS CUTTER AND BOTTLE OPENER.

One of the fastest selling demonstrators on the market! Get our rock bottom prices!
"10 in 1"
KITCHEN TOOL
A fast selling kitchen utensil of many uses! Instruction Sheet supplied with each tool. Don't pass this up—get our prices!
Send for Free Copy of our General Catalog!

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

ELGIN & WALTHAM REBUILT WATCHES \$1.75
7 Jewel, 19 Size, In 8. H. Engraved Cases, at
Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.
113 N. Broadway, St. Louis, Mo.

End your correspondence to advertisers by mentioning The Billboard.

the celery crop outlook is the best in years. We're working polish and framing our stand with Christmas specialties. After the holidays will go back to polish and will work Miami for the rest of the winter."

FLORIDA SHEET NOTES . . .
as reported by Charles Skully from Tampa: "The weather is hot, skies clear, business a little rough and papermen are on every highway. The air show at Miami was well represented by the boys on the leaf. H. M. Johnson, Tex Dabney, Jake Croft, Jack Rose, Walter Stoeffel, Bob Lane, N. C. Smith, Pappie Graham, Jimmy Selene, Singleton McMicheals did well with their aviation magazines in their booth there. Pipe in, Karl K. Kramer."

BUSINESS is what you make it, fellows, so go out and get it.

DALE AND LILLIAN SECHRIST . . .
pipe from Vona, Colo., that they have been following *The Billboard* for some time but have never seen any pipes from "Four-for-a-Dime" galleries. "Seems to us that this would be a good place for strips to meet," they say. "As it's getting winter here, we are heading for Texas and the South. We've made good, tho, in Eastern Colorado. Hope we see more photo pipes soon."

MARTHA AND GEORGE BARRY . . .
have taken over a restaurant and 10 tourists cabins on St. Louis street in Springfield, Mo. Martha has quit the road for a while, but George is still making sales around Springfield at Saturday spots. Ava., Mo., is reported a good Saturday spot, with a \$1.25 per day reader, Martha and George report. Carthage, Mo., is free on o. m. but is not so good. Lebanon, Mo., is a good Saturday spot and is free on your o. m. If one can find a doorway and a good Saturday sale he can work for \$1.50. West Plains, Mo., is reported to be good on Monday, with a \$5 reader per day, but the Barrys say they were justified to pay it for three successive weeks. Martha and George would like to read pipes from Tommy Adkins and wife; Bill English, Jack Joyce and Bob Posey.

PITCHMEN'S SAYINGS: "It's the only comb known to stand the pounding of a hammer and the sawing of wood!" Matt Brennan, of comb fame.

AL DECKER . . .
now in Monroe, La., says he has found business okeh there. Since finishing the fairs he worked thru the cotton country in Arkansas and says it was better by far than he expected. In Memphis he worked the Beale street lot with Doc Roberts to a few fair days. In Little Rock, Ark., he found Doc Fay, Doc Cal Hicks, Doc Leon Streets and Snake King, all of whom were doing fine.

JACK YOUNG . . .
is reported to be putting out plenty of transferine in Monroe, La.

ARE YOU specialty workers on your toes?
There are only two more weeks—after this one—to go before Christmas.

MIGNON LAIRD . . .
charming daughter of the well-known med pitchman, Doc H. G. Laird, and an accomplished harpist, is playing dates in and around New York. Mrs. H. G. Laird and Mignon were recent visitors to the New York office of *The Billboard*. They are residents of the big town.

AMONG THE PITCH LADS . . .
working in Muskogee, Okla., are Doc Hicks, Calzona herbs; Doc Billy Beam, at home there; Doc Preston, Prestonia in drug stores; Frank Johnston, solder and glass cutters; Jake Branholtz, Doc Chief Red Fox; Ray Jiles, of sheet fame, is on a milk wagon, getting a few scores; Herbert Heath and wife, working oil on the lot, and Doc Victor Lund, working Victor's Mineral.

MORE AND MORE of the oldtimers are beginning to pipe in again. That's swell, fellows; but keep 'em rolling in.

EDDIE AND LUEZ GAILLARD . . .
(Lucille Roberts) pipe from Suva in the Fiji Islands: "After reading the Pipes column each week for six years and seeing occasional mention of record jumps, we believe we are qualified to claim something of a record. Our last pitch was at the Richmond (Va.) State Fair the last of September and our next was here, a jump of 8,000 miles. We made the Milwaukee, Indianapolis and Louisville fairs this summer, as well as two months' work at Cedar Point, O., with our horoscope

**AMERICA'S GREATEST LOW-PRICED
ELECTRIC DRY SHAVER**

75¢ ea.
in gross lots

80¢ ea.
in doz. lots

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- XMAS MECHANICAL TOYS**
All Our Toys Are Guaranteed Quality.
Same Day Shipments.
- No. 2309 Hiking Teddy Bear... Doz. \$1.90; Gr. \$21.60
 - No. 2310 Genuine Blue Box O. U. Dog... Doz. 1.65; Gr. 19.50
 - No. 2301 Happy Scotty O. U. Dog... Doz. 1.50; Gr. 16.80
 - No. 2307 Monkey with Comb & Mirror... Doz. 1.80; Gr. 21.00
 - No. 2306 Balking Donkey with Fly... Doz. 1.70; Gr. 19.50
 - No. 2304 Dancing Couple... Doz. .70; Gr. 8.00
 - No. 2889 Two Boxers in Fight Action... Doz. .80; Gr. 9.00
 - No. 1950 Boy on Trapeze, Giant Size... Doz. 1.35; Gr. 15.00
 - No. 2303 Cowboy on Horse with Lariat... Doz. 1.20; Gr. 13.50

FREE ILLUSTRATED CIRCULAR ON REQUEST.
Mail \$1.00 for All Above Samples.
1/3 Deposit All Orders, Balance C. O. D.

JOKE BEER and JOKE WHISKEY
Reg. U. S. Patent No. 2,140,327

M100 8-Oz. Joke Beer Glass | M300 Joke Whiskey Glass
M200 4-Oz. Joke Beer Glass | M400 Large Joke Beer Mug.
M500 Small Novelty Beer Mug.

Quotations and Circular on Request. Mail \$1.00 for Samples
Prepaid. Jobbers Write for Prices. Salesmen Territories Open.

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IF I Send YOU THIS FINE SUIT

Will You Wear It and Show It to Friends? I need a reliable man in your town to wear a fine, made-to-measure, all-wool DEMONSTRATING SUIT — advertise my famous Union clothing — and take orders. You can make up to \$12.00 in a day. My line contains over 150 quality woollens, all sensational values, guaranteed. You need no experience or money. I supply everything required, FREE of extra cost. Write me today for FREE details.

H. J. GRAVES, STONEFIELD CORP., 1300 W. Harrison St., Dept. M-717, Chicago, Ill.

ROADMAN'S MONEY MAKERS MANUAL

ROADMAN'S GUIDE
PRICE \$1.00

GLOBE SALES CO. MEMPHIS, TENN.

A HELPING HAND FOR THE UNEMPLOYED! The Roadman's Guide or Money-Makers' Manual. A valuable book of information for men and women who wish to enter the highly lucrative amusement business. Teaches you to successfully operate a medicine and mail order business; with scores of valuable secret processes and formulas. Plans and ideas that enable you to make money quickly and honestly. Do you want employment? Do you want to engage in a paying business and be your own boss? Then don't work for salary and wages all your life. It is the greatest book of practical money making plans ever printed. It may make you independent. Postpaid \$1.00 or a postcard for detailed contents.
GLOBE SALES CO., Box 547, MEMPHIS, TENN.

AGENTS—DEALERS—JOBBER

New Walking Penguin

ALSO ELEPHANT MAMMY
No Springs. No Winding. Animated—Realistic.
Doz. Asst'd., \$2.25 Postpaid \$22.50
1/4 Cash With Order.—Gross
New Walking Santa Claus, Dozen \$3.00

SAMUEL AUERBACH, Inc.,
353 Fifth Ave., New York City.

NEW SOCIAL SECURITY PLATES
Triple your business and profits by using these Special Plates! Will sell like wild fire. Order a free sample today!

Key Tags and Chains—Special Plates of All Kinds—Engraving.

UNIVERSAL SALES CORP.
407 S. Dearborn St., Chicago, Ill.

CHRISTMAS CARDS

We are offering an assortment of Christmas Cards and Envelopes. They are attractive and modern in design. They come 21 in a box to sell for \$1.00. To prove the tremendous money making possibilities of these cards we are offering a sample box of 21 Christmas Cards and Envelopes for 25c. Wholesale price 6 boxes for \$1.00. 20 boxes for \$3.00. Shipment made same day received. Send cash, stamps or money order.

MAJESTIC NOVELTY CO.,
Dept. B.B., 248 Fifth Ave., New York City.

SALESMEN—AGENTS—PEDDLERS
To Sell Men's New Style
RAINCOATS
Grey or Brown Herringbone Tweeds, suitable for Raincoat or Topcoat. Big seller.
OTHER MODELS AVAILABLE.
Scmpole Coat, \$2.40—In Doz. Lots, \$21.50.

15% Deposit With Order, Bal. C. O. D.
Sharkey Raincoat Co., DETROIT, MICH.

SPECIALS TO REDUCE STOCKS ON HAND AND OTHER FAST SELLERS

- RAZOR BLADES, 5 to the package, Cellophane Wrapped, 1,000 BLADES \$2.50
- SHAVING CREAM, Large Size, Lithographed Box, GROSS 4.20
- SHAVING SOAP, Each in Attractive Individual Box, Extra Fine Quality, GROSS 1.80
- STYPTIC PENCILS, Large Size, Attractively Labeled, GROSS .50
- 7 CAKE SOAP ASSORTMENT, in Attractive Box, EACH BOX .10
- FACE POWDER, Assorted Shades, Exceptional Value, DOZ. BOXES .42
- HOSIERY, PERFUME and POWDER DEAL, Fast Seller, COMPLETE DEAL .20
- PERFUME, FACE POWDER and PEARL COMBINATION. We never sold as good a combination (50c Value), EACH, complete. .07
- PERFUME, Assorted Odors, Individually Boxed, and also Cellophane Wrapped, Extra Special, GROSS ASSORTED 4.50
- LOTIONS and CREAMS, Assorted, Attractively Labeled, Superior to Others, GROSS 5.76
- MERCHANDISE for Sideline Salesman, guaranteed 3 to the box, GROSS 1.40
- RAZOR BLADE BALL SHARPENERS, Good Buy, GROSS 2.80
- WORLD'S FAIR NEEDLE BOOK, Giant \$1 Value, 100 BOOKS, 4.50
- SAFETY PINS, 12 to a Card, Assorted Sizes, Fine Grade, GROSS 1.44
- BOBBIE HAIR PINS, 25 on Card, Special Value, DOZEN CARDS .23
- POCKET COMBS, American Made with Tempered Steel Clip, GROSS 3.25
- SHOE LACES, American Made, Paired, Banded, Boxed, GROSS .32
- WATER PISTOLS, Individually Boxed, Regular 10c Seller, GROSS 2.88
- TRICK FOUNTAIN PENS, Assorted Distinctive Colors, When cap is removed snake jumps out, GROSS, COMPLETE 4.20
- BRIDGE CARDS, Individually Boxed, Close-out, EACH .07
- ANIMAL ORNAMENTS, Celluloid, 3 Styles, Here is a Real Big Bargain, GROSS 90c, \$1.20, 2.50
- MEN'S 50c WALLETS, 1.50
- DOZEN CIGARETTE EJECTORS, Enamel Finish, 50c Value, Special, EACH .15
- PIPES, Briarlike with Cleaners, 1 Doz. to an Attractive Card, DOZ. MEN'S HOSIERY, First Quality, Fancy Plated, High-Spliced Heel, Double Sole, DOZEN 1.10
- MEN'S TIES, Good Patterns, Special, Dozen .60
- RING and NECKLACE SETS, Fast \$1 Retailer, Attractive Display Box, EACH COMPLETE .35
- BUY AMERICAN AUTO PLATES, Special, EACH .02
- CHRISTMAS FOLDERS, Etchings, Prints, Embossings, Beautiful Colors, Box of 10 Folders with Envelopes, BOX .06
- CHRISTMAS FOLDERS, Greatest Value in Boxed Assortments, Each Folder with Envelope, 21 Sets to a Box, BOX .14
- FOUNTAIN PEN and PENCIL Set, Individually Boxed, High Quality with Durlum Point, Gilt Tipped, Attractive Metal Band and Clip, Greatest Buy on Sets on the Market, Special Price while stock of 5000 Sets last. (Doz. Lots), EACH SET .25

ELECTRIC SHAVERS, .80
Combines Quality and Performance. Compare with the Best Electric Shaver on the Market, \$15 Style (Doz. Lots), Each.

4-IN-1 WONDER ELECTRIC SHAVERS, .35
Shaver, Massager, Vibrator, a Health Item for the Entire Family. Guaranteed for One Year. Complete Sample Outfit.

CAMERA, 1.20
Candid Type, 16 Pictures from Roll of Films, in Attractive Box, A Good Buy, EACH.

SALESBOARD SPECIAL, 1,000
Holds Cigarette, Candy, Cigar, Gasoline, Novelty or Plain Heading Boards, Big Variety, Your Choice, EACH .45
Sample Orders Gladly Filled Upon Full Payment, Plus Postage.
Deposit of 25% With All C. O. D. Orders.
Send ALL ORDERS to NEW YORK ONLY.

MILLS SALES CO.
Our Only Mailing Address: 901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

OPERATORS ATTENTION!
We have the Powder Package the big operators are using to get the money. Beautiful large white box. White Gardena Powder, cellophane package. A real flash—a real value. \$9.00 per gross. Sample postpaid 25c. Rush your order today. Immediate shipment any quantity. Half deposit with order.

UNIVERSAL LABORATORIES
DALLAS, TEXAS.

MAKE MONEY QUICK
WITH STARR PENS... THAT "CLICK"
Starr Pens and Pencils are irresistible values. Sell them and see your profits grow. More than 60 styles... every one an outstanding leader. Write for new Reduced Price List and our attractive 1938 offers.

STARR PEN CO.
300 W. ADAMS, CHICAGO.

ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH RESULTS

act. Would appreciate hearing from Ray Dibley, known to almost every coil worker and now in Australia. The biggest surprise we have had was when we walked into a restaurant in Hawaii and saw George Keyes. George had just arrived from Manila, where he was doing a sharpshooting act with the Fernandez Show. Scale men and mentalists might be interested in the fact that these items are cleaning up in the islands. We only had an hour to cut it up. We had a good season, for which we thank Mickey and Irene Horrigan (the Martinellas) for their co-operation and assistance that put us off to a flying start and wound us up with a contract with a three-year world tour ahead of us with the Great Nicola, magician."

DR. J. A. SPEAGLE . . . writes that conditions in North Carolina have not been up to previous years, but that he has no right to complain. "When I talk to people who have worked other States," pencils the Doc, "I pat myself on the back for remaining in North Carolina. I am still out with my platform show. The other day my platform and lot were covered with a six-inch snow. It stopped snowing about 5 p.m. and we cleared the snow in time for showing that night." Speagle says the latest addition to his collection of diamonds is a horseshoe tiepin of perfectly matched blue-white diamonds. The law has tightened in North Carolina, Speagle reports, and several of the boys have got into trouble over working medicine of their o. m. Doc visited his old friend Doc Wheatley in Mullins, S. C., recently, and he also recently ran across Rusty Lee with a brand-new tent show.

LET'S HAVE more pipes from the fellows working the big towns such as New York, Los Angeles, Chicago, Pittsburgh, San Francisco, etc. You'd be surprised at the little time it takes to pen a pipe.

DOC HOMER ANDERSON . . . reports from Muskogee, Okla., that he and Merl Webber are working Mar-o-Vell and doing well. The reader is reasonable and s. r. and o. m. are okeh, he pipes. Doo says he has a new Pontiac.

JOLLY BERT STEVENS . . . well-known med-show comedian, pipes that he is producing and presenting his music bits and blackface comedy with Charlie Monroe and Boys, radio show working out of Roanoke, Va.

JACK DARE . . . writing from Camilla, Ga., says: "I am traveling thru Georgia with 'Cocky' Lyman and wife, Margaret. I'm not a regular pitcher but do it as a side line. My Canadian discharge papers and my U. S. Marine Corps papers get me by in some places, but in others a license is demanded. I make kitchen wonders on a machine and make lamp chimney holders in some places and take photographs in others. So far it has been pretty tough in Georgia. A dollar a day—and more in most towns—is charged and then the police want you to work on a side street out of the money. In Rome, Ga., Lyman, who works glass cutters and knife sharpeners, and myself did fair for a week. In Albany \$2.50 per day is charged and you can work only in a thru alley out of the money; while over in Sylvester the charge is \$1 per day, but everyone is broke. Natives there blame the Wage and Hour Law for the closing of plants and shops. 'Cocky' is dicking with several outfits for a large tent, as he wants to open another med show in the spring. Haven't met many pitchers lately."

GENE FREDETTE . . . and Ken Green, working magic, arrived in San Francisco November 10, where they met Dude Murphy, Mary Ragan, Tom Barrett and Roy Hurtz. Gene and Ken say they're all working but none is getting folding money. San Francisco, they report, is in bad shape due to the fact that men there have been on strike. They feel that the Golden Gate Exposition is not going to be so hot and say one can work on private property, but try to get it. Oakland, they inform, is just as bad. They have found Denver to be the best spot, as there are lots of parking lots and good buyers; also, there is no reader on private property. Pitchmen should not pass up Denver, according to them. Gene Fredette would like to read pipes from his brother Art, Ralph Pratt and Carl and Eva Henon.

THE FELLOW who wants to get along and build for the future on small investments usually finds the portals of Pitchdom the answer to his dreams.

JACK (BOTTLES) STOVER . . . offers this little ditty for Christmas time: Holiday business is again making its rounds for all the sheeties in villages and towns; Santa will soon be here with all his good things and toys for little girls and boys, so sharpen up your pencils and get out your pads—pens for the youngsters and pokes for the dads; or give them a map, razor or knife, or a needlebook to take home to the sweet little wife. Be there handy when he first hits the street and duke him gently as you hand him the receipt. Thank him kindly as he ups the umpty nine, and here's hoping we all get plenty by the good ole Christmas time.

LEONARD ROSEN . . . is reported working in Omaha.

Events for 2 Weeks

- (Dec. 5-10)
 - COLO.—Denver. Auto Show, 5-10.
 - CONN.—Norwich. Poultry Show, 7-9.
 - Danbury. Poultry Show, 9-11.
 - FLA.—Port St. Joe. Centennial Celebration, 7-10.
 - ILL.—Morton. Legion Indoor Carnival, 9-10.
 - IA.—State Center. Corn & Colt Show, 6-8.
 - KAN.—Minneapolis. Poultry Show, 7-10.
 - MASS.—Boston. Boston's Own Ford's Fair, 5-11.
 - Boston. Hobby Show, 5-10.
 - Springfield. Poultry Show, 8-10.
 - MICH.—Grand Rapids. Apple Show, 6-8.
 - MINN.—Pipestone. Poultry Show, 7-10.
 - N. C.—Edenton. Firemen's Festival, 5-11.
 - N. J.—Newark. Dog Show, 10.
 - N. Y.—Bronx. Dog Show, 11.
 - New York. Winter Sports Show, 6-10.
 - OK.—Dover. Industrial & Home Expo., 5-7.
 - OCLA.—Altus. Poultry Show, 6-10.
 - R. I.—Providence. Poultry Show, 9-11.
 - S. C.—Columbia. Charity Bazaar, 8-10.
 - TENN.—Nashville. Fat Cattle Show, 7-9.
 - TEX.—Weslaco. Birthday Celebration, 10.
- (Dec. 12-17)
- ALA.—Dothan. Shrine Circus, 15-18.
 - CONN.—Willimantic. Poultry Show, 14-17.
 - ILL.—Chicago. Coin Machine Show, 12-15.
 - ME.—Portland. Poultry Show, 16-18.
 - MICH.—Detroit. Jr. Live-Stock Show, 13-15.
 - MO.—Kansas City. Poultry Show, 15-20.
 - N. D.—Minot. Poultry Show, 13-17.
 - OKLA.—Muskogee. Poultry Show, 14-18.
 - PA.—Meadville. Bazaar, 14-16.

EDITOR COMPLAINS

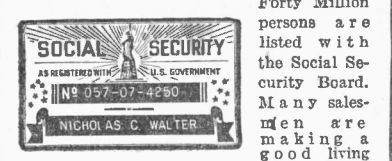
(Continued from page 34)

Barnum & Bailey features, in Shreveport the night of October 20 that I feel it my duty as a newspaper editor and as one newspaper man to another to write this letter for publication in *The Billboard*. I notified some of my neighbors in editorial offices in cities to be visited following the Shreveport engagement and have been thanked for the information. Several members of my staff and my immediate family were treated contemptibly at the circus tent. Altho they had tickets for reserved seats and arrived at the circus about half an hour before opening time they were told that the tickets were no good. A member of my own family was run around in a circle, and finally when she located the one to whom she was directed and was informed that there were no reservations, she tried to explain that the circus agent had presented the reserved tickets as a courtesy to me as editor, but he turned away abruptly, remarking: "Sister, don't try to talk politics." She was given no opportunity to mention that she was the wife of a newspaper editor, especially invited.

But my family was not the only one treated without consideration. Our advertising manager, upon presenting his courtesy tickets, was notified there were no reserved seats. A member of my staff was with him. The circus spokesman, when told the tickets had been given to *The Journal*, remarked that the circus did not care about newspapers, etc. Another staff member to whom I gave a note addressed to the circus agent who visited my office that very day and especially suggested that I send a note for any special courtesy was ignored. That was the only note I sent and I sent it because the staffman had one reserved and one unreserved seat ticket and I wanted him to have two reservations. Had it not been for the special urge by the agent visiting my office I would not have sent the note.

I have interviewed a number of persons who had tickets for reserved seats and who were mistreated at the circus tent. Before 8 o'clock, the hour mentioned on the tickets as the dead line for holding reserved seats, somebody in the window with a sign to go there to pay shouted repeatedly that it was too late to get reserved seats. Upon entering the circus tent some of these mistreated ticket holders saw lots of unoccupied reserved seats.

SOCIAL SECURITY PLATES



Forty Million persons are listed with the Social Security Board. Many salesmen are making a good living selling Social Security Plates. We have two selling plans.

PLAN NUMBER 1
We have handsome 24-Gauge Richlow Brass Social Security plates polished on both sides, stamped with your customer's name and number, in double-fold leatherette cases with gold effect metal corners. They can easily be sold for 25c or 35c each.
Our Price to You is 20c Each.

PLAN NUMBER 2
If you want to make them up yourself we can sell you a stamping outfit for lettering plates that consists of a complete set of dies, including numbers and letters, a gauge for holding plate and a hammer.
Complete Set for \$6.95.

- 24-Gauge Richlow Brass Social Security Plates, polished on both sides:
 - 50 for \$ 2.50
 - 100 for 4.75
 - 1,000 for 42.00
- Double-Fold Leatherette Cases with Metal Corners:
- 50 for \$ 1.75
 - 100 for 3.00
 - 1,000 for 28.00
- SAMPLES AND DETAILS 10c.**
- RELIABLE SALES CO.**
Dept. BB, 6 West 28th St., New York City

On the night of the circus the Royal American Shows, which played the Louisiana State Fair here, gave a free performance of their main acts and quite a large crowd attended this show, as many persons resented the circus coming here just two days before the State fair opening.

Our newspaper gave the circus generous publicity—more than the value of the courtesy tickets. It was entitled to consideration. Certainly not the treatment it received.

If a ticket for a reserved seat is issued to a newspaper for publicity or other courtesies that ticket should be protected just the same as if the holder had purchased the ticket.

DOLPH FRANTZ, Managing Editor, *Shreveport Journal*.

CORRAL

(Continued from page 34)

Asbury Schell, Dick Robbins, Marion Vincent, Allen Jesperson, Second day, M. W. Del Re, Clay Carr, Al Skelton, Led Englesman, John Rhodes, Tom Rhodes, Bill McFarlane, Dick Robbins, Finals, Al Skelton, Led Englesman, Marion Vincent, Allan Jesperson, M. W. Del Re, Clay Carr, Charles Jones, Pete Grubb.

UNDER THE MARQUEE

(Continued from page 34)

dlesboro, Ky.; C. Boyd, Memphis, Tenn.; M. Kitzman and F. Kitzman and wife, Fort Lauderdale, Fla.; L. R. Willis, Eugene, Ore.; James Meaney, Mobile, Ala.; Gale McGath, Columbus, O.

AERIAL ORTONS, after closing with the United Indoor Circus at Joliet, Ill., November 23, returned to their home at Adel, Ia., and stored their trailer and part of equipment. After a brief visit, they drove to Robinson, N. D., to be with their children for the holidays. Their oldest daughter, Norma, who was a feature on ladder with Russell Bros.' Circus, is attending her first year of school. Is staying with her grandparents. The Ortons had a successful 31-week season. They open for Orrin Davenport in Chicago and are engaged for remainder of his dates.

DON LaVOLA, who played dates in Alaska, writes: I was one of the first imported acts in Alaska from the States, playing fairs which had been operating for 16 years but always using home talent. Found natives who had never before seen a wire act. Had the pleasure of reading *The Billboard*, which I found on the news stands.

DURING the outdoor showmen's convention in Chicago last week there were a number of circus people in evidence. Art and Antoinette Concello were in to complete plans for the five acts they will have with Orrin Davenport's Shrine Circus at the International Auditorium. Bert Doss, former flyer, was in from Bloomington, where he conducts the Circus Club. Others noticed in the Sherman lobby were Harry Bert, Babe Boudinot, Edna Curtis, Orrin Davenport, C. W. Finney, L. B. Greenhaw, R. C. Hawn, Al Humke, Frank Miller, Ray Thompson, Eddie Vaughan, W. B. Naylor, R. M. Harvey and Al C. Beck.

Who Is Your Favorite Outdoor Performer?

Balloting by Readers Will Try To Settle Age-Old Question of Performer Pre-Eminence

Medals, certificates of award, purses, plaques, trophies and what not else are given annually in practically every field of human endeavor, especially the arts and important branches of the show business such as the theater and movies, yet the so-called outdoor or novelty artist has been ignored. Perhaps the reason is that no one has thought about it, or, if he has, has kept it a dark secret or has found himself without facilities to administer the task.

This column is being inaugurated to help fill that void in the open-air or novelty performing field. The one de-

weekly in this section beginning with the first issue in January, but ballots may be obtained now by writing to

Performer Contest Editor
The Billboard
1564 Broadway
New York, N. Y.

Prospective voters must make their requests for ballots thru the mail, not in person.

The following is the general scope of the contest as decided upon by *The Billboard* editors:

"To the men and women of the world

MR. SHOWMAN:

Your copy of our Big 1939 Catalog will be ready for mailing about December 15th. Send us the name of your organization, together with permanent address, so you will be sure to receive a copy.

THE FAIR PUBLISHING HOUSE, New London, Ohio

A COMPLETE LINE OF SUPPLIES FOR CARNIVALS, FAIRS AND CELEBRATIONS.

KEY WEST PARK

TROMBO ISLAND, KEY WEST, FLORIDA

Will open New Year's Eve on the only lot in Key West with free parking facilities for 3,000 cars. This park is surrounded with palm trees and free picnic benches are being installed. COME AND SEE FOR YOURSELF! Can place organized Minstrel with band. Will furnish complete outfit for same if necessary. Also place up-to-date Cook House and 10c Grind Concessions. Good opening for Kiddie Auto Ride and Rolo-plane. All other Rides already booked. Bill Morgan, sound truck man, get in touch with me immediately. Can also place Ro-to or any up-to-date Fun House. No time to lose. Write or wire immediately.

E. H. PHLBERT, KEY WEST PARK, KEY WEST, FLORIDA.

that the Johnny J. Jones Exposition and World of Mirth Shows have signed a memorandum agreement on the basic contract of the union, leaving out consideration of wages and hours angle, which will be taken up soon with Elmer

GREATER U. S. and DAILEY BROS. COMBINED SHOWS

WANT for 1939 Sensational Free Acts. Price must be right for entire season. Now contracting Shows, Rides and Concessions. Fair and Celebration Committees contact us; we furnish good Rides and keep them operating.
527 E. Main St., Shawnee, Okla.

FOR SALE FOR CASH

36-FT. 3 ABREAST ALLAN-HERSCHELL MERRY-GO-ROUND.

Price \$2,800.00, or will book in a good park.
M. J. DOOLAN,
342 W. 69th St. Chicago, Ill.

FOR SALE

Smith & Smith Chairplane, newly painted, with wooden Light Stringer, 126 Lights. First-class condition. Reason for selling, have two. Can be seen at Ft. Smith, Ark.
K. G. AMUSEMENT SHOWS, Ft. Smith, Ark.

I. B. DUNCAN

BANNER MAN PROMOTER,
If at liberty, write me at once. Important.
COLE ROBINSON

237 E. TENTH ST., ST. PAUL, MINN.

WANT MORE REVENUE for YOUR ORGANIZATION?

Read "BINGO BUSINESS"

A Column About Bingo in the **WHOLESALE MERCHANDISE Department**

THIS WEEK and EVERY WEEK

HASC Re-Elects Kline for 1939

KANSAS CITY, Mo., Dec. 5.—At the annual election of officers of the Heart of America Showmen's Club last night Abner K. Kline was re-elected president for a second term. Other officers selected were R. E. Haney, first vice-president; Mel Vaught, second vice-president; Art Brainerd, third vice-president; Harry Altshuler, treasurer, and G. C. McGinnis, secretary.

New members elected to the board of directors were H. L. Whitesell, J. W. Laughlin and J. C. McCaffery. J. F. Pennington was named warden.

President Kline will make all committee appointments.

John James Washburn Dies

CINCINNATI, Dec. 5.—John James Washburn, side-show boss canvasman of Cole Bros.' Circus, later with Robbins Bros.' Circus this season, died December 4 at Booth Hospital, Covington, Ky., following a week's illness. He also had been with Hagenbeck-Wallace and other shows.



AERIAL VIEW OF THE 300-ACRE LOS ANGELES COUNTY FAIRGROUNDS, Pomona, Calif., where the racing plant is a big feature and attractions programs have been credited with greatly increasing attendance annually in the last few years. The photo shows thousands of automobiles parked in different sections of the grounds.

parture from usual practice is that readers themselves will serve as judges.

The *Billboard* has worked out a ballot which will be mailed upon request. A full explanation is contained on each ballot. There is absolutely no obligation involved and no ifs, ands and buts. You just send in your ballot and forget about it, but there's only one ballot per voter and you must be in show business in some way, either direct or as a caterer, supplier, etc.

Every voter will be permitted a maximum of 10 choices and he or she is also allowed to classify acts. For example, aerial acts may be broken down according to function such as gymnastics, equilibristics, endurance and so on.

Performers themselves are ineligible to vote, but retired or ex-performers are eligible. No tangible award is planned at present, but, should reaction from the industry warrant it, *The Billboard* may decide, of its own violation, to put up a suitable certificate, trophy or other award.

Results of the balloting will appear



whose artistry is outstanding; whose work best exemplifies courage, grace, perfection and good sportsmanship, and reflects good character, soundness of mind and body, and models to American youth."

Two More Carnivals Sign Union Memo, Says Sander

CHICAGO, Dec. 3.—Paul Sander, outdoor show organizer for the American Federation of Actors, announced today

Andrews, of wages and hours division of the government.

Sander talked to a number of other carnival operators at the outdoor conventions, several of whom indicated they probably will sign a union agreement later.

Ralph Whitehead was in Chicago during the convention but met none of the carnival owners. He flew from Chicago to the West Coast, and on his return early in January he and Sander will meet with Andrews to discuss wages and hours.

Where Are You Wintering?

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

Title of Show

Kind of Show

Is it Flat-car, Baggage or Motorized?

Owner

Manager

Winter Quarters Address

.....

Office Address

.....

Opening date and stand for 1939 if definitely

set

ROUTES

(Continued from page 22)

- Leimomi (Lexington) NYC, h.
 Leonard, Harold (La Marquise) NYC, nc.
 Lerner, Max (Lyman's) Los Angeles, nc.
 Les Cristiani (International Casino) NYC, nc.
 Lesco, Lina (Casa Cubana) NYC, nc.
 Lester, Ted (Wivel) NYC, re.
 Lester, The Great (Butler's) NYC, nc.
 Lewis, Joe E. (Walton) Phila, h.
 Lewis, Dorothy (St. Regis) NYC, h.
 Lewis, Ted, & Orch. (Strand) NYC, t.
 Lewis, Hank (Matteoni's) Stockton, Calif., nc.
 Liberto & Owen (Village Casino) NYC, nc.
 Lillian & Mario (Netherland Plaza) Cincinnati, h.
 Lind, Della (Casa Manana) NYC, nc.
 Lindsay, Robert (Oetzen's) Brooklyn, N. Y., re.
 Lindy Hoppers, Three Pair (Paramount) NYC, t.
 Lines, Lita (Casa Cubana) NYC, nc.
 Little, Little Jack, & Band (Trianon) Chi, b.
 Little, Joe (Palm Gardens) Columbus, O., nc.
 Lloyd, Shirley (Yacht) NYC, nc.
 Logan, Ella (Versailles) NYC, nc.
 Lombardo, Guy, & Band (Roosevelt) NYC, h.
 Lonette Sisters (Delavan) Buffalo, nc.
 Long, Avon (Plantation) NYC, nc.
 Loomis, Maxine (Leon & Eddie's) NYC, nc.
 Loper & Barrat (Village Barn) NYC, nc.
 Lorraine, June (Pelham Heath) Bronx, NYC, ro.
 Los Aztecas (Yumuri) NYC, nc.
 Los Rancheros (Weylin) NYC, h.
 Los Marineros (Yumuri) NYC, nc.
 Los Calaveras (El Chico) NYC, nc.
 Lucas, Nick (Top Hat) Union City, N. J., nc.
 Lydia & Joresco (New Yorker) NYC, h.
 Lyman, Abe, & Band (Roosevelt) New Orleans, h.
 Lynn & Dearing (Jimmy Kelly's) NYC, nc.
- M**
 McCormack, Frank (Delavan) Buffalo, nc.
 McCoy, Clyde, & Band (Orph.) Wichita, Kan., t.
 McKim, Mae (Show Bar) Forest Hills, L. I., N. Y., nc.
 McLean, Ross (New Yorker) NYC, h.
 McMahon, Larry (Village Casino) NYC, nc.
 McNaughton, Virginia (Le Mirage) NYC, nc.
 Mack, Billy (Crisis) NYC, nc.
 Mackie & Paul (Boulevard Tavern) Elmhurst, L. I., nc.
 Madera, Nedra (Gaucho) NYC, nc.
 Madison, Rudy (Gay Nineties) NYC, nc.
 Mae, Edna (Leon & Eddie's) NYC, nc.
 Makarenko, Daniel (Rainbow Inn) NYC, re.
 Mangan, Hazel, Girls (Leon & Eddie's) NYC, nc.
 Manner, Jane (Le Mirage) NYC, re.
 Marble, Alice (Waldorf-Astoria) NYC, h.
 Marcellus Trio (Geo. Washington) Jacksonville, Fla., h.
 Maree, Lois (Colosimo's) Chi, nc.
 Margit (Tokay) NYC, re.
 Martin, Fjola (Chateau Moderne) NYC, nc.
 Marka (Piccadilly) NYC, h.
 Marlowe, Selma (Royale Frolles) Chi, nc.
 Marilyn & Michael (Radio City Rainbow Grill) NYC, nc.
 Marquita & Meece (Ringside Grill) Mansfield, O., nc.
 Marsh, Patti (Swing) NYC, nc.
 Martin, Claire (Essex House) NYC, h.
 Martini, Louis (Crisis) NYC, nc.
 Marvey, Gene (Warwick) NYC, h.
 Massey, Tom (Drake) Chi, h.
 Maurice & Cordoba (Plaza) NYC, h.
 May, Kathleen (Strand Cafe) Chi, re.
 Mayfields & Virginia (Bismarck) Chi, h.
 Maxine (Biltmore) NYC, h.
 Merrill Bros. & Sister (Royal Palm Club) Miami, nc.
 Merry Macs (Onyx) NYC, nc.
 Michon, Michel (Russian Kretchma) NYC, nc.
 Mignone (Oriental) Chi, t.
 Milan, Mary (La Salle) Chi, h.
 Miller, Beth (Roumanian Village) NYC, nc.
 Miller, Jo Ann (Drake) Chi, h.
 Minevitch, Borrah (Casa Manana) NYC, nc.
 Ming (Ball-Ball) Chi, nc.
 Minor & Root (El Rio) NYC, nc.
 Mode, Jean (Harry's New York Cabaret) Chi, nc.
 Moke & Poke (Plantation) NYC, nc.
 Montes, Nena (Yumuri) NYC, nc.
 Montmartre Boys (Jimmy Kelly's) NYC, nc.
 Moody, Linda (Village Barn) NYC, nc.
 Moore, Carl Deacon, & Band (Crystal Gardens) Louisville, b.
 Moore & Letty (Monte Carlo) NYC, nc.
 Moreno, Consuelo (Cuban Casino) NYC, nc.
 Morgan, Patty (New Penn) Pittsburgh, nc.
 Morgan, Helen (Casa Manana) NYC, nc.
 Morgan, Johnny (Boulevard Tavern) Elmhurst, L. I., nc.
 Morgane (Ruban Bleu) NYC, re.
 Murray & Alan (Old Roumanian) NYC, nc.
 Murray, Arthur, Dancers (Netherland Plaza) Cincinnati, h.
 Myers, Helen (New Yorker) NYC, h.
 Myers, Timmy (Subway Cafe) Chi, nc.
- N**
 Nadine & Charles (Royal Palm) Miami, nc.
 Nargo, Vera (International Casino) NYC, nc.
 Natasha (Harry's New York Cabaret) Chi, nc.
 Nathane Bros. (Corso) NYC, nc.
 Naturals, Three (Netherland Plaza) Cincinnati, h.
 Nazarenko, Iasha (St. Regis) NYC, h.
 Nelson, Chuck (Arlington Club) New Orleans, nc.
 Nelson, Ozzie (Palace) Cleveland, t.
 Nicholas Bros. (Cotton Club) NYC, nc.
 Nichols, Red, & Band (Jung) New Orleans, h.
 Nigey, Ruth (Radio City Rainbow Grill) NYC, nc.
 Niva, Vera (Village Barn) NYC, nc.
 Noel & Noland (Paradise) NYC, cb.
 Noland, Nancy (Elysee) NYC, h.
 Nonchalants, The (Biltmore Bowl) Los Angeles, nc.
 Norman, Patricia (Strand) Brooklyn, t.
 Norvo, Red, & Band (Famous Door) NYC, nc.
 Novak, Wilma (Old Roumanian) NYC, nc.
 Novello Brothers (Stevens) Chi, h.
- O**
 O'Connor, Eileen (International Casino) NYC, nc.
 O'Connor, Ann (606 Club) Chi, nc.
 O'Day, Darlene (Bismarck) Chi, h.
 O'Dell, Dell (Warwick) NYC, h.
 O'Hanlon & Del Rio (Pepper Pot) NYC, nc.
 Oakland, Will (Sawdust Trail) NYC, nc.
 Oliver, Josie (Black Cat) NYC, nc.
- Olivette & Dimitri (New Kenmore) Albany, N. Y., h.
 Olsen, George, & Band (Drake) Chi, h.
 Ortega, Eva (St. Regis) NYC, h.
 Ortega, Rosita (Havana-Madrid) NYC, nc.
 Ortiz, Joe (Club Cercle) Hollywood, nc.
 Owen, Guy (St. Regis) NYC, h.
 Owens & Parco (Mother Kelly's) Miami Beach, nc.
- P**
 Paige, Ken & Roy (Leon & Eddie's) NYC, nc.
 Paige, Ann (Rose Bowl) Chi, nc.
 Paley, Nellie (Gallant's) NYC, nc.
 Palmer, Gladys (Bandbox) NYC, nc.
 Pan-American Trio (Mother Kelly's) Miami Beach, nc.
 Pancho & Dolores (Havana-Madrid) NYC, nc.
 Paris, Frank (Paradise) NYC, cb.
 Parker, Murray (Barkley's) Brooklyn, nc.
 Parraga, Graziella (Larue's) NYC, re.
 Parisiennes, Three (Ninety Club) El Cerrito, Calif., nc.
 Parsons, Kay (Casa Manana) NYC, nc.
 Pastor, Tony (Lincoln) NYC, h.
 Paulette (Buckingham) NYC, h.
 Payne, Johnny (Elysee) NYC, h.
 Payton, Joan (Ninety Club) El Cerrito, Calif., nc.
 Phelps, Phil & Dotty (Golden Gate) San Francisco, h.
 Playboys, The, with Betty Borden (Blackstone) Chi, h.
 Poliakov, Nastia (Russian Kretchma) NYC, nc.
 Powell, Louise (Hungaria) NYC, re.
 Prime, Alberta (Black Cat) NYC, nc.
 Pryor, Ruth (Oriental) Chi, t.
 Pryor, Roger, & Band (Lyric) Indianapolis, t.
- Q**
 Queens of Hearts, Six (Edgewater Beach) Chi, h.
- R**
 Rabold, Rajah (Lookout House) Covington, Ky., nc.
 Rae, Edith (Madrid) Milwaukee, nc.
 Rainey, Evelyn (Midnight Sun) NYC, nc.
 Rambeau, Clay (Alms) Cincinnati, h.
 Ramon & Lucinda (Cuban Casino) NYC, nc.
 Randolph, Amanda (Brick) NYC, nc.
 Rane, Victoria (Zimmerman's) NYC, re.
 Raul & Rita (Arabian Supper Club) Columbus, O., nc.
 Raye & Naldi (Troadero) Hollywood, nc.
 Readinger Twins (Loew's State) NYC, t.
 Reat, Petti & Lester (Chez Ami) Buffalo, nc.
 Reddingtons, Three (Chicago) Chi, t.
 Reed, Diane (Village Casino) NYC, nc.
 Reynolds, Helen, Skaters (Casa Manana) NYC, nc.
 Reynolds, Jack (Mother Kelly's) Miami Beach, nc.
 Rhodes, Dorothy (Black Cat) NYC, nc.
 Rhythm Rockets, 16 (Capitol) Washington, t.
 Rickson, George (Chateau Moderne) NYC, nc.
 Rigas, Belle (Oetzen's) Brooklyn, N. Y., re.
 Rio, Eddie, & Bros. (International Casino) NYC, nc.
 Roark, Edith (Little) NYC, nc.
 Robbins, Archie (Stage 1) Hollywood, nc.
 Robert & Ninon (Matteoni's) Stockton, Calif., nc.
 Roberts, Mary (Gay Nineties) NYC, nc.
 Roberts, Roberta (Colosimo's) Chi, nc.
 Robins, Al (Roxy) NYC, t.
 Rochele & Rita (Old Vienna) Cincinnati, nc.
 Rochele & Lola (Biltmore) NYC, h.
 Rock, Mildred (Harry's New York Cabaret) Chi, nc.
 Rogers, Leroy (Oetzen's) Brooklyn, N. Y., re.
 Rogers, Buddy, & Band (Tower) Kansas City, Mo., t.
 Roland, Phyllis (Half Moon) Brooklyn, h.
 Rollickers Trio (Victoria) NYC, h.
 Romas, Aerial (Shrine Circus) Jackson, Miss., 5-17.
 Romona (Cavalier) NYC, nc.
 Rosini, Paul (Belmont Plaza) NYC, h.
 Rosita & Anita (Leon & Eddie's) NYC, nc.
 Ross, Dr. Sydney (El Morocco) NYC, nc.
 Royal Duo (Midnight Sun) NYC, nc.
 Royce, Evelyn (Gray Wolf Tavern) Youngstown, O., nc.
 Rush, Ann (18) NYC, nc.
 Russell, Robert (Hollywood) NYC, re.
 Ryan, Maclovia (El Chico) NYC, nc.
 Ruiz, Tommy (Commodore) NYC, h.
- S**
 St. John, Alice (Wivel) NYC, re.
 Saksonsky, Simeon (Russian Kretchma) NYC, nc.
 Salmon, Eddy (Village Barn) NYC, nc.
 Sandoval, Eduardo & Nicardo (Gaucho) NYC, nc.
 Sava, Marussa (Russian Kretchma) NYC, nc.
 Scott, George (Garbo) NYC, re.
 Scott, Virgie (Black Cat) NYC, c.
 Scully, Bill (Pepper Pot) NYC, nc.
 Serban, Gloria (International) NYC, nc.
 Severn, Billy & Joyce (Chase) St. Louis, h.
 Shanghai Wing Troupe (Earle) Washington, t.
 Shannon, Virginia (Arlington Club) New Orleans, nc.
 Shatlen, Anna (Roumanian Village) NYC, re.
 Shaw, Ralph (Rainbow Inn) NYC, nc.
 Shaw, Miriam (Edison) NYC, h.
 Sheridan, Eleanor (Le Ruban Bleu) NYC, nc.
 Shipstead, Roy (Pan-Pacific Rink) Los Angeles, a.
 Shore, Willie (Rose Bowl) Chi, nc.
 Sills, Lillian (Ninety Club) El Cerrito, Calif., nc.
 Shry, Mildred (Lyman's) Los Angeles, nc.
 Shutta & Kent (Madrid) Milwaukee, nc.
 Shyrettos Trio (International Casino) NYC, nc.
 Simon, Harry (Lyman's) Los Angeles, nc.
 Simpson Sisters (St. Regis) NYC, h.
 Sinclair Sisters (Century) Baltimore, t.
 Sissie, Noble, & Band (Paramount) NYC, h.
 Skating Marvels, Six (Loew's State) NYC, t.
 Slate Bros. (Beverly Hills) Newport, Ky., cc.
 Slim & Slam (Strand) Brooklyn, t.
 Sloan, Bert (Royal Palm) Miami, nc.
 Small, Al (Wivel) NYC, re.
 Sperry, Frank (Roosevelt) NYC, h.
 Spiller's, Capt., Seals (Indoor Circus) Portland, Me.
 Spitalny, Phil, & Band (Biltmore) NYC, h.
 Spivak, Eli (Penthouse) NYC, re.
 Stader, Gwen (Oetzen's) Brooklyn, N. Y., re.
 Stanley, Irene (Whirling Top) NYC, nc.
 Star Dusters, Four (Show Bar) Forest Hills, L. I., N. Y., nc.
 Star, Jack (Palmer House) Chi, h.
 Stadler & Rose (Oriental) Chi, t.
 Steele Sisters (Shubert) Cincinnati, t.
 Steele, Larry (Harlem Casino) Pittsburgh, nc.
 Sterling, Louis (Swing) NYC, nc.
- Stevens, Bernice (Wivel) NYC, re.
 Stewart & Lee (Chase) St. Louis, h.
 Stone & Victor (Mohlman) Providence, R. I., h.
 Stritter, Esther (Ten Eyck) Albany, N. Y., h.
 Stuart & Martin (Oriental) Chi, t.
 Suter, Ann (Madrid) Milwaukee, nc.
 Swanson, Paula (Edgewater Beach) Chi, h.
- T**
 Tanner Sisters (Drake) Chi, h.
 Tate, Katherine (Queen Mary) NYC, re.
 Taylor, Harry, & Five Kewpiti Dolis (Palace) Houston, t.
 Taylor's, Earl, Revue (Drake) Oil City, Pa., 8; (New Bradford) Bradford 9-10; (Majestic) Butler 12-13, t.
 Templeton, Alec (Radio City Rainbow Room) NYC, nc.
 Terhune, Max (Oriental) Chi, t.
 Terry & Walker (Sherman) Chi, h.
 Terry, Muriel (Garbo) NYC, re.
 Tex & Shorty (The Mill) Montgomery, Ill., nc.
 Tharpe, Sister (Paramount) NYC, t.
 Theodore & Denesha (St. Moritz) NYC, h.
 Therrien, Henri (George Washington) Jacksonville, Fla., h.
 Thomas, Orlo (Biltmore) NYC, h.
 Thomashofsky, Boris (Rainbow Inn) NYC, re.
 Three Peppers (Mammy's Chicken Farm) NYC, re.
 Three Little Words (Biltmore) NYC, h.
 Three Strings (Bennett) Binghamton, N. Y., h.
 Timmie & Freddie (Cotton Club) NYC, nc.
 Tisdale Trio (Cog Rouge) NYC, re.
 Titans, The (Paradise) NYC, nc.
 Touchette, Charles (Gay Nineties) NYC, nc.
 Toy & Wing (Chicago) Chi, t.
 Travers, Jean (Mayflower) Akron, h.
 Trent, Tommy (Roxy) NYC, t.
 Troy, Elinor (Leon & Eddie's) NYC, nc.
- U**
 Underwood & Underwood (Black Cat) NYC, nc.
 Uppercue, Virginia (Mon Paris) NYC, nc.
 Usdenoff, Mischa (Russian Kretchma) NYC, nc.
- V**
 Valda (Plantation) NYC, nc.
 Valdez & Corinne (International Casino) NYC, nc.
 Valentine's Sensational Flyers (Gran Circo Schweyer) Curacao, Dutch West Indies.
 Vallee, Rudy, & Band (Cocoanut Grove) Los Angeles, nc.
 Van Loesen, Emily (Midnight Sun) NYC, nc.
 Vance, Carol (Crisis) NYC, nc.
 Vance, Valerie (Jimmy Kelly's) NYC, nc.
 Vantine & Cazan (Beacon) Winnipeg, Man., t.
 Variety Gambols (Lyric) Indianapolis, t.
 Varsity Kids (Hollywood) NYC, re.
 Vaughn, Vivian (Swing) NYC, nc.
 Velez, Angela (Barney Gallant's) NYC, nc.
 Velita (Jimmy Kelly's) NYC, nc.
 Villanueva, Estrellita (Cuban Casino) NYC, nc.
 Villon, Rene (606 Club) Chi, nc.
 Virginia Sisters (Leon & Eddie's) NYC, nc.
 Vita & Perry (Barkley's) Brooklyn, nc.
 Vocalers, The (Shubert) Cincinnati, t.
 Voder's, Will, Choir (Cotton Club) NYC, nc.
 Vox & Walters (Capitol) Washington, t.
- W**
 Walker, Jeanne (Paramount) Ft. Wayne, Ind., t.
 Wally, Nathan (St. Regis) NYC, h.
 Ware, Peggy (Queen Mary) NYC, re.
 Warren, Ruth (Barkley's) Brooklyn, nc.
 Warwick Sisters (Mother Kelly's) Miami Beach, nc.
 Washington, George Dewey (White Cafe) NYC, nc.
 Webb, Chick, Ella Fitzgerald & Band (Newman) Kansas City, t.
 Wencil, Ray (Miami Club) Milwaukee, nc.
 West, Willie, & McInty (Earle) Washington, t.
 West, Ray (It Cafe) Hollywood, nc.
 Whalen, Jackie (Butler's) NYC, nc.
 White, Jack (81) NYC, nc.
 White, Ann (Queen Mary) NYC, re.
 White, Jerry (Whirling Top) NYC, nc.
 White, Thelma (Royal Palms) Palm Springs, Calif., h.
 Whitney, Gloria (Paradise) NYC, nc.
 White's Lindy Hoppers (Cotton Club) NYC, nc.
 Wick, Gus "Popeye" (Radio Frank's) NYC, nc.
 Wickse Bros. & Armida (Bombay) Bombay, India, t.
 Wilkins, Dorothy (New Yorker) NYC, h.
 Williams, Pearl (Hickory House) NYC, re.
 Williams, Eddie, & His Singing Strings (Gun Club) La Fayette, Ind., nc.
 Williams & Charles (Palomar) Los Angeles, nc.
 Williams, Gwen (Belmont Plaza) NYC, h.
 Willard, Harold (Gay Nineties) NYC, nc.
 Wills, Frances (Royale Frolles) Chi, nc.
 Wilson, Charlie (Commodore) NYC, h.
 Wong, Joe (Monte Carlo) NYC, nc.
 Wood, Eleanor (Village Casino) NYC, nc.
 Woodrow, Bill (Lexington) NYC, h.
 Woods, Johnny (Century) Baltimore, t.
 Wright, Charlie (Buckingham) NYC, h.
 Wyse Jr., Ross (Palace) Cleveland, t.
- Y**
 Yevo & Doro (Firenze) NYC, re.
 Yorke & Tracy (Paramount) Ft. Wayne, Ind., t.
- Yonkers, Bernice (Wivel) NYC, re.
 Stewart & Lee (Chase) St. Louis, h.
 Stone & Victor (Mohlman) Providence, R. I., h.
 Stritter, Esther (Ten Eyck) Albany, N. Y., h.
 Stuart & Martin (Oriental) Chi, t.
 Suter, Ann (Madrid) Milwaukee, nc.
 Swanson, Paula (Edgewater Beach) Chi, h.
- P**
 Paige, Ken & Roy (Leon & Eddie's) NYC, nc.
 Paige, Ann (Rose Bowl) Chi, nc.
 Paley, Nellie (Gallant's) NYC, nc.
 Palmer, Gladys (Bandbox) NYC, nc.
 Pan-American Trio (Mother Kelly's) Miami Beach, nc.
 Pancho & Dolores (Havana-Madrid) NYC, nc.
 Paris, Frank (Paradise) NYC, cb.
 Parker, Murray (Barkley's) Brooklyn, nc.
 Parraga, Graziella (Larue's) NYC, re.
 Parisiennes, Three (Ninety Club) El Cerrito, Calif., nc.
 Parsons, Kay (Casa Manana) NYC, nc.
 Pastor, Tony (Lincoln) NYC, h.
 Paulette (Buckingham) NYC, h.
 Payne, Johnny (Elysee) NYC, h.
 Payton, Joan (Ninety Club) El Cerrito, Calif., nc.
 Phelps, Phil & Dotty (Golden Gate) San Francisco, h.
 Playboys, The, with Betty Borden (Blackstone) Chi, h.
 Poliakov, Nastia (Russian Kretchma) NYC, nc.
 Powell, Louise (Hungaria) NYC, re.
 Prime, Alberta (Black Cat) NYC, nc.
 Pryor, Ruth (Oriental) Chi, t.
 Pryor, Roger, & Band (Lyric) Indianapolis, t.
- Q**
 Queens of Hearts, Six (Edgewater Beach) Chi, h.
- R**
 Rabold, Rajah (Lookout House) Covington, Ky., nc.
 Rae, Edith (Madrid) Milwaukee, nc.
 Rainey, Evelyn (Midnight Sun) NYC, nc.
 Rambeau, Clay (Alms) Cincinnati, h.
 Ramon & Lucinda (Cuban Casino) NYC, nc.
 Randolph, Amanda (Brick) NYC, nc.
 Rane, Victoria (Zimmerman's) NYC, re.
 Raul & Rita (Arabian Supper Club) Columbus, O., nc.
 Raye & Naldi (Troadero) Hollywood, nc.
 Readinger Twins (Loew's State) NYC, t.
 Reat, Petti & Lester (Chez Ami) Buffalo, nc.
 Reddingtons, Three (Chicago) Chi, t.
 Reed, Diane (Village Casino) NYC, nc.
 Reynolds, Helen, Skaters (Casa Manana) NYC, nc.
 Reynolds, Jack (Mother Kelly's) Miami Beach, nc.
 Rhodes, Dorothy (Black Cat) NYC, nc.
 Rhythm Rockets, 16 (Capitol) Washington, t.
 Rickson, George (Chateau Moderne) NYC, nc.
 Rigas, Belle (Oetzen's) Brooklyn, N. Y., re.
 Rio, Eddie, & Bros. (International Casino) NYC, nc.
 Roark, Edith (Little) NYC, nc.
 Robbins, Archie (Stage 1) Hollywood, nc.
 Robert & Ninon (Matteoni's) Stockton, Calif., nc.
 Roberts, Mary (Gay Nineties) NYC, nc.
 Roberts, Roberta (Colosimo's) Chi, nc.
 Robins, Al (Roxy) NYC, t.
 Rochele & Rita (Old Vienna) Cincinnati, nc.
 Rochele & Lola (Biltmore) NYC, h.
 Rock, Mildred (Harry's New York Cabaret) Chi, nc.
 Rogers, Leroy (Oetzen's) Brooklyn, N. Y., re.
 Rogers, Buddy, & Band (Tower) Kansas City, Mo., t.
 Roland, Phyllis (Half Moon) Brooklyn, h.
 Rollickers Trio (Victoria) NYC, h.
 Romas, Aerial (Shrine Circus) Jackson, Miss., 5-17.
 Romona (Cavalier) NYC, nc.
 Rosini, Paul (Belmont Plaza) NYC, h.
 Rosita & Anita (Leon & Eddie's) NYC, nc.
 Ross, Dr. Sydney (El Morocco) NYC, nc.
 Royal Duo (Midnight Sun) NYC, nc.
 Royce, Evelyn (Gray Wolf Tavern) Youngstown, O., nc.
 Rush, Ann (18) NYC, nc.
 Russell, Robert (Hollywood) NYC, re.
 Ryan, Maclovia (El Chico) NYC, nc.
 Ruiz, Tommy (Commodore) NYC, h.
- S**
 St. John, Alice (Wivel) NYC, re.
 Saksonsky, Simeon (Russian Kretchma) NYC, nc.
 Salmon, Eddy (Village Barn) NYC, nc.
 Sandoval, Eduardo & Nicardo (Gaucho) NYC, nc.
 Sava, Marussa (Russian Kretchma) NYC, nc.
 Scott, George (Garbo) NYC, re.
 Scott, Virgie (Black Cat) NYC, c.
 Scully, Bill (Pepper Pot) NYC, nc.
 Serban, Gloria (International) NYC, nc.
 Severn, Billy & Joyce (Chase) St. Louis, h.
 Shanghai Wing Troupe (Earle) Washington, t.
 Shannon, Virginia (Arlington Club) New Orleans, nc.
 Shatlen, Anna (Roumanian Village) NYC, re.
 Shaw, Ralph (Rainbow Inn) NYC, nc.
 Shaw, Miriam (Edison) NYC, h.
 Sheridan, Eleanor (Le Ruban Bleu) NYC, nc.
 Shipstead, Roy (Pan-Pacific Rink) Los Angeles, a.
 Shore, Willie (Rose Bowl) Chi, nc.
 Sills, Lillian (Ninety Club) El Cerrito, Calif., nc.
 Shry, Mildred (Lyman's) Los Angeles, nc.
 Shutta & Kent (Madrid) Milwaukee, nc.
 Shyrettos Trio (International Casino) NYC, nc.
 Simon, Harry (Lyman's) Los Angeles, nc.
 Simpson Sisters (St. Regis) NYC, h.
 Sinclair Sisters (Century) Baltimore, t.
 Sissie, Noble, & Band (Paramount) NYC, h.
 Skating Marvels, Six (Loew's State) NYC, t.
 Slate Bros. (Beverly Hills) Newport, Ky., cc.
 Slim & Slam (Strand) Brooklyn, t.
 Sloan, Bert (Royal Palm) Miami, nc.
 Small, Al (Wivel) NYC, re.
 Sperry, Frank (Roosevelt) NYC, h.
 Spiller's, Capt., Seals (Indoor Circus) Portland, Me.
 Spitalny, Phil, & Band (Biltmore) NYC, h.
 Spivak, Eli (Penthouse) NYC, re.
 Stader, Gwen (Oetzen's) Brooklyn, N. Y., re.
 Stanley, Irene (Whirling Top) NYC, nc.
 Star Dusters, Four (Show Bar) Forest Hills, L. I., N. Y., nc.
 Star, Jack (Palmer House) Chi, h.
 Stadler & Rose (Oriental) Chi, t.
 Steele Sisters (Shubert) Cincinnati, t.
 Steele, Larry (Harlem Casino) Pittsburgh, nc.
 Sterling, Louis (Swing) NYC, nc.
- Stevens, Bernice (Wivel) NYC, re.
 Stewart & Lee (Chase) St. Louis, h.
 Stone & Victor (Mohlman) Providence, R. I., h.
 Stritter, Esther (Ten Eyck) Albany, N. Y., h.
 Stuart & Martin (Oriental) Chi, t.
 Suter, Ann (Madrid) Milwaukee, nc.
 Swanson, Paula (Edgewater Beach) Chi, h.
- T**
 Tanner Sisters (Drake) Chi, h.
 Tate, Katherine (Queen Mary) NYC, re.
 Taylor, Harry, & Five Kewpiti Dolis (Palace) Houston, t.
 Taylor's, Earl, Revue (Drake) Oil City, Pa., 8; (New Bradford) Bradford 9-10; (Majestic) Butler 12-13, t.
 Templeton, Alec (Radio City Rainbow Room) NYC, nc.
 Terhune, Max (Oriental) Chi, t.
 Terry & Walker (Sherman) Chi, h.
 Terry, Muriel (Garbo) NYC, re.
 Tex & Shorty (The Mill) Montgomery, Ill., nc.
 Tharpe, Sister (Paramount) NYC, t.
 Theodore & Denesha (St. Moritz) NYC, h.
 Therrien, Henri (George Washington) Jacksonville, Fla., h.
 Thomas, Orlo (Biltmore) NYC, h.
 Thomashofsky, Boris (Rainbow Inn) NYC, re.
 Three Peppers (Mammy's Chicken Farm) NYC, re.
 Three Little Words (Biltmore) NYC, h.
 Three Strings (Bennett) Binghamton, N. Y., h.
 Timmie & Freddie (Cotton Club) NYC, nc.
 Tisdale Trio (Cog Rouge) NYC, re.
 Titans, The (Paradise) NYC, nc.
 Touchette, Charles (Gay Nineties) NYC, nc.
 Toy & Wing (Chicago) Chi, t.
 Travers, Jean (Mayflower) Akron, h.
 Trent, Tommy (Roxy) NYC, t.
 Troy, Elinor (Leon & Eddie's) NYC, nc.
- U**
 Underwood & Underwood (Black Cat) NYC, nc.
 Uppercue, Virginia (Mon Paris) NYC, nc.
 Usdenoff, Mischa (Russian Kretchma) NYC, nc.
- V**
 Valda (Plantation) NYC, nc.
 Valdez & Corinne (International Casino) NYC, nc.
 Valentine's Sensational Flyers (Gran Circo Schweyer) Curacao, Dutch West Indies.
 Vallee, Rudy, & Band (Cocoanut Grove) Los Angeles, nc.
 Van Loesen, Emily (Midnight Sun) NYC, nc.
 Vance, Carol (Crisis) NYC, nc.
 Vance, Valerie (Jimmy Kelly's) NYC, nc.
 Vantine & Cazan (Beacon) Winnipeg, Man., t.
 Variety Gambols (Lyric) Indianapolis, t.
 Varsity Kids (Hollywood) NYC, re.
 Vaughn, Vivian (Swing) NYC, nc.
 Velez, Angela (Barney Gallant's) NYC, nc.
 Velita (Jimmy Kelly's) NYC, nc.
 Villanueva, Estrellita (Cuban Casino) NYC, nc.
 Villon, Rene (606 Club) Chi, nc.
 Virginia Sisters (Leon & Eddie's) NYC, nc.
 Vita & Perry (Barkley's) Brooklyn, nc.
 Vocalers, The (Shubert) Cincinnati, t.
 Voder's, Will, Choir (Cotton Club) NYC, nc.
 Vox & Walters (Capitol) Washington, t.
- W**
 Walker, Jeanne (Paramount) Ft. Wayne, Ind., t.
 Wally, Nathan (St. Regis) NYC, h.
 Ware, Peggy (Queen Mary) NYC, re.
 Warren, Ruth (Barkley's) Brooklyn, nc.
 Warwick Sisters (Mother Kelly's) Miami Beach, nc.
 Washington, George Dewey (White Cafe) NYC, nc.
 Webb, Chick, Ella Fitzgerald & Band (Newman) Kansas City, t.
 Wencil, Ray (Miami Club) Milwaukee, nc.
 West, Willie, & McInty (Earle) Washington, t.
 West, Ray (It Cafe) Hollywood, nc.
 Whalen, Jackie (Butler's) NYC, nc.
 White, Jack (81) NYC, nc.
 White, Ann (Queen Mary) NYC, re.
 White, Jerry (Whirling Top) NYC, nc.
 White, Thelma (Royal Palms) Palm Springs, Calif., h.
 Whitney, Gloria (Paradise) NYC, nc.
 White's Lindy Hoppers (Cotton Club) NYC, nc.
 Wick, Gus "Popeye" (Radio Frank's) NYC, nc.
 Wickse Bros. & Armida (Bombay) Bombay, India, t.
 Wilkins, Dorothy (New Yorker) NYC, h.
 Williams, Pearl (Hickory House) NYC, re.
 Williams, Eddie, & His Singing Strings (Gun Club) La Fayette, Ind., nc.
 Williams & Charles (Palomar) Los Angeles, nc.
 Williams, Gwen (Belmont Plaza) NYC, h.
 Willard, Harold (Gay Nineties) NYC, nc.
 Wills, Frances (Royale Frolles) Chi, nc.
 Wilson, Charlie (Commodore) NYC, h.
 Wong, Joe (Monte Carlo) NYC, nc.
 Wood, Eleanor (Village Casino) NYC, nc.
 Woodrow, Bill (Lexington) NYC, h.
 Woods, Johnny (Century) Baltimore, t.
 Wright, Charlie (Buckingham) NYC, h.
 Wyse Jr., Ross (Palace) Cleveland, t.
- Y**
 Yevo & Doro (Firenze) NYC, re.
 Yorke & Tracy (Paramount) Ft. Wayne, Ind., t.
- Pins & Needles: (National) Washington. Shadow & Substance: (Hanna) Cleveland. Skinner, Cornelia Otis: (Curran) San Francisco. Successful Calamity (Walter Hampden): (Er-langer) Phila. Tobacco Road: (Cox) Cincinnati. Torchbearers: (Biltmore) Los Angeles. What a Life: (Hartman) Columbus, O., 5-7; (English) Indianapolis, Ind., 8-10; (Cass) Detroit, Mich., 11-17. Women, The: (English) Indianapolis, Ind., 5-7; (Hartman) Columbus, O., 8-10. You Can't Take It With You: (Texas) San Antonio, Tex., 7; (Auditorium) Ft. Worth 8; (Melba) Dallas 9-10.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

- Bass & Lane: Louise, Miss.; Bay Springs, 12-17.
 Branda & Miller: Bay St. Louis, Miss.
 Campbell's United: Claxton, Ga.
 Dyer's: Walnut Grove, Miss.; Brandon 12-17.
 Eureka: Commerce, Ga.; Jefferson 12-17.
 Fleming, Mad Cody: Maniac, Ga.
 Hurlay Am. Co.: Seville, Ga.
 Liberty Am. Co.: Rock Springs, Tex.
 Modern Midway: Waldo, Ark.
 Nye's Indoor Carnival: Geneva, Ala.
 Palmetto: Ridgeville, S. C.
 Rocco Am.: Shellman, Ga.
 Rose City: Ft. Valley, Ga.
 Seaman's Greater: Douglas, Ga.
 Southern States: Port St. Joe, Fla., 7-10.
 Sorenson Bros.: Oak Park, Ga.
 Texas Kidd: Somerville, Tex.
 Virginia Am. Co.: Harleyville, S. C.
 Wise & Sutton: Alma, Ga.

CIRCUS AND WILD WEST

Polack Bros.: Montgomery, Ala., 5-10.

MISCELLANEOUS

- Adams, Johnnie: (Electric) Kansas City, Kan., t.
 Arthur, Magician: Lacey Springs, Ala., 7-8; Woodland Mills 9-10.
 Birch, Magician: Larned, Kan., 7; Hays 8; Kinsley 9; Coffeyville 12; Pittsburg 13; Lamar, Mo., 14; Chanute, Kan., 15; Rich Hill, Mo., 16.
 Blythe, Billy, Players: Fawn Grove, Pa.
 Boscart, Magician: Punta Gorda, Fla., 7; Wauchoa 8; Bowling Green 9; Winter Haven 12, matinee; Lake Alfred 12, night; Bartow 13; Winter Haven 14; Polk City 15.
 Burro Ball: Nelson, Ga., 10.
 Campbell, Loring, Magician: Pineville, Ky., 7; Knoxville, Tenn., 8; Athens 9; Atlanta, Ga., 12; Douglasville 13; Lafayette, Ala., 14; Montgomery 15; Boaz 16.
 Chief Rolling Cloud: Doughton Folies: Harrisonburg, Va., 8-12; Staunton 13-16.
 Craig Bros.' Show: New Midway, Md., 5-10.
 Daniel, B. A., Magician: Jefferson City, Mo., 5-8; De Soto 9-10; St. Louis 11-13; Arcadia 14.
 Everett & Conway: (Polomar) Seattle, Wash., 5-11.
 Hi Elmer & Blue Ridge Hillbillies: (Virginia) Danville, Va., 8-10; (National) Martinsville 12-15.
 Hubbard, Paul, Magician: (Public Schools) Youngstown, O., 6-16.
 Jarvis, Magician: Farmington, W. Va., 9; Clarksburg 12-15.
 Johnson, Chas. Bounding: (Fair) Geneva, Ala., 5-10.
 Lewis, H. Kay, Hollywood Varieties: (California) Sacramento, Calif., 11-13.
 Lewiston's, Harry, Museum: Canton, O., 5-10.
 Long, Leon, Magician: Henderson, Tex., 8-15.
 Magrum, C. Thomas, Magician: St. Louis, Mich., 8-10; Grand Rapids 12-14.
 Malloy, J. R., Circus unit: (Kauffman's Store) Pittsburgh 10-31.
 Marquis, Magician: Clovis, N. M., 9; Roswell 12; Carlsbad 13; Artesia 14; Pecos, Tex., 15.
 McNally's Variety Show: Merchantsville, N. J., 5-10.
 Miller, Al H., Show: Pinehurst, Ga., 5-10.
 Rickett's Dog Circus: (Schools) Alken, S. C., 5-10.
 Rippel, Jack Splash: Neeses, S. C., 5-10.
 Schenk, Frankie: (Aragon) Lima, O., b.
 Toby's Funmakers: Clarksdale, Miss., 5-10.
 Slout's, L. Verne, Theater Workshop: Elroy, Wis., 7; West Salem 8; Galesville 9; La Crosse 10.

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New 1939 Chevrolet Trucks and Passenger Cars available for immediate delivery. Write
CHAS. T. GOSS
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CIRCUS ACTS

BANNER AND BOOK MAN
 Opening Date, December 26th.
 New Army, Concord, N. C.
 INDOOR CIRCUS AND EXPOSITION
 Wire, don't write. Pay your own. I pay mine.
J. G. REY
 CONCORD HOTEL, CONCORD, N. C.

DRAMATIC AND MUSICAL

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

- Along Came Juliet: Delavan, Ill., 7; Cambridge 8; El Paso 9; Des Moines, Ia., 10-11; Peila 12; Panora 13; Shenandoah 14; Omaha, Neb., 15.

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A Department for Operators, Jobbers, Distributors and Manufacturers

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Machines at NAAPB Show

Increasing number of coin machine firms display at outdoor convention

CHICAGO, Dec. 3.—Several firms well known to the coin machine trade exhibited at the 20th annual exhibit of the National Association of Amusement Parks, Pools and Beaches at the Sherman Hotel here November 28 to December 1. The number of coin machine firms exhibiting at the outdoor show convention indicates a tendency to use more coin-operated machines in parks and other outdoor locations, while in some cases a tendency of coin machine firms to expand types of machines is noted.

Several prominent coinmen were also seen on the exhibit floor during the convention, including a few from overseas.

Products Shown

Firms of interest to the coin machine trade exhibited the following products:

A. B. T. MFG. CO., Chicago. The Target Skill machines were shown by this well-known firm. Also two de luxe machines were on display—a palm-reading machine and an Astrology vender.

BALLY MFG. CO., Chicago. This prominent manufacturer of coin-operated games displayed several machines, including a Bally Alley (bowling game), Bally Bell, Pencil Award machine, Hot Vender (for pop corn, etc.), a Blood Pressure tester and the Dixie racing console.

BUCKLEY MFG. CO., Chicago. A digger, three models of counter games and a Track Odds console made up the display of this firm, catering both to the domestic and export trade.

H. V. BRIGHT CO., Chicago. While not exactly in the coin machine field, this firm displayed its turnstiles.

BAROK CO., Columbus, O. George Barok had on display a model of a racing concession game called Skill Derby. It uses a battery of ball and plunger games mounted on a counter, each box bearing the name of a horse. Coin-operated games may be used in place of attendants, he said. Barok also showed a novel "circular letter" which he has copyrighted.

R. I. CHAMBERS CO. This firm had on display a miniature Motorcycle Loop game which uses a counter-type ball and plunger game to whirl the miniature motorcycle on mounted scoreboard. Not coin operated.

H. C. EVANS & CO., Chicago. Prominent in the outdoor field for 30 years, and for the last decade in coin machine field, this firm displayed Galloping Dominoes console, Win-O and various wheels.

GERBER & GLASS, Chicago. A prominent coin machine distributing firm displaying the line of Stewart & McGuire vending machines recently taken on by the distributing firm. Some counter games were also shown.

INTERNATIONAL MUTOSCOPE REEL CO., New York. Pioneer firm in both outdoor field and the coin machine trade displayed a wide variety of machines, including improved Photomatic, line of arcade and athletic machines, cranes, Rotomatic novelty merchandiser, Pokerin bowling game, Mutoscopes and an Individual Play phonograph operating for two pennies or higher coins.

PIESEN MFG. CO. Coney Island, N. Y. Exhibited its 8-Spot bowling game with magnetic scoring feature.

PERY TURNSTILE CO., New York. Exhibited its line of turnstile gates.

POP-O PRODUCTS, Inc., Chicago. A

FLASHES from the EASTERN FRONT

NEW YORK, Dec. 3.—Years ago someone started placing cigaret and candy venders in gas stations. But not until this past year or so have they become really good locations, ops report. They claim this is due to the fact that super-service features now being given by most stations delay motorists long enough to give them a chance to step out and buy. . . . I. H. (Izz) Rothstein, of Banner Specialty, Philly, made good use of that popular song to emphasize firm's policy regarding customers. Not "no, no, no," Izz, but "yes, yes, yes." . . . George Ponsler, who was instrumental in bringing over a family of German refugees, has also started one of them at work in his Newark offices.

Walter Gummersheller and Boss Greenbaum, of Popmatic, St. Louis, sipping highballs in the popular Manhattan Bar of the Hotel New Yorker Sunday eve. They promised phono ops something really different when discovered in their lonesomeness. . . . Al Blendow, one of the really oldtimers in the coin biz and popular with ops, is now with Mutoscope. Many years ago Al started with Bill Rabkin's Mutoscope firm and it must feel like going home to come back. . . . Mac Perlman, Sol Silverstein, Morris Silverstein, Luke Nelson, Mike Munves kidding Harry Hoppe on his success with Exhibit games. But very good-naturedly, and admitting that all (See EASTERN FRONT on page 68)

NACOMM Outlines Staggering Program for Show's Visitors

CHICAGO, Dec. 3.—Arrangements for the NACOMM coin machine show at the Stevens Hotel here December 12, 13, 14 and 15 are virtually complete, with only minor details remaining to be carried out.

"The program for each day has been carefully planned so that operators, jobbers and distributors can be sure of a good time, an opportunity to visit with their friends and plenty of time to see all of the exhibits of new equipment and supplies," said A. B. Coffman, show manager. "The 11th annual coin machine show is certain to be an event to remember, a show of shows.

"A lot of work and thought is involved in the radio broadcast that will open the convention at 9:30 Monday morning in the Boulevard Room of the Stevens. It has two purposes, and I believe it will accomplish them both: 1. To entertain those who attend the show and those who hear the broadcast, and 2. to tell 'The Story of the Coin Machine' in such a way that those who listen in will be enlightened about our industry and get a favorable impression of the operators who are so largely responsible for its development.

"The first rehearsal makes it apparent that the broadcast will be a knockout. Music, drama, excitement are all blended together to make a performance that really intrigues both those who see it and those who listen in. Our theme song, *We're Forever Boosting Business*,

supplier of pop corn and pop-corn confections.

RCA-VICTOR CO., Camden, N. J. Exhibited a line of sound amplifying equipment.

SILENT SALES CO., Minneapolis. Progressive coin machine distributor exhibiting such machines as Target Skill, Exhibit testers, Bowling game, Pace scale, Western and Rock-Ola baseball games.

Paris Correspondent Reports on Foreign Coin Machine Business

PARIS, Dec. 3.—Your correspondent had the opportunity of talking shop with several German manufacturers of automatic machines, and, according to them, the industry in that country is at very low ebb.

For over a year they have been awaiting a decision by the government to settle once and for all the proper status of slot machines. Representatives of the makers have called upon the "powers that be" to announce their decision either for or against, but to date nothing of a positive nature has been given, and thru this same uncertainty the several thousand operators, jobbers and distributors in the Reich are not taking anything new.

The German political economy will not permit the importation of more raw material than what is required for actual government needs, and the automatics, needless to say, do not come under this category. More and more iron, steel and zinc are being abandoned and substitutes found in the material the war department does not require. In this move plastics (galalthe, bakelite, synthetic resins, etc.) are finding a big favor with the manufacturer, and in Berlin and other German cities are to be seen machines with plastic cases and all the mechanical parts made of this synthetic resin. This applies to every industry in the land, auto bodies are of Flexiglas and newspapers are printed with plastic type.

Several years ago the firm that launched the present vogue of automatic venders was the distributor of salted almonds and various other shell fruit and which were to be seen thruout the country by the thousands. Since it is forbidden to import nuts and fruit, these machines are now a total loss.

The sale of German patents, and there are some good ones, is next to impossible. The request must be made to the government office, Wirtschaftsgruppe Machinenbau, Berlin, W. 35, Tiergartenstrasse, and the request is invariably refused. It would be well for foreign manufacturers interested in buying German patents to demand of the seller the stamped authority that is delivered by the Wirtschaftsgruppe to those permitted to dispose of their patent out of the country.

The situation in Belgium is not improving. To the contrary, it may be said to be getting worse. Contradictory decisions are given by the courts, test cases are made and carried to the highest courts, with the only concrete result obtained is the court costs.

The police charged with the control of slot machines are given a bit of paper containing the names of machines on the blacklist. If on their rounds they drop into a place where one is exposed they take it away with them. If they see one not on the list they take it anyhow to have expert judgment on its legality; this, of course, at the expense of the operator. If by any chance the machine is inside the law they return it and a few days later another gendarme calls and the same scene is repeated. There is no precedent to assure the operator it will ever stop. The police will not issue an okay on any machine to show it has been passed upon.

It is for these reasons many operators have been worried to the extent of getting out of the business. Nevertheless, there is one exception, the amusement parks seem to be immune, with the authorities very tolerant in what machines are exposed for play.

Now that prohibition is a thing of the past in Belgium and a cafe is licensed for each 750 inhabitants, possibly the authorities do not want the clients' attention turned from the more profitable (to the government) business of drinking hard liquor.

Up to this time Belgium and Holland have been the largest importers of second-hand and reconditioned machines on the Continent and the situation is being felt by dealers in France and England.

Boston

BOSTON, Dec. 3.—Dave Bond, Trimount Coin Machine Co., who has been in business in Boston for nearly four years, is one of the Hub coinmen who reports, "Business better and gaining daily." Bond, who manufactures Snacks bulk vending machines, says that he has a big surprise in store for the operators at the Chicago convention and will be ready to show them something actually new in the business at that time. "Most important announcement in a decade," is the way he describes his secret.

Ben Palastrant, Boston's Supreme Amusement Co. head and Wurlitzer man, has just returned from "a very successful trip thru Vermont, Western Massachusetts and New Hampshire." Sales are ahead of production, he reports.

Mrs. Murray Berger, the former Sara Klein, for several years associated with Dave Bond in the coin machine business here is the proud mother of a baby boy. Commented Dave Bond, "Father Berger and son are doing well."

and the operators' octet which sings they are really something. You will want to get in town early so that you can complete your registration before the broadcast.

"On Tuesday our special event comes a little later in the day. The celebrities' luncheon, another real high spot in the show, is scheduled for 12:30. You have to eat, and this time you do it with the leaders of the stage, radio, sport and business worlds. Among the guests at the celebrities' lunch will be Roscoe Turner, Jimmie Mattern, Jimmie (Schnozzle) Durante, Billy B. Van, Red Grange, George Halas and members of the Chicago Bears pro football team; Lynn Waldorf and Fritz Crisler, football coaches; Ray Schalk, Mordecai Brown, Guy Bush, Phil Cavaretta, George Lott, Hank Marino, E. Haldemann-Julius, Eddie Garr, Ozzie Nelson, Harriet Hilliard, Mildred Penton, Renee Villon, Tony Martin, Maurie Amsterdam, Frank Payne, Lee Francis and Bonnie Baker.

"On Wednesday comes the event which requires the least urging to insure a crowd in the Boulevard Room. Neither do we feel that it is necessary to emphasize the need for punctuality, because we will all be there and on time. Miami and Atlantic City will move into the Stevens with that top-notch American attraction, the bathing beauty contest. Miss Coin Machine will be selected from among the entrants of the music machines, vending machines, games, scales, etc. We've seen some of them and there is no doubt about it the night clubs and movies are really passing something up. The hour is 2 p.m.

"I don't need to tell you about the banquet on Thursday, which starts later and lasts till. You have been to banquets, but until you eat, drink and be merry at the NACOMM show banquet in the Grand Ballroom of the Stevens Thursday night, December 15, you have only a vague idea."

Detroit Operators' Association Curbs All Unethical Practices

DETROIT, Dec. 3.—Music machine operation in Detroit has become a much more harmonious proposition in the past few months and operating difficulties seem to have been largely removed; in fact, an era of good feeling seems to be prevailing among operators, as evidenced by the comments many of them have expressed to *The Billboard* correspondent recently.

Much of the credit for this situation is due to the Wayne County Music Operators' Association, to which a majority of the larger operators of the city now belong and more are steadily joining. Important are the good fellowship and social aspects of such an organization. By far the most important thing accomplished has been the establishment of a code of ethics which is being conscientiously followed by all members. Under this code operators have stabilized their business as they have not been able to do hitherto. The code is given in full as follows:

1. The minimum rate of commission on equipment indicated is as follows: 10 and 12-record phonographs, \$2-50/50; 1937 16 and 20-record phonographs, \$3-50/50; 1938 20 and 24-record phonographs, \$4-50/50.

2. The minimum rate for microphone equipment shall be an additional \$3 per week.

3. It shall be mandatory for members to issue receipts for collections to locations.

4. Members shall hold proprietors of locations responsible for loss thru breakage or vandalism.

5. Members shall be prohibited from giving slugs to locations.

The achievements of the organization were summarized by association secretary Max Marston, manager of the Michigan Mutual Distributing Co., who is its secretary, and who said:

"The Wayne County Music Operators' Association has just entered its fifth month of existence. Prior to its organization the operation of phonographs in Detroit and surrounding territory was in a state of civil war. Operators were engaged in a battle of self-destruction. Commissions to locations reached an all-time high. Location-jumping at unheard of commissions and chiseling was a common and daily practice. Operators spent more time moving their equipment than they did operating.

"Today, after a short span of four months, phonograph operating in Detroit presents a new and entirely different picture.

"What, you may ask, has changed the picture? The answer is self-evident. The organization of operators into one group where they can meet on common ground to meet each other and discuss with each other the problems of operating phonographs. In its short period of existence the association has experienced the effects of guaranteed rates of commissions set by the operators. They have had the first thrill of a breathing spell in ten years by the enactment of a 30-day moratorium against location jumping. Locations have been educated to the use of association equipment prominently identified by an association label

"Locations have not been able to play one operator against the other for better commissions. We are now operating phonographs at a profit.

"Credit for the amazing progress made by this association should be given to the untiring efforts of the operators themselves and the splendid co-operation of local distributors who have learned that chisellers cannot make payments."

Seaboard Salesmen Plow Thru Storms

NEW YORK, Dec. 3.—"Neither snow, nor rain, nor heat, nor gloom of night halts these couriers from the swift completion of their appointed rounds," is the credo of postmen," stated a Seaboard Sales' Co. executive. "It might well be applied to Fred Iverson and Harold Lawrence. Seaboard representatives, who have been plowing thru snows and storms that have roared thru the East in the past week.

"Iverson made his rounds despite the cold and stormy conditions. He remarked, 'What's a little snow? My customers need the best games no matter what kind of weather we have—and I'm going to keep on seeing that they get them.'

"Lawrence also felt the same way. He said, 'Seaboard is no fair weather friend

to its customers thruout Pennsylvania. Our service is pledged to continue no matter what the weather. What's more, in sticking to the job we are living up to our pledge to help operators help themselves by pointing out the best games for each man's location.'"

Hintze Returns From Mill Visit

CHICAGO, Dec. 3.—Arthur G. Hintze, president of the company bearing his name, supplier of grille fabrics for cabinets, has returned from a visit to the Eastern mills which weave the special cloth for his company.

Said Hintze, "For many years the grille cloth used in cabinets did not receive sufficient consideration. Today, due to the large open area on the front of the cabinets, the proper design and color of grille cloth to harmonize with the finish and style of the cabinet are considered of utmost importance. Our company has specialized in the designing and sale of grille cloth for a number of years and enjoys the reputation of supplying the grille cloth to most of the large manufacturers using this item."

Evans Has Secret For January Show

CHICAGO, Dec. 3.—"Every year the coin machine industry has come to look to H. C. Evans & Co. for the new trends in the coin machine industry," said R. W. (Dick) Hood, president of the company. "This year is no exception. We'll again be ready to show creations at the January CMMA show that will set new standards for the industry.

"At the 1936 show the sensation was Evans' introduction of Ro-Bo-Lette, then referred to as the Rolls-Royce of coin games. Again in 1937 it was Evans' Galloping Dominoes and its sister games, Bang Tails and Rolletto Jr., that startled the industry. At the last convention Evans gave the industry By-a-Blade and the profit-sharing phonographs. Each of these games has met with overwhelming success.

"This year we will again introduce several radically new and different creations destined to make coin machine history. Our innovations will be exhibited only at the CMMA show in January and at our plant. Let me say with emphasis," concluded Hood, "that you will not have seen a thing until you've seen Evans' sweeping trend-makers for 1939."

Gay Games Equipped For Speedy Service

MUNCIE, Ind., Dec. 3.—Guy E. Noel, president of Gay Games, Inc., here, recently made the following statement: "Production facilities have hampered us until recently, but with our new factory unit completed and high speed machinery installed we are going to give the operators an opportunity to become acquainted with our products, the E-Z Pickin' line. Heretofore we have been reluctant to accept new business because our facilities would not permit manufacture of additional merchandise under the high standard we maintain.

"It is our intention to keep the trade supplied with new ideas and games and now, as in the past, operators can look

to Gay Games, Inc., as a dependable source of supply for the latest profit-making games. As quickly as possible we are going to add to our present corps of six representatives. We are opening this program by exhibiting a number of new games and ideas to the industry at both coin machine shows."

Exhibit's Flight Enjoys Popularity

CHICAGO, Dec. 3.—"One of Exhibit's recent games, Flight, has proved to be one of the best five-ball high score games on the market. Flight gives the player that supreme satisfaction that spells success for any game. Supreme satisfaction that comes from getting a winner every time—almost!" Such was the enthusiastic comment of Exhibit Supply officials.

"The playing field of Flight consists of double-purpose roll-over switches numbered from 1 to 10. They are located between the 10 sets of 20 translucent colored light-up bumpers. Flashing bumpers, varied values for balls produce a feeling of real accomplishment in the player.

"A flashing build-up and free replay balls create terrific suspense—the 'almost' situations. That is Flight, a table the players love and keep coming back for more—a table you need for larger collections," concluded the executives.

Dallas

DALLAS, Dec. 3.—The recent cool weather has pepped up the coin machine business in the Dallas sector. The buying of new phonographs has been especially good, as well as the purchase of merchandise venders. Distributors of Bally, Keeney and other better known games say that the cooler weather has made operating conditions much better.

M. Secore, representing Black Hawk Mfg. Co., of Chicago, called on Dallas operators recently.

J. A. Wellborn, of the Kidd Sales Co., made a week-end trip to Oklahoma City to look after the company's fast growing business in the State.

Fisher Brown has completed his moving and is now located in his new headquarters at 2206 South Harwood street. An attractive and modernistic cut-out sign reading "Fisher Brown" and extending across the 50-foot front announces the new home of one of Dallas' oldest and best known operators and distributors.

Out-of-town ops have been coming to the Dallas market to stock up for the coming cooler winter season, and several nice purchases have recently been made of new slots, merchandise venders and phonographs. Among the out-of-town visitors seen at the distributors' centers were C. E. Willis, of Comanche, Tex., and O. E. Stimm, of Waco, Tex.

EASTERN FRONT

(Continued from page 67)

the boys want are games "just as good as the last."

Morris Silverstein is still talking about the electric-chair treatment given Luke Nelson's brother at the ops' co-operative offices and repair department uptown. . . . Congratulations to Mike Munves on his fourth New York showrooms, formerly Acme Automatics, Inc., and the fine way that the three Munves brothers have stuck together to make a success of this biz. They are Mike, Max and Joe, all experts in the coinbiz, and Mike with the reputation of being one of the oldest known distributors in the country. . . . Many ops are being fooled by those new Jefferson nickels, some thought at first they were slugs. . . . The New York ops' big annual banquet will be held this year at Billy Rose's new Diamond Horse-shoe spot in the Hotel Paramount. Looks like a really grand time for all.

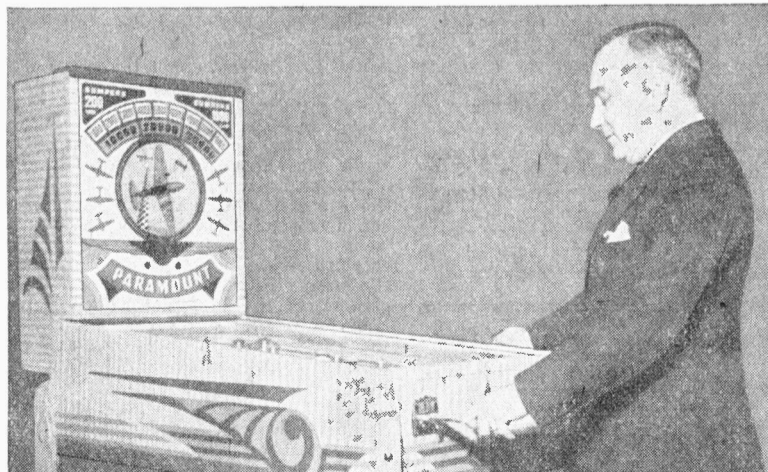
The Pagoda, popular 5-cent Chow Mein eatery in Newark, is so successful that builders and owners, Sam and Harry Malkin (Malkin-Illion Corp., manufacturer of Bayuk-Phillies cigar machine), have decided to open more spots of same type in New York and Jersey. . . . Mike Munves bought Acme Automatics, Inc., and threw a party to celebrate. This makes it four spots for Munves in New York.

Fort Worth

FT. WORTH, Tex., Dec. 3.—The Southwest delegation which will attend the NACOMM convention and exhibition at Stevens Hotel, Chicago, December 12-13, is growing in number daily. Reservations are coming in almost hourly and it now appears that several Pullman cars will be needed to transport the big crowd of Southwestern coinmen to the Windy City. The delegation will travel over the Texas and Pacific Railway, Missouri-Pacific Lines to St. Louis and from St. Louis to Chicago over the Alton. Arkansas operators are planning to join the Texas group at Little Rock. East Texas operators will swing aboard at Longview, other East Texas points and Texarkana. Houston, Beaumont and Galveston operators will join the special at Longview Junction. Delegation will leave Texas Saturday, December 10, and will reach Chicago around 2 p.m. Sunday afternoon, December 11.

State tax collectors are now checking machines in and around Ft. Worth preparatory to tax collecting for 1939. Taxes will be collected on all 5-cent amusement machines and venders except those exempt. Phonos are taxed \$5 annually in this State. When machines are found by State agents with no tax receipt shown machine's coin chute is sealed with a State seal. This seal cannot be removed by anyone except a State agent. When tax is paid on the machine the agent removes the seal. If tax is paid promptly after machine is sealed everything is o.k. After a certain period of time if tax is not paid the State picks up the machine. No one is allowed to molest a machine in any way, move it or check its cash box after a State seal has been placed on it. State tax collectors and investigators have been very fair and considerate toward the operators and usually extend them every cooperation possible in keeping their machines running.

Ft. Worth operators, other North Texas ops along with South Texas operators have selected the Santa Fe Railroad as the route to the January CMMA coin machine show to be held at the Sherman Hotel, Chicago, January 16-19. Operators from South Texas will join North Texas ops at Ft. Worth Saturday, January 14. Oklahoma City will be the assembling hub for all Oklahoma operators and they will join the Texas delegation and move on to Wichita, Kan., where ops of the Sunflower State will step aboard the Santa Fe crack train, the Ranger, and all will move into Chicago after gathering up more Missouri coinmen at Kansas City. The delegation will arrive in Chicago Sunday morning, January 15, and will go direct to the Sherman Hotel for a big reception which CMMA is planning for the huge Southwest delegation. Southwest operators are already making room reservations at the Sherman.



"BALLY'S PARAMOUNT looks good to me," says Bill Marmar, of Sicking Mfg. Co., Cincinnati, as he plays the game.

YOUR INVITATION

"on a silver platter"

Keeney PRIVATE SHOWINGS of 1939 Coin Games



KEENEY FACTORY
December 10th to 15th
and
January 14th to 19th



J. H. KEENEY & COMPANY

2001 Calumet Ave. "The House That Jack Built" Chicago, Ill.

Keeney's 1939 Games

to be displayed ONLY at
KEENEY FACTORY

NEW CONSOLE GAMES AND NEW 1939
MODELS OF CURRENT CONSOLE GAMES

Recently Introduced "STEPPER-UPPER"
AND OTHER NEW PAYOUT TABLES

Lately Released "STABLE MATE" AND
ANOTHER NEW FREE REPLAY AWARD
GAME

COUNTER GAMES

Refreshments "Stunts"

From 9 A.M. to 7 P.M., Daily and Sunday
DECEMBER 10, 11, 12, 13, 14 and 15

A Cordial Invitation is Extended
to all operators, jobbers and
distributors of coin games

Detrola To Exhibit At NACOMM Show

DETROIT, Dec. 3.—The Detrola Corp., manufacturer of radios, cameras, razor products and other items, has announced that it will occupy a booth at the NACOMM Coin Machine Show, December 12-15.

Says J. J. Davin, vice-president in charge of sales for the Detrola Corp.: "We have done a tremendous business with the coin operators who lean toward salesboard and premium activities. Our Pee Wee Radios, now augmented with the Detrola candid-type camera and Detrola electric shaver, will be of interest to the boys visiting the convention."

Detrola manufactures a full line of radios from the Pee Wee models to big combination radio-victrola models. They report that premium users have been extremely partial to the Pee Wee model, a radio no bigger than a man's hand. Electric shavers have also been good salesboard items, they report.

Flexibility Is Paramount Feature

CHICAGO, Dec. 3.—"Operating flexibility is one of the most important fac-

tors in game design today," says Ray Moloney, president of Bally Mfg. Co., "and in our new Paramount hit we have stressed flexibility. The game is available in a model which combines the strong come-on appeal of a growing reserve with the keep-on appeal of intermediate high-score awards. It is also available for high score only—either with regular or free-play coin chute. Another example of flexibility is the four-way adjustment feature, and closely related to this is the fact that all awards are metered.

"As to play appeal and earning power Paramount is breaking all past records. I have one report of a Paramount which grossed \$120 in one week. This may be exceptional, but I can say that reports coming from all sections of the country show that the game is actually surpassing both Bumper and Bally Reserve in earning power."



FISHER BROWN, center, Rock-Ola rep for Texas and Louisiana, greets Rock-Ola Vice-Presidents Jack Nelson, right, and I. F. Webb, left at Dallas for discussion on prospects for 1939, "biggest Rock-Ola year in our history."

MAYBE THERE IS SOMETHING TO IT

Think of all the operators who have been quietly buying and operating PHOTOMATICS for the past five years. Have you been overlooking a good bet?

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

The "Imperial"



"IMPERIALS Stay Put On Location!"

It's NOT Too Late! WRITE NOW for Full Details!

STOP DREAMING

About LEGAL, LONG-LIFE PROFITS—OPERATE the "IMPERIAL"! Just figure all the machines that have come and gone this past year! Add up the money you've spent! WHAT A DIFFERENCE if you would have bought "IMPERIALS" instead! You would have made only ONE INVESTMENT and still be EARNING BIG, STEADY, LEGAL PROFITS ON THE SAME LOCATIONS FOR OVER A YEAR! That's the REAL REASON why "IMPERIALS" popularity is INCREASING EVERY DAY!

BIRMINGHAM VENDING COMPANY
2117-3rd AVENUE NORTH • BIRMINGHAM, ALABAMA • PHONE - 3-5183

ATLAS VALUE PARADE

THIS WEEK'S SPECIAL

MILLS DE LUXE DANCEMASTER—
Reconditioned—Guaranteed \$29.50

WITH ILLUMINATED GRILL 39.50

Wurlitzer 412	\$ 72.50	Mills Dancemaster	\$27.50
Wurlitzer 616	139.50	Mills Swing King	59.50
Wurlitzer 716	139.50	Mills Do Re Mi	59.50
Seeburg Model A	59.50	Rock-Ola Regular	49.50
Seeburg Model B	59.50	Rock-Ola Rhythm Master	69.50

ILLUMINATED GRILLS INSTALLED, \$10.00 EXTRA.

WRITE FOR CONVENTION SPECIAL BULLETIN

TERMS: 1/3 Deposit, Balance C. O. D.

ATLAS NOVELTY CO.

2200 N. Western Ave.,
CHICAGO, ILL.

1901 Fifth Avenue,
PITTSBURGH, PA.

Cable Address: "ATNOVCO."

AMERICA'S LARGEST DISTRIBUTORS

WERTS NEW CASHO \$EALO

Win 20.00 or 1.00 SKYLINER Win 20.00 or 1.00 Two 20.00 GOLD SEALS GUARANTEED

(U. S. Trade Mark Registered) SKYLINER BRAND NEW NUMBER A WINNER EVERYWHERE SWIFT AND PROFITABLE DESIGNED FOR ALL LOCATIONS

than ever profits. This newest of Werts red-hot "whizzes" can actually bring in 4 times its normal profit to the dealer and still pay the player as much as \$40.00 in cash!

ONE JACK POT AND 4 CARDS. 480 TICKETS MOUNTED ON EACH CARD. NINE RED SEALS OPENED ON EACH 480 TICKET PLAY. REMAINS IN PLAY UNTIL TWO "COLD SEALS" ARE OPENED. PLAYER CAN WIN TWO \$20.00 JACK POTS. USES ONE TO FOUR CARDS. FOUR CARDS MEAN 4 TIMES THE PROFIT!

WERTS NOVELTY CO., Inc. DEPT. BB-12A MUNCIE, INDIANA

Progress Ahead

By WALTER GUMMERSHEIMER, President Gumatic Corp., St. Louis More progress is being made in the manufacture of coin-operated equipment than in any other industry in the world and yet the coin machine industry is still in its infancy.

MAYFLOWER'S GREATEST SALE

- Hundreds of Used Games that can't be told from new SACRIFICED AT RIDICULOUSLY LOW PRICES. All parts scraped. Every machine 100% reconditioned.
- Skill Derby \$48.50, Magic Ball 59.50, Klondike 79.50, Fleetwood 59.50, Fairgrounds 59.50, Entry 34.50, Multiple Races 59.50, Stoner Champs 59.50, Grand Derby 39.50, Paddles (Mult.) 39.50, Photo Finish 10.00, Pamco Races 10.00, Hit Parade 15.00, Miss America 15.00, Heavyweight 10.00, Queen Mary 12.50, Policy 10.00, Top 'Em 10.00, Lady Luck 29.50

- USED CONSOLES. 1938 Galloping Domino 185.00, Pick 'Em 90.00, Derby Day 60.00, Dark Horse 40.00, By-A-Blade 69.50, HOT VENDOR, Bally, New 49.50, Bang Tails 80.00, EXHIBIT'S RACES, 7-Coin Head 49.50, Liberty Bell 49.50, Derby Day 49.50

- NOVELTY GAMES. Zeta 49.50, NEW STONER BASE-BALL 15.00

MAYFLOWER NOVELTY CO. 1507 University St. Paul, Minn. NESTOR 7284

Stable Mate Gets Location Praise

CHICAGO, Dec. 3.—"Keeney's new free replay award game, Stable Mate, is being highly praised for its location performance," according to Keeney & Co. officials, who state that they have received many favorable comments from operators.

KEENEY'S NEW STEPPER UPPEERS in stock 500 Slot Machines at Rock Bottom Prices. SAM MAY & COMPANY, 2011-13 Maryland Ave. Balto., Md.

Fitz Swamped With Paramount Orders

NEW YORK, Dec. 3.—John A. Fitzgibbons, well-known Bally Mfg. Co. Eastern regional representative, reports, "We have been literally swamped with the greatest flood of orders in the history of our firm for Paramount. This is not only true of the New York area," he continued, "but reports from all of our men and offices from Maine to Maryland are the same."

OPERATORS Repair your machines with an Apollo Test Lite. Test kickers, coils, broken wires, light globes, short circuits, etc. Worth its weight in gold to every operator. Complete with full instructions and convenient carrying case. Prepaid, \$1.00. APOLLO MFG. CO. 634 Union Ave., Memphis, Tenn.

WANTED 1 or 100 We pay cash for the following: MILLS MELON BELLS, MILLS BROWN FRONTS. 5c-10c-25c-50c Write BOX D168, care The Billboard, Cincinnati, O. Berger in Philadelphia, Pa.; Art Nyberg in Baltimore, Md.," says Fitzgibbons.

Robbins To Spring Surprise

BROOKLYN, Dec. 3.—D. Robbins & Co., Brooklyn, will exhibit its Bingo 1-cent counter skill game as well as its 2-in-1 bulk merchandiser at the NACOMM Coin Machine Show at the Stevens Hotel, Chicago, December 12 to 15. Dave Robbins promises a surprise at the show by introducing a new machine which he claims will be a "long life" money-maker for operators.

WE BUY, SELL AND EXCHANGE WANTED TO BUY Handcappers, Grandstands, Winning Tickets, Mills 1-2-3. CONSOLES FOR SALE. 1937 Track Times \$99.50, Derby Days 39.50, Liberty Bells 39.50, Rosemonts 25.00, Galloping Dominos 70.00, Bang Tails 70.00, Club House 45.00. PAYOUT TABLES. Derby Champs \$75.00, Fairgrounds 50.00, Derby Day 15.00, Turf Champs 19.50, Mills 1-2-3, Improved 60.00, Mechanism 22.50, Preakness 17.50, Fleetwood 45.00, Ak-Sar-Ben 50.00. COUNTER GAMES. Reel 21, Like New \$ 5.75. Zephyrs, New \$15.50, Reel Spots 5.50, Peanut Machines (Moderne) 2.00, Peanut Machines (Northwestern, 5c) 3.50. NOVELTY TABLES. Bally Arcade, Like New \$35.00, Zeta, Like New 44.50, Bally Reserves, Latest 25.00, Dux 14.50, Around the World 10.00, Stoner Races 12.50, Homestretch 10.00.

RECONDITIONED and GUARANTEED 1 PHOTOMATIC MACHINE \$495.00, 3 PHOTOMATONS, Each 195.00, PACES RACES, Brown, ck sep., 20-1 and 30-1. Nos. 5347 and 5109 150.00, PACE MARATHONS, Brown Cabinet, Practically New 125.00, SKEE ROLLS, 16 Ft. 40.00, STONER'S RITZ 40.00, RAY'S TRACKS, ck. sep., Nos. 4072-4393 39.50, ONE-TWO-THREE MILLS 39.50, BALLY FLEETWOODS 39.50, JENNINGS BLUE CHIEFS 17.50. Prices F. O. B. Baltimore. 1/3 Deposit, Balance C. O. D. SAVOY VENDING CO. 406-J W. FRANKLIN ST., BALTIMORE, MD.

SPECIAL VALUES AUTOMATIC. Feed Bag (Tkt.) \$115.00, Entry 34.50, Fleetwood 49.50, Quinella 57.50, Arlington 27.50, Flashers 49.50, Gold Wheel 17.00, Foto Finish 24.50, Carom (Tkt.) 17.50. Tops (Tkt.) \$27.50, Latonia (Tkt.) 19.00, Hey Day (Tkt.) 79.50, Stables (Tkt.) 49.50, Flicker 14.50, Derby Day 22.50, Classic 12.50, Air Races 12.50. CONSOLES. Pacs Races \$95.00, Chukalette 44.50, Exhibit Races 34.50, Rosemont 32.50. COUNTER GAMES. Baby Tracks \$7.50, Bally Races 9.00, Sweet Sally 3.00, Auto Punch 7.50, Joker Wild 11.00, Hit Me 21 4.50, Track Reels 7.50, Cent-A-Packs 6.50, Royal Flush 7.50. 300 Slots Refinished Like New. Guaranteed. Write for Complete List. Terms: 1/3 Certified Deposit, Bal. C. O. D. AUTOMATIC AMUSEMENT CO. 1000 Pennsylvania St., Evansville, Ind.

WANTED FOR CASH Must be in A-1 condition. PHOTOMATON MACHINE with Vigilator Quote model number, make and spot cash price. LEIGH 20 Donellan Road, Scarsdale, N. Y.

TALLY This machine will make money for you. Will allow an extra liberal trade-in allowance on any counter game. Immediate delivery \$29.50 Write—Wire—Phone Today. Will prepay freight both ways. ROBINSON SALES CO. 2995 Grand River, Detroit, Mich. Temple 2-5424.



HOTEL STEVENS • CHICAGO • DECEMBER 12, 13, 14 and 15

A. B. T. Mfg. Co.
 Advance Machine Co.
 American Products Co.
 Astatic Microphone Laboratory, Inc.
 Atlas Novelty Co.
 Audak Company
 Automat Games
 Automatic Age
 Automatic World
 Axton-Fisher Co.
 Baker Novelty & Mfg. Co.
 Bearse Manufacturing Co.
 The Billboard Publishing Co.
 Blackhawk Mfg. Co.

Block Marble Co.
 Brunswick Record Corp.
 Buckley Mfg. Co.
 Central Die Casting & Mfg. Co., Inc.
 Century Die Casting Co.
 Churchill Cabinet Co.
 Coan-Sletteland Co., Inc.
 Coin Machine Journal
 Coin Machine Review
 The Columbus Vending Co.
 Cornell-Dubilier Electric Corp.
 Decca Record Corp.
 Detrola Corp.
 Arthur H. DuGrenier, Inc.

Etching Co. of America
 Gam-Superior
 R. H. Gardiner Sales Co.
 Gay Games, Inc.
 Gear Specialties, Inc.
 General Vending Machine Co.
 M. A. Gerett Co.
 John N. Germack
 Glidden Co.
 Golden Rule Vending Co.
 Guardian Electric Mfg. Co.
 Gumatic Corp.
 Haber Screw Machine Products Co.
 Harrington & King Perforating Co.

Samuel Harris & Co.
 A. G. Hintze Co.
 Hygrade Sylvania Corp.
 The Illinois Lock Co.
 O. D. Jennings & Co.
 Jensen Radio Mfg. Co.
 Kubec Electric Co.
 Lenz Electric Mfg. Co.
 Lindberg Steel Treating Co.
 Mechanical Plating Co.
 Mechanical Sales Corp.
 Micro Switch Corp.
 Mills Novelty Co.
 Philip Morris & Co., Ltd., Inc.
 National Slug Rejectors, Inc.

National Vendors, Inc.
 Hecht Nielsen
 The Northwestern Corp.
 D. A. Pachter Co.
 Palmantier-King Sales Co.
 Pan Confection Factory
 Peanut Specialty Co.
 Pedersen Bros. Tool & Supply Co.
 Peerless Novelty Co.
 Permo Products Corp.
 RCA Mfg. Co., Inc.
 D. Robbins & Co.
 Rock-Ola Mfg. Corp.
 Rowe Mfg. Co., Inc.
 Schmidt Bros.

Shyvers Mfg. Co.
 J. P. Seeburg Corp.
 Spin-O Sales Co., Inc.
 Standard Transformer Corp.
 The Stark Novelty Co.
 Stewart & McGuire, Inc.
 Stoner Corp.
 Trimount Coin Machine Co.
 U-Need-A-Pak Products Corp.
 Universal Mfg. Co.
 Veeder-Root, Inc.
 Walco Distributors
 Thos. A. Walsh Mfg. Co.
 The Rudolph Wurlitzer Co.

Victor Vending Scores Again

with

-CHALLENGER-

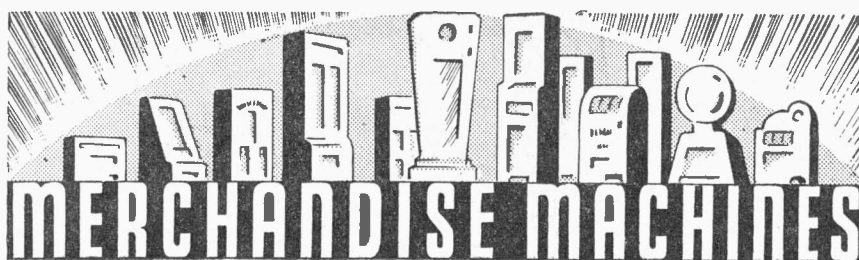
When in Chicago during the Coin Machine Convention do not fail to visit our factory where you will see on display our new "CHALLENGER" bulk merchandiser. This vendor challenges all machines regardless of their price, yet "Challenger" is priced extremely low.

"CHALLENGER" without question is the greatest value offered today! "Challenger" offers you class, quality, performance at low cost. Mr. Operator, Mr. Jobber, if you are interested in the best in bulk merchandisers, do not fail to see CHALLENGER.

On display at our factory (private showing).

VICTOR VENDING CORP.

4203 Fullerton Ave., Chicago.



Gerber & Glass Get S. & M. Inquiries

CHICAGO, Dec. 3.—"An announcement in a recent issue to the effect that our company had become distributor for the Stewart-McGuire line of vending equipment has brought startling results," stated Paul Gerber, official of Gerber & Glass Distributing Co., Chicago.

"As soon as it was revealed that we would serve the Chicago area with Vendrink Coca-Cola venders and Heide and Adams gum venders we received a flood of inquiries from hundreds of operators. Many of them we listed among our regular customers. Hundreds of others are operators with whom we have previously done no business, but all of them offered congratulations on our new connections and were eager to be among the first to purchase the machines.

"The response from the operators is indeed indicative of the popularity of Stewart-McGuire equipment," added Max Glass. "It is with real pride that we view our association with Stewart-McGuire, not only because it means progress for our organization but also because it means that our customers will be able to make more money with qual-

ity equipment. Our distributing set-up is now completed and functioning efficiently. Orders for Stewart-McGuire equipment, as well as Heide candies and Adams gum, are being promptly taken care of."

Victor Announces New Bulk Vender

CHICAGO, Dec. 3.—H. M. Schaefer, president of the Victor Vending Corp., announced recently the completion of a new bulk merchandiser called Challenger. "Challenger," says Schaefer, "is unquestionably the greatest value in a bulk vender on the market today. It is a beautifully designed machine with a really fool-proof mechanism. Every part of the Challenger is precision built; the best materials available went into its construction.

"Here is a vender that is predestined for instant success. It is a vender that fits the operator's pocket book as well as his most exacting requirements. We will have the Challenger on display at our factory show rooms for the benefit of operators and jobbers planning on attending the coin machine conventions."

cigarette merchandisers' association

Communications to M. Reuter, The Billboard, 1564 Broadway, New York City.

The third organization meeting of the Interstate Cigarette Merchandisers' Association will convene Saturday, December 3, at the New York CMA auditorium at 1 p.m. Delegates appointed to represent their respective organizations at this meeting include Walter Guild, of the CMA of Massachusetts; John Gage, of the Syracuse CMA; Edward J. Dingley, of CMA of Pennsylvania; Anthony J. Massone, of the CMA of Connecticut; Le Roy Stein, of the CMA of New Jersey, and Matthew Forbes, of the New York CMA. In addition to these official delegates, a large contingent of prominent Eastern cigarette merchandising machine operators is expected to be on hand.

Business of the meeting will be the discussion and adoption of the proposed constitution and by-laws of the association. In addition a temporary chairman and secretary-treasurer must be appointed as well as the designation of temporary headquarters for the association. Such subjects as manufacturer-operator co-operation, reciprocal agreements between interstate associations in overlapping territories and joint trade association and fraternal functions will be discussed. Walter Guild, manager of the Massachusetts CMA, is also slated to lead a discussion on *Trade Stimulators for Automatic Cigarette Machines*.

Following the business meeting, delegates and attending operators will adjourn to dinner and the evening will be given over to entertainment with a theater party and stag supper on the schedule.

At the December 1 meeting of the New York CMA the members voted to stage a dinner and dance at some prominent New York spot to celebrate the rapid strides made by the association in the past year. Tentative plans reveal that the event will come off around the first part of the new year. The entertainment committee has been deputized to formulate definite arrangements and tender a complete report at the next regular meeting. Matthew Forbes stated that the organization plans to make this more than a mere get-together of CMA members and their wives. He stated that this event is to be a real celebration with all the trimmings that will be long remembered by all who attend.

In direct contrast to present tendencies in a troubled world where dictators and governments are attempting to restrict personal and private liberties or ignore them altogether, the CMA of New Jersey has asserted its democratic spirit by adopting a new classification of membership which is intended to give greater representation to those members who operate a limited number of machines.

Heretofore the membership has been divided into five classes. Beginning with the first of the year, however, this number will increase to 12. In accordance with this new arrangement, not only will the smaller members receive a greater representation on the executive committee, but will pay dues in proportion to their classification. The new division will be classified as follows:

AA—650 or more machines	F—150 to 200
A—500 to 650	G—100 to 150
B—400 to 500	H—75 to 100
C—300 to 400	I—50 to 75
D—250 to 300	J—25 to 50
E—200 to 250	K—1 to 25

In accordance with the constitution and by-laws of the association, an officer and a member of the executive committee must be chosen from each class of membership. As a result of this new set-up 12 separate classes of membership will be represented when election of officers takes place at the first meeting in January.

New York CMA Notes: Mr. Frasier surprised the boys at the last meeting. As a result of a diet he's dropped 35 pounds. Now he's finding out that dieting runs into the money, for his suits no longer fit and he's facing the necessity of buying

PEANUT & GUM VENDING MACHINES

New, Direct From Factory

Only **\$2.40** and up

Over 60,000 Sold

UNIVERSAL



Designed to provide operators with maximum service and sales appeal at a **LOW PRICE**. Vends everything—candies, peanuts, pistachios, charms, etc. Capacity 5 lbs.

\$6.95

Special Introductory Offer

1 Universal

10 lb. candy,

1 gr. toys.

All for **\$8.95**

1/3 Deposit With Order, Balance C. O. D.

Send for circular and easy terms.

Order Now

Factory Distributor

TORR 2047A-SO. 68
PHILA., PA.

PEANUT VENDORS

Reconditioned—A-1 Condition.	
EVER READY 4-Way, 1c.	\$6.50
COLUMBUS RED, 5c.	3.00
COLUMBUS RED, 1c.	3.25
COLUMBUS GREEN Porcelain, 1c.	5.50
AD-LEE CENTURY, 1c.	5.50
NORTHWESTERN 33 Lacquer, 1c.	4.00
NORTHWESTERN 33, Porcelain, 1c.	4.50
NORTHWESTERN COMBINATION MDSER. Lacquer.	5.50
NORTHWESTERN COMBINATION MDSER. Porcelain.	6.00
MAGIC VENDERS, 1c.	3.75
STEWART-McGUIRE DELUXE, 1c-5c.	7.00
CHARMS, Assorted Gross.	.90
CHARMS, "Snow White & Seven Dwarfs," Gross.	.90
1/3 Deposit, Balance C. O. D.	
Orders for \$5.00 or Less Full Cash.	
Personal Checks Must Be Certified.	

IDEAL NOVELTY CO. 1518 MARKET ST. PHILA., PA.

FOR SALE EIGHT NEW AIR POPS

Six have not been out of the crates. Latest Models. No reasonable offer refused. Submit quotations to

MARQUETTE MUSIC CO.
1216 BEAUBIEN ST. - DETROIT, MICH.

a complete new wardrobe. . . . Weidstein, of Dublin Cigarette Service, has purchased the operation of T-Porko Cigarette Service in the Bronx. . . . Alan Jacobs took time off from his political activities, his chief hobby, to be present at the last meeting. . . . Sam Yolen missed the first meeting of the association since its inception.

Manager Le Roy Stein of the New Jersey CMA has announced that he and Sol Kesselman, counsel for the association, will be on hand at the Stevens Hotel in Chicago to take in the NACOMM convention.

If you should hear a voice coming thru your loud speaker closely akin to that of President Roosevelt praising Brown & Williamson tobacco products, think nothing of it. The musical variety program on WEAF at 7 p.m. Saturdays has an announcer, Peter Grant, uncannily gifted in mimicking the President. He is reported to have studied every characteristic inflection and oratorical mannerism of Roosevelt, and his carbon copy is astonishingly accurate. With that duplicate of the President's voice he reads his commercial announcements, starting them with the well-known "Friends . . ."

Cigarette withdrawals showed a 4.52 per cent drop over withdrawals for October of last year. Figures for the 10-month period, however, still show that withdrawals are .20 per cent above last year's mark. Ten-month withdrawals totaled 137,496,912,963—a gain of 268,245,176 over 1937 figures.

MODEL "E" SEL-MOR

\$6.25 SAMPLE
(CHEAPER IN QUANTITIES)

GUARANTEED FOR 5 YEARS!

Vends all Candies, Toys, and Ball Gum. Brings BIG-GER PROFITS!

(We will exhibit only at Hotel Sherman, Jan. 16-19.)

GREAT STATES MFG. CO.

DEPT. E. • 1601-09 E. 39TH ST. • KANSAS CITY, MO.

MAKE MONEY

giving away Genuine Marathon Suede Vests on new sales card plan. Nothing like it ever before. Every man, woman and merchant a prospect. Takes in \$4.25. Sample Deal, \$1.00, complete with entire sales plan. Start now and make a big money cleanup.

WINNER SALES CO.
3307 Armitage Ave., Chicago, Ill.

A REAL BUY!

50 Re-conditioned EVER-READY 4-Col. 1c Nut & Confection Vendors. ONLY \$6.50 EA. (\$5 or more)

SAMPLE \$7.50.
Rush Your Order Today.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

Send your correspondence to advertisers by mentioning The Billboard.

Candy Men Under Fair Trade Laws

CHICAGO, Dec. 3.—Additional manufacturing confectioners have indicated their desire to operate under the Illinois fair trade laws. They swell the constantly growing group of candy makers who are daily joining. The increases are, in large part, due to an extensive campaign carried on by confectionery associations.

The new firms that have signed up under fair trade in the latest group are Woodward Candy Co., Council Bluffs, Ia.; George Ziegler Co., Milwaukee; Chicky Candies, Inc., Grand Rapids, Mich.; Gilliam Candy Co., Paducah; Switzer's Yellow Jacket Co., St. Louis; Schutter Candy Co., Chicago; Bunte Brothers, Chicago; D. L. Clark Co., Pittsburgh; Phyleen Candy Co., Huntington, Ind.; Newton Products, Cincinnati; Sperry Candy Co., Milwaukee; Klotz Confection Co., Louisville, Ky.; Wayne Candies, Inc., Ft. Wayne, Ind.

The six firms that have been previously announced are Mars, Inc.; Williamson Candy Co., M. J. Holloway Co., all of Chicago; Paul F. Beich Co., Bloomington, Ill., and Chicago, and Rockwood & Co., Brooklyn.

Quite a number of these manufacturers turn out candy bars, and where they are being brought under fair trade the minimum retail price is 5 cents, while the jobbing price to retailers is 80 cents less 2 per cent cash discount thru service wholesalers and 74 cents per box net on a cash-and-carry basis. Many of the manufacturers have not as yet made up their list of items that will be sold under fair trade, as the two-contract-a-week arrangement gives them ample time to make the decision. However, two firms well up on the list, Beich and Schutter, have announced their items. The Beich items include Whiz, Jitterbug, Dipsy Doodle, Assorted Puddin' and Filibuster candy bars and Mrs. Beich's packaged chocolates, the jobbing price on the latter being 40 cents and the retail 60 cents. Schutter includes three candy bars, Old Nick, Golden Harvest and Bit-o-Honey.

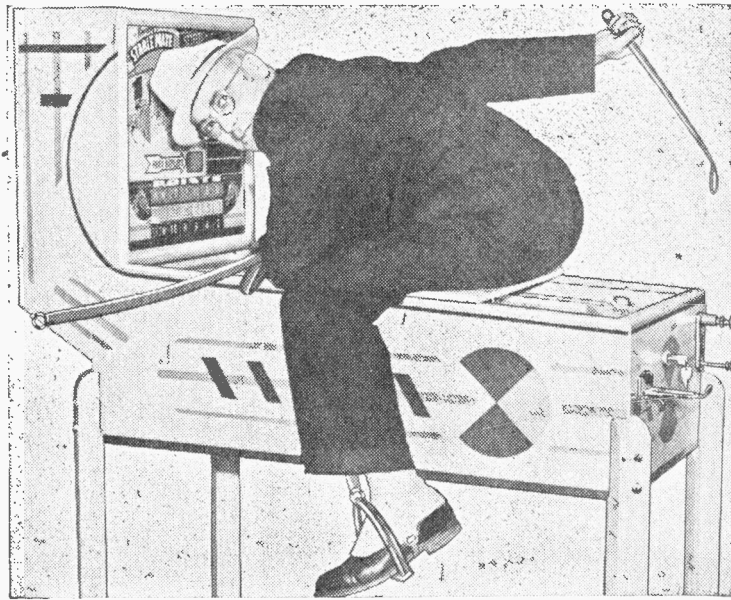
Munves Opens 4th New York Office

NEW YORK, Dec. 3.—Mike Munves Corp. will officially open its fourth New York office Saturday, December 10. New quarters are located at 43d street and 10th avenue, in the midtown area. These offices formerly were occupied by Acme Automatics, Inc., which Munves purchased some weeks ago.

With the opening of the midtown office the firm states it is now in a position to give complete service to all operators in Greater New York and thruout the East. Two of the other offices of the firm are located in the downtown area, one at 145 Park row, where Mike Munves has long been established, and the other at 24-36 Chambers street, which is now the headquarters for arcade equipment. Both these downtown offices are under the management of Joe Munves. The uptown office, which takes care of the firm's export business as well as the needs of uptown and out-of-town ops, is located on W. 157th street and is under the direction of Max Munves. Mike Munves himself has taken over the reins of the new midtown headquarters.

In order to get business off to a flying start in their new offices Mike Munves announces that a mammoth grand-opening party is scheduled for Saturday, December 10. Invitations have been sent to prominent manufacturers, distributors, jobbers and operators to inspect the new quarters and join in the festivities. Munves reports that, judging by the number of acceptances he's received to date, a large turnout of coinmen will be on hand.

The Munves brothers have gained a large following among coinmen in this area. Years of experience in this business is said to have well equipped them with full knowledge of the problems



THE WINNER, Keeney's Stable Mate, with George Barok up.

confronting operators. They are distributors for Exhibit Supply Co., Stoner Corp. and O. D. Jennings & Co. equipment and have working arrangements with other distributors in the metropolitan area. "We feature the Stoner, Exhibit and Jennings games at our offices," Munves stated, "and are in a position to supply ops with all types of equipment at all times. We believe we are in a class by ourselves when it comes to supplying ops with arcade equipment and we'll take no back steps when it comes to supplying any other type of equipment either."

Mike Munves reports that he has been deluged with congratulations and best wishes from prominent coinmen since announcing his new expansion move. He also revealed that he is looking forward anxiously to getting all of his friends in this business at his grand-opening party of next Saturday. "For many years we've come along in the coin machine business," he stated. "We can remember the days when the appearance of a new machine was a real event. We've seen the industry advance swiftly from small beginnings to one of international importance."

"Thru it all, however," he continued, "our friends have carried right on with us. They have been loyal and we hope we've been just as loyal to them. Today many of them have routes that extend over hundreds of miles which they service in streamlined speedy cars. They are a decided contrast to the op of the horse and buggy days. Today everything is businesslike and the advance of the business seems to have eliminated a lot of the warmth that used to exist. Years ago the few of us in the business huddled together for companionship and didn't make much of a fuss."

"There is still a lot of genuine friendship existing in the business, however. The many telegrams and personal messages I've received from my friends and associates wishing us well prove that the spirit of friendship hasn't left the business. In fact, these letters have sort of changed our attitude. This business isn't so cold and harsh. We feel that it's just as warm and friendly as it ever was," he concluded.

NACOMM Conclave Assured of Crowd

CHICAGO, Dec. 3.—A record attendance at the NACOMM coin machine show is now certain, NACOMM officials announce. Advance registrations passed the 5,000 mark last week, it is reported, and reservations at the Stevens Hotel for December 12, 13, 14 and 15 jumped up every day.

"While the tabulation of registrations has not been completed," said A. B. Coffman, show manager, "figures available indicate that registrations from a

number of States will exceed that of previous years. Figures for Illinois, including Chicago, is approximately 1,200. Other Central States run from 60 to 400, and from random tabulations of Eastern and Southern States it is evident that their delegations will in most cases be as large or larger than last year.

"New York has more than 150; New Jersey, 57; Florida, 20; Texas, 51; Louisiana, 24, and Kentucky, 70. The West Coast will be well represented. More than 30 registrations have come in from California, 12 from Washington and eight from Oregon."

New York Ops Banquet Jan. 22

NEW YORK, Dec. 3.—The operators of New York City will hold their annual banquet this year on Sunday, January 22. Joe Fishman, of the Greater New York Vending Machine Operators' Association, and Saul Kalsom, of the Amalgamated Vending Machine Operators' Association, of Brooklyn, have once more combined for this gala event, which they claim will be their most outstanding affair. The banquet will be held in Billy Rose's Diamond Horseshoe in the Paramount Hotel.

The club has agreed to turn over its facilities to the operators for their exclusive use and will not sell any tickets to the general public for that evening. Some of the foremost entertainment talent has been hired, and two name bands will alternate in supplying dance music.

The affair is scheduled for the Sunday following the CMMA show in Chicago, and Joe Fishman claims: "Our banquet will follow right after the Chicago show, thereby closing the entertainment for coin machine operators, after which we shall all be in fine trim to start the new season off with a bang. Most of the manufacturers have promised to attend, and we expect many visitors from a great many other places. The tickets this year will be \$5 a person, and we promise that anyone attending will surely get more than his money's worth."

Chicoin Adds New Free-Play Game

CHICAGO, Dec. 3.—"Free-play-type games have come to stay at the Chicago Coin Machine Co.," according to Sam Wolberg, of that firm. "We've earned our spurs by becoming one of the leading manufacturers of novelty games. Operators therefore are now looking to us for free games that have the same reputation for quality and earning power that our novelty games have. We experimented for long months developing free-play games until we had thoroly tested and proved the unit. As a result our first game of this type, Alps, was an instant success."

"Naturally we could be expected to laud the first game of this type, since we are the manufacturers and are proud of our products. In this case, however,

FOR VENDING MACHINES HARD SHELL—

- Boston Baked Beans
- Smooth Burnt Peanuts
- Fruit Dibs
- Black & White Licorice Dibs
- Rainbow Peanuts
- Dainty Cup Eggs
- Licorice Petites
- Mint Patties

CANDIES

BOOTH 71

COME IN AND SAY "HELLO"
NACOMM CONVENTION
DEC. 12-13-14-15

(Fill in Coupon for Price List.)

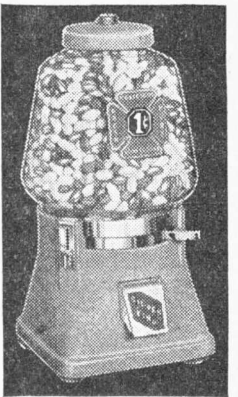
PAN CONFECTION FACTORY
 (National Candy Co.)
 345 W. Erie St.
 Chicago, Ill.
 Gentlemen:
 Please send me full particulars and samples of your Hard Shell Candies.
 Name: _____
 Address: _____
 City: _____ State: _____
 (Use Pencil, Ink Will Blot.) 126

THE KING OF VENDORS IS SILVER KING

VENDS EVERYTHING
Size 7x7x14"
CAPACITY 5
LBS. MERCHANDISE
PRICE ONLY
\$6.50

F. O. B. Chicago,
30 DAYS FREE TRIAL.

Thousands of them now on location. A proven money maker with a written guarantee. Baked enamel finish. Porcelain finish \$1.00 extra. Write now for complete details. Factory Distributor,



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PROVEN Money Makers!



Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants, Easy—when you know how. Tom Thumb vends candy, peanuts, gum. Sure-fire penny catcher. Wrigley got rich on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep key, collect your profits daily. Handsome, compact Tom Thumb gets in where ordinary vendors are shut out. Magic coin "selector." Yale Tumbler locks. Adjustable—you set the profit. Precision machine; no kick-backs. Money-back guarantee protects you while you prove the profit. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today.
FIELDING MFG. CO., Dept. 50, Jackson, Mich.

the enthusiasm is based on actual operator reports. We accept this success not entirely for the game Alps but as the operators' acceptance of our free-game unit," concluded Wolberg.

\$1

PEANUTS and HORSES

This sensational new 5c Package sells fast in Cafes, Taverns, Bars, etc. We supply everything, including Display Racks, and you get Peanuts in your own locality. All you need to handle this profitable business is a total investment of only \$15. Upon receipt of a one-dollar bill we will send you 50 five-cent Cartons with Races and Display Rack all PREPAID. ACT FAST!

A. M. WALZER CO., N. W. Terminal, Minneapolis, Minn.

Portraits of Record Artists

One of a series of thumbnail biographical sketches of band leaders and other artists whose recordings are enjoying widespread popularity in phonograph machines.

Ted Weems

Ted Weems, whose band has always been noted for the virtuosity of its instrumentation in numbers like *Piccolo Pete* and *The One-Man Band*, was born in Pittsburgh but moved to Philadelphia for his schooling. His musical career started in those early days, and he played first trombone in the West Philadelphia High School orchestra. He remained in the City of Brotherly Love for his college training, and during the summers when he wasn't studying at the University of Pennsylvania engineering school he worked with different bands, and so successfully that by the time he had his civil engineer's degree he decided to devote his whole future to music.

The first Weems orchestra was organized almost 15 years ago and first gained recognition at the Cafe L'Aiglon in Philadelphia. It was during this engagement that officials of a recording company first heard and waxed Ted's sensational interpretation of *Somebody Stole My Gal*.

Since that distant stand at the L'Aiglon Weems has played in practically every hotel, night club and theater that means anything at all from New York to California; the complete list is far too long to reprint here. In radio Weems and his boys have made the music with many leading commercial shows, among them Jack Benny's Canada Dry series, the Hall of Fame, Lucky Strike and Realsilk. His more recent programs have been Varady of Vienna, which ran for two years, and a year and a half with Fibber McGee and Molly for Johnson's Wax.

Last spring Weems played at Chicago's famed Trianon Ballroom, and during the summer appeared in Los Angeles' equally well-known dance emporium, the Palomar Ballroom. He is currently out on the West Coast.

The maestro goes in for two hobbies, amateur movies and old autos. In line with the second, he bought a 1905 Reo a couple of years ago, and the first-named has led him to write, direct and produce four six-reel pictures, which, according to reports, are well worth watching.

Permo Will Give Magnifier at Show

CHICAGO, Dec. 3.—Permo Products Corp. announces that it will present free of charge a utility needle magnifier to every music operator who registers at their booth No. 149 during the NACOMM convention from December 12 to 15.

In addition to receiving the Permo needle magnifier free, every music operator can enter a contest at his option and have a chance of sharing the awards of 500 Permo Point needles.

The Permo needle magnifier is designed as a handy pocket piece. Mounted in hard rubber, the magnifying glass has eight power and will enable music operators and service men to inspect needles on location and become familiar with their construction and service. Permo officials state that the needle magnifier will benefit music operators in five important ways: Maintaining high fidelity reproduction, record life, eliminating costly service calls, needle life and correct use of Permo's patented elliptical point. Included with each magnifier are complete instructions for its use and "Needle Service Helps and Hints."

Music operators will appreciate this good turn which Permo is doing in presenting this magnifier free of charge to them. This entails considerable expense, but Permo is confident that its value to music operators will increase with its use, and it will promote more efficient operating methods and more revenue for the operators in the future.

Permo asks that every music operator fill out a simple registration card which will be available at their booth No. 149—December 12-15—at the convention.



Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

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

GOING STRONG—KEEP THEM IN

My Reverie. The most satisfying aspect in connection with the continued popularity of this Claude Debussy adaptation is that it's evident the public really can appreciate a fine song when it's offered to them. Larry Clinton, the adaptor, and Bing Crosby have the best phono recordings. Personally, this department thinks nothing can top Bea Wain's grand vocal on the Clinton disc.

Two Sleepy People. One of the best of the crop of new tunes, this is a natural for radio, home piano playing and the machines. When the picture it's in, *Thanks for the Memory*, is released, the song will probably be even more in demand. Attracting most attention under the needles are waxings by Fats Waller and Kay Kyser. And for variety there is Lawrence Welkin's champagne music, and a Hoagy Carmichael-Ella Logan vocal arrangement may please them, Hoagy being the composer of the ditty.

All Ashore. Practically a must for operators, this ballad receives nice treatment from several of the top bands. Sammy Kaye's version seems especially in favor with the nickel-droppers, for it's the type of number for his sweet swinging and swaying.

While a Cigarette Was Burning. A Nick Kenny song usually means country-wide popularity, and this interesting ballad is no exception. It's not as big as its sensational start (when it jumped into the No. 1 most-played-on-the-air spot without having previously appeared on the list) led some observers to believe it would be, but it's still plenty strong. Buddy Rogers gives out with an appealing disc.

Change Partners. This Irving Berlin *Carefree* compo continues to hang on tenaciously to its popularity in the machines even tho it's following the downward trail in sheet sales and radio favor. Phono addicts are still paying up for Jimmy Dorsey's superior pressing.

COMING UP—BETTER STOCK THEM

What Have You Got That Gets Me? A picture song—from Jack Benny's forthcoming Paramount starrer, *Artists and Models Abroad*—that may soon be pretty important to have around. Benny Goodman gives it the right rhythmic treatment and does equally well by its platter mate, *You're Lovely, Madame*, out of the same movie and also pretty potential.

Umbrella Man. Without any apparent radio plugging this novelty waltz has been selling plenty of copies the past couple of weeks, and now band leaders are picking it up on their late-hour dance remotes, which would seem to be reversing the usual procedure. At any rate, it's a good phono number, and its destined popularity makes it better. Kay Kyser, with Harry Babbitt and Ginny Simms helping out with a swell vocal, has the likeliest looking platter for machine consumption at the moment.

You Must Have Been a Beautiful Baby. A light, catchy little number from Dick Powell's Warner film, *Hard To Get*, this is doing all right for itself and shows great promise. Bing Crosby cut it, and Tommy Dorsey's Clambake Seven gives it all they've got, which is plenty. Better get one of these versions.

Night Before Christmas. Most popular currently of the inevitable Christmas songs that hop at you at this time of the year. They might like to hear it because of the seasonal spirit, if for no other reason. No particularly outstanding record so far, but with this type of number it's not so much who makes it as the song itself.

OPERATORS' SPECIALS

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.

Lullaby to a Little Jitterbug. The latest contribution from the ever-dependable Andrews Sisters. On the reverse is *Prass Tchui*, which means *Good-Bye* in Russian and good returns in the phonos. Each number is grand and it depends only upon particular locations which side to have face up.

Button, Button. Eddie Delange and a swell swinger, a combination that has always spelled good news in the machines.

I'm Comin', Virginia. Paul Whiteman's swingwing, featuring Jack Teagarden, turns out a potentially strong phono number in this and its platter mate, *Aunt Agar's Blues*. Designed especially for the machines, it might be worth looking into.

Jeebers Creepers. Larry Clinton and Al Donahue split honors on this one, with favorable reports coming in from ops who mention both discs as pulling well.

The Devil With the Devil. Another Clinton waxing on one of his own compos and starting to go over big, as is usually the case with the old dipsy doodler.

FDR Jones. Cab Calloway hi-de-hos his way thru this *Sing Out the News* show tune, and June Richmond lends an assist that is greatly responsible for this particular platter's current strength under the fibers.

Hark to the Sound of Tar Heel Voices. This is more in the nature of an aside to operators with locations in the Carolinas, the disc being a Kay Kyser reissue of the University of North Carolina's school anthem.

GOING DOWN—NOT WORTH PUSHING

The Yam, So Help Me, Lambeth Walk, I've Got a Date With a Dream, Small Fry, Tutti-Frutti, Stop Beatin' 'Round the Mulberry Bush, Boogie Woogie, I Haven't Changed a Thing.

Rock-Ola To Have Stevens' 11th Floor

CHICAGO, Dec. 3.—Rock-Ola representatives will use the entire 11th floor in the world's biggest hotel, the Stevens, as official headquarters during the coin machine show beginning December 12, stated an executive of the Rock-Ola Mfg. Co.

There's to be a rousing reunion among Rock-Ola executives, distributors, operators and their friends. With space available, it was considered wise to have the entire organization quartered on the same floor.

Development and engineering departments have been working many months on the new 1939 machines. Now in production, these machines will occasion much pleasant and profitable surprise. This year Rock-Ola will present a most unusual display of equipment in the Stevens Hotel exhibition hall. The theme of the display will be "Expand with Rock-Ola." In addition, there'll be a complete line of our newest equipment on the 11th floor.

All of Rock-Ola's representatives will be in from their territories to greet old friends. Jack Nelson, vice-president-general sales manager; I. F. Webb, vice-president-phonograph sales manager; T. Leon Maurada, vice-president and assistant to Dave Rockola, and their large staffs will be on hand to greet the guests.

RCA To Introduce New Phono Needle

CAMDEN, N. J., Dec. 3.—Featuring Victor and Bluebird records and the newly developed RCA-Victor phonograph needle, one of the most comprehensive displays ever devised by RCA-Victor will be exhibited at the coin machine show to be held December 12-15 at the Stevens Hotel, Chicago, under the auspices of the National Association of Coin-Operated Machine Manufacturers, states a recent dispatch from the corporation.

The display will feature the leading dance-band maestri recording for Victor and Bluebird records, having lifelike illuminated figures portraying some of the artists in favorite poses. Considerable prominence will be given the new needle. It features a new type of tip welded to the shank in a special process developed in our laboratories. It assures reduced record wear, improved tone reproduction and longer needle life.

The display will be in charge of J. M. Williams, musical merchandise advertising specialist. Others attending will be T. J. Bernard, advertising and promotion manager; Jack Hallstrom, record sales department, and H. S. Maraniss, Herb Allen and Paul Southard, musical merchandise experts.

Miracle Point Needle To Be Shown

MILWAUKEE, Wis., Dec. 3.—H. J. Rettke, official of the M. A. Gerett Corp., manufacturer of the Miracle Point phonograph needle, states, "The M. A. Gerett Corp. will exhibit in booth No. 154 at the NACOMM coin machine show.

"An attractive and serviceable souvenir will be given to all music operators who call at our booth. It will be to the advantage of every operator to drop in and consult us about the use of the Miracle Point needle."

H. J. Rettke and A. E. Maage Jr., will be in charge of the Gerett booth.

Walco Steps Up Needle Production

NEW YORK, Dec. 3.—The new improved Walco Sapphire Needle has leaped ahead with such strides that it is becoming difficult to keep pace with the demand, the firm reports. Bob Grenner, in charge of sales, states that production has been stepped up to cope with the situation and asks distributors and operators to pardon any delays that have occurred prior to this time.

"We are going ahead full blast," Grenner (See WALCO STEPS on opposite page)

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to

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

Chicago

November 26, 1938.

To the Editor:

Just the other day I was asking my partner, Jerry Kimmel, how he determined just what records he would place on our machines each week. He is the expert on records, so I have always left that end of the business to him. His reply to my question was interesting. Following is our conversation:

"Jerry, just what are the methods you use in selecting records each week for our many locations, and how do you practically satisfy all of them?"

"Well, Morrie, it's a system. I've been using it ever since we have been operating music machines, which is about five years. As far as we're concerned, we don't stress new records to the importance that some of the other boys do. There are thousands of old favorite songs that you can put on any instrument and take in more nickels with them than you can with some of the 'flash-in-the-pan' new ones. Don't misunderstand, however. There are some new records that we put a 'must' tag on.

"A great many operators make the mistake of putting the hit parade in each and every one of their locations. That is wrong: Some locations must be serviced with old popular tunes. We have found that songs like *My Wild Irish Rose*, *Mexicala Rose* and other old favorites will generally take in more money than any other old favorite that we may use.

"To give you an idea of one of our 12-record set-ups we would have four of the latest recordings that are featured on the Record Buying Guide in *The Billboard*, four standard recordings, and the other four would be vocals that the crowd could join in on singing. The four latest recordings would be perhaps *My Reverie*, *Two Sleepy People*, *I've Got a Pocketful of Dreams* and *Alexander's Ragtime Band*. The standard records I have mentioned before. The four vocals would consist of such discs as *Martins and the Coys*, *When Irish Eyes*

Are Smiling or Hail, Hail, the Gang's All Here."

To all of this, my reply was: "Say, Jerry, that sounds like a pretty good system you've got. I've been your partner now for many long years and I never did stop to ask you how you did those things."

To which he replied: "It's a system, Morrie." MORRIE KORENGOLD, Kimmel & Korengold, Chicago, Ill.

Milwaukee

December 3, 1938.

To the Editor:

It's no surprise to me that such soothing ballads as *My Reverie*, *Heart and Soul* and *Two Sleepy People* are top record sellers. From all appearances John Q. Public's taste for swing, zing and bang is definitely on the wane.

Not all tavern and night club frequenters are jitterbugs. They want something in return for their nickels. Many of those who patronize my spots are men and women past 30, with plenty worldly worries, who look to soft music and beer to drown their sorrows and soothe their nerves (commonly known as "crying in their beer").

The proof of the pudding is that a recording of a plaintive homespun sentimental ballad entitled *Someone To Go Home To*, recorded by Patsy Montana and the Prairie Ramblers, is my greatest money maker. Some people play this song 10 times in a row, according to location owners.

At any rate, this particular record is doing so well for me that it is shattering all money-making records established by other songs on all my machines.

Can it be the song or is it the public trend? VINCE CORROO, Milwaukee.

Wilkes-Barre, Pa.

December 3, 1938.

To the Editor:

With the large foreign population here it is only natural that polkas of every type get a good play generally.

Of the popular tunes, any by Art Shaw seem to grab those nickels. As a matter of fact, he's our best bet. Eddy Duchin's *Old Man Mose*, Larry Clinton's *My Reverie* and Bing Crosby's *Mexicala Rose* are tops. Sammy Kaye's *All Ashore* also gets a good play.

Two oldtimers, however, Ted Lewis' *When My Baby Smiles at Me* and *St. Louis Blues*, have been very popular in their new form. *Sixty Seconds Got Together* has been receiving fair treatment.

WURLITZERS

AT SENSATIONALLY LOW PRICE Write or Wire

616

BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N.Y. C.

And, as the saying goes, with the good comes the bad. Of course, there's no telling beforehand just what records will click, but we certainly found a few honeys. Listed among the records receiving a poor play are Shep Fields' *Shortenin' Bread*, Glenn Miller's *By the Waters of Minnetonka* and Fat Waller's *Tell Me With Your Kisses*. Add to them the following: *Shadrach*, by Bob MacGinisey; *Wingy Manone's Walking the Streets*, Horace Heidt's *Dardanella*, Duke Ellington's *Please Forgive Me*, Johnny Dodds' *Wild Man Blues*; *Any Rags*, by Bob Howard, and Paul Whiteman's *I Used To Be Color Blind*. As a matter of fact, I find that Whiteman's discs receive very little play here. H. LINDEMANN, Roth Novelty Co., Wilkes-Barre, Pa.

Rock-Ola Aerialway Reaches Completion

CHICAGO, Dec. 3.—"A herald of good times is the music of the riveters and the crash of hammers at the Rock-Ola Mfg. Corp. factory, where the first project in the 1939 expansion program has just reached completion," commented David C. Rockola, head of the firm.

Rockola has been proudly showing the new connecting link between the main building and auxiliary building No. 12 to friends visiting the factory. Says Rockola, "The improvement will speed the transfer of materials from one building to another with more efficiency and will naturally result in increased production."

"This is but a good beginning for the vast program planned by our company for 1939. One move after another will be made to improve the facilities of our factory. This is in anticipation of the best year the coin machine industry has ever seen. Unquestionably, if all of us co-operate in trying to produce better products at better prices and at the same time improve facilities in our factories, in delivery of products and in the minute details surrounding the industry, prosperity for the entire industry from the smallest operator to the largest manufacturer will be assured."

Kesselman Counsel For N. J. Phono Assn.

NEWARK, N. J., Dec. 3.—The newly formed New Jersey Association of Music Machine Operators announced thru its

MORE THAN 4000 PLAYS PER NEEDLE

THE WALCO Sapphires GENUINE PHONOGRAPH NEEDLE

Flawless uniformity GUARANTEED! Every note filtered through a GENUINE Sapphire! Cut, ground and polished by diamond cutters! "The Greatest Achievement in Music History!"

SAMPLE NEEDLE 60¢ MUCH LOWER PRICES IN QUANTITY LOTS

WALCO DISTRIBUTORS 250 WEST 54th ST., NEW YORK ALL PHONES: CIRCLE 7-1381

CAPEHART PHONOGRAPH 1936 Model

10 Records, Excellent Condition. \$29.50

SUN SALES CO. 949 Lincoln Park Dr., Cincinnati, Ohio.

manager, Le Roy Stein, that it has appointed Sol L. Kesselman as permanent counsel for the association.

Kesselman has long been associated with the coin machine business. He drew up the charter for the Cigaret Merchandisers' Association of New Jersey and has been counsel for that group since its inception. He is also counsel for the National Association of Cigaret Merchandisers.

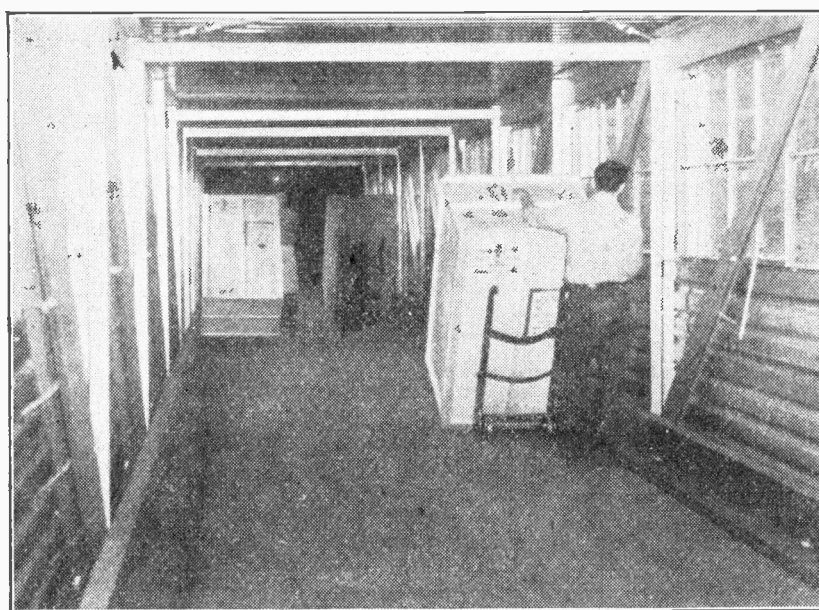
Kesselman has been appointed, along with Manager Stein, as a delegate to represent the association at the meeting of phonograph groups scheduled to be held at the Hotel Stevens in Chicago on Tuesday, December 13. The purpose of this meeting, it was disclosed, is to bring members of phono associations together so that they might adopt uniform codes of trade practices and enter into reciprocal agreements.

Twelve charter members form the nucleus of the new New Jersey association. These members, Stein stated, operate 75 per cent of the number of phonos in operation thruout the State. Counsel Kesselman has drawn up the charter for the new group. Meetings are scheduled to be held on the first and third Tuesdays of every month.

WALSO STEPS—

(Continued from opposite page) ner reports. "We will have the 'jewel of needles' on many more thousands of phonos from now on. The Walco Sapphire Needle has eliminated many of the headaches heretofore experienced by operators. Tone has definitely been improved. Record wear is now cut to a minimum and 4,000 plays from one of these needles is assured. With features like these it is little wonder that a natural demand for Walco needles should exist.

"Walco Sapphire Needles will be shown at the NACOMM convention at the Stevens Hotel in Chicago," Grenner concluded. "All distribs and operators are invited to visit booth 57 to inspect this revolutionary idea that has successfully improved phonograph reproduction."



THE FIRST STEP in the 1939 expansion program of Rock-Ola Mfg. Corp. has reached its completion. Above is shown the all-steel aerialway linking the main building with auxiliary building No. 12 across Sawyer avenue, Chicago.

MIRACLE POINT NEEDLES

A practical souvenir of the show awaits all music operators who call at our booth

Be sure to get yours

M. A. GERETT CORP. 2947 No. 30th Milwaukee

OPERATORS--DISTRIBUTORS JOBBER

FOR THOSE OF THE COIN MACHINE INDUSTRY WHO FIND IT NECESSARY TO BE IN CHICAGO DECEMBER 12, 13, 14, 15, AND ALWAYS FEEL AT HOME

AT THE SHERMAN HOTEL

A GROUP OF MANUFACTURERS HAVE LEASED THE *PENTHOUSE* OF THE SHERMAN HOTEL FOR THE DURATION OF THEIR STAY WHERE THEY WILL HAVE ENTERTAINMENT AND SERVE REFRESHMENTS 24 HOURS A DAY.

Come Over and Meet the Regular Fellows !!

NO, SIR. WE HAVE NEVER MISSED A SHOW. WE WILL BE AT THE SHOW

December 12 to 15
STEVENS HOTEL, CHICAGO

Visit us at Suite No. 534 and Rooms Nos. 532, 533, 536 and 537, or at SEEBURG DISPLAY.

Sid Stiebel
Joe Weinberger

Leo Weinberger
Sam Weinberger

SOUTHERN AUTOMATIC MUSIC COMPANY

Seeburg Distributors for Kentucky, Indiana and Southern Ohio.

Offices at Louisville Indianapolis Cincinnati

MODERN AUTOMATIC EXCHANGE, INC.

2618 Carnegie Ave., Cleveland, Ohio	
BY-A-BLADE	\$75.00
BALLY SKILL FIELD	49.50
DERBY DAY FLAT TOP	36.50
FAVORITE	39.50
PAMCO ROSEMONT	29.50
EXHIBIT RACES	47.50
TRACK KING	54.50
TRACK TIMES GRAY HEAD	58.50
ZETA	46.50
1-2-3s, One Week Old	\$120.00
AURORANS, New	9.95
BALLY RESERVE	24.50
JENNINGS DERBY DAY	45.00
FAIRGROUNDS	49.50
BIG RACE	47.50
PREARNESS	44.50
LITE-A-PAIR	11.95
1-2-3, Reversed	52.50

1/3 Deposit, Balance C. O. D.

FREE

Send for our Free Illustrated Catalog. It will pay you to get on our mailing list and receive our new price list every two weeks. Finest values in the industry. Send us your trade-in lists.

EXPORT
"We Cover the World."
Cable Address: "NATNOVCO."
Merrick, N. Y.

NATIONAL NOVELTY CO., L. I., N. Y.

Exhibit Completes List for Showing

CHICAGO, Dec. 3.—Exhibit Supply Co., noted for the wide variety of coin machines made in its plant, released notice of the types of machines that could be seen at the exclusive factory showing to be made by the firm during the two national coin machine shows to be held in Chicago. The firm would not exhibit at either convention display, it

was stated by officials. An "open house" program will be arranged at the factory instead.

The types of machines which will be shown to customers includes five-ball novelty games, five-ball free-play games, consoles, one-ball payout tables, diggers, counter games, vending machines, arcade equipment, legal machines of various kinds.

The official statement is that only qualified coin machine men will be admitted to the private showing of machines and to enjoy the hospitality and fellowship of the "open house" season.

Munves Reminisces

NEW YORK, Dec. 3.—"We've come a long way since the days when arcades were our only outlet for coin-operated equipment," Mike Munves, of Mike Munves Corp., observes. "Back in those days the few ops in the business traveled round their routes in a horse and buggy. They had lots of trouble, too, in covering their routes in the winter time when Old Dobbin couldn't get them round fast enough to service their pumpkin seed machines and their peanut and breath pellet card routes."

Munves can justifiably lay claim to being one of the oldest distributors in the business. He first started selling coin-operated equipment some 25 years ago and has been a prominent figure in the distributing world ever since.

No Stopping on Stop and Go Sales

CHICAGO, Dec. 3.—"Ask the man who owns one and you'll buy 10!" That, according to Meyer Gensberg, official of Genco, Inc., is the slogan for the latest Genco release, Stop and Go.

"The slogan came to us out of a clear sky," said Gensberg. "We had been receiving many comments from our distributors regarding the growing demand for Stop and Go in both straight novelty and play-off models. One of them told me that operators had been practically selling each other on the advisability of operating Stop and Go. One would ask the other what he thought about the game, and the enthusiastic response convinced the inquirer to the point where he bought several machines."

"Repeat orders are the rule and production has our factory humming day and night to fill orders. Naturally both models are being produced simultaneously to meet the requirements of operators in all territories."

"Stop and Go is a high-score game with brilliant playing features that have contributed much to its success on locations. Bumper scoring, red and green lights, skill-lane scoring both at top and bottom of field and an extra ball for free play when a certain score is reached are a few of the Genco features available in both the straight five-ball novelty game and the play-off model."

Keeney To Show Games at Factory

CHICAGO, Dec. 3.—"A private showing of new games, as well as 1939 models of current games, will be held at the Keeney factory from December 10 to 15, inclusive," according to Keeney officials. "All operators, jobbers and distributors are invited to visit this display of Keeney games."

"The exhibit will be open from 10 a.m. to 7 p.m. each day, including Sunday. Refreshments will be served, and stunts have been arranged for the visitors' entertainment."



ONE OF THE DELECTABLES who will compete in the bathing beauty contest at the NACOMM coin machine show, Wednesday afternoon, December 14.

PHONOGRAPH HEADQUARTERS

SPECIAL

2 FOTO FINISH	\$12.50
4 CLOCKERS	22.50
2 FLASHERS	24.50
2 BIG RACES	29.50
6 TAN FORAN	34.50
3 DERBY DAY CONSOLES	39.50
7 RAYS TRACK	44.50
1 DERBY CHAMP	59.50
2 GALLOPING DOMINO	69.50
300 PHONOGRAPHS	
MILLS DANCE MASTER	\$49.50
ROCK-OLA No. 2	69.50
WURLITZER P12	69.50
WURLITZER 312	79.50
WURLITZER 616a	139.50

GERBER & GLASS
914 DIVERSEY BLVD.
CHICAGO, ILL.

DERBY KING

1-BALL CONSOLE TYPE AUTOMATIC,
Featuring

\$10-\$15-\$20-\$40 JACKPOT

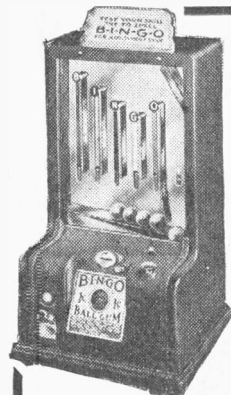
4 OR 6 COIN MULTIPLE.

(Both Optional — Easily Changed by Operator.)

Order from Your Jobber or Write Direct.
Immediate Delivery.

WESTERN PRODUCTS, Inc.

925 W. North Ave., Chicago.



OVER 2000 BINGO GAMES

NOW ON LOCATION PROVE THAT
Fast Pennies Are Better Than Slow Nickels!

Bingo Is Legal Everywhere. A Ball of Gum for Each Penny.

3 Different Ways To Play. Extra Score Cards Free.

If You Want "Long-Life" Profits
ORDER BINGO TODAY
●only \$17.50●

See Bingo at Stevens Hotel, Booth 44.

D.ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

WILL BUY TRACK ODDS and ROTARYS

TRIPLE ENTRIES	\$195.00
KEENEY'S RED HEADS	90.00
EXHIBIT JOCKEY CLUB, 7-Coin Head	49.50
BALLY TURF SPECIAL	29.50
ROSEMONT	24.50
RITZ	49.50
TANFORANS	34.50
SHOOT - THE - MOON	39.50
ZETAS	44.50
PHOTO FINISH	15.00
BROADWAY ANGEL and PAMCO TOUT.	
"Each	7.50

BEST NOVELTY CO.

1047 ST. CLAIR AVE., CLEVELAND, O.

FOLLOWING MACHINES in perfect condition, subject to inspection: Keeney's Triple Entry, cash payout, \$150.00, used 12 days; Late 1938 Bally's Arcade Reserve, \$35.00; Coney Island, register, \$22.00; Silver Flash, \$20.00; Dux, \$18.00, register; Running Wild, \$14.00; Home Run, Score Board, Stormy, \$7.00; Counter Machines: Reel Spot, Kings Six Dice, divider, \$8.00. 1-Ball Automatics: Prearkness, Bally Derbys, Turf Champs, Peerless, Bally Multiple, Jennings Flicker. No reasonable offer refused. Reference: Kokomo Union Bank-Trust Co., M. J. FORD, 1022 E. Hofer St., Kokomo, Ind.

WANTED! OPERATOR

Who Is Short of Equipment and Long on Locations. By an Experienced Operator Who Is Long on Slots, Automatics, Etc., but Short on Locations. Purpose—Partnership.

BOX No. 349, Billboard, Chicago.

'LEADERS'

TODAY'S LEADING MANUFACTURER OF 5-BALL NOVELTY TABLES, CONSOLES, 1-BALL TABLES, DIGGERS and ARCADE EQUIPMENT will show these new releases to Coin Machine Men only.

PUBLIC NOT ADMITTED PRIVATE SHOWINGS

Dec. 12-16 and Jan. 16-20
AT THE FACTORY SHOWROOMS
4222-24-26-28-30 W. LAKE ST.
CHICAGO, ILL.

EXHIBIT SUPPLY CO.

SPECIALS

GINGERS! Wooden base. Like new. 5c play. Limited quantity. Only **\$16.50**

Groetchen Columbia, 5c Play, Like New, \$35.00	Daval Reel Dice \$5.00
Bell Slides, 7.50	Daval Reel "21" 6.50
Reel Spots, 6.50	Cent-A-Pack 6.50
Reel Gripper, Comb. Grip	Penny Smoke 6.50
Tester, with Reels, 6.75	Little Gypsy 5.50
Daval Races, 5.00	Jennings Club Vender, 1c Play 17.50

MONARCH COIN MACHINE CO.
1731 W. Belmont, Chicago.

DAVAL'S SPINNER

Regular Model - \$89.50

With Reserve Feature, \$10.00 Extra

Immediate Delivery.

Wire Order at Once.

REX AMUSEMENT CO.

710 S. Salina St., Syracuse, N. Y.

WANTED

Q. T.s, 1c-5c Play; Gingers, Sparks, Bally Babys; Zephyrs; Puritans; or any other types of Counter Machines.

WE PAY HIGHEST CASH PRICES.
WE BUY—SELL—TRADE.

COUNTER MACHINE EXCHANGE

3307 Armitage Ave., Chicago, Ill.

SALESBOARD OPERATORS

Read

"DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

Winner Sales Co. Promises New Idea

CHICAGO, Dec. 3.—The Winner Sales offices, according to company officials, are a real hive of activity these days in preparation for the introduction of "a sensational new idea that promises the kind of profits that operators dream about."

An official of the company stated: "While I cannot yet divulge the details, I can say that it is a revolutionary new idea in a series deal that can be operated either as a board or jar deal set-up. It is just about ready and features a surprising new player-appeal development that will be the sensation of the field."

"The new board will not only be absolutely cheatproof but is also to feature a newly developed high-gloss finish that is soilproof and waterproof. Watch for more details about this new item which will sweep the country when it is announced."

Banner Tells Policy For Fair Dealing

PHILADELPHIA, Dec. 3.—I. H. Rothstein, of Banner Specialty Co., reports that his firm is featuring its policy for operator customers in its new advertising campaign.

Rothstein states: "The use of so many superlatives and the use of so many come-on ideas today make business lose much of its dignity. We have never used or even attempted use of ideas of this type. At all times we have given our customers a fair and square deal in every way and have protected their investments to the utmost best of our ability."

"It is only by hard work and by constant vigilance that we are able to continue with one of the best clientele in the entire industry. It does not gain any firm any credit to mislead any operator," Rothstein declared.

Genco's Stop and Go Okeh, Says Lane

NEW YORK, Dec. 3.—"The recent snows and storms in the eastern part of the country did not dampen in the least the hot rush for Genco's new smash hit, Stop and Go, now being featured at Seaboard Sales," according to Bert Lane, Seaboard head.

"I was entirely amazed with the way Stop and Go has caught on. What action!" Lane exclaimed. "Frankly, altho I thought we might sell a decent number of Stop and Go, I had no idea that the demand would be so instantaneous and so large. It must be a small world the way the word gets around concerning a hit number. The ink on test location reports was hardly dry before our telephones started burning with orders. And, most exciting of all, reorders started coming in the very same day from the same buyers!"



PRETTY KITTY KELLY demonstrates the ease with which milady may play the Mills Vest Pocket Bell.

ROLO!!



The Fastest Playing Penny Counter Game Ever Made

STRICTLY A SKILL GAME!!!

... Lights—Thrills—Action—
Player Inserts Penny Into Gun
—Aims at Odds He Wants and
Lets It ZIP!

ROLO is BUILT TO LAST! Extra heavy gauge sheet steel cabinet. Heavy metal gun. New type, perfect lights contacts. Heavy board sheeting panel! Crystal glass cover! Cylinder lock! Hard, scratch-proof, crinkle finish. Set screws. And dozens of other BETTER construction features! ROLO is the PERFECT Counter Game! PERFECT IN SIZE—only 15 1/4" Long—6 3/4" Wide—11" High! PERFECT in Appearance—looks just like an old-fashioned ball gum gun game! PERFECT in Construction—because it's built for operators by an operator backed by one of America's great radio engineering organizations!

Complete with ONLY Batteries for D.C. or Transformer for A.C. **\$8.35** Lots of 3

Samples \$8.85 Each
1/3 Cash With Order, Bal. C.O.D.

SUPERIOR GAMES MFG. CO.

136 Liberty St.,

Dept. L,

New York

INDIAN DICE

COUNTER GAME.

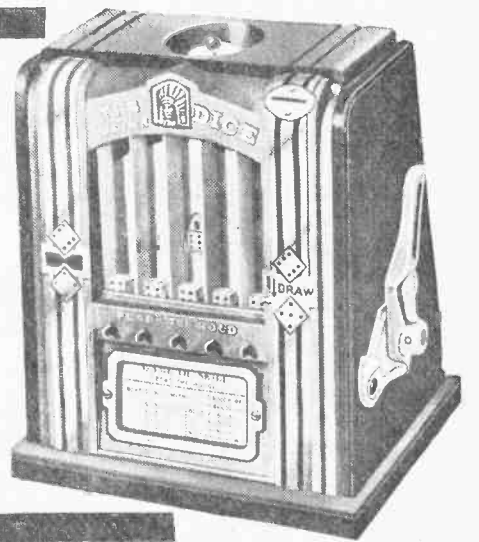
A great money maker. Gives you bigger profits than ever before. New "Hold and Draw" feature fascinates everybody and increases play. Automatic. Fool-proof. Real come-on odds, 2-1 to 20-1. Two shakes per game. Combination 1c, 5c, 10c, 25c slot. Attractive colorful cabinet, 11" high, 10" wide.

Regular Price \$24.50.

New LOW PRICE **\$17.50**
NOW ONLY

(1/3 deposit, bal. C. O. D.) Phone or wire orders NOW. Write for Monarch's special trade-in value deals.

MONARCH COIN MACHINE CO.
1731 W. Belmont, CHICAGO.



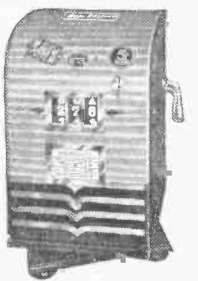
Special INTRODUCTORY OFFER!

BABY RESERVE

SEE BALLY'S AD OPPOSITE INSIDE BACK COVER

REGULAR PRICE, \$26.50. For limited time only—send us pre-paid bill of lading as evidence you are shipping used counter game or games—any make, any condition—and we ship you equal number of BABY RESERVES at **\$19.00** Each net C. O. D. only.

THE VENDING MACHINE COMPANY
205-15 FRANKLIN ST., FAYETTEVILLE, N. C.



EXTRA REMOVAL SALE VALUES!

ALL GAMES OFFERED ARE GUARANTEED AND SHIPPED SUBJECT TO INSPECTION! Zetas, \$39.50, Lots of 5 or More, \$37.50; Arlingtons, \$22.50, Lots of 5 or More, \$20.00; Penny Cigarette Machines, \$7.50, Lots of 5 or More, \$6.50; Sparks, \$17.50; Lucky Packs and Deuces Wild, \$12.50; 1937 Model Pace Comets, 5c, 10c, 25c play, \$27.50, Lots of 5 or More, \$25.00. . . . Refinished to look like new, \$32.00, Lots of 5 or More, \$29.50; 10 Columbia Cigarette Machines with rear payout, \$37.50, 5 or More, \$35.00. Write for our complete list of Novelty, Automatic and Counter games, Consoles and all makes of slots, all to be offered at sacrifice prices during our removal sale!

AUTOMATIC SALES COMPANY

227 Second Avenue, N.,

Nashville, Tenn.

SATURDAY, DECEMBER 10TH—WE OFFICIALLY OPEN OUR 4TH OFFICES AND SHOWROOMS IN NEW YORK CITY AT 593 TENTH AVE. CORNER 43RD ST.
MIKE MUNVES CORPORATION

★ 145 PARK ROW, NEW YORK ★ 555 W. 157TH ST., NEW YORK ★ 24-36 NEW CHAMBERS ST., NEW YORK ★

CONGRATULATIONS, MIKE MUNVES



ON YOUR LUCKY 4TH OFFICE IN NEW YORK THE REASON WE CALL IT 'LUCKY' IS BECAUSE YOU OPENED IT JUST IN TIME TO CASH IN WITH BALLY'S GREATEST NOVELTY GAME SENSATION



PARAMOUNT!

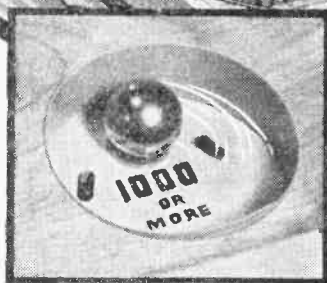
John A. Fitzgibbons

3 MODELS

Model A
Combination High Score Plus Reserve (\$1.00 to \$24.75).

Model B
High Score

Model C
High Score With Free Play Chute.



Remember...
"2 to 1-It's BALLY!"

FITZGIBBONS DISTRIBUTORS, INC.

453 WEST 47TH STREET NEW YORK, N. Y.

362 MULBERRY ST., NEWARK, N. J. | 2178 AMSTERDAM AVE., NEW YORK.
 217-219 ELIZABETH ST., UTICA, N. Y. | 622 N. EUTAW ST., BALTIMORE, MD.
 HOTEL SYLVANIA, PHILADELPHIA, PA.

DEAR MIKE:

EVEN IF WE MADE A SPECIAL "Flight" TO BRING YOU THE GREATEST "Bounty" OF GOOD LUCK WE COULDN'T DO MORE FOR YOU THAN BOTH THESE GAMES ARE SURE TO DO ON YOUR OFFICIAL OPENING DAY.

Exhibit Supply Co.
Chicago

★
Genco, Inc.
 Joins
Bert Lane
 of *Seaboard Sales, Inc.*
 in wishing Mike Munves the kind of success now being enjoyed by

STOP AND GO

... and that's from the heart, Mike!

GOOD LUCK, MIKE

Pedal Pushers
 WILL PUSH YOU TO BIGGER AND BETTER PROFITS!

Absolutely sensational! The one game that is NEW, BETTER, DIFFERENT! Order TODAY!

\$7950

EQUIPPED WITH REGISTERS



O. D. Jennings & Company, 4309 W. Lake Street CHICAGO, ILLINOIS

BEST OF LUCK TO YOU, MIKE! ... Dave Robbins

Coin Over!
 HELP US CELEBRATE, BIG PARTY,
 REFRESHMENTS AND ENTERTAINMENT
 ALL DAY SATURDAY, DEC. 10TH.
Mike

CMMA Announces Admission Badges

We do not urge or insist on registrations in advance, but we are glad to have them, as it helps relieve congestion at the registration desk and avoids delays when the show is on.

Any operator, distributor or jobber who is going to attend our convention and coin machine show in Hotel Sherman January 16-19, 1939, that sends in his registration in advance will find his identification badge ready and waiting for him when he calls at our registration desk in the lobby of Hotel Sherman, beginning January 15.

There is no charge for registration whether you come early or late. Your registration badge is your ticket of admission.

We will gladly take care of your hotel reservations for you if you will advise us just what you want and the date of your arrival.

JAMES A. GILMORE,
 Secretary-Manager Coin Machine Manufacturers' Association, 323 Hotel Sherman, Chicago.

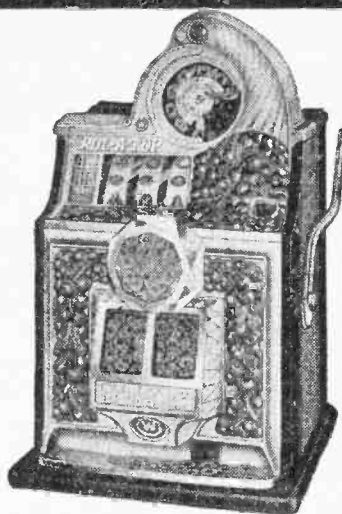
Dick Hood Will Plan CMMA Show

CHICAGO, Dec. 3.—R. W. (Dick) Hood, who was chairman of the entertainment committee to arrange the floor show for the 1938 coin machine banquet, has been nominated to the same post again for the 1939 banquet by the Coin Machine Manufacturers' Association. The selection of Mr. Hood was an expression of approval of his great work in giving the trade an excellent floor show last year, it was stated by the CMMA management.

"It is impossible for me to make any definite announcement of our entertainment program this week," Hood stated. "Let it suffice for the present that we give to every operator, jobber and manufacturer in the coin machine industry my personal assurance that our entertainment will be the very finest that can be obtained and that it will fulfill all expectations in every respect. Come on, boys, if you want your eyelashes singed. We'll singe 'em."

Detroit Coinmen Look to Canada

DETROIT, Dec. 3.—The new reciprocal trade treaty between the United States and England may have an important beneficial influence upon the coin machine industry, observers in this border



DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play
 Made Only By

WATLING MFG. CO.
 4640-4660 W. FULTON ST.
 CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770.
 Cable address "WATLINGITE," Chicago.



town reported this week. It will be recalled that the famed Ottawa Conference of about six years ago had very important results for many American industries.

The new treaty is expected to open a new market for American coin machines in various sections of the British Empire.

So important is the situation that Popmatic Mfg. Co. has discontinued its Detroit representation thru John Fink for the time being and sent Fink to Montreal, where he is making a special survey of the situation for Popmatic. "The new trade treaty may open up new possibilities for American machines here and I am checking carefully," he reported from Montreal this week.



"Wishing you the Best of Luck."

Stoner Corp.
 AURORA • ILLINOIS

"Congratulations, Mike Munves!
 Here are the games to start you off right!"



George Ponser

Chicoin's
ALPS PEACHY ST. MORITZ

Daval's
ODD BALL SPINNER TALLY

Keeney's
HIT BIG TEN STEPPER UPPER

SPECIAL!
 CENCO HOOPS — \$12.50
 Stands \$2.00 Extra.

GEORGE PONSER ORGANIZATION

33 WEST 60th ST.,
 NEW YORK CITY

11-15 East Runyon St., NEWARK, N. J.
 1435 Bedford Ave., BROOKLYN, N. Y.
 900 North Franklin, PHILADELPHIA, PA.



"Best wishes and sincerest congratulations to a regular guy and a real friend."

Herman S. Budin

Budin's Specialties, Inc.
 174 So. Portland Ave.
 Brooklyn, N. Y.



Good Luck, Mike!
 from Harry Hoppe

My New York Offices will be at
 593 TENTH AVENUE
 With Mike Munves. Call Around to See Me Soon!



Congratulations,
MIKE

On your progressive move. We wish you the Best of Luck.



Chicago Coin
 Mach. Mfg. Co.



GOOD LUCK, MIKE
 from
BEN STERLING

BEST OF LUCK



MORRIS STRUHL
 24 WEST 23RD ST.
 NEW YORK

GREETINGS
 and
Best of Luck MIKE MUNVES

International
MUTOSCOPE REEL CO., INC.
 516-522 W. 34th ST., NEW YORK

BEST OF LUCK
 from
 "The Hot Dog King of Staten Island"
AL. DEPPE

N A C O M M CONVENTION SHOW NUMBER

This special issue of The Billboard will be distributed at the Stevens Hotel, Chicago, and mailed to operators throughout the country **TUESDAY, DECEMBER 13**, giving advertisers the most complete coverage obtainable.

Rush Your Advertising Copy Today
Last Form Goes to Press Friday, Dec. 9

The Billboard Publishing Co.

MAin 5306-7

25 Opera Place Cincinnati, Ohio

BRANCH OFFICES

NEW YORK: Palace Theater Bldg., Med. 3-1616-7, 8, 9.

CHICAGO: 4th Floor Woods Bldg., Central 8480.

ST. LOUIS: 390 Arcade Bldg., Chestnut 0443.

PHILADELPHIA: 7222 Lampport Rd., Madison 6895.

Concentrate your sales effort in the one important paper in the field

The Billboard



Since 1899 The Billboard has been read regularly by coin machine operators . . . bringing to them **WITHOUT DELAY** the important news of the industry. Its large following and preference among operators **TODAY** is the result of valuable unmatched **WEEKLY** service for 40 years.

'RED HOT' DEALS for OPERATORS!

Demand the Genuine
BAR - BELL - FRUIT JAR DEALS



The choice of all "live-wire" Operators!

- More Tickets
- Bigger Profits
- Fast Sell-Outs
- 5c or 10c Play

The most sensational Jar Deals of the year! Offered in three popular numbers—2544 Tickets, 2592 Tickets and 2664 Tickets—for either 5c or 10c play. Tickets are colorfully printed with Bar, Bell and Fruit slot-machine characters.

STOP & GO JAR DEALS

- 1800 Total Tickets
- 60 Red Winners
- 24 Orange Winners
- 6 Green Winners



Boost your profits with these fast selling deals! Made in two popular numbers—Deal No. 1 with \$24.00 profit, and Deal No. 2 with \$18.00 profit. Don't pass up these money-making deals! Right now is the time to get started!

WRITE TODAY FOR LOW OPERATORS' PRICES AND DESCRIPTIVE CIRCULAR!

H. & H. NOVELTY SALES CO.
645 HAMM BLDG. -- ST. PAUL, MINN.

Silver King Sales Show Big Increase

CHICAGO, Dec. 3.—"Customer deliveries of Silver King venders for the month of November showed a 200 per cent increase over the same period a year ago," revealed H. F. Burt of Automat Games. "This fine gain followed one of the best October months in our history. It was accomplished despite the fact that our dealers were not adequately stocked with 1939 models. We have stepped up our manufacturing operations, however, and within a few weeks we expect to be getting the production necessary to meet the demand for the 1939 de luxe models.

"The 1939 de luxe porcelain models are creating much interest in the trade," Eurt concluded. "The introduction of two special models of the Silver King, the Factory King and Silver Charm, has been made by the company. We will exhibit our products at the coin machine show to be held at the Stevens Hotel December 12-15. We will occupy booth No. 70."

Asbury Park, N. J.

ASBURY PARK, N. J., Dec. 3.—Art Seger and Willard Ashmore, of J. & A. Music Co. and the Casino Amusement Co., are all cocked and primed for the NACOMM Coin Machine Show in Chicago December 12-15. They will board the special car carrying Jerseyites to the parley in Grand Central Station December 10.

Seger recalls that when he attended his first show in 1928 he was not an operator. When he returned from the Windy City that year he was one of the biggest operators in this section. He had fully equipped a penny arcade with all new machines.

The Jersey coin machine operators will have a chance to analyze local problems to and from the conference. Also boarding the special car will be Harry Pearl, representing the Ace Vending Co., Inc., of Newark; Everett Masterson, Automatic Music Service, Elizabeth; Babe Kaufman, Eabe Kaufman, Inc., Atlantic Highlands; Archie Kass, Major Amusement Co., Newark; Edward Marks, Marks Magic Music Co., Bayonne.

Jerry Morris, Queen City Amusement Co., North Plainfield; Emanuel Ehrenfeld, Star Music Co., Passaic; Mr. and Mrs. Barclay, Lady Music Co., North Arlington; Joseph DeLeo, Newark Automatic Music Co., Newark; Dave Engel, Phonograph Co., Newark, and Mr. Collichio, State Amusement Co., Elizabeth.

With the new machines they will view in Chicago and the opportunity the operators will have to talk things over, you can look for big things from Jersey during the coming year.

Robbins Speaks on Long-Life Games

BROOKLYN, Dec. 3.—"When you buy games it's almost like playing the horses," says Dave Robbins. "Sometimes you pick a winner and at other times you pick slow, sluggish horses that run the wrong way. The advantage of a winning horse is that you collect your winnings immediately. When you buy a winning game your profits are real profits only if that game is a winner for a long time. That's why many operators have ordered our Bingo game. The investment is small and the income is steady because Bingo is legal everywhere. "A ball of gum is vended for each penny. In addition to the game of Bingo, score cards for two additional games are included free with each machine. Scales of Bingo have now passed the 2,000 mark and we look forward to many more orders from operators who have not yet had this splendid penny counter skill game," he concluded.

CHUBBIE

An Exciting Five Ball Novelty Game

JUST the game for competition play — 15 numbered and illuminated bumpers — Unique extra ball feature — Scoring starts after all 15 bumpers are contacted — 100 points may be scored by skillful playing. Fully metered and priced at only

\$7450

Stoner Corp. AURORA, ILLINOIS

IT'S NEW--PROVEN--IT'S HOT!!

Beautiful 2 Tone Swede Jackets with Talon Zippers

BOARD DEAL. 1000 Holes at 2c per Sale, takes in \$20. Pays Out 35 Packages of Cigarettes. Price \$3.50 With Jacket.	PUSH CARD DEAL. 36-Hole Push Card, Takes In \$12.25. Pays Out: 1 Jacket to Name Under Seal; 1 Jacket for Last Punoh; 1 Jacket to Dealer for Running off Card. Price \$8.25 With 3 Jackets.
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Send 1/3 With Order, Balance C. O. D.

PEERLESS DISTRIBUTING CO.
301 West 9th St. Kansas City, Mo.



THEY GATHER ROUND a Paramount game at John A. Fitzgibbons, New York City: Left to right: Sol Silverstein, Joe Orleck, Lou Rose, Tony Di Marco, Gene Callahan, Jack Kay, Jack Devlin, Phil Gould, Al Koondel, Jack Fitzgibbons, Irv Orenstein, Tony Gasparra, Herman Budin, Joe Kleinman, Ray Moloney (Bally Mfg. Co.), Phil Sroka, Percy Goddard (London) and Henry Swick.

SERVICED ★ READY TO OPERATE

From Ohio's Leading Traders

CONSOLE BARGAINS. R. H. Track Times... \$ 89.50 Bally Teasers... 25.00 Kentucky Clubs... 115.00 Liberty Bells... 39.50 Derby Days... 39.50 Tanforans... 37.50 Bally Skill Fields, '37... 59.50 Bally Skill Fields, '38... 75.00 Galloping Dominoes... 69.50 Evans By-A-Blade... 69.50 9-Coin Gottlieb (Tkt.) Derby Day Consoles... 69.50 Bally Favorite... 39.50 Rosemonts... 25.00 Exhibit Races, 7 Coin... 49.50 Jockey Club, 7 Coin... 49.50	Bally Reserves... \$19.95 Silver Flash... 15.00 Homestretch... 8.00 Five Star Reserve... 35.00 MISCELLANEOUS Exhibit Rotaries... \$55.00 Magic Fingers... 45.00 6-Col. Goretta Cig. Mach. 12.50 7-Col. Goretta Cig. Mach. 35.00 Rock-Ola 12-Record Phone... 52.50 ONE BALL AUTOMATICS Grand Stands... \$130.00 Sport Pages... 109.50 Fairgrounds... 49.50 Fleetwoods... 52.50 Paddies... 39.50 Bally Entry... 29.50 Beat 'Em... 25.00 Big Races... 49.50	Mills 1-2-3 (Improved)... \$59.50 Preakness... 22.50 De Luxe Preakness... 27.50 Rover... 22.50 Arlington... 29.50 Derby Days... 14.00 High Cards... 14.00 Foto-Finishes... 14.00 Center Smash... 12.50 Miss America... 14.00 Pamco Races, 7 Coin Head... 20.00 Grand Prize... 20.00 Top 'Em... 14.00 Phantoms... 14.00 Sweet 21... 14.00 Carems... 12.50 COUNTER GAMES Daily Races Jr... \$ 9.50 Ohio Derby (Turf Flash) 12.50
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ONE-HALF DEPOSIT — BALANCE C. O. D.

CLEVELAND COIN MACHINE EXCHANGE
2336-8 PROSPECT AVENUE CLEVELAND, OHIO

HUNDREDS OF BARGAINS LIKE THESE

BALLY MERCURYS... \$ 5.00 EACH
 MILLS SWING KINGS... 39.50 EACH

Write Today for List of Other Specially Low Priced Machines.

SOUTHERN AUTOMATIC MUSIC COMPANY
542 SOUTH SECOND STREET, LOUISVILLE, KENTUCKY.

The Last "Word" in Your Letter to Advertisers, "Billboard".



**AMERICA'S
COUNTER GAME KINGS
MAKE THEIR**



MOST SENSATIONAL OFFER!

**\$5 ALLOWANCE FOR ANY
USED COUNTER GAME**

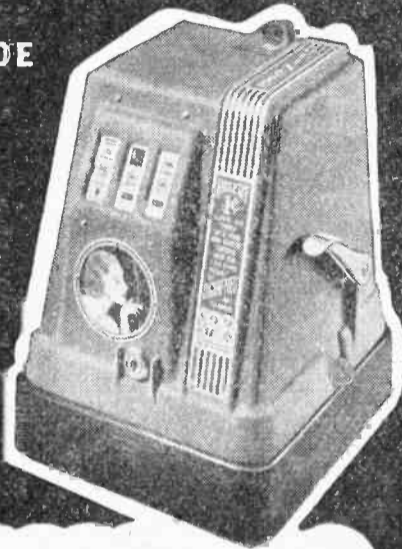
**OF ANY MAKE OR
CONDITION IN TRADE
ON A NEW**

**Groetchen
GINGER**

**TOKEN PAYOUT
GIGARETTE GAME**

"Certified" payout protection through
tokens redeemed. Mechanically perfect.
Cheat-proof gooseneck coin chute.
1c or 5c play. Specify with order.

**Regular Price \$27.50
LESS \$5 ALLOWANCE**



**WE WANT THOUSANDS OF
USED COUNTER GAMES!**

We offer \$5 allowance on any game—any make—
in trade on brand-new Gingers. We pay freight!
(Not liable for express.) No waiting for your
new Gingers... send bill of lading on shipment
to us. No limit—1 or 1,000—machine for
machine. Cash in! Take advantage of this liberal
offer NOW!

**WE WILL
EXHIBIT ONLY
AT THE
SHERMAN
HOTEL
JAN. 16-19**

**Remember! A G. & G. Endorsement Is a Genuine Guarantee
of Satisfaction or Your Money Returned!**

GERBER & GLASS DISTRIBUTING CO.
914 Diversey Boulevard • Chicago, Illinois

**Atlas Ready for
Show Visitors**

CHICAGO, Dec. 3.—Preparations have been completed for a large influx of visitors to the display rooms and offices of the Atlas Novelty Co. in Chicago during the NACOMM coin machine show, according to Atlas officials.

"A complete line of games of every available description will be on display," said Morrie Ginsburg. "Altho we are emphasizing our reconditioned equipment, we have made special arrangements to have on display all of the machines to be shown, with few exceptions, at the convention.

"Operators will have a double opportunity for buying, inasmuch as they can make their selections at the show or at Atlas headquarters. All operators are cordially invited to make Atlas their headquarters at any time of the year and particularly during show time."

**Operators' Wives
Will Do Shopping**

CHICAGO, Dec. 3.—Many wives and sweethearts of coin machine men are planning to get a good part of their Christmas shopping done while they are in Chicago for the NACOMM show to be held at the Stevens Hotel December 12, 13, 14 and 15.

This is evident from the many reservations received at the NACOMM offices for the conducted tour thru the world's greatest department store, Marshall Fields, which takes place at 2 p.m. on the first day of the show, Monday, December 12.

Reservations are also piling in for the ladies' card party to be held in the North Ballroom of the Stevens on Tuesday afternoon. This will be an outstanding affair with a beautiful prize for the winner at each table.

**London Coin Show
February 21-24**

LONDON, Dec. 3.—The Amusement Trades Exposition of 1939 will be held from February 21 to 24 in Sehmour Hall, Marylebone, West London. As in 1938, it will include coin-operated machines and all manner of amusement devices and appurtenances.

Joint sponsors are manufacturers and distributors' section of British Automatic Machine Operators' Society and Amusement Trades Exhibitions Ltd., a company associated with the Amusement Caterers' Association. Hall is smaller than that used in 1938 and belongs to borough of St. Marylebone.

TALLY



RESERVE JACKPOT starts with \$1.00 and zooms to \$10.00! **Intermediate Cigarette Awards** keep players glued to the game!

Coin Divider and Two Separate Cash Boxes eliminate all misunderstandings between operator and location owner!

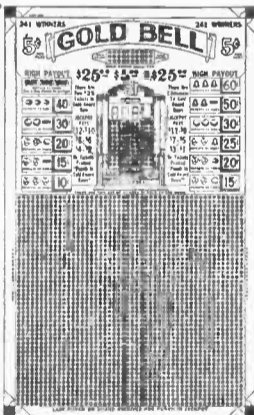
COMES IN 2 MODELS—
1. PENNY CIGARETTE REEL AND
2. NUMBERS-REEL NICKEL-PLAY MODEL WITH JACKPOT UP TO \$50 AND BELL-FRUIT STRIPS FURNISHED FREE.

NOW \$29.50
F. O. B. CHICAGO

DAVAL MFG. CO. 315 N. HOYNE CHICAGO

SPECIAL NOTICE!

SLOT MACHINE OPERATORS... Superior proudly presents the most perfect slot machine board ever manufactured. Even the spinning reels are silent! Tickets bear slot symbols in full colors. 241 winners, \$52.80 (or 1056 punches) go back into the board, leaving a total of 1344 playing holes.



Jackpot dumps 13 times, players may win from \$1 to \$12, or advance to Gold Award, where they may win \$5 or two \$25 winners!

Cost of board far below cost of actual slot machines, with profits and appeal at new heights. Weekly commitments invited. We sell to operators only; inquire for full details.

SUPERIOR PRODUCTS, Inc.
14 No. Peoria Street, Chicago, Ill.

3 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEALS

50 WINNERS

A 5c Salesboard
42 Boxes of High-Grade Chocolates—1 Lb., 1/2 Lb., 1/4 Lb.
7 Jars of Assorted Candy.
Large Box Assorted Chocolates for Last Punch.
A 300-Hole Salesboard.
COSTS YOU \$6.00. TAKES IN \$15.00.

Fast Moving Deal

36 WINNERS
A 35-Hole Salesboard. Numbers run from 1 to 39. Every Punch receives a Box of High-Grade Chocolates. Name under Seal receives additional 2 Lbs. Chocolates in Beautiful Padded Box.
COSTS YOU \$5.50. TAKES IN \$12.00.

Quick Turnover Deal

24 WINNERS
Every Punch Receives a One-Pound Box of Chocolates. Numbers Run From 1 to 39. 24 1-Lb. Boxes of Chocolates. A 24-Hole Salesboard.
COSTS YOU \$4.25. TAKES IN \$8.00.

CANDY FOR THE HOLIDAYS

6-Lb. Box of Assorted Chocolates—1/2 Doz. to Carton. **70c**
2-Lb. Box of High-Grade Chocolates in Padded-Top Box, Cello. Wrapped. 1 Doz. to Carton. Per Box. **50c**
Cordial Cherries—1 Lb. Net Packed 2 Doz. to Carton. **\$2.40**
20% Deposit With Order, Balance C. O. D. Send for FREE Catalogue of Assorted Box Candy.

DELIGHT SWEETS, INC. 50 EAST 11th STREET NEW YORK, N. Y.

When Writing to Advertisers Mention The Billboard.



DON KELSEY will represent Mills Novelty Co. of Canada, Ltd., at the coin machine show at the Stevens Hotel. "Kelsey," says Mills, "is a specialist on Mills phonographs and has been keeping the Canadians Mills-conscious."

FLIP FLOP FLUZZEE
Watch the Pennies



Not a make-shift... a real game. Player drops, spins or shoots coin. Accurate record of payouts. 6-tumbler lock. Triples cigarette sales.

LEGAL..CLEVER AMUSING!

Sample \$3.95
No 1/2 Dep., Bal. C. O. D. Personal Checks. (Cheaper in Quantities)

STAR MFG. & SALES CO.
3907 05 WAYNE KANSAS CITY, MO.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



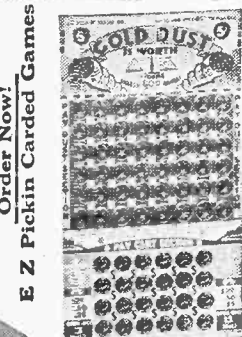
E Z PICKIN' COLD DUST

Sensational Midget Profit Maker
 Carded 513 or Jar Game. Profit.
 513 Takes in, 5c. . . \$25.65
 Label Payout 9.00
 Ave. Card Payout . . . 7.40
 Average Profit . . . \$9.25
ORDER NOW.

Specify Carded or Jar Game.

Operators Cash In With the **L a t e s t** Proven Profit Makers.
 Wire, Write, Phone for the **B i g g e s t** Money Making Line Ever Built.

E Z PICKIN'



GAY GAMES Inc., Muncie, Ind.

The 1939 Hit Carded Games Order Now!



SEE US AT THE SHOW

Western Busy on Three Fine Games

CHICAGO, Dec. 3.—Sounding a high note of optimism and enthusiasm, Don Anderson, sales manager for Western Products, Inc., reported: "Business has been showing remarkable improvement during the past few months. There appears to be a greater demand for amusement games of the type we manufacture, due in part to improved quality of games and in part to favorable legislation in various territories.

"Demand for our games grows day by day, and we are now busy with three games, each a distinctive type. Daily deliveries in big quantities are being

Gumatic Corp To Show New Item

ST. LOUIS, Dec. 3.—Say Walter Gummersheimer and Rudolph Greenbaum, officials of the Gumatic Corp., "It is our privilege to announce something new, a natural in the phonograph industry. It is Melody Gum. Results obtained from the new and revolutionizing Melody Gum unit are truly amazing. Recent tests made in three different States and in 11 different types of locations conclusively proved that Melody Gum is tops.

"It's a little big money maker. The word little is descriptive of the size and compactness of the Melody Gum unit. But when it comes to making profits, this unit certainly is termed properly when it is called a big money maker. Even our organization was amazed with test location results. As every music merchant knows, the proof is in the pudding and Melody Gum can certainly prove its worth.

"Don't forget, the big surprise of the coin machine industry will be in booth No. 45 at the Stevens Hotel during the NACOMM show, December 12-15."

English Cafe Uses Hot Food Vender

LONDON, Dec. 3.—The London office of *The New York Times* reports a new use for coin-operated machines:

FISH AND CHIPS BY SLOT—R. W. Redfern, fish frier and restaurant owner at Withernsea, Yorkshire, has established a precedent that presents a puzzling problem to the local town council.

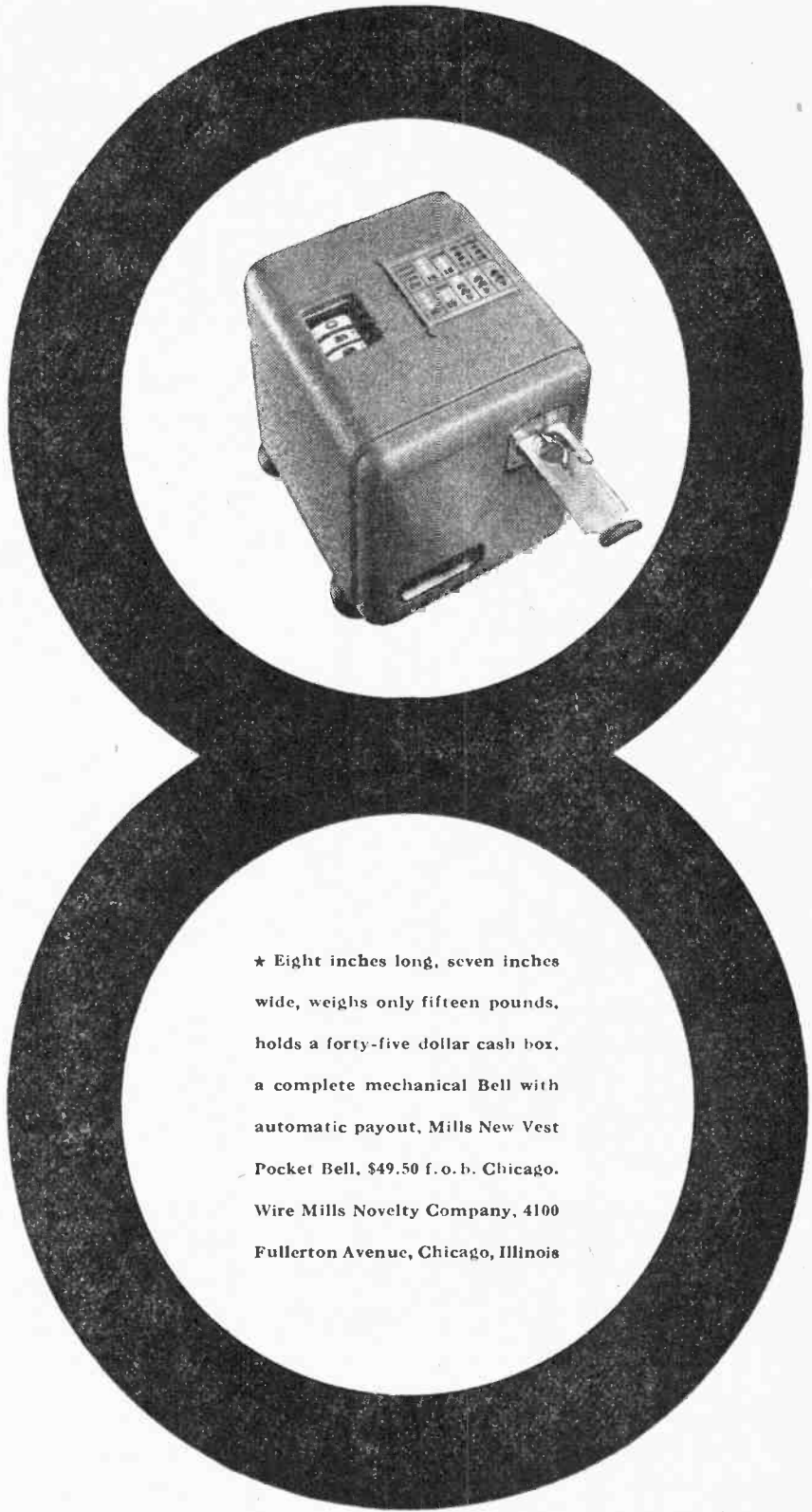
Under the British Shops (Sunday Trading Restriction) Act of 1936 he is forbidden to offer his food for sale in his fish shop. So he bought an automatic fish and chip machine and set it up outside his restaurant next door. The first of its kind seen in Britain, it enables people to buy a hot supper on Sundays just by putting coins in a slot.

The machine has 24 columns, each divided into eight electrically heated compartments. In one column are portions of chips which are automatically delivered on insertion of two pennies. Other columns have portions of fish and chips for fourpence and sixpence.

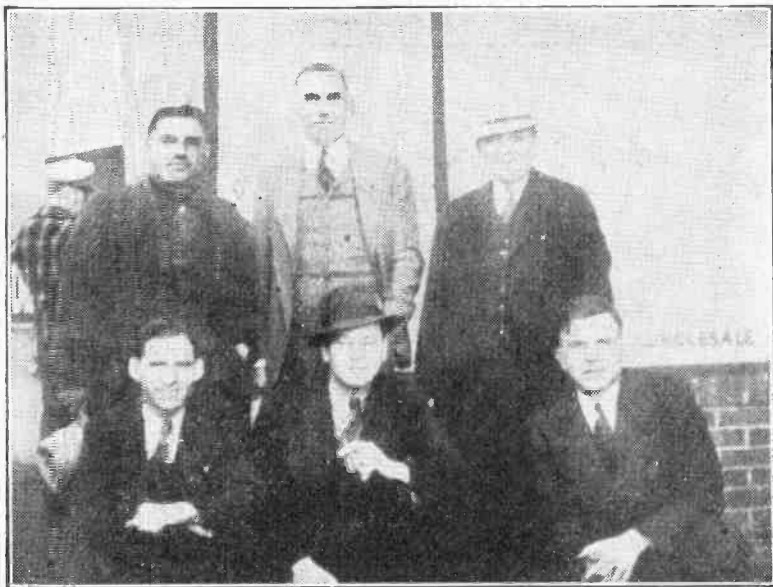
All portions are wrapped in white paper bags in such a way that the contents can be seen by the purchaser, and all are kept piping hot.

The slot machine has been doing a brisk business.

made on Derby King, a one-ball console-type automatic payout with \$10 to \$40 jackpot and four or six-coin multiple; on Race Meet, sensationally low-priced console offering track odds, and Baseball, an entirely legal game offering realistic baseball plays. A remarkable fact about the last-named game, Baseball, is that it has been in constant production for seven months as a result of increasing operator interest in the game."



* Eight inches long, seven inches wide, weighs only fifteen pounds, holds a forty-five dollar cash box, a complete mechanical Bell with automatic payout, Mills New Vest Pocket Bell, \$49.50 f.o.b. Chicago. Wire Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois



GIBSON BRADSHAW, Rock-Ola distributor for Colorado, welcomes I. F. Webb, vice-president and phonograph division sales manager of Rock-Ola, to Denver. Left to right (kneeling): J. M. Pratt, I. F. Webb, Gibson Bradshaw; (standing) Joe Briola, W. C. Jantz, Frank Kobos.



SURE HITS

HOLIDAY SPECIAL

1500 Holes. Takes in \$75.00. Pays Out \$32.50 and 75 Packs of Cigarettes.

PRICE, \$2.20

TOUCH DOWN

316 Holes. Takes in \$40.80. Average Payout \$23.22. A Step-Up Board.

PRICE, \$2.80

GLOBE PRINTING CO. 1023 Race St., Philadelphia.



COME TO THE GAM BOOTH
 and see
The Original CARD-O-FUN Games
 You will see on display
 SLOT MACHINE and A B C TICKET GAMES
 Also Many Other Popular New Ideas
GAM SALES COMPANY
 Manufacturers Only
 1319-21 S. Adams St., Peoria, Illinois

SPINNER
DAVAL'S
PHENOMENAL
WINNER!

THIS 5-BALL MONEY-MAKER IN STRAIGHT HI-SCORE PLAY OR WITH \$50.95 RESERVE BANK HAS EVERYTHING THE OPERATOR EVER WANTED, and MORE BESIDES!

NEW STYLE METERING permits high top award with any desired intermediate award arrangement!

CAPTIVE SPINNER BALL — ORIGINAL DAVAL THRILLER — is adjustable to score up to 2800!

EXTRA BALL SHOT can be set to become operative at any desired score!

ARMoured CABINET, BURGLAR ALARM and NEW CHEAT-PROOF METERING PROTECTION FOR ALL AWARDS!

DAZZLING TOP — AND BACKBOARD WITH SCINTILLATING LIGHT EFFECTS!

PRICE \$89.50
F. O. B. CHICAGO
With Reserve \$10 EXTRA.

DAVAL • 315 N. HOYNE • CHICAGO

Trade Welcomes Free-Play Game

CHICAGO, Dec. 3.—“New territories for Chicago Coin games have been opened,” states the Chicago Coin Machine Mfg. Co., “since the firm rounded out our line with the introduction of free-play-type games. These are now available, as are the straight novelty games. Operators who could use only free-play-type games can now use Chicago Coin products. Accordingly, distributors and jobbers in such territories might find that the Chicago Coin line may be available for distributorship in their area.”

Officials of the firm commented upon the demand for their newest free game, Alps, thus: “Release of the game had been planned for several weeks ago, but it was impossible to sacrifice production of St. Moritz. Consequently our production lines have been augmented to accommodate both St. Moritz and Alps simultaneously. Deliveries are now going forward in a heart-warming manner. It’s heart-warming because it means a hit game for Chicago Coin and also because it proves that the games business is good if the game is good.”

“St. Moritz has achieved very large production runs, steadily increasing. Alps, too, appears to be trying to set a production record. We are glad to say that even with this increase we can make deliveries without unnecessary delay. Our plant is now on an overtime basis, making quick deliveries possible.”

Vest Pocket Bells Push Production

CHICAGO, Dec. 3.—“We want to apologize,” stated Vince Shay, of Mills Novelty Co., “for the delay in filling orders for the Vest Pocket Bell machines. Even tho the machine was not announced until production was well begun, the widespread demand overtaxed our facilities for producing this equipment.”

“We started out with a fairly large stock, but the entire supply was exhausted within a few days after our announcement. Since that time we have been putting up a mighty struggle in an effort to get up to date on delivery, but orders simply come in faster than we can turn out the machines. We are still unable to produce the Vest Pocket Bells fast enough, in spite of the fact that our production schedules have been increased weekly.”

“We are now working various sections of our machine shop on a night shift in order to produce parts for Vest Pocket Bells and sincerely hope that within the next week or so we can fill orders the same day they are received.”

“In the meantime we can assure all operators that the machine is worth waiting for. At its low price and its fine earnings it is a machine that is naturally encountering a heavy demand. For the time being we suggest that operators planning on using the machine order them at least a week before they expect delivery.”

No Money ever WILL

tempt us to budge one iota from our 22 Year Old Policy to recommend **ONLY THE BEST** and to protect our customers’ investments as carefully and honestly as we try to protect our own.

We never did, never will, employ luring words to make statements or claims to help us pile up great volume of sales.

We rightfully maintain that **BANNER** customers are always **GAINERS**, by dealing exclusively with us whenever they are in the market for the **latest** new machines and the **very finest** quality used equipment of

every description. Join the list of **GAINERS**—make sure your investment will **always** be protected.

BANNER SPECIALTY COMPANY

1530-32 PARRISH ST., PHILADELPHIA, PA.

1840 FIFTH AVENUE, PITTSBURGH, PA.

1125 BROAD STREET, NEWARK, N. J.

OPERATORS ATTENTION! WILL SACRIFICE

- BALLY FAIRGROUNDS \$45.00
 - BALLY PREENESS 22.50
 - BALLY FLEETWOOD 45.00
 - GOTTLIEB DERBY DAY 15.00
 - GOTTLIEB DAILY RACES 10.00
- F. O. B. Mobile, Ala. Exchanges Write Us. 1/3 Deposit.
References, American National Bank.
SOUTHERN BILLIARD SUPPLY CO.
104 S. COMMERCE ST., MOBILE, ALA.

RECONDITIONED PAY-OUT GAMES

- 12 FAIR GROUNDS, Large Packs. \$39.50
- 6 SPORT PAGE 79.50
- 8 ZETAS 34.50
- 12 BALLY RESERVES 15.00

We have 500 Slots of all makes. Write for Price List.

Send 1/3 Deposit with Order.
Mt. Royal Novelty, Inc.
306 E. Baltimore St., Baltimore, Md.,
Or See MR. PLISSNER at Hotel Stevens,
December 12 to 16.

BAR, BELL & FRUIT JAR DEAL TICKETS

Tickets are printed in colors using slot-machine characters to designate the play.

TICKETS TO DEALS
2544 - 2592 - 2664 5c or 10c Play

All deals alike except the winners vary in number. Write for description and prices.

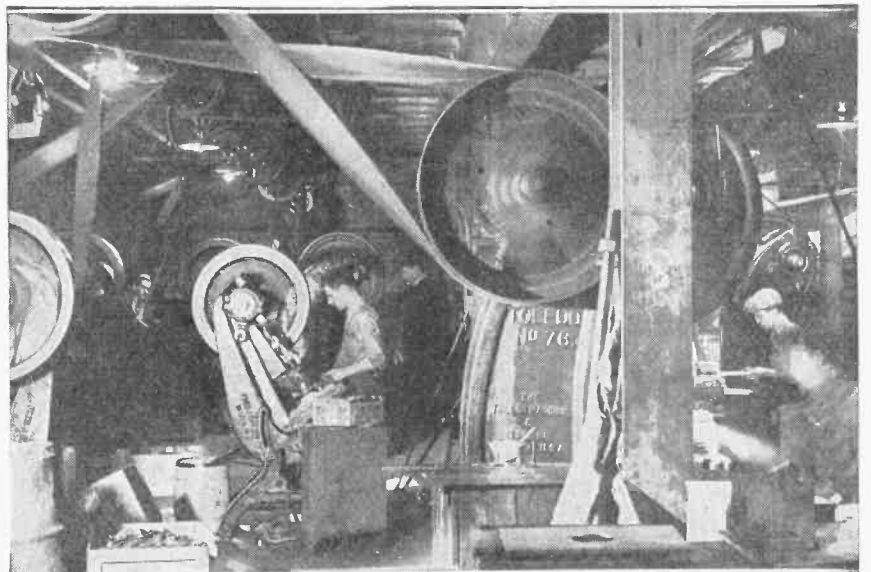
SOLD ONLY to JOBBERS
Wheeling Novelty Co., Inc. 57 Fourteenth St. Wheeling, W. Va.

McCALL NOVELTY CO.

McCALL'S SPECIALS IN GUARANTEED USED EQUIPMENT

NOVELTY GAMES	Hold 'Em \$ 4.50	Bally Club House (Ticket) \$49.50
Chicago Cadet (Reserve) \$29.50	Bolo 5.00	Keeney Track Time (Red Head) 125.00
Grand Slam (Reserve) 29.50	Turf Kings 14.50	Bally Ray's Track 57.50
Jitterbug (Floor Sample) 52.50	Carnival 9.50	AUTOMATICS
Stoner's Vogue (Floor Sample) 12.50	Bally Mercury 5.00	Air Races (Tkt.) \$12.50
Hare N' Hound 29.50	Dux 12.50	Turf Champs (Tkt.) 18.50
Genco Gargo 27.50	Long Beach 9.50	Exhibit's Bazaar (Tkt.) 32.50
Bally Reserve 22.50	Stoner's Races 39.50	Put 'n Take 7.50
Beamlight 49.50	CONSOLES	Jumbo 4.50
Bally View 49.50	Bally Skill Fields (Like New) \$ 62.50	Ivory Golf 4.50

WE BUY, SELL AND EXCHANGE. Phone: Jefferson 1644.
C. O. D. Cable Address: "McCalico."
ST. LOUIS, MO. 3147 LOCUST ST.



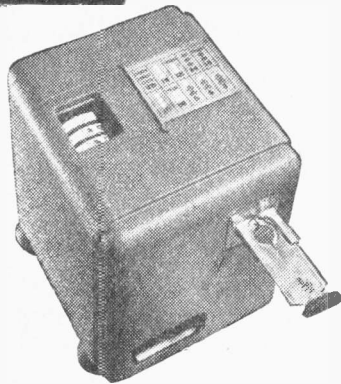
THE GUMATIC CORP. has need of these large machines in the manufacture of its product. Above is shown a small section of the large shops.

MILLS Vest Pocket Bell WITH AUTOMATIC PAYOUT

\$49⁵⁰
5¢ PLAY ONLY

FOR years we've been seeking a small, pocket-size, quiet, compact automatic payoff Bell that would work as perfectly and earn as much as the bigger Bells—YET WOULD NOT LOOK LIKE A BELL! Mills has achieved the seemingly impossible with the new sensational "VEST POCKET BELL"! The perfect machine for QUIET operating!

WEIGHS ONLY 15 pounds—easily moved about. Size only 8"x7"x8"—fits anywhere. Big cash box holds \$45 in nickels. Beautiful, neutral green, all aluminum case. Phenomenally QUIET and SMOOTH in action. Payouts are made in small payout cup. 3 bars pay 20—and they come up with thrilling frequency. Easy access to mechanism—it slides right out.



It's the BUY OF A LIFETIME! Rush 1/3 Deposit for Immediate Delivery

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET - FAYETTEVILLE, N.C. Cable Address COINSLOTS

\$1.25 PER DEAL

GET A HIT. 1260 Tickets @ 5c, \$63.00 Av. Pay. \$40.50 Av. Pft. \$22.50	PECK'N. 1260 Tickets @ 5c, \$63.00 Av. Pay. \$42.00 Av. Pft. \$21.00	5-STAR FINAL 1260 Tickets @ 5c, \$63.00 Av. Pay. \$39.85 Av. Pft. \$23.15
2280 Tickets @ 5c \$114.00 Av. Pay. \$70.00 Av. Pft. \$44.00	2280 Tickets @ 5c \$114.00 Av. Pay. \$73.15 Av. Pft. \$40.85	2280 Tickets @ 5c \$114.00 Av. Pay. \$68.80 Av. Pft. \$45.20

1260 Ticket Deals—\$1.25 per deal in dozen lots for refills. Refills include Tickets, Jackpot Card & Jar Label. Jars 25c each. Holders 25c each. Complete deals \$1.75 per deal in dozen lots. Sample deals \$2.25 each complete or \$8.00 for all three complete.

2280 Ticket Deals—\$1.75 per deal in dozen lots for refills. Jars 25c each. Holders 25c each. Complete deals \$2.25 each in dozen lots. Sample deals \$2.75 each complete or \$7.50 for all three complete. If 2520 tickets are desired add 25c per deal. 1/3 deposit with order, balance on delivery.

Tickets Only: 1260's \$9.00 Doz. 2280's \$15.00 Doz. 2520's \$18.00 Doz.

Send for Catalog of Other Winners.

WINNER SALES CO.
"PICK A WINNER WITH WINNER."
3307 ARMITAGE AVE., CHICAGO, ILL.

Engineers in Final Race

Put finishing touches on many new machines for CMMA Convention

CHICAGO, Dec. 3.—Manufacturers who will exhibit at the CMMA annual coin machine show, Sherman Hotel, Chicago, January 16-19, 1939, have given the full-speed signal to their engineering departments, according to Jim Gilmore, secretary-manager of the Coin Machine Manufacturers' Association, who bases his statement on a survey among exhibitors at the January show.

"Without exception," Gilmore said, "exhibitors at the January show are planning many spectacular surprises for the trade. In most cases the nature of the new machines makes it a physical impossibility to complete the display models before January, and I am informed that operators and distributors will be disappointed if they come to Chicago before January 16 expecting to get a preview of the new 1939 models. As it is, engineering departments of the leading manufacturers will be working overtime from now till January getting the new machines ready.

"Many really startling innovations will appear at the January show, and for this reason operators and distributors who are close to leading manufacturers and know what is going on have decided to wait for the January show at the Sherman Hotel.

"They figure that anything really worth while which is released in December will still be current in January. Thus, by coming to the January show they will see everything they might have seen in December—plus the brand-new numbers which will not be ready before the January show. And they will save the expense of an extra trip to Chicago.

"Regarding room accommodations, the Sherman Hotel will turn practically the entire hotel over to coin machine operators and distributors. I specifically asked if the coin machine guests would be segregated on certain floors, as is the practice of some large hotel managements who do not wish a convention crowd to interfere with the regular routine. In answer to my question, the Sherman management assured me that, as in previous years, the Sherman Hotel will be the coinman's "Home" during "Home-Coming Week" for the industry. Coinmen will not be herded into a few designated floors, but will have the run of the hotel.

"So for another grand annual holiday in the familiar, congenial atmosphere, remember the dates—January 16-19, 1939. You know the place—Sherman Hotel. Be sure to be there! Come to the most comprehensive show. See everything in one trip to Chicago—and we mean everything."

EVANS' 1939 GALLOPING DOMINOS

WITH NEW LEGALIZING SKILL ATTACHMENT



OTHER EVANS' HITS
Bang Tails Rolletto Jr.
Improved Hialeah Special

WATCH FOR EVANS' LUCKY LUCRE Sets a New Standard in Amusement Equipment

SEE THE NEW JACKPOT MODEL AT THE SHOW!

EQUIPPED WITH EVANS' NEW 7-COIN HEAD I

Engineered to accept the new Jefferson nickel. Acknowledged by big-time operators as the greatest coin head advance in the industry! Positively eliminates overlapping and jamming of coins. Stops grief from thick coins, slugs, gum, string, steel strips, celluloid and other tricks of the gyp artist. Last 3 coins in each chute visible at distance. Patented and manufactured solely by Evans—available only on Evans' multiple-play consoles!

IDEAL FOR RESTRICTED TERRITORY

Again this "KING OF CONSOLES" scores a top hit! New, ingenious Legalizing Skill Attachment with Gold Award . . . now makes it a perfect "natural" wherever skill games are required! Evans' NEW 7-Coin Head protects your profits! New Steel inner wall prevents tampering with mechanism. New silent-action mechanism, giant power-pak, a host of other new 1939 features plus Evans' precision engineering make this marvel absolutely incomparable to any other game regardless of claims! Perfect performance unconditionally guaranteed! At your jobber, or write, wire or phone Haymarket 7630!

WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

GUARANTEED

- 1/3 Deposit, Balance C. O. D.
- | | |
|--|--|
| NOVELTY GAMES.
Bally Arcade, \$39.50
Exhibit Buttons . . . 39.50
Bally Reserve, Like New . . 22.50 | PHONOGRAPHS.
Rock-Ola, 16 Rec. . . . \$85.00
Rock-Ola, 12 Rec. . . . 59.00
Dancemaster. . 25.00
Gabels, 24 Rec. . . . 25.00 |
| COUNTER GAMES.
Northwestern Peanut Mach., 1c & 5c Comb., Slug Proof . \$4.95
Bally Sum Fun. 4.50 | TABLES.
Keeney Derby Champ . . \$79.50
Bally Fair Ground, lge. pak. . . . 45.00
Bally Entry. . 39.50
Arlington . . 27.50
Turf Champ. 19.50 |
- MILWAUKEE COIN MACHINE CO.**
2816 W. North Ave., Milwaukee, Wis.

- | | |
|--|-------------|
| 10 Bally Reserves (latest type) | \$22.50 Ea. |
| 10 Bally Arcades (slightly Used) | 22.50 " |
| 5 Bally Palm Springs.. | 40.00 " |
| 10 Bally Fleets | 35.00 " |
| 2 Magic Fingers | 75.00 " |
| 5 Keeney Multi-Free Races | 75.00 " |

Dixie Music Company
517 Canal St. New Orleans, La.

THE HOTTEST SALESCARD DEAL IN HISTORY!!!

Send Today for FREE SAMPLE CARD and large DISPLAY PHOTO AND EASEL OF COATS

GIVE AWAY GENUINE

ACTUAL WHOLESALE VALUE \$27.50

FUR COATS

Here is the Hottest Salecard Deal Ever Offered Operators. A Winner Everywhere! But a Super-Winner Now, Just Before the Xmas Season.

The Card has 100 holes and the player pays from 1 to 49c. Winner gets absolutely FREE a gorgeous Fur Coat. Person who sells the Card also gets Fur Coat absolutely FREE. Your only investment to start placing this sure-fire deal at once is \$12.50 for 100 Salecards and 100 large photos of fur coat on beautiful model, mounted on hard frame-like board with easel to stand on counter, etc. Then you place the deal on locations and watch how the players eat it up. You don't have to buy the fur coats until the cards have been completely sold and you have collected your profit. If you still hesitate about investing in this amazing proposition, we'll send you one complete deal absolutely FREE. Just rush your inquiry today so you can get started at once.

Retail Value \$50



Don't Lose a Minute! Write Today for Your BIGGEST XMAS PROFIT MAKER

M. SEIDEL & SON D-18 243 W. 30 ST. NEW YORK, N. Y.

OPERATORS

NEW LOW PRICES

on Thick and Semi-Thick Boards

Write for Quotations

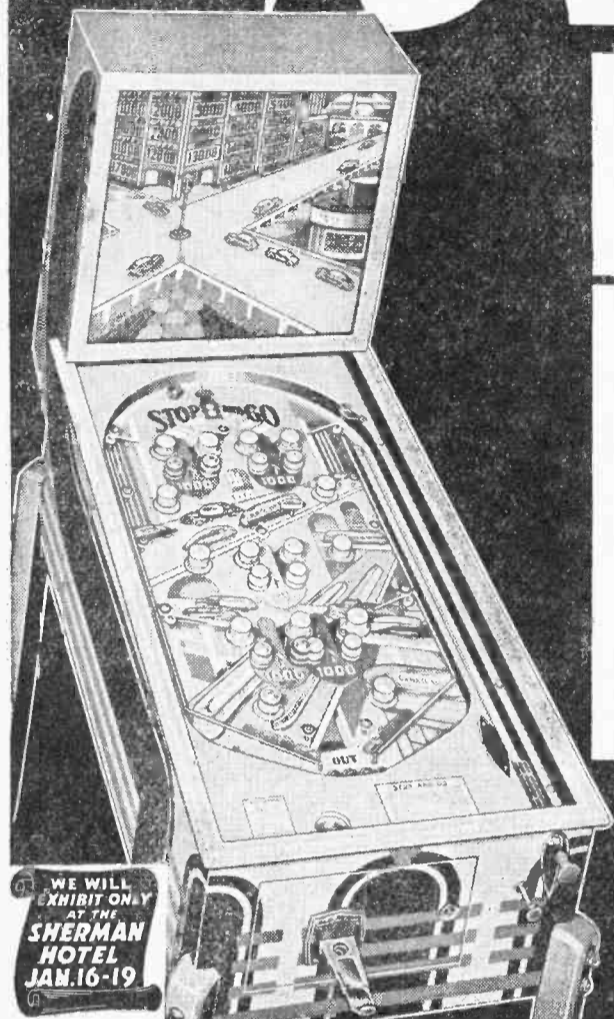
CHAS. A. BREWER & SONS

The Largest Board and Card House in the World
6320 Harvard Ave., Chicago, U. S. A.



ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

GENCO'S STOP AND GO



IN TWO MODELS

Fully metered, 5-ball novelty game. High score play. **\$74.50**

Free game model. Player "plays off" the awards. **\$89.50**

All bumpers count for 100 points. On the first 5 hits the red lites are lighted. On the next 5 the green lites are on. If a ball passes over a red skill lane when the red lites are on, 1,000 points are registered. When the green lites are on and the ball passes over a green skill lane, 1,000 points are added. Amber lighted skill lane registers 1,000 points at all times. Skill lanes at the bottom of the board keep the play alive to the end of play. When player reaches a certain high score an extra ball is released for play.

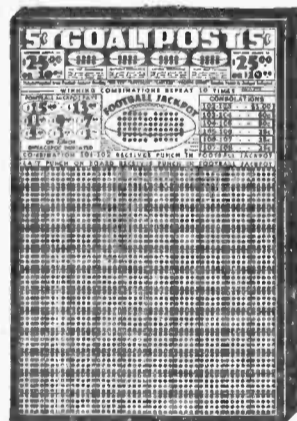
Immediate Delivery!

Ask the Man who owns one — and **YOU'LL BUY TEN!**

GENCO, Inc.

2621 N. Ashland Ave., Chicago, Ill.

SEABOARD SALES, INC., Eastern Factory Representatives. Coir Amusement Supply, Ltd., London, England, European Distributor.



YOUR SIGNAL FOR BIGGER PROFITS!

THE BIGGEST MONEY-MAKING FOOTBALL BOARD EVER MADE

— GOAL POST —		PRICE \$4.94 EACH
No. 2402	2400 Holes	
Takes in \$120.00	
Average Payout 53.79	
Average Gross Profit \$ 66.21	

Board Filled With Popular Tip Combination Tickets.
NEW LOW PRICES ON THICK AND SEMI-THICK BOARDS
HARLICH MFG. CO., 1413 W. Jackson Blvd., Chicago, Illinois.

'LOOK OVER THESE LOW PRICES AND SAVE \$\$\$\$

SEEBURG RAY-O-LITES	\$99.50	1/3 Cash With Order, Balance C. O. D.	
TCM MIX RAY GUNS	59.50	ROCK-OLA 1937 IMPERIAL 20 ..	\$104.50
BALLY EAGLE EYES	69.50	ROCK-OLA 1937 IMPERIAL 16 ..	79.50
PAMCO ALL-STAR BASEBALLS ..	39.50	ROCK-OLA 1937 RHYTHM MAS-	
BALLY RACERS	29.50	TER 16	69.50
EXHIBIT HI-BALLS	29.50	WURLITZER 1936 MODEL 312 ..	69.50
WESTERN BASEBALLS	59.50	ROCK-OLA 1937 RHYTHM MAS-	
DAVAL'S BUMPER BOWLING	49.50	TER 12	54.50
WURLITZER SKEE BALL (Latest) ..	99.50	ROCK-OLA 1937 RHYTHM KING ..	49.50
		MILLS 1937 DO RE MI	49.50
		ROCK-OLA 1936 REGULAR 12 ..	39.50
		SEEBURG 1936 SYM. MODEL A ..	39.50

Used Phonograph Records. All Usable, Our Choice, Per 100, \$2.50.
Write for Our New Bargain List Listing Over 500 Reconditioned Machines.
BADGER NOVELTY COMPANY, 2546 N. 30TH STREET, MILWAUKEE, WIS.

12 Daily Dozens, \$24.75 Top..Price \$24.50	2 Pikes Peak	Price \$14.50
3 Golden Wheels	6 Airways	" 19.50
1 Air Derby		" 14.50

These machines positively cannot be told from new ones. We guarantee each and every one to be like new in appearance and performance.
One-Third Deposit Required. Reference: Notional Bank of Tulsa.
TULSA AMUSEMENT SALES COMPANY
1126 South Frankfort, Tulsa, Oklahoma.

Spinner a Winner, Says Geo. Ponser

NEW YORK, Dec. 3.—George Ponser reports that his firm is celebrating the great sales success which it has enjoyed with Daval's latest game, Spinner. "Gauging by the number and size of telegraphic orders being received," stated Ponser, "Spinner is a winner."

"In order to facilitate deliveries we have arranged to have all orders from our branch offices teletyped direct from our branches to the main office. As the orders trickle in they are put on the teletype and in a few moments are at the factory on the Daval Mfg. Co. teletypewriter. Thus at the most only an hour elapses between the time the order is given and it is at the factory."

Joe Ash, Philadelphia office manager; Ben Becker, Brooklyn manager, and Irv Morris, Newark manager, all state that the sales have set new records daily with orders for Spinner. Odd Ball, also by Daval, has jammed up the salesrooms, too, they report. Said Morris: "I almost hate to enter our offices on Spinner shipment day. We have a large supply of games on hand, but they're all sold and promised for delivery. Imagine what happens when operators jam in and want the games and can't have them immediately. Yes, Spinner is a real sales record maker."

Free-Play Game Rivals Payouts

CHICAGO, Dec. 3.—"Operators in free-play territory can earn payout profits with the right type of equipment," according to Jim Buckley, general sales manager of Bally Mfg. Co.

"For example," he explained, "I have just received a letter from Harry Moseley, of Moseley Vending Machine Exchange, Richmond, telling about an operation of 100 Eureka machines. These machines are in locations alongside of

SALES BOARD OPERATORS!

You cannot afford to be without our latest catalog of money-making premium deals. Write today for your copy, also for big list of close-out cash and step-up boards.

H. G. PAYNE COMPANY
312 Broadway, Nashville, Tenn.

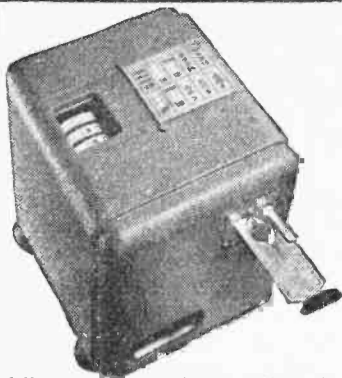
JUDGE A DISTRIBUTOR by the COMPANIES REPRESENTED

Eastern Distributors:
MILLS NOVELTY CO.
A. B. T. CO. GROETCHEN MFG. CO.
BALLY MFG. CO. H. C. EVANS & CO.
COLUMBUS VENDING CO.
CHICAGO METAL MFG. CO.
DAVAL MFG. CO.

KEYSTONE NOV. & MFG. CO.
26th & Huntingdon Sts.
PHILADELPHIA, PA.

the more popular consoles, and it has been found that the earning capacity of the Eureka machines runs about 60 per cent more than that of the consoles. This shows that the free-play operator has nothing to worry about as long as he selects games with real appeal.

"Bally's Eureka is a game with real appeal. In fact, it has all the proven profit features of our famous payout games—changing odds, mystery selections and win-place-show awards. It can be operated as a one-shot or as a five-ball game—or with two or four balls, for that matter. It can also be run with or without the four-way multiple," Buckley declared.



WE HAVE MILLS VEST POCKET BELL FOR IMMEDIATE DELIVERY AT \$49.50

ATTENTION! PRICED TO SELL

The machines listed below are slightly used and like new and offered subject to prior sale.

- | | |
|--|--|
| 12 Bonus Venders, 5c play . . . \$52.50 | 5 Mills Mystery Blue Fr. JP Vender, 5c play, all light cabinets, ser. 350,000 to 375,000 . . . \$32.50 |
| 13 Melon Venders, 5c play . . . 52.50 | 2 Mills 10c Mystery Bells . . . 25.00 |
| 15 Melon Bells, 5c play . . . 49.50 | 2 Watling 10c Rol-A-Tops . . . 22.50 |
| (Serials on Bonus and Melons over \$25,000.) | |
| 15 Mystery Blue Fronts, 5c Play, ser. over 377,000 . . . \$35.00 | |
| 1 Hollywood Ray-O-Lite Rifle . . . \$ 50.00 | 6 Bally Reserves, like new . . . \$20.00 |
| 1 Jennings Liberty Bell, Slant Top . . . 45.00 | 1 Mills Kounter King . . . 15.00 |
| 1 Jennings 5c Console . . . 40.00 | 2 Bally Arcades, like new . . . 22.50 |
| 1 Evans Rolletto Jr. . . . 100.00 | 4 Zetas, like new . . . 32.50 |
| 1 Genco Paddle Wheel . . . 50.00 | |
| SPECIALS | |
| 3 Mills 1-2-3, latest mod. F.S., Never operated . . . \$120.00 | 1 Track Time, red head, cash pay, perfect . . . \$ 80.00 |
| 1 Genco Double Game Auto Race, like new . . . \$27.50 | 1 Pamco Rosemont . . . 25.00 |
| 3 Rock-Ola 3 Ups or Across the Board . . . \$60.00 | 2 Pamco Deluxe Bells, 5c & 25c slot . . . 25.00 |
| 1 Stoners Air Races . . . 12.00 | 1 Exhibit Races, 7-coin slot, cash pay . . . 50.00 |
| 2 Palm Springs . . . 37.50 | 2 Keeney Skill Times, '38 model, F.S. . . . 160.00 |
| 3 Foto Finish . . . 20.00 | 1 Jennings Liberty Bell, flat top . . . 35.00 |
| 1 Turf Champ, cash or ticket . . . 22.00 | 1 Pacific Dominoe . . . 22.50 |

Operators: We are distributors for Stoners, Bally, Mills, Gottlieb, Daval, Rock-Ola and all the other leading manufacturers of coin operated machines. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. Write us and ask us to put you on our mailing list. The above prices are effective December 10, 1938.

MOSELEY VENDING MACHINE EX. Inc., 00 BROAD ST. Richmond, Va.
Day Phone 3-4511 Night Phone 5-5328



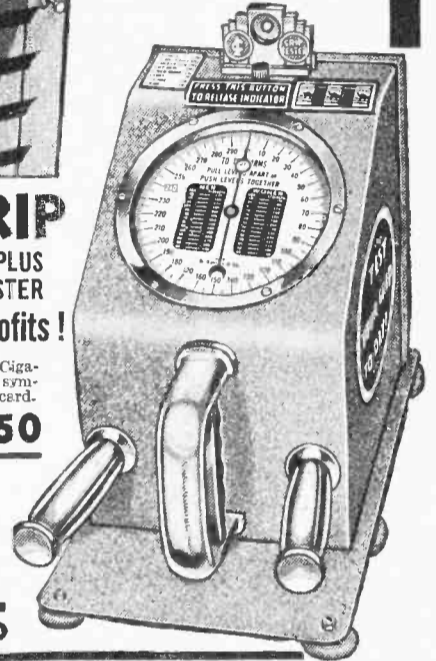
MAN-O-WAR 1-BALL CONSOLE

BY THE MASTERS OF PAYOUTS! MULTIPLE PAYOUT MYSTERY DAILY DOUBLE MYSTERY SELECTION & ODDS

FIRST

—with Mystery Payouts in multiples of 3!
—with Flicker Light Field and Illuminated Win Pockets!
—with Mystery "Daily Double" Pockets and TOP AWARD OF \$12 CASH!
Greatest game of recent times! Mystery Selection of 1 or more horses . . . Multiple or Single operation by simply throwing switch . . . Odds 3-1 to 240-1 . . . absolutely bug-free mechanism! Earnings that mark a new era! Order quick and clean up!

\$189.50



DUO-GRIP
TRADE STIMULATOR PLUS 3-WAY STRENGTH TESTER
Gives You Double Profits!

Besides testing strength of Push, Pull and Grip, Cigarette Reels spin with each grip . . . winning symbols, entitle player to award shown on award card. Available with fruit bell symbols or numbers. Combination 1c to 25c Slot. Stand, \$2.50.

\$24.50

Still Going Strong :
DE LUXE GRIP SCALE
3-WAY STRENGTH TESTER \$19.50
D. GOTTLIEB & CO.
2736-42 N. Paulina St., CHICAGO

THEY'RE ACTUALLY **WAITING IN LINE** FOR STOP AND GO!

SEABOARD SALES, INC.
619 TENTH AVENUE, NEW YORK, N.Y.
Phone: Wisconsin 7-5688

Automatic Sales Opens in Chicago

CHICAGO, Dec. 3.—Announcement of the new location of the Automatic Coin Machine Sales Co. was made recently. The address is 610 W. Van Buren street, Chicago. The company announces that general offices will be maintained at the above address.

Associated with the company is Jim Fleming, who will handle all of the outside activities and sales trips of the organization. Fleming has had over 24 years' experience in the coin machine industry, according to the company. "He has worked with distributors and operators of machines and at one time was a manufacturer," said a company member.

"A good many of his years have been spent with one of the largest manufacturers of coin-controlled machines, where he originated many of the principles now used on the bell-type machines."

Also associated with the company is the well-known coinman Joe Huber. He says: "Next time you are in need of coin machines, supplies, etc., get in touch with Automatic Sales—we're always glad to serve you."

Stepper-Up Is '39 Game—Keeney

CHICAGO, Dec. 3.—"Instead of showing 1939 games which may or may not go into production or which may or may not prove to be winners we have put

some of our new games into production at this time so we will have more than just a problematical model to show visitors attending our private showings in December and January," stated Ray Becker, of J. H. Keeney & Co.

He went on to say, "Take, for example, our new payout table, Stepper-Upper. That is really a 1939 game, but we have intentionally introduced it ahead of time so we would have earning reports to show with this game when it is displayed with the rest of our private showing releases.

"Keeney's Stepper-Upper utilizes a new principle of stepped-up payout table play and awards. If player loses on first game he can insert another coin and odds will be doubled for that second game play. And if he loses on his second game he can put in a third nickel and odds will be tripled for that third game. After the third game odds revert to original basis."

\$49.50
1/3 Deposit

Mills Vest Pocket Bell--Automatic Payout

The tiniest Automatic Slot Machine in the world with mystery payout. Only 8x7x8, weighs only 15 lbs. Vest Pocket Bell will earn for you the same profits as the large size slots. A convenient machine to operate in closed territory. Cash box holds \$45.00 in nickels.

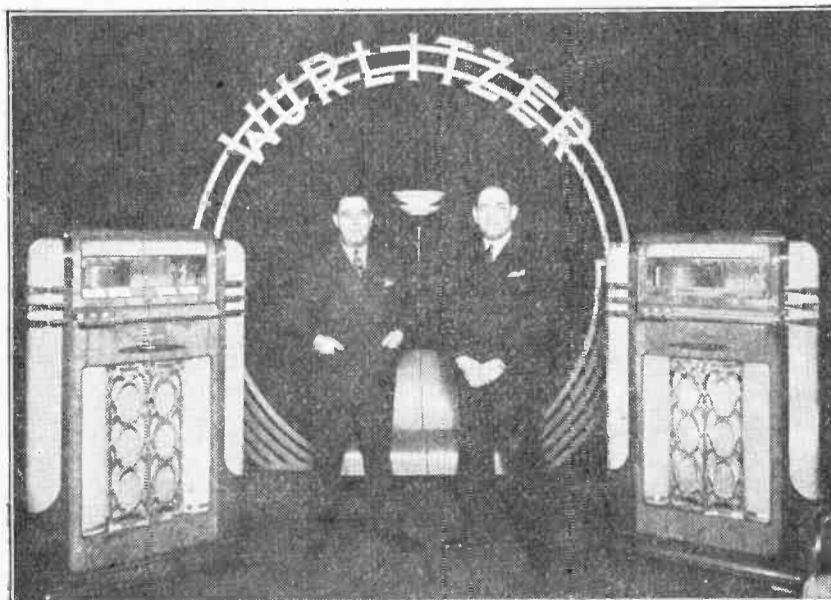
SICKING MFG. CO. Inc.
1922 FREEMAN AVE., - - CINCINNATI, O.

IT'S YOUR MOVE
DON'T WAIT! ORDER NOW!
BE THE FIRST IN YOUR TERRITORY!
TAKES IN

CHECKERS	1260 Tickets . . . \$63.00
	Average Payout . . . 40.00
	Average Profit . . . 23.00
	Sample Deal, Complete . . . \$3.00
	Sample Refill . . . 2.50
	TAKES IN
	2280 Tickets \$114.00
	Average Payout . . . 75.00
	Average Profit . . . 39.00
	Sample Deal, Complete . . . \$3.75
	Sample Refill . . . 3.00
	TAKES IN
	2520 Tickets . . . \$126.00
	Average Payout . . . 75.00
	Average Profit . . . 51.00
	Sample Deal, Complete . . . 4.00
	Sample Refill . . . 3.25

Our new patented tickets that are making satisfied customers everywhere are used in the above deals. A code slip is furnished with each set of tickets giving you protection against chiselers who change losers to winners. One-half deposit of postal or express money order must accompany all orders. All prices F.O.B. Louisville, Ky.

LOUISVILLE NOVELTY MFG. CO.
Manufacturers of Quality Jar Deals
330 East Breckinridge St., LOUISVILLE, KY.



NAT COHN AND IRVING SOMNERS, Modern Vending Co. executives, are snapped in the firm's newly decorated showroom.

WILL BUY
25 Mills Rio. Must be in good condition. Will also sell at a sacrifice Merchant Men, Digger Machines, flat tops, dime tops and Streamline.
LIBERTY VENDING MACHINE CO.
823 1/2 New York Ave., N. W., Washington, D. C.

If it's coin operated . . . we have it!

NEXT TIME TRY . . .

ORIOLE
COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.
—ALSO AT—
Pittsburgh • Washington • Buffalo

CHICAGO COIN'S "FREE GAME"



ALPS

**YOUR "Best Bet" IN
FREE GAMES MADE BY CHICAGO COIN
SO YOU Know IT'S GOOD. BIG DE
LUXE CABINET. HIGH SCORE PLAY!**

Immediate
Delivery

\$89⁵⁰
F.O.B.
CHICAGO

ATTENTION DISTRIBUTORS

Since our new Free Game models will go most everywhere, there are still a few territories open for live jobbers or distributors. Write, wire or phone us today for complete information. We urge you to do so promptly.

St. MORITZ

**HIGH SCORE
NOVELTY GAME**

with new triple action. Making big money on all locations because it's interesting and entertaining to play. Fully metered. Winning scores adjustable.

\$79⁵⁰

WE WILL EXHIBIT ONLY AT THE SHERMAN HOTEL JAN. 16-19

CHICAGO COIN MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD, CHICAGO

3-UP and ACROSS THE BOARD

Get Rock-Ola's sensational fast one-shot automatic combination table for continuous profits! Price so low game will pay for itself in a few days. WHY PAY MORE?

Immediate Delivery —
Wire Your Orders

**AVON
NOVELTY
Company,**
2923-25 Prospect Ave.,
CLEVELAND, OHIO



Change in 15
minutes on
location.

Gay Games To Have Booth at Stevens

CHICAGO, Dec. 3.—Says Guy E. Noel, president of Gay Games, Inc.: "I want to personally invite the operating fraternity to meet our organization and see our products at the Stevens Hotel December 12-15. We will have on display the E-Z Pickin line and many other products of our company.

"We want to meet all of our old friends and customers, make new friends and offer every operator present an opportunity to personally inspect and become familiar with every game in our line. E-Z Pickins will have new ideas and games that will be novel and interesting for everyone.

"We have one big surprise in store that we will present at the show. It will make history in the operating business."

CLOSE-OUTS

- 3 Mills 5c Melon Bells, Nos. over 432,000 . . . \$52.50
- 1 Mills 5c Cherry Bell, No. 427,064 . . . 44.50
- 1 Jennings 5c Silver Chief Dixie Bell, No. 136,354 . . . 49.50
- 1 Pace's 5c DeLuxe Comet, No. 48950M. 34.50
- 7 Watling 5c Rolatop Diamond Bell, Nos. over 89,000 . . . 34.50
- Above Machines used about 2 months.
- 1 Mills 5c Blue Front Double J. P. (with Gold Award), No. 366,005 . . . 24.50
- 5 Jennings 5c Chiefs, Nos. over 117,000 . . . 22.50
- 6 Mills 5c Front Venders, equipped with Double Comet J. P. Check Separator . . . 10.00 each
- 10 Mills 1c Single J. P. Free Play Feature (converted from 5c play), Check Separator . . . 8.50 each
- 1 5c, 1 1c Mills Q. T., 2-4 Payoff . . .
- 1 25c Caille 4-Reel J. P. . .
- 3 5c, 1 10c, 10 25c Mills Single J. P. with reserve and free play feature (2-4 payoff) . . .
- 2 5c Midgets, 2 Reel J. P. . .

MISCELLANEOUS

- 4 Metal Safe Stands . . . \$4.00
- 30 X Folding Stands . . . 1.95
- 1 Pike's Peak . . . 12.00 each
- 1 Western Grand Prize
- 1 Gottlieb Derby Day
- 1 Bally Favorite . . . \$29.50
- 3 Nutoscope and 2 Merchantmen Claws . . . 25.00
- 1/3 Deposit, 1/2 Deposit on Any Item Below \$22.50. Balance C. O. D.

MARYLAND COIN MACHINE CO.
5910 MARLUTH AVE., BALTIMORE, MD.

MAX'S WEEKLY SPECIALS

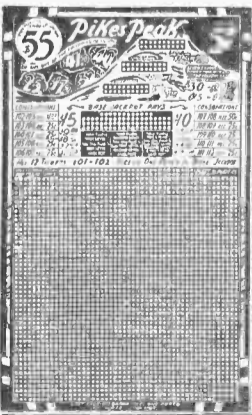
- RITZ (STONER) . . . \$37.50
- REVIEW (EXHIBIT) . . . 45.00
- Bambino . . . \$25.00
- Fleet . . . 32.50
- Gaytime . . . 21.00
- Hi Lo . . . 29.00
- Nags . . . 33.00
- Palm Springs, 37.50
- Outboard . . . 8.00
- Recorder . . . 16.00
- Chicago Baseball . . . 9.00
- Carnival . . . 8.00
- Dux . . . 8.00
- Hit 'N' Run . . . 8.00
- Running Wild . . . 8.00
- Auto Derby . . . 7.00
- Reserve (Bally) . . . \$19.00
- Ski Hi . . . 15.00
- Tally Ho . . . 15.00
- Zephyr . . . 16.00
- Bull's Eye . . . 13.00
- Airway . . . 11.00
- Chicago Expr. . . 11.00
- Silver Flash . . . 11.00
- Replay . . . 7.00
- Turf King . . . 7.00
- Vogue . . . 7.00
- Booster . . . 6.00
- Ricochet . . . 6.00
- Scoreboard . . . 6.00
- 1/3 Cash Deposit, Balance C. O. D. Illustrated Bargain Lists Free.

EXPORT—We Ship All Over the World. Cable Address, COINMACHIN, N. Y.

MIKE MUNVES CORP.
555 West 157 St., New York, N. Y.



CHARLES GORMAN, of Utica, N. Y., visits Lew Wolf (right) in the new Fitzgibbons of Utica headquarters. The machine shown is Bally's Rainbow Pencil Vender.



**A SURE WINNER
FOR BIGGER PROFITS
"PIKES PEAK"
BY AJAX**

No. 2502. 2560 HOLES.

Takes In . . . \$128.00
Pays Out (Average) . . . 70.53

Profit (Average) . . . \$57.47

BOARD FILLED WITH TIP STYLE COMBINATION TICKETS.

OUR LATEST 1939 COMPLETE CATALOG WITH LOWEST PRICES NOW READY. WRITE FOR A COPY.

AJAX MFG. CORP. 119-125 N. 4th St., Philadelphia, Pa.

PRICE \$5²⁰ Each

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

NO CLOSED TERRITORY

WITH EXHIBIT'S NEW MYSTERY MACHINE

POSITIVELY LEGAL EVERYWHERE!

SEE THIS REVOLUTIONARY MACHINE
AT OUR FACTORY ONLY

WILL NOT BE SHOWN AT THE SHOW!

THIS WONDER MACHINE BEING ABSOLUTELY LEGAL . . . EXCLUSIVE
PROTECTED TERRITORIES WILL BE ALLOTTED . . .

WE OFFER TODAY'S GREATEST MONEY-MAKING OPPORTUNITY

SEE IT AT OUR FACTORY ONLY

FACTORY & SHOWROOMS: 4222 - 24 - 26 - 28 - 30 W. LAKE ST., CHICAGO
EXHIBIT SUPPLY COMPANY

Buckley Console For Small Spots

CHICAGO, Dec. 3.—Following up the Track Odds console machine, Buckley Mfg. Co. has announced a new and smaller console which is designed to be placed in locations limited as to available floor space. Production on the new machine called Colors is already coming along nicely, according to official statement.

The new console has the same outstanding features of the bigger machine, it is stated, and also offers a simplicity in playing features that players understand at a glance.

The firm emphasizes the specially patented kind of flexible glass used for the top of the game, also the steel cabinet construction. These cabinets offer permanence and at the same time have been carefully designed to comply with the needs of console type of machine. A seven-coin chute is used on the consoles, a chute that has been

tested in the Buckley plant for console use. A single slot can be played or all seven of the chutes may be put into play. Payout unit, odds changer, spinner and power pack are all given special quality in the console, it is stated.

The Buckley firm will show its products at the NACOMM coin machine show, Stevens Hotel, December 12 to 15.

Micro Switch To Show at Stevens

FREEMONT, Ill., Dec. 3.—The Micro Switch Corp. will have a display of its products at the coin machine show sponsored by the National Association of Coin-Operated Machine Manufacturers, to be held at the Stevens Hotel from December 12 to 15, advises the company.

This display will show the Standard and Type Z Micro Switches, as well as the metal inclosed switches, consisting of the LK Precision Limit Switch and the complete Metal-Clad Micro Switch line.

GUARANTEED BARGAINS BY VEMCO

THESE PRICES EFFECTIVE ONLY DURING WEEK BEGINNING DECEMBER 7.
PHONE, WIRE, OR MAIL YOUR ORDER TODAY.

(All Equipment Listed Offered Subject to Prior Sale.)

ONE BALL AUTOMATICS

3 Bally Entry	\$24.50
1 Bally Racing Form	17.50
2 Bally Klondikes	39.50
7 Bally Fairgrounds	52.50
8 Bally Fleckwoods	47.50
4 Bally Stables	39.50
1 Gottlieb Fotofinish	15.95
2 Jennings DeLuxe Sportsman	10.75
1 Jennings Racing Club	10.75
8 Mills One-Two-Three Tables (These approximately 9 months old)	43.50
1 Mills Clocker	10.75
1 Mills Big Races	34.50
2 Mills Double Headers	9.95

MISCELLANEOUS

2 Mills Tickettes	\$ 4.75
1 Daval Penny Pack	9.75
3 Buckley Centapacks	9.75
1 Daval Smoke Reels	12.75
2 Bennett Ducks Wild	14.75
3 Bennett Lucky Packs	14.75
1 Jennings Premier Dial Scale	27.50
1 Bally Roll Skee Game	27.50
1 Exhibit Turf Time (Brand New)	12.75

NOVELTY PIN GAMES

17 Bally Reserves	\$22.50
1 Bally World's Fair	33.50
1 Chicago Coin Marvel	37.50
1 Keeney Free Reces	42.50
2 Bally Palm Springs	45.00

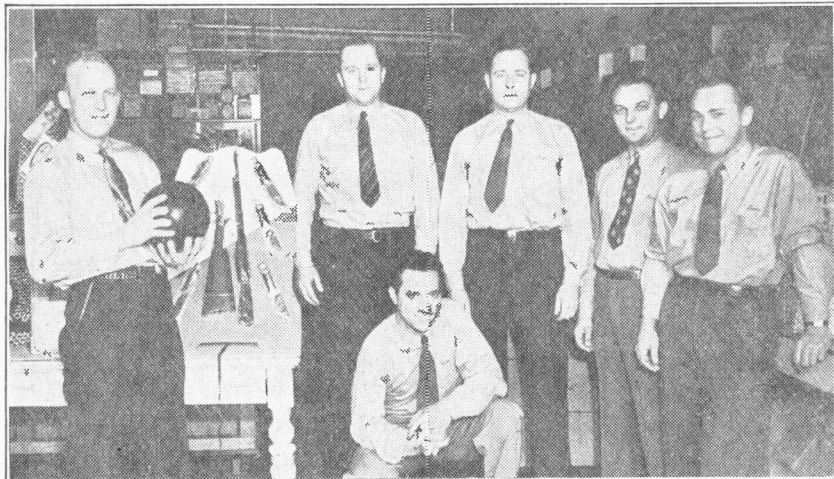
GUARANTEED SLOTS

1 Mills 5c Single Jackpot Bell	\$12.50
1 Mills 5c Single Jackpot Front Vender	12.50
2 Mills 5c Skyscraper Bells	27.50
3 Mills 5c War Eagle Bells	35.00
12 Mills 5c Blue Fronts	49.50
3 Mills 10c Blue Fronts	52.50
3 Mills 25c Blue Fronts	55.50
2 Mills 5c Grey Front Gold Award Bells	39.50
21 Mills 5c Cherry Bells	59.50
7 Mills 5c Cherry Venders	64.50
14 Mills 5c Melon Bells	69.50
5 Mills 5c Melon Venders	74.50
4 Mills 10c Cherry Bells	62.50
2 Mills 25c Cherry Bells	65.50
3 Mills 10c Melon Bells	72.50
2 Mills 25c Melon Bells	75.50
1 Mills 5c Bonus Bell	59.50

TERMS: 1/3 Certified Deposit With Order — Balance C. O. D.

THE VENDING MACHINE COMPANY

205-15 FRANKLIN STREET-FAYETTEVILLE, N.C. Cable Address: GUINSLOTS



IDEAL NOVELTY CO.'S bowling team is making a strong bid for the lead in the South Side Merchants' Bowling League in St. Louis. Carl Trippe, of Ideal, is the manager and sponsor. Left to right, standing: Harold Moser, Len Ferguson, Art Paule, Frank Bezder, Lan Stirrat; kneeling, Bill Bezdek.

CLOSE OUT IN PUSHCARDS

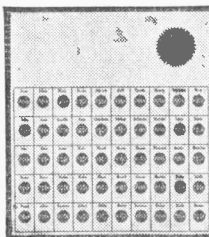
50 Hole Size. Exact Reproduction—Die Cut Seal.

\$1.50 per 100 - \$10.00 per 1000

Federal Tax Paid, F. O. B. Birmingham Express Office.
Several Other Sizes from 50c per 100 up.

ASSOCIATED SALES AGENCY

108 No. 17 ST. BIRMINGHAM, ALA.



FOR QUICK SALE IN LOTS OF 10 125 Mills MELON BELLS \$57⁵⁰ EACH

SUBJECT TO PRIOR SALE — F. O. B. BALTIMORE, MD.

WRITE PHONE **HANSEL HURST, THURMONT, MD.**

PARAMOUNT

BIGGEST NOVELTY HIT IN YEARS!



**FAST
5-BALL
PLAY**

**ALL MODELS
METERED**

SPINNING CAPTIVE BALL

Round and round it whirls . . . up, up, up climbs the score, 1,200 to 2,400 on one shot (adjustable). Controlled by 2 separate skill roll-overs. Looks so easy nobody can resist another try . . . and the result is plenty of repeat play to load the cash box for you.

OUT-BALL RETURN

Extra balls for the player . . . extra profits for you! Smart operators know the play-pulling power of the OUT-BALL RETURN . . . and are placing PARAMOUNTS as fast as they can get delivery.

Spotlighted above are two of the many reasons why PARAMOUNT is earning more money for operators than even Bumper and Bally Reserve. Ask your jobber to tell you about the other exclusive PARAMOUNT features that guarantee heavy collections for you. Or write direct to the factory. And act quick before competition grabs the best locations. Play safe—order PARAMOUNT today!

NOVELTY MODEL, \$89.50 RESERVE MODEL, \$99.50
NOVELTY MODEL WITH FREE PLAY COIN CHUTE, \$99.50

THISTLEDOWNS



RESERVE-TYPE MULTIPLE
OPERATE WITH OR WITHOUT MULTIPLE
OPERATE WITH OR WITHOUT RESERVE

All the time-tested money-making features of Bally's famous one-shots . . . plus flip-a-switch flexibility enabling you to operate with or without multiple, with or without \$50.00 TOP RESERVE. Earn 10 to 20 per cent more than you did with Fairgrounds or Grandstand by getting THISTLEDOWNS on your multiple spots now.

**WRITE
FOR
PRICE**

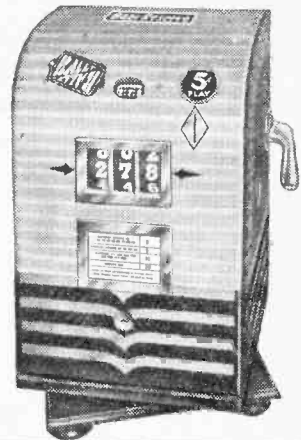
GRANDSTAND STILL IN PRODUCTION
Write for Prices

BABY RESERVE

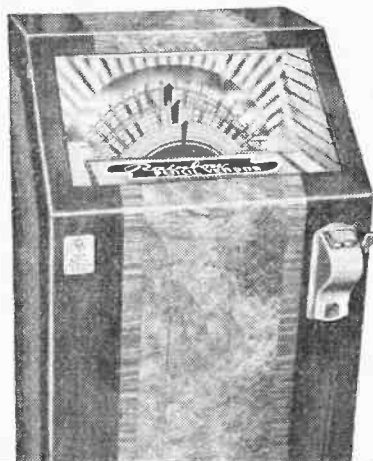
3 GREAT GAMES IN ONE!

Free with every machine . . . 2 extra sets cards and tapes for BELL-FRUIT and PENNY CIGARETTE play . . . in addition to regular number RESERVE, \$1.00 minimum to \$50.00 TOP. New COIN-DIVIDER and DOUBLE CASH BOX eliminates bother of settlement with merchant. Trouble-free mechanism in flashy cabinet on turntable base. Double your counter earnings by ordering BABY RESERVE today!

**Only
\$26⁵⁰
26**



RAINBOW



A merchandise machine in appearance and operation, a bell in earning power! Double Pencil Display Wheels, studded with 6 different color pencils, is legitimate advertising device . . . yet packed with more suspense than a console dial! Equal value vended for each coin, but clever "BUY-BACK" plan insures the kind of "repeat play" profits formerly earned only by bells and one-shots. RAINBOW puts all territory back on the big money map. Try a sample and see!

FREE PLAY HITS

WITH OR WITHOUT MULTIPLE

ARROWHEAD (single-coin play) and EUREKA (4-way multiple) both have all the play appeal of a pay table . . . and turn free play spots into big profit gold mines. Can be operated as ONE-SHOT or 5-BALL game. Repeat play insured by new fascinating "qualify" scoring system.

**WRITE
FOR
PRICES**



**Pay
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Size**

Write for descriptive folders on Bally Novelty and Payout Games, Consoles, Counter Games, Bally Twin Bell, Bally Popcorn Vender and other Bally hits.



BALLY MFG. COMPANY
2640 BELMONT AVE. CHICAGO, ILL.

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PHONOGRAPH OPERATORS HAVE BEEN WAITING
for

MELODY GUM

THE PLAY STIMULATOR

UNIQUE
FOOL PROOF
LOW PRICED

OPERATORS PRICE
\$39⁵⁰

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NO SERVICE CALLS—
ATTACHED IN A
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GUARANTEED TO INCREASE
CASH RECEIPTS

WILL INCREASE YOUR
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REVOLUTIONIZE THE PHONOGRAPH INDUSTRY

CAN BE PLACED ON A BAR—
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PROVEN AND TIME TESTED
2½ YRS. IN DEVELOPMENT
PRECISION BUILT

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GETS IN ALL THE BEST PLACES



Brilliant Beauty

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Wins Finest Locations in the Land

The Wurlitzer "Five Hundred" is smart. It has "swank". It is richly styled to take its place in, and even add to the appearance of the most exclusive location.

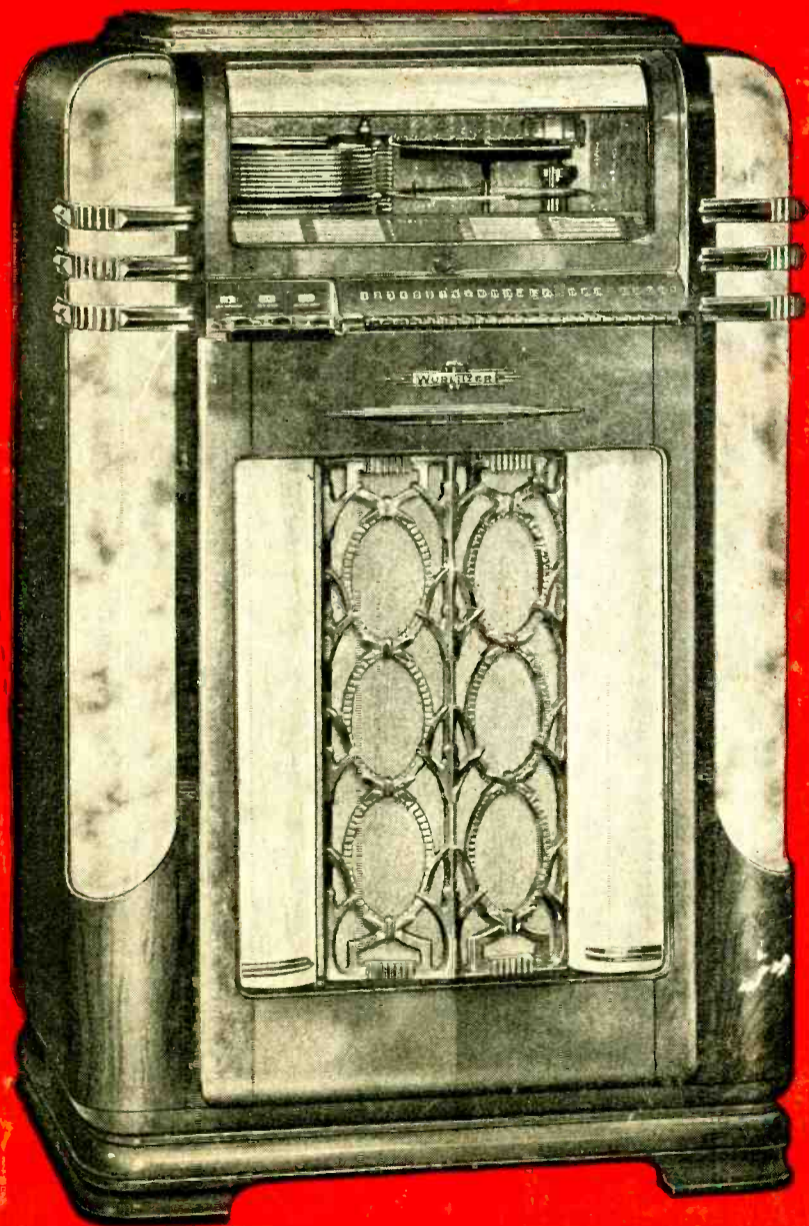
With it, Wurlitzer Music Merchants are lining up an entirely new type of top-flight location . . . hotels, night clubs, fashionable cocktail lounges. And with an instrument that gets the best you can always count on the rest.

Turn in your obsolete phonographs now on this deluxe Wurlitzer "Five Hundred" under Wurlitzer's Factory Trade-in Plan. Reach out for locations and profits you have never had before. You can get both in abundance with this brilliantly beautiful Wurlitzer. Write or wire for details.

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